

City Manager's Weekly Update

April 8, 2016

ECONOMIC DEVELOPMENT

Beach Flats Mural

We are happy to report that an artist has been selected to lead a community process in Beach Flats to create a new mural at the Park. The artist selection panel included Councilor Chase, three neighborhood residents, two Arts Commissioners and two professional artists.

We received three highly qualified artist applicants and it was a difficult decision. However, Irene O'Connell was chosen in a 7-1 vote because she expressed the most passion for the project in her letter of interest and because of her ample volunteer work in Beach Flats, with youth at the Beach Flats Community Center, and with many other community and mural projects throughout the County. She was also the only artist that attended the two visioning workshops and the story collecting event in Beach Flats - at which she did far more listening than talking and was open to ideas and an excellent communicator.

One panelist had concerns about this artist being selected and we are working with the artist to address concerns raised by this panelist. We are confident that the concerns raised by the panelist can be mitigated and that Irene is up for the task and will do a great job integrating feedback from a broad range of neighbors.

As I have mentioned in prior updates selected artist will be provided with much more information about the neighborhood, including the following:

- Historical information going back into the 1800s (Provided by Ross Gibson and the MAH)
- Ethnographic/census information – from Census and MAH ethnographic study done last year
- All the stories and comments collected at the two January workshops and February StoryCorps event
- Photos and information about the prior mural
- Newspaper stories about Beach Flats from the last 30 years.

Next Steps:

Finalize a contract and project schedule with the artist

Schedule a neighborhood meeting(s) to be held by the artist

Determine date for the Arts Commission hearing - at which the Arts Commission will review a detailed concept presented by the artist. (The neighborhood will be notified of this hearing via posted notices, postcard mailer, e-mail, social media and a press release.)

If final concept is approved by Arts Commission – installation in June-July

There will be ongoing opportunities for residents of all ages and abilities to participate in this process from concept to installation.

PUBLIC WORKS

Resource Recovery: Waste Reduction

The Public Works Department will be represented at this year's Santa Cruz Earth Day festival. Waste Reduction, Pollution Prevention, Storm Water, Transportation and Green Business will be there. We hope to see everyone for a fun filled afternoon on April 16, 11am-4pm, at San Lorenzo Park. RSVP on Facebook: <https://www.facebook.com/events/1730833377162782/>



Waste reduction staff gave a Recycle Right! presentation to a group of residents at the San Lorenzo Senior Apartments this week. Residents were able to ask their specific questions about what can and cannot be recycled in Santa Cruz. Waste Reduction staff also gave two "4R – Reduce, Reuse, Recycle & Rot" presentations to 4-6th grade students at Spring Hill school to inspire and motivate students toward their school's zero waste goals.

Green Business Program

Great news, New Leaf (Downtown and Westside) has been recertified as Green Businesses! Just in time too. New Leaf will be the "Featured Green Business" for the upcoming Green Business newsletter (if you aren't on the mailing list yet, you can sign-up here: <http://montereybaygreenbusiness.org/>).



Engineering

The Broadway Street Sewer Replacement Project began this week and is proceeding as planned. Details are outlined in the [press release](#).



The West Cliff sinkhole has been completely filled in. Phase 2 work continues including work on the piers and is expected to conclude by the end of next week with final paving. Phase 3 work which will place more rock in the cove around the outside of the sinkhole area for greater stabilization is still a ways off as we must go through a preliminary design process within the regulatory/jurisdictional framework.



Streets/Traffic

Staff installed 40-feet of valley gutter on De La Costa at West Cliff Drive.



Traffic Engineering

Please note that a new higher speed limit of 30 mph will be posted on signs along High Street beginning this week.

The new speed limit is based on Transportation Manager Jim Burr's requested "resurvey" of traffic conditions given a number of speeding complaints from residents. We had hoped that the resurvey would show lower speeds and allow us to keep the current 25 mph posted limit; however, the new data supports a 30 mph limit. Unfortunately, there is no wiggle room in the speed limit determination process; it must be performed per a very specific formula for radar enforcement to be allowed and upheld.

We will request focused PD enforcement on High Street once the new speed limit signs are installed. We have also notified the Neighborhood Safety Team and Metro Santa Cruz as even speeding by bus drivers has been referenced in complaints.

Laboratory & Environmental Compliance

The Environmental Compliance Inspector working with the Sanitation division of Public Works and Property Managers at a convenience store in mid-town Santa Cruz was able to get violations of storm water and dumpster trash cleaned up this week. The team secured an agreement to clean up the dumpster area, to increase the frequency of trash collection service and to ensure that all tenants have keys to the bins and enclosure in order to keep people from scavenging and leaving the offensive trash around the area. Pictures below show the area before and after the team intervention.



There were also notable storm water violations at this site, including:

- Condensate water was being discharged into a dirt area, creating a muddy runoff into the street/storm drain system.
- Dumpsters were overflowing and garbage was spilling into the street/storm drain system, creating a public nuisance.
- An employee was washing down a patio area and allowing the wastewater to go to the public storm drain system instead of being routed to the sanitary sewer.

- Because of these a Written Warning was issued to the Property Manager and convenience store owner, requiring them to adhere to the City's Storm water BMPs and to have the condensate water plumbed into the sanitary sewer.

Collections

We have seen an increase in illegal dumping. This week we collected 2.07 tons and last week 1.19 tons of illegal dumping. We are working with SCMU customer service and code compliance. We found mail with one resident's address and were able to have customer service charge for the collection and disposal of the items.



Staff helped the Wharf crew clean up Main Beach.



Community Relations

The Dream Inn has been secured free-of-charge for our Sept. 15 Pollution Prevention Awards dinner.

An Earth Day press release was written and distributed: [Celebrate Santa Cruz Earth Day on Saturday, April 16.](#)

Our Recycle Right! videos were uploaded to Community TV and will be played during City Council meeting breaks.

PARKS AND RECREATION

PARKS DIVISION

PARKS MAINTENANCE

San Lorenzo Park Lighting and Security Cameras Installed

Balancing residents' need for safety in public spaces and privacy rights is a difficult fulcrum; recent San Lorenzo Park improvements navigate this issue well. Beginning on March 28, Parks staff in cooperation with our IT Department advisors erected new light stanchions for improved park illumination for visitor safety, as well as installation of security cameras to observe and ensure user safety. In completing the work over a two week period, forms were poured, poles and lighting installed, cameras and radios installed, IT network configured and a dedicated computer installed at the Maintenance facility, and finally all improvements tested. Our hope is these additional measures make families with children feel more secure and welcome, and folk who wish to violate our law, reconsider their intentions.



Ocean View Park Pathway Improvements Completed

Paving of the Ocean View Park pathway has been completed. This improvement will allow residents great access regardless of mobility or age. This Phase 1 project transitioned from a



decomposed granite material to asphalt. The pathway winds up East Cliff up to Ocean View, connects at the bottom with San Lorenzo. The new paved pathway is approximately lineal feet 1,000, and nearly 3,000 square feet of paving. Phase 2 is envisioned to be a spur trail that comes down from the Ocean View Park art station (earthquake debris which was converted to art) and will be another 540 lineal feet, or 1,600 square feet of paving.

Finders-Saver-Losers-Thankful

In a world of all too often bad news, it's encouraging to hear good news, and better when it involves our staff. The old adage 'finders-keepers-losers-weepers' was crushed by the ethics of our parks crew. They found a brand new iPhone 6 left in a park, notified police it had been found,

and it was eventually returned to its rightful owner yesterday.

RECREATION DIVISION

THE CIVIC



Santa Cruz Derby Girls

The Civic is getting ready this week to host the Santa Cruz Derby Girls! Civic staff is preparing the auditorium for their practice on Thursday evening. The bout of SCDG home teams, Redwood Rebels vs Steamer Janes, will be on Saturday April 9 at 6:30pm.

LOUDEN NELSON

Computer Lab and Front Desk Ready!

The Louden Nelson Community Center's computer lab will be open Saturday, April 9th, 8:00 am – 12:00 pm to assist customers with on-line registration for Parks and Recreation Summer Programs. This service is essential not only to Louden Nelson patrons, but to all City residents needing help on Super Saturday. Rachel, Daniel, Kim, and the whole Louden team are incredibly prepared and helpful. Come on down and sign up for your favorite classes!

WEBTRAC



ADMINISTRATION DIVISION

Super Saturday April 9: Ready to Launch

This Saturday's 8am-12 noon mass registration preparation is the work of many, many people across divisions and departments. Special thanks to the IT Department and specifically Karen Adams, Chip Handley and Ken Morgan. We're grateful for Recreation staff, especially Carol Scurich, Josh Clevenger, Tremain Jones, Daniel Lawson-Thomas, and Rachel Kaufman for their tireless active support, problem-solving and cooperation. Front Office staff Betsy Powers, Corrina Harrison and Iseth Rae have been incredibly caring and dedicated team members throughout the software transition and as we ramped up for this Saturday. New (Kristyna Olivo) and old (Ali McBird) Office Supervisors jumped into the fray to assist in our readiness.



Council should know things will go 'wrong' tomorrow, but we will be diligently working to correct and satisfy where possible. But a tremendous planning and execution effort was implemented to avoid pitfalls and produce success. Bottom line: there are a fixed number of slots in popular programs like Junior Guards

and Summer Camps, and we are working with (powerful though) 'beta' software. We will work as a team to resolve relayed concerns.

WATER

Over the past few days I've been working on the list of FY **2016 accomplishments** and FY 2017 goals for the 2017 budget. And with modesty aside, I have to say that the Water Department is pretty awesome! I look forward to sharing those accomplishments with you during the budget presentations.

The Water Commission met this week and the big news from that meeting is that they approved our **Water Conservation Master Plan**. You may recall that this plan has been in the works for a couple of years and that we were actually far along in the planning process when the WSAC process started. Thanks to the good work of both WSAC and their technical support team we were able to weave new information and new recommendations into the final Water Conservation Master Plan to ultimately produce a better plan. The plan goes to Council shortly and I think you'll be pleased with the final product. In addition to approving the Water Conservation Master Plan, the Water Commission also heard the final Water Supply Outlook for 2016 and supported staff's recommendations that we transition from short-term drought management (rationing) back to our ongoing, long-term conservation programming. The 2016 recommendations will come before Council next week.

You may have seen on the news this week that we had some **destructive shenanigans** happened at the Loch Lomond Recreation Area last weekend. We had three dirt bikers enter the park illegally and proceed to steal tools, break locks and fences, and cause damage to trails and flora. If there's a silver lining to the story it's that after seeing our posts on Facebook, both KSCO radio and KSBW TV ran stories with photos of the "perps" in an effort to help catch the vandals.



Our conservation team gave a brief presentation at a **water symposium** held Tuesday evening by the local chapter of the California Landscape Contractors Association. There were six local water agencies represented and the focus of the symposium was the new state model landscape water conservation ordinance and how it is (or is not) being administered by

different agencies. Our team came away with a better appreciation for the challenges faced by the landscape industry in trying to keep up with so many different regulations and programs in areas where they work.

Last, I'm including a link to a recent **National survey** to assess people's level of concern about water infrastructure and their willingness to pay more on the monthly water bill. Give our ongoing discussions about water rates I thought you might find it interesting.

<http://thevalueofwater.org/sites/default/files/Value%20of%20Water%20National%20Poll%20016%20Presentation.pdf>