

City Manager's Weekly Update

April 2, 2021

Parks & Recreation

Louden Nelson Community Center Opening for Limited Reservations

BIG NEWS from LNCC! The Loudon Nelson Community Center will be opening for limited reservations beginning April 19! The Auditorium, Multi-Purpose Room and Laurel Park will be available for large group rentals and outdoor theater, while classrooms will be ideal for small group or private bookings. Staff will begin taking reservations over the phone starting Monday, April 5. Call 831-420-6177 for more information.

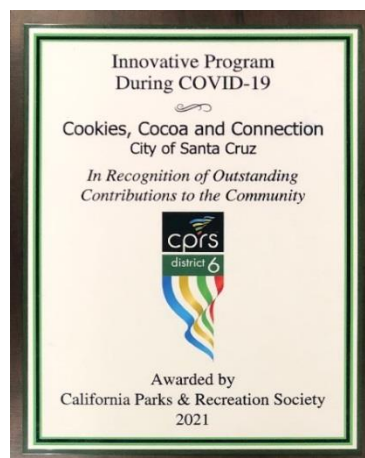


Louden Nelson Community Center honored by CPRS

On March 23, during the annual statewide conference, the Loudon Nelson Community Center was honored by the California Parks and Recreation Society (CPRS) with an **Award of Excellence in Marketing & Communications** for the Halloween Horror Film Competition marketing campaign. The campaign was launched in July of 2020 and included two promotional videos which paid homage to classic horror films *The Shining* and *Blair Witch Project*.



LNCC was also recognized in February by CPRS for outstanding contributions in the community for creating **Innovative Programming During COVID-19** for both the Halloween Horrors Film Competition and the Cookies, Cocoa and Connection event. Each program was a great success! The film competition received registrations from 28 individual teams. The CCC event partnered 50 local seniors who participated in a variety of connection activities together over zoom in the midst of the pandemic and often lonely and challenging holidays.



Public Works

Traffic Engineering

On Tuesday, we were awarded two Highway Safety Improvement Program grants totaling \$1.5 million. The funds are designated for two projects that will upgrade citywide traffic signals and make pedestrian improvements at unsignalized intersections. These projects will begin in 2022 and are expected to be completed in 2023.

The two grant awards help advance the City's Re-Envision Santa Cruz recovery plan by improving infrastructure and helping financial recovery from a deficit that was exacerbated by the COVID-19 pandemic.

They add to more than \$31 million in grants to improve multimodal transportation that the Traffic Engineering division has achieved for the City of Santa Cruz since 2011. [Read more.](#)

Economic Development

Business Development

SANTA CRUZ COUNTY MOVES TO ORANGE TIER

SANTA CRUZ COUNTY BLUEPRINT FOR A SAFER ECONOMY WEEKLY STATUS REPORT FOR 03/30/21

WHERE ARE WE IN THE TIERS?



THIS WEEK'S METRICS:

| SC County Metrics | Data Trend | Minimal Tier Targets |
|------------------------------------|-----------------------------------|----------------------------------|
| Adjusted Cases | 2.0 Daily new cases (per 100k) | <1 Daily new cases (per 100k) |
| Positive Tests | 0.8%* -0.5% | <2% |
| Weeks in Current Tier* | 0 | 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 3 ALLOWS INDOOR OPERATIONS TO RESUME FOR SOME BUSINESSES INCLUDING:

- Restaurants with a max 50% capacity or 200 people, whichever is fewer
- Non-Mall Retail - Indoor operations allowed with modifications
- Gyms and Fitness Centers with max 25% capacity + indoor pools
- Museums, Zoos, and Aquariums with indoor activities with a max 50% capacity
- Movie Theaters with max 50% capacity or 200 people, whichever is fewer
- Amusement Parks with 25% capacity or 500 people whichever is fewer
- Outdoor live events with restrictions
- Shopping Centers (Malls, Destination Centers, Swap Meets) open indoors with closed common areas and reduced capacity food courts
- Hotels and Lodging with Fitness center with 25% max capacity + indoor pools
- Places of Worship with max 50% capacity or 200 people, whichever is fewer
- Bars (where no meal provided) open outdoors with modifications
- Wineries, Breweries, and Distilleries open indoors with modifications and 25% max capacity or 100 people, whichever is fewer

FIND THE FULL LIST OF INDUSTRY GUIDANCE AND OPERATIONS AT
[Covid19.Ca.Gov/Safer-Economy](https://www.covid19.ca.gov/Safer-Economy)

Produced and Distributed by the Economic Recovery Council of Santa Cruz County

PLAN DE ACCIÓN PARA UNA ECONOMÍA MÁS SEGURA DEL CONDADO DE SANTA CRUZ INFORME SEMANAL PARA EL 30/03/21

¿DÓNDE ESTAMOS EN LOS NIVELES?



LAS ESTADÍSTICAS DE ESTA SEMANA:

| Datos del Condado SC | Tendencias de Datos | Metas de Nivel Moderado |
|---|---|--|
| Casos Ajustados | 2.0 Casos nuevos diarios (por 100 mil) | <1 Casos nuevos diarios (por 100 mil) |
| Pruebas Positivas | 0.8%* -0.5% | <2% |
| Semanas En Niveles Actuales* | 0 | 3 |
| Semanas Cumpliendo Criterios de Niveles Bajos | 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 3 AUTORIZA LA ACTIVIDAD COMERCIAL EN INTERIOR PARA ALGUNOS NEGOCIOS INCLUYENDO:

- Restaurantes a máxima capacidad de 50% o 200 personas, el que sea menor
- Minorista: operaciones en interiores permitidas con modificaciones
- Gimnasios y centros de fitness con un máximo del 25% de capacidad + piscinas cubiertas
- Museos, zoológicos, y acuarios con actividades interiores a máxima capacidad de 50%
- Cines a máxima capacidad de 50% o 200 personas, el que sea menor
- Parques de atracciones con un 25% de capacidad o 500 personas, lo que sea menor
- Eventos en vivo al aire libre con restricciones
- Los centros comerciales (Malls, Destination Centers, Swap Meets) abren en el interior con áreas comunes cerradas y patios de comidas con capacidad reducida
- Hotels y Hospedaje con Gimnasio con 25% de capacidad máxima + piscinas cubiertas
- Lugares de culto con una capacidad máxima del 50% o 200 personas, lo que sea menor
- Los bares (en los que no se ofrece comida) se abren al aire libre con modificaciones
- Las bodegas, cervecerías y destilerías abren en el interior con modificaciones y un 25% de capacidad máxima o 100 personas, lo que sea menos

ENCUENTRE LA LISTA COMPLETA DE ORIENTACIÓN Y OPERACIONES DE LA INDUSTRIA EN:
[Covid19.Ca.Gov/Safer-Economy](https://www.covid19.ca.gov/Safer-Economy)

Producido y distribuido por el consejo de recuperación económica del condado de Santa Cruz

Santa Cruz County has moved to the Orange Tier this week! This move allows for increased indoor capacity for many business types, and some businesses will be able to reopen that have been closed under the previous tiers, including the Santa Cruz Beach Boardwalk and Outdoor Live Events with restrictions. While this improvement is positive, we can't let our guard down

now. All of the restrictions remain in place: please continue to wear a mask out in public, maintain social distancing, and get vaccinated when you are eligible.

[View the full list of what is allowed under each tier here.](#) For more information about the State's Blueprint for a Safer Economy [click here](#).

Arts & Culture Development

CARD PILOT GRANT PROGRAM SEEKING REVIEW PANELISTS



We are recruiting now for the participation of Artists, Arts Administrators, Business Leaders, Property Owners & Managers, Civic Leaders, and City Staff to review applications. Will you volunteer 10-12 hours in April?

Thursday, April 8: Community Review Panelist Orientation 10–11 a.m.

Arts Council staff will present the review criteria and train volunteers on the use of the scoring tool in a virtual training session. The session will be recorded/repeated to accommodate volunteer schedules.

Monday, April 12 – April 26: Panelists Review of Applications

Accessing the applications through an online portal, panelists will review between 5-6 applications.

Do you share Arts Commission Values?

- *Public art and policy improve our community's quality of life.*
- *Public art and policy engage diverse community members to represent the city's distinctive cultural identity.*
- *Public art contributes to a vibrant and energized arts community.*

To volunteer email: cityarts@cityofsantacruz

Police

Racist Graffiti Being Investigated as a Hate Crime

This week a community member discovered racial slurs and hate-based graffiti on the sidewalk near a building on the 200 block Swift Street. A police report was filed, and the graffiti was immediately removed. This is the first report of graffiti depicting racist and offensive terms/symbols in the City for 2021. Officers have been assigned and are actively investigating the case.

SCPD and the City of Santa Cruz stand against hate.

What constitutes a hate crime? A hate crime is a criminal offense, one motivated by prejudice toward an individual or group based on race, religion, ethnicity, gender, gender identity, sexual orientation, or disability.



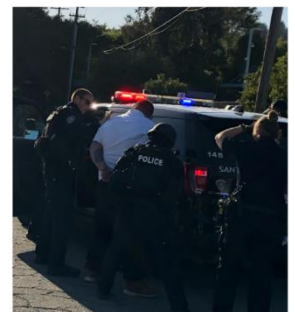
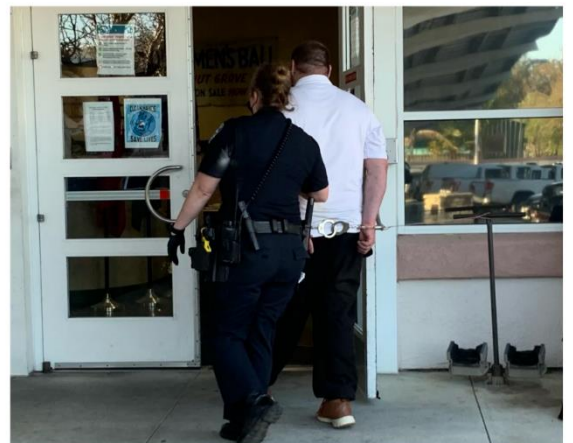
We know that reporting hate crimes or incidents can be a complex action, especially for victims. SCPD is committed to reviewing all reported hate crimes. Join SCPD and the Santa Cruz Community in a collaborative mission to reject racism and intolerance within our town.

SCPD Responds to Critical Incident - Felony Crime with Firearm

Tuesday, March 30, 2021, at approximately 1:23 p.m., Santa Cruz Police Department Officers were dispatched to a residence in the 200 block of Felix St. for a call of domestic disturbance and battery. When officers arrived on the scene, it was determined that the suspect had brandished a semi-automatic handgun during a physical altercation in which he pointed it at the victim, threatening to kill him. The suspect was later identified as 38-year-old Jesse James Higdon of Santa Cruz County. The victim was a friend of the Felix Street resident who was both able to escape without injury.

Officers and negotiators assigned to the SCPD Emergency Services Unit also responded to assist with a safe resolution. In an abundance of caution, neighboring residents were ordered to shelter-in-place, surrounding streets were closed, and school campuses were placed on precautionary lockdown.

SCPD detectives discovered Higdon's whereabouts were elsewhere, at which time efforts were diverted in an attempt to locate and apprehend Higdon.



At approximately 5:30 p.m., Jesse Higdon was spotted in the 100 block of Golf Club Drive. An arrest team contacted Higdon and safely took him into custody. Higdon was booked into Santa Cruz County Jail on charges of criminal threats, assault with a deadly weapon, false imprisonment, and battery.

Homelessness Response

The City participated in a hearing on Tuesday regarding the temporary federal injunction governing San Lorenzo Park. As a result of the hearing and the evidence supplied by the City Attorney's Office, Judge Van Keulen modified the temporary injunction along the following lines:

- The City may choose to relocate campers to the Benchlands and develop a permit process to manage the assignment of spaces until the injunction is lifted.
- The City may enforce a Code of Conduct for individuals who are issued a permit, and failure to abide by the rules could result in revocation of their permit and a 60-day ban from the park.
- Areas not marked for permit camping, including in the upper park and walkways, must be kept clear from encampments, personal property and obstructions. Additionally, such conditions can be deemed a public nuisance, and the City can conduct law enforcement action to manage these nuisances.

City staff estimate that it will take 2-3 weeks to set up the Benchlands permit process and spaces. The next status conference with Judge Van Keulen is set for April 27, 2021, at 9:30 a.m.