

City Manager's Weekly Update

May 17, 2019

POLICE

SCPD TRANSITIONS

This week, SCPD said goodbye to four retiring officers whose combined service to the city is 81 years.

In a farewell at Police Headquarters attended by dozens of fellow officers and family, the SCPD staged a final radio broadcast and roll call for the departing officers.

Sergeant Michael Harms retires after 22 years of service; Sergeant Bill Azua retires after 24 years of service;

Officer Dominic Guerrasio retires after 27 years of service, and Officer Thomas Abarca retires after 8 years of service.



These are four professionals with a lot of experience. "This is a good day for the retirees, and we are rich with a positive legacy they leave behind for the Department. We thank them and their families. Their retirements are well-deserved", said Chief Mills.

MOVING FORWARD:

The loss of experience means that other leaders within the Department must step up and take their places. This week, a record number of 13 candidates interviewed for open sergeants positions. Chief Mills said, "I see so many emerging leaders within the organization that I'm very optimistic."

INNOVATIVE RECRUITING:

Recruit A Cop - "Any community member who knows of a top-notch cop, one who is ready for a new venue, we are willing to pay you, the community member, \$2,000 for pointing the seasoned officer in our direction," per Chief Andy Mills.

Citizens Hiring Bonus: \$2,000 Recruitment Incentive for Lateral Police Hires \$2,000 finder's fee to ANYONE who refers a qualified officer hired by the SCPD. We also offer a \$20,000 hiring bonus for the officer.

SCPD is always searching for good people to join the team. Research has shown, and experience supports, that new hires who come into the organization through referrals are excellent contributors. That's where community recruiting comes in! The new Citizen Hiring Bonus Program also is a meaningful way to include the public in the police officer recruitment process by incentivizing people to recommend qualified police officers.



Eligible officers can be recruited from anywhere in the U.S. They must have completed the police academy and spent time as a sworn officer with a police agency. The officer, when applying, can designate who referred him or her and to make that person eligible for the \$2,000 Citizen Hiring Bonus.

More details available online [Citizens Hiring Bonus Program](#) Inquiring officers call Chief Mills' at (831) 420 -5810 or apply online [SCPD Lateral Officer Hire](#).

ECONOMIC DEVELOPMENT

SANTA CRUZ RECYCLED ART PROGRAM (SCRAP) ACCEPTING APPLICATIONS



The Santa Cruz Recycled Art Program (SCRAP) will offer 4-7 selected artists four months of access (mid-July to mid-November) to the waste stream at the City's Resource Recovery Facility (RRF) which is located at 605 Dimeo Ln, Santa Cruz, CA 95060, in order to make art from gleaned, recycled materials.

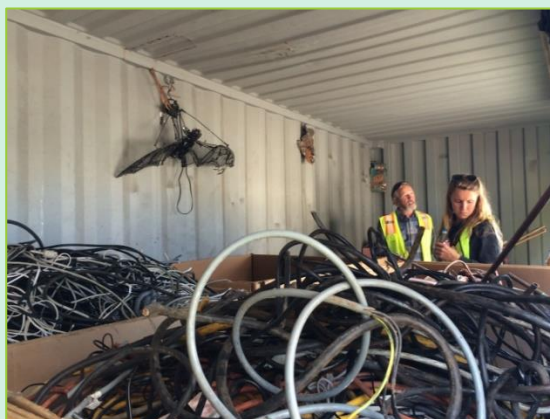
Two weeks at the end of November will be used to hone the final pieces to polished completion prior to exhibition (writing artist statements, wiring wall works for hanging, procuring appropriate pedestals and other display equipment, photographing work- for promotional materials -our staff.)

Artists may glean a variety of materials ranging from disposed household items (e.g. BBQs, furniture, fabric, carpet, fixtures) to industrial and commercial waste (e.g. concrete, metal, tires, plastics, wood) and much more. Artists may need to transport materials from the RRF. There will be some basic storage available onsite and a way to log requests if you need assistance or are looking for something specific – and want help from RRF staff.

Application link: <https://scedo.slideroom.com/>

Deadline: July 1, 2019 5:00pm PST

Contact: Mary Tartaro: (831) 278-2727 or MaryMayTartaro@gmail.com



Photos from the Resource Recovery Facility



Selected past SCRAP artwork at the Radius Gallery and R. Blitzer Gallery.

ANANDI HEINRICH HONORED IN SILICON VALLEY BUSINESS JOURNAL'S 100 WOMEN OF INFLUENCE



Anandi Heinrich, co-owner of a legacy Downtown Santa Cruz business, Pacific Trading Co., and a founder of the Alliance of Women Entrepreneurs was recently named to the Silicon Valley Business Journal's 100 Women of Influence list which honors women for their impact on their professions and in their community.

The following is a short excerpt from the feature on Anandi which can be

read in full on the Journal's website:

<https://www.bizjournals.com/sanjose/news/2019/05/16/anandi-heinrich-alliance-of-women-santa-cruz.html>

Anandi Heinrich sees power in people sharing their stories and working together. That's part of why she started the Alliance of Women Entrepreneurs for women business owners and leaders in Santa Cruz.

The idea was sparked when Heinrich, who co-owns retail store Pacific Trading Co. in Santa Cruz with her mother and sister, saw how many other women own businesses in the city's downtown area. She founded Alliance of Women Entrepreneurs, also known as AWE, in the summer of

2017. The group now includes some 70 women business owners and another 15 women leaders in the public and nonprofit sectors.

ED: Asset Management Update:

DELAVEAGA TO HOST SANTA CRUZ MASTERS CUP – DISC GOLF TOURNAMENT



This weekend, DelaVeaga Recreation Area and Golf Course will host the 34th Annual Santa Cruz Master's Cup, hosted by DelaVeaga Golf Course and Disc Golf Club, Innova Disc Golf, and the Professional Disc Golf Association (PDGA). The Santa Cruz Master's Cup is part of the PDGA National Tour and the event brings together professional and amateur disc golfers from around to the world. DelaVeaga is widely considered one of the sport's premier courses and the park has been buzzing all week as competitors and disc golf enthusiasts play practice rounds ahead of the big event. The event expects to draw over 500 spectators over the course of the weekend.

Food trucks and additional services will be available at the DelaVeaga Golf Course Lodge. First round tee times start Friday, May 17 at 7AM and will go through Sunday afternoon with an awards ceremony at 6PM Sunday. For more information, click the following link:

<https://santacruzmasterscup.com/index.php>

PARKS AND RECREATION

- **Louden Nelson Community Center**
 - All About Theatre presents [The Drowsy Chaperone](#):
 - **Thurs, May 16 at 7:00pm**
 - **Fri, May 17 at 7:00pm**
 - **Sat, May 18 at 2:00pm and 7:00 pm**
- **USLA [Beach Safety Week](#) – May 20 - 26**
- **[Food Trucks](#) are back in San Lorenzo Park – May 23**

This Week by the Numbers

of Captain Corps participating as teen volunteers this summer = **25**

raised by Junior Guard Boosters at last week's Taco Truck Movie Night = **\$2,596**

of tickets sold this week to 25 upcoming Civic events = **125**

of Church Street Fair artists to date = **40** (total booths spaces 45), deadline is May 17

Highlights



The Santa Cruz Public Library and Santa Cruz Parks and Recreation invite you to experience how play can transform lives and strengthen communities. Join us at [Play it Forward](#) at the Loudon Nelson Community Center **Sunday May 19, 12:00 – 4:00 pm**. Classes and performances will be held in Laurel Park and throughout the Center. This event is free!



Mayor Martine Watkins joined Fire Chief Jason Hajduk and Jill Bates from [City of Santa Cruz Parks and Recreation](#) to proclaim May 20-27 Beach Safety Week in the City of Santa Cruz! Please enjoy yourself while using Santa Cruz's beaches this year, while taking appropriate measures to protect yourselves and your children.

Bethany Curve

A new decomposed granite path was installed between West Cliff Drive and Oxford Street, improving access in time for a busy summer season.



Medians

The median crew continues to address excessive weed growth in city median areas due to late season rains. This neighborhood median island is located on the upper Westside on Los Altos Court. The neighbors are very pleased with the weed abatement for safety and improved aesthetics.



Before



After

PUBLIC WORKS

At Tuesday's Council meeting Mayor Watkins proclaimed May 19-25 as National Public Works Week in Santa Cruz. The national theme this year, **"It Starts Here,"** represents the many facets of modern civilization that grow out of the efforts put forth by public works professionals.

Infrastructure starts with public works... *Growth and innovation* start with public works... *Mobility* starts with public works... *Security* starts with public works... *Healthy communities* start with public works... *Our quality of life* starts with public works. Here are the acknowledgments of our department's work over the last year in the [Mayor's proclamation](#).

We are thrilled to celebrate this special week with the ribbon-cutting for the Coastal Rail Trail/Trestle Trail project on Wednesday, May 22, 12:15-12:45 p.m. We invite you to join City and County officials and community members at the west end of the Railroad Trestle Bridge. Read all the details [here](#) and note that there will be commemorative giveaways (limited supply) and cookies—this is a family-friendly celebration!



PUBLIC WORKS Community Celebration

NATIONAL PUBLIC WORKS WEEK



Engineering

The Coastal Rail Trail/Trestle Trail Project continued this week with the installation of toe-kick bars at the bottom of the new railing and removal of scaffolding at piers. The bridge is open to the public as of today, Friday, May 17!



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.



The Cedar/ Church garage recently was upgraded with new signs displaying Real-Time Parking Space Availability. With the popularity and convenient parking option that the Cedar/Church garage brings, the new signage will make it easier for drivers to know when the lot is full without having to spend the additional time searching for an open parking space.



Resource Recovery

Resource Recovery Collection works with the planning department on their bi-annual Beach Flats cleanup. We provide two roll-off dumpsters, one for garbage and the other for divertible items such as wood, tires, metal, mattresses and ridged plastic. At this week's clean-up, 2.01 tons of garbage and .89 of diversion were taken and disposed of at our Resource Recovery Facility on Dimeo Lane.

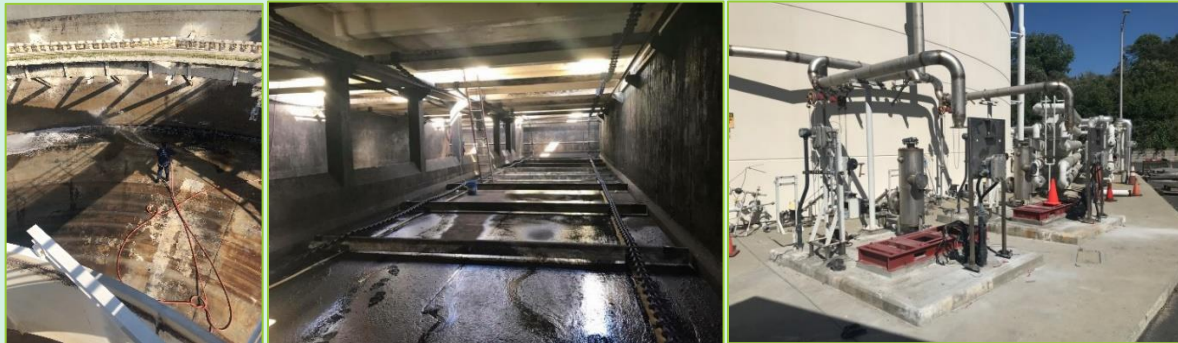


We contracted with SCS Engineers to carry out the hands-on waste sort and data collection this week at our landfill on Dimeo Lane. A team of 10 workers, suited up in protective gear, sorted and weighed a sample of refuse from various trucks and routes into separate categories including food, paper and plastics, to name a few. Every 10 years the Resource Recovery Division of Public Works conducts a Waste Characterization Study to better understand what is being collected in the City's refuse waste stream. Information gleaned from this study is used to develop waste reduction, recycling and disposal programs within the City. As an aside, the SCS Engineer noted that four of the sorters were from the River Street Temporary Shelter and were some of the most motivated temporary workers they have ever experienced.



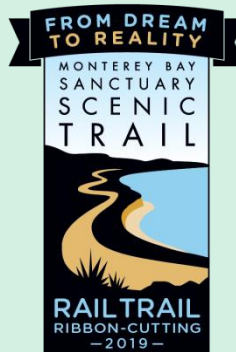
Wastewater Treatment Facility

Operations finished cleaning Primary Sedimentation Basin #6 and Clarifier #1 to allow for mechanics to perform their annual inspection and any needed repairs. Mechanics have also been busy with numerous side repair/upgrade projects, currently working on re-building the Gas Mixing Compressors for the out-of-service Digester #5 which involves stainless steel fabrication.



Traffic Engineering/Community Relations

We posted a new article to our Santa Cruz Waves City Beat column: [Celebrate the Coastal Rail Trail Ribbon-Cutting on May 22.](#)



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



LIBRARY

Branciforte Library Building Project:

Community Meeting and Design Discussion

Wednesday, May 22nd • 6:30pm - 7:45pm

[Branciforte Branch Library](#), 230 Gault Street

Please join us to learn more about the upcoming renovation of the Branciforte 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.



Imagining and Making a University Campus at Santa Cruz

Saturday, May 25th • 11:00am - 12:30pm

[Downtown Branch Library](#), Upstairs Meeting Room • 224 Church Street

What were the creative and political forces behind the new UC campus at Santa Cruz? Frank Zwart will take us behind the scenes to the early days of UCSC.

Frank Zwart was UCSC's campus architect from 1988 until his retirement in 2010. He is an alumnus of UCSC (Cowell '71) and of the School of Architecture at Princeton University.

This program is sponsored by the City of Santa Cruz Historic Preservation Commission and is part of the spring local history series.

