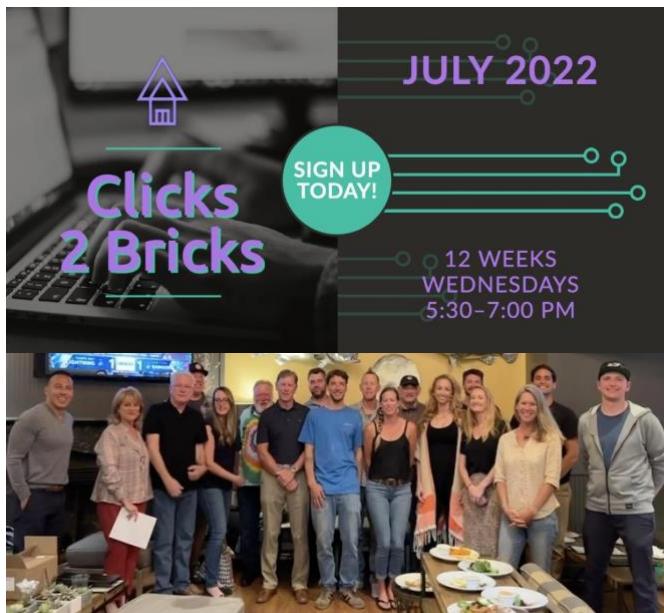


City Manager's Weekly Update

June 10, 2022

Economic Development

Business Development | Clicks 2 Bricks 2nd Cohort Accepting Applications



The Santa Cruz SBDC is now accepting applications for the second cohort of the Click to Bricks (C2B) incubator program. C2B is a three-month free intensive e-commerce incubator created to assist aspiring entrepreneurs, and current business owners develop and grow.

Participants learn business best practices, modern e-commerce website methodology, and associated business strategy. Participants will develop a proof of concept website with limited resources and will leave with a legitimate online business at the end of the program. After a participant's website is launched, the SBDC and fellow cohort members will provide ongoing support to meet the ultimate goal of gradually transitioning successful students into thriving online business owners or assist with the daunting transition to a Santa Cruz County brick and mortar space. The second cohort will begin on July 13.

[Learn more and apply here.](#)

Who should apply?

- Have started, will start, or want to improve an e-commerce business
- Located in Santa Cruz County and surrounding counties
- Willing to use Shopify as your e-commerce platform

Housing Development & Preservation | Updates from County Housing for Health Partnership

The County's Housing For Health Partnership (H4HP) provided the following updates via their newsletter related to the City and County of Santa Cruz:



Emergency Housing Vouchers Provide Permanent Housing

The Housing Authority of the County of Santa Cruz collaborated with our local Continuum of Care (CoC) to connect households experiencing homelessness. The partnership provides those with significant health or safety issues with a one-time, COVID-related expansion of a special long-term housing assistance voucher program known as the Emergency Housing Voucher program.

Our County received 263 vouchers, and, as of the beginning of May 2022, 96 households have used the vouchers to move from homelessness into permanent housing. In addition, hundreds of others have been issued vouchers and are searching for private rental housing opportunities where they can utilize these subsidies.

Property owners and managers can receive incentives and risk mitigation resources for participating in the Emergency Housing Vouchers program and Rehousing Wave. In addition, interested rental property owners can learn more about the program by attending an upcoming Landlord Appreciation Event sponsored by Abode Services.

Landlord Appreciation Event

Date: Thursday, June 9, 4-5 p.m.

Location: London Nelson Community Center, 301 Center Street, Santa Cruz

Free parking on the street, next to the adjoining park and in the nearby Police Department lot. Refreshments will be served. [RSVP today!](#)

Health Insurance, Health Care and Housing

Getting and keeping health insurance is critical for helping people at risk of or currently experiencing homelessness. Many people currently enrolled in Medi-Cal (Medicaid) health insurance are expected to provide updated information to maintain their insurance before its expiration. If you or someone you know has Medi-Cal, please ensure your contact information is updated with a county eligibility worker as soon as possible.

Starting May 1, 2022, a new law in California will give full-scope Medi-Cal to adults aged 50 or older. Immigration status does not matter. All other Medi-Cal eligibility rules, including income limits, will still apply. To learn more, visit [Older Adult Expansion](#). People enrolled in Medi-Cal managed care with the Central California Alliance for Health may be eligible for additional benefits that can help with housing and health issues. [Please visit the Central California Alliance for Health website for more information on these new benefits for some Alliance members.](#)

Planning and Community Development

915, 917, 919, 923 Water Street

On May 20, 2022, the Planning Department received a Preapplication submittal for review of a proposed mixed-use project encompassing 74,770 square feet, including 105 Single-Room Occupancy (SRO) residential units and 981 square feet of commercial tenant space on a site located at 915, 917, 919, 923 Water Street. This site was the subject of active code enforcement for over a decade involving significant

accumulation of junk, trash and debris, culminating in it being placed in a receivership to facilitate its clean-up. The proposal includes demolition of the existing residential and commercial buildings and construction of a four-story building including three stories of residential units with 35 units per floor, situated above a raised podium enclosing surface parking containing 57 vehicular parking stalls; bicycle



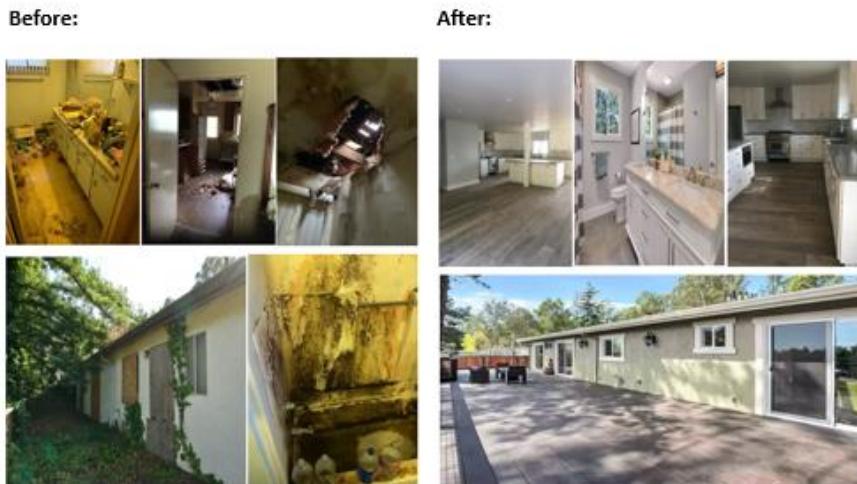
storage room with capacity for 136 bicycles; lobby; leasing office; loading space; mailroom; and commercial tenant space.

As proposed, all SRO units would contain individual bathrooms and efficiency kitchens, and each residential story would include a shared laundry facility. The development would include private outdoor space, shared outdoor open space accessible to residents at both its second story and at ground level, rooftop solar arrays, and electric vehicle charging stations. The applicant is proposing to provide 20% of the base density units at the very-low income levels to allow for a 50% Density Bonus and is requesting the use of incentives/concessions and waivers for increased Floor Area Ratio (FAR) and height, as well as variations from setback requirements. No formal action is taken during a Preapplication review. Rather, a Preapplication allows for early review of a project and results in feedback from various applicable city departments regarding the proposed development, including the entitlements required. During review of the project, a community meeting will be held pursuant to the City's Community Outreach Policy for Planning Projects to present the project to the community and obtain early community feedback. Timothy Maier is the planner reviewing the project.

340 La Fonda

In May 2019, this case was referred to Code Compliance from the Santa Cruz Fire Department, after responding to a welfare check at the residence. The house, built in 1964, was being lived in by the original owner's adult son. Little to no property maintenance had been performed since the house had been built, resulting in numerous substandard and hazardous conditions on the property.

Those included holes in the roof causing ceiling collapse in the garage, sunroom and kitchen, severe mold, trash accumulation, inoperable plumbing fixtures throughout and large holes in the back deck.



The property was red tagged and a Notice of Violation was issued. Code compliance staff conducted monthly site checks at the property and required that the home be boarded up to prevent it from becoming a public nuisance. While the property was in disrepair, Code staff collaborated with the Santa Cruz Police Department, Adult Protective Services, the Santa Cruz County Tax Collector, Santa Cruz County Environmental Health and Harbor High School staff, in an effort to mitigate hazards to the surrounding neighborhood and support the owner in their efforts to sell the property. In April of 2021 the property was sold. Since that time, the home has been completely remodeled with permits. The property is currently on the market with a listing price of \$1.3 mil, and the code compliance case was closed in April 2022. [340 La Fonda Ave, SANTA CRUZ, CA 95062 | MLS# ML81886822 | Redfin](https://www.redfin.com/for-sale/340-la-fonda-ave-santa-cruz-ca-95062/ML81886822)

Parks and Recreation

Juneteenth!

2022 marks the 30th Santa Cruz Juneteenth celebration in Laurel Park. Join us on June 18, 2022 from 12 p.m. to 5 p.m. for music, poetry, dance, delicious soul food, arts & crafts, basketball skills contest, and the annual sack race! This is the first year of Juneteenth being recognized as a federal holiday. Learn more about this event and other local Juneteenth celebrations by visiting SantaCruzJuneteenth.com.



Harvey West Pool Opening

Finally, after 2 years closed, the Harvey West Pool will be open again for Rec Swim, Lap Swim and Water Exercise! We are very excited to have the pool open for summer again. Our first day is June 11. Rec Swim is Monday – Friday from 12:30-2:30, Saturdays from 1-3 p.m. and Sundays from Noon-3 p.m. Lap Swim is Monday – Friday from 11 a.m.-2:30 p.m. and Saturdays from 1-3 p.m. Water Exercise is every Tuesday and Thursday at 11:30 a.m. We look forward to seeing you at the pool. Cannonball!

Japanese Cultural Fair

The Japanese Cultural Fair returned to Santa Cruz on Saturday, June 4 at Mission Park Plaza. It was an excellent opportunity for the community to increase its awareness and understanding of the Japanese community in Santa Cruz County as well as Japanese culture, both traditional and contemporary. Families gathered on the Plaza green in the sunshine to enjoy exotic Japanese foods, arts and crafts, and center stage performances. Nearby at the Santa Cruz Zen Center there were demonstrations of tea ceremony, ikebana flower arranging, wearing of kimonos and bonsai. There was also martial arts at Aikido of Santa Cruz. Watsonville Taiko Drummers lead off the festival events and the famous San Francisco Taiko drummers wound up the day's events with a resounding performance. The Japanese Cultural Fair is sponsored by numerous organizations including but not limited to the City of Santa Cruz Parks and Recreation Department and Sister Cities International.



Police

Introducing Deputy Chief Jon Bush



SCPD proudly announces the appointment of Jon Bush to the position of Deputy Chief. Bush is a 24-year veteran of the Santa Cruz Police Department. "Deputy Chief Bush is known as a leader who promotes the Department's core values of ethics, intelligence, and respect. His consistent dedication and effort have earned the trust and respect of those within the SCPD, other City departments, and our community," said Chief Bernie Escalante.

SCPD CAREER OFFICER | Deputy Chief Bush has an extensive work history, including serving in patrol, as a detective, and field training officer. As a Sergeant, he supervised patrol teams, served on the County Anti-Crime Team, managed the Downtown Unit and

Neighborhood Policing Teams, and served as Investigations Lieutenant and Interim Deputy Chief. He also served as the Hostage Negotiations Team Leader. Jon Bush is a Recipient of the Life Saving Award, Chief's Commendation, and Officer of the Year.

FAMILY TRADITION IN LAW ENFORCEMENT | The Bush family has a tradition of working in law enforcement and public service, and from a young age, Jon knew that is what he wanted to do. His father, Tom Bush, was the Scotts Valley Chief of Police, and his uncle served with the Santa Cruz County Sheriff's Department. Deputy Chief Bush feels fortunate and grateful to have the support of his wife and family, who understand the challenges and the long hours required for the job.

ABSOLUTE PROFESSIONAL IN EVERY SITUATION | "I am honored and thankful for the confidence and trust of the City Manager, Chief Escalante, and the dedicated women and men of our Santa Cruz Police Department," said Deputy Chief Bush.

Mark your calendars! National Night Out is August 2, 2022!

The community is invited to celebrate with us at our National Night Out Open House event on Tuesday, August 2, 2022, from 4 to 7 p.m. Bring your friends and family for a fun night at police headquarters.

- Meet Officers, Firefighters, First responders, and your neighbors
- Tours of the Police Department

- K-9 Demonstration
- Hop in, take a closer look at Police & Emergency Vehicles
- Crime Scene Investigation Interactive Activity
- Equipment Displays - Try It On!
- Police Motorcycle Skills Demonstration
- Learn about Police Careers
- Crime Prevention Information
- Refreshments, Giveaways & Much More!

National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. Furthermore, it provides an excellent opportunity to get police, other first responders, and neighbors together under positive circumstances.



Public Works

Resource Recovery

Our Santa Cruz Garage Sale Weekend on June 4 and 5 featured 75 sales!



Traffic Engineering

Our first Street Smarts Bike Camp session through Parks & Rec started at Depot Park this week. Bike Santa Cruz County's certified instructor Kym LaCrosse taught eight youth on Tuesday and Thursday. We also instructed 12 youth at the Nueva Vista summer program on Wednesday and Thursday. This second group ranged from 1st graders to 5th graders.

Facilities

Facilities staff were called to the Museum of Natural History again with another break in. A window to their office was broken. Facilities staff has secured the window.

The Parks and Recreation Administration office reported a leaking fire sprinkler to Facilities. Repairs were only accessible by removing the floor from the floor above. When repairs started, the crew discovered that it was the result of a leaky coupler. There was also a rusted outfitting above another office, which was also replaced to prevent future leaking issues.



Street Maintenance

The lower San Lorenzo River rose over Memorial Day Weekend with need for breaching to prevent flooding. Our Street Maintenance crews used a track loader to manage the sand around the river mouth and then gently guided the release of sitting water so it could flow into the ocean.

Water

Water Resources

Water Resources Management staff have been busy with fish surveys this week. Among other things, they're not finding a lot of steelhead, and did find a few juvenile chinook. Unfortunately, the chinook are not really supposed to be here and are offspring of hatchery fish that went astray with the early rains last October. New this year, we are working with Dr. Liz Alter from CSUMB. She and her students are collecting e-DNA samples while we work.



Water Resources staff seining in the San Lorenzo River

Water Quality

A new and improved annual Consumer Confidence Report (CCR) is now available on the Water Department's webpage. The 2021 CCR includes information on the city's source water, levels of detected contaminants, and compliance with drinking water regulations (including monitoring requirements) along with some educational information. Last year, as in years past, the Santa Cruz Water Department's tap water met all U.S. EPA and State drinking water health standards. <http://www.cityofsantacruz.com/CCR2021>

