

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



JOINT CITY COUNCIL - REDEVELOPMENT AGENCY AGENDA

Regular Meeting

September 28, 2010

- | | |
|-----------|--|
| 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. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator

- Employee Organizations—
1. Police Officers' Association
 2. SEIU —Temporary Employees
 3. Firefighters IAFF

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

1. Community Water Coalition v. Santa Cruz County LAFCO, et al., Santa Cruz County Superior Court Case No. CV 167407.
2. Habitat and Watershed Caretakers v. City of Santa Cruz, Santa Cruz County Superior Court Case No. CV 168697.

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

1. Claimant: Jesse Henri
2. Claimant: Dana Landig
3. Claimant: Jerry and Sylvia Soper
4. Claimant: Pasatiempo Golf Club, Inc.

Claims Against: City of Santa Cruz

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

Initiation of Litigation by City Government Code §54956.9(c)).

1 case to be discussed.

Closed Litigation Session (continued)

- E. Conference with Real Property Negotiator- Real Property Negotiations (Government Code §54956.8).

190 Walnut Avenue/212 Church Street Property Exchange
(City of Santa Cruz -190 Walnut Owner; 207 Church Street LLC –
212 Church Street Owner)
Bonnie Lipscomb – City Negotiator
190 Walnut Ave. APN 005-072-26
212 Church St. APN 005-048-12

An oral report will be presented in the 3:00 p.m. Session (item 18).

Joint City Council/Redevelopment Agency

3:00 PM

- * Call to Order
- * Roll Call
- * Pledge of Allegiance
- * Presentation - Mayor's Proclamation in Recognition of October 2 - 15, 2010 as Binational Health Week.
- * Presentation - Mayor's Proclamation to Ken Kimes
- * Presentation - PRIDE Program - Officers Hernandez and Garcia
- * Presentation - Fire and EMA Cost Recovery
- * Presentation - Mayor's Proclamation in Recognition of Fire Prevention Week - October 3 through 9th
- * 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 September 7, 2010 Special and September 14, 2010 Regular City Council Meetings. (CC)
Motion to approve as submitted.
2. Minutes of the September 14, 2010 Regular Redevelopment Agency Meeting. (CC)
Motion to approve as submitted.

Consent Agenda (continued)

3. Review and Amendment of the City's Conflict of Interest Code. (CC)

Resolution to amend and approve the Conflict of Interest Code.

4. Inclusionary Housing Affordability Preservation Program. (ED)

City Council resolution authorizing and directing the City Manager to establish an Inclusionary Housing Affordability Preservation Program and to execute a cooperative loan agreement with the Redevelopment Agency, in a form to be approved by the City Attorney, in the amount of \$500,000 to the Affordable Housing Trust Fund to fund the Inclusionary Housing Affordability Preservation Program.

City Council resolution appropriating funds and amending the FY 2011 budget in the amount of \$503,000 to fund the Inclusionary Housing Affordability Preservation Program and the related interest expense.

Redevelopment Agency resolution authorizing and directing the Executive Director to enter into a cooperative loan agreement with the City of Santa Cruz, in a form approved by the Agency Attorney, in the amount of \$500,000 to fund the the Inclusionary Housing Affordability Preservation Program as part of the Affordable Housing Trust Fund.

Redevelopment Agency resolution appropriating funds and amending the FY 2011 budget in the amount of \$503,000 from the Redevelopment Agency Low and Moderate Income Housing Set-Aside Fund balance to fund the Inclusionary Housing Affordability Preservation Program and related interest revenue as part of the Affordable Housing Trust Fund.

5. 207 Church Street, LLC Owner Participation Agreement. (ED)

Redevelopment Agency Resolution authorizing and directing the Executive Director to enter into an Owner Participation Agreement which includes a forgivable loan with 207 Church Street, LLC in an amount up to \$122,500 to assist with the public infrastructure improvements of the site rehabilitation and to execute such documents as may be necessary to carry out the Owner Participation Agreement and forgivable loan in forms approved by the Agency Attorney.

Redevelopment Agency Resolution amending the FY 2011 budget to appropriate an amount up to \$122,500 for a forgivable loan to 207 Church Street, LLC to financially assist with certain public infrastructure improvements at the site.

Consent Agenda (continued)

6. 190 Walnut Avenue and 212 Church Street – Property Exchange between the City of Santa Cruz and 207 Church Street LLC. (ED/PW)

Resolution 1) authorizing and directing the City Manager to execute any and all documents necessary for the property exchange, in a form approved by the City Attorney, with 207 Church Street LLC to accomplish the exchange of 190 Walnut Avenue (APN 005-072-26) with 212 Church Street (APN 005-048-12); 2) declaring City-owned property known as 190 Walnut Avenue exempt from the surplus land clearance process pursuant to California Government Code 54221 (b); 3) accepting Planning Commission report that the property exchange is in conformity with the General Plan of the City; and 4) authorizing and directing the City Manager to execute a lease agreement and any amendments thereto of a non substantive nature, subject to the approval of the City Attorney, with 207 Church Street LLC for the premises located at 190 Walnut Avenue.

Resolution appropriating funds and amending the Fiscal Year 2011 Budget in the amount of \$110,000 for parking enforcement staff office relocation costs and Church Street parking lot preparation costs and for repayment of these costs to the Parking Fund from the General Fund from the future parking lot revenues, and to record the exchange of 190 Walnut Street for 212 Church Street.

7. Pacific Station – Extension of Memorandum of Understanding with Santa Cruz Metropolitan Transit District. (ED)

Resolution authorizing the City Manager to execute an extension of the Memorandum of Understanding with the Santa Cruz Metropolitan Transit District, in a form approved by the City Attorney, for staff services in connection with the development of a mixed-use project at 425 Front Street to be known as Pacific Station.

8. Year-End Budget Adjustments for FY 2010. (FN)

Resolution amending the FY 2010 budget in the total amount of \$7,694,913 as detailed in the table attached to the staff report, where expenditures have exceeded appropriations, as recommended by the Finance Director.

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

Motion to reject liability claim a) Jesse Henri, and b) Dana Landig based upon staff investigation.

Consent Agenda (continued)

10. City's Classification and Compensation Plans and FY11 Budget Personnel Complement – Economic Development/Redevelopment. (HR)

Resolution amending the Classification and Compensation Plans to combine two (2) .50 FTE Management Analyst positions into one (1) 1.0 FTE Management Analyst position.

11. Halloween 2010 Safety Enhancement Zone. (PD)

Resolution establishing a safety enhancement zone Downtown from 6:00 p.m. October 30 - 3:00 a.m. November 1, 2010. Resolution appropriating funds and amending the FY 2011 budget in the amount of \$60,000 to fund the local and allied law enforcement overtime, lighting, restrooms and equipment.

12. Proposition 84 Urban Greening Grant Application for the Seabright Area Plan. (PL)

Resolution authorizing the City Manager to submit a grant application for the Urban Greening Grant Program under the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84) and to prepare an Urban Greening Plan (Seabright Area Plan) per the grant requirements.

13. FY/2011 Environmental Enhancement and Mitigation Program Grant Application (PW)

Resolution authorizing and directing the City Manager to submit an application, in a form approved by the City Attorney, to the FY 2010-2011 Environmental Enhancement and Mitigation Program for the funding of Phase 1 of the Resource Management Plan of the Arana Gulch Master Plan.

14. Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project (M409659) - Contract Change Order and Notice of Completion. (PW)

Motion authorizing the City Manager to execute Contract Change Order Number 1 and file a Notice of Completion with D. W. Nicholson Corporation, Hayward, CA, for the Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project.

Consent Agenda (continued)

15. Binational Health Week – Resolution of Support. (CN)

Resolution supporting Binational Health Week and urging the Santa Cruz community to join the City Council in observing and participating in Binational Health Week from October 2-15, 2010.

End Consent Agenda

Public Hearing

16. Ordinance 2010-18 Camping Ordinance Amendment. (CA)

Final adoption of Ordinance No. 2010-18.

General Business

17. Council Meeting Calendar

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

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

19. 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

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/Applicant rebuttal to new information – 5 minutes maximum
- Council deliberation and action.

20. 335 Union Street Appeal. (PL)

Resolution upholding the appeal, thereby approving the Historic Alteration Permit with conditions, and approving the Design Permit.

Staff originally recommended that the Historic Preservation Commission approve the Historic Alteration Permit.

Adjournment — The Redevelopment Agency will adjourn from the regularly scheduled meeting of September 28, 2010 to the next regularly scheduled meeting on October 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.

Adjournment — The City Council will adjourn from the regularly scheduled meeting of September 28, 2010, to the next regularly scheduled meeting on October 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 positions are vacant. Council will make appointments at a future meeting.

Commission for the Prevention of Violence Against Women	One (1) opening
County Latino Affairs Commission	One (1) opening
Downtown Commission	One (1) opening
Equal Employment Opportunity Committee	One (1) opening
Planning Commission	One (1) opening
Water Commission	One (1) opening

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 – SEPTEMBER 28, 2010

INFORMATION ITEMS PREVIOUSLY DISTRIBUTED TO CITY COUNCILMEMBERS

(Copies available in the Central Branch Library at the Reference Desk)

City Clerk

Resignation of Kai Shane from the Downtown
Commission - 9/20/10 (CC FYI 123)

Economic Development Department

New Graffiti Abatement Services Contractor Graffiti
Protective Coatings, Inc. - 9/6/10 (ED FYI 032)

Lease Extension – Charles and Andrea Criswell
- 9/8/10 (ED FYI 033)

ADDENDUM TO CITY COUNCIL AGENDA – SEPTEMBER 28, 2010

MAYOR'S PROCLAMATIONS

1. Proclaiming Sunday, September 12, 2010 as "Religious Freedom Day" and encouraging all local residents to join in recognizing this day as an opportunity to express our affirmation and celebration of these fundamental principles of religious freedom and diversity; our rejection of intolerance, hatred, or violence against persons exercising these protected rights; and our commitment to engage all resources available to ensure the free exercise of those rights wherever they are in jeopardy.

MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL

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

MINUTES OF A SPECIAL CITY COUNCIL MEETING

September 7, 2010

7:00 P.M. SESSION

Mayor Rotkin called the meeting to order at 7:03 p.m. in the Council Chambers. All Councilmembers were present except Councilmember Beiers (Vice Mayor Coonerty arrived at 7:05 p.m.)

Presentation - Mayor's Proclamation Presented to Santa Cruz Follies, accepted by Lynn Knudsen.

Public Hearing

1. Ordinance No. 2010-17 - Amendments to Title 21 of the Santa Cruz Municipal Code Adding Chapter 21.06 Regarding a Citywide Rental Inspection Program. (Environmental Determination: Exempt from CEQA) (City of Santa Cruz, Applicant). (PL)

Mayor Rotkin opened the public hearing at 7:10 p.m.

Director of Planning and Community Development J. Rebagliati and Assistant Director of Planning and Community Development A. Khoury presented oral reports and responded to Council's questions.

SPEAKING FROM THE FLOOR EXPRESSING OPPOSITION AND/OR CONCERNS:

Ike Solem	Elia Weisz
Ed Davidson	Anthony Silverstein
Nick Bulaich	David Foster
Harold Griffith	Alan
An unidentified man	Ron Schumazer
Rosemarie McNair	Mike Tomasi
Lynn Renshaw	Scott Graham

Note: Mr. Solem was given two warnings by Mayor Rotkin, who then asked that he be removed from the chamber and arrested.

Public Hearing (continued)

1. Ordinance No. 2010-17 - Amendments to Title 21 of the Santa Cruz Municipal Code Adding Chapter 21.06 Regarding a Citywide Rental Inspection Program. (Environmental Determination: Exempt from CEQA) (City of Santa Cruz, Applicant). (PL) (Continued)

Mayor Rotkin closed the public hearing at 8:08 p.m.

Action

Councilmember Mathews moved, seconded by Vice Mayor Coonerty, to adopt Ordinance No. 2010-17. The motion carried by the following vote:

AYES: Councilmembers Lane, Mathews, Robinson; Vice Mayor Coonerty; Mayor Rotkin.
NOES: Councilmember Madrigal.
ABSENT: Councilmember Beiers.
DISQUALIFIED: None.

For the record, Mayor Rotkin reiterated that the staff follow-up report required by Council as set forth in the August 3, 2010 meeting minutes, to be delivered to Council approximately one year after implementation of this ordinance, will include an analysis of how many people, if any, have lost their housing due to the implementation of this ordinance.

Note: Councilmember Madrigal left the meeting at 8:55 p.m.

Mayor Rotkin recessed the meeting at 8:59 p.m. and reconvened it at 9:02 p.m.

General Business

2. Draft Climate Action Plan Workshop (PL)

Director of Planning and Community Development J. Rebagliati and Climate Action Coordinator R. Clark presented oral reports and responded to Council's questions.

SPEAKING FROM THE FLOOR EXPRESSING SUPPORT AND/OR CONCERNS:

Jack Nelson
Jim O'Harron
An unknown man
Ken Foster
Mike Tomasi

SPECIAL CITY COUNCIL MEETING
SEPTEMBER 7, 2010
7:00 P.M. SESSION

2. Draft Climate Action Plan Workshop (PL) (continued)

No action was taken.

Adjournment — At 10:20 p.m., the City Council adjourned from the special meeting of September 7, 2010, to the next regularly scheduled City Council meeting on September 14, 2010 for a closed litigation session at 1:30 p.m. in the Courtyard Conference Room, followed by 3:00 and 7:00 p.m. open sessions in Council Chambers.

Respectfully submitted

Tom Graves
Deputy City Clerk

Approved

Lorrie Brewer
City Clerk

Approved

Michael Rotkin
Mayor

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

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

September 14, 2010

1:30 PM SESSION

Councilmember Lane opened the Closed Litigation Session at 1:37 p.m. in a public session in the Courtyard Conference Room, for the purpose of announcing the agenda and for considering public testimony.

SPEAKING FROM THE FLOOR:

Nancy Lagestee spoke regarding Claim C.2.
Freddie Hanson spoke about alley abandonment on Stockton Avenue.
Mike Tomasi spoke about peace and freedom.

Note: Vice Mayor Coonerty arrived at 1:40 p.m., and Councilmember Madrigal arrived at 1:46 p.m.

Council closed the session to the public at 1:50 p.m. All Councilmembers were present except Mayor Rotkin. (See pages 1277 and 1278 for a report on closed session.)

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

3:00 PM SESSION

Vice Mayor/Vice Chair Coonerty called the meeting to order at 3:10 p.m. in the Council Chambers.

Roll Call

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

Absent: Mayor/Chair Rotkin.

Staff: City Manager M. Bernal, Assistant City Manager T. Shull, Deputy City Attorney C. Cassman, Director of Economic Development and Redevelopment B. Lipscomb, Director of Finance J. Dilles, 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, Chief Building Official J. Ancic, Director of Public Works M. Dettle, Superintendent of Resource Recovery B. Nelson, Director of Water B. Kocher, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Pledge of Allegiance

Introduction of New Employees - Director of Water B. Kocher introduced Utility Service Representative Kristen Perez.

Presentation – Census 2010 – Kimberly LaCrosse updated Council on the local Census 2010 efforts and presented the City with a commemorative plaque.

Presiding Officer's Announcements

Statements of Disqualification – Councilmember Mathews disqualified herself from acting on item 10.(c).

Additions and Deletions – Item 5 was deleted by staff.

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JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Joint City Council/Redevelopment Agency Oral Communications

Ed Davidson said the San Bruno natural gas leak and explosion was exacerbated by the lack of PG&E meter readers, and pointed out that the area of the explosion was in the immediate vicinity of the San Andreas Fault.

Jeff Yee spoke about public access to Newell Creek Road.

Robert Basur spoke in favor of lifting the sleeping ban.

Robert Norse spoke about attacks on Peace Camp 2010.

Mike Tomasi spoke about peace and freedom.

Paula Keene spoke about homelessness, and asked the Council to lift the sleeping ban.

Becky Johnson spoke about Peace Camp 2010.

Peggy spoke about public access along Newell Creek Road.

Consent Agenda

SPEAKING FROM THE FLOOR ASKING THAT ITEMS BE REMOVED FROM THE CONSENT AGENDA:

Ed Davidson asked that Item 25 be pulled.

Becky Johnson asked that Item 25 be pulled.

Robert Norse asked that Item 25 be pulled.

Items 14 and 25 were removed from the Consent Agenda.

Action

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

1. Minutes of the July 20, 2010 and August 3, 2010 Special and July 27, 2010 Regular City Council Meetings. (CC)

Motion carried to approve as submitted.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

2. Minutes of the July 27, 2010 Regular Redevelopment Agency Meeting.
(CC)

Motion carried to approve as submitted.

3. Minute Preparation and Meeting Action Follow-up for Advisory Body and City Council Committee Meetings. (CC)

Motion carried to revise and adopt Council Policy 5.14.

4. 344 La Fonda Avenue – Temporary Construction Easement. (ED)

Resolution No. NS-28,254 was adopted authorizing and directing the City Manager to execute a Temporary Construction Easement Agreement with the State of California Department of Transportation for temporary use of vacant City property located at 344 La Fonda Avenue (APN 009-332-01) and to deposit the funds in the City General Fund.

5. 605 Front Street – Lease Agreement with Wendy Gutberlet and Richard Melrose, dba Lina Floral Boutique. (ED)

This item was deleted by staff.

6. Eastside Parking Lot - Cooperative Agreement and Permit Parking Fee.
(ED/PW)

City Council Resolution No. NS-28,255 was adopted authorizing the City Manager to execute a Cooperative Agreement with the Redevelopment Agency for operation of the Eastside Parking Lot.

City Council Resolution No. NS-28,256 was adopted authorizing the Public Works Director to establish a permit parking program for the Eastside Parking Lot and rescinding Resolution No. NS-28,108.

Redevelopment Agency Resolution No. 1505 was adopted authorizing the Executive Director to execute a Cooperative Agreement with the City for operation of the Eastside Parking Lot.

Consent Agenda (continued)

7. Tannery Arts Center – Digital Media Center @ the Tannery North Parking Lot – Notice of Completion. (ED)

Motion carried to approve the work completed by CRW Industries, Inc., and authorize the filing of the Notice of Completion for the Digital Media Center @ the Tannery North Parking Lot.

8. Release of Unclaimed Checks to the City of Santa Cruz. (FN)

Resolution No. NS-28,257 was adopted authorizing the release of unclaimed checks to the City of Santa Cruz pursuant to California Government Code Sections 50050 – 50053 and City Administrative Procedure Order (APO) I-83 “City of Santa Cruz Unclaimed Check Policy.”

9. Resolution Modifying the FY 2011 Budget Personnel Authorization to Facilitate Library Restructuring. (FN) (LB)

Resolution No. NS-28,258 was adopted modifying the FY 2011 Budget Personnel Authorization to reflect changes in the Library Information Technology and the Public Services Divisions.

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

Note: Councilmember Mathews disqualified herself from acting on Item 10.(c).

Motion carried to reject liability claims a) Carly LaFont, b) Nancy Lagestee, c) Kalila Zunes-Wolfe, d) Catherine L. Down, and e) Utility Service Co. Inc., based upon staff investigation.

11. City’s Classification and Compensation Plans and the FY 2011 Budget Personnel Complement – Water Department. (HR)

Resolution No. NS-28,259 was adopted amending the Classification and Compensation Plans to delete one vacant position of Water Treatment Operator IV and add one position and new classification of Water Facilities Electrical/Instrumentation Technician II/III and to delete the vacant single-position classification of Landscape Gardener and replace with one position of the classification of Utility Maintenance Technician in the Water Department.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

12. Confirming Contract with AT&T for Telecommunication and Data Communication Equipment and Services. (IT)

Motion carried authorizing the purchase of equipment and services from AT&T Services, 2600 Camino Ramon, San Ramon, CA 94583 in the budgeted amount of \$180,000.00.

13. Grant Acceptance, Approval of Plans and Specifications and Authorization to contract with Go Native Inc. to Construct the Lower DeLaveaga Service Road Restoration Project Crossings #1 and #3. (PK)

Resolution No. NS-28,260 was adopted authorizing and directing the City Manager to execute an agreement, in a form acceptable to the City Attorney, with the Santa Cruz County Resource Conservation District to accept funding from the Integrated Watershed Restoration Program (IWRP) and Proposition 50 for the implementation of the Lower DeLaveaga Service Road Restoration Project Crossings #1 & #3.

Motion carried approving the plans and specifications for the restoration of Lower DeLaveaga Service Road Projects Crossings # 1 and #3, and authorizing staff to contract with Go Native Inc. as a sole source vendor to complete the project according to the approved plans and specifications.

14. Stroke Center Site Assessment - DeLaveaga Park. (PK)

Director of Parks and Recreation D. Shoemaker and Chief Building Official J. Ancic presented oral reports and responded to Council's questions.

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

Mike Tomasi
Ed Silveira

Action

Councilmember Beiers moved, seconded by Councilmember Lane, to accept the Stroke Center informational report prepared by Chief Building Official John Ancic; and to adopt Resolution No. NS-28,261 amending the 2011 budget and appropriating \$20,000 for an environmental site assessment of the facility; and to authorize the City Manager to enter into an agreement, in a form acceptable to the City Attorney, with a qualified firm to provide the assessment services. The motion carried unanimously (Mayor Rotkin absent).

Consent Agenda (continued)

15. Locust Garage Equipment Replacement – Sole Source Purchase. (PW)
Motion carried to authorize the purchase of Parking Division access and revenue control equipment for the Locust Garage from GMG Systems of San Leandro, CA, in the amount of \$225,063.
16. Pacific Gas & Electric (PG&E) Energy Efficiency Retrofit Loan Program - Streetlight Retrofit. (PW)
Motion carried to approve the application for a Pacific Gas and Electric (PG&E) Energy Efficiency Retrofit Loan Program for streetlight retrofit and authorizing the City Manager to execute all necessary agreements in a form acceptable to the City Attorney.
17. Encroachment Permits for Cruzio Telecommunications Network. (PW)
Resolution No. NS-28,262 was adopted granting three (3) encroachment permits for installation and maintenance of Cruzio Telecommunications Network in various City streets.
18. Bay Street Emergency Repair Project - c400824 - Approval of Contract Change Order No. 1 and Notice of Completion. (PW)
Motion carried to accept Contract Change Order No.1 and the work completed by Graniterock Company of San Jose, CA, and authorize the filing of the Notice of Completion for the Bay Street Emergency Repair Project (C400824).
19. Summer 2009 Overlay Project - c400829 - West Cliff Drive-Federal Project Number ESPL-5025(047)-Notice of Completion. (PW)
Motion carried to accept the work completed by Joseph J. Albanese, Inc. of Santa Clara, CA, and authorize the filing of the Notice of Completion for the Summer 2009 Overlay Project – West Cliff Drive (c400829), Federal Project Number ESPL-5025(047).
20. Water Meter Equipment - Sole Source Purchase. (WT)
Motion carried to authorize continuation of the sole source purchase of water meter equipment from Sensus Metering Systems (Sensus) for the period covering August 8, 2010 through July 31, 2011.

JOINT CITY COUNCIL/
 REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
 3:00 P.M. SESSION

Consent Agenda (continued)

21. Pipeline Road Repair Project – Contract Change Orders No. 3 and No. 4; and Notice of Completion. (WT)

Motion carried to ratify Contract Change Order No. 3 in the amount of \$8,224 and Contract Change Order No. 4 in the amount of \$3,085 with Engineered Soil Repairs, Inc. (Walnut Creek, CA) for the Pipeline Road Repair Project; and

Motion carried to accept the work of Engineered Soil Repairs, Inc. (Walnut Creek, CA) as complete and authorize the filing of a Notice of Completion for the Pipeline Road Repair Project.

22. Water Supply Project – Post-Pilot Facility Site Modifications - Contract Change Order No. 5 and Notice of Completion. (WT)

Motion carried to ratify Contract Change Order No. 5 in the amount of \$10,021 with BCI Builders, Inc. (Scotts Valley, CA), for Post-Pilot Facility Site Modifications; and

Motion carried to accept the work of BCI Builders, Inc. (Scotts Valley, CA), as complete per the plans and specifications, and authorizing the filing of a Notice of Completion for the Water Supply Project – Post Pilot Facility Site Modifications.

23. Proposition 23: Suspension of AB 32 – Resolution of Opposition. (CN)

Resolution No. NS-28,263 was adopted opposing Proposition 23, slated for the November 2, 2010 California General Election Ballot, which would severely limit the implementation and effectiveness of AB 32, the Global Warming Solutions Act of 2006.

24. AB 32 Implementation Efforts: SB 375 and the Clean Cars Program – Resolution of Support. (CN)

Resolution No. NS-28,264 was adopted supporting SB 375 and the Clean Cars Program, two significant steps toward fulfilling the goals of AB 32, the Global Warming Solutions Act of 2006, as it pertains to the transportation sector.

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JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

25. Reaffirmation of City Council Final Adoption of Citywide Rental Inspection Program Ordinance. (CN)

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

Ed Davidson
Becky Johnson
Mike Tomasi
Steve Pleich
Robert Norse
An unidentified woman

Action

Councilmember Robinson moved, seconded by Vice Mayor Coonerty, to reaffirm the City Council's September 7, 2010 final adoption of Ordinance No. 2010-17 – Amendments to the Santa Cruz Municipal Code Adding Chapter 21.06 Regarding a Citywide Rental Inspection Program. The motion carried by the following vote:

AYES: Councilmembers Lane, Mathews, Beiers, Robinson;
Vice Mayor Coonerty.
NOES: Councilmember Madrigal.
ABSENT: Mayor Rotkin.
DISQUALIFIED: None.

End Consent Agenda

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

General Business

26. Water Supply Project - Design of Seawater Reverse Osmosis (SWRO) Desalination Facility - Award of Contract. (WT)

Director of Water B. Kocher presented an oral report and responded to Council's questions.

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

Ellen Murtha
Rick Longinotti
Ron Pomerantz
Jan Karwin
Theresa Rogers
Paula Keene
Peter Petoe
Robert Norse
Mike Tomasi

Action

Councilmember Mathews moved, seconded by Councilmember Lane, to authorize the City Manager to execute an agreement with Camp Dresser & McKee, Inc. (CDM) of Walnut Creek, California in the amount of \$4,134,464 for the preparation of the plans and specifications for the proposed SWRO Desalination Facility, with direction to staff to return to Council for authorization to proceed any further on the project. The motion carried unanimously (Mayor Rotkin absent).

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JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

General Business (continued)

27. Single-Use Bag Reduction Ordinance. (PW)

Superintendent of Resource Recovery B. Nelson presented an oral report and responded to Council's questions.

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

Colleen Bednarz, Save our Shores
Steve Pleich
Mike Tomasi
Ron Pomerantz
Cory Chase Lloyd

Action

Councilmember Mathews moved, seconded by Councilmember Lane, to accept the draft Single-Use Bag Reduction Ordinance in concept and to direct staff to proceed with the preparation of documents for environmental review; and with direction to staff to come back to Council with information after the first year of the \$0.10 fee. The motion carried unanimously (Mayor Rotkin absent).

Note: Councilmember Robinson left the meeting at 6:15 p.m.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

General Business (continued)

28. Camping Ordinance Amendment - Introduction for Publication. (CA)

Assistant City Manager T. Shull presented an oral report and responded to Council's questions.

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

Becky Johnson
Cory Chase Lloyd
An unidentified woman
Robert Facer
Robert Norse
Ed Frey
Mike Tomasi

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

Betsy Philips
Monica Martinez, Homeless Services Center Director

Action

Councilmember Mathews moved, seconded by Vice Mayor Coonerty, to introduce for publication Ordinance No. 2010-18 amending Chapter 6.36 of the City's Municipal Code by requiring a dismissal of camping citations where the person cited demonstrates that, on the date of the citation, he/she was currently on the waiting list for shelter services from one of the shelter programs offered by the Homeless Services Center, the River Street Shelter or any other existing shelter program offered in Santa Cruz and recognized by the City Attorney. The motion carried unanimously (Councilmember Robinson and Mayor Rotkin absent).

General Business (continued)

29. Utility Users Tax Exemptions Under Proposed Ordinance. (CN)

This item was taken out of agenda order.

Director of Finance J. Dilles presented an oral report and responded to Council's questions.

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

Darrell Darling
Dick Vittitow
Jim Logsdon
Judy Warner
Terry Hancock
Mike Tomasi
Paula Keene
Bud Winslow

Action

Councilmember Lane moved, seconded by Councilmember Madrigal, to adopt Resolution No. NS-28,265 approving utility users tax exemptions on the first \$100 in combined monthly charges for electricity and gas usage for low-income and senior citizen service users, and to instruct staff to bring back a proposal that would ensure that multi-unit facilities are covered in the exemptions. The motion carried unanimously (Mayor Rotkin absent).

30. Sister Cities Committee Appointment, for a Term Expiring on 1/1/12. (CC)

Councilmember Mathews nominated Rick Miritz.

Action

Rick Miritz was appointed by acclamation to a term ending 1/1/12.

JOINT CITY COUNCIL/
 REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
 3:00 P.M. SESSION

General Business (continued)

31. City Attorney Oral Report on Closed Session.

A. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator

- Employee Organizations —
1. Police Officers' Association
 2. SEIU—Temporary Employees
 3. Firefighters IAFF

Council received status reports, instructed the negotiator and took no reportable action.

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

1. Community Water Coalition v. Santa Cruz County LAFCO, et al., Santa Cruz County Superior Court Case No. CV 167407.
2. Habitat and Watershed Caretakers v. City of Santa Cruz, Santa Cruz County Superior Court Case No -unknown.

Council did not discuss Item 1. Council briefly discussed Item 2 with the City Attorney, but took no reportable action.

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

1. Claimant: Carly LaFont
2. Claimant: Nancy Lagestee
3. Claimant: Kalila Zunes-Wolfe
4. Claimant: Catherine L. Down
5. Claimant: Utility Service Co., Inc.

Claims Against: City of Santa Cruz

Councilmember Mathews disqualified herself from acting on Item 3. Five claims were not discussed.

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

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

1 case was discussed, and Council took no reportable action.

General Business (continued)

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

E. Conference with Real Property Negotiator- Real Property Negotiations (Government Code §54956.8).

1425 High Street Lease Agreement (City of Santa Cruz Lessor,
Verizon Wireless Lessee)
City Negotiator: Sharon Caiocca
APN: 001-011-08

Council received a status report, instructed the negotiator, but took no reportable action.

32. Council Meeting Calendar

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

33. 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.

Adjournment — At 6:59 p.m., the Redevelopment Agency adjourned from the regularly scheduled meeting of September 14, 2010 to the next regularly scheduled meeting on September 28, 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.

JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

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Respectfully submitted

Tom Graves
Deputy City Clerk

Approved

Lorrie Brewer
City Clerk

Approved

Ryan Coonerty
Vice 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

September 14, 2010

3:00 PM SESSION

Vice Mayor/Vice Chair Coonerty called the meeting to order at 3:10 p.m. in the Council Chambers.

Roll Call

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

Absent: Mayor/Chair Rotkin.

Staff: City Manager M. Bernal, Assistant City Manager T. Shull, Deputy City Attorney C. Cassman, Director of Economic Development and Redevelopment B. Lipscomb, Director of Finance J. Dilles, 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, Chief Building Official J. Ancic, Director of Public Works M. Dettle, Superintendent of Resource Recovery B. Nelson, Director of Water B. Kocher, City Clerk L. Brewer, Deputy City Clerk T. Graves.

Pledge of Allegiance

Introduction of New Employees - Director of Water B. Kocher introduced Utility Service Representative Kristen Perez.

Presentation – Census 2010 – Kimberly LaCrosse updated Council on the local Census 2010 efforts and presented the City with a commemorative plaque.

Presiding Officer's Announcements

Statements of Disqualification – Councilmember Mathews disqualified herself from acting on item 10.(c).

Additions and Deletions – Item 5 was deleted by staff.

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Joint City Council/Redevelopment Agency Oral Communications

Ed Davidson said the San Bruno natural gas leak and explosion was exacerbated by the lack of PG&E meter readers, and pointed out that the area of the explosion was in the immediate vicinity of the San Andreas Fault.

Jeff Yee spoke about public access to Newell Creek Road.

Robert Basur spoke in favor of lifting the sleeping ban.

Robert Norse spoke about attacks on Peace Camp 2010.

Mike Tomasi spoke about peace and freedom.

Paula Keene spoke about homelessness, and asked the Council to lift the sleeping ban.

Becky Johnson spoke about Peace Camp 2010.

Peggy spoke about public access along Newell Creek Road.

Consent Agenda

SPEAKING FROM THE FLOOR ASKING THAT ITEMS BE REMOVED FROM THE CONSENT AGENDA:

Ed Davidson asked that Item 25 be pulled.

Becky Johnson asked that Item 25 be pulled.

Robert Norse asked that Item 25 be pulled.

Items 14 and 25 were removed from the Consent Agenda.

Action

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

1. Minutes of the July 20, 2010 and August 3, 2010 Special and July 27, 2010 Regular City Council Meetings. (CC)

Motion carried to approve as submitted.

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

2. Minutes of the July 27, 2010 Regular Redevelopment Agency Meeting.
(CC)

Motion carried to approve as submitted.

3. Minute Preparation and Meeting Action Follow-up for Advisory Body and City Council Committee Meetings. (CC)

Motion carried to revise and adopt Council Policy 5.14.

4. 344 La Fonda Avenue – Temporary Construction Easement. (ED)

Resolution No. NS-28,254 was adopted authorizing and directing the City Manager to execute a Temporary Construction Easement Agreement with the State of California Department of Transportation for temporary use of vacant City property located at 344 La Fonda Avenue (APN 009-332-01) and to deposit the funds in the City General Fund.

5. 605 Front Street – Lease Agreement with Wendy Gutberlet and Richard Melrose, dba Lina Floral Boutique. (ED)

This item was deleted by staff.

6. Eastside Parking Lot - Cooperative Agreement and Permit Parking Fee.
(ED/PW)

City Council Resolution No. NS-28,255 was adopted authorizing the City Manager to execute a Cooperative Agreement with the Redevelopment Agency for operation of the Eastside Parking Lot.

City Council Resolution No. NS-28,256 was adopted authorizing the Public Works Director to establish a permit parking program for the Eastside Parking Lot and rescinding Resolution No. NS-28,108.

Redevelopment Agency Resolution No. 1505 was adopted authorizing the Executive Director to execute a Cooperative Agreement with the City for operation of the Eastside Parking Lot.

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

7. Tannery Arts Center – Digital Media Center @ the Tannery North Parking Lot – Notice of Completion. (ED)

Motion carried to approve the work completed by CRW Industries, Inc., and authorize the filing of the Notice of Completion for the Digital Media Center @ the Tannery North Parking Lot.

8. Release of Unclaimed Checks to the City of Santa Cruz. (FN)

Resolution No. NS-28,257 was adopted authorizing the release of unclaimed checks to the City of Santa Cruz pursuant to California Government Code Sections 50050 – 50053 and City Administrative Procedure Order (APO) I-83 “City of Santa Cruz Unclaimed Check Policy.”

9. Resolution Modifying the FY 2011 Budget Personnel Authorization to Facilitate Library Restructuring. (FN) (LB)

Resolution No. NS-28,258 was adopted modifying the FY 2011 Budget Personnel Authorization to reflect changes in the Library Information Technology and the Public Services Divisions.

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

Note: Councilmember Mathews disqualified herself from acting on Item 10.(c).

Motion carried to reject liability claims a) Carly LaFont, b) Nancy Lagestee, c) Kalila Zunes-Wolfe, d) Catherine L. Down, and e) Utility Service Co. Inc., based upon staff investigation.

11. City’s Classification and Compensation Plans and the FY 2011 Budget Personnel Complement – Water Department. (HR)

Resolution No. NS-28,259 was adopted amending the Classification and Compensation Plans to delete one vacant position of Water Treatment Operator IV and add one position and new classification of Water Facilities Electrical/Instrumentation Technician II/III and to delete the vacant single-position classification of Landscape Gardener and replace with one position of the classification of Utility Maintenance Technician in the Water Department.

REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
 3:00 P.M. SESSION

Consent Agenda (continued)

12. Confirming Contract with AT&T for Telecommunication and Data Communication Equipment and Services. (IT)

Motion carried authorizing the purchase of equipment and services from AT&T Services, 2600 Camino Ramon, San Ramon, CA 94583 in the budgeted amount of \$180,000.00.

13. Grant Acceptance, Approval of Plans and Specifications and Authorization to contract with Go Native Inc. to Construct the Lower DeLaveaga Service Road Restoration Project Crossings #1 and #3. (PK)

Resolution No. NS-28,260 was adopted authorizing and directing the City Manager to execute an agreement, in a form acceptable to the City Attorney, with the Santa Cruz County Resource Conservation District to accept funding from the Integrated Watershed Restoration Program (IWRP) and Proposition 50 for the implementation of the Lower DeLaveaga Service Road Restoration Project Crossings #1 & #3.

Motion carried approving the plans and specifications for the restoration of Lower DeLaveaga Service Road Projects Crossings # 1 and #3, and authorizing staff to contract with Go Native Inc. as a sole source vendor to complete the project according to the approved plans and specifications.

14. Stroke Center Site Assessment - DeLaveaga Park. (PK)

Director of Parks and Recreation D. Shoemaker and Chief Building Official J. Ancic presented oral reports and responded to Council's questions.

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

Mike Tomasi
 Ed Silveira

Action

Councilmember Beiers moved, seconded by Councilmember Lane, to accept the Stroke Center informational report prepared by Chief Building Official John Ancic; and to adopt Resolution No. NS-28,261 amending the 2011 budget and appropriating \$20,000 for an environmental site assessment of the facility; and to authorize the City Manager to enter into an agreement, in a form acceptable to the City Attorney, with a qualified firm to provide the assessment services. The motion carried unanimously (Mayor Rotkin absent).

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

15. Locust Garage Equipment Replacement – Sole Source Purchase. (PW)

Motion carried to authorize the purchase of Parking Division access and revenue control equipment for the Locust Garage from GMG Systems of San Leandro, CA, in the amount of \$225,063.

16. Pacific Gas & Electric (PG&E) Energy Efficiency Retrofit Loan Program - Streetlight Retrofit. (PW)

Motion carried to approve the application for a Pacific Gas and Electric (PG&E) Energy Efficiency Retrofit Loan Program for streetlight retrofit and authorizing the City Manager to execute all necessary agreements in a form acceptable to the City Attorney.

17. Encroachment Permits for Cruzio Telecommunications Network. (PW)

Resolution No. NS-28,262 was adopted granting three (3) encroachment permits for installation and maintenance of Cruzio Telecommunications Network in various City streets.

18. Bay Street Emergency Repair Project - c400824 - Approval of Contract Change Order No. 1 and Notice of Completion. (PW)

Motion carried to accept Contract Change Order No.1 and the work completed by Graniterock Company of San Jose, CA, and authorize the filing of the Notice of Completion for the Bay Street Emergency Repair Project (C400824).

19. Summer 2009 Overlay Project - c400829 - West Cliff Drive-Federal Project Number ESPL-5025(047)-Notice of Completion. (PW)

Motion carried to accept the work completed by Joseph J. Albanese, Inc. of Santa Clara, CA, and authorize the filing of the Notice of Completion for the Summer 2009 Overlay Project – West Cliff Drive (c400829), Federal Project Number ESPL-5025(047).

20. Water Meter Equipment - Sole Source Purchase. (WT)

Motion carried to authorize continuation of the sole source purchase of water meter equipment from Sensus Metering Systems (Sensus) for the period covering August 8, 2010 through July 31, 2011.

REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
 3:00 P.M. SESSION

Consent Agenda (continued)

21. Pipeline Road Repair Project – Contract Change Orders No. 3 and No. 4; and Notice of Completion. (WT)

Motion carried to ratify Contract Change Order No. 3 in the amount of \$8,224 and Contract Change Order No. 4 in the amount of \$3,085 with Engineered Soil Repairs, Inc. (Walnut Creek, CA) for the Pipeline Road Repair Project; and

Motion carried to accept the work of Engineered Soil Repairs, Inc. (Walnut Creek, CA) as complete and authorize the filing of a Notice of Completion for the Pipeline Road Repair Project.

22. Water Supply Project – Post-Pilot Facility Site Modifications - Contract Change Order No. 5 and Notice of Completion. (WT)

Motion carried to ratify Contract Change Order No. 5 in the amount of \$10,021 with BCI Builders, Inc. (Scotts Valley, CA), for Post-Pilot Facility Site Modifications; and

Motion carried to accept the work of BCI Builders, Inc. (Scotts Valley, CA), as complete per the plans and specifications, and authorizing the filing of a Notice of Completion for the Water Supply Project – Post Pilot Facility Site Modifications.

23. Proposition 23: Suspension of AB 32 – Resolution of Opposition. (CN)

Resolution No. NS-28,263 was adopted opposing Proposition 23, slated for the November 2, 2010 California General Election Ballot, which would severely limit the implementation and effectiveness of AB 32, the Global Warming Solutions Act of 2006.

24. AB 32 Implementation Efforts: SB 375 and the Clean Cars Program – Resolution of Support. (CN)

Resolution No. NS-28,264 was adopted supporting SB 375 and the Clean Cars Program, two significant steps toward fulfilling the goals of AB 32, the Global Warming Solutions Act of 2006, as it pertains to the transportation sector.

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

Consent Agenda (continued)

25. Reaffirmation of City Council Final Adoption of Citywide Rental Inspection Program Ordinance. (CN)

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

Ed Davidson
Becky Johnson
Mike Tomasi
Steve Pleich
Robert Norse
An unidentified woman

Action

Councilmember Robinson moved, seconded by Vice Mayor Coonerty, to reaffirm the City Council's September 7, 2010 final adoption of Ordinance No. 2010-17 – Amendments to the Santa Cruz Municipal Code Adding Chapter 21.06 Regarding a Citywide Rental Inspection Program. The motion carried by the following vote:

AYES: Councilmembers Lane, Mathews, Beiers, Robinson;
Vice Mayor Coonerty.
NOES: Councilmember Madrigal.
ABSENT: Mayor Rotkin.
DISQUALIFIED: None.

End Consent Agenda

REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
 3:00 P.M. SESSION

General Business

26. Water Supply Project - Design of Seawater Reverse Osmosis (SWRO) Desalination Facility - Award of Contract. (WT)

Director of Water B. Kocher presented an oral report and responded to Council's questions.

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

Ellen Murtha
 Rick Longinotti
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Action

Councilmember Mathews moved, seconded by Councilmember Lane, to authorize the City Manager to execute an agreement with Camp Dresser & McKee, Inc. (CDM) of Walnut Creek, California in the amount of \$4,134,464 for the preparation of the plans and specifications for the proposed SWRO Desalination Facility, with direction to staff to return to Council for authorization to proceed any further on the project. The motion carried unanimously (Mayor Rotkin absent).

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

General Business (continued)

27. Single-Use Bag Reduction Ordinance. (PW)

Superintendent of Resource Recovery B. Nelson presented an oral report and responded to Council's questions.

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

Colleen Bednarz, Save our Shores
Steve Pleich
Mike Tomasi
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Cory Chase Lloyd

Action

Councilmember Mathews moved, seconded by Councilmember Lane, to accept the draft Single-Use Bag Reduction Ordinance in concept and to direct staff to proceed with the preparation of documents for environmental review; and with direction to staff to come back to Council with information after the first year of the \$0.10 fee. The motion carried unanimously (Mayor Rotkin absent).

Note: Councilmember Robinson left the meeting at 6:15 p.m.

REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
 3:00 P.M. SESSION

General Business (continued)

28. Camping Ordinance Amendment - Introduction for Publication. (CA)

Assistant City Manager T. Shull presented an oral report and responded to Council's questions.

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

Becky Johnson
 Cory Chase Lloyd
 An unidentified woman
 Robert Facer
 Robert Norse
 Ed Frey
 Mike Tomasi

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

Betsy Philips
 Monica Martinez, Homeless Services Center Director

Action

Councilmember Mathews moved, seconded by Vice Mayor Coonerty, to introduce for publication Ordinance No. 2010-18 amending Chapter 6.36 of the City's Municipal Code by requiring a dismissal of camping citations where the person cited demonstrates that, on the date of the citation, he/she was currently on the waiting list for shelter services from one of the shelter programs offered by the Homeless Services Center, the River Street Shelter or any other existing shelter program offered in Santa Cruz and recognized by the City Attorney. The motion carried unanimously (Councilmember Robinson and Mayor Rotkin absent).

REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
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General Business (continued)

29. Utility Users Tax Exemptions Under Proposed Ordinance. (CN)

This item was taken out of agenda order.

Director of Finance J. Dilles presented an oral report and responded to Council's questions.

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

Darrell Darling
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Action

Councilmember Lane moved, seconded by Councilmember Madrigal, to adopt Resolution No. NS-28,265 approving utility users tax exemptions on the first \$100 in combined monthly charges for electricity and gas usage for low-income and senior citizen service users, and to instruct staff to bring back a proposal that would ensure that multi-unit facilities are covered in the exemptions. The motion carried unanimously (Mayor Rotkin absent).

30. Sister Cities Committee Appointment, for a Term Expiring on 1/1/12. (CC)

Councilmember Mathews nominated Rick Miritz.

Action

Rick Miritz was appointed by acclamation to a term ending 1/1/12.

REDEVELOPMENT AGENCY MEETING
 SEPTEMBER 14, 2010
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General Business (continued)

31. City Attorney Oral Report on Closed Session.

A. Labor Negotiations (Government Code §54956.6).

Lisa Sullivan—Negotiator

- Employee Organizations —
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Council received status reports, instructed the negotiator and took no reportable action.

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1. Community Water Coalition v. Santa Cruz County LAFCO, et al., Santa Cruz County Superior Court Case No. CV 167407.
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Council did not discuss Item 1. Council briefly discussed Item 2 with the City Attorney, but took no reportable action.

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1. Claimant: Carly LaFont
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4. Claimant: Catherine L. Down
5. Claimant: Utility Service Co., Inc.

Claims Against: City of Santa Cruz

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REDEVELOPMENT AGENCY MEETING
SEPTEMBER 14, 2010
3:00 P.M. SESSION

General Business (continued)

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

E. Conference with Real Property Negotiator- Real Property Negotiations (Government Code §54956.8).

1425 High Street Lease Agreement (City of Santa Cruz Lessor,
Verizon Wireless Lessee)
City Negotiator: Sharon Caiocca
APN: 001-011-08

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32. Council Meeting Calendar

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

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

Adjournment — At 6:59 p.m., the Redevelopment Agency adjourned from the regularly scheduled meeting of September 14, 2010 to the next regularly scheduled meeting on September 28, 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.

Approved

Ryan Coonerty
Vice Chair

Attest

Bonnie Lipscomb
Executive Director



CITY COUNCIL AGENDA REPORT

DATE: 9/13/2010

AGENDA OF: 9/28/2010

DEPARTMENT: City Clerk

SUBJECT: Review and Amendment of the City's Conflict of Interest Code. (CC)

RECOMMENDATION: Resolution amending the current Conflict of Interest Code.

BACKGROUND: State law requires that code reviewing bodies review their Conflict of Interest Codes by October of each even-numbered year.

DISCUSSION: The City's Conflict of Interest Code has been updated to reflect current employees and their positions, and changes during the past two years in the Government Code.

FISCAL IMPACT: None.

Prepared by:

Submitted by:

Approved by:

Tom Graves
Deputy City Clerk

Lorrie Brewer
City Clerk

Martín Bernal
City Manager

ATTACHMENTS:

Resolution
Conflict of Interest Code
Appendix A
Appendix B

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
SANTA CRUZ AMENDING THE CURRENT CONFLICT OF INTEREST CODE

WHEREAS, the City of Santa Cruz initially adopted a Conflict of Interest Code on February 14, 1989, by Resolution No. NS-18,483; and

WHEREAS, the City Council has conducted periodic reviews as required by law and made appropriate changes to its Code; and

WHEREAS, the Conflict of Interest Code has been updated to reflect the changes as required by designated employee categories.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa that the Conflict of Interest Code is hereby adopted as presented to Council this date.

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk

CONFLICT OF INTEREST CODE
CITY OF SANTA CRUZ
(February 1989)



Table of Contents

Article I Statutory Provisions

Article II Provisions of Conflict of Interest Code

Section 1 Definitions

Section 2 Designated Employees

Section 3 Disclosure Categories

Section 4 Statement of Economic Interests: Place of Filing

Section 5 Statement of Economic Interest: Time of Filing

Section 6 Contents of and Period Covered by Statements of Economic Interests

Section 7 Manner of Reporting

Section 8 Disqualification

Section 9 Manner of Disqualification

Section 10 Assistance of the Commission and Council

Section 11 Violations

Appendix A Schedule of Designated Positions and Their Disclosure Categories

Appendix B General Provisions and List of Disclosure Categories

Originally Adopted by Resolution No. NS-18,483 - 2/14/89

Revised by Resolution No. NS-##,### adopted 9/28/10

Revised by Resolution No. NS-27,915 adopted 9/23/08

Revised by Resolution No. NS-27,362 adopted 9/26/06

Revised by Resolution No. NS-26,700 adopted 9/14/04

Revised by Resolution No. NS-25,958 adopted 9/24/02

Revised by Resolution No. NS-25,100 adopted 10/10/00

Revised by Resolution No. NS-23,997 adopted 9/22/98

Revised by Resolution No. NS-23,105 adopted 1/14/97

Revised by Resolution No. NS-23,010 adopted 10/22/96

Revised by Resolution No. NS- 21,615 adopted 5/10/94

Revised by Resolution No. NS-20,567 adopted 6/23/92

Revised by Resolution No. NS-19,715 adopted 2/26/91

Revised By Resolution No. NS-19,683 adopted 2/12/91

Revised by Resolution No. NS-19,137 adopted 4/17/90

Revised by Resolution No. NS-19,001 adopted 1/23/90

**CONFLICT OF INTEREST CODE
FOR THE
CITY OF SANTA CRUZ
DEPARTMENTS AND ADVISORY BODIES**

ARTICLE I . STATUTORY PROVISIONS

In compliance with the Political Reform Act of 1974, California Government Code Section 81000 et seq., and specifically with Section 87300 et seq., the City of Santa Cruz hereby adopts this Conflict of Interest Code which shall be applicable to all designated employees of the City. The requirements of this Code are in addition to other requirements of the Political Reform Act, such as the general prohibition against conflicts of interest contained in Government Code Section 87100, and are in addition to any other state or local laws pertaining to conflicts of interest.

ARTICLE II . PROVISION OF CONFLICT OF INTEREST CODE

Section 1. Definitions. The definitions contained in the Political Reform act of 1974, Regulations of the Fair Political Practices Commission (2 Cal.Admin.Code Sections 18100 et seq.), and any amendments to the Act or regulations, are incorporated by reference into this Conflict of Interest Code.

Section 2. Designated Employees. The persons holding positions listed in Appendix A are designated employees. It has been determined that these persons make or participate in the making of decisions which may foreseeably have a material effect on financial interests.

Section 3. Disclosure Categories. This Code does not establish any disclosure obligation for those designated employees who are also specified in Government Code Section 87200 if they are designated in this Code in that same capacity or if the geographical jurisdiction of this City is the same or is wholly included within the jurisdiction in which those persons must report their financial interests pursuant to Article 2 of Chapter 7 of the Political Reform Act, Government Code Sections 87200 et seq.¹

Such persons are covered by this Code for disqualification purposes only. With respect to all other designated employees, the disclosure categories set forth in Appendix A specify which kinds of financial interests are reportable. Such a designated employee shall disclose in his or her statement of economic interests those financial interests he or she has which are of the kind described in the disclosure categories to which he or she is assigned in Appendix A. It has been determined that the financial interests set forth in a designated employee's disclosure categories are the kinds of financial interests which he or she foreseeably can affect materially through the conduct of his or her office.

¹ Designated employees who are required to file statements of economic interests under any other agency's conflict of interest code, or under Article 2 for a different jurisdiction, may expand their statement of economic interests to cover reportable interests in both jurisdictions, and file copies of this expanded statement with both entities in lieu of filing separate and distinct statements, provided that each copy of such expanded statement filed in place of an original is signed and verified by the designated employee as if it were an original. See Govt. Code Section 81004.

Section 4. Statement of Economic Interests: Time of Filing. All designated employees required to submit a statement of economic interest shall file such statements with the City Clerk, who shall be the filing officer.²

Section 5. Statement of Economic Interests: Time of Filing.

(a) Initial Statements. All designated employees employed by the City on the effective date of this Code, as originally adopted, promulgated and approved by the City Council, shall file statements within thirty days after the effective date of this Code. Thereafter, each person already in a position when it is designated by an amendment to this Code shall file an initial statement within thirty days after the effective date of the amendment.

(b) Assuming Office Statements. All persons assuming designated positions after the effective date of this Code shall file statements within thirty days after assuming the designated positions.

(c) Annual Statements. All designated employees shall file statements no later than April 1 of each year.

(d) Leaving Office Statements. All persons who leave designated positions shall file statements within thirty days after leaving office.

Section 6. Contents of and Period Covered by Statements of Economic Interests.

(a) Contents of Initial Statements. Initial statements shall disclose any reportable investments, interests in real property and business positions held on the effective date of the Code.

(b) Contents of Assuming Office Statements. Assuming office statements shall disclose any reportable investments, interests in real property and business positions held on the date of assuming office.

(c) Contents of Annual Statements. Annual statements shall disclose any reportable investments, interests in real property, income and business positions held or received during the previous calendar year provided, however, that the period covered by an employee's first annual statement shall begin on the effective date of the Code or the date of assuming office whichever is later.

(d) Contents of Leaving Office Statements. Leaving Office Statements shall disclose reportable investments, interests in real property, income and business positions held or received during the period between the closing of the last statement filed and the date of leaving office.

Section 7. Manner of Reporting. Statements of economic interests shall be made on forms prescribed by the Fair Political Practices Commission and supplied by the City and shall contain the following information:

² See Govt. Code Section 81010 and 2 Cal.Admin.Code Section 18115 for the duties of filing officers and persons in agencies who make and return copies of Statements and forward the originals to the filing officer.

(a) Investment and Real Property Disclosure. When an investment or an interest in real property³ is required to be reported⁴ the statement shall contain the following:

1. A statement of the nature of the investment or interest;
2. The name of the business entity in which each investment is held and a general description of the business activity in which the business entity is engaged;
3. The address or other precise location of the real property;
4. A statement whether the fair market value of the investment or interest in real property exceeds two thousand dollars (\$2,000), ten thousand dollars (\$10,000), exceeds one hundred thousand dollars (\$100,000), or exceeds one million dollars (\$1,000,000).

(b) Personal Income Disclosure. When personal income is required to be reported⁵ the statement shall contain:

1. The name and address of each source of income aggregating five hundred dollars (\$500) or more in value, or fifty (\$50) or more in value if the income was a gift, and a general description of the business activity, if any, of each source.
2. A statement whether the aggregate value of income from each source, or in the case of a loan, the highest amount owed to each source, was at least five hundred dollars (\$500), but did not exceed one thousand dollars (\$1,000), whether it was greater than one thousand dollars (\$1,000), whether it was greater than ten thousand dollars (\$10,000) or whether it was greater than one hundred thousand dollars (\$100,000).
3. A description of the consideration, if any, for which the income was received;
4. In the case of a gift, the name, address and business activity of the donor and any intermediary through which the gift was made, a description of the gift, the amount for value of the gift, and the date on which the gift was received.
5. In the case of a loan, the annual interest rate and the security, if any, given for the loan.

(c) Business Entity Income Disclosure. When income of a business entity, including income of a sole proprietorship, is required to be reported⁶ the statement shall contain:

³ For the purpose of disclosure only (not disqualification), an interest in real property does not include the principal residence of the filer.

⁴ Investments and interests in real property which have a joint market value of less than \$1,000 are not investments and interests in real property within the meaning of the Political Reform Act. However, investments or interests in real property of an individual include those held by the individual's spouse and dependent children as well as a pro rata share of any investment or interest in real property of any business entity or trust in which the individual, spouse and dependent children own in the aggregate, a direct, indirect or beneficial interest of 10 percent or greater.

⁵ Designated employee's income includes his or her community property interest in the income of his or her spouse but does not include salary or reimbursement for expenses received from a state, local or federal governmental agency.

⁶ Income of a business entity is reportable if the direct, indirect or beneficial interest of the filer and the filer's spouse in the business entity aggregates a 10 percent or greater interest. In addition, the disclosure of persons who are

1. The name, address, and a general description of the business activity of the business entity.

2. The name of every person from whom the business entity received payments if the filer's pro rata share of gross receipts from such person was equal to or greater than ten thousand dollars (\$10,000) .

(d) **Business Position Disclosure.** When business positions are required to be reported, a designated employee shall list the name and address of each business entity in which he or she is a director, officer, partner, trustee, employee, or in which he or she holds any position of management, a description of the business activity in which the business entity is engaged, and the designated employee's position with the business entity.

(e) **Acquisition or Disposal During Reporting Period.** In the case of an annual or leaving office statement, if an investment or an interest in real property was partially or wholly acquired or disposed of during the period covered by the statement, the statement shall contain the date of acquisition or disposal.

Section 8. Disqualification. No designated employee shall make, participate in making, or in any way attempt to use his or her official position to influence the making of any governmental decision which he or she knows or has reason to know will have a reasonably foreseeable material financial effect distinguishable from its effect on the public generally, on:

(a) Any business entity in which the designated employee has a direct or indirect investment worth two thousand dollars (\$2,000) or more;

(b) Any real property in which the designated employee has a direct or indirect interest worth two thousand dollars (\$2,000) or more;

(c) Any source of income, other than gifts and other than loans by a commercial lending institution in the regular course of business on terms available to the public without regard to official status, aggregating five hundred dollars (\$500) or more in value provided to, received by or promised to the designated employee within twelve months prior to the time when the decision is made.

(d) Any business entity in which the designated employee is a director, officer, partner, trustee, employee, or holds any position of management; or

clients or customers of a business entity is required only if the clients or customers are within one of the disclosure categories of the filer.

(e) Any donor of or any intermediary or agent for a donor of, a gift or gifts aggregating three hundred ninety dollars (\$390) or more in value provided to, received by, or promised to the designated employee within 12 months prior to the time when the decision is made.

No designated employee shall be prevented from making or participating in the making of any decision to the extent his or her participation is legally required for the decision to be made. The fact that the vote of a designated employee who is on a voting body is needed to break a tie does not make his or her participation legally required for purposes of this section.

Section 9. Manner of disqualification. When a designated employee determines that he or she should not make a governmental decision because he or she has a disqualifying interest in it, the determination not to act must be accompanied by disclosure of the disqualifying interest. In the case of a designated employee who is a board member or commissioner, determination and disclosure shall be made at the meeting during which consideration of the decision takes place and shall be made part of the official record of the board or commission; in the case of a designated employee which is the head of a department, this determination and disclosure shall be made in writing to his or her appointing authority; and in the case of other designated employees, this determination and disclosure shall be made in writing to the designated employee's supervisor.

Section 10. Assistance of the Commission and Counsel. Any designated employee who is unsure of his or her duties under this Code may request assistance from the Fair Political Practices Commission pursuant to Government Code Section 83114 or from the city attorney provided that nothing in this section requires the city attorney to issue any formal or informal opinion.

Section 11. Violations. This Code has the force and effect of law. Designated employees violating any provision of this Code or subject to the administrative, criminal and civil sanctions provided in the Political Reform Act, Government Code Sections 81000-91014. In addition, a decision in relation to which a violation of the disqualification provisions of this Code or of Government Code Section 87100 or 87450 has occurred may be set aside as void pursuant to Government Code Section 91003.

APPENDIX A

DESIGNATED POSITIONS	DISCLOSURE CATEGORY
ADMINISTRATION	
City Council	Govt.Code §87200 <u>et seq.</u>
City Manager	Govt.Code §87200 <u>et seq.</u>
Asst. City Manager	1, 2, 4, 5, 7, 8
Principal Administrative Management Analyst	1, 2, 5, 6
CITY CLERK	
City Clerk	1, 5
Deputy City Clerk	1, 5
CITY ATTORNEY	
City Attorney	Govt.Code §87200 <u>et seq.</u>
Deputy City Attorneys	1, 2, 4, 5, 7, 8
FINANCE	
Director of Finance	Govt.Code §87200 <u>et seq.</u>
Assistant Director of Finance	1, 5
Accountant II (Rev. & Tax.)	1, 5
Accountant II (Fin. Admin.)	1, 5
Accountant II (Accounting)	1, 5
Accountant II	1, 5
Accountant I	1, 5
Purchasing Manager	1, 2, 7
Principal Administrative Analyst	1, 2, 5, 6
Finance Manager	1, 2, 7
FIRE DEPARTMENT	
Chief of Fire	1, 2, 5, 7
Deputy Chiefs	1, 2, 5, 7
Division Chiefs	1, 2, 3, 4
Fire Battalion Chief	1, 6
Fire Marshall	1, 2, 3, 4
Deputy Fire Marshal	1, 2, 3, 4
Fire Inspector I & II	1, 2, 3, 4

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HUMAN RESOURCES

Director of Human Resources	1, 5
Assistant Director of Human Resources	1, 5
Principal Human Resources Analyst	1, 4, 5
Human Resources Analyst I/II	1, 6
Risk <u>and Safety</u> Manager	1, 8

INFORMATION TECHNOLOGY

<u>Director of Information Technology</u>	
<u>Information Technology Manager/Training Coordinator</u>	
<u>Network Manager</u>	1, 5, 6
<u>Information Technology Systems Manager</u>	1, 5, 6
<u>Information Technology Operations/Customer Svc. Mgr.</u>	1, 5, 6
Information Technology Operations Administrator	1, 5, 6
Information Technology Manager	1, 5, 6

PARKS AND RECREATION DEPARTMENT

Director of Parks & Recreation	1, 2, 5, 7
Superintendent of Parks	1, 2, 5, 7
Recreation Superintendents	1, 2, 5, 7
Golf Course Superintendent	1, 6, 7
Associate Planner	1, 2, 4, 7
Auditorium Supervisor	1, 6
Principal Administrative Analyst	1, 5
Urban Forester	1, 2, 4, 7

PLANNING & COMMUNITY DEVELOPMENT

Director of Planning & Community Development	1, 2, 4, 7
Principal Planner	1, 2, 4, 7
Chief Building Official	1, 2, 3, 4, 5, 7
Deputy Chief Building Official	1, 2, 3, 4, 5, 7
Code Compliance Specialist	1, 2, 4
Associate Planner	1, 2, 4, 7
<u>Associate Planner II</u>	<u>1, 2, 4, 7</u>
Senior Planner	1, 2, 4, 7
Senior Building Inspector	1, 2, 3, 4, 5, 7
Building Inspector	1, 2, 3, 4, 5, 7
<u>Green Building Environmental Specialist</u>	<u>1, 2, 3, 4, 5, 7</u>
<u>Management Professional & Technical Assistant</u>	<u>1, 2, 3, 4, 5, 7</u>

POLICE

Chief of Police	1, 2, 5, 7
Deputy Chiefs	1, 2, 5, 7

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PUBLIC WORKS

Director of Public Works	1, 2, 4, 5, 7
Asst. Director of Public Works/City Engineer	1, 2, 4, 5, 7
Traffic Engineer	1, 2, 5, 7
Public Works Operations Manager	1, 2, 5, 7, 8
Public Works Operation Superintendent	1, 2, 5, 7
Principal Administrative Management Analyst	1, 4, 5
Superintendent, Wastewater Treatment Plant	1, 2, 6, 7
Associate Civil Engineer (Design)	1, 2, 6, 8
Associate Civil Engineer (Sanitary)	1, 2, 6
Associate Civil Engineer	1, 2, 6, 8
Superintendent of Solid Waste	1, 2, 5, 7
Engineering Associate	1, 2, 6, 8
Parking Program Manager	1, 2, 4, 6, 7
Superintendent of Waste Disposal	1, 6
Superintendent of Facilities Maintenance	1, 2, 5, 6, 8
Wastewater Mains Supervisor	1, 4, 6, 7
Wastewater Lab/Pretreatment Manager	1, 4, 6, 7
Fleet Services Supervisor	1, 5, 6, 7

ECONOMIC DEVELOPMENT/REDEVELOPMENT AGENCY

Director of Redevelopment	1, 2, 4, 5, 7
Director of Economic Development/ Redevelopment Agency Executive Director	1, 2, 4, 5, 7
Redevelopment Manager	1, 2, 4, 5, 7
Redevelopment Project Coordinator	1, 2, 4, 7
Administrative Management Analyst	1, 2, 4, 7
Economic Development Manager	1, 2, 4, 7
Redevelopment Finance Manager	1, 2, 4, 7

WATER

Director of Water Department	1, 2, 5, 7
Deputy Water Director/Engineering Manager	1, 2, 5, 7
Deputy Water Director/Operations Manager	1, 2, 5, 7
Customer Service Manager	1, 2, 5, 7
Superintendent of Water Plant and Production	1, 2, 5, 7
Water Distribution Superintendent	1, 2, 5, 7
Water Quality Manager	1, 2, 5, 7
Chief Park Ranger	1, 2, 5, 7
Principal Administrative Management Analyst	1, 4, 5, 7
Associate Civil Engineer	1, 2, 5, 7
Water Resources Manager	1, 2, 5, 7

COMMISSIONERS, COMMITTEE AND BOARD MEMBERS

Arts Commission	1, 2, 5, 7
Board of Building Appeals	1, 2, 3, 4, 7
Commission for the Prevention of Violence against Women	1, 2, 5, 7
Downtown Commission	1, 2, 5, 7
Historic Preservation Commission	1, 3, 4, 5, 7
Parks and Recreation Commission	1, 2, 5
Planning Commission	Govt.Code §87200 <u>et seq.</u>
Public Art Committee	1, 2, 5, 7
<u>Transportation & Public Works Commission</u>	1, 2, 5, 7
City Transportation Commission	1, 2, 5, 7
Water Commission	1, 2, 5, 7

SPECIFIED CONSULTANTS

Those consultants likely to participate in the making of a governmental decision as determined by the City Manager in writing. 1, 2, 5, 7

APPENDIX B

CATEGORY/SCHEDULE IDENTIFICATION

Form 700 contains the following statement:

"It is important when completing this form to review your disclosure category, which can be obtained from your agency. In general, officials and employees with broad decision-making authority must disclose more interests than employees in positions with limited discretion. For example, you may be required to disclose only investments in or income from businesses of the type that contract with your agency, or you may not be required to disclose real property interest."

Category 1 All Income and Investments, the following Form 700 schedules should be completed as applicable to each designated employee:

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule B: Interests in Real Property

Schedule C: Income and Business Positions

Schedule D: Income - Loans

Schedule E: Income - Gifts

Schedule F: Income - Travel Payments, Advances,
Reimbursements

Category 2 All Interests in Real Property, the following Form 700 schedules should be completed to the extent applicable to a designated employee:

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule B: Interests in Real Property

Category 3 All Investments, Interests in Real Property, Positions in Business Entities, and Sources of Income Which Are Subject to the Regulatory, Permit or Licensing Authority of the Designated Employees' Department, the following Form 700 schedules may be applicable (if the source is subject to the regulatory permit or licensing authority of the designated employee's department).

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule B: Interests In Real Property

Schedule C: Income and Business Positions

Schedule D: Income - Loans

Schedule E: Income - Gifts

Schedule F: Income - Travel Payments, Advances, Reimbursements

Category 4 Investments and Positions in Business Entities, and Sources of Income, which Engage in Land Development, Construction or the Acquisition or Sale of Real Property, the following schedules may be applicable (to the extent land development, construction or the acquisition/sale of real property is involved).

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule B: Interests In Real Property

Schedule C: Income and Business Positions

Schedule D: Income - Loans

Schedule E: Income - Gifts

Schedule F: Income - Travel Payments, Advances, Reimbursements

Category 5 Investments and Positions Held in Business Entities, and Sources of Income Which Provide Services, Supplies, Materials, Machinery or Equipment of the Type Utilized in the City of Santa Cruz, the following Form 700 schedules may be applicable (if the source of income, business position or investment involves provision of services, supplies, materials, machinery or equipment of the type utilized by the City of Santa Cruz):

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule B: Interests In Real Property

Schedule C: Income and Business Positions

Schedule D: Income - Loans

Schedule E: Income - Gifts

Schedule F: Income - Travel Payments, Advances, Reimbursements

Category 6 Investments and Positions in Business Entities and Sources of Income Which Provide Services, Supplies, Materials, Machinery or Equipment of the Type Utilized by the Designated Employees, Department or Division, the following schedules may be applicable (if the investments, business position or source of income involves provision of services, supplies, materials, machinery or equipment of the type utilized by the designated employee's department or division).

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule B: Interests In Real Property

Schedule C: Income and Business Positions

Schedule D: Income - Loans

Schedule E: Income - Gifts

Schedule F: Income - Travel Payments, Advances, Reimbursements

Category 7 All Investments and Positions Held in Business Entities, the following schedules should be completed, as specified by Form 700:

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule C: Income and Business Positions

Category 8 Investments and Positions Held in Business Entities or Investments with Natural Persons that have Contractual Obligations or Privileges with the City of Santa Cruz, the following Form 700 schedules may be applicable:

Schedule A-1: Investments - Less than 10% Interest

Schedule A-2: Investments - More than 10% Interest

Schedule C: Income and Business Positions

Category 9 All Interests in Real Property Located Within Two Miles of any Library Facility or Within Two Miles of the Site Acquired for a Library Facility, the following schedules should be completed (to the extent that the real property is located within two miles of a library facility or a site acquired for a library facility):

Schedule B: Interests in Real Property



JOINT CITY COUNCIL/
REDEVELOPMENT AGENCY
AGENDA REPORT

DATE: 9/19/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Economic Development

SUBJECT: Inclusionary Housing Affordability Preservation Program. (ED)

RECOMMENDATION: City Council resolution authorizing and directing the City Manager to establish an Inclusionary Housing Affordability Preservation Program and to execute a cooperative loan agreement with the Redevelopment Agency, in a form to be approved by the City Attorney, in the amount of \$500,000 to the Affordable Housing Trust Fund to fund the Inclusionary Housing Affordability Preservation Program.

City Council resolution appropriating funds and amending the FY 2011 budget in the amount of \$503,000 to fund the Inclusionary Housing Affordability Preservation Program and the related interest expense.

Redevelopment Agency resolution authorizing and directing the Executive Director to enter into a cooperative loan agreement with the City of Santa Cruz, in a form approved by the Agency Attorney, in the amount of \$500,000 to fund the the Inclusionary Housing Affordability Preservation Program as part of the Affordable Housing Trust Fund.

Redevelopment Agency resolution appropriating funds and amending the FY 2011 budget in the amount of \$503,000 from the Redevelopment Agency Low and Moderate Income Housing Set-Aside Fund balance to fund the Inclusionary Housing Affordability Preservation Program and related interest revenue as part of the Affordable Housing Trust Fund.

BACKGROUND: The City of Santa Cruz’s 2008 Housing Element includes a goal for an “Increased and protected supply of housing affordable to extremely low, very low, low, and moderate income households.” This goal is also incorporated into the Redevelopment Agency’s 2010-2014 Implementation Plan. However at this time the City is at risk of losing a number of affordable inclusionary housing units due to the recent downturn in the housing market and subsequent increase in the number of foreclosures. Although recent agreements under the City’s Inclusionary Housing Program have provisions that protect the City’s affordable restrictions, a number of older agreements do not. For these units, foreclosure would mean that the City’s affordable restrictions would be eliminated. In addition, prior to 1995, most inclusionary units were only required to provide 30 years of affordability. As a result, the City of Santa Cruz currently has about 40 inclusionary ownership housing units with affordability covenants that will expire between 2014 and 2025.

DISCUSSION: To help preserve inclusionary housing units at-risk of losing affordability, staff is recommending that the City initiate an Inclusionary Housing Affordability Preservation

Program. The Program would establish a revolving fund that would allow the City to purchase affordable inclusionary units undergoing or threatened with foreclosure. Use of the fund would be considered if the City's affordability agreement recorded against a property: 1) does not include provisions to allow affordability to survive foreclosure; or 2) specifies a date or time period when affordability restrictions will expire.

Currently, the City receives a copy of a notice of default when it is issued by the primary lender to the owner of an inclusionary unit. At that point the owner in default of his or her bank loan is considered to also be in default of the City's affordability agreement. In the event that the owner does not cure the default within 30 days, the agreement allows the City 30 days to exercise an option to pay off the primary loan and acquire the property. The City's purchase must close within 90 days after the option is exercised. The proposed Affordable Housing Preservation Program would provide staff the ability to purchase an at-risk property within this limited 30-day option period if warranted.

Under the proposed Affordable Housing Preservation Program, if the City received a notice of default for an inclusionary unit, staff would evaluate the property to determine if the affordability restrictions are at-risk as described in the two categories above. If so, staff would then assess the condition of the property and the costs required to cure the defaulted loan. Based on a cost benefit analysis, staff would make a recommendation to the Director of the Economic Development and Redevelopment. The Director would then make the final decision of whether or not to exercise the purchase option and use the Affordable Housing Preservation Program revolving fund to acquire the property. If purchased, the property would be prepared for sale and resold by the City with a new affordable housing agreement that would include provisions to protect the agreement against foreclosure. Proceeds from the sale would then be available to preserve other at-risk units under the Program or be repaid to the Agency. If the market doesn't support selling the property, the Program would allow the City to rent the unit for a period of time.

Currently there are insufficient funds in the Affordable Housing Trust Fund for the proposed Program. Therefore, staff is recommending that the proposed Affordable Housing Preservation Program be established with an initial \$500,000 loan from the Redevelopment Agency's Low & Moderate Income Housing Set-Aside Fund. It is anticipated that \$500,000 could preserve up to two units of at-risk affordable housing at any one time.

FISCAL IMPACT: Redevelopment Agency Low & Moderate Income Housing Set-Aside Fund balances will be reduced by a total of \$500,000. The loan interest rate will be equal to the City portfolio rate. The interest expense will be accrued annually; it is estimated that the FY10 interest revenue will be \$3000. The loan and accrued interest will be repaid when there are sufficient funds in the AHTF.

Prepared by:
Carol Berg
Housing and Community
Development Manager

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

Approved by:
Martin Bernal
City Manager

ATTACHMENTS:
Resolutions
Budget Adjustments

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
AUTHORIZING AND DIRECTING THE CITY MANAGER TO ESTABLISH AN
INCLUSIONARY HOUSING AFFORDABILITY PRESERVATION PROGRAM AND TO
EXECUTE A COOPERATIVE LOAN AGREEMENT BETWEEN THE CITY OF SANTA
CRUZ AND THE REDEVELOPMENT AGENCY FOR FUNDING THE INCLUSIONARY
HOUSING AFFORDABILITY PRESERVATION PROGRAM AS PART OF THE
AFFORDABLE HOUSING TRUST FUND

WHEREAS, the City of Santa Cruz 2008 Housing Element identifies preservation of affordable housing as a goal; and

WHEREAS, a depressed housing market currently exists and foreclosure rates have increased significantly resulting in some units under the City's Inclusionary Housing Program being at-risk of losing their affordability; and

WHEREAS, on October 28, 2003 the City of Santa Cruz adopted a resolution to create the City of Santa Cruz Affordable Housing Trust Fund (AHTF), designating preservation of affordable housing as an allowed activity; and

WHEREAS, it has been recommended that the City initiate an Inclusionary Housing Affordability Preservation Program for purposes of purchasing at-risk affordable units and reselling the units with new affordability restrictions in order to preserve the City's affordable housing stock; and

WHEREAS, the AHTF currently has insufficient funds to establish an Inclusionary Housing Affordability Preservation Program; and

WHEREAS, it has been proposed that the Redevelopment Agency of the City of Santa Cruz loan the City of Santa Cruz \$500,000 to initially fund a Inclusionary Housing Affordability Preservation Program; and

WHEREAS, it is estimated that this initial \$500,000 in funding could be used to create a revolving fund that could help preserve up to two at-risk affordable units during any one period of time; and

WHEREAS, it is recommended that the terms of the loan include an interest rate equal to the City portfolio rate and loan repayment be made from future AHTF income when such funds become available which are not committed to other AHTF projects or programs, including AHTF administrative costs.

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Santa Cruz that the City Manager is authorized and directed to establish an Inclusionary Housing Affordability Preservation Program under the AHTF;

AND FURTHERMORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that that the City Manager is authorized and directed to execute a loan agreement between the Redevelopment Agency of the City of Santa Cruz and the City of Santa Cruz, in a form approved by the City Attorney, in the amount of \$500,000 to initially fund the Inclusionary Housing Affordability Preservation Program revolving fund.

RESOLUTION NO. NS-

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
Clerk

RESOLUTION NO.

RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF SANTA CRUZ
AUTHORIZING AND DIRECTING THE EXECUTIVE DIRECTOR TO ENTER INTO
A COOPERATIVE LOAN AGREEMENT BETWEEN THE CITY OF SANTA CRUZ
AND THE REDEVELOPMENT AGENCY FOR FUNDING THE INCLUSIONARY
HOUSING AFFORDABILITY PRESERVATION PROGRAM AS PART OF THE
AFFORDABLE HOUSING TRUST FUND

WHEREAS, by Ordinance Nos. 90-40 and 90-41, adopted on November 13, 1990, the City Council of the City of Santa Cruz (the "Council") approved and adopted the Redevelopment Plan (the "Merged Redevelopment Plan") for the Merged Earthquake Recovery and Reconstruction Project (the "Merged Project"); and

WHEREAS, on December 8, 2009, the Agency adopted a Five-Year Implementation Plan pursuant to Section 33490 of the California Redevelopment Law wherein specific projects and programs were set forth, including actions and expenditures to be made within the term of the Implementation Plan and further described how these projects and programs would alleviate blight; and

WHEREAS, the Five-Year Implementation Plan contains a specific goal to increase and protect the supply of affordable housing; and

WHEREAS, the City of Santa Cruz wishes to establish an Inclusionary Housing Affordability Preservation Program as part of the City of Santa Cruz's Affordable Housing Trust Fund (AHTF) to help preserve inclusionary housing units at-risk of losing affordability under the threat of foreclosure; and

WHEREAS, it has been proposed that the Redevelopment Agency of the City of Santa Cruz loan the City of Santa Cruz funds for this Inclusionary Housing Affordability Preservation Program; and

WHEREAS, the proposed loan meets Redevelopment Plan and Five-Year Implementation Plan goal of protecting affordable housing; and

WHEREAS, the interest rate of the loan shall be equal to the City portfolio rate and loan repayment shall be made from future AHTF income when such funds become available and are not committed to other programs, including AHTF administrative costs; and

NOW, THEREFORE, BE IT RESOLVED by the Redevelopment Agency of the City of Santa Cruz that the Executive Director is authorized and directed to execute a loan agreement between the Redevelopment Agency of the City of Santa Cruz and the City of Santa Cruz, in a form approved by the Agency Attorney, in the amount of \$500,000 to fund the Inclusionary Housing Affordability Preservation Program.

RESOLUTION NO.

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Chair

ATTEST: _____
Executive Director

**City of Santa Cruz
BUDGET ADJUSTMENT REQUEST**

<input checked="" type="radio"/> Council Approval	Resolution No. _____
<input type="radio"/> RDA Approval	Resolution No. _____
<input type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

Date: 09/08/2010

<u>ACCOUNT</u>	REVENUE EDEN ACCOUNT TITLE	
279-00-00-0000-49901	Interagency transfers in	\$500,000.00
TOTAL REVENUE		\$500,000.00

<u>ACCOUNT</u>	EXPENDITURE EDEN ACCOUNT TITLE	
279-51-81-5208-57202	AHTF: Building purchase	\$500,000.00
279-51-81-8210-58250	AHTF: Advance Interest	3,000.00
TOTAL EXPENDITURE		\$503,000.00

NET: \$ (3,000.00)

Purpose: City Affordable Housing Trust fund loan from the RDA Low & Moderate Income Housing Fund to create the Inclusionary Housing Affordability Preservation Program. Interest will be paid annually on the outstanding balance at the City Portfolio interest rate.

PREPARED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kathryn L. Mintz <small>Digitally signed by Kathryn L. Mintz DN: cn=Kathryn L. Mintz, o=City of Santa Cruz, ou=EDEN, email=kmintz@cityofsantacruz.com, c=US Date: 2010.09.15 17:52:22 -0700</small>	Bonnie Lipscomb <small>Digitally signed by Bonnie Lipscomb DN: cn=Bonnie Lipscomb, o=City of Santa Cruz, CA, ou=EDEN, email=blipscomb@cityofsantacruz.com, c=US Date: 2010.09.15 16:25:41 -0700</small>	Patty Haymond <small>Digitally signed by Patty Haymond DN: cn=Patty Haymond, o=City of Santa Cruz, ou=EDEN, email=phaymond@cityofsantacruz.com, c=US Date: 2010.09.15 16:25:41 -0700</small>	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, o=Finance, ou=EDEN, email=jdilles@cityofsantacruz.com, c=US Date: 2010.09.20 12:58:35 -0700</small>	
9/15/10		9/15/10		

Revised December 2009

**City of Santa Cruz
BUDGET ADJUSTMENT REQUEST**

<input type="radio"/> Council Approval	Resolution No. _____
<input checked="" type="radio"/> RDA Approval	Resolution No. _____
<input type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

Date: 09/08/2010

<u>ACCOUNT</u>	REVENUE EDEN ACCOUNT TITLE	
281-52-00-0000-46130	Merged LMIH: Interest on loans and notes receivable	\$3,000.00
TOTAL REVENUE		\$3,000.00

<u>ACCOUNT</u>	EXPENDITURE EDEN ACCOUNT TITLE	
281-52-80-5650-59901	Merged LMIH: Interagency transfers out	\$500,000.00
r521106 100 2020 0	Inclusionary Housing Affordability Preservation Project	
TOTAL EXPENDITURE		\$500,000.00

NET: \$ (497,000.00)

Purpose: RDA Low & Moderate Income Housing Fund loan to the City Affordable Housing Trust Fund to create the Inclusionary Housing Affordability Preservation Program. Interest, based on the City Portfolio interest rate will be received annually on the outstanding balance.

PREPARED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kathryn L. Mintz <small>Digitally signed by Kathryn L. Mintz DN: cn=Kathryn L. Mintz, ou=City of Santa Cruz, ou=EDEN, email=kmintz@cityofscruz.com, c=US Date: 2010.09.16 17:58:58 -0700</small>	Bonnie Lipscomb <small>Digitally signed by Bonnie Lipscomb DN: cn=Bonnie Lipscomb, ou=City of Santa Cruz, CA, ou=EDEN, email=blipscomb@cityofscruz.com, c=US Date: 2010.09.16 17:58:58 -0700</small>	Patty Haymond <small>Digitally signed by Patty Haymond DN: cn=Patty Haymond, ou=City of Santa Cruz, ou=EDEN, email=phaymond@cityofscruz.com, c=US Date: 2010.09.16 17:58:58 -0700</small>	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, ou=Finance, ou=EDEN, ou=EDEN, email=jdilles@cityofscruz.com, c=US Date: 2010.09.16 17:58:58 -0700</small>	
9/15/10		9/15/10		

Revised December 2009



REDEVELOPMENT AGENCY AGENDA REPORT

DATE: 9/22/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Economic Development

SUBJECT: 207 Church Street, LLC Owner Participation Agreement. (ED)

RECOMMENDATION: Redevelopment Agency Resolution authorizing and directing the Executive Director to enter into an Owner Participation Agreement which includes a forgivable loan with 207 Church Street, LLC in an amount up to \$122,500 to assist with the public infrastructure improvements of the site rehabilitation and to execute such documents as may be necessary to carry out the Owner Participation Agreement and forgivable loan in forms approved by the Agency Attorney.

Redevelopment Agency Resolution amending the FY 2011 budget to appropriate an amount up to \$122,500 for a forgivable loan to 207 Church Street, LLC to financially assist with certain public infrastructure improvements at the site.

BACKGROUND: The building located at 207 Church Street, more commonly known as the Sentinel building, has been vacant since the Santa Cruz Sentinel newspaper offices left Santa Cruz over two years ago. In September 2009, the building was purchased by 207 Church Street LLC. The new owners are currently in the process of renovating the building and completing certain public improvements, including a new bulb out, curb and gutters, sidewalks, street trees and lighting along Cedar and Church Street. The renovated building will provide office space for two of the three owners, including Cruzio and Ecology Action and will also provide retail space for Cruzio. Additionally, the renovated building will be providing up to two ground level retail spaces along Cedar Street for sale or lease.

In the spring of 2010, representatives of 207 Church Street LLC approached Redevelopment Agency (Agency) staff requesting assistance with the required public improvements for the site as well as inquiring if the City had interest in acquiring the parking lot across the street from the former Sentinel building located at 212 Church Street, adjacent to the public library. As there is inadequate public parking available for library patrons and a general shortage of available public parking in the downtown, acquisition of the private parking lot at 212 Church Street for public use and possible future development was recommended for consideration in closed session.

Council directed staff to move forward on the acquisition of the privately owned lot located at 212 Church Street and recommended in closed session that staff consider city-owned properties that may be available for a possible exchange for the 212 Church Street parking lot. The property owned by the City at 190 Walnut Avenue was identified and recommended for disposition by the City. The City-owned property at 190 Walnut Avenue is adjacent to a small

parking lot owned by 207 Church Street LLC and the representatives of the LLC were thus amenable to the property exchange and agreed to an exchange of the two properties at equal value. Consideration of the Exchange Agreement by the City Council is presented as a separate item on the current agenda from the Agency Board consideration of the Owner Participation Agreement.

DISCUSSION: Following a discussion with the Planning Department regarding the required public improvements for the renovated building, staff determined that financial assistance from the Redevelopment Agency to 207 Church Street LLC was warranted to facilitate the private investment necessary in the building infrastructure to accommodate the new building users, to create more vibrant and functional public space and to help attract future prospective tenants to the currently vacant building. The public improvements approved and required for the renovation of the building are currently estimated at approximately \$140,000. Upon review of the improvements, Agency staff recommends a forgivable loan to 207 Church Street LLC for an amount not to exceed \$122,500.

An Owner Participation Agreement (OPA) between the Redevelopment Agency and 207 Church Street LLC is proposed as the most effective means whereby the Agency can provide financial assistance to the new owners while codifying the terms and conditions for such assistance and certain performance obligations regarding the private completion of the public improvements. The proposed OPA contains certain terms and conditions for approval of an Agency forgivable loan, a scope of development for the public improvements to be completed by 207 Church Street LLC and a Performance Schedule for completion of the said improvements. If all the obligations under the OPA are met within the specified timeframe, the loan will be forgiven by the Agency. Specific conditions and disbursement requirements for the forgivable loan include the following:

- 1) The Agency is in receipt of, and has approved, the cost breakdown and project documents associated with the construction of the public improvements;
- 2) All public improvements identified in the scope of development of the OPA must be constructed to the reasonable satisfaction of the City and Agency within twelve months of execution of the OPA;
- 3) 207 Church Street LLC has obtained, complied with and kept in effect all permits, licenses and approvals which are required to be obtained in order to construct the improvements; and
- 4) The forgivable loan will be secured by a Deed of Trust on the property.

It is of mutual interest to the City and Agency that the property exchange agreement between 207 Church Street LLC and the City be duly executed in order to meet the immediate public parking needs in the vicinity of the public library and in order to effectuate the Redevelopment Plan for the Merged Redevelopment Project Area through viable reuse of underutilized property. With this consideration, staff has included a clause in the proposed OPA that the forgivable loan defined in the OPA be conditional upon recordation of the required grant deeds between 207 Church Street LLC and the City as contemplated in the separate property exchange agreement under consideration by the City Council.

By entering into an OPA to make a forgivable loan to 207 Church Street LLC for the public improvements associated with the renovation of 207 Church Street, the Agency will be furthering the purpose of the Redevelopment Plan and eliminating blight within the Project Area through the alleviation of vacancies, encouraging the viable reuse of underutilized properties and updating necessary public infrastructure improvements.

FISCAL IMPACT: There is no impact to the General Fund by Agency approval of the proposed OPA between the Redevelopment Agency and 207 Church Street LLC for a forgivable loan up to \$122,500 to fund certain public improvements associated with 207 Church Street. Funds are available in the Agency's undesignated fund balance for the Merged Redevelopment Project Area. If approved by the Agency Board, the Agency's FY 2011 budget will be amended for this purpose.

Submitted by:	Approved by:
Bonnie Lipscomb	Martin Bernal
Agency Executive Director	City Manager

ATTACHMENTS:
Resolution
Budget Adjustment

RESOLUTION NO.

RESOLUTION AUTHORIZING AND DIRECTING THE EXECUTIVE DIRECTOR TO ENTER INTO AN OWNER PARTICIPATION AGREEMENT INCLUDES A FORGIVABLE LOAN WITH 207 CHURCH STREET LLC IN AN AMOUNT UP TO \$122,500 TO ASSIST WITH THE PUBLIC INFRASTRUCTURE IMPROVEMENTS OF THE SITE REHABILITATION AND TO EXECUTE SUCH DOCUMENTS AS MAY BE NECESSARY TO CARRY OUT THE OWNER PARTICIPATION AGREEMENT AND FORGIVABLE LOAN IN FORMS APPROVED BY THE AGENCY ATTORNEY

WHEREAS, by Ordinance Nos. 90-40 and 90-41, adopted on November 13, 1990, the City Council of the City of Santa Cruz (the "Council") approved and adopted the Redevelopment Plan (the "Merged Redevelopment Plan") for the Merged Earthquake Recovery and Reconstruction Project (the "Merged Project"); and

WHEREAS, on December 8, 2009, the Santa Cruz Redevelopment Agency adopted a Five-Year Implementation Plan, pursuant to Section 33490 of the California Redevelopment Law wherein specific projects and programs were set forth, including actions and expenditures to be made within the term of the Implementation Plan and further described how these projects and programs would alleviate blight; and

WHEREAS, the Five-Year Implementation Plan contains specific goals and objectives to promote revitalization of the Downtown Central Business District; and

WHEREAS, The building located at 207 Church Street, more commonly known as the Sentinel Building was sold in 2007 and has been vacant since that time; and

WHEREAS, In 2009 the Sentinel Building was purchased by 207 Church Street LLC and the new owners including Cruzio and Ecology Action developed plans to rehabilitate the building for new office and retail uses including their own offices and retail; and

WHEREAS, In Spring of 2010 representatives of the 207 Church Street LLC approached Agency staff requesting assistance with the required public improvements for the site which include a new bulb out, curb and gutters, sidewalks, street trees and lighting along Cedar and Church Streets; and

WHEREAS, Following a discussion with the Planning Department regarding the required public improvements for the renovated building, Agency staff has determined that financial assistance was warranted to facilitate the private investment necessary in the building infrastructure to accommodate the new building users, to create more vibrant and functional public space and to help attract future prospective tenants; and

WHEREAS, The public improvements approved and required for the renovation of the building are currently estimated at approximately \$140,000; and

WHEREAS, An Owner Participation Agreement (OPA) between the Redevelopment Agency and 207 Church Street LLC which includes a forgivable loan for an amount up to \$122,500 is proposed as the most effective means whereby the Agency can provide financial

RESOLUTION NO.

assistance to the new owners while codifying the terms and conditions for such assistance and certain performance obligations regarding the private completion of the public improvements; and

WHEREAS, By entering into an OPA to make a forgivable loan to 207 Church Street LLC for the public improvements associated with the renovation of 207 Church Street, the Agency will be furthering the purpose of the Redevelopment Plan and eliminating blight within the Project Area through the alleviation of vacancies, encouraging the viable reuse of underutilized properties and updating necessary public infrastructure improvements; and

WHEREAS, The forgivable loan meets Redevelopment Plan and Five-Year Implementation Plan objectives of promoting the full and complete recovery of the Merged Project Area from the physical and economic hardships created by the Loma Prieta Earthquake; and

WHEREAS, Funding for the forgivable loan in an amount up to \$122,500 is available in the Agency's Merged Project Area fund balance;

NOW, THEREFORE, BE IT RESOLVED by the Redevelopment Agency of the City of Santa Cruz that the Executive Director is authorized and directed to enter into an Owner Participation Agreement including a forgivable loan with 207 Church Street LLC in an amount up to \$122,500 to assist with the public infrastructure improvements of the site rehabilitation and to execute such documents as may be necessary to carry out the Owner Participation Agreement and forgivable loan in forms approved by the Agency Attorney.

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Chair

ATTEST: _____
Executive Director

**City of Santa Cruz
BUDGET ADJUSTMENT REQUEST**

<input type="radio"/> Council Approval	Resolution No. _____
<input checked="" type="radio"/> RDA Approval	Resolution No. _____
<input type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

Date: 09/20/2010

ACCOUNT	REVENUE EDEN ACCOUNT TITLE	
TOTAL REVENUE		\$0.00

ACCOUNT	EXPENDITURE EDEN ACCOUNT TITLE	
481-52-80-5552-56960	Merged Project Debt Service Fund: Loans & grants	\$122,500.00
d521107 810 0 0	207 Church Street LLC OPA	
TOTAL EXPENDITURE		\$122,500.00

NET: \$ (122,500.00)

Purpose: To appropriate up to \$122,500 to fund a forgivable loan to 207 Church Street LLC

PREPARED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kathryn L. Mintz <small>Digitally signed by Kathryn L. Mintz DN: cn=Kathryn L. Mintz, o=City of Santa Cruz, ou=City of Santa Cruz, email=kmintz@cityofsantacruz.com, c=US Date: 2010.09.21 10:42:54 -0700</small>	Bonnie Lipscomb <small>Digitally signed by Bonnie Lipscomb DN: cn=Bonnie Lipscomb, o=City of Santa Cruz, CA, ou=City of Santa Cruz, email=blipscomb@cityofsantacruz.com, c=US Date: 2010.09.20 12:52:53 -0700</small>	Patty Haymond <small>Digitally signed by Patty Haymond DN: cn=Patty Haymond, o=City of Santa Cruz, ou=City of Santa Cruz, email=phaymond@cityofsantacruz.com, c=US Date: 2010.09.21 12:34:51 -0700</small>	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, o=Finance, ou=PHAD, email=jdilles@cityofsantacruz.com, ou=US Date: 2010.09.21 12:47:31 -0700</small>	
9/21/10		9/21/10		

Revised December 2009

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
AUTHORIZING AND DIRECTING THE CITY MANAGER TO EXECUTE A PROPERTY
EXCHANGE AGREEMENT BETWEEN THE CITY OF SANTA CRUZ AND 207 CHURCH
STREET LLC TO ACCOMPLISH THE EXCHANGE OF 190 WALNUT AVENUE (APN 005-
072-26) WITH 212 CHURCH STREET (APN 005-048-12). 2) DECLARING CITY OWNED
PROPERTY AT WALNUT AVENUE EXEMPT FROM THE SURPLUS LAND
CLEARANCE PROCESS PURSUANT TO CALIFORNIA GOVERNMENT CODE 54221(B)
3) ACCEPTING PLANNING COMMISSION FINDINGS THAT THE PROPERTY
EXCHANGE IS IN CONFORMITY WITH THE GENERAL PLAN OF THE CITY
4) AUTHORIZING AND DIRECTING THE CITY MANAGER TO EXECUTE A LEASE
AGREEMENT AND ANY AMENDMENTS THERETO OF A NON SUBSTANTIVE
NATURE, SUBJECT TO THE APPROVAL OF THE CITY ATTORNEY, WITH
207 CHURCH STREET LLC FOR THE PREMISES LOCATED AT 190 WALNUT AVENUE.

WHEREAS, The City of Santa Cruz desires to exchange city-owned property know as 190
Walnut Avenue (APN 005-072-26) with 207 Church Street LLC for the purpose of acquiring
property adjacent to the Central Library; and

WHEREAS, 207 Church Street LLC desires to exchange property known as 212 Church
Street (APN 005-048-12) with the City of Santa Cruz in order to acquire property adjacent to its
property at 148 Walnut Avenue; and

WHEREAS, the proposed property exchange is exempt from the surplus land clearance
process pursuant to California Code Section 54221 (b) which states that the term surplus land does
not apply to property being held for the purpose of exchange; and

WHEREAS, on September 2, 2010 the Planning Commission issued a report that the
proposed property exchange is in conformity with the General Plan of the City; and

WHEREAS, exchanging the property at 190 Walnut Avenue requires the relocation of the
parking enforcement staff offices and

WHEREAS, 207 Church Street LLC has agreed to lease back the property at 1290 Walnut
Avenue on a month to month basis up to six months in order to provide time for relocating parking
enforcement staff offices,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz
that the City Manager is authorized and directed to execute a Property Exchange Agreement
between the City of Santa Cruz and 207 Church Street LLC to accomplish the exchange of 190
Walnut Avenue with 212 Church Street 2) declares city owned property at 190 Walnut Avenue
exempt from the surplus land clearance process pursuant to California Government Code 54221 (b)
3) accepts the Planning Commission findings that the property exchange is in conformity with the
General Plan of the City 4) authorize and direct the City Manager to execute a lease agreement and
any amendments thereto of a non substantive nature, subject to the approval of the City Attorney,
with 207 Church Street LLC for the premises at 190 Walnut Avenue.

RESOLUTION NO. NS-

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk

City of Santa Cruz
BUDGET ADJUSTMENT REQUEST

<input checked="" type="radio"/> Council Approval	Resolution No. _____
<input type="radio"/> RDA Approval	Resolution No. _____
<input type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

Date: 09/20/2010

ACCOUNT	REVENUE EDEN ACCOUNT TITLE	
101-00-00-0000-49202	General Fund: Real property sales - land (190 Walnut St)	\$78,202.00
101-00-00-0000-48101	General Fund: Gain on sale of property	616,798.00
101-00-00-0000-462xx	General Fund: Rents from 212 Church Street	110,000.00
101-00-00-0000-462xx	General Fund: Reimbursement to Parking District	(110,000.00)
741-00-00-0000-4xxxx	Parking Fund: Reimbursement from the General Fund	110,000.00
TOTAL REVENUE		\$805,000.00

ACCOUNT	EXPENDITURE EDEN ACCOUNT TITLE	
101-01-01-1113-57102	General Fund: Land (Purchase of property-212 Church Street)	\$695,000.00
741-40-64-7401-57104	Parking Fund: Relocation Costs (Parking Office & Lot Preparation)	110,000.00
TOTAL EXPENDITURE		\$805,000.00

NET: \$ 0.00

Purpose: To 1) appropriate funds in the amount of \$110,000 for the relocation of the Parking Enforcement offices and the preparation of the new 212 Church Street parking lot, 2) appropriate funds for the reimbursement to the Parking Fund by the General Fund for those costs and 3) to record the exchange of 190 Walnut Street and 212 Church Street.

PREPARED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kathryn L. Mintz <small>Digitally signed by Kathryn L. Mintz DN: cn=Kathryn L. Mintz, o=City of Santa Cruz, ou=Santa Cruz, email=kml@cityofsantacruz.com, c=US Date: 2010.09.20 15:52:28 -0700</small> 9/20/10	Mark R. Dettle <small>Digitally signed by Mark R. Dettle DN: cn=Mark R. Dettle, o=City of Santa Cruz, ou=Santa Cruz, email=markd@cityofsantacruz.com, c=US Date: 2010.09.21 10:47:52 -0700</small>	Patty Haymond <small>Digitally signed by Patty Haymond DN: cn=Patty Haymond, o=City of Santa Cruz, ou=Santa Cruz, email=phaymond@cityofsantacruz.com, c=US Date: 2010.09.22 09:57:07 -0700</small> 9/22/10	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, o=City of Santa Cruz, ou=Santa Cruz, email=jdilles@cityofsantacruz.com, c=US Date: 2010.09.22 16:53:29 -0700</small>	

Revised December 2009



CITY COUNCIL AGENDA REPORT

DATE: 9/19/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Economic Development

SUBJECT: Pacific Station – Extension of Memorandum of Understanding with Santa Cruz Metropolitan Transit District. (ED)

RECOMMENDATION: Resolution authorizing the City Manager to execute an extension of the Memorandum of Understanding with the Santa Cruz Metropolitan Transit District, in a form approved by the City Attorney, for staff services in connection with the development of a mixed-use project at 425 Front Street to be known as Pacific Station.

BACKGROUND: The Santa Cruz Metropolitan Transit District (METRO) and the City of Santa Cruz (the City) entered into a Memorandum of Understanding (MOU) in 2001 to redevelop the main bus transfer station in downtown Santa Cruz to create a multi-modal, regional transit oriented facility (Pacific Station). While the City of Santa Cruz provided project management services for METRO between 2001 and 2003, the term of the original MOU expired before Federal and State funding for both the acquisition of the adjacent property and the design, engineering, and development of the project was secured. METRO and the City entered into a second MOU for the City to provide project management services in 2007 after METRO had secured sufficient funding to proceed with acquisition.

The property acquisition is almost complete, with only a few minor details to be determined; however, the MOU between METRO and the City will expire on October 31, 2010 unless it is extended by mutual written agreement of the parties.

DISCUSSION: METRO seeks to extend the MOU with the City of Santa Cruz to continue project management services through the completion of the design and development alternative phase for Pacific Station. The City will continue to act as project manager under the extended MOU and will work together with the METRO to complete the following scope of services:

- a. Update of the Project budget and timeline;
- b. Completion of the property acquisition as needed for the Project;
- c. Project oversight and management of the necessary environmental work;
- d. Retention of consultants through the METRO procurement process as needed to complete the scope of work;
- e. Management of the preparation of the conceptual architectural design plans and estimated costs for the Project;
- f. Conduct public outreach, as necessary, to achieve community consensus and support for the Project;

- g. Determine both the final Project components and the development partners involved in the Project.
- h. Preparation and review of documents as necessary for the entitlement process;

The City and METRO desire to work cooperatively during the three-year extension of the MOU to ensure that the METRO's local, regional, and rapid transportation services are maintained and expanded and to ensure that the City's interests in a cohesive and revitalized downtown area are met. Depending upon the outcome of the final project components as determined through the design and development alternative phase, the City and Agency may take an active role in the future phases of the project and assist METRO with the determination of development partners. These actions would require an amendment to the MOU, which would come before the City Council and/or Redevelopment Agency for consideration at that time.

Currently, METRO staff intends to recommend approval of the extension of the MOU at an upcoming Board meeting, contingent upon City Council approval.

FISCAL IMPACT: All costs incurred by the City, including staff time for project management, consultants, outside legal counsel, and administration will be either paid directly or reimbursed by METRO under the extension of the MOU, which includes a budget not to exceed \$232,500 annually. All administrative overhead costs prior to reimbursement will be paid out of available funds in the Redevelopment Agency Budget.

Prepared by:	Submitted by:	Approved by:
Katherine Donovan	Bonnie Lipscomb	Martin Bernal
Redevelopment Manager	Director of Economic Development	City Manager

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE THE EXTENSION OF THE 2007 MEMORANDUM OF UNDERSTANDING WITH THE SANTA CRUZ METROPOLITAN TRANSIT DISTRICT IN A FORM APPROVED BY THE CITY ATTORNEY FOR STAFF SERVICES IN CONNECTION WITH THE DEVELOPMENT OF A MIXED-USE PROJECT AT 425 FRONT STREET TO BE KNOWN AS PACIFIC STATION.

WHEREAS, the Santa Cruz Metropolitan Transit District and the City of Santa Cruz entered into a Memorandum of Understanding in 2001 to redevelop the main bus transfer station in downtown Santa Cruz in order to create a multi-modal, regional transit oriented facility; and

WHEREAS, the City of Santa Cruz provided project management services under this Memorandum of Understanding until 2003, when the term of the Memorandum of Understanding expired; and

WHEREAS, in 2007, the Santa Cruz Metropolitan Transit District and the City of Santa Cruz enter into a second Memorandum of Understanding to continue project management services for the development of Pacific Station at 425 Front Street that expires on October 31, 2010; and

WHEREAS, the City of Santa Cruz and the Santa Cruz Metropolitan Transit District desire to continue working cooperatively on the Pacific Station project to ensure that the local, regional, and rapid transportation services are maintained and expanded and to ensure that the City's interests in a cohesive and revitalized downtown area are met; and

WHEREAS, all costs incurred by the City, including staff time for project management, consultants, outside legal counsel, and administration will be either paid directly or reimbursed by the Santa Cruz Metropolitan District under the proposed Memorandum of Understanding;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that the City Manager is hereby authorized to extend for a period of three years the 2007 Memorandum of Understanding with the Santa Cruz Metropolitan Transit District, in a form approved by the City Attorney, for staff services in connection with the development of a mixed-use project at 425 Front Street to be known as Pacific Station.

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____

Mayor

ATTEST: _____

City Clerk



CITY COUNCIL AGENDA REPORT

DATE: 9/19/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Finance

SUBJECT: Year-End Budget Adjustments for FY 2010. (FN)

RECOMMENDATION: Resolution amending the FY 2010 budget in the total amount of \$7,694,913 as detailed in the attached table, where expenditures have exceeded appropriations, as recommended by the Finance Director.

BACKGROUND: In accordance with Council policy, new appropriations, transfers of appropriations between departments, and transfers of appropriations between funds must be approved by City Council. An analysis is prepared at the end of each fiscal year to determine expenditures within funds and departments that have exceeded appropriations.

DISCUSSION: The budget appropriations for the funds and departments presented in the attached schedule are not sufficient and, left uncorrected, would result in expenditures exceeding appropriations at the end of the fiscal year ending June 30, 2010.

FISCAL IMPACT: The City Public Trust General fund expenditure of \$206,619 was offset by revenue in the same amount received by the Primary General Fund. The City Public Trust Fund, the Golf Course – Certificates of Participation (COP #8) Fund, and the Harvey West-Special Assessment Bond Debt Fund had sufficient available fund balances remaining within each fund to cover their overages. With the exception of these funds, all other overages were included in the estimated/actual expenditures presented in the FY 2011 adopted budget and were taken into consideration when estimating the FY 2011 beginning available fund balances.

Prepared by:
Cheryl Fyfe
Assistant Finance Director

Submitted by:
Jack Dilles
Finance Director

Approved by:
Martin Bernal
City Manager

ATTACHMENTS:
Budget Appropriations Table
Budget Adjustment

BUDGET APPROPRIATIONS TABLE

Fund No.	Fund Title	Department Name	Amount Exceeded	Reason
101	Primary General Fund	Library-City	\$8,778	Special vacation pay not appropriated
121	Civic Equip Maintenance/Replacement	Parks and Recreation	\$5,625	Unanticipated Costs
130	City Public Trust	City Council	\$118	Property tax not appropriated
130	City Public Trust	Non-departmental	\$206,619	Reimburse Primary General Fund (fund #101) for UCSC Litigation Costs
140	Unemployment Insurance	Human Resources	\$169,666	Unanticipated Increased cost in unemployment insurance
411	General Obligation Bonds Debt Service	Non-departmental	\$6,973,102	To pay off old debt; offset by bond proceeds in refinancing
735	Refuse - Certificates of Participation (COP #4/#13)	Public Works	\$447	To close fund and move cash to Refuse fund #731
763	Golf Course - 2004 Improvements Certificates of Participation (COP)	Parks and Recreation	\$170,917	To close fund and move cash to Golf fund #761
764	Golf Course - COP #8	Parks and Recreation	\$157,695	Transfer to Golf Course fund #761 for debt service payment
983	Harvey West-Spec Assessment Bond Debt	Non-departmental	\$1,946	Unanticipated arbitrage rebate calculation fees
	Total		\$7,694,913	

**City of Santa Cruz
BUDGET ADJUSTMENT REQUEST**

<input checked="" type="radio"/> Council Approval	Resolution No. _____
<input type="radio"/> RDA Approval	Resolution No. _____
<input type="radio"/> Administrative Approval	

<input type="radio"/> Current Fiscal Year
<input checked="" type="radio"/> Prior Fiscal Year

Date: _____

ACCOUNT	REVENUE EDEN ACCOUNT TITLE	
TOTAL REVENUE		\$0.00

ACCOUNT	EXPENDITURE EDEN ACCOUNT TITLE	
101-35-51-3411-51132	Special vacation pay	\$8,778.00
121-30-42-3213-54990	Miscellaneous supplies and services	5,625.00
130-01-01-1111-54002	Property taxes	118.00
130-00-00-0000-59191	Intra-entity fund transfer out	206,619.00
140-12-07-1232-52923	Insurance claim payments	169,666.00
411-00-00-0000-59902	Payment to refunded bond escrow agent	6,973,102.00
735-00-00-0000-59191	Intra-entity fund transfer out	447.00
763-00-00-0000-59191	Intra-entity fund transfer out	170,917.00
764-00-00-0000-59191	Intra-entity fund transfer out	157,695.00
983-00-00-8910-58912	Arbitrage rebate calculation fees (Harvey West)	1,946.00
TOTAL EXPENDITURE		\$7,694,913.00

NET: \$ (7,694,913.00)

Purpose: Increase appropriations where expenditures have exceeded appropriations, as recommended by the Finance Director.

PREPARED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, o=Finance, ou=FMAD, email=jdilles@sancti-cruz.ca.us, c=US Date: 2010.08.18 13:44:20 -0700</small>	Patty Haymond <small>Digitally signed by Patty Haymond DN: cn=Patty Haymond, o=Finance, ou=Accounting, email=phaymond@sancti-cruz.ca.us, c=US Date: 2010.08.18 16:50:07 -0700</small>	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, o=Finance, ou=FMAD, email=jdilles@sancti-cruz.ca.us, c=US Date: 2010.08.18 17:44:58 -0700</small>	
		9/15/10		



CITY COUNCIL AGENDA REPORT

DATE: 9/22/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Human Resources

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

RECOMMENDATION: Motion to reject liability claim a) Jesse Henri, and b) Dana Landig based upon staff investigation.

BACKGROUND:

- a. Claimant: Jesse Henri
Date of occurrence: 04/27/10
Date of claim: 08/09/10
Amount of claim: Unspecified

Claimant alleges vehicle damages after parked car struck by County employee.

Represented by herself.

- b. Claimant: Dana Landig
Date of occurrence: 07/29/09
Date of claim: 07/29/10
Amount of claim: \$2,100.00

Claimant alleges bodily injury after colliding with a police car. The claim is procedurally defective since six months statute of limitations expired on January 27, 2010.

Represented by herself.

DISCUSSION: None.

FISCAL IMPACT: None.

Prepared by:
Kris Kamandulis
Risk & Safety Manager

Submitted by:
Lisa Martinez Sullivan
Director of Human Resources

Approved by:
Martin Bernal
City Manager

ATTACHMENTS: None.



CITY COUNCIL AGENDA REPORT

DATE: 9/22/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Human Resources

SUBJECT: City's Classification and Compensation Plans and FY11 Budget Personnel Complement – Economic Development/Redevelopment. (HR)

RECOMMENDATION: Resolution amending the Classification and Compensation Plans to combine two (2) .50 FTE Management Analyst positions into one (1) 1.0 FTE Management Analyst position.

BACKGROUND: As a result of an employee requested classification study, the Redevelopment Project Coordinator classification was re-classified into a Management Analyst classification in July, 2010. This re-classification included a vacant .50 FTE position in RDA/ED as well as one filled .50 FTE position in RDA/ED. Shortly afterwards the filled .50 FTE position also became vacant and resulted in two .50 FTE vacant positions in RDA/ED. The department wishes to combine the two vacant .50 FTE Management Analyst positions into one 1.0 FTE Management Analyst position for better continuity and management of workflow within the department.

DISCUSSION: Therefore HR recommends combining the now vacant two part time positions in the same classification into one which is full time.

The Mid-Management Association representatives have reviewed this recommendation.

FISCAL IMPACT: There is no fiscal impact in combining the two (2) .50 FTE Management Analyst positions into one (1) 1.0 FTE Management Analyst position.

Prepared by:
Cathy Bonino
Principal HR Analyst

Submitted by:
Lisa Martinez Sullivan
Director of Human Resources

Approved by:
Martin Bernal
City Manager

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
MODIFYING THE CLASSIFICATION AND COMPENSATION PLANS AND THE FY11
BUDGET PERSONNEL COMPLEMENT – ECONOMIC DEVELOPMENT AND
REDEVELOPMENT BY COMBINING TWO (2) .50 FTE MANAGEMENT ANALYST
POSITIONS INTO ONE (1) 1.0 FTE MANAGEMENT ANALYST POSITION

WHEREAS, staff has recommended certain modifications to the Economic Development and Redevelopment Department.

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

That, effective October 2, 2010, the City of Santa Cruz Classification and Compensation Plans be modified to:

DELETE:

<u>Class No.</u>	<u>Activity</u>	<u>Classification Title</u>	<u>Salary</u>
702 - 014	5401	Management Analyst (one .50 FTE)	\$4,726/mo - \$6,396/mo
702- 015	5401	Management Analyst (one .50 FTE)	\$4,726/mo - \$6,396/mo

ADD:

<u>Position No.</u>	<u>Activity</u>	<u>Classification Title</u>	<u>Salary</u>
702 -	5401	Management Analyst (one 1.00 FTE)	\$4,726/mo - \$6,396/mo

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk



CITY COUNCIL AGENDA REPORT

DATE: 9/6/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Police

SUBJECT: Halloween 2010 Safety Enhancement Zone.

RECOMMENDATION: Resolution establishing a safety enhancement zone Downtown from 6:00 p.m. October 30 - 3:00 a.m. November 1, 2010. Resolution appropriating funds and amending the FY 2011 Budget in the amount of \$60,000 to fund the local and allied law enforcement overtime, lighting, restrooms and equipment.

BACKGROUND: Last year's Halloween brought an estimated 15,000 people to downtown Santa Cruz. In an effort to address the growing public safety concerns downtown during Halloween, the City re-convened a Halloween Task Force consisting of city officials, UCSC representatives, and members of the Downtown Association. This group created a plan that sought to mitigate impacts on local residents and downtown businesses while ensuring a safe environment. The City Council approved a plan that included recommendations to close sections of downtown to non-emergency vehicular traffic, provide for safety enhancement zones (triple fine areas) and a comprehensive media outreach plan.

The City partnered with UCSC and had significant outreach to the campus community through on-campus media buys, campus-wide email blasts and wide distribution of safety enhancement zone posters. For media outreach the City Council approved the largest Spanish media buy in the history of the City. The media program reached as far north as Sacramento and as far east as Fresno. In addition, the media plan included a large increase in Spanish radio and TV purchases. Per previous Council direction, all posters with information about triple fines had equal English/Spanish information.

In 2009 the Santa Cruz Police Department made 64 arrests, gave over 50 citations (mostly alcohol-related) and responded to over 200 calls-for-service. In addition, the department made 50 gang contacts throughout the evening. Halloween continues to place a large burden on agency resources and requires a heavy staff and fiscal contribution from multiple departments in the City.

DISCUSSION: Building on lessons learned from previous years, the City once again convened a smaller, informal Halloween Task Force. The Task Force has outlined plans for improved portable restroom locations downtown and reallocations of previous lighting locations.

The Santa Cruz Police Department has once again requested support from regional and state police agencies to help address the weekend crowd. Unfortunately, budget constraints have eliminated a formal media campaign again this year. However, the Task Force will continue to

provide bilingual outreach information regarding the safety enhancement zones to downtown businesses, neighborhood organizations, UCSC, Cabrillo and the media.

In addition bilingual information about road closures and the safety enhancement zone will be placed on the City website. The Department will work closely with English and Spanish media outlets to provide outreach prior to the event.

Attached to this report are maps that show the road closures (same as last year), safety enhancement zone (same footprint as last year) and budget adjustment to fund public safety overtime, lighting, restrooms and equipment.

FISCAL IMPACT: There will be a \$60,000 net impact to the General Fund to address overtime, lighting, restrooms and equipment needs.

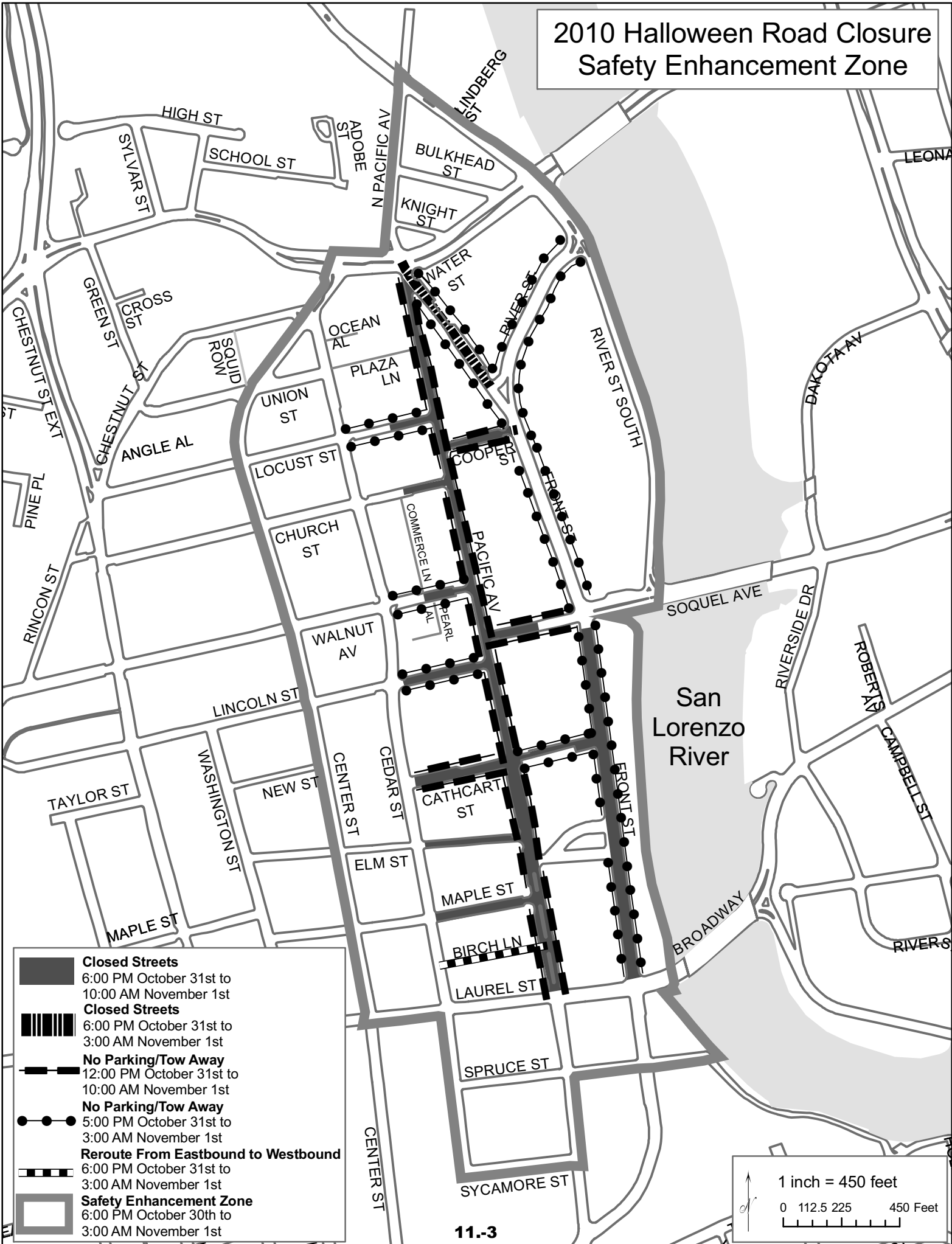
Prepared by:
Zach Friend
Principal Management Analyst

Approved by:
Kevin Vogel
Deputy Chief of Police

Approved by:
Martín Bernal
City Manager

ATTACHMENTS:
Map
Resolution
Budget Adjustment

2010 Halloween Road Closure Safety Enhancement Zone



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 HALLOWEEN 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 Halloween 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 Halloween 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 Halloween 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 6:00 p.m. on October 30, 2010 to 3:00 a.m. on November 1, 2010.

BE IT FURTHER RESOLVED that the boundaries of the safety enhancement zone will be Sycamore Street to the south, Center Street to the west, the western bank of the river levee beyond River Street, to the intersection of North Pacific and River Street to the north creating a zone around the downtown corridor.

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 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk

**City of Santa Cruz
BUDGET ADJUSTMENT REQUEST**

<input checked="" type="radio"/> Council Approval	Resolution No. _____
<input type="radio"/> RDA Approval	Resolution No. _____
<input type="radio"/> Administrative Approval	

<input checked="" type="radio"/> Current Fiscal Year
<input type="radio"/> Prior Fiscal Year

Date:

ACCOUNT	REVENUE EDEN ACCOUNT TITLE	
TOTAL REVENUE		\$0.00

ACCOUNT	EXPENDITURE EDEN ACCOUNT TITLE	
101-20-22-2103-51114	Police Patrol - Overtime	\$35,000.00
101-20-22-2103-52199	Police Patrol - Other Professional and Technical Services	20,000.00
101-20-22-2103-52261	Police Patrol - Equipment, Building, Land Rentals	5,000.00
TOTAL EXPENDITURE		\$60,000.00

NET: \$ (60,000.00)

Purpose: To fund expenses such as allied law enforcement, lighting, restrooms and private security for Halloween downtown.

PREPARED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Zach Friend <small>Digitally signed by Zach Friend DN: cn=Zach Friend, o=City of Santa Cruz, email=zachfriend@cityofscruz.org, ou=City of Santa Cruz Date: 2010.08.31 14:37:42 -0700</small>	Kevin M. Vogel <small>Digitally signed by Kevin M. Vogel DN: cn=Kevin M. Vogel, o=City of Santa Cruz, email=kevin.vogel@cityofscruz.org, ou=City of Santa Cruz Date: 2010.08.31 14:43:00 -0700</small>	Patty Haymond <small>Digitally signed by Patty Haymond DN: cn=Patty Haymond, o=City of Santa Cruz, email=pattyhaymond@cityofscruz.org, ou=City of Santa Cruz Date: 2010.08.31 14:43:00 -0700</small>	Jack Dilles <small>Digitally signed by Jack Dilles DN: cn=Jack Dilles, o=City of Santa Cruz, email=jack.dilles@cityofscruz.org, ou=City of Santa Cruz Date: 2010.08.31 15:38:04 -0700</small>	
8/31/10		9/2/10		

Revised December 2009



CITY COUNCIL AGENDA REPORT

DATE: 9/19/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Planning

SUBJECT: Proposition 84 Urban Greening Grant Application for the Seabright Area Plan. (PL)

RECOMMENDATION: Resolution authorizing the City Manager to submit a grant application for the Urban Greening Grant Program under the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84) and to prepare an Urban Greening Plan (Seabright Area Plan) per the grant requirements.

BACKGROUND: California voters passed the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84) on November 7, 2006. Proposition 84 added Division 43, Chapter 9, Section 75065(a) to the Public Resources Code, authorizing the Legislature to appropriate up to \$17.5 million for the purpose of creating urban greening plans that will serve as the master document guiding and coordinating greening projects in the applicant's jurisdiction.

Because of the built-out nature of California's urban areas, the Urban Greening Plan Program will provide funds to assist entities in developing urban greening plans that will ultimately result in projects that help the State meet its environmental goals and the creation of healthy communities. Urban Greening is defined as by the Strategic Growth Council as, "a community-based effort to plan, plant, care, and manage flora, structures and spaces, which lead to increased forest canopy, reduced storm water runoff, improved air and water quality, energy conservation, open space and ultimately, more sustainable communities."

DISCUSSION: Santa Cruz's Seabright neighborhood began as a beach resort that was annexed to the City in 1904. Today it is a thriving residential neighborhood with a mix of single-family homes, townhomes, and multi-family buildings. A commercial node at the heart of Seabright provides everyday services for residents, including a variety of popular restaurants. Although Seabright is relatively dense, it has the potential to accommodate a significant amount of infill development. However, land use compatibility is a very important consideration in Seabright. The 1970s brought a large number of new apartments that changed the neighborhood's single-family character. Many residents are concerned that new multi-family development will erode the character that residents cherish. At present, the City has few design guidelines for integrating new, denser development with Seabright's existing residential fabric. It is critical to address compatibility issues in order to accommodate future new infill development in Seabright.

In addition, Seabright's existing infrastructure does not reflect the principles of low-impact development (LID) and energy conservation. Stormwater drainage uses a conventional curb-and-gutter system, and then drains to the Monterey Bay with no filtration, bioretention, detention, or infiltration. Although Seabright is adjacent to Arana Gulch — part of Santa Cruz's Greenbelt — existing on-street landscaping does not help to establish green corridors between Arana Gulch and the city's other natural areas. There are more opportunities to improve the existing infrastructure as well; for example, existing streetlights use more power than necessary. There are also opportunities to enhance the sustainability of existing development. Most homes in Seabright have turf lawns rather than low-water landscaping. Existing privately-owned landscaping does little to provide green corridors. In addition, few properties have solar panels or on-site systems for stormwater capture, such as rain barrels or cisterns.

The Seabright Area Plan will address all of these challenges. It will further the goals of AB 32 and SB 375 by encouraging infill development in an existing urban neighborhood, reducing vehicle miles traveled (VMT) and greenhouse gas emissions (GHG). It will enhance water quality and natural resources through landscaping and stormwater improvements. Enhanced land use and design standards will strengthen Seabright's identity as a community center within Santa Cruz as a whole. The Area Plan will include measurable outcomes to track progress on its implementation and innovative tools to receive a wide range of public feedback. The Area Plan will serve as a model for other Monterey Bay area cities seeking to implement infill development within a residential neighborhood, adjacent to a transportation corridor .

The grant application includes letters of support from local and regional government. The creation of a community-based Seabright Area Plan will leverage and strengthen existing working relationships with community groups including environmental organizations, neighborhood associations and local businesses. The development of the Seabright Area Plan will include a facilitated public outreach component.

The firm Design, Community & Development (DC&E) has worked extensively with the City Planning Department on the development of the draft General Plan 2030. DC&E prepared the background reports for the Community Design and Land Use Elements and helped craft the goals, policies and programs for these sections, including design guidelines for development and strategies to reduce development impact on neighbors. DC&E also aided in the development of the proposed land use plan, developed the build out scenarios for the General Plan 2030, and have expert knowledge of the City, having inventoried every parcel for land use, vacancy and population.

With Council's authorization, the City will apply for a \$250,000 grant for the development of an Urban Greening Plan. The funds would cover the cost of DC&E to prepare the area plan. As the grant calls for matching funds, the City will provide the equivalent funding in staff time, to be provided over the three years of the project. It is anticipated that City staff will assist by providing professional expertise from the City's Planning staff and by working with DC&E on the design issues specific to the Seabright Area, the review of interim products, support in planning for public meetings, and providing input to DC&E during the plan preparation.

As lead author of the Plan, DC&E's work will include: project initiation, opportunities and constraints analysis, visioning, plan alternatives and evaluation, draft and final plan production. DC&E will complete all GIS mapping, writing and graphic production for the plan. Attached is DC&E's statement of qualifications related to this project. The application for the grant was

prepared at no cost. The grant application was signed by the City Manager and submitted to the State on Friday, August 27, 2010. Copies of the grant application are available for review at the City Clerk's office.

FISCAL IMPACT: None.

Prepared by:
Michelle King
Senior Planner

Submitted by:
Juliana Rebagliati
Planning Director

Approved by:
Martin Bernal
City Manager

ATTACHMENTS:

Resolution – Urban Greening Plan Grant
DC&E Statement of Qualifications
Seabright Area Plan Grant Application

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
APPROVING THE APPLICATION FOR GRANT FUNDS FOR THE URBAN GREENING
PLANNING GRANT PROGRAM UNDER THE SAFE DRINKING WATER,
WATER QUALITY AND SUPPLY, FLOOD CONTROL, RIVER AND COASTAL
PROTECTION BOND ACT OF 2006 (PROPOSITION 84)

WHEREAS, the Legislature and Governor of the State of California have provided funds for the program shown above; and

WHEREAS, the Strategic Growth Council has been delegated the responsibility for the administration of this grant program, establishing necessary procedures; and

WHEREAS, said procedures established by the Strategic Growth Council require a resolution certifying the approval of application(s) by the City Council before submission of said application(s) to the State; and

WHEREAS, the City of Santa Cruz, if selected, will enter into an agreement with the State of California to carry out development of the Urban Greening Plan for the Seabright Area

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that it hereby:

1. Approves the filing of an application for the Urban Greening Plan; and
2. Certifies that Applicant understands the assurances and certification in the application; and
3. Certifies that applicant will have sufficient funds to develop the plan; or will secure the resources to do so; and
4. Certifies that the Seabright Area Plan will comply with applicable laws and regulations; and
5. Appoints the City Manager, or designee, as agent to conduct all negotiations, execute and submit all documents including, but not limited to applications, agreements, payment requests and so on, which may be necessary for development of the aforementioned plan.

RESOLUTION NO. NS-

PASSED AND ADOPTED this 28th day of September 2010. I, the undersigned, hereby certify that the foregoing Resolution Number NS-_____ was duly adopted by the Santa Cruz City Council.

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk

Firm Description

Design, Community & Environment (DC&E) is a comprehensive planning and design firm with extensive experience in sustainable planning and design. DC&E has completed believes that responsible planning and design reflect the communities they serve and work in concert with the natural environment.

As its name implies, DC&E's work is based on three basic principles:

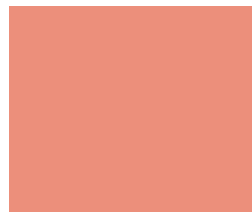
- ◆ **Design.** Almost every planning decision affects our physical environment. DC&E is committed to ensuring that development projects and planning policy have positive design implications.
- ◆ **Community.** DC&E believes that planning and design decisions must reflect local communities' needs. DC&E stresses community involvement and public participation as cornerstones of its work.
- ◆ **Environment.** In order to sustain itself into the future, our society must find development patterns that respect the natural environment. Therefore, DC&E stresses environmental responsibility and stewardship in planning and design.

DC&E has completed numerous projects involving comprehensive assessments and planning projects for urban greening. DC&E staff possess expertise in landscape architecture, urban design, comprehensive planning, GIS analysis, community-based planning. Projects include creek restoration, park and trail design and construction, urban forestry, green roofs, and site planning emphasizing low-impact development. DC&E's combined experience in urban greening projects and in Santa Cruz will lead to the development of an urban greening vision that reflects the needs of the community, as well as a feasible plan for creating and enhancing open space and habitat, and protecting natural resources.

Key Staff

Bruce Brubaker, LEED AP, Associate Principal. Mr. Brubaker is a California Registered Architect with nearly 20 years of experience in urban design and architecture, ranging from conceptual designs to construction documents, for both commercial and residential projects. He is also certified as a Charrette Planner by the National Charrette Institute. Mr. Brubaker has extensive experience working on specific plans and similar land use plans throughout the Bay Area. Recently, he served as DC&E's Project Manager on the Downtown Station Area Specific Plan for the City of Santa Rosa, preparing innovative development standards to guide infill development around the future SMART commuter rail station in downtown Santa Rosa; the Sacramento Railyards Specific Plan and Design Guidelines for the City of Sacramento; and the Southwest Chico Neighborhood Plan for the City of Chico which included enhanced streetscape improvements to improve pedestrian and bicycle amenities. He also recently managed the Integrated Site Development Plan for the City of Petaluma, which included site planning for Petaluma's downtown SMART station area, and the Marinwood Village Master Plan for Marin County. Currently, Mr. Brubaker is Principal-in-Charge for the Hillsdale Station Area Plan for the City of San Mateo, the San Leandro Boulevard-BART Pedestrian Interface Plan, and the Kentfield College Avenue Vision Plan for Marin County.

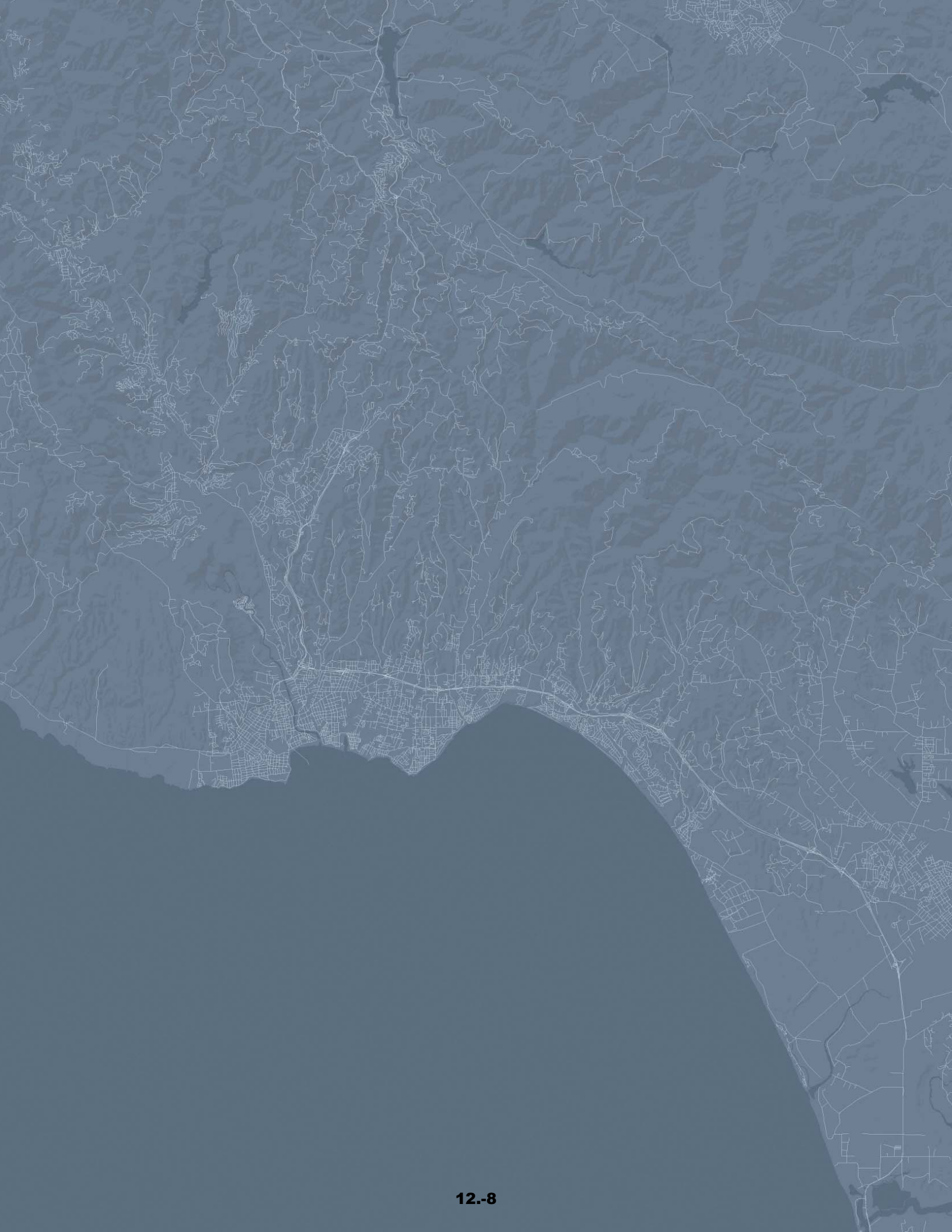
Jeff Williams, Associate Planner, specializes in urban design and comprehensive planning projects, including Specific Plans; Community Design and Land Use Elements of General Plans; design guidelines and development standards; and zoning code updates. Mr. Williams has extensive experience in Santa Cruz, including managing the *General Plan Community Design and Land Use Elements* for the City of Santa Cruz. Currently, Mr. Williams is managing the *Ocean Street Area Plan* for the City of Santa Cruz, and is developing strategic design and policy recommendations for a key corridor and arterial within the community. Mr. Williams is also serving as DC&E's Project Manager on the Santa Cruz Parking Ordinance Update.



SEABRIGHT AREA PLAN

CITY OF SANTA CRUZ

AUGUST 31, 2010



SEABRIGHT AREA PLAN

CITY OF SANTA CRUZ

Submitted by
City of Santa Cruz
Planning and Community Development
809 Center Street, Room 107
Santa Cruz, California 95060

Tel: 831 420 5100
Fax: 831 420 5101

In Association With
Design, Community & Environment

PLANNING GRANT APPLICATION FORM

Applicant (Agency & address - including zip) <div style="text-align: right; margin-right: 20px;">Check one</div> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%; border: none;">City of Santa Cruz</td> <td style="width: 10%; border: none;">City</td> <td style="width: 10%; text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td style="border: none;">Planning and Community Development</td> <td style="border: none;">County</td> <td style="border: none;"><input type="checkbox"/></td> </tr> <tr> <td style="border: none;">809 Center Street, Room 107</td> <td style="border: none;">MPO</td> <td style="border: none;"><input type="checkbox"/></td> </tr> <tr> <td style="border: none;">Santa Cruz, CA 95060</td> <td style="border: none;">COG</td> <td style="border: none;"><input type="checkbox"/></td> </tr> <tr> <td style="border: none;"></td> <td style="border: none;">RTPA</td> <td style="border: none;"><input type="checkbox"/></td> </tr> <tr> <td style="border: none;"></td> <td style="border: none;">JPA</td> <td style="border: none;"><input type="checkbox"/></td> </tr> <tr> <td style="border: none;"></td> <td style="border: none;">Joint Proposal</td> <td style="border: none;"><input type="checkbox"/></td> </tr> </table>		City of Santa Cruz	City	<input checked="" type="checkbox"/>	Planning and Community Development	County	<input type="checkbox"/>	809 Center Street, Room 107	MPO	<input type="checkbox"/>	Santa Cruz, CA 95060	COG	<input type="checkbox"/>		RTPA	<input type="checkbox"/>		JPA	<input type="checkbox"/>		Joint Proposal	<input type="checkbox"/>	Proposed Date of Completion: 12/31/12	
		City of Santa Cruz	City	<input checked="" type="checkbox"/>																				
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	Joint Proposal	<input type="checkbox"/>																						
		Grant Amount Requested: \$ 250,000																						
If Joint Proposal, list participating entities/ contact person:																								
Lead Applicant's Name: Juliana Rebagliati, Planning and Community Development Director																								
Title of Proposal (summarize the deliverable to be funded by this grant) Seabright Area Plan																								
Applicant's Representative Authorized in Resolution Name: Martin Bernal Title: City Manager Phone: 831-420-5011 Email: mbernal@cityofsantacruz.com		Person with Day to Day Responsibility for Plan (if different from Authorized Representative) Name: Juliana Rebagliati Title: Planning and Community Development Director Phone: 831-420-5100 Email: jrebagliati@cityofsantacruz.com																						
<i>Check all of the following that are incorporated or applicable to the proposal:</i>																								
Focus Area		Program Objectives																						
<input checked="" type="checkbox"/>	Focus Area # 1	<input type="checkbox"/>	Applying for 20% EDC set aside																					
<input type="checkbox"/>	Focus Area # 2	<input type="checkbox"/>																						
<input type="checkbox"/>	Focus Area # 3	<input checked="" type="checkbox"/>	Improve air and water quality																					
Eligibility Requirements (mandatory)		<input checked="" type="checkbox"/>	Promote public health																					
<input checked="" type="checkbox"/>	Consistent with State Planning Priorities	<input checked="" type="checkbox"/>	Promote equity																					
<input checked="" type="checkbox"/>	Reduces GHG emissions on a permanent basis	<input checked="" type="checkbox"/>	Increase affordable housing																					
<input checked="" type="checkbox"/>	Collaboration requirement	<input checked="" type="checkbox"/>	Increase infill and compact development																					
Priority Considerations		<input checked="" type="checkbox"/>	Revitalize urban and community centers																					
<input checked="" type="checkbox"/>	Demonstrates collaboration & community involvement	<input checked="" type="checkbox"/>	Protect natural resources and agricultural lands																					
<input checked="" type="checkbox"/>	Addresses climate change impacts	<input checked="" type="checkbox"/>	Reduce automobile usage and fuel consumption																					
<input checked="" type="checkbox"/>	Serves as best practices	<input checked="" type="checkbox"/>	Improve infrastructure systems																					
<input checked="" type="checkbox"/>	Leverages additional resources	<input checked="" type="checkbox"/>	Promote water conservation																					
<input type="checkbox"/>	Serves an economically disadvantaged community	<input checked="" type="checkbox"/>	Promote energy efficiency and conservation																					
<input type="checkbox"/>	Serves a severely disadvantaged community	<input checked="" type="checkbox"/>	Strengthen the economy																					
I certify that the information contained in this plan application, including required attachments, is complete and accurate																								
Signature: _____		_____																						
Applicant's Authorized Representative as shown in Resolution		Date																						
Print Name and Title:																								

1 PROPOSAL SUMMARY STATEMENT

Santa Cruz’s Seabright neighborhood began as a beach resort that was annexed to the City in 1904. Today it is a thriving residential neighborhood with a mix of single-family homes, townhomes, and multi-family buildings. A commercial node at the heart of Seabright provides everyday services for residents, including a variety of popular restaurants.

Although Seabright is relatively dense, it has the potential to accommodate a significant amount of infill development. However, land use compatibility is a major issue in Seabright. The 1970s brought a large number of new apartments that did not fit with the neighborhood’s existing character. Many residents are concerned that new multi-family development will further erode the character that residents cherish. At present, the City has few design guidelines for integrating new, denser development with Seabright’s existing residential fabric. It will be difficult to accommodate new infill development in Seabright without addressing these compatibility issues.

In addition, Seabright’s existing infrastructure does not reflect the principles of low-impact development (LID) and energy conservation. Stormwater drainage uses a conventional curb-and-gutter system, then drains to the Monterey Bay with no filtration, bioretention, detention, or infiltration. Although Seabright is adjacent to Arana Gulch—a sensitive habitat that forms part of Santa Cruz’s Greenbelt—existing on-street landscaping does not help to establish habitat corridors between Arana Gulch and the city’s other natural areas. There are additional opportunities to improve the existing infrastructure as well; for example, existing streetlights use more power than necessary.

There are also opportunities to enhance the sustainability of existing development. Most homes in Seabright have turf lawns rather than low-water landscaping. Existing privately-owned landscaping does little to provide habitat corridors between Arana Gulch and other natural areas. In addition, few properties have solar panels or on-site systems for stormwater capture, such as rain barrels or cisterns.

The Seabright Area Plan will address all of these challenges. It will further the goals of AB 32 and SB 375 by encouraging infill development in an existing urban neighborhood, reducing vehicle miles traveled (VMT) and greenhouse gas emissions (GHG). It will enhance water quality and natural resources through landscaping and stormwater improvements. Enhanced land use and design standards will strengthen Seabright’s identity as a community center within Santa Cruz as a whole. The Area Plan will include measurable outcomes to track progress on its implementation and innovative tools to receive a wide range of public feedback. The Area Plan will serve as a model for other Monterey Bay area cities seeking to implement infill development within a residential neighborhood.

2 PROPOSAL DESCRIPTION

A. Step 1: Threshold Requirements

1. Consistency with Planning Priorities

a. Infill and Resource Efficient Development

The Seabright Area Plan will establish a policy framework to promote infill development in the planning area. The Seabright planning area has the potential to support additional infill and to achieve the General Plan 2030 land use designations for the area. Most of the planning area is designated as Low-Medium Residential, 10.1 to 20 dwelling units per acre. However, the planning area has yet to fully achieve densities in this range. The Seabright Area Plan will include policies and implementation strategies to encourage higher density development that is supported by the community.

In areas designated as Low-Density Residential, 1.1 to 10 dwelling units per acre, the Seabright Area Plan will contain policies to encourage the addition of accessory dwelling units (ADUs). ADUs provide housing opportunities through the use of surplus space either in or adjacent to a single-family dwelling. Construction of ADUs promotes infill development and sustainable land use patterns.

b. Environment

A portion of the planning area, Seabright State Beach, is within the coastal zone and is therefore subject to the requirements of the California Coastal Act. The intent of the Coastal Act is to “protect, maintain, and, where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and artificial resources.” The Seabright Area Plan will preserve this natural feature and help reduce the runoff of pollutants into Monterey Bay by establishing policies and actions to provide for green stormwater infrastructure. Potential stormwater improvements could include increasing permeable surfaces and encouraging on-site rain water catchments. The Seabright Area Plan will also address connectivity to the beach, improving access and creating stronger connections to the area for residents and visitors.

Arana Gulch natural preserve, adjacent to the planning area, provides habitat for special status species including the Santa Cruz tarplant, San Francisco popcorn flower, steelhead trout, great blue heron, and the San Francisco dusky-footed woodrat. The Seabright Area Plan will include goals, policies, and actions to improve habitat corridors from the planning area to Arana Gulch including suggestions for landscape improvements for residences and non-residential uses.

Agriculture plays a significant role in the Monterey Bay Area’s economy and land use pattern. As the population grows, there will be pressure to develop agricultural lands in the area. One strategy to alleviate this development pressure on agricultural lands is to encourage infill development in urbanized areas. The Seabright Area Plan will develop a strategy to increase density in the Seabright planning area, focus-

ing growth within the city limit. The Area Plan will accommodate some of the regional growth, helping to preserve agricultural areas in Monterey Bay.

2. Reduction of Greenhouse Gas Emissions

In June 2007, the Santa Cruz City Council adopted the goal to reduce greenhouse gas emissions 30 percent by 2020, 80 percent by 2050 (compared to 1990 levels), and for all new buildings to be emissions neutral by 2030. The primary way the Seabright Area Plan will help meet these targets is through infill development and increased use of transit and non-motorized forms of transportation. Other ways the Area Plan will reduce greenhouse gas emissions include encouraging energy efficient buildings, improving infrastructure such as installing low-energy streetlights, and implementing other programs to be included in the City's Climate Action Plan (CAP).

The City will release the Draft CAP in September 2010 for public review. Potential programs from the Draft CAP to implement in coordination with the Seabright Area Plan include incentivizing green building, conducting energy efficiency audits, closing gaps in pedestrian and bicycle networks, increasing local bus rider-ship, and encouraging low-water landscaping. Once the CAP is adopted by the City Council, specific programs will be selected for implementation in conjunction with the Seabright Area Plan.

Additionally, the Seabright Area Plan's strategy to reduce greenhouse gas emissions through infill development is consistent with the Draft Regional Blueprint: Envisioning Monterey Bay Area. This plan is being prepared by the local jurisdictions under coordination by the Association of Monterey Bay Area Governments (AMBAG). The preferred alternative for the Regional Blueprint will result in a zero percent increase in greenhouse gas emissions from 2005 levels for both 2020 and 2035. This target will largely be achieved through land use planning. As of August 9, 2010, the California Air Resources Board set a draft target of a greenhouse gas emissions increase of 13 percent by 2010 and of 14 percent by 2035 over 2005 per capita emissions. The Monterey Bay Area's ambitious goal of a zero percent increase by 2035 would eliminate 14.1 daily pounds of greenhouse gas emissions per capita compared to the draft CARB targets.

The Seabright Area Plan will help the region meet the City's and regional greenhouse gas emission reduction targets by planning for infill development in an existing urban neighborhood. By increasing density in the Seabright neighborhood, the Seabright Area Plan will reduce VMT, enhance pedestrian and bicycle amenities, expand housing options, and strengthen the neighborhood's already active commercial nodes. All of these features of the Plan will help the City and AMBAG achieve the greenhouse gas emissions reduction targets. Indicators to measure whether the Seabright Area Plan is helping to reduce greenhouse gas emissions are presented in Table 1.

3. Collaboration

As the metropolitan planning organization for Monterey, San Benito, and Santa Cruz Counties, AMBAG is charged with implementing the greenhouse gas reduction goals as set forth by AB 32 and SB 375. AMBAG is in the process of preparing a Sustainable Communities Strategy to achieve California Air Re-

sources Board greenhouse gas emission reduction targets. This Strategy, to be integrated into the 2012 Metropolitan Transportation Plan, will set goals to reduce the amount of vehicle miles traveled (VMT) through land use and transportation planning strategies. As discussed above, AMBAG has recommended that its Board adopt a greenhouse gas emissions target of a zero percent increase in greenhouse gas emissions from 2005 levels for both 2020 and 2035.

Furthermore, the Regional Blueprint process will help implement the greenhouse gas reduction goals as set forth by AB 32 and SB 375. The Regional Blueprint will develop a region wide growth and conservation strategy. The Blueprint will establish a common vision for a preferred land use pattern to reduce traffic congestion, improve air quality, conserve natural resources and agricultural land, expand economic development, increase housing affordability and choice, and improve the quality of life in the area.

As discussed in Section A.2, the Seabright Area Plan will help implement regional goals to reduce greenhouse gas emissions and the Regional Blueprint preferred land use pattern.

B. Step 2: Program Objectives

Table 1 describes the strategies and indicators used to meet the Program Objectives. Responses to the evaluation questions in Appendix K are presented below.

The potential Indicators identified in Table 1 will be used to guide the preparation of the Seabright Area Plan, not just to measure the future effectiveness of strategies contained in the Plan. As described in the attached work program, the project team will prepare a “Sustainability Scorecard” early in the process to assess the extent to which Seabright is currently achieving sustainability objectives. This Sustainability Scorecard will establish benchmark measurements to guide the development of new policies and programs during the planning process. The Sustainability Scorecard will also establish a starting point from which to measure the effectiveness of future program in meeting program objectives. The findings of the Sustainability Scorecard will be summarized in an Opportunities and Constraints Report to guide public discussion of key issues and options for the Seabright Area Plan. The Sustainability Scorecard will be a valuable tool to educate the public, identify priorities, and guide the public decision-making for the Seabright Area Plan.

1. Improve Air and Water Quality

The Seabright Area Plan will achieve consistency with the Monterey Bay Unified Air Pollution Control District State Implementation Plan by improving air quality through infill development. A goal of the Area Plan is to promote infill development to reduce VMT and promote housing near existing services.

The Area Plan will also be consistent with the Northern Santa Cruz County Integrated Regional Water Plan’s objective to maximize the quality of surface and ground water by implementing policies and actions to promote green stormwater infrastructure. The Area Plan will include strategies to reduce

TABLE 1 – SEABRIGHT AREA PLAN PROGRAM OBJECTIVES: INDICATORS AND STRATEGIES

Objective	Strategies	Indicators
<p>Improve Air and Water Quality</p>	<ul style="list-style-type: none"> • Promote infill development to reduce vehicle miles travelled • Promote energy produced from clean, renewable sources • Require buffers from significant emission sources • Minimize impervious surfaces • Promote on-site infiltration of stormwater 	<ul style="list-style-type: none"> • Citywide greenhouse gas emissions: decreasing trend • Total volume of TACs emitted in the City annually: decreasing trend • Number of days of non-attainment for criteria pollutants for the non-attainment areas of the region: decreasing trend • Percentage of residents commuting by public transportation, walking, or bicycling: increasing trend • Total planning area generation of stormwater: decreasing trend • Percentage of permeable land in the planning area: increasing trend
<p>Promote Public Health</p>	<ul style="list-style-type: none"> • Plan for bike lanes • Improve walkability and connectivity • Increase transportation options • Improve access to nutritious foods • Establish incentives for green building 	<ul style="list-style-type: none"> • Percent of residents taking non-motorized transportation to get to work or run daily errands: increasing trend • Percentage of Seabright residents who are obese: decreasing trend • Percentage of households within 1/2 mile of a grocery store, produce market, farmers’ market, or community garden: increasing trend • Number of community gardens: increasing trend • Percent of residents purchasing food from a farmers market : increasing trend • Percentage of new construction and substantial rehabilitation that is certified by the U.S. Building Council’s LEED rating system, or Build It Green’s Green-Point Rated system: increasing trend

Objective	Strategies	Indicators
Promote Equity	<ul style="list-style-type: none"> • Increase housing options in Seabright planning area • Ensure a broad range of the community helps shape the vision for the Seabright Area Plan 	<ul style="list-style-type: none"> • Number of accessory dwelling units in planning area: increasing trend • Number of townhouses, condos, and apartments in the planning area: increasing trend • Number of units affordable for extremely low and low income households: increasing trend
Increase Housing Affordability	<ul style="list-style-type: none"> • Increase housing options in planning area • Promote accessory dwelling units for areas designated as Low-Density Residential (1.1 to 10 du/ac) 	<ul style="list-style-type: none"> • Number of accessory dwelling units in planning area: increasing trend • Average residential density in the planning area: increasing trend • Number of units affordable for extremely low and low income households: increasing trend
Promote Infill and Compact Development	<ul style="list-style-type: none"> • Create design standards to ease transition between single family and multi-family housing units • Garner community support of infill development 	<ul style="list-style-type: none"> • Number of accessory dwelling units in planning area: increasing trend • Average residential density in the planning area: increasing trend
Revitalize Urban and Community Centers	<ul style="list-style-type: none"> • Enhance commercial areas along Murray Street and Seabright Avenues • Strengthen connections between Seabright and other neighborhoods 	<ul style="list-style-type: none"> • Number of façade improvement projects in planning area: increasing trend • Number of walkable connections to Seabright Beach: increasing trend • Number of walkable connections to commercial nodes in planning area: increasing trend
Protect Natural Resources and Agricultural Land	<ul style="list-style-type: none"> • Protect coastline within planning area • Promote connections to Arana Gulch natural preserve • Promote infill to decrease development pressure on agricultural lands within the Monterey Bay region 	<ul style="list-style-type: none"> • Number of acres of public open space within planning area: no change • Percentage of native plants in new landscaped areas: increasing trend

Objective	Strategies	Indicators
Reduce Automobile Use and Fuel Consumption	<ul style="list-style-type: none"> • Create jobs within walking distance of downtown • Reduce need to drive to other areas of town. • Provide additional goods and services within the Seabright planning area • Increase ability for children to walk or ride bikes to school • Plan for additional bike lanes 	<ul style="list-style-type: none"> • Vehicle miles traveled per capita: decreasing trend • Percentage of school children who walk, bicycle, ride the bus or carpool to and from school: increasing trend • Percentage of total miles of streets within the Seabright area that have bike lanes: increasing trend
Improve Infrastructure Systems	<ul style="list-style-type: none"> • Plan for additional bike lanes • Install low-energy streetlights 	<ul style="list-style-type: none"> • Percentage of total miles of streets within the Seabright area that have bike lanes: increasing trend • Percentage of low-energy streetlights: increasing trend
Promote Water Conservation	<ul style="list-style-type: none"> • Promote water efficient landscaping 	<ul style="list-style-type: none"> • Seabright planning area water use: decreasing trend • Number of low-water retrofits of existing landscaping: increasing trend
Promote Energy Efficiency and Conservation	<ul style="list-style-type: none"> • Establish incentives for green building 	<ul style="list-style-type: none"> • Percentage of new construction and substantial rehabilitation that is certified by the U.S. Building Council’s LEED rating system, or Build It Green’s Green-Point Rated system: increasing trend • Percentage of low-energy streetlights: increasing trend
Strengthen the Economy	<ul style="list-style-type: none"> • Enhance commercial areas along Murray Street and Seabright Avenues 	<ul style="list-style-type: none"> • Number of façade improvement projects in planning area: increasing trend • Number of walkable connections to commercial nodes in planning area: increasing trend

impervious surfaces and to promote on-site stormwater collection, reducing the amount of stormwater run-off in the local watershed.

2. Promote Public Health

Characteristics of a healthy community, as defined by the California Department of Public Health, include transportation, housing, air and water quality, energy use, and public engagement and are discussed

throughout this proposal. The Sustainability Scorecard will assess these features within the planning area and identify opportunities for improvement.

As part of the Sustainability Scorecard, DC&E will map access to local food such as school gardens, community gardens, farmers markets, and community supported agriculture. The Seabright Area Plan will include goals, policies, and actions to improve access to local food.

To educate the public about healthy communities, representatives from the Santa Cruz County Public Health Department will be invited to speak at Community Workshop #1: Existing Conditions, Vision and Goals.

3. Promote Equity

To promote equity, the Seabright Area Plan will strategize on ways to improve access to transit, strengthen the area's pedestrian and bicycle features, add housing for a range of incomes, and implement goals, policies, and actions to encourage green building. A baseline assessment of accessibility, pedestrian and bicycle features, and the condition of housing in the planning area will be presented in the Sustainability Scorecard. Based on the results of the Scorecard, goals, policies, and actions will be prepared to address any deficiencies. Implementation of these strategies will improve transportation options, increase the number of affordable housing units in the planning area, and help reduce energy costs.

In addition, all residents and stakeholders within the Seabright planning area will be engaged in the planning process of the Seabright Area Plan. Public workshops and outreach events will be held at convenient times in transit-friendly locations. For those who are unable to attend workshops due to work schedules or child care constraints, the public and stakeholders will be able to submit comments via mail, telephone, fax, or through a comment form on the project web page. In particular, specific outreach will be made at the two Green Forums, public workshops, and through the online visual preference survey as described in Sections C.1 and C.2 below.

4. Increase Housing Affordability

The Seabright Area Plan will be consistent with housing affordability requirements under the Regional Housing Needs Allocation (RHNA) by supporting infill development, increasing the mix of housing types, and encouraging additional housing near local jobs. As indicated in its 2009 Housing Element, the City of Santa Cruz has sufficient housing sites to meet their RHNA target. The Seabright Area Plan will be another tool the City can use to accommodate additional housing within these sites affordable to a range of incomes.

At the present time, Santa Cruz is one of the least affordable cities in the United States in terms of housing. Statistics show that only 6.9 percent of Santa Cruz residents can easily afford to buy a median-priced home. For areas within the Seabright planning area designated as Low-Density Residential, 1.1 to 10 dwelling units per acre, the Area Plan will promote the construction of ADUs. ADUs provide an excellent opportunity to increase the amount of affordable rental housing in the community while providing

homeowners with a mechanism to supplement mortgage payments, thus making their own housing more affordable.

5. Promote Infill and Compact Development

Strategies to meet the infill and compact development objective and indicators used to measure their outcomes are described in Table 1.

6. Revitalize Urban and Community Centers

Strategies to meet the revitalization of urban and community centers objective and indicators used to measure their outcomes are described in Table 1.

7. Protect Natural Resources and Agricultural Lands

The presence of nature is an important component of Seabright's unique identity. Seabright State Beach and the adjacent Arana Gulch natural preserve create a sense of connection to the natural world within an urban setting. Protecting and enhancing these natural resources will be an important issue to be addressed in the Area Plan. Consistent with the California Wildlife Action Plan and Natural Community Conservation Plan, sensitive plant and animal species within the planning area will be protected and natural habitats will be preserved. The Area Plan will not propose development on any sensitive habitat within the planning area. Since there are no mineral resources in the planning area, the Surface Mining and Reclamation Act does not apply to the Seabright Area Plan.

8. Reduce Automobile Usage and Fuel Consumption

The Seabright Area Plan will be consistent with the California Transportation Plan's goal of improving mobility and accessibility by planning for additional bike lanes and by encouraging population growth in an existing urban area through infill development. By increasing the availability of housing in an urbanized area, more people are located near existing transit lines and services within walking distance. Increasing an area's walkability and access to transit helps to reduce VMT, reduce greenhouse gas emissions, and alleviate congestion on local roadways.

9. Promote Infrastructure Systems

Strategies to meet the infrastructure systems objective and indicators used to measure their outcomes are described in Table 1.

10. Promote Water Conservation

To help the State achieve its goal to reduce water consumption 20 percent by 2020, the Seabright Area Plan will include guidelines for low water landscaping for residential and non-residential uses.

The Seabright Area Plan will also be consistent with the Northern Santa Cruz County Integrated Water Management Plan's objectives for water supply, quality, recreation, and public health by promoting the increase of permeable surfaces to reduce run-off into Monterey Bay and by promoting low water landscaping to reduce water use.

11. Promote Energy Efficiency and Conservation

Strategies to meet the energy efficiency and conservation objective and indicators used to measure their outcomes are described in Table 1.

12. Strengthen the Economy

Strategies to meet the economic objective and indicators used to measure their outcomes are described in Table 1.

C. Step 3: Priority Considerations

1. Stakeholder Collaboration and Community Involvement

Our work plan includes a number of innovative public participation tools customized specifically for this project. These tools are designed to bring the planning process out into the community, rather than expect residents to attend a series of public meetings. For example, the work plan includes two “Seabright Green Forums” at which the City will host booths at community events, farmers’ markets or other local events to educate the public about the Area Plan and to receive feedback. Our work plan also includes a visual preference survey, which will be on-line and enable respondents to view and comment on the land use alternatives and urban design qualities. In addition, the work plan includes four committee meetings and two public workshops.

2. Strategies and Outcomes to Serve as Best Practices

The Seabright Area Plan will serve as a model for other communities wishing to promote infill development within established single family neighborhoods. As part of the community outreach process, we will develop an on-line visual preference survey in that can be used by other Monterey Bay jurisdictions. This visual preference survey will determine housing type preferences to establish the types of infill development supported by the community. Gaining community support of increased densities will be essential for successful implementation of the Area Plan.

The work plan also includes the development of a “housing toolbox” to show how density can be integrated gracefully into residential neighborhoods. This toolbox will include a suitable set of residential prototypes, including sketches and axonometric models accompanied by strategies for addressing potential impacts of medium density housing on low density single family neighborhoods. Upon completion of the housing toolbox, the City will post the toolbox online for use by other Monterey Bay area jurisdictions.

As discussed in Section 2, the work plan also includes a sustainability audit of the Seabright planning area to be summarized in the Sustainability Scorecard. The Sustainability Scorecard will examine the program objectives in context of the planning area and rate the planning area’s level of sustainability. The Sustainability Scorecard will also be an innovative planning tool available for use by other communities wishing to promote sustainability goals.

Lastly, the Area Plan will include solutions on how to integrate green stormwater practices into existing infrastructure. A list of bay-friendly, low-water plants appropriate for coastal areas of the Monterey Bay region will be compiled as well as a diagram of a potential landscape plan for a single family dwelling unit and will be available to other jurisdictions.

3. Leveraged Resources

The City of Santa Cruz has committed one staff member at .50 full time equivalent (FTE) to this project. City staff will assist with data collection, coordinate committee meetings and public workshops, and run the Green Forums as identified in the work plan. City staff support will increase during the alternatives development as City input will be essential to prepare three conceptual alternatives that respond to the project objectives and the community's needs. In addition, City staff will serve as workshop facilitators, with up to eight City facilitators anticipated at each public workshop. City staff support will also be needed to review the Draft Area Plan, prepare the environmental review document for the Area Plan (not a part of this grant application), and schedule and attend hearings.

In the future, there may be funding available from the General Plan Fee to assist with implementation and monitoring of the Area Plan. Funds from the General Plan Fee could be used to finance implementation and measurement of the indicators contained in the Area Plan.

4. Climate Change Impacts

Potential climate change impacts to the Seabright area include sea level rise, fire, erosion, and flooding. The Seabright Area Plan will encourage infill development and reduce VMT, decreasing the area's greenhouse gas emissions and meeting the region's target of zero net increase of greenhouse gas emissions. As discussed throughout this proposal, the Seabright Area Plan will include a variety of strategies to reduce greenhouse gas emissions and minimize the planning area's contribution to global climate change.

5. Economically Disadvantaged Community

Although the residents within the Seabright Area Plan planning area are not considered an economically disadvantaged community, approximately 18 percent of the population is below the poverty line.

D. Step 4: Organizational Capacity

1. Relevant Experience

The Seabright Area Plan will be managed by the City of Santa Cruz Planning and Community Development Department. City staff has extensive experience preparing area plans, specific plans, and updates to the General Plan. The Department has recently prepared similar plans including General Plan 2030 and the Ocean Street Area Plan.

If awarded a grant, the City will work with the consultant Design, Community & Environment to prepare the Seabright Area Plan. DC&E has extensive experience preparing area plans that focus on environmental sustainability. DC&E also has expertise in the areas of sustainability indicators, climate change,

greenhouse gas emission reductions, climate action plans, and public facilitation. Examples of similar projects completed by DC&E include the *North Coast Area Plan* for the County of San Luis Obispo, *West Broadway Urban Village Specific Plan* for the City of Seaside, *Santa Rosa Downtown Station Area Specific Plan* for the City of Santa Rosa, *Bay Area Regional Smart Growth Strategy* for the Association of Bay Area Governments, *Smart Urban Landscapes: Residential Landscape Design Templates and Guidelines* for the California Urban Water Conservation Council, and *Smart Growth Design Guidelines* for the San Diego Association of Governments. Descriptions of these projects and additional project examples are attached to this grant application.

2. Active Partners

As discussed in Section B.2 above, the City of Santa Cruz will coordinate with the Santa Cruz County Public Health Department to educate the public about healthy communities. The City will also invite members from neighborhood organizations, Arts Commission, Transportation and Public Works Commission, Parks and Recreation Commission, and Water Commission to be part of the Seabright Area Plan Committee. These partners will help guide policy development, ensuring that the Area Plan is representative of the various City interests.

3. Schedule and Budget

The City of Santa Cruz will carefully manage the Seabright Area Plan to ensure that the project is completed on schedule and within budget. The City will work closely with DC&E to establish a detailed project schedule at the beginning of the project. Through the work on the Community Design and Land Use Elements for General Plan 2030 and Ocean Street Area Plan, the City and DC&E have developed open channels of communication and clear expectations for schedule and budget adherence. These same methods will be applied to the Seabright Area Plan. This schedule will identify project tasks, products, and meetings. Adequate time for staff review of products will be provided, as well as sufficient time for public review and comments on draft materials. The schedule will be realistic and allow for flexibility to respond to unanticipated issues and adjust approach, if needed.

The City of Santa Cruz and DC&E have extensive experience preparing similar area plans on schedule and within budget. The City of Santa Cruz and DC&E have developed effective systems for providing high quality work for many grant-funded projects with strict timelines and constrained budget. To ensure that the Seabright Area Plan is completed on budget, DC&E guarantees that the contracted scope of work is completed for the identified fee.

4. Contingency Plan

As described above, the City of Santa Cruz and DC&E have mechanisms in place to ensure the project will stay within budget. However, should unanticipated issues arise that require additional funding, the City will use funds from the General Plan Fee or from its General Fund to cover extra costs.

In addition, the City's consultant, DC&E, guarantees that it will complete the contracted scope of work for the identified fee. This means that DC&E will not request any additional money to complete the pro-

ject provided that the contracted scope of work is adhered to. Any cost overruns on tasks within the approved scope of work will be absorbed by DC&E. DC&E's policy on this matter ensures that the Seabright Area Plan will be completed in a manner consistent with the requirements of the grant application.

5. Implementation

To ensure successful implementation of City actions identified in the Seabright Area Plan, the Plan will contain a stand-alone Implementation Chapter that identifies actions that will be completed in the first five years after the Plan is adopted. For each action, the Implementation Chapter will identify the primary party responsible for implementation (e.g., Planning and Community Development Department), other parties involved, timeframe for implementation, estimated cost, and funding source. The Implementation Chapter will be a valuable tool to guide the City's decision-making and allocation of resources following the adoption of the Seabright Area Plan. The Chapter will help to ensure that the City prioritizes programs that promote sustainable development and achieve the goals established in the General Plan.

A P P E N D I X L

B U D G E T

Appendix L - Budget

Cost per Task	Council Grant	In-Kind Match	Total
A. Project Initiation	20,000	20,000	40,000
B. Opportunities and Constraints Analysis	30,000	30,000	60,000
C. Vision and Goals	50,000	30,000	80,000
D. Alternatives Creation and Evaluation	85,000	60,000	145,000
E. Draft Area Plan	45,000	40,000	85,000
F. Final Area Plan	20,000	60,000	80,000
Total Cost	250,000	240,000	
GRAND TOTAL			\$490,000

A P P E N D I X M

W O R K P L A N

APPENDIX M
WORK PLAN

This exhibit describes the work plan for the Seabright Area Plan. The responsible party for all tasks will be City of Santa Cruz staff, working in conjunction with the consulting firm Design, Community & Environment (DC&E). City staff will work with DC&E to accomplish all of the tasks outlined below.

Task A. Project Initiation (Months 1 and 2)

In this task, DC&E will meet with City staff to initiate the project, refine the community participation process, and discuss the initial Area Plan Committee meeting.

1. Startup Meeting

DC&E team members will hold an initial startup meeting with City staff to review the scope of work for the Area Plan, identify key issues and goals to be addressed (particularly those related to the program objectives of the Sustainable Communities Planning Grant and Incentives Program), discuss formation of the Area Plan Committee, and review information needs.

2. Data Gathering and Review

DC&E will collect and evaluate existing data and analyses applicable to the Seabright Area Plan, with a special focus on relevant goals and policies in General Plan 2030 and the Climate Action Plan (CAP).

3. Background Interviews

DC&E will conduct up to six telephone interviews with key decision-makers, City staff, and other experts regarding issues to be addressed in the Area Plan. These interviews could include discussions with the City's housing development staff; local architects; representatives from neighborhood organizations; and other experts who are not part of the Area Plan Committee. We will use this information to guide our Opportunities and Constraints Analysis.

4. Base Map Preparation

DC&E will develop the Area Plan's base map and subsequent thematic maps. The map will present a sufficient level of detail to clearly show parcel-level information.

5. Seabright Area Plan Committee Meeting #1: Key Issues and Goals

Throughout the process of developing the Area Plan, DC&E will facilitate meetings with key stakeholders in order to gather their input and build consensus in support of the Plan. As part of project initiation, DC&E will facilitate an Area Plan Committee meeting to provide an overview of the planning

process and solicit ideas regarding the most important issues to address in the Plan. We will also ask Committee members to describe their goals for Seabright.

Members of the Area Plan Committee will be identified in coordination with City staff. DC&E anticipates that the Area Plan Committee will have up to ten members, which could include representatives of the following groups:

- ◆ Residents
- ◆ Property owners
- ◆ Business owners
- ◆ Community organizations (e.g., churches)
- ◆ Chamber of Commerce
- ◆ Planning Commission
- ◆ Arts Commission
- ◆ Transportation and Public Works Commission
- ◆ Parks and Recreation Commission
- ◆ Water Commission

Task B. Opportunities and Constraints Analysis (Months 3 through 5)

DC&E will work with City staff to collect and analyze data on the Seabright planning area’s existing conditions, which will be used to identify opportunities and constraints for future development. We will also conduct the first in a series of two Green Forums to engage the public with the planning process for Seabright.

1. Opportunities and Constraints Memorandum

DC&E will prepare an Opportunities and Constraints Memorandum that will include diagrams illustrating and summarizing existing conditions in the Seabright planning area. It will also quantify existing conditions, particularly those related to sustainability, where possible.

The following issues will be addressed in the Opportunities and Constraints Memorandum:

a. Sustainability Scorecard

DC&E will prepare a Sustainability Scorecard that uses well-defined metrics to analyze the sustainability of Seabright's existing built environment. The Scorecard will address sustainability in its broad sense, encompassing the environment as well as equity and economic issues. Potential topics to be addressed include:

- ◆ Impervious land coverage
- ◆ Presence of low-water landscaping
- ◆ Stormwater volume and quality
- ◆ Vehicle trips per day
- ◆ Presence and quality of bicycle and pedestrian facilities
- ◆ Diversity of housing stock
- ◆ Access to healthy food
- ◆ Walkability to neighborhood commercial center

b. Existing Land Uses

DC&E will conduct a site visit to document existing land uses within the Seabright planning area. As part of this effort, we will identify vacant sites within Seabright, as well as underutilized sites where new development could occur.

c. Existing Policies and Programs

DC&E will describe relevant City policies that control new development in Seabright, including General Plan and Zoning Ordinance requirements. This section of the memorandum will also describe programs from the City's Climate Action Plan (CAP) that can be implemented within Seabright. This analysis will identify any known aspects of the regulatory environment that could inhibit new development or reinvestment, such as parking requirements. The analysis will also examine City policies related to greenhouse gas emissions, air quality, public health, infrastructure, housing, natural resources, and economic development and discuss how these policies create opportunities and constraints for future development within the planning area.

d. Existing Community Character

DC&E will determine potential urban design assets and opportunities in Seabright that can inform the design of future development projects, particularly infill residential development. This process will include a general analysis of the existing building stock and streetscape conditions in Seabright. In

addition, DC&E will identify specific characteristics of existing buildings that should be reinforced by new development, as well as building and site design features that are not desirable for new development.

e. Opportunity Sites

Based on the analysis described above, DC&E will create a map of key opportunity sites in the planning area. These opportunity sites will include vacant and underutilized parcels where infill development could increase density and enhance the character of Seabright.

2. Seabright Green Forum #1

For the first Green Forum, DC&E will host a booth at a local community event, such as a farmers' market or street fair. The purpose of this Forum will be to introduce the Area Plan process, present an engaging summary of Seabright's existing sustainability, and receive preliminary input on key issues and opportunities for Seabright. Participants will have the opportunity to talk one-on-one with City staff and consultants, and to engage in a dialogue with one another.

Task C. Vision and Goals (Months 6 through 8)

In this task, DC&E will work with the Area Plan Committee and other community members to develop a vision for the future of Seabright.

1. Community Workshop #1: Existing Conditions, Vision and Goals

DC&E will facilitate a community workshop at which members of the public will contribute their vision and goals for Seabright. We will begin the workshop with a brief, interactive exercise that engages participants with the Area Plan process. We will then present an overview of the Opportunities and Constraints Memorandum and its Sustainability Scorecard. In addition, we will invite the County Health Department to give a presentation explaining the principles of healthy communities and discussing how health issues currently affect Seabright.

Following the presentation, we will facilitate a large-group discussion of participants' visions and goals for the future of Seabright. After all ideas have been heard and recorded, workshop participants will break into small groups, in which they will use a base map of the Seabright planning area to identify opportunities to improve sustainability and accommodate infill development.

The desired outcome of this workshop is a community vision that will contribute to the Area Plan's vision and goals, as well as a series of maps that will be used to develop the Plan Alternatives. Results from the community workshop will be used to develop the Area Plan's recommendations.

2. Vision and Goals Development

Using the ideas developed at first Green Forum and Community Workshop #1, as well as the input from Committee members and City staff, DC&E will prepare a draft vision statement and preliminary goals for inclusion in the Area Plan. The draft vision and goals will reflect points of consensus. Any points of contention will be included on a list of issues to be discussed further with the Committee and reexamined during the planning process.

3. Seabright Area Plan Committee Meeting #2: Vision and Goals Discussion

DC&E will facilitate a meeting with the Area Plan Committee, at which Committee members will comment on the draft vision and goals and contribute to a discussion of appropriate solutions for resolving any points of contention.

4. Vision and Goals Refinement

Based on input from the Area Plan Committee and subsequent discussions with City staff, DC&E will refine the vision and goals for the Area Plan and submit them to the City for approval.

Task D. Alternatives Creation and Review (Months 9 through 14)

In this task, DC&E will work with the Area Plan Committee and community members to develop and refine up to three conceptual alternative design plans for future development in Seabright.

1. Alternatives Development

DC&E will use the vision and goals, as well as specific recommendations developed at Community Workshop #1, to prepare up to three alternative design plans for Seabright. The alternatives will address a range of topics that will contribute to the sustainability of Seabright. They will also show conceptual development prototypes that could be accommodated in various parts of Seabright.

2. Seabright Area Plan Committee Meeting #3: Review Alternatives

Following City staff's approval of the alternative design plans, DC&E will attend a meeting of the Area Plan Committee to present the alternatives and receive input from the Committee. We will ask the

Committee to verify that the alternatives represent an appropriate range of options for discussion at Community Workshop #2.

3. Online Visual Preference Survey

DC&E will prepare and administer an online survey to obtain additional public input on the design alternatives. The survey will contain maps, illustrations, and photographs to fully present the details of each alternative. The survey will be designed to identify the specific features of each alternative that are most strongly supported by the public. DC&E will prepare a brief summary report identifying key findings from the survey.

4. Alternatives Refinement

DC&E will refine the alternative design plans based on comments from the Area Plan Committee and results from the visual preference survey. For example, these refinements could include changes to the proposed housing prototypes, or additional enhancements that would improve stormwater quality.

5. Community Workshop #2: Alternatives Review

At Community Workshop #2, DC&E will present the three conceptual alternatives and solicit “hands-on” input from workshop participants regarding the alternatives. Following a presentation and question-and-answer period, participants will be asked to critique the alternatives presented, identify issues with initial design concepts and contribute to resolving specific issues. The results of this discussion will be summarized at the end of the workshop. DC&E will prepare a memorandum that describes the outcomes of the workshop.

6. Preferred Alternative

DC&E will refine the community’s ideas and recommendations into a Preferred Alternative, which will ultimately become the illustrative plan for the Seabright Area Plan.

7. Seabright Green Forum #2

At the second Green Forum, DC&E will host a booth at a local event to introduce the Preferred Alternative to the public, explain how it would create a more sustainable Seabright, respond to questions, and gather suggestions for making the Preferred Alternative even more sustainable.

Task E. Draft Seabright Area Plan (Months 15 through 18)

DC&E will develop the Seabright Area Plan based on the outcomes of Task A through Task D, as described above. The Area Plan will present a realistic vision for future development within the Seabright planning area. It will be clearly written and well-organized, so that members of the public and City staff can easily understand how the Plan will guide future development. The Plan will include numerous graphics to illustrate its requirements and recommendations.

The Plan will be prepared as an Administrative Draft for review by City staff. After DC&E incorporates the City's comments on the Administrative Draft, we will prepare a Draft Seabright Area Plan for public distribution and review.

DC&E has assumed that any environmental review required by the California Environmental Quality Act (CEQA) will be completed solely by City staff using separate funding. No CEQA analysis is included in this work plan or grant application.

1. Community Vision

The Plan will include a clear, long-range vision statement that defines the community's desired identity for Seabright. The vision statement will reflect the qualities of the neighborhood that the community wishes to preserve, as well as potential improvements that will enhance Seabright for residents and visitors.

2. Illustrative Plan

DC&E will refine the Preferred Alternative created in Task D. The illustrative plan will include recommendations for improvements that will enhance the character of Seabright, such as new signs at key gateways and enhanced connectivity, as well as conceptual locations for green stormwater infrastructure, low-energy streetlights, and other improvements that would contribute to Seabright's sustainability.

3. Land Use Map

DC&E will develop a land use map as an overlay on the project base map. This map will show any proposed changes to existing land use designations within the Seabright planning area.

4. Goals, Policies, and Action Programs

DC&E will prepare goals, policies, and action programs that form the core of the Area Plan's requirements for future development. For ease of use, these goals, policies, and action programs will be organized in a similar fashion to those in Santa Cruz's General Plan 2030.

5. Sustainability Plan and Evaluation Tool

DC&E will prepare a Sustainability Plan showing how future development and public improvements can contribute to the sustainability of Seabright. For example, the Sustainability Plan will include illustrations showing how the landscaping of existing single-family homes can be retrofitted to minimize water use. It will also show conceptual plans for green stormwater management techniques that could be accommodated within public rights-of-way.

In addition, based on the Sustainability Scorecard prepared in Task B, DC&E will prepare a Sustainability Evaluation Tool that includes quantifiable metrics for evaluating Seabright's sustainability on an ongoing basis.

6. Housing Toolbox

DC&E will prepare a Housing Toolbox that shows a range of infill housing prototypes that are appropriate in different parts of Seabright. These prototypes will likely include at least two examples for each of the following:

- ◆ Accessory dwelling units
- ◆ Townhomes
- ◆ Stacked flats (apartments/condos)
- ◆ Townhomes combined with stacked flats

For each housing prototype, we will provide site plans, elevations, three-dimensional axonometric drawings, and floor plans. A map will also be provided showing which prototypes would be most appropriate in each part of Seabright. In addition, the Housing Toolbox will include strategies for ensuring that infill housing is compatible with nearby lower-density housing.

7. Development Standards and Design Guidelines

DC&E will develop clear, detailed standards and guidelines to regulate private development in the Seabright Area Plan. These standards and guidelines will place a strong emphasis on moderate- to high-density residential development. They will ensure that future development is of a high quality and that it acknowledges the architecture and scale of nearby single-family residential neighborhoods. The

requirements will also provide appropriate flexibility for architects to develop creative solutions to individual site conditions.

8. Implementation Strategy

DC&E will develop an action-oriented strategy that outlines the steps needed to direct implementation of the Area Plan. The strategy will list and prioritize specific regulatory steps and actions, such as any changes to the Zoning Ordinance that are needed to facilitate implementation of the Plan.

Task F. Final Seabright Area Plan (Months 19 through 24)

In this task, DC&E will revise the Seabright Area Plan in response to public comments and prepare the Plan for adoption.

1. Seabright Area Plan Committee Meeting #4: Comments on Draft Seabright Area Plan

DC&E will facilitate a meeting to discuss the Committee's comments on the Draft Seabright Area Plan.

2. City Council/Planning Commission Study Session

DC&E will attend a joint study session of the City Council and Planning Commission to present the Draft Seabright Area Plan and review feedback from the Committee and public regarding the draft Plan. At the study session, DC&E will provide an overview of the Area Plan's contents and respond to questions about the Plan.

3. Area Plan Revisions

DC&E will attend a meeting in Santa Cruz with City staff to discuss comments from the Committee, public, planning commissioners, and city council members regarding the Draft Plan. During this meeting, we will determine how to address these comments in the Final Draft Plan.

Following this meeting, DC&E will revise the Draft Seabright Area Plan to create a Final Draft Seabright Area Plan.

4. Planning Commission Adoption Hearing

DC&E will attend one hearing before the Planning Commission to discuss adoption of the Seabright Area Plan and answer questions.

5. City Council Adoption Hearing

DC&E will attend one hearing before the City Council to discuss adoption of the Seabright Area Plan.

6. Final Area Plan

DC&E will create a Final Seabright Area Plan for archiving and distribution. This document will include any revisions requested by City decision-makers during the adoption process. The Final Plan will be formatted for printing as well as electronic distribution.

A P P E N D I X J

I N D I C A T O R S A N D O U T C O M E S

APPENDIX J

INDICATORS AND OUTCOMES

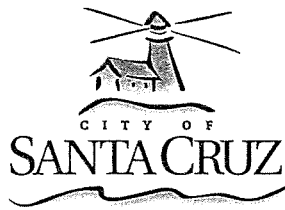
Indicator	Desired Outcome
1. Improve Air Quality and Water Quality	
1.a Citywide greenhouse gas emissions	Decreasing trend
1.b Total volume of TACs emitted in the city annually	Decreasing trend
1.c Number of days of non-attainment for criteria pollutants for the non-attainment areas of the region	Decreasing trend
1.d Percentage of residents commuting by public transportation, walking, or bicycling	Increasing trend
1.e Total planning area generation of stormwater	Decreasing trend
1.f Percentage of permeable land in the planning area	Increasing trend
2. Promote Public Health	
2.a Percent of residents taking non-motorized transportation to get to work or run daily errand	Increasing trend
2.b Percentage of Seabright residents who are obese	Decreasing trend
2.c Percentage of households within $\frac{1}{2}$ mile of a grocery store, produce market, farmers' market, or community garden	Increasing trend
2.d Number of community gardens	Increasing trend
2.e Percent of residents purchasing food from a farmers' market	Increasing trend
2.f Percentage of new construction and substantial rehabilitation that is certified by the U.S. Building Council's LEED rating system, or Build It Green's GreenPoint Rated system	Increasing trend
3. Promote Equity	
3.a Number of accessory dwelling units in planning area	Increasing trend
3.b Number of townhouses, condos, and apartments in the planning area	Increasing trend
3.c Number of units affordable for extremely low and low income households	Increasing trend
4. Increase Housing Affordability	
4.a Number of accessory dwelling units in planning area	Increasing trend
4.b Average residential density in the planning area	Increasing trend

4.c	Number of units affordable for extremely low and low income households	Increasing trend
5. Promote Infill and Compact Development		
5.a	Number of accessory dwelling units in planning area	Increasing trend
5.b	Average residential density in the planning area	Increasing trend
6. Revitalize Urban and Community Centers		
6.a	Number of façade improvement projects in planning area	Increasing trend
6.b	Number of walkable connections to Seabright Beach	Increasing trend
6.c	Number of walkable connections to commercial nodes in planning area	Increasing trend
7. Protect Natural Resources and Agricultural Land		
7.a	Number of acres of public open space within planning area	No change
7.b	Percentage of native plants in new landscaped areas	Increasing trend
8. Reduce Automobile Usage and Fuel Consumption		
8.a	Vehicle miles traveled per capita	Decreasing trend
8.b	Percentage of school children who walk, bicycle, ride the bus or carpool to and from school	Increasing trend
8.c	Percentage of total miles of streets within the Seabright area that have bike lanes	Increasing trend
9. Improve Infrastructure Systems		
9.a	Percentage of total miles of streets within the Seabright area that have bike lanes	Increasing trend
9.b	Percentage of low-energy streetlights	Increasing trend
10. Promote Water Conservation		
10.a	Seabright planning area water use	Decreasing trend
10.b	Number of low-water retrofits of existing landscaping	Increasing trend
11. Promote Energy Efficiency and Conservation		

11.a Percentage of new construction and substantial rehabilitation that is certified by the U.S. Building Council’s LEED rating system, or Build It Green’s GreenPoint Rated system	Increasing trend
11.b Percentage of low-energy streetlights	Increasing trend
12. Strengthen the Economy	
12.a Number of façade improvement projects in planning area	Increasing trend
12.b Number of walkable connections to commercial nodes in planning area	Increasing trend

A P P E N D I X N

LETTER OF COMMITMENT



OFFICE OF THE CITY MANAGER

809 Center Street, Room 10, Santa Cruz, CA 95060 • (831) 420-5010 • Fax: (831) 420-5011 • www.cityofsantacruz.com

August 23, 2010

Sustainable Communities Planning Grants Program
c/o Department of Conservation
Division of Land Resource Protection
801 K Street, MS Floor 18-01
Sacramento, CA 95814

**RE: Sustainable Communities Planning Grant and Incentives Program - Seabright Area
Plan Letter of Commitment**

To Whom It May Concern:

This letter certifies that I have authorized the submittal of the City of Santa Cruz' proposal for funds from the Sustainable Communities Planning Grant and Incentives Program to prepare the Seabright Area Plan. Should Santa Cruz be awarded this grant, the City's administration is committed to preparing the Seabright Area Plan in a manner consistent with grant requirements. Following the submittal of the grant application, the City Council will adopt a resolution approving the application for grant funding. The City of Santa Cruz will submit this resolution to the Sustainable Communities Planning Grants Program no later than October 5, 2010.

The Seabright Area Plan will further the City's goals to reduce greenhouse gas emissions and increase sustainable practices through infill development and infrastructure improvements. In addition to funding from the Sustainable Communities Planning Grant and Incentives Program, the City has committed .5 FTE to ensure the completion of this project.

Sincerely,

Martín Bernal
City Manager

COLLABORATION LETTERS



August 10, 2010

Sustainable Communities Planning Grants Program
c/o Department of Conservation
Division of Land Resource Protection
801 K Street, MS Floor 18-01
Sacramento, CA 95814

Re: Sustainable Communities Planning Grant and Incentives Program - Seabright Area Plan

To Whom It May Concern:

As the metropolitan planning organization for Monterey, San Benito, and Santa Cruz Counties, the Association of Monterey Bay Area Governments (AMBAG) is charged with implementing the greenhouse gas reduction goals as set forth by AB 32 and SB 375. AMBAG is in the process of preparing a Sustainable Communities Strategy to achieve California Air Resources Board greenhouse gas emission reduction targets. This Strategy, to be integrated into the 2012 Metropolitan Transportation Plan, will set goals to reduce the amount of vehicle miles traveled (VMT) through land use and transportation planning strategies.

In addition, AMBAG, in collaboration with local jurisdictions in the Monterey Bay Area, has been developing the Regional Blueprint: Envisioning Monterey Bay Area growth and conservation strategy. The Blueprint will establish a common vision for a preferred land use pattern to reduce traffic congestion, improve air quality, conserve natural resources and agricultural land, expand economic development, increase housing affordability and choice, and improve the quality of life in the area.

The Seabright Area Plan proposed by the City of Santa Cruz is consistent with AMBAG's regional goals to reduce greenhouse gas emissions and the Regional Blueprint by planning for infill development in an existing urban neighborhood. By increasing density in the Seabright neighborhood, the Seabright Area Plan will reduce VMT, enhance pedestrian and bicycle amenities, expand housing options, and strengthen the neighborhood's already active commercial nodes. All of these features of the Plan will help AMBAG achieve the regional greenhouse gas emissions reduction targets.

Sincerely,

John Doughty, Executive Director
Association of Monterey Bay Area Governments



COUNTY OF SANTA CRUZ

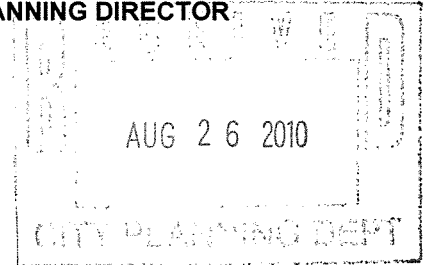
PLANNING DEPARTMENT

701 OCEAN STREET, 4TH FLOOR, SANTA CRUZ, CA 95060
(831) 454-2580 FAX: (831) 454-2131 TDD: (831) 454-2123

KATHLEEN MOLLOY PREVISICH, PLANNING DIRECTOR

August 23, 2010

State Strategic Growth Council
Sustainable Communities Planning Grants Program
c/o Department of Conservation
Division of Land Resource Protection
801 K Street, MS Floor 18-01
Sacramento, CA 95814



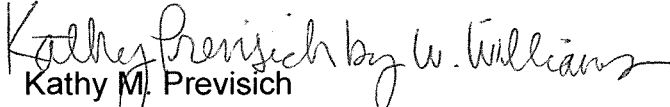
Dear Members of the Strategic Growth Council:

The Santa Cruz County Planning Department is pleased to support the City of Santa Cruz 2010 application to the Proposition 84 Sustainable Communities Planning Grants Program for preparation of the proposed Sustainable Communities Planning Incentives Program – Seabright Area. This proposed community planning process and document would plan for more transit supportive land uses along the Soquel Avenue transit corridor in the City of Santa Cruz.

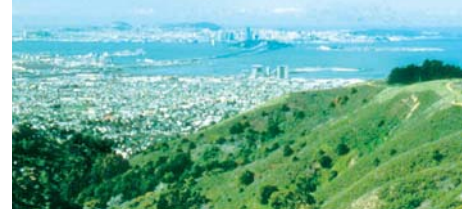
This plan will help to reduce dependence on automobiles by City residents by making bus transit and other alternative transportation modes a more viable option to the automobile. As such it will help to reduce greenhouse gas emissions from the transportation sector. The plan will also identify potential economic development opportunity and workforce housing locations along the portion of Soquel Avenue in the Seabright Area, to allow for new housing and jobs to be located near each other, thereby potentially shortening commutes. This project will also be consistent with regional efforts to reduce future greenhouse gas emissions by the transportation sector, particularly the Blueprint Planning process currently being carried out by the Association of Monterey Bay Area Governments (AMBAG), a process in which the Santa Cruz County Planning Department is a participant along with the City of Santa Cruz.

The County Planning Department therefore urges the Strategic Growth Council staff to rate this worthy proposal highly and urges the Council to select it for funding in this year's Sustainable Communities Planning Grants Program (Focus Area #1) funding cycle.

Sincerely,


Kathy M. Previsich
Planning Director

DC&E RELEVANT EXPERIENCE



Sustainability & Smart Growth

Growth Management
Mixed-Use Development Plans
Research & Policy Development
Sustainable Design
Development Standards
Climate Change Planning

DC&E staff members are widely recognized as national experts in smart growth, New Urbanism and sustainable development. Our work promotes the principles of green buildings, green infrastructure, appropriate densities, mixed use and transit-orientation. We have completed numerous planning projects based on smart growth principles, and we also conduct research and write policies for stand-alone smart growth projects.



Bay Area Regional Smart Growth Strategy



Association of Bay Area Governments (ABAG) and other regional agencies

DC&E led an interactive public workshop process that served as the core effort for the creation of ABAG's Smart Growth Strategy for the Bay Area. DC&E led two workshops each in eight of the Bay Area's nine counties, at which participants worked with an interactive computer model in real-time to allocate new development geographically and assess the transportation, environmental and land use impacts of various growth scenarios. After the workshops, DC&E and its subconsultants used the results to formulate a smart growth strategy that demonstrates how the Bay Area can accommodate new growth in a sustainable fashion.




The Bay Area Regional Smart Growth Strategy won a national Charter Award from the Congress for the New Urbanism in 2003.


SMART GROWTH STRATEGY REGIONAL LIVABILITY FOOTPRINT PROJECT

TYPICAL RESIDENTIAL AREA CONDITION:
Multifamily Residential and Office buildings, many with Commercial uses at street level. Podium parking.



TYPICAL COMMERCIAL AREA CONDITION:
Streetlevel Commercial/Retail, usually with Residential and/or Office uses above.



2D Mixed Use MEDIUM DENSITY

- **Building Type/Land Use Description:** Four-story average Commercial, Office and Residential buildings intermixed or in relative proximity to each other, including some buildings with Office or Residential over Commercial.
- **Circulation:** Interconnected grid layout
- **Transit:** Multiple bus lines.

AREA EXAMPLES
Oakland (Piedmont Avenue area, Rockridge)
San Mateo (North El Camino Road corridor)
San Francisco (Geary Blvd corridor)

MIXED USE

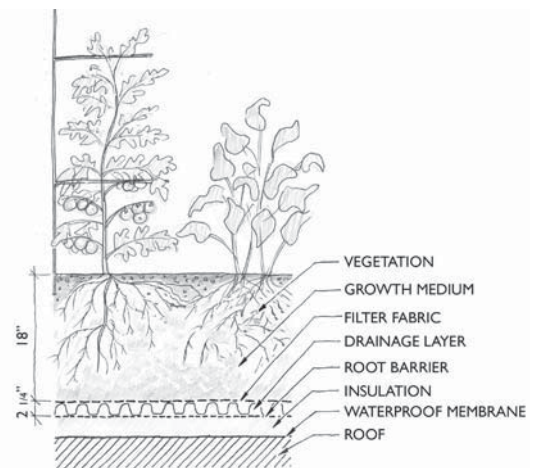
Sample page from the Place Type Manual used for the Regional Smart Growth Strategy (Courtesy of Van Meter Williams Pollack)

Rooftop Resources Assessment *Bay Localize*

DC&E was the lead consultant in preparing the Rooftop Resources Assessment for a non-profit agency whose mission is to catalyze a shift from a globalized, fossil-fuel based economy to a localized, green economy that strengthens all San Francisco Bay Area communities. This study analyzed the potential for green roofs, rooftop gardens, solar photovoltaics and rainwater harvesting on existing buildings and future developments using the Eastlake neighborhood as a case study. A key component of the project was the development of a model template to produce quantitative estimates of rooftop productivity. DC&E utilized GIS to aggregate building-level data into a neighborhood-level analysis that modeled the benefits of developing rooftop resource systems in terms of energy, water, and local food production.



This project won the 2008 American Society of Landscape Architects – Northern California Chapter Merit Award and the 2008 California Chapter of the American Planning Association Award for Outstanding Grassroots Achievement.



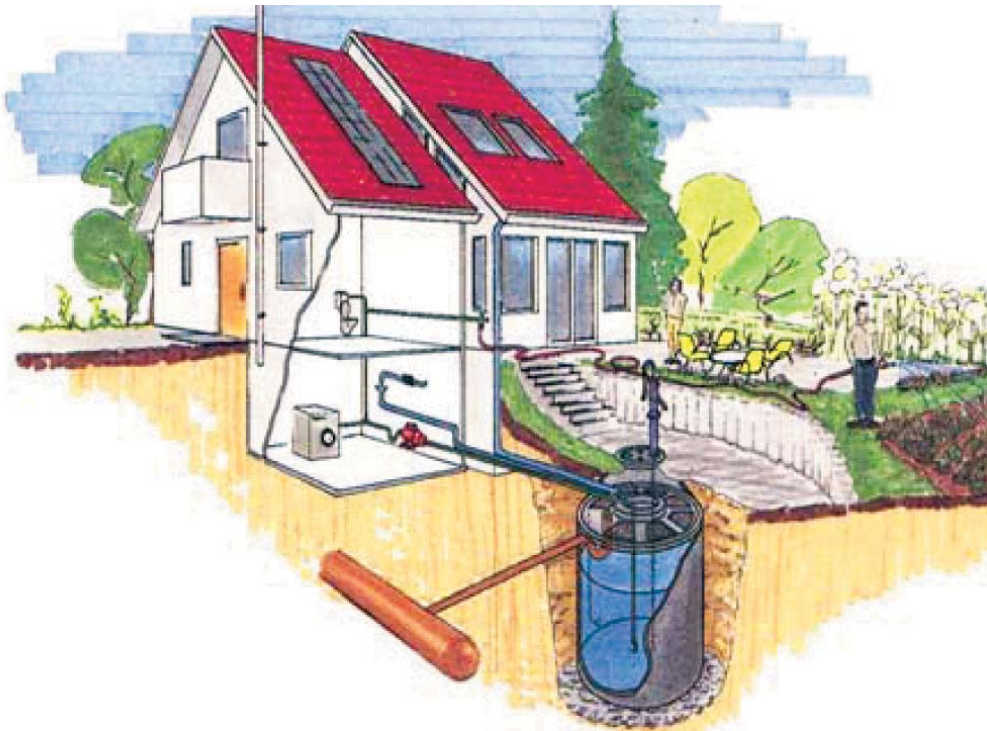


LEED™ Residential Guidelines

U.S. Green Building Council (USGBC)



Prior to joining DC&E, Wolfe Mason Associates (WMA) staff chaired the USGBC’s Site Planning Subcommittee for the preparation of the LEED™ Residential Guidelines. Gathering together experts from across the building community, the USGBC faced a significant challenge in translating its site planning guidelines for commercial buildings to the residential market. WMA worked with a team of experts in irrigation, landscape design, architecture, urban planning, and water policy, and with private home builders, trade associations, environmental-advocacy groups, and public utilities, to piece together a draft embraced by the entire subcommittee.



**LEED-ND Public Health Criteria Study and
LEED-ND Rating System Development Support**

US Green Building Council (USGBC)

DC&E has served as a primary consultant to the US Green Building Council (USGBC) and its partners, the Congress for the New Urbanism (CNU) and the Natural Resources Defense Council (NRDC) in developing the new LEED-ND (Leadership in Energy and Environmental Design – Neighborhood Development) certification system for entire neighborhoods, which will be similar to the existing LEED Green Building Rating System® for individual buildings. Work included research on the linkages between the built environment and on-the-ground public health outcomes, focusing on how neighborhood design can improve public health by encouraging walking and bicycling, enhancing pedestrian and bicycle safety, decreasing air pollution and enhancing public spaces to improve security. DC&E’s research served as a basis for setting standards and thresholds for the LEED-ND system. In addition, DC&E supported USGBC and its partners during the public review of the draft rating system by summarizing and responding to public comments, working with a 15-member committee to finalize the rating system, and developing a reference guide that can be used to pilot test the product.





Bay-Friendly Landscape Design Resources and On-Call Design Services

Stopwaste.Org

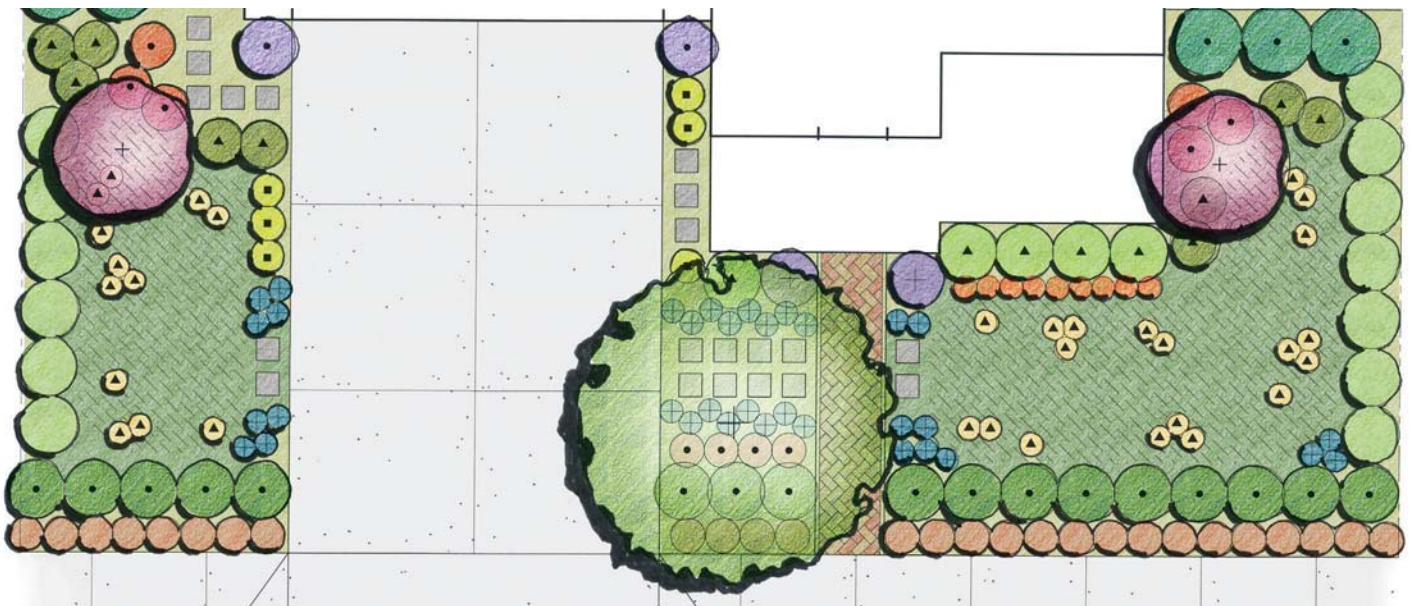
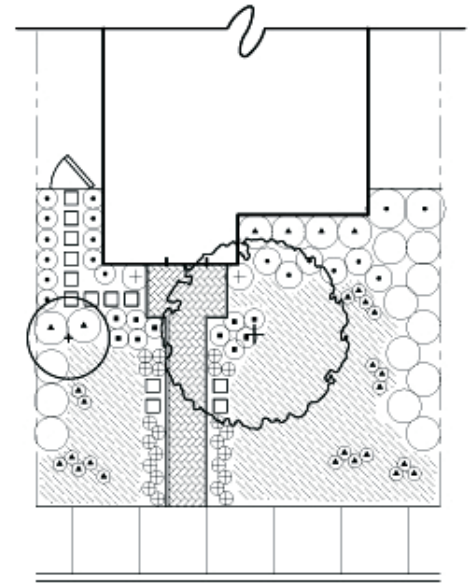
DC&E is working with the County of Alameda’s StopWaste.Org team as an on-call consultant, providing technical review services, giving public presentations, and developing model policy language promoting the Bay-Friendly Landscape Program. Bay-Friendly Landscaping is a holistic approach to gardening that works in harmony with the natural conditions of the San Francisco Bay Watershed. Bay-Friendly practices foster soil health and conserve water and other valuable resources while reducing waste and preventing pollution. DC&E is assisting the County with “The Bay-Friendly Landscaping for Member Agencies Project,” which provides training, design assistance, and grant funding to cities and sanitary districts in Alameda County.



Smart Urban Landscapes: Residential Landscape Design Templates and Guidelines

California Urban Water Conservation Council

DC&E is preparing landscape design templates and guidelines that will promote technologies and design principles for new residential construction that minimize fertilizer and pesticide use, reduce pollutant runoff from urban landscapes and save water. DC&E is coordinating with a Project Advisory Committee to develop landscape design guidelines based on “Smart from the Start” principles and incorporating irrigation equipment, management, maintenance and design recommendations from the draft Landscape Model Ordinance requirements and green building principles. DC&E is developing templates for use in seven different geographic and climatic zones. DC&E is also developing homebuyer marketing materials and design options to educate consumers on the benefits of the design templates. Finally, DC&E will assist the Council with creating a measurable and readily adoptable scoring document to further the success of the program by addressing scalability and institutionalization. The Smart Urban Landscapes project will create an umbrella branding for new residential development at the State level, working with existing regional water conservation programs to more closely address local issues and policies.





Smart Growth Design Guidelines

San Diego Association of Governments (SANDAG)

DC&E led a consultant team that prepared *Designing for Smart Growth*, a set of smart growth design guidelines for the entire San Diego region. The design guidelines illustrate how infill development can result in well-designed, enjoyable places that are valued and embraced by community members. All aspects and scales of new development are addressed, from the design of individual sites and buildings, to the inclusion of parks and civic buildings within a neighborhood. The guidelines place special emphasis on multimodal street design which enables pedestrians, bicyclists, transit vehicles and private automobiles to share the road comfortably and safely. DC&E also created a Smart Growth Scorecard which provides a straightforward tool for evaluating the quality of individual projects and comparing proposed developments with one another. Local jurisdictions in the San Diego region are now using the guidelines as a starting point for their own planning efforts, and as a reference to understand the key principles of creating great places. The guidelines also serve as a source of inspiration for developers, designers and citizens throughout the region.



Smart Growth Design Workshops

*Santa Clara County Cities Association, Greenbelt Alliance
and the Silicon Valley Manufacturing Group*

DC&E conducted workshops for city planning commissioners and council members from the jurisdictions in Santa Clara County. David Early presented lectures on three topics related to smart growth: strip mall revitalization, transit-oriented development and infill housing. The workshops used prototypes of existing projects in the county and elsewhere to foster discussion of better development practices. Workshop participants then worked in small breakout groups to put the ideas and principles presented in the lecture to use.



Downtown: Housing Above Retail



Mixed-Use Development at a Transit Facility



Downtown: Office Above Retail



Appropriately-Scaled Multi-Family Housing





Kapolei Smart Growth Assistance

*Environmental Protection Agency,
as a subconsultant to ICF Incorporated*

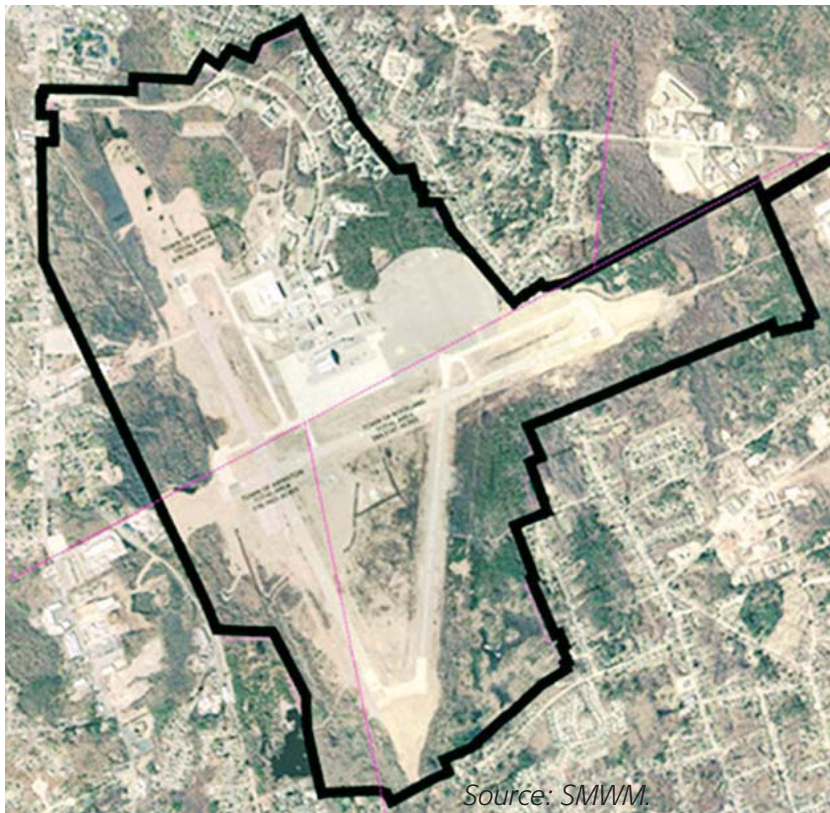
DC&E was part of a multidisciplinary team that provided assistance on smart growth and sustainable development to the Ewa Region of Oahu, Hawaii. As the primary growth area on Oahu, the Ewa region has become the fastest growing region of the State and has grown in population by 60 percent in 10 years. Unfortunately, much of this growth has been characterized by conventional subdivisions, strip development, and traffic congestion, with little relationship to the natural environment or the unique culture of Hawaii. The consultant team developed recommendations on how to modify both the comprehensive plan for the Ewa Region and the Urban Design Plan for the City of Kapolei, Oahu's designated "second city," which lies at the heart of the region. The recommendations included focusing growth around neighborhoods and village centers, creating a finer-grained transportation network, creating nodes of high-density "transit-ready" development, providing standards for the preservation of natural resources, and creating a "main street" in the downtown of Kapolei.



South Weymouth NAS Smart Growth Visioning Project

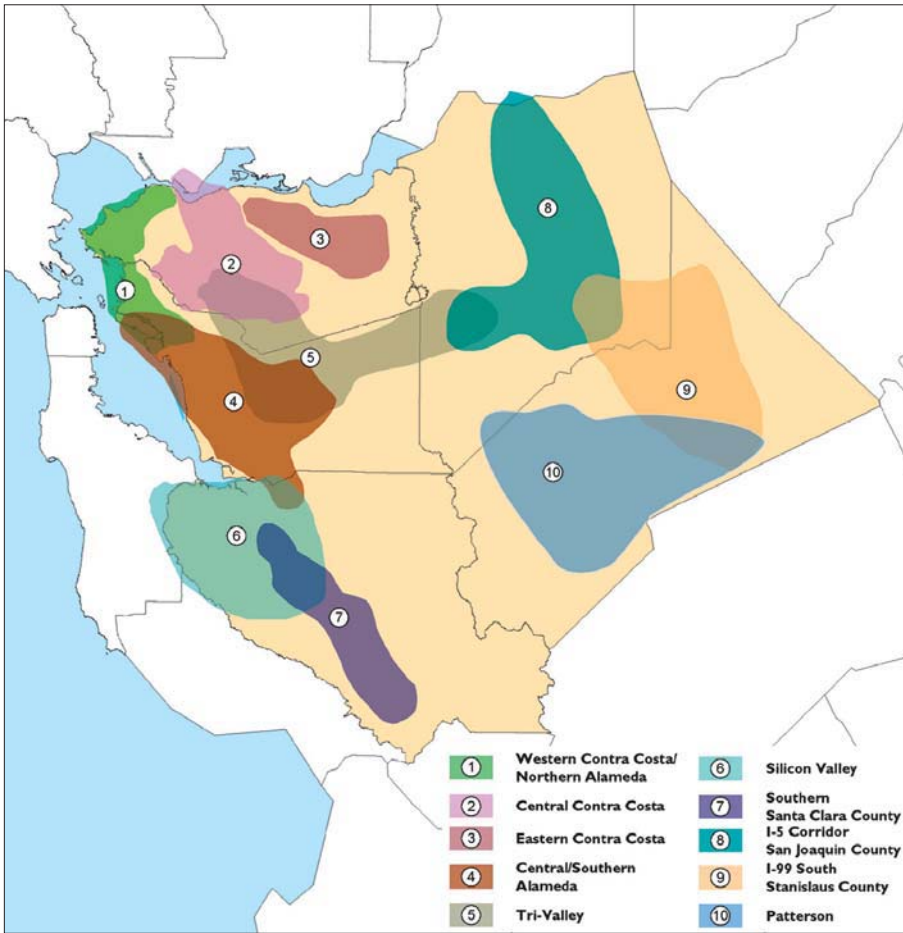
*Lennar Partners, Inc, as a subconsultant to
Simon Martin-Vegue Winkelstein Moris (SMWM)*

As a subconsultant to SMWM, DC&E helped define, evaluate and implement a smart growth and sustainable development plan at the 1,400-acre decommissioned South Weymouth Naval Air Station in southeast Massachusetts. DC&E was responsible for defining specific smart growth goals and objectives for the project, creating detailed evaluation criteria and serving as a liaison between the developer and the federal Environmental Protection Agency (EPA), who saw the project as an opportunity to create a national smart growth model. As part of the process, the EPA and DC&E analyzed the performance of numerous alternative site plans created by the design team using their GIS analysis tool, the *Smart Growth Index*. This model analyzed the performance of each reuse plan in terms of environmental outcomes, land use mix, travel behavior, and housing and employment characteristics. The resulting framework can be used to evaluate site plans from any project against goals for smart growth and sustainable development.



Source: SMWM.





Jobs/Housing Pilot Project Evaluation

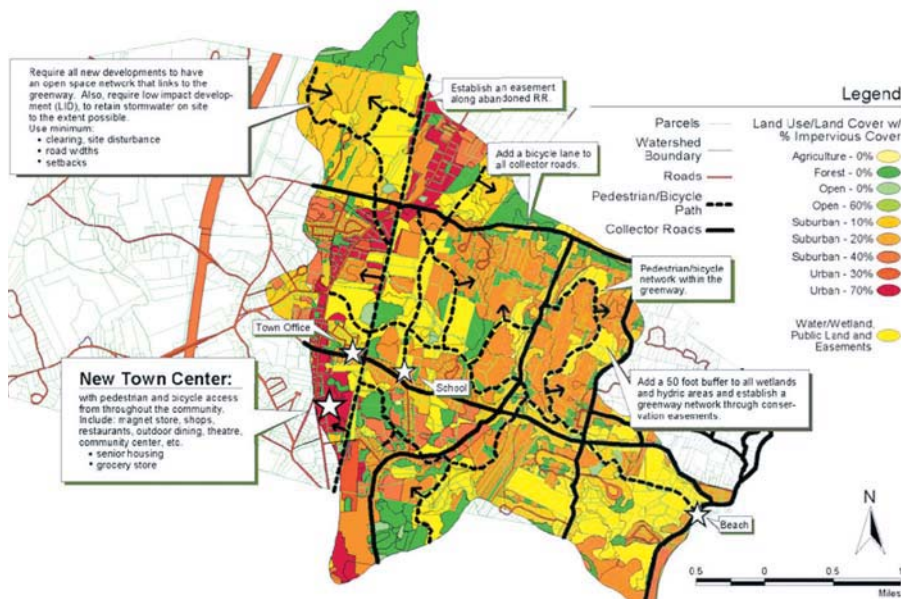
Inter-Regional Partnership

DC&E evaluated the Jobs/Housing Opportunity Zone Pilot Project implemented by the Inter-Regional Partnership (IRP), which is a collaboration of Alameda, Contra Costa, Santa Clara, San Joaquin and Stanislaus Counties working to confront the transportation and land use challenges facing the Central Valley and Bay Area regions. The IRP established ten Jobs/Housing Opportunity Zones where incentives were proposed to encourage focused job or housing development in strategic locations. DC&E designed a program that allowed the IRP to conduct on-going monitoring of development in these zones. DC&E also conducted an evaluation of the development and implementation of the program, including an analysis of the achievements and an evaluation of the site selection criteria and implementation processes. Recommendations from the *Final Evaluation Report*, which were approved by the IRP Board and submitted to the California Department of Housing and Community Development, are being used to formulate the IRP's future agenda and are being studied by other IRP's in the State.

Little River Watershed Study

Town of North Hampton, New Hampshire

Located on the periphery of metropolitan Boston, North Hampton, New Hampshire anticipates significant urban development over the next decade. The community seeks to achieve a balance between economic growth and the need to protect the critical ecological and social values that contribute so heavily to their existing quality of life. Prior to joining DC&E, Wolfe Mason Associates (WMA) assisted the town's people with developing a vision for the future of their community utilizing computer-generated buildout scenarios that tracked the results of the current approach to zoning. After comparing their desired future with what was likely to occur, the town insisted on growth management strategies and zoning changes. These strategies and changes included plans to preserve wetlands and open space and to develop bikeways and a new town center.

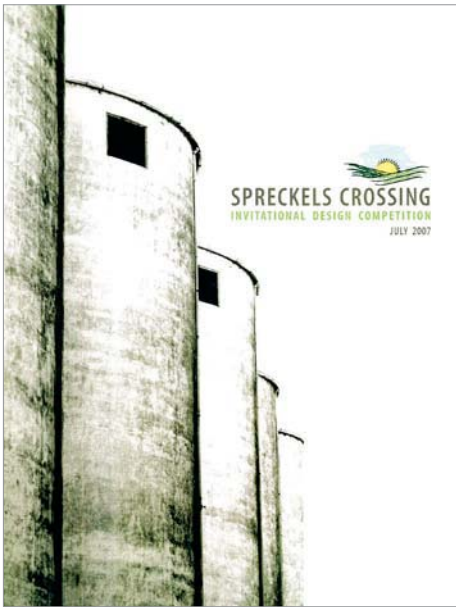




Spreckels Design Competition

Tanimura and Antle, as a subconsultant to Siegel & Strain Architects

DC&E participated in a design competition that generated development concepts for a former sugar beet processing plant located along the Salinas River in Spreckels, California. The team's competition entry included reuse of historic industrial structures, preservation of agriculture, new forms of residential development for the twenty-first century, and the creation of a zero-waste resource strategy. The proposed community also protects prime agricultural lands by leaving a greenbelt between the existing town and the proposed community, which is further enhanced by a linear windbreak of trees that defines the edge of new development, and creates additional habitat and controls erosion. Green fingers, within the development, serve as links to the Salinas River and include pedestrian trails and vegetated bioswales. New family-oriented attached housing at a density of 25 units per acre creates a compact, energy neutral and walkable community. Some of the sustainable practices instrumental to the team's development concepts included rainwater collection, use of gray water, riparian restoration, wind energy, photovoltaics, recycling and compost facilities. The final vision recommended that the property owners incorporate many of the ideas generated by the Siegel & Strain team.





Urban Design

- Neighborhood & Community Plans
- Downtown Plans
- Streetscape Design
- Design Guidelines
- Site Planning

DC&E offers a team of talented urban designers who are thoroughly versed in urban design, downtown revitalization, site planning, building design and streetscape design. DC&E's urban design projects create a cohesive network of streetscapes, open spaces and plazas that reflect local community characteristics and incorporate physical elements appropriate to the surrounding context.



General Plan Community Design and Land Use Elements *City of Santa Cruz*

The City of Santa Cruz is updating its General Plan and Local Coastal Program to guide development and conservation through 2030. As part of this process, DC&E worked with City staff and the General Plan Advisory Committee to update the City's Community Design and Land Use Elements. DC&E staff first conducted background research on the city's existing land uses and community character, which included the identification and mapping of Santa Cruz's distinctive neighborhoods, districts and corridors. This research was summarized in the Community Design and Land Use Background Reports. DC&E also conducted an interactive, city-wide community design workshop that asked residents to consider the most appropriate strategies for preserving the city's positive attributes and encouraging creative, high-quality development. By working collectively and in small groups, residents formed a consensus about what types of new buildings and public improvements are most appropriate in different parts of the city. They also identified a variety of strategies for enhancing specific neighborhoods. Based on the community's input, DC&E prepared drafts of the Community Design and Land Use Elements, which the Planning Commission is considering for adoption.



DC&E is also assisting with implementation of the General Plan by preparing an Industrial Lands Study. Like many American cities, Santa Cruz has seen a decline in many of its traditional industrial businesses in recent decades. However, many thriving businesses remain in Santa Cruz's industrial lands, and community members have expressed concerns that new land uses such as housing in industrial areas would create pressure for existing businesses to relocate outside of the city. To help the community understand these issues, DC&E is preparing a study that identifies the opportunities and constraints that will affect future growth and change in the city's industrial areas.

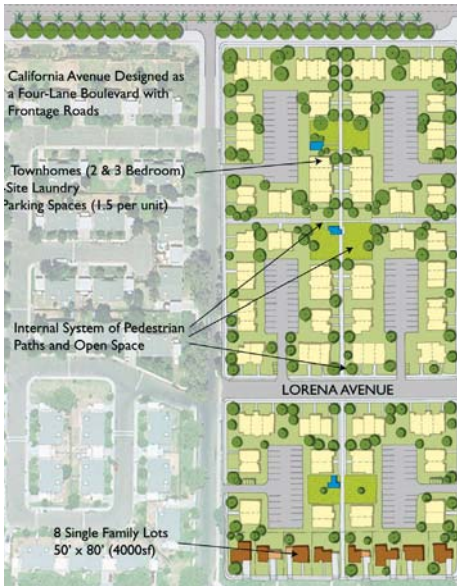


Ocean Street Area Plan

City of Santa Cruz

DC&E is preparing a comprehensive urban design plan for Ocean Street, an auto-oriented commercial corridor that serves as the primary entry point from regional freeways to Santa Cruz. Because of Ocean Street's location, many of the city's hotels and motels have chosen to locate along the corridor, making it an important place for visitors. However, most existing businesses on the corridor have a "strip commercial" appearance that does not reflect Santa Cruz's unique character. In addition, while Ocean Street's hotels and motels are within walking distance of the city's popular downtown and beaches, the street does not create a comfortable environment for pedestrians. DC&E will create an Area Plan for Ocean Street identifying streetscape improvements that can enhance Ocean Street aesthetically and make it a better place to walk, while still accommodating cars. The Area Plan will also define the types of businesses that are desired for the corridor. Finally, the Plan will include design guidelines to ensure that future development creates a welcoming environment for visitors to the city.





California Avenue Master Plan

Fresno Housing Authority

DC&E worked with the Fresno Housing Authority and local community members on a community-based, action-oriented Master Plan to facilitate the revitalization of the California Avenue corridor and to create a balanced mix of uses consistent with this West Fresno neighborhood's transit-oriented potential. DC&E's Master Plan recommended public realm improvements for the streetscape, gateways, publicly-accessible plazas and mini-parks. It also provided design guidance for new private development. The Master Plan is based on a framework of automobile, bicycle and pedestrian linkages that support and enhance the City's existing transportation network.



This project won the 2008 California Chapter APA First Place Award for Outstanding Neighborhood Planning.



Santa Rosa Downtown Station Area Specific Plan City of Santa Rosa

Downtown Santa Rosa is the site of one of 14 future train stations for the Sonoma-Marín Area Rail Transit (SMART) commuter rail service. Within the next few years, the downtown area is likely to be significantly transformed by the construction of this station, particularly through higher-density transit-oriented development. DC&E prepared the Downtown Station Area Specific Plan to help ensure that this transformation results in attractive, appropriate and transit-friendly development that preserves downtown Santa Rosa as the cultural heart of Sonoma County, promotes the economic vitality of the City and the region, and encourages walking, bicycling and other transportation alternatives. As part of the Specific Plan process, DC&E led community workshops to help residents and business owners formulate a unified vision for the entire study area, and establish land use policies, design guidelines, market strategies and infrastructure improvements to support the implementation of that vision.

This project won the 2008 Northern Section of the California Chapter of the American Planning Association Award of Merit for Focused Issue Planning.



Railroad Square



Preferred Alternative



Sacramento Railyards Specific Plan and Design Guidelines

Thomas Enterprises

DC&E prepared the Specific Plan and Design Guidelines for the high-profile Sacramento Railyards project, located on one of the largest urban infill sites in the country, a 244-acre area in the heart of downtown Sacramento. The Specific Plan set clear parameters for the creation of a dynamic, high-density 24-hour-a-day urban village that will be connected to Sacramento's historic downtown office, retail and government center areas through an extensive network of public open space amenities and pedestrian linkages. The Railyards area will be a regional live-work hub anchored by the Sacramento Intermodal Transportation Facility, which will occupy the rehabilitated historic railroad depot building. The development will also reuse the historic Central Shop buildings for retail uses and a new Railroad Technology Museum. As part of the project, DC&E crafted Design Guidelines that set standards for high-quality development and reinforced the City's aspirations for the Railyards site as a region-wide asset. Throughout the Specific Plan process, DC&E worked closely with the site's developer, architect, City staff and numerous technical consultants to address issues such as land use standards, soils contamination and aging infrastructure. DC&E's work was conducted on an accelerated schedule, with delivery of an administrative draft document only seven weeks after project initiation.



The project received a Sacramento Valley American Planning Association Award in 2008.

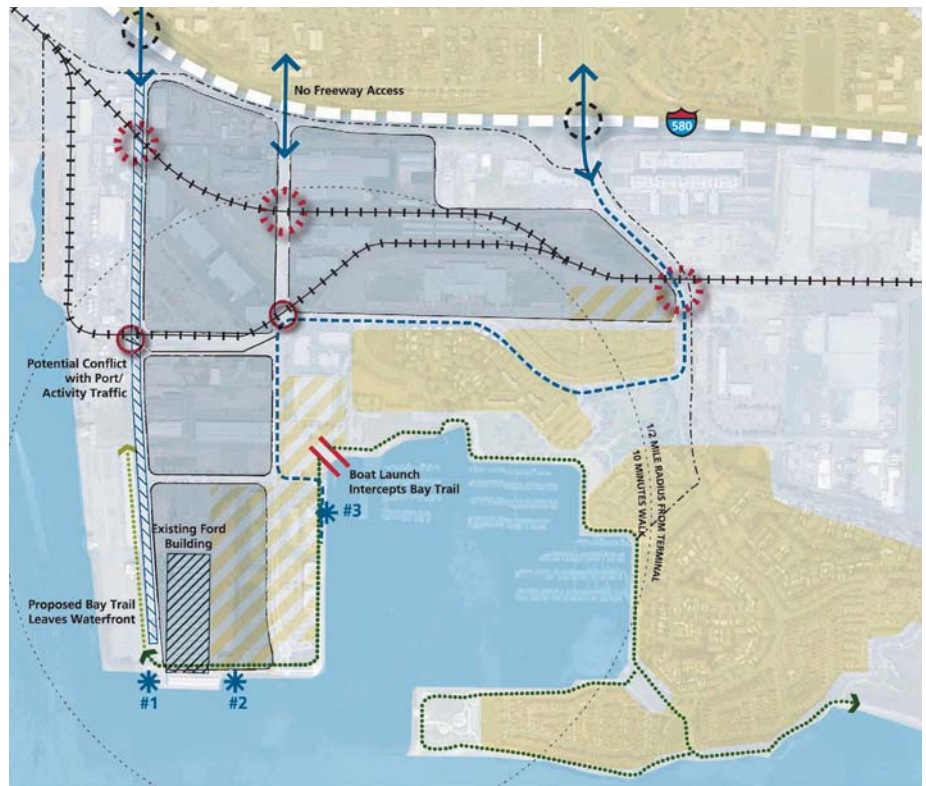




Richmond Waterfront TOD Plan

San Francisco Bay Water Transit Authority

The Water Transit Authority (WTA) is considering establishing ferry service to San Francisco from one of three sites on Richmond’s Ford Peninsula. In order to support this service’s ridership, WTA hired DC&E to lead a team to prepare a plan for coordinated transit-oriented development on the peninsula. The peninsula was formerly an industrial area, dominated by the historic Ford Assembly Plant, which is listed on the National Register of Historic Places. Between 2000 and 2006, the area experienced significant residential and commercial development activity and several additional projects are including proposed mid- to high-rise apartment buildings. The ferry-transit oriented development plan proposes additional phased residential and mix-used development surrounding a proposed ferry terminal site adjacent to the existing marina. DC&E worked with WTA, City staff, local developers, and Port and Marina representatives to build consensus on appropriate high-quality, well-designed development that will support the ferry terminal. Building on DC&E’s work, environmental review for the proposed ferry terminal site and service was initiated in 2008.

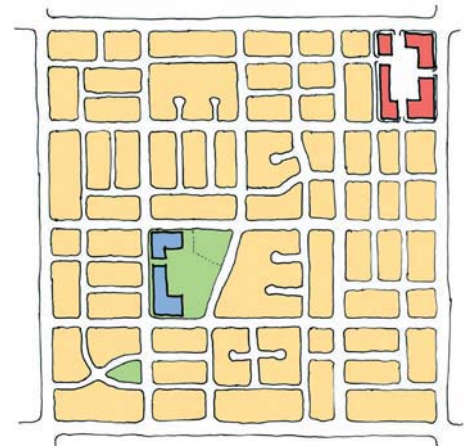


East Coachella Vision Plan *City of Coachella*

DC&E developed a detailed vision for the sustainable development of the City of Coachella's 4,000-acre Entertainment Commercial District. Ongoing growth in the Coachella Valley has put development pressure on this area, and the City's General Plan provides only limited guidance to delineate the types, locations and sizes of development. DC&E developed a strategic approach to guiding development of an international entertainment destination with appropriate land use, circulation and open space components. The Commercial Entertainment District Vision Update provides design guidance to help define the visual texture of the district, identifies a more sustainable approach to development and encourages innovative development concepts. It balances the interests of property owners, City leaders and stakeholders by providing needed job and housing growth capacity in a way that respects the natural environment and meets the financial and fiscal goals of both the City and potential developers.



The Vision Plan won the Inland Empire APA Chapter Award and California Chapter APA Award of Merit for Comprehensive Planning, Small Jurisdiction, in 2007.



Example of good connectivity



1 Mile

Example of poor connectivity





Northeast Area Alternatives Report, Specific Plan and EIR

City of Sebastopol

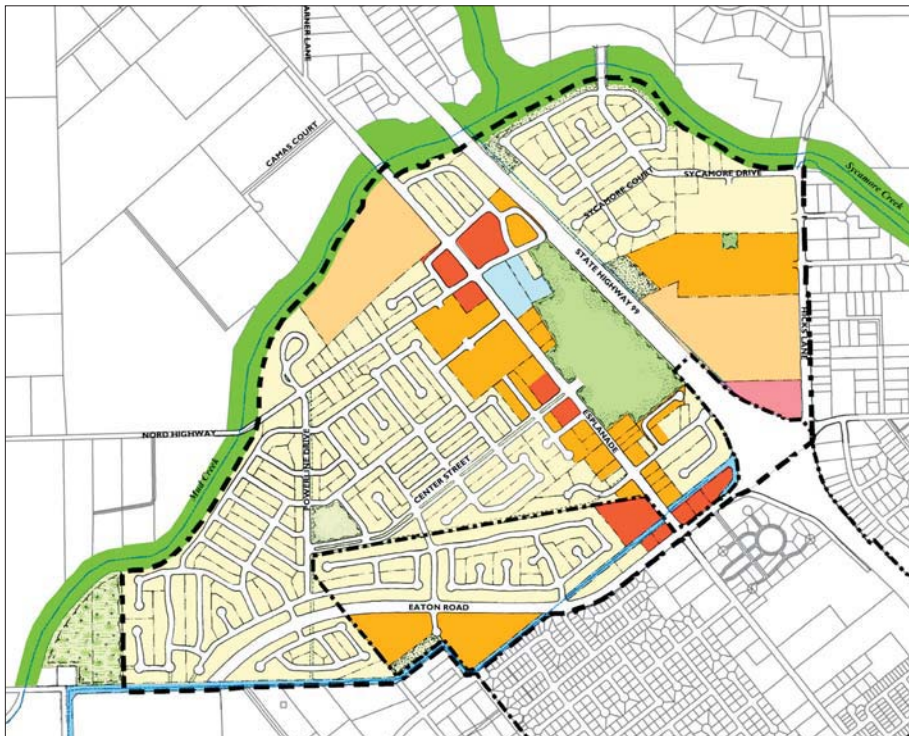
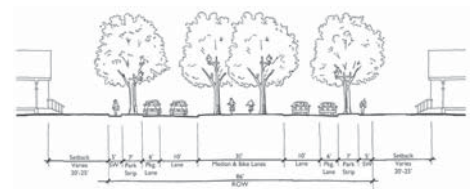
DC&E worked with the Sebastopol community to create three alternative development scenarios for Sebastopol's northeast area, which is a gateway to the city accommodating a mix of light industrial and retail uses. Key issues addressed included appropriate land use and zoning, quality urban design, the circulation system, a diverse economy and open space amenities. Building on that work, DC&E is now preparing a Specific Plan and EIR for this same area. Both processes have included multiple public workshops as well as focus group meetings with area property and business owners. The Specific Plan will address community goals such as creating a vibrant pedestrian-friendly area, integrating with the adjacent downtown, connecting with the open space amenity of the Laguna de Santa Rosa, respecting local floodplain conditions, and providing services and jobs for local residents. The Specific Plan will include a SmartCode, which will allow for flexibility in use while providing building and streetscape design that is consistent with Sebastopol's small town character.

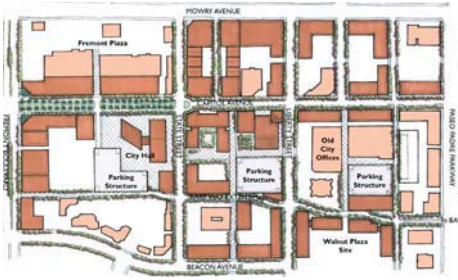


Preferred Conceptual Site Plan

Northwest Chico Specific Plan and EIR *City of Chico*

DC&E led a consultant team to develop a comprehensive plan for a 632-acre area of undeveloped or underutilized land known as the Northwest Chico Development Area (NCDA). The NCDA is located at the edge of the City's sphere of influence line and has faced ongoing development pressure. Although land use designations and zoning requirements can potentially change through the Northwest Chico Specific Plan process, existing development includes rural residential, agricultural and industrial uses, an elementary school and scattered commercial enterprises. A number of parcels are proposed for residential development, although these proposals are generally being made in a piecemeal fashion rather than comprehensively. In response, DC&E developed a strategic and comprehensive approach to land use, circulation and open space planning, with an emphasis on maintaining connectivity for pedestrians and bicyclists. DC&E also planned for a mixed-use commercial core adjacent to a proposed 36-acre community park. In addition to a careful analysis of stormwater runoff associated with future development, other infrastructure issues will require new development in the NCDA to be comprehensively planned in order to ensure appropriate and sustainable development while adequately addressing existing and proposed impacts.





Final Concept Plan



Established Streetscapes and Potential Improvements

Fremont Central Business District Concept Plan

City of Fremont

DC&E worked with a team of subconsultants to prepare a downtown Concept Plan for Fremont, the Bay Area's fourth largest city. Incorporated in 1950 and developed largely on a suburban model, Fremont has a low density Central Business District (CBD) that lacks many of the amenities associated with a downtown. DC&E developed a concept plan to turn Fremont's CBD into a true downtown, with a mixture of offices, shops, housing and other uses. Since the completion of the Central Business District Concept Plan, the City of Fremont has implemented several housing projects in the vicinity of downtown Fremont's BART station, many of which will contain a ground floor retail component.



Existing Conditions



Street Improvements



Mixed-use Buildout

Irvington Concept Plan *City of Fremont*

Originally a small community on a major rail line, Irvington joined four other towns in 1950 to incorporate and become Fremont, the Bay Area's fourth largest city. DC&E worked with a team of subconsultants to prepare a plan that guides future development in this historic district. The planning area is part of Fremont's redevelopment area, and is also the potential home to a future BART station. The Concept Plan includes land use changes, design guidelines and economic strategies to direct new development consistent with the small-scale pedestrian character desired by community members while taking advantage of development opportunities inherent in the siting of a BART station.



Five Corners

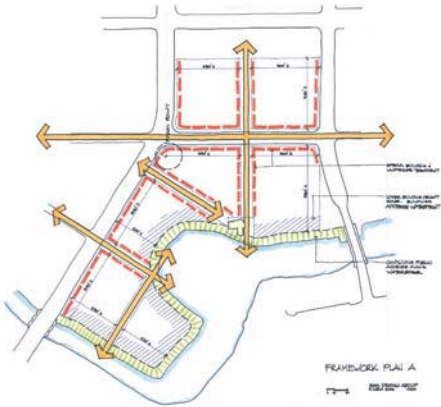


Perspective view of the Main Street terminus



The terminus of Main Street links pedestrians to a BART station nearby.





Alternative A



Alternative B



Preferred Alternative

Integrated Site Development Plan

City of Petaluma

DC&E worked closely with City staff and the major property owners to create a plan that will help guide the formation of a mixed-use, transit-oriented infill development on a site along the Petaluma River. The site is close to Petaluma's downtown, situated between industrial land, aging commercial developments, a potential future Sonoma-Marín Area Rail Transit (SMART) Depot site, and a revitalizing riverfront. To take advantage of this prominent location in the heart of Petaluma, development on the site will connect to existing surrounding development by establishing a new street pattern based on the historic Petaluma street grid. DC&E's Integrated Site Development Plan encourages a vibrant and interactive community; safe and efficient circulation for pedestrians, bicyclists and vehicles; public access to the riverfront; buildings that focus on the street and on common open space areas; and sustainable uses.



Development Plan for Parcel A

Brisa Neighborhood Plan

City of Livermore

The 42-acre Ageno Trust Site is located on the east side of Livermore, immediately adjacent to an existing ACE Commuter Rail station. The site consists of two vacant parcels bordered by industrial development and bisected by an existing street. Due to the Ageno Trust Site's location along the ACE line, the Livermore General Plan, also authored by DC&E, designates it as an appropriate location for medium-density mixed-use development.

Working in close cooperation with both City staff and the site's owners, DC&E created a Neighborhood Plan that resulted in a vision for cohesive pedestrian-oriented development with a neighborhood park and parking for ACE Train commuters. The Neighborhood Plan establishes a framework for circulation and land use and establishes guidelines for building design, signage and landscaping. It also addresses neighborhood compatibility with surrounding land uses.





The Avila Beach Specific Plan won the 2001 State award for Planning Implementation for a Small Jurisdiction from the California Chapter of the American Planning Association.

Avila Beach Specific Plan and EIR

County of San Luis Obispo

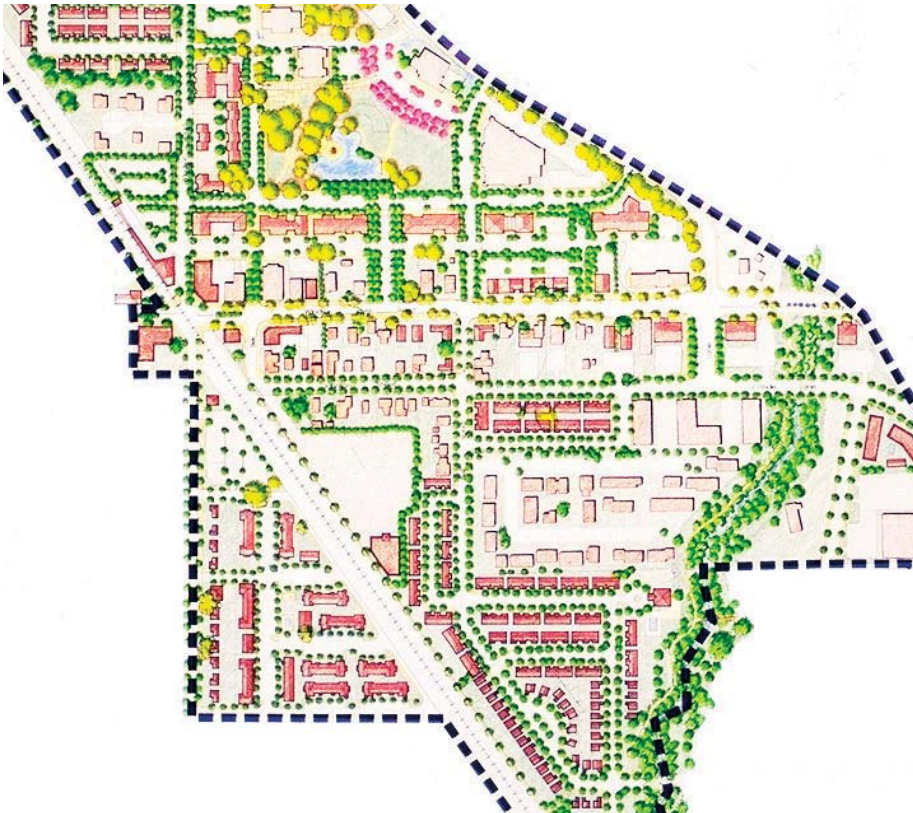
DC&E prepared a Specific Plan and EIR for the small coastal town of Avila Beach, a popular summer destination for locals and tourists due to its old-fashioned resort appeal and its sunny, south-facing beach. The call for the Specific Plan resulted from the need to remediate groundwater and soil contamination under the town's buildings and road system, which required the removal of a substantial number of buildings along the town's main commercial street. DC&E's efforts centered around a community visioning process with a series of eight well-attended workshops. The completed Specific Plan includes land use, circulation, community design, public space, infrastructure, economic recovery and implementation components. Specific design elements of the plan include design guidelines, a town center plan, gateway designs, streetscape plans and detailed designs for key opportunity sites. DC&E's work on the Avila Beach Specific Plan has led to the construction of a number of projects in Avila Beach, including a new pedestrian-only boardwalk, new retail buildings along the ocean frontage, and a marine biology exhibit center.



Windsor Downtown Plan

Town of Windsor

DC&E updated Windsor's Downtown Plan to provide implementable planning solutions for the "Old Town." Once a railroad hub, this area contained several historic residences of the late 1800's, intermixed with stores, vacant buildings and undeveloped parcels. The Plan provided a framework for new development projects and strengthened the value of recently developed and approved projects. The Plan foresaw improvements in the area such as a town green, streetscape improvements, new office buildings and mixed-use residential-retail buildings. Additionally, transit improvements, including a station for the SMART regional commuter line, are a part of the plan. The planning process for the Downtown Plan, which included a downtown walking tour and an alternatives workbook process, ended with a strong community consensus in favor of the final plan. In 2005, the development constructed under the Downtown Plan was one of twelve projects recognized in the Sierra Club's "Building Better: A Guide to America's Best New Development Projects," which highlights projects that "offer transportation choices, revitalize neighborhoods, and preserve local values."





23rd Street Specific Plan

City of San Pablo

DC&E prepared a Specific Plan to guide pedestrian-oriented, mixed-use development in the 23rd Street corridor of San Pablo. The project was built on a successful façade improvement program that 23rd Street merchants utilize for renovation of their properties and businesses. The planning process included bi-lingual community involvement, the creation of development concepts for infill opportunity sites, and an outreach effort to solicit the input of local and regional developers of urban residential and mixed-use projects. The Plan established building standards and parking regulations that facilitate new development and help to revitalize underutilized properties in this important part of San Pablo.



This project won the Northern California Section APA Award for Planning Implementation by a small Jurisdiction in 2008.

Residential Design Guidelines

Town of Hillsborough

DC&E prepared a revision and thorough updating of the Town of Hillsborough's design guidelines for residential development. The project also provided the Town with an update process by which residential projects have to undergo design review. Located on the San Francisco Peninsula, Hillsborough has a varying topography, extensive native tree species and a significant representation of single-family residences designed by many of California's most illustrious 20th century architects. A key component of the project was to implement rules and standards that allow for new construction and residential remodeling while preserving the sensitive context for residential development in Hillsborough.

*The Residential Design Guidelines
won the Northern California Section
APA Merit Award for Focused Issue
Planning in 2005.*



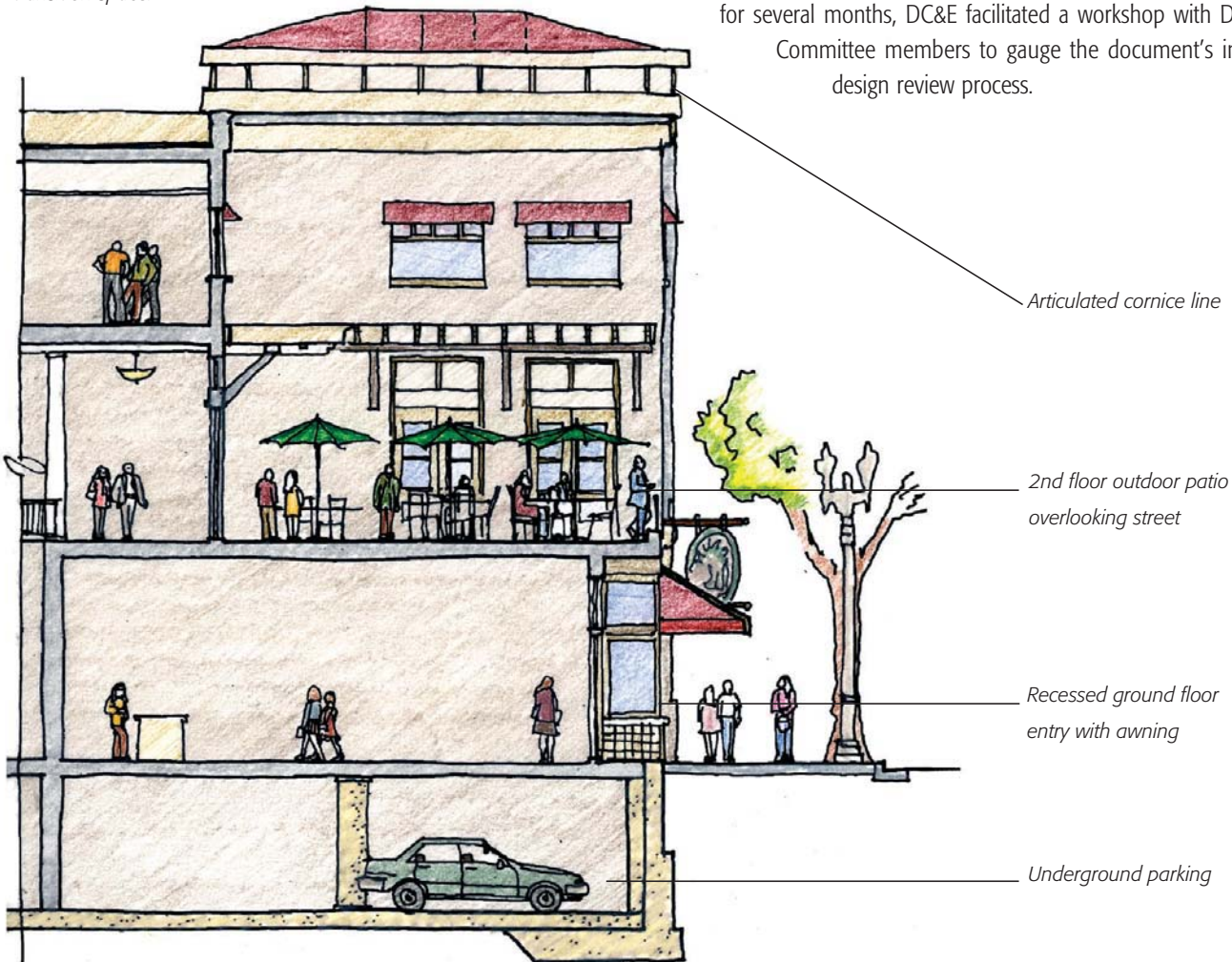


The Residential Chapter illustrates the use of a porch as a semi-public transition space.

Design Standards and Guidelines Update


City of Livermore

DC&E prepared a comprehensive revision of the City of Livermore's Design Guidelines. DC&E worked collaboratively with City staff and the Livermore Design Review Committee to prepare an illustrated document that includes guidelines and development standards for all land uses outside of the downtown. The document also includes a new section to implement commercial mixed-use development on specific sites. The guidelines update followed previous work that DC&E performed for the City, including the Livermore Vision Project and the Livermore General Plan update. After the Standards and Guidelines had been adopted and used for several months, DC&E facilitated a workshop with Design Review Committee members to gauge the document's impact on the design review process.



The Mixed-Use Chapter illustrates concepts for underground parking and building elements along the sidewalk.





*City of Santa Cruz
Planning and Community Development
809 Center Street, Room 107
Santa Cruz, California 95060*

*Tel: 831 420 5100
Fax: 831 420 5101*



CITY COUNCIL AGENDA REPORT

DATE: September 20, 2010

AGENDA OF: September 28, 2010

DEPARTMENT: Public Works

SUBJECT: FY/2011 Environmental Enhancement and Mitigation Program
Grant Application. (PW)(PR)

RECOMMENDATION: Resolution authorizing and directing the City Manager to submit an application, in a form approved by the City Attorney, to the FY 2010-2011 Environmental Enhancement and Mitigation Program for the funding of Phase 1 of the Resource Management Plan of the Arana Gulch Master Plan.

BACKGROUND: The Environmental Enhancement and Mitigation Program (EEMP) was established by the State Legislature in 1989. It offers a total of \$10 million each year for grants to local, state, and federal governmental agencies and to nonprofit organizations for projects to mitigate the environmental impacts caused by new or modified public transportation facilities. Eligible projects must be directly or indirectly related to the environmental impact of the modification of an existing transportation facility or construction of a new transportation facility.

Grants are awarded in three categories:

- Highway Landscaping and Urban Forestry Projects are designed to offset vehicular emissions of carbon dioxide through the planting of trees and other suitable plants
- Resource Lands Projects provide for the acquisition, restoration, or enhancement of resource lands (watersheds, wildlife habitat, wetlands, forests, or other significant natural areas) to mitigate the loss of or detriment to such lands within or near the right of way for transportation improvements
- Roadside Recreation Projects provide for the acquisition and/or development of roadside recreational opportunities

A submitted application must apply to only one of the three project categories. The identified EEMP project must not be the same as the identified transportation project requiring mitigation but must be in addition to the mitigation required. However, a direct or indirect relationship between the two must be established. The project must be completed within three years.

The maximum grant award, in general, is \$350,000. The deadline to submit applications to the FY 2010-2011 program is October 1, 2010.

DISCUSSION: The final environmental document for the Highway 1 Soquel to Morrissey Auxiliary Lanes Project was approved by the California Transportation Commission on 9/22/09. This document, Initial Study with Mitigated Negative Declaration/Environmental Assessment with Finding of No Significant Impact, identified the environmental consequences of the construction of auxiliary lanes connecting an on-ramp with the next off-ramp for a distance of 0.98 mile. The Build Alternative would cause both permanent and temporary impacts to areas associated with Arana Gulch, its tributary channels and roadside seep wetlands, along the road shoulder on the northbound side of the highway at La Fonda Bridge. The total permanently impacted wetlands area equals 0.559 acre resulting from grading changes to bank configuration and loss of riparian and wetland habitat associated with road improvements, retaining walls, sound walls, bridge replacement, and culvert installation or extension. The project is scheduled for construction Spring 2011 – Spring 2013.

This EEMP project application for the implementation of the Arana Gulch Master Plan (AGMP) would address the environmental impacts caused by the Auxiliary Lanes Project. The application would be submitted in the Resource Lands project category. The general goals of the AGMP include protecting and enhancing sensitive habitat areas; implementing an adaptive management program for the Santa Cruz Tarplant; educating the public about natural resource protection and enhancement; and reducing sedimentation through stabilization and restoration of eroded areas. The implementation of the AGMP is organized into two phases of Resource Management and Trails Development.

Phase 1 of the Resource Management Plan of the AGMP lays out three specific objectives:

- Establish an Adaptive Management Working Group and conduct management actions under the Tarplant Management Program
- Conduct gully repair and further analyze Arana Gulch Creek tidal reach erosion
- Remove non-native vegetation within riparian habitat areas

The components of Phase 1 are currently underway.

Phase 2 includes the following objectives:

- Conduct management actions under the Tarplant Management Program
- Continue removal of non-native invasive vegetation within riparian habitat areas
- Repair and restore eroded gully near Agnes Street
- Conduct analysis of eroded tidal reach of Arana Gulch Creek and identify possible solutions. Implement stabilization of tidal reach.

The EEMP grant would fund implementation of Phase 2.

- In addition, this grant would fund two components of the AGMP Trails Development Plan:
 - Develop interpretive displays and educational programs
 - Close undesignated pathways through Arana Gulch (to be done in conjunction with installing fencing for grazing)

This EEMP project application will fund the implementation of these three specific Resource Management objectives. The project will be in tandem with the construction of the multi-use trails proposed in Phase 1 of the AGMP.

FISCAL IMPACT: EEMP funding of \$350,000 will be requested for Phase 1 of the Resource Management Plan of the Arana Gulch Master Plan. There is no required match however, previous grant funding of approximately \$2.4 million has been committed to the implementation of the Arana Gulch Master Plan and an additional \$1.0 million grant has been applied for.

This report prepared by Cheryl Schmitt, Transportation Coordinator.

Submitted by:
Mark R. Dettle
Director of Public Works

Submitted by:
Dannettee Shoemaker
Director of Parks and Recreation

Approved by:
Martin Bernal
City Manager

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ APPROVING THE APPLICATION, IN A FORM APPROVED BY THE CITY ATTORNEY, FOR GRANT FUNDS FOR THE ENVIRONMENTAL ENHANCEMENT AND MITIGATION PROGRAM UNDER THE SECTION 164.56 OF THE STREETS AND HIGHWAYS CODE FOR THE FOLLOWING PROJECT: IMPLEMENTATION OF THE RESOURCE MANAGEMENT PLAN OF THE ARANA GULCH MASTER PLAN.

WHEREAS, the Legislature of the State of California has enacted AB 471 (Chapter 106 of the Statutes of 1989), which is intended to provide \$10 million annually for a period of 10 years for grant funds to local, state and federal agencies and nonprofit entities for projects to enhance and mitigate the environmental impacts of modified or new public transportation facilities; and

WHEREAS, the Natural Resources Agency has established the procedures and criteria for reviewing grant proposals and is required to submit to the California Transportation Commission a list of recommended projects from which the grant recipients will be selected; and

WHEREAS, said procedures and criteria established by the Natural Resources Agency require a resolution certifying the approval of application by the Applicant's governing body before submission of said application to the State; and

WHEREAS, the application contains assurances that the Applicant must comply with; and

WHEREAS, the Applicant, if selected, will enter into an agreement with the State of California to carry out the environmental enhancement and mitigation project;

NOW THEREFORE BE IT RESOLVED that the City Council of the City of Santa Cruz:

1. Approves the filing of an application for the Environmental Enhancement and Mitigation Program for grant assistance.
2. Certifies that said Applicant will make adequate provisions for operation and maintenance of the project.
3. Appoints Christophe Schneiter, Assistant Director of Public Works, as agent of the City of Santa Cruz to conduct all negotiations, execute and submit all documents, including, but not limited to applications, agreements, amendments, payment requests and so on, which may be necessary for the completion of the aforementioned project.

RESOLUTION NO. NS-

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk



CITY COUNCIL AGENDA REPORT

DATE: 9/19/2010

AGENDA OF: 9/28/2010

DEPARTMENT: Public Works

SUBJECT: Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project (M409659) - Contract Change Order and Notice of Completion. (PW)

RECOMMENDATION: Motion authorizing the City Manager to execute Contract Change Order Number 1 and file a Notice of Completion with D. W. Nicholson Corporation, Hayward, CA, for the Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project.

BACKGROUND: On May 11, 2010, City Council approved the plans and specifications and authorized staff to advertise for bids for the WWTF 54" Effluent Pump Pipeline Repair Project. The project scope of work was to replace leaking gaskets. The cause for the leaking gaskets could not be determined before pipeline disassembly. Extra funds were budgeted to be used on a time and materials basis should the need for additional repair be revealed upon pipe disassembly. Engineering estimate was \$175,000.00. Staff awarded the contract to the low bidder; D. W. Nicholson Corporation Inc. for a base bid of \$69,108.00.

DISCUSSION: The two 54" Effluent Pump Pipelines leaked at the Victaulic couplings. D.W. Nicholson dismantled the pipeline to replace the 10 leaking gaskets, revealing corrosion and pitting of the pipeline interior and sealing surfaces. Some corrosion repair was anticipated prior to bidding the project, but the extent of the damage could not be known until the pipelines were removed from service and dismantled. City staff negotiated the change order with the contractor to complete the additional work. The contractor arranged to sand blast and reline the pipes, rehabilitate the sealing surfaces, correct pipe misalignment, fabricate additional pipe supports and weld cracks in the pipeline. This project was inspected by the Public Works Department and found to be constructed in accordance with the plans and specifications.

FISCAL IMPACT: The negotiated change order totaled \$72,380.30. With the base bid of \$69,108.00, actual project costs were \$141,488.30. Adequate funds were budgeted in project number m409569 in anticipation of the additional work. These funds are included in the FY 2010 Wastewater Fund Capital Improvement Program. There is no impact to the general fund.

Prepared by:
Anne Hogan
Associate Civil Engineer

Submitted by:
Mark R. Dettle
Director of Public Works

Approved by:
Martin Bernal
City Manager

ATTACHMENTS:
Change Order No. 1
Notice of Completion



CONTRACT CHANGE ORDER
(EFFECTIVE ONLY WHEN SIGNED BY THE CITY)

PUBLIC WORKS DEPT.
 809 Center St., Rm 201
 Santa Cruz, CA 95060
 Ph: 831-420-5160
 Fax: 831-420-5161

Project:	WWTF 54" Effluent Pump Pipeline Repair
Subject:	Change Order for Construction Services
Contract date:	June 24, 2010
P.O. #:	62-11003

Change order #:	1
Date:	9/9/10
Requested by:	Anne Hogan

Change order to include these applicable items:	
1.	Description of work to be done <i>or</i> change to be made
2.	Payment to be made <i>or</i> credit to be taken: <ul style="list-style-type: none"> a. Fixed price adjustment (<i>agreed or specified reimbursement</i>) b. Force account work
3.	Time extension(s) granted: <ul style="list-style-type: none"> a. Indicate what time extension applies to

<i>Description of Change Order Here</i>	
P2 Interior lining rehabilitation	\$24,325.31
P 2 Slot pipe support to relieve pipe misalignment	\$550.00
P1 and P2 Fabricate and install pipe supports at heat exchanger	\$3,857.00
P2 Coat Vic Ring gasket segments	\$1,896.92
P2 Weld inside pipe joining strap	\$1,625.60
P2 Apply and sand Belzona repair to gasket sealing surfaces	\$3,837.90
P2 Additional Sand blast new welds and Belzona surfaces	\$1,405.95
P1 Interior lining rehabilitation, includes Vic Ring gaskets and	
P1 Sand blast new welds and Belzona surfaces	\$27,644.94
P1 Weld inside pipe joining strap	\$1,857.97
P1 Apply and sand Belzona repair to gasket sealing surfaces	\$5,378.70
 Total Change Orders	 \$72,380.29

Base Bid:	\$69,108.00	Recommended by:	Christophe Schneiter
Contingency: (10%)	\$6,910.80	Signature:	
Contract to date:	\$69,108.00	Date:	
Change amount:	\$72,380.30	Approved by:	Martin Bernal, City Manager
Increased: \$72,380.30	Days:	Signature:	
Decreased: \$	Days:	Date:	
Contingency remaining:	\$0		

Contractor:

_____ _____ _____
 Contractor signature Printed name Date

You are hereby directed to make the above described changes from the plans and specification, or to do the above described work not included in the plans and specifications on your contract

NOTE: For valuable consideration set forth herein, the contractor hereby releases the City of Santa Cruz from any and all claims, expenses and additional time impact now existing or which may hereafter arise out or result from the work or change described herein.

RECORDED AT THE REQUEST OF

WHEN RECORDED MAIL TO:

CITY CLERK'S DEPARTMENT
809 CENTER STREET, ROOM 9
SANTA CRUZ, CA 95060

Space Above this line for Recorder's Use Only

This Instrument is being recorded for the benefit of the City of Santa Cruz. No recording fee is required pursuant to Government Code §27383

NOTICE OF COMPLETION

NOTICE IS HEREBY GIVEN, pursuant to Section 3093 of the California Civil Code, of the completion on September 28, 2010 of the Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project described as follows:

The City of Santa Cruz has the following interest in said property described above: Wastewater Treatment Facility, 110 California Ave, Santa Cruz, CA 95060.

Said Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project was undertaken on said property pursuant to a contract with D. W. Nicholson Corporation, 24747 Clawiter Rd., Hayward, CA 94540-4197. Said Wastewater Treatment Facility 54" Effluent Pump Pipeline Repair Project consisted of the replacement of ten Victaulic coupling gaskets and the rehabilitation and repair of pipeline surfaces.

DATED _____

Mark R. Dettle, City of Santa Cruz
Director of Public Works

STATE OF CALIFORNIA)
) ss
COUNTY OF SANTA CRUZ)

I am the Director of the Public Works Department, City of Santa Cruz, I have read the foregoing Notice of Completion and know the contents thereof, and I certify that the same is true of my own knowledge, except as to those matters which are therein stated upon my information or belief, and as to those matters I believe it to be true.

I declare, under penalty of perjury, that the foregoing is true and correct.

Executed on _____, at Santa Cruz, California.

Mark R. Dettle, Director of Public Works
City of Santa Cruz

Filing of this Notice of Completion was authorized by Santa Cruz City Council Minute Order of September 28, 2010.



CITY COUNCIL AGENDA REPORT

DATE: 9/6/2010

AGENDA OF: 9/28/2010

DEPARTMENT: City Council

SUBJECT: Binational Health Week – Resolution of Support. (CN)

RECOMMENDATION: Resolution supporting Binational Health Week and urging the Santa Cruz community to join the City Council in observing and participating in Binational Health Week from October 2-15, 2010.

BACKGROUND: Binational Health Week (BHW) is an annual week-long series of health-promotion and health education activities geared towards (im)migrant health. Events include health education workshops, health care and health insurance referrals, and medical screenings. The United States, Mexico, Canada, Guatemala, Bolivia, Peru, El Salvador and Colombia will participate in this year's activities.

DISCUSSION: The 10th annual BHW will take place from October 2-15, 2010 in 35 states in the U.S. and 3 provinces in Canada, with the participation of the consular networks of the 8 participating countries. Also, the Mexican states with high rates of migration will be implementing activities. During BHW, a national campaign will take place to promote awareness among the Latino community on the topics of prevention of addictions, gang involvement among adolescents, oral health, obesity and diabetes, disabilities and Autism awareness and access to health care. Last year's activities reached more people and in more areas of North America than in any previous year. Coordinating agencies reported that an estimated 765,901 people participated in 5,082 activities.

Binational Health Week provides the following:

- Health education and health promotion to encourage healthy behaviors and routine care
- Direct health services, such as screenings, to enable many without access to health care an opportunity to gauge their health
- Knowledge about local social services and clinics
- An opportunity to raise awareness of (im)migrant health care issues through English and Spanish language media
- Binational Forum and political advocacy through the support of policymakers and leaders

FISCAL IMPACT: None.

Submitted by:
Tony Madrigal
Councilmember

Submitted by:
Cynthia Mathews
Councilmember

Submitted by:
Katherine Beiers
Councilmember

ATTACHMENTS: Resolution

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ
SUPPORTING BINATIONAL HEALTH WEEK AND URGING THE SANTA CRUZ
COMMUNITY TO JOIN THE CITY COUNCIL IN OBSERVING AND PARTICIPATING IN
BINATIONAL HEALTH WEEK, OCTOBER 2-15, 2010

WHEREAS, the Secretariat of Health and the Secretariat of Foreign Relations of Mexico, the Secretariats of Foreign Relations of El Salvador and Guatemala, the California Department of Public Health, the University of California, Health Initiative of the Americas (HIA), and the United States-Mexico Border Health Commission, have recognized the necessity of improving access to health care and public health information to the Latino community at the U.S.–Mexico border and throughout the State of California; and

WHEREAS, improving the health of mobile populations requires multiple approaches in service design, delivery, funding priorities, and most fundamentally, requires strong binational commitment; and

WHEREAS, In October 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008 and 2009 the Health Initiative of the Americas (HIA) a program of the University of California Office of the President and partnering organizations convened the first nine Binational Health Weeks, an unprecedented effort overseen by multi-agency task forces, which conducted health promotion activities involving over 500 community-based organizations from 42 California counties, 31 other U.S. states and 27 Mexican states; and

WHEREAS, Over 10,875 agencies and 17,133 volunteers participated in the organization of the activities, and over 765,901 people participated during the 2009 Binational Health Week; and

WHEREAS, Binational Health Week reflects coordinated efforts between California, Mexico, Canada, El Salvador, Bolivia, Peru, Guatemala and Colombia to improve the quality of life of (im)migrant families by expanding their access to health care, increasing their health insurance coverage, and reducing their unmet health needs; and

WHEREAS, Binational Health Week is a bilateral collaborative effort between HIA and the Mexican Secretary of Health (SSA) and Foreign Affairs (SRE), with the active participation of state and local organizations. In California, the Department of Health Services (DHS), border-health organizations, Mexican consulates, the Latino Legislative Caucus, community clinics and community-based organizations endorse this effort; and

WHEREAS, the objective of Binational Health Week is to generate a dynamic dialogue between representatives from California, Mexico, Canada, El Salvador, Bolivia, Peru, Guatemala, and Colombia and the HIA vision is that “the health of California is the health of its immigrants”; and

WHEREAS California shares a population with Mexico, Bolivia, Peru, El Salvador, Guatemala, and Colombia and needs to share common strategies to address this population's health needs.

RESOLUTION NO. NS-

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that it hereby declares October 2 to 15, 2010 “Binational Health Week/Semana Binacional de la Salud” in the City of Santa Cruz and calls on all the people of Santa Cruz to join the City Council in observing and participating in Binational Health Week, to take place the week of October 2 to 15, 2010.

PASSED AND ADOPTED this 28th day of September, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk

ORDINANCE NO. 2010-18

AN ORDINANCE OF THE CITY OF SANTA CRUZ AMENDING SECTION 6.36.055 OF THE SANTA CRUZ MUNICIPAL CODE PERTAINING TO CAMPING

BE IT ORDAINED By the City Of Santa Cruz As Follows:

Section 1. Section 6.36.055 of the Santa Cruz Municipal Code is hereby amended to read as follows:

6.36.055 CITATIONS ISSUED WHEN WINTER SHELTER ARMORY IS FULL.

(a) A person shall not be in violation of this chapter if, at the time of his or her citation for a violation of this chapter either: the winter shelter at the Santa Cruz National Guard Armory is filled to capacity; or the person is currently on the waiting list for shelter service through one of the shelter programs offered by the Homeless Services Center or the River Street Shelter in Santa Cruz.

(b) Any citation issued for a violation of this chapter shall be dismissed by the city attorney in the interest of justice if, at the time of citation issuance, the winter shelter at the Santa Cruz National Guard Armory is filled to capacity or the recipient of the citation demonstrates that on the date of the citation he or she was currently on the waiting list for shelter service through one of the shelter programs offered by the Homeless Services Center or the River Street Shelter in Santa Cruz.

Section 2. This ordinance shall take effect and be in force thirty (30) days after its final adoption.

PASSED FOR PUBLICATION this 14th day of September, 2010, by the following vote:

AYES: Councilmembers Lane, Mathews, Beiers, Madrigal; Vice Mayor Coonerty.

NOES: None.

ABSENT: Councilmember Robinson; Mayor Rotkin.

DISQUALIFIED: None.

APPROVED: ss/Ryan Coonerty
Vice Mayor

ATTEST: Lorrie Brewer
City Clerk

ORDINANCE NO. 2010-18

PASSED FOR FINAL ADOPTION this 28th day of September, 2010, 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. 2010-18 and that it has been published or posted in accordance with the Charter of the City of Santa Cruz.

City Clerk



City Council Meeting Calendar September 21, 2010

Date	Time	Location	Topic
October 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
October 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
November 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
November 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
December 14, 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
Holiday Break – No Second Meeting in December			
January 11, 2011	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 18, 2011	7:00 p.m.	Council Chambers	Special Council Meeting – Advisory Body Interviews
January 25, 2011	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 8, 2011	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 22, 2011	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	D. Lane, M. Rotkin, R. Coonerty (Alt.)
City Schools Committee (Ad Hoc)	C. Mathews, T. Madrigal, R. Coonerty
Community Action Board	T. Madrigal, David Sweet (alternate)
Community Programs Committee	R. Coonerty, C. Mathews, L. Robinson
Conference and Visitors' Council	C. Mathews, L. Robinson
Cultural Council Board City Representative	K. Beiers
Downtown Management Corporation	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 (alt.)
Library Financing Authority	M. Rotkin
Local Agency Formation Commission (LAFCO)	D. Lane
Monterey Bay Unified Air Pollution Control District	2010 City of Watsonville
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)

Public comment on the reports given will be heard at a time to be determined by the Presiding Officer.