

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060



JOINT CITY COUNCIL - REDEVELOPMENT AGENCY AGENDA

Regular Meeting

December 08, 2009

- | | |
|-----------|--|
| 1:30 P.M. | CLOSED LITIGATION SESSION, COURTYARD CONFERENCE ROOM |
| 3:00 P.M. | CONSENT, GENERAL BUSINESS AND PUBLIC HEARINGS, COUNCIL CHAMBERS |
| 7:00 P.M. | GENERAL BUSINESS, PUBLIC HEARINGS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS |

Written correspondence and telephone calls received after 5:00 p.m. on Monday preceding a Council meeting may not have time to reach Councilmembers, nor be read by them prior to consideration of an item. Please make any communication to Councilmembers regarding Council meeting items prior to 5:00 p.m. Monday.

Council meetings are cablecast on Comcast Channel 25.

Written material for every item listed in the open sessions is available for review at the Central Branch Library Reference Desk.

Time limits set by Council Policy are guidelines. Unless otherwise specified, procedures for all items, except those approved in one motion on the Consent Agenda, are:

- Oral staff report
- Public comment - 2 minutes each; maximum total time may be established by the Presiding Officer at the beginning of the item
- Council/Agency deliberation and action

Closed Litigation Session

1:30 PM

At 1:30 p.m., the Presiding Officer will open the City Council and Redevelopment Agency Closed Litigation sessions in a public meeting in the Courtyard Conference Room, for the purpose of announcing the agenda; thereafter the meeting will be closed to the public.

A. Real Property (Government Code §54956.8).

Gilbert's Wharf Lease and Lease Assignment Negotiations
(Gilbert's Restaurant-25A Municipal Wharf)
APN: 005-391-12
Bonnie Lipscomb--Negotiator

B. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator
Employee Organizations—1. Firefighters
2. Fire Management

C. Conference with Legal Counsel– Anticipated Litigation (Government Code §54956.9).

Significant exposure of City to Litigation (Government Code §54956.9(b))

1 case to be discussed.

D. Conference With Legal Counsel—Existing Litigation (Government Code §54956.9).

1. Greiner v. City of Santa Cruz, United States District Court Case No. C07-02523-RS.

E. Conference with Legal Counsel – Liability Claims (Government Code §54956.95)

1. Claimant: Marina Alise Maze

Claims Against: City of Santa Cruz

An oral report will be presented in the 3:00 p.m. Session (item 20).

Joint City Council/Redevelopment Agency

3:00 PM

- * Call to Order
- * Roll Call
- * Pledge of Allegiance
- * Spotlight on City Services - Green Business Awards
- * Introduction of New Employees
- * Presentation - Jim Howes Community Service Awards
- * Presiding Officer's Announcements
- * Statements of Disqualification
- * Additions and Deletions
- * Joint City Council/Redevelopment Agency Oral Communications - 10 Minutes

Consent Agenda

1. Minutes of the November 10, 2009 and November 24, 2009 Regular City Council Meetings. (CC)
Motion to approve as submitted.
2. Minutes of the November 10, 2009 and November 24, 2009 Redevelopment Agency Meetings. (CC)
Motion to approve as submitted.
3. City Council Regular Meeting Schedule. (CC)
Resolution setting the regular meeting schedule for the calendar year 2010, canceling the regular City Council meetings on August 10th and 24th, and December 28th.

Consent Agenda (continued)

4. 913 Cedar Street (APN 005-048-06) - Disposition of City Owned Property. (ED)

Resolution declaring the property at 913 Cedar Street, Assessor Parcel Number 005-048-06, not needed for public purposes, and authorizing and directing the City Manager to enter into a Contract of Sale, in a form approved by the City Attorney, with John R. Davis.

5. Annual Report of the Redevelopment Agency Fiscal Year 2009. (ED)

City Council motion to accept the Redevelopment Agency's Annual Report for the Fiscal Year 2009.

Redevelopment Agency motion to adopt the Redevelopment Agency's Annual Report for the Fiscal Year 2009.

6. 2009 Traffic Impact Fee Annual Report. (FN)

Motion to accept and approve the 2009 Traffic Impact Fee Annual Report.

7. Office Supplies Agreement. (FN)

Motion to direct the City Manager to execute an agreement in the amount of \$205,000 between the City of Santa Cruz and Palace Art and Office Supply of Santa Cruz, California.

8. Liability Claims Filed Against City of Santa Cruz. (HR)

Motion to reject liability claim a) Marina Alise Maze, based upon staff investigation.

9. Establishing a Safety Enhancement Zone Downtown on New Year's Eve. (PD)

Resolution authorizing a temporary safety enhancement zone for New Year's Eve Downtown from 8:00 p.m., December 31, 2009 to 3:00 a.m., January 1, 2010, designating the geographic boundary of the temporary safety enhancement zone and increasing fines and penalties for certain Municipal Code violations within the zone.

Consent Agenda (continued)

10. Statewide Park Development and Community Revitalization Act of 2008 (Proposition 84) Grant Application. (PK)

Resolution authorizing and directing the City Manager to execute all documents necessary to apply for the Statewide Park Development and Community Revitalization Act of 2008 (Prop 84 Statewide Park Program).

11. Historic Preservation Commission Bylaws Update. (PL)

Motion to adopt revised Bylaws of the Historic Preservation Commission.

12. American Recovery and Revitalization Act (ARRA) - Arterial and Collector Street Reconstruction and Overlay - c400809 - Authorization to Advertise and Award. (PW)

Motion to approve the plans and specifications for the American Recovery and Revitalization Act (ARRA) Arterial and Collector Street Reconstruction and Overlay Projects (c400809) and authorize staff to advertise for bids. The City Manager is hereby authorized and directed to execute the contract as authorized by Resolution No. NS-27,563.

13. FY 2010/11 Bicycle Transportation Account (BTA) Grant Application – Heller Drive Bike Lanes, Revised Phase II (UCSC). (PW)

Resolution authorizing the City Manager to submit a grant application to the Bicycle Transportation Account (BTA) Program FY 2010/11 for the Heller Drive Bike Lanes, Revised Phase II Project on behalf of the University of California, Santa Cruz.

14. Project Homeless Connect Event for the U.S. Census - City Co-Sponsorship. (CN)

Motion authorizing the City of Santa Cruz to co-sponsor and host the March 30, 2010 Project Homeless Connect event (related to the U.S. Census) at the Civic Auditorium.

End Consent Agenda

Public Hearing

15. Ordinance No. 2009-25 Amending Chapter 1.18 of the Santa Cruz Municipal Code Pertaining to Mayor/Councilmember Compensation as Authorized by the Santa Cruz City Charter, Section 603. (CM)

Final adoption of Ordinance No. 2009-25.

General Business

16. Redevelopment Agency 2010-2014 Five-Year Implementation Plan. (ED)

Redevelopment Agency resolution adopting the Agency's Five-Year Implementation Plan (2010-2014).

17. Community Access Preservation Act (HR 3745) - Resolution of Support. (CN)

Resolution supporting HR 3745, the Community Access Preservation Act, and urging its adoption by the U.S. House of Representatives and Senate.

Note: Written material for item 18 will be provided prior to the meeting.

18. Mid-Year Budget Report. (CM)

Motion to accept the report and provide direction, if necessary.

19. Council Meeting Calendar.

That the City Council review the meeting calendar attached to the agenda and revise as necessary.

20. City Attorney Oral Report on Closed Session. (See Page 2)

21. Council Memberships in City Groups and Outside Agencies.

The Presiding Officer will provide Councilmembers with the opportunity to update Council and the public regarding City Groups and Outside Agencies.

The City Council and Redevelopment Agency will recess to the 7:00 P.M. Session.

**Joint City Council/Redevelopment Agency
7:00 PM**

- * Call to Order
- * Roll Call
- * Joint City Council and Redevelopment Agency Oral Communications - 20 Minutes

Adjournment — The Redevelopment Agency will adjourn from the regularly scheduled meeting of December 8, 2009 to the next regularly scheduled meeting on January 12, 2010, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Public Hearing

- Oral staff report
- Appellant/Applicant presentation – 10 minutes maximum.
- Public comment – 2 minutes each; maximum total time may be established by the Presiding Officer at the beginning of the item.
- Appellant rebuttal – 5 minutes maximum.
- Council deliberation and action

22. 101 Manor Place 09-065 (APN 004-283-32) Appeal of the Planning Commission's Denial of Special Use Permit, Design Permit, Variance, Conditional Driveway Permit, and Conditional Fence Permit to Construct a Second Dwelling as an Addition to an Existing Residence to Create a Duplex on a Corner Lot. (PL)

Consider the appeal of the applicant and adopt one of the following resolutions:

1) Resolution denying the appeal, thereby upholding the Planning Commission's decision to deny Special Use Permit, Design Permit, Variance, Conditional Driveway Permit, and Conditional Fence Permit;

or

2) Resolution upholding the appeal of the applicant and approving Special Use Permit, Design Permit, Variance, Conditional Driveway Permit, and Conditional Fence Permit with conditions, thereby overturning the Planning Commission's decision.

Staff recommended that the Planning Commission approve the application.

Adjournment — The City Council will adjourn from the regularly scheduled meeting of December 8, 2009 to the next regularly scheduled meeting on January 12, 2010, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Note: The Council Chambers will be closed ten minutes after the meeting is adjourned.

Advisory Body Appointments

The following at-large positions are will be open for reappointment and or appointment in January 2010. Council will make appointments at the meeting of January 26, 2010.

Arts Commission	One (1) reappointment
Downtown Commission	One (1) vacancy
Historic Preservation Commission	Two (2) vacancies
Parks and Recreation Commission	Two (2) reappointments
Planning Commission	Two (2) reappointments
Public Works Commission	One (1) vacancy
San Lorenzo River Committee	Two (2) vacancies
S.C. City Transportation Commission	Two (2) vacancies
Sister Cities Committee	One (1) reappointment and three (3) vacancies
Water Commission	Two (2) vacancies

Public Hearing: If, in the future, you wish to challenge in court any of the matters on this agenda for which a public hearing is to be conducted, you may be limited to raising only those issues which you (or someone else) raised orally at the public hearing or in written correspondence received by the City at or before the hearing.

Any person seeking to challenge a City Council decision made as a result of a proceeding in which, by law, a hearing is required to be given, evidence is required to be taken, and the discretion in the determination of facts is vested in the City Council, shall be required to commence that action either 60 days or 90 days following the date on which the decision becomes final as provided in Code of Civil Procedure Section 1094.6 Please refer to code of Civil Procedure 1094.6 to determine how to calculate when a decision becomes "final." The 60-day rule applies to all public hearings conducted pursuant to the City's Zoning Ordinance, Title 24, Santa Cruz Municipal Code. The 90-day rule applies to all other public hearings.

City Council Agenda Legislative History Addendum

No information was submitted.

City staff is responsible for providing the City Clerk with such documentation and information for the Legislative History Addendum. The information will be on file in the City Clerk's Department.

The Addendum is a listing of information specific to City Council business, but which does not appear on a Council meeting agenda. Such entities would include, but not be limited to:

- Court decisions
- Coastal Commission Appeals of City Council actions
- Closed Session Agreements/Settlements, which are public record
- Association of Monterey Bay Area Governments
- Local Agency Formation Commission

ADDENDUM TO CITY COUNCIL AGENDA – DECEMBER 8, 2009
INFORMATION ITEMS PREVIOUSLY DISTRIBUTED TO CITY COUNCILMEMBERS
(Copies available in the Central Branch Library at the Reference Desk)

City Manager	Monthly Camping Incident and Homeless Shelter Attendance Reports -11/23/09 (CMFYI 132)
Economic Development Department	Tannery Arts Center – Digital Media Center – Project Update - 11/16/09 (EDFYI 031) Project for Innovation & Entrepreneurship 2009–10 - 11/17/09 (EDFYI 030)
Planning Department	Public Review of the Draft EIR for the North Campus Sphere of Influence Amendment and Extraterritorial Water Service Application - 11/18/09 (PLFYI 022)
Police Department	2009 Halloween Recap - 11/16/09 (PDFYI 013)

ADDENDUM TO CITY COUNCIL AGENDA – DECEMBER 8, 2009
MAYOR'S PROCLAMATIONS

None issued.

MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

**MINUTES OF A REGULAR JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING**

NOVEMBER 10, 2009

1:30 P.M. SESSION

Mayor Mathews opened the Closed Litigation Session at 1:05 p.m. in a public session in the Courtyard Conference Room, for the purpose of announcing the agenda, considering public testimony, and the addition of item A(2).

- A. Real Property (Government Code §54956.8).
2. 20 Hanover Ct., City v. J.P. Morgan Chase
Bonnie Lipscomb – Negotiator
APN: 011-032-66

Action

Councilmember Robinson moved, seconded by Councilmember Lane, to refer the item to closed session. The motion carried unanimously (Councilmember Madrigal absent).

SPEAKING FROM THE FLOOR EXPRESSING CONCERNS:

Jeremy Pilling
Nereida Rodriguez
Charlie Smith

Council closed the session to the public at 1:15 p.m. All Councilmembers were present, except Councilmember Madrigal. (See pages 1029 through 1031 for a report on closed session.)

3:00 P.M. SESSION

Mayor/Chair Mathews called the meeting to order at 3:12 p.m. in the Council Chambers.

Roll Call

Present: Councilmembers/Members Coonerty, Robinson, Lane, Madrigal (arrived 3:14 p.m.), Beiers; Mayor/Chair Mathews.

Absent: Vice Mayor/Vice Chair Rotkin.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
3:00 P.M. SESSION

Staff: City Manager R. Wilson, City Attorney J. Barisone, Chief of Fire R. Oliver, Director of Human Resources L. Sullivan, Director of Information Technology S. Caiocca, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati, Director of Public Works M. Dettle, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Pledge of Allegiance

Presiding Officer's Announcements

Statements of Disqualification – None.

Additions and Deletions – Items 3(a), 3(c), 9 and 12 were deleted.

Joint City Council/Redevelopment Agency Oral Communications

Jim Rothstein spoke about climate change, and asked that the 2008 greenhouse gas emissions report be posted to the City's website.

Norma Tasker spoke about violence in the community, and said she would return for the evening session.

Dina Torres said Café Campesino deserves a new, better lease. Ms. Torres asked for a five-year term and the right to assign the lease.

David Levin said the Café Campesino lease is currently for two years, that he can be kicked out at any time, and that it is unfair. Mr. Levin asked the Council to look at the historical record.

An unidentified man said Café Campesino deserves fairness, and said the Café is rated the number 11 restaurant in Santa Cruz.

Brad Snyder said Café Campesino is a part of the social fabric of the downtown area.

An unidentified woman spoke on behalf of Café Campesino, and asked the Council to extend the lease to 5 years.

Mike Tomasi spoke in praise of veterans.

Consent Agenda

Action

Councilmember/Member Lane moved, seconded by Councilmember/Member Robinson, to approve the remaining items on the Consent Agenda. The motion carried unanimously (Vice Mayor/Vice Chair Rotkin absent).

1. Redwood Commons Loan and Regulatory Agreement Subordination. (ED)

Motion carried to direct the City Manager to amend the City of Santa Cruz Affordable Housing Trust Fund loan agreement and associated housing regulatory agreements with Redwood Commons LLC to allow for subordination of these agreements to a \$2,830,700 loan from Enterprise Community Investment, Inc. to Redwood Commons LLC for the Redwood Commons Project located at 1606 Soquel Avenue.

2. 222 Van Ness Avenue - Amend Loan Terms to CFSC, Inc. (ED)

Motion carried authorizing the City Manager to execute any and all documents necessary to approve amendments, in a form to be approved by the City Attorney, for two existing CDBG loans in the amounts of \$85,000 and \$12,280.79 to CFSC, Inc., for the property located at 222 Van Ness Avenue.

3. Liability Claims Filed Against City of Santa Cruz. (HR)

Motion carried to reject liability claims b) Luann Terese Beasley, d) Jeremy Michael Pilling, and e) Nereida Rodriguez, based upon staff investigation. Items a) Susan Jane Beach and c) Allysha Ann Leonard were deleted.

4. City's Classification and Compensation Plan and the FY 2010 Budget Personnel Complement - Water/Wastewater Organizational Development Study. (HR)

Resolution No. NS-28,131 was adopted amending the Classification and Compensation Plan and the FY 2010 Budget Personnel Authorization for the Water Department by Implementing Recommendations from the Water/Wastewater Organizational Development Study.

Resolution No. NS-28,132 was adopted amending the Classification and Compensation Plan and the FY 2010 Budget Personnel Authorization for the Public Works Department by Implementing Recommendations from the Water/Wastewater Organizational Development Study.

JOINT CITY COUNCIL/
 REDEVELOPMENT AGENCY MEETING
 NOVEMBER 10, 2009
 3:00 P.M. SESSION

Consent Agenda (continued)

5. Acceptance of a Donation from the Senior Computer Center Coordinating Council - Amendment of the City's Classification and Compensation Plans and the FY 2010 Budget Personnel Complement. (PK & HR)

Motion carried authorizing and directing the City Manager to accept a donation in the amount of \$9,320 from the Senior Computer Center Coordinating Council to continue to fund a portion of the Senior Programs Coordinator position for an additional six months.

Resolution No. NS-28,133 was adopted appropriating funds and amending the FY 2010 budget in the amount of \$9,320 in order to accept the donation from the Senior Computer Center Coordinating Council.

Resolution No. NS-28,134 was adopted amending the Classification and Compensation Plans and the FY 2010 Budget Personnel Complement by extending the addition of .25 FTE (10 hours per week) to a .75 FTE (30 hours per week) Senior Programs Coordinator position for a total of 1.0 FTE (40 hours) for an additional six months.

6. Delaware Pump Station Replacement Project –c400820 - Notice of Completion. (PW)

Motion carried to accept the work completed by Monterey Peninsula Engineering, Marina, CA, as completed per the plans and specifications and authorize the filing of the Notice of Completion for the Delaware Pump Station Replacement Project (c400820).

7. Arroyo Seco Canyon Trunk Sewer Liner Project – Notice of Completion. (PW)

Motion carried to accept the work completed by J. F. Pacific Liners Inc., Vacaville, CA, as completed per the plans and specifications and authorize the filing of the Notice of Completion for the Arroyo Seco Canyon Trunk Sewer Liner Project. (#c400017).

Consent Agenda (continued)

8. Graham Hill Water Treatment Plant (GHWTP) Electrical Improvements – Engineering and Design Services - Contract Amendment No. 6. (WT)

Motion carried authorizing the City Manager to execute Contract Amendment No. 6 in the amount of \$283,809 with Camp Dresser & McKee, Inc. for the GHWTP Electrical Improvements Engineering and Design Services.

9. The Development, Relief, and Education for Alien Minors (DREAM) Act of 2009 – Resolution of Support. (CN)

This item was deleted.

End Consent Agenda

Public Hearing

10. Ordinance No. 2009-24 Amendment to Section 24.10.2301 of the City of Santa Cruz Zoning Ordinance and the Downtown Recovery Plan to Allow Ground Floor Offices as Principally Permitted Uses in the North Pacific Subarea. (PL)

Mayor Mathews opened the public hearing at 3:38 p.m.

No members of the public spoke.

Mayor Mathews closed the public hearing at 3:38 p.m.

Action

Councilmember Robinson moved, seconded by Councilmember Coonerty, to finally adopt Ordinance No. 2009-24. The motion carried unanimously (Vice Mayor Rotkin absent).

JOINT CITY COUNCIL/
 REDEVELOPMENT AGENCY MEETING
 NOVEMBER 10, 2009
 3:00 P.M. SESSION

General Business

11. Resolution Consolidating the Bails and Fees Referenced within the Municipal Code into one Schedule. (CC)

Action

Councilmember Coonerty moved, seconded by Councilmember Beiers, to adopt Resolution No. NS-28,135 adopting the Consolidated Bails and Fees Schedule listed in Exhibit "A," and referenced within the Municipal Code. The motion carried unanimously (Vice Mayor Rotkin absent).

12. Public Works Commission Appointment. (CC)

This item was deleted.

13. Council Meeting Calendar.

The City Council reviewed the meeting calendar attached to the agenda and revised as necessary. Mayor Mathews announced a Special Meeting to be held jointly with Santa Cruz City Schools on Monday, November 23, 2009 at 6:30 p.m. in the Civic Auditorium. The topic will be youth violence prevention.

14. City Attorney Oral Report on Closed Session.

A. Real Property (Government Code §54956.8).

1. 913 Cedar Street Property Sale (City of Santa Cruz-Owner)
Bonnie Lipscomb—Negotiator
APN: 005-048-06
2. 20 Hanover Ct., City v. J.P. Morgan Chase
Bonnie Lipscomb – Negotiator
APN: 011-032-66

Council received status reports and instructed the negotiator.

General Business (continued)

14. City Attorney Oral Report on Closed Session (continued)

B. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator

- Employee Organizations—
1. Firefighters
 2. Fire Management
 3. Police Management

Council received status reports and instructed the negotiator.

C. Conference With Legal Counsel—Existing Litigation (Government Code §54956.9).

1. UACC Midwest v. City of Santa Cruz et al., United States District Court Case No. C-84-7546-EFL.
2. Norse v. City of Santa Cruz United States Ninth Circuit Court of Appeal Case No. 07-15814.
3. City v. Patel Santa Cruz County Superior Court Case No. CV161056.

Council received status reports and instructed the City Attorney.

D. Conference with Legal Counsel – Anticipated Litigation (Government Code §54956.9).

Significant Exposure of City to Litigation (Government Code §54956.9(b))

2 cases were discussed.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
3:00 P.M. SESSION

General Business (continued)

14. City Attorney Oral Report on Closed Session (continued)

E. Conference with Legal Counsel – Liability Claims (Government Code §54956.95).

1. Claimant: Susan Jane Beach
 2. Claimant: Luann Terese Beasley
 3. Claimant: Allysha Ann Leonard
 4. Claimant: Jeremy Michael Pilling
 5. Claimant: Nereida Rodriguez
- Claims Against: City of Santa Cruz

5 claims were discussed.

15. Council Memberships in City Groups and Outside Agencies.

The Presiding Officer provided Councilmembers with the opportunity to update Council and the public regarding City Groups and Outside Agencies.

At 3:45 p.m. the City Council and Redevelopment Agency recessed to the 7:00 P.M. Session.

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

**MINUTES OF A JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING**

November 10, 2009

7:00 P.M. SESSION

Mayor/Chair Mathews called the meeting to order at 7:03 p.m. in Council Chambers.

Roll Call

Present: Councilmembers/Members Coonerty, Robinson, Lane, Madrigal, Beiers; Vice Mayor/Vice Chair Rotkin; Mayor/Chair Mathews.

Absent: None.

Staff: City Manager R. Wilson, Assistant City Manager M. Bernal, City Attorney J. Barisone, Director of Finance J. Dilles, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati, Chief of Police H. Skerry, Director of Public Works M. Dettle, CPVAW Coordinator K. Agnone, Deputy Chief of Police P. Sapone, Deputy Chief of Police K. Vogel, Administrative Analyst Z. Friend, Operations Manager K. Van Der Maaten, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Note: Oral Communications (30 minutes) was held during the 3:00 p.m. session only. Members of the public had the right to speak to items not on the agenda at that time.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
7:00 P.M. SESSION

Public Hearings

16. 101 Manor Place 09-065 APN 004-283-32 Appeal of the Planning Commission's Denial of Special Use Permit, Design Permit, Variance, Conditional Driveway Permit, and Conditional Fence Permit to Construct a Second Dwelling as an Addition to an Existing Residence to Create a Duplex on a Corner Lot. (PL)

Action

Councilmember Madrigal moved, seconded by Vice Mayor Rotkin, to continue this item to the 7:00 p.m. session of the meeting of December 8, 2009. The motion carried unanimously.

17. 2007-2014 Housing Element of the General Plan. (PL)

Action

Councilmember Madrigal moved, seconded by Councilmember Coonerty, to continue this item to the 7:00 p.m. session of the meeting of November 24, 2009. The motion carried unanimously.

18. Discussion and Action Regarding Public Safety.

Mayor Mathews opened the public hearing at 7:14 p.m.

- 18.1 Juvenile Diversion and Early Intervention Programs. (PD)

Coordinator K. Agnone presented an oral presentation on the Commission for the Prevention of Violence to Women (CPVAW) and responded to Council's questions.

Chief of Police H. Skerry, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati and Administrative Analyst Z. Friend presented oral reports and responded to Council's questions.

Action

Councilmember Madrigal moved, seconded by Councilmember Coonerty, to adopt Resolution No. NS-28,136 appropriating funds and amending the FY 2010 budget in the amount of \$56,500 to restore funding to the Juvenile Diversion Program (\$29,000) from December, 2009 through June, 2010, and the Intensive Supervision Program (\$27,500) from January, 2010 through June, 2010; and to adopt Resolution No. NS-28,137 appropriating funds and amending the FY 2010 budget in the amount of \$30,000 to fund the Youth Crime Prevention Program; and to direct staff to explore the possibility of implementing the GreatSchools program currently in place in the City of Watsonville. The motion carried unanimously.

Public Hearing (continued)

18. Discussion and Action Regarding Public Safety (continued).

18.2 Report on Accountability for Alcohol Outlets. (FN/PL)

Director of Finance J. Dilles and Director of Planning and Community Development J. Rebagliati presented oral reports and responded to Council's questions.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Lane, to accept the Report on Accountability for Alcohol Outlets and direct staff to review permitting and zoning changes to mitigate negative impacts, and to research what other communities are doing in this regard. The motion carried unanimously.

18.3 Pacific Avenue Streetlights Budget Adjustment. (ED/PW)

Director of Public Works M. Dettle presented an oral report and responded to Council's questions.

Action

Vice Mayor/Vice Chair Rotkin moved, seconded by Councilmember/Member Robinson, to adopt Redevelopment Agency Resolution No. 1473 appropriating funds and amending the FY 2010 budget in an amount up to \$83,000 to fund the purchase of Pacific Avenue streetlight fixtures, and to adopt City Council Resolution No. NS-28,138 appropriating funds and amending the FY 2010 budget in an amount up to \$83,000 to be provided by the Redevelopment Agency for purchase of Pacific Avenue streetlight fixtures. The motion carried unanimously.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
7:00 P.M. SESSION

Public Hearing (continued)

18. Discussion and Action Regarding Public Safety (continued).

18.4 Packard Grant Acceptance and Budget Adjustment for Teen Programs. (PK)

Director of Parks and Recreation D. Shoemaker presented an oral report and responded to Council's questions.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Lane, to adopt Resolution No. NS-28,139 authorizing the City Manager to accept a grant from the Packard Foundation in the amount of \$117,000 to be used for the operation of teen programs, and to execute an agreement, in a form acceptable to the City Attorney, to support staff's recommendation to move Teen Programs to the Loudon Nelson Community Center; and to adopt Resolution No. NS-28,140 appropriating funds and amending the FY 2010 budget in the amount of \$58,500 to fund the Teen Center Programs. The motion carried unanimously.

18.5 Direction to Develop Intensive Interdepartmental Focus on Problem Properties.

City Manager R. Wilson presented an oral report and responded to Council's questions.

SPEAKING FROM THE FLOOR EXPRESSING CONCERNS:

Pat Kittle	Curtis Reliford
Bruce Engelhardt	Sylvia Mullen
Norma Jean Tasker	An Unidentified Woman
Cordelia Clancy	Regina Henderson
Trevin Baker	Julia McDermott
Peter Cook	Mike Becker
Peter Petoe	Jay Molina
Tom Mullen	Pat Powers
David Beaudry	Beth Landreau
James Fisher	

Action

Vice Mayor Rotkin moved, seconded by Councilmember Lane, to refer the Violence Prevention/Intervention Street Outreach Project report to the Social Services Committee. The motion carried unanimously.

Public Hearing (continued)

18. Discussion and Action Regarding Public Safety (continued).

18.5 Direction to Develop Intensive Interdepartmental Focus on Problem Properties (continued)

Action

Councilmember Madrigal moved, seconded by Councilmember Beiers, to direct the Council's representatives to the Library Joint Powers Board to explore a program to provide library cards to all students in the public schools system. The motion carried unanimously.

Adjournment — At 10:15 p.m. the Redevelopment Agency adjourned from the regularly scheduled meeting of November 10, 2009 to the next regularly scheduled meeting on November 24, 2009, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Adjournment — At 10:15 p.m. the City Council adjourned from the regularly scheduled meeting of November 10, 2009 to the next regularly scheduled meeting on November 24, 2009, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Respectfully submitted

Tom Graves
Deputy City Clerk

Approved

Lorrie Brewer
City Clerk

Approved

Cynthia Mathews
Mayor

MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

**MINUTES OF A REGULAR JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING**

November 24, 2009

1:30 P.M. SESSION

Mayor Mathews opened the Closed Litigation Session at 1:34 p.m. in a public session in the Courtyard Conference Room, for the purpose of announcing the agenda and considering public testimony.

SPEAKING FROM THE FLOOR EXPRESSING CONCERNS:

Dina Torres
David Levin

Council closed the session to the public at 1:55 p.m. All Councilmembers were present. (See pages 1044 through 1045 for a report on closed session.)

3:00 P.M. SESSION

Mayor/Chair Mathews called the meeting to order at 3:06 p.m. in the Council Chambers.

Roll Call

Present: Councilmembers/Members Coonerty, Robinson, Lane, Madrigal (arrived at 3:11 p.m.), Beiers, Vice Mayor/Vice Chair Rotkin; Mayor/Chair Mathews.

Absent: None.

Staff: City Manager R. Wilson, Assistant City Manager M. Bernal, City Attorney J. Barisone, Director of Finance J. Dilles, Director of Human Resources L. Sullivan, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati, Director of Public Works M. Dettle, Director of Water B. Kocher, Principal Administrative Analyst R. Solick, Superintendent of Parks S. Hammack, Assistant Director of Public Works/City Engineer C. Schneiter, Administrative Analyst T. Praxel, City Clerk L. Brewer, Deputy City Clerk T. Graves.

1038
JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 24, 2009
3:00 P.M. SESSION

Pledge of Allegiance

Presentation - New City Website: www.cityofsantacruz.com – Principal Administrative Analyst R. Solick made an oral presentation.

Presiding Officer's Announcements

Statements of Disqualification – None.

Additions and Deletions – None.

Joint City Council/Redevelopment Agency Oral Communications

Ed Davidson spoke about the traffic jams after the water main break at Highways 1 and 9, and said it was an outrage that people were stuck for hours there.

Jim Rothstein spoke about global warming issues.

Robert Norse spoke about homelessness and the City Police Department.

Jean Brocklebank commended the Council on the City's new website, and said she enjoyed walking downtown on the way to the meeting.

Yello B. Brown spoke about homelessness.

Mike Tomasi spoke about Council salaries and surfers.

Consent Agenda

SPEAKING FROM THE FLOOR REQUESTING ITEMS TO BE REMOVED FROM THE CONSENT AGENDA AND/OR EXPRESSING CONCERNS:

Ed Davidson
Jim Rothstein
Jean Brocklebank

The following items were removed for consideration immediately after action taken on the Consent Agenda: Items 6 and 8.

Action

Councilmember/Member Coonerty moved, seconded by Councilmember/Member Lane, to approve the remaining items on the Consent Agenda. The motion carried unanimously.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 24, 2009
3:00 P.M. SESSION

Consent Agenda (continued)

1. Minutes of the October 27, 2009 City Council Meeting. (CC)
Motion carried to approve as submitted.
2. Minutes of the October 27, 2009 Redevelopment Agency Meeting. (CC)
Motion carried to approve as submitted.
3. Liability Claims Filed Against City of Santa Cruz. (HR)
Motion carried to reject liability claims a) Jesse Brister, b) Santa Cruz Metropolitan Transit District, c) Amanda M. Shanks, and d) Howard Barry Talberg, based upon staff investigation.
4. Resolution Amending the City's Classification and Compensation Plan and the FY 2010 Budget Personnel Complement – Economic Development and Redevelopment. (HR)
Resolution No. NS-28,141 was adopted modifying the Classification and Compensation Plan and the FY 2010 Budget Personnel Complement by deleting the Economic Development and Redevelopment Manager classification and adding as its replacement, a new classification of Economic Development Coordinator I/II.
5. Sister Cities Committee Bylaws Revisions. (PK)
Resolution No. NS-28,142 was adopted amending the Sister Cities Committee structure by reducing membership from seventeen to eleven members, deleting the requirement for a junior member, allowing three non-resident members, and rescinding Resolution No. NS-27,141.
Motion carried to adopt the amended Bylaws setting forth said amendments to the structure of the Sister Cities Committee.

Consent Agenda (continued)

6. Measure H Fall 2008 Overlay Program - c400809 - Notice of Completion.
(PW)

Director of Public Works M. Dettle presented an oral report and responded to Council's questions.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Coonerty, to accept the work completed by Granite Construction Company of Watsonville, CA, and authorize the filing of the Notice of Completion for the Fall 2008 Overlay Program (c400809). The motion carried unanimously.

7. American Recovery and Reinvestment Act of 2009 - Energy Efficiency and Conservation Strategy. (PW)

Motion carried to accept the recommended list of projects that will be included in the City's Energy Efficiency and Conservation Strategy (EECS) and implemented using American Recovery and Reinvestment Act (ARRA) grant funds.

8. Bicycle Transportation Account (BTA) Grant Application for Arana Gulch Path. (PW)

Assistant Director of Public Works/City Engineer C. Schneiter presented an oral report and responded to Council's questions.

SPEAKING FROM THE FLOOR IN OPPOSITION AND/OR EXPRESSING CONCERNS:

Jean Brocklebank

SPEAKING FROM THE FLOOR IN SUPPORT AND/OR EXPRESSING CONCERNS:

Mike Tomasi
Ed Davidson

Action

Councilmember Coonerty moved, seconded by Councilmember Beiers, to adopt Resolution No. NS-28,143 authorizing the City Manager to submit a grant application to the Bicycle Transportation Account (BTA) Program Fiscal Year (FY) 2010/11 for the Arana Gulch Multi-use Trail. The motion carried unanimously.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 24, 2009
3:00 P.M. SESSION

Consent Agenda (continued)

9. Miscellaneous Service Fees. (WT)

Resolution No. NS-28,144 was adopted to adjust miscellaneous water service fees to fully recover the cost of providing service, and rescinding Resolution No. NS-27,194 in its entirety.

10. Water Supply Project – Offshore Geophysical Study – Contract Amendment No. 2. (WT)

Motion carried to authorize the City Manager to execute Contract Amendment No. 2 with EcoSystems Management Associates, Inc. in the amount of \$6,373 for additional insurance required by the City.

11. The Development, Relief, and Education for Alien Minors (DREAM) Act of 2009 – Resolution of Support. (CN)

Resolution No. NS-28,145 was adopted supporting the Development, Relief, and Education for Alien Minors (DREAM) Act of 2009 to relieve obstacles to higher education and permanent residency for long-term non-resident minors.

End Consent Agenda

Adjournment — At 4:04 p.m., the Redevelopment Agency adjourned from the regularly scheduled meeting of November 24, 2009 to the next regularly scheduled meeting on December 8, 2009, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

General Business

12. Acceptance of Hawaiian Princes Plaque. (PK)

Director of Parks and Recreation D. Shoemaker and Parks Superintendent S. Hammack presented oral reports and responded to Council's questions.

SPEAKING FROM THE FLOOR IN SUPPORT:

Kim Stoner
Matt Micouda
Harry Mayo
Mike Tomasi

Action

Councilmember Robinson moved, seconded by Councilmember Coonerty, to accept a plaque from the Royal Family of Hawaii and direct Parks and Recreation staff to work with the community to appropriately place it near the Surf Museum so that it can be enjoyed by citizens and visitors as recommended by the Parks and Recreation Commission. The motion carried unanimously.

Public Hearing

13. Summary Vacation of Unneeded Water Pipeline Right-of-Way from Meder Street to Alta Vista Drive. (WT)

Mayor Mathews opened the public hearing at 4:13 p.m.

Administrative Analyst T. Praxel presented an oral report and responded to Council's questions.

No members of the public wished to speak.

Mayor Mathews closed the public hearing at 4:14 p.m.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Coonerty, to adopt Resolution No. NS-28,146 to vacate an unneeded water pipeline right-of-way from Meder Street to Alta Vista Drive granted by Walter L. Robinson and Mary O. Robinson in 1945, and to adopt Resolution No. NS-28,147 to vacate an unneeded water pipeline right-of-way from Meder Street to Alta Vista Drive granted by Leonard W. Miller in 1945. The motion carried unanimously.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 24, 2009
3:00 P.M. SESSION

General Business

14. Mayor/Councilmember Compensation. (CM)

Assistant City Manager M. Bernal presented an oral report and responded to Council's questions.

SPEAKING FROM THE FLOOR IN SUPPORT AND/OR EXPRESSING CONCERNS:

Ed Davidson
Mike Tomasi

Action

Vice Mayor Rotkin moved, seconded by Councilmember Beiers, to introduce for publication Ordinance No. 2009-25 amending Chapter 1.18 of the Santa Cruz Municipal Code pertaining to Mayor/Councilmember compensation as authorized by the Santa Cruz City Charter, Section 603; and to take a voluntary reduction to maintain the existing salary levels. The motion carried unanimously.

15. Council Meeting Calendar.

The City Council reviewed the meeting calendar attached to the agenda and revised as necessary.

General Business (continued)

16. City Attorney Oral Report on Closed Session.

A. Real Property (Government Code §54956.8).

1. Café Campesino Lease Negotiations
1130 K1 Pacific Avenue
(City of Santa Cruz-Owner; David Levin-Lessee)
City Negotiator—Julie Hendee
(No Assessor's Parcel Number)
2. 25 Municipal Wharf—Lease Negotiations
Assignment of Lease from James A. Gilbert to Mark Gilbert.
City Negotiator—Bonnie Lipscomb
Assessor's Parcel No. 005-391-012
3. 913 Cedar Street Property Sale (City of Santa Cruz-Owner)
City Negotiator—Bonnie Lipscomb
Assessor's Parcel No. 005-048-06

Council received status reports and instructed the negotiators on items 1 and 3. Item 2 was not discussed.

B. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator

Employee Organizations—

1. Firefighters
2. Fire Management
3. Police Management
4. Police Officers' Association

Council received status reports. No reportable action was taken.

C. Conference With Legal Counsel—Existing Litigation (Government Code §54956.9).

1. Norse v. City of Santa Cruz United States Ninth Circuit Court of Appeal Case No. 07-15814.
2. City v. J.P. Morgan Chase Bank, Santa Cruz County Superior Court Case No. 165875.

Council received status reports. No reportable action was taken.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 24, 2009
3:00 P.M. SESSION

General Business (continued)

16. City Attorney Oral Report on Closed Session (continued)

D. Conference with Legal Counsel – Liability Claims (Government Code §54956.95)

1. Claimant: Jesse Brister
2. Claimant: Santa Cruz Metropolitan Transit District
3. Claimant: Amanda M. Shanks
4. Claimant: Howard Barry Talberg

Claims Against: City of Santa Cruz

No claims were discussed.

17. Council Memberships in City Groups and Outside Agencies.

Councilmember Lane reported that the Regional Transportation Commission, which has been working on the purchase of the rail line, is close to a deal.

At 4:31 p.m., the City Council recessed to a Council dinner at Café Mare, 740 Front Street, and then to the 7:00 P.M. Session.

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

MINUTES OF A CITY COUNCIL MEETING

NOVEMBER 24, 2009

7:00 P.M. SESSION

Mayor Mathews called the meeting to order at 7:12 p.m. in Council Chambers.

Roll Call

Present: Councilmembers Coonerty, Robinson, Lane, Madrigal, Beiers; Vice Mayor Rotkin; Mayor Mathews.

Absent: None.

Staff: City Manager R. Wilson, Assistant City Manager M. Bernal, City Attorney J. Barisone, Director of Planning and Community Development J. Rebagliati, Director of Public Works M. Dettle, Principal Planner K. Thomas, Senior Planner M. King, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Note: Oral Communications (30 minutes) was held during the 3:00 p.m. session only. Members of the public had to right to speak to items noted on the agenda.

General Business

Note: No written material was provided for items 18 and 19.

18. Election of the Mayor.

Mayor Mathews presented outgoing remarks.

Councilmember Lane nominated Mike Rotkin as Mayor.

Action By unanimous vote, Mike Rotkin was elected Mayor.

Mayor Mathews and the Mayor-elect exchanged chairs.

Mayor Rotkin presented incoming remarks.

General Business (continued)

19. Election of the Vice Mayor.

Councilmember Robinson nominated Ryan Coonerty as Vice Mayor.

Action

By unanimous vote, Ryan Coonerty was elected Vice Mayor.

Vice Mayor Coonerty presented incoming remarks.

Public Hearing

20. 2007-2014 Housing Element of the General Plan. (PL)

Principal Planner K. Thomas and Senior Planner M. King presented oral reports and responded to Council's questions.

SPEAKING FROM THE FLOOR IN OPPOSITION AND/OR EXPRESSING CONCERNS:

Ed Davidson

Action

Councilmember Robinson moved, seconded by Mayor Rotkin, to adopt Resolution No. NS-28,148 adopting the Negative Declaration, rescinding the 2002-2007 Housing Element, adopting the 2007-2014 Housing Element based on the Findings listed in the Resolution, and approving non-substantive language changes as necessary. The motion carried unanimously.

Adjournment — At 8:13 p.m. the City Council adjourned from the regularly scheduled meeting of November 24, 2009 to the next regularly scheduled meeting on December 8, 2009, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hour of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Respectfully submitted

Tom Graves
Deputy City Clerk

Approved

Lorrie Brewer
City Clerk

Approved

Michael Rotkin
Mayor

MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

MINUTES OF A REGULAR REDEVELOPMENT AGENCY MEETING

NOVEMBER 10, 2009

3:00 P.M. SESSION

Mayor/Chair Mathews called the meeting to order at 3:12 p.m. in the Council Chambers.

Roll Call

Present: Councilmembers/Members Coonerty, Robinson, Lane, Madrigal (arrived 3:14 p.m.), Beiers; Mayor/Chair Mathews.

Absent: Vice Mayor/Vice Chair Rotkin.

Staff: City Manager R. Wilson, City Attorney J. Barisone, Chief of Fire R. Oliver, Director of Human Resources L. Sullivan, Director of Information Technology S. Caiocca, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati, Director of Public Works M. Dettle, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Pledge of Allegiance

Presiding Officer's Announcements

Statements of Disqualification – None.

Additions and Deletions – Items 3(a), 3(c), 9 and 12 were deleted.

REDEVELOPMENT AGENCY MEETING
 NOVEMBER 10, 2009
 3:00 P.M. SESSION

Joint City Council/Redevelopment Agency Oral Communications

Jim Rothstein spoke about climate change, and asked that the 2008 greenhouse gas emissions report be posted to the City's website.

Norma Tasker spoke about violence in the community, and said she would return for the evening session.

Dina Torres said Café Campesino deserves a new, better lease. Ms. Torres asked for a five-year term and the right to assign the lease.

David Levin said the Café Campesino lease is currently for two years, that he can be kicked out at any time, and that it is unfair. Mr. Levin asked the Council to look at the historical record.

An unidentified man said Café Campesino deserves fairness, and said the Café is rated the number 11 restaurant in Santa Cruz.

Brad Snyder said Café Campesino is a part of the social fabric of the downtown area.

An unidentified woman spoke on behalf of Café Campesino, and asked the Council to extend the lease to 5 years.

Mike Tomasi spoke in praise of veterans.

Consent Agenda

Action

Councilmember/Member Lane moved, seconded by Councilmember/Member Robinson, to approve the remaining items on the Consent Agenda. The motion carried unanimously (Vice Mayor/Vice Chair Rotkin absent).

1. Redwood Commons Loan and Regulatory Agreement Subordination. (ED)

Motion carried to direct the City Manager to amend the City of Santa Cruz Affordable Housing Trust Fund loan agreement and associated housing regulatory agreements with Redwood Commons LLC to allow for subordination of these agreements to a \$2,830,700 loan from Enterprise Community Investment, Inc. to Redwood Commons LLC for the Redwood Commons Project located at 1606 Soquel Avenue.

REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
3:00 P.M. SESSION

Consent Agenda (continued)

2. 222 Van Ness Avenue - Amend Loan Terms to CFSC, Inc. (ED)

Motion carried authorizing the City Manager to execute any and all documents necessary to approve amendments, in a form to be approved by the City Attorney, for two existing CDBG loans in the amounts of \$85,000 and \$12,280.79 to CFSC, Inc., for the property located at 222 Van Ness Avenue.

3. Liability Claims Filed Against City of Santa Cruz. (HR)

Motion carried to reject liability claims b) Luann Terese Beasley, d) Jeremy Michael Pilling, and e) Nereida Rodriguez, based upon staff investigation. Items a) Susan Jane Beach and c) Allysha Ann Leonard were deleted.

4. City's Classification and Compensation Plan and the FY 2010 Budget Personnel Complement - Water/Wastewater Organizational Development Study. (HR)

Resolution No. NS-28,131 was adopted amending the Classification and Compensation Plan and the FY 2010 Budget Personnel Authorization for the Water Department by Implementing Recommendations from the Water/Wastewater Organizational Development Study.

Resolution No. NS-28,132 was adopted amending the Classification and Compensation Plan and the FY 2010 Budget Personnel Authorization for the Public Works Department by Implementing Recommendations from the Water/Wastewater Organizational Development Study.

REDEVELOPMENT AGENCY MEETING
 NOVEMBER 10, 2009
 3:00 P.M. SESSION

Consent Agenda (continued)

5. Acceptance of a Donation from the Senior Computer Center Coordinating Council - Amendment of the City's Classification and Compensation Plans and the FY 2010 Budget Personnel Complement. (PK & HR)

Motion carried authorizing and directing the City Manager to accept a donation in the amount of \$9,320 from the Senior Computer Center Coordinating Council to continue to fund a portion of the Senior Programs Coordinator position for an additional six months.

Resolution No. NS-28,133 was adopted appropriating funds and amending the FY 2010 budget in the amount of \$9,320 in order to accept the donation from the Senior Computer Center Coordinating Council.

Resolution No. NS-28,134 was adopted amending the Classification and Compensation Plans and the FY 2010 Budget Personnel Complement by extending the addition of .25 FTE (10 hours per week) to a .75 FTE (30 hours per week) Senior Programs Coordinator position for a total of 1.0 FTE (40 hours) for an additional six months.

6. Delaware Pump Station Replacement Project –c400820 - Notice of Completion. (PW)

Motion carried to accept the work completed by Monterey Peninsula Engineering, Marina, CA, as completed per the plans and specifications and authorize the filing of the Notice of Completion for the Delaware Pump Station Replacement Project (c400820).

7. Arroyo Seco Canyon Trunk Sewer Liner Project – Notice of Completion. (PW)

Motion carried to accept the work completed by J. F. Pacific Liners Inc., Vacaville, CA, as completed per the plans and specifications and authorize the filing of the Notice of Completion for the Arroyo Seco Canyon Trunk Sewer Liner Project. (#c400017).

REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
3:00 P.M. SESSION

Consent Agenda (continued)

8. Graham Hill Water Treatment Plant (GHWTP) Electrical Improvements – Engineering and Design Services - Contract Amendment No. 6. (WT)

Motion carried authorizing the City Manager to execute Contract Amendment No. 6 in the amount of \$283,809 with Camp Dresser & McKee, Inc. for the GHWTP Electrical Improvements Engineering and Design Services.

9. The Development, Relief, and Education for Alien Minors (DREAM) Act of 2009 – Resolution of Support. (CN)

This item was deleted.

End Consent Agenda

Public Hearing

10. Ordinance No. 2009-24 Amendment to Section 24.10.2301 of the City of Santa Cruz Zoning Ordinance and the Downtown Recovery Plan to Allow Ground Floor Offices as Principally Permitted Uses in the North Pacific Subarea. (PL)

Mayor Mathews opened the public hearing at 3:38 p.m.

No members of the public spoke.

Mayor Mathews closed the public hearing at 3:38 p.m.

Action

Councilmember Robinson moved, seconded by Councilmember Coonerty, to finally adopt Ordinance No. 2009-24. The motion carried unanimously (Vice Mayor Rotkin absent).

REDEVELOPMENT AGENCY MEETING
 NOVEMBER 10, 2009
 3:00 P.M. SESSION

General Business

11. Resolution Consolidating the Bails and Fees Referenced within the Municipal Code into one Schedule. (CC)

Action

Councilmember Coonerty moved, seconded by Councilmember Beiers, to adopt Resolution No. NS-28,135 adopting the Consolidated Bails and Fees Schedule listed in Exhibit "A," and referenced within the Municipal Code. The motion carried unanimously (Vice Mayor Rotkin absent).

12. Public Works Commission Appointment. (CC)

This item was deleted.

13. Council Meeting Calendar.

The City Council reviewed the meeting calendar attached to the agenda and revised as necessary. Mayor Mathews announced a Special Meeting to be held jointly with Santa Cruz City Schools on Monday, November 23, 2009 at 6:30 p.m. in the Civic Auditorium. The topic will be youth violence prevention.

14. City Attorney Oral Report on Closed Session.

A. Real Property (Government Code §54956.8).

1. 913 Cedar Street Property Sale (City of Santa Cruz-Owner)
 Bonnie Lipscomb—Negotiator
 APN: 005-048-06
2. 20 Hanover Ct., City v. J.P. Morgan Chase
 Bonnie Lipscomb – Negotiator
 APN: 011-032-66

Council received status reports and instructed the negotiator.

REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
3:00 P.M. SESSION

General Business (continued)

14. City Attorney Oral Report on Closed Session (continued)

B. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator

- Employee Organizations—
1. Firefighters
 2. Fire Management
 3. Police Management

Council received status reports and instructed the negotiator.

C. Conference With Legal Counsel—Existing Litigation (Government Code §54956.9).

1. UACC Midwest v. City of Santa Cruz et al., United States District Court Case No. C-84-7546-EFL.
2. Norse v. City of Santa Cruz United States Ninth Circuit Court of Appeal Case No. 07-15814.
3. City v. Patel Santa Cruz County Superior Court Case No. CV161056.

Council received status reports and instructed the City Attorney.

D. Conference with Legal Counsel – Anticipated Litigation (Government Code §54956.9).

Significant Exposure of City to Litigation (Government Code §54956.9(b))

2 cases were discussed.

REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
3:00 P.M. SESSION

General Business (continued)

14. City Attorney Oral Report on Closed Session (continued)

E. Conference with Legal Counsel – Liability Claims (Government Code §54956.95).

1. Claimant: Susan Jane Beach
 2. Claimant: Luann Terese Beasley
 3. Claimant: Allysha Ann Leonard
 4. Claimant: Jeremy Michael Pilling
 5. Claimant: Nereida Rodriguez
- Claims Against: City of Santa Cruz

5 claims were discussed.

15. Council Memberships in City Groups and Outside Agencies.

The Presiding Officer provided Councilmembers with the opportunity to update Council and the public regarding City Groups and Outside Agencies.

At 3:45 p.m. the City Council and Redevelopment Agency recessed to the 7:00 P.M. Session.

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

**MINUTES OF A JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING**

November 10, 2009

7:00 P.M. SESSION

Mayor/Chair Mathews called the meeting to order at 7:03 p.m. in Council Chambers.

Roll Call

Present: Councilmembers/Members Coonerty, Robinson, Lane, Madrigal, Beiers; Vice Mayor/Vice Chair Rotkin; Mayor/Chair Mathews.

Absent: None.

Staff: City Manager R. Wilson, Assistant City Manager M. Bernal, City Attorney J. Barisone, Director of Finance J. Dilles, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati, Chief of Police H. Skerry, Director of Public Works M. Dettle, CPVAW Coordinator K. Agnone, Deputy Chief of Police P. Sapone, Deputy Chief of Police K. Vogel, Administrative Analyst Z. Friend, Operations Manager K. Van Der Maaten, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Note: Oral Communications (30 minutes) was held during the 3:00 p.m. session only. Members of the public had the right to speak to items not on the agenda at that time.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
7:00 P.M. SESSION

Public Hearings

16. 101 Manor Place 09-065 APN 004-283-32 Appeal of the Planning Commission's Denial of Special Use Permit, Design Permit, Variance, Conditional Driveway Permit, and Conditional Fence Permit to Construct a Second Dwelling as an Addition to an Existing Residence to Create a Duplex on a Corner Lot. (PL)

Action

Councilmember Madrigal moved, seconded by Vice Mayor Rotkin, to continue this item to the 7:00 p.m. session of the meeting of December 8, 2009. The motion carried unanimously.

17. 2007-2014 Housing Element of the General Plan. (PL)

Action

Councilmember Madrigal moved, seconded by Councilmember Coonerty, to continue this item to the 7:00 p.m. session of the meeting of November 24, 2009. The motion carried unanimously.

18. Discussion and Action Regarding Public Safety.

Mayor Mathews opened the public hearing at 7:14 p.m.

- 18.1 Juvenile Diversion and Early Intervention Programs. (PD)

Coordinator K. Agnone presented an oral presentation on the Commission for the Prevention of Violence to Women (CPVAW) and responded to Council's questions.

Chief of Police H. Skerry, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati and Administrative Analyst Z. Friend presented oral reports and responded to Council's questions.

Action

Councilmember Madrigal moved, seconded by Councilmember Coonerty, to adopt Resolution No. NS-28,136 appropriating funds and amending the FY 2010 budget in the amount of \$56,500 to restore funding to the Juvenile Diversion Program (\$29,000) from December, 2009 through June, 2010, and the Intensive Supervision Program (\$27,500) from January, 2010 through June, 2010; and to adopt Resolution No. NS-28,137 appropriating funds and amending the FY 2010 budget in the amount of \$30,000 to fund the Youth Crime Prevention Program; and to direct staff to explore the possibility of implementing the GreatSchools program currently in place in the City of Watsonville. The motion carried unanimously.

Public Hearing (continued)

18. Discussion and Action Regarding Public Safety (continued).

18.2 Report on Accountability for Alcohol Outlets. (FN/PL)

Director of Finance J. Dilles and Director of Planning and Community Development J. Rebagliati presented oral reports and responded to Council's questions.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Lane, to accept the Report on Accountability for Alcohol Outlets and direct staff to review permitting and zoning changes to mitigate negative impacts, and to research what other communities are doing in this regard. The motion carried unanimously.

18.3 Pacific Avenue Streetlights Budget Adjustment. (ED/PW)

Director of Public Works M. Dettle presented an oral report and responded to Council's questions.

Action

Vice Mayor/Vice Chair Rotkin moved, seconded by Councilmember/Member Robinson, to adopt Redevelopment Agency Resolution No. 1473 appropriating funds and amending the FY 2010 budget in an amount up to \$83,000 to fund the purchase of Pacific Avenue streetlight fixtures, and to adopt City Council Resolution No. NS-28,138 appropriating funds and amending the FY 2010 budget in an amount up to \$83,000 to be provided by the Redevelopment Agency for purchase of Pacific Avenue streetlight fixtures. The motion carried unanimously.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
NOVEMBER 10, 2009
7:00 P.M. SESSION

Public Hearing (continued)

18. Discussion and Action Regarding Public Safety (continued).

18.4 Packard Grant Acceptance and Budget Adjustment for Teen Programs. (PK)

Director of Parks and Recreation D. Shoemaker presented an oral report and responded to Council's questions.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Lane, to adopt Resolution No. NS-28,139 authorizing the City Manager to accept a grant from the Packard Foundation in the amount of \$117,000 to be used for the operation of teen programs, and to execute an agreement, in a form acceptable to the City Attorney, to support staff's recommendation to move Teen Programs to the Loudon Nelson Community Center; and to adopt Resolution No. NS-28,140 appropriating funds and amending the FY 2010 budget in the amount of \$58,500 to fund the Teen Center Programs. The motion carried unanimously.

18.5 Direction to Develop Intensive Interdepartmental Focus on Problem Properties.

City Manager R. Wilson presented an oral report and responded to Council's questions.

SPEAKING FROM THE FLOOR EXPRESSING CONCERNS:

Pat Kittle	Curtis Reliford
Bruce Engelhardt	Sylvia Mullen
Norma Jean Tasker	An Unidentified Woman
Cordelia Clancy	Regina Henderson
Trevin Baker	Julia McDermott
Peter Cook	Mike Becker
Peter Petoe	Jay Molina
Tom Mullen	Pat Powers
David Beaudry	Beth Landreau
James Fisher	

Action

Vice Mayor Rotkin moved, seconded by Councilmember Lane, to refer the Violence Prevention/Intervention Street Outreach Project report to the Social Services Committee. The motion carried unanimously.

Public Hearing (continued)

18. Discussion and Action Regarding Public Safety (continued).

18.5 Direction to Develop Intensive Interdepartmental Focus on Problem Properties (continued)

Action

Councilmember Madrigal moved, seconded by Councilmember Beiers, to direct the Council's representatives to the Library Joint Powers Board to explore a program to provide library cards to all students in the public schools system. The motion carried unanimously.

Adjournment — At 10:15 p.m. the Redevelopment Agency adjourned from the regularly scheduled meeting of November 10, 2009 to the next regularly scheduled meeting on November 24, 2009, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Approve

Cynthia Mathews
Chair

Attest

Bonnie Lipscomb
Executive Director

MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

MINUTES OF A REGULAR REDEVELOPMENT AGENCY MEETING

November 24, 2009

3:00 P.M. SESSION

Mayor/Chair Mathews called the meeting to order at 3:06 p.m. in the Council Chambers.

Roll Call

Present: Councilmembers/Members Coonerty, Robinson, Lane, Madrigal (arrived at 3:11 p.m.), Beiers, Vice Mayor/Vice Chair Rotkin; Mayor/Chair Mathews.

Absent: None.

Staff: City Manager R. Wilson, Assistant City Manager M. Bernal, City Attorney J. Barisone, Director of Finance J. Dilles, Director of Human Resources L. Sullivan, Director of Parks and Recreation D. Shoemaker, Director of Planning and Community Development J. Rebagliati, Director of Public Works M. Dettle, Director of Water B. Kocher, Principal Administrative Analyst R. Solick, Superintendent of Parks S. Hammack, Assistant Director of Public Works/City Engineer C. Schneider, Administrative Analyst T. Praxel, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Pledge of Allegiance

Presentation - New City Website: www.cityofsantacruz.com – Principal Administrative Analyst R. Solick made an oral presentation.

Presiding Officer's Announcements

Statements of Disqualification – None.

Additions and Deletions – None.

Joint City Council/Redevelopment Agency Oral Communications

Ed Davidson spoke about the traffic jams after the water main break at Highways 1 and 9, and said it was an outrage that people were stuck for hours there.

Jim Rothstein spoke about global warming issues.

Robert Norse spoke about homelessness and the City Police Department.

Jean Brocklebank commended the Council on the City's new website, and said she enjoyed walking downtown on the way to the meeting.

Yello B. Brown spoke about homelessness.

Mike Tomasi spoke about Council salaries and surfers.

Consent Agenda

SPEAKING FROM THE FLOOR REQUESTING ITEMS TO BE REMOVED FROM THE CONSENT AGENDA AND/OR EXPRESSING CONCERNS:

Ed Davidson
Jim Rothstein
Jean Brocklebank

The following items were removed for consideration immediately after action taken on the Consent Agenda: Items 6 and 8.

Action

Councilmember/Member Coonerty moved, seconded by Councilmember/Member Lane, to approve the remaining items on the Consent Agenda. The motion carried unanimously.

Consent Agenda (continued)

1. Minutes of the October 27, 2009 City Council Meeting. (CC)

Motion carried to approve as submitted.
2. Minutes of the October 27, 2009 Redevelopment Agency Meeting. (CC)

Motion carried to approve as submitted.
3. Liability Claims Filed Against City of Santa Cruz. (HR)

Motion carried to reject liability claims a) Jesse Brister, b) Santa Cruz Metropolitan Transit District, c) Amanda M. Shanks, and d) Howard Barry Talberg, based upon staff investigation.
4. Resolution Amending the City's Classification and Compensation Plan and the FY 2010 Budget Personnel Complement – Economic Development and Redevelopment. (HR)

Resolution No. NS-28,141 was adopted modifying the Classification and Compensation Plan and the FY 2010 Budget Personnel Complement by deleting the Economic Development and Redevelopment Manager classification and adding as its replacement, a new classification of Economic Development Coordinator I/II.
5. Sister Cities Committee Bylaws Revisions. (PK)

Resolution No. NS-28,142 was adopted amending the Sister Cities Committee structure by reducing membership from seventeen to eleven members, deleting the requirement for a junior member, allowing three non-resident members, and rescinding Resolution No. NS-27,141.

Motion carried to adopt the amended Bylaws setting forth said amendments to the structure of the Sister Cities Committee.

Consent Agenda (continued)

6. Measure H Fall 2008 Overlay Program - c400809 - Notice of Completion.
(PW)

Director of Public Works M. Dettle presented an oral report and responded to Council's questions.

Action

Vice Mayor Rotkin moved, seconded by Councilmember Coonerty, to accept the work completed by Granite Construction Company of Watsonville, CA, and authorize the filing of the Notice of Completion for the Fall 2008 Overlay Program (c400809). The motion carried unanimously.

7. American Recovery and Reinvestment Act of 2009 - Energy Efficiency and Conservation Strategy. (PW)

Motion carried to accept the recommended list of projects that will be included in the City's Energy Efficiency and Conservation Strategy (EECS) and implemented using American Recovery and Reinvestment Act (ARRA) grant funds.

8. Bicycle Transportation Account (BTA) Grant Application for Arana Gulch Path.
(PW)

Assistant Director of Public Works/City Engineer C. Schneiter presented an oral report and responded to Council's questions.

SPEAKING FROM THE FLOOR IN OPPOSITION AND/OR EXPRESSING CONCERNS:

Jean Brocklebank

SPEAKING FROM THE FLOOR IN SUPPORT AND/OR EXPRESSING CONCERNS:

Mike Tomasi
Ed Davidson

Action

Councilmember Coonerty moved, seconded by Councilmember Beiers, to adopt Resolution No. NS-28,143 authorizing the City Manager to submit a grant application to the Bicycle Transportation Account (BTA) Program Fiscal Year (FY) 2010/11 for the Arana Gulch Multi-use Trail. The motion carried unanimously.

Consent Agenda (continued)

9. Miscellaneous Service Fees. (WT)

Resolution No. NS-28,144 was adopted to adjust miscellaneous water service fees to fully recover the cost of providing service, and rescinding Resolution No. NS-27,194 in its entirety.

10. Water Supply Project – Offshore Geophysical Study – Contract Amendment No. 2. (WT)

Motion carried to authorize the City Manager to execute Contract Amendment No. 2 with EcoSystems Management Associates, Inc. in the amount of \$6,373 for additional insurance required by the City.

11. The Development, Relief, and Education for Alien Minors (DREAM) Act of 2009 – Resolution of Support. (CN)

Resolution No. NS-28,145 was adopted supporting the Development, Relief, and Education for Alien Minors (DREAM) Act of 2009 to relieve obstacles to higher education and permanent residency for long-term non-resident minors.

End Consent Agenda

Adjournment — At 4:04 p.m., the Redevelopment Agency adjourned from the regularly scheduled meeting of November 24, 2009 to the next regularly scheduled meeting on December 8, 2009, for a closed litigation session at 1:30 p.m., in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Approve

Cynthia Mathews
Chair

Attest

Bonnie Lipscomb
Executive Director



CITY COUNCIL AGENDA REPORT

DATE: December 1, 2009

AGENDA OF: December 8, 2009

DEPARTMENT: City Clerk

SUBJECT: CITY COUNCIL REGULAR MEETING SCHEDULE

RECOMMENDATION: Resolution setting the regular meeting schedule for the calendar year 2010, canceling the regular City Council meetings on August 10th and 24th, and December 28th.

DISCUSSION:

Every year the Council adopts its regular meeting schedule which typically calls for an August recess and the cancellation of the second regular meeting in December. This enables both staff and Councilmembers to plan ahead with respect to work flow and scheduling of vacations.

The August recess also applies to City advisory bodies, unless a time sensitive issue, such as an appeal, requires a decision prior to the next regular meeting.

Submitted by:

Lorrie Brewer, MMC
City Clerk

Attachment: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
SETTING THE 2010 CITY COUNCIL MEETING SCHEDULE

WHEREAS, the City Council meets regularly on the second and fourth Tuesdays of each month; and

WHEREAS, the City Council typically cancels the two regular meetings scheduled in the month of August and the second regular meeting scheduled in December to allow for proper scheduling of workflow and vacations; and

WHEREAS, in anticipation of a lack of quorum and possible lack of items needing immediate Council action during the month of August and the second meeting in December, the Council wishes to cancel certain Council meetings; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that the two regularly scheduled meetings in August, as well as the meeting of December 28, 2010 are hereby cancelled.

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk



CITY COUNCIL AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Economic Development

SUBJECT: 913 Cedar Street (APN 005-048-06) - Disposition of City Owned Property.
(ED)

RECOMMENDATION: Resolution declaring the property at 913 Cedar Street, Assessor Parcel Number 005-048-06, not needed for public purposes, and authorizing and directing the City Manager to enter into a Contract of Sale, in a form approved by the City Attorney, with John R. Davis.

BACKGROUND: In 1969 the City of Santa Cruz purchased the property at 913 Cedar Street for the purpose of providing additional parking for the Central Branch Library. The Library parking lot was never developed and the property was leased to various tenants until March, 2009. The property has been vacant since that time. Several people were interested in leasing the property but desired a long-term lease due the investment required for tenant improvements. Since the property was no longer needed for public purposes and the City intended to dispose of it sometime in the future, a long-term lease was not considered. Subsequently, two of the interested parties submitted unsolicited letters of interest to purchase the property.

At its Closed Session meeting on September 22, 2009, Council directed staff to invite offers to purchase the property. At its Closed Session meeting on November 10, 2009, Council reviewed three offers to purchase and directed staff to move forward with a provisional acceptance with John R. Davis.

DISCUSSION: The property at 913 Cedar Street is no longer needed for public purposes. Since the parcel is less than 5,000 square feet, it is exempt from the requirements Government Code 54220 pertaining to surplus property.

The Confirmation of Provisional Acceptance from John R. Davis was received on December 1, 2009.

FISCAL IMPACT: The City will realize new revenues of \$345,000. Funds will be deposited to the City Public Trust Fund.

Prepared by:
Julie Hendee
Redevelopment Manager

Submitted by:
Bonnie Lipscomb
Director of Economic Development

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
DECLARING THE PROPERTY AT 913 CEDAR STREET (APN 005-048-06) NOT NEEDED
FOR PUBLIC PURPOSES AND AUTHORIZING AND DIRECTING THE CITY MANAGER
TO ENTER INTO A CONTRACT OF SALE, IN A FORM TO BE APPROVED BY THE
CITY ATTORNEY, WITH JOHN R. DAVIS.

WHEREAS, the City of Santa Cruz (“City”) owns surplus real property, APN 005-048-06,
located at 913 Cedar Street (“Property”); and

WHEREAS, the Property is no needed for public purposes; and

WHEREAS, the disposition of the Property, through sale, will generate revenue for the City;
and

WHEREAS, the City desires to sell said property and John R. Davis desires to purchase said
property.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz
that the City Manager is authorized and directed to enter into a Contract of Sale, in a form to be
approved by the City Attorney, with John R. Davis in the amount of \$345,000 for the disposition of
City owned property located at 913 Cedar Street (APN 005-048-06) and directing that revenues
from the sale be deposited into the City Council Trust Fund.

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk



CITY COUNCIL/
REDEVELOPMENT AGENCY
AGENDA REPORT

DATE: 12/02/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Economic Development

SUBJECT: Annual Report of the Redevelopment Agency Fiscal Year 2009. (ED)

RECOMMENDATION: City Council motion to accept the Redevelopment Agency's Annual Report for the Fiscal Year 2009.

Redevelopment Agency motion to adopt the Redevelopment Agency's Annual Report for the Fiscal Year 2009.

BACKGROUND: California Redevelopment Law requires that the Redevelopment Agency prepare and submit to the City Council each year an Annual Report on the Agency's activities. The requirement specifies that the Annual Report be submitted no later than six months following the end of the fiscal year for which the report covers. Therefore, the Annual Report for Fiscal Year (FY) 2009 must be submitted and accepted before December 31, 2009. To ensure strict compliance with State Redevelopment Law, the FY 2009 Annual Report has been scheduled for this meeting and is attached to this memorandum. The audited financial reports, a component of the Annual Report, will be submitted separately to the Council when they are available.

DISCUSSION: The Agency's Annual Report contains a discussion of Agency activities relating to housing and development activities which occurred during the year within the two redevelopment project areas. Among projects discussed are the Tannery Arts Center project, the Monterey Bay National Marine Sanctuary Visitor Center, a discussion of economic development activities and a proposed work program for the coming year. Significant accomplishments include completion of two affordable housing projects, including the Tannery Artist Lofts and the Mission Gardens Project, the completion of the bicycle/pedestrian bridge over the San Lorenzo River, the initiation of construction of the multi-use path under the Highway One San Lorenzo River Bridge, the receipt of a grant for \$3 million for the Monterey Bay National Marine Sanctuary Visitor Center, and the successful submission of grant applications seeking funding for Phase Two of the Tannery Arts Center. The report also highlights other Agency programs ongoing for a number of years including the façade improvement program which has assisted hundreds of locally-owned small businesses and the graffiti abatement program which has removed over 1,300 graffiti tags in FY 2009.

As part of the efforts by the legislature to adopt a budget for FY 2010, the Educational Revenue Augmentation Fund (ERAF) shift was imposed on Redevelopment Agencies throughout the State. While this happened shortly after the end of FY 2009, it will have a significant financial impact on the Agency. For FY 2010, the Agency has been levied an ERAF shift of \$3.7 million and an additional ERAF shift in FY 2011 of \$771,000. The ERAF funds diverted to the State are Agency funds that would have otherwise funded local projects and programs in our redevelopment project areas.

On October 20, 2009, the California Redevelopment Association (CRA) filed a lawsuit in the Sacramento Superior Court to stop the state budget trailer bill passed in July 2009 as part of the 2009/10 state budget. While it is possible that CRA will receive a favorable decision regarding this lawsuit before the ERAF payment is due in early May, we must make a budget adjustment now and set aside the Agency's ERAF shift in case the lawsuit is unsuccessful. We will be returning in January to the Agency Board with additional information regarding the ERAF shift along with a budget adjustment regarding the payment. A court hearing date has not been set for the hearing, but staff will carefully monitor this matter and keep the Agency Board apprised of any court decision.

FISCAL IMPACT: None

Prepared by:
Joe Hall
Project Manager

Submitted by:
Bonnie Lipscomb
Director of Economic Development/
Agency Executive Director

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS:
FY 2009 Annual Report



**CITY OF
SANTA CRUZ
REDEVELOPMENT
AGENCY**

**ANNUAL REPORT
Redevelopment Agency of the City of Santa Cruz
Fiscal Year 2009**

Board of Directors

Mike Rotkin, Chair

Katherine Beiers, Member

Don Lane, Member

Lynn Robinson, Member

Ryan Coonerty, Vice Chair

Cynthia Mathews, Member

Tony Madrigal, Member

Richard Wilson, City Manager

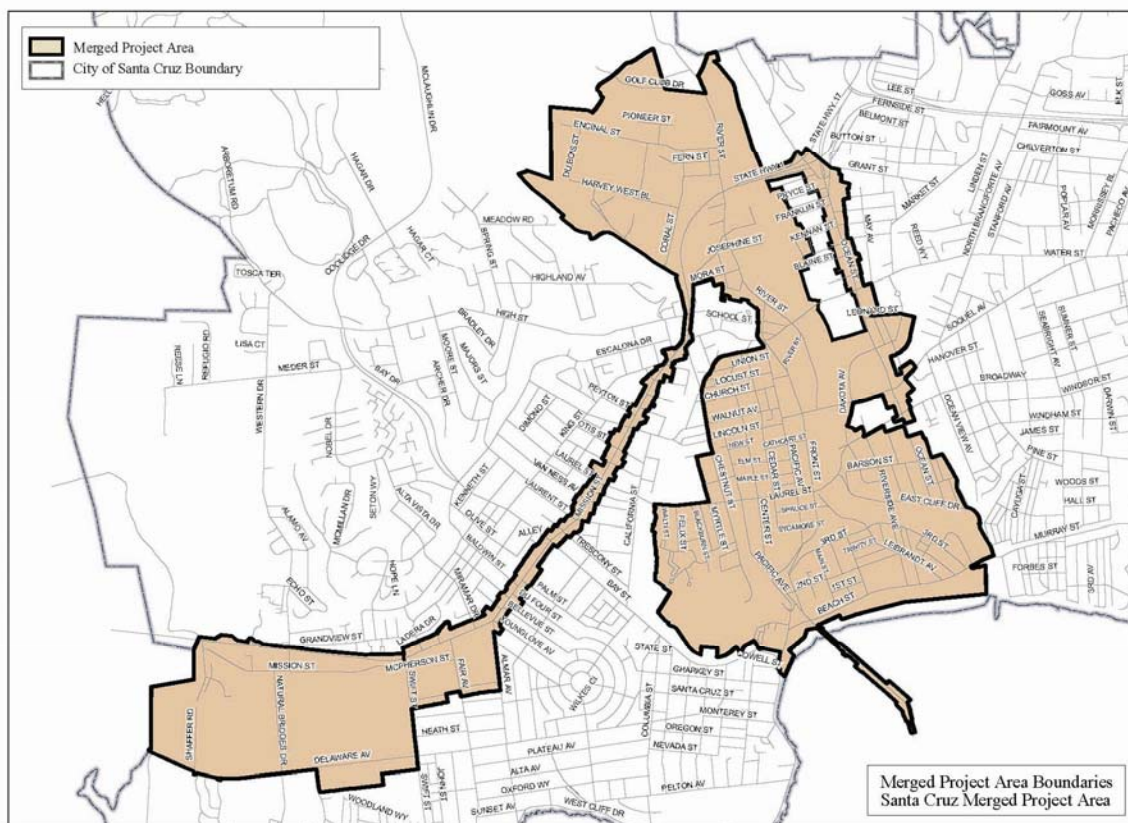
Bonnie Lipscomb, Executive Director

**December 2009
Santa Cruz, California**

OVERVIEW OF THE REDEVELOPMENT AGENCY

The Redevelopment Agency is a separate governmental entity created under California Redevelopment Law to promote improvement in designated redevelopment project areas. The City Council serves as the Agency's Board of Directors, while the staffing for the Agency is provided by the City's Economic Development and Redevelopment Department with the Department's Director serving as the Agency's Executive Director.

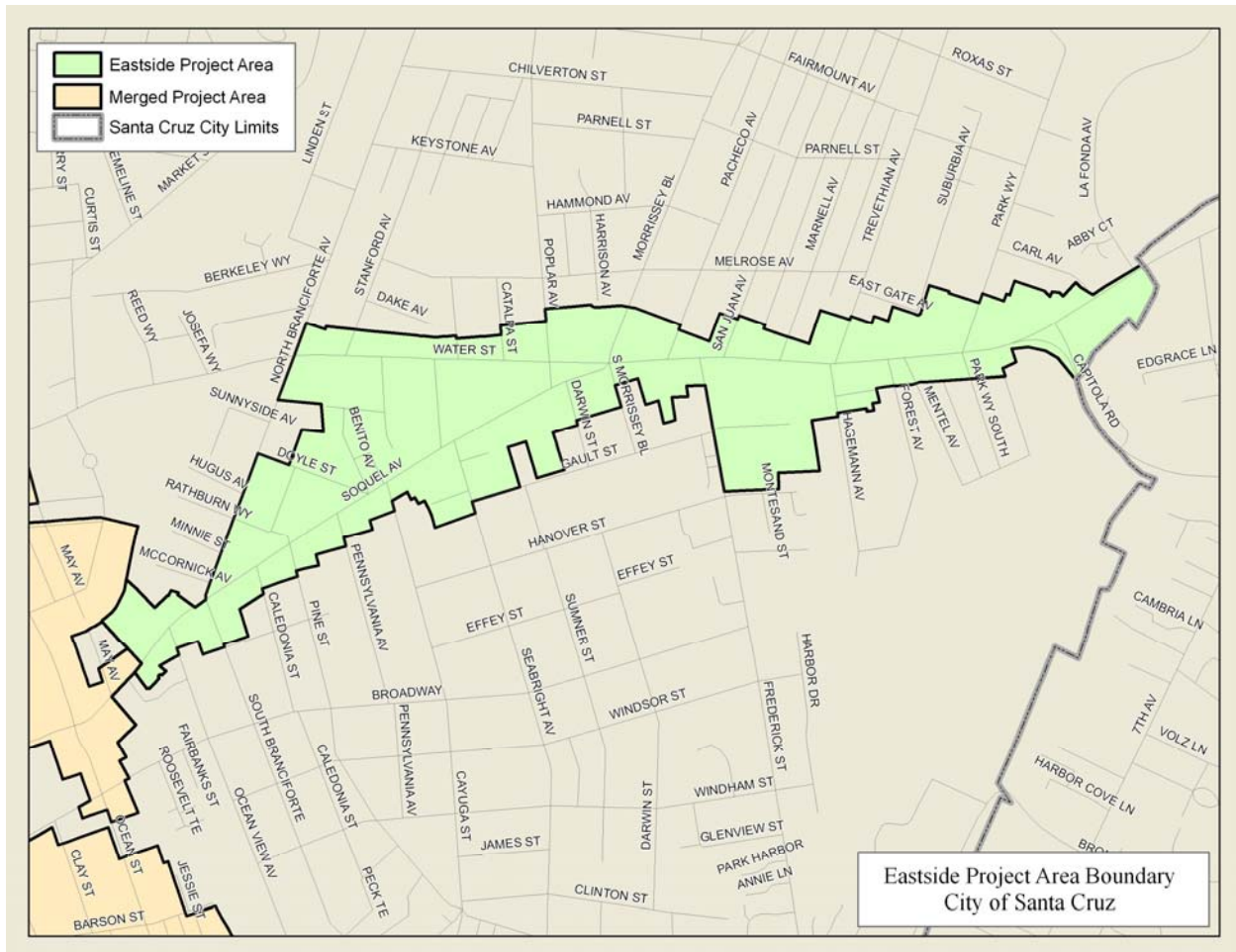
The Economic Development and Redevelopment Department administers two redevelopment project areas. The first area is the Merged Earthquake Recovery and Reconstruction Project Area (Merged Project Area), which merged two projects adopted in 1984 and 1986, and further expanded in 1990, following the 1989 Loma Prieta Earthquake. The Merged Project Area was created to facilitate the rebuilding of downtown Santa Cruz and to assist in the improvement of other portions of the project area. The Merged Project Area encompasses the San Lorenzo River area, the downtown, the beach area including the Municipal Wharf, the Harvey West industrial area, the Mission Street commercial corridor and the Westside industrial areas.



Prepared by: Keyser Marston Associates, Inc.
Filename: MergedPA1.15.08; 1/15/08; bm

Area: 1,133 acres; Land Uses: Commercial, Residential, Industrial, Recreation

The second project area is the Eastside Business Improvement Project, which was adopted in 1990 and designed to assist the businesses along Soquel Avenue and Water Street.



Area: 85 acres; Land Uses: Commercial, Residential

This Annual Report reflects the projects and programs included in the Agency's 2005-2009 Five-Year Implementation Plan approved in December of 2004 and undertaken by the Agency pursuant to the Plan. The Annual Report also includes information required as a result of the adoption of SB 437 adopted by the State Legislature in the 2007 Session.

FINANCIAL OVERVIEW

A number of events were reported in past Agency Annual Reports which impacted the Agency's finances. The following is a brief update on the current impact of these financial events.

State of California Educational Revenue Augmentation Fund (ERAF) – New

The ERAF Fund was established by the State in 1992 and requires redevelopment agencies throughout the State to return tax increment revenues to a special fund to assist California schools. The Agency has been required to pay into this fund an increasing amount of Agency revenues to help offset the State's financial deficit as shown below.

Fiscal Year	ERAF Payment
2003	\$221,100
2004	\$405,000
2005	\$660,700
2006	\$660,700

In the State of California budget for FY 2009 the ERAF was re-imposed on California Redevelopment Agencies. Under the ERAF formula for FY 2009 the Agency was obligated to pay \$770,661. This payment was subsequently ruled unconstitutional by a Sacramento Superior Court and the State of California dropped its appeal of this decision. As of June 2009 the State Legislature was again considering imposing another ERAF, but the specific amount was still under consideration in the Legislature's budget negotiations. Ultimately with the adoption of State Budget the ERAF was again imposed and the Agency is now obligated to pay \$3,746,760 in FY 2010 and \$770,661 in FY 2011.

Property Tax Valuations – New

The economic recession which developed in the fall of 2008 has had a severe impact on property valuations throughout the United States. In California the impact on property tax revenues is significant, but varies depending on when properties had their valuations established under Proposition 13. Since older assessed properties have much lower property tax valuations the current drop in property values will not affect their low property valuations and property tax payments. However, properties more recently purchased and with more recent Proposition 13 valuations and resultant higher property tax payments may see a reduction in their property tax payments under Proposition 13 rules. The specific impact of the lowered property tax payments and resultant tax increment revenues will become more apparent in FY 2010. Impacts may also be mitigated in FY2010 by new property tax valuations from the new Mission Street Safeway and additional retail space, the New Leaf Market, Whole Foods and several other commercial and residential developments which are now being completed. Regardless of these offsets, past historic increases in the Agency's property tax increment revenues are more likely to level out in the coming years.

Santa Ana Unified School District vs. Orange County – Continuing

When the City adopted its post-earthquake redevelopment projects in 1990, State law provided for local school districts to adopt a resolution electing to receive their share of the annual Proposition 13 two percent (2%) inflationary increase in assessed valuations.

Since few of the local Santa Cruz School districts passed the necessary resolutions, this increase in assessed valuations was never allocated. Pursuant to a court decision in the Santa Ana Unified School District vs. Orange County Development Agency it was determined that a school district could not waive its obligation under State law to receive its share of the annual 2% inflationary increase and therefore could pass the necessary resolution to receive the 2% annual growth after a project area had been adopted. After the Santa Ana decision in 2001, the Agency commenced passing through the proportional share of the 2% annual growth in the Agency's project areas' assessed value to the Santa Cruz City Schools, Cabrillo College and the County Office of Education. The payments and projected payments during the 2008-2012 timeframe are shown below. It is currently projected that in FY 2010 there will not be an annual 2% increase in property valuations and for projection purposes the 2% increase is not included in FY 2011 and 2012.

Fiscal Year	Merged Project School Payments	Eastside Project School Payments
2008	\$595,402	\$13,085
2009	\$707,443	\$15,445
2010	\$812,200	\$17,874
2011	\$812,200	\$17,874
2012	\$812,000	\$17,874

It should be noted that these funds can only be used for capital expenditures or for payment of bonded indebtedness.

SB 211 Extension of Project Area Time – Continuing

In the 2001 session of the State Legislature, SB 211 was passed which addressed a number of financial issues facing redevelopment agencies having projects adopted during the period from 1980 through the early 1990s. The Merged Redevelopment Project, which was adopted in 1990 after the Loma Prieta Earthquake, established the term of the Plan effectiveness period until 2023, but limited the period for establishing debt to 2010. SB 211 allowed the Agency to adopt an ordinance, which extended the original project debt establishment deadline of 2010 to 2033 to match the project's ability to repay indebtedness. The advantage of utilizing the provisions of SB 211 is that it allows the Agency to issue debt for a longer period of time and therefore receive lower interest and financing costs. The City Council adopted the necessary implementing ordinance for SB 211 in 2002.

In order to utilize this additional financing period the Agency is required to share additional revenue with the local school districts during the fiscal year. In the case of the Eastside Project, this requirement has a minimal effect since there is already a pass-through agreement with Santa Cruz City Schools. The North Mall portion and the San Lorenzo portion of the 1986 Merged Project have now begun to pass-through a portion

of tax increment revenues. The remaining project areas will start sharing 20% of their new additional revenue with the local school districts as shown on the following schedule.

Project Areas	SB 211 Base Year	First Payment Year	Reduction of Growth
San Lorenzo 1989	FY 2009	FY 2010	20% of growth above FY 2009
San Lorenzo 1990	FY 2011	FY 2012	20% of growth above FY 2011
North Mall 1990	FY 2011	FY 2012	20% of growth above FY 2011
Eastside	FY 2011	FY 2012	20% of growth above FY 2011

While SB 211 ensures that the Agency will receive future income, it does limit the potential for revenue growth. For instance, if a project area's revenue grows 4% after its SB 211 Base Year, the Agency would realize 1.6% of that revenue growth. This diminution of future growth is caused by the combination of the existing pass through of funds to the County and the Santa Ana pass through to local school districts.

Project Time Limits – Completed

SB 437 was passed in the 2007 session of the State Legislature and requires Annual Reports to now include the Fiscal Years when the Agency’s various authorities expire, including the dates the projects close, termination of eminent domain authority and several other expiration dates. The table below has been included to comply with this requirement.

Redevelopment Plan Time and Financial Limits – Merged Project	
Time Limit for Effectiveness of Redevelopment Plan	Nov 2023
Time Limit for Receipt of Tax Increment Revenue/Repayment of Debt	Nov 2033
Time Limit for Commencement of Eminent Domain	June 2014
Redevelopment Plan Time and Financial Limits – Eastside Project	
Time Limit for Effectiveness of Redevelopment Plan	Nov 2023
Time Limit for Receipt of Tax Increment Revenue/Repayment of Debt	Nov 2033
Time Limit for Commencement of Eminent Domain	Dec 2013

Project Highlights

The Agency's activities during Fiscal Year 2009 were focused on a number of areas:

- Downtown Projects – Downtown Directory Signage, Façade Improvement, Property Waste and Recycling Enclosure, construction of the Commerce Lane & Church Street Improvements, Downtown Marketing and Tenant Recruitment;
- Continued design/engineering of Highway 1/9 Intersection Improvements;
- Initiated construction of the pedestrian/bike San Lorenzo River Highway 1 Bridge underpass, connecting the levee pathway to the Tannery Arts Center;
- Continued planning for replacement of San Lorenzo River Highway 1 Bridge;

- Continued Tannery Arts Center project planning and pre-development activities for the Digital Media Center/working studios project;
- Continued efforts to obtain additional Congressional appropriations to fund the Monterey Bay National Marine Sanctuary Visitor Center (received \$3 million in FY 09) and activities related to the design and environmental review for development of the Center;
- Development of technology promotion and economic development activities;
- Completed construction of the Tannery Artists Lofts live/work housing project;
- Provided financial assistance to very low income households;
- Eastside project area activities and façade program;
- Outreach to businesses through façade improvement program and related retention and recruitment programs;
- Provided funding and staff support for the Mission Street Utility Undergrounding Project;
- Continued financial assistance for the design of the Beach Area Roundabout at the intersection of West Cliff Drive, Pacific Avenue and Beach Street;
- Provided a variety of acquisition and advisory services to the Santa Cruz Metropolitan Transit District for the Pacific Station Project;
- Provided real estate services for various City projects including the Mission Street Utility Undergrounding and other projects; and
- Completed various FEMA reports related to the A-99 flood zone and CRS program

The Agency's role in each of these projects varied from direct financial assistance to providing facilitation to businesses. In all of these activities, Agency staff worked cooperatively with Planning, Parks and Recreation, Police and Public Works staff. Within each of these project areas, the Agency staff undertook a wide variety of specific tasks to ensure completion of planning and building projects. These various activities, as well as other projects undertaken by the Agency, are outlined in this report.

BLIGHT PROGRESS REPORT

The following sections of the Annual Report have been prepared to provide information required by California Redevelopment Law Section 33080.1(d) with respect to the Agency's progress, actions and expenditures to alleviate blighting conditions in its project areas.

Affordable Housing Program

Affordable housing continues to be an Agency priority. During FY 2009 assistance was provided to preserve the affordable housing at Mission Gardens Apartments, an existing Section 8 project on Grandview Avenue, and construction was completed on the 100-unit Agency assisted affordable housing Tannery Artists Lofts project.

The Mission Gardens Project on Grandview Avenue was constructed in 1980 and provides 50 units of affordable housing (26 one-bedroom units, 16 two-bedroom units and 8 three-bedroom units). In 1981 the Federal Department of Housing and Urban Development provided financial assistance to the project through its Section 8 Housing Assistance Program for a period of 20 years (with a maximum term of 30 years) in order to subsidize the affordability of the project.

Since 1981 the property has changed hands on several occasions while the property remained under the terms of the Section 8 contract. The current property owners have executed a purchase/sale agreement with Mission Garden AGP L.P., a California Limited Partnership (Mission Gardens Partners) and the purchasers have expressed interest in extending the affordability of the project. As part of the extension of the project's affordability, the Mission Gardens Partners approached the Redevelopment Agency for a loan to assist in the renovation of the property. Mission Gardens Partners intends to improve the interiors of the units with more current cabinetry, HVAC systems, carpeting and other upgrades, as needed, since the units are over 25-years-old but in relatively good condition.

To assist in the preservation of the affordable housing at Missions Gardens, the Agency Board originally approved a \$1.5 million loan to the Mission Gardens Partners in FY 2008. However, in later discussions it was determined that Federal Department of Housing and Urban Development HOME funds were also available to assist the project. Based on the availability of the HOME funds Agency assistance was reduced to \$460,000 with the remainder of the assistance from HOME funds.

As a condition of this loan Mission Gardens Partners executed a covenant on the property to retain affordability for a period of 55 years pursuant to California Redevelopment Law. This investment preserves the project's affordability at a cost of approximately \$30,000 per unit.

The Tannery Artists Lofts project is an affordable housing project for artists in the greater Santa Cruz region. Artist housing serves a double need in our community, providing affordable housing for the creative community and providing much-needed live-work space. The project consists of 100 units of affordable housing for artists and their families making between 30% and 50% of the area median income. The project contains 14 studios averaging 552 square feet; 16 one-bedroom units averaging 778

square feet; 28 two-bedroom units averaging 1,010 square feet; and 42 three-bedroom units averaging 1,148 square feet. There are currently 56 children (25% of total resident population) under the age of 18 living on site out of a total of 222 residents. The oldest resident living at the Tannery Artists Lofts is 71.

Tannery Artists Lofts



Tannery Lofts Before Project



Tannery Lofts During Construction



Tannery Lofts Completed



Tannery Lofts Unit



Tannery Lofts Studio Space



Tannery Lofts Living Space

Other Agency Housing Assistance



The Agency continued funding the Santa Cruz County Community Action Board's Emergency Rental/Mortgage Assistance Program to aid families and to prevent eviction and/or mortgage foreclosures. This program assisted 56 households with 156 persons, including 85 children, 6 seniors and 19 disabled persons during the reporting year.

Funding for the Tenant-Based Assistance/Security Deposit Program was continued by the Agency in FY 2009. The program is administered by the Santa Cruz County Housing Authority and provides funds to households which do not have sufficient funds to pay the initial security deposit for a housing unit. During this past year, the program assisted 66 persons with 7 of those persons being homeless at the time the assistance was provided.

Both programs require City residency. Over 2,522 persons have benefited from these programs since the Agency's assistance began.

Over the terms of the two Redevelopment Project Areas, the Agency has assisted in the development and preservation of 499 low- and very-low-income rental units, 46, median- and moderate-income rental units; 27 emergency housing units; 47 replacement affordable rental units and 342 market rate rental and owner units. As of June 2009 the Agency has assisted in the construction and preservation of 961 housing units, most of which are for low and very low income households. This represents new housing opportunities for over approximately 3,000 Santa Cruz residents in the Merged Earthquake and Eastside Project Areas.

Downtown Support Activities

Agency staff continues to provide assistance to members of the community and the various City Departments (e.g. Parks and Recreation, Public Works and Police) to help improve the economic and social conditions in downtown Santa Cruz. The following table provides a short summary of these efforts.

<u>Programs</u>	<u>Activities</u>
<ul style="list-style-type: none">• Downtown Directory Sign Program• Graffiti Abatement• Façade Improvement Program• Parking Deficiency Fee Grant Program• Publication of Space Available• Landscape Grant Program• Mural Program• Construction of Waste/Recycling Enclosures• Alley Improvements• Social/Mental Health Outreach Worker	<ul style="list-style-type: none">• Design, fabricate and update directory signs• Linking brokers, tenants, and property owners• Assisting promotional organizations• Facilitating project entitlement• Generating market and demographic information• Business recruitment and retention• Identifying potential projects where Agency assistance will contribute to the elimination of blight• Assisting persons needing treatment or other support

The Agency has worked diligently to maintain Downtown Santa Cruz as the primary regional destination for specialty retail, restaurant, entertainment and cultural activities while facilitating the development of new housing capacity. Downtown is now an 18-hour entertainment/housing/commercial center. The management of downtown's public area requires constant attention to ensure a pleasant environment for shoppers, visitors and residents.

A major change during FY 2009 was the contracting by the Downtown Management Corporation with the Service Group, Inc. (SGI) to administer the Downtown Host Program. Service Group Inc. administers downtown information and patrolling services in nineteen other cities throughout the United States and brings a new level of coordination and professionalism to this program. Downtown Hosts now have a PDA (Personal Digital Assistant) device which allows them to better coordinate with the downtown Police patrols and other Host staff members. Since the assumption of the management of the Downtown Host program by the Service Group, Inc. the number of Host contacts for various reasons has doubled. The variety of assistance services has also been increased to include:

Downtown Host Services

- Visibility Patrols
- Business Contacts
- Involvement with "Quality of Life" issues
- Information sharing and distribution
- Reporting and Documentation
- Hospitality services



Downtown Host Program - Service Group Inc.

Other important programs have continued during FY 2009. These efforts have included the following:

- Implementation of the Downtown Alley Plan with completion of the Commerce Lane Alley. This project was undertaken in conjunction with the construction of the Rittenhouse Building at 1523 Pacific Avenue. This project also included sidewalk improvements and decorative street lights on the southern side of Church Street between Pacific Avenue and Cedar Street.
- The Agency, in cooperation with the Public Works Department, purchased a new sidewalk cleaner for Pacific Avenue. The Agency assisted with the purchase of the cleaner while the Public Works Department will operate and maintain the cleaner.
- To provide assistance with many of the social issues which arise in the area, the Agency is co-funding with Santa Cruz County Mental Health, a downtown mental health outreach worker.
- The Agency continues to manage a graffiti abatement program. The Agency maintains a hotline for reporting graffiti as well as the development of neighborhood teams to fight graffiti. This program has led to a marked decrease in long-term, visible graffiti tags in the City's commercial areas. Over the last year there have been 1,369 graffiti tags removed. The public outreach component of this program has expanded significantly over the last few years and there are now 96 volunteers participating in Graffiti Free Santa Cruz. Each volunteer is provided a graffiti removal kit which is available at the Redevelopment Agency's office. One important improvement was the increased reporting to the Santa Cruz Police of gang related tags, which is allowing the gang unit of the Police Department to increase information based on gang activities in the City. Thanks to the efforts of the Agency and the Graffiti Free volunteers Santa Cruz has a growing reputation as a community which is protecting itself from this visual blight.



Tannery Arts Center

The Tannery Arts Center project involves the conversion of the former Salz Tannery property to low and very low income rental live/work housing for artists, affordable studio space for a wide range of art from digital media to printmaking, performance space and retail/commercial space.



The Salz Tannery site is located on an 8.3 acre site next to the San Lorenzo River and adjacent to the intersection of State Highways 1 and 9. The site and its history make this a special location to create a unique cultural/arts center for the Monterey Bay area.

The initial step in developing a reuse strategy for the closed Tannery site took place in February 2002 when the Agency engaged Artspace Projects, Inc., a national non-profit arts developer and leader in the creative conversion of older industrial sites to artists' live/work space and studio space, to undertake a feasibility analysis for the Salz Tannery property.

The initial findings from the Artspace study and an accompanying cultural and arts organizations focus group indicated a serious interest in proceeding with additional steps to further develop the concept of an arts center on the Salz Tannery site. During Fiscal Year 2003, the Agency approved proceeding with the next steps of determining what components of the cultural and arts community could be accommodated, both physically and economically, at the proposed Tannery Arts Center. A primary objective of the project was to help stem the loss of local artists leaving the community because of the cost of housing and the lack of studio space.



Tannery Buildings after Renovation

This center will contain class room space as well as performance, retail and gallery spaces. Another component, now in the planning stages, is the conversion of five of the historic structures for studio space along with the construction of a creative learning center to house administrative office space.

The Tannery Arts Center proposal took a number of important steps in Fiscal Year 2009 which was a landmark year for the Tannery Project because construction was completed on the Artists Lofts apartments.

- The California Department of Toxics Substances Control issued its site clearance letter. This followed over three years of extensive testing and site remediation work to insure the property was safe for future reuse.
- The Agency contracted with Mark Cavagnero Associates to prepare working drawings for the conversion of the Tannery's historic buildings into artist's studios.

- The Agency applied for a \$5.5 million grant from the U.S. Department of Commerce, Economic Development Administration for rehabilitation of the Beam House and Tanyard Building and their conversion to a digital media facility. The exact configuration of these buildings and how they will combine digital media and creative arts will require new efforts in the coming fiscal year.
- Artspace Projects Inc., the Agency and the City started construction on the Artist Lofts Affordable Housing component of the Tannery Arts Center. Construction was completed in February of 2009.



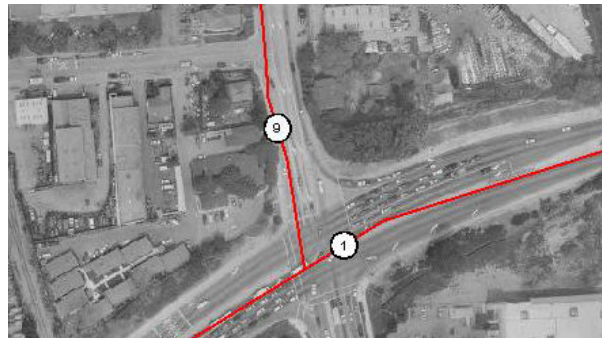
Dedication Ceremony for Artists Lofts Project



Project Move-In Day

Other Agency Projects and Programs in FY 2009

The Agency continued funding and facilitating the design and engineering of traffic improvements to the intersection of Highway 1/9. The Highway 1/9 Intersection was the subject of a Project Study Report (PSR) prepared by Caltrans in 1999. The PSR proposed constructing an additional left turn lane on southbound Highway 1 and an additional northbound lane on Highway 9 between Highway 1 and Encinal Street. Improvements at this intersection are regularly identified by Caltrans Interagency Planning staff in comments to traffic analyses in connection with developments proposed in this part of the City. During FY



Highway 1/9 Intersection Project

2009 preliminary engineering design and the necessary Federal and State environmental documents were prepared. The City also requested consideration for the inclusion of a third southbound left turn lane on River Street as traffic exits the Harvey West area to Highway One. This request in turn required a number of design exceptions from Caltrans standards and due to this, Caltrans has required an update of the project's environmental documents. This process is expected to take between 9-12 months, due to the review of these updated documents by Caltrans. Engineering

calculations have indicated that additional improvement would substantially improve traffic flow in the River Street southbound direction.

As part of its work on the Highway 1/9 Intersection improvements the Agency also



Highway One Bridge Project

identified another project which needed to be considered for future improvements: the San Lorenzo River Highway 1 Bridge. The four-lane Highway 1 Bridge over the San Lorenzo River is now a bottleneck for westbound traffic entering and eastbound traffic leaving the Highway 1/9 Intersection. To initiate this process Agency staff prepared a draft Preliminary Survey Report (PSR) for a seven lane replacement bridge. The PSR has been

reviewed by Caltrans and is undergoing further revisions. When accepted by Caltrans, the PSR will allow for the future programming for a new bridge.

The Agency continued its support and funding for a new pedestrian bridge over the San Lorenzo River connecting Felker Street on the eastside to a landing near the Gateway Center on the westside of the river. The project was assisted through a \$313,000 State of California Proposition 40 grant secured by Agency staff and direct Agency financial assistance. The project was completed in FY 2009 and is now another link along the San Lorenzo River bike pedestrian corridor.



San Lorenzo River Pedestrian Bridge

Pacific Station

During Fiscal Year 2009 additional Federal and State funding was obtained by the METRO Transit District for purchase of the Greyhound property adjacent to the existing downtown Metro Center. This property is necessary for future reconstruction of the existing Metro Center, now known as Pacific Station.

Agency staff is currently assisting the Transit District with the acquisition of this property, which is now in escrow, and is also assisting in the approval of the environmental cleanup documents necessary to finalize the property purchase.

Mission Street Utility Undergrounding Project

Although the design and construction of the Mission Street Utility Undergrounding Project is managed by the Public Works Department, Agency staff time has been committed to this project over the past seven years and continued during the 2009 Fiscal Year. In 2009 the construction and undergrounding was completed on the section of Mission Street between Bay Avenue and Swift Street. The visual improvement made by the undergrounding program is now readily apparent as one now passes along Mission Street from Chestnut to Swift Streets. With the addition of streetlights and a plan for landscaping along Mission Street, the corridor is becoming a welcoming and attractive gateway to the City.

In addition to the financing of the project, the Agency primarily supported this program with public relations and securing agreements and various easements with adjacent property owners. Over 55 easements have been obtained for Phases I and II of the Undergrounding Project. All of these easements have been obtained at no additional cost through the cooperation of the property owners.

Monterey Bay National Marine Sanctuary Visitor Center - The National Marine Sanctuary Program (NMSPP), an agency of the National Oceanic and Atmospheric Administration (NOAA), and the City are partnering to design and construct the Monterey Bay National Marine Sanctuary Visitor Center.



Design Concept for Visitor Center

The Agency has been designated as the City’s project manager acting in cooperation with NOAA.

The Visitor Center will function as the Monterey Bay Sanctuary’s premier visitor center. The site was chosen in 2003 after the NMSPP studied 23 locations along California’s Central Coast, settling on the City’s ¾-acre “Fun Spot” property in the Santa Cruz Beach Area, visited by an estimated 3 million people per year. Located just steps from the Pacific Ocean in Santa Cruz’s historic Beach and Boardwalk area, the Visitor Center will:

- Provide the Marine Sanctuary Program and the State of California with high-profile marine education facility just steps from the Pacific Ocean.
- Provide 250,000 people per year with a unique hands-on introduction to the diverse ecosystems of California’s Central Coast.
- Provide greatly needed educational facilities for Sanctuary users, visitors, educators, and minority and low income populations.
- Further the mission of the Marine Sanctuary Program by encouraging stewardship of the sea and shoreline.



In FY 2009 a \$3 million grant of funds was received for the project and the Agency is now working with NOAA and Congressman Sam Farr to secure the remainder of the project’s funding.

To date the architectural drawings for the building and both the California and Federal environmental documents have

been completed and are ready for building permit issuance. The Visitor Center design now includes the following components:

- An architecturally distinct building overlooking the Monterey Bay National Marine Sanctuary (MBNMS) and the Santa Cruz Municipal Wharf.
- Dynamic interactive exhibitry highlighting the Monterey Bay Sanctuary's natural resources and stressing ocean stewardship and conservation.
- Multimedia displays including real-time video of the deepwater ocean environments.
- A potential rail stop, bicycle facilities and pedestrian connections to the City's Depot Park.
- Educational classroom and lab facilities.
- Administrative offices.

Creating an innovative partnership between Federal agencies and local government, the project provides the City and MBNMS with an exciting opportunity to complement existing regional cultural and educational facilities, enhance the visitor experience to California's Central Coast, and educate the public about the importance of the Marine Sanctuary and its influence on the surrounding areas. Information on the Monterey Bay National Marine Sanctuary is available at: <http://montereybay.noaa.gov/>.

San Lorenzo River Project

Agency staff has been extensively involved in the San Lorenzo River levee project activities and funding for over 25 years. The activities involving the project which have occurred during the past several years are discussed below. Agency staff has had project management responsibility for the Army Corps of Engineers ("Corps") Project and, in past years, the Agency funded a number of the feasibility studies as well as bridge design work. Construction on the project began in 1999.

Completed 2000 - Contract 1 of the San Lorenzo River Flood Control and Environmental Improvement Project involved the raising and environmental restoration of the river levees between Highway 1 to Water Street Bridges and Laurel Street to Riverside Avenue Bridges. Work on Contract 1 began in 1999.

Completed 2001 – Contract 2 involved the raising and environmental restoration of the river levees between the Water Street and Soquel Avenue bridges and the Riverside Avenue and the Union Pacific Railroad bridges.

Completed 2004 - Contract 3 involved the stabilization of the riverbank adjacent to Laurel Street Extension and Third Streets which are highly eroded and threatened the continued use of these streets.

Completed 2005 - Contract 4 involved the construction of new flood gates and the below-ground entrances to the County Courthouse and Administration building.



Contract 3 – Laurel Street Extension

The final phase of the project is still under discussion between the City and the Corps of Engineers. This phase of the project has become more complex due to the change by the Corps of Engineers in their method of developing the hydraulic projections for the 100-year flood which is the basis for designing flood protection. This change has affected flood control projects throughout the United States, and the San Lorenzo River flood control improvements are among those affected by this change. Until the Corps completes a new series of projections the design requirements for the final phase of the project will not be know.

Additional Federal funding for the phase was included in the proposed Federal Fiscal Year 2009 budget. To date, the combined Federal and local cost of the new bridges, levees, riverbank stabilization and environmental restoration has been \$62 million.

Funding of this improvement has been a major effort of Santa Cruz and one of the major sources of assistance was achieved in 2000 with the State Legislature's approval of AB 1147 which authorized the City to participate in the State Flood Control Subventions Program. This program reimburses the City for 70% of the local share of the San Lorenzo River Flood Control and Environmental Improvement Project. Since authorization to participate in the program, the City has submitted 22 claims to the State Flood Control Subventions Program and has received reimbursements totaling \$5.4 million.



As a result of the completion of Contracts 1 and 2, the Federal Emergency Management Agency (FEMA) issued a Letter Map Revision for the Downtown and Beach areas of the City redesignating these areas from its A-11 to an A-99 flood zone classification in the summer of 2002. This change has had a very significant benefit for these areas.

- Flood insurance premiums for the A-99 flood zone are significantly lower than the previous A-11 flood zone. Depending on the property and amount of required flood insurance, the new rates are approximately 40% lower than those previously paid.
- The FEMA Community Rating System awarded the City a class seven rating, which further reduces the NFIP A-99 flood insurance rates.
- New buildings and improvements are no longer mandated to meet FEMA flood construction requirements but may continue to do so depending on the wishes of the property owner.

Highway 1/17 Merged Lanes Project

In 1998 the Santa Cruz County Regional Transportation Commission (SCCRTC) approved the design for the Highway 1/17 Merge Lanes Project that adds merge lanes for safer merging movements between the Morrissey/La Fonda area and Route 17. The



improvements to the state highway, which include the construction of bridges, retaining structures, roadway widening, concrete median barriers and sound walls, are within the jurisdictional limits of the City of Santa Cruz. The State of California Department of Transportation (Caltrans) and SCCRTC requested the City's Economic Development and Redevelopment Department to assume a lead role in the Public Awareness Campaign for this project. The Agency's role is very similar to its work with Caltrans on the Mission Street Widening Project. Specific Agency staff activities have included:

- creating and distributing informational flyers and mailers;
- planning and holding a community open house;
- conducting community meetings, a project open house and staffing an information booth and special events;
- sending notices for surveys, tree removal schedules, groundbreaking and ribbon cutting ceremonies and other project activities; and
- operating a project public information line and responding to public inquiries

Experience has demonstrated the importance of public information work considering the various delays and unexpected challenges this project has faced. The highway construction portion of the project was completed in November 2008 and the new lanes opened to traffic.

During construction of this project local artist Sally Matheson created 150 watercolors of the project and its workers, creating a unique legacy for this project.



Façade Improvement Program

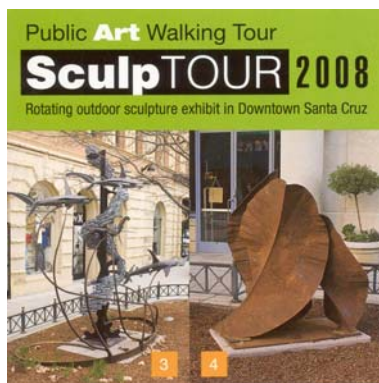
One of the Agency's unique programs with the greatest impact has been the Façade Improvement Program. Through this program's combination of grants and matching grants 117 businesses in the Downtown, River Street, Mission Street, Ocean/Barson, Seabright/Murray and Coral Street businesses areas have been assisted. The program is now in its thirteenth year and has revitalized small businesses. In FY 2009 the Agency adopted several changes to the program increasing grant amounts to reflect increased costs and authorized to extend the program to all qualifying properties in the Merged Project Area. The extension of the program to a larger area is reflective of the program's success and the Agency's desire to assist the largest number of small businesses in the project area.

Program Areas	Businesses Assisted
Downtown	75
Mission Street	20
River Street	6
Ocean/Barson	1
Seabright/Murray	7
Coral Street	8
Total	117



Public Art Program

This program has provided a number of innovative art projects and creations which compliment the City's downtown and other areas of the community. The Agency's role in this program is to provide funding for staffing and coordination of the program. Funding for art installations comes from private donations and a 2% for the arts set-aside on all City-funded capital improvements projects. Specific projects have included design of art features for the proposed Beach Area Roundabouts, the downtown SculpTour among of few. To increase the efficiency and effectiveness of the Agency's Mural Program it is now administered by the same Agency-funded position which administers the Public Art Program. This has increased the impact and awareness of the Mural Program.



Eastside Business Improvement Project

The Agency continued in its implementation efforts for the Eastside Business Improvement Project. These included:

- Continuation of the Eastside Storefront Improvement Program, focusing on improving storefronts along Soquel Avenue and Water Street. During the fifteen years of the storefront program, 77 Eastside businesses have been assisted with three businesses currently in the design phase. All these businesses are small, locally-owned enterprises.
- Agency funds have been budgeted to fund a portion of the land acquisition costs associated with the Soquel Avenue Bike Lane Project, construction of improvements at the Soquel/Water/Morrissey Intersection, and design of improvements to the Soquel/Hagemann and Parkway intersections and a storm drain on Soquel Avenue, between Benito Avenue and Branciforte Avenue, and on Pine Street between Soquel and Broadway Avenues. To date the construction of improvements at the Soquel/Water/Morrissey Intersection has been completed and the remainder of the improvements are in the design and right of way acquisition phases
- Agency staff initiated the exploration of streetscape improvements along Soquel Avenue. These improvements are long term in nature due to the funding limitations of the Eastside project, but steps are now being taken to initiate discussion of potential improvements with Eastside businesses and residents.

Economic Development - Opportunity in Crisis

With the global and local economy suffering through the challenging economic downturn, this fiscal year was one filled with both challenges and opportunities for the Agency and its staff.

The Central Coast was not immune from these macroeconomic forces, and the Agency used this period as an opportunity to forge closer alliances with regional entities, addressing long-term challenges facing the local economy and providing services to the community throughout the crisis.

Recognizing the makeup of the business community on the Central Coast, the Agency focused on supporting the development of small and medium sized businesses during the crisis, particularly in high tech and green tech. Staff also worked closely with the University of California, Santa Cruz on developing pathways for university research and student talent to be integrated into emerging industry clusters.

Other initiatives included staff focusing on talent retention and reducing daily vehicle trips to Silicon Valley as well as increasing liquidity in the local economy through Redevelopment-backed revolving loan programs.

Incubating Technology, Creating Jobs

During the previous three years, the Agency has initiated an aggressive program of business development, recruitment and retention to capitalize on the community's growing small entrepreneurial business climate as well as a hub for independent and small contractors serving the Silicon Valley technology ecosystem.

In addition to aggressively marketing the City's business attraction and retention efforts by sponsoring events such as the Chamber of Commerce's Annual Business Fair, the Women in Business Leadership Summit and the "Caffeineighted" series of seminars, the Agency also played a significant role in the development and growth of several new business support groups including Girls in Tech, the Santa Cruz New Tech Meetup, Santa Cruz Geeks, Envision Santa Cruz and Freelance Camp.

These events, held with some regularity during the calendar year, have helped to forge an active, collaborative community that has seen the rise of Santa Cruz's reputation for technology innovation take center stage in the national conversation around storage, social media and sustainability.

Regionally, the Agency expanded its involvement with SVEDA (Silicon Valley Economic Development Alliance), whose efforts are focused on technology development and innovation as well as the CCMC (Central Coast Marketing Team), who is focused on tourism and agricultural development.

Through participation in these regional efforts, as well as consistently representing the City at technology industry conferences and events. City staff has helped to brand Santa Cruz as a "startup community" complete with a student business incubator, a successful co-working space (NextSpace) and a Digital Media incubator under development at the Tannery Arts Center.



These efforts come on the heels of a multiyear effort to catalyze the local industrial and graphic design industry cluster, through the development of the Santa Cruz Design + Innovation Center, whose mission is to brand Santa Cruz as a global hub of design talent. Now a fully functioning independent nonprofit, the Design Center continues to hold well-attended and well-regarded events showcasing local design talent.

The Agency has also made a significant contribution to the continuing success of the Small Business Development Center at Cabrillo College, whose 22 business counselors provide pro bono financial and business support for emerging businesses as well as coordinating a weekly "brown bag" training series at the public library aimed at making our business community connected, educated and successful. Over 771 business owners attended the 39 seminars held in Santa Cruz County.

For the Fiscal Year 2009 the SBDC served 225 businesses with over 1,013 hours of one-on-one business consulting. Those businesses received a total of \$1,865,400 in loans to start to expand their businesses. The clients reported that they created 49 jobs, retained 44 jobs and had sales increases of \$242,795 due to the counseling received.

Increasing Liquidity

Agency efforts have facilitated meetings for more than 40 startups with venture capitalists and investors in clean tech and digital media, as well as sponsored and coordinated “pitch sessions” for local startups with investor panels.

These startups—whose industry segments range from algal biofuels to personal rapid transit, carbon calculation, colloidal biochemistry and social media—have been featured in major business publications and industry press from the Wall Street Journal to Forbes.

Retaining Talent

For more than a generation, Santa Cruz has been exporting more than 20,000 talented workers each day “over the hill” to San Jose and Santa Clara, adding millions of pounds of carbon to the atmosphere and fraying the social fabric of our community.

Working with local talent agencies and now LinkedIn, the professional social network located in Redwood City, Agency staff is hard at work on identifying the companies that employ the highest number of Santa Cruz-based workers and coordinating with their commute / sustainability teams to set up satellite work centers in Santa Cruz to reduce overhead, make happier workers and strengthen our urban core.

Increasing Connectivity

On April 4, 2009, local cell phone, land lines, ATMs and 911 services to the Monterey Bay Area was disrupted due to the deliberate severing of four optical carrier lines in the Western Bay Area. The lack of reliable, redundant connections to the wider internet has been a major stumbling block in the region’s economic development.

Despite the community’s close proximity to Silicon Valley, the inability to offer high-bandwidth optical connections in the downtown business district has had a negative effect on recruitment and retention of high tech organizations. In order to combat this hurdle to high tech business development, Agency staff has been hard at work on securing federal dollars for broadband deployment on the Central Coast through two applications for American Recovery and Reinvestment Act (ARRA) funding in FY 2009 as well as working with Cruzio on the development of new downtown co-location and fiber facility at 209 Church Street.

Central Coast Broadband Consortium

The Central Coast broadband Consortium’s mission is to connect the region's disparate telecommunications networks and fill critical gaps, offering high speed network transport services to ensure equity, access and digital literacy for all residents, businesses, governments, educational organizations and other important civic and social services agencies and institutions in the region. This project will build out broadband infrastructure at a number of anchor sites that include schools, county offices and other industrial areas in the region where available broadband on a large scale could attract high paying jobs to the region.

An intergovernmental entity operating under the auspices of California State University Monterey Bay, is exploring various funding sources to finance redundant fiber connections on the Central Coast to avoid service interruption and increase access to high bandwidth connections for all residents.

Green Technology – “The Sustainable Economy”

One of the continuing discussion areas in economic development is the development of businesses which have various self-sustaining components. The exact nature and business model for these businesses exist in many forms and no clear business model has emerged to guide business development. As such the discussion continues. However, on a community basis the concept of sustainable business development is somewhat easier to define and identify.

Several local groups have taken the lead in discussing the reality and future of sustainable business models and a “Green Trade Summit” was held in September 2008.

Business Development

Agency staff continued to work with local business owners on an individual basis as requests or inquiries were received. In addition, Agency staff served on the Chamber’s Economic Development Council, the County’s Comprehensive Economic Development Strategy Board, the Workforce Investment Board, and other non-profit cultural and business organizations. This enables Agency staff to share its knowledge and expertise with these organizations and increases Agency visibility in the community.

The Business Gateway website and existing marketing collateral have proven to be useful tools in this effort. Agency staff also continues to be active in the Silicon Valley Economic Development Alliance (SVEDA)—which focuses primarily on high tech—as well as the Central Coast Marketing Team (CCMT)—which focuses primarily on tourism and agriculture. In 2009, during the development of the new City website, the Department of Economic Development and Redevelopment set up an interim site to serve the business community at cruzbusiness.com. The site included business news and local success stories and linked visitors to events, activities and programs dedicated to ensuring business success on the Central Coast. After serving nearly 10,000 unique visitors, this site’s content was merged into the official re-launch of City’s site at www.cityofsantacruz.com.

Public Information

Each year the Agency provides a wide variety of information on its activities through mailings, presentations and media releases. To compliment ongoing public information and Agency activities, Agency staff continues to maintain an updated web page, which includes zoom-in maps of its project areas, the most recent reports developed for the Agency, program information, a quick links feature and other Agency information. The web page has been helpful in answering public and business inquires. It has proved very useful to persons throughout the United States and the world. The Agency's web page can be accessed on the internet at <http://www.cityofsantacruz.com/index.aspx?page=445>

Work Program for Fiscal Year 2010

Pursuant to California Redevelopment Law, the Agency adopted its Five-Year Implementation Plan in December 2004 for the period 2005-2009. The Plan describes the goals and objectives of the Agency including a program of actions and expenditures to be made within the next five years. The Plan also provides the framework for a number of activities to increase the production of affordable housing and to eliminate blighted conditions in both redevelopment project areas. The Five-Year Implementation is currently being updated and a new document will be adopted on the current goals to guide the Agency work program for the 2010-2014 Implementation Plan time period.

The following represents activities in the Five-Year Implementation Plan and those proposed to be considered in Fiscal Year 2010.

Merged Earthquake Project Area Activities

- Secure federal funding needed for the proposed Monterey Bay Marine Sanctuary Visitor Center and begin project construction;
- Continue activities necessary to complete the development /construction of Phase II at the Tannery;
- Complete reconstruction of the final Pacific Avenue vacant properties through attracting businesses, development of technology business and retail tenants complimentary to the existing retailers;
- Evaluate status of the Bolton Hill OPA for development of 1547 Pacific Avenue;
- Continue implementation of the Memorandum of Understanding with the Santa Cruz County Metropolitan Transit District and for planning for a mixed-use residential/commercial improvement of the downtown Metro Center;
- Complete design and engineering work on improvements to the Highway 1/9 Intersection;
- Complete the Caltrans Planning Survey Report for the Highway One San Lorenzo Bridge Replacement Project;
- Implement programs recommended in the Hospitality Industry Enhancement Study;
- Complete Market and Financial Feasibility Analysis of Proposed Hotel and Conference Center on Ocean Street;
- Identify and assist anchor retail tenants and develop a retail recruitment program;
- Provide support to the Cooperative Retail Management Program;
- Facilitate the development of affordable and market rate housing projects in the community and provide assistance as may be warranted;
- Update and distribute bi-monthly "Space Available For Lease" flyer;
- Support small business development and business retention;
- Continue mural and landscape planting grant programs in connection with the downtown and Alley Improvement Program;
- Continue the Façade Improvement Program;
- Continue management of social outreach program;
- Work with the business community to ensure the continued health of the downtown business environment including the retail, office and housing communities;

- Continue efforts to complete the final phase of the U.S. Army Corps of Engineers' San Lorenzo River Flood Control and Environmental Enhancement Project;
- Provide assistance for new businesses to locate in the Harvey West Industrial Area;
- Continue assistance for the Mission Street Utility Undergrounding and landscaping projects;
- Continue to participate in County of Santa Cruz Workforce Preparedness Project;
- Apply for Federal and State financial assistance as it becomes available to supplement Agency funding on construction projects;
- Continue site visits with local companies in order to indicate City's recognition of the need for business to provide living wage jobs, job training and providing a tax base for the City;
- Continue the work of the technology recruitment and development program;
- Continue development of the technology transfer center/technology business incubator at an appropriate Westside Santa Cruz location;
- Continue development of the design innovation center in cooperation with local technology leaders;
- Continue work to develop local clusters;
- Continue local Wi-Fi development efforts; and
- Support and participate in the work of the Economic Development Council in cooperation with the Santa Cruz Chamber of Commerce and Business community and other regional economic development opportunities.

Eastside Business Improvement Project Area Activities

- Continue implementation of Eastside Facade Improvement Program;
- Fund selected street improvements; and
- Assist in the creation of an ongoing Eastside Business Promotion Association.

Affordable Housing Activities

- Identify opportunities for live/work housing units within the community;
- Continue the Emergency Rental/Mortgage Assistance and Tenant Based Assistance/Security Deposit Program;
- Identify preservation projects which may be assisted to retain affordability covenants;
- Identify projects for a possible first-time homebuyer program; and
- Identify private sector rental and for-sale projects which may provide affordable units with redevelopment assistance.

Asset/Property Management

- Continue the management and leasing activities and functions for Theatre Del Mar and other Agency-owned properties.

Applications For Grant Funds And Financing

- Continue to actively pursue various funding sources for grant and loan funds for the City and Agency programs.

Summary of Agency Programs Aiding in the Elimination of Blighting Conditions

Types of Conditions Addressed By Program	PROJECT PROGRAMS						
	Economic Development	Merged Project	Eastside	Industrial Development	Infrastructure	Beach Area	Affordable Housing
Structural Blight							
Deterioration and Dilapidation Age and/or Obsolescence			X	X		X	X
Mixed Character	X						X
Defective Design Character of Physical Condition			X				X
Shifting Uses and Vacancies	X	X	X			X	X
Non-Structural Blight							
<i>Inadequate Public Improvements, Facilities and Utilities</i>							
Traffic Circulation Deficiency		X	X			X	
Parking Deficiencies		X	X			X	
Deficient Curbs, Gutters and Sidewalks		X					
Bridges					X		
Drainage and Flood Control System Deficiencies					X		
Lots of Irregular Form, Size, and/or Shape		X				X	
<i>Socio Economic Conditions</i>							
Social Maladjustment (Crime, Poverty, Unemployment)	X	X		X		X	X
Depreciated Values/Impaired Investments	X	X	X	X		X	X
Economic Maladjustment (Vacancies, Undeveloped Properties)	X	X	X	X		X	X

In Summary, Agency activities for Fiscal Year 2009 were quite varied reflecting the wide variety of initiatives undertaken in recent years. Activities undertaken in Fiscal Year 2009 reflect a new local and national economic reality. Falling home prices, slowing business and increased unemployment required new efforts to assist existing businesses and assist the local economy. The State ERAF (Educational Revenue Augmentation Fund) payments have restricted the Agency's financial resources to meet these new needs. The balancing of these two realities, economic distress and diminished financial resources will require increased attention by the Agency and the support of new approaches in the years ahead.

LOAN REPORT

Section 33080.1 (e) of California Redevelopment Law requires that the Annual Report include "a list and status, on all loans made by the redevelopment agency that are fifty thousand dollars or more, that in the previous fiscal year were in default, or not in compliance with the terms of the loan...". There are no agency loans made in the previous year by the City of Santa Cruz Redevelopment Agency that are in default or not in compliance with the loan conditions.

PROPERTY REPORT

Section 33080.1 (f) of California Redevelopment Law requires that the Annual Report include information pertaining to the number and nature of properties owned by the Redevelopment Agency. The properties currently owned by the Agency are listed below, and no new properties were purchased in the reporting year.

Property Address	Assessor Parcel Number	Property Use	Property Size (square feet)	Project Area
211 Gault Street	11-012-37	Gault Senior Housing Project (ground lease)	23,130 sq. ft.	Eastside
1111 Soquel Avenue	10-042-19	Eastside Parking Lot	23,958 sq. ft.	Eastside
124 Leibrandt Avenue	005-931-01	Neuva Vista Apartments (ground lease)	64,730 sq. ft.	Merged
1124 Pacific Avenue	005-153-10	Del Mar Theater	21,300 sq. ft.	Merged
1124 Pacific Avenue	005-153-02	Del Mar Theater	1,001 sq. ft.	Merged
Birch Lane	005-144-14	Parking Lot	3,049 sq. ft.	Merged
1040 River Street	661-01-08	Affordable Housing and Arts Center (ground lease)	8.3 acres	Merged



CITY COUNCIL AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Finance

SUBJECT: 2009 Traffic Impact Fee Annual Report. (FN)

RECOMMENDATION: Motion to accept and approve the 2009 Traffic Impact Fee Annual Report.

BACKGROUND: In April 2004, the City Council adopted the Beach/South of Laurel Traffic Impact Fee Ordinance and in June 2005, the City Council adopted the Citywide Traffic Impact Fee. Both of these fees require compliance with California Government Code Section 66006 (CGC 66006).

CGC 66006 requires that an accounting of the developer impact fees be made public and the information be reviewed in a regularly scheduled public meeting. Staff has compiled the 2009 Traffic Impact Fee Annual Report, which is attached, and recommends acceptance and approval of the report. As required in CGC 66006, this information has been made available to the public 15 days prior to the City Council meeting.

The report will be placed on the City's website.

DISCUSSION: The City began collecting these fees in FY 2006. The amounts collected and used through FY 2009 are detailed in the attached report. The amounts collected in 2009 were \$3,298,505 for the Citywide Traffic Impact Fee and \$4,079 for the Beach/South of Laurel Traffic Impact Fee.

Beach / South of Laurel Traffic Impact Fees are scheduled to be used for the Bay Street/West Cliff Traffic Signal project. Citywide Traffic Impact Fees are scheduled to be spent on the Branciforte Creek Bike/Pedestrian Bridge, State Route 1/Mission, Chestnut, and King Streets Improvements, State Route 1/Bay Street Intersection Improvements, State Route 1/Highway 9 Intersection Improvements, and Bay/Escalona Streets Safety Improvements.

FISCAL IMPACT: The Traffic Impact Fees were implemented to ensure that developers pay a fair share of circulation and alternative transportation improvements, reducing the financial drain on other City transportation funding sources.

Prepared by:
Ray Galindo
Accountant II

Submitted by:
Jack Dilles
Finance Director

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS: 2009 Traffic Impact Fee Annual Report

City of Santa Cruz
2009 Traffic Impact Fee Annual Report
Development Impact Fees
For Fiscal Year Ending June 30, 2009

Government Code Section 66606(a) requires local agencies to produce an annual report, within 180 days of the fiscal year end. The annual report must be made available to the public and be presented to the public agency (City Council) at least fifteen days after it is made available to the public.

This report summarized the following information for each of the development fee programs:

1. Description of fee
2. Amount of fee
3. Beginning and ending fund balances
4. Amount of fees collected and interest earned
5. Identification of projects on which fees were expended and the amount for each improvement that was expended
6. The total percentage of the cost of the public improvement that was funded with fees
7. The approximate date by which construction of the improvements will commence for any incomplete improvements for which sufficient funds to complete financing for the improvements have been collected
8. The amount of refunds paid
9. Description of each interfund transfer or loan made from the fund, if any

The following fee programs are included in this report:

- Section A – Citywide Traffic Impact Fee
- Section B – Beach / South of Laurel Traffic Impact Fee

Section A – Citywide Traffic Impact Fee
For Fiscal Year Ending June 30, 2009

Description: A Traffic Impact Fee is assessed in connection with the issuance of any development permit for development in the area of the City designated by City Council Resolution 26,943 on June 28, 2005. In accordance with the General Plan, the Fee shall be used to pay costs associated with the mitigation of traffic impacts attributable to the development that is the subject of the permit.

Amount of Fee: The Traffic Impact Fee in Fiscal Year 2009 was \$377.00 for every new automobile trip added to the citywide Area’s Circulation System.

The rate was adjusted July 1, 2009 to \$395.00 by the Construction Cost Index from the Engineering News Record in accordance with Resolution 26,943.

Beginning Balance, July 1, 2008, as previously reported	\$ 944,369.97
Prior Period Adjustment for fair value of investments not being reported	<u>(3,637.80)</u>
Beginning Balance as restated, July 1, 2008	\$ 940,732.17

<u>Receipts</u>	<u>Amount</u>
Fees collected	\$ 3,298,505.59
Interest Earned	<u>81,346.49</u>
Total	\$ 3,379,852.08

<u>Disbursements</u>	<u>Amount</u>	<u>% Fee Funded</u>
c409329 San Lorenzo River Bike/Ped Overcrossing	\$ (200,000.00)	7%
c400023 Laurel Safety Improvements: Chestnut-Front	<u>\$ (61,126.07)</u>	100%
Total	\$ (261,126.07)	

Ending Balance, June 30, 2009	<u><u>\$ 4,059,458.18</u></u>
-------------------------------	-------------------------------

Fully funded incomplete projects: None
Refunds paid: None
Interfund transfers/loans: None

Section B – Beach / South of Laurel Traffic Impact Fee
For Fiscal Year Ending June 30, 2009

Description: A Traffic Impact Fee is assessed in connection with the issuance of any development permit for development in the area of the City designated by City Council Resolution 26,574 on April 27, 2004. In accordance with the General Plan, the Fee shall be used to pay costs associated with the mitigation of traffic impacts attributable to the development that is the subject of the permit.

Amount of Fee: The Traffic Impact Fee in Fiscal Year 2009 was \$85.00 per every new automobile trip added to the citywide Area’s Circulation System.

The rate was adjusted July 1, 2009 to \$92.00 by the Construction Cost Index from the Engineering News Record in accordance with Resolution 26,574.

Beginning Balance, July 1, 2008, as previously reported	\$ 34,401.25
Prior Period Adjustment for fair value of investments not being reported	<u>(74.51)</u>
Beginning Balance as restated, July 1, 2008	\$ 34,326.74

<u>Receipts</u>	<u>Amount</u>
Fees collected	\$ 4,079.50
Interest Earned	<u>1,062.14</u>
Total	\$ 5,141.64

<u>Disbursements</u>	<u>Amount</u>	<u>% Fee Funded</u>
None	\$ -	N/A
Ending Balance, June 30, 2009	<u><u>\$ 39,468.38</u></u>	

Fully funded incomplete projects: None

Refunds paid: None

Interfund transfers/loans: None



CITY COUNCIL AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009
DEPARTMENT: Finance
SUBJECT: Office Supplies Agreement. (FN)

RECOMMENDATION: Motion to direct the City Manager to execute an agreement in the amount of \$205,000 between the City of Santa Cruz and Palace Art and Office Supply of Santa Cruz, California.

BACKGROUND: The City spends approximately \$205,000 annually on office supplies.

DISCUSSION: Section 3.08.170 of the Municipal Ordinance allows the City to use cooperative purchasing agreements when feasible.

On October 1, 2009, the Pajaro Valley Unified School District (PVUSD) entered into a cooperative contract with Palace Art and Office Supply for office supplies that meets the City's requirements. PVUSD solicited proposals on 416 office supply items, which included 196 of the City's most commonly ordered items, plus discounts on all other catalog items. Their request for proposals required that bidders:

1. Provide fixed pricing on a list of 416 specific items with specific quantities ("Contract A" items);
2. Provide a stated discount percentage off items found in their full line office/classroom supply catalog and submit with the proposal ("Contract B" items); and
3. Provide information on service factors, including capabilities in the areas of cost containment, customer service, on-line ordering, product handling, and references.

PVUSD mailed the RFP to nine prospective bidders and received proposals from Palace Art and Office Supply, Office Depot and School Specialty. They awarded to Palace Art and Office Supply based on the criteria listed above.

PVUSD's proposal recap is attached. The totals of the price submittals for "Contract A" items, plus "Contract B" non-contract items are indicated below.

Palace Art and Office Supply -- \$313,624.20 estimated annual
OfficeMax Incorporated -- \$374,576.20 estimated annual
School Specialty -- non-responsive bidder

This contract with Palace Art and Office Supply has low fixed pricing for the contract items, plus a 40% to 80% discount on their cost containment catalog of office supplies, and a 30% discount on all other office supplies. PVUSD spends considerably more than the City on office supplies and their bid reflects better pricing than the City could obtain by going out to bid.

Palace Art and Office Supply is a locally owned office supply company and is the City's current vendor. The City is very satisfied with the quality of their service and their products. They will deliver office supplies directly to the City offices and will deliver daily if needed. Also, they have a retail store in downtown Santa Cruz, which will allow employees to pick up supplies when necessary.

This is a three-year contract that allows for price increases after the first year based on manufacture price increases.

FISCAL IMPACT: There are adequate funds in the operating budget for this purchase.

Prepared by:
Stacey Brooks
Account Clerk II

Submitted by:
Jack Dilles
Finance Director

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS:
Agreement
Evaluation of Contract
Certificate of Publication

THIS AGREEMENT made and entered into this first day of January, 2010, by and between the City of Santa Cruz, a Municipal Corporation, hereinafter called the "City," and Palace Art & Office Supply, hereinafter called the Contractor.

IT IS AGREED that the Contractor, for and in consideration of the covenants, conditions, agreements, and stipulations of the City hereinafter expressed, does hereby agree to furnish the City services and materials, as follows, and as described on exhibits attached to and incorporated herein.

Scope of Work:

Piggyback onto the Office Supply Direct Delivery Contract, as per all specifications, of Pajaro Valley Unified School District RFP #002-09/10.

CONTRACT PERIOD will be from October 1, 2009 through September 30, 2012, and renewable for up to five years.

COMPENSATION: City agrees to pay Contractor for services performed hereunder at rates as follows:

- Group A: Pricing established by bid, on approximately 416 items. (Attachment A)
- Group B: Provide a cost containment catalog with a choice of 40% off list or net priced with discounts up to 80% off list (end column pricing).
- Group C: 30% discount off of Full-Line Catalog with stated exceptions.

Palace Art & Office Supply

City of Santa Cruz
a Municipal Corporation

By _____

By _____

Name _____

Richard C. Wilson
City Manager

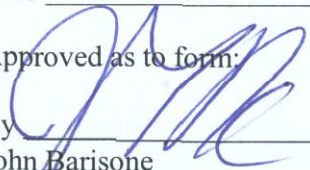
Title _____

Date _____

Address: 2606 Chanticleer Avenue
Santa Cruz, CA 95065

Approved as to form:

Date _____

By  _____
John Barisone
City Attorney
Date 11-23-09

TERMS AND CONDITIONS

Insurance

The supplier is required to maintain a current certificate of insurance that includes the following:

1. Without limiting the foregoing in any way, supplier shall carry standard form Commercial General Liability Insurance and Commercial Automobile Liability Insurance acceptable to the City in an amount not less than One Million Dollars per occurrence combined single limit Bodily Injury and Property Damage coverage.
2. Supplier shall obtain and maintain, during the life of the agreement, Workers' Compensation Insurance, covering all of its employees on the project with a company satisfactory to City. Supplier shall be responsible for the insurance coverage as herein provided of all employees of said supplier.
3. For all insurance provided above, policies shall provide that the same cannot be canceled except upon thirty days' written notice to City.
4. Except for Workers' Compensation, all insurance provided above shall name the City of Santa Cruz, its officers, agents and employees as an additional insured and shall include cross liability in favor of the City, its officers, agents and employees.
5. A certificate of insurance shall be furnished to the City as evidence of the above coverages and conditions prior to the commencement of work. Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.
6. Supplier agrees to provide City at or before the effective date of this contract with a certificate of insurance of the coverage required. The certificate shall be sent to Risk Management, 809 Center Street, Room 7, Santa Cruz, CA 95060.

Indemnification

The supplier shall indemnify, hold harmless, and defend City and its agents and assigns from all claims, suits, or actions brought for or on account of any damage, injury or death, loss, expense, civil rights or discrimination claims, labor disputes, inconvenience, or delay which may result from the supplier's performance.

Assignment

The supplier shall under no circumstances assign the agreement without the written permission of the City of Santa Cruz.

Safety

Supplier shall conform to the rules and regulations pertaining to safety established by the California Division of Industrial Safety. Furnished equipment, materials and services shall comply with all OSHA standards and regulations, and all applicable governmental laws and orders. Supplier shall provide proof of compliance, if requested by the City.

Contract Renewal

At the option of the City, this contract may be renewed annually under the same contractual terms and conditions and at the same price or price basis. Annual price increases maybe negotiated for contract items when the supplier's cost increases due to manufacture cost increases. In all cases, the City may cancel the contract if a requested price increase is not acceptable.

Termination of Contract

City shall have the right to terminate this contract at any time upon giving ten days written notice to vendor. If the City terminates the contract, all finished or unfinished work prepared by firm under this contract may, at the option of the City, become the City's property and firm may be entitled to receive just and equitable compensation for any satisfactory work.

Termination of the contract pursuant to this paragraph may not relieve the firm of any liability to City for damages sustained by City because of any breach of contract by firm, and City may withhold any payments to firm for the purpose of set-off until such time as the exact amount of damages due City from firm is determined.

Payment

The City issues payment to the firm approximately thirty days after receipt of the commodity (merchandise and/or service) and the correct original invoice, whichever arrives last.

All invoices must contain the proper pricing as specified by the bidder in this request. In addition, all invoices must include the appropriate purchase order number. Invoices not including the proper purchase order number may experience delayed payment.

The City reserves the right to audit vendor's records when deemed necessary to verify correct pricing.

Purchase orders will be issued for the expected need of the full term of the contract or will be issued on an "as needed" basis when the order is made. However purchase orders are required for all items purchased. Issuing purchase orders on an "as needed" basis in no way nullifies the pricing agreement as set forth for the term specified.

Usage Report

Upon request, the successful supplier must provide a report of items purchased by the City for the previous six months. This report will be in order of most frequently ordered items to the least frequently ordered items. The following information must be included in the report: product description, total quantity ordered for the period, and total amount spent on the item for the period.

City of Santa Cruz Business Tax Certificate

During the term of this contract the supplier shall maintain a current City of Santa Cruz business tax certificate if the supplier or subcontractor(s) is located in, or performs services within, city limits. For further information, call the Revenue and Taxation division at 831/420-5070.

Civil Rights Compliance/Equal Opportunity Assurance

Every supplier of materials and services and all suppliers doing business with the City of Santa Cruz shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, supplier shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age or sex with respect to hiring, application for employment, tenure or terms and conditions of employment. In addition, the City of Santa Cruz, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. Suppliers agree to abide by all of the foregoing statutes, regulations, ordinances and resolutions.

MacBride Principles and the Peace Charter

The City Council of the City of Santa Cruz approved Resolution No. NS-19,378 on the 24th day of July 1990, endorsing the MacBride Principles and Peace Charter and encourages all companies doing business in Northern Ireland to abide by the MacBride Principles and Peace Charter.

PROPOSAL RESPONSE FORM SECTION 3 OF 3

Contract A

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
Part 1													
1	Batteries, Alkaline AA 8pk	PK	367	Eve E91BP8	DurMN1500 B8Z	Ray8158C	Rayovac	Ray	8158C	\$ 12.45	\$ 2.39	\$ 877.13	
2	Batteries, Alkaline AAA 8pk	PK	282	Eve E92PB8	DurMN2400 B8Z	Ray8248C	Rayovac	Ray	8248C	\$ 12.45	\$ 2.29	\$ 645.78	
3	Batteries, Alkaline C 8pk	PK	100	Eve E93FP8	DurMN14R T8Z	Ray8148	Rayovac	Ray	8148	\$ 15.88	\$ 5.29	\$ 529.00	Sold pk 12
4	Batteries, Alkaline D 8pk	PK	76	Eve E95FP8	DurMN13R T8Z	Ray8138	Rayovac	Ray	8138	\$ 15.88	\$ 7.29	\$ 554.04	Sold pk 12
5	Binder Clips Large 12bx	BX	369	Acc 72100			Legacy	Lop	13353	\$ 6.99	\$ 1.19	\$ 439.11	
6	Binder Clips Medium 12bx	BX	411	Acc 72050			Legacy	Lop	13352	\$ 2.49	\$ 0.49	\$ 201.39	
7	Binder Clips Mini 12bx	BX	173	Acc 72010			Legacy	Lop	13350	\$ 1.19	\$ 0.25	\$ 43.25	
8	Binder Clips Small 12bx	BX	429	Acc 72020			Legacy	Lop	13351	\$ 1.29	\$ 0.24	\$ 102.96	
9	Binder, Standard Ring View 1" White	EA	1,203	Wlj 36214W	Ave05706		Acco	Wlj	36214W	\$ 7.17	\$ 1.39	\$ 1,672.17	
10	Binder, Standard Ring View 1/2" White	EA	165	Wlj 36213W	Ave05705		Acco	Wlj	36213W	\$ 7.17	\$ 1.39	\$ 229.35	
11	Binder, Standard Ring View 1-1/2" White	EA	749	Wlj 36234W	Ave05710		Acco	Wlj	36234W	\$ 8.83	\$ 1.99	\$ 1,490.51	
12	Binder, Standard Ring View 2" White	EA	759	Wlj 36244W	Ave05711		Acco	Wlj	36244W	\$ 10.66	\$ 2.19	\$ 1,662.21	
13	Binder, Standard Ring View 3" White	EA	226	Wlj 36249W	Ave05730		Acco	Wlj	36249W	\$ 14.84	\$ 3.49	\$ 788.74	
14	Binder, Standard Round Ring 1 1/2" Black	EA	45	Wlj 36834NBL	Ave03400		Acco	Wlj	36834NB	\$ 6.79	\$ 1.99	\$ 89.55	
15	Binder, Standard Round Ring 1 1/2" Blue	EA	45	Wlj 36834NBL	Ave03401		Acco	Wlj	36834NBL	\$ 6.79	\$ 1.99	\$ 89.55	
16	Binder, Standard Round Ring 1 1/2" Green	EA	27	Wlj 36834NG	Ave03402		Acco	Wlj	36834NG	\$ 6.79	\$ 1.99	\$ 53.73	
17	Binder, Standard Round Ring 1" Black	EA	359	Wlj 36814NB	Ave03300		Acco	Wlj	36814NB	\$ 4.24	\$ 0.99	\$ 355.41	

7-9

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
18	Binder, Standard Round Ring 1" Blue	EA	95	Wlj 36814NBL	Ave03301		Acco	Wlj	36814NBL	\$ 4.24	\$ 0.99	\$ 94.05	
19	Binder, Standard Round Ring 2" Black	EA	12	Wlj 36844NB	Ave03500		Acco	Wlj	36844NB	\$ 8.12	\$ 2.99	\$ 35.88	
20	Black Plastic Side Load Letter Tray	EA	26	Rub 16001			Newell	Rub	16001	\$ 3.00	\$ 0.99	\$ 25.74	
21	Book, Composition 10x8 w/ margin, 40 st/80 pg, wide rule	DZ	594	Evr 42107			Pioneer	Pio	SP1518MC	\$ 12.00	\$ 6.49	\$ 3,855.06	
22	Book, Composition Blk n Wht 100pgs	EA	1,730	Mea 09910	Top63795	Roa77230	Roaring Springs	Roa	77230	\$ 3.45	\$ 0.80	\$ 1,384.00	
23	Book, Notebook Wirebound Memo 3x5 60pgs	EA	112	Mea 45354	Red31120		Mead	Mea	45354	\$ 1.09	\$ 0.39	\$ 43.68	
24	Book, Notebook, Spiral 11x8.5, 80 sht, college ruled	EA	84	Top 65153	Amp25206		Tops	Top	65153	\$ 6.33	\$ 1.29	\$ 108.36	
25	Book, Notebook, Spiral Bound Ruled, WR 10.5x8 70pgs	EA	327	Mea 05510	Roa10030		Mead	Mea	O5510	\$ 2.49	\$ 0.59	\$ 192.93	
26	Book, Spell Write Steno 8.5x6 80pgs	EA	348	Mea 43080	Amp25274	Top8021	Mead	Mea	43080	\$ 2.29	\$ 0.65	\$ 226.20	
27	Calculator 8 Digit Pocket Dual Power	EA	74	Vct 900	Shr EL377MB		Victor	Vct	900	\$ 5.99	\$ 3.95	\$ 292.30	
28	Chalk Dustless Asst Colors bx10	BX	39	Dix 61403	Bin510816		Dixon	Dix	61403	\$ 1.07	\$ 0.49	\$ 19.11	
29	Chalk Dustless White bx10	BX	76	DIX 31144	Bin501402		Dixon	Dix	31144	\$ 0.95	\$ 0.35	\$ 26.60	
30	Chalk Dustless Yellow bx10	BX	69	DIX 31344			Dixon	Dix	31344	\$ 0.95	\$ 0.35	\$ 24.15	
31	Chart Pocket, Stand	EA	6	Pac 20990			Pacon	Pac	20990	\$ 68.69	\$ 19.99	\$ 119.94	
32	Chart Pocket, Standard	EA	9	Pac 20010			Pacon	Pac	20010	\$ 23.99	\$ 8.99	\$ 80.91	
33	Chenille Stems Asst Colors bg/100	PK	106	Leo 65400	Pac 1859744	Charles Leona	Leo	Leo	65400	\$ 2.62	\$ 1.19	\$ 126.14	
34	Clamp Ideal sz#1 2 5/8" 12bx	BX	64	Acc 72610			Acco	Acc	72610	\$ 1.61	\$ 0.59	\$ 37.76	
35	Clay, Model Magic Modeling 2lb bucket	BK	59	Bin 574400			Crayola	Bin	574400	\$ 25.87	\$ 8.49	\$ 500.91	

7-7

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
36	Clay, Modeling Asst Colors 4stick pk	BX	178	Dix 00740	Bin 574415		Dixon	Dix	OO740	\$ 3.16	\$ 0.89	\$ 158.42	
37	Cleaner, Liquid Dry-Erase Board 8oz spray	BT	547	San 81505	Dix 94008		Dixon	Dix	94008	\$ 3.29	\$ 1.59	\$ 869.73	
38	Clipboard Letter Hardboard	EA	113	Lop 13450			Legacy	Lop	13450	\$ 2.99	\$ 0.75	\$ 84.75	
39	Clipboard, Hard, Memo, 6X9	EA	246	Sau 05610			Saunders	Sau	05610	\$ 2.30	\$ 0.79	\$ 194.34	
40	Compass, Student Safety Blunt Tip Plastic	EA	199	Std 957SBK			Stadler	Std	957SBK	\$ 2.19	\$ 1.16	\$ 230.84	
41	Compressed Air Duster 10oz	EA	86	Rea RR3700	Fal DPSJC	Fel 9963101	Legacy	Lop	50000	\$ 8.99	\$ 3.59	\$ 308.74	
42	Compressed Air Duster 2pk 10oz	PK	43	Rea RR3722	Fal DSXLPW	Fel 9963201	Legacy	Lop	50002	\$ 17.99	\$ 7.49	\$ 322.07	
43	Construction Paper, Tru-Ray 12x18 Assorted	PK	381	Pac 103063			Pacon	Pac	103063	\$ 5.59	\$ 2.39	\$ 910.59	
44	Construction Paper, Tru-Ray 12x18 Black	PK	455	Pac 103061			Pacon	Pac	103061	\$ 5.59	\$ 1.99	\$ 905.45	
45	Construction Paper, Tru-Ray 12x18 Blue	PK	393	Pac 103054			Pacon	Pac	103054	\$ 5.59	\$ 1.99	\$ 782.07	
46	Construction Paper, Tru-Ray 12x18 Brilliant Lime	PK	155	Pac 103425			Pacon	Pac	103425	\$ 5.59	\$ 2.29	\$ 354.95	
47	Construction Paper, Tru-Ray 12x18 Dark Brown	PK	136	Pac 103056			Pacon	Pac	103056	\$ 5.59	\$ 2.29	\$ 311.44	
48	Construction Paper, Tru-Ray 12x18 Festive Green	PK	477	Pac 103038			Pacon	Pac	103038	\$ 5.59	\$ 2.29	\$ 1,092.33	
49	Construction Paper, Tru-Ray 12x18 Gray	PK	152	Pac 103059			Pacon	Pac	103059	\$ 5.59	\$ 1.99	\$ 302.48	
50	Construction Paper, Tru-Ray 12x18 Light Green	PK	157	Pac 103047			Pacon	Pac	103047	\$ 5.59	\$ 2.09	\$ 328.13	
51	Construction Paper, Tru-Ray 12x18 Lilac	PK	216	Pac 103050			Pacon	Pac	103050	\$ 5.59	\$ 1.99	\$ 429.84	
52	Construction Paper, Tru-Ray 12x18 Orange	PK	393	Pac 103034			Pacon	Pac	103034	\$ 5.59	\$ 2.29	\$ 899.97	
53	Construction Paper, Tru-Ray 12x18 Pink	PK	301	Pac 103044			Pacon	Pac	103044	\$ 5.59	\$ 1.99	\$ 598.99	
54	Construction Paper, Tru-Ray 12x18 Red	PK	471	Pac 103062			Pacon	Pac	103062	\$ 5.59	\$ 2.09	\$ 984.39	

7-8

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
55	Construction Paper, Tru-Ray 12x18 Slate Blue	PK	327	Pac 103048			Pacon	Pac	103048	\$ 5.59	\$ 1.99	\$ 650.73	
56	Construction Paper, Tru-Ray 12x18 Turquoise	PK	225	Pac 103039			Pacon	Pac	103039	\$ 5.59	\$ 2.09	\$ 470.25	
57	Construction Paper, Tru-Ray 12x18 Violet	PK	232	Pac 103041			Pacon	Pac	103041	\$ 5.59	\$ 2.09	\$ 484.88	
58	Construction Paper, Tru-Ray 12x18 Warm Brown	PK	145	Pac 103057			Pacon	Pac	103057	\$ 5.59	\$ 1.99	\$ 288.55	
59	Construction Paper, Tru-Ray 12x18 Yellow	PK	549	Pac 103036			Pacon	Pac	103036	\$ 5.59	\$ 1.99	\$ 1,092.51	
60	Construction Paper, Tru-Ray 9x12 Assorted	PK	208	Pac 103031			Pacon	Pac	103031	\$ 2.79	\$ 1.29	\$ 268.32	
61	Construction Paper, Tru-Ray 9x12 Black	PK	393	Pac 103029			Pacon	Pac	103029	\$ 2.79	\$ 1.19	\$ 467.67	
62	Construction Paper, Tru-Ray 9x12 Blue	PK	363	Pac 103022			Pacon	Pac	103022	\$ 2.79	\$ 1.19	\$ 431.97	
63	Construction Paper, Tru-Ray 9x12 Brilliant Lime	PK	166	Pac 103423			Pacon	Pac	103423	\$ 2.79	\$ 1.19	\$ 197.54	
64	Construction Paper, Tru-Ray 9x12 Green	PK	288	Pac 103006			Pacon	Pac	103006	\$ 2.79	\$ 1.29	\$ 371.52	
65	Construction Paper, Tru-Ray 9x12 Holiday Green	PK	259	Pac 102960			Pacon	Pac	102960	\$ 2.79	\$ 1.29	\$ 334.11	
66	Construction Paper, Tru-Ray 9x12 Holiday Red	PK	569	Pac 102993			Pacon	Pac	102993	\$ 2.79	\$ 1.29	\$ 734.01	
67	Construction Paper, Tru-Ray 9x12 Orange	PK	253	Pac 103002			Pacon	Pac	103002	\$ 2.79	\$ 1.29	\$ 326.37	
68	Construction Paper, Tru-Ray 9x12 Pink	PK	357	Pac 103012			Pacon	Pac	103012	\$ 2.79	\$ 1.19	\$ 424.83	
69	Construction Paper, Tru-Ray 9x12 Slate Blue	PK	249	Pac 103016			Pacon	Pac	103016	\$ 2.79	\$ 1.09	\$ 271.41	
70	Construction Paper, Tru-Ray 9x12 Violet	PK	266	Pac 103009			Pacon	Pac	103009	\$ 2.79	\$ 1.29	\$ 343.14	
71	Construction Paper, Tru-Ray 9x12 Warm Brown	PK	229	Pac 103025			Pacon	Pac	103025	\$ 2.79	\$ 1.29	\$ 295.41	
72	Construction Paper, Tru-Ray 9x12 Yellow	PK	507	Pac 103004			Pacon	Pac	103004	\$ 2.79	\$ 1.19	\$ 603.33	
73	Correction Fluid .74oz White	EA	861	Pap 5640115	BicWOFQD 12WE		Bic	Bic	WOFQD12WE	\$ 2.05	\$ 0.55	\$ 473.55	

7-9

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
74	Correction Pen, Liquid Paper .24oz	EA	45	Pap 5620115			Sanford	Pap	5620115	\$ 3.22	\$ 1.29	\$ 58.05	
75	Correction Tape 1 line	EA	6	BicWOTA PP11			Bic	Bid	WOTAP11	\$ 3.45	\$ 1.89	\$ 11.34	
76	Correction Tape, Tombow Mono	EA	91	Tom 68620			Tombo	Tom	68620	\$ 4.10	\$ 1.89	\$ 171.99	
77	Correction, Liquid Paper Dry-Line Tape	EA	263	Pap 6137106			Sanford	Pap	6137106	\$ 3.33	\$ 0.99	\$ 260.37	
78	Crayons Large Size Asst Color 8pk	BX	5,326	Dix 00900	Bin520080		Dixon	Dix	00900	\$ 2.45	\$ 0.69	\$ 3,674.94	
79	Crayons Regular Size Asst Colors 8pk	BX	8,502	Dix 00000	Bin523008		Dixon	Dix	00000	\$ 1.13	\$ 0.24	\$ 2,040.48	
80	Disc, CD-R 48x 700MB 80Min 50pk	PK	34	Max 648250			Maxell	Max	648250	\$ 21.78	\$ 10.99	\$ 373.66	
81	Disc, CDR, 52X, 50Spindle, SR	PK	5	Imn 17301			Imation	Imn	17301	\$ 20.30	\$ 8.99	\$ 44.95	
82	Discs CD-R 48x 700MB 80Min each	EA	42	Max 648201			Maxell	Max	648201	\$ 0.93	\$ 0.59	\$ 24.78	
83	Dividers Table Of Contents 1-12 Multi-Color	PK	18	Ave 11141	Crđ 61218	Wlj91203	Acco	Wlj	91203	\$ 5.31	\$ 1.29	\$ 23.22	
84	Dividers Table Of Contents 1-5 Multi-Color	PK	63	Ave 11131	Crđ 60518	Wlj90503	Acco	Wlj	90503	\$ 2.62	\$ 0.69	\$ 43.47	
85	Dividers Table Of Contents 1-8 Multi-Color	PK	79	Ave 11133	Crđ 60818	Wlj90803	Acco	Wlj	90803	\$ 3.90	\$ 0.89	\$ 70.31	
86	Easel, Dry-Erase Steel Adjust Blk Frame	EA	12	Qrt 81E			Acco	Qrt	81E	\$ 261.99	\$ 99.00	\$ 1,188.00	
87	Envelope, Clasp 10x13 Kraft 100bx	BX	63	Wev CO997	Qua 37897		Westvaco	Wev	CO664	\$ 54.60	\$ 6.99	\$ 440.37	
88	Envelope, Clasp 6 1/2x9 1/2 Kraft 100bx	BX	50	Wev CO963	Qua 37863		Westvaco	Wev	CO963	\$ 23.44	\$ 5.99	\$ 299.50	
89	Envelope, Clasp 9x12 Kraft 100bx	BX	60	Wev CO990	Qua 37890		Westvaco	Wev	CO990	\$ 25.94	\$ 5.99	\$ 359.40	
90	Envelope, Open End Catalog 9x12 Kraft 100bx	BX	3	Wev CO671	Qua41467		Westvaco	Wev	CO671	\$ 25.50	\$ 9.99	\$ 29.97	
91	Envelope, Tyvek, 9x12 50/Bx	BX	19	Wev CO851			Westvaco	Wev	CO851	\$ 41.82	\$ 11.99	\$ 227.81	
92	Envelope, White sz#10 500bx	BX	100	Wev CO125	Qua 90020		Westvaco	Wev	CO125	\$ 32.46	\$ 6.99	\$ 699.00	

7-10

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
93	Envelope, White sz#6 500bx	BX	23	Wev CO105	Qua 90070		Westvaco	Wev	CO105	\$ 34.21	\$ 6.99	\$ 160.77	
94	Eraser Art Gum Small Beige Bx/24	BX	73	San 73028			Sanford	San	73028	\$ 13.20	\$ 5.99	\$ 437.27	
95	Eraser, Felt 5x2x1	EA	5	Leo 74555	Qrt 804526		Charles Leona	Leo	74555	\$ 1.42	\$ 0.60	\$ 3.00	
96	Eraser, Pink Medium	DZ	277	Leo 71524	Pap 70520	Dix38900	Dixon	Dix	38900	\$ 6.30	\$ 2.05	\$ 567.85	
97	Eraser, Pink Small	DZ	821	Leo 71536	Dix 38920		Dixon	Dix	38920	\$ 4.75	\$ 1.49	\$ 1,223.29	
98	Eraser, Tipped Checking Pencil Blue	DZ	46	San 20044	Dix 14209		Dixon	Dix	14209	\$ 7.12	\$ 1.59	\$ 73.14	
99	Eraser, Tipped Checking Pencil Red	DZ	112	San 24048	Dix 14259		Dixon	Dix	14259	\$ 7.12	\$ 1.59	\$ 178.08	
100	Eraser, Wedge Shaped Pink Caps 12pk	PK	1,643	Leo 80799			Charles Leonard	Leo	80799	\$ 1.05	\$ 0.45	\$ 739.35	
101	Eraser, Whiteboard Foam	EA	669	San 81505			Sanford	San	81505	\$ 3.33	\$ 1.15	\$ 769.35	
102	Fasteners Complete Set 2" 50bx	BX	65	Acc 70022			Legacy	Lop	13400	\$ 5.29	\$ 0.99	\$ 64.35	
103	Fasteners Round Head 1" 100bx	BX	109	Acc 71504			Charles Leona	Leo	4RBP	\$ 2.84	\$ 0.99	\$ 107.91	
104	Fasteners Round Head 3/4" 100bx	BX	13	Acc 71503			Charles Leona	Leo	3RBP	\$ 3.04	\$ 0.99	\$ 12.87	
105	Fax Machine, Plain Paper	EA	1	Brt FAX2920			Brother	Brt	FAX2920	\$ 499.99	\$ 269.00	\$ 269.00	
106	Fax Toner HI2040	EA	12	Brt TN350			Brother	Brt	TN350	\$ 65.99	\$ 37.00	\$ 444.00	
107	FaxToner, FFX3	EA	7	Cnm FX3			Canon	Cnm	FX3	\$ 92.00	\$ 42.00	\$ 294.00	
108	Flame Retardant Poster Paper 36"X1000' Roll Black	RL	7	Pac 01209			Pacon	Pac	101209	\$ 177.09	\$ 79.99	\$ 559.93	
109	Flame Retardant Poster Paper 36"X1000' Roll Blue	RL	8	Pac 01206			Pacon	Pac	01206	\$ 215.18	\$ 79.99	\$ 639.92	
110	Flame Retardant Poster Paper 36"X1000' Roll Green	RL	13	Pac 01202			Pacon	Pac	101202	\$ 163.29	\$ 79.99	\$ 1,039.87	

7-11

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
111	Flame Retardant Poster Paper 36"X1000' Roll Orange	RL	2	Pac 101200			Pacon	Pac	101200	\$ 215.18	\$ 82.99	\$ 165.98	
112	Flame Retardant Poster Paper 36"X1000' Roll Pink	RL	4	Pac 01204			Pacon	Pac	101204	\$ 165.09	\$ 79.99	\$ 319.96	
113	Flame Retardant Poster Paper 36"X1000' Roll Red	RL	7	Pac 01203			Pacon	Pac	101203	\$ 157.89	\$ 78.99	\$ 552.93	
114	Flame Retardant Poster Paper 36"X1000' Roll Sky Blue	RL	6	Pac 01205			Pacon	Pac	101205	\$ 165.09	\$ 79.99	\$ 479.94	
115	Flame Retardant Poster Paper 36"X1000' Roll White	RL	23	Pac 01208			Pacon	Pac	101208	\$ 139.19	\$ 62.99	\$ 1,448.77	
116	Flame Retardant Poster Paper 36"X1000' Roll Yellow	RL	13	Pac 01201			Pacon	Pac	101201	\$ 151.09	\$ 76.99	\$ 1,000.87	
117	Folder, 1/3Cut, Letter, Ast	BX	24	Smd 11943			Smead	Smd	11943	\$ 35.74	\$ 11.99	\$ 287.76	
118	Folder, File Manila 1/3cut Letter, 100/Bx	BX	665	Smd 10330			Legacy	Lop	10001	\$ 20.99	\$ 4.99	\$ 3,318.35	
119	Folder, File, Manila 1/3cut Legal, Heavywt, 100/Bx	BX	16	Smd 15334			Smead	Smd	15334	\$ 44.32	\$ 6.99	\$ 111.84	
120	Folder, Two-Pocket 3-Prong Fasteners Black 25/Bx	BX	72	Ess 57706	Ave47978		Avery	Ave	47978	\$ 33.42	\$ 8.99	\$ 647.28	
121	Folder, Two-Pocket 3-Prong Fasteners Dark Blue 25/Bx	BX	98	Ess 57738	Ave47975		Avery	Ave	47975	\$ 33.42	\$ 8.99	\$ 881.02	
122	Folder, Two-Pocket 3-Prong Fasteners Green 25/Bx	BX	162	Ess 57703	Ave 47977		Avery	Ave	47977	\$ 33.42	\$ 8.99	\$ 1,456.38	
123	Folder, Two-Pocket 3-Prong Fasteners Light Blue 25/Bx	BX	118	Ess57701	Ave 47976		Avery	Ave	47976	\$ 33.42	\$ 8.99	\$ 1,060.82	
124	Folder, Two-Pocket 3-Prong Fasteners Red 25/Bx	BX	90	Ess 57711	Ave 47979		Avery	Ave	47979	\$ 33.42	\$ 8.99	\$ 809.10	
125	Folders, Hanging 1/5cut legal Green, 25/Bx	BX	9	Smd 64155			Legacy	Lop	10251	\$ 28.99	\$ 5.99	\$ 53.91	
126	Folders, Hanging 1/5cut legal, Box Bottom 25/Bx, 100% Recyl	BX	6	Smd 65095			Smead	Smd	65095	\$ 47.60	\$ 6.99	\$ 41.94	

7-12

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
127	Folders, Hanging 1/5cut letter Green, 25/ Bx	BX	349	Smd 60455			Legacy	Lop	10231	\$ 24.99	\$ 4.99	\$ 1,741.51	
128	Folders, Hanging 1/5cut letter, Box Bottom25/ Bx, 100% Recyl	BX	29	Smd 65090			Smead	Smd	65090	\$ 41.35	\$ 9.99	\$ 289.71	
129	Glitter 3/4oz Blue	JR	109	Hy 33753	Leo 41715		Charles Leona	Leo	41715	\$ 0.88	\$ 0.49	\$ 53.41	
130	Glitter 3/4oz Gold	JR	136	Hy 33754	Leo 41770		Charles Leona	Leo	41770	\$ 0.88	\$ 0.49	\$ 66.64	
131	Glitter 3/4oz Green	JR	121	Hy 33752	Leo 41725		Charles Leona	Leo	41725	\$ 0.88	\$ 0.49	\$ 59.29	
132	Glitter 3/4oz Multi-Color	JR	54	Hy 33759	Leo 41700		Charles Leona	Leo	41700	\$ 0.88	\$ 0.49	\$ 26.46	
133	Glitter 3/4oz Red	JR	100	Hy 33751	Leo 41730		Charles Leona	Leo	41730	\$ 0.88	\$ 0.49	\$ 49.00	
134	Glitter 3/4oz Silver	JR	138	Hy 33755	Leo 41745		Charles Leona	Leo	41745	\$ 0.88	\$ 0.49	\$ 67.62	
135	Glue Pen, Water Soluble 50cc	EA	545	Leo 94750	Epi312		Charles Leona	Leo	94750	\$ 1.35	\$ 0.49	\$ 267.05	
136	Glue Roll On Tube 1.69oz	TB	893	Dix49899			Dixon	Dix	49899	\$ 2.09	\$ 0.94	\$ 839.42	
137	Glue Stick .26oz	EA	2,077	Ave 00166	Epi E533		Elmers	Epi	E510	\$ 0.95	\$ 0.29	\$ 602.33	
138	Glue Stick .28oz	EA	1,644	Dix 15083	Oic 50001		Legacy	Lop	14500	\$ 1.03	\$ 0.22	\$ 361.68	
139	Glue Stick .74oz	EA	922	Dix 15155	Oic 50002		Legacy	Lop	14501	\$ 1.69	\$ 0.39	\$ 359.58	
140	Glue Stick 1.3oz	ES	393	Dix 15371	Oic 50003		Legacy	Lop	14502	\$ 2.39	\$ 0.76	\$ 298.68	
141	Glue Stick, Washable .24oz Class Pack 30	PK	224	Epi E555			Elmers	Epi	E555	\$ 19.57	\$ 9.99	\$ 2,237.76	
142	Glue, All Purpose School 1 Gallon	EA	57	Bor E395			Elmers	Epi	E395NR	\$ 21.28	\$ 7.95	\$ 453.15	
143	Glue, All Purpose School 1-1/4oz	EA	234	Bor E375			Elmers	Epi	E375NR	\$ 0.99	\$ 0.25	\$ 58.50	
144	Glue, All Purpose School 4oz	EA	1,222	Bor E372			Elmers	Epi	E372NR	\$ 1.69	\$ 0.41	\$ 501.02	
145	Glue, All Purpose School 7-5/8oz	EA	1,187	Bor E379			Elmers	Epi	E379NR	\$ 2.95	\$ 0.79	\$ 937.73	

7-13

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
146	Index Card 3x5 Plain	PK	726	Ess 30			Legacy	Lop	10800	\$ 1.39	\$ 0.35	\$ 254.10	
147	Index Card 3x5 Ruled	PK	717	Ess 31			Legacy	Lop	10803	\$ 1.39	\$ 0.35	\$ 250.95	
148	Index Card 4x6 Plain	PK	206	Ess 40			Legacy	Lop	10801	\$ 2.81	\$ 0.49	\$ 100.94	
149	Index Card 4x6 Ruled	PK	266	Ess 41			Legacy	Lop	10804	\$ 2.81	\$ 0.49	\$ 130.34	
150	Index Card 5x8 Plain	PK	91	Ess 50			Legacy	Lop	10802	\$ 4.28	\$ 0.79	\$ 71.89	
151	Index Card 5x8 Ruled	PK	91	Ess 51			Legacy	Lop	10805	\$ 4.28	\$ 0.79	\$ 71.89	
152	Index Insertable 5tab Buff Multi-Color	PK	318	Ave 11109	Wlj55205		Acco	Wlj	55205	\$ 2.02	\$0.43	\$ 136.74	
153	Index Insertable 5tab Clear	PK	998	Ave 11465	Wlj54310		Acco	Wlj	54310	\$ 1.29	\$0.29	\$ 289.42	
154	Index Insertable 8tab Clear	PK	59	Ave 11468	Wlj54312		Acco	Wlj	54312	\$ 2.37	\$0.39	\$ 23.01	
155	Index Jumbo Insertable 5tab Buff Clear	PK	90	Ave 11110	Wlj55206		Acco	Wlj	55206	\$ 2.02	\$0.43	\$ 38.70	
156	Index Jumbo Insertable 8tab Buff Clear	PK	40	Ave 11112	Wlj55209		Acco	Wlj	55209	\$ 3.18	\$0.65	\$ 26.00	
157	Index Jumbo Insertable 8tab Buff Multi-Color	PK	24	Ave 11111	Wlj55208		Acco	Wlj	55208	\$ 3.18	\$ 0.69	\$ 16.56	
158	Index Maker 5tab Dividers With White Tabs 5pk	PK	29	Ave 11436			Avery	Ave	11436	\$ 31.89	\$ 3.49	\$ 101.21	
159	Index Maker 8tab Dividers With White Tabs 5pk	PK	18	Ave 11437			Avery	Ave	11437	\$ 36.52	\$ 3.99	\$ 71.82	
160	Index Maker, 8tab Dividers, Laser, 25st/bx	PK	9	Ave 11447			Avery	Ave	11447	\$ 155.30	\$ 16.99	\$ 152.91	
161	Keyboard w/ mouse	EA	9	Log 967 6920403			Logitech	Log	9676920403	\$ 133.30	\$ 48.00	\$ 432.00	
162	Labels, Inkjet Printer 1 x 2 5/8 White pk/750	BX	15	Ave 8160			Avery	Ave	8160	\$ 13.39	\$ 6.59	\$ 98.85	
163	Labels, Laser Address 1 x 2 5/8 White pk/3000	BX	77	AVE 5160			Legacy	Lop	14001	\$ 13.39	\$ 6.99	\$ 538.23	
164	Lap boards, Dry-Erase Plain 9x12	EA	460	Bon 129 00962			Boone	Bon	12900962	\$ 2.99	\$ 1.99	\$ 915.40	

7-14

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
165	Marker, Crayola Classic Broad Tip 12color Set	ST	3,135	Bin 587712			Crayola	Bin	587712	\$ 5.02	\$ 2.57	\$ 8,056.95	
166	Marker, Dry-Erase Bullet 4 color Set low odor	ST	792	San 82074			Sanford	San	82074	\$ 7.09	\$ 2.89	\$ 2,288.88	
167	Marker, Dry-Erase Bullet Blue	EA	96	San 86003			Sanford	San	86003	\$ 1.49	\$ 0.65	\$ 62.40	
168	Marker, Dry-Erase Bullet Red	EA	120	San 86002			Sanford	San	86002	\$ 1.49	\$ 0.65	\$ 78.00	
169	Marker, Dry-Erase Chisel 4color Set	ST	1,662	San 83074			Sanford	San	83074	\$ 7.70	\$ 3.29	\$ 5,467.98	
170	Marker, Dry-Erase Chisel 4color Set low odor	ST	527	San 80074			Sanford	San	80074	\$ 7.09	\$ 2.99	\$ 1,575.73	
171	Marker, Dry-Erase Chisel Black	EA	1,404	San 83001			Sanford	San	83001	\$ 1.93	\$ 0.87	\$ 1,221.48	
172	Marker, Dry-Erase Chisel Black low odor	EA	1,502	San 80001			Sanford	San	80001	\$ 1.82	\$ 0.75	\$ 1,126.50	
173	Marker, Dry-Erase Chisel Blue	EA	408	San 83003			Sanford	San	83003	\$ 1.93	\$ 0.87	\$ 354.96	
174	Marker, Dry-Erase Chisel Blue low odor	EA	384	San 80003			Sanford	San	80003	\$ 1.82	\$ 0.75	\$ 288.00	
175	Marker, Dry-Erase Chisel Green	EA	126	San 83004			Sanford	San	83004	\$ 1.93	\$ 0.87	\$ 109.62	
176	Marker, Dry-Erase Chisel Green low odor	EA	252	San 80004			Sanford	San	80004	\$ 1.82	\$ 0.75	\$ 189.00	
177	Marker, Dry-Erase Chisel Red	EA	192	San 83002			Sanford	San	83002	\$ 1.93	\$ 0.87	\$ 167.04	
178	Marker, Dry-Erase Chisel Red low odor	EA	281	San 80002			Sanford	San	80002	\$ 1.82	\$ 0.75	\$ 210.75	
179	Marker, Flip Chart Bullet Tip 4color Set	ST	8	San 22474			Sanford	San	22474	\$ 4.77	\$ 2.89	\$ 23.12	
180	Marker, Flip Chart Bullet Tip 8 color Set	ST	5	San 22478			Sanford	San	22478	\$ 9.53	\$ 5.49	\$ 27.45	
181	Marker, Highlighter Fluorescent Yellow	EA	439	San 25025	Ave24000		Sanford	San	25025	\$ 12.24	\$ 0.30	\$ 131.70	
182	Marker, Highlighter Yellow	EA	439	San 25005	Ave07742		Sanford	San	25005	\$ 12.24	\$ 0.30	\$ 131.70	
183	Marker, Major Accent Highlighter Asst Colors 6pk	ST	78	San 25076			Sanford	San	25076	\$ 6.43	\$ 1.89	\$ 147.42	

7-15

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
184	Marker, Major Accent Highlighters	EA	78	San 25076			Sanford	San	25076	\$ 6.43	\$ 0.28	\$ 21.84	
185	Marker, Marks A Lot Chisel Tip Black	EA	12	Ave08888	San15001		Avery	Ave	08888	\$ 1.52	\$ 0.60	\$ 7.20	
186	Marker, Overhead Projector 4 Color Set	ST	209	San 16074			Dixon	Dix	88240	\$ 6.06	\$ 2.19	\$ 457.71	
187	Marker, Overhead Projector 8 Color Set	ST	131	San 16078			Dixon	Dix	88248	\$ 10.99	\$ 4.49	\$ 588.19	
188	Marker, Overhead Projector Black	DZ	149	San 16001			Dixon	Dix	88127	\$ 15.48	\$ 6.29	\$ 937.21	
189	Marker, Overhead Projector Blue	DZ	105	San 16003			Dixon	Dix	88128	\$ 15.48	\$ 6.29	\$ 660.45	
190	Marker, Overhead Projector Green	DZ	85	San 16004			Dixon	Dix	88124	\$ 15.48	\$ 6.29	\$ 534.65	
191	Marker, Overhead Projector Red	DZ	118	San 16002			Dixon	Dix	88121	\$ 15.48	\$ 6.29	\$ 742.22	
192	Marker, Permanent Black	DZ	103	Ave07888			Avery	Ave	07888	\$ 1.25	\$ 3.59	\$ 369.77	
193	Marker, Pocket Accent Highlighters Asst Colors 5pk	ST	200	San 27075			Sanford	San	27075	\$ 5.00	\$ 1.99	\$ 398.00	
194	Marker, Prang Conical Watercolor 12color Set	ST	722	Dix 80123	Bin587812		Dixon	Dix	80123	\$ 4.35	\$ 2.29	\$ 1,653.38	
195	Marker, Sharpie Extra Fine Black	EA	6	San 35001			Sanford	San	35001	\$ 1.39	\$ 0.75	\$ 4.50	
196	Marker, Sharpie Fine Pt 5color Set	ST	79	San 30653			Sanford	San	30653	\$ 6.73	\$ 2.99	\$ 236.21	
197	Marker, Sharpie Fine Pt 8color set	ST	77	San 30078			Sanford	San	30078	\$ 10.30	\$ 4.89	\$ 376.53	
198	Marker, Sharpie Fine Pt Black	EA	776	San 30001			Sanford	San	30001	\$ 1.28	\$ 0.55	\$ 426.80	
199	Marker, Sharpie Super Black	EA	41	San 33001			Sanford	San	33001	\$ 2.02	\$ 0.99	\$ 40.59	
200	Marker, Sharpie Ultra Fine Black	EA	26	San 37001			Sanford	San	37001	\$ 1.28	\$ 0.60	\$ 15.60	
201	Marker, WaterBase Fiber Pt Black	DZ	135	San 38011			Sanford	San	38011	\$ 2.02	\$ 3.79	\$ 511.65	
202	Marker, WaterBase Fiber Pt Blue	DZ	124	San 38013			Sanford	San	38013	\$ 2.08	\$ 3.79	\$ 469.96	

7-16

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
203	Marker, WaterBase Fiber Pt Green	DZ	120	San 38014			Sanford	San	38014	\$ 2.08	\$ 3.79	\$ 454.80	
204	Marker, WaterBase Fiber Pt Red	DZ	101	San 38012			Sanford	San	38012	\$ 2.08	\$ 3.79	\$ 382.79	
205	Marker, Watercolor Chisel Red	DZ	0	Dix 95001			Dixon	Dix	95001	\$ 1.32	\$ 2.59	\$ -	
206	Marker, Watercolor Markers Black	DZ	65	Dix 95007			Dixon	Dix	95007	\$ 1.32	\$ 2.59	\$ 168.35	
207	Marker, Watercolor Markers Blue	DZ	65	Dix 95008			Dixon	Dix	95008	\$ 1.32	\$ 2.59	\$ 168.35	
208	Marker, Watercolor Markers Green	DZ	60	Dix 95004			Dixon	Dix	95004	\$ 1.32	\$ 2.59	\$ 155.40	
209	Metal Rings 1" 100bx	BX	12	Acc72202			Charles Leona	Leo	R29	\$ 16.69	\$ 5.49	\$ 65.88	
210	Name Badges Self-Adhesive Blue Border	BX	67	Ave5144			Avery	Ave	5144	\$ 3.88	\$ 1.29	\$ 86.43	
211	Oil Pastels 12Color Set	ST	39	PenPHN12			Pentel	Pen	PHN12	\$ 2.14	\$ 0.99	\$ 38.61	
212	Oil Pastels 16Color Set	ST	15	PenPHN16			Pentel	Pen	PHN16	\$ 2.86	\$1.29	\$ 19.35	
213	Oil Pastels 36Color Set	ST	355	PenPHN36			Pentel	Pen	PHN36	\$ 6.43	\$1.89	\$ 670.95	
214	Pad , Easel 1" Ruled 2/Pk	PK	4	Top79041	Amp24034		Tops	Top	79041	\$ 82.12	\$ 13.99	\$ 55.96	
215	Pad , Easel 27x34 Plain White 2/Pk	PK	143	Top7903	Amp24028		Tops	Top	7903	\$ 82.10	\$ 12.89	\$ 1,843.27	
216	Pad , Easel Self-Stick Plain White	PK	9	Mmm 559			3M	Mmm	559	\$ 82.96	\$ 38.99	\$ 350.91	
217	Pad , Legal Writing 8.5x11 Canary, 50 sht pad	DZ	123	Top7532			Legacy	Lop	21202	\$ 26.29	\$ 5.99	\$ 736.77	
218	Pad, Easel 27x34 1" Grid 2/Pk	PK	265	Top7902	Amp24032		Tops	Top	7902	\$ 82.12	\$ 12.89	\$ 3,415.85	
219	Pad, Legal Writing 5x8 Canary, 50 sht pad	DZ	36	Top7501			Legacy	Lop	21200	\$ 17.92	\$ 4.59	\$ 165.24	
220	Pad, Note Important Message dz	DZ	84	Top3002P			Tops	Top	3002P	\$ 0.52	\$ 2.99	\$ 251.16	
221	Paint, Tempera Black	EA	75	Dix 21608	Bin 543115051	Sart225485	Dixon	Dix	21608	\$ 4.88	\$ 1.29	\$ 96.75	

7-17

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
222	Paint, Tempera Blue	EA	108	Dix 21605	Bin 543115042	Sart225450	Dixon	Dix	21605	\$ 4.88	\$ 1.29	\$ 139.32	
223	Paint, Tempera Brown	EA	37	Dix 21607	Bin 543115007	Sart225488	Dixon	Dix	21607	\$ 4.88	\$ 1.29	\$ 47.73	
224	Paint, Tempera Green	EA	62	Dix 21604	Bin 543115044	Sart225466	Dixon	Dix	21604	\$ 4.88	\$ 1.29	\$ 79.98	
225	Paint, Tempera Magenta	EA	65	Dix 21618	Bin 543115069	Sart225438	Dixon	Dix	21618	\$ 4.88	\$ 1.29	\$ 83.85	
226	Paint, Tempera Orange	EA	43	Dix 21602	Bin 543115036	Sart225414	Dixon	Dix	21602	\$ 4.88	\$ 1.29	\$ 55.47	
227	Paint, Tempera Red	EA	98	Dix 21601	Bin 543115038	Sart225420	Dixon	Dix	21601	\$ 4.88	\$ 1.29	\$ 126.42	
228	Paint, Tempera Turquoise	EA	30	Dix 21619	Bin 543115048	Sart225461	Dixon	Dix	21619	\$ 4.88	\$ 1.29	\$ 38.70	
229	Paint, Tempera Violet	EA	50	Dix 21606	Bin 543115040	Sart225442	Dixon	Dix	21606	\$ 4.88	\$ 1.29	\$ 64.50	
230	Paint, Tempera White	EA	121	Dix 21609	Bin 543115053	Sart225496	Dixon	Dix	21609	\$ 4.88	\$ 1.29	\$ 156.09	
231	Paint, Tempera Yellow	EA	116	Dix 21603	Bin 543115034	Sart225402	Dixon	Dix	21603	\$ 4.88	\$ 1.29	\$ 149.64	
232	Paint, Washable Tempera Black 16 oz	BT	62	Bin 5431 32051	Dix10709		Sargent	Sar	223485	\$ 2.99	\$ 1.35	\$ 83.70	
233	Paint, Washable Tempera Blue 16 oz	BT	120	Bin 5431 32042	Dix10705		Sargent	Sar	223450	\$ 2.99	\$ 1.35	\$ 162.00	
234	Paint, Washable Tempera Brown 16 oz	BT	74	Bin 5431 32007	Dix10708		Sargent	Sar	223488	\$ 2.99	\$ 1.35	\$ 99.90	
235	Paint, Washable Tempera Green 16 oz	BT	102	Bin 5431 32044	Dix10704		Sargent	Sar	223466	\$ 2.99	\$ 1.35	\$ 137.70	
236	Paint, Washable Tempera Orange 16 oz	BT	76	Bin 5431 32036	Dix10702		Sargent	Sar	223414	\$ 2.99	\$ 1.35	\$ 102.60	
237	Paint, Washable Tempera Red 16 oz	BT	123	Bin 5431 32038	Dix10701		Sargent	Sar	223420	\$ 2.99	\$ 1.35	\$ 166.05	
238	Paint, Washable Tempera Violet 16 oz	BT	59	Bin 543132040	Dix10706		Sargent	Sar	223442	\$ 2.99	\$ 1.35	\$ 79.65	
239	Paint, Washable Tempera White 16 oz	BT	87	Bin 5431 32053	Dix10707		Sargent	Sar	223496	\$ 2.99	\$ 1.35	\$ 117.45	
240	Paint, Washable Tempera Yellow 16 oz	BT	115	Bin 5431 32034	Dix10703		Sargent	Sar	223402	\$ 2.99	\$ 1.35	\$ 155.25	

7-18

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
241	Paint, Watercolor, Semi-Moist Washable 8set	ST	606	Dix 80525	Bin530525		Dixon	Dix	80525	\$ 3.11	\$ 1.15	\$ 696.90	
242	Paint, Watercolors Oval Semi Moist 16set	ST	30	Bin530555	Dix16000		Crayola	Bin	530555	\$ 4.91	\$ 2.99	\$ 89.70	
243	Paint, Watercolors Oval Semi Moist 8set	ST	851	Bin530812	Dix00800		Dixon	Dix	00800	\$ 5.97	\$ 1.99	\$ 1,693.49	
244	Paper Clips Jumbo Smooth 100bx	BX	1,660	Acc72580			Legacy	Lop	13301	\$ 1.56	\$ 0.39	\$ 647.40	
245	Paper Clips sz#1 Smooth 100bx	BX	1,387	Acc72380			Legacy	Lop	13300	\$ 0.49	\$ 0.15	\$ 208.05	
246	Paper Punch, Desktop 3Hole	EA	54	Swi74020			Acco	Swi	74020	\$ 23.76	\$ 3.99	\$ 215.46	
247	Paper, Drawing, 9x12, Wht, 80#	RM	237	Pac4809			Pacon	Pac	4809	\$ 17.29	\$ 6.99	\$ 1,656.63	
248	Paper, Essay Composition Paper 3/8" Ruled Margin	RM	19	Pac2401			Pacon	Pac	2401	\$ 7.49	\$ 2.99	\$ 56.81	
249	Paper, Essay Composition Paper 3Hole Punched 8.5x11	RM	603	Pac2402			Pacon	Pac	2402	\$ 6.60	\$ 2.99	\$ 1,802.97	
250	Paper, Filler Paper, 200 ct, 11x8.5, College Ruled	PK	732	Roa83910	Mea17208		Roaring Springs	Roa	83910	\$ 4.35	\$ 1.49	\$ 1,090.68	
251	Paper, Newsprint Practice 1/2 Ruled Skip Space	RM	67	Pac2637			Pacon	Pac	2637	\$ 6.29	\$ 3.99	\$ 267.33	
252	Paper, Newsprint Practice 1/2" Ruled	RM	24	Pac2623			Pacon	Pac	2623	\$ 6.29	\$ 3.99	\$ 95.76	
253	Paper, Newsprint Practice 3/4" Ruled Skip Space	RM	66	Pac2635			Pacon	Pac	2635	\$ 6.29	\$ 3.09	\$ 203.94	
254	Paper, Newsprint Practice 3/8" Ruled	RM	25	Pac2603			Pacon	Pac	2603	\$ 6.19	\$ 2.99	\$ 74.75	
255	Paper, Newsprint Practice Paper 1" Ruled Skip Space	RM	51	Pac2631			Pacon	Pac	2631	\$ 6.29	\$ 2.99	\$ 152.49	
256	Pen, BPT, Multi, PHD, Blue	EA	17	San 69072			Sanford	Pap	69072	\$ 13.53	\$ 4.99	\$ 84.83	
257	Pen, BPT, Retractable, PH.D, Blk Brl	EA	23	San 67204	Pil36100		Sanford	Pap	67204	\$ 9.36	\$ 3.49	\$ 80.27	

7-19

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
258	Pen, Clic Retractable Shaped Erasers Black Barrel	EA	67	PenZE22A	Pap85822	Std52860BK	Pentel	Pen	ZE22A	\$ 2.15	\$ 0.33	\$ 22.11	
259	Pen, Highlighter, Desk 4/St	ST	63	Ave17752			Avery	Ave	17752	\$ 4.00	\$ 1.29	\$ 81.27	
260	Pen, Round Stick Med Pt Black	DZ	350	Bic GSM11BK	San3381131		Bic	Bic	GSM11BK	\$ 4.08	\$ 0.99	\$ 346.50	
261	Pen, Round Stick Med Pt Blue	DZ	265	Bic GSM11BE	San3361131		Bic	Bic	GSM11BE	\$ 4.08	\$ 0.99	\$ 262.35	
262	Pen, Round Stick Med Pt Red	DZ	10	Bic GSM11RD	San3321131		Bic	Bic	GSM11RD	\$ 4.08	\$ 0.99	\$ 9.90	
263	Pen, RSVP Stick Fine Pt Black	DZ	27	PenBK90A			Pentel	Pen	BK90A	\$ 13.20	\$ 4.99	\$ 134.73	
264	Pen, RSVP Stick Fine Pt Blue	DZ	18	PenBK90C			Pentel	Pen	BK90C	\$ 13.20	\$ 4.99	\$ 89.82	
265	Pen, RSVP Stick Fine Pt Red	DZ	9	PenBK90B			Pentel	Pen	BK90B	\$ 13.20	\$ 4.99	\$ 44.91	
266	Pen, RSVP Stick Medium Pt Black	DZ	61	PenBK91A			Pentel	Pen	BK91A	\$ 13.20	\$ 4.99	\$ 304.39	
267	Pen, RSVP Stick Medium Pt Blue	DZ	28	PenBK91C			Pentel	Pen	BK91C	\$ 13.20	\$ 4.99	\$ 139.72	
268	Pen, UniBall Onyx RollerBall 1.0mm Black	EA	2,752	San 60143			Sanford	San	60143	\$ 1.15	\$ 0.35	\$ 963.20	
269	Pen, UniBall Onyx RollerBall 1.0mm Blue	EA	936	San 60144			Sanford	San	60144	\$ 1.15	\$ 0.35	\$ 327.60	
270	Pen, UniBall Onyx RollerBall 1.0mm Red	EA	2,083	San 60145			Sanford	San	60145	\$ 1.15	\$ 0.35	\$ 729.05	
271	Pen, Uniball RollerBall .7mm Black	EA	180	San 60101			Sanford	San	60101	\$ 1.63	\$ 0.62	\$ 111.60	
272	Pen, Uniball RollerBall .7mm Blue	EA	112	San 60103			Sanford	San	60103	\$ 1.63	\$ 0.62	\$ 69.44	
273	Pen, Velocity Recycled Retractable Ball Pt Black	EA	799	BicVLG11BK			Bic	Bic	VLG11BK	\$ 1.65	\$ 0.79	\$ 631.21	
274	Pen, Velocity Recycled Retractable Ball Pt Blue	EA	985	BicVLG11BE			Bic	Bic	VLG11BE	\$ 1.65	\$ 0.79	\$ 778.15	
275	Pencil Sharpener, Handheld, Plastic Pencil/Crayons	EA	33	Std511RBK			Stadler	Std	511RBK	\$ 1.99	\$ 0.95	\$ 31.35	
276	Pencil Sharpener, Powerhouse Electric	EA	96	Epi1799			Elmers	Epi	1799	\$ 43.02	\$ 24.99	\$ 2,399.04	

7-20

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
277	Pencil Sharpener, Ranger 55 Table/Wall Mount	EA	98	Epi1001			Elmers	Epi	1001	\$ 41.91	\$ 15.99	\$ 1,567.02	
278	Pencil Sharpener, School Pro Electric	EA	65	Epi1670			Elmers	Epi	1670	\$ 55.51	\$ 24.99	\$ 1,624.35	
279	Pencil, 12 Color Set	ST	2,469	Bin 684012	DIX 22120	Sart227212	Sargent	Sart	227212	\$ 2.80	\$ 0.99	\$ 2,444.31	
280	Pencil, 24 Color Set	ST	551	Bin 684024	DIX 22240	Sart227224	Sargent	Sart	227224	\$ 5.60	\$ 2.09	\$ 1,151.59	
281	Pencil, Eagle Golf Gross/144	BX	14	San 1494			Universal	Unv	24264	\$ 15.70	\$ 3.49	\$ 48.86	
282	Pencil, EZ #2 Mechanical .7mm Black	DZ	19	PenAX17A			Pentel	Pen	AX17A	\$ 6.00	\$ 2.99	\$ 56.81	
283	Pencil, Laddie Intermediated 11/32"	DZ	1,530	Dix 13304			Dixon	Dix	13304	\$ 5.67	\$ 1.99	\$ 3,044.70	
284	Pencil, Prang Colored 12 Color Set	ST	626	Dix 22120	Bin684012		Dixon	Dix	22120	\$ 3.19	\$ 1.09	\$ 682.34	
285	Pencil, Round Beginner #2With Eraser	DZ	640	Dix 13308			Dixon	Dix	13308	\$ 6.09	\$ 2.29	\$ 1,465.60	
286	Pencil, Ticonderoga Yellow #2 Soft	DZ	6,380	Dix 13882			Dixon	Dix	13882	\$ 4.33	\$ 1.15	\$ 7,337.00	
287	Pencil, Ticonderoga Yellow #3 Hard	DZ	73	Dix 13883			Dixon	Dix	13883	\$ 4.33	\$ 1.15	\$ 83.95	
288	Plantronics Digital Headset	EA	39	PlnCS70N			Plantronics	Pln	CS70N	\$ 329.95	\$ 225.00	\$ 8,775.00	
289	Plantronics Handset lifter	EA	29	PlnH10			Plantronics	Pln	H10	\$ 79.95	\$ 55.00	\$ 1,595.00	
290	Plantronics Handset lifter	EA	23	PlnHL1			Plantronics	Pln	HL1	\$ 79.95	\$ 49.00	\$ 1,127.00	
291	Plantronics Headset Amplifier	EA	6	PlnM22			Plantronics	Pln	M22	\$ 136.95	\$ 59.00	\$ 354.00	
292	Plantronics Headset digital	EA	14	PlnCS55			Plantronics	Pln	CS55	\$ 299.95	\$ 199.00	\$ 2,786.00	
293	Plantronics Headset, H91	EA	6	PlnH91N			Plantronics	Pln	H91N	\$ 130.00	\$ 79.00	\$ 474.00	
294	Plantronics Light indictor	EA	17	Pln6511601			Plantronics	Pln	6511601	\$ 24.95	\$ 21.00	\$ 357.00	
295	Pocket, Ringbinder, Zipper, 9.5X6	EA	222	Ess68599			Pendaflex	Ess	68599	\$ 2.80	\$ 0.99	\$ 219.78	

7-21

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
296	Portfolio Twin Pocket With Fasteners Asst Colors, 25/Bx	BX	46	Ess57713	Smd87850		Smead	Smd	87850	\$ 22.25	\$ 5.49	\$ 252.54	
297	Portfolio Twin Pocket With Fasteners Yellow, 25/Bx	BX	148	Ess57709	Smd88062		Smead	Smd	88062	\$ 39.40	\$ 5.49	\$ 812.52	
298	Post It 4x4 Yellow Ruled	DZ	29	Mmm 67512SSCP			3M	Mmm	67512SSCP	\$ 34.95	\$ 15.99	\$ 463.71	
299	Post It Flag 1/2" Asst Bright Colors Portable Pack	PK	179	Mmm 6835CB			3M	Mmm	6835CB	\$ 4.88	\$ 3.19	\$ 571.01	
300	Post It Note 3x3 Asst Ultra Color	PK	26	Mmm 6545UC			3M	Mmm	6545UC	\$ 11.03	\$ 6.99	\$ 181.74	
301	Post It Notes 1 1/2x2 Yellow	PK	417	Mmm 6539			Legacy	Lop	21401	\$ 6.09	\$ 1.19	\$ 496.23	
302	Post It Notes 2x3 Yellow	DZ	83	Mmm 6569			Legacy	Lop	21402	\$ 10.39	\$ 2.75	\$ 228.25	
303	Post It Notes 3x3 Yellow	DZ	424	Mmm 6549			Legacy	Lop	21403	\$ 13.69	\$ 2.89	\$ 1,225.36	
304	Post It Notes 4x6 Ruled Yellow	DZ	133	Mmm 6609			3M	Mmm	6609	\$ 21.60	\$ 7.99	\$ 1,062.67	
305	Project Boards 36x48 White	EA	50	Epi730300			Elmers	Epi	730300	\$ 4.27	\$ 2.99	\$ 149.50	
306	Protractor 6" Open Center	EA	23	Std5685215			Stadler	Std	5685215	\$ 2.49	\$ 1.19	\$ 27.37	
307	Protractor Open Center 6"	EA	588	Acm11200			Charles Leona	Leo	77106	\$ 0.63	\$ 0.19	\$ 111.72	
308	Push Pins 3/8: Clear 100bx	BX	75	Lop13251			Legacy	Lop	13251	\$ 2.59	\$ 0.59	\$ 44.25	
309	Ruler Clear Acrylic 12"	EA	20	Acm13862			Acme	Acm	13862	\$ 1.35	\$ 0.69	\$ 13.80	
310	Ruler Colored Plastic 12"	DZ	232	Acm12975			Acme	Acm	12975	\$ 13.80	\$ 2.39	\$ 554.48	
311	Ruler Wood 12" Single Edge 1/16"	DZ	34	Acm10359			Acme	Acm	10359	\$ 5.40	\$ 1.99	\$ 67.66	
312	Ruler Wood 12" Single Edge 1/16"	DZ	46	Acm10381			Acme	Acm	10381	\$ 6.00	\$ 2.99	\$ 137.54	
313	Ruler Wood 12" Single Edge 1/2"	DZ	10	Acm10363			Acme	Acm	10363	\$ 6.00	\$ 1.99	\$ 19.90	
314	Ruler Wood 12" Single Edge 1/4"	Dz	8	Acm10365			Acme	Acm	10365	\$ 6.00	\$ 1.99	\$ 15.92	

7-22

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
315	Ruler Wood Yardstick with Metal Tip 1/8"	EA	46	Acm10425			Acme	Acm	10425	\$ 4.65	\$ 1.59	\$ 73.14	
316	Scissor Stainless Steel Kids 5" Blunt	PR	3,756	Acm42516	Fsk94167097		Acme	Acm	42516	\$ 2.30	\$ 0.69	\$ 2,591.64	
317	Scissor Stainless Steel Kids 5" Pointed	PR	264	Acm42515	Fsk94307097		Acme	Acm	42515	\$ 2.30	\$ 0.69	\$ 182.16	
318	Scissor Stainless Steel Pointed 8" Bend	PR	484	Acm40618	Fsk21097797		Acme	Acm	40618	\$ 4.90	\$ 1.09	\$ 527.56	
319	Sentence Strip With Lines Manila	PK	460	Pac5157			Pacon	Pac	5157	\$ 3.99	\$ 1.59	\$ 731.40	
320	Shredder, Crosscut	EA	5	Fel3229901			Fellowes	Fel	3229901	\$ 549.98	\$ 179.00	\$ 895.00	
321	Simplefile Letter/Legal Filetote	EA	22	Rub85824			Newell	Rub	85824	\$ 25.19	\$ 10.99	\$ 241.78	
322	Standard Round Ring Binder 2" Blue	EA	13	Wlj36844NBL	Ave03501		Acco	Wlj	36844NBL	\$ 8.12	\$ 2.99	\$ 38.87	
323	Staple Remover Claw black	EA	145	Swi38101			Swingline	Swi	38101	\$ 3.99	\$ 0.99	\$ 143.55	
324	Stapler, Electric	EA	7	Swi69008			Swingline	Swi	69008	\$ 242.37	\$ 47.00	\$ 329.00	
325	Stapler, Full Strip Metal Black	EA	513	Swi40501	BosB515BK	Epi73602	Elmers	Epi	73602	\$ 6.15	\$ 2.89	\$ 1,482.57	
326	Staples Full Strip Bx	BX	817	Epi73785B	BosSBS1914	SWI35108	Elmers	Epi	73785B	\$ 2.54	\$ 0.54	\$ 441.18	
327	Storage box, File Drawer, 12X10X24	EA	86	Fel00311			Fellowes	Fel	00311	\$ 33.82	\$ 11.99	\$ 1,031.14	
328	Storage box, File Drawer, 15X10X24	EA	35	Fel00312			Fellowes	Fel	00312	\$ 39.85	\$ 12.99	\$ 454.65	
329	Storage, File Box Medium Duty Letter/Legal, Ct/12	CTN	6	Fel00703			Fellowes	Fel	00703	\$ 52.80	\$ 19.99	\$ 119.94	
330	Surge Suppressor 6ft cord 6 outlet 750 Joules	EA	27	TrpTLP606			Tripplite	Trp	TLP606	\$ 14.89	\$ 7.99	\$ 215.73	
331	TagBoard , Manila 9x12 Heavyweight 100pk	PK	244	Pac5111			Pacon	Pac	5111	\$ 6.49	\$ 2.99	\$ 729.56	
332	TagBoard, Manila 12x18 Heavyweight 100pk	PK	211	Pac5114			Pacon	Pac	5114	\$ 12.69	\$ 5.29	\$ 1,116.19	
333	Tape cartridge 1/2" bk-wht	PK	34	BrTZ231			Brother	Brt	TZ231	\$ 18.99	\$ 19.99	\$ 679.66	

7-23

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
334	Tape Dispenser Black	EA	267	Mmm C38BK			3M	Mmm	C38BK	\$ 7.90	\$ 1.39	\$ 371.13	
335	Tape Duct Gray	RL	119	Mmm 3900	Tap6900	DucB45012	Tape Inc	Tap	6900	\$ 12.99	\$ 3.99	\$ 474.81	
336	Tape Invisible/ Clear 3/4"x1296	EA	1,927	Mmm 620034			3M	Mmm	620034	\$ 2.34	\$ 0.65	\$ 1,252.55	
337	Tape Masking 1"	RL	600	Mmm 260024A	Mmm 2341	Tap PG50016	Tape Inc	Tap	PG50016	\$ 1.29	\$ 0.89	\$ 534.00	
338	Tape Masking 3/4"	RL	419	Mmm 260018	Mmm 23434	Tap PG50015	Tape Inc	Tap	PG50015	\$ 0.99	\$ 0.79	\$ 331.01	
339	Tape Transparent/Clear 3/4"x1296	RL	1,564	Mmm 5910341296			3M	Mmm	5910341296	\$ 1.86	\$ 0.59	\$ 922.76	
340	Thumb Tacks 3/8" 100bx	BX	85	Oic92912			Charles Leona	Leo	912	\$ 1.42	\$ 0.35	\$ 29.75	
341	Transparency Film for Laser	BX	8	Mmm CG3300			3M	Mmm	CG3300	\$ 39.12	\$ 19.99	\$ 159.92	
342	Transparency Film Plain Paper Copier	BX	692	Mmm 901	Apo PP100C		3M	Mmm	901	\$ 21.97	\$ 7.99	\$ 5,529.08	
343	Transparency Film Removable Strip	BX	29	Mmm 903	Apo PP201C		3M	Mmm	903	\$ 25.86	\$ 8.99	\$ 260.71	
344	Transparency Inkjet-Printers, 50	BX	12	Mmm CG3460			3M	Mmm	CG3460	\$ 63.77	\$ 25.99	\$ 311.88	
345	Trimmer, Paper, Wood, 12x12	EA	7	Gbc 1132			Acco	Gbc	1132	\$ 115.76	\$ 34.99	\$ 244.93	
346	Trimmer, Paper, Wood, 18x18	EA	3	Gbc 1152			Acco	Gbc	1152	\$ 214.99	\$ 59.99	\$ 179.97	

7-24

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
Part 2													
347	Ink Cartridge Blk 740/860	EA	16	EpsS189108			Epson	Epson	S189108	\$ 30.99	\$ 17.00	\$ 272.00	
348	Ink Cartridge Tri-Color 440/640	EA	13	EpsS191089			Epson	Epson	S191089	\$ 30.99	\$ 17.00	\$ 221.00	
349	Ink Cartridge Black	EA	12	EpsT044120			Epson	Epson	T044120	\$ 25.99	\$ 15.00	\$ 180.00	
350	Ink Cartridge Cyan	EA	9	EpsT044220			Epson	Epson	T044220	\$ 13.99	\$ 9.00	\$ 81.00	
351	Ink Cartridge Magenta	EA	10	EpsT044320			Epson	Epson	T044320	\$ 13.99	\$ 9.00	\$ 90.00	
352	Ink Cartridge Yellow	EA	7	EpsT044420			Epson	Epson	T044420	\$ 13.99	\$ 9.00	\$ 63.00	
353	Inkcart, F/ PRO3800, CYN	EA	4	EpsT580200			Epson	Epson	T580200	\$ 59.99	\$ 43.00	\$ 172.00	
354	Inkcart, F/ PRO3800, MA	EA	4	EpsT580300			Epson	Epson	T580300	\$ 59.95	\$ 43.00	\$ 172.00	
355	Inkcart, F/ PRO3800, YW	EA	5	EpsT580400			Epson	Epson	T580400	\$ 59.95	\$ 43.00	\$ 215.00	
356	Inkcart, F/ PRO3800, LCYN	EA	6	EpsT580500			Epson	Epson	T580500	\$ 59.95	\$ 43.00	\$ 258.00	
357	Inkcart, F/ PRO3800, LMA	EA	8	EpsT580600			Epson	Epson	T580600	\$ 59.95	\$ 43.00	\$ 344.00	
358	Inkcart, F/PRO3800, LGHT, BK	EA	7	EpsT580700			Epson	Epson	T580700	\$ 59.95	\$ 42.00	\$ 294.00	
359	Inkcart, F/ PRO3800, MBK	EA	7	EpsT580800			Epson	Epson	T580800	\$ 59.95	\$ 42.00	\$ 294.00	
360	Inkcart, F/ PRO3800, LGT, BK	EA	6	EpsT580900			Epson	Epson	T580900	\$ 59.95	\$ 42.00	\$ 252.00	
361	Ink Cartridges Hp 26 Black	EA	6	Hew 51626A			Hewlett Packard	HP	51626A	\$ 44.88	\$ 22.00	\$ 132.00	
362	Ink Cartridges Hp 45 Black	EA	18	Hew 51645A			Hewlett Packard	HP	51645A	\$ 41.91	\$ 24.00	\$ 432.00	
363	Ink Cartridges Hp 23 Tri-Color	EA	14	Hew C1823D			Hewlett Packard	HP	C1823D	\$ 51.39	\$ 27.00	\$ 378.00	
364	Toner, LJ5, Black	EA	6	Hew C3909A			Hewlett Packard	HP	C3909A	\$ 310.51	\$ 139.00	\$ 834.00	

7-25

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
365	Toner Cartridge Hp 96A Black	EA	28	Hew C4096A			Hewlett Packard	HP	C4096A	\$ 154.46	\$ 92.00	\$ 2,576.00	
366	Toner Cartridge Hp 27X High Yield Black	EA	16	Hew C4127X			Hewlett Packard	HP	C4127X	\$ 197.47	\$ 119.99	\$ 1,919.84	
367	Toner Cartridge Black	EA	7	Hew C4129X			Hewlett Packard	HP	C4129X	\$ 253.01	\$ 129.00	\$ 903.00	
368	Toner Cartridge Black	EA	13	Hew C4191A			Hewlett Packard	HP	C4191A	\$ 145.37	\$ 69.00	\$ 897.00	
369	Toner Cartridge Black	EA	9	Hew C4191A			Hewlett Packard	HP	C4191A	\$ 145.37	\$ 69.00	\$ 621.00	
370	Toner Cartridge Cyan	EA	4	Hew C4192A			Hewlett Packard	HP	C4192A	\$ 212.33	\$ 106.00	\$ 424.00	
371	Toner Cartridge Magenta	EA	3	Hew C4193A			Hewlett Packard	HP	C4193A	\$ 212.33	\$ 106.00	\$ 318.00	
372	Toner Cartridge Yellow	EA	4	Hew C4194A			Hewlett Packard	HP	C4194A	\$ 212.33	\$ 106.00	\$ 424.00	
373	Drum, F/HP4500	EA	5	Hew C4195A			Hewlett Packard	HP	C4195A	\$ 139.61	\$ 84.49	\$ 422.45	
374	Kit, Transfer, F/HP4500	EA	4	Hew C4196A			Hewlett Packard	HP	C4196A	\$ 316.14	\$ 159.00	\$ 636.00	
375	Ink Cartridges Hp 11 Cyan	EA	4	Hew C4836A			Hewlett Packard	HP	C4836A	\$ 44.24	\$ 33.99	\$ 135.96	
376	Ink Cartridges Hp 11 Magenta	EA	6	Hew C4837A			Hewlett Packard	HP	C4837A	\$ 44.24	\$ 33.99	\$ 203.94	
377	Ink Cartridges Hp 11 Yellow	EA	4	Hew C4838A			Hewlett Packard	HP	C4838A	\$ 44.24	\$ 33.99	\$ 135.96	
378	Ink Cartridges Hp 10 Black	EA	6	Hew C4844A			Hewlett Packard	HP	C4844A	\$ 44.42	\$ 31.99	\$ 191.94	
379	Ink Cartridges Hp 78 Tri-Color	EA	15	Hew C6578DN			Hewlett Packard	HP	C6578DN	\$ 45.39	\$ 31.99	\$ 479.85	
380	Ink Cartridges Hp 15 Black	EA	27	Hew C6615DN			Hewlett Packard	HP	C6615DN	\$ 39.60	\$ 28.99	\$ 782.73	
381	Ink Cartridges Hp 56 Black	EA	41	Hew C6656AN			Hewlett Packard	HP	C6656AN	\$ 28.66	\$ 19.99	\$ 819.59	
382	Ink Cartridges Hp 57 Black	EA	27	Hew C6657AN			Hewlett Packard	HP	C6657AN	\$ 45.39	\$ 31.99	\$ 863.73	
383	Toner Cartridge Hp 15A Black	EA	6	Hew C7115A			Hewlett Packard	HP	C7115A	\$ 95.90	\$ 53.99	\$ 323.94	

7-26

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
384	Toner Cartridge Hp 61X High Yield Black	EA	2	Hew C8061X			Hewlett Packard	HP	C8061X	\$ 197.47	\$ 118.96	\$ 237.92	
385	Ink Cartridges Hp 21/22	EA	12	Hew C9509FN			Hewlett Packard	HP	C9509FN	\$ 39.42	\$ 22.00	\$ 264.00	
386	Toner Cartridge Black	EA	34	Hew C9720A			Hewlett Packard	HP	C9720A	\$ 239.61	\$ 139.99	\$ 4,759.66	
387	Toner Cartridge Cyan	EA	15	Hew C9721A			Hewlett Packard	HP	C9721A	\$ 323.68	\$ 189.00	\$ 2,835.00	
388	Toner Cartridge Yellow	EA	17	Hew C9722A			Hewlett Packard	HP	C9722A	\$ 323.68	\$ 189.00	\$ 3,213.00	
389	Toner Cartridge Magenta	EA	19	Hew C9723A			Hewlett Packard	HP	C9723A	\$ 323.68	\$ 189.00	\$ 3,591.00	
390	Toner Cartridge Black	EA	6	Hew C9730A			Hewlett Packard	HP	C9730A	\$ 346.39	\$ 205.00	\$ 1,230.00	
391	Toner Cartridge Cyan	EA	4	Hew C9731A			Hewlett Packard	HP	C9731A	\$ 485.63	\$ 292.00	\$ 1,168.00	
392	Toner Cartridge Yellow	EA	6	Hew C9732A			Hewlett Packard	HP	C9732A	\$ 485.63	\$ 289.00	\$ 1,734.00	
393	Toner Cartridge Magenta	EA	4	Hew C9733A			Hewlett Packard	HP	C9733A	\$ 485.63	\$ 289.00	\$ 1,156.00	
394	Toner Cartridge Hp 38A Black	EA	2	Hew Q1338A			Hewlett Packard	HP	Q1338A	\$ 236.93	\$ 129.00	\$ 258.00	
395	Toner Cartridge Hp 10A Black	EA	8	Hew Q2610A			Hewlett Packard	HP	Q2610A	\$ 185.80	\$ 109.99	\$ 879.92	
396	Toner Cartridge Hp 12A Black	EA	8	Hew Q2612A			Hewlett Packard	HP	Q2612A	\$ 107.95	\$ 66.00	\$ 528.00	
397	Toner Cartridge Hp 13A Black	EA	10	Hew Q2613A			Hewlett Packard	HP	Q2613A	\$ 109.99	\$ 63.00	\$ 630.00	
398	Toner Cartridge Hp 13X High Yield Black	EA	2	Hew Q2613X			Hewlett Packard	HP	Q2613X	\$ 137.16	\$ 86.99	\$ 173.98	
399	Toner Cartridge Black	EA	2	Hew Q2670A			Hewlett Packard	HP	Q2670A	\$ 203.99	\$ 136.00	\$ 272.00	
400	Toner Cartridge Cyan	EA	3	Hew Q2671A			Hewlett Packard	HP	Q2671A	\$ 203.22	\$ 136.00	\$ 408.00	
401	Toner Cartridge Yellow	EA	2	Hew Q2672A			Hewlett Packard	HP	Q2672A	\$ 203.22	\$ 136.00	\$ 272.00	
402	Toner Cartridge Magenta	EA	3	Hew Q2673A			Hewlett Packard	HP	Q2673A	\$ 203.22	\$ 136.00	\$ 408.00	

7-27

Company Name: _____

Submitted by _____

	Description	UOM	Est Usage	Preferred MFG Item #	Acceptable Alternate	Acceptable Alternate	Brand	Manufacturer Name	Manufacturer Actual Item #	MSRP	Bid Price	Bid Extended	Notes
403	Toner, F/ CLJ 2550, BK	EA	4	Hew Q3960A			Hewlett Packard	HP	Q3960A	\$ 127.22	\$ 69.00	\$ 276.00	
404	Toner, F/ CLJ 2550 HY, CYN	EA	2	Hew Q3961A			Hewlett Packard	HP	Q3961A	\$ 153.47	\$ 84.00	\$ 168.00	
405	Toner, F/ CLJ 2550 HY, YW	EA	2	Hew Q3962A			Hewlett Packard	HP	Q3962A	\$ 153.47	\$ 84.00	\$ 168.00	
406	Toner, F/ CLJ 2550 HY, MA	EA	2	Hew Q3963A			Hewlett Packard	HP	Q3963A	\$ 153.47	\$ 84.00	\$ 168.00	
407	Toner Cartridge Black	EA	51	Hew Q5942A			Hewlett Packard	HP	Q5942A	\$ 229.77	\$ 141.00	\$ 7,191.00	
408	Toner Cartridge High Yield Black	EA	1	Hew Q5942X			Hewlett Packard	HP	Q5942X	\$ 347.68	\$ 210.00	\$ 210.00	
409	Toner Cartridge Black	EA	73	Hew Q5949A			Hewlett Packard	HP	Q5949A	\$ 109.99	\$ 67.00	\$ 4,891.00	
410	Toner, F/ CLJ4700, BK	EA	62	Hew Q5950A			Hewlett Packard	HP	Q5950A	\$ 273.94	\$ 187.00	\$ 11,594.00	
411	Toner, F/ CLJ4700, CYN	EA	32	Hew Q5951A			Hewlett Packard	HP	Q5951A	\$ 389.52	\$ 265.00	\$ 8,480.00	
412	Toner, F/ CLJ4700, YW	EA	27	Hew Q5952A			Hewlett Packard	HP	Q5952A	\$ 389.52	\$ 265.00	\$ 7,155.00	
413	Toner, F/ CLJ4700, MA	EA	25	Hew Q5953A			Hewlett Packard	HP	Q5953A	\$ 389.52	\$ 265.00	\$ 6,625.00	
414	Toner Cartridge Black	EA	23	Hew Q6511A			Hewlett Packard	HP	Q6511A	\$ 191.03	\$ 118.00	\$ 2,714.00	
415	Toner, F/P2015, 7K, BK	EA	2	Hew Q7553X			Hewlett Packard	HP	Q7553X	\$ 228.94	\$ 119.00	\$ 238.00	
416	Ink Cartridges Tri-Color	EA	12	Lex10N0016			Hewlett Packard	Lex	10N0016	\$ 36.95	\$ 19.00	\$ 228.00	
											TOTAL	\$ 292,894.00	

7-28

Palareo Valley Unified School District
 Evaluation of Contract for Office/Classroom Supplies, Direct Delivery RFP #002-09/10

III. PRICE EVALUATION			
1) Contract A			
OFFICE MAX	PALACE ART & OFFICE	SCHOOL SPECIALTY	
Contract A	\$275,803.00	\$233,257.00	A) The total cost of Contract A, Part 1 items per quantities listed on bid form. Part 1 items are the school, art and office supplies most often used by the District. Once bid these are NO SUB items.
Contract A Part 1 Total			B) The total cost of Contract A, Part 2 items per quantities listed on bid form. Part 2 items are OEM printer toner cartridges and supplies most commonly used by the District.
Contract A Part 2 Total	\$84,493.00	Non-responsive No Bid \$0.00	C) The total price bid of Contract A, Part 1 + Part 2.
Contract A Total	\$360,296.00	Contract A Part 1 \$233,257.00 Contract A Part 2 No Bid \$0.00	
2) Contract B			
OFFICE MAX	PALACE ART & OFFICE	SCHOOL SPECIALTY	
Contract B %	60%	25%	A) Contract B percentage discount off MSRP of the Full Line Office Supply Catalog submitted with the bid.
Discount			B) Contract B Total Bid based on the MSRP of 25 items commonly found in the Full Line Office Supply Catalog submitted with the bid.
Contract B	\$35,699.00	\$29,073.20	C) Contract B discount off Total Bid.
Total \$	(\$21,419.40)	(\$7,268.30)	D) Contract B Total Bid + Discount
Contract B			
Contract B Total with %	\$14,279.60	\$21,804.90	
Discount			
IV. SUMMARY PRICE EVALUATION			
OFFICE MAX	PALACE ART & OFFICE	SCHOOL SPECIALTY	
Contract A Part 1 + 2	\$360,296.00	Contract A Part 1 \$233,257.00 Contract A Part 2 No Bid \$0.00	A) The total price bid of Contract A, Part 1 + Part 2.
Total			
Contract B %	90%	25%	B) Contract B percentage discount off MSRP of the Full Line Office Supply Catalog submitted with the bid.
Discount			C) Contract B Total Bid based on the MSRP of 25 items commonly found in the Full Line Office Supply Catalog submitted with the bid.
Contract B	\$35,699.00	\$29,073.20	D) Contract B discount off Total Bid.
Total	(\$21,419.40)	(\$7,268.30)	E) Bid Total Contract A + Contract B
Contract B			F) The best possible score is 100 points. The lowest price is given 100 points. Higher prices are given 100 points less the percentage difference between the higher and the lowest price. Non-responsive bids are given 0 points.
Discount			
TOTAL PRICE	\$374,576.20	Non-responsive: Contract A Part 2 No Bid \$0.00 Non-responsive: 0	
Total Price Points	84	100	
V. SERVICE AND PRICE TOTALS			
OFFICE MAX	PALACE ART & OFFICE	SCHOOL SPECIALTY	
Total Service Points	78	100	The best possible score is 100 points. The highest service score is given 100 points. Lower scores are given 100 points less the percentage difference between the lower score and the highest score.
Total Price Points	84	100	The best possible score is 100 points. The lowest price is given 100 points. Higher prices are given 100 points less the percentage difference between the higher and the lowest price. Non-responsive bids are given 0 points.
OFFICE MAX			
40% Total Service Score	31	40	Service points are worth 40% of total score.
PALACE ART & OFFICE			
60% Total Price Score	50	60	Price Points are worth 60% of Total Score.
SCHOOL SPECIALTY			
TOTAL SCORE	81	100	Service Score + Price Score Recommended Award: Palace Arts and Office Supply Non-responsive: School Specialty No Bid Contract A Part 2

IN THE SUPERIOR COURT of the STATE OF CALIFORNIA
in and for the County of Santa Cruz

CERTIFICATE OF PUBLICATION

Ad No.: 01543909

STATE OF CALIFORNIA }
COUNTY OF SANTA CRUZ } SS

(Above space for filing stamp)

NOTICE TO BIDDERS

Request for Proposals

Contract for Office/Classroom Supplies, Direct Delivery
RFP #002-09/10
DUE: September 10, 2009 - 2:00 P.M.

(Paste on) Pajaro Valley Unified School District will receive sealed proposals to provide Office/Classroom Supplies for direct deliveries to each individual School, Department or Office.

Bidders are invited to submit proposals based on the specifications and conditions supplied by the District.

Proposals must be received in the Office of the Director of Purchasing, 294 Green Valley Road, Watsonville, CA 95076, no later than 2:00 P.M. on September 10, 2009 at which time and place the proposals will be opened.

Detailed specifications may be obtained from the Office of the Purchasing Department, 294 Green Valley Road, Watsonville, CA 95076. Telephone (831) 786-2195.

All responses shall be submitted in a sealed envelope, clearly marked "Contract for Office/Classroom Supplies, Direct Delivery, RFP #002-09/10, DUE: 9/10/09, 2:00 P.M.". Faxes and emails will not be accepted.

Responses shall include one (1) original signed copy plus a CD/DVD that includes all documents provided with Proposal Submission.

The contract shall be for (3) three years. The District shall have the option to terminate at anytime with cause as stated in the Terms and Conditions of the contract.

The District shall evaluate all proposals including any alternatives. The District reserves the right to be the sole judge of merit and suitability of such services and supplies as offered.

The Pajaro Valley Unified School District reserves the right to accept or reject any or all proposals, or, any or all items of any proposal and to waive informalities and minor irregularities in proposals received.

Issuance of a Purchase Order shall constitute a binding contract, which shall include such supplies and service(s) in accordance with all terms and conditions stipulated in the District's bid documents and specifications.

Publication Dates: 08/25/09 and 09/01/09
August 25, 2009
September 1, 2009
01543909

I, Mary Pipo,
hereby certify that the Watsonville Register Pajaronian, a newspaper of general circulation, within the provisions of the government code of the State of California, printed and published in the City of Watsonville, County of Santa Cruz, State of California; that I am the principal clerk of the printer of said newspaper; that the

Legal Notice;

Notice to Bidders

of which the annexed clipping is a true printed copy was published in said newspaper on the following dates, to wit:

August 25, 2009
September 1, 2009

I certify under penalty of perjury that the foregoing is true and correct, at Watsonville, California, on the

September 1, 2009

Mary Pipo

Mary Pipo, Legal Clerk

"Proof of Publication must be filed with the County Clerk's Office within 30 days of the last publication date, pursuant to Civil Code Section 2456"



CITY COUNCIL AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Human Resources

SUBJECT: Liability Claims Filed Against City of Santa Cruz. (HR)

RECOMMENDATION: Motion to reject liability claim a) Marina Alise Maze, based upon staff investigation.

BACKGROUND:

a. Claimant: Marina Alise Maze
Date of occurrence: 10/17/09
Date of claim: 10/27/09
Amount of claim: \$501.00

Claimant alleges her vehicle was wrongfully towed for Santa Cruz Band Review street closure.

Represented by herself.

DISCUSSION: None

FISCAL IMPACT: None

Prepared by:
Kristine Kamandulis
Risk and Safety Manager

Submitted by:
Lisa Martinez Sullivan
Human Resources Director

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS: None



CITY COUNCIL AGENDA REPORT

DATE: 11/16/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Police

SUBJECT: Establishing a Safety Enhancement Zone Downtown on New Year's Eve.
(PD)

RECOMMENDATION: Resolution authorizing a temporary safety enhancement zone for New Year's Eve Downtown from 8:00 p.m., December 31, 2009 to 3:00 a.m., January 1, 2010, designating the geographic boundary of the temporary safety enhancement zone and increasing fines and penalties for certain Municipal Code violations within the zone.

BACKGROUND: New Year's Eve traditionally draws a large crowd to Downtown Santa Cruz. While there is no formal event planned for Downtown, crowds upwards of 10,000 people tend to congregate in the area. In fact, New Year's Eve is second only to Halloween for crowd levels downtown.

DISCUSSION: The Safety Enhancement Zone Ordinance, adopted in July of 2006, allows the City Council, in the interest of public health and safety, to designate a geographic region as a safety enhancement zone for a specified time period. As a result of this designation, certain violations of the Santa Cruz Municipal Code are subject to triple fines. The Santa Cruz Police Department is again requesting the authorization of a safety enhancement zone for New Year's Eve from 8:00 p.m., on December 31, 2009 to 3:00 a.m., on January 1, 2010. The department believes the designation provides an incentive for attendees to comply with local ordinances – ultimately a deterrent effect.

If adopted, staff will work to apprise the community of the safety enhancement zone through English and Spanish media outreach and fliers to downtown businesses. Local businesses and residents affected by proposed street closures and no parking/tow away zones will be notified seven (7) days prior to the event and will also receive another notification three (3) days prior to the event. The information regarding the street closures is included in an attached map.

FISCAL IMPACT: Funds for the New Year's Eve event have been included in the department's budget. Funding includes officer overtime, allied law enforcement agency overtime and private security. In addition, the funding includes necessary supplies and equipment for the evening. There is no other impact on the General Fund.

Prepared by:
Zach Friend
Principal Administrative Analyst

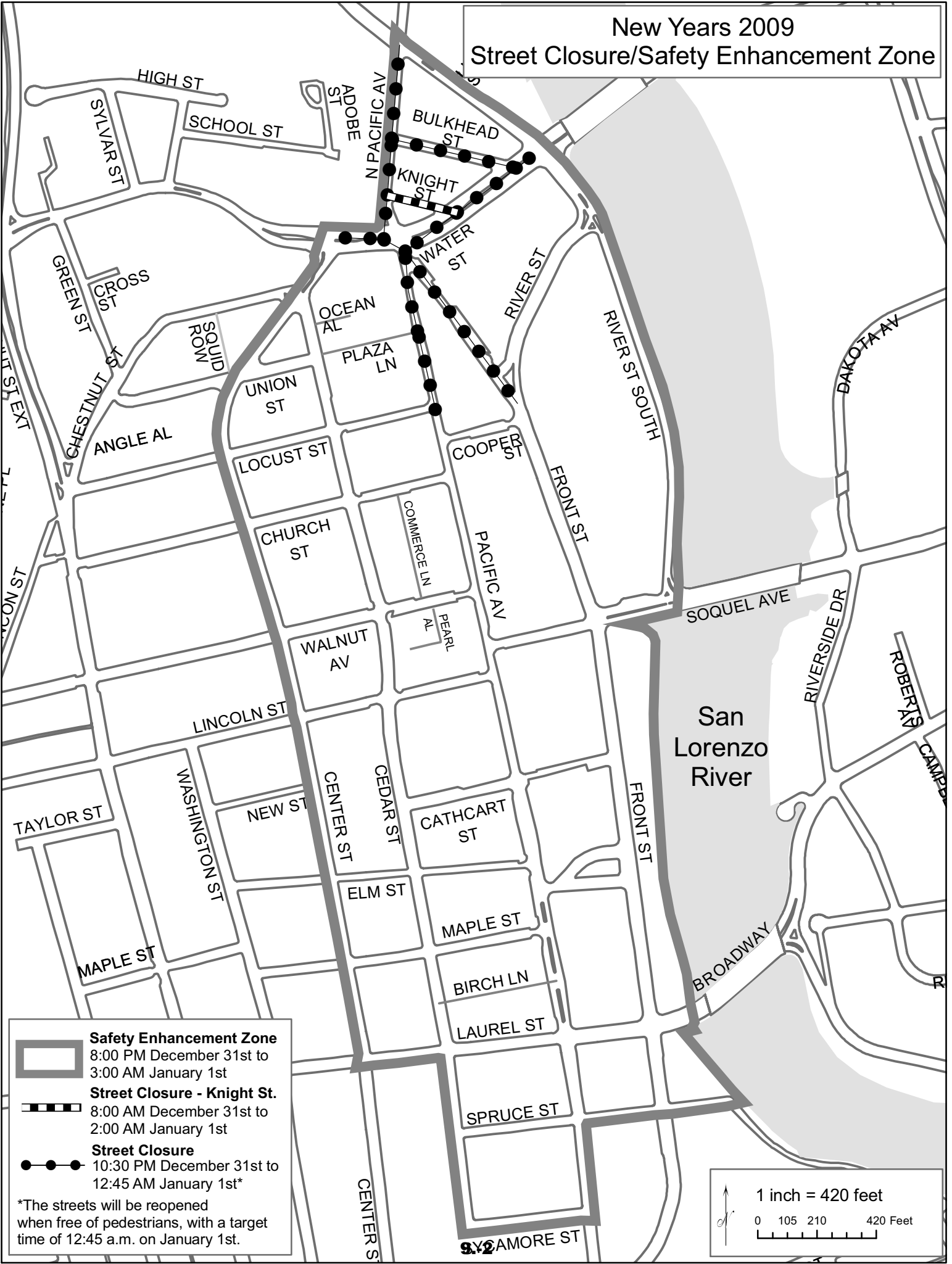
Submitted by:
Howard Skerry
Chief of Police

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS:

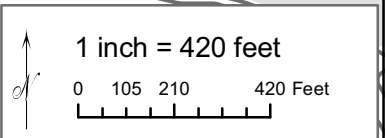
- 1) Map of Safety Enhancement Zone and Road Closures
- 2) Resolution for Safety Enhancement Zone

New Years 2009 Street Closure/Safety Enhancement Zone



-  **Safety Enhancement Zone**
8:00 PM December 31st to
3:00 AM January 1st
-  **Street Closure - Knight St.**
8:00 AM December 31st to
2:00 AM January 1st
-  **Street Closure**
10:30 PM December 31st to
12:45 AM January 1st*

*The streets will be reopened when free of pedestrians, with a target time of 12:45 a.m. on January 1st.



RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ DESIGNATING THE GEOGRAPHIC BOUNDARY OF A TEMPORARY SAFETY ENHANCEMENT ZONE FOR NEW YEAR'S EVE 2010, INCREASING FINES AND PENALTIES FOR CERTAIN MUNICIPAL CODE VIOLATIONS IN THE SAFETY ENHANCEMENT ZONE, AND DESIGNATING THE EFFECTIVE TIME FOR THE SAFETY ENHANCEMENT ZONE

WHEREAS, the Safety Enhancement Zone Ordinance, adopted July 11, 2006, was designed to protect the health, safety and welfare of the residents of, and visitors to, the City of Santa Cruz and authorizes the City Council to designate temporary safety enhancement zones and enhance the penalties for the violation of certain Municipal Code chapters; and

WHEREAS, for New Year's Eve 2009, the City Council designated a safety enhancement zone, which was effective in deterring illegal and unsafe actions; and

WHEREAS, the City anticipates large crowds for New Year's Eve 2010 and given the success of past safety enhancement zones, expects that the same success will be attained.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that it finds that unique conditions and circumstances exist on New Year's Eve that pose a threat to public health and safety for the residents and visitors of Santa Cruz and hereby establishes a safety enhancement zone to be in effect from 8:00 p.m. on December 31, 2009 to 3:00 a.m. on January 1, 2010.

BE IT FURTHER RESOLVED that the boundaries of the safety enhancement zone will be generally described as Center Street on the west, the San Lorenzo River on the east, the corner of North Pacific and River Street to the north and Sycamore Street to the south – inclusive of all streets within that general boundary.

BE IT FURTHER RESOLVED that within the effective hours, the following violations of the Santa Cruz Municipal Code that occur within the safety enhancement zone will be subject to triple fines: Chapter 6.12 (Solid Waste); Chapter 6.75 (Graffiti); Chapter 9.12 (Possession of open containers or consumption of alcoholic beverages in public places); Chapter 9.20 (Defacing sidewalks); Chapter 9.28 (Discharge of firearms); Chapter 9.36 (Noise control); Chapter 9.50 (Conduct on public property); Chapter 9.60 (Trespassing); Chapter 10.12 (Traffic regulation obedience); Chapter 10.16 (Traffic control device obedience); Chapter 19.05.580 (Fireworks); and Chapter 10.40 (Vehicle, parking, standing and stopping).

RESOLUTION NO. NS.-

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk



CITY COUNCIL AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Parks and Recreation

SUBJECT: Statewide Park Development and Community Revitalization Act of 2008
(Proposition 84) Grant Application. (PK)

RECOMMENDATION: Resolution authorizing and directing the City Manager to execute all documents necessary to apply for the Statewide Park Development and Community Revitalization Act of 2008 (Prop 84 Statewide Park Program).

BACKGROUND: On November 7th, 2006, California voters passed Proposition 84; the \$5.4 billion "Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006" (Proposition 84). Funding for the Statewide Park Program, a 368 million dollar grant program, was made available through the Sustainable Communities and Climate Change Reduction Chapter in Proposition 84.

DISCUSSION: With City Council approval, the Parks and Recreation Department will apply for grant funding. The grant provides funding to acquire land and develop a neighborhood park in an area that is critically lacking park space. Both the Lower Ocean and Beach Flats neighborhoods meet the eligibility requirements for the grants. A community garden and playground project would be eligible through this competitive grant program. Each agency applying for funds must adopt an authorizing resolution to accompany the grant application. Applications are due March 10, 2010.

FISCAL IMPACT: There is no match requirement or fiscal impact associated with this grant opportunity other than the staff time to prepare the grant application. Once the project is completed, maintenance will be absorbed by existing staff.

Prepared by:
Steve Hammack
Parks Superintendent

Submitted by:
Dannettee Shoemaker
Director of Parks and Recreation

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
APPROVING THE APPLICATION FOR STATEWIDE PARK PROGRAM GRANT FUNDS

WHEREAS, the State Department of Parks and Recreation has been delegated the responsibility by the Legislature of the State of California for the administration of the Statewide Park Program, setting up necessary procedures governing the application(s) before submission of said application(s) to the State; and

WHEREAS, said procedures established by the State Department of Parks and Recreation require the applicant to certify by resolution the approval of applications(s) before submission of said application(s) to the State; and

WHEREAS, the applicant will enter into a contract with the State of California to complete the grant scope project; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz herby:

Approves the filing of an application for the Statewide Park Development and Community Revitalization Act of 2008 (Proposition 84) Grant Application, and

1. Certifies that said applicant has or will have available, prior to commencement of any work on the project included in this application, the sufficient funds to complete the project; and
2. Certifies that the application has or will have sufficient funds to operate and maintain the projects(s),
3. Certifies that the applicant had reviewed, understands, and agrees to the General Provisions contained in the contract shown in the Grant Administration Guide; and
4. Delegates the authority to the Park Superintendent to conduct all negotiations, sign and submit all documents, including, but not limited to applications, agreements, amendments, and payment requests which may be necessary for the completion of the grant scope; and
5. Agrees to comply with all application federal, state and local laws, ordinances, rules, regulations and guidelines.

RESOLUTION NO. NS-

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk



CITY COUNCIL AGENDA REPORT

DATE: 11/23/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Planning

SUBJECT: Historic Preservation Commission Bylaws Update.

RECOMMENDATION: Motion to adopt revised Bylaws of the Historic Preservation Commission.

BACKGROUND: The Bylaws of the City of Santa Cruz Historic Preservation Commission were last amended in 2002. Since that time, the City Clerk has developed a uniform format for all Commission/Committee bylaws. At the Historic Preservation Commission meeting of October 21, 2009, the Historic Preservation Commission voted to recommend to the City Council amending the bylaws to update them to City standards.

DISCUSSION: The update to comply with the City's uniform standard is the only proposed change to the Bylaws. The City Attorney has reviewed and approved the updated Bylaws.

FISCAL IMPACT: None.

Prepared by:
Don Lauritson
Senior Planner

Submitted by:
Juliana Rebagliati
Planning Director

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS:
Revised Bylaws of the Historic Preservation Commission



BYLAWS

of the

Historic Preservation Commission
City of Santa Cruz, California

Under authority of applicable statutes of the State of California, and the City Charter of the City of Santa Cruz, California, for the purpose of establishing rules and regulations governing the organization and procedures of the Historic Preservation Commission of the City of Santa Cruz, CA

Adopted (Insert date here)

Approved by City Council (Insert dates here)

APPROVED:

Hugh Carter, Chair

Andrew Meyer, Vice-Chair

Kristine M. Eriksen

Ross E. Gibson

Clarke Shultes

Judith Steen

David Subocz

ATTEST:

Don Lauritson, Senior Planner

[Signature]
APPROVED AS TO FORM
10-13-09
CITY ATTORNEY

Historic Preservation Commission Bylaws

Table of Contents

ARTICLE I – NAME AND/OR AUTHORITY4

ARTICLE II – PURPOSE4

ARTICLE III – DUTIES AND RESPONSIBILITIES4

ARTICLE IV – MEMBERSHIP4

Section 1. Membership.....4

Section 2. Qualifications4

Section 3. Application for Membership5

Section 4. Direct Appointments/Method of Appointment5

Section 5. Good Standing and Reporting of Absences.....5

Section 6. Termination5

Section 7. Ex-Officio Membership “Optional”5

ARTICLE V – TERM OF OFFICE6

Section 1. Term6

Section 2. Membership Year6

Section 3. Length of Term.....6

Section 4. Dual Service6

ARTICLE VI – OFFICERS AND ELECTIONS6

Section 1. Officers.....6

Section 2. Election of Officers6

Section 3. Term of Office.....6

Section 4. Nominations6

Section 5. Voting7

Section 6. Vacancy of an Officer7

Section 7. Removal of Elected Officers7

Section 8. Duties of the Chair7

Section 9. Duties of the Vice Chair.....7

Section 10. Duties of the Acting Chair.....7

ARTICLE VII – STAFF SUPPORT7

Section 1. Staff.....7

Section 2. Staff Relationship to the Historic Preservation Commission8

ARTICLE VIII – MEETINGS.....8

Section 1. Time and Location of Meetings8

Section 2. Cancellation.....8

Section 3. Special Meetings8

ARTICLE IX – CONDUCT OF MEETINGS	9
Section 1. Compliance with the Brown Act and Council Policies	9
Section 2. General Conduct of Meetings.....	9
Section 3. How Items Are Placed on the Agenda	9
Section 4. Quorum.....	9
Section 5. Absence of a Quorum.....	9
Section 6. Agenda	9
Section 7. Order of Business	9
ARTICLE X – MOTIONS	10
Section 1. Call for Motion.....	10
Section 2. Seconding a Motion.....	10
Section 3. Lack of a Second	10
Section 4. Discussion/Debate.....	10
Section 5. Time Limits on Discussion/Debate	10
Section 6. Amending a Motion.....	10
Section 7. Withdrawing a Motion	10
Section 8. Motion to Table.....	10
Section 9. Results of Voting.....	10
ARTICLE XI – VOTING	11
Section 1. Statements of Disqualification	11
Section 2. Voice Vote.....	11
Section 3. Roll Call Vote.....	11
Section 4. Sealed Ballot Votes	11
Section 5. Adoption of	11
Section 6. Tie Votes	12
ARTICLE XII – REPORTS	12
Section 1. Agenda Reports to the Historic Preservation Commission	12
Section 2. Committee Reports.....	12
Section 3. Preparation of Historic Preservation Commission-Generated City Council Agenda Reports ..	12
ARTICLE XIII – RECORD KEEPING	13
Section 1. Maintenance of Records.....	13
Section 2. Action Agenda.....	13
Section 3. Minutes.....	13
Section 4. Audio and Video Recording of Meetings.....	13
ARTICLE XIV – COMMITTEES	13
Section 1. Ad Hoc Committees	13
Section 2. Standing Committees	14
Section 3. Staff Support to Committees	14
Section 4. Appointments	14
Section 5. Committee Meetings	14
ARTICLE XV – AMENDMENTS	14
ARTICLE XVI – ADOPTION OF BYLAWS	14

Historic Preservation Commission Bylaws

ARTICLE I – NAME AND/OR AUTHORITY

The Name of this organization shall be the Historic Preservation Commission, often referred to as “HPC,” of the City of Santa Cruz, California; hereinafter referred to as the Historic Preservation Commission, or the Commission.

ARTICLE II – PURPOSE

The Historic Preservation Commission was established to protect the City’s historic and architectural resources. The Historic Preservation Commission will advise City Council on matters pertaining to the Historic Preservation, Arts and Culture Element of the General Plan, and take part in administration of the Historic Preservation chapter of the zoning ordinance (S.C.M.C. 24.12 Part 5).

ARTICLE III – DUTIES AND RESPONSIBILITIES

The Historic Preservation Commission shall have the ability, as vested by the City Council, and be required to:

- Recommend to the City Council, after public input, the adoption, amendment or repeal of the Historic Preservation, Arts and Culture Element of the General Plan;
- Make recommendations to the City Council concerning proposed designation/deletion of historic landmarks, and amendments to the Historic Building Survey ;
- Undertake studies in the area of historic, archaeological, and cultural preservation and make recommendations to the City Council and other city organizations;
- Act in an advisory capacity to the City Council in all matters pertaining to historic landmarks and the Historic Building Survey;
- Hear and decide matters relating to the application of the Historic Preservation chapter of the City Zoning Ordinance; and
- Perform other duties as may from time to time be prescribed by the City Council.

ARTICLE IV – MEMBERSHIP

Section 1. Membership

The Historic Preservation Commission shall consist of seven (7) Historic Preservation Commission members, hereinafter referred to as members.

Membership, term of office, and procedures for removal of members and the filling of vacancies shall be as established by City Ordinance or by the City Council.

Section 2. Qualifications

Each member of the Historic Preservation Commission shall have a demonstrable interest, competence, or knowledge in historic preservation. At least two Commission members are encouraged to be appointed from among professionals in the disciplines of history, architecture, architectural history, planning, pre-historic archeology, folklore, cultural anthropology, curation, conservation, and landscape architecture or related disciplines such as urban planning, American

studies, American civilization, or cultural geography, to the extent that such professionals are available in the community.

Section 3. Application for Membership

Prospective members shall file an application in the office of the City Clerk.

Section 4. Method of Appointment

The members of the Historic Preservation Commission shall be appointed by the City Council from the qualified electors of the City of Santa Cruz (Ord. 86-13)

Section 5. Good Standing and Reporting of Absences

Council members and the chairperson of each permanent city Commission shall receive annual attendance reports prepared in the City Clerk's Department. Absences will be identified as "with notification" or "without notification." An absence is considered as "with notification" if the member notifies the chairperson or the staff prior to the meeting. If there has been no prior notification, the absence is considered "without notification." It is important to notify staff of any absences for the purposes of determining a quorum. Commission members are expected to attend meetings regularly.

Members who serve on advisory bodies which are scheduled to meet more than once monthly are allowed six absences per year.

Members who serve on advisory bodies which are scheduled to meet seven to twelve times per year are allowed three absences per year.

Members who serve on advisory bodies which meet six or less times per year are allowed one absence per year.

It is the responsibility of staff of a City Commission to bring serious attendance issues to the attention of the Mayor or City Clerk prior to reaching the limit, if possible. If either through study of the annual attendance report or through other channels, the Mayor learns that a member has more than the allowable number of absences, the Mayor may notify the member or chairperson, that action may be initiated by Council to remove the member from the Commission. The Mayor may choose to postpone or withhold notification to Council in unusual circumstances: for example, if the member is actively performing work for the Commission outside of the regular meetings or is involved in subcommittee work.

Section 6. Termination

After three meetings following appointment to the Historic Preservation Commission, each member shall be subject to removal by motion of any Councilmember, adopted by at least four affirmative votes.

Section 7. Ex-Officio Membership "Optional"

The Historic Preservation Commission may find that, because of the complexity of its work, it is desirable to add member(s) at-large to the Commission to serve as non-voting ex-officio members to lend other opinions or expertise to the work of the Commission. The City Council will authorize the Chair of the Commission to nominate member(s)-at-large for Council approval to be non-voting ex-officio members for a determined period of time.

ARTICLE V – TERM OF OFFICE

Section 1. Term

Term of office for each member shall be four years. A member may be appointed to complete an unexpired term. A Member may continue to serve until his/her successor has been appointed.

Section 2. Membership Year

A membership year shall be from the first month of the first Commission meeting after the Council appointment has been made.

Section 3. Length of Term

A member shall not serve more than two consecutive full four-year terms. Upon completion of a member's eighth consecutive year of service, that member will be ineligible for reappointment for a period of two years. Members who have six years or less at the time their term expires are eligible for reappointment.

Section 4. Dual Service

No member shall be eligible to serve on two Advisory Bodies unless one is established for less than 13 months.

ARTICLE VI – OFFICERS AND ELECTIONS

Section 1. Officers

Officers of the Commission shall consist of a Chair and Vice Chair.

Section 2. Election of Officers

As soon as is practicable following the first day of January of every year, there shall be elected from among the membership of the Commission a Chair and Vice Chair.

Section 3. Term of Office

The term of office for the Chair and Vice Chair is one calendar year. Officers may not serve in the same position for more than two consecutive years.

Section 4. Nominations

The Chair will open the floor to nominations. Any member may nominate a candidate from the membership for the position of Chair or Vice Chair; nominations need not be seconded.

A member may withdraw his/her name if placed in nomination, announcing that, if elected, s/he would not be able to serve; but s/he shall not withdraw in favor of another member.

Once the nominations are complete, the Chair will ask for a motion to close the nominations; a second of, and vote on, the motion is required.

The Chair then declares that it has been moved and seconded that the nominations be closed, and the members proceed to the election.

Section 5. Voting

Voting may be by voice vote or by roll call vote.

The candidate who receives a majority of the votes is then declared to be legally elected to fill the office of Chair, and will immediately chair the remainder of the meeting.

The same procedure is followed for the election of Vice Chair.

Section 6. Vacancy of an Officer

Should a vacancy occur, for any reason, in the office of Chair or Vice Chair prior to the next annual election, a special election shall be held to fill the vacant office from among the membership. That member shall serve until a new appointment has been made.

Section 7. Removal of Elected Officers

The Chair or Vice Chair may be removed by a majority vote of the full Commission at a regularly scheduled meeting of the Commission, when all appointed members are present, or at a special meeting convened for that purpose at which a quorum is present. Any officer removed ceases to hold the office once the vote has been tallied and announced. If the Chair is removed, the Vice Chair shall become the new Chair. An election for the Vice Chair shall then be agendized for the next meeting.

Section 8. Duties of the Chair

The Chair shall preside at all regular meetings and may call special meetings. The Chair shall decide upon all points of order and procedure during the meeting; his/her decision shall be final unless overruled by a vote of the Commission, in compliance with Article IX, Section 2, "General Conduct of Meetings." The Chair may not make motions, but may second motions on the floor. The Chair acts as primary contact for staff and shall represent the Commission before City Council whenever the Commission or Council considers it necessary. The Chair and staff shall jointly set the meeting agenda.

Section 9. Duties of the Vice Chair

The Vice Chair shall assume all duties of the Chair in the absence or disability of the Chair.

Section 10. Duties of the Acting Chair

In case of absence of both the Chair and the Vice Chair from any meeting, an Acting Chair shall be elected from among the members present, to serve only during the absence of the Chair and Vice Chair.

ARTICLE VII – STAFF SUPPORT

Section 1. Staff

Staff support and assistance is provided, but Commissions do not have supervisory authority over City employees. While they may work closely with Commissions, staff members remain responsible to their immediate supervisors and ultimately to the City Manager and Council.

The Director of Planning and Community Development shall designate appropriate staff to act as staff person(s) to assist and support the Commission. Staff shall attend all regular and special Commission meetings. Staff shall be responsible for coordination of such reports, studies, and recommendations as are necessary to assist the Commission in the conduct of its business according to City Council policy and the Brown Act. Staff may enlist the assistance of other

departments as required. Staff shall be responsible for all public notification regarding all regular and special Commission meetings.

Staff shall record the minutes of the meetings in accordance with the guidelines established in the "Preparation of Minutes" section of the City Councilmembers' Handbook, shall supervise volunteers and interns, shall work closely with the Chair between meetings, shall make recommendations, prepare reports and proposals to the Historic Preservation Commission, may represent the Commission at other meetings, presentations, and other public functions as requested, and shall perform administrative tasks.

Staff shall be responsible for the maintenance of proper records and files pertaining to Commission business. Staff shall receive and record all exhibits, petitions, documents, or other materials presented to the Commission in support of, or in opposition to, any question before the Commission. Staff shall sign all notices prepared in connection with Commission business, shall attest to all records of actions, transmittals, and referrals as may be necessary or required by law, and shall be responsible for compliance with all Brown Act postings and noticing requirements.

Section 2. Staff Relationship to the Commission

Given limited staff resources, the Chair or individual members shall not make separate requests of staff without approval of the Commission. If a member has a research or report request, it shall be brought to the Commission for discussion, consideration, and recommendation prior to making the request of staff. If not approved by the Commission, the individual member shall be responsible for his/her own research or report.

Staff and the Chair shall jointly set the meeting agenda.

ARTICLE VIII – MEETINGS

Section 1. Time and Location of Meetings

The Historic Preservation Commission will hold its regular meeting on the third Wednesday of each month, which shall begin at 7:30 p.m. in City Council Chambers.

If the scheduled date for a regular meeting falls on a holiday, such meeting shall be rescheduled in accordance with Council policy.

Section 2. Cancellation

If a majority of the membership deems it necessary or desirable, a scheduled regular meeting may be cancelled or rescheduled upon giving notice, unless a public hearing has previously been noticed.

Section 3. Special Meetings

The Chair of the Historic Preservation Commission, staff, or a majority of the membership of the Commission may call a special meeting. Notice of such meeting shall state the purpose or the business to be transacted during such special meeting. No other business may be transacted at such special meeting other than as stated in the notice. Oral Communications are not required at special meetings as long as a statement appears on the agenda identifying that there will be no Oral Communications, but that members of the public will have the opportunity to address the Commission on item(s) on the agenda.

ARTICLE IX – CONDUCT OF MEETINGS

Section 1. Compliance with the Brown Act and Council Policies

All regular, special, and adjourned meetings of the Commission shall be open meetings to which the public and the press shall be admitted in compliance with the Brown Act. Meetings will be held at City facilities which are accessible to persons with disabilities.

Section 2. General Conduct of Meetings

Points of order and conduct, including those not addressed by these Bylaws, shall be settled by the Chair, unless overruled by a majority vote of the Commission. Points of order and conduct shall comply with the Brown Act, these Bylaws, and the City Councilmembers' Handbook. The Chair will consult with staff as necessary. Unresolved issues shall be referred to the City Attorney and continued to a future meeting.

Section 3. How Items Are Placed on the Agenda

A request to have an item placed for consideration on a future agenda may be made by staff, any Historic Preservation Commission member or a member of the public. The Chair and staff will consider the validity (within the approved scope of work) and urgency of the request and determine when and if that item should be placed on the Historic Preservation Commission agenda. Issues can be referred to the Commission by the City Council and may have time sensitive deadlines. The items must comply with the procedures in Article XII, Section 1, and "Agenda Reports to Historic Preservation Commission."

Section 4. Quorum

A quorum of the Historic Preservation Commission shall consist of four (4) members, whether or not there are vacancies on the Commission.

Section 5. Absence of a Quorum

In the absence of a quorum at any meeting, such meeting shall be adjourned to the next regular meeting date by the Chair, Vice Chair, or staff.

A meeting may be declared adjourned for lack of a quorum after a 15-minute period has elapsed from the scheduled time of the start of the meeting. A meeting may also be declared adjourned in advance, if absence notifications received by staff provided for lack of a quorum. Adjournment may be declared by any member or staff.

Section 6. Agenda

The Chair and staff shall jointly set the meeting agenda and its format shall conform to the template set by Council Policy.

Section 7. Order of Business

The Chair or a majority vote of the Commission may change the order of business.

ARTICLE X – MOTIONS

Section 1. Call for Motion

Upon conclusion of preliminary discussion, any member other than the Chair may place a motion on the floor. The motion shall contain the proposed action.

Section 2. Seconding a Motion

The Chair shall receive all motions and shall call for a second to each motion. The Chair may second a motion.

Section 3. Lack of a Second

If, after a reasonable time, no second has been made, the motion shall be declared dead for lack of a second, and the Chair shall state this. This shall not be considered an action of the Commission and shall not be included in the minutes.

Section 4. Discussion/Debate

After a motion has been made and seconded, the Chair shall call for a discussion of the question. All discussion shall be limited to the motion on the floor. At the close of the discussion, the Chair shall put the matter to a vote.

Section 5. Time Limits on Discussion/Debate

The Chair may, at his/her discretion, limit debate of any motion; except that each member shall have the opportunity to speak.

Section 6. Amending a Motion

A motion to amend may be made by any member to revise a motion on the floor; but it cannot be a freestanding motion on its own, nor can it substitute for a main motion. The motion to amend must be voted upon, unless the maker and the second accept it as a friendly amendment, and, if it passes, it then becomes part of the main motion.

Section 7. Withdrawing a Motion

Any motion may be withdrawn by the maker and the second and shall not be included in the meeting minutes.

Section 8. Motion to Table

A motion to table may be made to suspend consideration of an item that appears on a meeting agenda for reasons of urgency or to end an unproductive discussion. A motion to table is not in order when another member has the floor. A motion to table requires a second, is not debatable, is not amendable, requires a majority vote for passage, and, if adopted, cannot be reconsidered at the meeting at which it is adopted. Members will refrain from using a motion to table as a means of capriciously limiting debate among members, to suppress a minority of the Commission, or to avoid public input on an agenda item under consideration by the Commission.

Section 9. Results of Voting

The Chair shall state the results of each vote, e.g., "The motion passes by a vote of five to two."

ARTICLE XI – VOTING

Section 1. Statements of Disqualification

Section 607 of the City Charter states that "...All members present at any meeting must vote unless disqualified, in which case the disqualification shall be publicly declared and a record thereof made." No member may abstain from voting on any item, except on the approval of the minutes, when that member was absent.

The City of Santa Cruz has adopted a Conflict of Interest Code, and Section 8 of that Code states that "no person shall make or participate in a governmental decision which s/he knows or has reason to know will have a reasonably foreseeable material financial effect distinguishable from its effect on the public generally."

Any member who has a disqualifying interest on a particular matter shall do all of the following:

- 1) Publicly identify the financial interest that gives rise to the conflict of interest or potential conflict of interest in detail sufficient to be understood by the public, except that disclosure of the exact street address of a residence is not required;
- 2) Recuse himself or herself from discussing and voting on the matter, or otherwise acting in violation of government code Section 87100;
- 3) Leave the room until after the discussion, vote, and any other disposition of the matter is concluded unless the matter has been placed on the portion of the agenda reserved for uncontested matters;
- 4) Notwithstanding paragraph 3, a public official may speak on the issue during the time that the general public speaks on the issue.

Any question regarding conflicts of interest shall be referred to the City Attorney.

Section 2. Voice Vote

All questions shall be resolved by voice vote. Each member shall vote "Aye" or "No" and the vote shall be so entered into the minutes, noting the vote of each member. A member may state the reasons for his or her vote, which reasons shall also be entered into the minutes of the meeting. All members including the Chair shall vote on all matters, except where s/he has a disqualifying interest.

Section 3. Roll Call Vote

Any member may request a roll call vote, either before or immediately after a voice vote. A roll call vote shall be taken without further discussion. The Commission staff shall call the roll and each member shall state his/her vote for the record.

Section 4. Sealed Ballot Votes

No Commission shall take a sealed ballot vote in open session.

Section 5. Adoption of Motions

Adoption of a motion shall be made by a simple majority of the members present, except as provided below.

Adoption of a motion recommending adoption or amendment of the General Plan or elements thereof, Zoning ordinance text and map amendments or the Local Coastal Land Use Program shall be by a majority vote of the entire Historic Preservation Commission, four affirmative votes.

The Chair shall restate the vote for the record, e.g., "The motion is approved by a vote of five to two."

Section 6. Tie Votes

Tie votes will be resolved as follows:

Statement of Disqualification: A tie vote resulting from a Statement of Disqualification of one or more members, with no members absent and no vacancies on the Commission, shall constitute a defeat of the motion.

Absence: A tie vote during the absence of one or more members, or when there is a vacancy on the Commission, shall cause the item to be automatically continued to the next meeting; except that, as to matters on which action must be taken on a date prior to the next meeting, a tie vote shall constitute a denial of the requested action.

Successive Tie Vote: A tie vote at the next meeting on a matter that has been continued as a result of a tie vote shall constitute a denial of the appeal or defeat of the motion.

ARTICLE XII – REPORTS

Section 1. Agenda Reports to Historic Preservation Commission

All public hearing agenda items require a written report. Written reports serve as the analysis, detail, history, and justification for each agenda item. Reports shall include recommendation(s) and background. If a report is initiated by a Commission member, a draft of that report shall be provided to staff for formatting at least eight (8) business days prior to the meeting. Staff shall then format reports to be consistent with content, style, and formatting of City Council agenda reports. Items initiated by a committee shall be processed in the same manner. Draft reports not submitted in a timely manner shall be placed on a future agenda.

Section 2. Committee Reports

Committee reports may be verbal or written and may be accompanied by written documentation.

Section 3. Preparation of Commission-Generated City Council Agenda Reports

All resolutions and recommendations adopted by the Commission and addressed to the City Council shall be delivered to the Mayor as soon as possible. If the action requests City Council action, the item shall be placed on a future City Council agenda. Agenda reports to the City Council from the Commission shall be written reports consistent with content, style, and formatting of City Council agenda reports.

Additionally, the agenda report shall include a section called analysis, which includes the pros, cons, and foreseeable consequences of the recommendation(s). In the event that staff and the Commission disagree, an analysis of both recommendations shall be included.

ARTICLE XIII – RECORD KEEPING

Section 1. Maintenance of Records

All records shall be maintained according to the City of Santa Cruz Records Retention Schedule.

Section 2. Action Agenda

Action agendas are required for Advisory Bodies. An action agenda is an unofficial record of the meeting and shall consist of attendance; motion maker and seconder of the motion; and an actual

tally of the votes for all actions taken. The action agenda shall be made available to the Commission, the public and Staff within four working days of the meeting.

Section 3. Minutes

Action-only minutes will be produced for all Historic Preservation Commission meetings in the same format as that used for City Council meetings. Commission members who want a particular comment included in the minutes must state "for the record" before making such comment. Minutes shall be reviewed, corrected as appropriate, and or amended and approved by the Commission at a subsequent meeting.

Subcommittee reports presented orally in a meeting shall be summarized in the minutes.

Section 4. Audio and Video Recording of Meetings

Proceedings for all Historic Preservation Commission meetings shall be recorded on audiotapes whenever possible. The audiotapes shall be retained for one year pursuant to the City of Santa Cruz Records Retention Schedule.

As appropriate and/or when requested by the Historic Preservation Commission or City Council, a meeting of the Commission may be video recorded or televised.

Members of the public have the right to make recordings of a meeting without disrupting the proceedings under any circumstances.

ARTICLE XIV – COMMITTEES

Section 1. Ad Hoc Committees

Ad hoc committees are established by the Historic Preservation Commission to gather information or deliberate on issues deemed necessary to carrying out the functions and purpose of the Commission. Ad hoc committees generally serve only a limited or single purpose, are not perpetual, and are dissolved once their specific task is completed. An ad hoc committee shall be less than six months in term and shall have fewer members than a simple majority of the membership of the Commission. Ad hoc committees shall bring back information to the Historic Preservation Commission in either oral or written form.

Following ad hoc committee input, the Commission shall then discuss, deliberate, and make recommendations on the designated issue, thereby providing the public with the opportunity to participate in the decision-making process. This shall take place in the presence of a quorum of the Commission at a properly noticed public meeting.

Ad hoc committees shall not be subject to the Brown Act. City staff shall not be required to be present at ad hoc committee meetings. All ad hoc committees shall provide a final report to the Commission in lieu of minutes.

Section 2. Standing Committees

Standing committees are bodies established to gather information or deliberate on issues deemed necessary to carrying out the functions and purpose of the Commission. Standing committees are ongoing in nature and are created to deal with issues and make decisions on behalf of the Commission. The public has a right to participate in this process. Standing committees are subject to the Brown Act and staff will provide only such support as to ensure such compliance.

Section 3. Staff Support to Committees

City staff shall normally not be required to attend or provide support for standing or ad hoc committee meetings, unless directed by the department head. All ad hoc committees shall provide a final report to the Commission in lieu of minutes. All standing committees shall provide reports, no less than quarterly, to the Commission.

Section 4. Appointments

The Chair of the Commission may designate or solicit participation for standing and ad hoc committees.

Section 5. Committee Meetings

All standing or ad hoc committee meetings shall be held upon call of the Committee Chair.

ARTICLE XV – AMENDMENTS

A majority of the full membership of the Commission may amend these bylaws, subject to the approval of the City Council.

ARTICLE XVI – ADOPTION OF BYLAWS

Immediately upon favorable vote of not less than (4/7) of the full membership of the Historic Preservation Commission of the City of Santa Cruz and approval of the City Council, these Bylaws shall be in full force and effect. Any and all previously adopted bylaws are hereby superseded.

These Bylaws shall not be considered or construed as superseding any ordinance or directive of the City Council of the City of Santa Cruz, nor shall they preclude the preparation and adoption of further procedural manuals and policies by which the Historic Preservation Commission may direct its activities.

Approved: _____
Chair

Attest: _____
Staff



CITY COUNCIL AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Public Works

SUBJECT: American Recovery and Revitalization Act (ARRA) – Arterial and Collector Street Reconstruction and Overlay – c400809 – Authorization to Advertise and Award. (PW)

RECOMMENDATION: Motion to approve the plans and specifications for the American Recovery and Revitalization Act (ARRA) Arterial and Collector Street Reconstruction and Overlay Projects (c400809) and authorize staff to advertise for bids. The City Manager is hereby authorized and directed to execute the contract as authorized by Resolution No. NS-27,563.

BACKGROUND: The Public Works Department has received ARRA federal stimulus funding for paving several City arterial and collector streets. The first round funding, \$1.35 million, included paving of Morrissey Boulevard, Market Street and half of West Cliff Drive. That project is almost complete.

The second round of ARRA funding, \$1.05 million, has been approved for paving Pacific Avenue, from Water Street to Center Street; Second Street, from Cliff Street to Pacific Avenue; and Third Street, from Beach Street to Riverside Avenue. In addition, three backup paving projects (the remainder of West Cliff Drive; Swanton Boulevard, from West Cliff Drive to Delaware Avenue; and Laurel Street, from Front Street to Myrtle Street) have been approved if additional ARRA funds are awarded to the City. The cost of the backup projects is estimated at \$1.0 million. Staff will be seeking authorization from City Council to bid and award the ARRA funded Beach Area Roundabout project in the spring of 2010 for construction in the fall of 2010.

Council approved the project funding applications for submission to the Regional Transportation Commission on May 12, 2009.

DISCUSSION: The plans, specifications and request for construction authorizations have been completed for all the projects as required by the California Department of Transportation (Caltrans), the agency responsible for administering and submitting the ARRA projects to the federal government.

The projects will be bid and constructed at different times depending upon the "allowable" construction season and available funding. Allowable construction season is primarily based on weather and peak business constraints. The first project to be bid will be Pacific Avenue, Second Street and Third Street paving for construction in the spring of 2010. Staff will be working with the Downtown Association (DTA) and Beach Area businesses to coordinate this paving project.

If funding is available, staff will bid and construct Laurel Street in the Summer of 2010 and West Cliff Drive and Swanton Boulevard in the Fall of 2010.

FISCAL IMPACT: The projects are currently funded with federal stimulus funding in the amount of \$1.05 million. An additional \$1.0 million is being sought for the backup projects. There is no impact to the General Fund.

Prepared by:
Christophe J. Schneiter
Assistant Director/City Engineer

Submitted by:
Mark R. Dettle
Director of Public Works

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS: None



CITY COUNCIL AGENDA REPORT

DATE: 11/23/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Public Works

SUBJECT: FY 2010/11 Bicycle Transportation Account (BTA) Grant Application –
Heller Drive Bike Lanes, Revised Phase II (UCSC). (PW)

RECOMMENDATION: Resolution authorizing the City Manager to submit a grant application to the Bicycle Transportation Account (BTA) Program FY 2010/11 for the Heller Drive Bike Lanes, Revised Phase II Project on behalf of the University of California, Santa Cruz.

BACKGROUND: The Bicycle Transportation Account (BTA) provides State funds for city and county projects that improve safety and convenience for bicycle commuters. A city or county may apply for funds on behalf of another local agency that is not a city or county. A Bicycle Transportation Plan (Plan) must be approved by the California Department of Transportation (Caltrans) to establish eligibility for Bicycle Transportation Account funds. The Plan must have been adopted between January 1, 2005 and December 31, 2009 to be eligible for BTA FY 2010/11 funding. The City Council adopted the Santa Cruz Bicycle Transportation Plan 2008 with the University of California, Santa Cruz 2008 Bicycle Plan as an Appendix on November 25, 2008. The deadline to submit BTA FY 2010/11 grant applications is December 1, 2009.

DISCUSSION: This project will design and construct a Class II bike lane in the uphill direction on Heller Drive from College 8 to McLaughlin (approximately .25 miles). This work will include re-striping the roadway, signage, and drainage improvements. The bike lanes will be five feet in width and meet all applicable Caltrans, Chapter 1000 design standards. During the Summer of 2009 UCSC constructed a Class II bike lane in the uphill direction of the lower portion of Heller Drive, from Empire Grade to College 8, as part of a road rehabilitation project.

FISCAL IMPACT: There is no fiscal impact to the City. Total project cost is \$135,000. BTA funding of \$121,500 will be requested from Bicycle Transportation Account for the project. The required 10% local match, \$13,500, will be provided by the University of California, Santa Cruz.

Prepared by:
Cheryl Schmitt
Transportation Coordinator

Submitted by:
Mark R. Dettle
Director of Public Works

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
AUTHORIZING THE CITY MANAGER TO SUBMIT A GRANT APPLICATION ON
BEHALF OF THE UNIVERSITY OF CALIFORNIA AT SANTA CRUZ TO THE BICYCLE
TRANSPORTATION ACCOUNT FOR THE FISCAL YEAR 2010/11.

WHEREAS, the State of California has established the Bicycle Transportation Account to provide funds for city and county projects that improve safety and convenience for bicycle commuters; and

WHEREAS, the City of Santa Cruz has an approved Bicycle Transportation Plan, that includes projects at UCSC, establishing eligibility for Bicycle Transportation Account funding; and

WHEREAS, the Bicycle Transportation Account program guidelines state that a city or county may apply on behalf of another local agency; and

WHEREAS, UCSC's required ten percent local share of the project costs will come from the University's Transportation and Parking Services Fund.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Santa Cruz that it hereby authorizes the City manager to submit a grant application for the Heller Drive Bike Lanes Project, Revised Phase II to the Bicycle Transportation Account for the Fiscal Year 2010/11.

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____

Mayor

ATTEST: _____

City Clerk



CITY COUNCIL AGENDA REPORT

DATE: December 1, 2009

AGENDA OF: December 8, 2009

DEPARTMENT: City Council

SUBJECT: Project Homeless Connect Event for the U.S. Census –
City Co-Sponsorship. (CN)

RECOMMENDATION: Motion authorizing the City of Santa Cruz to co-sponsor and host the March 30, 2010 Project Homeless Connect event (related to the U.S. Census) at the Civic Auditorium.

BACKGROUND: The U.S. Census Bureau will be conducting the constitutionally-mandated decennial census in March and April of 2010.

A complete census count is essential to maximizing federal resources that flow to our state and our city based on population. Councilmembers Mathews and Lane have been actively participating in the Santa Cruz County Complete Count Committee for the 2010 U.S. Census. The City has already made a modest commitment of resources and staff time to assist with the Complete Count Committee's work.

One of the primary activities of the Complete Count Committee is to do special outreach to "hard-to-count" populations in our area. Therefore the Committee has formed two subcommittees: one to focus on outreach to the immigrant population and one to focus on outreach to the homeless population.

DISCUSSION: The Subcommittee on Homeless Outreach, which consists of individuals with significant experience working with the local homeless population (chaired by Councilmember Lane), has been working with local homeless services providers and the U.S. Census staff to identify the best methods for reaching homeless individuals in the Census enumeration process and achieving the highest response rate possible.

The subcommittee is working on a variety of homeless outreach activities both to assist Census workers in finding homeless individuals around our community and in attracting local homeless individuals to key public locations to facilitate their being counted. The centerpiece of our effort will be to create a homeless resource event called Project Homeless Connect (PHC). PHCs have been held in dozens of cities throughout the nation and they are promoted by the federal government's Interagency Council on Homelessness as a good model for comprehensive service delivery in a single day event. A summary of the program from the Interagency Council is attached.

The reason the local Census team is particularly interested in presenting a Project Homeless Connect event is the realization that it will be much easier to count our homeless neighbors if they are gathered in a public location. This is much less difficult than trying to find individuals living in cars, parks, and open space lands and other locations scattered throughout the community. By creating a successful PHC, several hundred individuals will visit the PHC site during the course of a single day and they will all be counted by the U.S. Census.

Based on other communities' experiences, three key elements to choosing a successful Project Homeless connect site are: 1) accessibility to the site by foot and public transit; 2) having the facility be large enough to comfortably accommodate the variety of service connections and activities; 3) having a facility that is respected in the community so that it conveys a sense of importance for the event both for the homeless participants and the greater community. Based on these criteria, it is clear that the Santa Cruz Civic Auditorium is the ideal location for the Project Homeless Connect event.

The Complete Count Committee has very little funding for its work and therefore the Homeless Outreach Subcommittee must identify its own resources for the PHC event. We have secured the services of a virtually full-time event coordinator from the United Way and the Americorps VISTA program. We have secured commitments from more than a dozen local service providers to participate at the event. There is a volunteer recruitment team in place at the Homeless Services Center to ensure adequate staffing at the event. The Project Homeless Connect effort has submitted a modest funding request to the Community Foundation of Santa Cruz County for Census Outreach efforts that will dramatically increase attendance at the PHC event.

FISCAL IMPACT: The fiscal impact of co-sponsoring and hosting the event at the Civic Auditorium is the waiver of any rental fees. The event and the anticipated long-term improvement of our Census count, however, is anticipated to create direct financial benefit to the City of Santa Cruz that will more than offset these costs.

Submitted by:

Don Lane
Councilmember

Mike Rotkin
Mayor

Lynn Robinson
Councilmember

Attachments: Project Homeless Connect Summary



Project Homeless Connect in the News

www.usich.gov

“No sooner has southeastern Connecticut’s 10-year plan to fight homelessness been unveiled, a project took place that showed how well it can work...Project Homeless Connecticut did what the 10-year plan has set out to do, bringing government agencies, businesses and volunteers together to provide help. The plan was initiated under the auspices of the U.S. Interagency Council on Homelessness.”—[The Day, CT](#) –12/11/2006

“Project Homeless Connect, a national initiative to help the homeless at one-stop events, for the first time brought together more than 35 local nonprofits, businesses, government agencies and churches that offer services...”—[Missoula Independent](#) –12/14/2006

“An array of social services was made available...but the underlying idea was to get as many as possible on a track to self-sufficiency and, ultimately, into a home.”—[Knoxville News Sentinel](#) –12/9/2005

“After registering with volunteers, participants were directed to stations that focused on social-services benefits, shelter and long-term housing, employment and legal aid.”—[San Jose Mercury News](#) –12/7/2006

“Called National Project Homeless Connect...volunteers from all walks of life reached out to people experiencing homelessness and offered them a variety of services such as healthcare, legal aid, housing assistance, job opportunities, benefits enrollment, and more...Project Homeless Connect is growing in popularity as an approach that can not only make a difference in the lives of homeless people but also engage the community.”—[PRNewswire](#) –12/7/2005

“For months, a Billings homeless man has been telling Lynda Woods, ‘You need to listen to us.’ As Woods worked to help organize the Project Homeless Connect event...she kept that man’s words in mind...The daylong event was meant to bring services together in one place for homeless people to gather information and help on housing, health care, legal issues and other basic needs. It was organized by the Mayor’s Committee on Homelessness.”—[Billings Gazette](#) –4/1/2007

“Project Homeless Connect’s operations are a lot like those of a business, which may be one reason local companies are finding it natural to get involved. Everyone, from the staff of the mayor’s office to the volunteers to the community relations coordinators at the participating businesses, refer to the people PHC helps as ‘clients.’ And PHC has needs that businesses understand such as supply procurement and donation delivery. It also requires tracking clients and the services they’ve received and motivating large numbers of ‘employees.’”—[San Francisco Business Times](#) –7/21/2006

“Project Homeless Connect began small in San Francisco, and went national...more than 6,000 homeless people in 21 cities from Nashua, N.H., to Hollywood has been fed, massaged and helped into welfare services or housing.”—[San Francisco Chronicle](#) –12/9/2005

Project Homeless Connect turns 5 in S.F.

Heather Knight, Chronicle Staff Writer

Thursday, October 29, 2009



It started in October 2004 with Mayor Gavin Newsom and other city workers walking the streets of the Tenderloin and asking homeless people what they needed.

Their goal was to convince those living on the streets to walk into the lobbies of a handful of nearby residential hotels where social workers were waiting to help them sign up for welfare checks, detox programs or housing.

Five years later, the beginnings of Project Homeless Connect look almost quaint. The undertaking - now replicated in 221 cities around the country and in Australia and Canada - is now held every other month in Bill Graham Civic Auditorium with hundreds of volunteers providing an array of services to thousands of homeless people.

On Wednesday morning, the project's fifth anniversary, homeless people waited in a line that snaked down Grove Street for their chance to sign up for housing, medical and legal services as well as have their wheelchairs fixed, their hair cut, their shoulders massaged, their HIV status tested and their eyes examined.

They could sit for a portrait session with a photographer, use construction paper and markers to craft a card to send to relatives, get their California identification card and talk to counselors.

"Open up! Open up! Open up!" many eager people in line chanted at one point. Alonzo Saunders, 58, said he'd gotten a pair of shoes at a recent event. But this time, he wanted help with something bigger: housing.

"It's the best project for the city to do," said Saunders, whose been homeless for four years. "A lot of people don't have housing, they're trying to get medical care, they're trying to get food - all of that." Upstairs on a balcony overlooking the auditorium, several city officials held a rally to thank hundreds of volunteers who'd offered to help and to direct them where to go and what to do.

"When we first started five years ago, a lot of people thought we wouldn't do it twice," said Alex Tourk, who helped create the program when he worked as the mayor's deputy chief of staff. "People thought it was a big P.R. stunt. ... I think actions have spoken louder than words."

Newsom also addressed the crowd of volunteers before the day began, though he was 40 minutes late due, he said, to meetings about the Bay Bridge closure.

He said that most people turn the other way as they pass the homeless, but that the Project Homeless Connect volunteers have shown the importance of face-to-face connections.

"Thank you for giving people that sense of dignity," he said.

Newsom was so rushed, he forgot to announce the milestone his press aides had said was coming: that his administration has moved 10,000 people off the streets of San Francisco since 2004. While many of his homeless programs - including Care Not Cash, which slashes people's welfare checks in exchange for housing - have been controversial, Project Homeless Connect has been fairly widely praised.

Lauren Freitas may be one of its biggest fans. She moved into city housing two weeks ago after being homeless for three years and struggling with a methamphetamines addiction. She accessed services at Project Homeless Connect a few times, including getting HIV testing, antibiotics and information about how to recover from domestic violence. She said she was most grateful for the veterinary services for her dog, Oliver.

"That was a godsend," said Freitas, who now plans to volunteer herself.

Henry Belton, 63, has made a similar turnaround. He was homeless for 14 years and addicted to crack and alcohol when he first walked through the doors of the auditorium seeking help. Now, he has an apartment and has been clean and sober for four years - and he's become a Project Homeless Connect volunteer.

"I've been able to get myself together and keep myself together thanks to this program," he said. "I haven't looked back since."

Project Homeless Connect

5 years

20,000 volunteers

29,000 homeless people through the doors

5,354 have received medical care

3,476 have received legal help

7,067 pairs of eyeglasses given out

2,976 have received housing

250 corporations have participated

300 nonprofits have participated

(Source: Judith Klain, director of Project Homeless Connect)

United States Interagency Council on Homelessness National Project Homeless Connect

Total Connect communities to date: 221

Total Connect events to date: 477

Aitkin Cty, MN
Aitkin/Aitkin Cty, MN
Akron, OH
Albany, OH
Alcona Cty, MI
Allegan Cty, MI
Alpena Cty, MI
Anchorage, AK
Asbury Park/Monmouth Cty, NJ
Ashville/Buncombe Cty, NC
Atlanta, GA
Atlantic City/Atlantic Cty, NJ
Barry, MI
Bay County, MI
Bellingham/Whatcom Cty, WA
Bend, OR
Benton Harbor, MI
Berkeley, CA
Berrien Cty, MI
Billings, MT
Birmingham, AL
Bismarck, ND
Bozeman, MT
Branch Cty, MI
Bremerton/Kitsap Cty, WA
Bridgeport, CT
Bridgeton/ Cumberland Cty, NJ
Browns Mills/Burlington Cty, NJ
Burlington Cty, NJ
Calhoun Cty, MI
Cambridge/Isanti Cty, MN
Camden/Camden Cty, NJ
Carson City, NV
Cass Cty, MI
Centralia/Lewis Cty, WA
Chapel Hill/Orange Cty, NC
Chattanooga, TN
Chesapeake, VA
Cheyenne, WY
Chicago, IL
Clare Cty, MI
Clarksville, TN
Colquet/Carlton Cty, MN
Columbia, SC
Concord, NH
Contra Costa Cty, CA
Couer d'Alene, ID
Culver City Los Angeles, CA
Dallas, TX
Danbury, CT
Denver, CO
Detroit, MI
Dickson/Iron Cty, MI
Dothan, AL
Downtown Los Angeles, CA
Duluth, MN
Durham, NC
East Los Angeles, CA
Elizabeth/Union Cty, NJ
Englewood, NJ
Eugene/Lane Cty, OR
Evansville/Vanderburgh Cty, IL
Fargo, ND
Faribault/Rice Cty, MN
Fayetteville, NC
Flagstaff, AZ
Flemington/Hunterdon Cty, NJ
Freehold/Monmouth Cty, NJ
Ft. Worth, TX
Garfield, NJ
Gastonia, NC
Glendale, CA
Grand Rapids, MI
Griiot Cty, MI
Great Falls, MT
Hackensack/Bergen Cty, NJ
Hanford, CA
Hartford, CT
Helena, MT
Hinckley/Pine Cty, MN
Hollywood/Los Angeles, CA
Humboldt Cty, CA
Huntington, WV
Huron Cty, MI
Indianapolis, IN
Isabella Cty, MI
Jackson, MS
Jamesburg, NJ
Jersey City/Hudson Cty, NJ
Joplin, MO
Kalamazoo Cty, MI
Keansburg, NJ
Kent Cty, MI
King Cty, WA
Knoxville, TN
Lakewood/Ocean Cty, NJ
Lambertville/Hunterdon Cty, NJ
Lanawee Cty, MI
Lansing, MI
Lapeer Cty, MI
Las Vegas, NV
Libby, MT
Livingston, MI
Long Beach, CA
Long Branch/Monmouth Cty, NJ
Louisville, KY
Madison Cty, IL
Manahawkin, NJ
Manchester, NH
Maricopa Cty, AZ
Marin Cty, CA
Mercer Cty, MI
Miami, FL
Milaca/Mille Lacs Cty, MN

Millville/Cumberland Cty, NJ
 Minneapolis, MN
 Missoula, MT
 Monroe Cty, MI
 Monterey Cty, CA
 Moorhead/Clay Cty, MN
 Mora/Kanabec Cty, MN
 Morristown, NJ
 Mt. Holly/Burlington Cty, NJ
 Muskegon Cty, MI
 Nashua, NH
 Nashville, TN
 New Britain, CT
 New Brunswick/Middlesex Cty, NJ
 New Haven, CT
 New London, CT
 New York, NY
 Newark/Essex Cty, NJ
 Newaygo, MI
 Newport/Lincoln Cty, OR
 Newton/Sussex Cty, NJ
 Norfolk, VA
 Norman, OK
 North Branch/Chisago Cty, MN
 Norwich, CT
 Oakland Cty, MI
 Oakland/Alameda Cty, CA
 Omaha, NE
 Omak/Okanogan Cty, WA
 Orlando, FL
 Ostego, MI
 Ottawa Cty, MI
 Pasadena, CA
 Passaic/Passaic Cty, NJ
 Paterson/Passaic Cty, NJ
 Paulsboro, NJ
 Penns Grove/Salem Cty, NJ
 Perth Amboy/Middlesex Cty, NJ
 Philadelphia, PA
 Phillipsburg/Warren Cty, NJ
 Phoenix, AZ
 Pinellas Cty, FL
 Piscataway, NJ
 Pittsburgh, PA
 Plainfield/Union Cty, NJ
 Pomona Los Angeles, CA
 Pompton Lakes, NJ
 Porterville, CA
 Portland, OR
 Portsmouth, VA
 Post Falls, ID
 Providence, RI
 Quincy, MA
 Raleigh/Wake Cty, NC
 Red Bank, NJ
 Reno, NV
 Richmond, VA
 Riverside Cty, CA
 Rochester/Olmsted Cty, MN
 Rock Hill/York Cty, SC
 Sacramento, CA
 Salem/Salem Cty, NJ
 San Antonio, TX
 San Diego, CA
 San Francisco, CA
 San Jose, CA
 San Juan, PR
 San Mateo Cty, CA
 Seaside Heights/Ocean Cty, NJ
 Seattle, WA
 Shasta Cty, CA
 Shiawassee Cty, MI
 Sioux Fall, SD
 Somerville/Somerset Cty, NJ
 South Los Angeles, CA
 Spokane, WA
 Springfield, MA
 St Joseph Cty, MI
 St Paul, MN
 St. Clair Ct, MI
 St. Clair Cty, IL
 St. Croix, VI
 St. Louis, MO
 Sussex, NJ
 Tacoma/Pierce Cty, WA
 Tallahassee, FL
 Tempe, AZ
 Toms River, NJ
 Torrington, CT
 Trenton/Mercer Cty, NJ
 Tucson, AZ
 Tuscola Cty, MI
 Urbana/Champaign Cty, OH
 Van Buren Cty, MI
 Vancouver/Clark Cty, WA
 Vineland/Cumberland Cty, NJ
 Visalia, CA
 Waco, TX
 Warwick, RI
 Washington Cty, OR
 Waterbury, CT
 Wayne Cty, MI
 West Los Angeles, CA
 Westville, NJ
 Wildwood/Cape May Cty, NJ
 Williamstown, NJ
 Winston - Salem, NC
 Woodbury, NJ
 Yakima, WA
 And:
 Brisbane, Australia
 Calgary, Alberta, Canada
 Perth, Australia
 Vancouver, BC, Canada

ORDINANCE NO. 2009-25

AN ORDINANCE OF THE CITY OF SANTA CRUZ
AMENDING SECTION 1.18.020 OF THE SANTA CRUZ MUNICIPAL CODE
PERTAINING TO COUNCILMEMBER COMPENSATION

BE IT ORDAINED by the City Council of the City of Santa Cruz as follows:

Section 1. Section 1.18.020 of the Santa Cruz Municipal Code is hereby amended to read as follows:

1.18.020 ESTABLISHMENT OF SALARIES FOR MAYOR AND COUNCILMEMBERS.

Pursuant to Santa Cruz City Charter Section 603, effective as of January 1, 2010, each Councilmember shall receive a salary of \$1,710.35 per month, and the Mayor shall receive a salary of \$3,420.68 per month.

Section 2. This Ordinance shall be in force and take effect thirty (30) days after final adoption.

PASSED FOR PUBLICATION this 24th day of November, 2009, by the following vote:

AYES: Councilmembers Coonerty, Robinson, Lane, Madrigal, Beiers, Vice Mayor Rotkin; Mayor Mathews.

NOES: None.

ABSENT: None.

DISQUALIFIED: None.

APPROVED: ss/Cynthia Mathews
Mayor

ATTEST: ss/Lorrie Brewer
City Clerk

ORDINANCE NO.

PASSED FOR FINAL ADOPTION this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk

This is to certify that the above
and foregoing document is the
original of Ordinance No.
and that it has been published or
posted in accordance with the
Charter of the City of Santa Cruz.

City Clerk



REDEVELOPMENT AGENCY AGENDA REPORT

DATE: 12/01/2009

AGENDA OF: 12/8/2009

DEPARTMENT: Economic Development

SUBJECT: Redevelopment Agency 2010-2014 Five-Year Implementation Plan. (ED)

RECOMMENDATION: Redevelopment Agency resolution adopting the Agency's Five-Year Implementation Plan (2010-2014).

BACKGROUND: In 1994, California Community Redevelopment Law ("CRL") began requiring redevelopment agencies to adopt five year implementation plans to guide the agencies' redevelopment programs. The City of Santa Cruz Redevelopment Agency's ("Agency") current Implementation Plan, which was approved by the Agency on November 30, 2004, covers Agency activities from 2004 through 2009. The proposed Implementation Plan will cover activities from 2010 through 2014.

The proposed 2010-2014 Implementation Plan addresses the City's two redevelopment project areas ("Project Areas"): the Merged Earthquake Recovery and Reconstruction Project (the "Merged Project Area"); and the Eastside Business Improvement Project (the "Eastside Project Area"). Both Project Areas were created following the 1989 Loma Prieta earthquake. The Merged Project Area, which incorporated two existing redevelopment projects (the North Mall Public Improvement Project and the San Lorenzo River Safety and Beautification Project) is the larger of the two Project Areas, totaling over 1,330 acres. The smaller Eastside Business Improvement Project encompasses about 85 acres.

The Implementation Plan must contain the following information for both housing and economic revitalization activities for the five-year period it covers:

- Goals and objectives that align with the Redevelopment Plan for each Project Area;
- Programs and planned expenditures;
- An explanation of how the goals, objectives, programs and expenditures will assist in the elimination of blight and in meeting affordable housing obligations; and
- Other information related to the provision of affordable housing and meeting affordable housing obligations.

The CRL requires a noticed public hearing prior to adoption of an Implementation Plan. Although not required, the Agency also conducted two community workshops, one for each Project Area.

DISCUSSION: The following is a summary of the information provided in the proposed 2010-2014 Implementation Plan.

AGENCY ACHIEVEMENTS 2005-2009

Over the last five years, the Agency successfully completed the Mission Street widening project and the undergrounding of utilities along Mission Street; the Highway 1 pedestrian underpass and bridge over the San Lorenzo River; initiated a number of business assistance programs; coordinated innovative programs with the Small Business Development Center, the Santa Cruz Chamber of Commerce and the University of California at Santa Cruz (UCSC), including the Pilot Project for Innovation and Entrepreneurship (PPIE); completed the project approvals for the Monterey Bay National Marine Sanctuary Visitor Center; completed Phase I of the Tannery Project which consisted of 100 units of affordable housing known as the Tannery Artist Lofts; and secured state and federal stimulus funding for Phase II of the Tannery Project.

In addition to the Tannery Artist Lofts, the Agency completed, or assisted in the completion of, two additional housing projects in the last five years and helped in the negotiations to preserve two HUD Section 8 assisted housing developments, including Mission Gardens and Riverfront Apartments. The two housing projects that were completed included 14 units of supportive housing for formerly homeless (Nueva Sol) and 15 units of supportive housing for psychiatrically disabled (Grace Commons).

In 2008, the City's Housing Division moved to the Agency, allowing greater coordination of the City's Inclusionary Housing, AHTF, and HUD Programs with the Redevelopment Housing Program. Agency and AHTF funding were both used for the Nueva Sol project. Agency and HOME funds were both used for completion of Grace Commons and Mission Gardens.

The Agency also continued to support a number of successful initiatives such as the Façade Improvement Program, the Alley Improvement Program, the Downtown Hospitality Program, the Graffiti Abatement Program, and the Mural Matching Grant Program. As the City recognized the increased capacity of the arts to promote revenue-producing economic development, in 2008, the City's Arts Coordinator staff position and Program moved to Redevelopment from the Parks and Recreation Department. Efforts to support the arts include continued implementation of the 2% for Arts Program and initiation of a new SculpTOUR Program which features Pacific Avenue as an outdoor sculpture gallery.

In partnership with the Planning and Community Development Department, the Agency helped fund two major urban design and planning studies for the Ocean Street corridor and the River/Front Street and Lower Pacific areas along the east side of the San Lorenzo River.

PLANS FOR 2010-2014

In the next five years, the Agency will continue with existing programs and pursue several major projects, including completion of Phase II of the Tannery Art Center; construction of the Monterey Bay National Marine Sanctuary Visitor Center; planning and development of a mixed reuse project for the Metro Center site (Pacific Station); revitalization of the lower Pacific Avenue/Front Street commercial areas and Ocean Street corridor; continuation of work on the Highway 1/Highway 9 interchange improvement; and furtherance of economic development programs and projects throughout the Project Areas. Based on input from the community workshops, the Agency will also pursue some planning activities to create visions for key areas and implementation strategies to achieve those visions. Based on input from community

workshops and the River/Front and Lower Pacific study, the Agency will place emphasis on improving the pedestrian environment in all of its planned activities in the Project Areas.

With the adoption of the 2008-2013 Housing Element, the City Council approved seven goals concerning affordable housing and mixed-use development with housing. Since the Housing Element went through an extensive public process, the Implementation Plan has incorporated these goals in the Agency's Housing Plan. The challenge over the next five years will be to effectively leverage limited Agency Affordable Housing funds to identify and cultivate housing projects that meet these goals.

As was noted in the 2005-2009 Implementation Plan, Agency and City activities have been very successful in producing low and very-low income housing units and minimally successful in producing moderate income housing units. Therefore, the Agency will increase emphasis on programs which produce housing for moderate income residents under this five year Plan. This type of housing is known as "workforce housing" in that units produced target a segment of the population that is typically frozen out of the very-low and low income housing created or enabled through other City programs.

FINANCIAL SUMMARY

Although the Agency will use its annual budget process to establish funding priorities, the Implementation Plan establishes estimates of what funds might be available for projects and programs over the next five years. Under the CRL, the Agency allocates 20% of its funding to affordable housing projects and programs. After taking out this 20% housing set aside and meeting other current Agency obligations, projections for Non-Housing funds indicate that approximately \$9.5 million in net funds may be available for the 2010-2014 goals in the Merged Project Area and less than \$1 million in the smaller Eastside Project Area. Non-Housing funds must be used respectively within the individual Project Areas. Housing funds, however, can be used citywide. Financial projections indicate that about \$8 million in Affordable Housing Funds may be available during the 2010-2014 Implementation Plan period.

Wherever possible, the Agency will leverage other funds in connection with its redevelopment efforts. This past year, the Agency has been very successful in accessing federal and state funding for the Tannery Arts Center and the Monterey Bay Marine Sanctuary. Obtaining these grants has allowed the Agency to continue to pursue these projects despite the Agency's obligations to meet large payments required by the State of California Educational Revenue Augmentation Fund.

STATE OF CALIFORNIA EDUCATIONAL REVENUE AUGMENTATION FUND (ERAF)

The ERAF Fund was established by the State in 1992 and requires redevelopment agencies throughout the State to return tax increment revenues to a special fund to assist California schools and help offset the State's financial deficit. During Fiscal Years FY 2003-2006 the Agency paid nearly \$2 million into the ERAF.

In the State of California budget for FY 2009, an ERAF shift was re-imposed on California Redevelopment Agencies. Under the ERAF formula for FY 2009, the Agency was obligated to pay \$770,661. This payment was subsequently ruled unconstitutional by a Sacramento Superior Court and the State of California dropped its appeal of this decision.

As part of the State's FY 2010 budget, the State Legislature again imposed another ERAF shift and the Agency is now obligated to pay as follows by May 10, 2010:

Fiscal Year	ERAF Payment
2010	\$3,743,212
2011	\$ 770,661

As with the FY 2009 ERAF shift, the California Redevelopment Association has filed suit in a Sacramento Superior Court challenging the constitutionality of imposing an ERAF shift on redevelopment agencies. Since the FY 2010, ERAF language in the State Budget is different from the previous language held unconstitutional, it is uncertain as to the legal outcome of this most recent challenge. Regardless of the outcome, the Agency will need to reserve funds to pay the ERAF and this will have a significant impact on the Agency's ability to finance projects over the next two fiscal years. A staff report will be presented to the Agency at its January 12 meeting outlining a strategy to fund FY 2010 and 2011 ERAF payments.

FISCAL IMPACT: None

Prepared by:
Carol Berg
Housing and Community Development
Manager

Submitted by:
Bonnie Lipscomb
Agency Executive
Director

Approved by:
Richard C. Wilson
City Manager

ATTACHMENTS:
Draft Five-Year Implementation Plan
Resolution

RESOLUTION NO.
RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF SANTA CRUZ
ADOPTING A FIVE-YEAR IMPLEMENTATION PLAN FOR THE MERGED
EARTHQUAKE RECOVERY AND RECONSTRUCTION PROJECT AND THE
EASTSIDE BUSINESS IMPROVEMENT PROJECT

WHEREAS, on October 6, 1993, Governor Wilson signed into law Assembly Bill 1290, the Community Redevelopment Law Reform Act of 1993, which became effective on January 1, 1994; and

WHEREAS, Assembly Bill 1290 added Section 33490 to the California Health & Safety Code; and

WHEREAS, California Health & Safety Code Section 33490 requires that on or before December 31, 1994, and each five years thereafter, the Agency shall adopt, after a public hearing, an implementation plan for each redevelopment plan adopted prior to December 31, 1993; and

WHEREAS, on October 18, 1994, the Agency adopted a Five- Year Implementation Plan for the Merged Earthquake Recovery and Reconstruction and Eastside Business Improvement Projects for the period of 1995 to 1999; and

WHEREAS, on December 7, 1999, the Agency adopted a Five- Year Implementation Plan for the Merged Earthquake Recovery and Reconstruction and Eastside Business Improvement Projects for the period of 2000 to 2004; and

WHEREAS, on November 30, 2004, the Agency adopted a Five- Year Implementation Plan for the Merged Earthquake Recovery and Reconstruction and Eastside Business Improvement Projects for the period of 2005 to 2009; and

WHEREAS, the Agency must now adopt a Five-Year Implementation Plan for the period 2010 to 2014; and

WHEREAS, on December 8, 2009, the Agency held a public hearing to consider adoption of a Five-Year Implementation Plan for the period 2010 to 2014; and

WHEREAS, said December 8, 2009 public hearing was noticed for three consecutive weeks by publication in a newspaper of general circulation and by posting in four locations within each project area; and

WHEREAS, pursuant to California Health and Safety Code Section 33490 (a)(1)(B) adoption of an implementation plan shall not constitute a project within the meaning of Section 21000 of the Public Resources Code.

RESOLUTION NO.

NOW, THEREFORE, BE IT RESOLVED by the Redevelopment Agency of the City of Santa Cruz that the Five-Year Implementation Plan (2010 to 2014) for the Merged Earthquake Recovery and Reconstruction and the Eastside Business Improvement Projects is hereby adopted.

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES::

ABSENT:

DISQUALIFIED:

APPROVED: _____
Chair

ATTEST: _____
Executive Director

DRAFT

Implementation Plan

2010-2014

For the Merged Earthquake Recovery and
Reconstruction Project and Eastside Business
Improvement Project

REDEVELOPMENT AGENCY OF THE CITY OF SANTA CRUZ
ADOPTED BY RESOLUTION NO. _____

Table of Contents

1. INTRODUCTION/EXECUTIVE SUMMARY	1
A. Introduction	
B. Organization	
C. Flexibility of Plan	
D. Non-Housing Funds Summary	
E. Affordable Housing Funds Summary	
2. MERGED EARTHQUAKE RECOVERY & RECONSTRUCTION PROJECT AREA	7
A. Description of Project Area	
B. Project Area Goals, Objectives, and Programs	
C. Historic Activities & Agency Accomplishments	
D. Potential Economic Revitalization Program Activities	
E. Five Year Planning Period Revenues	
F. Proposed Five Year Program Expenditures	
G. Linkage between Programs and Elimination of Blighting Influences.	
3. EASTSIDE BUSINESS IMPROVEMENT PROJECT AREA	24
A. Description of Project Area	
B. Project Area Goals, Objectives, and Programs	
C. Historic Activities & Agency Accomplishments	
D. Projected Economic Revitalization Program Activities	
E. Five Year Planning Period Revenues	
F. Proposed Five Year Program Expenditures	
G. Links between Programs and Elimination of Blighting Influences	
4. AFFORDABLE HOUSING ACTIVITIES	34
A. Implementation Plan Requirements: Housing Activities	
B. Major Statutory Provisions of CRL for Affordable Housing	
C. Affordable Housing Production (Inclusionary) Obligations	
D. Potential Opportunities for Housing Production in Project Areas	
E. Housing Set-Aside Fund	
F. Goals, Objectives and Programs	

Tables

Table 1	Financial Summary Non-Housing Funds 2010-2014.....	4
Table 2	Financial Summary of 20% Housing Funds 2010-2014	6
Table 3	Summary Description of Project Area	7
	Merged Earthquake Recovery and Reconstruction Project	
Table 4	Projected Economic Revitalization/Non-Housing Program Activities	16
	Merged Earthquake Recovery and Reconstruction Project Area	
Table 5	Summary of Relationship between	19
	Redevelopment Goals and Agency Programs	
Table 6	Projection of Tax Increment (TI) Funds – Economic Revitalization Projects	20
	Merged Earthquake Recovery and Reconstruction Project Area	
Table 7	Non Housing Five Year Operating and Debt Expenditures	21
	Merged Earthquake Recovery and Reconstruction Project	
Table 8	Summary Description of Project Area	24
	Eastside Business Improvement Redevelopment Project	
Table 9	Projected Economic Revitalization/Non-Housing Program Activities	28
	Eastside Business Improvement Project Area	
Table 10	Summary of Relationship between	30
	Redevelopment Goals and Agency Programs	
Table 11	Projection of Tax Increment (TI) Funds – Economic Revitalization Projects	31
	Eastside Business Improvement Redevelopment Project	
Table 12	Non-Housing Five Year Operating and Debt Expenditures	32
	Eastside Business Improvement Redevelopment Project	
Table 13	2009 Santa Cruz County Income Limits	38
	By Income Category and Household Size	
Table 14	Affordable Housing Need Production Goals (Regional Fair Share) by	39
	Income Category	
Table 15	Percentage of Very-Low and Low- Income Senior Households.....	40
Table 16	Affordable Housing Cost.....	40
Table 17	Agency Assisted Affordable Housing Projects (Completed).....	42
Table 18	Housing Production Summary – Historical and Projected.....	45
Table 19	Housing Production Summary & Affordable Obligation.....	46
Table 20	Replacement Housing Obligation Summary	47
Table 21	Five Year Housing Expenditure/Revenue Projections Summary	50

Maps

Map 1	Redevelopment Project Areas	1
Map 2	Merged Earthquake Recovery and Reconstruction Project Area	8
Map 3	Redevelopment Accomplishments – Merged Project Area.....	15
Map 4	Eastside Business Improvement Project Area	24
Map 5	Housing Element Opportunity Areas	49

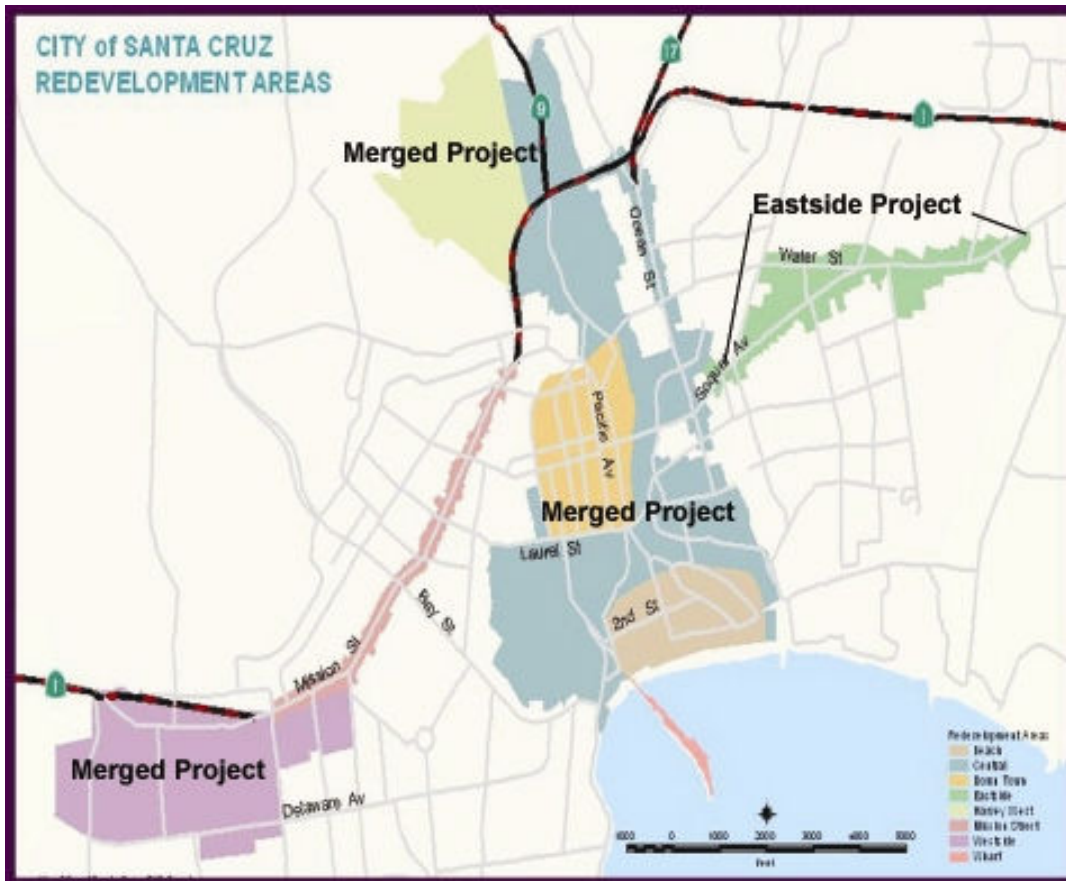
CHAPTER 1: INTRODUCTION/EXECUTIVE SUMMARY

A. Introduction

The California Community Redevelopment Law (the “CRL”) requires that each redevelopment agency administering a redevelopment plan must prepare and adopt a five year implementation plan. The principal goal of an implementation plan is to guide an agency’s redevelopment programs to help eliminate blighting influences. In addition, the affordable housing component of an implementation plan provides a mechanism for a redevelopment agency to monitor its progress in meeting both its affordable housing obligations under the CRL and the affordable housing needs of the community. In effect, an implementation plan is a guide, incorporating the goals, objectives, and potential programs of an agency for the next five years while providing flexibility so the agency may adjust to changing circumstances and new opportunities. This document constitutes the Implementation Plan for the City of Santa Cruz’s two Project Areas:

1. The Merged Earthquake Recovery and Reconstruction Project; and
2. The Eastside Business Improvement Project.

Map 1: Redevelopment Project Areas



The City of Santa Cruz Redevelopment Agency's ("Agency") current Implementation Plan, which was approved by the Agency on November 30, 2004, covers Agency activities from 2004 through 2009. The proposed Implementation Plan will cover activities from January 1, 2010 through December 31, 2014. This 2010-2014 Implementation Plan outlines the proposed program of revitalization, economic development, and affordable housing activities of the Redevelopment Agency of the City of Santa Cruz (Agency) for the two Project Areas for the required five year planning period. Information for earlier or later years is provided where it is required.

B. Organization

Generally, the Implementation Plan must contain the following information:

- Specific goals and objectives for the next five years for both housing and economic revitalization activities.
- Specific programs and planned expenditures for the next five years for both housing and economic revitalization activities.
- An explanation of how the goals, objectives, programs, and expenditures will assist in the elimination of blight and in meeting affordable housing obligations.
- Other information related to the provision of affordable housing.

The requirements of an Implementation Plan listed above fall under two broad categories of redevelopment activities: (1) economic revitalization and (2) housing. Consequently, the remainder of this Implementation Plan is organized into two principal parts. **Chapters 2 and 3** set forth the requirements for general economic revitalization activities and related expenditures for each Project Area. **Chapter 4** addresses affordable housing activities and expenditures and charts Agency progress in meeting its affordable housing obligations. **Chapter 4** also includes the Affordable Housing Production Plan (also known as the AB 315 Plan).

C. Flexibility of Plan

Although this Plan is intended to provide general guidance for the implementation of the Agency's programs and activities, the Agency expects that particular constraints and opportunities that are not fully predictable at this time may arise in the course of undertaking the programs and activities described in this Implementation Plan. The programs and expenditures contained in this Implementation Plan are in part based on certain assumptions made by the Agency relating to revenues, market conditions, community needs and priorities, and developer interests, among others. Specific programs and activities implemented over the next five years may vary in their precise timing, location, cost, expenditure, scope and content from that set forth in this document. In addition, unforeseen opportunities may arise that may generate activities not anticipated by the Agency.

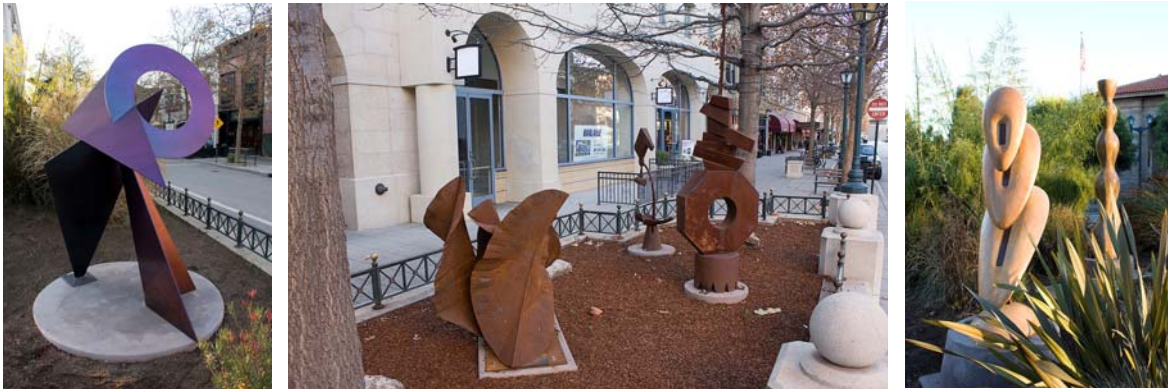
Therefore, this Implementation Plan is designed to serve as a flexible guide and consequently, should Agency assumptions not be realized or unforeseen circumstances arise, mid-course modifications in programs and in this Implementation Plan may be required.

The sections below describe the 2005-2009 accomplishments, the goals for the next five years (2010-2014), and the estimated financial resources for both the Non-Housing Fund and the Affordable Housing Fund.

D. Non Housing Funds Summary

In the last five years, the Agency successfully completed undergrounding utilities along Mission Street, the last task of the Mission Street Widening Project; initiated a number of business assistance programs including the Grow Santa Cruz small business loan program; coordinated innovative programs with the University of California at Santa Cruz (UCSC) including the Pilot Project for Innovation and Entrepreneurship (PPIE); secured the funding needed for Phase II of the Tannery Arts Center; and secured the project entitlements for the Monterey Bay National Marine Sanctuary Visitor Center.

As the City recognized the increased capacity of the arts to promote revenue-producing economic development, in 2008 the City's Arts Coordinator staff position and Program was moved to the Economic Development and Redevelopment Agency from the Parks and Recreation Department. Efforts to support the arts include continued implementation of the 2% for Arts Program and initiation of a new SculpTOUR Program which features Pacific Avenue as an outdoor sculpture gallery.



2008 SculpTOUR along Pacific Avenue

The Agency also continued to support a number of successful programs such as the Façade Improvement, the Alley Improvement, the Downtown Hospitality, Graffiti Free Santa Cruz; and the Mural Matching Grant Programs.

In partnership with the Planning and Community Development Department, the Agency helped fund two major urban design and planning studies for the Ocean Street corridor and the River/Front Street and Lower Pacific areas along the east side of the San Lorenzo River.

In the next five years, the Agency will continue with existing programs and pursue several major projects, including completion of Phase II of the Tannery Art Center; completion of the Monterey Bay National Marine Sanctuary Visitor Center; reuse of the Metro Center site (Pacific Station); revitalization of the lower Pacific Avenue/Front Street commercial areas and Ocean Street corridor; and furtherance of economic development programs and projects throughout the Redevelopment Project Areas.

The financial summary for the Non-Housing Funds projects is as follows:

**Table 1:
Financial Summary of Non-Housing Funds 2010-2014**

Financial Summary of Non-Housing Funds 2010-2014	
Non-Housing Funds (2010-2014) (80% Estimated TI)	\$51,109,602
FY 2010 Non-Housing Beginning Fund Balance	\$10,533,436
Non-Housing Funds Gross Tax Increment	\$61,643,038
Grants	\$6,701,250
Loan Repayments & Other Receipts	\$1,439,140
Total Available Resources	\$69,783,428
Debt and Expenses	
Pass Throughs	\$20,347,740
AB 1290 Pass Throughs	\$384,000
ERAF Payments	\$4,513,873
Property Tax Collection Fees	\$920,897
Debt Service	\$4,439,014
Owner Participation Agreements	\$2,525,893
Agency-Owned Property Expenses	\$50,000
FY 2010 Program Commitments	\$10,198,038
Capital Project Commitments	\$2,382,750
Administrative Expenses	\$13,682,523
Total Debt and Expenses	\$59,444,728
Net Non-Housing Resources Available For Programs	\$10,338,700

The financial summary for the Non-Housing funds indicates approximately \$10.34 million in net funds for the 2010-2014 goals outlined above and described in Tables 4, 9, 13A, and 13B. The Agency will use its annual budget process to establish funding priorities. This estimate does not assume the issuance of debt. The tax increment projections are conservative and intended only as preliminary estimates, which are based upon the best available information; actual tax increments may be higher or lower.

The Plan conservatively assumes current tax increment levels continue. Although some development is anticipated over the next five years, it is estimated that tax increment growth from new development may be offset by revaluations downward of properties that are currently generating new tax revenue. New projects in the Merged Project Area that may generate new tax increment include two hotels, a grocery store, mixed use development at 2030 North Pacific, and potential implementation of parts of the Delaware live/work project. For the Eastside Project Area, one new recently completed and one expanded grocery store as well as two mixed use housing developments are anticipated to generate new tax increment.

Wherever possible, the Agency will leverage other funds in connection with its redevelopment efforts. As permitted by law, funds can come from government grants and assistance programs, as well as from private sector sources. As necessary, the Agency will attempt to procure funds from developer contributions, special financing districts such as assessment districts, and other state and federal programs, including but not limited to Federally-based EDI, BEDI, EDA, and potential Recovery Act funding programs. Some of the potential projects that might be expected to receive Agency assistance may not be completed within the five years of the Implementation Plan Program and thus, related costs may not be incurred in the five years covered by the Plan.

E. Affordable Housing Summary

In the last five years, the Agency has assisted in the development of 128 units of affordable housing including 100 units at the Tannery (Tannery Artist Lofts) and a total of 28 units of supportive housing for the formerly homeless (Nueva Sol) and psychiatrically disabled (Grace Commons). In addition the Agency has helped preserve 50 units of at-risk Section 8 housing at Mission Gardens Apartments.



Temporary Art Display at Tannery prior to Construction of Housing

Key affordable housing projects previously developed in the Redevelopment Project Areas with Agency financial assistance include:

- Sycamore Street Commons Project (1994), 60 very low- and low-income townhouse apartments
- Mariners Cove (1995), 84-unit affordable condominium units
- Chestnut St. Apartments (2001), private public partnership creating 14 moderate income units in a 96 unit development
- 1010 Pacific Avenue & 1280 Shaffer Road (2004), over 40% affordable public private partnership(105 very low and low income units; 22 moderate income units; and 193 market rate units)
- 211 Gault Street (2004), 100% affordable senior housing (36 very low income units)
- Nueva Vista (2004), 47 very low income units and 1 low income unit replacing blighted resident motels

In addition, the City's Inclusionary Program has generated 95 ownership units affordable to moderate income households and 135 inclusionary rental units affordable to very low or low income households. The City's Fee Waiver Program has resulted in 15 very low income

accessory dwelling units and the Affordable Housing Trust Fund has created 13 extremely low income units targeted for mobility impaired individuals. In 2008, the City's Housing Division was absorbed by the Agency, allowing greater coordination of the City's Inclusionary Housing, AHTF, and HUD Programs with the Redevelopment Housing Program. Agency and AHTF funding were both used for the Nueva Sol project. Agency and HOME funds were both used for Grace Commons and Mission Gardens.

In the next five years, the City and Agency will continue to support the development of affordable rental and ownership housing, with potential partnerships to develop mixed use housing projects along Ocean Street and Pacific Avenue and possible rehabilitation of an existing structure to create senior housing, as well as a continuation of the Agency's Emergency Rental Assistance and Rental Deposit Assistance Programs. When possible, potential projects that include workforce housing will be pursued.

The Housing Element, which was updated in 2009, continues to provide a comprehensive overview of all the affordable units provided throughout the city.

The financial summary for the 20% Housing Funds indicates approximately \$8 million in net funds for programs for the 2010-2014 goals noted above and outlined in Chapter 4. This estimate does not assume the issuance of debt. See **Table 2** below.

Table 2
Financial Summary of 20% Housing Funds 2010-2014

Financial Summary of 20% Housing Funds	
20% Housing Funds (2010-2014) (Estimate)	\$12,394,545
FY 2010 Housing Beginning Fund Balance	\$1,585,140
20% Housing Funds Gross Tax Increment	\$13,979,685
Debt and Expenses	
Debt Service	\$391,367
Owner Participation Agreements	\$407,980
Loans and Grants	\$1,200,000
FY 2010 Program Commitments	\$316,493
Capital Project Commitments	\$2,543,786
Administrative Expenses	\$967,500
Total Debt and Expenses	\$5,827,126
Net 20% Housing Resources Available For Programs	\$8,152,559

CHAPTER 2: MERGED EARTHQUAKE RECOVERY & RECONSTRUCTION PROJECT AREA

A. Description of Project Area

The Merged Earthquake Recovery and Reconstruction Project Area (Merged Project Area) was created following the 1989 Loma Prieta earthquake. In 1990 two existing project areas (the North Mall Public Improvement Project and San Lorenzo River Safety and Beautification Project Areas consisting of approximately 325 acres) and an additional 807.5 acres that included properties in the Harvey West/Potrero Street, Ocean Street, Soquel/Broadway/ Ocean Street, and Mission Street areas were merged to form the Merged Project Area. The Merged Project Area encompasses a total of 1,132.5 acres and provided a mechanism with which to address post-earthquake reconstruction, as well as specific needs of neighborhoods and districts within the Merged Project Area. The Merged Project Area was adopted by the Santa Cruz City Council on November 13, 1990.



Downtown Santa Cruz – Intersection of Pacific Avenue & Front St.

**Table 3:
Summary Description of Project Area
Merged Earthquake Recovery and Reconstruction Project**

Project Area	
Acres	1,132.5 acres
Adopted by Ordinance No. 90-41 and 90-40	November 13, 1990
Base Assessed Value	\$565,330,266
Time Limits Under AB1290	
Eminent Domain	June 27, 2014
Incurring Debt	November 12, 2033
Project Activities	November 12, 2033
Tax Increment Receipt	November 12, 2033
Financial Limits	
Tax Increment Cap	\$827 Million
Bond Limit	\$90 Million

among others, small and irregular lots, obsolete and aged building types, mixed character or shifting uses or vacancies, incompatible and uneconomic land uses, substandard alleys and inadequate or deteriorated public improvements, facilities and utilities.”

Specific objectives were also cited in 1990 as follows:

- (1) To provide adequate land for parking through the acquisition of property and construction or reconstruction of parking facilities.
- (2) To improve area circulation through street widening or alteration, reconstruction and synchronized signalization.
- (3) To strengthen the economic base of the Merged Project Area through various programs to promote the reconstruction and re-establishment of businesses dislocated or destroyed by the October 17, 1989 Loma Prieta Earthquake, to otherwise improve existing businesses and to attract new businesses.
- (4) To provide improved traffic circulation, infrastructure, improvements, recreational opportunities and other improvements in the Harvey West area.
- (5) To improve economic, recreational and residential conditions in the beach area through the provision of parking, improved access, streetscape improvements, public safety projects, and new and rehabilitated housing.
- (6) To provide protection for the Merged Project Area from a 100-year flood and to improve the aesthetics and natural characteristics of the San Lorenzo River Flood Control Project.
- (7) To assemble land into parcels suitable for modern, integrated development with improved pedestrian and vehicular circulation in the Merged Project Area.
- (8) To improve the aesthetics of the streetscape through the installation of street trees, façade improvements, and other coordinated beautification activities.
- (9) To provide opportunities for participation by owners and tenants in the revitalization of their properties.
- (10) To ensure the Merged Project Area develops in a manner consistent with the General Plan.
- (11) To provide new and rehabilitated housing units for persons of all incomes, particularly persons of low and moderate income.

2. Overall Programs

The Agency has identified four redevelopment programs to eliminate remaining blight:

- (1) Economic Development: Business Rehabilitation, Expansion and Attraction;
- (2) Pedestrian Enhancement and Crime Reduction;
- (3) Infrastructure/Circulation Improvements; and
- (4) Housing Rehabilitation and New Construction.

C. Historic Activities & Agency Accomplishments

Through Fiscal Year 2009, the Merged Project Area generated about \$112 million in gross tax increment revenue since the Project's inception. This includes pre-1990 redevelopment funds from the North Mall Public Improvement Project and San Lorenzo River Safety and Beautification Project. To date, the Agency has participated in a wide variety of projects in the Merged Project Area aimed at improving the quality of life for its residents, business owners, and property owners by eliminating blight, constructing affordable housing, creating new economic opportunities, assisting local businesses, upgrading the City's infrastructure and most important, assisting in the recovery of Santa Cruz from the devastation caused by the 1989 Loma Prieta Earthquake. The following is a list of the Agency's most notable accomplishments within the Merged Project Area.

1. **Downtown Recovery Project:** The Merged Project Area was created to facilitate the rebuilding of downtown Santa Cruz after the 1989 Loma Prieta Earthquake and to assist in the improvement of the other portions of the Merged Project Area. Over the last 20 years, a comprehensive set of projects and programs were undertaken to ensure the return of downtown Santa Cruz as the retail, shopping, entertainment, financial, and cultural center of the City. Key projects included the Cooper House Project, University Town Center Project, Redtree Project, St. George Hotel Project, and Cinema Project. During the 2005-2009 Implementation Plan period, although no direct Agency assistance was provided, the 20,000 square foot Rittenhouse Building was completed on one of the last remaining major vacant sites at the corner of Church Street and Pacific Avenue. Additional plans for a mixed-use, seven-story development on another vacant site at 1547-1549 Pacific Avenue have been delayed due to current economic conditions. It is anticipated that Agency assistance will be provided on this project. Construction is expected to begin on this project during the 2010-2014 Implementation Plan period.



Downtown Pacific Avenue & Front Street after 1989 Loma Prieta Earthquake and Now

2. **Gateway Project and River Street Improvements:** The River Street Improvement Project was initiated in 1995. A streetscape plan for the section of River Street between Highway One and Water Street was developed to widen a portion of the street from two to four lanes, create a landscaped streetscape, and underground the street's utilities. Simultaneous with the street improvements, the Agency assisted a private developer to build the Gateway Center which includes 135,000 square feet of commercial space at the

southeast corner of the River Street/Highway One intersection. The Agency also implemented a façade improvement program in the area.

3. **Mission Street Improvement Project:** The Redevelopment Agency was a key player in the joint City/Caltrans project to widen the Mission Street portion of Highway One. The Agency administered the project's right-of-way acquisitions, staffed the Mission Street Widening Task Force and the Public Information function, and funded the local share of the Utility Undergrounding Project. Construction on the project started in the spring of 2000, and the final phase of the utility undergrounding was completed in 2009. The Agency also implemented the Mission Street Façade Improvement Program, which is now in its seventh year and is bringing a fresh new look to the many small businesses along Mission Street. Since the start of the program, improvements to twenty-four properties involving sixty-eight businesses have been completed.
4. **Tannery Arts Center:** The Tannery Arts Center was begun as an effort to preserve the historic Salz Tannery and to provide a comprehensive art center for the region. The vision for the Tannery Arts Center is to create a home for the arts in Santa Cruz County dedicated to creating opportunities for individual artists and arts organizations, residents, and visitors to create, explore, perform, exhibit, learn and enjoy the Arts. Phase I, which was completed in 2009, included 100 units of affordable artist live/work space. Phase II is the Digital Media Center at the Tannery which includes the rehabilitation of the historic buildings on the site. Phase III will be the Performing Arts Center. The funding has been secured for Phase II and construction will begin in January 2010. funding is underway for Phase III and construction is anticipated to begin in 2013.
5. **Monterey Bay National Marine Sanctuary Visitor Center:** The Monterey Bay National Marine Sanctuary (MBNMS) is a federally protected marine area offshore of California's central coast. It encompasses a shoreline length of 276 miles and 6,094 square miles of ocean, supporting one of the world's most diverse marine ecosystems. The City of Santa Cruz was selected as the location for a new Visitor Center, which will consist of a two-story building with a 30-seat theater, a classroom, gift shop, and observation decks. Exhibits will explain kelp forests, history, wildlife, geology, and watersheds of the coast. Plans also call for a tidal touch pool and a 20,000-gallon tank where visitors can operate their own minisubmarines, modeled on the ones used by marine biologists in Monterey Bay. Construction is expected to start in the summer of 2010 and be complete in 2011.



Rendering of future Monterey Bay National Marine Sanctuary Visitor Center

6. **Affordable Housing Program:** During the life of the Merged Project Area, the Agency has assisted in the construction of affordable housing projects in a number of locations in the community. In 2005-2009, construction of 100 units of affordable housing was completed at the Tannery (Tannery Artist Lofts). The Agency also successfully helped

preserved 50 units of at risk housing with the Mission Gardens Acquisition and Rehabilitation Project. Two fourteen unit supportive housing projects were also completed for the formerly homeless and psychiatrically disabled. To date, a mix of about 780 low, very low and moderate income and market-rate household units in both for-sale and rental housing projects have been created. Projects under this Program will continue to be developed under the 2010-2014 Implementation Plan.

In addition to these projects and consistent with the four core Redevelopment Programs noted in Section B.2 of this Chapter, the Agency manages, sponsors, and/or participates in a number of specific ongoing programs, including:

Economic Development Implementation Programs (Business Rehabilitation, Expansion and Attraction):

1. **Business Attraction, Retention, and Assistance Program** continues to be a cornerstone of the Agency’s efforts to maintain the City’s economic vitality. The Agency continues a wide variety of business assistance activities including the publication of a downtown promotion brochure, “Experience Downtown Santa Cruz”; maintenance of two bi-monthly space available flyers for commercial/industrial and downtown office space; and an interactive web page with maps for the Downtown, Harvey West Business Park, West Side Industrial Park, and Seabright at City’s website www.cityofsantacruz.com. Staff works with individual business owners to help them secure needed space or improvements in order to enhance their success. As space becomes available, staff works closely with property owners to bring in new tenants or develop new business spaces. In the last five years, the Agency has helped to retain about fifty businesses and attract over seventy-five businesses to the City.



Website Marketing Tool

2. **Economic and Business Development Coordination Program** involves a number of collaborative efforts to expand business opportunities for both companies and individuals in which the Agency participates and/or takes a leadership role. In partnership with UCSC, in 2008, the Agency initiated the Pilot Project for Innovation and Entrepreneurship (PIIE), which involves working with UCSC and current and graduating UCSC students in entrepreneurial pursuits including an annual business plan competition, business mentoring, and an internship program in developing local businesses. The Agency also works with and/or supports the Chamber of Commerce in a series of programs including the annual business fair and the Women in Business Leadership Forum and has formed a partnership with the Small Business Development Center (SBDC) to provide small business technical assistance and the Brown Bag Lunch Survival Series. Agency support for local initiatives and supportive programming include:

- Freelance Camp - A series of workshops to help the unemployed or underemployed become self employed;
 - New Tech Meet Ups - A monthly show case of companies providing opportunities for funding and hiring;
 - Santa Cruz Geeks - A monthly dinner for the tech community to network; and
 - Girls in Tech - The local chapter of a national organization empowering women in technical jobs.
3. **Façade Improvement Program** provides exterior design advice to businesses and commercial property owners as well as grant funding to implement the new painting and other façade improvements. Over the past thirteen years more than one hundred twenty businesses on eighty-nine properties have completed storefront improvements through the façade improvement program in the merged redevelopment area. Currently sixteen façade improvement projects on ten properties are in various stages of development in the Merged Project Area.
 4. **Alley Improvement Program** was initiated in 1994 by the City and the Agency to implement the Downtown Alley Walk Concept Plan. In this Plan, Santa Cruz's alleys which serve as "back doors" and some even as "front doors" to businesses were redeveloped as pedestrian-oriented pathways providing alternative routes throughout the downtown, while still retaining their usefulness as service alleys. To date, the Redevelopment Agency has completed the development of Plaza Lane, Pearl Alley, Birch Lane, Maple Alley, Fraser Lewis Lane, Elm Alley, and Commerce Lane.



Pearl Alley and Plaza Lane Improvements

Pedestrian Enhancement and Crime Reduction Implementation Programs

1. **Cooperative Retail Management District** is an assessment district established by the City to fund services in the downtown including a Downtown Hospitality Program. Working with the downtown business and property owners, the Agency initially took the lead in the creation of the District. Assessment funds are now managed by the non-profit Downtown Management Corporation (DMC), the organization who over sees the Hospitality Program, including the four hosts who provide directions and information to

visitors. In order to provide additional assistance with social issues arising in the area, the Agency also funds a Community Service Officer and a downtown outreach social worker.

2. **Graffiti Free Santa Cruz Program** has been sponsored by the Agency since 2002. Over 200 Santa Cruz volunteers participate in various graffiti abatement activities through this program. Between 1400 and 1700 graffiti tags are removed annually through the program. In addition to graffiti removal, Graffiti Free Santa Cruz offers a number of services and programs, including:
 - 24-Hour Graffiti Hotline
 - Adopt-a-Spot
 - Graffiti Record Maintenance
3. **Mural Matching Grant Program** (Pedestrian Enhancement and Crime Reduction) was initiated in July 1994 to enhance the Downtown core and to incorporate community culture and history into the environment. The Agency has successfully sponsored a number of murals along Pacific Avenue and its side streets by providing matching grant incentives to business and property owners to paint murals on their buildings. Since the inception of the program, thirteen murals have been painted, three of which were completed in the last five years.

Infrastructure/Circulation Improvement Programs

1. **Mission Street Improvement Project:** During the 2005-2009 Implementation Plan period, the Agency completed undergrounding the utilities, which is the final component of the Mission Street Improvement Project.
2. **San Lorenzo River Project:** The Agency continued to provide staff support to this project which includes flood control measures.
3. **Highway 1 Pedestrian Underpass:** In support of the Tannery Artists Lofts, the Agency created an pedestrian/bicycle underpass under Highway 1 allowing for improved access to the Tannery.
4. **Highway 1 Pedestrian Bridge:** In 2009, the Agency completed construction of a pedestrian bridge just south of Highway 1, which completes a loop along the San Lorenzo Riverway in addition to improving pedestrian safety for Highway 1 from the Highway 1/Highway 9 intersection.
5. **Infrastructure Support:** The Agency participates in various sidewalk reconstruction projects, parking lots, sewer/water/stormdrain projects, street and public stairway lighting, signage programs, including the Wharf Signage Program, and landscaping improvements on an as-needed basis throughout the Project Areas. Improvements associated with development projects assisted by the Agency are often supported with Agency funds. Additionally, an Agency objective is to underground utility lines as part of future projects wherever feasible.

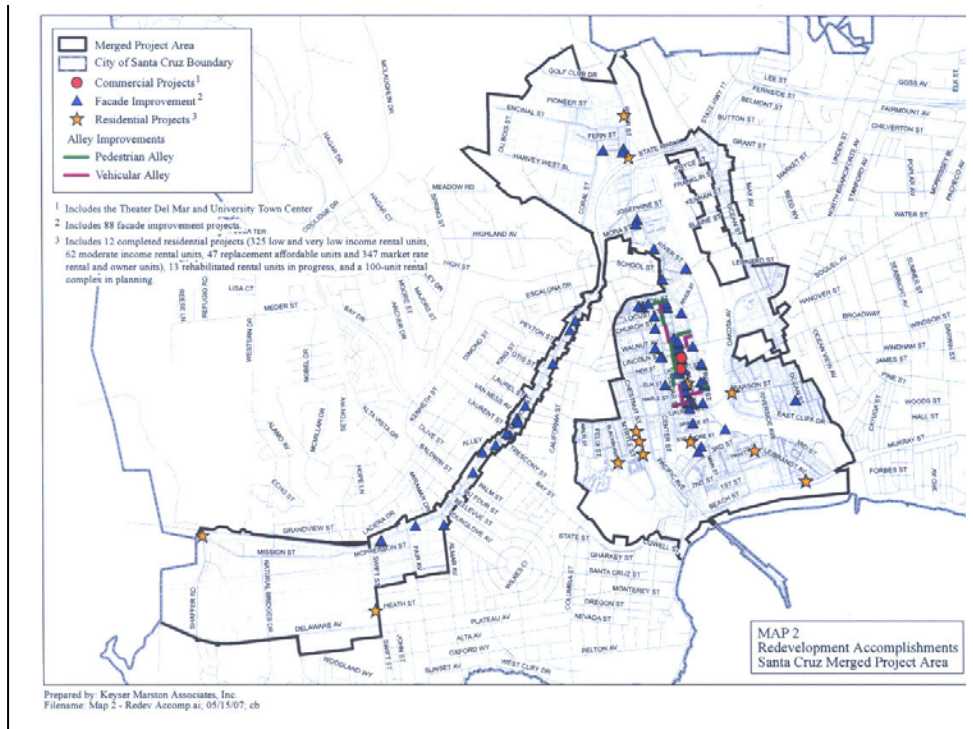
Planning and Project Administration (All Programs)

The Agency works with other City Departments and the community to develop master and area plans, design guidelines and development incentives, environmental testing and documentation, and amendments to design standards to encourage economic development and elimination of blight. In 2007/08, the City Planning and Community Development Department partnered with the Agency to initiate the *River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study* and the *Ocean Street Area Plan*. Both of these studies will be completed in 2010. Additionally, the Agency provided assistance in development of the *2030 General Plan Update*, the *2007-2014 Housing Element*, and a *Housing Strategies Study*.

Summary Map

This summary of Agency accomplishments does not fully cover the extensive nature of all the projects undertaken in the Merged Project Area over the last 20 years. Map 3 has been prepared to complement the above summary and provides a more visual representation of the Agency accomplishments in the Merged Project Area.

Map 3: Redevelopment Accomplishments – Merged Project Area



D. Potential Economic Revitalization Program Activities

As a part of the Implementation Plan development process, on October 29, 2009 the Agency conducted a community workshop. A four part strategy was suggested by that group, including:

1. **Project Area Planning:** Develop plans that go beyond describing land use and zoning requirements to help formulate an image for key areas and an implementation strategy that helps the City achieve the desired image. These Plans will retain and expand upon the unique qualities and values the City offers which in turn become marketing tools for the attraction and retention of businesses.
2. **Catalyst Projects:** Within the context of Project Area Plans, identify and assist in the development of key projects that will stimulate new business developments or improvements in the Project Areas.
3. **Partnerships with Developers and Property Owners:** In addition to Redevelopment initiated projects, recognize and build upon opportunities initiated by property owners and developers to help develop catalyst projects.
4. **Education:** Develop a strategy and mechanisms to both involve and help the community understand economic development needs of the City and its Project Areas.

Over the next five years, the Agency will continue to work to alleviate blight in the Merged Project Area. Activities may include but are not limited to the activities in **Table 4**, which describes potential activities from 2010 to 2014. These activities incorporate input from the community workshop, continue current Agency programs and projects, and provide a framework to develop activities that are consistent with the Merged Earthquake Recovery and Reconstruction Project Area Plan. Although projects and programs may be initiated or completed during the five year period covered by this 2010-2014 Implementation Plan, to ensure flexibility, the Plan’s activities are broadly stated to allow the Agency to both take advantage of unforeseen opportunities and address potential issues that may arise as the planning period progresses.

**Table 4:
Projected Economic Revitalization/Non-Housing Program Activities
Merged Earthquake Recovery and Reconstruction Project**

PROGRAM ACTIVITIES	DESCRIPTION
Economic Development	
Business Retention and Development Program	<ul style="list-style-type: none"> • Continue selected recruitment and retention activities with manufacturing and high tech firms that provide livable wage employment. • Identify businesses that will complement existing businesses and develop projects/programs to assist in their location within the City of Santa Cruz. • Assist existing businesses with advisory services and other activities to help generate business and/or employment expansion opportunities. • Establish a Business Recognition Program that acknowledges businesses that contribute significantly to the local economy and community.

<p>Economic and Business Development Coordination Program</p>	<ul style="list-style-type: none"> • Continue to implement and/or support coordination efforts in the existing Economic and Business Development Coordination Program (See Section C above), including programs and partnerships with UCSC, SBDC, Santa Cruz County Conference and Visitors Council, and the Santa Cruz Chamber of Commerce. • Continue to implement the Façade Improvement Program. • Continue to implement a variety of financial assistance programs to encourage office, industrial, and retail space development. • Promote the location and assist in the start-up of retail and working galleries in the City's key economic centers. • Establish permanently the Grow Santa Cruz Program, an Agency revolving loan fund for small business start up and expansion. • Establish or assist with establishing incubator spaces for light manufacturing, tech, and other firms. • Continue to work with businesses developing technology, green or eco businesses, supporting arts/entertainment, and other businesses through technical and/or financial assistance. • Continue to implement the Downtown Alley Plan and the associated alley improvements, sidewalk and lighting improvements, consolidated trash enclosures, and provision of other amenities, where feasible.
<p>Major Project Development</p>	<ul style="list-style-type: none"> • Continue to implement the Downtown Recovery Plan to redevelop remaining vacant and/or underutilized sites in the downtown; expanding the effort when appropriate to the lower Pacific Avenue, Front, and Cedar Street areas. • Continue to secure additional funding for and complete construction of the Tannery Arts Center, the Marine Sanctuary, and the Metro Center/Pacific Station projects. • Assist in the planning and development of a conference hotel facility. • Assist in implementation of recommendations from the Ocean Street Area Plan and the River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study. • Identify opportunities and, when warranted, implement or assist in site acquisition for site assemblage. • Assist in site demolition and preparation work for major project development.
<p>Marketing</p>	<ul style="list-style-type: none"> • Continue a business information and assistance program, developing innovative marketing materials as needed. • Continue to attend regional trade shows and participate in regional marketing efforts including the Central Coast Marketing Team and the Silicon Valley Economic Development Alliance. • Continue to work with and support the Santa Cruz County Conference and Visitors Council and the Chamber of Commerce to market the region.
<p>Pedestrian Enhancement and Crime Reduction</p>	
<p>San Lorenzo River Plan</p>	<ul style="list-style-type: none"> • Construct habitat and pedestrian and bicycle improvements associated with San Lorenzo River Design Plan to enhance access from downtown to the beach area. • Continue to implement San Lorenzo River Design Plan to ensure the flood safety of downtown Santa Cruz, improve the river habitat, and eliminate flood insurance requirements.
<p>Downtown Linkages</p>	<ul style="list-style-type: none"> • Continue infrastructure, transportation, and street projects that link downtown and the beach area to increase off-season tourism for both areas. • Assist in implementing recommendations from the Ocean Street Area Plan and the River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study.

Streetscape Improvements	<ul style="list-style-type: none"> • Extend streetscape improvements to North Pacific Avenue, North River Street, Pacific Avenue side streets, Front Street, and Lower Pacific Avenue. • Assist in enhancement and landscaping of existing off-street parking lots. • Continue to assist in implementing recommendations from the Downtown Recovery and Beach/South of Laurel Plans and consider assisting in the implementation of the Ocean Street Area Plan and the River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study recommendations.
Retail Management District	<ul style="list-style-type: none"> • Continue to support the Cooperative Retail Management District and the downtown hospitality guide program and undertake other programs to improve public safety in the downtown commercial and adjacent residential areas.
Crime Reduction	<ul style="list-style-type: none"> • Continue to support and fund the Community Service Officer in the downtown and the mental health outreach worker.
Graffiti	<ul style="list-style-type: none"> • Continue to implement the Graffiti Free Santa Cruz Program.
Public Art	<ul style="list-style-type: none"> • Continue to promote the 2% for Public Art Program and assist in developing and/or working with businesses to develop spaces/facilities to present/display artwork. • Continue to implement the Mural Matching Grant Program. • Continue and expand the SculpTOUR program and other public art projects that promote pedestrian enhancement and economic vitality of the Merged Project Area.
Infrastructure & Circulation	
Circulation & Infrastructure	<ul style="list-style-type: none"> • Continue to assist in implementation of development of circulation and infrastructure recommendations of the Downtown Recovery and Beach/South of Laurel Plans and consider assisting in the implementation of the Ocean Street Area Plan and the River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study recommendations. • Acquire and develop additional public off-street parking. • Assist in developing and implementing a coordinated signage and wayfinding program.
Public Infrastructure	<ul style="list-style-type: none"> • Assist in public infrastructure design, installation, construction, and reconstruction that may encourage and/or enable new, desirable commercial or industrial growth. • Assist in the undergrounding of public utilities.
Assessment Districts	<ul style="list-style-type: none"> • Work with property owners, businesses, and other City Departments to establish assessment districts as part of infrastructure development and/or management, including but not limited to parking districts and lighting and landscape maintenance districts.
Planning & Project Administration	
Area/Master Plans	<ul style="list-style-type: none"> • Continue to participate in planning and implementation of Area Plans recommended in the 2030 General Plan Update, including but not limited to Ocean Street and River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study.
Supportive Studies and Program Development	<ul style="list-style-type: none"> • Work with businesses and other City Departments to develop parking plans and implement solutions in key locations in the Project Area. • Develop a signage program to provide better links between geographically separated retail areas and to connect visitors with transportation options and parking structures.
Program Funding Opportunities	<ul style="list-style-type: none"> • Pursue additional funding and grants for projects and programs and when appropriate develop new programs or expand existing programs that enhance access to new or expanded grant funding.

Table 5 summarizes the relationship between the five overall programs and the Project Area Goals described in Section B above.

Table 5
Summary of Relationship between
Redevelopment Goals and Agency Programs

REDEVELOPMENT PLAN GOALS	PROJECT PROGRAMS				
	Economic Development Programs	Pedestrian Enhancement and Crime Reduction	Infrastructure/Circulation Improvements	Housing Rehabilitation and New Construction	Planning & Administration
Provide adequate land/facilities for parking.	X		X	X	X
Improve area circulation.		X	X		X
Strengthen the economic base improving existing businesses and attracting new businesses.	X	X	X	X	X
Provide infrastructure, recreational and other improvements in the Harvey West area.	X	X	X		X
Improve economic, recreational and residential conditions in the beach area.	X	X	X		X
Provide protection from a 100-year flood and quality of the San Lorenzo River area.			X		X
Assemble parcels suitable for modern, integrated development with improved circulation.	X			X	X
Improve the aesthetics of the streetscape.	X	X	X		X
Provide opportunities for participation by owners and tenants in the revitalization.	X	X	X	X	X
Ensure consistency with the General Plan.	X		X	X	X
Provide new and rehabilitated housing units.	X			X	X

E. Five Year Planning Period Revenues

Over the next five years, the Agency will undertake those activities that can be financially supported by its projected revenue stream. The Agency has three basic revenue sources:

- Annual tax increment (TI) revenues,
- Debt issuance, and
- Non-Agency financial resources.

1. Annual Tax Increment Revenues

Tax increment revenues generated in the Project Area and cash on hand during the five year planning period are projected by the Agency to contribute approximately \$9.45 million toward economic revitalization and improvement project costs. Estimated tax increment revenues available to the Agency over the five year planning period are shown in **Table 6**.

Table 6
Projection of Tax Increment (TI) Funds – Economic Revitalization Projects
Merged Earthquake Recovery and Reconstruction Project

Year	Net Tax Increment after Obligations ^{(2) (3)}
FY 2010 ⁽¹⁾	\$4,714,781
FY 2011	(\$69,852) ⁽⁴⁾
FY 2012	\$1,592,969
FY 2013	\$1,505,726
FY 2014	\$1,708,476
TOTAL	\$9,452,101

(1) FY 2010 includes Beginning Fund Balance.

(2) The tax increment projections are conservative and intended only as preliminary estimates, which are based upon the best available information, and actual tax increments may be higher or lower.

(3) Obligations include capital project commitments.

(4) Negative available net revenue for FY 2011 does not include available Fund Balance for the Merged Project Area.

F. Projected Five Year Program Expenditures

From the amount of approximately \$9.45 million identified in **Table 6**, Agency staff anticipates that funds necessary to support key elements of the proposed five year program of economic revitalization activities will be available. The Agency will continue to use its annual budget process to establish funding priorities. It should be noted, however, that some of these projects may not be completed within the five years of the Implementation Plan Program, and thus, related costs may not be incurred in five years.

The estimated revenue and expenditures are presented in **Table 7**.

**Table 7:
Non-Housing Five Year Operating and Debt Expenditures
Merged Earthquake Recovery and Reconstruction Project**

Financial Summary Non Housing Funds 2010-2014	
Non-Housing Funds (2010-2014) (80% Estimated TI)	\$47,313,657
FY 2010 Non-Housing Beginning Fund Balance	\$9,898,432
Non-Housing Funds Gross Increment	\$57,212,089
Grants	\$6,701,250
Loan Repayments & Other Receipts	\$1,439,140
Total Resources Available	\$65,352,479
Debt and Expenses	
Pass Throughs	\$18,397,740
AB 1290 Pass Throughs	\$384,000
ERAF Payments	\$4,184,812
Property Tax Collection Fees	\$850,897
Debt Service	\$3,495,725
Owner Participation Agreements	\$2,525,893
FY 2010 Program Commitments	\$10,196,038
Capital Project Commitments	\$2,182,750
Administrative Expenses	\$13,682,523
Total Debt and Expenses	\$55,900,378
Net Non-Housing Resources Available For Programs	\$9,452,101

G. Linkage between Programs and Elimination of Blighting Influences.

1. Blighting Conditions in the Project Area

The CRL recognizes two types of blighting influences; physical and economic. Despite the Agency's progress, blighting influences remain within the boundaries of the Project Area, which continues to suffer from characteristics defined by the CRL as physical blighting conditions. These conditions include:

- Aging and deteriorating residential and commercial buildings;

- Factors that prevent or hinder the economically viable use of building or lots; and
- Parcels of irregular shape, inadequate size and poor configuration.

This Project Area also continues to suffer from characteristics defined by the CRL as economic blighting conditions. These conditions include:

- Business vacancies, low lease rates, abandoned buildings, or excessive vacant lots;
- Underutilized properties; and
- In some areas, high crime rates.

2. How the Agency's Proposed Goals, Objectives, Programs, and Expenditures will Eliminate Blighting Influences

The Agency's program of redevelopment activities is designed to systematically address the blighting conditions within the Project Area. The alleviation of blighting influences in the Project Area will create an investment environment in which private developers and property owners have the incentive and the means to redevelop their properties. The Agency's programs will continue to alleviate blight in the following areas.

(1) Economic Development: The Business Retention and Development Program and Business Development Coordination Program are designed to help encourage business growth, thus helping to fill business vacancies and encourage development of vacant or underutilized parcels through business attraction and expansion. Continued implementation of the Downtown Recovery Plan as well as development of projects and/or programs resulting from the new Ocean Street Corridor Plan and the River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study will also contribute to this effort. In addition, these plans include recommendations to develop underutilized and/or vacant sites, in some instances replacing aging and deteriorating residential and commercial buildings; encourage lot consolidation of small or irregular lots, and assist in the development of catalyst projects to help initiate economic recovery in blighted areas in the Merged Project Area.

(2) Pedestrian Enhancement and Crime Reduction: The key redevelopment strategy to help reduce crime is to encourage the development or redevelopment of vacant or underutilized parcels, creating safe public spaces and more attractive pedestrian areas. Increased pedestrian activity and more active public spaces have been shown to discourage criminal activities. This strategy is augmented by increased/improved street lighting. Although the Façade Improvement Program is primarily geared toward assisting businesses and improving the overall appearance of an area, this program also enhances the pedestrian environment. Likewise the Mural Program and any streetscape improvement programs contribute to the pedestrian environment.



New Café Brazil and Chianti Façades

(3) Infrastructure and Circulation: The Highway 1/Highway 9 interchange improvements, Pacific Avenue/Beach Street Roundabouts, and Highway 1 widening and underpass projects will help with traffic flow, which in turn will result in better access to businesses and tourist destinations supporting the success of existing businesses and encouraging economic development as well as improved safety for the community. Likewise planning for and developing shared parking solutions will also assist in development or expansion of businesses. Shared parking will also help allow for development on the smaller narrow lots that are present throughout the Merged Project Area. In addition, assisting the development or improvements of other types of infrastructure will help make development viable in otherwise difficult to develop areas.

(4) Housing: In addition to the provision of affordable housing to correct housing deficiencies in the City, the Agency strives to identify housing opportunities that may help to eliminate blight within the Project Area. Crime reduction is one goal of the Agency has for participation in the transformation of the Neary Lagoon project from an owner occupied cooperative apartment to a rental apartment project. Agency assistance for other potential housing or mixed use projects may help remove aging structures or rehabilitate older unsafe structures and/or develop underutilized or vacant sites.

(5) Planning and Project Administration: The Project Area suffers from blighting conditions that impede efficient and economically feasible development. Substantial planning costs, including master and/or area plans, focused studies such as parking or signage studies, and environmental testing and documentation will help prepare for development.

CHAPTER 3: EASTSIDE BUSINESS IMPROVEMENT PROJECT AREA

A. Description of Project Area

On October 23, 1990, the City Council adopted the Eastside Business Improvement Redevelopment Project, which included commercial properties adjacent to Water Street and Soquel Avenue from Branciforte Avenue on the west to Capitola Road on the east. The Project Area contains over 130 retail establishments which occupy approximately 430,000 square feet of retail space. The area consists of auto dealers, eating and drinking establishments, food stores, home furnishing and appliances outlets, specialty and other retail uses.

**Table 8:
Summary Description of Project Area
Eastside Business Improvement Redevelopment Project**

Project Area	
Acres (approximate)	85 acres
Adopted by Ordinance No. 90-37	October 23, 1990
Base Assessed Value	\$72,892,371
Time Limits Under AB1290	
Eminent Domain	December 20, 2013
Incurring Debt	November 12, 2033
Project Activities	November 12, 2033
Tax Increment Receipt	November 12, 2033
Financial Limits	
Tax Increment Cap	\$76,000,000
Bond Limit	\$20,000,000

**Map 4:
Eastside Business
Improvement
Redevelopment
Project Area**



B. Project Area Goals, Objectives, and Programs

1. Goals and Objectives

The Implementation Plan provisions of the CRL require the Agency to establish goals and objectives for the Project Area for the five year planning period. The following is a list of the goals pursued by the Agency, as originally set forth in the Redevelopment Plan.

Original 1990 Project Goals - Eastside Business Area Improvement Project

- (1) To provide adequate land for parking through the acquisition of property and construction of parking lots.
- (2) To improve area circulation through street widening or alteration, reconstruction and synchronized signalization.
- (3) To strengthen the economic base of the Project Area and the existing businesses through promotion of activities, market studies, and such other activities as are deemed necessary to accomplish the purposes of this [1990 Redevelopment] Plan and to stimulate employment and economic growth.
- (4) To improve existing businesses and attract new businesses which will ensure the continued economic vitality of the area and its contribution to the City's tax base.
- (5) To eliminate blighting influences and correct environmental deficiencies in the Project Area, including, among others, small and irregular lots, obsolete and aged building types, mixed character or shifting uses of vacancies, incompatible and uneconomic land uses, substandard alleys and inadequate or deteriorated public improvements, facilities and utilities.
- (6) To assemble land into parcels suitable for modern integrated development with improved pedestrian and vehicular circulation in the Project Area.
- (7) To improve the aesthetics of the streetscape through the installation of street trees, façade improvements, and other coordinated beautification activities.
- (8) To provide opportunities for participation by owners and tenants in the revitalization of their properties.
- (9) To ensure the Project Area develops in a manner consistent with the General Plan.
- (10) To provide new and rehabilitated housing units for persons of all incomes with emphasis on low- and moderate-income.

2. Overall Programs

As in the Merged Project Area, the Agency has identified four redevelopment programs to eliminate remaining blight:

- (1) Economic Development: Business Rehabilitation, Expansion and Attraction;
- (2) Pedestrian Enhancement and Crime Reduction;
- (3) Infrastructure/Circulation Improvements; and
- (4) Housing Rehabilitation and New Construction.

C. Historic Activities & Agency Accomplishments

As part of the process of adopting the Project Area in 1990, the City Council established a five-year Work Program with the first step being development of a design plan for the Eastside Business Project Area with an emphasis on Soquel and Water Streets. This Plan, which began in 1992, was completed in 1996. The focus then turned toward implementation of this 1996 Eastside Business Area Improvement Plan.

Through Fiscal Year 2009, the Eastside Business Improvement Redevelopment Project Area generated about \$9 million in gross tax increment revenue since the Project's adoption. The following is a list of the Agency's most notable accomplishments within the Eastside Project Area:

- (1) **Eastside Parking Lot:** the Agency purchased a vacant lot at 1111 Soquel Avenue and built the Eastside Parking Lot to serve existing and future commercial development.
- (2) **Soquel Traffic Calming Improvements:** In support of local businesses and improved neighborhood safety, the width of Soquel Avenue was reduced from a four lanes to two travel and one turning lane for automobiles plus added bicycle lanes between Branciforte and Seabright Avenues.
- (3) **Business Retention and Attraction:** The Agency actively promotes the economic vitality of the Project Area and the City by working to attract, retain, and assist businesses. With a focus on sales tax generating automobile dealerships, the Agency worked to both retain North Bay Ford in and relocate Santa Cruz Nisan Dodge to the Eastside Project Area. The Agency also successfully retained the Rio Theater and assisted both the transitions of Eberts to Santa Cruz Harley and Santa Cruz Sausage to Charlie Hong Kong.

To assist local businesses as well as improve the area, the Agency continues to successfully operate several on-going programs, including:

- **Façade Improvement Program** has been and continues to be very active in the Eastside Project Area. The Program provides exterior design advice to businesses and commercial property owners as well as grant funding to implement the new painting and other façade improvements. About eighty-four businesses have completed storefront improvements through the façade improvement program in the Eastside Redevelopment Project Area, thirteen of these being completed in the last five years. Currently four façade improvement projects are in various stages of development in the Eastside Project Area.
- **Graffiti Free Santa Cruz Program** is a City-wide program sponsored by the Agency since 2002. Over 200 Santa Cruz volunteers participate in various graffiti abatement activities through this program. In addition to graffiti removal, Graffiti Free Santa Cruz offers a number of services and programs. (See description in Chapter 2 for more detail.)



- **Mural Matching Grant Program** was initiated in July of 1994 to enhance the Downtown core and to incorporate community culture and history into the environment. Although the one mural painted in the Eastside Project Area was done under the Façade Improvement Program, this Mural Matching Program is available in the Eastside Project Area as well.



Mural at Shoppers Corner

- **Street Tree Program** was approved by the City Council in FY 2009 and is currently being developed by staff for implementation in FY2010.

D. Projected Economic Revitalization Program Activities

As a part of the Implementation Plan development process, on November 2, 2009 the Agency conducted a community workshop. Priorities identified at the workshop included:

- **Pedestrian Enhancement Plan:** Develop an overall Plan to create a pedestrian friendly/walkable environment that is safe and attractive through streetscape improvements and other enhancements which could include a parking structure or other parking enhancements that help get people out of their cars. Participants also expressed support for increased density in the core area to support an active neighborhood center.
- **Pedestrian Enhancement Implementation Priorities:** with an initial focus on Soquel Avenue between Branciforte and Morrissey Streets.
 - (1) Construct crosswalk improvements (Number 1 priority);
 - (2) Implement traffic calming measures;
 - (3) Continue Façade Improvement and Graffiti Free Santa Cruz Programs;
 - (4) Develop a neighborhood volunteer program to help beautify pedestrian areas and develop small seating areas where feasible;
 - (5) Widen sidewalks and install other pedestrian enhancements when feasible;
 - (6) Develop shared parking solutions, initially looking at coordinated use of existing parking lots with potential long term development of a parking structure;

- (7) Create appropriate signage and wayfinding for the area;
 - (8) Undergrounding public utilities; and
 - (9) Create gateways to commercial areas and consider branding opportunities, including banners and public art installations where appropriate.
- **Establish Business/Community Association:** Cooperation between business and community to help define identity and evolve the area, share business marketing, develop forward thinking ideas like having a shared solar panel program, and leverage volunteer efforts.

Over the next five years, the Agency will continue to work to alleviate blight in the Eastside Project Area. Activities may include, but are not limited to, the activities in **Table 9** which describes potential activities from 2010 to 2014. These activities incorporate input from the community workshop and provide for continuation of current Agency programs and projects. Although these projects and/or programs may be initiated or completed during the five year period covered by this 2010-2014 Implementation Plan, to ensure flexibility, the Plan’s activities are broadly stated to allow the Agency to both take advantage of unforeseen opportunities and address potential issues that may arise as the planning period progresses.

Table 9
Projected Economic Revitalization/Non-Housing Program Activities
Eastside Business Improvement Redevelopment Project

PROGRAM ACTIVITIES	DESCRIPTION
Economic Development	
Business Retention and Development Program	<ul style="list-style-type: none"> • Continue selected recruitment and retention activities with commercial uses that provide livable wage employment. • Identify businesses that will complement existing businesses and develop projects/programs to assist in their location within the Project Area or City. • Assist existing businesses with advisory services and other activities to help generate business and/or employment expansion opportunities.
Economic and Business Development Coordination Program	<ul style="list-style-type: none"> • Continue to implement and/or support coordination efforts in the existing Economic and Business Development Coordination Program (See Chapter 2 Section C above) including loan programs and programs in partnership with UCSC, SBDC, Santa Cruz County Conference and Visitors Council and the Santa Cruz Chamber of Commerce. • Continue to implement a variety of financial assistance programs to encourage retail space and office development. • Establish permanently the Grow Santa Cruz Program, an Agency revolving loan fund for small business start up and expansion. • Continue to work with businesses developing technology, green or eco businesses, supporting arts/entertainment, and other businesses through technical and/or financial assistance.

Marketing	<ul style="list-style-type: none"> • Assist in the creation of an ongoing Eastside Business Promotion Association. • Continue a business information and assistance program, developing innovative marketing materials as needed. • Continue to attend regional trade shows and participate in regional marketing efforts including the Central Coast Marketing Team and the Silicon Valley Economic Development Alliance. • Continue to work with and support the Santa Cruz County Conference and Visitors Council and the Chamber of Commerce to market the region.
Crime Reduction/Pedestrian Enhancement	
Streetscape Improvements	<ul style="list-style-type: none"> • Continue to implement the Façade Improvement Program. • Implement a street tree program and other streetscape improvements. • Assist in enhancement and landscaping of existing off-street parking lots and gateways to commercial areas.
Graffiti	<ul style="list-style-type: none"> • Continue to implement the Graffiti Free Santa Cruz Program.
Public Art	<ul style="list-style-type: none"> • Continue to promote the 2% for Public Art Program and assist in developing and/or working with businesses to develop spaces/facilities to present/display artwork. • Continue to implement the Mural Matching Grant Program. • Consider expansion of the SculpTOUR Program or other public art opportunities including a banner program for the Eastside area.
Infrastructure & Circulation	
Circulation & Infrastructure	<ul style="list-style-type: none"> • Pursue shared parking solutions, including a potential parking structure option. • Assist implementing a coordinated signage and wayfinding program. • Help fund selected street improvements.
Public Infrastructure	<ul style="list-style-type: none"> • Assist in public infrastructure design, installation, construction, and reconstruction that may encourage and/or enable new, desirable commercial growth. • Assist in the undergrounding of public utilities.
Assessment Districts	<ul style="list-style-type: none"> • Work with property owners, businesses and other City Departments to consider and potentially establish assessment districts to help fund and manage infrastructure development or landscape improvements, including but not limited to parking districts and lighting and landscape maintenance districts.
Planning & Project Administration	
Area/Master Plans	<ul style="list-style-type: none"> • Continue to participate in planning and implementation of Area Plans recommended in the 2030 General Plan Update, including developing a Seabright Area Plan. • Assist in the development of a Pedestrian Enhancement and Traffic Improvement Plan.
Supportive Studies and Program Development	<ul style="list-style-type: none"> • Work with businesses and other City Departments to develop shared parking plans and implement solutions in key locations in the Project Area. • Assist in developing a coordinated signage and wayfinding program.
Program Funding Opportunities	<ul style="list-style-type: none"> • Pursue additional funding and grants for projects and programs and when appropriate develop new programs or expand existing programs that enhance access to new or expanded grant funding.

Table 10 summarizes the relationship between the five overall programs and the Project Area Goals described in Section B above.

**Table 10
Summary of Relationship between
Redevelopment Goals and Agency Programs**

REDEVELOPMENT PLAN GOALS	PROJECT PROGRAMS				
	Economic Development Programs	Pedestrian Enhancement and Crime Reduction	Infrastructure/ Circulation Improvements	Housing Rehabilitation and New Construction	Planning & Administration
Provide adequate land/facilities for parking.	X		X	X	X
Improve area circulation.	X	X	X		X
Strengthen the economic base & existing businesses through activities & studies.	X	X	X	X	X
Improve existing and attract new businesses.	X	X	X		X
Eliminate blighting influences & correct environmental deficiencies, including irregular lots, aging buildings, deteriorated public improvements, etc.	X	X	X	X	X
Assemble parcels suitable for modern, integrated development with improved circulation.	X			X	X
Improve the aesthetics of the streetscape.	X	X	X		X
Provide opportunities for participation by owners and tenants in the revitalization.	X	X	X	X	X
Ensure consistency with the General Plan.	X		X	X	X
Provide new and rehabilitated housing units.	X			X	X

E. Five Year Planning Period Revenues

Over the next five years, the Agency will undertake those activities that can be financially supported by its projected revenue stream. The Agency has three basic revenue sources:

- Annual tax increment revenues,
- Debt issuance, and
- Non-Agency financial resources.

1. Annual Tax Increment Revenues

Tax increment revenues generated in the Project Area and cash on hand during the five year planning period are projected by the Agency to contribute approximately \$887,000 toward economic revitalization and improvement project costs. Estimated tax increment revenues available to the Agency over the five year planning period are shown in **Table 11**.

Table 11
Projection of Tax Increment (TI) Funds – Economic Revitalization Projects
Eastside Business Improvement Redevelopment Project

Year	Net Tax Increment after Obligations ^{(2) (3)}
FY 2010 ⁽¹⁾	\$81,524
FY 2011	\$134,758
FY 2012	\$190,189
FY 2013	\$189,439
FY 2014	\$290,689
TOTAL	\$886,599

(1) FY 2010 includes Beginning Fund Balance

(2) The tax increment projections are conservative and intended only as preliminary estimates, which are based upon the best available information. Actual tax increments may be higher or lower.

(3) Obligations include capital project commitments

F. Proposed Five Year Program Expenditures

The estimated revenue and expenditures are presented in **Table 12**.

**Table 12:
Non-Housing Five Year Operating and Debt Expenditures
Eastside Business Improvement Redevelopment Project**

Financial Summary of Non-Housing Funds 2010-2014	
Non-Housing Funds (2010-2014) (80% Estimated TI)	\$3,795,945
FY 2010 Non-Housing Beginning Fund Balance	\$635,004
Non-Housing Funds Gross Tax Increment	\$4,430,949
Debt and Expenses	
Pass Throughs	\$1,950,000
ERAF Payments	\$329,061
Property Tax Collection Fees	\$70,000
Debt Service	\$943,289
Agency-Owned Property Expenses	\$50,000
FY 2010 Program Commitments	\$2,000
Capital Project Commitments	\$200,000
Total Debt and Expenses	\$3,544,350
Net Non-Housing Resources Available For Programs	\$886,599

There is an estimated \$887,000 balance available to be used for the economic development activities in **Table 9**. Agency staff currently anticipates that the funds necessary to support key elements of the proposed five year program of economic revitalization activities will be available. The Agency will use its annual budget process to establish funding priorities. It should be noted, however, that some of these projects may not be completed within the five years of the Implementation Plan Program, and thus, related costs may not be incurred in five years.

G. Links between Programs and Elimination of Blighting Influences

1. Blighting Conditions in the Project Area

Despite the Agency's progress, blighting influences remain within the boundaries of the Project Area, which continues to suffer from characteristics defined by the CRL as physical blighting conditions. These conditions include:

- Aging and deteriorating residential and commercial buildings;
- Factors that prevent or hinder the economically viable use of building or lots; and
- Parcels of irregular shape, inadequate size and poor configuration.

This Project Area also continues to suffer from characteristics defined by the CRL as economic blighting conditions. These conditions include:

- Business vacancies, low lease rates, abandoned buildings, or excessive vacant lots; and
- Underutilized properties.

2. How the Agency's Proposed Goals, Objectives, Programs, and Expenditures will Eliminate Blighting Influences

As in the Merged Project Area, the Agency's program of redevelopment activities for the Eastside Business Improvement Redevelopment Project is designed to systematically address the blighting conditions within the Project Area. The alleviation of blighting influences in the Project Area will create an investment environment in which private developers and property owners have the incentive and the means to redevelop their properties. The Agency's programs will continue to alleviate blight in the following areas:

(1) Economic Development: The Business Retention and Development and Business Development Coordination Programs are designed to help encourage business growth, helping to fill vacancies through business attraction and expansion. New development or expansion of existing businesses will provide opportunities to develop underutilized and/or vacant sites, replacing aging and deteriorating residential and commercial buildings.

(2) Pedestrian Enhancement and Crime Reduction: Developing plans and strategies to create more attractive pedestrian areas and cross walk improvements will contribute to the success of businesses along Soquel Avenue.

(3) Infrastructure and Circulation: Addressing the need to develop shared parking solutions will also assist development or expansion of businesses and residential uses now constricted by the lack of parking or the space to build parking. Improving traffic and the clarity of signage also contributes to a more attractive business environment. Traffic improvements not only enhance access for potential customers but also make it easier for employees to get to and from work, ultimately helping both attract and retain businesses. In addition, any improvements to mass transit facilities contribute to businesses, the community, the workforce, and the environment.

(4) Housing: Mixed-use housing development, as proposed under 2030 General Plan Update for the mixed-use node along Soquel Avenue, can enhance the viability of economic development as well, thus helping to develop underutilized and/or vacant sites.

(5) Planning and Project Administration: The Project Area suffers from blighting conditions that impede efficient and economically feasible development. Substantial planning costs, including master and/or area plans, focused studies such as parking or signage studies, and environmental testing and documentation will help prepare for development.

CHAPTER 4: AFFORDABLE HOUSING ACTIVITIES

A. Implementation Plan Requirements for Housing Activities

The CRL requires agencies to adopt an affordable housing plan that identifies how a redevelopment agency will achieve the affordable housing production requirements for a project area over a ten year period. The plan must be consistent with the jurisdiction's housing element and must also be reviewed and, if necessary, amended at least every five years in conjunction with the cyclical preparation of the housing element or the agency's five year implementation plan.

The housing portion (Chapter 4) of this Implementation Plan serves as the Agency's amended Housing Plan for the final five years of the current ten-year planning period (2005-2014). In order to be consistent with the City's new Housing Element as well as revisions in the CRL, this Housing Plan has been updated and rewritten to replace the previous Housing Plan which was adopted by Resolution Number 1269 on November 30, 2004. As required by the CRL, this Housing Plan update includes the following affordable housing planning components:

- The number of housing units projected to be rehabilitated, price-restricted, assisted or destroyed.
- The Agency's Affordable Housing Production Plan (AB 315 Plan).
- Identification of proposed locations for replacement housing, which the Agency will be required to produce pursuant to Community Redevelopment Law (CRL) Section 33413, if a planned redevelopment project will result in the destruction of existing affordable housing. Units developed for replacement housing are included as part of the Agency's Affordable Housing Production Plan.
- The amount available in the Low- and Moderate-Income Housing Fund, estimates of deposits into the Housing Fund during the next five years, and the Agency's plans for using annual deposits to the Housing Fund.
- Specific goals and objectives in enough detail to measure performance.
- An explanation of how the goals, objectives, programs and expenditures in the Implementation Plan will comply with the affordable housing requirements of the CRL, including a housing program for each of the five years of the Implementation Plan.

Since Agency supported housing activities are not geographically limited to Project Areas, the CRL also allows the Agency to aggregate its housing funds and production activities in order to more effectively meet housing program objectives for the Agency. For this reason, Chapter 4 combines reporting requirements and plans for the Merged Project Area and the Eastside Business Improvement Project Area, only separating them when appropriate or required.

B. Major Statutory Provisions of CRL for Affordable Housing

Redevelopment agencies use housing implementation plans to establish ten-year goals and objectives in their affordable housing programs to achieve compliance with state law. These

housing goals generally fall into three categories, which are the major statutory affordable housing requirements imposed on redevelopment agencies by the CRL.

- **Housing Production Requirement** — Based on the number of housing units constructed or substantially rehabilitated over a ten year period in the project area, a redevelopment agency is to ensure that a percentage of these units are affordable to very-low, low-, and moderate-income households. If, at the end of each ten year planning period, the affordable housing production goals are not realized, the CRL requires that a redevelopment agency meet the production goals on an annual basis until the requirements for the previous ten year period are met. Should an agency exceed the production requirements within the ten year period, the CRL allows an agency to count the units that exceed the requirements to meet housing production requirements during the next ten year period.
- **Replacement Housing Requirement** — Agencies must replace housing units (or bedrooms) removed from the housing stock as a result of redevelopment activities.
- **Housing Fund Requirement** — Redevelopment agencies are required to expend specified percentages of tax increment revenue for provision of affordable housing.



Tannery Artists Lofts Provided 100 Units toward fulfilling Low Income Housing Obligation

Within this statutory context, the Agency develops a series of goals and objectives that are consistent with the City’s Housing Element. The CRL requires the Agency to provide an explanation of how the goals and objectives as well as proposed Agency programs and expenditures will meet the affordable housing statutory requirements. These goals and objectives, will be discussed in more detail in **Section F** of this Chapter.

The three CRL statutory requirements noted above are described in greater detail below:

1. Housing Production Requirement and Housing Production Plan

Project areas created by redevelopment plans adopted on or after January 1, 1976, and territory newly added to project areas by amendments adopted on or after January 1, 1976, must meet an affordable housing inclusionary production obligation. Both of the City's Redevelopment Project Area Plans were adopted after January 1, 1976 and are therefore subject to this housing production requirement.

The CRL requires that when housing is developed or substantially rehabilitated in a project area by public or private entities other than an agency, including entities receiving agency assistance, fifteen percent of the total number of units must be affordable to low and moderate income households. Of those units, forty percent must be affordable to very low income households. The forty percent very low income requirement translates to six percent of the total units developed and substantially rehabilitated in a project area (forty percent of fifteen percent equals six percent).

For all housing developed or substantially rehabilitated by an agency, the CRL requires that thirty percent be available at affordable housing cost to low and moderate income households. Of those units, fifty percent must be affordable to very low income households. The fifty percent very low income requirement translates to fifteen percent of the total units developed or rehabilitated by the agency (fifty percent of thirty percent equals fifteen percent). This requirement applies only to units developed directly by an agency and does not apply to units developed by housing developers pursuant to agreements with an agency. The City of Santa Cruz Redevelopment Agency has not developed housing directly, but has provided funds and land upon which the housing is built to both for-profit and non-profit agencies for the development and preservation of low- and moderate-income housing.

The Housing Plan must include estimates of the number of new or rehabilitated residential units expected to be developed within the project area. The Housing Plan also must include the number of units estimated to be developed for very low income households and low and moderate income households in order to meet the requirements of Section 33413.

Additionally, the Housing Plan must include estimates of the number of units the agency itself will develop during the time period of Housing Plan, including the number of very low, low and moderate income units. The Housing Plan is to be reviewed every five years.

The housing production part of the Housing Plan for both the Merged Project Area and the Eastside Business Improvement Project Area is included in **Section C** of this Chapter.

2. Replacement Housing Requirement

When residential units housing low and moderate-income households are destroyed as part of a redevelopment project, an agency must replace those units with new or newly rehabilitated low and moderate income units within four years. The Agency must replace one hundred percent of the units or one hundred percent of the bedrooms removed at the same income level as those households that were displaced. At least thirty days prior to acquiring property or adopting an agreement that will lead to the destruction or removal of low and moderate income housing units, an agency must adopt by resolution a replacement housing plan. A replacement housing plan generally must include:

- The general location of housing to be rehabilitated, developed or constructed to meet the particular Replacement Housing Requirement.
- An adequate means of financing such rehabilitation, development, or construction.
- A finding that the replacement housing does not require the approval of the voters pursuant to Article XXXIV of the California Constitution or that such approval has been obtained.
- The number of dwelling units which will house persons and families of low or moderate income that are planned for construction or rehabilitation.
- The timetable for meeting the plan's relocation, rehabilitation and replacement housing objectives.

Replacement units may be located anywhere within the jurisdiction of the agency (CRL Section 33413[a]). An agency may construct replacement housing itself or cause that housing to be developed through agreements with housing developers. Replacement housing must remain affordable for fifty-five years for rental housing and forty-five years for ownership housing. Displaced households are to have priority to rent or buy units available from housing produced to meet these requirements.

Historically, in the Merged Project Area, the Agency has demolished one vacant residential house on Birch Lane in 1996 and forty-eight units in the Beach Flats in 2002/03 to allow construction of the forty-eight unit Nueva Vista replacement housing project. A replacement unit for the Birch Lane house was provided in the Sycamore Housing Development. No units have been demolished in the Eastside Business Improvement Project Area and consequently, no replacement housing has been required. Therefore, all current replacement housing obligations in both Project Areas have been met.

There are no current plans for further demolition of housing in either the Merged or Eastside Project Area. If demolition is included in any future projects, replacement housing will be included in the planning process.

3. Housing Fund Requirements

The CRL requires an agency to set aside at least twenty percent of all tax increment revenue generated from its project areas in a separate segregated Low and Moderate Income Housing Fund. These funds are commonly called "Housing Set Aside Funds". This revenue is to be used for the purpose of increasing, improving and preserving the community's supply of low and moderate income housing, as well as meeting the Agency's obligations under the CRL.

In the City of Santa Cruz, the Agency currently deposits twenty percent of tax increment revenue from each Project Area into separate housing funds. From 2001 to 2009, the Agency had voluntarily opted to set aside twenty-five percent of tax increment revenue for housing. This voluntary increase was terminated in April 2009 due to changing financial conditions, including potential payments to the State for the Education Revenue Augmentation Fund (ERAF).

Since redevelopment Housing Set Aside Funds are not restricted for use within the Project Areas exclusively, funds from the Merged and Eastside Project Areas are frequently combined to implement housing projects. This flexibility helps the Agency successfully leverage these housing funds with other public and private funding sources to create and preserve affordable housing units where needed within the City. For this reason and as noted above, required planning and reporting under the CRL is often combined for the two Project Areas.

Housing Fund Targeting:

Agencies are specifically required to expend their Housing Funds to assist very low, low and moderate-income households. The definition of these income levels and the 2009 income limits adjusted for family size in these categories for the City of Santa Cruz are summarized in **Table 13**.

**Table 13
2009 Santa Cruz County income Limits
By Income Category and Household Size**

HOUSEHOLD SIZE → INCOME LEVEL DEFINITIONS (%AMI) ↓	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT
	PERSON	PERSON	PERSON	PERSON	PERSON	PERSON	PERSON	PERSON
Very-Low (<50%)	\$32,450	\$37,100	\$41,700	\$46,350	\$50,050	\$53,750	\$57,450	\$61,200
Low (HUD) (51- 80%) Lower (HCD)	\$51,900	\$59,300	\$66,750	\$74,150	\$80,100	\$86,000	\$91,950	\$97,900
Median (100%)	\$58,650	\$67,050	\$75,400	\$83,800	\$90,500	\$97,200	\$103,900	\$110,600
Moderate (81-120%)	\$70,400	\$80,450	\$90,500	\$100,550	\$108,600	\$116,650	\$124,700	\$132,750

Source: Office of Housing and Urban Development (HUD 2009)

Note: AMI refers to Area Median Income adjusted for family size as indicated in Table 13.

Under the CRL, the Agency’s Housing Set Aside Fund money must be targeted to specific income levels. At a minimum, the Agency’s housing set aside revenue is to be expended in proportion to the City’s need for very low and low income housing, as well as in proportion to the population under the age of sixty-five.

The proportional need is determined for each jurisdiction by a Regional Housing Needs Assessment (RHNA), which is used by local governments to meet State requirements for affordable housing by income categories. These numbers are included in the City’s Housing Element as a citywide target for affordable housing development. The Agency’s targeting objectives are the percentages of total units based on these unit allocations over the ten year period covered by the Housing Plan, which in this case is from 2005-2014. **Table 14** indicates the current RHNA affordable housing allocation numbers for the City of Santa Cruz and targeting percentages to be applied to Agency expenditures on affordable housing.

Table 14
Affordable Housing Need Production Goals (Regional Fair Share) by Income Category

Household Income Group	Affordability Level	Fair Share Housing Allocation	
		No. of Units	Percent of Units (Agency Target %)
Very Low	<50% of AMFI	150	38%
Low	51%-80% of AMFI	113	29%
Moderate	81%-120% of AMFI	127	33%
Subtotal		390	100%
Above Moderate	121% + of AMFI	282	
Total		672	

Source: AMBAG Regional Housing Needs Plan, June 11, 2008.
Note: AMFI refers to the Area Median Family Income.

As shown in **Table 14**, to meet the Agency’s targeting requirements for expenditure of the Housing Set Aside Fund, for the period from 2005 through 2014, at least thirty-eight percent of the Housing Fund must be spent for very low income units and at least twenty-nine percent for low income units. The remaining thirty-three percent of the set aside fund may be used to assist any of the three income categories up to one hundred twenty percent of the area median income.

Although the Agency is required to expend Housing Set Aside Funds for low and very low income households in at least the same proportion that the number of units needed for each of these two groups bears to the total units needed for moderate-, low- and very low-income households, the CRL allows for some flexibility. Agencies can meet the threshold requirements for low-income expenditures with either very low- and low-income units; moderate-income thresholds can be satisfied with either low- or moderate-income units. As a result, at least thirty-eight percent of Agency Housing Set Aside Funds must be spent on very low income housing and no more than thirty-three percent may be spent on moderate-income housing.

In addition, CRL Section 33334.4 requires that Agency assistance be available to all persons, regardless of age, in at least the same proportion as the very low- and low-income households under sixty-five years old bears to the City’s total number of low- and very low-income households. **Table 15** represents the minimum Housing Set Aside Fund expenditure thresholds for very low- and low-income, and households under sixty-five and the maximum percentage that may be spent on senior housing projects.



Gault Street Senior Housing

**Table 15
Percentage of Very-Low and Low- Income Senior Households**

Age Category	Very-Low and Low- Income Households	
	Number of Households	Thresholds
0-64 Years of Age	6,921	79.9%
65 Years and over	1,742	20.1% ⁽¹⁾
Total	8,663	100%

(1) Agency cannot spend more than this percentage of total Agency Housing Set Aside Funds for senior housing projects.
Data Source: HUD Comprehensive Housing Affordable Strategy (CHAS) data.
Based on 2000 Census data

The Agency has not provided funding for a senior housing project since 2001, at which time the Agency purchased land for the Gault Street senior housing project. Under the CRL, the first regulated reporting period limiting Agency assistance for senior housing projects is from January 1, 2002 to December 31, 2014. Consequently, the City of Santa Cruz may allocate up to 20.1 percent in Affordable Housing Set Aside Funds collected during this reporting period toward senior housing projects. Under the CRL, subsequent reporting periods will run in ten-year terms following this initial reporting period.

Affordable Housing Cost and Duration of Affordability:

As is true with other affordable housing funding sources, housing assisted with Housing Set Aside Funds must be available at an affordable cost. For housing assisted by Housing Set Aside Funds after January 1, 1991, housing costs for households occupying affordable units are limited based on a percentage of the Area Median Income (AMI):

Table 16: Affordable Housing Cost

Income Level	Rental Housing ⁽¹⁾	Ownership Housing ⁽¹⁾
Very Low Income	30% of 50% of AMI ⁽²⁾	30% of 50% of AMI
Low Income	30% of 60% of AMI	30% of 70% of AMI
Moderate income	30% of 110% of AMI	35% of 110% of AMI

(1) First percentage is the maximum percent of income to be spent on housing costs
(2) AMI= Area Median Income, which is the maximum income level for each category.

The CRL also requires the placement and recordation of affordability controls on any new or substantially rehabilitated housing assisted with Housing Set Aside Funds. In the case of new or substantially rehabilitated rental housing, controls must ensure units remain affordable for

fifty-five years. For owner-occupied housing, the units must remain affordable for forty-five years, although a shorter duration is permitted if the Agency recoups its Housing Fund investment when an assisted owner-occupied unit is sold at a non-affordable price or to a non-qualifying buyer.

C. Affordable Housing Production (Inclusionary) Obligations

This section describes housing production in both the Merged Project Area and the Eastside Business Improvement Project Area.

The first part of this section describes historical housing production within the Project Areas from the initial adoption of the North Mall Public Improvement Project and San Lorenzo River Safety and Beautification Project Areas in 1984 and 1986 respectively, through their merging into and the adoption of the Merged Project Plan and the adoption of the Eastside Business Improvement Project Area in 1990, through to 2009.

The second part discusses future housing production within the Project Areas including annual production goals for the next five years (2010 to 2014), the next ten years (2010 to 2019), and through the life of the Project Areas (2010 to 2033).

The third part discusses affordable housing production in the Project Areas and the Agency's strategy for meeting its inclusionary obligation. The fourth part discusses the Agency's strategy for meeting its replacement housing obligation.



Tannery Artists Loft Live/Work Housing

1. Historical Housing Production in Project Areas

Agency Assisted Housing Developments and Programs:

From 1984 through 2009, the majority of Agency funded housing developments occurred in the Merged Project Area. The Grace Commons Project, completed in 2007, is the only project in this list located within the smaller Eastside Business Improvement Project Area.

Table 17 lists key projects assisted by the Agency since 1984.

**Table 17:
Agency Assisted Affordable Housing Projects (Completed)**

PROJECT	PROJECT DESCRIPTION
Nearly Housing Co-op	95 Cooperative Ownership Units
Arbor Cove Seniors Project	35 Low and Very Low Income Rental Units
Sycamore Street Commons Project	60 Low and Very Low Income Rental Units
Mariners Cove Project	12 Moderate Income 1 st Time Home Buyer Units 72 Market Rate Buyer Units
155 Chestnut Street	14 Moderate Income Rental Units; 1 Replacement Unit 82 Market Rental Units
511 Swift Street Artist Live/Work Project	9 Moderate Live/Work Units
515 Leibrandt Avenue	3 Low Income Rental Units 4 Moderate Income Rental Units
1010 Pacific Avenue	22 Very Low Income Rental Units 22 Moderate Income Rental Units 70 Market Rate Rental Units
1280 Shaffer Road	83 Low and Very Low Income Rental Units 123 Market Rate Rental Units
Nueva Vista Apartments 131 and 136 Leibrandt Avenue	47 Low and Very Low Rental Units – Replacement of substandard non-affordable housing units; 1 Moderate Income Rental Unit
Gault Street Senior Housing 211 Gault Street	36 Very Low Income Senior Rental Units & 1 manager's unit
745 River Street, Rebele Emergency Family Shelter	27 Emergency Housing Units (Very Low Income)
Nueva Sol* 111 Barson Street	13 Very Low Rental Units – Rehabilitation Supportive Housing for formerly homeless
Grace Commons*	15 Very Low Income Rental Units Supportive Housing for the psychiatrically disabled
The Tannery Artists Housing*	99 Very Low Income Rental Units 1 Moderate Income Rental Unit
Mission Gardens 90 Grandview Street	50 units Section 8 at Risk Housing Preservation Acquisition and Rehab (Low & Very Low Income Rental)
Total	490 Low and Very Low Income Rental Units 63 Moderate Income Rental Units 49 Replacement Affordable Units 95 Cooperative Ownership Units 50 Preserved At-Risk Units 347 Market Rate Rental & Owner Units

NOTES: * indicates project was completed during the 2005-2009 Implementation Plan

The following is a description of those projects that began or were completed since 2005:

Nueva Sol, 111 Barson Street: In 2000, the Continuum of Care for the County of Santa Cruz to HUD received funding for a Single Room Occupancy (SRO) Rehabilitation Program Project that would provide ongoing rental assistance for formerly homeless persons in connection with a SRO rehabilitation project. To qualify for this program, the Agency worked with the County, the City's Affordable Housing Trust Fund, and South County Housing, Inc., a non-profit affordable housing developer, to rehabilitate an eleven-unit SRO project plus construct two new units, a new community room/office space, and an on-site manager's unit. The County's Homeless Persons Health Project provides supportive services to tenants. The project is the first jointly funded Agency/City/County housing project and the first project in the County based on a "Housing First" model to assist homeless individuals. "Housing First" is supportive housing that does not require tenants to already be enrolled in supportive programs. Construction was completed in 2006. The Project is located in the Merged Project Area.



Nueva Sol Supportive Housing

Grace Commons: Grace Commons, located at 1041 Cayuga Street, consists of fifteen units of very low-income supportive housing for psychiatrically disabled. The project was constructed and is operated by the Santa Cruz Community Counseling Center, a local non-profit corporation. The three story building includes fifteen one-bedroom units. Agency funds were used to help purchase the property. City HOME funds helped to construct the project, which was completed in 2007. The Project is located in the Eastside Project Area, within the Eastside Business Plan's Larger-Scale Main Street Area. Project design is consistent with the Business Plan's design guidelines for new development for that area.

Tannery Artists Lofts: As part of the Tannery Arts Center Project, the Agency assisted Artspace Projects, Inc., a national non-profit arts developer with experience converting older industrial sites to artists' live/work space, in developing one hundred units of affordable artists' lofts on this historic Salz Tannery site. The project is next to the San Lorenzo River, adjacent to the intersection of State Highways 1 and 9. It provides live/work housing for artists and their families who make between thirty percent and fifty percent of the area median income. The project contains fourteen studios; sixteen one-bedroom units; twenty eight two-

bedroom units; and forty- two three-bedroom units. Construction was completed in 2009. The Project is located in the Merged Project Area.

Mission Gardens: The Agency assisted in the acquisition of Mission Gardens Apartments, a 50-unit Section 8 Preservation Project located at 90 Grandview Street. The development, which was constructed in 1980-81, consists of 26 one-bedroom units, 16 two-bedroom units and 8 three-bedroom units. The original twenty year Section 8 agreement with HUD has been extended in five-year increments since its initial expiration in 2001. In 2009 the Project was purchased by Mission Gardens AGP, LP and Las Palmas Housing and Development Corporation, a California nonprofit corporation, with the latter acting as the managing general partner. Preservation of the affordability of at-risk projects is identified as a priority in the City's General Plan. It is expected that rehabilitation phase will be completed in 2010. The Project is not located within a Project Area.

In addition to creation of new affordable units through new construction or rehabilitation projects, the Agency has three on-going housing programs:

Emergency Rental/Mortgage Assistance Program: The Agency continues to provide funding to the Santa Cruz County Community Action Board for the Emergency Rental/Mortgage Assistance Program. This Program works to prevent eviction from rental units or mortgage foreclosures of low- and moderate-income persons or families. Over the last five years, 329 households with 842 persons have been assisted.

Tenant Based Assistance/Security Deposit Program: The Agency also funds the Tenant Based Assistance/Security Deposit Program, administered by the Santa Cruz County Housing Authority. The Program provides the security deposits for rental housing so persons in transitional housing or the homeless can secure permanent housing. Over the last five years this program has assisted 284 persons including 76 formerly homeless.

At Risk Housing Preservation Program: One of the on-going issues facing the City and Agency is preservation of at-risk affordable housing units that currently are subsidized under HUD's Section 8 Program. Maintaining the current affordability levels of these at-risk projects without HUD contract renewals would require a significant commitment of public assistance from other sources. The Agency works to ensure these renewals occur. During the 2005-2009 timeframe, actions were taken to maintain the affordability of a number of at risk projects including Riverfront Apartments where the Agency assisted the owner in acquiring land for a parking lot as an incentive for their HUD contract renewal. For the Mission Gardens Apartments the Agency assisted in the purchase of the development by a non-profit organization. Projects that are not owned by non-profit organizations are considered to be at a high level of risk. These include:

- La Posada (expires 2011) – total of 150 units with 119 affordable units. Owned by local philanthropist who is likely to renew.
- San Lorenzo Park Apartments (expires 2012) – 77 affordable senior units. Also owned by local philanthropist who is likely to renew.
- Riverfront Apartments (expires 2013) – 71 affordable units. Although owner renewed in 2008, the project remains at a high level of risk for conversion in the future.

2. Projected Future Housing Production and Agency Obligations

Although little undeveloped residentially zoned land remains in the Project Areas, policies in the 2030 General Plan Update support higher densities and mixed-use developments in the downtown and at node locations within both Project Areas. Through redevelopment of underutilized sites and the development of higher density mixed-use projects in these areas, there are sufficient opportunities for new housing development.

Table 18 summarizes the historical and future housing production projections within the Merged Earthquake Recovery and Reconstruction Project and the Eastside Business Improvement Redevelopment Project Areas over the life of both Projects. For future housing production estimates, the Agency utilized housing growth projections from the Association of Monterey Bay Area Governments (AMBAG) for areas included in the Project Areas. These estimates were then adjusted according to past development trends, current development plans, and information from the City’s Housing Element.

**Table 18
Housing Production Summary- Historical and Projected**

YEARS	Total Units Produced ⁽¹⁾		
	New	Rehab ⁽²⁾	Total
Historical			
1984-2004	1550	415	1965
2005-2009	354	1	355
Subtotal	1904	416	2320
Projected			
2010-2014	377	2	379
2015-2019	377	2	379
2020-2033	1057	5	1062
Subtotal	1811	9	1820
Total (through 2033)	3711	586	4297

(1) Includes units only in Merged or Eastside Project Areas

(2) Reflects significant rehabilitation following 1989 earthquake.

Sources: City of Santa Cruz Planning & Community Development Department data & AMBAG projections.

3. Affordable (Inclusionary) Housing Production

The Agency itself has not served as a developer for any housing in the community in the past, nor does it have plans to do so at any time in the future. The Agency has contributed housing funds toward the private and nonprofit development of housing as well as owning property developed by others.

For both the Merged Project and the Eastside Business Improvement Redevelopment Project Areas, the Agency has exceeded the fifteen percent affordable housing production

(inclusionary) requirements for the historical period from the inception of both project areas through 2009.

Table 19 below presents the affordable housing production needs requirements from the inception of the Project Area through 2004, from 2005 through 2014 (ten year planning period), and for the remaining life of the Project Areas' Redevelopment Plans. Currently there are a number of housing projects that are in the conceptual development phase and have not yet applied for Agency funding or City approvals. Although any Agency assisted housing projects in the future will be designed not to only meet but will likely exceed any affordable housing production requirements, actual numbers are unknown at this time. Therefore **Table 19** reflects only minimum affordable housing production requirements. If one or more of these projects proceed, it is expected that the actual housing production for the 2010-2014 period covered by the Implementation Plan and the 2005-2014 period covered by the ten year Housing Plan will exceed the number of units shown below for these time periods.

**Table 19
Housing Production Summary & Affordable Obligation**

YEAR	TOTAL UNITS ⁽¹⁾	Affordable Obligation ⁽²⁾			Affordable Production			Surplus (Deficit) Production		
		Very Low (6%)	Low & Moderate	Total (15%)	Very Low	Low & Moderate	Total	Very Low	Low & Moderate	Total
HISTORICAL										
1984 - 2004	1965	118	177	295	524	602	1126	406	425	831
2005-2009	355	21	32	53	142	16	158	121	-16	105
Subtotal	2320	139	209	348	666	618	1284	527	409	936
Percent	100%	6.0%	9.0%	15.0%	28.7%	26.6%	55.3%			
PROJECTED								2005-2014 Surplus (Deficit) Production		
2010-2014	379	23	34	57	23	53	76	121	0	121
Percent	100%	6.0%	9.0%	15.0%	6.0%	14.0%	20.0%			
								2015-2019 Surplus		
2015-2019	379	23	34	57	23	34	57	0	0	0
Percent	100%	6.0%	9.0%	15.0%	6.0%	9.0%	15.0%			
								2020-2033 Surplus		
2020-2033	1062	64	96	159	64	96	159	0	0	0
Percent	100%	6.0%	9.0%	15.0%	6.0%	9.0%	15.0%			

- (1) Total Historical Units include new and substantially rehabilitated unit since the Project Areas were created at all income levels -- very low, low, moderate, and market rate.
- (2) The CRL requires that at least 15% of total units are affordable to very low, low, or moderate income households; and that at least 40% of the 15% (ie. 6% of the total) are affordable to very low income households.
- (3) Minimum number of units to be produced to meet production requirement and eliminate current deficit in low/moderate income housing.
- (4) Minimum number of units to be produced to meet production requirement.

Thus far for the first five years of the current ten year planning period (2005-2009), the Agency has incurred an inclusionary housing need of fifty-three affordable units of which twenty-one units must be affordable to very low income households. For the remainder of the ten year planning period (2010-2014) the Agency is anticipated to incur an additional need of fifty-seven affordable units of which twenty-three units are affordable to very low-income households. The total inclusionary housing need during the full ten-year planning period (2005-2014) totals one hundred ten affordable units with forty-four units affordable to very low-income households. Projections for this planning period show that the Agency will significantly exceed the overall fifteen percent affordable housing obligation requirement (32.4% vs. 15%) and the very low-income housing obligation (24.2% vs. 6%), primarily due to the one hundred unit Tannery Artists Lofts project.

Over the life of the Redevelopment Plans, the Agency is anticipated to incur a total inclusionary housing need of about 620 affordable units of which about 250 units must be affordable to very low income households. The Agency has actually exceeded both of those thresholds.

4. Replacement Housing Obligation

As previously noted in **Section B.3** above, the City is in compliance with its current replacement housing obligation, shown in **Table 20** below. No units have been demolished in the Eastside Business Improvement Project Area and consequently no replacement housing have been required for that Project Area. For the Merged Earthquake Recovery and Reconstruction Project Area, the Agency has demolished one vacant residential house on Birch Lane in 1996 and forty-eight units in the Beach Flats in 2002/03. The latter was to allow construction of the forty-eight unit Nueva Vista project, which also provided the required replacement housing. The replacement unit for the Birch Lane house was provided in the Sycamore Housing Development.

Table 20
Replacement Housing Obligation Summary

YEARS	# of Required Replacement Units by Income Affordability Level			Total # of Replacement Units
	Very Low	Low	Moderate	
1984 -2004	40	9	0	49
Proposed for Removal	0	0	0	0
Total (through 2033)	40	9	0	49

Although there are no current plans for further demolition of housing in either the Merged or Eastside Project Area, in the event units are demolished the Agency shall meet the CLR requirements for replacement housing noted in **Section B.3** above. All of the replacement

units developed or caused to be developed by the Agency or its designated developer will be developed in the same income categories as the replaced housing. It will be the Agency's intention for most, if not all, of the replacement units to be developed in conjunction with major residential and/or mixed-use projects.

The Agency meets the state's Article XXXIV requirement for approval for low-income rental housing based on a referendum passed by voters in 1979, which allows for low-income rental projects up to one-half of one percent of the total housing stock per year. As of 2008, the City had 23,379 housing units, which would allow for approval of up to 117 low-income units annually without additional Article XXXIV approvals.

D. Potential Opportunities for Housing Production in Project Areas

The following summarizes potential housing production opportunities in the Project Areas. These potential opportunities are based on certain assumptions made by the Agency relating to revenues, market conditions, public policy such as the Housing Element, community needs and priorities, and developer interests. Consequently, if these assumptions are not realized or unforeseen circumstances arise, modifications to the proposed development options may be required.

Note that inclusion of potential projects or programs in the Implementation Plan is not considered an approval of a project, nor is environmental review required until the actual time of approval. These opportunities are presented as potential developments to provide the Agency with existing information and background data to facilitate future development decisions.

1. Current Development Opportunities

The Merged Project Area was created following the 1989 Loma Prieta earthquake in part to provide a mechanism to restore the downtown. There are proposed projects within the downtown that will complete this effort. In addition, one senior housing project is currently being proposed.

1547 Pacific Avenue: This is the last major downtown parcel which has not been redeveloped since the destruction of the downtown by the 1989 earthquake. Plans have been approved for fifty-eight new market rate ownership housing units over ground floor commercial space. Due to the economic slowdown, this project has been delayed but remains a housing development opportunity for potential Agency involvement and a discussion is currently underway with the developer for FY 2010.

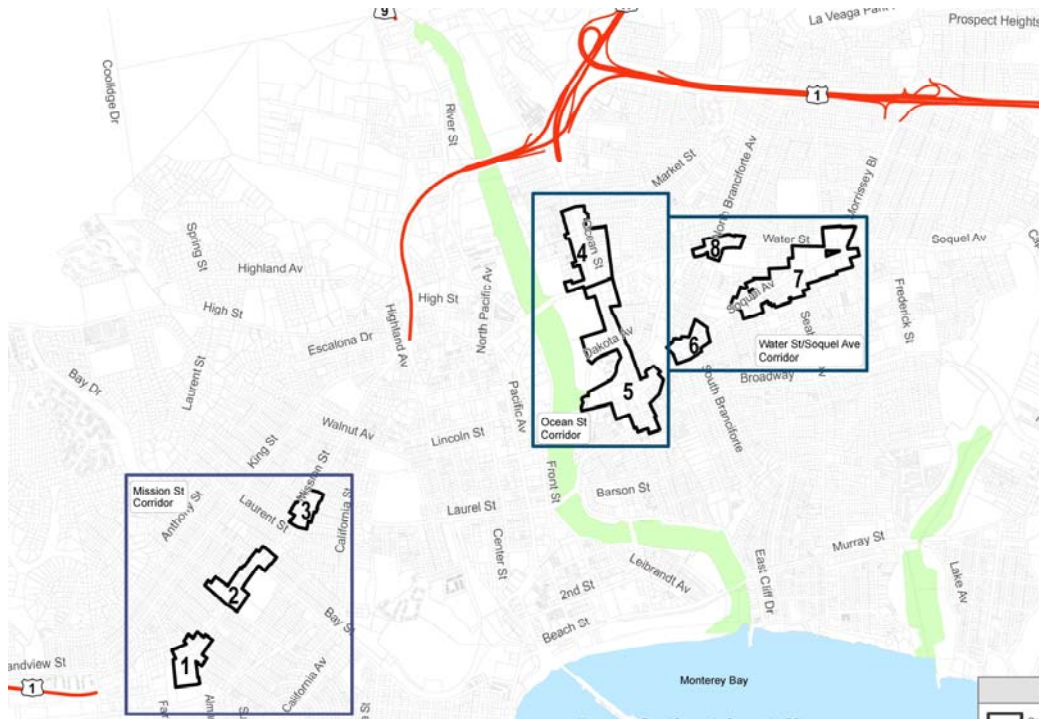
Pacific Station: The Agency is working with the Santa Cruz Metropolitan Transit District (METRO) to redevelop and expand the existing METRO Center site on Pacific Avenue. The current conceptual plan is for a five-story, mixed-use, transit-oriented development with the expanded METRO center on the ground floor, along with limited commercial uses; parking on the second floor; and affordable housing with limited office space on the remaining three floors. Agency staff is assisting the METRO with the acquisition of adjacent Greyhound property, which would complete the development site.

Senior Housing, 170 High Street: Mercy Housing California is working with the Diocese of Monterey to explore reuse of an historic school building located adjacent to the Holy Cross Church on High Street to create forty- fifty units of senior housing.

2. Housing Element Opportunity Sites

The City’s 2030 General Plan Update and the 2007 Housing Element establish the framework for new housing development to accommodate projected employment and population growth and to meet the needs of existing residents. To that end, the Housing Element identifies “adequate” sites to accommodate the City’s share of the region’s housing needs from 2007-2014. Adequate sites are those with sufficient development and density standards, water and sewer services, and adequate infrastructure. The Land Use Element, in concert with a vacant and underutilized land survey, shows that housing can be accommodated on vacant and underutilized sites along major corridors, in the Central Core, and on larger housing opportunity sites. The Plan also identifies a series of higher density nodes that would emphasize mixed-use development. These nodes, which are shown in Map 5 below, combined with upper floor housing development in the downtown core, represent substantial opportunities for higher density mixed-use development.

Map 5: Housing Element Opportunity Areas



3. Catalyst Development Sites

The River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study and the Ocean Street Corridor Area Plan recommend mixed use

development of catalyst development sites. In addition, catalyst development sites may become available in the higher density nodes identified during as a part of the Housing Element.

E. Housing Set-Aside Fund

As previously noted, the Agency must spend Housing Set Aside Funds based on regional needs. **Table 21** represents the minimum Housing Set Aside Fund expenditure thresholds for very low and low income, and households under sixty-five and the maximum housing set aside expenditure thresholds for moderate income and households over sixty-five program expenditures required over the term of the planning period. The table specifically details the Agency’s housing set aside expenditures during the remainder of the ten year planning period. The Agency anticipates meeting Housing Set Aside Fund targeting requirements by the end of the planning period.

**Table 21
Five Year Housing Expenditure/Revenue Projections Summary**

Income Category	# Units (Need)	Target %	2005-2009 Expenditure	Estimated Expenditure by Year					Total Expenditure	%
				2010	2011	2012	2013	2014		
Very Low	150	38%	\$10,356,943	\$1,375,000	\$1,675,000	\$175,000	\$175,000	\$175,000	\$13,931,943	60%
Low	113	29%	\$375,436	\$996,166	\$235,719	\$937,214	\$935,604	\$935,576	\$4,415,715	19%
Moderate	127	33%	\$410,513	\$1,133,569	\$268,233	\$1,066,484	\$1,064,653	\$1,064,620	\$5,008,072	21%
Revenue Avail for Project (1)			\$1,585,140 ↑ Beginning Fund Balance	\$3,504,735	\$2,178,952	\$2,178,698	\$2,175,257	\$2,175,196		
Age Category		Min./Max %								
Non-Senior		79.9%	\$11,142,892	\$3,504,735	\$678,952	\$2,178,698	\$2,175,257	\$2,175,196	\$21,855,730	94%
Senior		20.1%	\$0	\$0	\$1,500,000	\$0	\$0	\$0	\$1,500,000	6%
Total		100%	\$11,142,892	\$3,504,735	\$2,178,952	\$2,178,698	\$2,175,257	\$2,175,196	\$23,355,730	100%

(1) Revenue Available for Programs =Gross Tax Increment 20% set aside minus debt service, OPAs, & admin

ASSUMPTIONS

- Given current high % in very low income housing, assumes any un-committed funds except for 1 Senior Project to be divided proportionally between low and moderate income households based on Targeted %.
- Assumes \$175,000 annually in very low income category for 2 on-going Housing Assistance Programs
- 2010 Assumes \$1.2 million for Tannery Housing/remainder of annual net revenue + fund balance divided proportionately
- 2011 Assumes \$1.5 million for low income Senior Project/ remainder of annual net revenue divided proportionately
- 2012 Assumes annual net revenue divided proportionately, including \$2 million for Metro Center Project
- 2013-14 Assumes annual net revenue divided proportionately
- Assumes amount carry forward in same amount as carried forward in 2010.

As previously noted, at this time there are a number of housing projects that are in conceptual development phases and have not yet applied for Agency funding or City approvals. For this reason **Table 21** reflects only current commitments, such as for the annual Emergency Rental Assistance and Rental Deposit Assistance Programs, the remainder of funding for the Tannery Artists Lofts, and the proposed Metro Center project plus minimum requirements to meet proportional regional needs guidelines. The exception is a provision of \$1.5 million for a potential senior housing project as noted above. These numbers are expected to change significantly as projects now in the planning stages evolve.

State law requires that funds be committed within three years of becoming “excess surplus”, which is defined as an unencumbered balance that exceeds the greater of \$1,000,000 or the total of the previous four years’ twenty percent deposits into the Housing Set Aside Fund. The Agency currently has no excess surplus funds.

F. Goals, Objectives and Programs

1. Housing Plan Goals

The overall goal for housing as presented in the 1990 Redevelopment Plans for both the Merged Project Area and the Eastside Project Area is “to provide new and rehabilitated housing units for persons of all incomes, particularly persons of low and moderate income.” Both Plans also include a goal to ensure the Project Area “develops in a manner consistent with the General Plan”.

In 2009 the City of Santa Cruz adopted a new 2008-2013 Housing Element for the General Plan. In keeping with these original 1990 Redevelopment Plan goals, the following seven housing goals from the 2008-2013 Housing Element are incorporated as goals for this Housing Plan update as well.

The seven 2008-2013 Housing Element Goals are as follows:

Housing Element Goal 1: An adequate diversity in housing types and affordability levels to accommodate present and future housing needs of Santa Cruz residents.

Housing Element Goal 2: Increased and protected supply of housing affordable to extremely low, very low, low, and moderate income households.

Housing Element Goal 3: Accessible housing and appropriate supportive services that provide equal housing opportunities for special needs populations.

Housing Element Goal 4: Increased opportunities for low and moderate income residents to rent or purchase homes.

Housing Element Goal 5: Improved housing and neighborhoods throughout Santa Cruz and in designated target areas.

Housing Element Goal 6: Fulfill the city’s housing needs while promoting an environmentally sustainable, compact community with clearly defined urban boundaries.

Housing Element Goal 7: Effective leadership and action in reducing and responding to global warming.

2. Housing Plan Objectives and Programs

Within the context of these goals, measurable Agency Objectives include:

- 1) Meet or exceed Housing Production Plan Goals for the ten year planning period.
- 2) Continue to partner with non and/or for profit developers to maximize leveraging of Agency funds to achieve these housing goals.
 - Identify and seek Agency approval for at least one potential project with a developer that leverages HUD and/or State funding.
 - Continue to coordinate production of affordable units through coordination with the City's HOME, Affordable Housing Trust Fund, and Inclusionary Housing Programs.
- 3) When feasible, include housing development in mixed use projects to assist in the revitalization of blighted and low income areas in the City in support of economic development as expressed in the Downtown Recovery Plan, the Ocean Street Corridor Area Plan, and the River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study.
 - Continue to develop plans for the Pacific Station project.
 - Initiate discussion with property owners of at least one opportunity site located within the Lower Pacific or Front Street to explore coordinated redevelopment efforts consistent with River/Front Street and Lower Pacific Avenue Design Guidelines and Development Incentives Study.
 - Identify at least one additional catalyst development site and if feasible, provide assistance to achieve Agency goals.
 - Explore potential workforce housing development opportunities or programs with developers and/or employers.
- 4) Continue to help prevent homelessness and assist low income households obtain housing through the following Programs:
 - Emergency Rental Assistance Program, and
 - Rental Deposit Assistance Program.
 - Consider initiation of a first time homebuyer program to augment the City's HOME funding first time homebuyer program.
- 5) Continue to work to preserve affordable HUD Section 8 at-risk housing developments, when feasible.
 - Work with owners of Riverfront Apartments to renew HUD Section 8 contract if feasible.
 - Track other at-risk projects and assist in renewals as needed.



CITY COUNCIL AGENDA REPORT

DATE: November 24, 2009

AGENDA OF: December 8, 2009

DEPARTMENT: City Council

SUBJECT: Community Access Preservation Act (HR 3745) – Resolution of Support.
(CN)

RECOMMENDATION: Resolution supporting HR 3745, the Community Access Preservation Act, and urging its adoption by the U.S. House of Representatives and Senate.

BACKGROUND: The City and County of Santa Cruz are served by three public education and government access (PEG) channels on Comcast at channels 25, 26, and 27 and on Charter at channels 71, 72, & 73. Over the years, there have been a number of Federal and State acts which have sought to lessen local control over the cable industry and decrease funding for PEG channels.

The City's Representative on the Santa Cruz Community Television Board (CTV), Joe Hall, has brought to our attention new Federal legislation, HR 3745, the Community Access Preservation Act, which is vital for insuring the continuance of CTV and countless other community PEG stations throughout the U.S. At its last meeting the CTV Board asked that the City Council consider supporting HR 3745.

DISCUSSION: HR 3745 seeks to address an immediate and real threat to the survival of PEG channels here and elsewhere. Under federal law, a cable operator and a local community may negotiate for support for PEG use in addition to the franchise fee payments for use of public rights of way. The FCC recently ruled, subject to some important exceptions, that this PEG support may only be used for facilities and equipment, and not for PEG operating expenses. As a result some communities are closing PEG facilities because there are no funds to operate them. HR 3745 amends the Federal law to ensure that PEG fees can be used for either capital or operating expenses.

Several other provisions of HR 3745 are as follows:

- Ends operators' discriminatory treatment of PEG channels, such as placing PEG providers on channels that are less accessible, lower quality, missing basic functionality and more costly
- Directs the FCC to study and report on recent states' video franchising legislation impacts on PEG access
- Defines all video services delivered to the home over wire as "cable", regardless of the transmission system used

Congress has recognized the severity of the challenges facing PEG in hearings held over the last year and a half, and members have been urging the FCC to take action to protect PEG. However, while some of the issues facing PEG can be addressed by the FCC, or by the courts, HR 3745 is necessary to correct the other issues addressed above.

I believe it is important for the City of Santa Cruz to join other communities across the United States in protecting the valuable community resources available to us in our three PEG channels, by supporting HR 3745.

Submitted by:

Mike Rotkin
Mayor

Attachment: Resolution
Text of HR 3745

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
SUPPORTING PASSAGE OF HR 3745—
THE COMMUNITY ACCESS PRESERVATION ACT

WHEREAS, public, educational and government (PEG) channels play a significant role in City of Santa Cruz; and

WHEREAS, PEG channels 25, 26, and 27 are a unique and valuable resource for local information and discourse for the residents of the City of Santa Cruz; and

WHEREAS, PEG channels televise local government meetings, including the City Council, County Board of Supervisors and other governmental functions, so that citizens are informed about the actions taken by local elected officials; and

WHEREAS, PEG channels contribute to the democratic process by providing opportunities for candidates and others, to discuss local issues during election campaigns; and

WHEREAS, PEG channels provide a window through which residents can view the diversity of cultures, recreational activities and artistic endeavors in their local community; and

WHEREAS, it is important to preserve PEG channels and funding for PEG channels, and to ensure that the channels continue to be available to the entire community to serve the residents of the City of Santa Cruz; and

WHEREAS, HR 3745, the Community Access Preservation Act, addresses critical and immediate threats to PEG.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz does hereby support the passage of HR 3745 the Community Access Preservation Act and directs the Mayor to urge that the City's Representatives in the U.S. House of Representatives and Senate to support its passage.

PASSED AND ADOPTED this 8th day of December, 2009, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED _____

Mayor

ATTEST: _____

City Clerk

111TH CONGRESS
1ST SESSION

H. R. 3745

To amend the Communications Act of 1934 to provide for carriage and display of public, educational, and government channels in a manner consistent with commercial channels, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

OCTOBER 7, 2009

Ms. BALDWIN introduced the following bill; which was referred to the
Committee on Energy and Commerce

A BILL

To amend the Communications Act of 1934 to provide for carriage and display of public, educational, and government channels in a manner consistent with commercial channels, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Community Access
5 Preservation Act” or the “CAP Act”.

6 **SEC. 2. AMENDMENTS.**

7 (a) IN GENERAL.—Section 611 of the Communica-
8 tions Act of 1934 (47 U.S.C. 531) is amended—

1 (1) by redesignating subsection (f) as sub-
2 section (h); and

3 (2) by inserting after subsection (e) the fol-
4 lowing new subsections:

5 “(f) EQUIVALENCE.—

6 “(1) IN GENERAL.—In the case of any fran-
7 chise under which channel capacity is designated
8 under subsection (b), such channel capacity shall
9 be—

10 “(A) at least equivalent in quality, accessi-
11 bility, functionality, and placement to—

12 “(i) channel capacity used for re-
13 quired carriage of local commercial tele-
14 vision stations, as defined in section
15 614(h)(1); or

16 “(ii) if no such stations are required
17 to be carried, the channel capacity used to
18 carry the primary signal of the network-af-
19 filiated commercial television stations car-
20 ried on the cable system; and

21 “(B) provided to and viewable by every
22 subscriber of a cable system without additional
23 service or equipment charges.

24 “(2) SIGNAL QUALITY AND CONTENT.—A cable
25 operator shall—

1 “(A) carry signals for public, educational,
2 or governmental use from the point of origin of
3 such signals to subscribers without material
4 degradation and without altering or removing
5 content provided as part of the public, edu-
6 cational, or governmental use; and

7 “(B) provide facilities adequate to fulfill
8 such requirements.

9 “(3) WAIVER.—The requirements of paragraph
10 (1) may be waived by a franchising authority if the
11 franchise contains an explicit provision that such re-
12 quirements shall not apply and such provision was
13 adopted after a proceeding the conduct of which af-
14 forded the public adequate notice and an oppor-
15 tunity to participate.

16 “(4) ENFORCEMENT.—The requirements of this
17 subsection may be enforced by a franchising author-
18 ity or by the Commission.

19 “(5) ADDITIONAL REQUIREMENTS.—Nothing in
20 this subsection prevents a franchising authority from
21 establishing additional requirements with respect to
22 the quality, accessibility, functionality, placement,
23 and provision of channel capacity designated for
24 public, educational, or governmental use.

1 “(g) PRESERVATION OF PUBLIC, EDUCATIONAL, AND
2 GOVERNMENTAL USE.—

3 “(1) STUDY.—Within 180 days after the date
4 of enactment of the Community Access Preservation
5 Act, the Commission shall submit to Congress a re-
6 port containing—

7 “(A) an analysis of the impact of the en-
8 actment of State video service franchising laws
9 since 2005 on public, educational, and govern-
10 mental use of cable systems;

11 “(B) an analysis of the impact of the con-
12 version from analog to digital transmission
13 technologies on public, educational, and govern-
14 mental use of cable systems; and

15 “(C) recommendations for changes re-
16 quired to this Act to preserve and advance lo-
17 calism and public, educational, and govern-
18 mental use of advanced communications sys-
19 tems.

20 “(2) SUPPORT.—In States that adopted legisla-
21 tion affecting cable system franchising requirements
22 relating to support for public, educational, or gov-
23 ernmental use of a cable system that became effec-
24 tive after May 31, 2005, a cable operator shall, not-
25 withstanding such legislation—

1 “(A) pay to any political subdivision in
2 which the operator provides service the greater
3 of—

4 “(i) the historical support that the op-
5 erator, or its predecessor, provided for
6 public, educational, or governmental use of
7 the cable system in such subdivision in ac-
8 cordance with this subsection; or

9 “(ii) the amount of any cash payment
10 that the operator is required to pay to
11 such subdivision under such State legisla-
12 tion affecting cable system franchising re-
13 quirements;

14 “(B) carry signals for public, educational,
15 or governmental use from the point of origin of
16 such signals to subscribers and provide facilities
17 adequate to fulfill such requirements in accord-
18 ance with subsection (f)(2); and

19 “(C) provide at least the number of chan-
20 nels for public, educational, or governmental
21 use that it was providing as of May 31, 2005.

22 “(3) CALCULATION OF HISTORICAL SUPPORT.—

23 Historical support includes the value of all support
24 provided for public, educational, or governmental
25 use, including in-kind support and free services. The

1 cable operator shall pay support equal to the greater
2 of—

3 “(A) the value of the support provided in
4 the most recent calendar year prior to the effec-
5 tive date of such State legislation affecting
6 cable system franchising requirements; or

7 “(B) the value of the annual average sup-
8 port provided over the term of the franchise
9 pursuant to which it operated prior to such ef-
10 fective date, taking into account the time value
11 of money.

12 “(4) PAYMENTS.—The amounts owed to the po-
13 litical subdivision under paragraph (2)(A) shall be
14 paid annually, in quarterly installments, with the
15 first payment being due 30 days after the date of
16 enactment of the Community Access Preservation
17 Act.

18 “(5) USES; DISPUTES.—

19 “(A) USES.—Support provided to any
20 State or local political subdivision under this
21 subsection shall be dedicated to public, edu-
22 cational, or governmental use of channel capac-
23 ity.

24 “(B) DISPUTES.—If there is a dispute as
25 to amounts owed under this subsection, undis-

1 puted amounts shall be paid, and the Commis-
2 sion shall determine on an expedited basis what,
3 if any, additional amounts are owed.”.

4 (b) FRANCHISE FEE DEFINITION.—Section
5 622(g)(2) of such Act (47 U.S.C. 542(g)(2)) is amend-
6 ed—

7 (1) in subparagraph (B), by striking “in the
8 case of any franchise in effect on the date of the en-
9 actment of this title,”;

10 (2) by striking subparagraph (C); and

11 (3) by redesignating subparagraphs (D) and
12 (E) as subparagraphs (C) and (D), respectively.

13 (c) CABLE SERVICE DEFINITION.—Section 602(6) of
14 such Act (47 U.S.C. 522(6)) is amended by striking
15 “means” and inserting “means, regardless of the tech-
16 nology or transmission protocol used in the provision of
17 service”.

○



City Council Meeting Calendar December 2, 2009

Date	Time	Location	Topic
Holiday Break – No Second Meeting in December			
January 12, 2010	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
January 19, 2010	7:00 p.m.	Council Chambers	Advisory Body Interviews
January 26, 2010	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
February 9, 2010	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
February 23, 2010	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
March 9, 2009	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
March 23, 2009	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
April 13, 2009	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
April 27, 2009	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions
May 11, 2009	1:30 p.m.	Courtyard Conf. Room	Regular Council/Agency Closed Session
	3:00 p.m. and 7:00 p.m.	Council Chambers	Regular Council/Redevelopment Agency Open Sessions

Council Membership in City Groups and Outside Agencies

Councilmembers will have the opportunity to present oral updates to Council and the public. Councilmembers may provide direction, request additional information or that a topic raised be agendaized for future Council action. The Presiding Officer may request oral updates from Council ad hoc Committees.

The Presiding Officer will ask representatives of each entity if there is any oral update.

Name of Agency/Organization	Currently Serving
Association of Monterey Bay Area Governments (AMBAG)	L. Robinson, T. Madrigal (alternate)
City of Santa Cruz/Soquel Creek Water District (SqCWD) Desalination Project	R. Coonerty, M. Rotkin, D. Lane (Alternate)
Community Action Board	T. Madrigal, David Sweet (alternate)
Conference and Visitors' Council	C. Mathews, L. Robinson
Cultural Council Board City Representative	K. Beiers
Downtown Management Corporation (Mayor/Vice Mayor)	C. Mathews, L. Robinson
Economic Development Council (Mayor/Vice Mayor)	R. Coonerty, D. Lane, C. Mathews
Library Joint Powers Authority Board	K. Beiers, M. Rotkin, C. Mathews (alternate)
Library Financing Authority	M. Rotkin
Local Agency Formation Commission (LAFCO)	D. Lane
Monterey Bay Unified Air Pollution Control District	2008 – City of Capitola
Public Safety Committee	D. Lane, M. Rotkin, L. Robinson
Sanctuary Inter-Agency Task Force	K. Beiers, C. Mathews
Santa Cruz County Children's Network	D. Shoemaker, C. Scurich (alt.)
Santa Cruz Community Farmers Market, Inc.	L. Robinson
SC County Integrated Waste Management Local Task Force	M. Rotkin, Alan Schlenger (alternate) Bob Nelson, Mary Arman (alternate)
Santa Cruz Metropolitan Transit District Board	M. Rotkin, L. Robinson
SC County Regional Transportation Commission (SCCRTC)	D. Lane, L. Robinson (alternate)
Social Services Program Committee	R. Coonerty, M. Rotkin, L. Robinson

Public comment on the reports given will be heard at a time to be determined by the Presiding Officer.