

# City Manager's Weekly Update

February 8, 2019

## PUBLIC WORKS

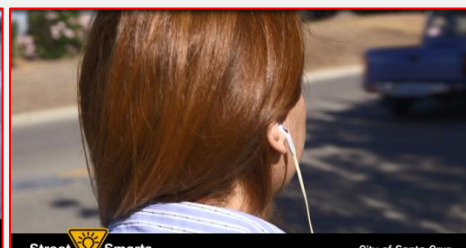
### Traffic Engineering/Community Relations

Good news here as our biking rate continues to rise! For decades, the City of Santa Cruz has been investing in infrastructure and programs to make our City a better place to bike. While the City has proudly held the second highest rate of biking in California, the League of American Bicyclists recently released a report that shows the City of Santa Cruz holds the **SECOND HIGHEST BIKE COMMUTING RATE IN THE UNITED STATES**, at an all-time high of 13.2%.

The League of American Bicyclists annual "[Where We Ride: Analysis of Bicycle Commuting in American Cities](#)" report uses the U.S. Census Bureau's 2017 American Community Survey data to gauge the status of biking in cities across the country, and offers an enlightening snapshot of the progress we've made. See page 10 of the [report](#) for how we stack up in commuting rates. For context, in the 2000 census the City of Santa Cruz had a bike commute rate of 4.6%. By 2010, we'd increased this to 8.4%. The most recent data from 2017 shows a 13.2% rate. This is enormous progress, showing that our piece by piece investment in quality infrastructure and programs has resulted in our bike commute rate skyrocketing. [Read more.](#)



This week's Street Smarts video explains why it is important to walk cell free. Click the photo at left for English, right for Spanish.



Reporter magazine.



## Pollution Prevention

The City is now working through Med-Project for disposal of medications and needles. Here is link to specific drop-off locations: <https://med-project.org/.../city-of-san.../convenient-locations/> This video explains more: <http://med-project.org/wp-cont.../uploads/.../06/MED->



## Resource Recovery

Resource Recovery sweepers collected 20.76 tons of debris off the streets this week.

Engineering staff was able to sample the 3rd (out of 4) Qualifying Storm Event sample of this reporting year and submitted the analytical results to the State Water Board. The Semi-annual Water Quality Monitoring Report has been submitted to the Regional Water Quality Control Board. Also, the 4th quarterly Monitoring Report (which includes waste intake data, vehicle traffic, etc.) was submitted to CalRecycle.

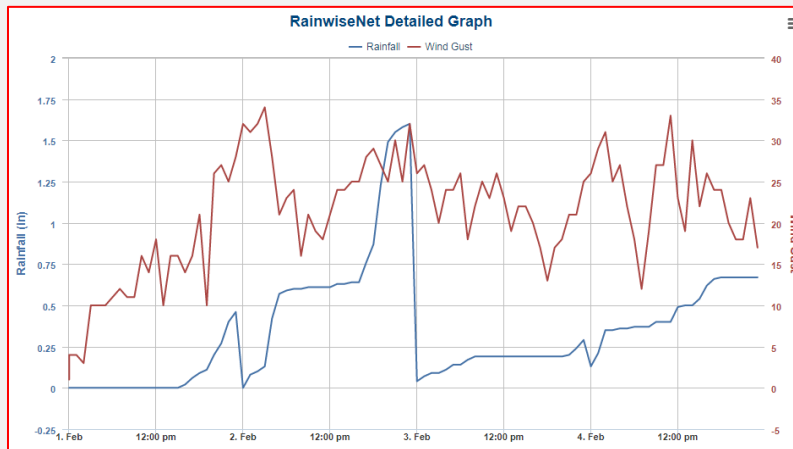
- Recycling processed 147.86 tons of mixed recycling, 45.06 tons of cardboard and shipped out 78.97 tons of material this week.
- Landfill Operations processed 1,031.33 tons of refuse, 205.78 tons of wood and green waste, and 244.46 tons of fill material for the week.
- The recycling facility received 3.37 inches of rain last week so staff has been busy cleaning v-ditches, catch basins and sedimentation ponds.
- Green Business recently certified Raíces do Brasil Capoeira as new Green Business.

Our City Waste Reduction assistants accompanied by a recent Master Recycler graduate participated at the 3rd annual UCSC Move-Out Fair. Since most of these students will be our future utility customers, they were given some good information to help them on navigating to be a good City resident.



### **Wastewater Treatment Facility**

Despite recent storms with wind gusts of 35-mph that brought power bumps and surges, the facility was able to maintain smooth operations due to diligent operators resetting equipment in a timely manner. The facility also handled treating the large hydraulic inflow, with incoming flow peaked at 63.3-MGD on February 2. Live data from the facility weather station can be found at <https://rainwise.net/weather/scwpcfwweather>. Also, adhering to confined space work protocol, operators entered one of the out-of-service primary sedimentation basins to clean it before routine repair work.



## Engineering

The San Lorenzo River Parkway Phase III/Trestle Trail Project continues this week with the demolition of a portion of the existing concrete ramp, at the east end of the bridge. This allows installation of a concrete abutment for the new pedestrian bridge. The Trestle Bridge will be closed for the duration of the construction project. The project, funded by City of Santa Cruz, Measure D and a California Natural Resources Agency Grant, is widening the existing San Lorenzo River trestle walkway and is expected to conclude before summer.



The Cedar Street Rehabilitation Project is on hold this week due to weather. The project, funded by Measure H tax dollars and Community Development Block Grant (CDBG), will rehabilitate/reconstruct Cedar Street from Church to Laurel.



## ECONOMIC DEVELOPMENT

### CRUZHACKS 2019

This January, over 600 students from 40 different educational institutions participated in the 2019 Hackathon hosted by UCSC. Students spent 36 hours coming up with ideas, building teams, and developing their projects. Students could develop projects in the areas of Tech Innovation or Tech Cares – focusing their projects on developing solutions to real work challenges.



Continuing on a trend of the last couple of years, CruzHacks continues to work hard to create a diverse and welcoming event for students of all skill levels and all backgrounds. This year they created pre-hack events aimed to help newcomers expand their knowledge and skills in advance of the main event.

Many of our local Tech companies (Amazing, Product Ops, Looker, and Plantronics) participated as sponsors and mentors, many sending representatives to work with the students throughout the weekend. The City Economic Development is also a long term sponsor of the Hackathon. To learn more about the event and this year's projects visit: [www.cruzhacks.com](http://www.cruzhacks.com)

### FEBRUARY SANTA CRUZ NEW TECH MEETUP

The Santa Cruz New Tech Meetup is a key part of our local tech ecosystem. Celebrating 11 years of events, the Santa Cruz New Tech Meetup is the 8th largest in the Country with over 4,000 members. The Economic Development Department is a long time sponsor and also helps with the organization and hosting of the monthly event.

This month's Meetup featured some of the winning projects from the UCSC Hackathon. Many of the projects presented were developed for the Hackathon's Tech Cares category, which had a focus on project aimed at address real-world challenges and issues. There were 10 presentations in total including an Amazon Alexa skill that helps women track their periods and order feminine hygiene products via Alexa devices; a video app aimed at helping people with Alzheimer; a virtual reality game that helps people overcome stage freight; and a platform that

facilitates people living in their cars finding a safe place to park. You can also watch video of two high school students that developed a robotics project.



Learn more about the Santa Cruz New Tech Meetup at [www.meetup.com/santacruznewtech/](http://www.meetup.com/santacruznewtech/)

### **STOREFRONT BEAUTIFICATION GRANTS, SUBMISSION WINDOW MARCH 1 - 31**

The Economic Development Department will be accepting applications for a new round of grants for local business and property owners to help spruce up their storefronts and improve the appearance of the city's retail districts beginning March 1.



The Façade Improvement Grant Program provides eligible business and property owners with a full \$10,000 grant, plus a matching grant of up to \$5,000, for exterior painting, new awnings, signs, lighting, landscaping and refurbishing architectural features. The Commercial Signage Program provides eligible business and property owners with a 50% reimbursement grant up to \$5,000 to enhance their storefronts with the addition or improvement of commercial signage. Santa Cruz business and property owners located in commercial districts are eligible to apply to either program. Non-profits are also eligible if located within commercial corridors. Spanish translation is available for all grant applications and information.

The spring application window is open March 1, 2019 and will close March 31, 2019. Another round of applications will be accepted in the fall.



Interested applicants are encouraged to attend the city's pre-application orientation which will take place at 8:30 a.m. February 25 in the City of Santa Cruz Economic Development Office, 337 Locust Street. Please RSVP to Ali Cameron, [acameron@cityofsantacruz.com](mailto:acameron@cityofsantacruz.com) or call (831) 420-5158.

For more information, including application and guidelines, visit [www.choosesantacruz.com/grants](http://www.choosesantacruz.com/grants).

### **SBDC LAUNCHES 2019 NEXTTALKS BUSINESS SEMINAR PROGRAM**

The Small Business Development Center (SBDC) has shared the 2019 schedule for their free lunch time business support seminars that happen the second Tuesday of every month. This year the SBDC is partnering with NextSpace to host this series of talks that will cover a range of topics including, but not limited to, business basics for non-profits, marketing for small businesses, and business planning and finances.

The first talk of the year will feature Susan True of the Santa Cruz Community Foundation and will cover the Social Intersection of Business and Non-Profits. The events are always free but pre-registration is required and can be done through the SBDC website: [www.santacruzsbdc.org](http://www.santacruzsbdc.org)

The City of Santa Cruz Economic Development Department is a proud partner of the Small Business Development Center to support their efforts to provide free and confidential one-on-one support to local businesses. All Santa Cruz businesses, regardless of their size or stage of development, are encouraged to connect with the SBDC for help with a range of services.



## Second Tuesday NextTalks 2019 at NextSpace Santa Cruz

### Grow Your Small Business

February 12	<b>Business Basics For Non-Profits, Social Intersection Of Business And Non-Profits</b> Presented by Susan True, Santa Cruz Community Foundation
March 12	<b>Using LinkedIn For Entrepreneurs</b> Presented by Dianthe Skurko, Extreme Brand Builder
April 9	<b>Turn Selling Secondhand Stuff Into A Superpower</b> Presented by Alicia Earle, Sellhound
May 14	<b>Better iPhone Photography For Your Business</b> Presented by Jules Holdsworth, Good Times photographer
June 11	<b>Using Brand Storytelling To Supercharge Your Marketing</b> Presented by Cat Johnson, Coworking Content Alliance
July 9	<b>Finding (And Keeping) Dream Clients</b> Presented by Teresa Ruiz Decker, Dream Catch Consulting
August 13	<b>The Lean Planning Canvas</b> Presented by Keith Holtaway, Keith Holtaway Consulting
September 10	<b>Show Me The Money, Finding The Capital You Need</b> Presented by Danny Braga, Santa Cruz SBDC Financing Specialist
October 8	<b>Knowing The Numbers, Learn The Basics Of The Numbers That Drive Your Business</b> Presented by Monique Lusse, Equity By Design
November 12	<b>Fundamental Intellectual Property Rights Of Entrepreneurs, Consultants, And Artists</b> Presented by Patrick Reilly, Tech Futures Group

Where: NextSpace - 101 Cooper Street, Santa Cruz  
When: Monthly - 2<sup>nd</sup> Tuesday - 12:00 to 1:00 PM  
Cost: Free event, pre-registration required  
Registration: Eventbrite.com - SBDC - Santa Cruz

Questions? Contact SBDC at 831-479-6136 or visit Center Calendar at [www.santacruzsbdc.org](http://www.santacruzsbdc.org)

Sponsored by

Thanks to our Partners



These events have been developed through a partnership between the U.S. Small Business Administration and the Northern California regional Lead Center of Humboldt State University as a service to California small businesses under cooperative agreement 6-7770-0005-8. The support given by the above does not constitute an expressed or implied endorsement of any of the co-sponsor(s) opinions, products or services. The Santa Cruz SBDC is an equal opportunity employer and reasonable accommodations will be made, upon request, for individuals with disabilities.

## CALL TO ARTISTS: SAN LORENZO STORM DRAIN MURALS PILOT PROJECT

**Deadline to Apply:** Sunday, February 24, 2019 midnight PST

Link to apply: <https://scedo.slideroom.com/#/login/program/47379>

**Budget:** To cover materials and artist's time:

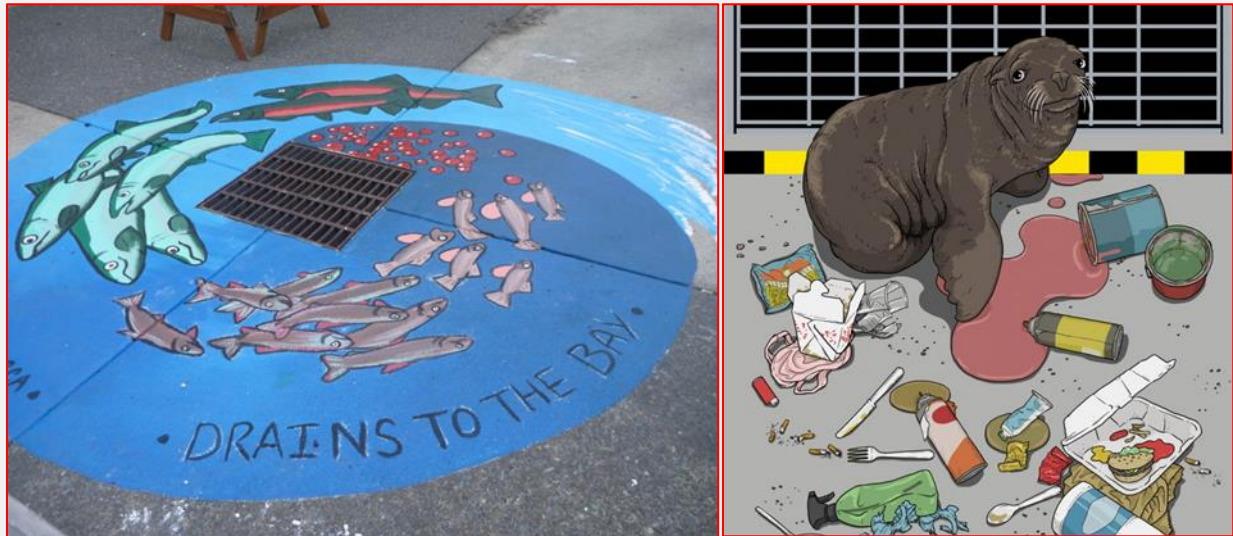
- Felker St. Mural Artist Stipend and Materials \$2,250
- Pryce St. Mural Artist Stipend and Materials \$1,000
- Additional contingency/stipends if needed: \$750

**Eligibility:** Open to all artists in Santa Cruz County.

Artist/artist teams in which at least one person is fluent in Spanish are preferred.



Experience working with the Santa Cruz Latino community is preferred.  
We may choose two artists/artists teams or one artist/artist for both sites.



*Example images for inspiration only.*

**Timeline:**

- February -City and CWC staff create RFQ and share it through Arts Commission, social media, print media and CWC newsletter.
- Early March – Artist selected for project. Contracts and liability coordinated and finalized.
- March – CWC will coordinate community meetings for mural planning in each neighborhood.
- April – Artist will design mural and share designs during a neighborhood cleanup.
- April 10 – final designs will be presented to the Arts Commission for approval
- May- June – Artist will paint mural and offer specific and unique opportunities for neighbors to participate.

**Pilot Project Overview:** The City's Public Works Department has determined that many of the storm drains along the San Lorenzo River are magnets for trash and other pollution and need to be cleaned regularly. The water going into these drains flows directly into the San Lorenzo River and can harm animals and plants. The primary goal of this project is to raise awareness that these drains flow straight into the San Lorenzo River—through beautiful murals that the neighborhoods will enjoy.

The Coastal Watershed Council (CWC) is a local non-profit that works to protect the San Lorenzo River and the broader watershed in Santa Cruz County. The Coastal Watershed Council is working with river neighbors from the Ocean's 11 and Beach Flats neighborhoods to create improvement projects that beautify the neighborhood and connect residents to the San Lorenzo River. Residents of these neighborhoods have shared desires for more public art, less

water pollution, interpretive signage, more points of interest and more neighborhood gatherings, all of which are addressed through this program.

Three locations for storm drain murals in neighborhoods bordering the San Lorenzo River have been identified. The City Arts budget has funding available for future storm drain murals if this pilot is successful.

### **AB 411 HOUSING BOND LEGISLATIVE INITIATIVE INTRODUCED**

***Woo hoo!!!!*** With tremendous support from Assemblymember Stone and his District Director Maureen McCarty, State Assembly Bill 411 (Stone): Funding for Affordable Housing in the City of Santa Cruz was officially introduced in the state legislature on Thursday, February 7th. In the upcoming week or so AB 411 will be referred to one or more policy committees and will be set for its first hearing, which would most likely take place in mid to late March. Much appreciation to Councilmember Sandy Brown for championing this bill and attending early meetings with Assemblymember Stone and his staff.

Given the severity of Santa Cruz's housing shortage and the financial challenges associated with building affordable housing, AB 411 represents a commonsense measure that will help the City move forward in its efforts to expand affordable housing and provide facilities for individuals experiencing homelessness with the City of Santa Cruz. California's local redevelopment agencies were dissolved on February 1, 2012, but prior to the dissolution, the Santa Cruz Redevelopment Agency issued which were subsequently frozen by the State. While the Successor Agency of the City of Santa Cruz has successfully received a Finding of Completion and approval of our Last and Final Recognized Obligation Payment Schedule from the Department of Finance which allows us to utilize 35% of the bonds, the remaining capitol bonds remain frozen. The considerable transaction costs related to issuing the bonds have already been paid, yet most of the bond proceeds sit idle during the worst housing crisis in the state's history.

AB 411 will lift the 35% cap that currently prevents the City of Santa Cruz from expending the remainder of its 2011 redevelopment bond proceeds. Without the state-imposed limit on using redevelopment bond proceeds, the City of Santa Cruz would have access to an additional \$16 million for affordable housing and facilities for individuals experiencing homelessness. As this legislation progresses staff will keep the Council informed and arrange Council support efforts when needed.

## FIRE

### Vegetation Management for Wildland

During this past year the Fire Department identified City owned open spaces that abut neighborhoods within the Wildland Urban Interface (WUI) area. With growing concerns for Wildland events, locally and statewide, the Fire Department in conjunction with Parks & Recreation planned a series of fuel reduction and hazard mitigation projects within the City. The areas identified encompass 17 lineal miles and 48 acres of vegetation that pose a threat to the neighborhoods within the WUI area.

Starting in the summer of 2018 the first of these fuel reduction projects was started. Hand crews from CalFire and California Conservation Corps (CCC) began removing vegetation and creating “shaded fuel breaks” along the “Old Vineyard Trail” that borders the Delaveaga open space. Removing vegetation or “fuel” within these “shaded fuel breaks” decreases the risk of a fire spreading to adjoining neighborhoods. It also decreases the likelihood of a fire moving from the ground into the tree canopy which limits embers being thrown into a neighborhood and the rate at which a fire can spread. Additional benefits of shaded fuel breaks are increased health of native vegetation and increased access and safety for firefighting personnel.

Below are pictures showing work that has been completed within Delaveaga.



*Before and after looking west along Old Vineyard Trail.*





*Park Way entrance before and after*



*Radio towers for Santa Cruz Regional 911, before and after.*





*Water tanks before and after*

## PLANNING AND COMMUNITY DEVELOPMENT

***Cannabis Update*** - This week, the Zoning Administrator approved use permits for three cannabis-related businesses:

- A manufacturing and distribution facility at **236 Encinal Street**
- A retail cannabis dispensary at **1104 Ocean Street** (former location of *Finn's Coffee*) for *Reefside*. The project included a 1,000 square foot addition to the rear of the building. Four neighbors from the immediate neighborhood were opposed to the project citing concerns with patrons potentially using Grant Street Park to consume products purchased from the dispensary, traffic and parking impacts, and the potential for the use to add to the overall level of crime in the area. Lieutenant Bernie Escalante addressed some of the concerns expressed by neighbors discussing his experience with two dispensaries located in the Harvey West area since the early 2000's. A condition of approval was added requiring review of the permit by the Zoning Administrator at a public hearing one year after the use is granted a certificate of occupancy.
- A 635 square foot cannabis retail dispensary as part of a 1,600 square foot wellness center to be operated by the *Wo/Men's Alliance for Medical Marijuana (WAMM)* at **540 Soquel Avenue**. Several individuals from the public, mostly WAMM members, testified in support of the application. There was no opposition to the proposal.

All three of the permit approvals are appealable to the Planning Commission. The appeal deadline is 5:00 pm on February 18<sup>th</sup>.

## PARKS AND RECREATION

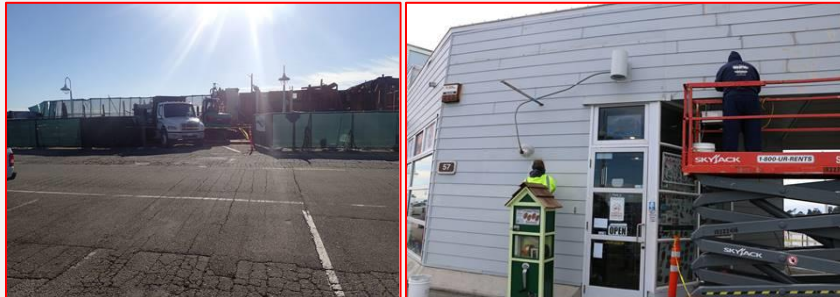
### Beaches

Storms bring driftwood onto Main Beach and sunshine brings the Beach Maintenance crew to clean it all up. Parks staff also pressure washed stairs to the ocean for surf access.



### Wharf

Demolition of the Miramar continues. Meanwhile, a little chill in the air didn't deter the Wharf Maintenance team from repainting buildings at the Wharf Commons.



### Frederick Street Park Dog Park

The Dog Park is coming along great! Hydroseed blend has been installed and the seed is taking well with the recent rains, looking forward to a great stand of turf for the pups in spring.



### Shaded Fuel Break in DeLaveaga

Continued work with the California Conservation Corps is taking place throughout DeLaveaga service roads. The teams are creating shaded fuel breaks as a joint fire prevention program with Santa Cruz Fire and Parks & Recreation Department. Here is the work going on along the Old Vineyard Trail.



### DeLaveaga Park

The Parks team is hard at work getting the ball fields up and running for the coming sports leagues beginning in March! New sod going in and infields being groomed out. Lots of stuff happening around the sports complexes.



### Civic

Grab your space suit and your gravity boots for an OUT OF THIS WORLD event of GALACTIC flavors at the Civic this **Friday, February 8 at 7pm!** It's time to get TWISTED IN OUTER SPACE! You know what that means... the craziest, flavor bending, once in a lifetime creations from your



local brewers, cider makers, distillers, and food artisans. But that's not all. As usual, we've got some surprises in store for you that will not just tingle your taste buds but blow you away. In conjunction with SFBEERWEEK 2019 - TWISTED TASTING is an event like none other.

TWISTED TASTING is a benefit for the ARTS COUNCIL OF SANTA CRUZ COUNTY.

[Tickets are still available at SantaCruzTickets.com.](http://SantaCruzTickets.com)



**Bill Maher**, host of HBO's smash hit *Real Time*, returned to Santa Cruz with an all new stand-up comedy show. Maher will brought his special brand of political humor to Santa Cruz Civic Auditorium on February 9 at 8pm for an unforgettable evening of comedy to a ***sold out*** audience. In this heated political climate, Maher had plenty of hot topics to cover in what is sure to be one of the most talked about comedy shows of 2019.

