



City Manager's Weekly Update

City of Santa Cruz

May 1, 2023

City of Santa Cruz Hits Multiple Affordable Housing Milestones

Affordable Housing Month

At the April 25, 2023 City Council Meeting, Mayor Keeley proclaimed May 2023 as Affordable Housing Month in the City of Santa Cruz. The City has annually celebrated Affordable Housing Month during May since 2020. [Check out the Quick Guide to Affordable Housing Month for events in and around the Santa Cruz area.](#) Get more information on the [affordable housing website](#).

Annual Action Plan Approved

At its April 25, 2023 meeting, the City Council approved the draft 2023-24 Program Year Annual Action Plan (AAP). Submit any questions or comments on the AAP to Principal Management Analyst Jessica Mellor at <jmellor@santacruzca.gov> before May 15, 2023 at 12:00 p.m. The AAP will then be submitted to the Federal Office of Housing and Urban Development (HUD) for review and approval.

Bienestar Plaza Waitlist Open

Applications are now being accepted for Bienestar Plaza, a housing and health hub located in the heart of Live Oak. MidPen Housing partnered with Dientes Community Dental and Santa Cruz Community Health to create a 3.6-acre state-of-the-art campus that will include a 20,000-square foot primary care center, an 11-chair dental clinic, and 56 new affordable homes.

The application period will be open from April 24, 2023 to May 12, 2023. This 56-unit property, spread among four

buildings, offers mixed-use, affordable housing for families and individuals, including those with supportive housing needs.

Bienestar Plaza will have 40 project-based Section 8 units in which 25 will be filled via the waitlist of The County of Santa Cruz Housing Authority. These units will have a local preference. The remaining 16 units will be filled via the MidPen Housing waiting list.

For more information or to join the waitlist, visit the [project website](#).



Bienestar Plaza Architectural Rendering

All In – Shaping Our Future

The All In – Shaping Our Future (All In) program has begun! All In is a way of business life focused on a culture of continuous improvement, with particular focus on reviews that will improve our delivery of services. The program's stewardship team, comprised of 14 colleagues from all departments bringing unique perspectives to the table, have been hard at work for over a month to learn and create a process for service reviews.

City service reviews will identify potential improvements in key areas such as workforce, cost recovery, shared services, prioritized or new services, and more. For over a month, the team dived into important topics such as Finance 101, project management, and process reengineering. We have:

- Defined our team's scope of work and our roles as program stewards.
- Established a request intake form.
- Begun brainstorming a template for status reports and project charters for each service review.

Additionally, we are determining a scoring rubric for all service review requests, so we can prioritize them for inclusion in the program. Through six meetings, 252 Post-it notes, and three ice breakers, we are putting together an excellent path forward!

Your thoughts on moving our agency forward in a positive direction will be needed—we will soon be asking for your opinions! This feedback will lead to projects chosen for a service review. The stewardship team will work with each sponsoring department to build a team of subject-matter experts for each service review selected. We are very excited about taking a fresh look at how we do things and why, then finding better, more efficient, cost-effective solutions.

Start thinking about how the City can run more efficiently and how we can improve on our citywide resiliency, respond to changes in our environment, and solve problems effectively and responsibly. We are all in to shape our future—join us!

Best Regards,
Christina Alberti
Citywide Stewardship Team

All In – Shaping Our Future Team

Brian Borguno (Economic Development and Housing),
Christina Alberti (Public Works), Cyndi Shockey (Police),
Dara Herrick (Fire), Isaac Steinbrook (Information
Technology), Julia Wood (City Manager's Office),
Mikayla Martin (Finance), Nate Goodman (Public
Works), Rina Zhou (Planning and Community
Development), Sara De Leon (Human Resources),
Sarah Easley Perez (Water), Tremain Hedden-Jones
(Parks and Recreation), and Yolande Wilburn (Library)





Art Market Comes to Tannery Spring Arts Center

Join the Tannery Arts Community for the Spring Art Market on Saturday, May 13, 2023 from 10:00 a.m. to 5:00 p.m. Visit more than 40 artisan vendors and explore the open artists' studios on the Tannery campus. With free family-friendly art activities, food, and music, the Spring Art Market will be a lovely opportunity to support local artists. More information is available [online](#).

\$6.63 Million in Federal Funding Awarded to Homeless Services

The County of Santa Cruz Housing for Health Division announced that homeless services projects across Santa Cruz were awarded \$6.63 million in Federal grant funding—the largest competitive Federal Continuum of Care allocation in County history. The U.S. Department of Housing and Urban Development (HUD) funded all 21 projects that were submitted from Santa Cruz County. Three new projects are included: Housing Matters' permanent supportive housing project at 801 River Street, Walnut Avenue Family & Women's Center, and Monarch Services programs that provide refuge to domestic violence survivors.

Also among the projects are seven that requested funding for youth experiencing or at risk of homelessness. These programs were awarded \$1,285,268. One project, Covenant House, received approximately one-third of the total

allocation to provide rapid rehousing services to youth. In addition, over \$1,055,674 was granted to Housing Matters to provide operational support for Harvey West Studios, a project that will build 120 units of permanent supportive housing.

Finally, HUD announced the award of 41 Stability Vouchers intended to subsidize permanent housing for households with severe needs and histories of unsheltered homelessness. The total HUD Federal award represents a 21% increase compared to last year's award total. For a full list of awards in Santa Cruz County, [click here](#).

City Council Approves Parklet Designs & Incentive Program

On April 25, 2023, the City Council formally adopted the Pre-Approved Parklet Designs and the creation of the Parklet Incentive Program for Outdoor Dining. The designs were developed by local landscape architecture firm Dillon Design Studios, on behalf of the City, to provide streamlined permitting for businesses wishing to build a permanent parklet. The estimated cost to construct these designs is \$19,000-\$30,000. Economic Development staff continues to work on cost-saving options for businesses to construct parklets with these designs.

The City Council also approved a Parklet Incentive Program that will provide financial assistance to businesses building permanent parklets. Under the program, businesses using the pre-approved design options would be eligible to receive a grant up to \$10,000 toward construction of their parklet. Businesses retrofitting a temporary parklet or using a custom parklet design are eligible to receive \$5,000 toward the cost. More information is available on the [City website](#).



Homelessness Response Field Team

The collaborative effort between Homelessness Response Field Team, Police, and Parks at the Harvey West Friendship Garden was completed over two days. Staff utilized ATVs to safely remove abandoned debris and hazardous waste in this terrain.



Resource Recovery

The Waste Reduction Team collaborated with Santa Cruz County to coordinate hugely successful Earth Day activities, with over 1,500 attendees.

Staff answered questions at a Food Scrap Diversion booth and hosted a Teen Fashion Show at Abbott Square with fashion made from repurposed trash. Entries included "Vampiric Beauty" and "Where's the News."

Master Recyclers served at waste stations and booths, helping visitors to "Recycle Right." Other City booths included Climate Action, Storm Water, and Parks and Recreation.



Street Maintenance

The Street Maintenance sign crew reinstalled a wayfinding sign on Water Street that had been damaged in a vehicle accident.





Energy Efficiency & Resource Recovery

The City's first-ever electric refuse truck was delivered earlier this year. Its grant-funded requirements included "scrapping" of the old renewable diesel truck. Energy Efficiency and Resource Recovery staff delivered the old truck to a facility and documented the scrapping process in order to seek reimbursement. The grant funding was awarded by MBARD and VW in 2021.



Facility Maintenance

During routine maintenance of the City Hall public restrooms, Facilities staff noticed that the drains were underperforming. A contractor was scheduled to snake the main drains, and the problem was discovered! Over 20 pairs of underwear had been tied together and flushed down a toilet. The drain was cleared and the public restrooms have been reopened.



Street Maintenance

The Street Maintenance paint crew continued restriping parking stalls at the Police Department.

Our Street Maintenance road crew used about four tons of asphalt to patch a construction area on the Santa Cruz Municipal Wharf.



The Street Maintenance sign crew repainted parking Ts and speed bumps on Pelton Avenue this week.