

City Manager's Weekly Update

August 24, 2018

PLANNING AND COMMUNITY DEVELOPMENT

2424 Mission St

Construction is underway for the three-story, sixty (60) room Hampton Inn hotel on Mission St. This week contractors placed 300 yards of concrete as a major part of the foundation system.



1547 Pacific Ave

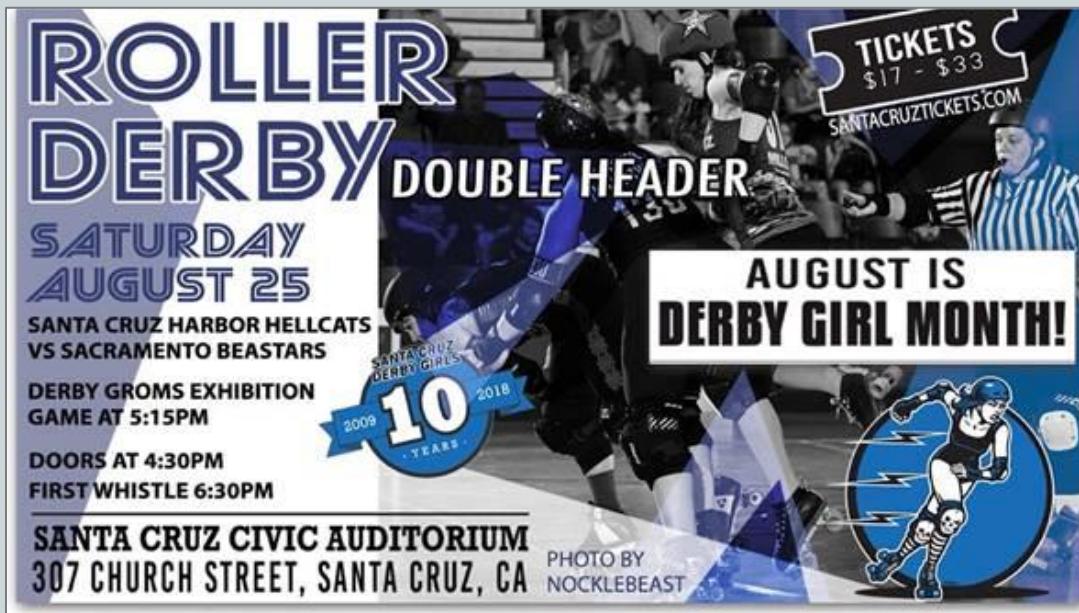
Inspections have been cleared for the placement of the concrete for the 2nd floor podium deck for the Park Pacific project. Park Pacific is a five (5) story, mixed-use building with seventy-nine residential units under construction on Pacific Ave. Early next week the contractors will execute the first of a two part pour for the podium concrete deck. There will be approximately 250 yards of concrete used in the first pour.



PARKS AND RECREATION

Civic Auditorium

August is Derby Girl month! The Santa Cruz Derby Girls main bout will be at the Civic Auditorium, Saturday August 25 at 6:30pm but join us early for an exhibition Groms bout at 5:15pm. 2018 marks ten years of the Santa Cruz Derby Girls bringing hard hitting roller derby to Santa Cruz fans! While their all-star team, the Boardwalk Bombshells, continues to climb into the top #20 teams in the world, their competitive youth team, the Gromshells, are ranked #1 in the Junior Roller Derby Association. The expected attendance is 700+. Tickets available at SantaCruzTickets.com



LIBRARY

Santa Cruz Public Libraries Sesquicentennial Back-to-School Celebration **Children's and Teen's Books & Media Go Fine-Free**

The Santa Cruz Public Libraries (SCPL) is celebrating 150 years of library service by giving the gift of reading to every child and teen in the county. **Starting on September 10th, 2018 all children's and teen's books and media will become fine-free.**

It is well documented that access to a library improves student success. According to Heather Norquist, SCPL's East Region Manager who leads the K-12 Outreach Team, "We have been working on a variety of ways to improve children's and teen's access to the reading materials and learning tools they need to succeed in life. We have brought together a team of Librarians to focus on K-12 outreach to strengthen our connections with county schools. We have purchased subscriptions for digital eBooks accessible to school libraries. These are several approaches that help us further our goal to have every child in Santa Cruz County receive a library card."

One way to improve children's access to library materials is to remove the burden of overdue fees. Library Director Susan Nemitz says, "We weighed what was more important to our mission, collecting these fees or improving access for children. As we reflect on the important changes in library services over the last 150 years, we felt that this was an appropriate change for a 21st century library."

The fine-free status only applies to children's and teen's materials – not accounts. Adult materials will continue to generate overdue fees even if checked out on a child's card. Individuals will continue to be responsible for damaged and lost items -- children's, teen's and adult. After a one-time amnesty removal of account charges relating to children's and teen's materials that will occur on September 9th, everyone should be starting with a clean slate. Children's and teen's materials go fine-free on September 10th.



If overdue fees have prevented your child from getting a card or reading more books, now is the time to visit your library. **Apply for your free card today and stop by any branch on Monday, September 10th to make your own sesquicentennial party hat!**

Check out the PSA for this celebration here:
<https://youtu.be/tsprWfuSe30>

PUBLIC WORKS

Resource Recovery Waste Reduction

Staff completed a new outreach info graphic to assist SCMU customers select the right size trash cart to meet the needs of their household. This information comes at the perfect time, when many UCSC students are moving into housing in the City of Santa Cruz. The graphic is posted on our Resource Recovery - Residential Services webpage and a large version is posted in the customer service office to inform new customers when they sign up for service.



Staff hosted the final two days of public tours this week at the Resource Recovery Facility. The public tours were a huge success this summer! Each tour (four during June, July and August) were full with wait lists. Tour attendees learned how to “recycle right” in Santa Cruz and saw first-hand how all the material that they place in their blue carts at home, gets sorted and baled for recycling. They also learned about the household hazardous waste drop off program, electronic waste collection, free mattress recycling and more. Several additional tours were added for businesses and organizations who wanted to bring their staff on a tour. Groups included the Santa Cruz Warriors office staff, Barry Swenson facilities staff, Route One Farms and the Natural History Museum. A total of 233 people attended tours this summer.



Barry Swenson Facilities Guys



SC Warriors office staff

Traffic Engineering/Community Relations

[Street Smarts](#) traffic safety campaign messages began airing this week on Comcast digital, KAZU, KSCO and KZSC radio stations. We welcome these three new and one returning media sponsors to year 2 of our campaign with mission to reduce the number of traffic related crashes and injuries in Santa Cruz.

“Slow Down” banners are now in front of elementary and middle schools and various messages are on up City street pole banners. Back by popular demand, we have a new batch of yard signs available for Santa Cruz residents’ free-of-charge. We welcome you to drop by our office and pick one up! Details and designs can be viewed [here](#).

Our weekly Street Smarts safety tip salutes the start of school, below right. The long form of this message explains how children are limited in their ability to make safe traffic decisions – all the more reason to SLOW DOWN. Read the details [here](#) or view on YouTube in [English](#) or [Spanish](#).

