

City Manager's Weekly Update

February 14, 2020

ECONOMIC DEVELOPMENT

ED: Business Support Update

ENGAGING WITH OUR HOTEL PARTNERS

The City Council Revenue Subcommittee held an outreach meeting late last week with hotel property owners and managers. One of the main goals of the meeting was to hear from industry stakeholders and better understand the impacts of a potential transient occupancy tax (TOT) increase on hotel businesses in our community in order to help inform the City Council Revenue Subcommittee process.

The Revenue Subcommittee of the City Council is tasked with making a recommendation to the full Council regarding



potential funding measures for the November 2020 ballot. At Thursday's meeting, City staff and Councilmembers shared information on the City's budget, recent polling results and some possible ideas for how funding could be used if a measure were to move forward. Top needs in the City have been identified around the areas of affordable/workforce housing creation, efforts and programs to address homelessness in our community including a navigation center and permanent supportive housing and critically needed infrastructure needs in our community.

We received important feedback and concerns at the meeting regarding the potential impacts a measure could have on the hospitality industry and on the broader community. We had good participation in the meeting and engagement for continuing the dialogue. As a follow up to the meeting, a survey was sent out to participants and area hotel managers and owners to gather additional feedback. The results will be reviewed at the next Revenue Subcommittee meeting. Based on feedback to date, we anticipate holding a second outreach meeting in early to mid-March to continue the dialogue with hotel partners in our community.

ED: Asset Management Update

DOWNTOWN DESIGN STANDARDS PROJECT UNDERWAY

Economic Development, Planning, Parks & Recreation, and Public Works are working together on the Downtown Design Standards project for City managed infrastructure in the Downtown. This multi-departmental team is working to develop a set of design standards with the goals of reducing visual clutter, improving coordination across departments, and having a more thoughtful and cohesive design. The design standards will provide an easy to follow guide for maintenance of the downtown streetscape including trash cans, benches, light poles, landscape planters, and other beautification features.

The City has hired RRM designs to assist with developing the standards and kicked off the project this week.

GRAFFITI ABATEMENT PROGRAM UPDATE

January 2020 had a total of 431 public tags that were removed by the City. That's 65 more tags compared to January 2019 totaling 366.



Report Graffiti using the City of Santa Cruz [Community Request for Service Portal \(CRSP\) App](#)

Please provide a description of the tag on the object or surface and the location with the nearest address or cross street and if possible a photo.

Quick removal within 24 to 48 hours is proven to be the most effective way to deterrent against graffiti vandalism. The longer graffiti remains the greater the chances graffiti vandals will return. For more information about the City of Santa Cruz Graffiti Abatement Program, receiving a free removal kit, and other resources, please visit our website at www.cityofsantacruz.com/graffiti

ED: Housing & Community Development Update

COUNCIL GRANTS APPROVAL TO APPLY FOR CALHOME GRANT

On February 11, 2020, the City Council directed staff to submit an application for the CalHome grant for first time homebuyer's funding of over \$900,000. The application, if successful, would fund a 3 year program which would provide loans to 9 low-income households (at or below 80% AMI) of up to \$100,000 each. The City will receive notice in this summer from the State Housing and Community Development (HCD) department as to whether the City will be awarded funds.

WATER

This week our amazing Production, Maintenance, Distribution, Watershed and Engineering sections were able to work together to repair the most recent leak in the Newell Creek pipeline which connects Newell Creek/Loch Lomond Reservoir to the treatment plant. The pipeline is prone to leaks and breaks. Given how dry it's been (hopefully March and April will bring lots of rain!), we may be very dependent on the reservoir this summer and this pipeline is the only one that connects the reservoir to treatment. Without it, we could be in very bad shape indeed.

This week we also wrapped up the water main replacement project on Water Street. The last tie-in was installed Wednesday night. Public Works will now go in and repave the street.

Windy conditions last weekend led to several trees coming down in the watershed. While these kind of wind events are good for recruiting wood into our streams and creating heterogeneity in our forest canopy, they are problematic in many other ways – as the photo below of a downed tree blocking the San Lorenzo River diversion demonstrates:



Though we water storage in Loch Lomond remains high, we'd like to see rain in the forecast. This week last year we had 2.22 inches of rain, this week we had full sun every day. Last year at this time we had a total of 34.64 inches of rain for the season, this year we're at just 22.20. We haven't pulled out our prayer shawls yet, but we're getting close.

There's lots of activity happening at Loch Lomond Recreation Area as preparations for the 2020 season are well underway. Staff moved all 14 pedal boats to the rental docks this week and will tackle the other rental boats in the coming weeks.

PLANNING AND COMMUNITY DEVELOPMENT

Code Compliance

The Code Compliance Division of the Planning & Community Development Department works to protect the health, safety, and well-being of our residents and visitors.

During a rental inspection, this single family residence, built in 1915, was found to have multiple housing and safety violations. The inspection was performed at the tenants' request. The home is in the residential rental inspection program and was inspected for the first time. The rental inspector noted at least 28 separate items that needed to be corrected. The tenant, who was currently moving out of the home and not sleeping there at the time, had hoarded personal items throughout the property and admitted to converting half of the garage into a small living unit, without permits. The home is in great disrepair, with holes in the floors, a crack in the kitchen wall, lack of egress due to hoarding, no heating and a converted attic space. The converted garage was not currently being used as a living unit, as a roof leak had caused parts of the ceiling to collapse and extensive water damage and mold throughout the space. Upon exterior inspection of the house, it was discovered that there was a gas leak in the hose of the water heater. PG&E was called out, the gas shut off, and the house was posted unsafe to occupy due to "substandard building" conditions. Relocation assistance was not required as a notice of eviction was served and the tenant contributed to the conditions of the property.

Inside the main house:

Items that impede escape/rescue access: excessive amounts of personal items



Water leaking due to weather proofing



Unable to walk in the living area due to items



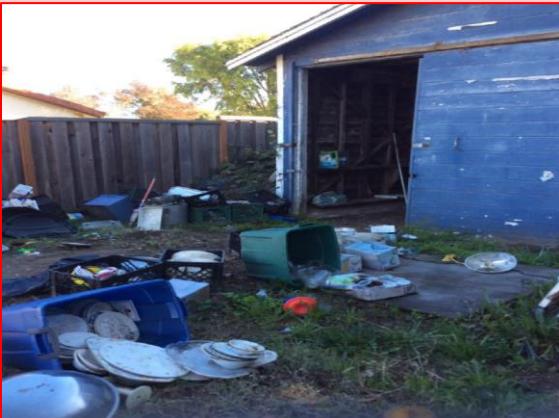
Failing subflooring in the bathroom



Unoccupied, unpermitted garage conversion with failing ceiling and visible mold



Exterior and yard:



Pioneer Street (APN 001-172-14)

The owners of the former Goodwill Industries property in the Harvey West area also own an adjacent parcel that is approximately 1-acre and is currently vacant. The property is zoned General Industrial (IG) and the owners have submitted an application to develop the property with two warehouse/manufacturing buildings totaling approximately 18,600 square feet. Pursuant to the Community Outreach Policy for Planning Projects, the owners held a community meeting back in November to present the project and obtain input from the community.

Nine neighbors from the area attended, with discussion items including what type of industrial uses would occur at the site, requirements for cannabis related uses, potential noise and fume impacts to neighbors across Pogonip Creek, creek impacts, concerns with the homeless in the area, the Golf Club Drive Area Plan and a potential bike/pedestrian connection between Pioneer and Golf Club Drive, height of the building, fencing, and whether housing was considered. Many of the issues raised at the community meeting will be reviewed as part of this formal submittal and/or subsequent Use Permit applications associated with subsequent tenants. The formal submittal plans appear to be consistent with what was presented at the community meeting, and will be reviewed at the administrative level with approval of a Design Permit.

New Felton Branch Library Set to Open February 22nd

GRAND OPENING FELTON BRANCH LIBRARY



The first of the library's Measure S funded building projects to be completed brings beautiful public space and 21st Century library services to the San Lorenzo Valley

The Santa Cruz Public Libraries (SCPL) is pleased to announce the Grand Opening Celebration of the New Felton Branch Library, scheduled from 9:00 a.m. to 5:00 p.m. Saturday, February 22 at the new branch located at 6121 Gushee St.

Brief comments by project stakeholders will kick off the event at 9:30 a.m. Speakers include Supervisor Bruce McPherson, Assemblymember Mark Stone, Library Director Susan Nemitz, Felton Library Friends President Nancy Gerdt, and Architect Teal Messer. The ribbon-cutting will follow at 10 am. The library will then be open to the public until 5 pm. The community is invited to enjoy food, crafts, activities, displays, and demonstrations throughout the day, as well as music by local groups. The Schedule is as follows:

Refreshments available all day; Rotating Crafts, including commemorative button making and temporary tattoos.

10:00 a.m. - 12:00 p.m.	Virtual Reality Demonstration
12:30 p.m. - 1:30 p.m.	MakeLab and Nature Lab Demonstrations
2:00 p.m. - 3:00 p.m.	Community Storytime
3:30 p.m. - 4:30 p.m.	LEGO™ and Robo Sumo Activities

Musical Performances all day.

9 a.m.	Santa Cruz Pipes and Drums
11:00 a.m.	Sugar by the Pound
12:30 p.m.	Heathen Hill
2:00 p.m.	Plateau Jazz Band
3:30 p.m.	Hillbilly Swing

A celebration of the adjacent Felton Discovery Park is planned for Saturday, May 2. This library/park collaboration offers free resources and unique opportunities for lifelong learning and self-directed exploration. According to Felton Library Friends President Nancy Gerdt, "It will be a community anchor that invites discovery and inspiration, with an emphasis on environmental literacy: the link between understanding our ecosystem and taking action to protect it."

The project is the first library to be completed from the Measure S funds, a \$67 million bond measure passed in 2016 to renovate all 10 branches of the library system. \$10 million was assigned to the Felton project, with enhancements funded through Felton Library Friends.

The new Felton Branch regular open hours are as follows: 10am-7pm Monday-Thursday and 10am-5pm on Saturday and Sunday. It will be closed on Friday. We hope to see you at the Grand Opening.

PUBLIC WORKS

Parking Services

Mayor Cummings awarded \$39,984 to local nonprofit Hope Services on behalf of the City of Santa Cruz and the Downtown Association's Parking for Hope Program at Tuesday's City Council meeting. The check was accepted by Hope Services workers and staff including Program Manager Sheryl Hagemann. Over \$182,000 in total has been donated to Hope Services over six years now! [Read more.](#)



Operations

Crews are completing parking lot and site work at the newly-refurbished DeLaveaga Golf Lodge. The target opening date is early spring of this year.

At the Corporation Yard, PG&E has completed installation of the EV charging spaces including striping and wheel stops. This was part of the transformer upgrade. The EV charging units are on order.





Streets

Crews have completed painting and restriping the disabled parking spots to new code standards at Harvey West and behind Louden Nelson, and replacing faded street name signage in the Carbonera neighborhood.

Crews have also continued their weekly routes in picking up trash and debris from abandoned encampments around the City's right-of-ways and waterways.

They have also been assisting up at DeLaveaga Golf Lodge this week.

Transportation Engineering

Our GO Santa Cruz program has announced its **Fall in Love with Carpooling Challenge** for the month of February. Downtown commuters can participate to earn Downtown Dollars and program points, and enter for a chance to win a downtown date night for two valued at \$200. Get started now: <https://bit.ly/3bqdPSh> -- Visit the program's Facebook page: www.facebook.com/GOSantaCruzCA.

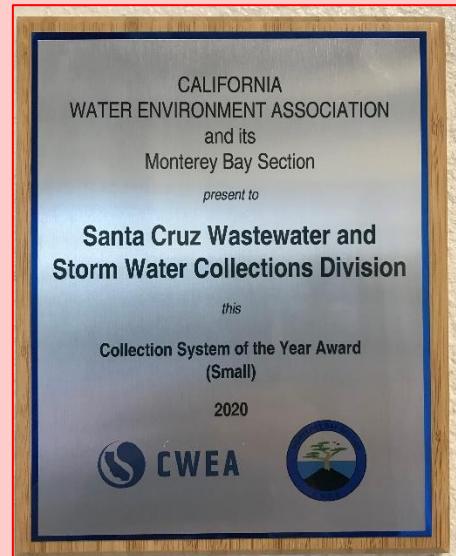


Kids on and near roadways can be unpredictable. You can help keep them safe with our video's [Street Smarts tips](#). [En español](#).



Wastewater Treatment Facility

Congrats to our Wastewater System Collection Division! On Feb. 7 they were recognized as Collection System of the Year by the California Water Environment Association - Monterey Bay Section. The honor recognizes outstanding work on our 160 miles of pipeline, sanitary sewers, 67 miles of storm drains, 29 pump stations, 1640 catch basins and more. [Read all the details](#).



The big project at the treatment facility last week was entering the confined space of the Secondary Trickling Filter where mechanics performed maintenance on the auto-oilers within the rotating structure and operators plugged drive and break hydraulic ports along the distributor arms.



Treatment of wastewater continued flawlessly during Sunday's high winds event when our weather station registered a maximum wind-gust speed of 51.2 mph. These gusts managed to lift some metal-framed empty chemical totes and metal-diamond-plate tank covers.

Resource Recovery

We collected and disposed of 12.94 tons of debris from City roadways this week. We also completed major debris clean-up in the Carbonera, Western and La Fonda areas after this weekend's wind event.

The Resource Recovery Facility Food Waste Project continues this week with all of the major pieces now delivered. We are installing base plates, welding, and connecting the system for processing and training.



PARKS AND RECREATION

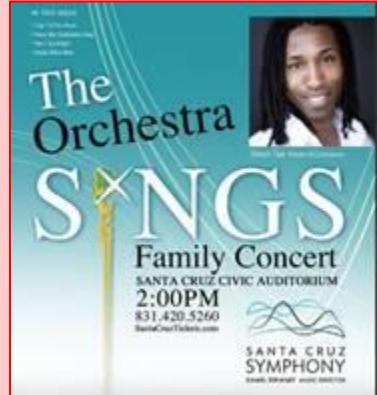
This Week by the Numbers

244 = Number of tickets sold to Civic events for 7 upcoming events

Upcoming Event: Santa Cruz Symphony's Family Concert: *The Orchestra Sings*

Sunday, March 1, 2020 at 2:00 pm at the Civic Auditorium

Melody is one of the universal elements of music. Composers and musicians create melodies, which can be sung or played on instruments. The orchestra sings when its musicians play melodies on their instruments. Join Master of Ceremonies Omari Tau Williams, conductor Daniel Stewart, the Santa Cruz Symphony, the Santa Cruz County Youth Symphony, Santa Cruz Ballet Theatre, and more as they show you how the orchestra sings.



[Tickets available](#)

Bethany Curve

Five new Bear Saver trash cans were installed along the Bethany Curve Greenbelt by West Zone Parks Staff. Cans were purchased by Measure 'E' Funding to keep trash out of waterways!

