

City Manager's Weekly Update

December 4, 2015

ECONOMIC DEVELOPMENT

Red Carpet to Red Tape

The City of Santa Cruz will be recognized with all participating cities in this year's 3rd Annual Red Carpet to Red Tape Public Official Reception Wednesday, December 16, 5:30-7:30PM at Santa Clara University from the Silicon Valley Leadership Group. While Santa Cruz submitted for the award in economic development categories, you can be the first to find out if you attend. Please let Economic Development staff know if you would like to attend with Economic Development Manager J. Guevara. Registration is free with over 100 public sector leaders expected.

<http://www.eventbrite.com/e/red-tape-to-red-carpet-reception-2015-tickets-17055476389>

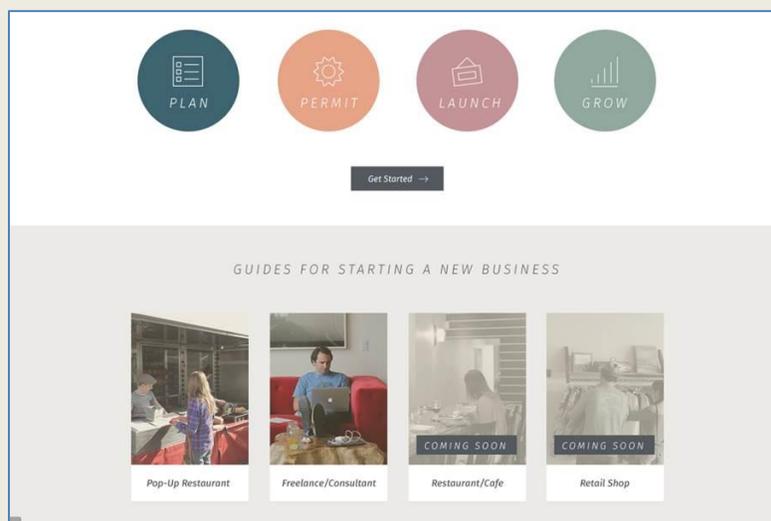
ChooseSantaCruz.com Presenting at Small Business Administration

In concert with OpenCounter, Santa Cruz Economic Development will be presenting its new brand and its business recruitment and expansion strategy of using the full-spectrum business resources of ChooseSantaCruz.com to better serve the business community on December 10 at the San Francisco District Office of the Small Business Administration. Through our [Business Resources](#) as well as our pro-active outreach, we will highlight how we've been performing as a "Startup In a Day" pledged city to assist other cities meet the goals of the program.

Plan, Permit, Launch, Grow and Business Guides

New Business Resource Tools on ChooseSantaCruz in January 2016

The Economic Development team will also unveil additional improvements in January, providing entrepreneurial education with a new Plan, Permit, Launch, Grow section on the website along with a growing list of business guides such as Pop-up Restaurant and Freelance or Consultant. Many of our clients have great business ideas but are intimidated and a first-time entrepreneur.



Economic Development is working with Planning, Public Works, and other departments along with the Small Business Development Center to insure the new business guides are inviting and accurate for the specific needs and the path for the most common business types we assist. The guides will be mobile friendly through the ChooseSantaCruz.com/Resources website as well as provide pdf guides with checklists, forms, and everything a business needs to startup. This will improve the user experience while also increasing the return rate on OpenCounter, SizeUp Analytics, ZoomProspector, and referrals to partners such as the Small Business Development Center.

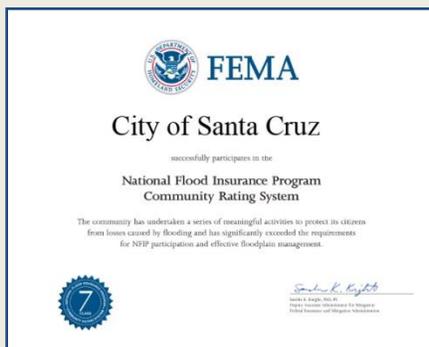
SculpTour

Since 2008, the City of Santa Cruz has proudly presented sculpTOUR- a rotating collection of sculptures throughout downtown that has included marching penguins, rocky dogs, and an assortment of kinetic and interactive works. The Santa Cruz City Arts program and the Santa Cruz Arts Commission are pleased to invite sculptors to submit proposals for sculpTOUR 2016. Prefabricated sculptures will be on display for two years and custom made works selected will be on display for up to four years.

The City of Santa Cruz will provide each selected artist with an honorarium based on installation cost, materials cost and if the work is already fabricated or custom made.

Further details and application are at this link: <http://publicartist.org/artist/call.cfm?id=794>
Deadline to apply is January 15, 2016. Questions? Contact Beth at publicart@cityofsantacruz.com or 831-420-5154.

Flood Insurance



The Department has recently received news that FEMA, through its Community Rating System Program (CRS), has recertified the City of Santa Cruz with a “Class 7” rating. A Class “7” rating equates to a 15% premium reduction for the 1,378 FEMA flood insurance policies currently in force within the City of Santa Cruz or approximately \$100 per policy.

Communities in the United States, through the CRS program, are encouraged to undertake activities to lessen the threat of local flooding. The City of Santa Cruz has been a participant in the FEMA CRS program since 1999. Annually the CRS Program evaluates the City’s various flood prevention activities and a premium reduction is granted to City based on these activities, such as the construction of the San Lorenzo River flood control levees.

The CRS Recertification involves coordination and information submittals from the City’s Public Works, Planning/Building Division and several other City departments. The 2016 recertification took approximately 80 hours of staff time, with the main formulation of the submittal by the Economic Development Department.

Downtown Visitor Restroom Program

Café Gratitude located at 103 Lincoln Street has terminated their participation in the Visitor Restroom Program due to extensive restroom vandalism. Bookshop Santa Cruz is the only participant at this time. Staff is attempting to recruit two more businesses to open their restrooms to visitors in return for a monthly stipend from the city.

WATER

We've made significant progress on the **North Coast main replacement project**. The contractor has completed phase one of the hole-boring and is on scheduled to continue with the next phase. In order to complete the project, the RAW WATER line (used for farming irrigation) will be shut down for 1-2 weeks in late December/early November; neighbors were notified this week. *Their treated/potable water service will NOT be shut-down or affected.* The new pipe is being fused in two 700 foot sections:



Over the last several months, Water Department staff has been working with the California Infrastructure Bank (I Bank) on a **loan application for \$25 million** in funds to support our water infrastructure rehabilitation and replacement program. Our application to I-Bank has been accepted and we're hopeful that it will be approved at their February 23, 2016 I-Bank Board hearing.

We are preparing for the final phase of the **Bay Street Tanks project**, which includes landscaping, fencing, and other clean-up items. We have invited the neighbors to come to a preview of the plans on-site next week.

Next Monday is a major milestone for a multi-agency initiative focusing on **San Lorenzo River Watershed Restoration**. The initiative, "San Lorenzo River 2025" was launched last January by bringing together key leaders of agencies and interests with responsibility for the health and functionality of the San Lorenzo watershed. The goal is to build a strong and diverse coalition of interests to work together on system-wide restoration. Core participants include the City, the County, the Resource Conservation District, and the Coastal Watershed Council. On Monday a number elected officials and agency execs will be touring the watershed to learn about the challenges and opportunities of restoring a watershed with one of the longest histories of development in the state. In the near term, a major goal is to position us to effectively access

grant funds from sources such as Proposition 1, which allocated \$1.9 billion for watershed restoration efforts.

PUBLIC WORKS

Engineering

The Miramar/King Intersection Improvements Project began with saw-cutting the pavement for installation of the valley gutters. This project is expected to be completed by the end of December. Some traffic control should be expected. Details are described in our [press release](#).

All of the light-poles have been installed in our [levee lighting project](#). The contractor began grading for the exercise area. This project is expected to be complete by mid-January 2016.

Wastewater Collections & Flood Control

Crews are working to clean storm water pump stations from the recent rains. A large amount of sand was noticed at Station II on San Lorenzo Blvd. Further cleaning and televising of the incoming lines will be done to determine cause of sand. It could be residual from an earlier large water main break.



Streets/Traffic

We set up an area where the public may get free sand at Harvey West Park for sandbags that are also free. Details are on our [website](#) and in our storm emergency brochure.

We continued pre-winter work including clearing a grate at La Fonda.



Resource Recovery/Collections

We assisted the Parks Department with clearing and grubbing of the City Hall landscaping. We provided several roll off boxes to separate the green waste material from the dirt and grass roots. We followed up with running the sweepers around the area to clean the material left in the street.



Traffic Engineering

The Notice of Award has been sent to St. Francis Electric for the Citywide Traffic Signal Upgrade project. The project received additional funding through the Highway Safety Improvement Program (HSIP) grant to fully fund the project with no impact to the General Fund. Construction is anticipated to start in spring 2017 and take two months after equipment procurement.

A postcard mailer was sent out to Bay St. neighbors between Mission St. and Escalona Dr. notifying them of the recent award of the two Highway Safety Improvement Program (HSIP) grants for sidewalk, lighting, and left turn phasing. The award totaled nearly \$1 million.

CITY OF SANTA CRUZ PUBLIC WORKS DEPARTMENT

Dear Neighbors:

The City of Santa Cruz has just been awarded two Federal Highway Safety Improvement Program (HSIP) grants to improve street lighting and construct sidewalk on Bay Street between King Street and Escalona Drive and add protected left turn phasing (green arrows) on Bay Street at King Street.

This new funding should be approved by the City Council in the near future. Design is then expected to start in mid-2016, at which time Public Works Department staff will reach out to individual property owners who will be impacted. Construction would then take place mid-2017.

**Additional information on these safety improvements and the associated City Council meeting can be found here
www.cityofsantacruz.com/baystreetimprovements**

If you have further questions, please contact Transportation Manager Jim Burr at jburr@cityofsantacruz.com or (831) 420-5426.

Teen Center

On Tuesday, November 24 the Teen Center held their annual Thanksgiving Dinner in Room 3 at the Louden Nelson Community Center.

This event has been open to both current & former Teen Center members and their families & friends. The majority of the food for this year's event was donated by local individuals and businesses, including The Crepe Place and staff, Groundswell Farms, Linda's Seabreeze Café and staff, Mission Hill Creamery, Pacific Cookie Company, Palace Arts and Office Supplies, Penny Ice Creamery, Redoni Farms, Safeway, Staff of Life grocers, Teen Center staff members, Trader Joe's, Tre and Daniel, Vernita Ares, What's New Book Club, Wingstop, and Woodstock's. Yummy time!



Louden Nelson Community Center



Frosty Fun Fest is Friday, December 4th 5:00 – 7:00 pm. FREE! Enjoy a

night of creative crafting at the Louden Nelson Community Center for First Friday! Transform the Community Art Gallery into a winter wonderland with our Snowflake Create station. Candy coat your dream home in the Team Gingerbread House Contest! Use potato print spirit stamps to make holiday cards and wrapping paper! Wear your favorite holiday sweater and sip on delicious hot chocolate.

Report on Laurel Park Community Meeting of Wednesday, December 2nd. Parks and Recreation staff gathered opinion from attendees on possible solutions to the ongoing challenges in Laurel Park on 12/2 at 6:00pm. Neighbors and interested members of the community attended, as well as members of City Council and the Parks and Recreation Commission. Attendees discussed ways to keep this wonderful public space vibrant and safe for all to enjoy. Strategies have been documented, and further deliberation is anticipated.

Downtown Seniors SF Holiday Trip

Local seniors took a trip on Thursday, December 3rd to San Francisco's Union Square to kick off the holidays. This annual event was *sold out* as forty-five seniors got an early jump on their

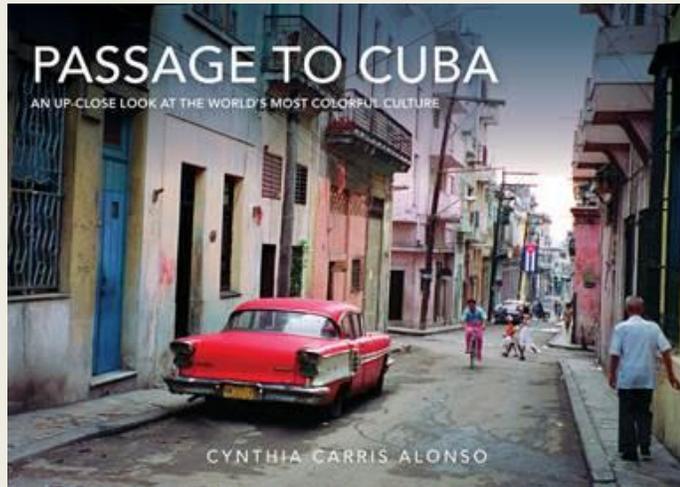
holiday shopping and to simply take in the holiday decorations in the City. A good time was had by all, and with the high, demonstrated, consistent demand, this event will again be planned for the 2016 holiday season.

Passage to Cuba - Saturday, December 5th 2:00 – 6:00 pm.

Help Santa Cruz County Revitalize our Relationship with the community of Guamá, Santiago Province, Cuba! Our special relationship began in 2003, but languished under Bush era travel restrictions. It's time to re-connect to the people in this special part of Cuba rarely seen by tourists.

2:00 – 4:00 pm

- ~ Book Talk by New York author and photographer, Cynthia Carris Alonso
- ~ Speakers include Congressman Sam Farr, County Supervisor John Leopold, Santa Cruz Sister Cities Committee Member Enda Brennan
- ~ Workshops on Sustainable/Organic Ag in Cuba, Cuban Music, the Cuba Caravan & LASM, and Sierra Club Bike Trip



4:00 – 6:00 pm

Dancing with the salsa band Broken English!

Civic Auditorium

Grey Bears Holiday Dinner

On Sunday, December 6th the Grey Bears are hosting their 39th delicious home-cooked holiday dinner at The Civic for the area's seniors. Doors open at 11am and food is served from



11:30am- 1:30pm (free to seniors). There is an exciting lineup of local entertainment and an awards presentation! For more information visit:

<http://www.greybears.org/events/41st-annual-grey-bears-holiday-dinner-2/>

City of Santa Cruz Holiday Luncheon. The

Civic will once again host the City staff and officials holiday luncheon on Wednesday, December 9th.

Dad's Club Basketball Tournament.

The 59th Annual Dad's Club Tournament will return to the Santa Cruz Civic Auditorium on Thursday-Saturday, December 10-12. This historic basketball tournament continues the tradition with four games each round. Games start at 3:30pm on Thursday, December 10th and continue on Friday, December 11th and Saturday, December 12th. Ticket prices are \$8 for adults, \$5 for seniors/students, \$2 for children 10 and under. Tickets are available at the door.

Santa Cruz Ballet presents The Nutcracker

A Santa Cruz tradition is once-again scheduled for Friday-Sunday, December 18 @ 8pm, & December 19-20 @ 1pm & 4:30 pm. All performances feature the Santa Cruz Ballet Theatre Orchestra, conducted by Maestro Pamela Martin. On Friday night, the ballet features guest artists and alumna Lauryn Winterhalder and Richard Smith, both principal dancers from Sacramento Ballet. Then on Saturday and Sunday then ballet will highlight guest artists and alumna Melody Mennite and Connor Walsh, both principal dancers from Houston Ballet. All performances will star guest artist alumnus Gabriel Williams. Celebrate the holidays watching over 70 local dancers perform choreography by award-winning choreographer Robert Kelley. Seating is reserved and tickets will go fast, so visit SCBT.org or SantaCruzTickets.com.

Capital Improvement Program

Cowell Beach Ramp Project

Work is progressing nicely on the Cowell Beach Ramp project. The new design will reduce the percentage slope on the ramp which should result in improved safety of pedestrians and beach users as vehicles enter and exit the beach. This project also includes relocation of the showers to the Cowell Restroom and away from the ramp. An ADA accessible pedestrian beach ramp and rails is also included in the project.



Rangers

Flood Postings and Warnings

With the looming El Nino storms, the Park Rangers have completed postings at most low lying areas and creeks throughout the park system warning individuals of potential flood dangers. Special emphasis from the Park Rangers was in areas that have historically been prone to illegal camping activities.

Golf

Annual DeLaveaga Golf Sip and Shop

GSL, the DeLaveaga Golf concessionaire, is holding its annual "Sip and Shop" event on Friday, December 4, 2015 from 11:00 am to 4:00 pm (first session) and 5:00 pm to 8:00 pm (second session). The event includes free food and beverages, live music, prize drawings and discounted range cards and merchandise.