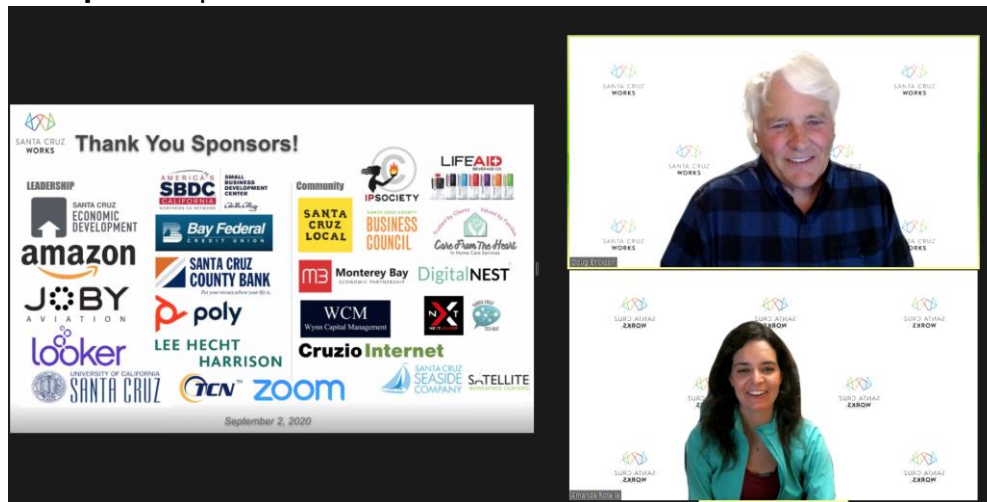


City Manager's Weekly Update

September 4, 2020

Economic Development

Business Development | SANTA CRUZ NEW TECH MEETUP CARRIES ON VIRTUALLY



On Wednesday evening, Santa Cruz Works hosted the monthly New Tech Meetup Event. More than 50 people tuned in to the live event on Zoom to hear from presentations from:

- [HubSpot](#) - the CRM company that has been winning the hearts and minds of customers, employees, and developers, and has won numerous awards: Top Rated TrustRadius, Top Workplace Globally, Best CEO for Women, and Fortune 100 Best Companies to Work For.
- [Tile](#) - building a world where everything can be found. Their system uses Bluetooth to help people find lost items: keys, phone, luggage, etc.
- [Exceed AI](#) - need help developing qualified leads? Use this Intelligent Virtual Rep from Exceed AI.
- [Contrast Security](#) - a tool developers can reduce the risks inside their software and put more effort into features and functionality.
- [RD Concepts](#) - the fastest growing local company for engineering, design, development and rapid prototyping.
- [Cyberus Labs](#) - eliminating the risk of stolen credit
- [KitoTech Medical](#) - presented on their new product, Micromend, a unique alternative to sutures, staples, surgical glues and Band-Aids

The Economic Development Department is a long-time sponsor of the meetup, and Principal Management Analyst Amanda Rotella is a co-host of the event. The monthly event features presentations from local and non-local leaders in the industry to bring the Santa Cruz tech community together for networking, knowledge building, and the chance to learn about new opportunities and ideas.

Infrastructure & Property Development | GRAFFITI ABATEMENT PROGRAM UPDATE

The Economic Development Department manages the City's graffiti abatement program. 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. Our Department tracks the monthly reports of graffiti tags the amount cleaned up. In August 2020 the graffiti abatement program received 422 tags to be removed, an increase of 37 compared to August 2019.

How to Report Graffiti –

- Report via [Community Request for Service Portal \(CRSP\) App](#)
- Call the Graffiti Hotline at (831) 420-5303

Please describe the tag, the object or surface, the location the nearest address or cross-street, and if possible, a photo.



and
tags

with

Housing Development & Preservation | CITY APPLIES FOR OVER \$15 MILLION IN STATE FUNDING TO DEVELOP AFFORDABLE HOUSING

Over the summer, the Housing and Community Development Division applied for over \$15 million in state funding from the Housing and Community Development (HCD) Department. The funding is split between 3 different applications, and the City expects to find out later this year if the funding will be granted.

Permanent Local Housing Allocation (PLHA) – With the enactment of the SB2 Building Homes and Jobs Act, we estimate that the City could receive up to \$1,588,464 over five years from the PLHA program administered by State HCD. The first-year allocation is estimated at approximately \$264,744 based on Community Development Block Grant funding formulas. The City's approved Five Year Plan allocates the funding to the City's Affordable Housing Trust Fund to be used for affordable housing rental development for households at 60% of Area Median Income or below in the City of Santa Cruz.

Local Housing Trust Fund (LHTF) – The City applied for the maximum allocation amount of \$5,000,000. This is a competitive application for funding, and HCD has received 33 applications totaling \$118,056,884 in requested funding. HCD has \$57,000,000 available for allocation and is oversubscribed by 107%. Based on the self-score list of applications from HCD, the City is currently in the top 18 scorers, which is subject to change when the applications are reviewed by HCD staff. In the application, staff identified two affordable housing rental developments that could utilize the funding.

Transit-Oriented Development (TOD) – In partnership with For the Future Housing, Inc., the City applied for \$10,000,000. This is a competitive application for funding, and HCD has received 47 applications totaling \$410,545,229 in requested funding. HCD has \$141,000,000 available for allocation and is oversubscribed by 291%. Based on the self-score list of applications from HCD, the City is currently in the top 19 scorers. This is subject to change when the applications are reviewed by HCD staff. If awarded, this funding would be used to develop affordable rental housing for the Pacific Station project.

Arts & Culture Development | BLACK LIVES MATTER MURAL SCHEDULE AND SIGNUPS!



The Black Lives Matter mural will be painted on Center Street between City Hall and the Library on Saturday, September 12 between 10 a.m. and 5 p.m.

Santa Cruz is the very first City in the U.S. to work with City government not only to approve a Black Lives Matter (BLM) mural, but also to build a sustainable plan that includes continued annual Juneteenth events, community involvement, and ongoing mural maintenance. The City Arts Commission has accepted the role of choosing the annual event sponsor, which will be given the lead role of event organizing. This year the Museum of Art and History is helping organize the event and planning additional activities, including a voter registration table. All activities will be organized with appropriate attention to social distancing.

Want to help paint a BLM mural on Center Street? Volunteer painters and sanitation helpers can sign up to

help at this link: <https://forms.gle/SKqB6rsQYxJWmHqb7>

Public Works

Resource Recovery

We had crews working at 1400 Emeline Street and 114 Walker Street, helping with donations, logistics, traffic control, loading and unloading vehicles during the CZU Lightning Complex Fires.



Parking Services

Our Parking Services Maintenance crews answered the call to take care of three blocks of nuisance areas behind Front Street businesses. It was a TEAM effort!



Traffic Engineering

Slow Streets: Slow Streets implementation began this week. The Public Works Streets crews are installing the signs/barricades at the 11 selected Phase 1 Slow Streets. More information, FAQ's, applications, and our survey are available on our website at www.cityofsantacruz.com/slowstreets. Our Street Smarts video reminder to pedestrians this week. Watch our video in [English](#), [en español](#).



Facilities

Facilities staff worked with Parks and Recreation to have a contractor tent and fumigate the Lighthouse on West Cliff this week. Coordination was made with the Coast Guard since the lighthouse would be out of service for three days, and the work schedule complies with the California Department of Fish and Wildlife's timeline for nesting birds.



Energy Projects

Applications were submitted to Monterey Bay Air Resources District (MBARD) and VW Mitigation Trust to replace one refuse truck with an all-electric refuse truck.

The Landfill's solar PV installation was completed, and the contractor has submitted a PTO (Permission to Operate) with PG&E. The original PTO date was put on hold due to the wildfires, and the new date is still to be determined. Once the solar PV system is energized, this will be the second out of three solar projects completed in 2020. The last solar project to be done is at Delaveaga Golf Course, and completion is expected by the end of this year.

Engineering

Construction has started for the HSIP8: Citywide Pedestrian Crossing Improvement Project. We have installed 20 ADA curb ramps along Bethany Curve (between West Cliff Drive and Delaware Avenue) and Soquel Avenue (between Caledonia Street and Seabright Avenue). Construction of new ADA ramps will continue along Soquel Avenue (between Caledonia Street and Seabright Avenue). Construction is anticipated to be complete by December 2020. This project is funded by the Highway Safety Improvement Program Cycle 8 grant.



**Intersection of West Cliff Drive and Woodrow Avenue
Bethany Curve**



**Intersection of Delaware Avenue and
Bethany Curve**

Wastewater Treatment Facility

Operations has put the Effluent Filter System (EFS) back into service, which filters and disinfects treated secondary effluent for reuse at the plant. The EFS had to be bypassed because of the multiple recent plant shutdowns and other work being performed on the out-of-service UV Disinfection system. By partially closing the newly repaired and improved UV Bypass gate valve, the flow could be restored to the EFS without risking water entering the UV System work area. Since returning the EFS to service,

the plant has reclaimed 150,000 gallons of wastewater per day for equipment lubrication, landscape irrigation, onsite hoses and other purposes that would otherwise use potable City water.

Maintenance made mechanical repairs to one of the Sludge Feed Pumps, which move thickened sludge to the anaerobic digesters. One of the pumps was no longer pumping as efficiently as the others. Now all of the sludge feed pumps are running like new.

Mechanics are also working on retuning the Cogen #2 motor to normal summer operation mode, now that Cogen #1 is back in service. Cogen #2 normally produces useable power and heat by burning natural gas purchased from PG&E. While Cogen #1 was offsite, Cogen #2 had been configured to burn digester gas and now needs to be adjusted back. This work is planned to be completed next week.



Hired contractors cleared plant and tree growth away from the perimeter fencing around the facility and install new coils of razor wire. These improvements will increase the facility's safety from possible fires and discourage unauthorized people from trying to enter by climbing over the fencing.

Operations

The annual San Lorenzo River vegetation management for flood control will start the week of September 14 and is expected to take approximately three weeks to complete. This project is required by the Army Corps of Engineers before the rainy season starts, and will follow the environmental guidelines of the California Department of Fish and Wildlife. The work will start in sections from Highway 1 to Water St Bridge, Water St to Soquel, Soquel to Laurel, and Laurel to Riverside. For safety reasons, coordination will be made with PD, City Manager, and City Attorney to post a notice to vacate for people camping along the river and provide current shelter information.

