

City Manager's Weekly Update

City of Santa Cruz

January 30, 2023

SBA Opens Business Recovery Center in Capitola to Help Businesses Impacted by Statewide Winter Storm

Economic Development

The U.S. Small Business Administration and the California Small Business Development Center announced the opening of an SBA Business Recovery Center in Capitola on Friday, January 20, to provide a wide range of services to businesses impacted by the severe winter storms, flooding, landslides, and mudslides that began Dec. 27, 2022.

The center will provide businesses with one-stop access to a variety of specialized help. SBA customer service representatives will be available to meet individually with each business owner and provide assistance to clients on a wide variety of matters designed to help small business owners re-establish their operations, overcome the effects of the disaster and plan for their future.

SBA representatives can answer questions about SBA's disaster loan program, explain the application process and help each business owner complete their electronic loan application. No appointment is necessary. All services are provided free of charge.

Businesses of any size and private nonprofit organizations may borrow up to \$2 million to repair or replace damaged or destroyed real estate, machinery and equipment, inventory, and other business assets. These loans cover losses that are not fully covered by insurance or other recoveries.

Santa Cruz County Business Recovery Center

Capitola City Hall Community Room
(Located on the First Floor)
420 Capitola Avenue, Capitola, CA 95010

Opens at 11:00 am, Friday, January 20
Mondays – Fridays, 8:00 am – 5:00 pm
Public parking is located behind City Hall

For small businesses, small agricultural cooperatives, small businesses engaged in aquaculture, and most private, nonprofit organizations of any size, SBA offers Economic Injury Disaster Loans to help meet working capital needs caused by the disaster. Economic Injury Disaster Loan assistance is available regardless of whether the business suffered any property damage.

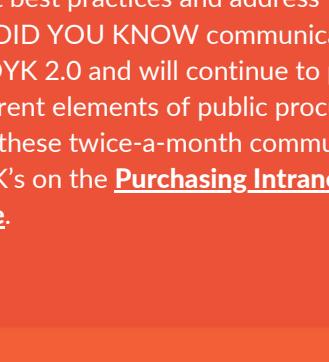
The deadline to apply for property damage is March 16, 2023. The deadline to apply for economic injury is Oct. 16, 2023. [Learn more.](#)

City's Annual Financial Report Wins 14th Consecutive National Award

Finance Department

For the fourteenth consecutive year, the Government Finance Officers Association of the United States and Canada (GFOA) has awarded the Certificate of Achievement for Excellence in Financial Reporting to the City for its annual comprehensive financial report for the fiscal year ended June 30, 2021. The report has been judged by an impartial panel to meet the high standards of the program, which includes demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential users and user groups to read the report.

The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by the City.



The DID YOU KNOW campaign was launched by the Purchasing Division in 2017 to inform and educate city staff on procurement best practices and address frequently asked questions. The DID YOU KNOW communications are being relaunched as DYK 2.0 and will continue to provide insight to staff on different elements of public procurement. Be on the lookout for these twice-a-month communications. You can access past DYK's on the [Purchasing Intranet Did You Know Page](#).

Banks of the San Lorenzo River Levee Stabilized

Operations & Engineering



On January 24, our Operations and Engineering staff coordinated placement of 50 tons of boulders and 25 tons of gabion rock along the west bank of the San Lorenzo River levee. Rip-rap was placed there on January 12 to prevent further erosion, but it was displaced during the recent bomb cyclone storm and King Tide conditions.

Camping Along the San Lorenzo River Levee Addressed

Homelessness Response Field Team



The Homelessness Response Field team in Public Works worked collaboratively with the City Manager Homelessness Response Outreach team, Parking division and the Parks and Police departments on an effort to address campers along the San Lorenzo River levee and in some downtown parking lots. Any abandoned items were disposed of appropriately. These City groups collaborate weekly offering assistance to people experiencing homelessness, while making sure that our open space areas remain clean and safe.

Toxicity Testing Conducted for County Mosquito Control Program

Environmental Compliance



Our Environmental Compliance Program ran a series of toxicity testing and inhibition tests for the County's Vector/Mosquito Control program to validate the use of a new vector control compound in our area. The compound known as SumiLarv 0.5G will control mosquito larvae and not inhibit other life forms in creeks, waterways, or the wastewater treatment stream.

42 Tons of Debris From Flooding Cleared Since Storms

Street Maintenance



Flooding in many locations throughout the City during the multi-week atmospheric river event left debris in our roadways. Our Street Maintenance crew has hauled almost 42 tons of mud to the Resource Recovery Facility. This week they spent much time clearing debris off Brookwood Drive with a backhoe and skid-steer.

Preapplication Received for Mission Street Mixed-Use Development

Planning & Community Development Department

Last week, the Planning Department received a preapplication to redevelop properties at 1130 & 1132 Mission Street with a five-story, 42,849 square foot mixed-use development. The proposed development would include 3,403 square feet of ground floor retail, 59 residential single-room occupancy (SRO) units, some common facilities, and on-site management.

The project would include a request for a density bonus and utilize code that reduces parking for projects located within a half mile of a major transit stop. The applicant indicates that the project consists of 40 base units, which is the number of units that can be provided in a fully conforming project. Of the 40 units, the city zoning ordinance requires 8 units, or 20%, to be provided as inclusionary units restricted to Very Low Income levels (50% Area Median Income). Compliance with the City's SRO inclusionary requirement automatically qualifies the project for a 50% Density Bonus and three incentives or concessions under AB2345. The applicant is seeking to utilize three incentives/concessions: 1) Exceed height limitations with a building that is approximately 61-feet in height and five stories; 2) Reduce required setbacks; and 3) Exceed Floor Area Ratio (FAR).

No formal action is taken as part of preapplication review – the review will result in feedback by the Planning Department and a determination of completeness. Ryan Bane will be the planner working on the application.



City of Santa Cruz
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1220 River Street Community Camp Makes Improvements

Homelessness Response Team

This week, our cross-department Homelessness Response team is busy with onsite infrastructure and facilities improvements which includes laying down additional ground cover and building a new community meeting area. Our team continues to work with residents to create a safe and supportive environment where people can get access to services, meet with case workers, and make progress towards personal goals such as finding more stable housing, job searches, and taking care of their health.

1220 River is currently accepting new community members and interviews are ongoing. Please contact City Outreach staff for more information at (831)-359-5996.



Coral Street Visioning Report to be Presented on February 6

Homelessness Response Team

Please join us, in person or on Zoom on Monday, February 6th at 6:00 pm. The meeting will be held at the London Nelson Community Center, 301 Center Street, in Santa Cruz. You can also join the [Zoom meeting](#).

At this meeting, the project team will present the high-level vision for the short-term and long-term future of the Coral Street Neighborhood in general and the Housing Matter's Campus specifically. The team will be taking questions and feedback on the plan. The meeting materials will be available online following the meeting and we will be accepting comments and feedback for through February and March. Following community and City Planning Commission feedback on the Draft Visioning Report, the project team will make adjustments to the document and then prepare for presentation to the City Council in March or April 2023.

Learn more on our project [webpage](#).

Low-Income Customer Assistance Ramping Up

Water Department

The newly organized Customer Assistance section of SCMU is ramping up programming aimed at helping our low-income customers pay their bills and stay in service. We recently partnered with PG&E on a data matching exercise to determine that approximately 10% of our customers are currently enrolled in PG&E's CARE program. This data is being added to customer accounts in order to perform outreach to our customers and link them to the Low Income Household Water Assistance Program offered by the state.



Crews Tackle Trail Stewardship

Parks & Recreation Department

Open Space crews have been hard at work, with a helping hand from the Santa Cruz Mountain Trail Stewardship, to keep our trails clear and open for recreating!

Temporary Safety Measures in Place for West Cliff Drive

We are implementing temporary measures to increase safety and maintain access to areas of West Cliff Drive damaged by the January 2023 storms. A West Cliff Drive traffic control plan now includes detours and one-way-only westbound vehicular traffic between Columbia Street and Woodrow Avenue.

On Monday we implemented an emergency stabilization project at the

1016 West Cliff failure location. The project has placed 200 tons of boulders and fabric material to protect the exposed cliff until a permanent solution can be designed, permitted and constructed. The temporary traffic control plan's roadway configuration and detours are subject to change due to multiple factors including roadway conditions and construction activity. All details are listed and updated [online](#).

We invite you to our West Cliff Drive Community Conversations webinar to learn about damages to West Cliff Drive, the Adaptation & Management Plan, and recovery efforts in a virtual meeting on Monday, February 13 from 5:30 – 7 pm. Join the [webinar](#) or for 1-tap mobile dial in, visit our [event page](#). We hope to see you there!



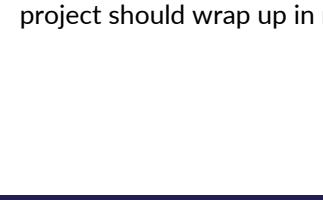
Downtown Library Affordable Housing Project

Infrastructure & Property Development

Earmark was approved in the upcoming budget cycle for the Housing and Library components and an application for Affordable Housing funding is anticipated to be submitted in March. Meanwhile, the additional project technical studies are being finalized including a Phase 2 Cultural Studies investigation, Traffic Impact Analysis, CEQA Analysis, and Noise study while other reports have been finalized and submitted to the planning department. Following the design permitting process additional design work will take place to prepare construction documents later this year. Learn more information about the project or review the planning application documents on the [project website](#).



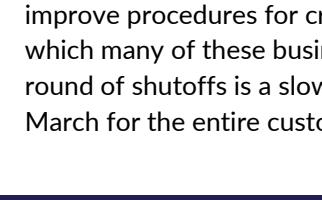
The Downtown Library Affordable Housing Project continues to make progress in the Planning Departments' Design Permitting Process. The Project's Application is expected to go to the Planning Commission for approval at the end of February and to the City Council in March. The project received notice that a \$2M Federal Congressional



Utility Meter Replacement Nears Completion

Water Department

Utility Partners of America (UPA), the contract meter installer for our Meter Replacement Program, has less than 900 meter installations left on their docket. At the current rate of installation, the contract installation phase of the project should wrap up in mid-February.



Shut-Offs for Nonpayment Slowly Roll Out

Water Department

This week Customer Service hung about two dozen shut-off notices on business customers with delinquencies exceeding \$5,000. SCMU hasn't shut off service for nonpayment since the start of the pandemic. We are taking the opportunity to improve procedures for creating payment arrangements which many of these businesses are now requesting. This round of shut-offs is a slow start to resuming enforcement in March for the entire customer base.

