

# City Manager's Weekly Update

## March 18, 2016

### PARKS AND RECREATION

#### PARKS DIVISION

##### ***Fredrick Street Park Neighborhood Meeting***

Twenty people turned out on rainy day to discuss the Fredrick Street Park Dog Park. The following was discussed:

- The Dog Park will re-open when the new grass has established its roots. Thereafter, areas of the field may be restricted on a rotational basis throughout the year to replenish and maintain growth.
- Gopher holes and their tunnels continue to be addressed.
- Two new dogwood trees have been planted at the street walkway.
- The woodchips are temporary and will be removed to the overwhelming joy of attending dog owners!



##### ***Community Gardens Program***

Parks and Recreation Department received the 'go ahead' from the Water Department to move forward with the community gardens program. This past weekend's storm put minds at ease about beginning the Riverside Gardens plot assignments. The first gardeners should be in place within the month for the first time since the new park opened.

##### ***Trees Cost Associated to the Most Recent Storm***

The City Urban Forester coordinated approximately \$4000 worth of tree work as a result of the storm last weekend. Working with the city staff and private property owners to clear roadways and sidewalks; the Arborist was kept very busy with multiple tree and limb failures.



##### ***New West Cliff Drinking Fountain Installed***



A brand-new *Elkay Drinking Foundation/ Outdoor Bottle Filling Station* has been installed at the Surfing Museum on West Cliff Dr. In addition, the Elkay Company was looking for the ideal photo-shoot site to promote their product, and choose this location for use in marketing strategies. With the

thousands of users & visitors of the West Cliff pathway and Museum, the new product will serve many. Finally, it's a smart way to encourage recycling, with the user-friendly bottle filling feature.

## RECREATION DIVISION

### ***Summer Activity Guide and Scholarships***

The digital version of the 2016 Summer Activity Guide is now available on the City's Parks and Recreation website. The cover of this edition features themes of the City's 150 Anniversary; Junior Guards 50<sup>th</sup> program anniversary; booking talent for Jazz on the Wharf; and a variety of new classes being featured. Also, FOPAR Summer Scholarship applications are now available online, and are due no later than Tuesday, April 5<sup>th</sup> – help spread the word, please.



### ***Louden Nelson Community Center***

Santa Cruz Montessori School will present its youth theater show, "The Odyssey." Show times are Thursday, March 17<sup>th</sup> and 18<sup>th</sup> at 7:00 pm.

### ***Santa Cruz Math Circle and X Academy Math Contest***

The X Academy hosted a Math Competition for its mathematics students on Thursday, March 17<sup>th</sup> from 3:30 – 5:30 pm. The Santa Cruz Math Circle is a weekly math meeting for kids who love math and in 4th to 8th grade.

Each week students meet with mathematical professionals at the Loudon Nelson

Community Center to work on interesting

problems or topics in mathematics. The [instructors](#) are mathematicians, scientists and engineers who use math every day and many of them have their PhD in math. Math Circles are designed to be interactive and focus on problem solving. The topics covered in a Math Circle are not normally included in the standard classroom curriculum.



### ***Civic Auditorium***

The Civic has been preparing to host the Santa Cruz Symphony's 4<sup>th</sup> [concert](#) of their season, on this Saturday, March 19. HK Gruber, one of Europe's compositional luminaries, is here from Vienna to perform in his playfully subversive *Frankenstein!!*, a 'pan-demonium' for chanssonier and orchestra. Patrons have been expressing excitement all week to get to hear



this unique piece of music, live and up close. To see a video on this subversive “toy instrument” arrangement, click [here](#).

## PUBLIC WORKS

### Streets/Traffic

Staff installed a fence to replace a failed fence near the Natural History Museum.



### Wastewater Collections & Flood Control

Crews have been taking advantage of a break in the weather to clean and service storm pumping stations. Over 2CY of debris and trash were removed from stations 1A and 1B located near the Boardwalk. The rest of the storm water pumping systems will be inspected by week’s end. Additional cleaning will be scheduled if necessary.



### Traffic Engineering

On Monday, March 21, staff will present a proposal for a pilot program to change the one-way northbound direction of Pacific Avenue to flow southbound between Church and Cathcart streets to the Transportation and Public Works Commission. The presentation will include a proposal for a bicycle contraflow lane which would allow two-way bike traffic on most of Pacific Avenue.

### Engineering

West Cliff Path Sinkhole: Staff, along with Mesiti-Miller Engineering, geotechnical engineers Haro Kasunich & Associates and the Don Chapin Company (general contractor) are developing a plan to stabilize the retaining wall. The next phase of the construction should begin within a week or so, depending on the availability of the needed equipment.

Bay Drive Path Erosion – Erosion has been monitored which is threatening the Bay Drive Path approximately 740 feet south of the intersection with Nobel Drive. A geotechnical investigation has been conducted and a report finalized. The department is using the recommendations from this report to develop a project.

### **Community Outreach**

Requests for proposals have been sent to six production companies regarding our upcoming anti-contamination 30-second public service announcement. This will be shot with Santa Cruz Warriors mascot Mav'riks in lead role the first week of May.

We successfully pitched the Environmental Compliance Laboratory group's research results *Bacterial Gradient Profile Combines Analytic and Surveillance Data in Unprecedented Solution for Coastal Community Issues* to Water Environment & Technology (WE&T). This premier magazine for the water quality field is expected to publish the article this June in the magazine's Research Notes section.

An op-ed titled *Santa Cruz Recycling Just Got Easier* was written and planned with the Sentinel to run this Sunday, March 20. It not only announces our new Recycle Right videos, but clears up confusion from last week's Bay Area News Group article in the Sentinel, *It goes where?*

Our six Recycle Right! videos that demonstrate which materials go into which bins have been completed and will be unveiled in the Sentinel op-ed this Sunday. They can be accessed from [www.cityofsantacruz.com/recycleright](http://www.cityofsantacruz.com/recycleright) or our [YouTube page](#). A press release announcement will be distributed on Monday.



## **PLANNING AND COMMUNITY DEVELOPMENT**

**Community Clean Up in Lower Ocean Area.** We love our Community Clean-up events. And so do the neighborhoods!!! Four times a year, the Code Compliance Division partners with Sanitation, Parks & Rec, Santa Cruz Neighbors, neighborhood groups and Grey Bears to sponsor these community clean-ups. Each event gets more and more participation from the community as words spread about this valuable service and effort on behalf of the City of Santa Cruz and

the Code Compliance Division. We like to invite Council members and all to stop by and say Hi or lend a helping hand.

The next event is co-sponsored with NOLO (Neighbors of Lower Ocean). We will be enjoying this event on Saturday, April 16, 2016 from 8-11:30am and look forward to seeing you there!



New Community  
Clean-up Flyer.pub

**Branciforte Commons/630 Water Street.** In 2003, the City Council approved a mixed use development consisting of 53 units (48 SRO's and 5 apartment units) and ground floor commercial space fronting on Water Street. The project was built and is now known as Branciforte Commons. Since then it has changed hands and the current owner has applied to augment the project with an additional 20 SRO's on the west side of the lot behind the front building. The architecture is consistent with the design of the existing buildings. The project requires a Major Modification to the previously approved project, as well as Special Use and Design Permits. Public hearings before both the Planning Commission and City Council are required and expected to occur this summer. It is expected that there will be significant public interest and participation in this project approval process. Mike Ferry is the planner working on the project.

**Uncommon Brewers/El Salchichero/415A River Street.** Last November, the Zoning Administrator approved an Administrative Use Permit for *Uncommon Brewers* to open a beer tasting room in the Farmer's Exchange Building of the Sash Mill Complex. This week, our department received a building permit application for the tenant improvement. The brewer will be teaming up with El Salchichero to provide cured meats with the microbrew. (The tenant improvement includes a curing room within the facility.) El Salchichero currently operates out of a tenant space in the 1010 Fair Avenue complex and will continue to maintain that operation as well. This project was covered by the Santa Cruz Sentinel shortly after its approval:

<http://www.santacruzsentinel.com/lifestyle/20151110/quick-bites-nov-11-2015-uncommon-brewers-el-salchichero-partner-for-tasting-room>

Construction is expected to begin in late spring/early summer. Clara Cartwright is the planner working on the project.

**Santa Cruz Beach Boardwalk – 400 Beach Street.** This past Wednesday the Zoning Administrator approved a Coastal Permit and a Major Modification to a Design Permit to demolish the Operations Building and associated smaller ancillary buildings that include the existing Fright Walk (approximately 16,000 square feet), and construction of a new more functional entry plaza area. This project is located Walkway 2 of the Boardwalk, across from

the Main Beach parking lot, to the east of the Neptune's Kingdom building. The major modification was from previous approved projects in 2006 and 2011.

The current project has two one-story ticket sales and game buildings (886 and 640 square feet respectively) with a 31 foot entry way in between leading to a plaza area. The current Walkway 2 is only 10 to 15 feet wide. A freestanding Santa Cruz Beach Boardwalk sign will be built between the two buildings approximately 25 feet high. To the east of the new one story game building will be a larger one story building (4,900 square feet) with a platform roof where a future ride may be located. The first level of this building will be new game and food concession space, a new laser tag area, an event room and entry to the new Fright Walk. A new basement area and access ramp will connect to other existing back of house basement spaces under the Boardwalk. Construction is expected to begin in autumn 2016. You may contact Alex Khoury for more information.

## WATER

The big news this week, literally, was the Loch Lomond dam spilling into Newell Creek. (See photo below!) We had local news crews and Bay Area news crews filming the dam and they seemed almost as excited as we were (well, almost). The big question is always “why can't we capture the water going over the dam?” and as I told Jessica York from the Sentinel, we don't have a supply problem, we have a storage problem. But because we have a storage problem, we have a supply problem. As we continue to move forward with the recommendations of the WSAC we hope to relieve both problems. (Speaking of WSAC, the Chamber provided us with a table at the Business Fair this week to highlight the work of the WSAC and the newly-formed Groundwater Agency. Photo below.)



Last night the new Santa Cruz Mid-County Groundwater Agency held its inaugural meeting, taking actions to elect officers, (Bruce Jaffe from Soquel Creek Water District, and Rob Marani from Central Water District, were elected Chair and Vice Chair, respectively). The group also took steps necessary to begin the process of becoming the state designated Groundwater Sustainability Agency for the Santa Cruz Mid-County Groundwater Agency by scheduling a public hearing on the topic for its next meeting to be held on May 19, 2016.

Next week the Department will begin flushing the water delivery system. You may recall that last year we were able to flush 60% of the system with the excess river flows from the fall storms. This year, with Loch Lomond overflowing we are comfortable completing the job by flushing the remaining 40% of the system. The public can become understandably frustrated when they see water they believe is being wasted going down the drain. It remains to be seen how they will feel this year, knowing how much rain we've received. We're putting out a press release and have a webpage dedicated to information about flushing (<http://www.cityofsantacruz.com/departments/water/flushing-the-system>). In addition, our crews will post signs where they flush explaining that the water is not being "wasted." Given the recent attention to the Flint Michigan water crisis it's possible the public will be more understanding and accepting of the need to flush our system.

## POLICE

### **2015 Year-End Crime Stats**

The Santa Cruz Police Department released the End-of-Year statistics for 2015. These statistics represent work volumes and crime trends. 2015 represented the fourth year in a row that calls for service surpassed the 100,000 mark. In 2015, the Santa Cruz Police Department handled 103,645 calls for service. On average, this represents one call every five minutes.

In 2015, the City of Santa Cruz experienced a rise in property crime, driven mainly by increases in burglary, auto thefts, shoplifting and bike thefts. The City also saw some decreases in violent crime. Overall, the year-end statistics reflect a 7% increase in crime.

- There were 499 violent crimes reported in Santa Cruz in 2015, about a 5% decrease from 2014.
- There was a significant decrease of 30% for rape reports.
- Aggravated assaults decreased by 4%.
- 1 of the 2 homicides in 2015 was gang related.

	<b>2014</b>	<b>2015</b>	<b>Change</b>
<b>Work Volume</b>			
Calls for Service	102,592	103,645	1%
Arrests	5,015	4,361	-13%
Citations Issued	9,249	9,209	-0.40%
<b>Reported Part 1 Crimes</b>			
Homicide	1	2	100%
Forcible Rape	63	44	-30%
Robbery	109	116	6%
Aggravated Assault	351	337	-4%
Burglary	420	431	3%
Larceny	2,602	2,832	9%
Auto Theft	250	300	20%
Arson	23	23	0%
<b>Nuisance Crimes</b>			
Drug Abuse Violations	1,339	1,428	6.60%
Intoxication	1,532	1,337	-13%
Vandalism	458	567	24%
Aggressive Solicitation	165	272	65%
Illegal camping citations	2,096	1,911	-9%
Trespassing Cites	302	454	50%
Conduct on Public Property Cites	388	474	22%

Santa Cruz property crime increased in 2015; the city experienced a 9% increase from the 2014 numbers.

- Auto thefts increased by 20% at 300 thefts.
- Larceny, which includes thefts such as bike, vehicle burglary, petty theft, increased by 9%.
- Reported bike thefts have increased by 19% over 2014 totals at 479 thefts.

The Santa Cruz Police Department continues to work together with various City and County programs to create and sustain conditions that promote long-term safety and solutions.

In addition to our Patrol workload, the Santa Cruz Police Department continues to support neighborhoods, community groups and business associations by engaging them in ways to protect themselves and their property.

Monthly Uniform Crime Report (UCR) stats are posted on our Website at [www.santacruzpolice.com](http://www.santacruzpolice.com)

For more information on crime trends and a multi-year perspective see our November 2015 Public Safety Study Session presentation to the City Council on our blog here: <http://goo.gl/tyXZGv>

### **Recruitment Outreach**

This week we sent a representative to the Alameda County Police Academy graduation. We had the opportunity to engage with graduating police officers and discuss employment opportunities at the Santa Cruz Police Department. We are continually looking to hire the most qualified candidates available. The candidates must possess the social skills and abilities that would enable them to communicate effectively with persons of various cultural, economic and ethnic backgrounds. The candidate should have a strong desire to help people.



### **Appreciation Day at Sunshine Villa**

On Wednesday, March 16th, Sunshine Villa hosted an “Appreciation Day” honoring City of Santa Cruz Police Officers, Firefighters, and Paramedics. Sunshine Villa residents gave heartfelt testimony of a life experiences when they were helped by first responders. The Sunshine Villa staff and residents presented Chief with a plaque. Chief Vogel and SCPD Officers spent time

interacting with the elderly community members and thanked them for the kind words. We are so appreciative that the staff and residents of Sunshine Villa took time to think about the positive contributions of the police force.



### **Social Media**

Continued success with SCPD Lost & Found, Recovered Property on Pinterest and Instagram – Last week, SCPD Instagram post reunites \$7000 bike back to its rightful owner! A friend recognized the unique brand EVIL Insurgent bike posted on SCPD Instagram and alerted the owner. Solid police work recovered the bike several weeks prior. The unregistered bike was posted on SCPD Pinterest and Instagram and the power of social media linked the bike post to the bike owner.



SCPD Lost & Found, Recovered Property on Pinterest and Instagram available on SCPD Blog <http://goo.gl/EKGYOs>