

City Manager's Weekly Update

June 1, 2018

ECONOMIC DEVELOPMENT

ED: Economic Development Office Update:

ECONOMIC DEVELOPMENT CO-HOSTS DOWNTOWN MENTAL HEALTH AND SAFETY MEETINGS

The Economic Development team, Downtown Management Corporation, and Downtown Association of Santa Cruz partnered together to host two meetings (morning and evening sessions) for Downtown Property and Business Owners on Wednesday, May 23rd. The main objectives of the meetings were twofold: 1) to serve as both the annual meeting to alert business and property owners to the renewal of the BIA and CRM assessments; and 2) to provide a mental health and safety update on the changes in service providers in the downtown in response to feedback from property and business owners.



The meetings were well attended with over 60 business owners and property owners participating. The agenda included brief presentations from the County, community service providers, Santa Cruz PD and our downtown rangers. Pam Rogers-Wyman with Santa Cruz County Behavioral Health discussed the variety of programs the City partners with the County in order to provide mental health outreach in the Downtown including the Downtown Outreach Workers, SCPD Mental Health Liaison, the newly launched [HOPES Team](#), and the Mental Health Mobile Emergency Response Team.

Police Chief Andy Mills, Downtown Lt. Bernie Escalante, and Community Service Officer Amanda Pedulla provided an overview of the neighborhood policing structure and how the Police Department is working to identify and resolve hotspot issues in the downtown. Senior Rangers Jon Silas and Juan Becerra provided information about the Ranger program and how business owners can best utilize their services. Much of the question and answer portion focused on when to call 911 and when to call the non-emergency number and based on the complexity of the topic, the Police Department will be working on a matrix to provide to all downtown business owners to help make it easier for them to call the right number for the services they need. The overwhelming theme of the discussions was a need for continued communication and partnership between the City, mental health service providers, the Police Department, and downtown merchants which we continue to work on to provide the resources and response needed to continue to showcase our downtown as an incredible place to live, work, and play.

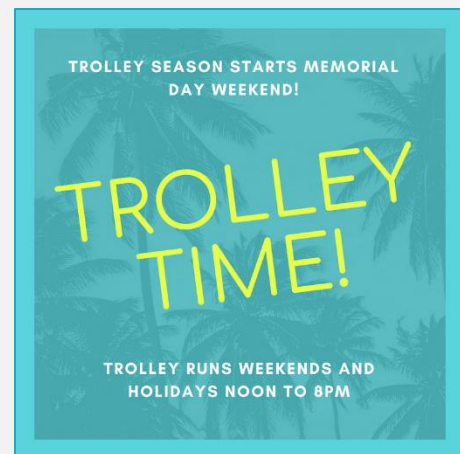
ROUX DAT CAJUN CREOLE OPENS STEW SHACK IN DOWNTOWN KIOSK



We are excited to finally welcome Roux Dat Cajun Creole to downtown Santa Cruz. The appropriately named “Roux Dat Stew Shack” officially opened for business on Thursday, May 31 after several months of waiting while repairs and improvements were made to the downtown kiosk located at the corner of Locust and Pacific and directly in front of Bookshop Santa Cruz. The kiosk is an opportunity for Roux Dat owner Chad Glassley to expand his business after success with his original restaurant in Capitola. The Stew Shack features a variety of Cajun Creole specialties including Jambalaya, Gumbo, Red Beans & Sausage, Spinach & Mushroom Etouffee, Shrimp & Corn Etouffee and Chicken Creole, all served with a choice of Jasmine or brown rice and Cajun garlic bread. The kiosk is open 11 a.m. to 6 p.m. daily.

TROLLEY SEASON OFFICIALLY KICKED OFF MEMORIAL DAY WEEKEND!

The 2018 Santa Cruz Beach-Downtown Trolley season officially kicked off on Saturday, May 26! Hop on the trolley to travel between the beach and Downtown on weekends and holidays now through Labor Day. The Trolley runs from noon to 8pm and details about pick up locations can be found the website: santacruzrolley.com



ED: City Arts Update:

EBB & FLOW RIVER ARTS FESTIVAL JUNE 1- 2

JUNE 1, 2018 FIRST FRIDAY SCHEDULE

ARTMAKING & PERFORMANCES ON COOPER STREET 5:00-8:50pm

Enjoy live music and dance, artmaking and booths on Cooper Street and food in Abbott Square. We'll have a station to make signs for Saturday's March for the River, and much more.



PROCESSION TO THE SOQUEL AVE BRIDGE WITH THE [POST STREET RHYTHM PEDDLERS](#) 9:00pm

Meet at the corner of Abbott Square & Cooper St. Bring a flashlight. Join in a procession led by the Post Street Rhythm Peddlers from Abbott Square to the Soquel Avenue Bridge!

FIRE DANCERS & DANCE PARTY 9:15-10pm

Experience the river at night. Samba stilt circus, DJ and public art unveiling of a commissioned piece by local multimedia artists [Rachel Stoll and Aron Altmark](#).

(Note: Light meter testing has been done to ensure the light produced from the LED neon used in this piece will not affect wildlife because it is a direct view product and there is no actual illumination hitting the roadway).



JUNE 2, 2018 SATURDAY SCHEDULE

MARCH FOR THE RIVER - 12pm

Show your love for the river! This is an all-ages one-mile march. Participants are invited to come as they are or dress up like their favorite watershed critter. Signs, costumes are welcome but not required. Roller skates, one-wheels, skateboards and bicycles are welcome but the march will move at a walking pace. The March starts under the Soquel Avenue Bridge (East Side, near Riverside Lighting) and ends at the Tannery. All participants please arrive at 11:45 am to sign-in and so that we can line folks up.



CELEBRATION AT THE TANNERY - 12:30-4pm.

Artmaking, food trucks, and performances featuring world-renowned vertical performance pioneers [BANDALOOP](#). A pioneer in vertical performance, [BANDALOOP](#) seamlessly weaves dynamic physicality, intricate choreography and climbing technology to turn the dance floor on its side.



Vertical dance artists Bandaloop will perform.



Mr. Frog will return to the Tannery.

Learn more about the festival at www.EbbandFlowFest.org and learn more about River Motion, the digital art display on the Soquel Bridge, here: www.RiverMotionSC.com

POLICE

SCPD Addresses Gang Violence AND Succeeds with Gang Intervention Program



This week on the 300 block of Younglove Ave, in the early morning hours our Emergency Services Unit, Santa Cruz County Anti-Crime Team Gang Task Force were conducting a search warrant operation. Convicted felon and known



gang member, Andy Rios, 28 years old was arrested with a loaded handgun. The ongoing investigation includes collaboration with the Santa Cruz County District Attorney's Office.

SCPD Graduates Students In P.R.I.D.E. Gang Intervention Program



This week, Santa Cruz Police Department celebrated the successful graduation of 28 youths from the P.R.I.D.E. program. The event marks the 10th graduating class for P.R.I.D.E. PERSONALLY RESPONSIBLE INDIVIDUAL DEVELOPMENT IN ETHICS. The program is a multi-faceted approach to support high-risk middle schoolers in making better choices. Mayor David Terrazas, City Manager Martín Bernal, Chief of Police Andrew Mills and Deputy Chief of Police Dan Flippo presented

diplomas to the graduates in the community room crowded with proud family and friends. The SCPD P.R.I.D.E. The program ran from October 25, 2017, until May 26, 2018, and included 36 field trips, guest speakers' presentations, and mentorship events. A record number of 28 students from Mission Hill and Branciforte Middle Schools participated along with 15 mentors from UCSC.





The teens have the opportunity to reflect upon the direction of their lives and the consequences of their choices. "It is a program where the students felt very empowered," said program director Officer Leo Gomez. SCPD coordinates the P.R.I.D.E. program in conjunction with Santa Cruz City Schools and the County Office of Education.



Our P.R.I.D.E. program dedicated to helping youth avoid a life of crime and gangs. We realize that the continually growing gang problem is not going to disappear on its own. The children of our community need to know that there are alternatives to gangs. We have developed a place where they feel safe physically and mentally. These young people need to know that there are concerned adults who will care about them

now and in the future.

The P.R.I.D.E. program is voluntary and free of charge, and its activities include guest speakers, mentor connections, parental involvement and recreational outings help participants make decisions that lead to healthy and productive lives.

Congratulations 2018 P.R.I.D.E. Graduates! Thank you P.R.I.D.E. mentors and community businesses for supporting our youth.



WATER

As of today, the community has been under Stage 1 water restrictions for one month. Not surprisingly, we've had few reports of water waste. While average water use was up at 11-12mgpd in June prior to 2013, use dropped to 6-8mgpd during rationing and has continued to stay in the 7-9mgpd range in June since. This is both good and bad news: good, because it demonstrates the community's ongoing commitment to conservation; bad, because it doesn't leave a lot of room for belt-tightening should we go into another extended cycle of dry weather.

Here are progress reports on a couple of our big projects:

Newell Creek Dam

Consultants were at the site this week doing additional survey work at the toe of the dam; in particular the pipeline alignment between the toe of the dam and the upper bridge. This is a tricky area for the design and will certainly present some construction obstacles.

We are reviewing the 90% plans and specifications for the replacement of the spillway bridge. We also hired a construction management firm, MNS, to perform a constructability review as well as construction management. MNS is our on-call construction management firm and we have them working on the River Street Main Replacement project. They also have a lot of bridge construction experience.

Concrete tanks at Graham Hill Water Treatment Plant

Last week members of our engineering and production staff participated in a week long value-engineering exercise for the concrete tanks project. The group came up with many good ideas that were ultimately shortlisted into 8 recommendations. Recommendations ranged from modifying the size, shape, and location of the tanks, to re-purposing one of the basins as another tank for processed water storage. Next steps are to further evaluate several of the leading ideas and determine if/how to include in the final design.

While projects are always exciting, the real excitement this week happened at Loch Lomond, with the annual trout plant. Two thousand pounds of young trout were "planted" into the lake, just in time for fishing season and Father's Day. Loch Lomond is always a popular spot for dads and kids to spend some hang time fishing together.



Fruits of Trout Plant Pasts...

PUBLIC WORKS

Waste Reduction

Get ready to do some bargain shopping this annual Santa Cruz Garage Sale Weekend, June 2 and 3. There are more than 60 sales with items including a Pilates machine, Ethan Allen dining set, motorcycle helmets, cedar chest, vintage clothing and rocking chairs. This re-use opportunity is hosted by the City's Waste Reduction program. Do your part to give items a second chance! Find all the sales and plan your shopping at www.cityofsantacruz.com/garagesales-- just click on the garage sale treasure map.



The Public Works Week trolley tours were a big hit with the public. We had up to 21 people for each tour to the Resource Recovery Facility. Visitors were driven through the public tipping area and recycling center yard to see what happens to everything that they put in the blue bin. They learned about our household hazardous waste program and the free mattress recycling program. The trolley then took the attendees up to the top of the facility to see the new landfill cell in action with heavy equipment in operation, the green waste and wood waste processing area and the construction and demolition diversion yard. They also got to enjoy the spectacular ocean view from the top of the property.



Resource Recovery

Recycling Processing recently shipped out approximately 600 tons of scrap metal, one load of aluminum cans, one load of mixed rigid plastic and one load of HDPE #2 plastic.



The Recycling Building Cleaning Project has been completed.



Cleaned ceiling above the baler in the original building. Cleaned wall along the west side of newer building.

Resource Recovery Collections assisted on an illegal encampment clean-up. There were 20 yards of refuse and 10 yards of bike carcasses.



The Resource Recovery Facility has two recruitments open this week. Due to one promotion and two employees leaving the City we are recruiting for a Resource Recovery Supervisor and two Resource Recovery Equipment Operators.

Engineering

The Upper Park Road Slide Repair Project is expected to continue through July. Contractor Conley General Engineering has set k-rail; installed temporary signals above and below the site; mobilized equipment and delivered material to a staging area allowing excavation work to begin along the failed section of the roadway. More information is available [here](#).



Upper Park Road was damaged by accumulation of water in 2017 winter storms.

Wastewater Treatment Facility

Septage haulers adhere to a contract agreement in order to drop off at the Wastewater Treatment Facility. These contracts stipulate the pH range, trace organic gases and types of chemicals that are allowed. These rules are designed to protect the plant's treatment process from toxic substances that could result in a die off of our microorganism population that is the main workhorse for cleaning the water to high effluent standards. Every month operations conducts a surprise Microtox test, where all septage haulers must have a sample of their load tested and vetted before they can drop off at the plant. If the sample fails the tests the hauler must either drop elsewhere or modify their load to meet compliance.

The line maintenance collections crew assisted the mechanics with cleaning out a troublesome floor drain in one of the digester buildings with help from the collections crew in their Vaccon truck.



Traffic Engineering/ Community Relations

This week's Street Smarts message reminds pedestrians that they share in traffic safety responsibility. The long form of this message can be read [here](#). The video can be viewed here in [English](#) and in [Spanish](#).



LIBRARY

Santa Cruz Public Libraries 2018 Summer Reading Program Has Begun!



Reading Takes You Everywhere!

The Santa Cruz Public Libraries' (SCPL) Summer Reading Program; **READING TAKES YOU EVERYWHERE** begins June 1 and runs through August 17th. In addition to providing reading incentives for young people, SCPL offers **LIBRARY BINGO** for adults, who complete 5 or more activities on a library bingo card for chances in a county wide raffle.



This year's theme, **READING TAKES YOU EVERYWHERE**, celebrates how reading enables us to explore, discover, and experience people, places, and things that we otherwise could not. From outer space, science and technology, to nature and far away cultures, we invite the entire county to spend the summer discovering a wide range of fun and educational experiences.

Young participants are encouraged to read books of their own choosing, listen to audiobooks, or be read to. They can set their own goals and complete as much or as little of the 20-hour incentive program as they wish. Adults have their choice of fun activities featured in LIBRARY BINGO. Incentive prizes are available for all age groups. Young participants may earn up to twenty "BOOK BUCKS," one for each hour of reading (or listening) logged. Book Bucks may be 'spent' on goods and services at dozens of local businesses, or can be traded in for a chance at raffle prizes. For the full list of business sponsors go to santacruzpl.org/srp. Participants may sign up beginning June 1st in person at any branch Library, on the Bookmobile, or online at santacruzpl.org/srp.



In 2017, Summer Reading Program participants earned over 40,700 BOOK BUCKS, an average of over 18.6 hours of reading per reader. Local businesses donated approximately \$40,000 in goods and services to support reading and learning in Santa Cruz! One parent surveyed in 2017 reported, "My kids love reading and this program gets them reading even more...I love it because when the boys are bored, I mention the reading bucks and they go back to reading! Keep it up!" Another parent said, "Great program, my 3 kids participate every year (5 years now). Two of mine are dyslexic and the motivation to read all summer makes a huge difference."

Summer Reading is made possible through the California State Library, the [Friends of the Santa Cruz Public Libraries](#), and [iREAD](#) (www.ireadprogram.org) resources. All ages may register for the program starting June 1st at any one of our 10 branch libraries, the bookmobile, or online at santacruzpl.org/srp.

FREE Programs @your library

READING TAKES YOU EVERYWHERE features an extensive line-up of special events for people of all ages at branch library locations throughout the county. In 2017, over 8,000 participants attended more than 200 free programs at neighborhood libraries. As we celebrate our library system's 150th Anniversary this year, our programming lineup celebrates the new directions libraries can take us. Programs this year include a series Local History Workshops throughout the county, workshops by Tannery World Dance + Cultural Center, astronomy workshops, Virtual Reality workshops, writing workshops, author talks, magicians, crafts, a sand castle workshop, puppet theater, visits with Oliver the Parrot, and more!



Festival of the Book:



As we celebrate our Sesquicentennial Anniversary this year we are proud to announce the 20th Annual *Festival of the Book*, celebrating reading for all in Santa Cruz. This popular celebration features a musical performance by Kuzanga Marimba and the magic of Perry Chan. We'll also enjoy Tales to Tails, face painting, crafts, and a *Kids Only* Book Sale. All children who participate in the Summer Reading Program receive a free book at the festival. Join us at **Harvey West Park, 326 Evergreen St • Sun, July 30th • 1-4pm.**

WHY do we do this?

Summer reading programs help prevent learning loss. Reading for pleasure is essential for learners of all ages to become better readers, writers and critical thinkers. Reading just five books a summer can prevent 'summer slide' (www.ireadprogram.org/resources/prevent-summer-slide).

More than 80% of parents surveyed in 2017 "strongly agreed" with the statement that they would recommend the summer reading program to others. One parent said, "I think it is a great incentive for those kids who don't choose to read on their own. My stepson isn't a reader, but this program helped to motivate him. He read Hatchet and really enjoyed the book. For him, filling in the reading program paper was a great way to acknowledge his hard work. My daughter, who loves reading, looks forward to the program every summer. It's a great reward for doing something she already loves to do!"

Take a look at our video PSA on Community Television at <http://bit.ly/srp18-psa>