

City Manager's Weekly Update

November 2, 2018

POLICE

SCPD Begins "Employee of the Month" Award

This week Chief Mills initiated the Santa Cruz Police Department's first *Employee of the Month* recognition award. "We have a great police department," Chief Mills said. "Our officers and staff do an amazing job serving our community every day. This award recognizes the most outstanding examples of excellence."



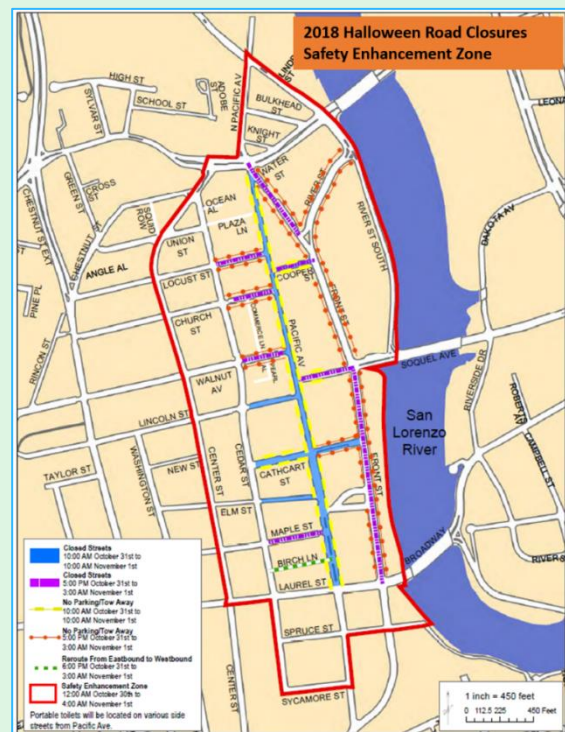
SCPD's first *Employee of the Month* is Officer Chris Galli, recognized for his sustained effort to serve the community, uplift the department and go the extra mile to ensure excellence in policing. Officer Galli, Thank you for your dedication to duty and sincere desire to improve the Santa Cruz Police Department. - **October 2018 SCPD Employee of the Month** The monthly award will now be a regular event. Criteria to be considered include outstanding work that: demonstrates leadership, initiative, improves police service our community; achieves significant impact on public safety or crime reduction; resolve problems; exceptional professionalism; and furthers the ideals and values of the SCPD.

SCPD Halloween 2018 Stats Safety Enhancement Zone in Downtown Santa Cruz

An estimated 6,000 people converged on downtown Santa Cruz to celebrate Halloween this past Wednesday October 31st. This event has become the largest single informal gathering in the city. The Santa Cruz Police Department is pleased to announce that Halloween 2018 transpired without any significant incidents of violence during the festivities downtown.

Officers use a proactive strategy to minimize problems and reduce the opportunity for alcohol-fueled problems and inappropriate behavior throughout the night.

The Santa Cruz Police Department kept busy over the 24 hours of Halloween through the night and into the early morning hours of November 1st. We handled 352 calls for service. SCPD deployed officers throughout the city as well as a significant contingent of officers on foot in the



Downtown corridor. The Halloween crowd demeanor on Pacific Avenue was relatively calm and celebratory. **The Downtown Deployment reported the following activity for Halloween Night 2018:**

17 Arrests

For Public intoxication, Warrants, Drugs

57 Citations Issued

36 were for Triple Fine violations. Of the Triple Fine citations issued, most were for open containers of alcohol and public urination.

For comparison, in 2017 there were 18 arrests and 42 citations. Overall, downtown Santa Cruz, arrests were down by one, and citations were up from 2017.

Halloween police presence required extra officers from law enforcement agencies, including the Santa Cruz Sheriff's Office, Santa Cruz County Anti-Crime Team, Capitola PD, Watsonville PD, Scotts Valley PD, UCSC PD, Santa Cruz State Parks, California Highway Patrol, and Santa Cruz County Probation. Law enforcement officers from Alcohol Beverage and Control, State Parole and the Santa Clara County Sheriff's Office Gang Team were present to support SCPD.

We want to thank all of the agencies who dedicated personnel and resources to assist the City of Santa Cruz throughout the night.

SCPD Supports Domestic Violence Awareness 365

The end of October is not the end of Domestic Violence Awareness. SCPD strives to reduce domestic violence through a threefold approach: it trains police personnel, it educates the public, and it investigates domestic violence crimes.

SCPD has wristbands with "Awareness Creates Change" printed on them for patrol officers and community members too. Pick up a wristband at SCPD Lobby on 155 Center Street. Lobby opens Monday - Thursday 9am - 4 pm & Friday 10am - 3pm. Share the important message of domestic violence awareness and encouraging victims of domestic violence to speak out. Never hesitate to call SCPD for help.



SCPD Promotes National Teen Driver Safety Week October 21-27

This week is National Teen Driver Safety Week, and the Santa Cruz Police Department want to remind parents and guardians the importance of talking to their teen drivers about the new responsibilities and rules that come with operating a vehicle.

"For teens, getting a license is a rite of passage tied to freedom and independence, but is also something that can be dangerous because teens lack experience behind the wheel and are more likely to take risks," said Chief

Andrew Mills. "National Teen Driver Safety Week is a way to encourage all parents to instill good driving habits that help their teens stay safe on the road."



The reality is that vehicle crashes remain the leading cause of death for teens ages 15 to 18. According to data from the Statewide Integrated Traffic Records System (SWITRS), there were 73,736 crashes in 2016 involving drivers 16 to 20 years old in California alone. In those crashes, 437 people died.

Santa Cruz Police Department joins the [California Office of Traffic Safety](#) (OTS) to offer tips for parents and caregivers on how to talk to teens about the consequences of making dangerous and illegal choices behind the wheel.

"Whether it's drinking and driving, not wearing a seatbelt, speeding, driving distracted or with friends in the car, it's important for parents to let their teen know that driving is not a right, but a privilege," said Chief Mills. "It can be taken away when they don't follow the rules."

To learn more about teen driver safety, visit the Governors Highway Safety Association (GHSA) website at <http://ghsa.org/html/issues/teens/index.html>.

SCPD Blog [Rules for the Road: Week Dedicated to Teaching Teen Drivers - How to be Safe Behind the Wheel - National Teen Driver Safety Week is Oct. 21-27](#)



WATER

"In the longer range, dry conditions, warmer than normal temperatures, and periods of offshore winds are forecast to continue through the weekend and into next week." This report from the National Weather Service may be good news for beach goers, but it's not so good for watershed functions or water operations.

Water restrictions ended on October 31. Despite a dry October, outdoor watering needs tend to drop off in the fall and storage in the Loch Lomond Reservoir is still at 86% -- so we're in pretty good shape heading into our "usual" wet season. Because of that, we expect the dam to spill, which in addition to signifying that we have the maximum amount of water stored as possible, is also criteria for our ability to implement water transfers with other districts. We anticipate implementing our pilot water transfer program with Soquel Creek later this month.

This is a busy time of year for water quality sampling and analysis. Our water quality staff does an exceptional job. Ensuring that we have the highest quality water possible is inherent in everything we do, yet the effort, hours and commitment to accomplish that is often overlooked. Water quality staff don't sit behind microscopes all day, in fact, they're often in the field and when there's a main break or service disruption, they are in the trenches (literally) monitoring water quality to ensure it's safe and pleasing for our customers to drink.

As we continue to move forward with proposed plans for the Newell Creek Dam inlet/outlet replacement project, the Draft EIR becomes available for public comment next week. We're hosting two meetings on the project and the EIR for the public in the following week. We're also hosting public meetings on our water rights project, to collect feedback on what should be included in the scope of the project EIR.


SANTA CRUZ WATER RIGHTS PROJECT
PUBLIC SCOPING MEETINGS

WED, NOVEMBER 7 6:30 PM Harvey West Scouthouse 326 Evergreen Street Santa Cruz	THU, NOVEMBER 8 6:30 PM Highlands Park House 8500 Highway 9 Ben Lomond
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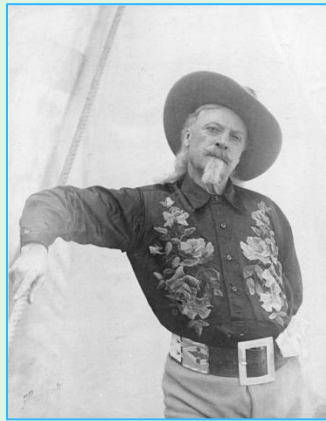
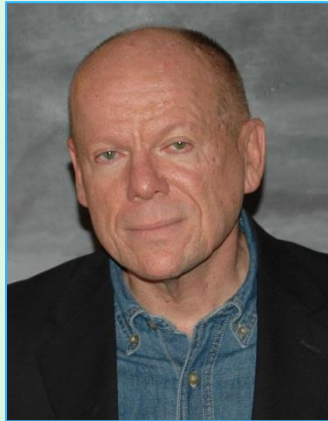
The City of Santa Cruz is proposing to address key issues needed to improve the City's water system flexibility while enhancing stream flows for local anadromous fisheries. The proposed project involves modifications to existing City water rights and additional foreseeable activities that may occur after the proposed water rights changes.

Please join us and comment on the scope and content of environmental information to include in the Environmental Impact Report for the Santa Cruz Water Rights Project.

cityofsantacruz.com/water


SANTA CRUZ
Water Department

Writer Historian Gregory Hinton Brings Buffalo Bill Cody to Life



*Presentation from Centennial Celebration of the Buffalo Bill Center of the West (BBCW)
in Cody, Wyoming Comes to Santa Cruz Library*

Thursday, November 8th • Downtown Library, 224 Church St. • 12:30 to 2:30 p.m.

The Santa Cruz Public Library System (SCPL) will host an exciting program offered courtesy of the Buffalo Bill Center of the West (BBCW) in Cody, Wyoming. Writer and historian Gregory Hinton will present a dynamic lecture with vintage posters and photographs illuminating the remarkable legacy of William F. "Buffalo Bill" Cody - frontiersman, scout and world famous showman. Hinton's talk will underscore Cody's deep ties to the Golden State. From 1877 through 1916, Cody's bond with California was strong. He conducted statewide tours in multiple cities stretching from Oakland to San Diego. Buffalo Bill visited Santa Cruz in 1910, 1914 and 1915. The event is free and open to all.

ABOUT GREGORY HINTON

Gregory Hinton is a writer, historian and lecturer. Hinton consults with among this nation's finest western museums and historical institutions and lectures around the country. Hinton holds a 2009 Residency at Wyoming's Ucross Foundation and a 2011 Buffalo Bill Center of the West Resident Fellowship. His play, *Waiting for a Chinook*, received its world premiere at the 2013 Snowy Range Summer Theatre Festival in Laramie. In 2015, Hinton was appointed Associate Editor of the Papers of William F. Cody for his abstract, "Out West with Buffalo Bill." Gregory Hinton was honored to offer the keynote at the General Assembly of the 2016 Western Museums Association Annual Meeting in Phoenix. Gregory has been profiled in the Los Angeles Times, New York Times, multiple NPR affiliates, and metro and community newspapers throughout the West. A proud Wyoming son, Hinton takes equal pride in his adopted state of California, dividing his efforts between both.

PUBLIC WORKS

Engineering

Bay Street Sidewalk Completion Infill Project construction continues. Contractor Granite Rock continues to install sidewalk, driveways and curb ramps between Escalona Drive and King Street. Substantial completion is anticipated by the end of November. This project is funded by the Highway Safety Improvement Program Cycle 7 grant.



The Cedar Street Rehabilitation Project continues this week with the installation of an 8" sanitary sewer main pipe along Elm Street from Pacific to Cedar and along Cedar Street from Elm to Cathcart. We also upgraded two curb ramps to ADA standards: one at the intersection of Cedar and Walnut and the second one at the intersection of Cedar and Lincoln. Weekday traffic impacts continue at Cedar Street from 7 a.m. to 5 p.m. The project, funded by Measure H tax dollars and Community Development Block Grant (CDBG), will rehabilitate/reconstruct Cedar Street from Church to Laurel and is expected to conclude in early 2019.



Northwest corner of Walnut & Cedar, Before & After

Cedar St & Elm St

PG&E will repave Darwin Street from Clinton to Windham on Friday, Nov. 2, due to the damage caused by gas transmission line replacement work.



Waste Reduction

A brief reminder that political and other yard signs do not belong in blue recycling bins. Instead, they may be properly recycled when delivered to the City of Santa Cruz Corporation Yard, 1125 River St., from Tuesday, Nov. 6, through Friday, Nov. 9, during the operating hours of 8 a.m. to 4 p.m. Campaign and other yard signs may also be dropped at the City's Resource Recovery Facility, 605 Dimeo Lane, any Monday through Saturday, 7:30 a.m. to 3:30 p.m. [Read more.](#)



Resource Recovery

Recycling Processing processed 173.56 tons of mixed recycling, 49.31 tons of cardboard and shipped out 46.22 tons of material for the week. Landfill Operations processed 826.26 tons of refuse, 199.56 tons of wood and green waste, and 340.73 tons of fill material for the week. Green Waste Operations also shipped out 697.98 tons of processed green waste for composting.



Traffic Engineering/Community Relations

This week we completed seven Street Smarts presentations to Branciforte Middle School students as part of Ecology Action's "All Things Bike" assemblies. The students clapped and sang along with our Street Smarts rap artist. Lyrics underscored the importance of "Eyes Up, Ears Free" when cycling, walking and skateboarding so that youth are alert to traffic rather than engaged with electronic devices. One student at each of the seven assemblies won our bike safety "Jeopardy" question earning a pair of SC Warriors tickets. At a home game in front of a stadium of 2,500 people, these students will receive a special "Street Smarts Leader Shout Out!"



This week's [Street Smarts tip](#) below complements our middle school assembly messages.



Wastewater Treatment Facility

Annual sandblasting, recoating and rubber seal replacement was completed on Clarifier #2 this week. Operators are rotating it into service as Clarifier #3 is being taken out of service. During dryer months the facility operates only two clarifiers as there is not the flow demand for three tanks.

Mechanics, electricians, line maintenance collections staff and operators pulled together to troubleshoot an on-site water flow issue. The facility's recycled water filters have not been able to keep up with demands despite lack of change in usage. After lengthy pipe tracing, line flushing, and removing pumps and pipes from the line in question, it was determined that sediment had built up within the pipe resulting in an interior pipe diameter decrease along with a final plugging. The sediment build-up happened over the life of this pipe, 20+ years. With the line now cleared, the filters will be able to receive more flow, similar to the rate when the system was first installed.



Resource Recovery Collections

We are proud of one of our solid waste workers that went above and beyond when no one was looking.



PARKS AND RECREATION

Poets Park Play Area Improvement

The play area received some long overdue TLC this week; a new top coat of pour in place was installed.



Delaveaga Golf Course

1. Fall aeration complete.

Staff has finished aerating approximately 40 acres of turf including greens, tees, and fairways. Nutrient deficiencies identified through soil testing were addressed through fertilizer and soil amendment applications.

Desirable turf seed species were planted during the process to strengthen the turf population's ability to fend off pathogens and improve drought tolerance. Pictures included show a putting green immediately after aeration (day 1) and then again 10 days later. The entire project took almost four weeks to complete. The Golf Course maintenance staff should be commended for their tireless efforts and commitment.



2. Fire suppression backflow prevention device replaced.

George H Wilson Inc. was hired by the City to replace the failing fire suppression backflow prevention device at Delaveaga Golf Course. The original device failed to pass the annual test required by the

Water Department. Considering the cost and limited availability of replacement parts the decision was made to install a brand new device. This will also support the additional sprinklers required in the renovation of the highly anticipated golf course restaurant.



West Zone

280 feet of Metal Railing along the West Cliff Path was replaced by the West Zone Sector of the Parks and Recreation Department.



East Zone

A collaboration of efforts with Santa Cruz Fire Department, Parks and Recreation and the California Conservation Corps began this week up in the Delaveaga Open Space.

The project is to clear a 100 ft. shaded fuel break along the service roads to enable defensible spaces around infrastructure and residential homes.



Wharf

The Wharf Construction crew has been prepping and installing a fresh load of Ipe decking on the Beach Promenade deck.



Morrissey Median

The median crew is repurposing crowded plant material from the City Hall gardens and adding these grasses to the Morrissey median to add new texture & color to the landscape. The crew is also spreading new bark chip on the Morrissey medians. The wood chips are obtained at no cost by the City Parks Division from local tree services. Mulch will be spread to a depth of 4-6 inches to cap the soil, lessening weed growth and retaining soil moisture levels.



Arana Gulch

Parks and Recreation Department staff is putting together an application to the California Department of Fish and Wildlife to perform a soils study to analyze soil nutrients within Arana Gulch. The nutrient levels will be compared with other sites where Santa Cruz tarplant are found within the region. This data may inform future experiments to replicate the best conditions for seed growth.

Civic Auditorium

Saturday, November 3, 3 pm- Jeffery Almquist Memorial: The Civic is honored to host Jeffery Almquist's Memorial. Judge Almquist was appointed to the bench in October 2003 by then California Gov. Gray

Davis. He served as the court's presiding judge in 2010 and 2011, and guided the court through an extraordinarily difficult budget crisis with great leadership. Before his appointment to the bench, Almquist was elected to the Santa Cruz Board of Supervisors Fifth District in 1996 and re-elected in 2000. Doors open at 2:30 pm.



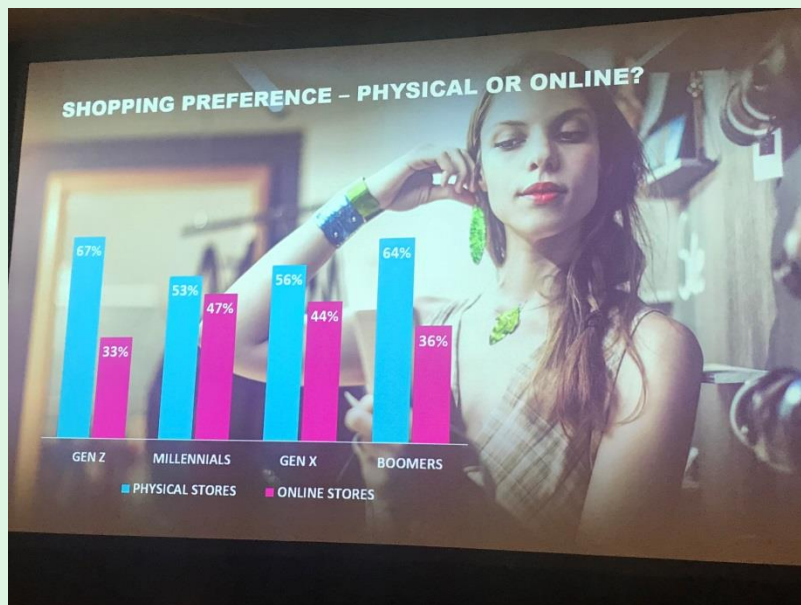
ECONOMIC DEVELOPMENT

ED: Economic Development Office Update:

SANTA CRUZ HOSTS ECONOMIC DEVELOPMENT CONFERENCE!

About 100 economic development, planning, retail, and development professionals gathered in Santa Cruz for the 2nd Silicon Valley Economic Development Alliance Conference on November 1st and 2nd.

The conference was organized by the Silicon Valley Economic Development Alliance, of which the City of Santa Cruz Economic Development Department is a member of, to discuss some of the pressing policy and practical issues facing cities in the larger Silicon Valley region from retail, to manufacturing, to hotels, as well as changing generational demographics.



The first day of the conference was held at Hotel Paradox and began with a keynote talk from the State Chief Economist, Irena Asmundson, and a variety of presentations on changes in retail demand and case studies of several retail development projects in the greater bay area.

The second day was held at the Seymour Center and focused on hotel development, manufacturing, and repurposing of industrial properties to adapt to the new demand for production space with

a special discussion with William Ow about the regeneration of the Wrigley Building on the westside of Santa Cruz.

UCSC HOSTS ACE 10 ENTREPRENEURSHIP & INNOVATION CONFERENCE

UCSC and the City of Santa Cruz served as one of seven host cities for the Americas Competitiveness Exchange on Innovation and Entrepreneurship (ACE) conference on October 22nd.

The **Americas Competitiveness Exchange on Innovation and Entrepreneurship (ACE)** is one of the main initiatives of the Organization of American States (OAS) for the promotion of better innovation and entrepreneurship ecosystems in the Americas, fostering the creation of partnerships throughout the region and beyond. Created and supported by the U.S. Department of Commerce, the U.S. State Department and the OAS, the ACE program is included as part of the core initiatives of the Inter-American Competitiveness Network

The ACE is a coordinated best practices-focused program that brings together business and innovation leaders from the private, public and academic sectors, and key officials from countries throughout the hemisphere to network and learn about innovative approaches to economic development. These exchanges allow decision makers to experience at first-hand successful projects, observe and learn from cutting-edge economic development initiatives that are strengthening innovation and entrepreneurship ecosystems and to establish long-term regional and global partnerships.

Economic Development Director Bonnie Lipscomb was one of the speakers for the Santa Cruz program and highlighted the City's Economic Development initiatives and key partnerships in the community that allow for our success in attracting and growing world class entrepreneurs and innovators in the City of Santa Cruz.



BEAUTIFICATION DAY! NOVEMBER 13TH

A Beautiful Downtown is a Successful Downtown.



The Downtown Association of Santa Cruz has 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 present a Downtown Beautification Day.

Join your downtown community for a day of cleaning, beautifying and community building on Tuesday, November 13th, 2018 as we get Downtown Santa Cruz ready for an exciting holiday season. Wear comfortable clothes that you don’t mind getting dirty. There will be a variety of tasks including litter removal, window cleaning, planting, painting and of course, sparkling. This year, we will be launching a new planter box program, planting in planter boxes, in an ongoing effort to spruce up our Downtown neighborhood.

VOLUNTEER SIGN-UP CLICK [HERE](#)

DATE: Tuesday 11/13/18 | TIME: 8:30am-12:30pm | LOCATION: Meet at 8:30am at the Information Kiosk – 1130 K2 Pacific Avenue, Santa Cruz, CA

NEW VIDEO HIGHLIGHTS SOQUEL BRIDGE LIGHT INSTALLATION



If you've taken an evening stroll along the downtown Santa Cruz Riverwalk this fall, or gotten an after-dark glimpse of the Soquel Bridge, you've probably admired a colorful, undulating LED light installation spanning the river. The neon wires bump and dip like ocean swell over the bridge, and when night falls, their color tones morph almost organically—transforming from hues of blue, to pink, and purple.

The art installation—designed by the Santa Cruz-based creative design firm [Visual Endeavors](#)—is called “River Motion.” Which is a fitting name, as the reflection of the expansive art piece reflects almost perfectly in the waters of the San Lorenzo River below. From the adjacent levee pathways, the prismatic lights have a lustrous and dazzling quality over the slow, rippling river, and illuminate a part of downtown Santa Cruz that craves more attention.

Learn more about this art installation in the latest Choose Santa Cruz and Santa Cruz City Arts article and video: <https://choosesantacruz.com/journal/2018/arist-spotlight-visual-endeavors>

SAVE THE DATE: SMALL BUSINESS SATURDAY IS NOVEMBER 24TH

Businesses and community members are invited to participate in Small Business Saturday on November 24th. 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>

