

City Manager's Weekly Update

March 24, 2022

Economic Development

Business Development | Pacific Avenue 1100 Block Reopening Tuesday 3/29



In response to COVID-19 business restrictions, the City of Santa Cruz allowed businesses to expand their capacity by operating temporary outdoor seating areas in the public right of way. As part of the program the City also allowed for a temporary street closure of the 1100 block of Pacific Avenue.

After operating the street closure for two years, Council directed staff to reopen the street in early 2022 while maintaining the expansion areas for restaurants on the block. The decision to reopen the block came in response to outreach to the businesses and residents downtown and the impacts of conflicting user needs in terms of accessibility, deliveries, and through traffic being restricted on this one-way portion of Pacific Avenue.



Over the past few months, the Economic Development Department has worked with the businesses with existing outdoor expansions to make modifications to their parklets in preparation for the street reopening. The changes include:

- Implementing traffic safety measures (water barriers and parade barricades) to protect pedestrians and patrons dining outdoors from vehicle traffic
- Modifying existing expansions to provide improved access for emergency response vehicles
- Increasing storm water clearance and access on each platform to prevent flooding during inclement weather and allow for easier cleaning

With the changes complete, Public Works is scheduled to move the barriers to reopen the street closure on Tuesday, March 29.

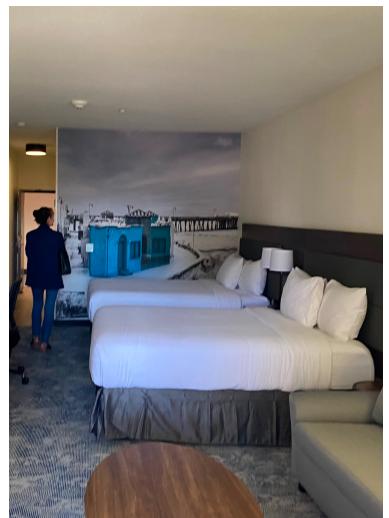
Business Development | Business Visit: La Quinta

Economic Development Director Bonnie Lipscomb, Economic Development Manager Rebecca Unitt and Business Liaison Sarah Domondon visited with La Quinta owner Kiran Patel and General Manager Joshua Chirinos as part of the formal business retention visit program. As a recently opened, locally-operated employer, it's important to connect with the business and offer any support or resources needed to grow their success in Santa Cruz. The hotel opened in early March and currently employs about 20 people. Both Kiran and Joshua are Santa Cruz locals and strive to share their love for Santa Cruz through their hospitality.



The artfully designed La Quinta Inn and Suites sits just steps away from the Boardwalk and adds to the growing accommodations for visitors of Santa Cruz. From our meeting with Kiran and Josh, we learned that La Quinta has 60 inviting guest rooms, accompanied by modern, family-friendly amenities such as an outdoor pool, onsite parking, and an ocean view terrace. Each room features a floor to ceiling wall of familiar local sights, such as the Wharf and Capitola Village.

We provided Kiran and Joshua information available through Choose Santa Cruz and offered ongoing support for their growing business needs. The grand opening is April 30 at La Quinta Inn and Suites, 550 Second St. Santa Cruz CA 95060.



Housing Development & Preservation | CDBG and Home Action Plan and Budget

The City Council met on March 22 and recommended allocations for the Community Development Block Grant (CDBG) and HOME Investment Partnership funds, pictured below. The next step is for City staff to draft the Annual Action Plan. The final 2022-2023 HUD Action Plan funding allocations will be made at the second Public Hearing on April 26. After HUD reviews and approves the Action Plan, funding is estimated to become available as early as July 1, 2022.

The recommendations below are based on estimated HUD funding levels and are subject to change once the final allocation numbers are released.

PUBLIC SERVICES (Subject to 15% CAP)		Requested Funding	Prior Year Funding	Recommended Funding
Activity: Teen Center	Applicant: City of Santa Cruz	\$35,000	\$40,000	\$35,000
Activity: Food Banks	Applicant: Second Harvest Food Banks	\$25,000	\$25,000	\$25,000
Activity: Legal Services	Applicant: CRLA	\$30,000	\$25,000	\$25,000
TOTAL PUBLIC SERVICES SUBJECT TO 15% CAP				\$85,000
Activity: Nueva Vista & Beach Flats Community Centers (CBDO)	Applicant: Nueva Vista Resources	\$100,000	\$100,000	\$100,000
TOTAL PUBLIC SERVICE FUNDING (INCLUDING CBDO)				\$185,000
CAPITAL IMPROVEMENT PROJECTS		Requested Funding	Prior Year Funding	Recommended Funding
Activity: Depot Park Renovation	Applicant: City of Santa Cruz	\$62,000	\$0	\$62,000
Activity: Darwin St. SCAP Renovation	Applicant: CFSC	\$93,411	\$0	\$93,411
Activity: Homeless Infrastructure Projects	Applicant: City of Santa Cruz	\$350,000	\$236,000	\$242,589
TOTAL PROJECTS FUNDING				\$398,000

HOME PROGRAM BUDGET 2022-2023 PROGRAM YEAR			
ADMINISTRATION (Formula: 10% of total Entitlement and Program Income)			
Activity: Grant Administration & Planning	Applicant: City of Santa Cruz Economic Development	\$55,000	
TOTAL ADMINISTRATION			\$55,000
PROJECTS & PROGRAMS		Requested Funding	Recommended Funding
TOTAL NEW HOME FUNDING			
Activity: CHDO Set-Aside	Applicant: Certified CHDOs in Santa Cruz	\$63,750	\$63,750
Activity: Metro North	Applicant: Affordable Housing Projects	\$1,800,000	\$1,800,000
Activity: Future HOME Projects- Reserve	Applicant: Affordable Housing Projects	\$182,767	\$182,767
TOTAL PROJECT/PROGRAM FUNDING		\$2,046,517	\$2,046,517
TOTAL HOME FUNDING BUDGETED AMOUNT			\$2,101,517

Public Works

Engineering

Please join our Coastal Rail Trail Segments 8 & 9 Virtual Open House on Thursday, March 31, 5-6:30 p.m.! Dialogue is welcomed on this 2.2-mile bicycle and pedestrian system project that will extend along the Santa Cruz Branch Rail Line corridor, from Beach Street/Pacific Ave to the east side of 17th Ave. Zoom link: www.cityofsantacruz.com/CoastalRailTrail.

[Press release](#)



FROM DREAM TO REALITY
MONTEREY BAY SANCTUARY SCENIC TRAIL
RAILTRAIL

SEGMENTS 8 & 9
Thursday, March 31
5 - 6:30pm

VIA ZOOM
COMMUNITY OPEN HOUSE

cityofsantacruz.com/CoastalRailTrail

A map of the Coastal Rail Trail Segments 8 & 9, showing the route from Beach Street/Pacific Ave to the east side of 17th Ave, passing through Santa Cruz Beach Boardwalk, Seaside Drive, and the Santa Cruz River. The map also shows the Monterey Bay and the City of Santa Cruz and County of Santa Cruz boundaries.

Resource Recovery

The Household Hazardous Waste Drop-Off Center at the Resource Recovery Facility will be temporarily closed from April 24 to July 22 for facility improvements. [See alternate drop-off locations here](#).

Our Operators are training on our new CAT 972MBR Loader with a Peterson CAT trainer.

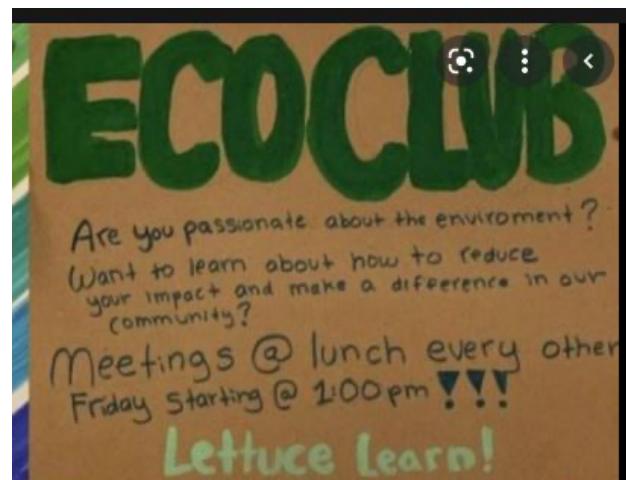
PD requested assistance with a cleanup from our Collections division. Sanitation staff picked up 10 yards of debris.

Waste Reduction Staff attended a recent meeting and tour with the students of the Pacific Collegiate School Eco Club.

Enthusiastic and passionate students eagerly shared their goals and progress and were receptive to even more ways to Reduce Waste on campus.



Household Hazardous Waste Drop-Off
605 Dimeo Lane
Temporary closure due to facility
improvements



Traffic Engineering

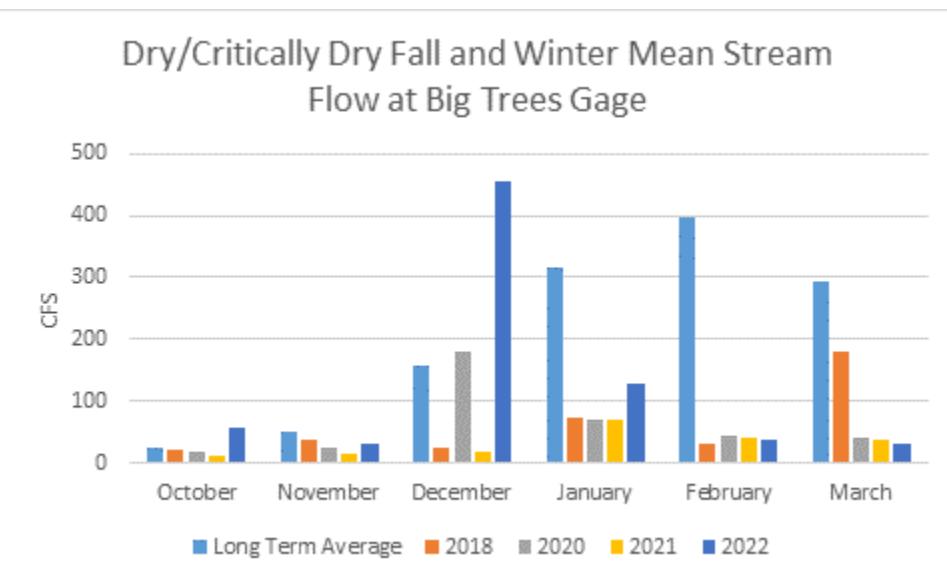
We continued construction of the San Lorenzo Riverwalk Lighting Project this week. We have installed concrete foundations for the decorative streetlights on the west and east banks of the levee from Water Street to Hwy 1. Pictured right: San Lorenzo Riverwalk, West Bank



Water

This week we'd like to highlight what we're seeing in terms of fall and winter stream flows for the frequent dry and critically dry years we've been experiencing. As seen in the graph below, four of the last 6 years, 2018, 2020, 2021 and now 2022, have been classified as dry or critically dry. The other two years, 2017 and 2019, were classified as wet. The long-term average shows fairly robust flows at the San Lorenzo River Big Trees Gage in December, January, February and March.

Stream flow is a surrogate for precipitation, so when flows are up for the month, precipitation has been received. In looking at the four water years shown here, you'll notice that they show a substantially different pattern that typically shows a majority of rainfall that was received falling in a single month (vs. across the winter months).



Our ability to capture water and store it in the winter is important because stored water is critical to our ability to meet summer and fall demand. The shifting pattern of fall and winter precipitation, and the increased yo-yoing of precipitation between dry and wet years, creates challenges for us in planning for and managing our existing system, as well as in thinking about and planning for the future of water supply - which is a major focus of our work this year.

Big things are shaping up this week at Graham Hill Water Treatment plant, both literally and figuratively, as the concrete tanks project contractor, Pacific Hydrotech, begins the first pour for the new tanks.



Our much anticipated trout plant was a hit with the public (especially the kids!) with a small crowd gathering to watch the Department of Fish and Wildlife release over 1000 pounds of trout into the reservoir. One fly fisherman caught (and released) 16 fish in a single session...