

# City Manager's Weekly Update

## March 2, 2018

### PUBLIC WORKS

#### Streets

Crews repaired 30 feet of fencing at West Cliff and Manor Avenue.



Streets crews finished the ground area of the temporary River Street homeless camp site.



#### Operations

A successful Storm Water Annual Hot Spot inspection was conducted at the Corp Yard on Feb 23. All divisions have been doing their part to ensure the Corp Yard is storm water pollution prevention plan compliant.

#### Wastewater Treatment Facility

Electricians have been working on equipment replacements as well as troubleshooting. Exterior sensor lights have been replaced on the bioassay lab. An access gate vehicle sensor was recalibrated and some switch gears were replaced. Line Maintenance/Collections assisted Operations with suctioning out water from an underground foul air pipe. All departments also actively worked on making the facility spotless in preparation for the state level CWEA Plant of the Year judging tour last Monday.



### **Resource Recovery & Engineering**

Storm water pollution reduction efforts have been put in place at the landfill. Settling tanks and sand filters for Cell 3A are installed. Cell 3A entrance paving and curb and diverter berm installation has been completed.

Track-out plates are installed at the Cell 3A entrance to reduce sediment from entering the storm drains.



### **Waste Reduction**

Waste Reduction staff hosted the 5th and 6th sessions of the Master Recycler Program this week with a field trip to Grey Bears on Saturday and a class discussion of Extended Producer Responsibility on Tuesday. Class members also shared reuse and recycling tips and ideas with the group. One member carved wooden spoons from old pallet wood. Another member shared trivets made from wine corks. One pre-recycle tip was to wipe cat food cans and peanut butter jars with tissue or paper towels to save on water.

Waste Reduction staff hosted two Recycle Center educational tours this week, one with a mixed age independent home school program and one for a Monterey Bay area food to farm group. Participants learned firsthand what happens to their recyclables here in Santa Cruz.

### **Green Business**

Green Business staff attended a regional Monterey Bay Area Green Business meeting to learn about an upcoming grant opportunity in partnership with the CA Green Business Network. The goal of the grant is to increase the number of certified Green Businesses throughout California

through the 27 existing Green Business programs. Funds could help recruit businesses and assist them through the certification process.

### **Collections**

Resource Recovery Collection will be delivering clear streams to the Global Wave Conference this weekend.

Our light duty employee is working with the waste reduction team to audit recycling carts. In two days he has tagged and mailed educational material to over 50 city residents.

We are assisting in the last clean up at San Lorenzo Park. For the month of February we have disposed of 9.47 tons of refuse from the park.

### **Transportation Engineering/Community Relations**

Check out the long form of his week's [Street Smarts message here](#).



Are you saving money and stress at City parking meters and pay-by-space machines with our ParkCard? Learn more and share the bliss in our [30-second video](#), viewed 900 times during a recent week on Facebook.



## ECONOMIC DEVELOPMENT

### *Economic Development Update:*



2017 was an incredibly busy year and 2018 so far is certainly not an exception. Here in Economic Development we have been working hard on our economic development work plan, providing one-on-one business support, installing new murals citywide, and even helping to create new units of affordable housing. [Read the full article including our top ten wins from 2017...](#)



Matthew Swinnerton is a man of many hats. From creating the monthly [Event Santa Cruz](#) series to taking on the annual [The 2018 NEXTies](#) awards to joining the [Santa Cruz Works](#) team as Programs Director, Matthew really does it all. Four years ago Matthew started Event Santa Cruz. The first ever event was held at Nickelodeon Theater and featured Kendra Baker ([The Glass Jar](#)), Margaret Rosas ([Looker](#)) and Ryan Coonerty (Santa Cruz County Supervisor) among others. Since then, there have been events around a number of themes: Non-Starving Artist, Photobomb, PopUp night, Hair Dressers on Fire, and Event Watsonville. For Mathew it is all about showcasing people in town that are doing cool things. [Read more...](#)



## *ED: Asset Management Update:*

### STAGNARO BROS. SIGNS NEW LONG-TERM LEASE ON THE SANTA CRUZ WHARF

Nick and Gino Marini of Marini's Candies on the Santa Cruz Wharf have reached agreement with the City of Santa Cruz on a new lease which will see the confectioners continuing to serve up delicious, hand-crafted candies and sweets on the Wharf for the next several decades.



*Marini's on the Wharf*

Marini's founder Victor Marini brought his family from Italy to Santa Cruz in 1905 and opened the Palace Barbershop on Cooper Street across from the old Santa Cruz Court House. Victor transitioned into food service in 1915 after he purchased a popcorn stand at the Boardwalk. Victor's son Joseph Marini Sr. began working in the family business at age 10 and during the decades following Victor's death in 1938, Joe Sr. and wife Josephine were instrumental in laying

the groundwork for the successful enterprise Marini's Candies is today.

Today Nick and Gino continue the tradition of making fine candies. In addition to their famous salt water taffy, Marini's also offer a variety of hand dipped nut clusters and caramels, turtles, English toffee, rocky road, chocolate dipped strawberries, homemade fudge, caramel apples, and an assortment of candies from all over the world.



*Gino Marini, CEO of Marini's Candies, Bonnie Lipscomb, Economic Development Director, and Nick Marini, President of Marini's Candies, celebrate the signing of a new Marini's Candies*

City of Santa Cruz Economic Development Department Director Bonnie Lipscomb admits to having a sweet tooth and applauds the Marini's for their family-oriented candy store which, in addition to their downtown and Westside stores, provides some of the best sweet treats around. "The Marini family has been great Wharf tenants since the late-eighties, and the City is proud to have entered into a new lease with them," Lipscomb said. "Marini's contribution to the Wharf's ambiance and the fun atmosphere they provide helps make the Santa Cruz Wharf a special, must-see destination for locals and visitors alike!"

Visit Marini's on the Santa Cruz Wharf for a sweet treat you'll never forget. Marini's also serves their famous ice cream sundaes and has a complete coffee and espresso bar to serve you any time of day!

### *Graffiti Abatement Update:*

The month of January 2018 had a total of 374 public tags that were removed by the City. January 2017 had a total of 301 public tags. That's 73 more tags compared to last year's January.



The month of February had a total of 344 public tags that were removed by the City. February 2017 had a total of 243 public tags. That's 101 more tags compared to last year's February. 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](mailto:graffiti@cityofsantacruz.com)
- Report online at [www.cityofsantacruz.com/graffiti](http://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](http://www.cityofsantacruz.com/graffiti).

*ED: Housing & Community Development Update:*

HABITAT FOR HUMANITY REVIEWS APPLICATIONS FOR THIRD MY HOUSE MY HOME PROJECT  
My House My Home is a partnership between the City of Santa Cruz, senior homeowners, Habitat for Humanity, and Senior Network Services. The program goal is to build Accessory Dwelling Units (ADUs) on the existing properties of senior homeowners to provide additional income and adjustable living accommodations to help them age in place. City Funding is provided through Affordable Housing Trust Fund which is administered by Economic Development Staff.

Habitat for Humanity, who runs the program and provides matching funds, is currently reviewing applicants for its third ADU project, and is looking at the opportunity to build a detached, new construction, project that could be used as a prototype for future units. Developing a prototype will help streamline future projects. More news to come!  
To read more about how the My House My Home program [click here](#).

*ED: City Arts Update:*

**DIVERSITY CENTER YOUTH MURAL CELEBRATION**

Saturday, March 3rd 1:00-3:00PM at Louden Nelson Center, Santa Cruz

A new public mural, “Unify, Decolonize, Thrive” has joined our vibrant community and we invite



**Diversity Youth Mural Celebration**  
**Sat, March 3rd 1:00 - 3:00 PM**  
**Louden Nelson Community Center**

**Reception with food and drinks**

**Inspiring guest speakers**  
**Ceremonial ribbon cutting**

**Contact Jamie Joy:**  
**youth@diversitycenter.org or 831-425-5422 x 104**

**ARTS COUNCIL SANTA CRUZ COUNTY**

**diversity center santa cruz county**

**santa cruz cityarts**

you all to celebrate with us for a ceremonious ribbon cutting and reception. This youth-inspired art, designed by local muralists Emmanuel Garcia and Oliver Whitcroft, represents the past, present, and future of marginalized people — transitioning from a challenging history to a hopeful and thriving future where everyone is included and valued. Sponsored by: The Diversity Center Santa Cruz County, City of Santa Cruz, and Arts Council Santa Cruz County

## PLANNING AND COMMUNITY DEVELOPMENT

**West Cliff and Bay Street.** This week, the owners of the property at the northwest corner of West Cliff Drive and Bay Street submitted applications for a permits to construct a four-story mixed use project consisting of two levels of underground parking, ground level commercial, and 89 residential condominium units. The property is currently a surface parking lot that serves the Dream Inn. The project proposes to include parking for both the Dream Inn and the new development as part of the two underground parking levels. The Planning applications include a Coastal Permit, Design Permit, Special Use Permit, Planned Development Permit, and Tentative Map. The project will ultimately go to the Planning Commission for a recommendation and to the City Council for a decision, and community feedback will be sought prior to the public hearings. Ryan Bane is the Planning Project Manager.



**Hampton Inn.** Last June, the City Council took action to approve demolition of the 32 room *Sunset Inn* and replace it with a 60 room *Hampton Inn* located at 2424 Mission Street. Construction of the project commenced this week with demolition of the existing building.





**501 Cedar.** On February 15th, the Planning Department received an application for an Administrative Use Permit, a Design Permit, and a Sign Permit to convert the existing two-story commercial office building at 501 Cedar Street to a mixed-use building. The proposed new building would consist of two, two-bedroom apartments above a ground-floor restaurant with alcohol service and outdoor seating. The proposed remodel includes exterior improvements on all elevations to modernize the design of the building, and improvements at the commercial frontage to create outdoor dining space along Cedar Street. The proposal also includes 769 square feet of additional floor area on the first floor to create storage areas, office space, a trash enclosure, and additional dining area at the rear of the building. The project site is located within the Downtown Parking District and the proposed site plan includes the removal of four of the eight existing on-site parking spaces at the rear of the parcel. The Downtown Commission (DTC) heard the proposal on November 30, 2017 and weighed the benefits of the proposed use against the impacts of a drawdown on the downtown parking supply. The DTC was supportive of the new use and determined that there is adequate supply in the district to cover the reduction of parking spaces. The project is anticipated to be heard by the Zoning Administrator in May 2018. Samantha Haschert is the planner working on the application.

**Gateway School.** Last week our department received an application by *Gateway School* to relocate from its current location on Eucalyptus Street to the former Natural Bridges School at 255 Swift Street. Private Schools are a conditionally permitted use in the underlying zone district requiring a public hearing before the Planning Commission, which is expected to occur in the late spring/early summer timeframe. Clara Stanger is the planner working on the application.

## WATER

The big news at the Water Department this week is, of course, the rain. Not that the amount we've received will make much of a difference, but anything at this point is welcome. A dry February worsened our prospects for a normal water year. The Water Commission meets Monday night and they'll get an updated supply outlook, but we won't issue the final Water Supply Outlook until the end of March. If I had to wager a guess right now, it would be that we'll need to do restrictions this summer. While the reservoir still sits at over 90%, that's likely all we'll have to get us - and fish flows - through the summer.

Loch Lomond Recreation Area opened this week. Rental boars are cleaned and ready for visitors, as are trails and picnic areas.



Speaking of the watershed, we joined several agencies in a “Lessons Learned from the Bear Fire” public meeting this week. There was good attendance by private citizens and we were heartened to hear from the county that there is new interest in a sustained code compliance effort. This is good news to us, as the conditions in the Bear Canyon neighborhood had a lot to do with the ignition and magnitude of the fire. A serious fire in the watershed would be devastating to the City’s water supply.



Last, we continue to dial in our CIP program. The magnitude of work needed to modernize our water system is huge, as is the scope of needed infrastructure projects.

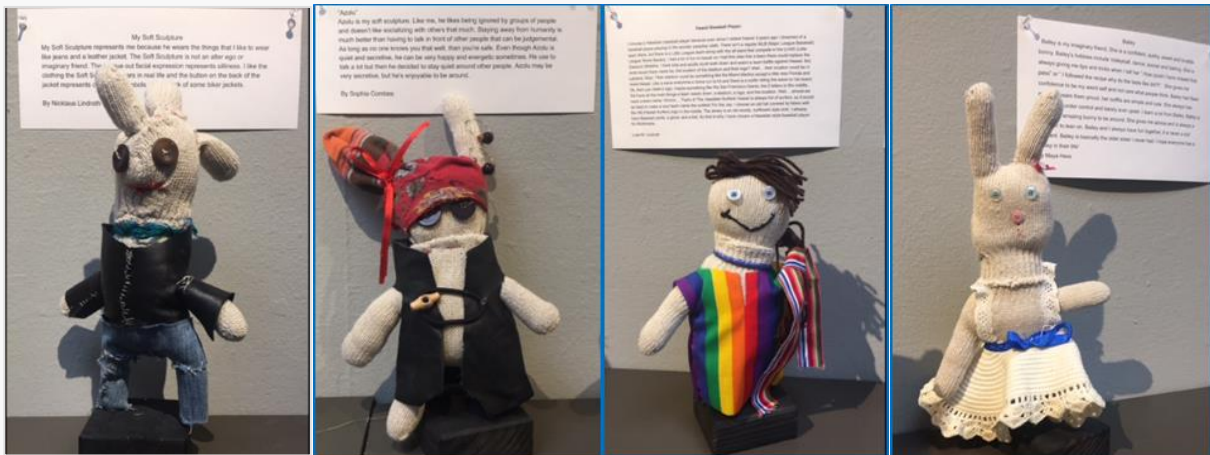
## PARKS AND RECREATION

### **Louden Nelson Community Center**

On Tuesday, February 27 at 9am & 12pm, Christian Youth Theater presented *Alice in Wonderland JR.* to local elementary schools. School kids were invited to travel down the rabbit hole and join Alice, one of literature's most beloved heroines, in her madcap adventures. Featuring updated songs from Disney's thrilling animated motion picture, Disney's *Alice in Wonderland JR.* is a fast-paced take on the classic tale.



On Tuesday, February 27 Kathleen Crocetti's Mission Hill Middle School students installed their art project "Alter Ego", handmade dolls along with their very special bios. This unique collection will be on display in the LNCC gallery for the month of March.



### **CPRS (California Parks and Recreation Society) 2018 Awards**

City of Santa Cruz Parks and Recreation staff and volunteers were honored at the annual CPRS awards for District 6 which includes Santa Cruz, Monterey and San Benito counties. The awards recognize excellence in the areas of Volunteer & Sponsorship, Professional Merit, Excellence in Recreation Programming, Promoting Healthy Communities and Park Planning. There are two competitive categories: Rising Professional Award and Distinguished Professional Award. We are proud to announce that City of Santa Cruz Field Crew Leader, Blake Woessner, was selected for the Rising Professional Award for 2018. He is an outstanding example of the excellent work by Santa Cruz Parks and Recreation staff.



**Rising Professional Award**

Blake Woessner,  
Field Crew Leader



**Professional Merit Award**

Daniel Lawson-Thomas,  
Administrative Assistant  
Loudon Nelson  
Community Center



**Award of Excellence for a Program- Promoting Healthy Communities**

*Walking Adventure Group*  
  
Kelly Gibson,  
Walking Adventure Group  
(WAG)



**Award of Excellence for a Project—Park Planning**

*Upper DeLaveaga Park*  
  
City of Santa Cruz Parks and  
Recreation



**Volunteer Award**

*Junior Guard Booster Club*  
  
Cristina Lupano, Heather  
Babcock, and Sheryl Cowen

## **Clam Chowder**

The Clam Chowder results are in! Congratulations to the City of Santa Cruz Rangers for winning BEST Clam Chowder in the Public Safety Division. No biggie. They will be the FIRST team listed on the “Silver Ladle” public safety trophy proudly displayed in the Rangers office for 2018. Get your recipes ready for 2019! A complete list of winners can be found at <https://beachboardwalk.com/Clam-Chowder-Cook-Off>.



## **Arana Gulch**

The Adaptive Management Working Group held a meeting to provide technical guidance to the City to help guide the natural restoration efforts at Arana Gulch. Members include city staff, rangeland specialists, ecologists, and representatives from the California Coastal Commission, CA Department of Fish and Wildlife, and US Department of Fish and Wildlife. One of the topics at the meeting regarded the condition of the grazing areas during a low rainfall year. The cows found the discussion lively and engaging.





## Better Choices, Better Health

Staying healthy is important. But for some people who suffer from chronic illness, maintaining healthy habits and living a healthy lifestyle is hard. The Santa Cruz Public Libraries is partnering with the [Health Trust](#) to help those suffering from chronic illness in Santa Cruz take control of their health.



Better Choices, Better Health is a 6 week self-management program delivered by leaders in our community trained by the Health Trust. These workshops are for anyone dealing with the challenges of living with chronic or ongoing health conditions such as diabetes, heart disease, asthma, or high cholesterol and/or their caretakers. Workshops are fun, interactive, and designed to enhance regular treatment and condition-specific education. Participants will learn about stress management, dealing with pain & fatigue, weight management, decision making, and more.

Workshops take place at the Branciforte Library, 230 Gault St., Thursdays 10:00 am - 12:30pm starting on March 15 and ending April 19th. The workshops are free, but registration is required. To register, call 408-961-9877 or email [bcbh@healthtrust.org](mailto:bcbh@healthtrust.org).