

# City Manager's Weekly Update

February 5, 2016

## ECONOMIC DEVELOPMENT

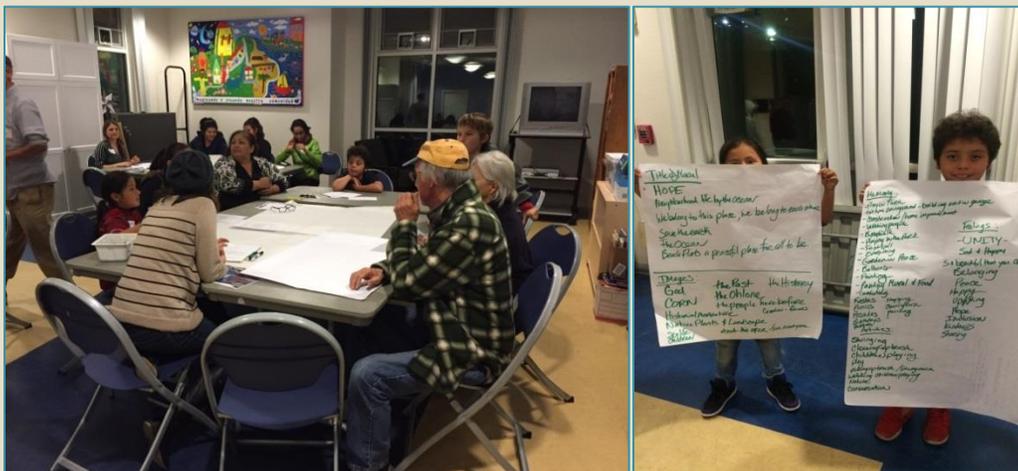
**Business Spotlight:** Meet Cathy Calfo, Executive Director/CEO of California Certified Organic Farmers (CCOF).

Santa Cruz is the birthplace of the organic agriculture movement and leading that charge is the California Certified Organic Farmers (CCOF). Organic agriculture plays a major role in our economy and is a growing industry beyond just providing high quality, nutritious food to feed our community. We met with Cathy Calfo, Executive Director of CCOF at Route 1 Farms to discuss the history of organic in Santa Cruz, why this industry is so uniquely suited to our community, and where the future of the industry is headed. To continue the story and hear more about Cathy and CCOF, please go to the following link for a video and transcript:

<http://choosesantacruz.com/journal/2016/in-depth-cathy-calfo>

### CityARTS

City Arts Manager, Beth Ragel, hosted the second of two visioning workshops in Beach Flats last week. Nineteen residents attended the second of two visioning workshops in which they talked with neighbors about what they want to see in a new mural. The purpose of the event was to get neighbors talking to one another and to collect stories and information that will be provided to the artist(s) that are hired to create a new mural. Neighbors talked through a variety of questions about their memories, what they like to do at the park and more. When asked to create a book title or TV series about the new mural, suggestions included "One tree, Many Branches," and "We Belong to this Place and We Belong to Each Other" and "La Cultura no se borra ne se olvida" (The culture is not erased or forgotten.)





As part of continued outreach, this Saturday February 6, 2016 staff—in partnership with Nueva Vista Community Resources at Beach Flats, Santa Cruz Community Health Centers, Santa Cruz Parks and Recreation, and Arts Council Santa Cruz County/Mariposa’s Art –will coordinate a fun event that gathers and records audio and video of the memories and aspirations of local residents. This StoryCorps event will be held **Saturday, February 6, 2016 from 11:00am – 2:00pm** in the Nueva Dia community room. The event includes arts activities and drumming for the youth and free tamales. Neighbors are encouraged to bring photos, stories or special memories of the Beach Flats neighborhood. Along with other historical information about the neighborhood, these stories will be provided to the artist(s) commissioned to make a new mural that will wrap the Beach Flats Park and play area - to be installed this summer.

**SculpTOUR update:**

Two outstanding artists have been selected for commissions as part of the SculpTour program. Both artists has outstanding portofolios and submissions:

[Sean Monahan](#) of Bronze Works is a highly accomplished sculptor and long-time resident of Santa Cruz. Recently Sean received widespread praise for his fantastic octopus fountain installed in front of Splash on the wharf. In his letter of interest he stated: “My interest in putting a piece in this location comes from my connection with downtown Santa Cruz. I have lived in or near downtown for over 35 years. I also owned Donatello's Gelato, at 713 Pacific Ave. from August 1983 until the Loma Prieta Earthquake in October of 1989, which caused our building to lean. I have also owned and operated the only Fine Art Bronze Foundry in Santa Cruz County since 1992.”

[Arnold Martin](#), hailing from Orange, California is the second selected artist for the SculpTour program. The panel was delighted by the humor in his pieces as well as the clear craftsmanship. The panel thought his work was very “Santa Cruz” and would appeal to our local “tech geeks” as well as the more “far out” types. Arnold’s work explores fantasy and reality using imaginative combinations of the scientific and the natural.

City Arts will begin working with both artists on concept, scope and budget with the goal of having the new pieces installed by the end of March. The selection panel included a member of the arts commission, a local sculptor, a representative from New Leaf Community Market and staff from Parks and Recreation (who are integral panelists and maintain the landscaping beds where the completed pieces are installed.

## PARKS AND RECREATION

### Louden Nelson Community Center

**Walking Adventure Group.** Twenty people joined in the 'WAG' walk Thursday, February 4 from 9:30am to noon, with Ranger Chris and including 5 new people. This week we explored the Arana Gulch Open Space and the resident cattle. By the way, we're up to 90 people on the WAG email. Great job by Kelly and Kim of our senior program team for building this fitness-enhancing and much appreciated program!



### DeLaveaga Driving Range Complete

The Driving Range at DeLaveaga Golf Course has the new (recycled) surface fully installed – as presented in concept and in process in the recent, past edition of our department's Weekly Update. Again, the project re-used turf from Scott Kennedy Fields as well as another soccer field, and will greatly reduce erosion and sediment entering Arana Creek. The Golf concessionaire has installed new targets and is expected to re-open the range Friday afternoon (2/5). Golf staff estimates between 672-806 tons of material was installed, and consequently not sent to the landfill. Good job, Golf Course crew!



## PUBLIC WORKS

### **Wastewater Collections & Flood Control**

A break in the weather has allowed us to catch up on some of the road failures and areas of washout. A sewer trench on Golf Club Drive had to be repaved. A significant washout occurred in the channel near the Neary Lagoon Pump Station. Large rock was used to stabilize and prevent further erosion.



Our Pump Crew replaced 20" flap gates that were badly worn on the Storm Station 2 discharge pipes located in the San Lorenzo River.



### **Laboratory & Environmental Compliance**

We participated as part of the City contribution in a public meeting on Cowell Beach this Monday, February 1, at the Monterey Bay National Marine Sanctuary Exploration Center on Pacific Ave. The well-attended event was facilitated by Save the Waves organization, and featured the progress report of the Cowell Working Group (CWG), commissioned by City Council. Other members of the CWG included staff of County of Santa Cruz, Save the Waves Coalition, Coastal Watershed Council, Surfrider Foundation Santa Cruz and Sierra Club Santa Cruz Chapter. The City shared information and data on the fluctuations in bacteria levels at Cowell and Main Beaches with respect to discharge from Neary Lagoon in December 2015 and January 2016. [KSBW news story](#). [More information](#).

### **Resource Recovery**

Landfill staff are working on some settlement issues on the South face of the landfill. Several areas are settling faster and some of the benches are getting off line. Engineering and staff are working to address these areas to maintain drainage and slope stability.

## **Engineering**

We held a successful Coastal Rail Trail Project open house last week attended by over 150 Santa Cruz residents. Attendees spoke with engineers and planners regarding the project progress plans. Preliminary plans for the Coastal Rail Trail within the City of Santa Cruz are now posted on our [website](#). The rail trail project will be a paved, 12 to 16-foot wide multi-use path from Natural Bridges Drive to Pacific Avenue near the Municipal Wharf. Construction of this 2-mile segment is estimated to start in early 2017 and take one year. [Watch the KION news story](#). [More information](#).



We are nearing completion of erosion repair on the West Cliff Drive. The West Cliff Drive bluff face, approximately 370 feet west of the intersection with Woodrow Avenue, has experienced an accelerated rate of erosion due to large swells (up to 20 feet high) generated by a series of powerful storms over the past six weeks. The work is expected to conclude on Saturday, Feb. 6. [See the KSBW news broadcast](#). [More information](#).

## **Community Relations**

Location and other details were determined for the City's first City Hall to You event which will be held at Santa Cruz Bible Church on Thursday, Feb. 25, from 6:30-8:30. The focus is Eastside neighborhood issues. We welcome all Eastside residents and business owners to this community forum which provides an opportunity for citizens to interact with City leaders and staff on topics specific to their neighborhood. The format, designed for the public to voice concerns and ask questions, includes a presentation by City leaders and City department booth displays.

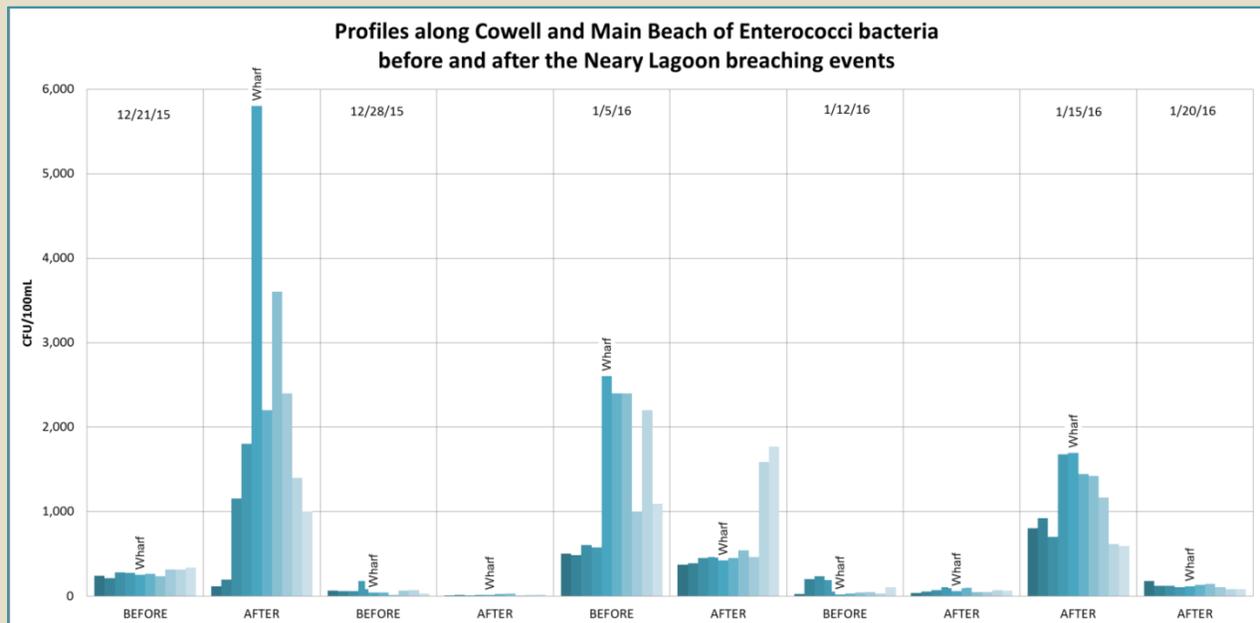


## **Laboratory & Environmental Compliance**

This week, a food products manufacturing discharger on the West Side of Santa Cruz completed required improvements to a process water area that had violated water conditions at Arroyo Seco Creek and the Auburn Street Storm Drain. The discharger also paid a set of fines levied upon them for the failures that led to the denigration of waters at Arroyo Seco Creek for a second time within six months. The second of their violations was self-reported and as such they were only fined at \$500.00.

Improvements were quickly made by placing new shielding to block potential pipe burst sprays in this location. Nearby areas had previously been investigated for complaints about odors that were always reported as RV dumping. However, self-reporting, inspections and monitoring have shown that these RV complaints are not as suspect now, but episodic food related process water is a more frequent and credible source of the odors.

The graphs below show the bacteria (Enterococcus) levels at the beaches from positions already established to characterize the beach bacteria. Data show that the first breach on December 21, 2015 was the only one that was followed by elevated bacteria at the beaches. Subsequent sampling events show reductions at the beach after Neary Lagoon was pumped starting on December 28. This information supports the current efforts to focus on controlling the identifiable sources of bacteria already present at the wharf.



The graphs show the impact of pumping the stagnant water onto the beach, with high levels of indicator bacteria measured the day after pumping. However, the five subsequent events which occurred in December 2015 and January 2016 show a different pattern, indicating that only the first flush of the lagoon impairs the water quality at Cowell Beach.

## PLANNING AND COMMUNITY DEVELOPMENT

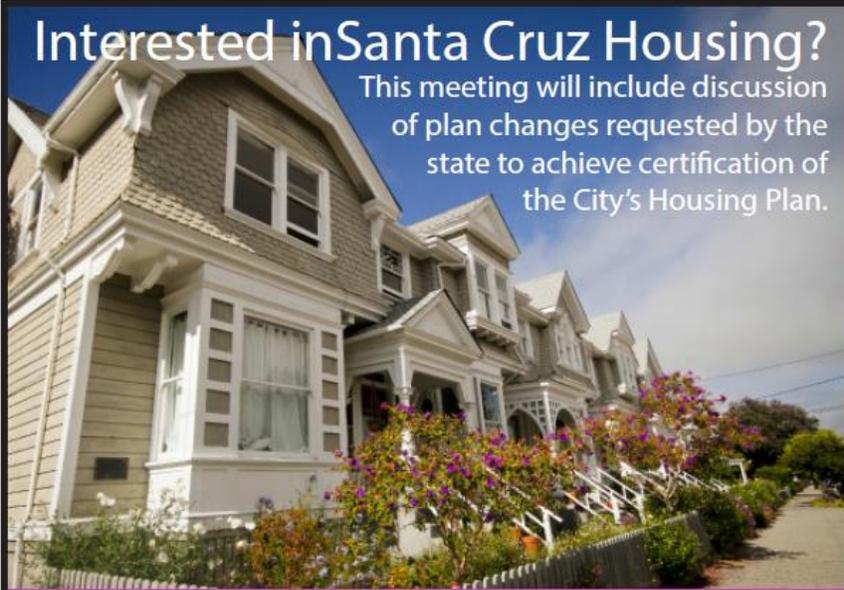
Members of our Code Compliance team attended the **Santa Cruz Neighbors Semi-Annual Indoor Block Party Potluck** on January 30, 2016 at the Police Community Room. There were about 35 residents at the height of the event. Although, Code Enforcement was not on the agenda, Nancy Concepcion, Jacob Rodriguez and Vasant Sharma had many conversations with residents who approached with questions about tenant–landlord issues, building permit requirements, the code enforcement process, current planning development projects, and public nuisance issues. The staff came back with several good ideas about ways we can provide additional outreach and tools to work collaboratively on making our neighborhoods better.



**Union 76 Mission Street Code Enforcement** – There has been much interest in the follow-up enforcement actions of the City, after the Police Department arrest of suspects upon the discovery of a burglary and fencing operation run out of this business. As is our City practice, police officers alerted planning and building staff of possible unsafe code issues shortly after their involvement. We began research on permit and code case history, and planning a course of action. Subsequently a complaint was filed, and diligent neighbors provided additional information on possible issues. Code Compliance staff coordinated a multi-departmental and city attorney team to investigate the case and to address code and nuisance issues. Staff from code compliance, building & safety, planning, fire, and police departments conducted a site visit this week. County Environmental Health has also been involved in the response. Reports are being compiled and the next courses of action will be planned early next week. It is important that we follow all necessary legal procedures in carrying out the code enforcement process, so as not to compromise opportunity for a successful conclusion. And that is being done. The owner and a representative from Union 76 Corporation are cooperating with staff. It is of note that the zoning permit has a standard condition that the business may not operate as a nuisance or in a manner incompatible with the neighborhood. Otherwise the permit may be modified or revoked. Additional information will be provided in the future. If you have any questions you may contact Juliana Rebagliati.

**138 Fern Street/Shanty Shack Brewing** - Last September, the Zoning Administrator approved an Administrative Use Permit for a microbrewery to occupy a 2,000 square foot industrial building on this site. The use includes manufacturing of high end beer for distribution and consumption off site, as well as a small tasting room with outdoor seating that would also serve food. The business was recently featured in the Sentinel (<http://www.santacruzsentinel.com/business/20160111/millennial-brewers-in-santa-cruz-ask-for-20000-on-indiegogo>). Last week, our department received the building permit application. Construction is expected to commence this spring.

**Housing Element Update** – The State Department of Housing and Community Development has reviewed our recently approved draft Housing Element. A few changes have been made per their request. And the final hearing process to adopt the plan is beginning. Planning Commission will hold a public hearing on February 18, with a City Council hearing soon thereafter.



**Interested in Santa Cruz Housing?**  
This meeting will include discussion of plan changes requested by the state to achieve certification of the City's Housing Plan.

**Planning Commission Meeting**  
**February 18, 2016 @ 7 pm**  
City Council Chambers  
809 Center Street, Santa Cruz

**2015-2023 Housing Element of the 2030 General Plan**

Contact Katherine Donovan  
(831) 420-5134

To read the plan, go to:  
[www.santacruzhousingelementupdate.com](http://www.santacruzhousingelementupdate.com)



As you know the **Corridor Planning and Zoning Process** is well underway. The Corridor Advisory Committee will hold their third meeting Monday February 8 from 5:30 to 8:30 p.m. in the Loudon Nelson Community Center Multi-purpose Room. All are welcome to attend. In addition, in order to provide a more informal forum for community members to learn about the project, ask questions and provide input staff have set up regular Open House times.

Please encourage those interested to attend. As well they can find out more information on the Corridor Plan web site <http://www.santacruzcorridors.com/>

**Have questions about the Corridor Planning and Rezoning Project?**

**Come to our drop in meetings! Every Third Thursday, staff will be available to answer questions and provide information**

**When: Third Thursday of every month, January through April 2016  
2:30-4:00PM**

**Where: Planning Conference Room,  
809 Center Street, Room 107**

Questions? Contact  
Michelle King, Senior Planner  
(831)420-5092



## WATER

As the **Flint Michigan drinking water disaster** continues to be a top news story we are beginning to hear from a few customers who have **concerns about lead** in their drinking water. Our residents can rest assured that long before the Flint fiasco became news we were regularly testing for lead, copper and a host of other contaminants as part of our water quality protocol. Providing safe, clean water is our business.

Switching the source water in Flint is what triggered the lead disaster, but the lead wasn't in the new source water. It was in the plumbing of many of the old homes in Flint and any remaining lead "pigtailed" used to connect water mains in the street to individual meters and property plumbing. We don't have lead pigtailed in the Santa Cruz system. The source water that Flint switched to had fewer naturally occurring minerals leading it to begin to dissolve metals in the lead pigtailed and household plumbing. Flint failed to treat the new water source in a way that would keep the water from doing this, a process called corrosion control, which had been in part of the treatment process for Flint's original water source from Detroit.

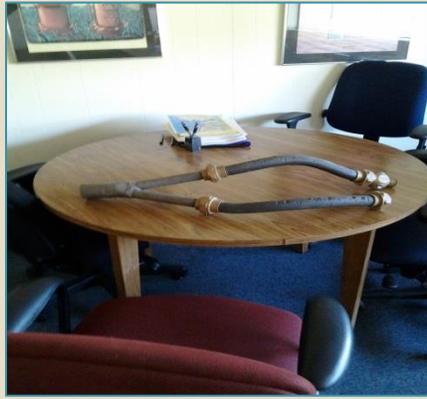


Photo of lead “pigtailed”

Given the age of Santa Cruz’s housing stock, lead solder, which was used in construction of household plumbing until the mid-1980s, a potential source of lead is very likely to be present in at least some households in Santa Cruz. However, in compliance with federal and state drinking water regulations, Santa Cruz has been treating its water with a corrosion inhibitor, orthophosphate, since at least the early 1990s. This process creates a “film” on the inside of pipes, preventing the water going through household plumbing from exposure to lead. In addition to our own commitment to regularly test the quality and safety of our drinking water, the state imposes a rigorous testing protocol. In the case of lead testing, we are required to identify homes with the highest likelihood of having plumbing with lead in it (e.g. age, location, etc) and to collect samples at the tap, only after the water has sat in the pipes for at least 8 hours. 2002 was the last year that any trace of lead was found in a sample collected in Santa Cruz.

In another aspect of the “what’s in our water” question, we wanted to provide some information on some additional **water quality testing** we’ve undertaken. Last summer, as the Water Supply Advisory Committee was zeroing in on its recommendations and some concern about the potential for CECs (Contaminants of Emerging Concern) in recycled water became a discussion topic, we decided to broaden our current testing protocols to look for CECs in our existing supply source. We did this for two reasons: 1) we know our existing supply sources are not pristine (particularly the San Lorenzo River, which has the highest concentration of septic systems of any watershed in the state) so we suspected there could be some CECs in our supply; 2) as we plan for changes to our infrastructure to implement the WSAC recommendations we need to have a better understanding of what we will need to be treating for. We collected three rounds of samples last summer and fall and though trace amounts of some CECs were detected, they are at levels far below levels that warrant concern. We’re working on a plan to release the results from the initial three rounds of testing this month. The current drought in California has focused legislative, media and citizen attention on water issues in a heightened way that won’t likely disappear soon. Providing safe and clean water has always been our highest priority; that hasn’t changed. But the level of public interest in their drinking water has changed, and we think it’s a good change. So while we will continue to do our business with the highest standards of safety possible, we will respect the public’s need for more – and better interpreted – information on the safety and quality of their drinking water.