

City Manager's Weekly Update

October 16, 2020

Economic Development

Business Development | Welcome New Ambassadors to Downtown Santa Cruz



The Downtown Association and Downtown Management Corporation have contracted with Block by Block, a national leader in downtown ambassador programs, to provide a more robust program that serves downtown in a time when our merchants need more support than ever. With the impacts of COVID-19 over the last several months, the Ambassador Program staffing was significantly reduced. However, new hires are currently training under Block by Block's leadership for the program's relaunch this month.

Downtown Ambassadors work seven days a week serving Pacific Avenue and side streets to support a positive experience for visitors, employees, residents and others spending time in the Downtown district. Working closely with the many agencies who support the Downtown district, the Ambassadors are both a valuable link for the business community and a welcoming face for visitors.

Downtown Ambassadors are an extension of the businesses in the Downtown District. Funded by the Downtown Management Corporation and the Downtown Association, the Downtown Ambassadors extend the customer service of the businesses out onto the sidewalks along Pacific Avenue and the side streets. A customer's experience does not begin and end at the threshold of your favorite restaurant or retail store, and Ambassadors make sure that experience keeps going strong on the streets.

Temporary Outdoor Expansion Program Prepares for Winter Weather



The Temporary Outdoor Expansion Program continues to provide vital space to businesses needing more space to accommodate social distancing, with over 70 businesses participating, while creating new opportunities for the community to connect and support our small businesses. We are excited and committed to continue supporting this program for as long as the impacts on business operations continue. As part of this effort, we have worked closely with the Fire Department to develop new winterizing guidelines to provide flexibility to businesses that want to add tents and canopies, heaters, and additional outdoor lighting to their expansion areas. [The guidelines for winterizing can be found here.](#)

Photo Credit: Crystal Birns – View from above of Hula's Island Grill Expansion on Cathcart Street

Housing Development & Preservation | PROJECT SPOLIGHT: Water Street Apartments Provides 100% Affordable Units



Happy one-year anniversary to the Water Street Apartments!

Water Street Apartments had its grand opening last year on Oct. 19 during the City's Affordable Housing Month.

Here are some quick facts about Water Street Apartments:

- This rental housing is 100% affordable with 41 apartments available to households at or below 60% of the Area Median Income.

- This project received funding from the State’s Low-Income Housing Tax Credit Program, the City of Santa Cruz HOME Investment Partnership program, and the City’s Affordable Housing Trust Fund.
- This project was developed by For the Future Housing who also developed the 100% affordable Riverwalk Apartments on Lindberg St.
- While there are currently no available apartments at Water Street Apartments, you can learn more about the project here: <https://www.eahhousing.org/apartments/water-street/>

Parks & Recreation

Youth Sports now operating under COVID-19 Guidelines at HWP and Depot!

Santa Cruz City Youth Soccer Club is back at Harvey West Park and Depot Park for the first time since March! They are using the updated Youth Sports COVID-19 Guidelines, which allow for skills, drills, and conditioning, for up to 14 children per group. Other youth sport groups are working with Parks and Recreation Sports staff on how to meet the guidelines so they can resume activities. There are also 56 children across 4 sessions enrolled in our ever-popular Skatedogs class at Ken Wormhoudt Skate Park operating under these guidelines.



Solar Power Carport Project at DeLaveaga Golf Course

Through a partnership between Sandbar Electrical and Solar and the City of Santa Cruz, work is underway in the main parking lot of DeLaveaga Golf Course to install three solar power carports. The total combined surface area of the arrays will be roughly 9,500 square feet and will provide shade for 50 parking spaces. The solar arrays are expected to produce nearly 250,000 kilowatt hours of electricity in the first year and provide energy to the golf course facilities at a lower cost.



Police Department

SCPD & SC Warriors Conversation on Race and Policing

How do we improve the relationship between men of color and the police? **You start by working together.** SCPD and the Santa Cruz Warriors met to listen, learn, and improve.

Last week, leadership from the Santa Cruz Warriors and Santa Cruz Police came together for an open conversation focusing on equity and social justice, moderated by former NFL player Reggie Stephens, a graduate from Santa Cruz High School and city resident.

SCPD Command and SC Warriors Coaching Staff discussed racial challenges, overcoming biases, and broadening their vision to see people for who they are. This meeting is the first in a series of dynamic conversations to give and receive input and feedback on race, policing, and equity.

Through this open and honest conversation, participants learned from each other's experiences and perspectives with the goal of exploring how the two organizations can collaborate with other community leaders to create a more just and equitable community in Santa Cruz.

Together, we move forward to implement an action plan to improve our community.

Public Works

Resource Recovery

Our Resource Recovery Division is starting a small pilot program for the drop-off of residential food scraps. Using small under-sink containers, the resident will bring their food scraps to one of three test City park locations and drop the material off in a locked container. This container is collected and the material processed at the Dimeo Landfill with the newly installed food waste processing equipment. If this pilot is successful, an expanded program can help bridge the time before the program can expand into full residential curbside collection. The pictures below show the first of three Food Scrap Drop-Off Collection Bins recently installed in Trescony Park.





Wastewater Treatment Facility

Demolition of the UV Disinfection system is well underway. The contractor is cutting concrete out of the existing disinfection channel with heavy equipment and removing it by crane, so acoustic insulation baffles have been erected to protect our WWTF office spaces and the surrounding neighborhood from some of the demolition noise. The demolition phase is planned to last through December 2020.

Engineering consultants for the upcoming Pure Water Soquel project were onsite to locate and inspect underground storm drains. The storm drains inside the WWTF are a fully closed system with everything flowing back to the headworks. The components of the water reclamation system that are planned to be located at the WWTF will require a suitable backwash drain that flows to the headworks. The inspection identified some places where line cleaning service needs to be performed in order for the existing drain system to meet the needs of the new process.

