

City Manager's Weekly Update

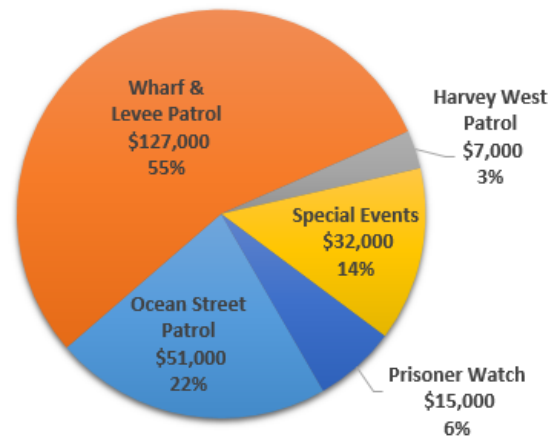
May 10, 2019

POLICE

Revaluation: First Alarm Service Contract

Following up on Council's 5/8/19 request for additional First Alarm contract details, the PD is working on a full staff report addressing both the hourly and cost breakdown of the \$282,000 estimated contract cost for FY2020, as well as a potential cut's operational impact. Additional analysis of the budget reduction's outcomes is forthcoming, but in the short term, please see the estimated breakdown of First Alarm Contract Services.

First Alarm Contract Details



Sgt. Jon Bush Employee of the Month for March



Sgt. Bush is one of the most productive officers in the department. Jon is currently assigned to the Neighborhood Policing Team and does a stellar job fulfilling that role. He is also responsible for handling City Council meetings- which can be a challenge. Jon's skills of diplomacy are an asset. He is also responsible for the fleet and FTO program. To top it off, Jon is a skilled and versatile patrol sergeant. Sgt. Bush does

a great job in all of these assignments. Sgt. Bush was nominated for his outstanding customer service, professionalism, quality of work and going the extra mile. "We commend Jon for his herculean efforts to help this department make progress, increase community safety, and bring a tireless and professional effort at work every day," agreed both Chief Mills and Deputy Chief Martinez.

PLANNING AND COMMUNITY DEVELOPMENT

Code Compliance and Rental Inspections – Beach Flats Clean-Up

On Saturday, May 4, 2019, city staff from various departments, Grey Bears and Community Bridges, and residents collected 20 tons of trash during the Neighborhood Clean-up at the Beach Flats!

This clean-up is the first one for the year in the Beach Flats neighborhood, and many departments and community members came forward offering their help. City staff included Code Compliance Specialist Jake Rodriguez and Kimberly Dorey, Planner Nancy Concepcion, Public Works driver John Lippi, City Waste Reduction Assistant Izchel Pulido, Community Liaison Peter Bichier, and longtime partners Edgar Landeros of *Community Bridges* and Tina Forest of *Grey Bears*. Together with several residents – Steve, Scott, Sandy, Queenie, and Lidia - who were present with hand carts to help with the steady stream of people dropping off items - we filled separate containers for recyclables (including 5 mattresses) and garbage that in total came to 20 tons.

Tina of *Grey Bears* stated that this event yielded the most recyclable items for the store. There were a lot of electronics and not many chairs and outdoor furniture, which generally are items *Grey Bears* cannot take. Edgar of *Community Bridges* enlisted the neighborhood kids to assist by making an awesome poster announcing the event. Neighbors have noted that they are very thankful that the City has this event – a productive block party! The next Clean Ups are scheduled for October –please join us!





ECONOMIC DEVELOPMENT

ED: Economic Development Update:

CITY OF SANTA CRUZ HONORED WITH COMMUNITY IMPACT AWARD

At the 2019 Monterey Bay Economic Partnership (MBEP) Economic Summit the City of Santa Cruz was honored alongside the Museum of Art History, County of Santa Cruz, and the Abbott Square Market with the Community Impact Award for the development of Abbott Square as a public



private partnership. The Abbott Square project was recognized for creating a vibrant new community hub in downtown Santa Cruz that promotes economic vitality. MBEP's Public-Private Partnership award is given to impactful cross-sector partnerships that demonstrate a significant contribution to the well-being of our region and inspire others to take action. The Economic Summit also included a wonderful keynote presentation from Bruce Katz a Brookings Institution scholar, senior advisor to global leaders and author of "[The New Localism](#)" as well as a CEO panel moderated by Lenny Mendonca, Chief Economic and Business Advisor to Governor Gavin Newsom, with Carrie Birkhofer, President and CEO of Bay Federal Credit Union, Joe Burton, President and CEO of Poly (formerly Plantronics), and Bruce Taylor, Chairman and CEO of Taylor Farms.

To view a full recap of the event including videos of the sessions visit the MBEP website:

<https://mbep.biz/2019-economic-summit-recap/>

82% MICRO BUSINESS SUMMIT 2019

The Economic Development Department was excited to sponsor and participate in the 4th annual 82% Micro Business Summit on May 3rd at Cabrillo College. The annual conference is hosted by the Santa Cruz County Office for Economic Development and this year's event featured more than 40 dynamic speakers with breakout seminars on marketing, managing cash flow, advertising, social media, website optimization, and more. Economic Development Coordinator



Ali Cameron and Business Liaison, Rebecca Unitt attended the event to learn from the sessions and connect with local businesses to offer support and assistance. As part of our sponsorship Rebecca was also able to introduce one the speakers for the session on turning leads into sales.

ED: City Arts Update:

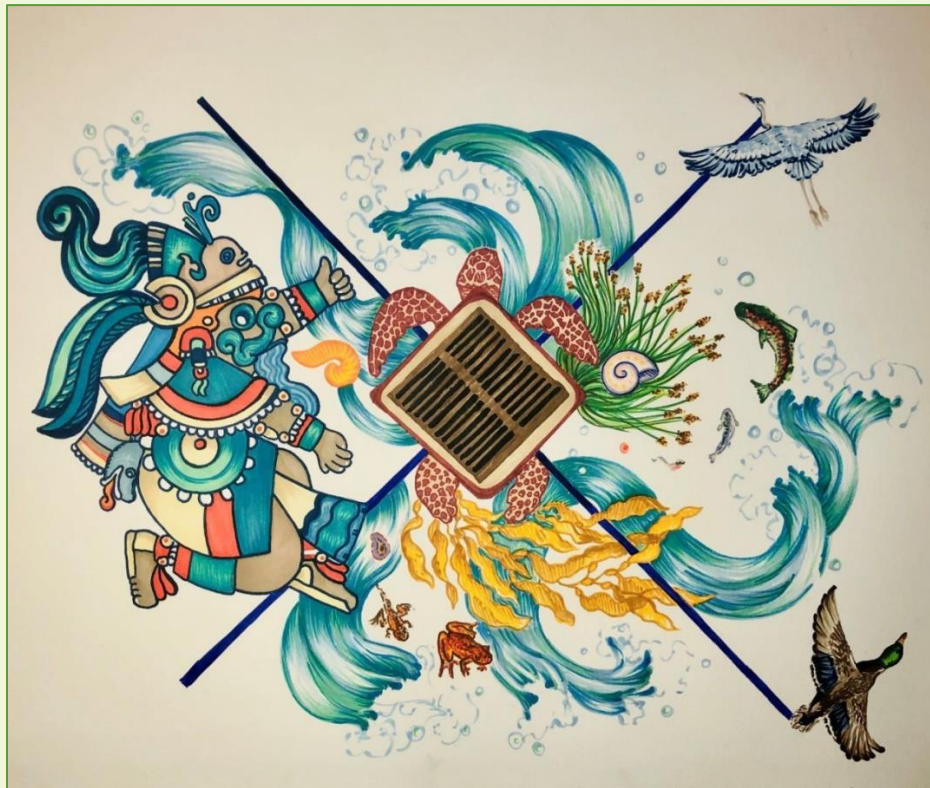
STORM DRAIN MURALS START FLOWING ALONG THE SAN LORENZO RIVER!

The [Santa Cruz Arts Commission](#) recently approved three storm drain mural designs for installation in neighborhoods along the San Lorenzo River at Beach Flats Park, the end of Felker Street and the end of Pryce Street. The goal of this program is to raise awareness that these drains flow directly into the San Lorenzo River and to inspire stewardship of the drains and the River through meaningful neighborhood engagement and beautiful artwork.

The Program is a collaboration between the City of Santa Cruz and the [Coastal Watershed Council](#) (CWC) and grew out of discussions with the City's Public Works Department, which had determined that many of the storm drains along the San Lorenzo River are magnets for trash and other pollution. The water going into these drains flows directly into the San Lorenzo River and impacts River health and the creatures living in the San Lorenzo River ecosystem.

Beach Flats Park – Irene Juarez O'connell

[Irene Juarez O'Connell](#)'s Beach Flats Park design was developed through three neighborhood meetings, including a "Storm Drain Mural Social" held in the Beach Flats Park. All outreach was done in both English and Spanish.



The Beach Flats storm drain mural features:

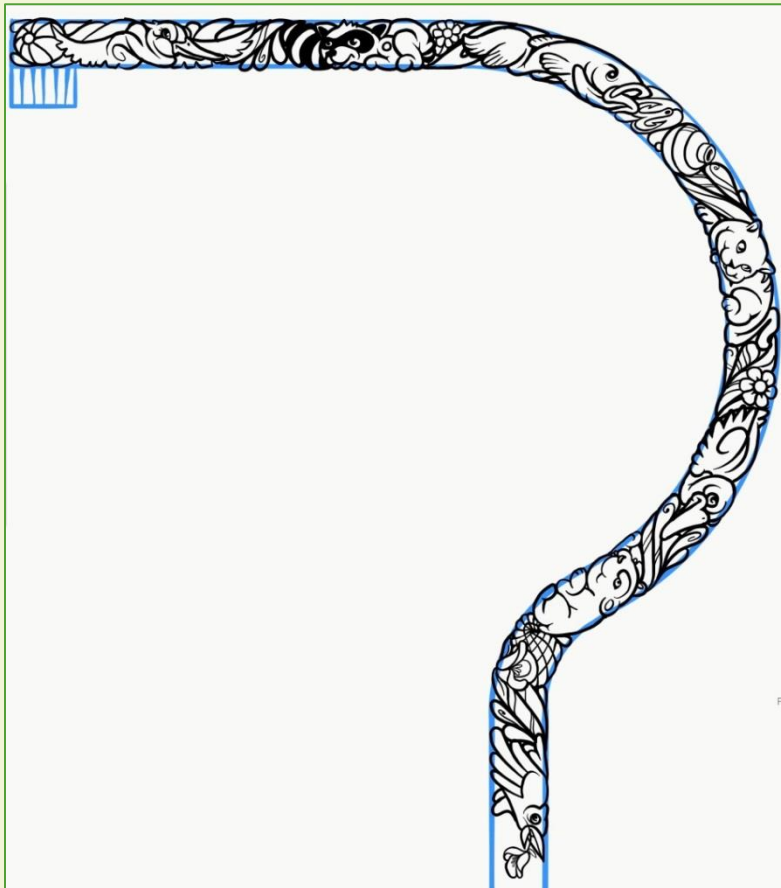
- Animals and plants found in the San Lorenzo River and Monterey Bay – including the [red legged frog](#), steelhead salmon, great blue heron, mallard duck and [tule reeds](#).
- A central figure in the design is "[Tlaloc](#)" - a personification of the energy of Water, according to the precolonial Mexica codices found in central Mexico. In this design,

Tlaloc is a kind of gatekeeper and protector of the storm drain, with arms drawing the viewer's eyes to it.

- The dark purple lines that create an X across the images align with the already existing cracks in the sidewalk. These will be painted subtly, as a reference to the [four cardinal directions](#).
- The sea turtle in the middle came directly from the suggestion of some middle school youth and reminds us of the indigenous world view of North America being "[Turtle Island](#)."

Felker Street – Daniel Velasquez

[Daniel Velasquez](#)'s design for Felker Street design was developed through two neighborhood meetings with outreach done in both English and Spanish. The mural will be on the sidewalk leading to the storm drain.



The Felker Street storm drain mural features the following:

- Creatures of the San Lorenzo River – Including steelhead, cranes, ducks and raccoons. Flowers of the San Lorenzo River.
- A beach ball – tying in the recreational link to the beaches and ocean.
- "Eddie the Cat" whom the neighbors felt strongly about including!

- The design is further inspired by [totems](#) throughout indigenous cultures and the neighborhood will be able to help paint in the colors. One of the primary aspects of this mural is the ability for people of all ages and abilities to help with its installation – creating strong connections between neighbors and increased sense of stewardship for the storm drain and San Lorenzo River.

In addition to the mural, Daniel wrote a poem that will be placed on a plaque on the fencing next to the storm drain. It is sure to make you smile!

There once was a boy from Felker St.

He liked to clean and keep his world neat.

But near his abode--towards the end of the road--was where he met his defeat.

He saw trash that flowed no one knewed where it goed!

Trash was free flowing who knows where it's going?

The boy didn't but he wanted it to stop!

He ran to his home and brought back poem which he left for the world to see.

Now you and me can walk down Felker St and there's no trash that flows to the sea.

By Daniel Velasquez

Pryce Street – Ralph D'Oliveira

The Pryce Street designs were developed through two meetings with neighbors on Pryce Street and all outreach was done in both English and Spanish. There are two storm drains that connect with each other on Pryce Street and feature the following:

- In meetings with the neighbors, several talked about a family of raccoons that had lived in the storm drain for a short time – including one affectionately nick-named “Fatso the Raccoon.” Ralph has delightfully included a faux drain – painted on the curb--with the neighborhood’s favorite raccoon peeking out of it!
- Connecting to the second storm drain is a river – including fish – that create shadows in a 3-D effect. (It’s hard to see in the image below but is quite beautiful in a higher resolution format!)
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Storm Drain Murals Pilot Program Background:

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. CWC has partnered with the City on many successful projects including the [Ebb and Flow River Arts Festival](#). CWC has done extensive outreach in Ocean's 11 and Beach Flats neighborhoods over the last two years. 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 in some way through this project. Conceived as a pilot project, the City Arts budget has funding available for future storm drain murals if this pilot is successful.

For more information please contact Arts Program Manager, Beth Tobey, at (831) 420-5154 or BTobey@CityofSantaCruz.com or Community and Science Manager, Alev Bilinsoy, with the Coastal Watershed Council at (831) 464-9200 x 104 or abilinsoy@coastal-watershed.org. As follows are site photographs:

Beach Flats Park



Felker Street



Pryce Street



JAYSON FANN'S SCULPTURE AT THE TANNERY TAKES SHAPE!

As part of this year's Ebb & Flow Festival – a partnership between the City of Santa Cruz, Arts Council Santa Cruz County, and the Coastal Watershed Council—artist [Jayson Fann](#) is installing a drift wood sculpture at the Tannery!

The sculpture will be a single story interactive space built with driftwood. The foot print of the piece will cover a 10 foot circle and will be approximately 12 feet tall and weight approximately 4 thousand pounds. The piece will feature sculptural windows and open spaces to move through and places to sit.

Special thanks to staff at the Wharf and Public Works for helping deliver drift wood to the Tannery for Jayson to use!

There will be opportunities for the community to help – dates coming soon. Stay tuned!



PARKS AND RECREATION

This Week by the Numbers

of tickets sold to Derby Girls bout on May 4 = **807**

of Church Street Fair artists to date = **36** (total booths spaces 45), deadline is May 17

of lunches served to seniors last week in the Meals on Wheels Senior Lunch Program = **400**

of years between Louden Nelson Center's youngest program participant (age 1, Mom/Dad & Me Ballet) and eldest program participant (age 101, Senior Exercise) = **100**

Highlights



All About Theatre opened their production of the Drowsy Chaperone at the Louden Nelson Community Center. Friday, May 10 at 7:00 pm. Show run dates:

Sat, May 11 at 7:00 pm

Thurs, May 16 at 7:00 pm

Fri, May 17 at 7:00 pm

Sat, May 18 at 2:00 pm and 7:00 pm

[Junior Lifeguard Taco Truck and Movie Night](#) – **May 10**. SCJG Boosters held a Block Party fundraiser to support Santa Cruz Junior Guard program at Westside Surf and Skate 345 Swift Street.

Ross Camp

Parks staff worked alongside Public Works staff and contractors to clean up the debris left behind at the Ross site.



Medians

The median crew has been hard at work eliminating weeds from narrow high traffic areas which, in the absence of applying herbicide, requires a lane closure and close collaboration with Public Works.



Before



After

The median crew has also completed the tree planting project on Delaware Avenue with the installation of five new copper beech trees. These large canopy trees are part of the 500 trees that are currently being planted for the CalFire Tree & Inventory Grant. These trees were field grown at a small family nursery in Oregon, hand dug, and shipped balled & burlapped. Copper Beech is a very rare tree in our community. We are looking forward to them thriving in the Delaware median.



Urban Forestry

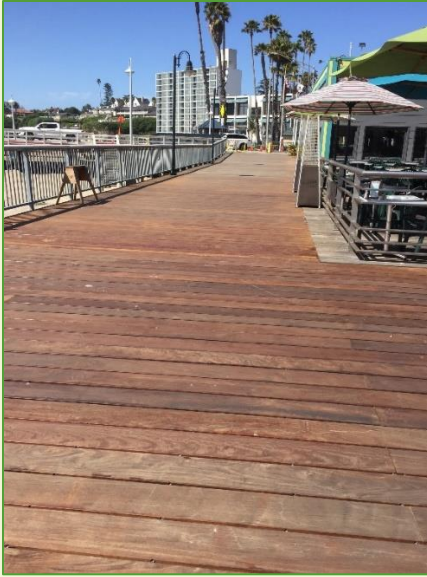
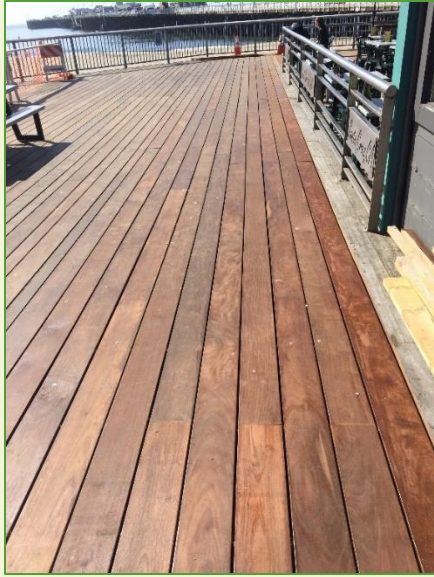
Palms along Beach Street have been pruned prior to summer for public safety.



Wharf

The Wharf crew returned the Kayak landing to full functionality after it was damaged during winter storms and completed installation of new decking at the Beach Promenade





LIBRARY

Garfield Park Library Building Project: Community Meeting and Design Discussion



Wednesday, May 15th • 7:00 pm - 8:15 pm at The Circle Church, Gymnasium Room • 111 Errett Circle, Santa Cruz

Please join us to learn more about the upcoming renovation of the Garfield Park library branch. Enjoy this opportunity to share thoughts about proposed plans for the space.

Presentation and discussion led by Jayson Architecture and the Santa Cruz Public Libraries.

This discussion will be held at the Circle Church, Gymnasium Room to accommodate a larger group of community members.



Play it Forward Santa Cruz: A One of A Kind Playshop Festival!

Sunday, May 19th • 12:00 pm - 4:00 pm at Loudon Nelson Community Center • 301 Center St. Santa Cruz

Play it Forward Santa Cruz is an all-ages festival of creative playshops, feel-good music and fun experiences demonstrating how play can transform lives and strengthen communities. Brought to you by the Santa Cruz Public Libraries and City of Santa Cruz Parks and Recreation.

Play It Forward features a series of “playshops” led by local community organizations such as the Santa Cruz Warriors, the Santa Cruz MAH, Sweaty Sheep Santa Cruz, CASA of Santa Cruz County, Math with Jamear, Bike Santa Cruz County, Boys & Girls Clubs Of Santa Cruz County CA, Laird's Academy of Martial Arts, Santa Cruz WALTZ - page, Shared Adventures, Santa Cruz County Animal Shelter , Surfrider, and more.

In addition to a full schedule of playshops, attendees can enjoy live music with the Coffee Zombie Collective, Kuzanga Marimba, and the Kuumbwa Jazz Honors Band. Discretion Brewing, Santa Cruz Mountain Brewing, and MJA Vineyards will be pouring beer and wine while Food Trucks offer up some tasty bites.

Full schedule and more information online at santacruzpl.org/playitforward/

PUBLIC WORKS

Engineering

The Coastal Rail Trail/Trestle Trail Project continued this week with the installation of new decking expansion joints, cable rail infill and electrical fixtures. We are proceeding ahead of schedule and are **PLEASED TO WELCOME YOU TO OUR RIBBON-CUTTING ON WEDNESDAY, MAY 22, AT LUNCH HOUR.** Please join City and County officials and community members to celebrate the completion of this first segment of the Coastal Rail Trail! There is free parking and bike valet—just mention “ribbon-cutting” at the gate. Read more [here](#).

FROM DREAM TO REALITY
MONTEREY BAY
SANCTUARY
SCENIC
TRAIL

**RAIL TRAIL
RIBBON-CUTTING
-2019-**

RIBBON-CUTTING

**COASTAL RAIL TRAIL
TRESTLE TRAIL PROJECT**

**WEDNESDAY, MAY 22
12:15 - 12:45 pm**

*San Lorenzo River Railroad Trestle Bridge
(west base)*

JOIN City and County officials and community members to celebrate the completion of the first segment of the **COASTAL RAIL TRAIL!**

This paved trail will provide continuous access for bicyclists and pedestrians along the Santa Cruz County coast.

FREE PARKING and BIKE VALET
Just mention "Ribbon-Cutting" at Beach St/3rd parking gate

More information: cityofsantacruz.com

CITY OF SANTA CRUZ

SCCRTC

CELEBRATE NATIONAL PUBLIC WORKS WEEK

Our Cedar Street Rehabilitation Project replaced failing pavement with new concrete along Cedar from Cathcart to Lincoln. 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.



Wastewater Treatment Facility

Enjoy this [new video](#) from the regional Wipes Clog Pipes campaign and save yourself much grief by following its advice.



Traffic Engineering/Community Relations

We enjoyed speaking with Santa Cruz cyclists at the Bike to Work Day Pacific Avenue breakfast on Thursday. About 100 visitors left our Go Santa Cruz/Street Smarts booth with reflective slapbands and bike reflectors. May is Bike Month has just started so be sure to enter in the Bike Month Challenge to win a \$7,500 cash prize at <https://ecoact.org/bikemonth/>



This week's Street Smarts message complements May Is Bike Month with advice for all road users. [Read more](#) in English or Spanish.

