

City Manager's Weekly Update

October 25, 2019

FIRE

On October 13th the Santa Cruz fire Department organized a Disaster Preparedness event at the Civic Auditorium. This was done in recognition of the 30th Anniversary of the Loma Prieta Earthquake. Public Safety partners were present at tables where the public was able to gather information on how to better prepare themselves for disasters ranging from earthquakes, floods, tsunamis, and fires. These partners included Santa Cruz Police, Santa Cruz Regional 911, Santa Cruz OES, Red Cross, Amateur Radio Emergency Services, PG&E, CERT, Fire Safe Council, Santa Cruz Public Libraries, Public Works, Community TV, Resilient Coast Santa Cruz, Santa Cruz County Equine Evacuation, and Santa Cruz Fire. In addition to information and handouts Santa Cruz Fire had a fire extinguisher demonstration where members of the public were able to practice using a fire extinguisher.



On October 22nd the County Board of Supervisors formally recognized the work of Abbey Young and Lora Lee Martin for their efforts in forming a FireWise neighborhood in Prospect Heights. This neighborhood was the first formally recognized program (August 7th, 2019) in the County of Santa Cruz. FireWise is a nationally recognized program that creates communities that are safer and more resilient to the devastating impacts of wildland fires through education and community engagement.

HONORING THE PROSPECT HEIGHTS NEIGHBORHOOD FOR THEIR FIREWISE USA™ DESIGNATION AND WILDFIRE COMMUNITY PREPAREDNESS WORK

WHEREAS, on August 7, 2019, the Prospect Heights neighborhood in the County of Santa Cruz was officially designated as a nationally recognized FireWise USA site and is the first of its kind in Santa Cruz County that can serve as a model for other local communities to raise awareness and help leverage grant funds to support wildfire prevention efforts; and

WHEREAS, the catalyst for this effort was the devastating October 2017 Tubbs Fire in Santa Rosa and the subsequent inquiry of Prospects Heights resident Lora Lee Martin to City Councilmember Cynthia Mathews; and

WHEREAS, following a November 2017 neighborhood meeting, neighbors sought designation as a FireWise neighborhood, with leadership by resident Abby Young, who served as liaison with the Fire Department, kept the group informed about required activities, and was responsible for record keeping and submission requirements; and

WHEREAS, Abby Young and Lora Lee Martin worked with Fire Chief Hajduk and first responders, legislators, teachers, youth and others to create a community that is more resilient and prepared for wildfires through gutter clearing, creation of defensible spaces around homes, and completion of home risk assessments; and

WHEREAS, it is recognized that residents, including Marcy and David Dwyer, Chris Pearson, Liz Milazzo, Sergey DuBeau, Laura Caldwell, Bill Maxfield, Ellen Farmer, Elizabeth Quinn and Rob Oatey, Santa Cruz Fire Department Division Chief, dedicated time to help with wildland fire prevention and preparation measures, which included a neighborhood yard cleanup on October 19, 2018.

NOW, THEREFORE, I, John Leopold, Santa Cruz County First District Supervisor, hereby express my sincere appreciation to Abby Young and Lora Lee Martin for their tireless leadership and efforts to ensure that our community is prepared in the event of a wildfire. I hope we can continue supporting their good work to inspire the development of other neighborhood plans to maximize fire and disaster awareness and preparedness.

ECONOMIC DEVELOPMENT

ED: Housing Update

GOVERNOR NEWSOM SIGNS AB 1763 TO HELP BOOST HOUSING PRODUCTION

Governor Gavin Newsom signed 18 bills designed to help jumpstart housing production on October 9th. Included was AB 1763, major legislation aimed at boosting housing production by requiring density bonus for 100% affordable housing developments.

This bill would require a density bonus to be provided to a developer who agrees to construct a housing development in which 100% of the total units, exclusive of managers' units, are for lower income households, as defined. However, the bill would provide that a housing development that qualifies for a density bonus under its provisions may include up to 20% of the total units for moderate-income households, as defined. The bill would also require that a housing development that meets these criteria receive 4 incentives or concessions under the Density Bonus Law and, if the development is located within ½ of a major transit stop, a height increase of up to 3 additional stories or 33 feet. The bill would generally require that the housing development receive a density bonus of 80%, but would exempt the housing development from any maximum controls on density if it is located within ½ mile of a major transit stop. The bill would prohibit a housing development that receives a waiver from any maximum controls on density under these provisions from receiving a waiver or reduction of development standards pursuant to existing law, other than as expressly provided in the bill. The California Housing Consortium commented on the impact of the bill signing, stating "This legislation is one of the most significant policy changes the state has ever made to increase the production of affordable housing. It will allow every single new affordable housing development in California to include 80% more units than it can today—with options for even more density for housing within ½ mile of transit. These are projects where every single unit represents an opportunity to house a California family that can't afford to pay rising rents." "With his signature today, Governor Newsom has demonstrated yet again his willingness to take decisive action to address California's crushing housing affordability crisis. This legislation will dramatically boost the production of affordable housing and ensure tens of thousands of lower-income Californians struggling to keep up with rising housing costs will have a safe, affordable place to call home."

To view the full list of housing bills signed by the Governor visit:

<https://www.gov.ca.gov/2019/10/09/governor-gavin-newsom-signs-18-bills-to-boost-housing-production/>

ED: City Arts Update

SCRAP ARTISTS ENJOY GLEANING, PREPARE FOR DECEMBER ART SHOW

Our SCRAP artists are gleaning away at the Resource Recovery Facility - getting ready for their show in December at [R. Blitzer Gallery](#). This year's show will have more photography and videography than in past rounds.

Enjoy some of the fascinating photos from our artists below, and mark your calendar for the Opening Reception on **Friday, December 6, 2019 at R. Blitzer Gallery** from 5pm-9pm!



Books made from reclaimed tar paper and a few assorted items by Jody Alexander

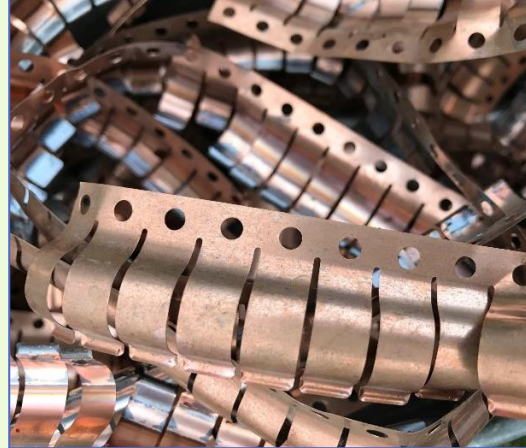
The S.C.R.A.P. (Santa Cruz Recycled Art Program) is an Artist Residency that grants local artists, of varied disciplines, the opportunity to expand creatively and conceptually through exposure and access to a vast array of unexpected materials. The Resource Recovery Facility at Dimeo Lane provides an experimental shift in palette from paint, clay and more traditional media, to an inventory of forms where the material itself conveys stories of cultural behavior. Artists are inspired to make provocative statements on the environmental impact of human consumption, educate on waste management practices and urge us to reconsider choices in waste disposal.



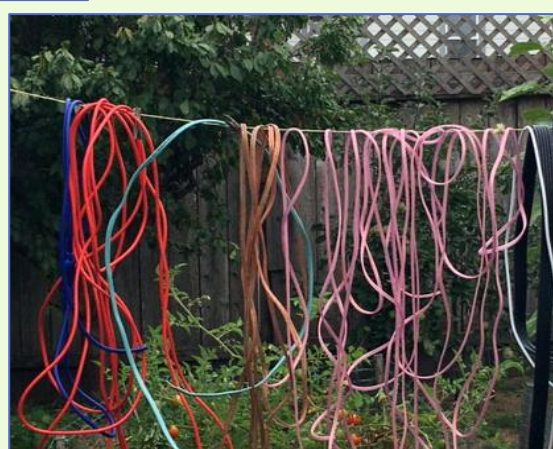
SCRAP artist Janet Fine discovers beauty in the banished.



Sorting - Andrew Purchin enjoys beauty in disorder and order.



SCRAP Artist Andrew Purchin explores possibilities.



Odds and ends from SCRAP artist Pamela Dewey.

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. You can make a direct difference in your community with the convenience of our no-hassle volunteer program. 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

4,400+ = # of patrons who attended Civic events this week

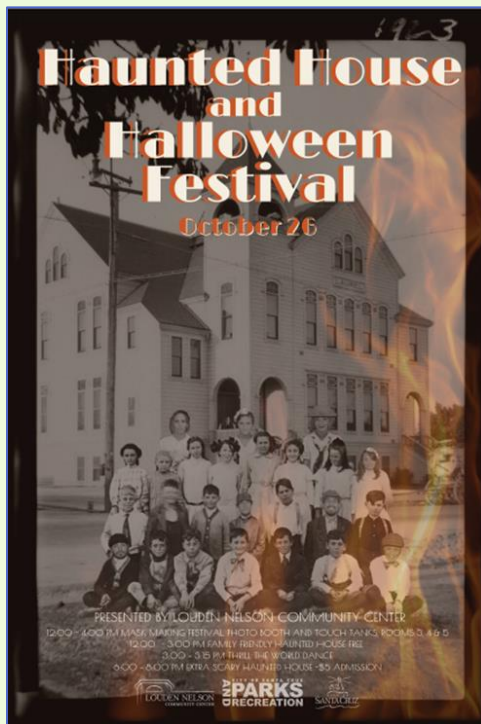
Highlights

13 Days of Halloween continues at the Wharf. Attendance at the kickoff event on October 19 was up 25%. Trick-or-treating will take place on October 31 from 4:00-6:00. The schedule of events for the entire 13 days of Halloween, including specials at Wharf restaurants, is available on the [Wharf webpage](#).





The LNCC Haunted House and Halloween Festival were frighteningly spooktacular! Hundreds of local citizens spent the afternoon creating a wide array of masks, testing their squeamish tolerance with the touch tanks, and braved the Haunted “Laurel School” House among other activities!



Upcoming

More fall classes begin in November. Browse the [Activity Guide](#) to see what's in store.

Santa Cruz Symphony's Horizons-Saturday November 2 at 7:30pm. Dvorak's explosive Symphony no. 7 is paired with Esa-Pekka Salonen's mesmerizing Violin Concerto, performed by our internationally acclaimed concertmaster Nigel Armstrong. Tickets available.



PLANNING AND COMMUNITY DEVELOPMENT

Code Compliance and Rental Inspections

The Code Compliance Division in the Planning & Community Development Department works proactively, through the neighborhood clean-ups, to maintain a clean environment for the residents in the community.

Neighbors of Lower Ocean (NOLO) FALL CLEAN – UP EVENT, October 2019

On Saturday, October 19, 2019, at the corner of Barson Street and Jessie Street., the NOLO neighborhood marked its 23th annual spring clean-up day in partnership with the City of Santa Cruz. Key participants of this event included City Planning, Code Compliance Division, Public Works (Sanitation), Parks & Recreation, Neighbors of Lower Ocean neighborhood and Grey Bears. This event provided neighbors (property owners, tenants and business owners) with an opportunity to dispose of rubbish from their properties and allow residents to work collectively to keep their neighborhood free of unsightly refuse.

At the same time, the clean-up event provided an excellent opportunity for neighbors to meet, greet, share information, eat snacks, and residents were able to trade reusable 'treasures' such as, furniture, toys, bicycles and other household items located at the Grey Bears station. When these items are repurposed, it prevents useable household items from going into the City landfill. In the spirit of climate change awareness, City Climate Action Program Coordinator Tiffany Wise-West interviewed and conducted climate change surveys of residents in attendance.

This neighborhood clean-up event is only possible with our strong partnerships between NOLO volunteers (JD), City Sanitation staff and drivers (Daniel & Andy), Community Bridges (Edgar), City Planning staff (Nancy, Jenna & Kim) and Grey Bears (Tina & Craig).

Neighbors of Lower Ocean (NOLO) Fall CLEAN – UP EVENT, October 19, 2019





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LIBRARY

Felton Branch Library to Close November 1st In Preparation to Move to New Facility

The Felton Branch Library will officially close for construction on November 1st. However, the last day the library will be open for business will be Thursday October 31. On that day, we invite the entire community to join us in remembering 63 years of library life & times in the historic Belardi building. Refreshments will be available. The target Grand Opening date is January 25, 2020.



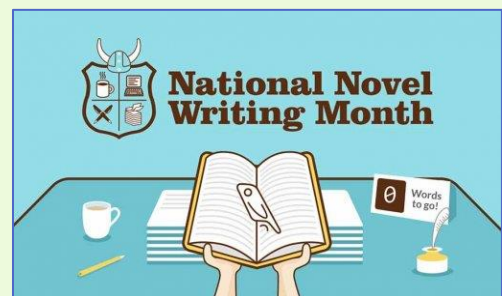
The new 9,000 square foot 21st Century Library will include a children's area, a teen area, meeting room, reading room, energy efficient construction, and modern electrical infrastructure. The adjacent Nature Discovery Park is a wonderful outdoor addition to the facility that has a brought restored riparian habitat for children and adults alike to explore our local flora and fauna and engage in learning activities that explore our natural environment.

Please check in over the next few days on our Facebook, Instagram and Twitter as we post historic photos and news clippings about the Felton Branch Library. We will also post updates on the new building, staff and upcoming activities.

Begin your writing adventure this November!

Friday • November 1st • 6:00-8:00pm
Downtown Library • 224 Church St.

National Novel Writing Month is a support group and a celebration of writers attempting to write 50,000 words for a novel on which they are already working or to start a new novel.



The kickoff event will be at the Downtown Library on Friday, November 1st, from 6-8 p.m. Lillian Csernica, the Municipal Leader (ML) will host this event to get you going. There will free swag and some writing prompts to help get people to begin their writing adventure. All levels of writers encouraged to participate.

PUBLIC WORKS

Our Transportation and Public Works Commission hosted a successful "Project Open House" on Monday at Gault Elementary School. Residents spoke with commissioners, engineers and other Public Works staff on current and developing projects. Many thanks to all attendees many of whom shared their ideas for projects improvements. [Details here.](#)



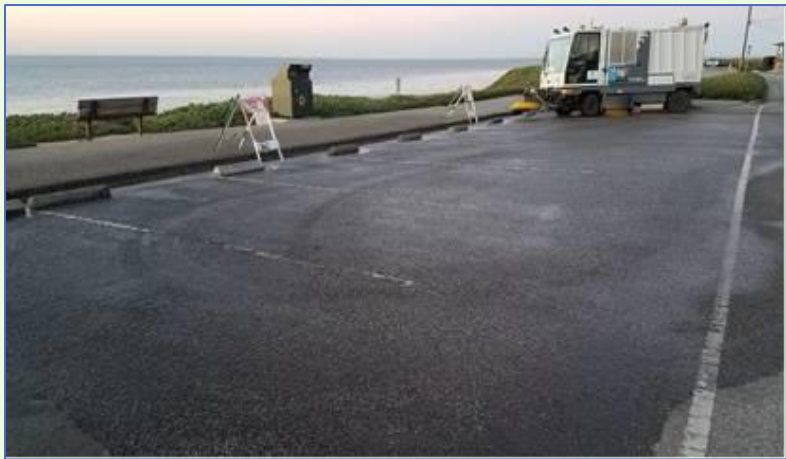


Resource Recovery

Resource Recovery collection and sweepers staff worked with Parks and Rec this week to clean half of the parking spaces along West Cliff. Parks staff posted no parking signs so that our staff could power wash and sweep the areas.

Sweepers did a special sweep along Delaware on Monday and Tuesday. No parking was posted on alternating sides of the street and we swept and collected garbage in the area.

On Saturday, October 19th, Collection staff supported the semi-annual clean-up in the Beach Flats area. A driver helped collect 10.85 tons of refuse and .20 tons of divertible items such as metal, wood and mattresses.



It's important to remove metal lids and caps from glass jars and bottles and then recycle them separately. Learn more in our short [Recycle Right: Glass video](#).



Environmental Compliance

We have added a map of Santa Cruz kiosk locations for sharps pickups to our website. This page includes pick-up record details and can be accessed [here](#).



Traffic Engineering/Community Outreach

This week's [Street Smarts message](#) reminds us that kids have trouble assessing the speed of oncoming cars. [Read more.](#)

