

# City Manager's Weekly Update

September 21, 2018

## Parks and Recreation

### Park Projects



The East Zone crew has been busily preparing Lower DeLaveaga Park for upcoming softball tournaments.

Lighting is being inspected and new bulbs installed as needed.



Improvements to field and turf areas include aerating, over seeding and fertilizing the soil. Planter beds are being prepared for new materials by tilling in amendments to promote healthy soils.

## Economic Development

### BIG SANTA CRUZ PITCH FEST A BIG SUCCESS

Santa Cruz New Tech meetup and Santa Cruz Works Co-hosted the BIG Santa Cruz Pitch Fest at Plantronics. Eight Companies were invited to pitch and compete for cash, prizes, and an opportunity to pitch at a later date in front of the Santa Cruz Works selection committee to be a part of the Santa Cruz Works Accelerator next cohort. YaDoggie, a company that delivers healthy dog food to your door, won 1<sup>st</sup> place and



\$5,000 in cash & services. Cosmic Eatery, a healthy fast food producer specializing in acai bowls, won 2<sup>nd</sup> place in \$2,500 in cash & services. Jane Technologies, an online shopping platform for cannabis products from local businesses, won 3<sup>rd</sup> place, the People's Choice award, and \$2,000 in cash & services. Other presenting companies included TwoCarbon, Speed-Board electrics, Archer Components, Muvo, and BeerFIT. The Economic Development Department is a proud sponsor of the New Tech Meetup and Santa Cruz Works, two organizations building community and developing our local economy.

#### CITY AWARDED AIR DISTRICT GRANT FOR THE TROLLEY GOES ELECTRIC PROGRAM



This City of Santa Cruz was awarded a grant from the Monterey Bay Area Resources District, for the Trolley Goes Electric Program. This grant provides an opportunity to innovate and explore new ways to deliver shuttle service and meet the goals of the program by 1) purchasing a small fleet of two electric shuttle vehicles and 2) focusing service on the days and times of highest ridership impact and demand. Providing a dependable alternative method of transportation

between Downtown Santa Cruz and the Beach area, Wharf, and Boardwalk fulfills the need for visitors and locals to avoid beach traffic congestion and reduce emissions by utilizing the convenient and inexpensive Downtown-Beach Trolley service. The Santa Cruz Trolley Goes Electric Project will propel the Downtown-Beach Trolley to a sustainable and robust future.

#### 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 26<sup>th</sup>.

The free event will be held from 5:00PM to 7:00PM on Wednesday, September 26<sup>th</sup> 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](mailto:kwyatt@cmtc.com), 831-737-7944, via Eventbrite at:



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

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

SPONSORED BY:



[scmanufacturingmeetup.eventbrite.com](http://scmanufacturingmeetup.eventbrite.com). Local beverages and light appetizers will be served. CMTC is a federally funded nonprofit that provides technical assistance for SMMs to help them grow and retain jobs in California.

#### SAVE THE DATE: 2018 SVEDA CONFERENCE – NOV. 1 & 2

We liked it so much the first time, we're doing it again! We have outstanding speakers on today's most relevant economic development topics, plus venues and tours to complement the conversation - all in beautiful Santa Cruz. The City of Santa Cruz is hosting the second annual Silicon Valley Economic Development Alliance conference.

[Check out SiliconValleyOnline for more information, and register now!](#)



#### GRAFFITI ABATEMENT PROGRAM UPDATE

The month of August had a total of 401 public tags that were removed by the City. August 2017 had a total of 324 public tags. That's 77 more tags compared to last year's August. The City of Santa Cruz Graffiti Abatement Program now has one simple way to report graffiti:

- Use the new Community Request for Service Portal (CRSP) to report online at [www.cityofsantacruz.com/graffiti](http://www.cityofsantacruz.com/graffiti) or using the CRSP mobile app.

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).

#### JOIN US FOR THE FIRST ARTIST MEETUP AT THE TANNERY SEPT. 27

Meet other local artists, find inspiration, motivation, and new friends! The first 20 minutes are open networking followed by an artist presentation, a short training topic and then a brainstorm session where you can pitch a problem or ask for help.

Free!

Artist Meetups will be every other month and are a collaboration between Santa Cruz City Arts, Arts Council Santa Cruz County and the Santa Cruz Art League.



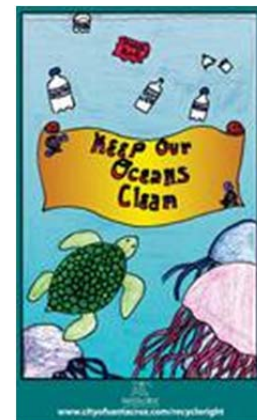


## Public Works

### **Resource Recovery Waste Reduction**

With the cool fall weather upon us, staff has prepared the 'Don't Sleep in Dumpsters' outreach information to send to homeless services providers regarding the dangers of sleeping in dumpsters. We provide this important information each year at the beginning of the cold and rainy season to help prevent accidents. This year staff has added outreach to specific businesses, with new 'Don't Sleep in Dumpsters' bin stickers and a reminder to our commercial customers to lock their dumpsters.

The unveiling of the Santa Cruz Recycles! poster contest winners will take place in the Corporation yard on Thursday afternoon, October 4. The winners, their families and teachers are invited to view the posters for the first time. The winning posters are in two categories: 'Santa Cruz Recycles' posters are enlarged and placed on the sides of the City trash/recycling trucks, while 'Keep Santa Cruz Clean and Litter Free' become posters for the Big Belly trash cans downtown.



### **Green Business**

The City and County of Santa Cruz Green Business programs are excited to announce the 2018 Fall Green Business Mixer. Green Business Mixers provide an excellent opportunity to promote specific green businesses, network with other businesses, and connect with Green Business program staff. The event will take place on Tuesday, September 25, from 5:30 – 8:30 p.m. at Discretion Brewing Company.





### **Resource Recovery Collections**

This week Solid Waste workers collected 60 Bird scooters and have moved them to the landfill for storage.

### **Resource Recovery Facility**

Landfill staff continue to prepare for the October 1 deadline to have the landfill prepared for winter by cleaning v-ditches, wattle and erosion matting installation, and litter pickup.

Recycling staff are processing and shipping mixed paper this week and have booked 10 more loads of mixed paper for delivery to South Korea.

Granite Construction has begun mobilization and should start the new Cell 3B access road next week.

### **Storm Water**

The City funded support for Annual Coastal Cleanup Day, which was held on Sept. 15. The state-wide event is organized and run locally by Save Our Shores. This year's event had 263 volunteers who removed a total of 532 pounds of trash and 237 pounds of recycling! The event had 7 different cleanup locations within the City, including several local beaches and the San Lorenzo River levee. Thank you volunteers!



### **Traffic Engineering/Community Relations**

JUMP Bike Share continues to be a success! In the month of July, we made 30,718 trips on JUMP bikes for a total of 86,316 miles traveled. Each bike was used an average of 6 times a day, up from the previous month's average of 5.84 daily trips. Average trip distance was 2.47 miles, continuing to be a distance that we accept as likely to replace car trips. In August, we continued to build on the success of July. We made 35,130 total trips for a total of 86,316 miles traveled on JUMP bikes. Each bike was used an average of 6.3 time a day, even higher than the previous two months and the national average of 1 to 2 trips per day. Average trip distance decreased slightly to 2.35 miles—still a distance that is thought to be replacing car trips.



Additionally, this week JUMP provided a bike share membership to our visiting Councilmember Luca Ciotoli, representing our Sister City Sestri Levante, Italy. Luca got an orientation to the JUMP system, and will be riding around exploring our City by bike while staying with us.

In the words of our team at JUMP, the City of Santa Cruz Bike Share continues to surpass everyone's projections! We're ecstatic at the adoption and utilization of the system, and look forward to continuing these positive steps towards making biking ever easier in Santa Cruz.

This week's Street Smarts message reminds us to resist the all too familiar "California stop." Watch the video in [English](#) or [Spanish](#) or read the details [here](#).



### **Engineering**

On September 13 the California Coastal Commission approved a coastal development permit for the San Lorenzo River Parkway Phase III/Trestle Trail widening project. Chris Schneider, Public Works Assistant Director, and Mike Ferry, Senior Planner, attended the meeting in Fort Bragg. The project is funded by Measure D and a State Resource Agency grant. Local consultant M-ME and Public Works staff are completing the plans and specifications to bid the project in the coming month. [Read the Sentinel article.](#)

### **Wastewater Treatment Facility**

The facility's maintenance department has been busy wrapping up projects and preparing for the winter season. Our master mechanic fabricated and welded a custom hatch cover lid to help with odor control while still allowing access to staff to collect samples for process monitoring. One of the summer interns finished up his last day doing oil changes on all the various pumping equipment in the facility. Staff said goodbye to the Pure Water Soquel Pilot Skid, loading up the last piece of equipment. Mechanics also worked on repairing a foul odor suction line for a covered tank that operations will be placing into service soon.

