

City Manager's Weekly Update

November 5, 2021

Economic Development

Business Development | Midtown Fridays! Summer Block Party Recap



This past week was the final event for Midtown Fridays! Summer Block Party. Midtown Fridays was a collaboration between the Economic Development, Events Santa Cruz, the Midtown Business Associations, and several community partners. Matthew Swinnerton of Event Santa Cruz did an incredible job activating the City-owned parking lot for the Midtown Fridays event bringing in numerous vendors, partnering with Neil Pearlman to source musical talent, and packing the house each week with community members enjoying the block party environment.

Over five months starting in May - October 2020, Midtown Fridays brought 37 bands, 126 vendors, and over 12,500 attendees. The series of events brought much-needed attention to our Midtown businesses and the surrounding area, allowing others to reimagine the site's potential.

We are now looking to build on this success and hear from the community about what they enjoyed most about the events and what they would like to see in the future there. We have created a short survey to capture feedback that will be used for future planning of that site as well as other areas that might be suitable for a similar activation. [Take the survey here.](#)

Parks and Recreation

Fall Turf Renovations

Parks maintenance teams took action recently to repair turf damage and fatigue resulting from an active summer season. Efforts made by these teams will prepare the areas for winter rains and promote healthy turf for next season. In Harvey West Park,





the Regional Parks team aerated, overseeded, and fertilized the athletic fields that are home to local baseball, softball, and soccer leagues.

Across town the Neighborhood Parks team, in partnership with members of the DeLaveaga Golf Course Maintenance Team, began a six week renovation of the popular Frederick Street Dog Park. Using a variety of golf course turf

renovation equipment, the soil was aerated to relieve compaction, improve drainage, and increase turf root zone oxygen levels. In addition, 200 pounds of grass seed were applied to fill in areas worn bare by heavy activity. Finally, the entire surface of the dog park was top-dressed with over 50 tons of sand. The sand will improve drainage, provide cover for the grass seed, and help promote a level surface for our four-legged friends. Fertilization to stimulate recovery and seed germination is to follow.

13 Days of Halloween on the Wharf

Parks and Recreation hosted its annual 13 Days of Halloween on the Wharf from Oct 19-31 with hundreds of children participating in the SPOOK-TACULAR fun! Children enjoyed the Great Pumpkin BINGO Hunt, received thrilling prizes such as witch fingers and skeleton sticker tattoos, had their photos snapped in our scenic photo booth, and enjoyed trick-or-treating on the Wharf for Halloween. All 13 days patrons enjoyed festive Wharf specials such as pumpkin ice cream, butternut squash carnitas tacos and pumpkin martinis at participating Wharf Businesses including Olitas Cantina & Grille, Gilda's, Makai Island Kitchen & Groggery, Woodies Café, Firefish Grill, Marini's Candies, Vino by the Sea, Santa Cruz Bay Co., Surf City and Noland's. It was truly a wonderful family-friendly event full of tricks and treats!



Planning and Community Development

Objective Standards Community Meeting 11/10/21 7 p.m. (Zoom)

The City of Santa Cruz is drafting additional objective design standards for multifamily housing development. The City is hosting a community meeting remotely through Zoom to provide an overview of the feedback the City heard through this past summer's survey and focus group meetings and demonstrate how the City has incorporated feedback into the proposed standards. The community meeting will also be an opportunity for the City to launch the website being used over the next month to gather additional feedback on the standards from the community. The City looks forward to your attendance on **November 10 at 7 p.m.** For more information, please visit: www.cityofsantacruz.com/obj



Downtown Plan Expansion Community Meeting 11/13/21 10 a.m. (Zoom)



The City of Santa Cruz is expanding the Downtown Plan area south in order to create more opportunities for jobs and housing in the downtown area and to better connect downtown to the beach area. The project will also work with the Santa Cruz Warriors to plan for a permanent arena in Santa Cruz. At the community meeting hosted remotely through Zoom, the City's project team will introduce the project, provide some background information and initial site analysis findings, and then solicit feedback from the public. The project team will be interested in hearing people's vision for how the neighborhood south of Laurel Street should evolve over the coming decades. In addition to traditional feedback, the meeting will show the community how to use online tools created specifically for this project to provide additional feedback. The feedback received will help inform the creation of draft development scenarios by the project team and another community meeting will be held in early 2022 for feedback on those development scenarios. The City looks forward to your attendance on **November 13 at 10 a.m.** For more information, please visit: www.cityofsantacruz.com/downtown

Police

Immediate Openings for CROSSING GUARDS

Are you looking for part-time work that can make a difference in your community?



SCPD is in immediate need of filling open positions as School Crossing Guards. Our crossing guards range from college students to retirees to stay-at-home parents to people just looking to make a few extra dollars.

Days: Mondays, Tuesdays, Thursdays & Fridays.
No school Wednesdays.

Hours: 8am-9am and again at 12:20pm-2:20pm
Elementary schools in the City of Santa Cruz

If you have some extra time to devote to our school children's safety and would like to receive a salary for doing so, this may be the perfect opportunity for you. [APPLY NOW](#) For additional information, email Crossing Guard coordinator Kelsey Crowe at Kcrowe@cityofsantacruz.com or call (831) 420-5850

SCPD Arrest Man in Hate Crime Assault

On November 2, 2021, at 3:45 am, Santa Cruz Police Department (SCPD) received a report of a stabbing that had just occurred in the area of Beach and Main Street. Officers responded immediately and located two male victims from the attack, one who had sustained a stab wound to their leg. SCPD Officers rendered medical aid until Santa Cruz Fire and Paramedics arrived and took over care.

The preliminary investigation revealed that the two victims were walking in the 100 block of Main St when they were confronted by a male suspect calling the two victims homophobic epithets and brandishing two knives.

The victims attempted to deescalate the threat posed by the unknown aggressor peacefully; however, the suspect attacked without provocation. The suspect then fled on foot. The attack led to one of the victims being stabbed in the leg. The injured victim was transported to a trauma center for a significant but non-life-threatening stab wound.



Officers quickly established a perimeter and immediately began a search for the suspect. In short order, patrolling officers located and detained the suspect, Anthony Williams, a 39-year-old Watsonville resident, several blocks away from the scene.

In addition to physical evidence recovered, Mr. Williams was positively identified as the suspect in this

attack. Anthony Williams was arrested and booked into county jail on charges of assault with a deadly weapon, and the hate crime —willfully threatening a person based on their perceived characteristics.

Due to the severity of the crime, SCPD Investigators were called in to assist with providing victim services and investigative case follow-up. Detectives believe the motive for the attack was the perceived sexual orientation of the victims, for which the additional charge of a hate crime along with a \$200,000 bail increase.

SCPD continues to show our commitment to thoroughly investigate any reported hate crimes in the City of Santa Cruz. A hate crime is against a person, group, or property motivated by the victim's real or perceived protected social group.

SCPD strongly denounces hate crimes of all kinds and encourages members of our community to promptly report these incidents by calling (831) 471-1131, or 9-1-1 if it is an emergency.

Downtown Halloween 2021 Overview

Santa Cruz Police Officers kept busy over the 24 hours of Halloween through the night and into the early morning hours of November 1st. SCPD received more calls over the weekend for house party related issues than in years past. SCPD deployed officers throughout the City and a contingent of officers on foot in the Downtown corridor. Estimated Downtown crowds at their peak were around 5,000.

The Downtown Deployment reported the following activity for Halloween Night 2021:

28 Infraction Citations Issued - includes 22 cites for Triple Fine violations

Most of the Triple Fine citations issued were for open containers of alcohol.

8 Arrests - Seven for misdemeanor charges and one for a felony warrant. Officers maintained a visible presence early on, which contributed to a safe and successful evening.



Public Works

Wastewater Treatment Facility

The first step in the joint water reclamation project between the City and Soquel Creek Water District was undertaken this week. An excavation contractor was onsite, pot-holing to locate the underground #2 Water plumbing for the Effluent Filtration System (EFS). The existing EFS will be demolished and replaced to provide high quality filtered water for reuse inside the treatment facility. The Operations and Line Maintenance divisions provided support for the excavation work, which required a brief shutdown of the #2 Water system and removal of water from the pot-holing area.

This “Pure Water Soquel Project” will provide a reliable supplemental water supply for the community and prevent seawater from contaminating groundwater. It includes the installation of about eight miles of pipeline under various streets between Santa Cruz and Aptos. These pipelines will carry recycled water from our regional Santa Cruz Wastewater Treatment Facility to the Chanticleer Water Purification Center (to be built) in the Live Oak area; and, will carry purified water from the new Center to three Seawater Intrusion Prevention (SWIP) wells where it will be pumped into the groundwater basin.



This project will also provide an increased capacity to produce Title 22 tertiary water at the Wastewater Treatment Facility.

Transportation Engineering

Our Street Smarts program delivered traffic safety presentations to 1200 SCCS students at Mission Hill and Branciforte middle schools on Wednesday and Friday. The students enjoyed repeating the safety lesson refrains with our hip hop artist Sandra J, learning their bike turn signals and more!



On Friday, Nov. 29, we hosted a Street Smarts pedestrian safety booth at the Midtown Friday block party which was attended by several hundred community members. Kids especially enjoyed spinning the traffic safety wheel and answering questions to earn a reflective slapband!

