

City Manager's Weekly Update

March 22, 2019

POLICE

Islamic Center Prayer Vigil

On Friday, March 22 the Islamic Center of Santa Cruz hosted a prayer vigil and reception to express solidarity and connection with the local Muslim community in the wake of the recent mass shooting at a New Zealand mosque. Hundreds of community members attended, including representatives of many faith communities, organizations and government officials. Police Chief Andy Mills was one of the featured speakers, stressing the department's commitment to protect the safety of ALL local residents, and to respond seriously to any notice or evidence of hate-driven activity. It was a very moving, inclusive expression of community, greatly appreciated by the Muslim Center members and friends.



SCPD Focus on Officer & Staff Wellness

Chief Mills aims to cultivate the health of sworn and civilian personnel by providing access to wellness checkups, massage, nutrition plans and fitness programs at the department. There are many health issues associated with the work police officers do. The stress of shift work, high-risk responses and the physical stress of the job takes a toll. SCPD developed and implemented a more accessible and engaging employee wellness program.

"Every day, around the clock, our officers strive to provide excellent public safety services. Fulfilling those demanding duties requires healthy and resilient police professionals." - Chief Mills. The wellness program goal is for police employees to make wellness, good nutrition and exercise part of their daily regimen.



The SCPD employee wellness strategy for building resilience and overall well-being involves 1) strengthening and conditioning officers; 2) fortifying the department's support system, and 3) creating a positive culture of wellness.

One tactic SCPD uses to get more staff on board is by removing and reducing interferences to employee wellness. Fitness training sessions provided at the station. Trainers provided to create personalized and guided or goal-oriented workout routines, nutrition counseling, and coaching support. We are taking a different approach by getting creative with workout routines, and 15-minute massage appointments during employees break times at the PD. SCPD found that getting and staying healthy works best when the means of monitoring health fits into our lifestyle parallel to a daily routine. It's vital that organizational wellness programs are flexible and tailored to the needs of those they depend on to achieve company objectives. Research has shown the customized wellness programs improve recruitment and retention, enhances job satisfaction, and reduces employee absenteeism. Our wellness strategies help employees become involved in their health and to help them develop healthy lifestyle habits.

Healthy police departments cultivate healthy officers who, in turn, build healthy, open and collaborative communities.

ECONOMIC DEVELOPMENT

ED: Economic Development Update:

DOWNTOWN MAINTENANCE PLAN UPDATE

Pay Phone Removal – 3 of 6 payphones in Downtown Santa Cruz were removed on March 19, 2019 as a follow up step from the Economic Development Department's presentation to Council on our "Downtown Refresh Overview". Now that 95% of Americans own a mobile phone, cities across the country have removed pay phones in increasing numbers. The pay phones Downtown have been continuously vandalized and collect trash without oversight of the telephone companies to maintain them. Due to the reduction in need for pay phones and the lack of cleanliness, we worked with the phone companies to remove them. Pay phones at the METRO station will remain available to the public. Our Public Works team was also very helpful in quickly patching holes left in the sidewalk from the conduit left behind after the removal.



Newspaper Rack Replacement – Newspaper Racks are another long time nuisance in the downtown that attract vandalism and debris. In response to this issue and as another component of our Downtown Maintenance Plan, the Economic Development Department placed removal notices on 13 newspaper racks that were in violation of the City's News Rack Ordinance. These newspaper racks will be removed by April 15, 2019. Mercury News is planning to replace many of these racks with newer models that will have anti-graffiti film coating and will be shaped in a way that deters people from setting trash on top of them.

MARCH NEW TECH MEETUP

The March New Tech meetup was all about launches: launch of a new [e-scooter by Inboard](#), launch of an [app by SellHound](#), and launch of a new [Book by Guy Kawasaki](#). Over 200 people attend the event for networking, book signing, and presentations. In response to the Meetup Membership's interest in learning more about what is happening in the community, Planning Director, Lee Butler, gave a presentation about current and upcoming housing developments and initiatives.

The [Santa Cruz New Tech Meetup](#) has been hosting events for 11 years, and is a crucial part of the local tech ecosystem. The City Economic Development Department has been a long time sponsor of the Meetup, and is proud to co-host this monthly event.



CHOOSE SANTA CRUZ JOURNAL FEATURES MAMAPRENEUR INCUBATOR

In 2018, Melanie Munir rebranded her women's coaching business as "Mama Knows Business"



and launched her flagship program, the Mamapreneur Business Incubator, with a mission to give every mother who wants to be an entrepreneur the tools and support to succeed, while still having plenty of time for family, friends and self-care. The group filled almost immediately and has been full and on a waiting list ever since!

Learn about her journey to get to this point and the incredible "mamapreneurs" she has worked with through this program in our latest article on ChooseSantaCruz.com:

<https://choosesantacruz.com/journal/2019/motherhood-and-entrepreneurship-go-hand-in-hand>

BUSINESS VISITS: SANTA CRUZ BICYCLES

Economic Development Director Bonnie Lipscomb and Business Liaison Rebecca Unitt visits with Santa Cruz Bicycles' HR Director Melissa Messersmith as part of formal business retention visit program. As one of our major employers, it's important to check in once a year to see how business is going and offer any support or resources needed to continue their success in Santa Cruz.

Santa Cruz Bicycles continues

to grow as a global leader in the mountain bike industry. From our meeting with Melissa we learned that Santa Cruz Bicycles currently employs about 250 people. All but eight employees are based in their Santa Cruz headquarters with the others based in France and Germany as part of their global operations. They have expanded their footprint several times in their Wrigley Building manufacturing space and continue to see growth in the demand for custom high-end mountain bikes leading to their production lines continually working as fast as they can to fulfill the high numbers of orders they receive. The orders have grown even more with the addition of assembly for Cervelo road bikes, a product line owned by their Dutch parent company, Pon Holdings.

Like many of our local employers, Santa Cruz Bicycles also struggles to retain employees due to the high cost of housing in Santa Cruz. The company employs many locals from Santa Cruz County with only a small number of staff



coming from over the hill and as part of our meeting we shared information about housing developments that are in review or under construction that might be helpful to their staff. We also provided follow up information for affordable housing waitlists and resources to serve the needs of their manufacturing workforce that have strong wages but are still in the range of affordability measures due to the high costs of the Santa Cruz rental market.

We also provided resources for manufacturing tax incentives and hiring programs to provide support for their growing business needs.

ED: Asset Management Update:

DOWNTOWN KIOSKS FOR LEASE

The Economic Development Department has issued a Request for Proposals for our downtown kiosk program. We are seeking proposals from interested and qualified entities to lease an approximately 60 square foot food service space on Pacific Avenue in Downtown Santa Cruz.

Two Kiosks are available and are respectfully located at 1) the Corner of Cooper Street and Pacific Avenue (K1), adjacent to Pacific Wave Clothing; and 2) the east side of Pacific Avenue at the intersection with Locust Street (K2), adjacent to Bookshop Santa Cruz. The leased premises would also include limited café extension seating areas.

Proposals are due April 15, 2019 by 3:00 PM. View the full details and [download the RFP document](#). For additional information or assistance, contact David McCormic, Development & Asset Manager, at 831-420-5156 or via [email](#).

RFP for Del Mar Theatre Retail Space Due April 1st

RFP FOR NEW RETAILER IN DEL MAR COMMERCIAL SPACE CLOSING APRIL 1ST

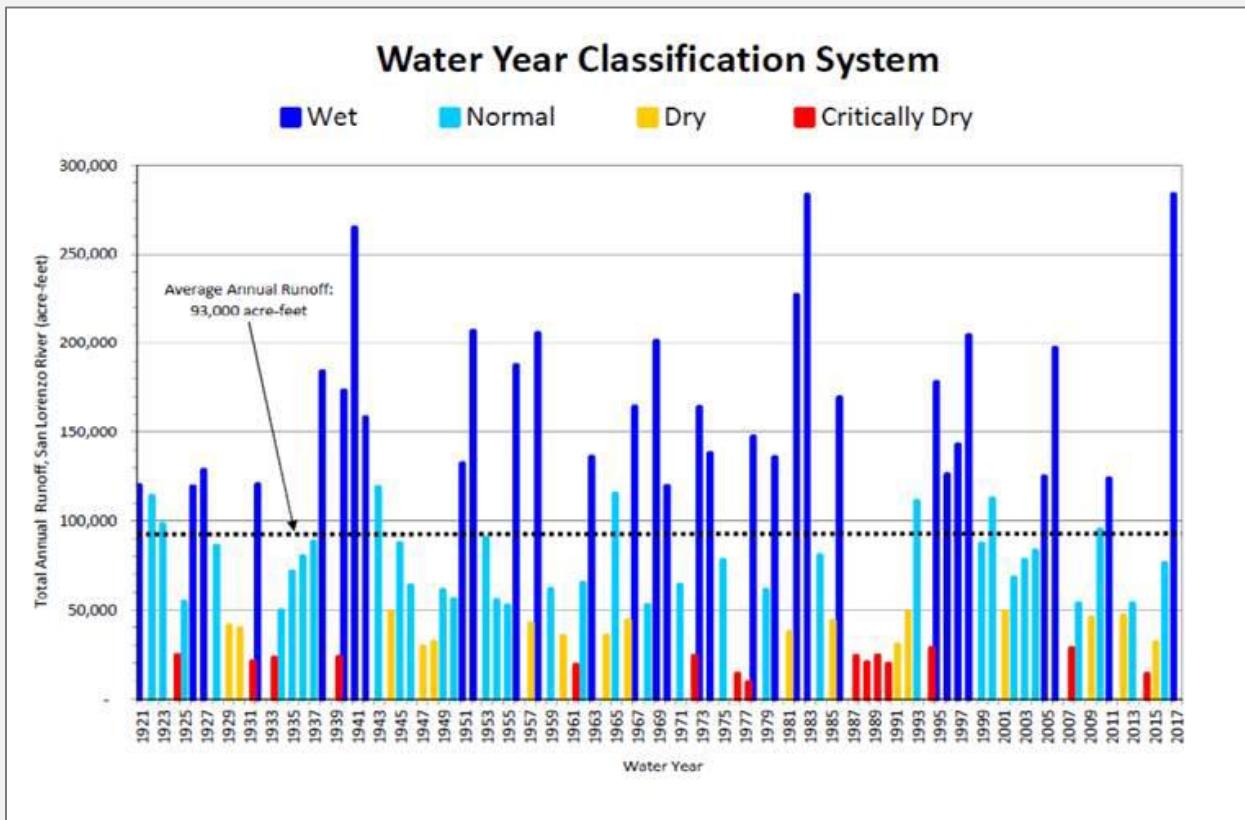
The RFP seeking a retailer for the newly combined commercial space at the historic Del Mar Theatre (1122 Pacific Ave) closes April 1st. As the City plans final renovations for the space, this RFP will ensure that city and tenant improvements are aligned with the needs of the future retailer. Staff is planning to finalize a lease this summer with business opening in the fall.

Download the, [1122 Pacific Tenant Application RFP](#). For additional information or assistance, contact David McCormic, Development & Asset Manager, at 831-420-5156 or via [email](#).



WATER

One of the challenges of using surface water as our source of supply is the considerable variability of annual supply. For us, what we can depend on as supply in any given year is driven by how much precipitation we receive between Halloween and May Day. You may be familiar with the graphic below which demonstrates that variability in a very colorful and meaningful way:



One of the implications of this variability is the that our focus in analyzing our supply reliability has to lean heavily on what it will take to get us through those dry years when we haven't had the rain

to replenish our single storage reservoir, Loch Lomond. Both the size of potential shortages and the frequency of significant shortages matter in thinking about what we need to do to provide water supply reliability. Additionally, potential implications of climate change on the historic variability we've experienced is a huge question that none of us really know the answer to.

Yesterday we had two important meetings regarding the project to replace the large concrete tanks at the treatment plant –the first being a staff review of the 75% designs, then a public meeting last night to provide information and gather feedback on the environmental document that's been prepared for the project. We hosted an open house at the treatment plant three weeks ago as well, where we shared much of the information included in the environmental

document. So not surprisingly, attendance at last night's formal CEQA meeting was rather "sparse."

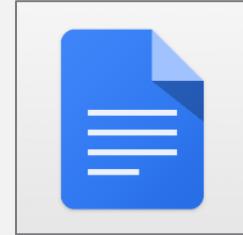
Last, demolition has begun on the University 5 tank replacement project. Our engineers have artistically named these photos "lobster eats U-5 tank":



LIBRARY

Google Docs Workshop

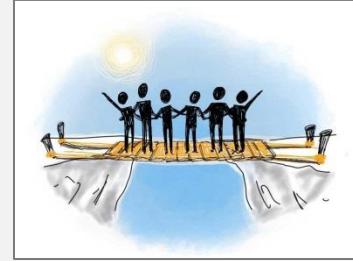
Join our FREE hands-on workshops and learn to use the Internet for research, work, social interaction and more. Each week we explore new topics, such as Browsers, Searching, Email, and Google Docs. No registration required for these computer classes. This week's topic is Google Docs. Just drop in!



Wednesday, March 27 • 4:30pm - 6:00pm
Downtown Branch Library • 224 Church Street, SC

Conversations for Change: Tribalism 101

Conversations for Change are designed to foster greater understanding among individuals who may have different viewpoints. Participants in these small group conversations, guided by a trained host, practice being open and curious about all perspectives, with a focus on learning from one another.



Tuesday, April 2 • 5:30pm - 7:30pm
Downtown Branch Library • 224 Church Street, SC

Space is limited. Registration is required.

Online registration and more information at: <https://santacruzpl.libcal.com/event/5186805>

April Topic: Tribalism 101: Next Door Strangers

This Conversation begins with a [15-minute podcast Next Door Strangers](#). We invite you to listen prior to the Conversation.

Tribalism: The behavior and attitudes that stem from strong loyalty to one's own tribe or social group.

People on the left and right may disagree on many things, but they generally agree that "tribalism" is bad for our politics and our country. Although most people want communities where all people have dignity and respect, respectful interactions are often not what we see modeled in the media and in politics. How do we build strong and unified communities in a divisive time?

PUBLIC WORKS

Resource Recovery

Engineering staff received the latest aerial topographical data from the February 19 drone flight. This allows us to compare airspace filled with refuse on an annual basis and keeps track of how much more space the landfill has left. Landfill staff compared the data from our recent drone flight and determined that the landfill used 119,995 cubic yards of airspace between February 2018 and February 2019. Based on these numbers, Cell 3A is expected to reach capacity in 2023, with Cell 3B currently scheduled for construction in 2021.

Last week our street sweepers cleaned 20.46 tons of debris from City streets.

A reminder that the City of Santa Cruz, in partnership with the Mattress Recycling Council, offers FREE mattress recycling for households within the City. Watch the [video here](#) and review free recycling details [here](#).



Wastewater Treatment Facility

Our electrical team's work troubleshooting the gate arm to one of the facility's septic receiving pads resulted in replacement of a vehicle sensor device. Septic haulers are required to swipe an access card to lift this gate arm in order to dispose of sanitary and restaurant liquid wastes into the treatment system. Other crew worked on a recurring building floor drain problem. Excavation of a drain clean-out and the vacuum truck were needed to clear out a drain pipe.



Engineering

The Cedar Street Rehabilitation Project continues this week replacing damaged concrete sidewalk, curb, gutter and driveway along Cedar from Lincoln to Elm 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.



The Coastal Rail Trail/San Lorenzo River Parkway Phase III Trestle Trail Project continues this week with the removal of existing pedestrian bridge wood deck and joists. We are also field fitting/tacking pier brackets, drilling anchor holes and fitting/welding outrigger knife plates. 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.



Transportation Engineering/Community Relations

Mav'Riks gives [Street Smarts advice](#) on how to prevent traffic collisions in Santa Cruz. Click below to watch the video in English or Spanish.



We posted a story to our Santa Cruz Waves City Beat column: [PARKS AND REC ACTIVITY FUN FAIR THIS SATURDAY!](#)

