

# City Manager's Weekly Update

March 23, 2018

## POLICE

### Public Safety Study Session

#### Staffing Study of Police Department Operations Analysis / Parks & Recreation Division Review



This week, SCPD Chief Mills delivered an extensive and informative presentation to the Santa Cruz City Council, highlighting the Staffing Study of Police Department Operations Analysis and the Parks & Recreation Division Review.

The Public Safety Study Session presentation offered real insights with tangible analytics that demonstrate the volume and scope of the challenges and successes at SCPD.

The staffing study is available here <https://www.cityofsantacruz.com/home/showdocument?id=70001>

The information Chief Mills presented to Council was on target in addressing council members' priorities. Key topics that generated extra discussion were crime trends and analysis, workload volumes, enforcement challenges and the inefficiency of the records management system.

The full video of the City Council Public Study Session presentation is available here <http://www.cityofsantacruz.com/government/city-council/council-meetings/city-council-meeting-video-and-audio-files>



### SCPD with AT&T "It Can Wait" Traffic Safety Presentation Distracted Driving & Walking: Cause, Effect & Solution

Chief Mills invites the community to SCPD Street Smarts Traffic Safety Presentation: Distracted Driving & Walking: Cause, Effect & Solutions on Wednesday, March 28, 2018, at Santa Cruz Police Community Room from 6:00 pm – 7:30 pm.

The SCPD traffic presentation examines distracted driving and walking as well as solutions to address such behavior. Distracted driving and walking have become increasingly serious concerns with the popularity of cell phones and smartphones. Studies have shown that drivers require more reaction time and pedestrians become less attentive to their surroundings when distracted by cell phones.

Co-presenting with SCPD is AT&T. When it comes to texting and driving, it can wait. That is the simple, yet vital message AT&T is sending drivers, particularly teens. To drive home the message and to make roads and highways safer, AT&T is bringing a virtual reality simulator to the Santa Cruz Police Department's Traffic Safety Presentation.


Sergeant Scott Garner, a 20 veteran officer, and traffic expert will answer questions and clarify traffic safety issues in our neighborhoods. The presentation is an SCPD community-driven approach to traffic safety education and awareness for a safer commute by focusing on issues for a more reliable traffic environment for pedestrians, bicycles, and vehicles.

Another SCPD event in support of Street Smarts, the traffic safety, public education campaign launched by the City of Santa Cruz with the mission to reduce the number of traffic-related crashes and injuries in the City of Santa Cruz. [www.cityofsantacruz.com/streetsmarts](http://www.cityofsantacruz.com/streetsmarts). Please join us Wednesday, March 28<sup>th</sup>. We hope to see you there!

## TRAFFIC SAFETY PRESENTATION

DISTRACTED DRIVING & WALKING - CAUSE, EFFECT & SOLUTIONS





### Wednesday, March 28 @ 6pm

#### OPEN TO PUBLIC

SCPD Community Room - 155 Center Street

The presentation examines distracted driving and walking as well as solutions to address such behavior. Distracted driving and walking have become increasingly serious concerns with the popularity of cellphones and smartphones.




Studies have shown that drivers require more reaction time and pedestrians become less attentive to their surroundings when distracted by cell phones.

Nearly all drivers, 91%, reported owning a cellphone, and more than 50% say they use them while driving.

Co-presenting with SCPD is AT&T

When it comes to texting and driving, it can wait. To drive home the message, AT&T is bringing a virtual reality simulator to the presentation. Participants safely experience first hand how dangerous it is to take their eyes off the road and glance at a phone.



For more info contact [sgarner@cityofsantacruz.com](mailto:sgarner@cityofsantacruz.com)



Street Smarts  
CITY OF SANTA CRUZ



at&t



SANTA CRUZ POLICE



CITY OF SANTA CRUZ

### Deputy Chief Rick Martinez Gets Top Volunteer Award



The Red Cross recognized our very own Deputy Chief Rick Martinez with Top Volunteer Award - Thank you Red Cross Central Coast for celebrating DC Martinez and sharing this compelling story. <https://goo.gl/9i1BE4>

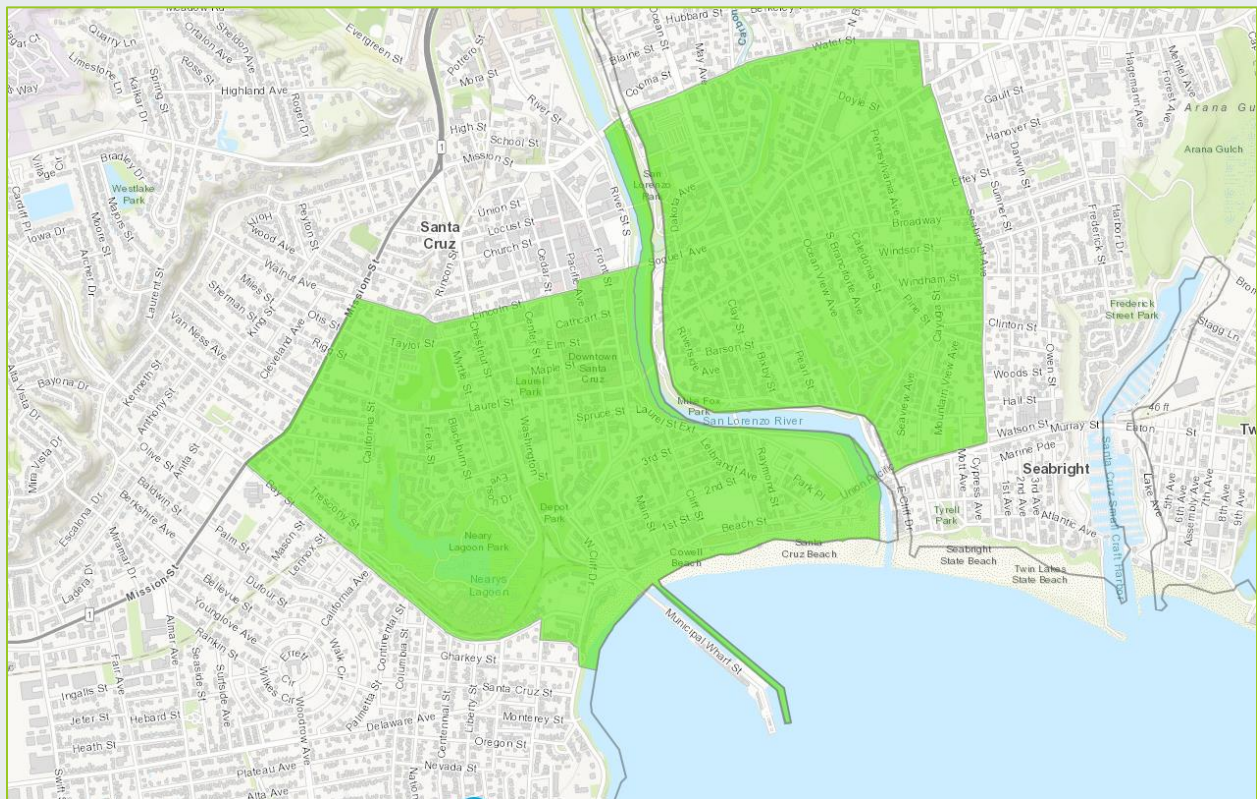


## ECONOMIC DEVELOPMENT

### *Economic Development Update:*

OPPORTUNITY ZONES: Yes, we got them!

The federal tax bill passed at the end of December 2017 allows the Governor to designate certain census tracts as Opportunity Zones. Investments made by individuals through special funds in these zones would be allowed to defer or eliminate federal taxes on capital gains. An Opportunity Zone must contain census tracts that have poverty rates of at least 20 percent or median family incomes of no more than 80 percent of statewide or metropolitan area family income. We were eligible for up to two census tracts in Santa Cruz and were successful in having one of the tracts in the proposed Opportunity Zone re-designated to encourage more business investment, including applying for and receiving two opportunity zones in Santa Cruz including the Downtown and Eastside adjacent to the downtown.



### *ED: Successor Agency Update: Another DOF Approval!*

On March 20<sup>th</sup>, we were informed that the Department of Finance (DOF) approved the Annual Recognized Obligation Payment Schedule (ROPS) submitted by the Successor Agency for the 2018-2019 fiscal year. This insures that the City of Santa Cruz Redevelopment Successor Agency will receive property tax transfers of \$4,710,050 to make annual payments on debt service and developer agreements. This figure also includes \$250,000 to cover the annual staff and related operating costs of the Successor Agency. The ROPS was approved by the Successor Agency Oversight Board for submission

in January. Economic Development Staff are currently in negotiations with the Department of Finance to settle the terms of the Last and Final ROPS which would cover the request for tax revenue transfers through the end of the life of outstanding obligations in fiscal year 2033.



How do you seamlessly combine the power of digital engagement into the physical world to connect with your customers through a unique experience? That's the question JT Mudge is answering at LitmusBox, his digital engagement agency located in the University Town Center building in Downtown Santa Cruz. We met up with JT to tour the "Experience Lab" and learn about his business. [Read more...](#)



Allterra Solar is a familiar name in Santa Cruz. You've seen the branded vehicles, attended events they've sponsored, and possibly had them out to your house for a solar evaluation. All told - they have a real presence and some serious local brand recognition. That being said, have you ever really thought about what "Allterra" actually means? My 'duh' moment came during an interview with James Allen, founder and CEO, when he shared that Allterra simply meant "all earth". All meaning "all" in English and



“Terra” being Latin for “earth.” Turns out Allterra is actually a fitting name for their company – a business focusing on providing green solar energy. [Read more...](#)

## BARRIOS UNIDOS FAÇADE IMPROVEMENT PROJECT COMPLETE



Barrios Unidos, located at 1817 Soquel Ave, participated in the Economic Development Façade Improvement program this year. Participating businesses receive grant funding for the improvement of their building’s façade. The size and location of the Barrios Unidos building, made this project particularly impactful. Barrios Unidos is a youth violence prevention organization dedicated to providing alternatives to at-risk youth and re-entry opportunities to former prisoners. Barrios Unidos recently celebrated 40 years in the community, and staff was excited to unveil the new building façade during their anniversary celebrations. Barrios Unidos received funds for design, painting, and removal of old signs. Local company JJM Painting completed all of the work on the building. Per State law, all work was completed at prevailing wage.

### *ED: Housing & Community Development Update:*

There is relatively good news from the FY 2018 federal spending bill that was finalized yesterday by Congressional leaders. The following is a summary from the California Housing Partnership Corporation:

- The bill includes language allowing Section 202 Project Rental Assistance Contract (PRAC) properties to convert under RAD, a provision that CHPC has been working on for several years. The bill also lifts a cap on RAD conversions from 285,000 units to 455,000 units.

- The bill would increase funding for the HOME program by \$412 million (43%) from \$950 million to \$1.362 billion, which is a huge victory (symbolically, at least) for a program that many of us thought would be eliminated years ago.
- CDBG receives \$3.3 billion with formula grants receiving a 10% increase.
- The bill extends the suspension of the 24-month funding commitment deadline under the HOME program. Because of the additional requirements on project selection, underwriting standards, and developer capacity under the HOME program, many communities have struggled to meet the two-year commitment deadline, which led to funding being lost. This language removes this barrier while keeping in place other, more meaningful deadlines.
- Funding for the Housing Opportunities for People with AIDS (HOPWA) program was increased to \$375 million.
- Choice Neighborhoods Initiative (CNI) funding increases when compared to last year's allocation, from \$138 million to \$150 million.
- Voucher renewals should be sufficient to renew all vouchers and perhaps restore a few that PHAs are authorized to use but recently lost over many years of HUD starvation budgets. PHA admin fees are increased modestly.
- Public housing did very well relative to recent past budgets with an \$800 million (42%) increase in capital funds and a more modest increase (3.4%) in operating funds.
- Rural programs were surprisingly mostly flat funded and did not fare as well as HUD programs

**For more HUD and USDA budget line items, please review this [budget chart](#) from the National Low Income Housing Coalition. [Read more...](#)**

### *ED: Graffiti Abatement Update:*

On March 13, 2018, the City of Santa Cruz received over \$800 in restitution for tags removed within the City Limits. This case spans over 3 years, 2 Graffiti Program Managers, and involved cooperation between the City's Economic Development and Finance departments, and the County's District Attorney's Office.

Great teamwork! Let's keep our City clean by continuing to report graffiti. Cleaning up graffiti is part of a sustainable strategy for economic development and revitalization. The absence of graffiti instills a sense of pride in our community, improves public safety through the removal of gang related tagging and helps spur economic development

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)



## INFORMATION TECHNOLOGY

### **Water Meter Reading in Cloud**

Water and IT worked together to move a subset of Water's meter reading application to be hosted in the vendor's cloud.

### **Moves**

IT worked with departments on various moves for the coin room, Finance, Water, and the Annex remodel.

### **Storage Improvements**

IT's infrastructure team implemented an improved and expanded storage solution at City Hall's data center.

### **Year-end**

IT and Finance have successfully worked another year to deliver W2's and 1099's on our Eden Financial system.

### **Levee Camera Security System**

The Levee's camera security system is now up and running from Soquel Ave to Laurel St.

## PARKS AND RECREATION

### Civic

The Santa Cruz Symphony: *Celebration!* will be at the Civic on Saturday, March 24. The concert begins with Mozart's joyful Overture to The Marriage of Figaro, then a celebration of the late, great local legend Lou Harrison's 100th birthday with Suite from Wedding at the Eiffel Tower which he wrote for the Santa Cruz Symphony almost 58 years ago. 2016 Klein International String Competition winner Will Langlie-Miletich will perform Bottisini's dramatic Bass Concerto No. 2. The concert concludes with Mozart's Concertante for Violin and Viola, featuring In Sun Jang and our own Daniel Stewart. Purchase tickets at [santacruztickets.com](http://santacruztickets.com).



### Louden Nelson Community Center

The Reparations Tour: White Solidarity with the Black Power Blueprint. On March 22, as part of a national tour of 12 cities, speakers involved with the Black Power Blueprint will share the incredible institutions being built and show how white people can play a critical role in supporting the self-determination of black working-class people to feed, clothe and house themselves.

Saturday, March 24 from 12pm – 5pm – Coalition to End Human Trafficking: Human Trafficking Happens Here: Understanding Child Sexual Exploitation

### Jr. Guards and Beaches

Twenty Beach Lifeguard/Jr. Guard Instructors were hired this week and will begin 50 hrs. of Marine Safety training during the week of 4/28. Twelve of the new hires were volunteer Captain Corps members last summer!



Two NCAA college beach volleyball tournaments took place at Main Beach volleyball courts over the last two weekends. Nationally ranked Cal Poly SLO participated in the tournament offering spectators some high powered tournament play!



## **Sports**

Seventy-three softball teams kicked off the Spring softball season the week of March 5 at DeLaveaga ball fields. Rain has temporarily suspended the season for the past 10 days. ?



### **Lighthouse Avenue Park**

New landscaping.





## PUBLIC WORKS

### Wastewater Treatment Facility

Efficient operations continue along with routine maintenance and preparation for upcoming projects. Mechanics have been working on fabricating a stainless steel sleeve which will be inserted into a worn aeration pipe; this sleeve will solve the problem of air leaking out of the pipe. The aeration pipe being worked on is uniquely located and requires a team of mechanics at the top and another in an underground equipment gallery. Mechanics have also been performing their regular UV bulb maintenance program, replacing worn out parts and cleaning the equipment that gets dirty from being underwater all the time.



### Transportation Engineering/Community Relations

We completed four Street Smarts assemblies this week for students at DeLaveaga and Bayview schools. The children enthusiastically joined in on songs with musician Peter Appel that underscored Preventing Distractions on the Road and in the Car. Branciforte Middle School students acted out unsafe and then safe traffic behavior with the youth portraying bicyclist, driver, passenger and pedestrian. All students were given a take-home game to play with their families to reinforce safe rules of the road.



We welcome everyone to the Police Department's [Street Smarts presentation "Distracted Driving & Walking: Cause, Effect & Solutions"](#) on Wednesday, March 28, 6-8 p.m. at the Community Room, 155 Center Street.

We hope to see you there! Free yard signs will be available.



As basketball finals approach, Mav'Riks reminds us of the #1 traffic issue here in Santa Cruz. Read the [long version of his Street Smarts message](#). We are excited that KION/Telemundo will be shooting our tenth Street Smarts video featuring this message and starring Mav'Riks next week.



We wrote a new story for our Santa Cruz Waves City Beat column: [WHAT TO DO WITH A RETIRED SURFBOARD? CITY SMART PHONE RECYCLING GUIDE ANSWERS THIS AND MORE](#)



## **Waste Reduction**

Staff attended the Northern California Recycling Association's Annual Recycling Update. Highlights of the conference focused on zero waste, recycling infrastructure and reduce and reuse. A hot topic was the current recycling market strategy change, in terms of the Asian markets, and recommendation to weather the storm with increased focus on waste prevention, reducing consumption and reusing materials.

### **Green Business**

The Green Business program hosted a brown bag Learning Lunch at the SC Library. It was attended by both currently certified Green Businesses and newly interested businesses.

### **Resource Recovery & Engineering**

The leachate booster pump was installed and inspected by the Air Board last week.

The settling tank and filtration system at Cell 3A are running. Staff was able to grab both the influent and effluent samples to test the effectiveness of this treatment option.