

# City Manager's Weekly Update

April 26, 2019

## PARKS AND RECREATION

- Summer Softball - [Early-Bird Online Team Registration](#) opened **April 18**
- [Teen Job Fair](#) – **April 24** at the Louden Nelson Community Center
- Summer Camp Recreation Leader job applications - deadline **April 26**
- Civic - [Gem and Mineral Show](#) – **April 27 & 28, 10:00 am – 5:00 pm**
- Louden Nelson Center - **April 25 & 26** Kirby School Dance presented *Seen/Unseen*, an evening of dances by student, faculty and guest choreographers.
- [Ducky Derby](#) – **April 27** at Harvey West Park

### This Week by the Numbers

# of class registrations = 160

# of teens helped at the teen job fair= 107

# of teen resumes updated = 60

# of softball games played = 34

### Highlights





The Santa Cruz Teen Center hosted a successful Teen Job Fair at the Loudon Nelson Community Center. Over 100 teens learned about job opportunities, received help with their resumes and improved their interviewing skills. Additionally, numerous parents and school counselors attended seeking job opportunities for their teens.

Six local employers staffed booths as well as Access2Employment and Monterey Bay Career Connect. Monterey Bay Career Connect is an organization that assists with job placement and career readiness. Access2Employment worked with teens to update their resumes and practice interview skills.

Raffle prizes were donated by Whitings Foods, Ross, Seaside Company, Pacific Cookie Company, Shopper's Corner, Woodstock's, Monterey Bay Career Connect, and Sun Shops.

Parks median crew has been working on weed maintenance throughout the City's medians. Their excellent work is captured in these before and after shots.







The Parks & Rec team's presence at Saturday's Earth Day celebration was the "bomb." The crew worked hands-on with attendees to create and give away poppy seed bombs for planting. The Earth Day event was fun for everyone and showcased the excellent work by the Parks team to beautify the San Lorenzo Park Benchlands.



Parks & Recreation Commission Chair J.M. Brown and Director Tony Elliot worked with the Santa Cruz Museum of Natural History team to remove weeds and clean up the native planting beds around the facility and Tyrell Park. Thanks to the Museum team and volunteers for supporting a productive work day.

## POLICE

### **You Are Not Alone - A New SCPD Program**

Do you have an elderly friend or family member living in the City of Santa Cruz? Would you appreciate some regular check-ins with this person by our volunteers?

The Santa Cruz Police Department want our elderly, disabled and shut-in residents to know they are never alone in the City of Santa Cruz. The 'You Are Not Alone' (YANA) program is a FREE service that allows older and disabled adults to have security in the knowledge that someone is checking in on them regularly.

Trained SCPD Volunteers will make regular contact with YANA participants both by phone and with home visits.

YANA is an excellent resource for seniors who enjoy living independently but do not have friends or family available to check in on them regularly.



#### **How It Works**

- Telephone calls and home visits by volunteers are made at prearranged times.
- If the participant does not answer the phone call or answer the door at the prearranged time, family, friends and neighbors are contacted.
- If the participant does not answer after several attempts at contact, a series of steps follow to ensure the participant's safety and well-being.

To qualify for the program, you must be a resident of the City of Santa Cruz. Sign up to become a YANA participant by completing an [application form](#). For assistance with the form or for more information; call (831) 420-5916 or email: [scpdvolunteers@cityofsantacruz.com](mailto:scpdvolunteers@cityofsantacruz.com) Visit [www.SantaCruzPolice.com](http://www.SantaCruzPolice.com) click [You Are Not Alone](#)

## WATER

Design plans for the Newell Creek Inlet Outlet pipeline replacement are now at 90%. This is a very complicated, large scale project and the review process for the 90% plans is expected to take several weeks, if not months.

After receiving approval from the state Division of Drinking Water, we will begin full-scale performance testing of the new filters at the treatment plant. This means that we will run the maximum volume of water through the filters, which is 16 MGD. Given that our normal production hasn't exceed 10 MGD since the new filters were installed, we're anxious to confirm that the filters have much higher filtering capacity than what we've been producing.

We continue to make excellent progress on replacing the University 5 tank.

We spent a good deal of time this week digging into the particulars of SB-998, the new Water Shutoff Protection Act, which goes into effect next year. This involved conversations with the State Department of Health, as well as many others. When we asked if the agencies were fielding a lot of questions from other Water Districts we were told no; that we appear to be ahead of schedule when it comes to putting the law into effect. There remains lots of information to sort through, but we were glad to hear we're following the correct path.



Sunshine and smiles was the theme of the week at Loch Lomond, where temperatures in the park store this week reached 90 degrees. The park has had lots of visitors and the fishing reports have been good!



## ECONOMIC DEVELOPMENT

*ED: Economic Development Update:*

### GRAND OPENINGS: ALL HANDS WORKSHOP & KIND PEOPLES



Last week was an exciting time for local business in Santa Cruz. We were fortunate enough to celebrate the grand opening of All Hands Workshop on Front Street in Downtown on Friday, April 19. All Hands Workshop is owned by Kendra Dosenbach and offers a wide variety of classes for handcrafted goods from calligraphy, to embroidery, and hat making, among many others. Kendra has curated a group of over 40 instructors to share their talents with the community. It was wonderful to be able to celebrate the grand opening with the DTA and words from Mayor Martine Watkins and Councilmember Cynthia Mathews.

On Saturday, April 20, Economic Development Director Bonnie Lipscomb and Vice Mayor Justin Cummings both attended the ribbon cutting for Kind People's new cannabis retail outlet on Ocean Street. The store is beautifully designed, with the guidance of local creatives Stripe Design Group, and represents an exciting step in the recreational cannabis industry in Santa Cruz to have a new flagship store for one of the City's longest running cannabis businesses. Learn more about the new location in recent coverage from the Santa Cruz Sentinel:

<https://www.santacruzsentinel.com/2019/04/14/cannabis-retailer-kindpeoples-branches-out-with-prominent-new-location/>

## COSTAR HOSTS STATE OF THE MARKET REAL ESTATE SEMINAR

The commercial real estate information company Costar hosted a “State of the Market” seminar and networking event on Wednesday, April 25<sup>th</sup> for local commercial real estate brokers to attend. The City and County Economic Development team’s attended the event to connect with local brokers and hear an update on the important economic indicators impacting our local market.

Some key points raised in the presentation was the low vacancy rate of 4.4% for office space in the Santa Cruz market which is much lower than larger markets like San Jose and San Francisco and a gradual rise in office rental rates that has begun to slow.

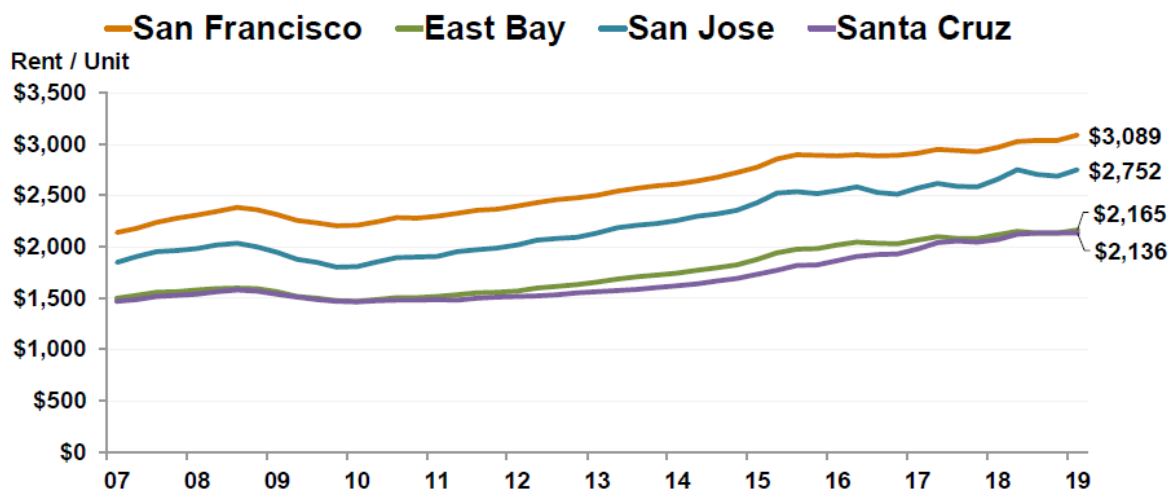
### Santa Cruz Office Market Conclusions / Forecast

- Job growth is slow & steady
- Vacancy fell to new expansion-era lows in 1Q 2019
- Development is scarce
- Rent growth has slowed from 2017 peak gains
- Asset pricing continues to rise
- Sale volume was steady in 2018 and 1Q 2019
- Weak job growth forecast = moderating rent growth forecasts



The presentation also included an overview of multifamily indicators including data showing that the Santa Cruz metro area market average asking rents are almost the same as those in the East Bay.

### Average Asking Rent Levels



Source: CoStar Market Analytics



## PUBLIC WORKS

### Engineering

On Monday we began creation of the annual sand berm on Main Beach near the San Lorenzo River mouth. This sand berm creates a high point on the beach that prevents the river from spreading across the eastern end of Main Beach when the mouth closes and the water levels begin to rise. This sand movement is done under permit conditions from the regulatory agencies and takes one bulldozer about four days to create. Additionally this year, we will be extending the berm along the Seaside seawall, to connect the berm from Main Beach to the pedestrian underpass at the trestle bridge. This will ensure public beach access, as well as Marine Safety Division vehicle access, to Main Beach even when the river is high.



Building berm to prevent river from taking over Main Beach



Repairing pedestrian underpass and critical Marine Safety access point

The Coastal Rail Trail/Trestle Trail Project continued this week with the reconfiguration of the existing water line, reattaching it to new outriggers, and installation of Fiber Reinforced Polymer (FRP) deck system panels. The project is widening the existing San Lorenzo River



Trestle Bridge walkway and is funded by the City of Santa Cruz, Measure D and a California Natural Resources Agency Grant.



Cedar Street Rehabilitation Project continued work this week with the replacement of failing pavement with new concrete along Cedar Street from Elm to Cathcart Street. The project, funded by Measure D and Measure H tax dollars and a Community Development Block Grant, is rehabilitating/reconstructing Cedar Street from Church to Laurel.





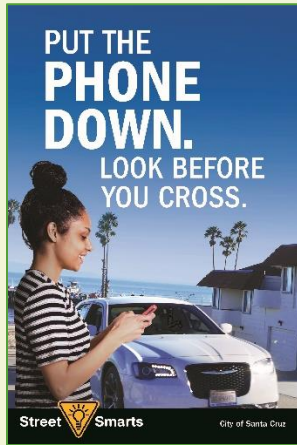
Many thanks to our Street Smarts ambassadors Mav'Riks and Chipper who taught traffic safety lessons at our Earth Day booth! Kids loved the traffic safety spinning wheel as well.



You could win \$7,500 riding your bike just 5 times this May! Check out the simple rules in Ecology Action's Bike Month Challenge while supporting our Go Santa Cruz and Climate Action goals at the same time. <https://ecoact.org/bikemonth/>



While April is Distracted Driving Awareness Month, similar traffic safety concerns apply to walking with cell phones and headsets as detailed in our Street Smarts message [here](#). This is especially important to share with kids. Watch our video here in [English](#) or [Spanish](#).



## **Operations**

The Corporation Yard is preparing for the annual Storm Water Hot Spot inspection on May 9. A cleanup will occur this Friday in the morning and afternoon, and on Saturday morning, the employee parking lot will be closed so that the street sweeper can do a thorough pass of the area.

## **Streets / Facilities**

Streets and Facilities crews worked together to assemble tent platforms for the temporary homeless camp.





In recognition of the continued work in energy efficiency projects, AMBAG Energy Watch will award the City of Santa Cruz with the MBARD Leadership Award on May 16. Our Energy Project Coordinators have been instrumental in identifying and overseeing citywide energy projects.

### **Resource Recovery**

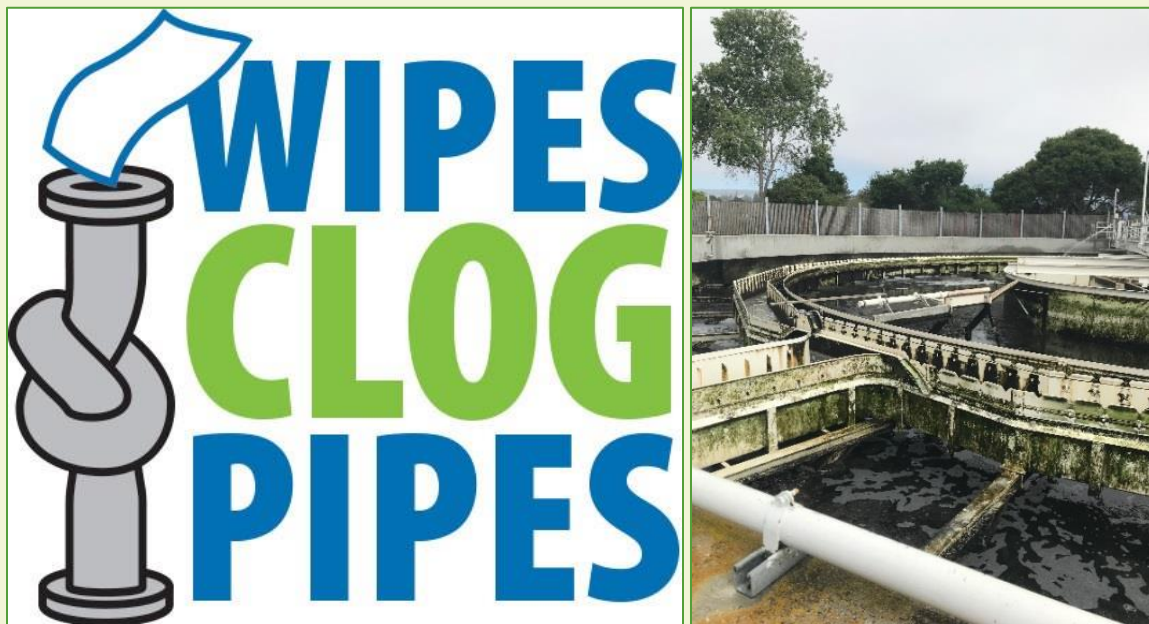
Our City booths were bustling at Earth Day last Saturday with interactive games and activities from Waste Reduction, Climate Action, Parks and Rec, Santa Cruz Public Libraries, Street Smarts and our Master Recyclers! Also at Tuesday's Council meeting, 10 of our Master Recyclers were recognized for completing 20 hours of community service at Earth Day and other citywide events. Many thanks to these environmental champions who are helping our community to waste less and *Recycle Right!*



### Pollution Prevention/ Wastewater Treatment Facility

Wipes, paper towels and feminine hygiene products should not be flushed down the toilet, but often are, causing costly problems for homeowners and utilities. CWEA, which protects our water environment, is sponsoring AB 1672, a bill to require labeling for wipes products with this warning.

Secondary Clarifier #1 has been taken out of service for annual cleaning and inspection to ensure proper operation before the warm summer months when maintenance is impeded by low hydraulic flows. The facility recently provided a Soquel High School AP Environmental Science class tour to learn more about the wastewater treatment processes.



## LIBRARY

### **Citizen Science: *The Science Behind Our Local Water***



Thursday • May 2nd • 6:30 pm - 8:00 pm

[Downtown Library](#) • 224 Church St.

A lot of science goes into the management and planning of our local water resources to ensure that our community has a reliable water supply. This includes the effort to make sure water transferred from the City of Santa Cruz is compatible with the District's system and how recycled treated wastewater will be purified to replenish the over drafted groundwater basin to prevent further seawater intrusion. Monitoring, detecting and mapping seawater intrusion, climate change, hydrology, groundwater modeling, conventional potable water treatment, advanced recycled purification water treatment processes are some of the topics that will be covered in this presentation. Presented by Dr. Bruce Daniels and Ron Duncan of the Soquel Creek Water District.

Citizen Science is a collaboration between the [Santa Cruz Public Libraries](#); the [Santa Cruz Children's Museum of Discovery \(SCCMOD\)](#), and the [University of California, Santa Cruz \(UCSC\)](#).

We invite you to join us every first Thursday of the month for a presentation and Q&A with local experts and researchers in the field discussing life science, ecology, geology, genetics, climatology and more. Let's connect, inspire and inform each other!



***STEAM into the Galaxy with Your Library!***



**May the 4th Be With You Event**

Saturday • May 4th • 1:00-4:00pm

[Downtown Library](#) • 224 Church St.

In a library very nearby, young people will dodge Stormtroopers and Mandalorian bounty hunters as they explore the STEAM programming offered throughout the Santa Cruz Public Libraries. Members of the 501st Legion: Golden Gate Garrison will be attending, a very special droid will be in town, and cosplaying is encouraged.

Hyper-drive over to our partner Atlantis Fantasyworld for more Star Wars fun as they host Free Comic Book Day!

## PLANNING AND COMMUNITY DEVELOPMENT

### **Housing Voices Award**

The City of Santa Cruz has received an **Award of Excellence in Public Outreach** for the *Housing Voices Community Outreach Process*. Awards are made by the American Planning Association (APA) California Chapter, Northern Section, recognizing outstanding, innovative achievements in the planning field. The Northern Section Awards event will take place Friday, June 7, 2019 in Oakland. For more information on the awards program, please visit:

<https://norcalapa.org/about/awards/>