

City Manager's Weekly Update

December 13, 2019

WATER

Year two of our water-transfer pilot with Soquel Creek Water District began this week. This year's pilot extends the service area so we can test for operational issues on a broader scale. We learned a lot in last year's pilot about the challenges of being able to provide X amount of water on a consistent basis, with the other challenges inherent in meeting our own supply and operational needs. We look forward to now incorporating those lessons learned to see how we do on a more realistic scale. Things are going well so far this week, but we've had some limitations due to not having Tait Wells available and being limited to what we can take from the Newell Creek Pipeline due to concerns about over pressurizing this line that has experienced multiple breaks and leaks over the last few years.

Last night we hosted a meeting for the Ocean Street Extension neighborhood at the Graham Hill Water Treatment Plant. In the coming months, we're going to be replacing one of our critical water mains that runs under their street. It happens that Ocean Street Extension is a main thoroughfare for utility and other public-service lines, so the neighborhood is impacted often by projects done by the City, the County, PG & E, etc. Of course the public doesn't really discern which agency is doing what, so projects both good and bad are often lumped together as "City" projects. I was proud of our engineering staff, who were well prepared with maps, diagrams and pictures to describe the project and need. But more than that, with the way they approach our relations with the community. They are approachable, engaging, and honest. We will be doing a lot of work over the next 2-3 years that may impact that neighborhood, so we are committed to consistent and transparent communication.

We're finalizing the RFP for the Coast Pump Station water main replacement project, and hope to have it out for bid by the end of today. Our "weather window" for completing the project before next winter's rainy season is tight; we're on schedule to start construction this spring as planned.

This week we inflated the Felton Diversion Dam and it will remain up through the weekend. This is the first time the dam was raised since installation in the summer of 2018, so we're pleased that it performed as expected.



Turns out that the Water Department can throw down gingerbread almost as well as we produce drinking water! We were very proud to receive the People's Choice Award this week for our gingerbread house in the Gingerbread Throw-down. Many thanks to councilmembers who participated in the annual holiday luncheon.



(Note Yoda's special guest appearance)

Last, our (very) popular and free fungus Loch Walk at Loch Lomond Recreation Area is just around the corner; space is limited – please let us know if you'd like to join the walk on Saturday morning, January 4th!

ECONOMIC DEVELOPMENT

ED: Strategic Projects Updates

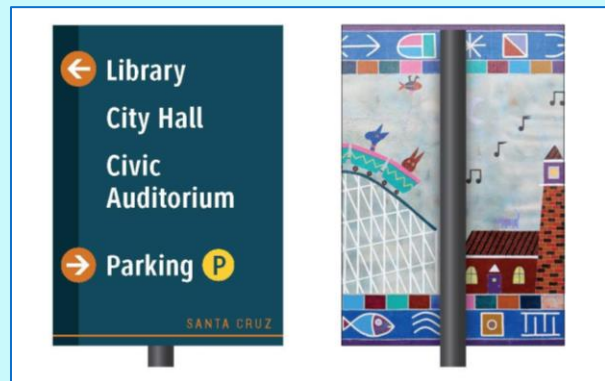
FIRST OF TWO ELECTRIC SHUTTLES ARRIVE AT CITY CORP YARD



The Downtown-Beach Trolley's "Trolley Goes Electric Program" is under way with the arrival of the first of two new electric shuttles on Thursday, December 5, with shuttle number two on its way. The electric shuttles will replace the wooden trolleys for the 2020 trolley summer season to provide emission free shuttle service between the beach and downtown and provide greater reliability with less operational costs than the older CNG vehicles. The new shuttles feature faux wooden interiors to reflect the spirit of the wooden trolleys, and the exteriors will also be wrapped in a uniquely Santa Cruz design that is to be determined but will provide an attractive and fun character to the new electric shuttle program.

WAYFINDING SIGNAGE FABRICATION & INSTALLATION TO BEGIN EARLY 2020

In 2010 the City launched a wayfinding effort to evaluate and improve upon the experience of navigating around Santa Cruz. The City completed an analysis of the existing wayfinding system in 2011. Next, the City worked with Design Firm Hunt Design, local professionals, and community stakeholders, to develop a wayfinding system with a focused design that makes it easy to navigate within the City, more intuitively directs visitors to desired destinations and nearby parking, and reflects the Santa Cruz brand. The final design has a clean and simple front that provides clear directional information and a back of the sign that celebrates Santa Cruz as a vibrant art community through the display of local murals. This week the City closed the bidding process for the final phase of the project: fabrication and installation, and will be moving forward with construction in early 2020.



ED: City Arts Update

BIDDING FAREWELL TO OUR ARTS PROGRAM MANAGER BETH

We said goodbye to our fabulous Arts Program Manager last week as she takes on a new role with the City of Beaverton, Oregon as their Arts Program Manager. Beth will truly be missed and has transformed our arts program in the just over five and a half years she worked with us. We will be opening the recruitment for the Arts Program Manager position in the next week.

SCRAP PROGRAM CONTINUES TO GROW

The Santa Cruz Recycled Art Program (SCRAP) opened the fourth annual exhibit at the Blitzer Gallery on Friday December 6th displaying the work of the six SCRAP 2019 resident artists: Andrew Purchin, Angela Gleason, Janet Fine, Jody Alexander, Paige Davis and Pamela Dewey.



The work of the six artists featured themes such as housing, homelessness and "the cultural worship of consumption." There is video, photography, a tiny house, jewelry, an alchemist's library of tar paper books.



Artwork by Janet Fine, left, by Paige Davis, center, and by Angela Gleason, right.

The gallery was packed to capacity on Friday evening with one installation in the hallway outside. Over 50 people, many were repeat visitors from the opening, came on Sunday afternoon when the artists spoke of their vision and experience creating art from the treasures gleaned at the Resource Recovery Center. One very popular installation includes a dollar store stocked with items for sale to generate "Dump Dollars" to support environmental & arts education programs.

This year the program was coordinated by former Arts Commissioner Mary Tartaro who has built a truly collaborative team spirit among the artists and between the artists and RRF staff. Current Arts Commissioner Liz Birnbaum promoted the event through lively and captivating Instagram posts.

The exhibit continues through December 28th Tuesdays through Saturdays 12-5 pm at the R. Blitzer Gallery, 2801 Mission Street.

ED: Business Support Update

HOLIDAY SHOPPING SEASON IS UNDERWAY!

The holiday season is underway and we helped support Small Business Saturday this year by distributing over 300 reusable “Choose Santa Cruz” branded Bagito shopping bags to retailers for use as a promotional giveaway during their holiday deals for shoppers.

Economic Development also partnered with the Downtown Association this year for a storefront activation program that brought two pop-up retail experiences downtown. First, we helped Childish Toys, a children’s store anchored in Midtown on Soquel Avenue, open a holiday pop-up at 1306 Pacific Avenue. Second, we were able to support the Downtown Santa Cruz Makers Market opening of a holiday Pop-up Shop at 1526 Pacific Avenue to provide a weekend shopping experience throughout December. Each weekend they feature the handmade work of 20 local artists plus live music while you shop! There are new (and some repeat) artists and musicians each week.

We are excited to see so many different events and activities happening this holiday season promoting our local businesses and makers. Your dollars go so much farther when you invest them locally so we encourage the community to shop, dine, and enjoy locally!



NEW & GROWING BUSINESS HIGHLIGHTS

Our Business Support division is actively working every day to support new and growing local businesses. It is always nice to check in and share an update on some recent businesses that have opened, grown, or made improvements. The following is just a few of the businesses we have been working with recently:

Marianne’s Ice Cream is moving forward with their new manufacturing plant on the Westside at 1201 Fair Avenue. The new building expands their production capabilities and allows them to consolidate their manufacturing and warehousing for production efficiencies. The project will also bring a small scoop shop to the Westside!

Venus Spirits, the City's first and only distillery is moving forward with an expansion plan for a new facility that will be a combination distillery, tasting room, and full service restaurant in the Delaware Addition new mixed use development. They are currently in build out mode and we can't wait to see the new space. Venus also recently released a line of their signature cocktails in cans which can be purchased at several grocery stores locally. A new fitness franchise called **Spenga** will be moving into 335 Soquel Avenue, the space formerly occupied by RadioShack. Spenga is a 60 minute circuit workout incorporating spin, weights, and yoga. They are currently in the Planning permit stage and will need to do some construction inside the space before opening.



The new downtown kiosk tenants, **Opulence** and **NahNa** have been open for several weeks now and bring an exciting mix of new cuisine that we haven't had downtown in a while. Opulence is located in front of Bookshop Santa Cruz and serves delicious vegetarian Indian cuisine including a variety of curry dishes and samosas as well as Indian snacks. NahNa fits all the scrumptious flavors of Eritrea (Ethiopian, Ottoman, and Italian inspired cuisines) incorporating a variety of meat options with spicy stew, pasta, and curry powders - perfect for a stop along your Downtown stroll. Find them daily at the Kiosk near the corner of Pacific Ave. and Cooper St.

Roxa Café is said to be the first hammock café in the United States and features nonalcoholic elixir drinks infused with herbs and other naturally derived substances and acai bowls. They opened recently in the Cooper House breezeway just behind Pour Taproom.



The long awaited reopening of the Octagon at Abbott Square has come and we are excited to welcome **Daisuki Sushi** and **Roux Dat** as the new food stalls. Daisuki Sushi has been a long-time supplier of sushi for New Leaf. This will be their first "brick and mortar" shop and they are excited to be serving up the freshest sashimi, hand rolls, poke bowls, and bento boxes. Roux Dat is a family-run, quick-service restaurant bringing the bold flavors of Cajun food that started in Capitola and operated their "stew shack" in our downtown kiosk for a short time and we are excited to see them now fully launched at Abbott Square. Check out their delicious stews, po' boys, and beignets.

Kickin Chicken, a popular delivery fried chicken restaurant that started out as a popup and then grew into their own space on the top floor of Motiv is moving just next door to take over the space previously occupied by Joe's Pizza and Subs. Kickin Chicken delivers delicious fried chicken in pieces and in sandwiches as well as tasty sides and desserts. They are currently in the Planning permit review period and we can't wait to celebrate their next step of opening up a restaurant all their own!

ED: Housing & Community Development Update

THE HUD CONSOLIDATE PLAN COMMUNITY SURVEY IS OPEN

The City of Santa Cruz is developing its 2020-2025 Consolidated Plan and is seeking input from City residents to help identify City needs and priorities through a community survey. The five year Consolidated Plan provides the basis for how the City applies for, receives, and distributes U.S. Department of Housing and Urban Development (HUD) grant funding for the City's Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) Programs.

This survey is available until January 31, 2020 and the Housing division will be conducting outreach at various community events during the survey window to collect responses in person as well. The results will help determine how to best prioritize funding designated for eligible programs, projects and services in our low-income communities and neighborhoods. Click here for the [2020-2025 Consolidated Plan and previous plans](#).

Tell us what Santa Cruz needs, take our [Community Survey](#).

ED: Graffiti Abatement Program Update

ADOPT-A-SPOT

Do you keep seeing the same pole on your street getting tagged? Want to help us keep Santa Cruz graffiti free? Get a free graffiti removal kit as a volunteer for your home or work. Kits are available at the Economic Development Office located at 337 Locust Street during normal business hours and include safety glasses, scrub sponge, towels, nitrile gloves, and instructions of how to use the cleaners. For more information about the City of Santa Cruz Graffiti Abatement Program and other resources, please visit our website at www.cityofsantacruz.com/graffiti.



PARKS AND RECREATION

By the Numbers

614= # of tickets sold to Civic events for 10 upcoming events

Tree Planting at University Terrace Park

Volunteers from Waldorf School's fifth grade environteers and the Sierra Club helped plant 15 coast live oak and 10 red maples at University Terrace Park on December 11. Only 20 more trees left to plant as part of the California Habitat Conservation Fund Grant Program.



Downtown Holiday Parade

Parks & Recreation helped parade goers grow their hearts three sizes with a Whoville themed float at the Downtown Holiday Parade on December 7. The Grinch and Max along with Parks & Recreation employees were the hit of the day.





2020 Winter/Spring Activity out this Week

Kick off 2020 with Parks and Recreation. Want to learn a new skill? Change up your fitness routine? Add art to your life? We've got a class for you! New classes include Parkour, Learn to Roller Skate with the Santa Cruz Derby Groms, Polka, Adaptive Dance, Intro Glass Mosaics, Zero Waste, Spring Break Basketball Camp, Creative Movement with Tot & Me and much more! **Registration opens January 13th.**



PLANNING AND COMMUNITY DEVELOPMENT

Senate Bill 2 Grant

The Planning and Community Development Department was approved for and granted a \$310,000 Senate Bill 2 grant for a project to create objective design and development standards for multi-family and mixed-use housing projects in the City. Currently, the City relies heavily on subjective standards to shape and guide new housing development and best practices, along with recent changes to state law, demand a change to the use of more objective, measureable, and well-understood standards for housing development. The hope is that these standards can be used to ensure that new housing is built in a way that promotes high-quality design, materials, and aesthetics while serving the diverse needs of our community. City staff is currently drafting the Request for Proposals to solicit consultant services to complete this work and the associated community engagement on this topic. A comprehensive and inclusive outreach effort will explore the new development standards, along with ways for new development to best serve existing and future residents, workers, and visitors. The City is targeting the initial round of outreach on this project to begin within the next four months.

LIBRARY

LIBRARY HOLIDAY CLOSURES

Tuesday, December 24th, 2019: All library branches will close at 2:00 pm for Christmas Eve.

Wednesday, December 25th, 2019: All library branches are closed for Christmas.

Tuesday, December 31st, 2019: All library branches will close at 2:00 pm for New Year's Eve.

Wednesday, January 1st, 2020: All library branches are closed for the New Year holiday.

**Munching with Mozart @ Downtown
December 19th: Celebrate Piano Ensemble
12:10 pm - 12:50 pm**

A popular monthly series of free noon-time concerts in the Downtown Branch meeting room every 3rd Thursday of the month. Pieces and performers vary. You are welcome to bring your lunch, and please avoid crunchy food items. Munching with Mozart and Friends is sponsored by the Friends of the Santa Cruz Public Libraries and the Santa Cruz County Music Teachers' Association. For more information about the series, to make a reservation for your class or other large group, or to inquire about performing, contact Carol Panofsky by phone at 831-426-3238 or by email at panofsky@cruzio.com

<https://santacruzpl.libcal.com/event/4858492>

SCPL NEWS: You Can Now Pay Fees & Fines Online

SmartPAY allows patrons to make fine and fee payments directly from the "My Account" page on the SCPL website.

SmartPAY meets the PCI DSS standard, as well as the security certification requirements of every major credit card processor and financial institution.



POLICE

Chief Steve Belcher Award for Exceptional Community Policing

Sergeant Carter Jones received the premier Steve Belcher Award given to the person who most exemplifies the high ideas of Chief Steve Belcher. Chief Belcher was responsible for bringing problem-oriented and community policing to Santa Cruz. Belcher's forward-thinking and thoughtful leadership 1994 -2003 made the Santa Cruz Police Department an organization to be admired as a leader in policing.



Pictured: Steve Belcher, Sgt. Jones & Chief Mills

Carter Jones is this year's recipient of the Steve Belcher award. Sergeant Jones has demonstrated, through his engaging personality that police officers can have a positive impact on the community served. Sergeant Jones has comported himself in a professional manner that demonstrates his leadership in the area of community policing and problem-solving.

Officer Becerra Awarded Top Cop of the Month



Congratulations to Officer Juan Becerra, SCPD's November Employee of the Month. Officer Becerra made a sexual battery arrest and two burglary arrests this month in addition to his many other duties. More importantly, he followed up on the crimes obtaining confessions from the suspects.

Juan exhibits a positive, calm demeanor were not much riles him. He is quick and proactive, as demonstrated in a recent arrest, where he obtained a photo from surveillance cameras on the way to the call, looked at the suspect, and spotted him

away from the scene. After the arrest, Juan was able to return the victim's property the same day.

A Neighborhood Policing Sergeant said it best, Juan is a "true beat cop, who knows his beat and works every day to better the quality of life in his area of service."

Thank you for your dedication to duty, outstanding service, and sincere desire to improve the Santa Cruz Police Department.



SCPD is closer to getting a new K-9. THANK YOU to Joanne Parker

For Joanne's 90th birthday, instead of gifts, she asked her friends to chip in and donate money toward a dog for SCPD. Joanne's awesome friends pulled together a generous \$2700 legacy for her to donate to the SCPD K-9 fund. The donation will apply towards the purchase of a much-

needed third K-9 to serve our community.



This week, Joanne had an extraordinary visit with K-9 Luna, Luna's handler, Officer Terry, K-9 Ryder, and handler Officer Whaley. While the officers spoke with Joanne about K9 duties, training, and gear, Joanne spoiled both K-9s with scratches behind the ears and received dog kisses in return.

Earlier this year, K-9 Ryder came to SCPD thanks to a generous \$10,000 donation from Tiki Delamora for the purchase and training of our handsome Belgian Malinois. She also chose the name "Ryder."

Their kindness and generosity is an excellent example for all to follow. You can help the SCPD K-9 Unit, too. If you wish to donate to help finance the purchase of the dog, training expenses, and K9 related costs, send checks payable to the SCPD K-9 Fund to 155 Center Street, Santa Cruz CA 95060. Our lobby is open Monday - Thursday 9 am - 4 pm and Friday 10 am - 3 pm. For questions about the SCPD K-9 Unit contact Lt. Warren Barry at wbarry@cityofsantacruz.com.

