

# City Manager's Weekly Update

October 14, 2016

## POLICE

### SCPD Highlights Community Oriented Policing Tradition

The Officer Jim Howes Community Service Award is presented to one city employee and one community member for outstanding service to the community. Nominations are open through Thursday, Nov. 3. To mark the 10th anniversary of this prestigious award, SCPD will present a 5-part series of articles exploring the department's longstanding commitment to Community-Oriented Policing. The installments will delve into the strategies and practices SCPD officers utilize to engage and collaborate with residents and business owners to reduce and prevent crime, build trust, and create mutual respect. More on SCPD Blog <https://goo.gl/jZerZx>.

"Community-Oriented Policing helps us align the department's values with those of Santa Cruz," Deputy Police Chief Rick Martinez said. "Policing isn't just about making arrests; it's about partnering to find long-term solutions on issues affecting our city."

SCPD has been on the forefront of Community-Oriented Policing since the department first enacted the philosophy more than 20 years ago under the direction of then-Police Chief Steve Belcher.



"We wanted to work with the community more. The department should be an open book," said Belcher, who helped institute a proactive problem-solving response to neighborhood issues that emphasized community partnerships.

SCPD's progressive approach to Community-Oriented Policing has changed the culture of the police department over time, and many of the programs started under Chief Belcher continue today. The five-part series to be shared on the SCPD blog (<http://santacruzpolice.blogspot.com/>) and will explore the many Community-Oriented Policing programs developed and implemented by SCPD, such as:

- Youth initiatives to connect with kids and prevent crime, while building trust.

- Intervention programs that support community-based partnerships to reduce crime and address vulnerable populations.
- Policies that provide transparency, accountability and opportunities for community engagement.
- The use of technology, including social media, to build community interaction, trust and legitimacy.

The final installment of the series will discuss the department’s ongoing efforts to be responsive and relevant to the community it serves, including new and expanded programs that are in the works. Many of the progressive programs and policies SCPD has employed for decades also are recommended by the President’s Task Force on 21<sup>st</sup> Century Policing Report, which was finalized in 2015.

### **SCPD Supports Our Palm Spring Brothers & Sisters in Blue**



KTVU interviewed Officer Cross who has been collecting breast milk to send to Palm Springs for the 4-month old baby of Officer Lesley Zererbny who was killed in last week’s heartbreaking tragedy.

Officer Cross represented SCPD proudly in yesterday’s KTVU feature. She shared our collective message that our prayers extend to the families mourning in Palm Springs. “We at SCPD are grieving alongside of you and know the pain that you are feeling. The Santa Cruz Police Department is here for you if you need anything”.

The Police officers association is at the ready should the Palm Spring Police Department need us. Members of the SCPD Honor Guard will attend the funeral of the Police officers that were killed in Palm Springs on Tuesday for their support of their brothers and sisters in blue.

### **SCPD Responds to City Hall & Library Campus Safety and Clean Up**

SCPD crews responded to this week’s message concerning employee safety and workplace environment around the City Hall Complex. Today SGT. Morey’s team addressed a large gathering involved in nuisance behaviors and littering the area. One of the individuals was booked into jail for an out of county warrant. An entire truckload of items was cleaned out of the area and brought back to the PD where it was booked as found property.



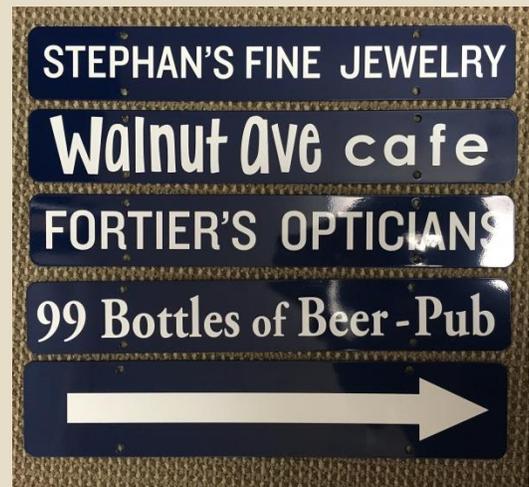
SCPD is increasing nightly patrols around the City Hall and Library campus. If you see or experience something illegal or suspicious, contact the Police Department by calling 911.

**Our Goal: To provide a safe place to live, work, and visit through quality law enforcement practices delivered by dedicated professionals.**

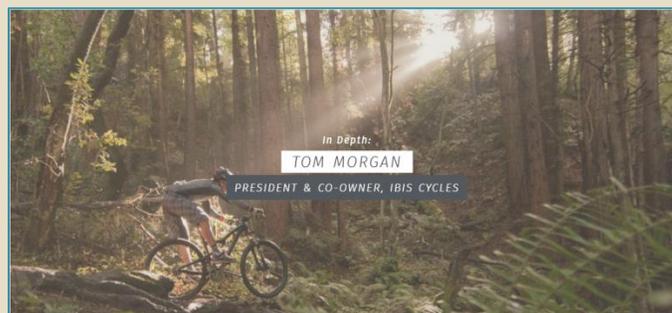
## ECONOMIC DEVELOPMENT

### Downtown Business Side Street Signage to be installed on Friday October 14<sup>th</sup>.

To better promote businesses along the side streets in our downtown, the Economic Development Office created the Side Street Signage Program. This program is a great way to highlight our thriving downtown and promote all of the great businesses located throughout. Signs (see photo) will be attached to existing poles on Pacific Avenue and will direct pedestrians to businesses located along side streets (Locust St, Cooper St, Church St, Walnut Ave, Soquel Ave, Lincoln St, and Cathcart St) between Pacific Avenue and Cedar Street or Front Street. The signs incorporate the new brand colors of the Downtown Association and each business was able to provide input on the font and style of their business name. The Economic Development office worked with the Downtown Association to finalize the sign design and to perform outreach to all eligible businesses. We are excited to announce that brackets and signs will be installed on Friday, just in time for the upcoming Holiday shopping season.



**[ChooseSantaCruz.com](http://ChooseSantaCruz.com)**



On Wednesday, October 5<sup>th</sup> we launched our latest video in our “In Depth” Editorial series featuring Tom Morgan, President and Co-Owner of Ibis Cycles. Ibis Cycles is a high-end mountain bike brand, with a global following, that has been designing cutting edge bikes here in Santa Cruz since 2003. We met with Tom Morgan, President and Co-owner of Ibis, at their Westside Santa Cruz headquarters to talk about how Ibis began, where the company fits in the mountain bike scene in Santa Cruz and where he sees the business going in the future. Read the full article and watch the video here: [www.choosesantacruz.com/ibis](http://www.choosesantacruz.com/ibis)

Within 24 hours of launching the video we had an organic reach of over 40,000 people on Facebook who saw the post and the video had been viewed 10,000 times and shared 62 times. The article on ChooseSantaCruz.com had over 345 page views, the video hosted on Vimeo had 459 views, and the Instagram 15 second video had 90 views. Now, a little over one week later, we have reached over 86,000 people on Facebook and the video has been viewed over 27,000 times.

The video was also shared by [www.PinkBike.com](http://www.PinkBike.com) on their Facebook page which is the largest mountain biking magazine in the world and they work closely with all the major mountain biking companies and their audience is hundreds of thousands of viewers which helped spread this video nationally.

### **Choose Santa Cruz Pop Up Market a HUGE Success**

Economic Development celebrated the 1<sup>st</sup> year anniversary of the ChooseSantaCruz.com website and the launch of the Choose Santa Cruz Coloring book with last Friday’s Pop Up Market. Partnering again with Cosmic Design Agency, the event was a huge success with over 750 people coming through during the course of the evening to shop, snack, sip, network, and color. Fun fact: that is almost double the attendance of last year’s event! The Pop Up market featured an array of local businesses that exemplify the innovation, creativity and yum-factor that Santa Cruz has to offer.



Coffeeville, Childish Santa Cruz, Makse Bar, Farmer Freed Culinary Salt Blends, Agency, Glow Candle Lounge, A’zajt Designs, Companion Bakeshop, Hive & Hum, and Santa Cruz Mountain Winegrowers Association all participated as vendors, displaying, sampling, and selling some of their awesome products and services. And if that wasn’t enough, Lúpulo served up delicious tastes of their tapas and samples of their latest selections.

The Choose Santa Cruz brand is all about highlighting our local economy and businesses and promoting Santa Cruz as an amazing place to live and work. The Choose Santa Cruz Pop Up Market was the perfect way to celebrate all of the reasons people choose Santa Cruz.

### **CRS Flood Insurance Recertification**



The Department has recently completed and submitted the FEMA Community Rating System Program (CRS), recertification for 2016. Through this program residents who own property in the FEMA designated flood plain receive a 15% premium reduction for their required flood insurance policies. Currently within the City of Santa Cruz there are 1,543 flood insurance National Flood Insurance Program (NFIP) policies in force paying a combined \$1,434,689 in annual flood insurance premiums. This represents roughly 10% of the properties in the City of Santa Cruz. In past years through the certification of the City of Santa Cruz as a CRS “Class 7” rated community residents have saved on average approximately \$100 per flood insurance 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. This year the City undertook a comprehensive public education program to prepare for the predicted winter El Nino Storms.

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.

One trend noted in recent years is the increase in private placement flood insurance. In past years this insurance primarily covered larger commercial buildings in the downtown area. More recently a wider range of buildings have been covered by private flood insurance. One reason for this gradual shift is that as FEMA NFIP Premium rates have risen significantly to cover large flood losses in the southeast portions of the United States. Private insurance rates reflect flood risk in a specific community and as such private flood insurance rates in Santa Cruz are roughly 40% lower than the FEMA NFIP rates.

## PARKS AND RECREATION

### Louden Nelson Community Center



Downtown Seniors enjoyed a fabulous Farm to Table Tour of the Salinas Valley learning about the local area's vegetable farms and vineyards. Participants learned about modern-day farming, enjoyed wine tasting, took a tractor ride and brought home a bountiful harvest of vegetables.

### Civic

#### **Saturday, Oct 15 & Sunday, Oct 16: Omega Nu's Rummage Sale**

The Civic will be filled with great treasures and all sales benefit Omega Nu which supports local charities. Sales will open Saturday 8am-3pm and continue Sunday 9am-2pm. Omega Nu has given over two million dollars to individuals, families and organizations in need.

### Special Events



Food trucks are coming into San Lorenzo Park again Friday October 21<sup>st</sup> from 5-7:30pm. There will be multiple options of food as well as lots of games for the family. It's a great time to get out into our city parks! Join us for some great food at the last food truck event of the year. Bring your family and a blanket and come enjoy San Lorenzo Park.

## WATER

As was demonstrated in the Water Department's Long-Range Financial Plan, we have a lot of work facing us during the next decade. With that in mind, we have been working the past few months on strategic planning. We need to ensure that we have the right Departmental structure, processes and procedures, equipment, technology and staffing to get us where we need to go. But imbedded within all of those issues are other more nuanced but nonetheless important issues, like opportunity to focus attention on to improving our internal coordination, communication and collaboration. We also have a serious need to be able to retain the talent that we hire, train and invest in. We are looking at, and addressing these issues, together as a Department. I'm very excited by the level of participation and interest in the process, and look forward to seeing where it takes us.

Our North Coast main replacement project continues to make good progress; this week the 8,000' of water main that has been installed passed its pressure test. We have also almost finished the removal of the abandoned pipe that's above ground. Our Cedar Street water main replacement project also successfully passed its pressure test this week, which allows us to disinfect the main and get us close to the finish line.

We are in the midst of our triennial Sanitary Survey. The Drinking Water Division of the State Water Resources Control Board has spent several days with us touring our sources and treatment facilities, visiting project sites, learning about our CIP program and updated Urban Water Management Plan, and reviewing Water Quality data. This is an important survey and the Water Department team takes it very seriously. So far we are hearing very positive feedback from the folks from SWRCB.

The Loch Lomond Recreation Area is closed to the public now, but the ranger staff at the lake are now gearing up for the onslaught of local school groups who will be visiting later in October and throughout November. This year we will include more interpretive props to teach about the importance of erosion control in the watershed.

Speaking of erosion control, the weekend's predicted storms will be the City's First Flush event. So our watershed staff has been busy working to shore-up areas in the watershed that are prone to erosion. Sediment caused by erosion can become a big problem during storm events.



Emergency sediment removal at Laguna during a storm

### **Busy Public Counter**

The public counter at the Planning and Community Development Department is a busy place and continues to get busier. Since July, over 3,550 visitors have been served. Overall, visitor numbers have nearly doubled over what they were last year, while customers' wait times remain reasonable and the average wait time has reduced. This has been accomplished by adding Counter Technician support, and reassigning staff as designated back up support for busy times. We are in the process of adding additional web-based services, including digital plan review that will help with efficiencies and reduce some of the need for public counter visits. Those functions are being tested, and will be rolled out in phases over Spring 2017.



### **Advanced Planning, Legislative Update**

The California legislature was busy this past month with Governor Brown signing a flurry of bills relating to housing and affordable housing before the October 1<sup>st</sup> deadline. A few of these new bills were recently discussed with City Council as part of the Tiny House presentation at the October 11th meeting, including SB1069 regarding Accessory Dwelling Units (ADUs), AB2406, regarding Junior ADUs, and AB2176, the specific emergency housing legislation for the City of San Jose. Planning staff will be evaluating these bills and incorporating recommendations into the City's code, as appropriate. In addition to these, many other bills will be reviewed for any immediate action. A summary of recently signed bills relating to Housing is attached.

## PUBLIC WORKS

### **Resource Recovery Green Business**

Green81 and Santa Cruz Motorsports have both been fully Green Business certified. Several businesses are pursuing new certifications: Santa Cruz Community Credit Union and Rosie McCann's are doing their audits; and PAMF on Soquel and Bogner Sheet Metal have started the process. There have been 27 Green Business re-certifications completed in 2016 thus far.

The Green Business Mixer is happening on October 27. Invitations have been sent to interested parties. This RSVP link welcomes business owners/managers: [www.tinyurl.com/gbmixer](http://www.tinyurl.com/gbmixer).



### **Resource Recovery Facility and Recycling Processing**

Landfill operations have been busy this week preparing for our first storm event of the year.

Cell 3 construction has continued this week with the completion of the two-foot layer of clay and anchor trench installation for the liner system. Liner installation is scheduled for next week and is expected to be completed in three weeks.



### **Engineering**

Our Citywide Sewer Lining Project began this week. Over 10k linear feet of sanitary sewers will be rehabilitated with NO diffing.

### **Wastewater /Stormwater Collection**

A steel plate blocking the Neary Lagoon outfall was removed. Slide gates were also raised in preparation of approaching first winter storm. Notifications will be sent if and when pumping is needed.

Crews continue to deal with homeless issues. A five gallon bucket of human waste had to be removed at the Neary Lagoon pump station and a large camp had to be dispersed from the area behind Wheel Works at Laurel and Front Streets.



### **Traffic Engineering**

We invite the community to [two Active Transportation Plan open houses](#) on Wednesday, Oct. 19, at Bayview Elementary School from 5:30 to 7 p.m. and Thursday, Oct. 20, at Gault Elementary School, from 6 to 7:30 p.m. Public feedback is encouraged at the open houses where comments regarding the draft Active Transportation Plan can be added to large scale city maps. The draft Active Transportation Plan will be reviewed for a third time by the Transportation and Public Works Commission on Nov. 21 along with all public comments collected at the October open houses and earlier community meetings.



### **Wastewater Operations and Maintenance**

Wastewater facility maintenance project to clean digester #5 has started. Thickened solids from the primary and secondary processes are sent to the anaerobic digesters for stabilization. Over time, debris accumulates inside the digester and must be removed or process control becomes difficult not allowing for full digestion to take place. The photo shows contractor operating mobile dewatering equipment used in this maintenance process.

### **Streets/Traffic**

The crew removed a tripping hazard on Soquel and repaired paving on Woodrow.



**Community Relations**

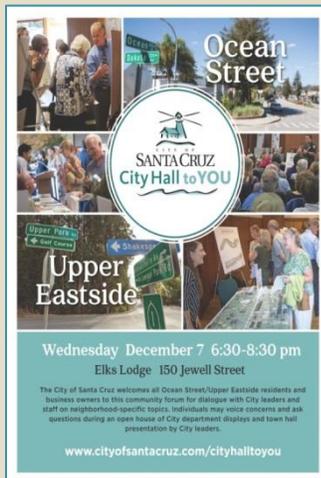
Community Relations and Parking staff enjoyed overseeing Thursday’s video shoot of our ParkCard public service announcement. We expect this “surfer dude” themed video to be ready for viewing close to the Thanksgiving holiday.



We placed a news item on the City website and Facebook regarding our storm preparations: [City Is Prepared for First Storm of the Season.](#)

Our 23<sup>rd</sup> story was published in Santa Cruz Waves ‘City Beat’ column and included on their Facebook page: [SCPD Invites Community Participation in Public Safety Survey.](#)

Mark your calendar for Dec. 7 City Hall to YOU with focus on Ocean Street/Upper Eastside. The event will be held at the Elks Lodge on Jewell Street from 6:30-8:30 p.m. A map of the neighborhood focus boundaries can be found at [www.cityofsantacruz.com/cityhalltoyou](http://www.cityofsantacruz.com/cityhalltoyou).



## Engineering

The Fall 2016 Overlay Project contract has been awarded to Graniterock Construction Division. Graniterock's bid was approximately \$2.4m. Bidders were given the option to construct this project in the spring of 2017. The City does not yet have a schedule from Graniterock.

Fall 2016 Surface Seal Project bids were opened last week and Telfer Pavement Technologies is the apparent low bidder at \$2.2m. Award of this contract will take place shortly. Bidders were given the option to construct this project in the spring of 2017.

## Laboratory & Environmental Compliance

Using EPA licensed technologies to analyze approximately 400 samples of Cowell Beach water samples collected from 2014 to the present, the laboratory's data rarely showed evidence of bacteria associated with the human gut (HumM2; and HumM3) in the water samples. Most of these samples were collected by County Environmental Health. The molecular tests, performed by the City's Environmental Microbiologist II, have the most stringent analytical quality controls and this will help the Cowell Working Group to focus its efforts with greater degree of certainty and confidence in planning. The results will be transmitted to the Cowell Working Group later today.

These tests determine the presence or absence of the DNA (genes) for the bacteria, but are NOT diagnostic of the presence of the bacteria in the samples. A graph of the positive samples is shown below.

