

# City Manager's Weekly Update

February 22, 2021

## Economic Development

### Santa Cruz County Remains In Purple Tier

#### SANTA CRUZ COUNTY BLUEPRINT FOR A SAFER ECONOMY WEEKLY STATUS REPORT FOR 02/16/21

##### WHERE ARE WE IN THE TIERS?

<b>CURRENTLY IN PURPLE TIER 1</b>	<b>WIDESPREAD</b> Many non-essential indoor business operations are closed. Adjusted Cases: More than 7.0 Positivity Rate: More than 8.0%
<b>SUBSTANTIAL</b> Some non-essential indoor business operations are closed. Adjusted Cases: 4.0 - 7.0 Positivity Rate: 5.0 - 8.0%	
<b>MODERATE</b> Some indoor business operations are open with modifications. Adjusted Cases: 1.0 - 3.9 Positivity Rate: 2.0 - 4.9%	
<b>MINIMAL</b> Most indoor business operations are open with modifications. Adjusted Cases: Less than 1.0 Positivity Rate: Less than 2.0%	

##### THIS WEEK'S METRICS:

	SC County Metrics	Data Trend	Substantial Tier Targets
Adjusted Cases	12.2	↓ -6.6	4-7
Daily new cases (per 100k)			Daily new cases (per 100k)
Positive Tests	3.5%*	↓ -1.4%	5% - 8%
Weeks in Current Tier**	13	--	3
Weeks Meeting Lesser Tier Criteria	0	--	2

\*If adjusted cases and positive test metrics fall into two different tiers, the county will be assigned to the more restrictive tier.  
\*\*County must be in current tier for 3 weeks and have 2 consecutive weeks with metrics meeting lesser tier to advance

##### TIER 1 ALLOWS SOME INDOOR ACTIVITIES WITH MODIFICATIONS:

- Hair Salons and Barbershops
- All Retail with max 25% capacity
- Nail Salons & Personal Care Services
- Hotels and Lodging
- Shopping Centers (Malls, Destination Centers, Swap Meets) with:
  - Max 25% capacity
  - Closed common areas
  - Closed food courts

##### SOME OUTDOOR ONLY ACTIVITIES ARE ALLOWED INCLUDING:

- Restaurants (including bars, breweries, and distilleries providing meal service)
- Wineries
- Gyms and Fitness Centers
- Places of Worship
- Museums, Zoos, and Aquariums
- Movie Theaters
- Family Entertainment Centers
- Gatherings with maximum 3 households

Full list available on the State's Blueprint for a Safer Economy website.

LEARN MORE ABOUT THE BLUEPRINT FOR A SAFER ECONOMY AT  
Covid19.Ca.Gov/Safer-Economy  
Produced and Distributed by the Economic Recovery Council of Santa Cruz County

#### PLÁN DE ACCIÓN PARA UNA COMUNIDAD MÁS SEGURA (NIVEL MORADO) INFORME SEMANAL PARA EL 02/16/21

##### ¿DÓNDE ESTAMOS EN LOS NIVELES?

<b>ACTUALMENTE EN NIVEL 1 MORADO</b>	<b>GENERALIZADO</b> Varías actividades comerciales no esenciales en interiores están cerradas. Casos Ajustados: Más de 7.0 Pruebas Positivas: Más de 8.0%
<b>SUSTANCIAL</b> Algunas actividades comerciales no esenciales en interiores están cerradas. Casos Ajustados: 4.0 - 7.0 Pruebas Positivas: 5.0 - 8.0%	
<b>MODERADO</b> Algunas actividades comerciales en interiores están abiertas con ciertas modificaciones. Casos Ajustados: 1.0 - 3.9 Pruebas Positivas: 2.0 - 4.9%	
<b>MINIMO</b> La mayoría de las actividades comerciales en interiores están abiertas con ciertas modificaciones. Casos Ajustados: Menos de 1.0 Pruebas Positivas: Menos de 2.0%	

##### LAS ESTADÍSTICAS DE ESTA SEMANA:

	Datos del Condado SC	Tendencias de Datos	Metas de Nivel Razonables
Casos Ajustados	12.2	↓ -6.6	4 - 7
Casos nuevos diarios (por 100 mil)			Casos nuevos diarios (por 100 mil)
Pruebas Positivas	3.5%*	↓ -1.4%	5% - 8%
Semanas En Niveles Actuales**	13	--	3
Semanas Con Criterios de Menor Importancia	0	--	2

\*Si los casos ajustados y los datos de casos positivos caen entre dos diferentes niveles, el condado asignará el nivel más restrictivo

\*\*El Condado debe estar en niveles actuales durante 3 semanas y tener 2 Semanas consecutivas con niveles de datos inferiores para avanzar

##### EL NIVEL 1 AUTORIZA ALGUNAS ACTIVIDADES PARA CENAR EN INTERIOR CON CIERTAS MODIFICACIONES

- Peluquerías y Barberías
- Ventas al detalle con capacidad max de 25%
- Salones de Uñas
- Servicios de cuidado personal
- Hoteles y alojamientos
- Centros comerciales (malls, centros de destinación, feria) con:
  - Max capacidad de 25%
  - Áreas comunes cerradas
  - Capacidad reducida en los "food courts" (ver restaurantes)

##### ALGUNAS ACTIVIDADES EN EXTERIOR ÚNICAMENTE SON AUTORIZADAS INCLUYENDO:

- Restaurantes (incluidos Bares, Cervecerías y Destilerías donde se provee comida)
- Bodegas, Viñedos
- Gimnasios y centros de ejercicios
- Lugares de Culto
- Museos, zoológicos, y acuarios
- Salas de cine
- Centros de Entretenimiento Familiar
- Reuniones con máximo de 3 hogares

La lista completa está disponible en el sitio web del plan de acción estatal para una economía más segura.

MÁS INFORMACIÓN SOBRE EL PLÁN DE ACCIÓN PARA UNA ECONOMÍA SEGURA AL:  
Covid19.Ca.Gov/Safer-Economy  
Producido y distribuido por el consejo de recuperación económica del condado de Santa Cruz

Santa Cruz County remains in the most restrictive tier, purple Tier 1, which allows outdoor dining, hair salons, personal services, and some other operations closed under the stay home order to resume. [View the full list of what is allowed under each tier here.](#) Please note that while our numbers have been steadily improving, we still need to reduce our adjusted daily new cases down by 5.2 cases per day per 100,000 (we are currently at 12.2 cases per day per 100,000) to meet the next less restrictive tier and hold that lower metric (of 7 adjusted daily cases per 100,000 or less) for two consecutive weeks before we move into the next less restrictive tier. Please also note that while our numbers have been improving, our local health authorities and experts have been warning us about another peak related to the new strain in the coming months. We will continue to monitor this weekly and provide information to our businesses regarding our progress towards reaching less restrictive operating tiers.

For more information about the State's Blueprint for a Safer Economy, [click here](#). For information about vaccine distribution, please [visit the County's website here](#).

## Regal Cinema 9 Reportedly Closing

We have heard the reported news that Regal notified their employees the Downtown Regal Cinema 9 will be permanently closing. We have reached out to both the property managers at SyWest and Regal Cinemas for confirmation of this report and to understand the future plans for this space. We will provide more information when available as we monitor this closely.

## Housing Development & Preservation | City Receives \$5 Million For Local Housing Trust Fund

The City of Santa Cruz has been awarded \$5 million through the State Housing and Community Development (HCD) Department's highly competitive grant program, Local Housing Trust Fund (LHTF).

There were 33 applicants competing for the \$57 million total funds, which were oversubscribed by 107% (\$118 million total was requested).

The City finished in joint 3rd place with 5 other jurisdictions out of the 17 jurisdictions awarded. To score competitively in the application, these funds have been allocated to the development of both the Pacific Station and Library Mixed-Use Projects.

## Parks and Recreation



**DOWNTOWN  
SENIOR CENTER**  
at Louden Nelson Community Center

The Downtown Senior Center, because of their work and advocacy supporting seniors in Santa Cruz County, has helped coordinate vaccine outreach efforts with the Public Health's Health Services Agency (HSA) since February 1st.

The Downtown Senior Center's outreach to high-risk and eligible seniors has reached nearly 2,000 area seniors in remarkable efforts to simplify the appointment-making-process and target the hard-to-reach senior population.

## Public Works

### Transportation Engineering

GO Santa Cruz is sponsoring a free Urban Cycling Virtual Workshop on Feb. 25, 12-1 p.m.

Learn how to ride safely around town by registering at <http://bit.ly/2MPWZFa>. There will be free bike lights and helmets for all attendees!\*

\*must be an employee of a business in the Downtown Santa Cruz Parking District and enrolled in Go Santa Cruz on [my.cruz511.org/s/gosantacruz](http://my.cruz511.org/s/gosantacruz)

