

# City Manager's Weekly Update

November 16, 2018

## ECONOMIC DEVELOPMENT

*ED: Economic Development Office Update:*

### DOWNTOWN RECEIVED A NICE TOUCH UP ON BEAUTIFICATION DAY

The Downtown Association of Santa Cruz identified "Beautification" as one of three top goals for the fiscal year 2018-2019. As part of that effort the Downtown Association, with the support of the Santa Cruz Economic Development Department hosted a Downtown Beautification Day on November 13th.

The event was a great success with many members of the community coming to pitch in and help make our downtown even more beautiful! Volunteers helped clean up the tree

wells, wipe windowsills, and even helped with touch up paint on some of our street furniture. We are excited to welcome shoppers' downtown for the holiday season and this event was a great way to freshen up the avenue and help our merchants stand out.



### SAVE THE DATE: SMALL BUSINESS SATURDAY IS NOVEMBER 24<sup>TH</sup>

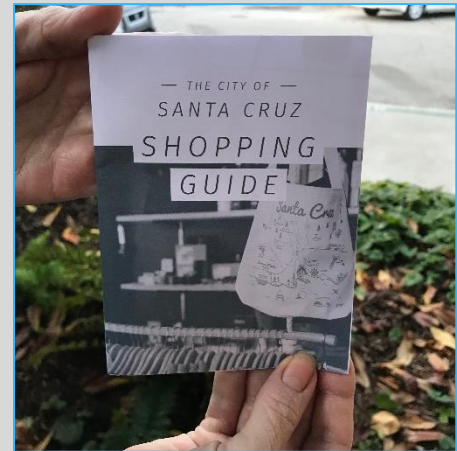
Businesses and community members are invited to participate in Small Business Saturday on November 24<sup>th</sup>. It's the annual holiday shopping tradition that gets communities everywhere out in support of their favorite small businesses. All businesses are invited to participate and sign up for Small Business Saturday with American Express regardless of whether or not they take American Express cards at their stores. To learn more visit:

<https://www.americanexpress.com/us/small-business/shop-small>



## HOLIDAY SHOPPING GUIDES HAVE HIT THE STREETS!

The Economic Development Office worked again with [Design with Hive](#) for the third year to produce the 2018 City of Santa Cruz Holiday Shopping Guide. The Guides include over 160 local businesses and provides a comprehensive map and business listings grouped by products sold at each store. The guides are being distributed to every retailer in the City this week and next week in order to get them into the stores and the hands of shoppers as the shopping season kicks off!



## ALLIANCE OF WOMEN ENTREPRENEURS GROUP FEATURED IN SF CHRONICLE

*“Why women-owned businesses are booming in Santa Cruz”*

**By Michele Bigley** Nov. 9, 2018

Photo: Patrick Tehan / Special to the Chronicle

You can’t walk a block in downtown Santa Cruz, apparently, without passing a business owned and operated by a woman. According to Rebecca Unitt, business liaison for the city, at the start of summer 2018, over 70 of downtown’s 178 commercial businesses were majority female-owned.

And that number is growing.

This summer, the owners of three of the neighborhood’s most venerable businesses — Anandi Heinrich and Rama Zoe Heinrich (owners of the upscale women’s clothing boutique Pacific Trading Co.), Casey Coonerty Protti (owner of Bookshop Santa Cruz) and Patrice Boyle (owner of Soif and La Posta, two of Santa Cruz’s most beloved restaurants) — created the Alliance of Women Entrepreneurs.

Through quarterly gatherings with the community, they birthed the AWE Challenge, a walking tour of downtown’s female-owned businesses.



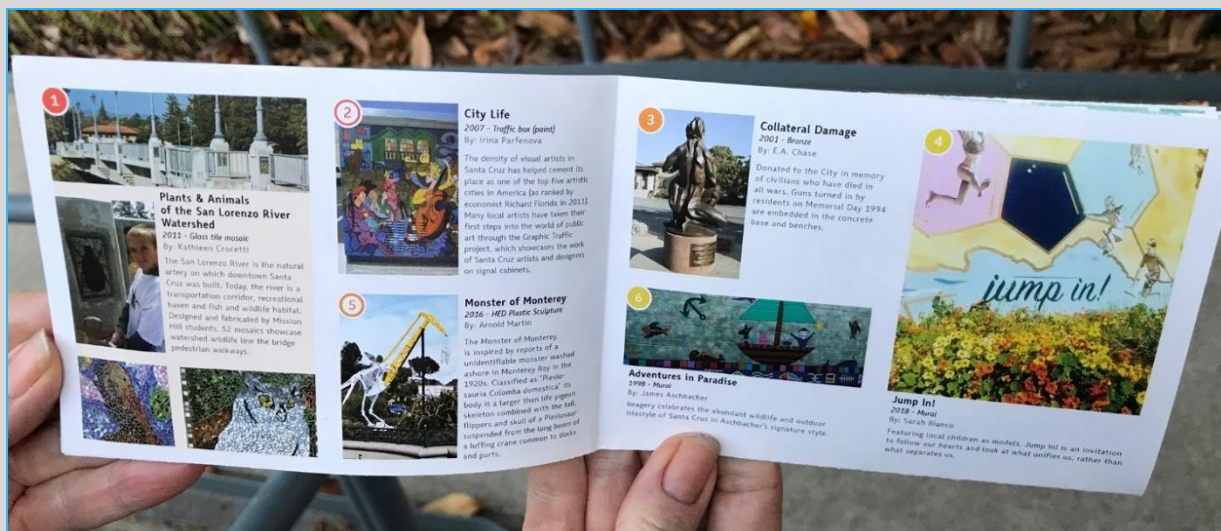
"We wanted to shine a light on how much good is happening in this neighborhood all the time," Anandi Heinrich said over poached halibut and root vegetables at Soif, my first stop on the AWE Challenge path. "We want to bring people back to downtown."

Read the full article: <https://www.sfchronicle.com/travel/article/Why-women-owned-businesses-are-booming-in-Santa-13378169.php#photo-16452201>

*ED: City Arts Update:*

## PICK UP A DOWNTOWN PUBLIC ART WALKING TOUR MAP!

The City Arts program is excited to share the new Downtown Public Art Walking Tour guide. The guide includes a map and information about all of the 37 pieces of public art you can find downtown from SculpTour pieces, to murals, to Graphic Traffic utility box artwork. The maps can be picked up at the Economic Development Office and will be distributed to the Downtown Kiosk and other relevant locations for visitors to enjoy. Thank you to local businesses Studio Holladay for doing the design work on the guides



and Sentinel Printers for the beautiful print job!



## PARKS AND RECREATION

### **Lighthouse Field**

The West Zone Sector of the Parks and Recreation installed 2300 square feet of new Delta 90/10 tall fescue/bluegrass sod, a hardier grass blend that will stand up better to salt water.



### **Depot Park at Washington Street**

The Park Division median crew was hard at work mulching around recently planted trees this week. The four newly planted trees are mitigation trees installed by Pacific Gas & Electric Company to replace trees that were removed over the utility's gas transmission pipeline. Mulching will retain soil moisture content around the root balls of the newly planted trees; it also gives the entire planting bed a fresh clean appearance.



### **Oceanview Park**

Parks East Zone crew is currently installing straw wattles and heavily mulching as part of our irrigated lawn reduction and for erosion control at Oceanview Park.



### Louden Nelson Community Center

November 15 – 18<sup>th</sup> both noon and 7 pm – Christian Youth Theater presents *James and the Giant Peach*



## PUBLIC WORKS

### **Engineering**

On Tuesday the City Council approved the San Lorenzo River Parkway Phase III/Trestle Trail Project construction award to Cushman Construction. The project comprises a portion of the Monterey Bay Sanctuary Scenic Trail Segment 8. It will replace the existing 4-foot wide walkway on the San Lorenzo River Railroad Trestle Bridge with a new multi-use trail that is 10 feet wide.

[Read more.](#)



The Cedar Street Rehabilitation Project continues with the installation of an 8" sanitary sewer main pipe on Cedar from Elm to Cathcart. Four curb ramps were also upgraded to ADA standards: two retrofits at Cedar and Lincoln, one new ramp at the NE corner of Cedar and Maple, and a new ramp at Cedar and Cathcart. Weekday traffic impacts continue on Cedar from 7 a.m. to 5 p.m. The project, partially funded with Measure H tax dollars is reconstructing Cedar Street from Church to Laurel and is expected to conclude in early 2019.



NE corner of Maple/Cedar



Cedar St.



### **Wastewater Treatment Facility**

Operations and mechanics worked together in removing some slide gates used to isolate tanks within the treatment system. These slide gates in the secondary treatment process, had been in place for many years. Removal required assistance from the big CAT forklift.





### Traffic Engineering/Community Relations

Street Smarts has a new traffic safety ad Street Smarts reminding us that rules of the road are meant to be followed whether you are behind the wheel, on a bike or walking. [Read the details.](#)



We published an article in our Santa Cruz Waves City Beat column: [RAP 'N' ROLL TRAFFIC SAFETY LESSONS AT SANTA CRUZ CITY SCHOOLS](#) about our October middle school assemblies.



The national magazine [Public Works](#) published a story on our [Follow the Flush event](#) of last spring. The story will also appear in the print issue of the magazine which is currently under production and reaches 60,000 subscribers.



## Resource Recovery

Nov. 15 was America Recycles Day. Watch and share our [family-friendly video](#) of what goes in the blue bin and what goes in the trash taught by Santa Cruz Warriors' mascot Mav'Riks.



Our street sweepers have swept up 15.8 tons of debris this week. Collections assisted SCPD on the Coral Street clean up removing 6 yards of garbage from the sidewalk.

Recycling Processing processed 149.50 tons of mixed recycling, 49.64 tons of cardboard and shipped out 113.65 tons of material for the week. Landfill Operations processed 860.86 tons of refuse, 207.74 tons of wood and green waste, and 283.29 tons of fill material.

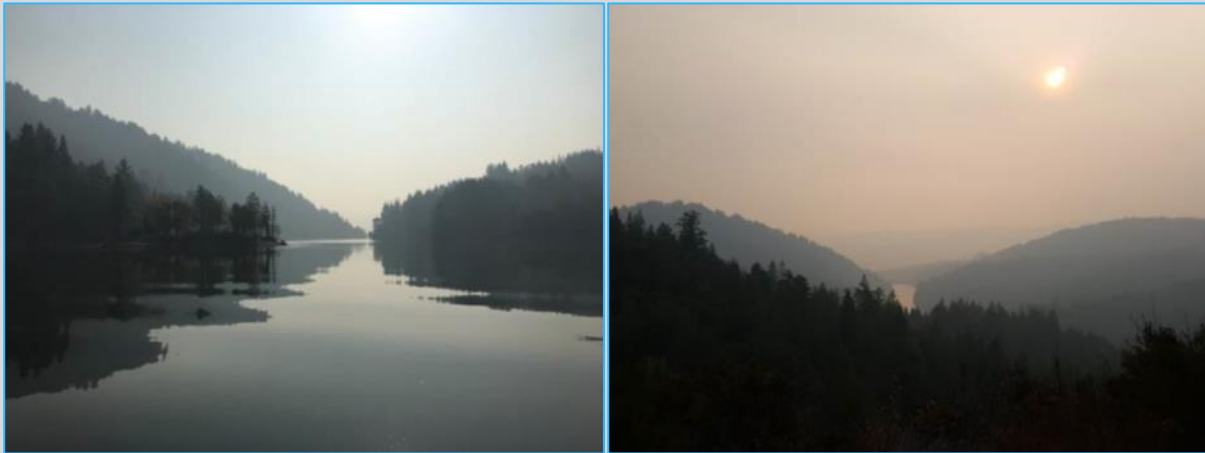




## WATER

“Everybody talks about the weather, but no one ever does anything about it.” Charles Dudley Warner

Fire and the weather seem to be on everyone’s minds this week, including ours in the Water Department. As has been mentioned in prior updates, a wildfire in the watershed would have catastrophic consequences on Santa Cruz’s water supply. So we take fire prevention very seriously and our Watershed staff continuously manages potential forest fuels, maintains fire roads, and monitors for any potentially harmful behavior in the watershed.



*Smoke on the water, and fire in the skies – Loch Lomond on Saturday 11/10 in the a.m. and p.m.*

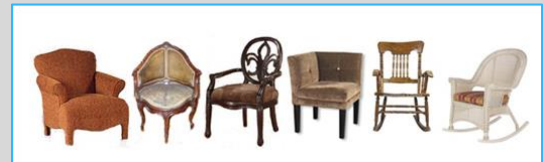
We’re able to take proactive measures to prevent forest fires; unfortunately there aren’t many measures we can take to affect the weather. (Dancing doesn’t work, we’ve tried.) With that said, we can and do take proactive measures to protect and maintain our water supply in the face of unpredictable weather. This year, we took the measure of Stage 1 water restrictions, with the goal of reminding the community to be water wise so that we could maintain a high-level of storage in the reservoir going into an unknown “wet season.” As always, the community responded well and we ended the “dry season” with a healthy level of water supply in Loch Lomond. We are closely monitoring both the weather and our supply levels ; use is up from the same week last year, but it’s also much warmer and drier than the same week last year– the good news is that a couple of rain events are forecast for next week.

We were pleased to receive several comments from the public for the scope of the Water Rights Environmental Impact Report (EIR.) The next step is to review the comments and to determine if and how they will be addressed through the CEQA process.

## LIBRARY



**All branches will be closed Thursday, November 22 and Friday, November 23 for the Thanksgiving Day Holiday.**

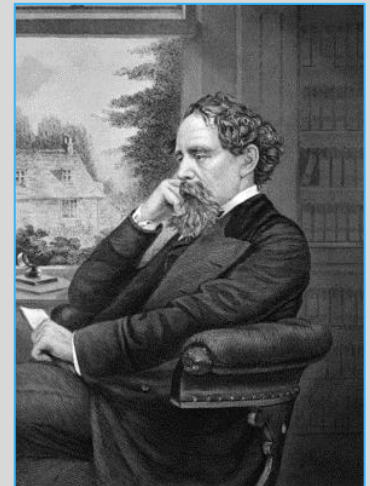


### **Willing Suspension Armchair Theater & The Dickens Project present Christmas with Dickens**

Charles Dickens just wants to talk about his book, *A Christmas Carol*, but what happens when Scrooge, Tiny Tim, Mrs. Catherine Dickens, and the Ghost of Christmas Present show up? Chaos, confusion, conflict, and complaints, just like a normal holiday gathering.

Willing Suspension Armchair Theater and the Dickens Project (UCSC) present an original piece written by JoAnna Rottke and directed by Karen Schamberg. Readers will be; Brian Spencer, Frank Widman, Martha Rabin, Susan Forrest and Jim Schultz.

JoAnna Rottke spent her best years as Assistant Director of the Dickens Project, a research program at UCSC devoted to the life and works of Charles Dickens. She knows more about Dickens than she'd like to admit.



This event is free, but donations are most welcome and appreciated. There will be refreshments as well as time at the end to ask questions and interact with the author, director and readers.

**Tuesday, November 27 • 7PM • Downtown Branch Library • 224 Church Street**  
**Thursday, November 29 • 7PM • Scotts Valley Branch Library • 251 Kings Village Road**  
**Tuesday, December 4 • 7PM • Aptos Branch Library • 7695 Soquel Drive**