

# City Manager's Weekly Update

June 3, 2016

## ECONOMIC DEVELOPMENT



**SPLASH! Newsflash:** It is with great pleasure that we share with you the Certificate of Occupancy for Splash! Plans are to open for business within the next 30 days.

### Santa Cruz Fiber Helps Small Businesses

During the June 1, 2016 City Hall to You event KION produced [a story about how Santa Cruz Fiber is moving forward](#) and how fast internet helps small businesses, not just the tech industry and not just for

high definition video content. The story is a great example of how our marketing efforts are paying off to tell the full story of the public benefit of Santa Cruz Fiber that touches all businesses, including the majority of our local businesses. The story features Jennifer Pappas, owner of True Olive Connection, and Economic Development Manager J. Guevara.

### Santa Cruz Fiber Receives National Attention from Leading Internet Expert

Following J. Guevara's recent [May 12 webinar presentation](#) for the Coalition for Local Internet Choice with over 90 attendees nationwide, Harvard Law School Professor and internet advocacy expert Susan Crawford followed up Economic Development and featured Santa Cruz Fiber in her most recent [Backchannel article](#) on Medium.com for the Memorial Day Weekend news cycle. The article is a coup for Santa Cruz Fiber because Crawford is the nation's expert on internet public policy, advising the FCC and her article features Santa Cruz Fiber far more than Huntsville, AL and Google Fiber or Westminster, MD and Ting.

[The Bright Future of Dark Fiber: Santa Cruz belies its laid-back rep with a smart Internet scheme — joining other cities in figuring out that revitalization is under the ground](#)

A few months ago, Economic Development encouraged City Council and staff to read Crawford's previous article ["Big Cable Owns Internet Access. Here's How to Change That."](#) as one of the most accessible, lucid, and compelling arguments for why cities should pursue building a dark fiber network to create fast, affordable, and accessible internet for everyone. Crawford is known for her books [Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age](#) and [The Responsive City: Engaging Communities Through Data-Smart Governance](#) (co-written with Stephen Goldsmith), both well worth your time.

An update on negotiations and project timeline will go to City Council on June 28.

### **Siklu Gigabit Award Internet Upgrade Installs Underway**

Cruzio has completed half of the Siklu wireless links awarded to the City of Santa Cruz last month, with an expected completion by the end of June. The City of Santa Cruz is the first city in the nation to receive the Gigabit Award of 10 wireless links that will be used to upgrade 17 different sites including community-based buildings like Loudon Nelson Community Center, City Hall, and the Civic Center. The technology partnership demonstrates how wireless technology can integrate with fiber optic networks for quick deployment without losing sight of a full fiber optic network build out for complete coverage.

### **Beach Flats Mural Update**

Notices in both Spanish and English went out to the Beach Flats neighborhood regarding the upcoming mural prep in the next few weeks. Staff is working with staff at the Beach Flats Community Center on distribution. Residents may notice the contractor in the Park prepping the wall around the park. Any loose paint will be scraped off and a glue-like adhesive will be used to seal the wall. This should stabilize the wall enough for a new mural to last many years.

Please NOTE the following two upcoming meetings:

#### **Neighborhood Meeting**

Thursday, June 16

7:00pm-8:00pm

Nueva Vista at Beach Flats Community Room

113 Liebrandt Ave

The selected artist will have some concepts ready for the neighborhood to review. The artist has conducted a great deal of research about the neighborhood and has also attended three public meetings we held in January and February about the mural.

#### **Arts Commission Hearing**

Wednesday, June 29

6:30pm-7:30pm

Santa Cruz City Hall – Council Chambers

809 Center St # 9, Santa Cruz, CA 95060

The artist will present her concepts to the Arts Commission, including feedback from the June 16<sup>th</sup> neighborhood meeting. There will be time for public comment.

#### **Graffiti update**

There were 395 total graffiti tags removed in April, totaling 4,013 square feet. This is a 15% increase from 2015, in which there were only 342 tags in the month of April.

We are happy to welcome our new abatement team member, Tremain Hedden-Jones, who has taken over the graffiti abatement program management!

Please continue to send in your graffiti reports via our hotline 831-420-5303 and our email [graffiti@cityofsantacruz.com](mailto:graffiti@cityofsantacruz.com). If you'd like to help reduce the number of tags per month, please

contact us to adopt a spot! You can adopt a spot in the area where you live or where you work and you can become part of the graffiti abatement team.

### **Housing**

In case you missed it, Garfield Park Village had its grand reopening last month (May 16, 2016)! You can read more about it on the Sentinel website:

<http://www.santacruzsentinel.com/article/NE/20160516/NEWS/160519770>

## **PUBLIC WORKS**

### **Resource Recovery: Waste Reduction**

This Saturday and Sunday bring our annual Garage Sale Weekend with dozens of households registered to participate across town. Bargain hunters can find wingback chairs, Bose sound system, soccer gear and Ralph Lauren suits by using our online [Garage Sale Treasure Map](#).

Antiques, kayaks and bicycles are also listed on the map which has a free mobile app. Bright yellow street signs will lead shoppers to Garage Sale Weekend treasures and bargains.

Shoppers may explore garage sale inventories and/or map a shopping route at

[www.cityofsantacruz.com/garagesales](http://www.cityofsantacruz.com/garagesales).



Photo courtesy of [www.i-j-c.com](http://www.i-j-c.com)

### **Engineering**

2016 Surface Seal and Overlay Projects: the [surface seal project](#) began with concrete and asphalt work and moved into the first phase of chip seal work this week. Additional streets have been added: Broadway between Clay and San Lorenzo Boulevard, Union Street, Chrystal Terrace, Locust Street, Pine Place, Town Terrace and Grove Street. We received a complimentary email on this work from a resident:

*"I wanted to compliment your team on the great work they recently did on the repaving project on Pryce Street last month. Not only was the team proactive in sharing the project timeline with us so we could prepare, they were courteous on the project day, did a fantastic job on the repaving, and left our street looking great!"*

*The street is now even, much easier for us to enter our driveways, and really looks beautiful! My neighbors also share the sentiment and wanted me to express their gratitude, as well.*

*Please be sure to give this team the recognition they deserve! You are fortunate to have such a professional and skilled team working on our roads."*



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

The contractor is finishing installation of new sewer line and manhole on Monte Avenue. This additional manhole will provide for easier inspection and maintenance to the sanitary sewer.

Crews are performing routine cleaning and inspection of Sanitary sewers in the upper Ocean Street and Seabright areas.



### **Parking Services**

This week Parking Services worked closely with SCPD and the Bernie Sanders Campaign to help create a safe venue for the campaign and the public at the Kaiser Arena. Parking Maintenance, Parking Enforcement, Sanitation and Streets all answered the call to assist us in this last minute event. Everything went smoothly.

### **Community Relations**

City Hall to YOU was held at the MAH on Wednesday, June 1, with a turnout of mostly Downtown residents and business owners who dialogued directly with department heads, planners, engineers and other City staff. Displays included the Police Department's interactive neighborhood maps for citizens to point out specific safety concerns and issues, summer activities and programs at both the Library and Parks and Recreation tables and many Planning and Public Works projects. Economic Development Manager J. Guevara was featured on [KION News](#) regarding the proposed broadband project and display.



### **Laboratory and Environmental Compliance**

We assisted Gault School to resolve a water leakage issue this week when we were asked to help determine whether the leak was from a potable water source or a natural spring, so as to prevent the needless waste of potable water and perhaps damage to the facility. The inspector for the area worked with the Lab to run a few diagnostic tests including a test for chlorine residual. The results of the sampling and analyses were sent to the school with a recommendation to contact the Water Dept. for more help in determining the source of a possible break from their water lines. Picture below shows the Swamp Room at Gault School where the leak created concerns for the school.



### **Parking Services**

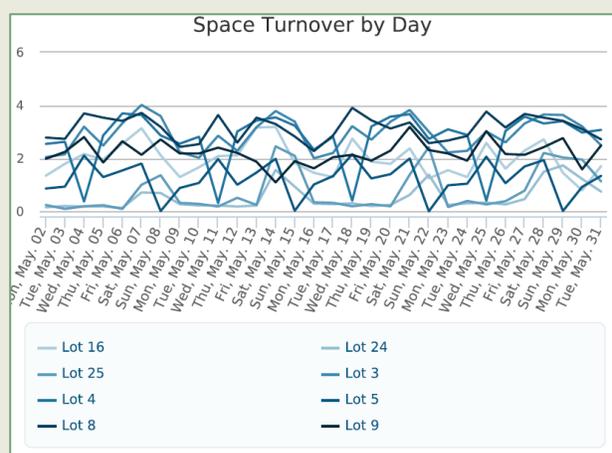
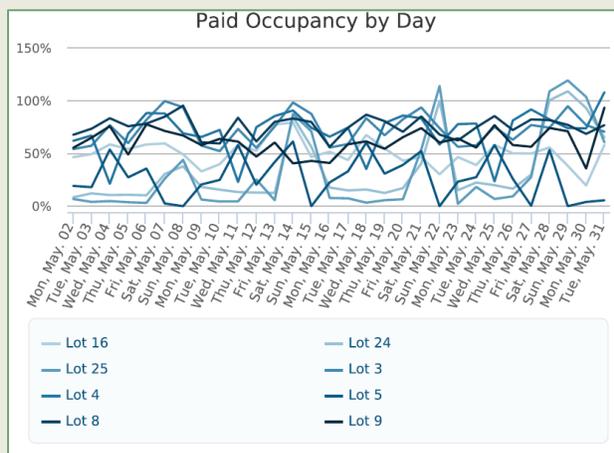
We had our first \$10,000 day of the season during the Memorial holiday weekend. Local Passes have continued to be popular and as of the past weekend we have sold 2228 since November 1.

Our summer parking program, with the Seaside Company at River Front Garage, started off well with no problems. We will work with them every weekend through Labor Day. Overall it was a successful weekend for the Parking Attendant Program.

Occupancies at the Locust Garage ranged between 80% and 98% between Noon and 4 pm this last week with weekend occupancies between 50% and 60%. Permit holders account for 50% of parked vehicles weekdays between noon and 4pm and 5% of parked vehicles on weekends. We have 236 persons on the waitlist wanting 361 permits. The waitlist is 10 months long.

Occupancies at the Soquel/Front Garage ranged between 95% and 100% between noon and 4pm this last week with weekend occupancies between 80% and 95%. Permit holders account for 60% to 65% of parked vehicles weekdays between noon and 4pm and 30% to 40% of parked vehicles on weekends. We have 200 persons on the waitlist wanting 389 permits. The waitlist is 15 months long.

Occupancies at the River Front Garage ranged between 80% and 100% between noon and 4pm this last week with weekend occupancies between 70% and 80%. Permit holders account for 45% to 55% of parked vehicles weekdays between noon and 4pm and 35% to 50% of parked vehicles on weekends. We have 123 persons on the waitlist wanting 460 permits. The waitlist is 7 months long.



**Average Paid Occupancies in Pay-by-Space Lots for the week of May 25 – May 31, 2016**

- Lot 3 76%
- Lot 4 76%
- Lot 5 25% also monthly permit lot
- Lot 8 78%
- Lot 9 67%
- Lot 16 47%
- Lot 24 62%
- Lot 25 62%

RECREATION DIVISION

CIVIC

**Santa Cruz Symphony Finale**

Civic staff is preparing for the final Symphony concert of this season, *Surfing with the Symphony* featuring surf and rock band 'Papa Doo Run Run,' with surf films incorporated into the presentation. This season ending event is on Saturday, June 4<sup>th</sup> at 8pm. This concert will benefit the Symphony's Music Education Programs. The event kicks off with



pre-concert fun at our Street Party in front of the Civic which will begin at 6pm. During the pre-concert event, dance along to the Caribbean sounds of the Kuzanga Marimba Band, and check out the surf boards at our live auction and meet local surfers. Bring your picnic basket or purchase food and drinks at the party. Wear your best Aloha wear or surf chic and be entered to win two free tickets to a Season 2016-17 concert!

EVENTS

**30<sup>th</sup> Anniversary of the Japanese Cultural Fair**

Join us for the tri-centennial Japanese Cultural Fair on June 4<sup>th</sup> from 11-6pm at Mission Plaza Park.

Enjoy the sounds, culture and food of Japan!! The purpose of the Japanese Cultural Fair is to provide an opportunity for the community to increase its awareness and understanding of the Japanese community in Santa Cruz County as well as Japanese culture, both traditional and contemporary. The event committee members believe that through exposure to the arts, craft, and culture of Japan, we can improve mutual understanding among neighbors on the Pacific Rim as well as enrich our community life here in Santa Cruz.



## Louden Nelson Community Center

### **A Touch of Africa**

This four-day event will take place June 2-5, 2016 at the Loudon Nelson Community Center featuring world-class artists from Africa and the Diaspora. The event will offer workshops, performances, food, an African fashion show, arts & crafts, educational lectures



and panel discussions. There will be classes for kids and for adults of all backgrounds and levels of experience. The mission of this event is to honor the vibrant community of artists and teachers from Africa and the Diaspora who make Santa Cruz their home, and to share this incredible heritage with the larger community. There will be master teachers from Senegal, Guinea, Congo, Nigeria, Brazil, and Mali, offering classes in dance and percussion for all levels.

### **PARKS DIVISION**

#### ***Resurfacing of Courts Completed***

Court refurbishments have been completed at both Mike Fox and Ocean View Parks. Pickleball, basketball and bike-polo multiuse courts were resurfaced at Mike Fox Park, and the half basketball court was resurfaced at Ocean View Park. The resurfaced



pickleball court will be appreciated by our local fans of the sport, as they are seeking more facilities.

#### ***AIDS LifeCycle 2016***

Event participants will be rolling into Harvey West Park on Sunday, June 5th!

The Lifecycle event is a seven day bike ride from SF to LA, with the first stop being Harvey West Park.



AIDS/LifeCycle 2016

will take place June 5th - June 11, 2016. The event is a fully supported bike ride to raise money and awareness in the fight against HIV/AIDS.

## WATER

This coming Monday night is our monthly Water Commission meeting. At last month's meeting, Commissioners received a presentation on various rate options to consider for our proposed rate increase this year. There was a lot of information to consider and Commissioners directed staff to come back this month with our recommendations. Monday night they will see what we are proposing and will have an opportunity to discuss the recommendation to the City Council. At the evening Council session on June 14<sup>th</sup>, Council will review and take action on the Water Department's 10 year financial plan, and hear staff's recommendations for water rates for the next five years. Council members wanting one-on-one briefings on the Financial Plan and recommended rates can contact Rosemary Menard ([rmenard@cityofstantacruz.com](mailto:rmenard@cityofstantacruz.com) or 420-5205) to arrange a time to meet prior to June 14th.

This summer we have our normal water waste restrictions in place instead of rationing restrictions. And it appears that our customers still understand the need to conserve to preserve; our production this week was eight million gallons per day compared to seven million gallons last year, when we were under rationing restrictions.

We continue to replace water mains throughout the City – this week we are wrapping up the second phase of the Twin Lakes main replacement ahead of the County's streetscape/beachfront improvement project.



Next up, as soon as Holy Cross School is out for summer, our Distribution crew will replace the last section of a 14" riveted steel pipe from— get this – 1890 on Mission Hill.

It seems the community really missed having access to the Loch Lomond Recreation Area the past two years and are now making up for the lost time. We have been very busy at the lake! Income for May was over 30% more than it was in 2008, which was the last season we allowed outside boats in the park. Coupled with the wonderful weather and the great fishing this year, staff has yet to see a lull in visitation.



Mallard mama and ducklings

Did you know that along with the City's 150<sup>th</sup> birthday this year, the Water Department turns 100? Our bi-annual newspaper *The SCMU Review* will be in mailboxes next week and will feature stories on the past 100 years of our water delivery service. I hope you'll take a few minutes to enjoy it.