

# City Manager's Weekly Update

May 11, 2018

## ECONOMIC DEVELOPMENT

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

#### SHOVELS HAVE HIT THE GROUND ON WATER STREET

Construction began on the Water Street Affordable Housing Project last week. The site has been cleared and grading started. Jim Rendler, with the developer For the Future Housing, indicated things are going smoothly. A site supervisor will be there every day to quickly handle any issues that may arise. An email with contact information is being sent to neighbors so they have someone to call. Jim is also available to meet with the community if needed. Construction is expected to take about 14-15 months. If things go as planned, the project could be complete as early as July or August 2019.



## HUD INCREASES CITY'S CDBG AND HOME PROGRAM FUNDING FOR THE NEXT FISCAL YEAR!

In this difficult financial climate, we have some really good news from HUD. Funding levels for our CDBG **AND** HOME programs are higher than anticipated this year. The City will get \$43,095 more in CDBG funds than was estimated and budgeted in the 2018-2019 Action Plan, approved by the City Council on April 23. This will allow us to increase funding for Park and Rec's Bicycle Trip Bike Park Revitalization and Rehabilitation Project by \$28,000 as well as an increase the formula amount allocated to the Teen Center for staffing by about \$6,500. HOME funding increased by \$132,425 which will provide about \$99,000 more to cover deferred City fee payments for the Water Street Project as well as about \$20,000 more in Community Housing Development Organization (CHDO) reserve funding for the proposed 314 Jessie Street Project. Because of formula calculations for program administration, we will also receive more for CDBG (+\$8,600) and HOME Program (+\$13,000) funds for Economic Development staffing costs. The following shows new HUD allocations vs. prior estimates used in the 2018-2019 Action Plan.

HUD FUNDING	CDBG	HOME
Santa Cruz 2018 Allocation	\$543,095	\$382,425
Estimated Budgeted Amount	\$500,000	\$250,000
Increase from Final HUD Allocation	\$43,095	\$132,425

The Table below shows the new budget amounts for the projects and programs that were designated in the Action Plan to absorb funding changes once the HUD program funding allocations were known.

PROGRAM	2018-19 ACTION PLAN FUNDING	
CDBG FUNDING	DRAFT BUDGET	FINAL BUDGET
• Bicycle Trip Bike Park Revitalization and Rehabilitation	\$44,500	\$72,512
• Teen Center Operating Costs	\$76,200	\$82,664
• CDBG Grant Administration and Planning	\$101,600	\$110,219
HOME PROGRAM FUNDING	DRAFT BUDGET	FINAL BUDGET
• Water Street Affordable Housing	\$169,000	\$268,319
• Jessie Street CHDO Project	\$37,500	\$19,864
• HOME Grant Administration & Planning	\$34,100	\$47,343

## GRAFFITI ABATEMENT PROGRAM UPDATE

The month of April had a total of 389 public tags that were removed by the City. April 2017 had a total of 350 public tags. Quick removal within 24 to 48 hours is proven to be the most effective way to deterrent against graffiti vandalism and support a healthy and vibrant community. The longer graffiti remains the greater the chances graffiti vandals will return.



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 a photo if possible.***

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

### **Mobility Upgrade for Fire Vehicles**

IT upgraded Fire vehicles with devices to improve and even out cellular coverage.

### **New Security System**

IT installed the backbone of the new security system which will integrate cameras and physical access.

### **Civic Payment Handhelds**

Civic staff now has handheld payment devices with better performance and increased security.

### **Resource Recovery Network**

IT worked with resource recovery staff to install new fiber network connectivity at the scales.

### **Transient Occupancy Tax (TOT) System**

The new TOT system is live internally for City Staff for renewals and will be rolled-out on our www site in the summer.

### **Traffic Collision Software Upgrade**

IT completed a necessary upgrade to our traffic collision software.

## Reach for the Stars



SCPL's new **Reach for the Stars** series explores all facets of astronomy. Experienced astronomers, complete beginners, adults, and kids will find this series fun and informative. Topics will vary month-to-month.

The first program in the series is an **Intro to Telescopes & Stargazing**. That will happen at the Downtown Library on Tuesday May 15th, 6:30-8:30pm. Other programs in the series include:



### **Star Types & Light Pollution**

Tuesday • June 26 • 6:30-8:30pm

[Boulder Creek Library](#) • 13390 West Park Ave.

### **Comets & Asteroids**

Tuesday • July 17 • 6:30-8:30pm

Aptos Library • 7695 Soquel Dr.

In conjunction with the Reach for the Stars program series, we're launching a new service so you can check out a telescope with your library card! The telescopes will be subject to the same rules as most library materials, except they will not be renewable. To make it even more interesting, we're inviting the community participate in a telescope naming contest between May 16th and May 31st. Anyone may enter the contest by submitting up to 3 name suggestions either in person at any branch library or via [Instagram](#), [Facebook](#), or [Twitter](#) by tagging us @santacruzpl and using the hashtag #ReachfortheStars.



## PUBLIC WORKS

### Wastewater Treatment Facility/Community Relations

Over 200 community members participated in Follow the Flush 5K Walk on Saturday, May 5. The walk followed the path of wastewater from UC Santa Cruz with art installations and interactive displays. It concluded at our Wastewater Treatment Facility where everyone got a sneak peek of our in-progress ocean-themed mural and many participated in tours of the plant.



### Wastewater Treatment Facility

The Operations Division has been busy rotating and cleaning tanks for annual inspections. Mechanics follow closely behind operators, going into tanks after cleaning to inspect equipment and perform any needed repairs. Operations staff also assisted a concerned citizen phone call by ensuring some baby ducks were reunited with their mom, after becoming separated across various tanks at the facility.



## **Traffic Engineering/ Community Relations**

Traffic Engineering hosted a Go Santa Cruz/Bike Share/Street Smarts table on Pacific Avenue as part of Bike to Work Day on May 10<sup>th</sup>. It was a festive morning with many community members curious to try out the new red Bike Share JUMP bikes.



Mayor David Terrazas and a group of seven invited “VIPs” met at the booth before taking off on the City’s inaugural Bike Share ride to Mission Hill Middle School and back to City Hall. Cyclists included Vice Mayor Martine Watkins, City Manager Martín Bernal, County Deputy Superintendent of Schools Faris Sabbah, Santa Cruz City Schools Board Member Deb Tracy-Proulx, Chamber of Commerce Executive Director Casey Beyer and Transportation Planner Claire Fliesler. The group was greeted by Principal Ann Mekis at Mission Hill and given a tour of the campus that included lively dialogue with students and teachers.



Please be sure to save the date! for our official [Bike Share](#) ribbon-cutting at lunch hour on May 22— just one of our National Public Works Week events. Our celebration spans Monday through Thursday afternoons, May 21-24, with free trolley tours of the City’s Wastewater Treatment Facility and Recycling Center departing from the corner of Lincoln and Cedar. Details are available on the [City website](#). We look forward to celebrating National Public Works Week with you!





Street Smarts reminds drivers and cyclists to "exercise caution" as they share the road during Bike Week. Our weekly tip short [video](#) addresses drivers. Our video with tips for cyclists can be found [here](#).



## Waste Reduction

Staff are preparing for the annual Santa Cruz Garage Sale Weekend with "Plan on It" ads in local papers. The event is held each year to promote resume opportunities. Please save the dates of Saturday and Sunday, June 2 and 3. We promote the event with an online garage sale treasure map at [www.cityofsantacruz.com/garagesales](http://www.cityofsantacruz.com/garagesales).



Staff and graduates from the Master Recycler program has the opportunity to visit the Monterey Regional Waste Management District's new recycling center, Last Chance Mercantile, a reuse store, and their anaerobic composting facility. Staff learned various aspects of all three waste diversion operations.



## **Engineering**

The Storm Water Program (Measure E/Clean River, Beaches and Ocean Fund) funded Save our Shores to organize and conduct an Earth Day public cleanup event along the San Lorenzo River levee on April 21.

Many thanks to all the community volunteers!

