

City Manager's Weekly Update
April 20, 2018

LIBRARY

Stormtroopers Invade Downtown Library on May the Fourth



Beware Vader's Fist! Members of the Golden Gate Garrison will be invading the Downtown Library for STEAM into the Galaxy on Star Wars Day, May the Fourth. The event demonstrates the wide array of STEAM programming happening throughout the library system during the school year AND during the Summer Reading program.

In addition to Stormtroopers and Mandalorian Bounty Hunters, R2D2 is scheduled to make an appearance. Cosplay is encouraged. Join us Wednesday, May 4th, 3 – 5 p.m. at the Downtown Library, 224 Church St.

Creative Movement Storytimes



The Downtown Library is hosting a special early literacy series that integrates stories, songs and dance into an hour of fun and movement. Professional dance instructor Meredith Cabezas from Motion Pacific will incorporate simple dance and movement activities that help children engage and explore words, sounds and text in unique and memorable ways. This free program is for little movers and shakers from 2-6. Saturdays at 10am through May 19th.

Capitola Library to Close

The Capitola Library will officially close for construction on May 1, 2018, and the last day the library will be open for business will be Saturday April 28. The official estimate for construction time is 18 months to 2 years. However, SCPL does not yet have an official date for a Grand Opening.

If you use the Capitola Library you will need to pick up any requested items on hold for you before April 28th, and change your future hold pick up location to another branch. A drive-through return bin will be located at the Jade Street Community Center.



ECONOMIC DEVELOPMENT

Economic Development Update:



CALLING ALL YOGIS AND FITNESS FANATICS!

LULULEMON IS OPENING A POPUP STORE IN DOWNTOWN SANTA CRUZ

The Economic Development team has been working closely with local broker Jackie Copriviza to attract Lululemon, a popular at leisure brand, to downtown Santa Cruz. Business Liaison Rebecca Unitt provided several key data points around downtown sales tax and performance numbers that combined with the unique character and demographic profile of Santa Cruz were enough to entice the retail anchor to test out our market. The popup store will be open from June through the end of November.

CONSTRUCTION UNDERWAY AT ROUX DAT KIOSK

The kiosk in front of Bookshop Santa Cruz is almost ready for our new tenant Roux Dat to open up. We are targeting a mid-May opening after the installation of new sinks, flooring, and other upgrades needed in the kiosk for our new tenant. Roux Dat specializes in Cajun/Creole food and we can't wait to have another tasty option open up on Pacific Avenue.

UNCLE POOP'S TO CONTINUE CLEAN UP SERVICES DOWNTOWN

Shane Klein, owner/operator of Uncle Poop's Pet Waste Removal, will be renewing his contract for cleanup in the CRM district for the 2018/19 fiscal year. In 2017 Shane removed roughly 3,000 incidences of waste in the district.

ED: Asset Management Update

CLARIFICATION ON SENTINEL REPORTING OF DEL MAR THEATRE SALE

On April 17th the Sentinel reported that the Del Mar and Nickelodeon Theatres were for sale by Landmark. Scott Griffen, the Landmark manager for both locations, has no knowledge of an impending sale. He cited trade industry reporting that some time ago Netflix made an offer to buy the Landmark operations, but negotiations broke off likely because the selling price is too high. Scott believes that industry buzz may have prompted some other potential buyers to approach Landmark and "kick the tires" but has no knowledge of any serious negotiations. Landmark operates over 50 locations, most of them leased so any serious sale negotiations would be lengthy. Landmark is respected as a specialty film exhibition chain with excellent management and a hold on many platinum theatre locations.

The Del Mar Theatre building is owned by the City. Landmark has a long term lease which requires advance authorization by the City for assignment to any other organization.

ED: Housing & Community Development Update

LIFE AND AFFORDABILITY OF SYCAMORE COMMONS AND LA PLAYA APARTMENTS TO BE EXTENDED 55 YEARS

Next month, Mercy Housing California will close escrow on federal tax credit financing for a project to rehabilitate 60 units of affordable family housing at Sycamore Commons (125 Sycamore Street) in the lower Pacific Avenue area and 9 units at La Playa Apartments (216 Leibrandt Avenue) in Beach Flats. After the projects are improved they will remain affordable to households earning 30-60% of area median income for 55 years. Although the City is not investing any new funding in the project, existing redevelopment (\$842,240), HUD CDBG (\$351,154), Housing In-Lieu Fees/Affordable Housing Trust Fund (\$103,190), and City Red Cross Relief Fund (\$414,687) loans will be extended as part of the overall project financing package. The project also has some prior state loans that will also be extended.

Construction costs, fees, and other related expenses are expected to be about \$19,000,000. Total financing, covering all costs, will be about \$35,000,000. This includes acquisition of the land and improvements by a subsidiary of Mercy Housing. This is a typical process for older projects that were originally funded with tax credits. Developers will re-syndicate with new credits sometime after the prior tax credits end. The process requires a new Limited Partnership to be formed with the new tax credit investors. Mercy Housing however will remain the general partner responsible for managing the project into the future. Sycamore Commons was originally built in 1996-1998 and La Playa was built in 1994. Construction is expected to be completed next summer.

ED: City Arts Update

ARTS COMMISSION FOCUSES ON EQUITY, INCLUSIVITY AND ENVIRONMENTAL JUSTICE



At a retreat in February, 2018 the Arts Commission had a workshop, facilitated by local expert Hannah Garcia, regarding cultural and racial equity. This discussion inspired excitement about a more intentional focus on how the [Arts Commission](#) could be equity leaders moving forward –impacting the artists and community members we work with as well as setting a positive example for the City.

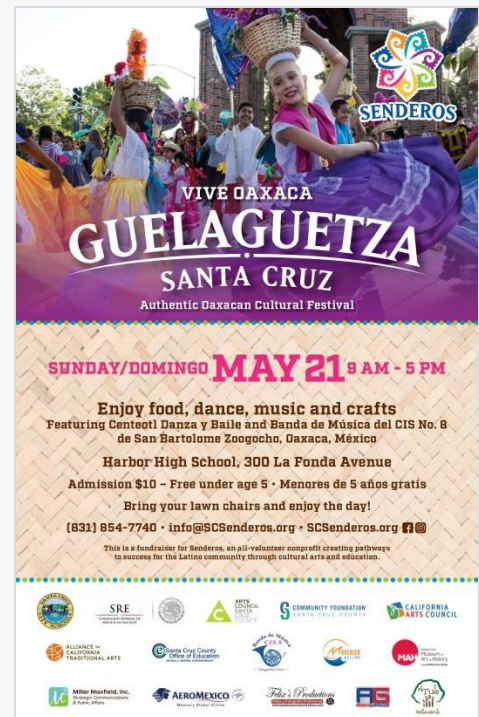
We examined our implicit biases, asked uncomfortable questions, and educated ourselves about the history of marginalized

groups and the struggles these groups face today.

Beth Tobey, the City's Arts Program Manager, positioned this as foundational step prior to revising the City's Arts Master Plan. The Arts Master Plan lays out 5-10 year vision for the City's investments in arts and culture and establishes a focus for ongoing partnerships and programs.



The most impactful and beautiful projects that the Arts Commission has worked on in the last few years such as the [Beach Flats Mural](#), the [Diversity Center Youth Mural](#) and the sponsorship of the annual [Guelaguetza by Senderos](#) and the [Mole & Mariachi Festival](#) - have all touched on themes of equity, inclusivity and environmental justice – and have deepened our understanding of the importance of this focus. We also understand and acknowledge that it requires intentional efforts to change systems and structure of inequality. Without *intentional* efforts the structures that disenfranchise and limit are replicated over and over again. While a small percentage of people may beat the odds, the majority continue to have limited opportunities for growth and success. Such disparities do not make for healthy communities or for a thriving arts and culture experience. One of the first steps to inform our efforts will be to assemble an Ad Hoc Council – a group of people that we can consult regarding programs, projects and outreach. We imagine inviting at least one representative from the following groups: Amah Mutsun Tribal Band, Santa Cruz Diversity Center, and Clarity Arts as well as local artists representing a range of cultures and languages.



We agree with the statement on equity put forward by Americans for the Arts:

- In the United States, there are systems of power that grant privilege and access unequally such that inequity and injustice result, and that must be continuously addressed and changed.
- Cultural equity is critical to the long-term viability of the arts sector.
- We must all hold ourselves accountable, because acknowledging and challenging our inequities and working in partnership is how we will make change happen.

- Everyone deserves equal access to a full, vibrant creative life, which is essential to a healthy and democratic society.
- The prominent presence of artists challenges inequities and encourages alternatives.

FREE FAMILY-FRIENDLY 'FOLLOW THE FLUSH' WASTEWATER WALK ON MAY 5



[Follow the Flush 5K](#) walk brings awareness of Santa Cruz wastewater with art, games and humor on Saturday, May 5. The family-friendly event begins at UC Santa Cruz with walking groups departing from 9:30 a.m. to noon. The walk follows the path of Santa Cruz wastewater through natural and urban landscape concluding at the City of Santa Cruz Wastewater Treatment Plant where free tours are offered at 11 a.m., noon, 1 p.m., and 2 p.m. [Advance registration](#) is strongly recommended. All activities are free of charge. The walk takes about 1.5 hours - if you take your time.



**Sat. May 5th
9-2 (2 hrs)
FREE**

FOLLOW THE FLUSH

The 2018 Santa Cruz Wastewater Walk

**a family-friendly 5K, featuring
free tours, art, games, prizes, and
toilet humor**

REGISTER: WasteWaterWalk.com





Part of an ongoing series of walks held in various cities, *Follow the Flush* is supported by the City of Santa Cruz and the Santa Cruz Arts Commission and co-developed by independent artist studio FICTILIS, an undergraduate research group within the DANM department at UC Santa Cruz, and other artists and organization

What: "Follow the Flush" Wastewater 5K Walk

Where: Start: [East Remote Parking Lot, UC Santa Cruz](#)

Finish: [Santa Cruz Wastewater Treatment Facility, 110 California St. Santa Cruz 95060](#)

When: Saturday, May 5: Walks depart from 9:30 a. m. to noon; Wastewater Treatment Plant tours are at 11 a.m., noon, 1 p.m., and 2 p.m. for adults and children at least

age 9 years old. Closed toe shoes are required.

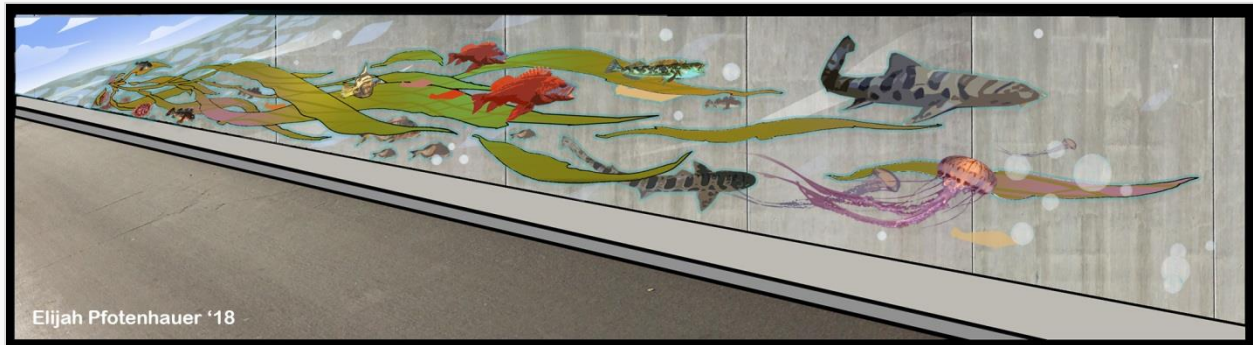
Registration: <https://www.eventbrite.com/e/follow-the-flush-santa-cruz-wastewater-5k-walk-tickets-43005310040>

Website: www.wastewaterwalk.com

This event will FEATURE art installations and performances, water tables that double as interactive displays from water-related nonprofits, and a variety of family-friendly games and activities!

Here is just a small sample of the art installations and performances to be included:

- A sneak peek at an ocean & estuary themed mural in progress at the wastewater treatment plant, by Elijah Pfotenhauer.



- A special appearance by POOP ([People's Own Organic Power](#)) Project founder Shawn Shafner, aka The "Puru", who will lead hourly meditations to rebalance the bowels, and offer wildflower mud pies to encourage communion with the holy soil.
- Poster prints by Molly Winter about the toilets of the world, decomposers, composting, and the nitrogen cycle.

- “Guess the Scat,” with UCSC Campus Natural Reserve Manager Alex Jones, featuring real droppings of mysterious local creatures,
- MANY MORE interactive displays from artists and water-related nonprofits like Community Water Center, Surfrider Foundation, Homeless Garden Project, UCSC Sustainability Office, Fossil Free UCSC, and Santa Cruz Climate Action Network. *Please share [this event](#) widely!*

ED: Graffiti Abatement Update

The month of March had a total of 324 public tags that were removed by the City. March 2017 had a total of 386 public tags. That’s 62 less tags compared to last year’s March.

The City of Santa Cruz Graffiti Abatement Program has 3 easy ways of reporting graffiti on public and private property:

- Call the Graffiti Hotline at (831) 420-5303
- Send an email to graffiti@cityofsantacruz.com
- Report online at www.cityofsantacruz.com/graffiti



Please provide a description of the tag on the object or surface and the location with the nearest address or cross street and if possible a photo.

Quick removal within 24 to 48 hours is proven to be the most effective way to deterrent against graffiti vandalism. The longer graffiti remains the greater the chances graffiti vandals will return. For more information about the City of Santa Cruz Graffiti Abatement Program, receiving a free removal kit, and other resources, please visit our website at www.cityofsantacruz.com/graffiti

PARKS AND RECREATION

Summer Programs

Parks and Recreation's opening summer registration day "Super Saturday" was a fantastic success with over 1,000 registrants and more than \$400k in revenue on the first day. The administrative staff fielded over 100 phone support calls in three hours. Many of our most popular programs filled during the weekend including sessions of Junior and Little Guards, Climbing Camps, Art Camps and Children's Theater. In three days, 436 children were enrolled in summer camps at Harvey West Park while 151 future baseball stars enrolled in Baseball Beach Camp. Summer programs begin the week of June 18.

Louden Nelson Community Center

Friday, April 20 at 7pm - All About Theatre: *Madagascar – A Musical Adventure Jr.* Opening Night!

Saturday, April 21 at 2pm & 7pm -- All About Theatre presents *Madagascar Jr.*

Sunday, April 22 at 2pm -- All About Theatre presents *Madagascar Jr.*



Civic Auditorium

Friday, April 20 at 7pm - FashionTEENs Santa Cruz -- Santa Cruz celebrates an evening of boundless joy, creativity and enthusiasm of our artistic youth. Over 120 teens from 16 Santa Cruz County middle schools and high schools will model fashions they themselves designed and constructed. Expected attendance is 1000 patrons. Tickets available at SantaCruzTickets.com.

Saturday, April 21 at 6:30 pm - Santa Cruz Derby Girls -- Spring is here and so is the long-awaited return of the Harbor Hellcats! These ferocious felines will be taking on the Root Force, the highly competitive B team from our neighbors from way up north, Humboldt Roller Derby. Join the anticipated 800+ patrons to come out and support your Hellcats in your normal black and blue and spice it up with your favorite cat accents (leopard print, kitty ears, tails, etc.!)

Tickets available at [SantaCruzTickets.com](https://www.santacruztickets.com)



Arana Gulch

As part of the Natural History Museum's Environmental Stewards Program, high school students helped remove English ivy and French broom along the coastal loop trail in Arana Gulch.



San Lorenzo Park

Parks staff continues to beautify San Lorenzo Park and the benchlands in preparation for the event season. The most recent work included repainting the stairs, clearing dirt and debris from the hardscape, edging the pathways, and weeding the flower beds. Earth Day will take place in the benchlands on Saturday, April 20.

PUBLIC WORKS

Streets

Crews removed 115 ft. of curb and gutter that had been damaged by tree roots at Nobel and Calvin Place.



Wastewater Treatment Facility

Free tours of our Wastewater Treatment Facility are offered at 11 a.m., noon, 1 and 2 p.m. on Saturday, May 5, after the Follow the Flush 5K Walk. This free family-friendly walk begins at UC Santa Cruz where participants can start anytime from 9:30 a.m. to noon. The walk follows the path of Santa Cruz wastewater through natural and urban landscape with art installations and performances, interactive water displays, games and activities and free T-shirts. You are welcome to tour the plant whether or not you participate in the walk. [More information.](#)



Transportation Engineering/Community Relations

Two Street Smarts ambassadors will be at the City's Earth Day booth this Saturday offering traffic safety lessons: CHP's Chipper the Chipmunk will provide distracted driving pledges for young and old, and the Warriors' mascot Mav'Riks will be teaching youth correct bike turn signals. We will also be offering free Street Smarts yard signs to all Santa Cruz residents. We hope to see you there! [More information.](#)



April is Distracted Driving Awareness Month—please consider sharing this 30-second [Street Smarts video](#) with friends and family.



Resource Recovery Engineering

Staff recently submitted the 1st Quarter 2018 California Air Resources Board Report for the Resource Recovery Facility to the Monterey Air Resources Board. The report includes field data from our quarterly landfill surface emissions monitoring for methane. Staff also submitted the facility's 2018 1st Quarter Report to CalRecycle (CA Waste Board). It includes waste intake data, vehicle traffic, load checking and gas monitoring logs.

WATER

This week kicked off the first watershed education field trip, with Live Oak School District students. There were thirty students at Loch Lomond for 3 hours of instruction. We did an erosion control experiment, lots of water quality tests and a watershed modeling activity. This popular school program continues to evolve.



Our Distribution folks have lots of water main work going on. This week they were working on Bonnie Street installing 4" PVC water main. Next week they should be able to tie customer service lines into the new main. We also repaired leaks on Woodland and on May Avenue this week, with the Woodland leak causing quite a mess. Crews have been out and cleaned up, and you'd never know there had been a leak.

When we have the chance, we like to talk with our customers about what their water rates pay for. While roads and bridges are easy infrastructure projects to point to and talk about, most water infrastructure is under ground. So it's understandable that most people wouldn't be cognizant of the costs for water infrastructure – both to maintain existing infrastructure and to replace it. That was one of the drivers behind calling out an Infrastructure Reinvestment Fee on customer bills. Here's a great example of the costs for basic infrastructure – water main replacements. In 6 water main replacement projects during the past year or so, we replaced 4.86 miles of pipeline for a total cost of \$10,661,800 for internal and external labor and materials. While the cost per foot varies based on the challenges and locality, the average cost of all of the projects was \$416 per foot – or about \$35 per inch. And the cost of clean, safe water delivered right to a customer's tap? Less than two-cents per gallon. Yep, less than \$.02

