

City Manager's Weekly Update

September 14, 2018

LIBRARY

2018 WORLD ARTS FESTIVAL RETURNS TO PUBLIC LIBRARIES WITH FREE FAMILY FESTIVAL DAY WORKSHOPS

Tannery World Dance + Cultural Center's 2018 World Arts Festival



Features the African Diaspora Project

The Santa Cruz Public Libraries (SCPL) has once partnered with the Tannery Word Dance + Cultural Center to bring the Santa Cruz World Arts Festival to families and children through Free Festival Family Days, a series of workshops at the library.

This year, the Tannery World Dance + Cultural Center celebrates the African Diaspora during the 2018 World Arts Festival on October 13th & 14th. Once again, we are lucky to have Festival artists join us at the Downtown Library for these free, all ages Family Festival Days workshops. Three Free Festival Family Days workshops will be held at the Downtown Library, 224 Church St. in Santa Cruz, leading up to the beginning of the Festival on October 13th.

Saturday, September 22 • 11:30 a.m. - 12:30 p.m. • Shawn Merriman-Roberts: Haitian Folkloric

Shawn was first called to the Haitian Drums in 1992. Since then he has been student, performer, and instructor with a variety of companies. Shawn is newly turning to the excitement of choreography.

Saturday, September 29 • 10:30 - 11:30 a.m. • Vivien Boussamina: Congolese Dance

Vivien is an accomplished dancer and teacher from Congo Brazaville, Africa. He believes dance is in everything around us from the ocean waves, to a tree's limbs in the wind, a sulking dog...

everything... and thus inspiration arrives. His mission is to share the traditional dance of Congo Brazzaville, as well as contemporary dance with the world through powerful performance!

Saturday, October 6 • 11:30 a.m. - 12:30 p.m. • Oumou Faye: Senegalese Dance

Oumou is a highly-acclaimed dancer and teacher from Senegal who lives in Santa Cruz. Her classes are a high-energy, joyful exploration of traditional Senegalese dance and incredibly uplifting, transmitting the dance without flaw in regards to her tradition.

**SANTA CRUZ PUBLIC LIBRARIES PARTNERS WITH
MONTEREY BAY AQUARIUM SHELF TO SHORE PROGRAM**



*Partnership Brings Free Aquarium Passes to Low Income Residents of Santa Cruz County
Now Through May 24, 2019*

The Santa Cruz Public Library System (SCPL) is once again proud to partner with the Monterey Bay Aquarium Shelf to Shore Program to provide low income families a free pass to the aquarium during winter and spring.

Intended to provide access to families who would not otherwise be able to afford to go, adults 18 and over with a valid SCPL library card are eligible for 1 pass per year. Typically, families who qualify for Free School Lunch, WIC, SNAP, Meals on Wheels, Medi-Cal, Healthy Families, Healthy Kids, or other similar services are eligible for a pass.

To request a Shelf to Shore Pass, visit the service desk at any SCPL branch library or the Bookmobile. For free admission to the aquarium, you must present the free ticket with your matching library card at the Aquarium's main entrance. Passes are valid up until May 24, 2019, except for holidays and the Community Open House Week.

Experiences that bring science, nature, and conservation to life are critical in the education of young and mature learners alike. According to Library Director Susan Nemitz, "It just makes

sense that the library is a natural partner in connecting families to these learning experiences. We hope it inspires kids of all ages to get involved with science and conservation efforts.” For those families not eligible for the program, you can still visit during the annual Community Open House, which is the first full week of December every year for all residents, regardless of income, from the Tri-County region (Monterey, Santa Cruz, San Benito). Others might want to take advantage of the new Locals Programs with special pricing on admission for locals. For more information, please visit www.montereybayaquarium.org/visit/hours-and-tickets/locals-only.

For those who want to visit the aquarium more frequently, Consider Membership in the aquarium. An aquarium membership gives unlimited access for 1 year to 2 adults and all children or grandchildren up to age 21. Individual and student memberships are also available.

ECONOMIC DEVELOPMENT

ED: Economic Development Office Update:

LOOKER RECEIVES APPROVAL TO EXPAND OFFICES TO RITTENHOUSE FIRST FLOOR

Looker, a leading data platform company recently named to the [Forbes 2018 Cloud 100](#), the definitive list of the top 100 private cloud companies in the world, is continuing to grow in Downtown Santa Cruz bringing on new tech employees and vibrancy to the Rittenhouse building at the corner of Pacific Avenue and Church Street. The company received approval from the Zoning Administrator on September 5, 2018 to expand into the long vacant first floor of the Rittenhouse in addition to approval for the creation of a new smaller retail space fronting Pacific Avenue and a slightly shortened Rip Curl space to better meet the needs of their store layout.

Looker first moved into the top floor of the Rittenhouse building with 70 employees in 2014 after growing the startup at the Cruzeiworks coworking space. A year later they expanded into the third floor with several hundred employees. This year they submitted plans for the second floor to support their continual growth and space needs prior to applying for this first floor use approval. Looker is growing rapidly and are an incredible company to have located in the heart of our Downtown. Their current expansion plans provide more opportunities for growth and will bring enhanced vibrancy to Pacific Avenue with an important storefront filled with activity from retailers and tech professionals.

JOIN US FOR THE MADE IN SANTA CRUZ MANUFACTURING MEETUP

The City of Santa Cruz, Santa Cruz Small Business Development Center (SBDC) at Cabrillo College and California Manufacturing Technology Consulting (CMTC) are partnering to host a meet up for Small and Medium-Sized Manufacturers (SMMs) in Santa Cruz County on September 26th.

The free event will be held from 5:00PM to 7:00PM on Wednesday, September 26th in the R. Blitzer Gallery of the

Wrigley Building at 2801 Mission Street, Santa Cruz. RSVPs are requested to Kristina Chavez Wyatt at kwyatt@cmtc.com, 831-737-7944, via Eventbrite at smanufacturingmeetup.eventbrite.com. Local beverages and light appetizers will be served.



JOIN US FOR THIS FREE EVENT!

**MADE IN SANTA CRUZ
MANUFACTURING MEET UP**

IDENTIFYING AND IMPLEMENTING SOLUTIONS FOR PROFITABLE GROWTH

**WEDNESDAY, SEPTEMBER 26, 2018
5:00 – 7:00 P.M.**

**WRIGLEY BUILDING, R. BLITZER GALLERY
2801 MISSION STREET, SANTA CRUZ, CA 95060**

SPONSORED BY:

CMTC  **SANTA CRUZ ECONOMIC DEVELOPMENT**  **AMERICA'S SBDC**  **SMALL BUSINESS DEVELOPMENT CENTER**  **MEP National Network**  **ETP**

CMTC is a federally funded nonprofit that provides technical assistance for SMMs to help them grow and retain jobs in California.

SANTA CRUZ CHAMBER OF COMMERCE HOSTS 2018 ANNUAL GALA CELEBRATION



The Santa Cruz Area Chamber is proud each year to award the Santa Cruz Man of the Year, Santa Cruz Woman of the Year, Santa Cruz Business of the Year, and Santa Cruz Organization of the Year to outstanding members of the Santa Cruz County community. This year's Gala is October 25, 2018.

- Join us for a **delicious banquet dinner** in the historic Cocoanut Grove **overlooking Monterey Bay**
- Celebrate our **honorees at the awards ceremony** in the Grand Ballroom
- Enjoy the **reception with more than 300 local business** and community leaders attending

The Economic Development Department has reserved a table for City staff and Councilmembers. If the City Council is interested in attending please contact Jennifer Yeung in our office to reserve your seat by [email](#) or calling 420-5150.

ED: Housing & Community Development Update

MY HOUSE MY HOME PROGRAM COMPLETES TWO OF THREE PROJECTS

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. At the September 12, 2017 City Council Meeting, the City Council approved the extension of the My House My Home Program. Since that time, two of the three initial projects have been completed.

The first My House My Home project was completed in October 2017, and finished with a neighborhood block party/BBQ after a landscaping blitz, which replaced the old water thirsty lawn with low maintenance and drought tolerant plants. The second My House My Home project was a unique opportunity as it assisted both the low-income senior homeowner and the low-income senior tenant. The tenant is a Housing Choices Voucher (Section 8) holder. The main house was originally built in the 1930's, as had the detached garage which was converted to an unpermitted ADU in the 1980's. Despite passing the annual Housing Quality Standards inspection by the Housing Authority, the ADU did not meet City rental inspection standards or requirements under the City's ADU Ordinance. Upgrades were performed in the main house to the bathroom, kitchen and electrical system, so both the owner and tenant could live comfortably while the ADU was being rebuilt.

The new ADU is now wheelchair accessible and measures 500 square feet. This ADU was completed in June 2018, and the tenant has now moved back into the renovated unit. This project received a small grant from Lowe's Aging in Place program, which helped cover some of the ADU construction costs. This grant, received by Habitat for Humanity, also helped with kitchen and floor updates at the Market Street Senior Center! Below are some photos of the Habitat for Humanity volunteers in action:



The third My House My Home project is set to begin soon. As with the second My House My Home project, this project will address the needs of the homeowner as well as the existing tenant who is low-income, disabled, and also is a Housing Choices Voucher (Section 8) holder. This project was made possible with additional HOME funds from the City of Santa Cruz, approved by City Council at their August 28, 2018 meeting.

Habitat for Humanity is in the process of reviewing applicants for a fourth project. For more on the My House My Home program, or to learn more about Habitat for Humanity, please visit their website [here](#).

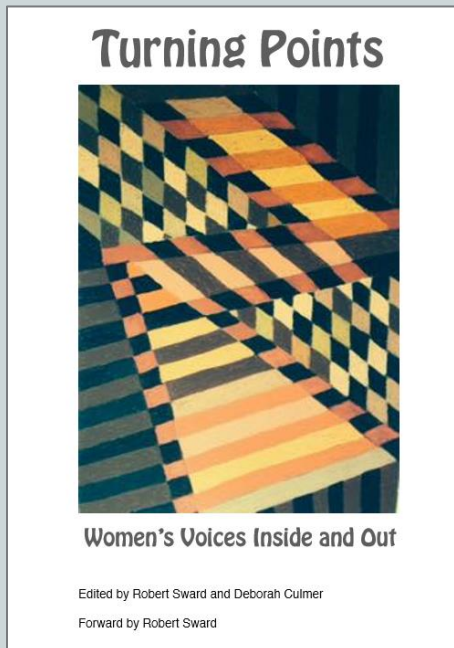
PARKS AND RECREATION

Civic Auditorium



Santa Cruz Follies presents *The Way We Were* - Sept 12- Sept 15: The Santa Cruz Follies returns to the Civic Auditorium for their annual showcase: *The Way We Were*. The Follies has been in production since 1955 as an annual fundraiser for the Market Street Senior Center, owned by the City of Santa Cruz and is always a quality production for all ages. Busloads of seniors from the region will arrive to the Civic Auditorium to enjoy the show tunes! Tickets are available for purchase at the door.

Louden Nelson Community Center



Turning Points - Women's Voices Inside and Out, an Anthology Release Party and Reading, featuring Poet Laureate Robert Sward will take place Saturday, September 15, 1:00- 4:00pm at

Louden Nelson Community Center. The anthology will include poetry from the senior writing group which has met at the Center every other week for the past 2 ½ years. This inspiring project was highlighted in the Santa Cruz Sentinel this week:

<http://www.santacruzsentinel.com/arts-and-entertainment/20180912/poetry-anthology-by-women-in-santa-cruz-jails-seniors-published>

Parks Projects



CAL Fire performed the seasonal vegetation management providing clear, safe sightlines in Jessie Street Marsh



East Zone is near completion on the Ocean View basketball court improvement project. The new wall is in place, final grade is set and seed germination to restore the lawn area has started; can't beat these ocean views while enjoying a game of hoops.



A new “Take a Book – Leave a Box” library was installed in Central Park. This beautiful set up was constructed by the Parks staff. Grab a book and spend an afternoon reading in the park.

WATER

This week we said farewell to one of our engineers. He's the second engineer that we've said good-bye to in the past month, and the sixth of our engineering staff to leave in the past year. Next week we bid adieu to one of our conservation staff. With these new departures the trend we've observed occasionally in the last few years is solidifying: Once our younger employees start to settle down and have families, the challenges of Santa Cruz's high cost of living and shortage of housing motivates them to start exploring job opportunities elsewhere in the region, in other regions of the state, and even in other states where salaries are more aligned with the cost of living and housing is more affordable. Given the demographics of our workforce we're quite concerned about this trend and the challenges of hiring and retaining local staff was certainly a factor in our decision to pursue using a Program Management Consultant to work with us on implementing our CIP.

Our Conservation staff, along with other water conservation staff from around the region, has gotten together to develop a demonstration garden and staff a booth at the County Fair this week:



Also in Conservation, we continue to prepare for the launch of home water use reports. IT has been helping us by preparing historical data files and by setting up an ongoing transfer process so that new customers can be automatically added to the program. Home water use reports can be helpful in assisting our customers to both save water and save money.

You may recall our plans to replace the rubber dam at Felton Diversion. The inflatable dam allows us to create enough of a diversion pond that the diversion pumps can run when the facility is in use. This week the replacement dam was delivered, and things are moving along smoothly. The temporary diversion is in place; the existing bolts have been torque tested – and passed; the old bladder is being cut up and removed this week.

Delivery of the new dam



Laying out the new AquaDam



PLANNING

Looker/101 Church Street. On September 5th, the Zoning Administrator approved an Administrative Use Permit to allow for Looker to expand their offices to the ground floor of the Rittenhouse building. The building has frontage on Pacific Avenue and Church Street and, with the exception of the corner tenant space that is currently occupied by *Rip Curl* and a small lobby/reception area for upper floor *Looker* offices, the ground floor has been vacant since the construction of the building in 2009. The applicant proposed to locate active spaces associated with a professional office (eating, lounging, recreational, and open workstation areas) at the Pacific Avenue and Church Street frontages, to reduce the size of the corner commercial space from 5,290 square feet to 2,052 square feet, and to create a new 1,101 square foot commercial space at the south end of the Pacific Avenue frontage. The applicant indicated that the office use would remain a private use and would require the central doors on Pacific Avenue to be locked to the public and accessible by employees only. Additionally, the applicant indicated that street frontage for the proposed office use was necessary to allow for adequate natural light into the office space portion of the building, as the storefront windows are the only windows on the ground floor. While the retail uses are principally permitted, active spaces associated with a private, professional office are not specifically listed in the Downtown Plan as permitted uses with frontage along Pacific Avenue and east-west streets; therefore, the use required approval of a Use Determination by the Zoning Administrator to determine that it is similar to other permitted uses at the site. The Zoning Administrator found that the proposed use meets the goals and policies of the Zoning Ordinance, General Plan, and Downtown Recovery Plan, and that the active spaces would provide interest to pedestrians even if the offices are not open to the public. Further, the Zoning Administrator found that the use would support surrounding downtown businesses by providing *Looker* employees with a direct route to Pacific Avenue. Conditions of approval were included that require the spaces adjacent to street frontages to be maintained as active spaces. No one from the public testified on the matter. Samantha Haschert is the planner working on the project.

PUBLIC WORKS

Engineering

Construction for the Bay Street Sidewalk Completion Infill Project will begin Monday, September 17 and is anticipated to be completed in late November. Regular working hours will be between the hours of 8:00 a.m. and 3:30 p.m., Monday through Friday. Two-way traffic will remain in place, however there may be delays due to construction activity. Parking, bike lanes and pedestrian access around the construction area will be affected.

The Gas Main Replacement Project is moving along quite well on Darwin, Windham and Frederick. The contractor, Snelson Companies, Inc. has successfully finished installing the new 10" gas main on Darwin Street. They have started trenching and installing the new gas main on Windham. Pavement restoration work on Darwin Street has been planned and is coming soon.



The Gas Main Replacement Project has just started on Hubbard Street and Berkeley Way. The plan for this project is to install a new 10" gas main by bore and jack method going under the culvert of Branciforte Creek. Parking restriction and traffic detour are expected in the vicinity.

AT&T has an underground fiber network installation project is under construction in the vicinity of Woodrow, Delaware, Algea, Naglee and Bethany Curve. The scope of work is to install new fiber network by bore and jack method and open trenches. Also boxes are also added for

access along the route. The conduits for the network is almost completed and pavement restoration is coming soon.

Resource Recovery - Facility and Processing

Landfill staff has been busy preparing for the wet season. Culverts, drains, and swales have been cleaned and cleared of debris. Jute netting, erosion control blankets, hay bales and straw wattles have been delivered and are being placed on finished slopes, benches and drainage channels to prevent erosion and sediment discharge.

Recycling Processing shipped out 10 loads of mixed paper, one load of PET plastic this week.

Resource Recovery - Waste Reduction

The Public Library notified The Waste Reduction Division that they will no longer be a drop off location for household batteries and used printer ink cartridges as of October 1, 2018. Waste Reduction staff is researching other drop off locations and will update our website and informational flyers by the end of the month to help residents find locations to dispose of these items. Household batteries and printer cartridges should not be placed in the recycle bin.

Waste Reduction Staff is assisting Corp Yard admin staff update the proper procedures and instructions for staff to dispose of City generated batteries, fluorescent lighting and hazardous material. All material will be checked in and documented at the Corp Yard office in Room 6A. All universal and hazardous waste is picked up by Stericycle twice a year. Each division is billed for the disposal of their own material.

Traffic Engineering/Community Relations

At 55 miles an hour, one text is like driving the length of a football field with closed eyes. The long form of our weekly Street Smarts tip below provides more details [here](#) or on YouTube in [English](#) or [Spanish](#).

