

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



## **JOINT CITY COUNCIL - REDEVELOPMENT AGENCY AGENDA**

Regular Meeting

January 11, 2011

- |           |  |
|-----------|--|
| 1:30 P.M. | CLOSED LITIGATION SESSION, COURTYARD CONFERENCE ROOM                               |
| 3:00 P.M. | CONSENT, GENERAL BUSINESS AND PUBLIC HEARINGS, COUNCIL CHAMBERS                    |
| 5:30 P.M. | ORAL COMMUNICATIONS, COUNCIL CHAMBERS  |
| 7:00 P.M. | GENERAL BUSINESS, PUBLIC HEARINGS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS |

Council will receive e-mail regarding items on the agenda during the meeting at [citycouncil@cityofsantacruz.com](mailto:citycouncil@cityofsantacruz.com).

**Written correspondence and telephone calls received after 5:00 p.m. on the Monday immediately 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

**1:30 PM**

**Referral to Closed Session.**

1. 17-D Municipal Wharf, APN 005-381-08. (ED)

Motion to refer to closed session for discussion regarding the desirability of negotiating and executing a new lease and providing instructions to the Director of Economic Development regarding same.

**Closed Litigation Session**

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

1. Claimant: Patricia Cross
2. Claimant: William Hampsmire
3. Claimant: Jennifer Fritzsche
4. Claimant: Claimant Igor Malygin

Claims Against: City of Santa Cruz

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

1. 17D Municipal Wharf Lease Negotiations (City of Santa Cruz-Lessor)  
City Negotiator—Bonnie Lipscomb  
APN 005-381-08

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

1. *Robert Norse v. City of Santa Cruz, et al.*  
U.S. Ninth Circuit Court of Appeal Case No. 07-15814

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

Lisa Sullivan—Negotiator

- Employee Organizations—
1. SEIU-Temporary Employees
  2. Santa Cruz Police Officers’ Association

**Joint City Council/Redevelopment Agency**

**3:00 PM**

**Call to Order**

**Roll Call**

**Pledge of Allegiance**

**Presiding Officer's Announcements**

**Statements of Disqualification**

**Additions and Deletions**

**Consent Agenda**

2. Minutes of the November 23, 2010 Regular City Council Meeting. (CC)

Motion to continue this item to the meeting of January 25, 2011.

3. Minutes of the November 23, 2010 Regular Redevelopment Agency Meeting. (CC)

Motion to continue this item to the meeting of January 25, 2011.

4. Minutes of the December 14, 2010 Regular City Council Meeting. (CC)

Motion to approve as submitted.

5. Minutes of the December 14, 2010 Regular Redevelopment Agency Meeting. (CC)

Motion to approve as submitted.

**Consent Agenda (continued)**

6. Approving and Appointing Representatives to Other Agencies, Groups, Council Committees and Task Forces. (CN)

Motion to appoint or nominate representatives to other agencies and groups and Council committees and task forces as presented.

7. Award Contract for Janitorial Supplies. (FN)

Motion to accept the proposal of Staples Advantage (Newark, CA) for janitorial supplies, and authorize the City Manager to execute an agreement in a form approved by the City Attorney with Staples Advantage for janitorial supplies, rejecting all other proposals.

8. City's Classification and Compensation Plans and the FY 2011 Budget Personnel Complement – Library. (HR)

Resolution amending the Classification and Compensation Plans and the FY 2011 Budget Personnel Complement by decreasing one (1) Administration Assistant II scheduled hours from 40 hours per week to 20 hours per week.

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

Motion to reject liability claims based upon staff investigation: a) Patricia Cross; b) William Hampsmire; c) Jennifer Fritzsche; and d) Igor Malygin.

10. Lower DeLaveaga Service Road Restoration Project Crossings #1 and #3 – Contract with Go Native Inc. – Notice of Completion. (PK)

Motion to accept the work completed by Go Native Inc., of Montera, California for road and watershed restoration work on the Lower DeLaveaga service road crossing #1 and #3, and authorize the filing of a Notice of Completion for the Lower DeLaveaga Service Road Restoration Crossings #1 and #3 Project.

11. Pacific Coast Bike Route Redesignation. (PW)

Resolution recommending that Caltrans redesignate that portion of the Pacific Coast Bike Route within the city limits of Santa Cruz off Mission Street/State Route 1 and on to West Cliff Drive.

**Consent Agenda (continued)**

12. Green Business Tracking and Measurement Tool - Partnership with Ecology Action - California Department of Toxic Substances Control Funding - Budget Adjustment. (PW)

Resolution authorizing the Public Works Department to accept \$74,500 from the California Department of Toxic Substances Control (CDTSC) and enter into an agreement with the CDTSC.

Motion authorizing and directing the Director of Public Works to enter into an agreement with Ecology Action, Inc. to continue to develop and maintain the statewide Green Business Tracking and Measurement Tool.

Resolution appropriating funds and amending the FY2011 budget in the amount of \$74,500.

13. Sole Source Purchase of Refuse Trucks. (PW)

Motion authorizing the sole source purchase from the Refuse Fund of four replacement refuse trucks, in the amount of \$985,000, to Central Valley Truck Center of Fresno, CA.

14. Spring 2010 Overlay Project – Pacific Avenue, 2nd Street and 3rd Street (c401011), Federal Project Number ESPL-5025(049) – Notice of Completion. (PW)

Motion to accept the work completed by Granite Construction Company of Watsonville, CA, and authorize the filing of the Notice of Completion for the Spring 2010 Overlay Project – Pacific Avenue, 2nd Street and 3rd Street (c401011), Federal Project Number ESPL-5025(049).

15. Vacation of Water Main Easement on Mission Hill Junior High School Property. (WT)

Resolution to vacate a water main easement on Mission Hill Junior High School property granted by Santa Cruz City Schools in 1975.

**End Consent Agenda**

**General Business**

16. Residential Rental Inspection Program Fees. (PL)

Resolution adopting a new Department of Planning and Community Development Fee Schedule creating fees for the Residential Rental Inspection Program, and rescinding Resolution No. NS-28,171.

17. Pay by Phone - Meter Rates and Time Limits. (PW)

Introduction of an ordinance for publication amending Sections 10.52.210, 10.52.220, 10.52.230, 10.52.240, 10.52.310, 10.52.320, 10.52.410, 10.52.420 and establishing Sections 10.52.215, 10.52.315, and 10.52.425 of the Santa Cruz Municipal Code regarding the setting of parking meter rates.

18. Adoption of the 2011 Council Meeting Calendar.

Motion to review and approve the Council Calendar for Calendar Year 2011.

19. City Attorney report on Closed Session.

20. 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.

**5:30 P.M.**

**Joint City Council/Redevelopment Agency Oral Communications - 30 Minutes**

## Joint City Council/Redevelopment Agency

7:00 PM

### Call to Order

### Roll Call

**Presentation** - Santa Cruz High School Interact Club.

**Presentation** - The American Red Cross.

### Public Hearing

21. First Amendment to the Memorandum of Understanding between City and Agency to Fund a Community Service Officer to Additionally Fund Security Services in the Downtown. (ED/PD)

City Council resolution authorizing the City Manager to execute the first amendment to the Memorandum of Understanding (MOU) with the Agency for FY 2011 to fund personnel costs in the Police Department associated with providing a full-time Community Service Officer to additionally fund security services to enhance safety in the downtown Merged Earthquake Project Area, in a form approved by the City Attorney.

Redevelopment Agency resolution authorizing the Executive Director to execute the first amendment to the Memorandum of Understanding (MOU) with the City for FY 2011 to fund personnel costs in the Police Department associated with providing a full-time Community Service Officer to additionally fund security services to enhance safety in the downtown Merged Earthquake Project Area, in a form approved by the City Attorney.

**Adjournment** — The Redevelopment Agency will adjourn from the regularly scheduled meeting of January 11, 2011 to the next regularly scheduled meeting January 25, 2011, for a closed litigation session at 1:30 p.m. in the Courtyard Conference Room, followed by an open sessions at the approximate hour of 3:00 p.m. and 7:00 p.m. in Council Chambers.

**Adjournment** — The City Council will adjourn from the regularly scheduled meeting January 11, 2011 to a Special Advisory Body Session on January 18, 2011 at the hour of 7:00 p.m. in Council Chambers, and then to the next regularly scheduled meeting January 25, 2011, for a closed litigation session at 1:30 p.m. in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

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

**Advisory Body Appointments**

The following at-large positions are will be open for reappointment and or appointment in January 2011. Council will interview candidates at the meeting of January 18, 2011 and make appointments at the meeting of January 25, 2011.

Arts Commission	Three (3) vacancies and one (1) reappointment
Board of Building Appeals	Six (6) reappointments
Commission for the Prevention of Violence Against Women	Three (3) vacancies and or reappointments
Downtown Commission	One (1) vacancy and one (1) reappointment
Equal Employment Opportunity Committee	One (1) vacancy
Historic Preservation Commission	One (1) reappointment
Latino Affairs Commission (County)	One (1) vacancy
Measure K Oversight Committee	Three (3) vacancies and one (1) reappointment
Parks and Recreation Commission	Two (2) vacancies and one (1) reappointment
Planning Commission	One (1) vacancy and one (1) reappointment
Sister Cities Committee	Three (3) vacancies and one (1) reappointment
Transportation & Public Works Commission	One (1) reappointment
Water Commission	One (1) vacancy

**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 – January 11, 2011

**INFORMATION ITEMS PREVIOUSLY DISTRIBUTED TO CITY COUNCILMEMBERS**

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

City Clerk	2010 Advisory Body Attendance Reports 12/16/10 (CC FYI 129)
City Manager	Monthly Camping Incident and Homeless Shelter Attendance Reports 12/21/10 (CM FYI 152)
Economic Development Department	Agency Annual Financial and Audit Report for FY 2010 12/28/10 (ED FYI 040)
Finance Department	Monthly Financial Reports for October 2010 12/13/10 (FN FYI 159)
	November 2010 Portfolio Management Report – Pooled Cash and Investments 12/15/10 (FN FYI 160)
Water Department	Bay Street Reservoir Reconstruction Project Update 12/15/10 (WT FYI 037)

ADDENDUM TO CITY COUNCIL AGENDA – January 11, 2011  
**MAYOR'S PROCLAMATIONS**

**Mayor Mike Rotkin**

1. Proclaiming Monday, December 13, 2010 as “Marilyn Ellenwood Day” and encouraging all her coworkers and citizens to join in expressing heartfelt appreciation for her thirty years of service and numerous contributions to the Santa Cruz Police Department and the City of Santa Cruz.
2. Proclaiming Saturday, December 11, 2010 as “PJ Matonak Day,” acknowledging PJ Matonak as the “City Kitty” on this day; wishing him continued health and long life; and urging cat (and other animal) lovers throughout the City and beyond to give extra treats, purrs, and pets to their feline (and other animal) companions today in recognition of the warmth and affection our cats (and other animal companions) bring to our lives.
3. Proclaiming Sunday, December 12, 2010 as “Gabriel Quarternote Day,” acknowledging The Cat as the “City Kitty” on this day, wishing him continued health and long life; and urging cat (and other animal) lovers throughout the City and beyond to give extra treats, purrs, and pets to their feline (and other animal) companions today in recognition of the warmth and affection our cats (and other animal companions) bring to our lives.

**Mayor Ryan Coonerty**

1. Proclaiming Sunday, December 19, 2010 as “Tess Dunn Day.”
2. Proclaiming Saturday, January 8, 2011 as “Capacitar Day” and urging all citizens to join in expressing heartfelt thanks to Dr. Pat Mathes Cane and Capacitar for the significant humanitarian achievements over the past twenty-two years.



## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Economic Development

SUBJECT: Referral to Closed Session: 17-D Municipal Wharf, APN 005-381-08.  
(ED)

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RECOMMENDATION: Motion to refer to closed session for discussion regarding the desirability of negotiating and executing a new lease and providing instructions to the Director of Economic Development regarding same.

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BACKGROUND: The subject property and building thereon are owned by the City of Santa Cruz and leased to Marshall and Kathryn Miller who operate the retail sales business known as Santa Cruz Bay Company. The present lease expires on January 31, 2011 and the Millers have indicated that they would like a new lease.

DISCUSSION: Staff recommends that the City Council refer this matter to closed session for discussion regarding the desirability of negotiating and executing a new lease and providing instructions to the Director of Economic Development regarding same.

FISCAL IMPACT: None at this time.

Prepared by:  
Norman Daly  
Wharf Property Manager

Submitted by:  
Bonnie Lipscomb  
Director of Economic Development

Approved by:  
Martin Bernal  
City Manager

ATTACHMENTS: None

**MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL**

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

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

December 14, 2010

**1:30 P.M. SESSION**

Mayor Rotkin opened the Closed Litigation Session at 1:30 p.m. in a public session in the Courtyard Conference Room, for the purpose of announcing the agenda and considering public testimony.

1. Referral to Closed Session - 1120 Pacific Avenue, APN 005-153-10. (ED)

Action

Councilmember Lane moved, seconded by Councilmember Robinson, to refer to closed session the lease assignment of 1120 Pacific Avenue for the purpose of instructing the negotiator concerning price, terms, or both. The motion carried unanimously (Vice Mayor Coonerty absent).

2. Referral to Closed Session – Lease of 705 Woodrow Avenue, APN 004-173-09. (ED)

Action

Councilmember Lane moved, seconded by Councilmember Robinson, to refer to closed session the lease of 705 Woodrow Avenue for the purpose of instructing the negotiator concerning price, terms, or both. The motion carried unanimously (Vice Mayor Coonerty absent).

Council closed the session to the public at 1:33 p.m. All Councilmembers were present except for Vice Mayor Coonerty. (See pages 1347 through 1348 for a report on closed session.)

**3:00 P.M. SESSION**

Mayor/Chair Rotkin called the meeting to order at 3:05 p.m. in the Council Chambers.

**Roll Call**

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

Absent: Vice Mayor/Vice Chair Coonerty.

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Staff: City Manager M. Bernal, City Attorney J. Barisone, Director of Economic Development and Redevelopment B. Lipscomb, Chief of Fire R. Oliver, Director of Human Resources L. Sullivan, Director of Information Technology S. Caiocca, Director of Parks and Recreation D. Shoemaker, Chief of Police K. Vogel, Director of Public Works M. Dettle, Director of Water B. Kocher, City Clerk L. Brewer.

**Pledge of Allegiance**

**Presentation** - "Green" Sidewalks on Morrissey Blvd. and Rooney Street - Presentation by Santa Cruz County Regional Transportation Commission and Calera Corporation.

**Presiding Officer's Announcements**

**Statements of Disqualification** – None.

**Additions and Deletions** – The City Clerk announced that the date for item 27 was listed incorrectly as January 11, 2010, and should have been listed as January 11, 2011.

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

### **Joint City Council/Redevelopment Agency Oral Communications**

Kevin Simon spoke about residential treatment services for the homeless.

Steve Argue spoke about planned community activities in support of Pfc. Bradley Manning and WikiLeaks founder Julian Assange.

Robert Norse also spoke in support of Pfc. Bradley Manning and WikiLeaks founder Julian Assange. He also asked for a more open public process in the hiring of the Police Chief and the evaluation of the City Manager, and took issue with how the City managed the homeless protests this summer at City Hall.

Steve Pleich spoke in support of Mr. Argue's statements.

Howard Powers spoke about longevity issues and health.

Mike Tomasi spoke about peace and freedom.

### **Consent Agenda**

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

Ed Silveira  
Patricia Cross  
Pat Kittle

The following items were removed for consideration immediately after action taken on the Consent Agenda: Items 3, 4, 6, 14 (f) and 17.

#### Action

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

3. Minutes of the November 23, 2010 Regular City Council Meeting. (CC)

By consensus, this item was continued to the meeting of January 11, 2011.

**Consent Agenda (continued)**

4. Minutes of the November 23, 2010 Regular Redevelopment Agency Meeting. (CC)

By consensus, this item was continued to the meeting of January 11, 2011.

5. Resolution Setting the City Council Calendar for 2011. (CC)

Resolution No. NS-28,301 was adopted setting the regular meeting schedule for the calendar year 2011, canceling the regular City Council meetings on August 9th and 23rd, and December 27th.

6. Appointment of Councilmember Robinson and Councilmember-elect Bryant to the Santa Cruz Metropolitan Transit District. (CC)

Action

Councilmember Lane moved, seconded by Councilmember Mathews, to appoint Councilmember Robinson and Councilmember-elect Bryant to the Santa Cruz Metropolitan Transit District to a term expiring 12/31/12; and amending the Mayor's cover memo to delete the line, "These appointments may or may not change each January with the new mayor's nomination of Inside/Outside Appointments." The motion carried unanimously (Vice Mayor Coonerty absent).

7. Appointment of Councilmember Beiers and Councilmember-elect Terrazas to the Library Joint Powers Authority Board. (CC)

Motion carried to appoint Councilmember Beiers and Councilmember-elect Terrazas to the Library Joint Powers Authority Board.

8. 17-E Municipal Wharf - Municipal Wharf Lease Agreement with Gary Phariss and Joan Phariss. (ED)

Motion carried to authorize and direct the City Manager to execute a Municipal Wharf Lease Agreement and any amendments thereto of a non-substantive nature, in a form approved by the City Attorney, with Gary Phariss and Joan Phariss for the operation of a gift store at 17-E Municipal Wharf.

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

**Consent Agenda (continued)**

9. 344 La Fonda Avenue – Resolution Rescinding Resolution No. NS-28,254 which Granted a Temporary Construction Easement at 344 La Fonda Avenue. (ED)

Resolution No. NS-28,302 was adopted rescinding Resolution No. NS-28,254 which was a resolution 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 property located at 344 La Fonda Avenue (APN 009-332-01).

10. Louden Nelson Community Center Fence Replacement Funding. (ED)

Motion carried authorizing the City Manager to amend the scope of work for the Loudon Nelson Roof and Window Replacement Improvement Project to include fence replacement in both the City Capital Improvement Program and the 2010-2011 Annual Action Plan and rename the project the Loudon Nelson Community Center Improvement Project.

11. Annual Report of the Redevelopment Agency Fiscal Year 2010. (ED)

City Council motion carried to accept the Redevelopment Agency's Annual Report for the Fiscal Year 2010.

Redevelopment Agency Resolution No. 1512 was adopted adopting the Redevelopment Agency's Annual Report for the Fiscal Year 2010.

12. Tannery Arts Center – Authorization for Interior Improvements and Architectural Services. (ED)

Redevelopment Agency Resolution No. 1513 was adopted authorizing the Executive Director to approve change orders necessary to construct interior improvements and execute a contract for architectural services for the Kron House Phase of the Tannery Working Studios and Digital Media Center Project, so long as these actions do not exceed the Agency budget for the the project.



**Consent Agenda (continued)**

13. Retail Market Analysis and Urban Retail Brokerage – Authorization for Consultant Services. (ED)

Redevelopment Agency motion carried authorizing the Executive Director to advertise, select, and execute a contract with a consultant firm specializing in retail market analysis and a consultant firm specializing in urban retail brokerage services.

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

Action

Councilmember Lane moved, seconded by Councilmember Robinson, to reject liability claims a) Dana O'Brien; b) Silvia V. Quintero; c) Ethan Shenkman; d) Pacific Bell Telephone Co. (dba AT&T); e) Pacific Gas & Electric Company; and g) AT&T Mobility LLC/New Cingular Wireless PCS LLC; based upon staff investigation, and to continue Claim 14(f) to the January 11, 2011 meeting. The motion carried unanimously (Vice Mayor Coonerty absent).

15. Sole Source Vendor - New Integrated Library System (ILS) for the Santa Cruz Public Libraries. (LB)

Motion carried to approve Equinox as sole source vendor to provide migration services to Evergreen, an open source Integrated Library System (ILS).

16. Authorization to Enter into a Lease with the Santa Cruz Museum Association for Use of the Natural History Museum. (PK)

Resolution No. NS-28,303 was adopted authorizing and directing the City Manager to enter into a lease agreement with the Santa Cruz Museum Association for use of the Museum of Natural History.

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

**Consent Agenda (continued)**

17. Stroke Center Building Demolition – De Laveaga Park. (PK)

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

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

Mike Tomasi

Action

Councilmember Mathews moved, seconded by Councilmember Lane, to authorize the City Manager to advertise for bids and enter into an agreement in a form acceptable to the City Attorney for demolition of the Stroke Center Building in De Laveaga Park; and direct staff to work with the Ham Radio Club to ensure that the repeater remains working on the site, recognizing the value of the equipment at this location; and to adopt Resolution No. NS-28,304 appropriating funds and amending the FY 2011 budget in the amount of \$100,000 to cover the costs associated with demolition of the Stroke Center Building in De Laveaga Park; and to adopt Resolution No. NS-28,305 authorizing the City Manager to apply for and, if funded, accept a grant from the Redevelopment Agency Brownfield Revolving Grant Fund for lead and asbestos removal an amount not to exceed \$75,000. The motion carried unanimously (Vice Mayor Coonerty absent).

18. Acceptance of Grant - Proposition 84. (PK)

Motion carried to accept the \$1,792,000 grant from the State Office of Grants and Local Services (OGALS) for the purchase of property and development of a park in the lower Ocean Street neighborhood and authorize the City Manager to execute a contract with the State of California to accept the grant.

Motion to approve the purchase agreement between the City of Santa Cruz and John R. Giottonini and authorize the purchase of parcels #007-422-04; 007-422-15 and 007-422-16.

**Consent Agenda (continued)**

19. Paint Truck Purchase - Budget Adjustment. (PW) (P&R)

Resolution No. NS-28,306 was adopted transferring funds and amending the FY 2011 budget in the amount of \$36,243.52 to partially fund the purchase of a replacement paint truck.

20. Purchase of Six (6) Replacement Police Patrol Vehicles - Authorization to Award. (PW)

Motion carried to accept the bid of North Bay Ford of Santa Cruz, CA for six (6) police patrol vehicles in the amount of \$134,502.54 and authorize the City Manager to execute an agreement in a form approved by the City Attorney with North Bay Ford and reject all other bids.

21. Safe Routes to School Grant Acceptance and Budget Adjustment - Gault School Sidewalk Infill Project (c401113). (PW)

Motion carried to authorize and direct the City Manager to accept the Safe Routes to School (SR2S) Grant Award for the Gault School Sidewalk Infill Project (c401113).

Resolution No. NS-28,307 was adopted appropriating/transferring funds and amending the FY2011 budget in the amount of \$444,963 for the State Safe Routes to School Cycle 9 Program Grant to Gault School Sidewalk Infill Project and \$49,440 for the local match, for a total project cost of \$494,403.

22. Sewer Cleaning Truck - Budget Adjustment and Bid Award. (PW)

Resolution No. NS-28,308 was adopted transferring funds and amending the FY 2011 wastewater budget in the net amount of \$259,895 to fund the purchase of one sewer cleaning truck.

Motion carried to award the bid to Municipal Maintenance Equipment, Inc. of Sacramento, California in the amount of \$300,030.

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

**Consent Agenda (continued)**

23. Cowell's Beach Stairs Rehabilitation - Budget Adjustment. (PW)

Resolution No. Ns-28,309 was adopted appropriating funds and amending the FY 2011 budget in the amount of \$84,000, ratifying the rehabilitation of the Cowell's Beach Stairs.

24. Santa Cruz World Surfing Reserve - Resolution of Support. (CN)

Resolution No. NS-28,310 was adopted supporting the establishment of a Santa Cruz World Surfing Reserve.

**End Consent Agenda**

**General Business**

25. Local Purchasing Preference - Research and Development of Draft Ordinance for Future Consideration. (CN)

Action

Councilmember Lane moved, seconded by Councilmember Mathews, to direct staff to research and assess the implications of an enhanced local preference in City of Santa Cruz purchasing and to return to the City Council within four months with a draft ordinance or other recommendation; including further direction to staff to continue exploring options for joint purchasing with other jurisdictions. The motion carried unanimously (Vice Mayor Coonerty absent).

### **Public Hearings**

26. Ordinance No. 2010-24 - Ordinance Amending Section 1.01.010 and Adding Section 1.01.035 Pertaining to Repealing of Outdated Codes Adopted by Reference and Granting Publication Authority to Code Publishing Company.  
(CC)

Mayor Rotkin opened the public hearing at 4:16 p.m.

There was no public comment.

Mayor Rotkin closed the public hearing at 4:16 p.m.

#### Action

Councilmember Mathews moved, seconded by Councilmember Beiers, to pass for final adoption Ordinance No. 2010-24. The motion carried unanimously (Vice Mayor Coonerty absent).

27. Residential Rental Inspection Program Fees. (PL)

#### Action

Councilmember Lane moved, seconded by Mayor Rotkin, to continue this item to the meeting of January 11, 2011. The motion carried unanimously (Vice Mayor Coonerty absent).

### **General Business**

28. Council Meeting Calendar

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

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

**General Business (continued)**

29. City Attorney Oral Report on Closed Session.

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

1. Claimant: Dana O'Brien
  2. Claimant: Silvia V. Quintero
  3. Claimant: Ethan Shenkman
  4. Claimant: Pacific Bell Telephone Co.
  5. Claimant: Pacific Gas & Electric
  6. Claimant: Patricia Cross
  7. Claimant: AT&T Mobility LLC/New Cingular Wireless PCS LLC
  8. Claimant: Engineering Soil Repairs, Inc.
  9. Claimant: Steve Hoberg
- Claims Against: City of Santa Cruz

Claims 1 – 7 were not discussed. Claims 8 and 9 were authorized for settlement.

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

1. 1120 Pacific Avenue Lease Negotiations (La Playa-Del Mar Building - City of Santa Cruz Redevelopment Agency-Owner)  
RDA Negotiator: Bonnie Lipscomb  
APN: 005-153-10
2. 705 Woodrow Avenue Lease Negotiations (City of Santa Cruz-Owner, Garfield Branch Library Cell Tower Lease)  
City Negotiator: Bonnie Lipscomb  
APN: 004-173-09

Council received a status report and instructed the negotiator.

**General Business (continued)**

29. City Attorney Oral Report on Closed Session.

C. 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

Items 1 and 2 were not discussed.

D. Conference With Legal Counsel - Anticipated Litigation (Government Code §54956.9).

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

2 cases were discussed.

E. Personnel Session (Government Code §54957).

City Council Appointment of Interim City Clerk.

Tom Graves was appointed the Interim City Clerk.

F. Public Employee Performance Evaluations (Government Code §54957).

City Council's performance evaluation of City Manager  
City Council's performance evaluation of the City Clerk

Council conducted a performance evaluation of the City Manager.  
Council did not conduct a performance evaluation of the City Clerk.

30. 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.

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

**Adjournment** — At 4:25 p.m., the Redevelopment Agency adjourned from the regularly scheduled meeting of December 14, 2010 to the next regularly scheduled meeting on January 11, 2011, 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.

The City Council recessed to a dinner at Café Mare, 700 Front Street, and then to the 7:00 p.m. Session.



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

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

December 14, 2010

**7:00 P.M. SESSION**

Mayor Rotkin called the meeting to order at 7:09 p.m. in Council Chambers.

**Roll Call**

Present: Councilmembers Lane, Mathews, Beiers, Madrigal, Robinson; Vice Mayor Coonerty; Mayor Rotkin; Councilmembers-elect H. Bryant and D. Terrazas.

Absent: None.

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Staff: City Manager M. Bernal, City Attorney J. Barisone, Director of Planning and Community Development J. Rebagliati, Chief of Police K. Vogel, City Clerk L. Brewer, Deputy City Clerk T. Graves.

**General Business**

31. Certification of the November 2, 2010 Election. (CC)

Action

Councilmember Lane moved, seconded by Councilmember Beiers, to adopt Resolution No. NS-28,311 confirming and approving the canvass of ballots and returns for the City of Santa Cruz General Municipal Election held on November 2, 2010, and declaring the results. The motion carried unanimously.

Ordinance No. 2010-25 was passed and adopted by a majority vote of the electorate of the City of Santa Cruz at the November 2, 2010 Election.

CITY COUNCIL MEETING  
DECEMBER 14, 2010  
7:00 P.M. SESSION

**General Business**

32. Remarks by Outgoing Councilmembers.

Councilmember Mathews and Mayor Rotkin presented outgoing remarks.

33. Installation of New Councilmembers.

Councilmembers Bryant, Robinson and Terrazas were installed and seated on the dais.

34. Remarks by Incoming Councilmembers.

Councilmembers Bryant, Robinson and Terrazas presented incoming remarks.

35. Election of the Mayor.

Vice Mayor Coonerty was elected Mayor and presented incoming remarks.

36. Election of the Vice Mayor.

Councilmember Lane was elected Vice Mayor and presented incoming remarks.

**Adjournment** — At 8:01 p.m., the City Council adjourned from the regularly scheduled meeting of December 14, 2010, to a Special Closed Session on Thursday, December 16, 2010 in the City Manager's Conference Room. The next regularly scheduled meeting will be on January 11, 2011, for a closed litigation session at 1:30 p.m. in the Courtyard Conference Room, followed by open sessions at the approximate hours of 3:00 p.m. and 7:00 p.m. in Council Chambers.

Respectfully submitted

---

Tom Graves  
Interim City Clerk

Approved

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Michael Rotkin  
Mayor

**MINUTES ARE UNOFFICIAL UNTIL APPROVED BY COUNCIL**

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

**MINUTES OF A REGULAR REDEVELOPMENT AGENCY MEETING**

December 14, 2010

**3:00 P.M. SESSION**

Mayor/Chair Rotkin called the meeting to order at 3:05 p.m. in the Council Chambers.

**Roll Call**

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

Absent: Vice Mayor/Vice Chair Coonerty.

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Staff: City Manager M. Bernal, City Attorney J. Barisone, Director of Economic Development and Redevelopment B. Lipscomb, Chief of Fire R. Oliver, Director of Human Resources L. Sullivan, Director of Information Technology S. Caiocca, Director of Parks and Recreation D. Shoemaker, Chief of Police K. Vogel, Director of Public Works M. Dettle, Director of Water B. Kocher, City Clerk L. Brewer.

**Pledge of Allegiance**

**Presentation** - "Green" Sidewalks on Morrissey Blvd. and Rooney Street - Presentation by Santa Cruz County Regional Transportation Commission and Calera Corporation.

**Presiding Officer's Announcements**

**Statements of Disqualification** – None.

**Additions and Deletions** – The City Clerk announced that the date for item 27 was listed incorrectly as January 11, 2010, and should have been listed as January 11, 2011.

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

### **Joint City Council/Redevelopment Agency Oral Communications**

Kevin Simon spoke about residential treatment services for the homeless.

Steve Argue spoke about planned community activities in support of Pfc. Bradley Manning and WikiLeaks founder Julian Assange.

Robert Norse also spoke in support of Pfc. Bradley Manning and WikiLeaks founder Julian Assange. He also asked for a more open public process in the hiring of the Police Chief and the evaluation of the City Manager, and took issue with how the City managed the homeless protests this summer at City Hall.

Steve Pleich spoke in support of Mr. Argue's statements.

Howard Powers spoke about longevity issues and health.

Mike Tomasi spoke about peace and freedom.

### **Consent Agenda**

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

Ed Silveira  
 Patricia Cross  
 Pat Kittle

The following items were removed for consideration immediately after action taken on the Consent Agenda: Items 3, 4, 6, 14 (f) and 17.

#### Action

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

#### 3. Minutes of the November 23, 2010 Regular City Council Meeting. (CC)

By consensus, this item was continued to the meeting of January 11, 2011.

**Consent Agenda (continued)**

4. Minutes of the November 23, 2010 Regular Redevelopment Agency Meeting. (CC)

By consensus, this item was continued to the meeting of January 11, 2011.

5. Resolution Setting the City Council Calendar for 2011. (CC)

Resolution No. NS-28,301 was adopted setting the regular meeting schedule for the calendar year 2011, canceling the regular City Council meetings on August 9th and 23rd, and December 27th.

6. Appointment of Councilmember Robinson and Councilmember-elect Bryant to the Santa Cruz Metropolitan Transit District. (CC)

Action

Councilmember Lane moved, seconded by Councilmember Mathews, to appoint Councilmember Robinson and Councilmember-elect Bryant to the Santa Cruz Metropolitan Transit District to a term expiring 12/31/12; and amending the Mayor's cover memo to delete the line, "These appointments may or may not change each January with the new mayor's nomination of Inside/Outside Appointments." The motion carried unanimously (Vice Mayor Coonerty absent).

7. Appointment of Councilmember Beiers and Councilmember-elect Terrazas to the Library Joint Powers Authority Board. (CC)

Motion carried to appoint Councilmember Beiers and Councilmember-elect Terrazas to the Library Joint Powers Authority Board.

8. 17-E Municipal Wharf - Municipal Wharf Lease Agreement with Gary Phariss and Joan Phariss. (ED)

Motion carried to authorize and direct the City Manager to execute a Municipal Wharf Lease Agreement and any amendments thereto of a non-substantive nature, in a form approved by the City Attorney, with Gary Phariss and Joan Phariss for the operation of a gift store at 17-E Municipal Wharf.

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

**Consent Agenda (continued)**

9. 344 La Fonda Avenue – Resolution Rescinding Resolution No. NS-28,254 which Granted a Temporary Construction Easement at 344 La Fonda Avenue. (ED)

Resolution No. NS-28,302 was adopted rescinding Resolution No. NS-28,254 which was a resolution 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 property located at 344 La Fonda Avenue (APN 009-332-01).

10. Louden Nelson Community Center Fence Replacement Funding. (ED)

Motion carried authorizing the City Manager to amend the scope of work for the Loudon Nelson Roof and Window Replacement Improvement Project to include fence replacement in both the City Capital Improvement Program and the 2010-2011 Annual Action Plan and rename the project the Loudon Nelson Community Center Improvement Project.

11. Annual Report of the Redevelopment Agency Fiscal Year 2010. (ED)

City Council motion carried to accept the Redevelopment Agency's Annual Report for the Fiscal Year 2010.

Redevelopment Agency Resolution No. 1512 was adopted adopting the Redevelopment Agency's Annual Report for the Fiscal Year 2010.

12. Tannery Arts Center – Authorization for Interior Improvements and Architectural Services. (ED)

Redevelopment Agency Resolution No. 1513 was adopted authorizing the Executive Director to approve change orders necessary to construct interior improvements and execute a contract for architectural services for the Kron House Phase of the Tannery Working Studios and Digital Media Center Project, so long as these actions do not exceed the Agency budget for the the project.

**Consent Agenda (continued)**

13. Retail Market Analysis and Urban Retail Brokerage – Authorization for Consultant Services. (ED)

Redevelopment Agency motion carried authorizing the Executive Director to advertise, select, and execute a contract with a consultant firm specializing in retail market analysis and a consultant firm specializing in urban retail brokerage services.

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

Action

Councilmember Lane moved, seconded by Councilmember Robinson, to reject liability claims a) Dana O'Brien; b) Silvia V. Quintero; c) Ethan Shenkman; d) Pacific Bell Telephone Co. (dba AT&T); e) Pacific Gas & Electric Company; and g) AT&T Mobility LLC/New Cingular Wireless PCS LLC; based upon staff investigation, and to continue Claim 14(f) to the January 11, 2011 meeting. The motion carried unanimously (Vice Mayor Coonerty absent).

15. Sole Source Vendor - New Integrated Library System (ILS) for the Santa Cruz Public Libraries. (LB)

Motion carried to approve Equinox as sole source vendor to provide migration services to Evergreen, an open source Integrated Library System (ILS).

16. Authorization to Enter into a Lease with the Santa Cruz Museum Association for Use of the Natural History Museum. (PK)

Resolution No. NS-28,303 was adopted authorizing and directing the City Manager to enter into a lease agreement with the Santa Cruz Museum Association for use of the Museum of Natural History.

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

**Consent Agenda (continued)**

17. Stroke Center Building Demolition – De Laveaga Park. (PK)

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

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

Mike Tomasi

Action

Councilmember Mathews moved, seconded by Councilmember Lane, to authorize the City Manager to advertise for bids and enter into an agreement in a form acceptable to the City Attorney for demolition of the Stroke Center Building in De Laveaga Park; and direct staff to work with the Ham Radio Club to ensure that the repeater remains working on the site, recognizing the value of the equipment at this location; and to adopt Resolution No. NS-28,304 appropriating funds and amending the FY 2011 budget in the amount of \$100,000 to cover the costs associated with demolition of the Stroke Center Building in De Laveaga Park; and to adopt Resolution No. NS-28,305 authorizing the City Manager to apply for and, if funded, accept a grant from the Redevelopment Agency Brownfield Revolving Grant Fund for lead and asbestos removal an amount not to exceed \$75,000. The motion carried unanimously (Vice Mayor Coonerty absent).

18. Acceptance of Grant - Proposition 84. (PK)

Motion carried to accept the \$1,792,000 grant from the State Office of Grants and Local Services (OGALS) for the purchase of property and development of a park in the lower Ocean Street neighborhood and authorize the City Manager to execute a contract with the State of California to accept the grant.

Motion to approve the purchase agreement between the City of Santa Cruz and John R. Giottonini and authorize the purchase of parcels #007-422-04; 007-422-15 and 007-422-16.



**Consent Agenda (continued)**

19. Paint Truck Purchase - Budget Adjustment. (PW) (P&R)

Resolution No. NS-28,306 was adopted transferring funds and amending the FY 2011 budget in the amount of \$36,243.52 to partially fund the purchase of a replacement paint truck.

20. Purchase of Six (6) Replacement Police Patrol Vehicles - Authorization to Award. (PW)

Motion carried to accept the bid of North Bay Ford of Santa Cruz, CA for six (6) police patrol vehicles in the amount of \$134,502.54 and authorize the City Manager to execute an agreement in a form approved by the City Attorney with North Bay Ford and reject all other bids.

21. Safe Routes to School Grant Acceptance and Budget Adjustment - Gault School Sidewalk Infill Project (c401113). (PW)

Motion carried to authorize and direct the City Manager to accept the Safe Routes to School (SR2S) Grant Award for the Gault School Sidewalk Infill Project (c401113).

Resolution No. NS-28,307 was adopted appropriating/transferring funds and amending the FY2011 budget in the amount of \$444,963 for the State Safe Routes to School Cycle 9 Program Grant to Gault School Sidewalk Infill Project and \$49,440 for the local match, for a total project cost of \$494,403.

22. Sewer Cleaning Truck - Budget Adjustment and Bid Award. (PW)

Resolution No. NS-28,308 was adopted transferring funds and amending the FY 2011 wastewater budget in the net amount of \$259,895 to fund the purchase of one sewer cleaning truck.

Motion carried to award the bid to Municipal Maintenance Equipment, Inc. of Sacramento, California in the amount of \$300,030.

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

**Consent Agenda (continued)**

23. Cowell's Beach Stairs Rehabilitation - Budget Adjustment. (PW)

Resolution No. Ns-28,309 was adopted appropriating funds and amending the FY 2011 budget in the amount of \$84,000, ratifying the rehabilitation of the Cowell's Beach Stairs.

24. Santa Cruz World Surfing Reserve - Resolution of Support. (CN)

Resolution No. NS-28,310 was adopted supporting the establishment of a Santa Cruz World Surfing Reserve.

**End Consent Agenda**

**General Business**

25. Local Purchasing Preference - Research and Development of Draft Ordinance for Future Consideration. (CN)

Action

Councilmember Lane moved, seconded by Councilmember Mathews, to direct staff to research and assess the implications of an enhanced local preference in City of Santa Cruz purchasing and to return to the City Council within four months with a draft ordinance or other recommendation; including further direction to staff to continue exploring options for joint purchasing with other jurisdictions. The motion carried unanimously (Vice Mayor Coonerty absent).

### **Public Hearings**

26. Ordinance No. 2010-24 - Ordinance Amending Section 1.01.010 and Adding Section 1.01.035 Pertaining to Repealing of Outdated Codes Adopted by Reference and Granting Publication Authority to Code Publishing Company.  
(CC)

Mayor Rotkin opened the public hearing at 4:16 p.m.

There was no public comment.

Mayor Rotkin closed the public hearing at 4:16 p.m.

#### Action

Councilmember Mathews moved, seconded by Councilmember Beiers, to pass for final adoption Ordinance No. 2010-24. The motion carried unanimously (Vice Mayor Coonerty absent).

27. Residential Rental Inspection Program Fees. (PL)

#### Action

Councilmember Lane moved, seconded by Mayor Rotkin, to continue this item to the meeting of January 11, 2011. The motion carried unanimously (Vice Mayor Coonerty absent).

### **General Business**

28. Council Meeting Calendar

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

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

**General Business (continued)**

29. City Attorney Oral Report on Closed Session.

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

1. Claimant: Dana O'Brien
2. Claimant: Silvia V. Quintero
3. Claimant: Ethan Shenkman
4. Claimant: Pacific Bell Telephone Co.
5. Claimant: Pacific Gas & Electric
6. Claimant: Patricia Cross
7. Claimant: AT&T Mobility LLC/New Cingular Wireless PCS LLC
8. Claimant: Engineering Soil Repairs, Inc.
9. Claimant: Steve Hoberg  
Claims Against: City of Santa Cruz

Claims 1 – 7 were not discussed. Claims 8 and 9 were authorized for settlement.

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

1. 1120 Pacific Avenue Lease Negotiations (La Playa-Del Mar Building - City of Santa Cruz Redevelopment Agency-Owner)  
RDA Negotiator: Bonnie Lipscomb  
APN: 005-153-10
2. 705 Woodrow Avenue Lease Negotiations (City of Santa Cruz-Owner, Garfield Branch Library Cell Tower Lease)  
City Negotiator: Bonnie Lipscomb  
APN: 004-173-09

Council received a status report and instructed the negotiator.

**General Business (continued)**

29. City Attorney Oral Report on Closed Session.

C. 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

Items 1 and 2 were not discussed.

D. Conference With Legal Counsel - Anticipated Litigation (Government Code §54956.9).

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

2 cases were discussed.

E. Personnel Session (Government Code §54957).

City Council Appointment of Interim City Clerk.

Tom Graves was appointed the Interim City Clerk.

F. Public Employee Performance Evaluations (Government Code §54957).

City Council's performance evaluation of City Manager  
City Council's performance evaluation of the City Clerk

Council conducted a performance evaluation of the City Manager.  
Council did not conduct a performance evaluation of the City Clerk.

30. 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.

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

**Adjournment** — At 4:25 p.m., the Redevelopment Agency adjourned from the regularly scheduled meeting of December 14, 2010 to the next regularly scheduled meeting on January 11, 2011, 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

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Michael Rotkin  
Chair

Attest

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Bonnie Lipscomb  
Executive Director



## CITY COUNCIL AGENDA REPORT

DATE: January 4, 2011

AGENDA OF: January 11, 2011

DEPARTMENT: City Council

SUBJECT: APPROVING AND APPOINTING REPRESENTATIVES TO OTHER  
AGENCIES, GROUPS, COUNCIL COMMITTEES AND TASK  
FORCES. (CC)

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RECOMMENDATION: Motion to appoint or nominate representatives to other agencies, groups, Council committees and task forces.

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DISCUSSION: Each year, the Mayor appoints, or nominates for appointment, Councilmembers to serve on other agencies, groups, Council Committees and task forces. I am requesting that Council approve the appointments and nominations as presented.

FISCAL IMPACT: Approval of the above recommendation has no fiscal impact.

Submitted by:  
Ryan Coonerty  
Mayor

Attachment: Appointments and Nominations list

**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 agendized 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.

<b>Name of Agency/Organization</b>	<b>Currently Serving</b>
Association of Monterey Bay Area Governments (AMBAG)	L. Robinson, T. Madrigal (alternate)
City of Santa Cruz/Soquel Creek Water District (SqCWD) Desalination Project	D. Terrazas, D. Lane R. Coonerty (Alt.)
City Schools Committee	T. Madrigal, R. Coonerty, H. Bryant
Community Action Board	T. Madrigal, David Sweet (alternate)
Community Programs Committee	R. Coonerty, L. Robinson, H. Bryant
Conference and Visitors' Council	L. Robinson, D. Terrazas
Cultural Council Board City Representative	K. Beiers
Downtown Management Corporation	L. Robinson, H. Bryant
Economic Development Council (Mayor/Vice Mayor)	R. Coonerty, H. Bryant
Library Joint Powers Authority Board	K. Beiers, D. Terrazas
Library Financing Authority	D. Terrazas
Local Agency Formation Commission (LAFCO)	D. Lane
Monterey Bay Unified Air Pollution Control District	2011 City of Capitola
Public Safety Committee	D. Lane, L. Robinson, D. Terrazas
Sanctuary Inter-Agency Task Force	K. Beiers, R. Coonerty
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	D. Terrazas, Alan Schlenger (alternate) Bob Nelson, Mary Arman (alternate)
Santa Cruz Metropolitan Transit District Board	L. Robinson, H. Bryant
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.





## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Finance

SUBJECT: Award Contract for Janitorial Supplies. (FN)

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**RECOMMENDATION:** Motion to accept the proposal of Staples Advantage (Newark, CA) for janitorial supplies, and authorize the City Manager to execute an agreement in a form approved by the City Attorney with Staples Advantage for janitorial supplies, rejecting all other proposals.

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**BACKGROUND:** In previous years, janitorial supply purchases were managed by each City facility. By combining our purchases into a single citywide contract for janitorial supplies, the City will benefit through lower pricing with volume purchasing and more efficient contract management. This will also give the City an opportunity to standardize on recycled content paper products and environmentally safe cleaning chemicals.

**DISCUSSION:** A formal Request For Proposals (“RFP”) for janitorial supplies was distributed via email to known vendors and advertised on the City’s web site beginning September 21, 2010. Sealed proposals were received until 11:00 a.m. on October 28, 2010 and the results are listed in the attachment entitled Request For Proposals Results for Janitorial Supplies.

**AWARD RECOMMENDATION:** The Purchasing Division recommends awarding the contract to the best value vendor, Staples (“Staples”) Advantage. Proposals were scored according to the criteria listed in the RFP document and included:

- an evaluation of the proposer’s ability to execute the contract requirements;
- an evaluation of the proposer’s ability to support the current operational needs of the City in regards to existing dispensers, delivery, ordering, and customer service;
- an evaluation of the proposer’s environmental, social, and local economic impacts;
- an evaluation of the proposer’s offers to provide additional support services to the City; and
- a 1.5% Local Supplier's pricing preference given to Coast Paper & Supply.

A four-member evaluation committee determined that Staples is the most responsive and responsible respondent whose proposal is the most economical to the requirements of the City. The new contract is for a one-year term and contains an option to renew annually.

FISCAL IMPACT: The first year contract term cost is estimated at \$133,500. This represents an average cost savings of 11% per order. The City spent over \$150,000 in the last 12 months for janitorial supplies and will save over \$16,500 annually with this new contract. Funds for janitorial supplies needed during the remaining 2010-2011 fiscal year are already budgeted and will be included in the 2011-2012 fiscal year operating budget.

Prepared by:  
Malissa Kaping  
Buyer II

Submitted by:  
Jack Dilles  
Finance Director

Approved by:  
Martin Bernal  
City Manager

ATTACHMENTS:  
Request for Proposals for Janitorial Supplies  
Agreement



## Request For Proposals Results Janitorial Supplies: RFP Tabulation

The City of Santa Cruz has concluded the evaluation of the responses to the Request For Proposals (“RFP”) for Janitorial Supplies. The proposals were reviewed, evaluated, and scored according to the criteria listed in the RFP. This contract is scheduled to be awarded to Staples Advantage during the January 11, 2011 City Council meeting based on the following results:

Vendor	Criteria 1: Pricing	Criteria 2: Contract Execution	Criteria 3: Desired Qualifications	Criteria 4: Environment and Sustainability	Criteria 5: Value Added Services	Final Score
Staples Advantage	48.3	10.3	10.0	5.8	6.4	80.8
Mid Valley Supply	50.0	9.6	9.2	6.3	4.4	79.5
Coast Paper & Supply (bid with alternative)	49.4	9.8	9.6	5.9	4.1	78.8
Coast Paper & Supply (bid 1)	47.7	9.8	9.6	5.9	4.1	77.1
Clean Source (bid with alternative)	46.4	9.3	8.3	5.4	3.8	73.2
Clean Source (bid 1)	42.4	9.3	8.3	5.4	3.8	69.2
W W Grainger	37.5	10.1	8.8	3.6	5.1	65.1
Zep, Inc	30.0	10.1	8.6	4.8	5.7	59.2
R S Hughes Co	Incomplete					0

THIS AGREEMENT made and entered into this 11th day of January 2011 by and between the CITY OF SANTA CRUZ, a Municipal Corporation, hereinafter called "City" and Staples Advantage, hereinafter called "Vendor";

IT IS AGREED:

That for, and in consideration of, the covenants and agreements herein contained, and the payments at the prices stated in the bid proposal, exhibits and addendum attached hereto, and by this reference made a part hereof, Vendor hereby covenants and agrees to furnish any and all required services as set forth in the attached 9 page "Agreement for Janitorial Supplies" dated January 2011 and the attached 17 page proposal dated October 28, 2010. Vendor will bear any and all other expense necessary or incidental to the performance of the work specified herein, and will furnish janitorial supplies at the prices and discounts stated in the attached 15 page "Price List," dated September 2010 and 2 page "Staples Confirmation of UOM & Pricing", and will do everything required by this Agreement for the furnishing of janitorial supplies.

STAPLES ADVANTAGE

By \_\_\_\_\_

Date \_\_\_\_\_

APPROVED AS TO FORM:

By  CITY ATTORNEY

Date: 12-16-10

CITY OF SANTA CRUZ,  
a Municipal Corporation

By \_\_\_\_\_

Date \_\_\_\_\_

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## 1. SPECIFICATIONS

### 1.1 Summary Scope of Services

This agreement is for the purchase of janitorial supplies as needed. Products shall be provided as set forth in the response to the Request for Proposals submitted October 28, 2010. Items shall include paper towels, bath tissue, garbage liners, and miscellaneous cleaning supplies; typical items ordered are listed in the Price List.

Delivery locations are throughout the County, see Attachment A for a complete list. Frequency of orders shall vary per location; some locations may require weekly deliveries (such as the Corporation Yard), some may be less frequent (such as the Boulder Creek Library). Delivery shall be expected on the next business day after orders are placed; regardless of ordering frequency.

### 1.2 Brand Requirements

Any manufacturers' names, trade names, brand names, or catalog numbers used in the specification are there for the purpose of establishing and describing product size, product volume, and quality. The determination as to whether any substituted product is, or is not, equal shall be made by the City.

#### 1.2.1 Equal item substitutions

Any item included in the proposed Price List, section 9, containing a brand that is of equal size, volume, and quality shall be represented as an "equal" and not as the "same."

#### 1.2.2 Alternative item substitutions

Any item included in the proposed Price List, section 9, containing a brand that is not of equal size, volume, and quality shall be represented as an "alternative" item and not as an "equal."

The successful vendor shall not be allowed to make unauthorized substitutions after award is made.

### 1.3 Order Process

Orders shall be placed individually by various City facilities. On-line ordering is preferred; however, the City shall require other methods for ordering for City staff that do not have regular access to the internet. If an order form is necessary, it shall be mutually designed by the vendor and the City.

The City shall not be subject to any minimum order requirements.

### 1.4 Delivery

Delivery is FOB Destination and regular deliveries shall be at no additional charge to the City. The City has 28 delivery locations; some locations shall require weekly deliveries, some shall be less frequent. The City does not have a central warehouse and all deliveries shall be inside deliveries. Hours open vary per facility and are subject to change.

The delivery person must wait until City staff is available at the delivery location and identify him/herself. The delivery person must get a signed receipt for all deliveries.

Repeated delayed or partial deliveries shall be interpreted as failure to meet contractual obligations and may be cause for cancellation of the contract. In the event the contract must be cancelled, the purchaser reserves the right to exercise all available remedies afforded by the Uniform Commercial Code including, but not limited to, the recovery of incidental and consequential damages.

Surcharges not set forth in the contract resulting from this solicitation shall not be paid. The City may consider requests to pay fuel surcharges when the price of crude oil is inflated; however when the price of crude oil decreases fuel surcharges not set forth in the contract resulting from this solicitation shall not be paid.

Back-ordered items shipped directly from manufacturer shall not result in additional cost to the City.

#### 1.4.1 Delivery Restrictions at the Santa Cruz Wharf

Delivery vehicles shall not exceed the wharf's weight restriction of 8 tons.

#### **1.4.2 Delivery Acceptance Hours**

Hours open vary per facility and are subject to change. Current open hours are listed on Attachment A, "...Delivery Locations..." Vendor shall maintain process for ensuring that deliveries occur during hours open. Deliveries shall not be left at a facility unless accepted by City staff.

#### **1.5 Packaging**

All items shall be new and in the manufacturer's individual original, standard package, clearly marked as to contents.

#### **1.6 Packing List**

Each delivery shall include a complete packing list. The packing list shall include name of City employee placing order, delivery location, City account number, date, items delivered, and items backordered.

#### **1.7 Material Safety Data Sheets (MSDS)**

Vendor shall provide MSDS forms as required by the Occupational Safety and Health Administration (OSHA).

#### **1.8 Adequate Stock**

The vendor shall maintain an adequate inventory of janitorial supplies in order to accommodate City's needs throughout the term of the contract. Failure to maintain adequate stock may be deemed a breach of contract and may result in termination of the contract.

##### **1.8.1 Alternative Sources**

Orders for all items covered in this contract shall be placed with the Vendor. In the event the Vendor is unable to supply the item(s) when needed, the City reserves the right to order the item(s) from any source offering the lowest price and the needed availability. Any such items shall be ordered from the Vendor the next time they are required. Recurring instances of stock-out may be cause for contract cancellation.

#### **1.9 Dispenser Replacement Needed for Contract Implementation**

As stated in the Vendor's proposal, replacement dispensers shall be provided to the City for substituted items if the substituted item does not fit existing dispensers. Replacement dispensers shall be provided at no charge and shall be owned by the City. Dispensers shall be delivered in approximately 10-14 days of request. Vendor shall assist the City with installation of these dispensers, if requested by the City.

#### **1.9 Return Policy**

The successful vendor shall accept the return of unused items as described in the vendor's proposal.

#### **1.10 Retail Store**

If vendor has a retail store located within the County of Santa Cruz, City employees shall make occasional purchases there. Any item bought by the City at the retail store shall be billed at the price listed in the successful vendor's Price List.

#### **1.11 Catalogs**

The vendor shall furnish a sufficient number of current catalogs to meet the requirements of the City. Catalogs are to be delivered to each delivery location. All catalogs shall be at no charge to City. The City prefers the vendor to issue a custom catalog of the City's contract items, if possible, and to also provide such list on the internet for on-line ordering.

#### **1.12 Applicable Council Policies**

The Santa Cruz City Council established several Council Policies that affect the City's janitorial supply purchases.

**1.12.1 Recycled Paper and Paper Products, Council Policy 29.9**

Preference shall be given to the purchase of recycled paper products whenever the cost is within 15% of the cost of virgin paper products.

**1.12.2 Polystyrene Foam Plastic Products – Prohibition, Council Policy 29.11**

City staff is prohibited from purchasing polystyrene foam plastic products (incidental packing materials excluded).

**1.12.3 Energy Efficient Products, Appliances, and Equipment, Council Policy 29.13**

This policy directs staff to purchase energy efficient products when cost effective and consistent with operational needs.

**1.12.4 Fair Trade Certified Coffee, Council Policy 29.14**

Preference shall be given to the purchase of Fair Trade Certified coffee whenever the cost is within 10% of the cost of other coffee.

**1.13 Emergencies**

Vendor shall provide the name and contact information of a representative who shall be available 24 hours a day, 7 days a week, in the event of an emergency. During the emergency, Vendor shall provide the City of Santa Cruz with all available supplies, materials, equipment and/or services on a priority basis.

The City expects initial delivery to occur within 4 hours of order placement and may be required during evenings, weekends, and holidays. Time is of the essence for delivery. Delivery location(s) and estimated arrival shall be mutually agreed upon, by the City and vendor, at time of order and shall be determined based on need and existing conditions. It is understood that current conditions, such as power outages, road closures, and damages to the vendor's facility and/or equipment, shall be taken into consideration.

**1.14 Exclusions**

Excluded from this specification are all items purchased separately on other City contracts (i.e. supplies provided through existing Janitorial Services contract and Auto Part supplies), packaging supplies, building maintenance supplies, safety supplies, and food utensils. The City also reserves the right to bid separately any item or items where it is determined by the Purchasing Manager that:

1. A substantial savings in cost shall result due to a large quantity purchase, or
2. The commodity is not appropriately classified under this contract.

**2. TERMS AND CONDITIONS****2.1 Insurance**

1. Without limiting the foregoing in any way, vendor shall carry standard form Commercial Automobile Liability Insurance acceptable to the City in an amount not less than One Million Dollars per occurrence combined single limit Bodily Injury and Property Damage coverage.
2. For all insurance provided above; policies shall provide that the same cannot be canceled except upon thirty days' written notice to City.
3. Insurance provided above shall name the City of Santa Cruz, its officers, agents and employees as an additional insured and shall include cross liability in favor of the City, its officers, agents and employees.
4. A certificate of insurance shall be furnished to the City as evidence of the above coverages and conditions prior to the commencement of work. Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.
6. Vendor agrees to provide City at or before the effective date of this contract with a certificate of insurance of the coverage required. The certificate shall be sent to City of Santa Cruz Risk & Safety Management, 809 Center St Rm 7, Santa Cruz, California, 95060.

**2.2 Indemnification**

Proposer agrees to indemnify, defend, and hold harmless the City, its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner from proposer's negligence, recklessness, or willful misconduct in the performance of this agreement.

### **2.3 Liquidated Damages**

The parties agree that in litigation or arbitration resulting from either party's breach, the amount of loss would be extremely difficult or impracticable to prove. Accordingly, the parties wish to make a commercially reasonable estimate of the damages they would incur in the event of a breach by the other party and to establish that estimate as liquidated damages. In the event of a breach by the seller, the buyer shall recover as liquidated damages and as the buyer's exclusive remedy for the seller's breach, the amount of \$50.00 per day for failure to deliver or perform within the specified time limit.

### **2.4 Assignment**

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

### **2.5 Safety**

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

### **2.6 Government Regulations**

Vendor shall comply with all federal, state, and local regulations/ licenses/ permits related to providing janitorial supplies. This includes, but is not limited to, maintaining a current City of Santa Cruz Business Tax Certificate as explained in paragraph 4.15.

### **2.7 Subcontractors**

Work shall not be subcontracted without prior approval of the City. If at any time, the City determines any subcontractor is incompetent or undesirable, Vendor shall be notified and shall take immediate steps for cancellation of the subcontract.

### **2.8 Pricing**

The City reserves the right to obtain competitive quotes for contract items. The successful vendor may offer to match the lower price. If the successful vendor is not consistently the low bidder for contract items, the City reserves the right to terminate the contract.

In addition to discounts offered on the Price List, the vendor shall pass on all manufacturers' special discounts or programs. Should the vendor at any time during the life of this agreement sell the same materials or service under similar quantity and delivery conditions to any one else at prices below those quoted to the City, such lower prices shall be immediately extended to the City. Such changes may be made retroactive if appropriate.

Pricing for all non-contract items shall be as stated in the successful vendor's Price List, section 9.

### **2.9 Term of Contract**

The term of the contract shall commence upon full execution of contract and continue for a period of one year, plus any plus any renewals agreed to by the parties.

### **2.10 Contract Renewal**



At the option of the City, this contract may be renewed annually under the same contractual terms and conditions and at the same price or price basis. On each anniversary date, the City may consider Vendor requested price increases. Increases may not exceed the previous 12 month change in the San Francisco-Oakland-San Jose Consumer Price Index (all items, not seasonally adjusted, for all urban consumers) or percentage increases in firm's published prices, whichever is lower. In all cases, the City may cancel the contract if a requested price increase is not acceptable.

### **2.11 Termination of Contract**

Both parties shall have the right to terminate this contract at any time, without further charge or expense, upon giving thirty days written notice to the other party.

### **2.12 Payment**

The City issues payment to the Vendor approximately thirty days after receipt of the commodity (merchandise and/or service) and the correct original invoice, whichever arrives last; the net payment period and cash discount period shall extend to the date that the invoices are paid. Invoices are processed for payment once every two weeks. It is understood and agreed that no additional charge shall accrue against the City if the City does not make payment within any time specified by the vendor.

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

The City reserves the right to audit contractor's records when deemed necessary to verify correct pricing. Should the Vendor become delinquent with any fees, assessments or charges due to the City, the City shall reduce any amount owed to the seller by the delinquent amount owed to the City.

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

### **2.13 Usage Report**

Upon request, the successful vendor must provide a report of items purchased by the City for the previous six months. This report shall be in order of most frequently ordered items to the least frequently ordered items. The following information must be included in the report: product description (including brand name and manufacturer item number), total quantity ordered for the period, and total amount spent on the item for the period.

### **2.14 Optional Piggyback Provision**

Vendor indicated in its proposal a willingness to extend the pricing, terms and conditions of this agreement to other government agencies. Interested agencies may enter into a separate agreement with the Vendor for the purchase of the same commodities based on the terms, conditions, and prices, offered by the Vendor to the City of Santa Cruz for this agreement. Minor changes in terms and conditions may be negotiated by interested agencies and the Vendor.

### **2.15 City of Santa Cruz Business Tax Certificate**

Vendor shall maintain a current City of Santa Cruz business tax certificate if:

1. Vendor is located in the City of Santa Cruz;
2. Shall physically work in the City of Santa Cruz; or
3. Shall use company vehicles to deliver within the City of Santa Cruz.

For additional information and licensing requirements, please call the Revenue and Taxation division at 831/420-5070.

### **2.16 Civil Rights Compliance/Equal Opportunity Assurance**

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

**2.17 MacBride Principles and the Peace Charter**

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

**ATTACHMENT A: REGULAR DELIVERY LOCATIONS FOR JANITORIAL SUPPLIES**

The following is a partial list of City facilities; locations listed are those that purchase janitorial supplies on a regular basis. Delivery locations indicated in this solicitation are based on past experience and expected future need. Actual delivery locations are subject to change during the contract term; however, no price adjustments on contract items shall be allowed as a result of changes in delivery locations.

	<u>Location</u>	<u>Address</u>		<u>Delivery Times</u>
1.	Civic Auditorium	307 Church St	Santa Cruz	
2.	Corporation Yard	1125 River St	Santa Cruz	
3.	Fire Station #1	711 Center St	Santa Cruz	
4.	Fire Station #2	1103 Soquel Ave	Santa Cruz	
5.	Fire Station #3	335 Younglove Ave	Santa Cruz	
6.	Landfill / Recycling	605 Dimeo Lane	Santa Cruz	
7.	Library Headquarters	117 Union	Santa Cruz	
8.	Library – Aptos Branch	7695 Soquel Dr	Aptos	M-Th, 10:30am – 7pm Sat, 10:30am – 5pm
9.	Library – Boulder Creek Branch	13390 W Park Ave	Boulder Creek	M&T, 12:30pm – 6pm W, 10:30am – 6pm Sat, 12:30pm – 5pm
10.	Library – Branciforte Branch	230 Gault St	Santa Cruz	T, 9:30am – 6pm W, 12:30pm – 5pm Sat, 10:30am – 5pm
11.	Library – Capitola Branch	2005 Wharf Rd	Capitola	T, 10:30am – 7pm Th, 10:30am – 7pm Sat, 10:30am – 5pm
12.	Library – Central Branch	224 Church St	Santa Cruz	Sun, 12:30pm – 5pm M-Th, 9:30am – 7pm Sat, 9:30am – 5pm
13.	Library – Felton Branch	6299 Gushee St	Felton	T, 12:30pm – 6pm Th, 10:30am – 6pm Sat, 8:30am – 12pm
14.	Library – Garfield Park Branch	705 Woodrow Ave	Santa Cruz	M, 12:30pm – 6pm W, 12:30pm – 6pm Th, 9:30am – 6pm
15.	Library – La Selva Beach Branch	316 Estrella	La Selva Beach	T, 12:30pm – 7pm Th, 9:30am – 6pm
16.	Library – Live Oak Branch	2380 Portola Dr	Santa Cruz	Sun, 12:30pm – 5pm M&W, 10:30am – 7pm T&Th, 12:30pm – 5pm
17.	Library – Scotts Valley Branch	230-D Mt Hermon Rd	Scotts Valley	M, 12:30pm – 5pm T&Th, 9:30am – 7pm W, 10:30am – 7pm Sat, 12:30pm – 5pm
18.	Lifeguard Headquarters	1 Municipal Wharf	Santa Cruz	
19.	Loch Lomond Recreation Area	100 Loch Lomond Way	Felton	
20.	Louden Nelson Community Center	301 Center St	Santa Cruz	
21.	Park Shop	300 Evergreen	Santa Cruz	

22.	Parking Enforcement Office	190 Walnut Ave	Santa Cruz
23.	Parking Garage – Soquel/Front	601 Front St	Santa Cruz
24.	Parking Office	124 Locust St	Santa Cruz
25.	Water Administration	212 Locust St Ste A	Santa Cruz
26.	Wastewater Treatment Facility	110 California St	Santa Cruz
27.	Water Treatment Plant	715 Graham Hill Rd	Santa Cruz
28.	Wharf	21 Municipal Wharf	Santa Cruz

# **STAPLES** Advantage

October 28, 2010

Malissa Kaping, Buyer II  
City of Santa Cruz  
809 Center St Rm 101  
Santa Cruz, California, 95060

Dear Malissa Kaping:

Staples Contract & Commercial, Inc., operating as Staples Advantage ("Staples") is pleased to submit its response to the City of Santa Cruz janitorial supplies Request for Proposal.

Please note that Staples would like to request a mutual option to terminate this Agreement in whole or in part, for any reason, without cause, at any time, without further charge or expense, upon at least thirty (30) Calendar Days' prior written Notice to the other Party. The entire Staples Advantage® team is excited about the prospect of building a strong and trusting relationship with the City of Santa Cruz.

As you will see from our response document, our goal is to partner with you to craft a highly customized program — one that meets your purchasing, distribution, accounting, technology and Internet ordering needs. This tailored program will maximize both service and value for the City of Santa Cruz, just as it has for the many public agencies for which Staples' has re-engineered purchasing programs to eliminate hidden costs and structural barriers to efficiency.

We also know that designing the best program is only part of the solution. As a result, we have developed implementation programs that will provide a smooth transition, total cost management and 100% customer satisfaction for your organization. We will provide checklists, timelines, and the resources to make it all happen seamlessly.

Once your program is implemented, we will continue to monitor it carefully. Your dedicated sales team will use a closed-loop approach to achieve the highest-possible contract compliance rate within your organization. We will supply you with management reports and conduct periodic business reviews to ensure that your program is running efficiently and effectively.

We are confident that Staples Advantage is your best possible choice for:

- ◆ Exceptional Internet offerings
- ◆ A seamless, well-executed transition plan
- ◆ A customized invoicing system
- ◆ An aggressive cost-savings management program

In addition, we strive at all times to be the kind of company that we would like to work with...one with the core values that make us an industry leader. Staples Soul™ reflects our commitment to this corporate responsibility. It is a holistic approach to business that recognizes the close connection between our financial success and our desire to make a positive impact on our associates, communities and the planet by joining the following areas: diversity, the environment, our community, and ethics. We will use all of our human and technological assets to meet your needs while demonstrating our shared corporate values.

We invite you to review the attached materials. We remain confident that Staples Advantage is uniquely positioned and experienced to meet and exceed your needs.

Thank you in advance for your serious consideration. We look forward to the opportunity to be invited for a formal presentation and discuss in further details Staples' proposal

Sincerely,



Allison Grinstead  
Business Manager  
Staples Contract & Commercial, Inc., operating as Staples Advantage  
allison.grinstead@staples.com  
510-377-9328

SECTION 6: RFP COVER PAGE

1. Number of Copies

Submit one original and five copies of your proposal. See RFP section 3 for complete instructions.

2. Due Date

Proposals are due before October 5, 2010 at 11:00 a.m.

3. Proposal Submission

Deliver sealed proposals to the Purchasing Division, 809 Center St Rm 101, Santa Cruz, California, 95060.

4. City Contact

Malissa Kaping, Buyer II, phone: 831/420-5083, fax: 831/420-5312, email: mkaping@cityofsantacruz.com

5. Signed Acceptance

The undersigned, upon acceptance, agrees to furnish the following in accordance with terms and conditions as per City of Santa Cruz "Request for Proposals for Janitorial Supplies" dated September 2010.

Name of your organization: Staples Advantage

Address: 4601 Overlake Pl. Newark, CA 94560

Telephone Number: 510 377-9328

Fax Number: 877 579-9198

E-mail address: allison.grinstad@staples.com

Signature of Authorized Representative: Bill O'Connor

Printed Name of Authorized Representative: Bill O'Connor

6. Optional Piggyback Provision

If vendor is awarded contract, shall vendor extend contract terms and pricing to other government agencies?

Yes  No

7. Addenda

How many addenda were issued for this solicitation? 1

It is each vendor's responsibility to understand and comply with any addenda to this solicitation. Addenda may be posted on the City's website, [www.cityofsantacruz.com](http://www.cityofsantacruz.com), under Bidding Information or vendors may contact Malissa Kaping (contact information listed above) to determine whether addenda have been issued.

## SECTION 7: QUESTIONNAIRE

Answer all of the following questions. Any omission may be cause for rejection of proposal. Answers should be complete and in the order presented. A simple "yes" or "no" answer is not adequate.

### CONTRACT EXECUTION

#### Business History

1. Describe your company's history; be sure to include founding date (month and year), brief history of business, facility location(s), and key products/services offered.

Staples makes it easy for organizations around the globe to buy a wide range of office products, including supplies, janitorial, technology, furniture and business services. Founded in 1986, we have grown to become the world's largest business-to-business office supplier by consistently exceeding our customers' expectations for savings, compliance, and customer service.

#### **Company Milestones**

- 2009** – Rebranded Contract Division as Staples Advantage® globally
- 2008** – Acquired Corporate Express in July and became a truly global business, serving contract customers in North and South America, Canada, Europe, Asia and Australia
- 2007** – Opened 2000th Staples store in India
- 2006** – Begins operations in Taiwan as UB Staples® through a joint venture with UB Office Systems' subsidiary, UB Express
- 2005** – Unveiled our new corporate responsibility initiative "Staples Soul" and published our first Corporate Responsibility report; Premiered the Easy Button™ and a new American icon was born
- 2004** – Invests in Shanghai-based office delivery business, OA 365, to enter the Chinese marketplace; enters the Latin American market with the acquisition of Officenet, a Brazilian and Argentinean office products delivery business
- 2003** – "Staples. We make buying office products easy." is introduced as the new corporate brand promise, supported by the new tagline, "Staples. that was easy.®"
- 2002** – Becomes the world's largest seller of office supplies, with revenues topping \$11 billion; issues industry-first environmental paper procurement policy formalizing Staples' commitment to the environment
- 1999** – Launches StaplesLink.com® for contract customers
- 1997** – Announced naming rights deal for the STAPLES Center in Los Angeles
- 1996** – In 10 short years became a Fortune 500 company; only the sixth company in history to achieve \$3 billion in sales within 10 years of start-up
- 1993** – Launched Contract and Commercial division to serve multi-site organizations and Fortune 1000 businesses
- 1992** – Entered the European market
- 1991** – Help found Canada's first office superstore, The Business Depot LTD.
- 1989** – Raised \$36 million through an IPO
- 1986** – Invented the office products superstore concept with the opening of its first store in Brighton, Massachusetts

Staples has 35 fulfillment centers in the United States and over 1500 retail location. Our Newark fulfillment center at 6601 Overlake Place, Newark California will support the City of Santa Cruz.



2. Describe your company's stability; be sure to include number of employees and annual sales.

Staples' consistent financial performance has enabled us to continually invest in our programs, technology and people to stay ahead of our customers' evolving requirements. In 2009 our net sales were over \$24 billion. Staples employees over 91,000 people globally.

### **Financial Strength**

- Industry-leading buying power, supported by our \$24 billion in annual revenue
- Continually investing capital back into our business
- 20+ years of growth and stability
- Efficient supplier with low operational costs as a percentage of sales
- No. 101 on the Fortune 500 (up from #109 last year)

### **Staples, Inc. Year-by-Year Results**

Net Sales	\$24,275,451	\$23,083,775	\$19,372,682	\$18,160,789	\$16,078,852
Operating Income	\$1,382,345	\$1,371,928	\$ 1,548,249	\$1,463,069	\$ 1,234,081
Total Assets	\$13,717,334	\$13,073,055	\$ 9,036,344	\$ 8,397,265	\$ 7,732,720
Total Debt	\$2,500,329	\$1,968,928	\$ 342,169	\$ 316,465	\$ 527,608
Working Capital	\$2,392,448	\$951,704	\$ 1,945,484	\$1,642,980	\$1,664,637
Operating Expense as a % of Sales	21%	21%	21%	20%	20%

### **Adequate Stock**

3. Describe warehouse size and typical inventory – find sq ft mixing/Stockton/Newark?

Staples goes to great lengths to make sure that we stock the right assortment of products to meet our customers' needs. We use sophisticated inventory models to ensure that SKUs are stocked in the right fulfillment centers and in the right quantities. We continuously gather customer input to determine which products to include in future stocking models, even the slower-moving but necessary ones.

All of these efforts have contributed to Staples' high order fill rate (approx 98%) and next-business-day-delivery rate (approximately 98%). Our 35 fulfillment centers provided over 9.2 million square feet of committed space for customer order fulfillment and delivery.

4. How many items are available in your catalog?

Staples offers 3246 products available in our Facilities Catalog.

Turn-around Time

5. What is the typical turn-around time for an order of an in-stock item?

Staples will deliver in stock items next day when ordered before 5 pm.

Backorders

6. Describe back-order process; how quickly shall the City be notified of back-ordered items and what is a typical expected delivery time?

Backorders are rare. If a backorder situation does occur, customers will receive an e-mail notification from our Operations Support Department. Staples' fulfillment logic has the ability to source an item from the next closest fulfillment center or a wholesaler when a particular item is temporarily out of stock. This platform technology allows Staples to fulfill a high percentage of orders immediately. These items typically deliver within 24 to 48 hours when sourced through a wholesaler or nearest fulfillment center.

Quality Guarantees

7. What warranty shall be given to the City regarding defective items? Include a specific warranty period.

Staples will pass through all manufacturers' warranties to the City of Santa Cruz. Warranty time varies by product and manufacture. Staples will reasonably assist in coordinating the repair or replacement of the product by the manufacturer. Staples branded product is warranted for the lifetime of the product.

8. Describe any established "proactive" quality control procedures.

Our Quality control procedures are derived from the concept of the Perfect Order. The Perfect Order is an order delivered next day, without any substitutions and without any damaged wrong or missing items. From initial contact to customer delivery, we measure any gaps between actual performance and our service goals.

Our Quality Process tracks:

- Accurate shipments
- On-time delivery
- Complete shipments
- Efficient returns processing
- Accurate customer service & carrier cut-offs
- Performance to budget; associate satisfaction, awareness & communication.

In addition, the Staples North American Delivery (NAD) Quality approach includes:

- A vigorous Lean Six Sigma Process Excellence program operating across NAD to optimize customer satisfaction and efficiency
- Leveraging technology such as pick-to-light and KIVA robotic replenishment to reduce order processing errors
- Automated business and customer notification when quality process exceptions occur
- Comprehensive data collection and reporting on all customer shipments
- Visibility of every customer order from order entry to shipment delivery
- Customer satisfaction performance as a key component of the management bonus program, to ensure goal alignment and commitment to continuous improvement

9. Describe your return policy.

Staples strives to provide the best possible products and services to our customers. We gladly accept the return of stock merchandise within 30 days from the date of delivery. Large orders and merchandise returned after 30 days may be subject to a restocking fee.

References

10. Provide a list (a minimum) of three references that have purchased similar items/services from your business during the last year. Provide company or agency name, contact name, and phone number for each reference.

Joseph Griffin,  
Custodial Manager  
Lawrence Berkeley National Laboratory  
One Cyclotron Road  
Berkeley Ca 94720  
510-486-7281  
[Jegriffin@lbl.gov](mailto:Jegriffin@lbl.gov)

Blanche Bettinger  
Director of Purchasing  
County of Santa Cruz, GSD  
701 Ocean Street  
Santa Cruz, Ca 95060  
831-454-2721  
[blanche.bettinger@co.santa-cruz.ca.us](mailto:blanche.bettinger@co.santa-cruz.ca.us)

David Barber  
Custodial Manager  
San Jose State University  
1 Washington Square  
San Jose, Ca 95192  
[david.barber@sjsu.edu](mailto:david.barber@sjsu.edu)  
408-924-1938

**DESIRED QUALIFICATIONS**Existing Dispensers

As stated in section 2.1, Brand Requirements, the City may consider a substituted item as "equal" if it is of equal size, volume, and quality AND therefore, shall fit into the existing dispenser(s). A substituted item that does not fit into the existing dispenser(s) may be considered unacceptable. Substituted items may be tested by the City to determine acceptability.

11. Which items offered (in your proposed Price List, section 9), if any, might not fit an existing dispenser(s)?

The Items listed below will not fit in the City's existing dispenser(s):

- Soap #24 Dispenser Change Required
- Paper #18 Dispenser Change Required
- Supplies #2 & #3 Dispenser Change Required

12. What is your proposal regarding dispenser replacement?

Staples will replace the required dispenser(s) at no charge to the City of Santa Cruz.

Delivery

As stated in section 2.3, Delivery, the City shall prefer a vendor that shall make next business day deliveries and has a will-call pick-up location in the City of Santa Cruz for occasional orders.

13. Will deliveries be made by private company vehicle or via common carrier?

The City of Santa Cruz's deliveries will be made by a 3<sup>rd</sup> party distribution company who handles all of Staples deliveries in Northern California. Staples' partnership with our distribution company requires that Staples' high level of service be met and consistent for all customers.

a. If via private company vehicle, how many vehicles are in your fleet?-

Staples has 110 vehicles in our Northern California fleet.

b. If via private company vehicle, do you have an established route in Santa Cruz?

Yes. Staples has 10 established routes in Santa Cruz County.

14. Do you provide "Overnight" or "Same Day" delivery? How much is an additional charge for "Overnight" or "Same Day" delivery?

Staples provides "overnight" delivery at no additional charge when orders are placed before 5 pm. To account for added transportation costs and courier fees incurred on our end, we do require a separate charge for "same day" delivery requests. The charge for "same day" delivery will depend on the items ordered. This charge is waived, however, in the rare case of an error by Staples – for example, if the wrong item is sent and an end user needs that product replaced immediately. In addition, "same day" delivery costs can be negotiated as part of your program. If "same day" deliveries become a regular occurrence then we will discuss alternate solutions to streamline the city's current procurement process.

15. Where is your nearest retail and/or pick-up location?

The pickup location for the City of Santa Cruz is the Staples fulfillment center in Newark CA located at 6601 Overlake Place, Newark, CA 94560.

16. What are your normal business hours?

Our contract business customer service hours are – 5 am to 5 pm PST Monday through Friday.

Ordering

As stated in section 2.2, Order Process, on-line ordering is preferred; however, the City shall require other methods for ordering for City staff that do not have regular access to the internet. Preference shall also be given to vendors without a minimum order requirement.

Staples will not require a minimum order for the City of Santa Cruz.

17. Explain how City staff will place orders.

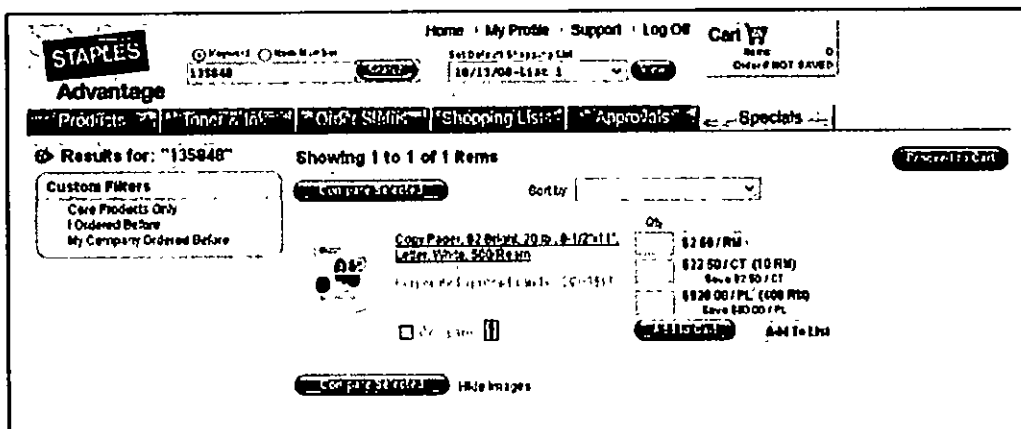
The City staff can place orders by phone, fax, mail, email, EDI or through Staples online ordering solution called EWay®. We have provided a brief description of EWay® below.

**Staples EWay®**

As the second largest internet retailer in the U.S., Staples has the unique expertise to customize an e-commerce solution for the City of Santa Cruz that will better control costs, streamline ordering processes, reduce ordering time, increase compliance to your program and minimize time spent on procurement.

Our key differentiators include:

- Award-winning proprietary ordering Web site (EWay®) with easy ordering features and robust procurement controls
- Ability to integrate seamlessly with nearly every third-party procurement platform or e-marketplace site within your time requirements
- Dedicated e-procurement teams who provide consultative support to design a solution that works for your unique needs
- 90% online ordering rate among customers – Supports a cost efficient and highly-compliant office supply program for City of Santa Cruz.



**Easy Ordering Tools**

Our ordering Web site provides your end users with an easy ordering experience and instant access to your organization's customized product assortment. Features include:

- Easy Search and Navigation – Quickly find products by entering a keyword or item number. Narrow your results by category, brand, previously ordered, recycled or MWBE
- Real Time Product Information – Check the availability and quantity of stocked products at the nearest fulfillment center and receive alternate product suggestions if product is out of stock or backordered
- Toner & Ink Finder – Quickly find toner and ink replacement products for your business machines simply by entering model # .
- Online Order Tracking and Status – Track orders, including the quantity of items ordered, delivery status and proof of delivery
- Customizable Print Materials – Customize print materials (such as business cards, business forms and envelopes) online with the ability to proof your items before ordering and have them delivered anywhere you want. Your Account Manager will work with you to load your pre-approved corporate templates online and have them accessible for customization via a convenient Custom Print tab.
- Online Returns – Returns are time consuming and add another level of cost. We make it easy by allowing you to process returns online
- Shopping Lists and Order History – Create and view your lists of frequently ordered items and locate previous orders in the past 13 months for faster re-ordering; shopping lists can be printed as a requisition form
- Saved Orders – Build and save orders for submission later – save multiple orders at a time
- Live Technical Support – Get quick resolution for your technical support questions using our online chat feature

The screenshot shows the Staples Advantage website interface. At the top, there is a navigation bar with links for Home, My Profile, Support, and Log Out. A shopping cart icon shows a total of \$3.82. Below the navigation bar, there are tabs for Product, Toner & Ink, Order Status, Shopping Lists, Approvals, and Specials. A main heading reads "To view an order, click the Order Number link. To search the orders, click Favor Orders. To perform an action, use the Tool icon." Below this, there are buttons for "View Order List" and "View Orders". The main content area features a table with the following data:

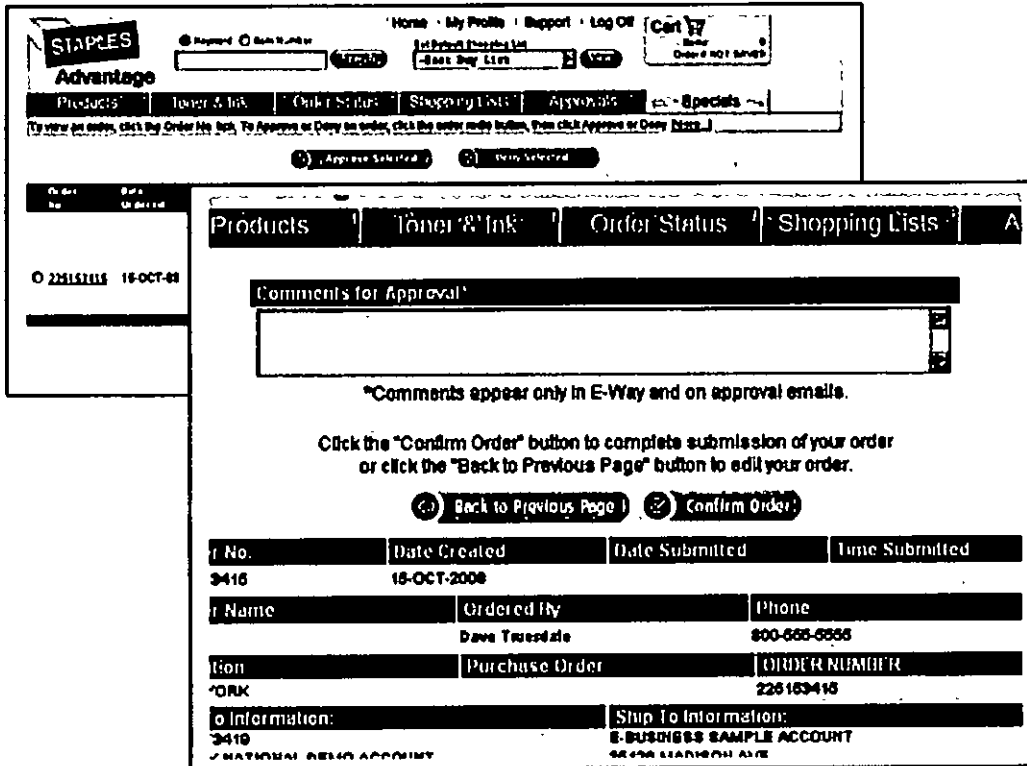
Order Number	Order Name	Date Created	Line #	Total	Status	Location	Order Attributes	Tools (p.c.)
225561871	NOT NAMED	10-26-08	1	\$3.82	SAVED	CORP-HO	225561871	[Icons]
224995395	Tuesday	10-13-08	0		SAVED	CORP-HO	224995395	[Icons]
224995223	Monday	10-13-08	2	\$58.26	SAVED	CORP-HO	224995223	[Icons]

At the bottom of the screenshot, there is a link that says "Staples Call Center Orders".

**Robust Procurement Controls**

We can customize EWay® to give you greater financial and administrative control over your organization's purchasing, whether integrated with your existing e-procurement systems or on its own. We offer:

- Approval Routing – Establish approval workflows to keep track of account expenditures by user/departments



- Express Order Templates, aka Shopping Lists – Take the guesswork out of employee ordering and help increase program compliance by creating standardized lists of approved supplies for all your locations
- Small Order Controls – As part of our ongoing efforts to help you maximize order efficiencies, we'll help you implement "minimum order threshold" controls that prevent users from placing orders under a minimum amount
- Customization Features – We can customize your platform with special instructions and messages to help keep users in program compliance and make sure each order contains key business identifiers like purchase order number, cost center information and GL codes

**Scalability**

If City of Santa Cruz suddenly has a surge in new hires, or you acquire a new division, your Staples team is ready for it. EWay® is absolutely scalable, giving you the room and flexibility to grow as much and as quickly as your business dictates. We have the infrastructure in place to handle the ordering needs of additional users without risking Web site performance. We continually analyze and forecast future site capacity levels and plan for additional volume months in advance. And we conduct stress tests on a regular basis to ensure the site's performance is optimized and that the speed of the site is at standard levels – or better.

18. Will there be any minimum order requirements or other requirements effecting City purchases? although preference given to no minimum order requirement.

Staples will not require a minimum order for the City of Santa Cruz.

19. Do you offer quantity or volume discounts? If yes, describe guidelines and program.

Staples has endeavored to provide the City of Santa Cruz with the most competitive pricing upfront and decided build all the discounts directly into the pricing. This way the City will enjoy the savings every time an order is submitted.

#### Customer Service

20. Will the City be assigned a specific service representative to respond to questions for orders and billing?

Yes, the City of Santa Cruz will be assigned a dedicated account manager- Mark Homen. Mark is supported by an experienced facility solution specialist team. Mark and his facility solution team will work together to ensure that all the City's needs are met.

One of the chief reasons Staples Advantage customers prefer to work with Staples is the level of attention they can count on from their Staples' Account Manager.

Our key account management differentiators include the following:

- One convenient point of contact, your Staples Account Manager, for all your program and service needs that:
  - Serves as the City of Santa Cruz's dedicated business partner, providing consultative support to help you maximize savings and improve service performance over time
  - Conducts regular Business Reviews to ensure that our program is always aligned with City of Santa Cruz's changing needs
  - Is not responsible for developing business with new customers, which means they are 100% focused on serving the needs of existing customer programs
- Dedicated support from our Field Marketing team who will work collaboratively with the City of Santa Cruz and your Account Manager to:
  - Develop customized communication campaigns and materials to help maximize compliance to your Staples program
  - Help ensure that your end users are practicing purchasing behaviors that promote the most cost efficient program possible
- A team of expert and responsive customer service representatives who:
  - Provide knowledgeable and consistent support for your end users
  - Are empowered to solve customer problems on the first contact
- Relentless focus on program improvement:
  - As a low total delivered cost supplier, we are continuously looking for ways to improve and enhance City of Santa Cruz's program performance and savings
  - Our Account Management performance goals are directly tied to our ability to create the most cost effective program for you
  - Our best-in-class reporting tools give us unparalleled access to key spend and purchase data which we use to identify improvement opportunities



21. Will you provide each delivery location with a custom catalog of the City's contract items?

To support the City's green initiative Staples can develop an online custom shopping list that can serve as an online custom catalog. However if the city requires, Staples can provide a hard copy custom catalog.

22. How would you assist the City in complying with our Council Policies (see section 2.11)?

Staples can easily assist the City in complying with Council Policies in section 2.11 because these policies align well with Staples' commitment to the environment and good corporate citizenship – what we call **Staples Soul**. To learn more about Staples Soul please visit our website:

<http://www.staples.com/sbd/content/about/soul/environment.html>

In Staples' printed catalog as well as our online solution the City will notice items with recycled content that are easily identified with the recycled icon - ♻️. In addition Staples' full descriptions of products – including fair trade and energy efficient items – make it easy for city employees to direct their purchases towards or steer away from specific items as outlined in section 2.11.

Mark Homen, your dedicated Account Manager will help drive compliance to the council's policies by constantly educating the City's end users about these products. During the Quarterly Business Reviews, Mark will identify and report to the City all the purchases made within the categories outlined in 2.11 and will make recommendations to further help with the City's initiatives.

#### **ENVIRONMENTAL CONSERVATION AND SUSTAINABLE LIVING**

23. The City is concerned with delivery miles driven using traditional fuel vehicles. Approximately how many miles is your distribution center from City Hall at 809 Center St in Santa Cruz?

The distance from the Staples fulfillment center to city hall is 50 miles. Staples shares the City's concern for the environment and CO<sub>2</sub> emission that is why Staples has invested in alternative energy and fuel options. To reduce fuel consumption and lower carbon dioxide (CO<sub>2</sub>) emissions, Staples is advancing its commercial delivery fleet by introducing new all-electric, class six trucks. The new addition to Staples' delivery fleet will consist of 41 trucks with 30 operating in California, 10 in Ohio and one in Missouri.

Staples currently operates two diesel-electric hybrid delivery trucks and in July 2009 introduced the industry's first all-electric, emissions-free delivery truck that can travel 100 miles on a single battery charge. We're planning to have as many as 100 plug-in electric vehicles on the road by 2011 which would represent 5% of our delivery fleet. In the meantime through initiatives that include limiting the top speed of our trucks to 60 mph and installing idle limiting equipment to vehicles Staples saves over 810,000 gallons annually. We continue to optimize delivery routes to reduce mileage, fuel use and emissions.

- a. Does your business use alternative fuel delivery vehicles? If yes, provide details regarding vehicle type(s), miles driven, and percent of deliveries made using such vehicle(s).

Staples is advancing its commercial delivery fleet by introducing 30 new all-electric, class six trucks in California. Staples' new all-electric delivery trucks are part of an ongoing fuel efficiency initiative, started in 2006, to achieve a 40 percent improvement in fleet fuel economy by 2015. Having achieved a 30 percent improvement in fuel efficiency to-date, Staples is now working toward the goal of improving fuel economy by 10 percent with additional reductions in its carbon footprint. The all-electric trucks (the Newton) are manufactured by Smith Electric Vehicles. The initial phase of Staples' fuel efficiency initiative was conducted from 2006 through early 2010, resulting in MPG improvements of 30 percent from an industry standard 8.1 MPG to 10.1 MPG and a reduction of about 9,000 metric tons of CO<sub>2</sub>. Additional details, miles driven and percent of deliveries made are not yet available.

24. Do you pick up used or empty packaging materials for reuse or recycling?

Staples engages with recycling partners in some parts of the US to collect and recycle packaging materials from Staples customers but these services are not currently available in Northern California.

- a. The City has considered using re-usable totes for deliveries; describe any experience your company may have had with this.

Staples has a pilot program currently with a University on the east coast. The customer is happy with Staples' program however the losses of the totes are high. Staples has engaged a research group from MIT to determine if this is in fact a more or less sustainable solution given the losses.

25. Do you use molded paper or cardboard substitutes for polystyrene and Styrofoam?

Yes. Staples use molded paper or cardboard for our Staples branded and Sustainable Earth® products.

26. Does your business provide single-use plastic bags to customers at retail locations? If yes, describe any existing plans for reducing or eliminating single-use bag use.

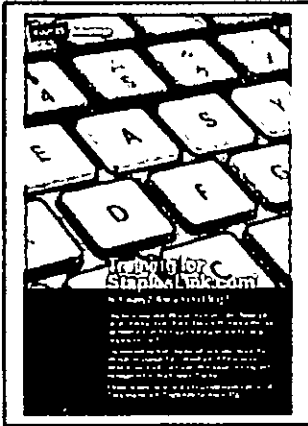
Staples offer customers a reusable bag made from 30% recycled polypropylene.

27. Complete the Sustainable Business Checklist, Section 8.

For Staples' response please refer to Section 8.

**VALUE ADDED SERVICES**

28. Will you provide on-site training at no cost to the City, which will include the ordering process and how to select the most cost effective products?



Yes. Staples will provide on-site training as well as webinar training at no cost to the City. In addition, Staples can conduct a kickoff vendor show and training classes at the City of Santa Cruz's locations to educate your users on the ease and functionality of our e-commerce site, EWay®. This will be highly beneficial to your end users, with accessible times and dates for them to come in and learn all of the site's features and enhancements so they can experience the easiest buying experience. Your users will also have the opportunity to meet the team from Staples and receive free product samples from our vendors. We'll announce these trainings via customized e-mails and poster announcements weeks in advance.

29. Does your company provide any inventory solutions?

Yes. Staples does provide inventory management services to select clients when appropriate.

- a. If yes, describe service and provide information regarding the associated cost.

Staples employs a state of the art product scanning technology that makes it easy to inventory product and to order for replenishment. Our technology uses an unobtrusive, lightweight keyfob scanner, about the size of the device you use to unlock your car doors. A simple click with the scanner records the item, location, and uploads the order into EWay® for fast, simple and accurate ordering.

30. Does your company provide a regular analysis of purchases in order to offer cost saving suggestions?

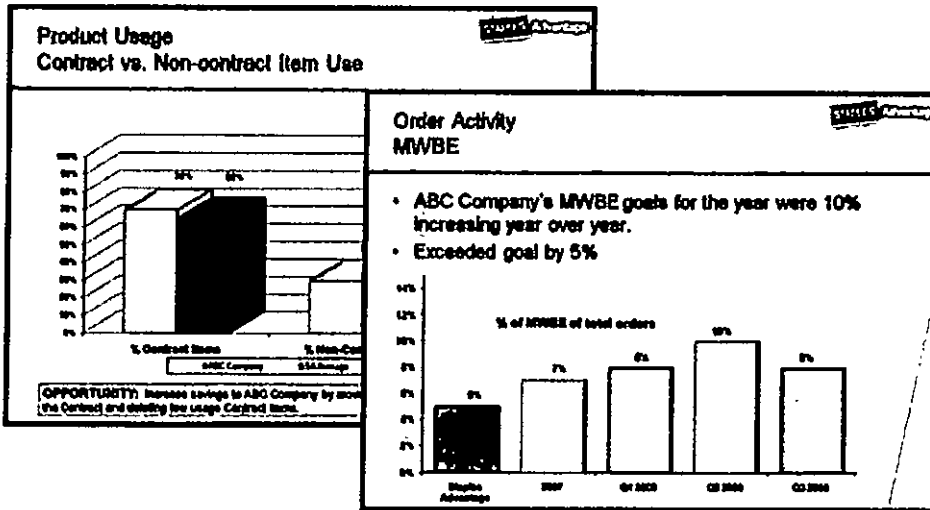
Yes. Your dedicated Account Manager - Mark Homen will provide the City with Quarterly Business Reviews for the lifetime of the account.

Through the quarterly Business Review, your Staples Account Manager will quantify the tangible value of your business partnership with Staples and identify new areas of opportunity within your program. The review also focuses on City of Santa Cruz's strategic goals and objectives, such as increasing program compliance or driving more purchases toward environmental products. Whatever your objectives, the Business Review helps set the agenda for the next quarter and year ahead and provides the City of Santa Cruz with a continual "check up" of progress toward meeting and exceeding those goals.

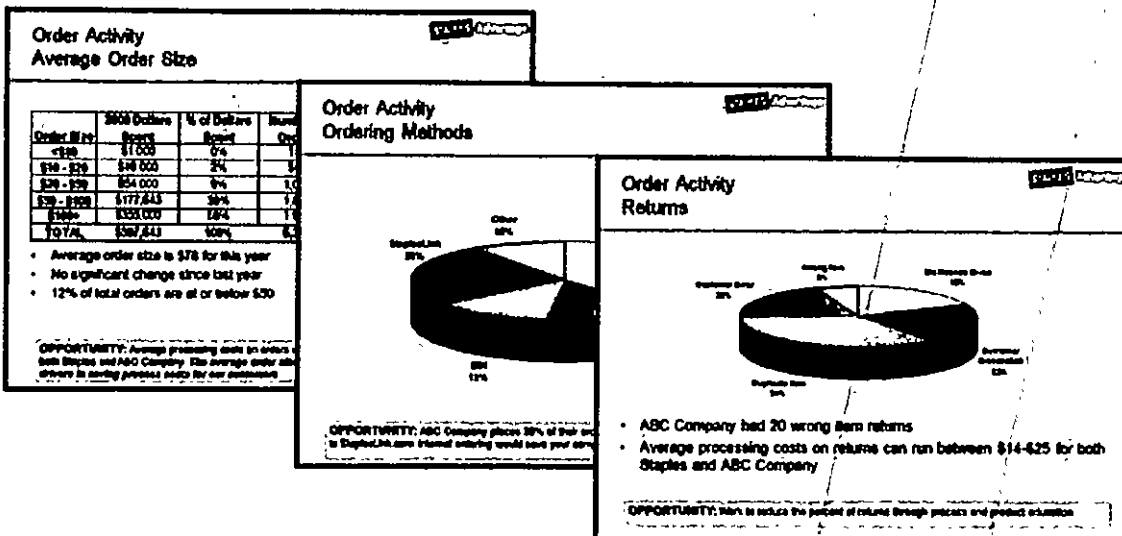
The structure, format and focus of the Business Review are entirely customized to you, based on the mutual goals we establish at the beginning of your program. These not only include financial goals, but the compliance, service, environmental and diversity goals that are also important to measuring the City's program success.

The purpose of the Business Review Is to:

- **Measure program compliance** and identify strategies and opportunities for increasing compliance (e.g., conducting end user education campaigns)
- **Demonstrate Staples' performance** in meeting key delivery and service levels, such as fill rate and cycle times
- **Share key product usage metrics** such as contract versus non-contract spending, recycled and MWBE product spend



- **Benchmark your program results against your stated business goals**, so you can measure and track progress and continually identify improvement opportunities
- **Share key order activity data**, such as average order size, return rate and online order rate, and **demonstrate savings and efficiencies** gained through initiatives to improve order processes



- **Highlight new products and services of value to your organization**
- **Identify cost savings opportunities such as:**
  - Rationalizing product assortments
  - Reducing invoices and administrative costs
  - Improving online ordering percentages
  - Isolating where Staples® brand products can offer better value
  - Setting goals for minimizing returns and small orders to increase overall program savings
- **Define annual goals and develop action plan to achieve results**

31. Describe any other services offered by your company.

In addition to the services outlined in the sections above, Staples will provide the City of Santa Cruz:

- Full in-service training and program support provided by local Facility Supplies Specialists
- Field Marketing support to develop customized communication campaigns and materials for to drive end-user adoption of the program
- Direct relationships with all major manufacturers
- Site or building audits
- Chemical management systems
- Green building surveys
- Training (customer specific, procedural wall charts personalized)
- Floor care, restroom care, carpet care, blood borne pathogen, hazard material (msds)
- Procedure standardization implementation
- Individual building site or closet delivery
- Building reporting capabilities, by square foot or by full time equivalent (fte) or any other division factor needed
- Online ordering 24 hours a day
- MSDS available online
- Specific Facility Solution Specialist assigned to account to support account manager

**SECTION 9: PRICE LIST**

Provide pricing for all items listed. Pricing shall be all inclusive and no additional charges for, including but not limited to, delivery, transportation, boxing, packaging, crating or returnable containers shall be paid by the City unless separately stated in this price list. Sales tax shall not be included in the unit price and shall be calculated on the Price List bid subtotal.

The items listed in section 9 are a sample of janitorial supplies typically ordered. The City's purchases shall not be limited to this list.

**Equal item substitutions**

If the unit price you are offering is a different brand or item number AND it is of equal size, volume, and quality, mark the item as an "equal" and not as the "same"; see RFP section 2.1.1 for further information. Provide the offered brand and manufacturer item number in the appropriate box and attach information regarding this item(s) to the proposal.

**Alternative item substitutions**

If the unit price you are offering is a different brand or item number AND it is not of equal size, volume, and quality, mark the item as an "alternative" and not as the "same"; see RFP section 2.1.2 for further information. Provide the offered brand and manufacturer item number in the appropriate box and attach information regarding this item(s) to the proposal.

**CHEMICALS: CONCENTRATE**

Description	Current Brand, Mfr Item #	UOM, Dilution Ratio	Annual Est Qty	Unit Price	Extended Price	Product offered	
						If equal or alternative, provide offered brand and manufacturer item number	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative
1. Cleaner / Degreaser: Concentrated citrus solvent/water-based all-purpose cleaner, degreaser and deodorant	Unisource, U22639	1 gallon (dilute to 1:32) Dilutes to 1:128	6 gallons = 24	\$12.47	\$74.82	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #851066 Staples Triple Power 1 gallon	
2. Disinfectant Cleaner: Action-D Quaternary disinfectant, high pH aggressive cleaner and deodorizer	Unisource, U23051	1 gallon (dilute to 1:128) Dilutes to 1:64	16 gallons = 8	\$8.38	\$134.08	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #845656 Staples Lemon DC Plus Disf. Cleaner 1 gallon	
3. Glass & Surface Cleaner: Blue-X, Streak-free	Unisource, U22652	1 gallon (dilute to 1:4) Dilutes 1:128	1 gallon = 8	\$27.11	\$27.11	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815072 Sustainable Earth #61 Glass Cleaner 1 gallon Green Seal & DFE cert.	
4. Sanitizer: No Rinse Concentrated	Reckitt Benckiser,	1 gallon	52	\$11.81	\$614.12	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative	

formula	Lysol, 74389RC	(dilute to 1:512)			Alternative
Category Subtotal:					\$850.13

**CHEMICALS & SOAPS: READY TO USE**

Description	Current Brand, Mfr. Item #	UOM	Annual Est Qty	Unit Price	Extended Price	Product offered	
						If equal or alternative, provide offered brand and manufacturer item number	
1. All-purpose Cleaner: Professional Grade, lemon scent	No preference	1 gallon	4	\$7.24	\$28.96	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #807721	Sustainable Earth MultiPurpose Cleaner 1 gallon GREEN SEAL & DFE, EPA CERT.
2. Bacteria Enzyme Digester	Nilodor, C328-005	1 gallon	286	\$9.16	\$2619.76	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815023 Staples Enzyme Plus Odor Eliminator 1 gal.	
3. Bleach: Household Quality	No preference	1 case (6 gallons/ case)	32	\$11.12	\$355.84	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative	
4. Carpet Stain Remover: Apex Spot Beater, 16 oz. cans	Apex Spot Beater	1 ea	30	\$2.50	\$75.00	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815079 Staples Spot Remover - 19 oz.	
5. Chewing Gum Remover: Aerosol can, 5 oz	Dymon, Gum Free, DA084	1 ea	6	\$3.27	\$19.62	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: SYC2090EA System Clean Gum and Candle Wax Remover - 6 oz	
6. Cleaner Degreaser: Stinger, citrus water-based cleaner, quart size	Unisource, U22930	1 case (12 qts/ case)	2	\$43.56	\$87.12	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative: #823377 Staples Triple Power RTU Cleaner Degreaser 12/qts/cs	
7. Dishwashing Soap: Dawn Liquid Lemon Scent, 38 oz. bottle	Protector & Gamble, Dawn, 45113PG	1 ea	72	\$4.65	\$334.80	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative	
8. Dishwashing Soap: Palmolive Liquid	Colgate-Palmolive, 04910	1 gallon	6	\$10.72	\$64.32	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #845658 Staples Glisten Liquid Dish Soap 1 gallon	
9. Disinfectant Bathroom Cleaner: Vani-	Reckitt Benckiser,	1 gallon	5	\$8.38	\$41.90	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative	

	Sol Professional Grade, Bulk	Vani-Sol, 36241002947 E-San 335	Dilutes to 1:64 1 gallon Dilutes to 1:64	gallons = 298			Alternative: #845656 Staples Lemon DC Plus Disinfectant Cleaner 1 gal. <input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #845656 Staples Lemon DC Plus Disinfectant Chr. 1 gallon <input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative <input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
10.	Disinfectant Cleanser: E-San 335			8	\$8.38	\$67.04	
11.	Disinfectant Cleanser with Chlorinol: Comet powder, 21 oz. can	Protector & Gamble, Comet, PAG02255EA	1 ea	10	\$1.41	\$14.10	
12.	Disinfectant Cleanser: Comet Professional Line Liquid Bathroom Cleaner, 32 oz. Trigger Spray Bottle	Protector & Gamble, Comet, PAG01105	1 ea	4	\$5.64	\$22.56	
13.	Disinfectant Spray: Professional Amphyl Disinfectant Deodorant Spray, 13-oz. Aerosol Can	Reckitt Benckiser, 08300CT	1 ea	56	\$2.03	\$113.68	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815087 Staples Disinfectant & Deodorizing Spray II 16 oz
14.	Drain Opener: Liquid, Sulfur based	Boom	1 gallon	10	\$12.04	\$120.40	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #395578 Liquid Plummer Gel 80oz
15.	Furniture Polish: Pledge, Professional grade, lemon scented, 17.7 oz can	Johnson Diversey, Pledge, 94430	1 can	40	\$1.82	\$72.80	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815089 Staples Lemon Furniture Polish 19 oz
16.	Glass Cleaner: Windex, Premium Grade, Film Free	Windex, 90940	1 gallon	32	\$10.82	\$346.24	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
17.	Glass Cleaner: Economy Quality	No preference	1 gallon	10	\$8.77	\$87.70	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #807729 Sustainable Earth RTU Glass Cleaner 1 gal. Green Seal & DFE Certified
18.	Hair and Body Shampoo: Dial Refill size	Dial, DIA03986	1 gallon	10	\$5.71	\$57.10	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #822862 Staples Hair and Body Shampoo 1 gallon
19.	Hand Cleaner: Foam soap refill for dispensers, 1,250ml refill	Armark, OW-0882 Requires Dispenser Replacement - No- Charge Dispensers	1 ea	96	\$10.22	\$981.44	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #822855 Staples Pink Foaming Hand Soap 1250ml 3/cs
20.	Hand Cleaner: Dial Liquid antimicrobial soap	Dial, DPR88047	1 gallon	60	\$4.72	\$283.20	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #822838 Staples AntiBacterial Soap 1 gallon



21.	Hand Cleaner: Dial Liquid hypo-allergenic soap	Dial, Basics, DIA06047	1 gallon	24	\$14.75	\$354.00	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #823001 Sustainable Earth Liquid Hand Soap 1 gallon
22.	Hand Cleaner: Pure & Natural Liquid Moisturizing, 16 oz. pump	Pure & Natural	1 ea	6	\$5.20	\$31.20	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #MTH00033 Method Green Tea and Aloe Soap 12oz Pump
23.	Hand Cleaner: Softsoap Liquid Moisturizing, refill size	Softsoap	1 gallon	78	\$9.94	\$775.32	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative: #822855 Staples Pink Foaming Hand Soap 1250ml 3/cs
24.	Hand Cleaner: Kimcare General Triangle Lotion Soap, 500 mL refill	Kimberly-Clark, 92538 Requires Dispenser Replacement -- No-Charge Dispensers	1 case (18 /case)	2	\$30.66	\$61.32	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #822855 Staples Pink Foaming Hand Soap 1250ml 3/cs
25.	Hand Cleaner: Gojo Luxury Foam Handwash, FMX-12, 1250 mL Refill	Gojo, 5161-03	1 case (3 bottles / case)	42	\$35.40	\$1486.80	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
26.	Hand Cleaner: Gojo Green certified (by Green Seal and EcoLogo) foam soap, 1250 ml bottle	Gojo, 5165-03	1 ea	16	15.91	\$254.56	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
27.	Hand Cleaner: Ivory Individual 4.5 oz. soap bars	Ivory 5-7 Day Lead Time	1 case (72 bars /case)	4	\$49.10	\$196.40	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
28.	Hand Cleaner: Lava, Heavy Duty, Individual 4 oz soap bars	Lava	1 case (48 bars /case)	2	\$51.84	\$103.68	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
29.	Hand Cleaner: Boraxo Heavy-Duty Powdered Hand Soap, 5 lbs.	Dial, Boraxo, DPR02303EA	1 ea	10	\$11.68	\$116.80	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
30.	Hand Sanitizer: Purell Instant, No water formula, 4.25 oz.	Purell	1 ea	62	\$1.79	\$110.72	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #GOJ965124 Purell Hand Sanitizer 4oz Flip Top 24/cs
31.	Hand Sanitizer: Purell Instant, No water formula, 12 oz.	Purell	1 ea	154	\$4.17	\$642.18	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
32.	Hand Sanitizer: Purell Instant, No water formula, 1000 ml refill for dispensers	Purell, 2156-08	1 case (8 /case)	8	\$65.28	\$522.24	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative

33.	Mildew Remover: Tilex, Instant, 32 oz.	Tilex	1 ea	12	\$4.74	\$56.88	<input checked="" type="checkbox"/> Same Alternative	<input type="checkbox"/> Equal <input type="checkbox"/> Equal
34.	Odor Neutralizer: 32 oz. Spray Bottle	Odor-B-Gone	1 ea	8	\$4.77	\$38.16	<input type="checkbox"/> Same Alternative: #823367 Staples Enzyme Plus Odor Eliminator 1Qt.	<input type="checkbox"/> Equal <input checked="" type="checkbox"/> Equal
35.	Oxygen Bleach Powder Cleanser: Ajax, 21.oz. Can, Heavy Duty	Ajax, CPM14278CT	1 ea	30	\$1.37	\$41.10	<input checked="" type="checkbox"/> Same Alternative	<input type="checkbox"/> Equal <input type="checkbox"/> Equal
36.	Soap Scum Remover: Tilex 32 oz. Trigger Spray Bottle	Clorox, Tilex, COX35604.	1 ea	56	\$5.13	\$287.28	<input checked="" type="checkbox"/> Same Alternative	<input type="checkbox"/> Equal <input type="checkbox"/> Equal
37.	Stain Remover: 32 oz., pH Neutral	Core Products Co, Unbelievable	1 ea	4	\$8.87	\$35.48	<input type="checkbox"/> Same Alternative: #814976 Sustainable Earth Carpet Spotter 1Qt. Green Seal & DFE, EPA Certified	<input type="checkbox"/> Equal <input checked="" type="checkbox"/> Equal
38.	Stainless Steel Cleaner & Polish: Twinkle 17 oz	Johnson Diversey, Twinkle, 91224	1 can	22	\$2.02	\$44.49	<input type="checkbox"/> Same Alternative: #815083 Staples Stainless Steel Cleaner 19oz	<input type="checkbox"/> Equal <input type="checkbox"/> Equal
39.	Toilet Bowl Cleaner: Vani-Sol, Hi-Acid Professional Grade, 32 oz. bottle	Reckitt Benckiser, Vani-Sol, RAC02212CT	1 ea	30	\$3.04	\$91.20	<input type="checkbox"/> Same Alternative: #814945 Staples Sani Cleanse Bowl Cleaner Qt.	<input type="checkbox"/> Equal <input checked="" type="checkbox"/> Equal
40.	Toilet Bowl Cleaner: Verticide, 9.5% hydrochloric acid solution cleaner/disinfectant, 1 qt bottles	Unisource, U23011	1 case (12/case)	4	30.12	\$120.48	<input type="checkbox"/> Same Alternative: #814944 Staples Spectrum Bowl Cleaner 9.5% HCL	<input type="checkbox"/> Equal <input checked="" type="checkbox"/> Equal
						Category Subtotal:	\$11063.87	

LINERS

Description	Current Brand, Mfr Item #	UOM	Annual Est Qty	Unit Price	Extended Price	Product Offered	
						Next Available	If equal or alternative, provide offered brand and manufacturer item number
1. 5x8 1.5 mil Flat Poly Bags	Universal Plastic, 15F-0508	1 case (1,000/case)	4			<input type="checkbox"/> Same <input type="checkbox"/> Equal	<input type="checkbox"/> Alternative
2. 7-10 gallon, 24 x 23, .8 mil, Low Density (LLDPE) liners	No preference	1 case (500/case)	14	\$51.93	\$727.02.	<input type="checkbox"/> Same Alternative: WBIRNW2410.24x23 .75ml 500/cs 75% Recycled 10%	<input type="checkbox"/> Equal <input checked="" type="checkbox"/> Equal

		Post Consumer - LEED CREDITS					
3.	15 gallon, 24 x 33, white, Low Density (LLDPE) liners	No preference	1 case (200 /case)	18	\$10.56	\$190.08	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #814900 24x32 .70mil LLD Liner CLEAR 250/cs
4.	15 gallon, 24 x 32, 8 mic, clear, High Density (HDPE) liners	No preference	1 case (500 /case)	24	\$20.83	\$499.92	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative: #847252 Staples 24x33 8mic Natural HDPE liner 1000/cs
5.	25 gallon, 30 x 36, 1.25 mil, Low Density (LLDPE) liners	No preference	1 case (250 /case)	16	\$5.72	\$91.52	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: 735680 32.5x38 1.10mil Black Draw String LLD Liner 30/BX
6.	33 gallon, 33 x 39, 1.5 mil, Low Density (LLDPE) liners	No preference	1 case (200 /case)	36	\$17.37	\$625.32	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #814881Staples Recycled Liners 33x39 1.35mil Black 150/cs 30% Post Consumer Content LEED Credits
7.	33 gallon, 33 x 40, 1.75 mil, clear, Low Density (LLDPE) liners	No preference	1 case (200 /case)	8	\$17.37	\$138.96	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: 814881Staples Recycled Liners 33x39 1.35mil Black 150/cs 30% Post Consumer Content LEED Credits
8.	33 gallon, 33 x 40, .11 mic, High Density (HDPE) Natural Coreless Roll Can Liners	Berry Plastics, Rhino-X, HR334011N	1 case (500 /case)	26	\$12.26	\$318.76	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: 814883 33x40 12mic HDPE Liner Natural 250/cs
9.	44 gallon, 43 x 58, 2.1 mil Low Density (LLDPE)	No preference	1 case (100 /case)	32	Not Available		<input type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
10.	45 gallon, 40 x 46, 1.7 mil, Low Density (LLDPE), Recycled Content Liners	Big City, LBF4046X4B	1 case (100 /case)	70	\$22.08	\$1545.60	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #814891 Staples Recycled Liners 40x46 1.8mil Black 100/cs 30% Post Consumer Content LEED CREDITS
11.	45 gallon, 40 x 48, 14 mic, High Density (HDPE) Natural Coreless Roll Can Liners	Berry Plastics, Rhino-X, HR404814N	1 case (250 /case)	24	\$18.91	\$453.84	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #814884 Staples 40x48 13mic DHPE Liner Natural 250/cs

12.	45 gallon, 43 x 48, 3 mil liners	No preference	1 case (100 /case)	60	Not Available	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
13.	55 gallon, 36 x 58, 3 mil liners	No preference	1 case (100 /case)	32	Not Available	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
14.	55 gallon, 36 x 59, 1.5 mil liners, Low Density (LLDPE), star sealed bottom	Clean Source, 260435	1 case (100 /case)	48	\$26.46	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #814888 Staples Recycled Liners 38x58 1.8ml Black 100/cs 30% Post Consumer Content LEED CREDITS
15.	Wall Sanitary Napkin Receptacle Liners	No preference	1 case (500 /case)	4	\$58.34	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #EXCCLB1718 17x18 Liners 1000/cs
					Category Subtotal:	\$6094.46

PAPER PRODUCTS

		Product Offered				
Description	Current Brand, Mfr Item #	UOM	Annual Est Qty	Unit Price	Extended Price	If equal or alternative, provide offered brand and manufacturer item number X <input type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
1. Bathroom Tissue: 2-Ply Facial Quality High Capacity, White	Georgia-Pacific, RollMastr, 19027	1 case (48 rolls /case)	52	\$46.07	\$2395.64	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
2. Bath Tissue: 2-ply, embossed and individually wrapped. White.	Optima, 80440	1 case (96 rolls /case)	10	\$33.61	\$336.10	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #APVEB8543 ECO GREEN Toilet Tissue 2Ply 80rl/550SH 100% Recycle 65% Post Consumer GREEN SEAL CERT.
3. Bath Tissue: Cored, 2-ply, quilted and individually wrapped.	Aramark, OW-0876	1 case (96 rolls /case)	78	\$39.33	\$3067.74	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #GEP18280 Georgia Pacific Preference 2Ply Toilet Tissue 550sh/80rolls/cs EPA 20% Post Consumer
4. Bath Tissue: Recycled, Premium Grade, embossed, 2-ply	Optima, 80540	1 case (96 rolls /case)	198	\$39.33	\$7787.34	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #GEP18280 Georgia Pacific Preference 2Ply Toilet Tissue 550sh/80rolls/cs EPA 20% Post Consumer
5. Bath Tissue: Recycled, embossed, 2-ply	Scott, 64460	1 case (80 rolls /case)	140	\$33.61	\$4705.40	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #APVEB8543 ECO GREEN Toilet Tissue 2Ply 80rl/550SH 100% Recycle 65% Post Consumer GREEN SEAL CERT.
6. Bath Tissue: Jumbo Junior, 1-ply	Atlas Paper Mills, GRT 2001-12	1 case (12 rolls /case)	38	\$31.08	\$1181.04	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: APVEJ931 ECO GREEN Jumbo Jr. Toilet Tissue 1Ply 2000'rl/12/cs 100% Recycle 65% Post Consumer GREEN SEAL CERT.

7.	Bath Tissue: Jumbo Roll, 2-ply, 1600ft /roll	T-Tork, 120215	1 case (6 rolls /case)	8	\$23.54	\$188.32	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #APVEJ1522 ECO GREEN Jumbo Roll 2 Ply Toilet Tissue 15007/Hl 6/cs 100% Recycle 65% Post Consumer GREEN SEAL CERT.
8.	Centerpull Towel: High Capacity, Premium Grade, 2-ply, Perforated	Georgia-Pacific, Fortguard, 44000	1 case (6 rolls /case)	28	\$25.84	\$723.52	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: KCI01010 Scott Center Pull Towel 2Ply 8x15 Perf'd 500/Hl 4/cs EPA 40%Post Consumer
9.	Centerpull Towel: Recycled, EcoLogo certified, High Capacity, Premium Grade, 2-ply, Perforated	M-Tork, 121201	1 case (6 rolls /case)	8	\$25.84	\$206.72	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: KCI01010 Scott Center Pull Towel 2Ply 8x15 Perf'd 500/Hl 4/cs EPA 40%Post Consumer
10.	Facial Tissue: Premium Grade, Cube box, 2-ply	Georgia-Pacific, 46200	1 case (36 boxes /case)	20	\$35.36	\$141.44	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
11.	Facial Tissue: Premium Grade, Flat box, 2-ply	Georgia-Pacific, Preference 48100	1 case (30 boxes /case)	4	\$22.47	\$89.88	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
12.	Facial Tissue: Economy Grade, Flat box, 2-ply	Allied West Optima	1 case (30 boxes /case)	6	\$22.47	\$134.82	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative
13.	Kitchen Roll Towel: Premium Grade, 2-ply, Perforated	Georgia-Pacific, Preference 27300	1 case (30 rolls /case)	36	\$27.08	\$974.88	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
14.	Multifold Paper Towels: Premium Grade, 1-ply, 3 1/4" folded width	Georgia-Pacific, Preference 20389	1 case (12 packs /case)	338	\$20.22	\$6834.36	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
15.	Multifold Paper Towels: Respect Grade (qualifies to earn LEED points), 1-ply, embossed	Unisource, U23120	1 case (16 packs /case)	24	19.28	\$462.72	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: APVEN416 ECO GREEN Multifold Towels 4000/ct 100% Recycle 65% Post Consumer GREEN SEAL CERT.
16.	Roll Towels: 1-ply, Thru-embossed, White, Shall be compatible with Georgia-Pacific Cormatic towel dispensers	Georgia-Pacific, Cormatic, 2930P	1 case (6 rolls /case)	52	\$41.57	\$2161.64	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
17.	Roll Towels: White, High capacity towels for wall mount shall be compatible with dispensers #59462 &	Georgia-Pacific, enMotion Touchless, 89460	1 case (6 rolls /case)	32	\$50.56	\$1617.92	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative



SUPPLIES AND EQUIPMENT

		Product Offered				
Description	Current Brand, Mfr Item #	UOM	Annual Est Qty	Unit Price	Extended Price	If equal or alternative, provide offered brand and manufacturer item number <input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815032 Staples Metered Air Freshner 7oz Lemon Peel <input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #TEH402470 Technical Concepts TCell Cucumber Melon Refill 6/cs <input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #815032 Staples Metered Air Freshner 7oz Lemon Peel
1. Air Freshener: Lemon, Lime, or Orange scent, 7 oz. spray	Orange-mate	1 ea	34	\$2.21	\$75.14	
2. Air Freshener: Kincaire Continuous Air Freshener Refills	Kimberly Clark Professional, KCC 91072 Requires Dispenser Replacement - No-Charge Dispensers	1 ea sold in full case only - 6 per case	4	\$7.95	\$31.80	
3. Air Sanitizer: Metered Refill, Citrus Scent	Timemist, 53-231CWD Ozium 3000 Metered Requires Dispenser Replacement - No-Charge Dispensers	1 ea	108	\$2.21	\$238.68	
4. Dispenser: C-fold / Multi-fold towel dispenser, metal	Continental 990W	1 ea	2	\$35.44	\$70.88	
5. Dispenser: Matrix Series Dual-Roll Bath Tissue Dispenser	Bobrick, B-5288 5-7 Day Delivery	1 ea	4	\$26.29	\$105.16	
6. Dispenser: Multi Roll Toilet Tissue Dispenser - Stainless Steel, Surface Mount - 6-1/16", with lock	Bobrick, B-2888 5-7 Day Delivery	1 ea	6	\$63.67	\$382.02	
7. Dispenser: Classic Series Surface Mounted Soap Dispenser, 40 Oz.	Bobrick, B-2112 5-7 Day Delivery	1 ea	20	\$42.65	\$853.00	
8. Dispenser Key: Bobrick, long key	No preference	1 ea	24	Need Product #		
9. Dust pan: 12" metal janitors dust pan	No preference	1 ea	4	\$2.46	\$9.84	



10.	E-Z Reacher: 32"	Arcoa Industries, 32S Delivery 5-7 Days	1 ea	80	\$27.45	\$2196.00	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #UNGN90 Unger Nifty Nabber 36"
11.	Mop: 12" roller sponge mop with handle	No preference	1 ea	12	\$24.95	\$299.40	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #RUB6435BRO
12.	Mop Handle: Wet Mop Handle, Side Gate, Antimicrobial, 60", Aluminum	Rubbermaid Commercial, H126	1 ea	2	\$12.41	\$24.82	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
13.	Mop Head: Medium Web-foot, 5" band	No preference	1 ea	16	\$7.47	\$119.52	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative
14.	Mop Head: pre-shrunk cotton blend, 4-ply, 5" headband, looped-end, tail banded mop head	Unisource, U18549	1 ea	10	\$5.18	\$51.80	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #RUBD25206BLU Rubbermaid SuperStitch 5" Med. Blue
15.	Mop Head: 16 oz. cotton cut-end string mop head with 1-1/4" band	No preference	1 ea	8	\$2.17	\$17.36	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative HDM3486266 Economy Mop Cut End
16.	Mop Head: 24 oz. cotton cut-end string mop head with 1-1/4" band	No preference	1 ea	26	\$2.41	\$62.66	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative HDM3486267 Economy Mop Cut End
17.	Mop Head: 12" refill cellulose sponge for roller mop	No preference	1 ea	4	\$13.31	\$53.24	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #RUB6436YEL 12" Roller Sponge Mop 12/pk
18.	Scrub Brush: 14" Toilet Bowl Brush	No preference	1 ea	16	\$1.57	\$25.12	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #RUB63100WE Toilet Bowl Brush
19.	Scrub Sponge: Medium Duty, Single	No preference	1 ea SOLD IN CASE OF 20 ONLY	12	\$6.00	\$12.00 1 CASE, 20 EACH	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #CMC23107 Scrubbing Sponge Med. Duty
20.	Scrub Sponge: Medium Duty, Case	No preference	1 case (20 ea/case)	12	\$12.00	\$144.00	<input checked="" type="checkbox"/> Same <input type="checkbox"/> Equal <input type="checkbox"/> Alternative #CMC23107 Scrubbing Sponge Medium Duty
21.	Scouring Pad: 6" x 9", Nylon	No preference	1 ea	8	\$6.20	\$48.00	<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #CMC28770 Scouring Pad
22.	Specialty Wipes: Lysol	Reckitt Benckiser,	1 ea	16	\$7.12	\$113.92	<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative:

	Disinfectant Wipes, 160 sheets per container	80027										RCK78849 Lysol Citrus Wipes 110 Wipes per Container
23.	Specialty Wipes: Hand Sanitizer Wipes	Scrubs, DYM90985	1 ea	16	\$6.38	\$102.08						<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #753159 Purell Hand Sanitizer Wipes 175 per Container
24.	Tampons	Rochester Midland Tampons, Naturelle, 25176488	1 case (500 /case)	2	\$53.24	\$106.48						X SAME
25.	Toilet plunger w/ black force cup	No preference	1 ea 3 Day Delivery	12	\$2.93	\$35.16						<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #UNS9201 Toilet Plunger 20" Handle
26.	Urinal Block: 3 oz.	No preference	1 case (20 /case)	4	\$87.81	\$351.25						<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative #RMC25184794 Non Para Enzyme Urinal Blocks 12/BOX 12/CS
27.	Urinal Screen: Deodorizing	No preference	1 ea 12 EACH PER BOX	48 BOXES - 48 EACH	\$9.96	\$39.84						<input type="checkbox"/> Same <input checked="" type="checkbox"/> Equal <input type="checkbox"/> Alternative #796161 Urinal Screen 12/CS
28.	Urinal Screen with Block: Deodorizing	No preference	1 ea 12 EACH PER BOX	120 BOXES - 120 EACH	\$13.20	\$132.00						<input type="checkbox"/> Same <input type="checkbox"/> Equal <input checked="" type="checkbox"/> Alternative: #796162 Urinal Screen with Non Para Block 12/BOX
Category Subtotal:											\$5701.17	

Local Supplier's Advantage

For bidders located within Santa Cruz city limits, the amount of sales tax which would be returned to the City shall be considered. This amount shall be calculated at 1.5% of the selling price. Are your State Board of Equalization sales recorded within the city limits of Santa Cruz?  Yes  No

Early Pay Discount

A 0 % discount is offered for payment within NA days.  
(Note: Discount period must be fifteen days, or greater, to be considered.)

Bid Total Category	Description	Item Total
1.	Chemicals: Concentrate	\$ 850.13
2.	Chemicals & Soaps: Ready To Use	\$11063.87
3.	Liners	\$ 6094.46
4.	Paper Products	\$45109.56
5.	Supplies and Equipment	\$ 5701.17
Subtotal:		\$68819.19
9.5% Sales Tax:		\$ 6537.82
Early Pay Discount:		(\$ <u>0</u> )
Local Vendor Advantage:		(\$ <u>0</u> )
BID TOTAL:		\$ <u>75,357.01</u>

All items not listed herein shall be sold to the City (check one and enter %):  
 at no more than Vendor's cost plus \_\_\_\_\_ %.  
 at a discount of \_\_\_\_\_ % off list or catalog price.

as described -Staples will provide the City of Santa Cruz discounts on all additional items purchased. The discount will vary by item and category. Your dedicated Account Manager will work with the City to ensure ongoing savings as part of the City's supply program and drive the majority of your spend to the core items that have a very deep discount.

Staples Response

Staples Confirmation of UOM & Pricing

Chemicals & Soaps: Ready To Use

Description	Offered Brand, Mfr Item #	UOM (each)	Case Qty	Unit Price (each)	Case Price
4 Carpet Stain Remover:	815079 Staples Spot Remover	19 oz (EA)	12/cs	2.50	30.00
13 Disinfectant Spray: Professional AmphyI Disinfectant Deodorant	815087 Staples Disinfectant & Decolorizing Spray II	16 oz (EA)	12/cs	2.03	24.36
19 Hand Cleaner: Foam soap refill	822855 Staples Pink Foaming Hand Soap	1250 ml (EA)	3 refills/CS	10.22	30.66
23 Hand Cleaner: Softsoap Liquid Moisturizing, refill size	CPM01900 Soft Soap Liquid Moisturizing 1 Gallon	GALLON	4/CS	9.94	39.76
24 Hand Cleaner: Kimcare General Triangle Lotion Soap refill	822855 Staples Pink Foaming Hand Soap	1250 ml (EA)	3 refills/CS	10.22	30.66
26 Hand Cleaner: Gojo Green certified foam soap	Gojo, 5165-03	1250 ml (EA)	3 refills/CS	15.91	47.73
27 Hand Cleaner: Ivory Individual 4.5 oz soap bars	Ivory	CASE	72 bars		49.10
29 Hand Cleaner: Boraxo Heavy-Duty Powdered Hand Soap, 5	Dial, Boraxo, DPR02303EA	5 lbs box Sold by EA	10/CS	11.68	116.80
38 Stainless Steel Cleaner & Polish	815083 Staples Stainless Steel Cleaner	19 oz (EA)	12/cs	2.02	24.24
40 Toilet Bowl Cleaner: Vercide, 9.5% hydrochloric acid solution	814944 Staples Spectrum bowl Cleaner	1 qt (EA)	12 QT/cs	2.51	30.12
				* 5-7 day lead time?	Yes, item delivers from Staples' other warehouse location

Item #19 is sold by the carton (3 each per carton)  
 Line #23 is sold by gallon (4 gallons per case). Line 23 correct price quoted wrong description please see change in Offered Brand. My apologies for confusion  
 Line #24 is sold by the carton (3 each per carton).

Liners

Description	Offered Brand, Mfr Item #	UOM (each)	Case Qty	Unit Price (each)	Case Price
2 7-10 gallon, 24 x 23, .8 mil, Low Density (LLDPE) liners	WBIRNW2410, 24x23 .75mil 500/cs	CASE	500/EA	0.10386	51.93
5 25 gallon, 30 x 36, 1.25 mil, Low Density (LLDPE) liners	735680, 32.5x38 1.10mil black drawstring 30/Box	CASE	30/EA	0.19066	5.72
8 33 gallon, 33 x 40, 11 mic, High Density (HDPE) Natural Coreless	814883, 33x40 12mic HDPE Liner natural 250/cs	CASE	250/EA	0.04904	12.26

Paper Products

Description	Offered Brand, Mfr Item #	UOM (each)	Case Qty	Unit Price (each)	Case Price
16 Roll Towels: 1-ply, Thru-embossed, White, Cormatic Refill 2930P	Georgia-Pacific, Cormatic, 2930P	Sold by CASE	6 rolls		41.57
22 Windshield Towels: 2-Ply Single-fold Paper Wipers, Blue	Georgia-Pacific, Interstate, 00350	Sold by CASE	9 packs		26.97
23 Wipers: Medium Duty, 9.25" x 16.3" in Pop-Up Box, 90 wipers	Georgia-Pacific, Brawny Industrial, 20070/03	Sold by CASE	10 boxes		61.80

\*Special order, 2 week lead time?  
 Yes, this non-stock item is a special order from the manufacturer with a 10 day lead time

Supplies & Equipment

Description	Offered Brand, Mfr Item #	UOM (each)	Case Qty	Unit Price (each)	Case Price
1 Air Freshener: Lemon, Lime, or Orange scent, spray	815032 Staples Metered Air Freshener	7 oz/CAN	12/cs	2.21	26.52
2 Air Freshener: Continuous Air Freshener Refills	TEH402470 Technical Concepts Tcell Cucumber	Sold by Case	6 refills	7.95	47.70
10 E-Z Reacher: 32" by Arcoa Industries, 32S	UNGNN90 Unger Nifty Nabber			27.45	
10 E-Z Reacher: 32" by Arcoa Industries, 32S	Aroca EZ Reacher, 32S	Each		26.43	
21 Scouring Pad: 6" x 8", Nylon	CMC28770 Scouring Pad	PACK	20	6.20	6.20
23 Specialty Wipes: Hand Sanitizer Wipes	753159 Purell Hand Sanitizer Wipes	175 wipes/PK	6 each/cs	6.38	38.28
26 Urinal Blocks	RMC25184794 Non ParaEnzyme UrinalBlocks	CASE	144 12bx/12cs		87.81
27 Urinal Screen: Deodorizing	796161 Urinal Screen	CASE	12		9.96
28 Urinal Screen with Block	796162 Urinal Screen with Non Para Block 12/BOX	BOX	1 box =12 ea		13.20

\*Can we special order Arcoa  
 We have quoted the Aroca here as well. Delivery is approximately 10 days



## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Human Resources

SUBJECT: City's Classification and Compensation Plans and the FY 2011 Budget  
Personnel Complement – Library. (HR)

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**RECOMMENDATION:** Resolution amending the Classification and Compensation Plans and the FY 2011 Budget Personnel Complement by decreasing one (1) Administration Assistant II scheduled hours from 40 hours per week to 20 hours per week.

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**BACKGROUND:** The Library requests a change to its personnel staffing.

**DISCUSSION:** As a result of increased efficiencies in the library, Library staff recommends the reduction of a newly vacant Administrative Assistant II position from full time (1.0 FTE), 40 hours to part time (.50 FTE), 20 hours per week. The Human Resources Department supports the recommendation.

The Service Union representatives have reviewed these recommendations and the change was approved by the Santa Cruz Library Joint Powers Authority Board at its December 13, 2010 meeting.

**FISCAL IMPACT:** The position reduction from full time to part time will result in a FY 2011 cost savings of \$12,874 to the Library System and an annual cost savings of \$25,749 to the Library System.

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  
AMENDING THE CLASSIFICATION AND COMPENSATION PLANS AND THE  
FY11 BUDGET PERSONNEL COMPLEMENT – LIBRARY – BY DECREASING THE  
HOURS OF ONE (1) 1.0 FTE (40 HOURS) ADMINISTRATIVE ASSISTANT II  
POSITION TO .50 FTE (20 HOURS)

WHEREAS, staff has recommended certain modifications to the Library.

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

That, effective retroactive to January 1, 2011 the City of Santa Cruz Classification and Compensation Plans be modified to:

	<u>Class No.</u>	<u>FTE</u>	<u>Classification Title</u>	<u>Salary</u>
<b><u>Change from:</u></b>	106-008	1.00 FTE	Administrative Assistant II	\$2,613/mo to \$3,861/mo
<b><u>Change to:</u></b>	106-008	.50 FTE	Administrative Assistant II	\$2,613/mo to \$3,861/mo

PASSED AND ADOPTED this 11<sup>th</sup> day of January, 2011, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk





## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Human Resources

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

---

RECOMMENDATION: Motion to reject liability claims based upon staff investigation:  
a) Patricia Cross; b) William Hampsmire; c) Jennifer Fritzsche; and d) Igor Malygin.

---

BACKGROUND: Claims to be rejected:

- a. Claimant: Patricia Cross  
Date of occurrence: 2/14/2010  
Date of claim: 7/27/2010  
Amount of claim: \$100,000

Claimant seeks damages for injuries relating to bike accident.  
Self-represented.

- b. Claimant: William Hampsmire  
Date of occurrence: 05/30/2010  
Date of claim: 11/30/2010  
Amount of claim: \$26,000.00

Claimant alleges violation of constitutional rights.  
Represented by legal counsel.

- c. Claimant: Jennifer Fritzsche  
Date of occurrence: 11/07/2010  
Date of claim: 12/06/2010  
Amount of claim: \$141.68

Claimant alleges vehicle damage by storm grate.  
Self-represented.

d. Claimant: Igor Malygin  
Date of occurrence: 11/24/2010  
Date of claim: 12/08/2010  
Amount of claim: \$125.98

Claimant alleges vehicle damage due to pothole on Highway 1.  
Self-represented.

DISCUSSION: None.

FISCAL IMPACT: None.

Prepared by:  
Barbara Choi  
Interim 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: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Parks and Recreation

SUBJECT: Lower DeLaveaga Service Road Restoration Project Crossings #1 and #3 –  
Contract with Go Native Inc. – Notice of Completion. (PK)

---

**RECOMMENDATION:** Motion to accept the work completed by Go Native Inc., of Montera, California for road and watershed restoration work on the Lower DeLaveaga service road crossing #1 and #3, and authorize the filing of a Notice of Completion for the Lower DeLaveaga Service Road Restoration Crossings #1 and #3 Project.

---

**BACKGROUND:** On September 14, 2010, the City Council approved grant acceptance, plans and specifications and the authorization to contract with Go Native as a sole source vendor to construct and restore the Lower DeLaveaga Service Road Restoration Crossings #1 and #3 Project.

**DISCUSSION:** This project consisted of repair of two service road crossings and improvement and restoration of the local watershed. The work was completed on October 29, 2010. All services required under the contract have now been completed, inspected by the City Parks and Recreation Department and the Engineers at Balance Hydrologics, Inc. contractors for plan development and monitoring of the project by the Resource Conservation District of Santa Cruz County (RCD). The project is found to be constructed in accordance with the approved plans and specifications.

**FISCAL IMPACT:** The final cost of work performed under this awarded contract is \$160,515.00. The grant dollar amount, based upon the engineer's estimate, was not to exceed 168,311.00. The project bid estimate and final invoice for work completed by Go Native Inc. is under budget by \$7,796.00 for a total project cost of \$160,515.00. The project was funded through the Resource Conservation District of Santa Cruz County (RCD) appropriating funding from the Integrated Watershed Restoration Program (IWRP) from the American Recovery and Reinvestment Act of 2009, the Clean Water State Revolving Fund through the State Water Resource Control Board (SWRCB) and Proposition 50 Roads Program. All costs will be offset by funding from the RCD. Funds were included in the approved FY 2011 Capital Improvement Budget; project c301106 Lower DeLaveaga Service Road Project Phase 2.

Submitted by:  
Dannettee Shoemaker  
Director of Parks and Recreation

Approved by:  
Martin Bernal  
City Manager

ATTACHMENTS: Notice of Completion

RECORDED AT THE REQUEST OF

Dannettee Shoemaker

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 October 29, 2010 of the Lower DeLaveaga Service Road Restoration Project Crossings #1 and #3 Project located at Lower DeLaveaga Park described as follows:

Repair of two service road crossings, improvement and restoration of the local watershed in Lower DeLaveaga Park.

The City of Santa Cruz has the following interest in said property described above: fee-simple title

Said Lower DeLaveaga Service Road Restoration Project Crossings #1 and #3 Project was undertaken on said property pursuant to a contract with Go Native, Inc of Montera, CA. Said Lower DeLaveaga Service Road Restoration Crossings #1 and #3 Project consisted of the repair of two access road crossings on the Lower DeLaveaga Service Road and restoration work on the existing watershed.

DATED \_\_\_\_\_

\_\_\_\_\_  
Dannettee Shoemaker  
City of Santa Cruz  
Director of Parks & Recreation

STATE OF CALIFORNIA )ss  
COUNTY OF SANTA CRUZ )

I am the Director of the Parks & Recreation 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 January 11, 2011 at Santa Cruz, California.

\_\_\_\_\_  
Dannettee Shoemaker  
City of Santa Cruz  
Director of Parks & Recreation

Filing of this Notice of Completion was authorized by Santa Cruz City Council Minute Order of January 11, 2011.



## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Public Works

SUBJECT: Pacific Coast Bike Route Redesignation. (PW)

---

**RECOMMENDATION:** Resolution recommending that Caltrans redesignate that portion of the Pacific Coast Bike Route within the city limits of Santa Cruz off Mission Street/State Route 1 and on to West Cliff Drive.

---

**BACKGROUND:** The Pacific Coast Bike Route is an 1800+-mile scenic bicycle network between Vancouver, B.C. and Imperial Beach, CA. The route currently enters the City of Santa Cruz on State Route 1 southbound and continues on State Route 1 – Mission Street until it turns on Laurel Street (see attached route map). Mission Street is a congested urban arterial without bike lanes. Mission Street has been the focus of community concern for the past several years as two bicyclist fatalities occurred on Mission Street in 2007 and 2008. Removing the Pacific Coast Bike Route off Mission Street is in the interest of bicyclists, the City of Santa Cruz, and Caltrans. The change in alignment would take bicyclists off Mission Street and guide them along local streets until they reach the West Cliff Drive multi-use path at the ocean's edge. They would ride the entire length of West Cliff Drive, eventually leading them to services available at the Main Beach area and Downtown. Besides being a safer route, this is certainly a more scenic route and truly a Pacific Coast Bike Route.

**DISCUSSION:** The proposed realignment of the Route has been coordinated with Caltrans and the Santa Cruz County Regional Transportation Commission Bike Committee. As requested by Caltrans, on October 18, 2010, the concept was discussed by the SCCRTC Bike Committee and approved. Caltrans has also requested a resolution by the Santa Cruz City Council supporting the redesignation.

FISCAL IMPACT: The purchase and installation of the Pacific Coast Bike Route standard signs within City limits is the responsibility of the City of Santa Cruz and will be funded through or annual Transportation Development Act (TDA) allocation. There is no impact to the General Fund.

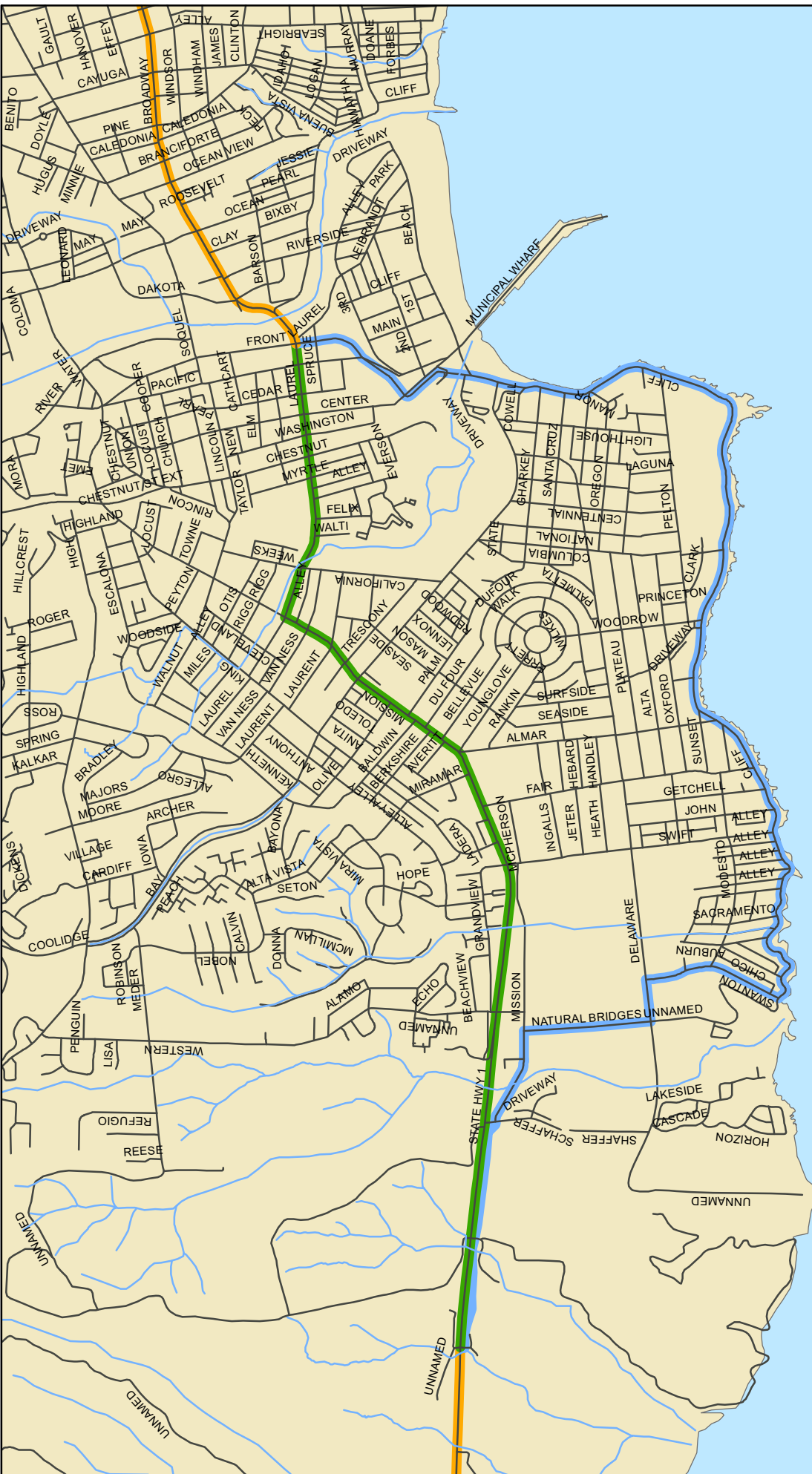
Prepared by:  
Cheryl Schmitt  
Transportation Coordinator

Submitted by:  
Mark R. Dettle  
Director of Public Works

Approved by:  
Martin Bernal  
City Manager

ATTACHMENTS:

Map  
10/1/10 letter from Caltrans  
10/28/10 letter from SCCRTC  
Resolution



**Alternate Route 1**

- No Changes
- Proposed Route
- Old Route

**Pacific Coast Bike Route**  
Proposed Changes

**DEPARTMENT OF TRANSPORTATION**

50 HIGUERA STREET  
SAN LUIS OBISPO, CA 93401-5415  
PHONE (805) 549-3101  
FAX (805) 549-3329  
TTY 711  
<http://www.dot.ca.gov/dist05>



*Flex your power!  
Be energy efficient!*

October 1, 2010

James Burr, Transportation Manager  
City of Santa Cruz  
809 Center Street, Room 201  
Santa Cruz CA 95060

Dear Mr. Burr:

**PACIFIC COAST BIKE ROUTE IN THE CITY OF SANTA CRUZ**

This is in response to your recent correspondence to the California Department of Transportation (Caltrans) regarding a proposed new designation of the Pacific Coast Bike Route through the City of Santa Cruz (City). Caltrans has had the opportunity to review your proposal as detailed in your map enclosure and supports the proposal.

We appreciate the City's support of the next steps to change the official mapping and signage for the new designation. Caltrans requests that the City provide documents of support from the Santa Cruz County Regional Transportation Commission's (SCCRTC) Bicycle Advisory Committee and a resolution from the City Council. Additionally, we request the City provide an inventory of locations identified for the signs along the existing route. Any new directional signs within the State right of way will need to be compliant with Manual of Uniform Traffic Control Devices (MUTCD). It should be noted that the new designation of the Pacific Coast Bike Route would not change the accessibility of bikes along State Route (SR) 1; this segment of SR 1 would remain open to bicycles.

Following receipt of the above items we can coordinate for removal and exchange of the existing signage, and proceed with official changes to the route mapping.

We look forward to working with you on this matter. For additional information, please contact Brandy Rider, Senior Transportation Planner, at (805) 549-3970.

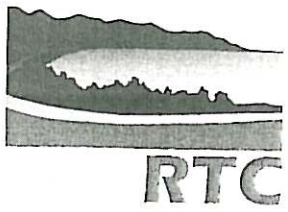
Sincerely,

RICHARD KRUMHOLZ  
District Director

c. Cory Caletti, SCCRTC



940-18.30



**SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION**  
1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL [info@sccrtc.org](mailto:info@sccrtc.org)

October 28, 2010

Richard Krumholz, District Director  
Caltrans District 5  
50 Higuera Street  
San Luis Obispo, CA 93401-5415

**RE: Pacific Coast Bicycle Route Re-Alignment in the City of Santa Cruz**

Dear Mr. Krumholz:

I am writing on behalf of the Santa Cruz County Regional Transportation Commission's (RTC) Bicycle Committee to offer our unanimous support for the re-designation of the Pacific Coast Bicycle Route (PCBR) through the City of Santa Cruz. While the current PCBR through Mission Street provides access to many commercial establishments, the two bicycle fatalities in 2007 and 2008 coupled with the lack of bicycle lanes make re-routing cyclists off Mission Street critical. In addition, the proposed alignment along the coast via scenic West Cliff Drive will facilitate enjoyment of one of Santa Cruz County's most cherished treasures. A few blocks from the terminus of West Cliff Drive is downtown Santa Cruz where many amenities are available to bicyclists of all persuasions.

The Committee acknowledges with appreciation Caltrans' continued efforts to improve bicycle facilities and enhance the safety of bicyclists. If you have any questions, please feel free to contact the RTC Bicycle Coordinator and staff to the Bicycle Committee, Cory Caletti, at (831) 460-3201 or by email at [ccaletti@sccrtc.org](mailto:ccaletti@sccrtc.org).

Sincerely,

Daniel Kostelec  
Chair, SCCRTC Bicycle Committee

- cc: Cheryl Schmitt, City of Santa Cruz Public Works Transportation Coordinator
- Adam Fukushima, Caltrans District 5 Transportation Planner
- Santa Cruz County Regional Transportation Commission
- Santa Cruz County Regional Transportation Commission Bicycle Committee

\\rtcerv2\Shared\Bike\Committee\CORR\2010\PacificCoastBikeRoute\_CT\_support.doc

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ  
RECOMMENDING THAT CALTRANS REDESIGNATE THAT PORTION OF THE PACIFIC  
COAST BIKE ROUTE WITHIN THE CITY LIMITS OF SANTA CRUZ OFF MISSION  
STREET/STATE ROUTE 1 AND ON TO WEST CLIFF DRIVE

WHEREAS, the Pacific Coast Bike Route is an 1800+-mile scenic bicycle network that travels through the City of Santa Cruz; and

WHEREAS, the Pacific Coast Bike Route currently travels on Mission Street/State Route 1 in Santa Cruz; and

WHEREAS, it is in the interest of bicyclists, the City of Santa Cruz, and Caltrans to realign the Pacific Coast Bike Route off of Mission Street;

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Santa Cruz that the recommendation be forwarded to the California Department of Transportation to redesignate that portion of the Pacific Coast Bike Route off Mission Street/State Route 1 and onto local streets to West Cliff Drive, and then along local streets to meet the current alignment at Front and Laurel Streets.

PASSED AND ADOPTED this 11th day of January, 2011, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk



## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Public Works

SUBJECT: Green Business Tracking and Measurement Tool - Partnership with Ecology Action - California Department of Toxic Substances Control Funding-Budget Adjustment. (PW)

---

**RECOMMENDATION:** Resolution authorizing the Public Works Department to accept \$74,500 from the California Department of Toxic Substances Control (CDTSC) and enter into an agreement with the CDTSC.

Motion authorizing and directing the Director of Public Works to enter into an agreement with Ecology Action, Inc. to continue to develop and maintain the statewide Green Business Tracking and Measurement Tool.

Resolution appropriating funds and amending the FY2011 budget in the amount of \$74,500.

---

**BACKGROUND:** The California Department of Toxic Substances Control (CDTSC) has partnered with local governments, the California Green Business Network, and the City of Santa Cruz Green Business Program to implement a Green Business tracking and measurement tool. This tool is a statewide database that will allow businesses participating in the Green Business Program to track and compare their own environmental metrics, and to quantify current and cumulative environmental and fiscal benefits of participation in the Green Business program.

The Green Business database would also provide quantitative information to the City that could be used to promote sustainability practices and quantify the benefits of participation in the Green Business Program. This tool would also assist the City to achieve Green House Gas (GHG) reductions, track progress in meeting objectives over time, and provide concrete data to support other climate action programs when seeking outside program funding.

Ecology Action has been actively involved in the development of the Monterey Bay Area Green Business Program since its inception. Ecology Action worked with the City to implement the City of Santa Cruz Green Business Pilot Program in 2006. Ecology Action remains an active partner in the Green Business Program locally as well as on a regional and state level.

The CDTSC desires to provide a grant to a local agency to fund the administration and further development of the database through a contract with Ecology Action, Inc. Partnering with the City of Santa Cruz, Ecology Action, Inc. is willing and able to assume the ongoing development and maintenance of the database, reporting directly to the City of Santa Cruz.

DISCUSSION: Staff requests that Council approve the acceptance of funding in the amount of \$74,500 from the CDTSC to continue to develop and operate the Green Business tracking and measurement tool in partnership with Ecology Action. Accepting a leadership role in the development of this measurement tool would provide the City with a unique opportunity to shape the tools and guide future decisions on metrics and environmental data collection.

FISCAL IMPACT: This project is funded by a grant from the California Department of Toxic Substances Control in the amount of \$74,500. Some City staff time to manage the project would be required. This staff time will be funded through administrative fees of nine percent set aside from the total grant (\$6,705). The remainder of the grant funds would be paid to Ecology Action for work as described above. There is no impact to the General Fund.

Prepared by:	Submitted by:	Approved by:
Cathlin Atchison	Mark R. Dettle	Martin Bernal
Management Analyst/Green Business Program	Director of Public Works	City Manager

ATTACHMENTS:

Resolution

Agreement with DTSC

Agreement with Ecology Action

Budget Adjustment

RESOLUTION NO. NS-

RESOLUTION OF THE OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ  
AUTHORIZING PUBLIC WORKS DEPARTMENT TO ACCEPT FUNDING IN THE  
AMOUNT OF \$74,500 FROM THE CALIFORNIA DEPARTMENT OF TOXIC  
SUBSTANCES CONTROL AND ENTER INTO AN AGREEMENT WITH THE CDTSC.

WHEREAS, the California Department of Toxic Substances Control has partnered with local governments, Ecology Action, Inc., the California Green Business Network and the City of Santa Cruz Green Business Program to implement a Green Business tracking and measurement tool; and

WHEREAS, the tool allows local Green Business programs to track and compare environmental metrics, providing data for the individual business, the community as well as participating businesses and communities throughout the state; and

WHEREAS, this Green Business tracking and measurement tool provides a method to document and quantify current and cumulative environmental and fiscal benefits of participating in the Green Business Program; and

WHEREAS, information generated by this Green Business tracking and measurement tool supports the Green Business Program and the Green Businesses certified by the program to market benefits of participation, promote sustainability practices, and maximize local program funding resources; and

WHEREAS, the California Department of Toxic Substances Control has secured \$74,500 of funding to continue development and maintenance of this tool; and

WHEREAS, Ecology Action, Inc., worked with the City to develop the initial Green Business Program and remains an active partner locally as well as on a regional and state level; and

WHEREAS in partnership with the City of Santa Cruz, Ecology Action, Inc., is willing and able assume the ongoing development and maintenance of the database, reporting directly to the City of Santa Cruz; and

WHEREAS, California Department of Toxic Substances (DTSC) requests that the City of Santa Cruz, in conjunction with Ecology Action, take a leadership role in the California Green Business Network in further development of the Green Business tracking and measurement tool; and

WHEREAS, the City of Santa Cruz is committed to ongoing, coordinated efforts to reduce GHG emissions including those available as a result of the Green Business Program requirements; and

RESOLUTION NO. NS-

WHEREAS, continued development of a measurement tool supports the City's objective of GHG emissions reductions as well as the Green Business Program; and

WHEREAS, continued development of a Green Business tracking and measurement tool ensures that the City of Santa Cruz is an active participant in defining and building these sustainability tools to measure environmental impacts that would be replicated throughout the state; and

WHEREAS, the DTSC grant budget includes provision for the City to reimburse itself for indirect administrative costs of \$6,705; and

WHEREAS, the term of the grant would be from January 12, 2011 through June 30, 2012; and

WHEREAS, the California Department of Toxic Substances Control requires notification of acceptance of the funds or the Department risks losing those funds.

NOW, THEREFORE BE IT RESOLVED, that the City Council hereby authorizes the Public Works Department to accept funding in the amount of \$74,500 from the California Department of Toxic Substances Control to continue to develop and maintain the Green Business Tracking and Measurement Tool.

BE IT FURTHER RESOLVED, the Director of Public Works, or designee, is authorized to furnish whatever additional information or assurances the funding agency may require in connection with this grant, and to execute any and all agreements, in a form approved by the City Attorney, necessary to carry out the Resolution authorizing the Public Works Department to accept funding in the amount of \$74,500 from the California Department of Toxic Substances Control to continue to develop and maintain the Green Business Tracking and Measurement Tool.

PASSED AND ADOPTED this 11<sup>th</sup> day of January 2011, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk



**AGREEMENT BETWEEN DTSC AND THE CITY OF SANTA CRUZ FOR  
DEVELOPMENT AND OPERATION OF GREEN BUSINESS TRACKING AND  
MEASUREMENT TOOL**

**APPENDIX ONE  
Scope of Services**

Task No.	Description
1	<p><b>Training:</b> Provide training and support to CAGBN members to help them understand the functionality of the database.</p>
2	<p><b>Phase Three Development:</b> Use surveys conducted with CAGBN members during the previous Phase II work to prioritize additional needs that the database must fulfill and communicate the items that fit within the budget to the database developer. Where possible, leverage resources from other jurisdictions to accomplish the items that do not fit within the budget.</p>
3	<p><b>Communications:</b> Facilitate ongoing CAGBN discussions on database and continue to compile a list of database issues for the database developer to address.</p>
4	<p><b>Sub-consultant Management:</b> Manage the database developers, including tracking database development activities.</p>
5	<p><b>Periodic Reporting and Management Ecology Action</b> A. will meet with the Database Administrator ( on behalf of the City and CAGBN) and the database developer to agree upon:            1. feature enhancements to be completed for that quarter,            2. specification that defines how feature will be built into the system,            3. budget/number of hours for the work to be completed,            4. Testing period to ensure proper functionality of the new feature.            B. will meet with the City of Santa Cruz Project Manager to review progress and determine next steps            C. Will provide Quarterly written reports to City and DTSC outlining progress against this scope and expenditure reports against annual budget.</p>
6	<p><b>Host and Maintain Database System:</b> This task will include work to host the system and complete maintenance activities necessary to keep the system running smoothly and performing well. Activities under this task include (but is not limited to) Network and Hosting, Supporting Systems, Performance Tuning, System Upgrades, Optimization, System Reporting, Server Maintenance, Server hosting, SSL Certificate of Authority, Periodic Domain Registration, New Server configuration (as necessary).</p>
7	<p><b>Customer Support:</b>  Select and subcontract with a database programming consulting firm to provide customer and technical support (in-person or by phone or email) to current and new program users to (both Ecology Action and Energy Solutions):            o Enable them to properly utilize the functions of the database,            o Make functional enhancements to ensure that the database reflects needs of all users,            o Add new users or programs to the system.            This task may include but is not limited to project management, communications, and functional upgrades to meet users' needs. Support would be billed on an hourly basis until the support budget has been reached.</p>



**AGREEMENT BETWEEN DTSC AND THE CITY OF SANTA CRUZ FOR  
DEVELOPMENT AND OPERATION OF GREEN BUSINESS TRACKING AND  
MEASUREMENT TOOL**

**APPENDIX TWO  
Budget**

<b>Task No.</b>	<b>Description</b>	<b>Budget</b>
<b>GREEN BUSINESS TRACKING AND MEASUREMENT TOOLS DEVELOPMENT AND MAINTENANCE</b>		
1	Training (Ecology Action):	\$11,000
2	Phase Three Development (Energy Solutions):	\$23,000
3	Communications (Ecology Action):	\$4,500
4	Sub-consultant Management, Admin. Costs (Ecology Action):	\$2,500
5	Quarterly Reporting (Ecology Action):	\$4,500
6	Host and Maintain Database System (Energy Solutions or Ecology Action):	\$12,000
7	Customer Support (Ecology Action):	\$4,000
	Customer Support (Energy Solutions)	\$6,295
		\$67,795.00
	Training (Ecology Action):	\$11,000
	Administrative overhead paid to City	6,705
	<b>Total Funds</b>	<b>\$74,500</b>

## **AGREEMENT GREEN BUSINESS TRACKING AND MEASUREMENT TOOLS**

The CITY OF SANTA CRUZ, hereinafter referred to as "CITY" and ECOLOGY ACTION, hereinafter referred to as "CONTRACTOR," hereby agree as follows:

1. CONTRACTOR shall provide during the term of this Agreement the services described in the Project Description, Scope of Work, attached as Appendix One (Scope of Work.)
2. In consideration of such services, CITY shall pay CONTRACTOR on the basis of appropriate claims submitted to the Director of Public Works in accordance with Appendix Two (Budget). In no event shall the maximum payment made by CITY to CONTRACTOR under this Agreement exceed the amount received from the State of California Department of Toxic Substance Control ("DTSC") for the period of January 12, 2011 through June 30, 2012.
3. CONTRACTOR shall submit reports quarterly to CITY and DTSC as specified in Appendix One and such additional reports as may be requested by CITY and DTSC, describing work progress in carrying out the approved project under this Agreement, expenditures of funds, and any difficulties in meeting project objectives.
4. The Board of Directors of CONTRACTOR shall be vested with responsibility for administration of the project to be conducted under this Agreement, and it is agreed that CONTRACTOR is an independent contractor under this Agreement.
5. CONTRACTOR agrees to indemnify, defend, and hold harmless the CITY and DTSC its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner out of the activities or premises of the CONTRACTOR.
6. CONTRACTOR shall maintain, during the entire term of the Agreement, comprehensive general liability insurance. Such insurance shall be in an amount not less than one million dollars per occurrence combined single limit. The comprehensive general liability insurance shall include full personal injury coverage and shall include contractual liability coverage sufficient to meet liability arising out of the contract and the hold harmless clause herein. All such insurance shall have the CITY and the DTSC as additional insured and shall not be subject to cancellation, reduction in coverage or refusal to renew with less than thirty (30) days notice to the CITY and the DTSC. CONTRACTOR shall submit to the Director of Public Works a certificate of such insurance.
7. CONTRACTOR shall maintain worker's compensation insurance in conformance with the worker's compensation laws of the State of California during the term of this contract. CONTRACTOR shall submit to the Director of Public Works a certificate of such insurance.
8. CONTRACTOR shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, CONTRACTOR shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age or sex with respect

to hiring, application for employment, tenure or terms and conditions of employment. In addition, the CITY, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. CONTRACTOR agrees to abide by all of the foregoing statutes, regulations, ordinances and resolutions.

9. None of the funds, property, materials or services contributed by the CITY or DTSC under this agreement shall be used in the performance of any functions other than those described in Appendix One as proper project functions.

10. CONTRACTOR shall comply with all applicable laws, ordinances and codes of the federal, state and local government.

11. CONTRACTOR shall not assign this Agreement without the prior written consent of the CITY and DTSC.

12. This instrument contains all of the agreements, representations, warranties and covenants made by between the parties hereto. Unless set forth herein neither party shall be liable for any representations made, and all modifications and amendments made hereto must be in writing.

13. This Agreement shall become effective on January 12, 2011 and shall continue in effect until June 30, 2012 unless sooner terminated as provided in paragraph 14. This Agreement may be similarly renewed in subsequent years.

14. This Agreement may be terminated by either party upon thirty (30) days prior written notice to the other party.

CONTRACTOR  
Ecology Action  
211 River Street  
Santa Cruz, CA 95060

CITY  
City of Santa Cruz  
809 Center Street, # 201  
Santa Cruz, CA 95060

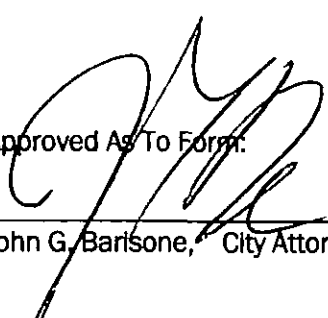
\_\_\_\_\_  
Virginia Johnson, Executive Director

\_\_\_\_\_  
Mark Dettle, Director of Public Works

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Approved As To Form:

  
\_\_\_\_\_  
John G. Barisone, City Attorney

1-9-11  
\_\_\_\_\_  
Date

## APPENDIX ONE

### Scope of Services

Task No.	Description
1	<b>Training:</b> Provide training and support to CAGBN members to help them understand the functionality of the database.
2	<b>Phase Three Development:</b> Use surveys conducted with CAGBN members during the previous Phase II work to prioritize additional needs that the database must fulfill and communicate the items that fit within the budget to the database developer. Where possible, leverage resources from other jurisdictions to accomplish the items that do not fit within the budget.
3	<b>Communications:</b> Facilitate ongoing CAGBN discussions on database and continue to compile a list of database issues for the database developer to address.
4	<b>Sub-consultant Management:</b> Manage the database developers, including tracking database development activities.
5	<b>Periodic Reporting and Management</b> Ecology Action A. will meet with the Database Administrator ( on behalf of the City and CAGBN) and the database developer to agree upon: <ol style="list-style-type: none"> <li>1. feature enhancements to be completed for that quarter,</li> <li>2. specification that defines how feature will be built into the system,</li> <li>3. budget/number of hours for the work to be completed,</li> <li>4. Testing period to ensure proper functionality of the new feature.</li> </ol> B. will meet with the City of Santa Cruz Project Manager to review progress and determine next steps C. Will provide Quarterly written reports to City and DTSC outlining progress against this scope and expenditure reports against annual budget.
6	<b>Host and Maintain Database System:</b> This task will include work to host the system and complete maintenance activities necessary to keep the system running smoothly and performing well. Activities under this task include (but is not limited to) Network and Hosting, Supporting Systems, Performance Tuning, System Upgrades, Optimization, System Reporting, Server Maintenance, Server hosting, SSL Certificate of Authority, Periodic Domain Registration, New Server configuration (as necessary).
7	<b>Customer Support:</b> Select and subcontract with a database programming consulting firm to provide customer and technical support (in-person or by phone or email) to current and new program users to (both Ecology Action and Energy Solutions): <ul style="list-style-type: none"> <li>o Enable them to properly utilize the functions of the database,</li> <li>o Make functional enhancements to ensure that the database reflects needs of all users,</li> <li>o Add new users or programs to the system.</li> </ul> This task may include but is not limited to project management, communications, and functional upgrades to meet users' needs. Support would be billed on an hourly basis until the support budget has been reached.

## APPENDIX TWO Budget

Task No.	Description	budget
<b>GREEN BUSINESS TRACKING AND MEASUREMENT TOOLS DEVELOPMENT AND MAINTENANCE</b>		
1	Training (Ecology Action):	\$11,000
2	Phase Three Development (Energy Solutions):	\$23,000
3	Communications (Ecology Action):	\$4,500
4	Sub-consultant Management, Admin. Costs (Ecology Action):	\$2,500
5	Quarterly Reporting (Ecology Action):	\$4,500
6	Host and Maintain Database System (Energy Solutions or Ecology Action):	\$12,000
7	Customer Support (Ecology Action):	\$4,000
	Customer Support (Energy Solutions)	\$6,295
		\$67,795.0
		0
	Training (Ecology Action):	\$11,000
	Administrative overhead paid to City	6,705
	Total Grant Funds	\$74,500





## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Public Works

SUBJECT: Sole Source Purchase of Refuse Trucks. (PW)

---

**RECOMMENDATION:** Motion authorizing the sole source purchase from the Refuse Fund of four replacement refuse trucks, in the amount of \$985,000, to Central Valley Truck Center of Fresno, CA.

---

**BACKGROUND:** The Public Works Department Sanitation Division has a vehicle replacement schedule built into the current refuse rates. This fiscal year two rear load, one roll-off and one side load vehicles meet or exceed the recommended replacement criteria and are programmed for exchange. These vehicles serve collection in both the residential and commercial sectors.

**DISCUSSION:** The Refuse Fund schedules a 7 year replacement cycle for collection vehicles, although the lease is paid in five years. At the seven year mark these vehicles have collected approximately a half a million commercial containers or about 3 million residential carts. Factoring in the extreme service demands placed on these vehicles, Fleet records indicate that after seven years the maintenance costs begin to out pace the value of the vehicle and coupled with the steep drop in trade-in value, seven years is the optimum replacement schedule for collection vehicles. Four vehicles meet our replacement criteria this year: one 2002 roll-off style commercial collection vehicle; one 2003 residential side-loader; and two 2001 rear-load commercial collection vehicles.

For several years, the Sanitation Division and Central Maintenance have worked to replace the Refuse and Recycling fleet vehicles with a standardized combination of chassis, power train and body combinations. This allows decreased maintenance costs, better training and support of the mechanics, and reduced spare parts inventory. Additionally, the standardization of the fleet models increases the safety for the drivers since they only need to familiarize themselves with one vehicle type. The proposed vehicles come with a Volvo power train and Autocar chassis combination, model WXLL 64, the same model that we currently use in the fleet. This combination has proven to stand the rigors of daily collection and has met our expectations of controlling vehicle maintenance costs. Additionally, these vehicles comply with the revised California Air Board Diesel Emission Standards, and the new 2010 Federal EPA Emission Standards, representing a significant reduction in both particulate and NOX pollution.

Section 3.08.150 of the purchasing ordinance allows the Purchasing Manager to award a contract without competition when there is only one source for the required item/service. Central Valley Truck Center is the authorized Volvo and Heil dealer for Central California. The Purchasing

Manager has concurred with this sole source recommendation. Staff requests that City Council authorize the sole source purchase of four refuse and recycling vehicles from Central Valley Truck Center of Fresno, CA, in the amount of \$985,000.

These vehicles are currently budgeted in the Refuse Enterprise Fund.

FISCAL IMPACT: Purchase of these vehicles is \$985,000 and is currently budgeted in the Refuse Fund. These funds are only available for use in refuse fund activities and cannot be used for General Fund activities. The purchase of these vehicles will be internally financed, at the recommendation of the Finance Director. The finance period will be 5 years and remaining payments will need to be budgeted for the next four fiscal years. The rate will be a variable interest rate of 2% over our quarterly investment return. For the quarter ended September 30, 2010, the investment return is estimated to be 0.985%, which makes the current interest rate approximately 2.985%. Finance would adjust the rate quarterly. Internal financing will benefit the City as a whole because the City will receive the interest, at a slightly higher rate than available for invested funds.

Prepared by:	Submitted by:	Approved by:
Bob Nelson	Mark R. Dettle	Martin Bernal
Superintendent of Solid Waste	Director of Public Works	City Manager

ATTACHMENTS: none





## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Public Works

SUBJECT: Spring 2010 Overlay Project – Pacific Avenue, 2nd Street and 3rd Street (c401011), Federal Project Number ESPL-5025(049) – Notice of Completion. (PW)

---

RECOMMENDATION: Motion to accept the work completed by Granite Construction Company of Watsonville, CA, and authorize the filing of the Notice of Completion for the Spring 2010 Overlay Project – Pacific Avenue, 2nd Street and 3rd Street (c401011), Federal Project Number ESPL-5025(049).

---

BACKGROUND: City Council approved the advertisement for bid of this project during the December 8, 2009 meeting, and authorized the City Manager to execute the contract once bids were received. The intent was to take advantage of funding becoming available through the American Reinvestment and Recovery Act of 2009 (ARRA). Granite Construction Company was the lowest responsive and responsible bidder and was duly awarded the contract. Construction began in April of 2010 and included grind out and repair of base failures in the roadway and paving of an overlay of hot-mix asphalt. This project also included ADA compliant curb ramps and striping.

DISCUSSION: The work for this project is now complete. The project has been inspected by the Public Works Department and found to be constructed in accordance with the plans and specifications.

FISCAL IMPACT: The initial contract award was for \$857,857. With a 10% contingency added on, the PO was for \$943,643. The final construction cost was \$938,906. All of the construction costs associated with this project were paid for by ARRA funds.

Prepared by:  
Joshua Spangrud  
Associate Civil Engineer

Submitted by:  
Mark R. Dettle  
Director of Public Works

Approved by:  
Martin Bernal  
City Manager

ATTACHMENTS: Notice of Completion

RECORDED AT THE REQUEST OF  
Joshua Spangrud

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 January 11, 2011, of the Spring 2010 Overlay Project – Pacific Avenue, 2<sup>nd</sup> Street and 3<sup>rd</sup> Street

That the City of Santa Cruz owns the said property as described above: City Right-Of-Way.

Said Spring 2010 Overlay Project – Pacific Avenue, 2<sup>nd</sup> Street and 3<sup>rd</sup> Street was undertaken on said property pursuant to a contract with Granite Construction Company, Watsonville, California. Said Spring 2010 Overlay Project – Pacific Avenue, 2<sup>nd</sup> Street and 3<sup>rd</sup> Street consisted of installation of ADA compliant curb ramps, repairs to areas of base failure, placing a leveling course of hot mix asphalt, placing a pavement reinforcing fabric and paving an overlay of hot-mix asphalt.

DATED \_\_\_\_\_

\_\_\_\_\_  
Mark R. Dettle  
Director of Public Works  
City of Santa Cruz

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 \_\_\_\_\_.



## CITY COUNCIL AGENDA REPORT

DATE: 1/4/2011

AGENDA OF: 1/11/2011

DEPARTMENT: Water

SUBJECT: Vacation of Water Main Easement on Mission Hill Junior High School Property. (WT)

---

**RECOMMENDATION:** Resolution to vacate a water main easement on Mission Hill Junior High School property granted by Santa Cruz City Schools in 1975.

---

**BACKGROUND:** In 1975, the Santa Cruz City Schools granted the City of Santa Cruz Water Department a 10' wide easement for a 4" main extension from King Street across approximately 500 feet of Mission Hill Junior High School property to provide water to a meter and service connection at the school gymnasium.

**DISCUSSION:** A few months ago, a leak developed on the main in this easement. In fixing the leak, City Water Department staff found that artificial turf, track, and parking areas had been installed over a major portion of the easement. All easements for City Water facilities require that no structures of any kind be built over the easement areas so the water facilities within the easement can be repaired or improved without disrupting such structures. The City Attorney determined that these turf, track, and parking installations should be considered structures for this purpose.

This particular service connection does not meet the Water Department's current standards due to the meter being far into the property. There are two other service connections to the school property which provide its primary water use. Discussions between City Water department staff and Mission Hill Junior High School staff led to a proposed resolution that a new meter and backflow device for this service be installed, in keeping with current standards, at the edge of the school property, and that the City vacate the easement and relinquish ownership of the pipeline across the property. Both parties are ready to move forward with implementing this approach.

The California Streets and Highways Code Section 8333 provides that the City Council may summarily vacate a public service easement when a determination has been made that "the easement has been superseded by relocation, or determined to be excess by the easement holder, and there are no other public facilities located within the easement." The attached resolution makes the determination that the easement is determined to be excess by the City and abandons City ownership of the pipeline. This results in ownership of the water pipeline transferring to the school and no further public facilities remain in the current easement.

FISCAL IMPACT: There is no fiscal impact associated with this action.

Submitted by:  
Bill Kocher  
Water Director

Approved by:  
Martín Bernal  
City Manager

ATTACHMENTS:  
Resolution  
Exhibit A - Deed  
Exhibit B - Map

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ TO VACATE AN UNNEEDED WATER PIPELINE EASEMENT ON MISSION HILL JUNIOR HIGH SCHOOL PROPERTY GRANTED BY SANTA CRUZ CITY SCHOOLS IN 1975.

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

WHEREAS, the City of Santa Cruz currently has a water pipeline right-of-way ten feet in width starting at King Street, and running south on Santa Cruz City Schools property for approximately 500 feet to the Mission Hill Junior High School gymnasium; and

WHEREAS, this right-of-way was granted to the City by the Santa Cruz City Schools, as recorded as described on the grant deed recorded on July 22, 1975 and attached hereto as Exhibit A; and

WHEREAS, the City is abandoning City ownership of this pipeline to the Santa Cruz City Schools and the pipeline will no longer be a public facility; therefore, this right-of-way is no longer needed by the City; and

WHEREAS, the State of California Streets and Highways Code, Section 8333 provides that the City Council may summarily vacate a public service easement when a determination has been made that the easement has been determined to be excess by the easement holder and there are no other public facilities located within the easement; and

WHEREAS, this right-of-way, of any parts thereof, is not useful as a non-motorized transportation facility, per State of California Streets and Highways Code, Section 8314.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that the public service right-of-way described in Exhibit A attached hereto and by this reference incorporated herein, be, and the same is, hereby, summarily abandoned and vacated.

IT IS FURTHER ORDERED that from and after the date this Resolution is recorded, the public service easement referenced in Exhibit A shall be officially vacated and abandoned and will no longer constitute a City public service right of way over the subject property.

RESOLUTION NO. NS-

PASSED AND ADOPTED this 11<sup>th</sup> day of January, 2011, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk

GRANT OF RIGHT-OF-WAY  
AND EASEMENT

SANTA CRUZ CITY SCHOOLS

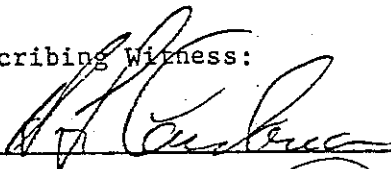
133 MISSION STREET

SANTA CRUZ, CA. 95060

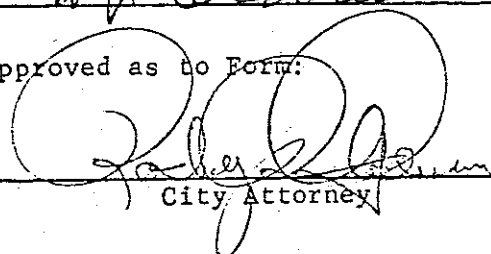
DO HEREBY GRANT UNTO THE CITY OF SANTA CRUZ, a municipal corporation, duly formed under the laws of the State of California, a perpetual right-of-way ten (10) feet in width over and across and in the land situated in the County of Santa Cruz, State of California, described in Exhibit "A" attached hereto and by reference made a part hereof, for the purpose of clearing, trenching, laying, constructing, maintaining, repairing and replacing water mains, lines, connections or pipes of the City of Santa Cruz, placed thereon, together with the right to enter upon said land with all manner of materials, tools, equipment and products necessary or convenient for the purpose of constructing, maintaining, replacing, repairing, laying or relaying the same or any part thereof. No building or structure of any kind shall be constructed on the parcel of real property set forth and described in Exhibit "A", attached hereto and by reference made a part hereof, and should a building or structure be erected in violation of the foregoing provision, the grantee, its successors or assigns, may still exercise all rights herein granted, and grantee shall have the right to remove said building or structures for the purpose of constructing, maintaining, replacing, repairing, laying or relaying said pipeline or any part thereof, and said grantee shall not be held liable in any manner whatsoever for any damages thereby incurred, nor shall grantee be under any obligation to replace any structure or building that grantee may have been forced to remove from said property pursuant to the terms and conditions herein stated.

Dated 7/22, 19 75.

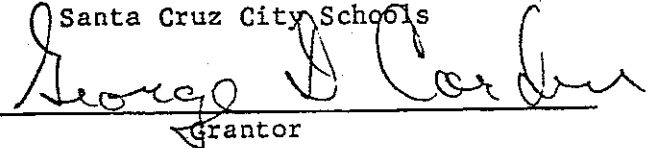
Subscribing Witness:



Approved as to Form:

  
City Attorney

Santa Cruz City Schools

  
Grantor

Grantor

Location: Mission Hill Jr. High School  
425 King Street  
Santa Cruz, Ca. 95060  
A. P. #6-221-28

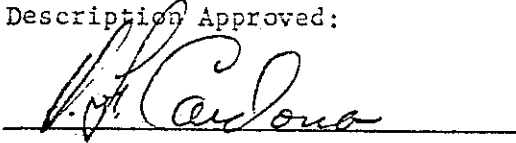
EXHIBIT "A"

BEING a portion of the lands conveyed to SANTA CRUZ SCHOOL DISTRICT by Deed dated May 28, 1924, and recorded May 29, 1924, in Volume 28, at Page 171, Official Records of Santa Cruz County, and being more particularly described as follows:

BEING a right-of-way ten (10) feet in width, at right angles to its centerline which is described as follows:

BEGINNING at a station on the northerly boundary of said aforementioned lands from which a one inch iron pipe bears North  $71^{\circ} 05'$  East 213.36 feet distant; thence from said point of beginning South  $18^{\circ} 55'$  East 15 feet to an angle; thence South  $3^{\circ} 35'$  West 205 feet more or less to an angle; thence South  $25^{\circ} 40'$  West 70 feet.

Description Approved:



A handwritten signature in cursive script, appearing to read "W. J. Carlow", is written over a horizontal line.

A.P.#6-221-28  
425 King Street



STATE OF CALIFORNIA )  
                                  ) ss  
COUNTY OF SANTA CRUZ )

On the 22nd day of July, 1975,

before me, ANGELE MELLON, a Notary Public in and for the County of Santa Cruz, State of California, personally appeared H. F. CARDONA,

known to me to be the person whose name is subscribed to the within instrument, as a witness thereto, who being by me duly sworn, says that he resides in the County of Santa Cruz, State of California, and that he was present and saw GEORGE D. CORDEN, Project Expeditor

SANTA CRUZ CITY SCHOOLS

who IS personally known to him to be the same person whose name (is/are) is subscribed to the within instrument, sign and deliver the (is/are)

the same and that he acknowledged to affiant that he (he/she/they) (he/she/they)

executed the same; and that said affiant subscribed his name thereto as a witness.



Angele Mellon  
ANGELE MELLON, Notary Public in and for the County of Santa Cruz, State of California

My Commission expires Dec. 5, 1976

Please return to:  
City Clerk's Office  
Room 101  
809 Center Street  
Santa Cruz, Ca 95060

BOOK 2534 PAGE 284

AUG 25 1 56 AM '75

31925

RECEIVED  
CITY CLERK  
CITY OF SANTA CRUZ

COMPLETED

CERTIFICATE OF ACCEPTANCE

THIS IS TO CERTIFY that the interest in real property conveyed by  
the deed or grant dated the 22nd day of July, 1975,  
from SANTA CRUZ CITY SCHOOLS

to the CITY OF SANTA CRUZ, a municipal corporation, is HEREBY ACCEPTED  
BY the undersigned officer on behalf of the City Council of the City of Santa  
Cruz, pursuant to authority conferred by Resolution No. NS 7013 of the City  
Council of the City of Santa Cruz, adopted on the 8th day of January, 1963,  
and recorded with the County Recorder of Santa Cruz County on the 14th day of  
January, 1963, in Volume 1516, Page 392 of Official Records; and the Grantee  
consents to recordation thereof by its duly authorized officer, the City Clerk of  
the City of Santa Cruz.

DATED this 22nd day of August, 1975.

031925  
BOOK 2534 PAGE 284

OFFICE RECORDS  
SANTA CRUZ COUNTY  
RICHARD C. NEAL  
RECORDER

SEP 2 8 47 AM '75

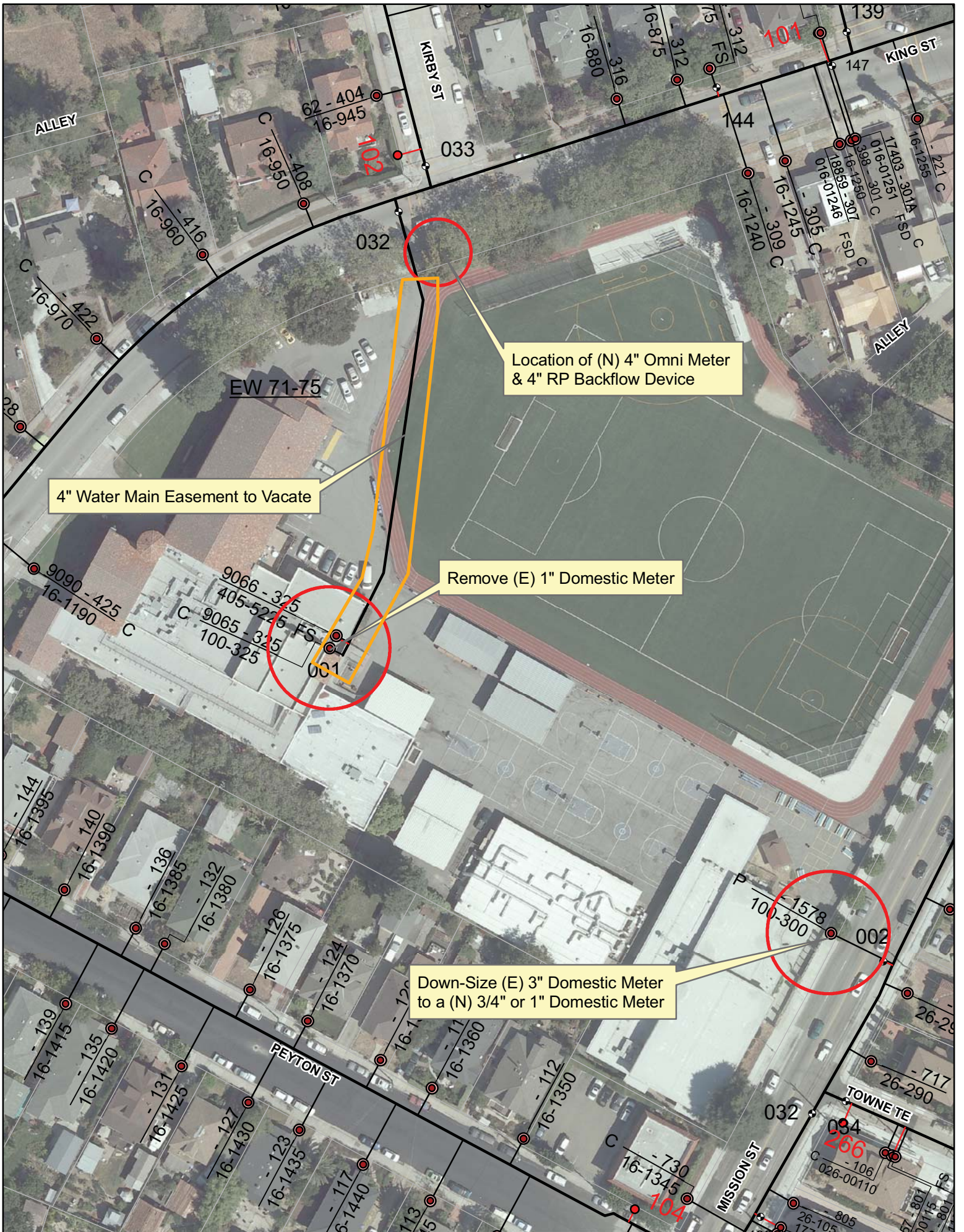
RECORDED AT REQUEST OF

City of S.C.

AK X

CITY OF SANTA CRUZ  
a Municipal Corporation

by [Signature]  
CITY MANAGER





## CITY COUNCIL AGENDA REPORT

DATE: 12/6/10

AGENDA OF: January 11, 2011  
DEPARTMENT: Planning and Community Development  
SUBJECT: Residential Rental Inspection Program Fees (PL)

---

RECOMMENDATION: Resolution adopting a new Department of Planning and Community Development Fee Schedule creating fees for the Residential Rental Inspection Program, and rescinding Resolution No. NS-28,171.

---

BACKGROUND: On September 7, 2010 and reaffirmed on September 14, 2010, the City Council approved an ordinance amending Title 21 of the Santa Cruz Municipal Code (SCMC) adding Chapter 21.06 regarding a citywide residential rental inspection and maintenance program. The reports prepared for the August 3<sup>rd</sup> meeting and the prior July 20<sup>th</sup> hearing discussed the proposed fees for the program.

A description of the proposed fees follows:

- The annual registration fee for each applicable property would be \$45.
- With the initial registration fee payment property owners may apply for the Self-Certification Program. If accepted in the program, the annual self-certification fee would be an additional \$20 per unit for 20 percent of the units. The annual self-certification fee covers review of the self-inspection form(s) and inspection by the City of 20 percent of the units during a five (5) year period.
- If not accepted in the Self-Certification Program the annual inspection fee would be an additional \$20 per unit at each property. This annual fee will cover the first inspection of each unit and one re-inspection if a correction notice is issued.
- If further re-inspections are required the fee is \$107 per hour.
- Continued failure to correct any noticed violations may be subject to administrative civil penalties found under Title 4 of the SCMC.

FISCAL IMPACT: Implementation of this ordinance is expected to require two full-time code enforcement officers and one full-time administrative assistant, as well as supervisory support and support from staff of other departments (such as Finance and Fire). The direct staffing and operating costs are expected to be approximately \$321,000. This expenditure breaks down as follows:

Two building inspectors or code enforcement specialists =	\$207,000
One Administrative Assistant =	56,000
Capital outlay/Administrative Expenses =	<u>\$58,000</u>
Expenditure Total =	\$321,000

It is estimated that cost for the amount of time the Code Enforcement Officer(s) and the Administrative Assistant will spend on each individual rental property and unit to administer the Rental Inspection Program, in addition to the administrative expenses, will be equal to or greater than the fee(s) levied. Therefore the costs for rental property owners bear a reasonable relationship to the benefits received from administration of the Rental Inspection Ordinance.

As part of the UCSC/City agreement both parties agreed to jointly and equally fund the net of the Program through the first three (3) years. After that period of time the joint funding would be subject to further discussion. Both the City and UCSC have included their share of the above expenditures in their FY 2011-12 budgets. The estimated annual revenue from the program would be approximately \$327,000. Depending upon capital outlay after the first year the program may be very close to being self-supporting. Staff will monitor revenues and expenditures to be sure the program is self-supporting and the fees are appropriate.

Prepared by:  
 Alex Khoury  
 Assistant Planning Director

Submitted by:  
 Juliana Rebagliati  
 Planning Director

Approved by:  
 Martín Bernal  
 City Manager

Attachments:  
 August 3, 2010 and July 20, 2010 Agenda Reports  
 Resolution  
 Exhibit A – Fee Schedule



## CITY COUNCIL AGENDA REPORT

DATE: 7/27/2010

AGENDA OF: 8/3/2010

DEPARTMENT: Planning and Community Development

SUBJECT: 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).

---

RECOMMENDATION: Introduction of an ordinance for publication amending Title 21 of the Santa Cruz Municipal Code adding Chapter 21.06 regarding a citywide residential rental inspection and maintenance program.

---

BACKGROUND: On July 20, 2010 the City Council conducted a public hearing concerning the proposed citywide residential rental inspection and maintenance program. Staff presented the staff report and described the proposed ordinance. Approximately 27 persons spoke concerning the ordinance with a number of others in attendance. Also a number of e-mails were received by the Council. A number of speakers and writers stated that they could support the proposed ordinance if additional changes were made, including the recommendations suggested by the Tri-County Chapter of the California Apartment Association. The City Council continued the public hearing to August 3, 2010 and directed staff to review the suggested recommendations and amend the proposed ordinance if appropriate.

DISCUSSION: Staff has reviewed the changes suggested by the Tri-County Chapter and others and has incorporated the majority of them into the ordinance which is attached in a strikeout/underline version so the Council and the public can see the modifications. The major changes are as follows:

1. Language has been added to the Findings and Purpose section to clarify the purpose and intent of the ordinance.
2. Language clarification was made to the Fees Section 21.06.060 to be clear how and when the fees will be collected.
3. Language clarification was made to the Rental Housing Inspection Certification Section 21.06.070 D that specified the time period of the certifications after successful inspections.

4. Language was added for the Self-Certification Program Section 21.06.080 D such that the owner shall not be in violation if the tenant or occupant refuses to allow the Self-Certification inspection by the owner. Staff also included a requirement that the owner shall provide the City a signed statement from the tenant/occupant that the inspection was refused. If the tenant refuses to sign the statement, the owner shall provide proof, under penalty of perjury, that a request to inspect was served and it was not permitted by the tenant.

5. Language was revised for the Self-Certification Program Section 21.06.080 F that the Self-Certification Checklist be provided to the tenant within five working days upon request of the tenant. This was a change from requiring the owner to give the completed checklist to the tenant at the same time as the checklist is given to the City.

6. Language was added for the Self-Certification Program Section 21.06.080 H that clarified the term “reasonable time” to solve violations and remain in the Self-Certification Program. This time period could be 30 to 90 days, however for immediate life safety violations the time lines will be less to address the urgency of the situation.

7. Section 21.06.120 Public Nuisance has been deleted in its entirety. It was determined that this section is already covered under Title 4 in the Municipal Code and Title 4 is the code enforcement mechanism for the rental inspection ordinance should violations not be corrected in a timely manner. Deleting this section does not take the authority or force away from the current enforcement provisions in other portions of the Municipal code.

8. Language was deleted under Appeals Section 21.06.130 A1 that conflicted with the appeal section of Title 4.

The ordinance has been further modified to clarify the intent to focus on certain rental housing conditions described in the first paragraph of the purpose and finding section, with the intent to focus on meeting the minimum standards contained in the City’s health and safety codes. The primary remaining modification suggested by others that has not been included in the recommended ordinance is to add language which would prevent or restrict the City’s ability to gain compliance with existing codes by limiting inspections only to immediate health safety violations that pose an imminent threat, structural changes, unpermitted dwelling units, or changes that increased habitation areas without permits. It is agreed that it is appropriate for Council to approve the Inspection Checklist(s), at a future date. A draft checklist is provided. Interested parties have offered to work with City staff to finalize the annual inspection and self-certification checklists, whereupon the checklists would return to City Council some time in the future for adoption. In addition, Council may provide policy direction to staff regarding the focus and emphasis of the inspections program and enforcement of this ordinance.

A request was made at the last Council meeting for information on tenant displacement and the current City regulations. The first goal in discovering a code violation is to work with owners to correct the situation, and gain compliance. Reasonable timelines are established for the compliance process. For instances where tenants are discovered living in extremely egregious situations (dangerous electrical systems, no heat, no water, flooding, etc...) orders for displacement are near immediate. Issuances of such orders are very rare for the City. The City’s current relocation ordinance provides for the payment of three (3) months relocation assistance in

the amount of the tenants' actual rent, or the rent established by HUD for fair market value, whichever is greater. This payment is the responsibility of the landlord/owner.

CONCLUSION: The proposed ordinance adds to the City of Santa Cruz ability to protect and promote public health, safety and welfare, particularly with regard to the City's rental housing. A well run program will enable the City to maintain safe rental housing stock for years to come and increase the quality of life in neighborhoods and the community.

Prepared by:  
Alex Khoury  
Assistant Planning Director

Submitted by:  
Juliana Rebagliati  
Planning Director

Approved by:  
Richard C. Wilson  
City Manager

Available for public review at Planning Department, 809 Center Street

ATTACHMENTS:

July 20, 2010 City Council report  
Draft Rental Inspection Ordinance  
Sample inspection checklist  
Letters from the California Apartment Association Tri-County Chapter





## CITY COUNCIL AGENDA REPORT

DATE: 7/14/2010

AGENDA OF: 7/20/2010

DEPARTMENT: Planning and Community Development

SUBJECT: 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).

---

RECOMMENDATION: Introduction of an ordinance for publication amending Title 21 of the Santa Cruz Municipal Code adding Chapter 21.06 regarding a citywide residential rental inspection and maintenance program.

---

BACKGROUND: For many years there has been increasing concern about the City of Santa Cruz's aging housing stock. As well, there is concern about illegal units and unpermitted construction which could pose health and safety, and neighborhood compatibility problems. The current Housing Element adopted by the City Council in 2009 states that the City should make "a concerted effort to encourage maintenance, rehabilitation, and improvement of housing and to promote sustainable, livable neighborhoods." The implementation of Goal 5.2 of the Housing Element calls for the City to "consider" a self-funding, pro-active inspection program for rental units. This Goal was a carryover from the 2002 Housing Element.

As part of the September 2008 comprehensive settlement agreement between the University of California at Santa Cruz (UCSC), the City of Santa Cruz, the County of Santa Cruz, CLUE and other individuals, it was agreed that the City would more closely regulate residential rental housing in the City. The language from the agreement is as follows:

"2.7(c) The City agrees to propose and enforce City-wide ordinance(s) or municipal code(s) to regulate residential rental properties including, but not limited to, boarding, lodging, or rooming houses. In the event the City does not enact such legislation within two years of the approval of this agreement, UCSC's housing capacity commitment set forth in Section 2.1b above shall be reduced by 450 beds. The City, in consultation with UCSC, further agrees to review with three years of the effective date of this Agreement any such City-wide ordinance(s) or municipal code(s) for effectiveness in regulating residential rental properties and, if necessary, to consider revisions" and

"2.9 In recognition of City-wide zoning, building and municipal code violations in the City's residential neighborhoods attributable to deficient landlord oversight of rental housing (UC and

non-UC affiliated), the City and UCSC agree to jointly and equally fund through 2013 a pilot program for two City Code enforcement positions as a means of improving rental property safety and standards. The pilot program will be reviewed after the first 3 years. After review and mutual agreement, the program may be modified. UCSC's commitment to fund its 50% share of the program will not accrue until the City enacts and enforces City-wide ordinance(s) or municipal code(s) consistent with Section 2.7(c), above."

Finally as part of efforts to address code enforcement and nuisance property issues within the City of Santa Cruz, staff and the City Attorney's Office at the direction of City Council, working with neighborhood groups, have brought forth ordinances over the past few years that the City Council has adopted. While successful in some ways these ordinances have not sufficiently addressed all aspects of the problem. A rental housing inspection ordinance is seen as another tool toward dealing with problems associated with some code enforcement, health and safety, and nuisance property issues.

**DISCUSSION:** The average age of the housing stock in the City of Santa Cruz is increasing with nearly 50 percent of the City's housing 50 years or older. Deferred maintenance and code enforcement on some of the City's rental housing properties are becoming significant issues. The 2000 Census indicated that 53 percent of the City's population was renters and there were approximately 11,500 rental units in the City. The current reactive code enforcement efforts have proven to be insufficient to address the problems. As stated above it is important at this time that the City take proactive steps to ensure the maintenance and improvement of its rental housing.

The proposed rental housing inspection and maintenance program is relatively simple and requires owners of multiple rental dwelling units within the City of Santa Cruz to register their units with the City. With their registration the owners will be given a choice of signing up to have their units annually inspected by the City or to apply for the self-certification program. Staff anticipates that most owners will apply for self-certification. To qualify for self-certification a property shall not have existing violations of building, housing and sanitation codes or ordinances nor past violations of building, housing and sanitation codes or ordinances within the last three (3) year period.

If a property does not qualify for self-certification the properties/units will be required to be inspected annually to insure they are being maintained. If the properties are maintained without violation for three (3) years they will then qualify for self-certification.

For properties that are eligible for self-certification, the owner/operator will conduct an annual self-inspection of all the residential rental dwelling units, including exterior conditions and site conditions, and certify under penalty of perjury that the conditions at the property achieve the minimum standards listed on the Self-Certification Program Checklist. The City rental inspectors will review the checklist in the office and sign-off on the self-certification for that year. The properties under self-certification may be inspected but the inspections will be limited in a five (5) year period to twenty (20) percent of the total units or to one-unit total in residential rental dwelling units consisting of three (3) units, including multiple single family dwellings at separate locations, provided the residential rental dwelling units' conditions do not deteriorate during that five (5) year time period to the extent that the property would no longer meet the property eligibility standards.

When the City rental inspectors visit properties/units, they will be inspecting for compliance with state and local laws involving housing, building and zoning codes and property maintenance. A checklist would be followed similar to the self-certification checklist; a draft example of which is attached. Interior and exterior inspections would be conducted with the owner or operator. The owner/operator will coordinate with tenants for access to the units. Tenants are welcome to be home for the inspection but not required to be there. Once the inspection is completed, the owner/operator will be notified of any deficiencies found and asked to correct them in a timely manner. Structures and units will be required to be maintained at a level consistent with the codes of the period in which they were constructed. However, construction of new improvements or unpermitted construction must coincide with current codes as adopted by the City of Santa Cruz. It is important to note that existing codes allow for certain exceptions for qualifying projects under the Historic Building Code.

If the inspection reveals no building, housing or sanitation code or ordinance violations, or permit violations, a rental housing inspection certification will be issued. If the inspection reveals there are building, housing or sanitation code or ordinance violations, or permit violations, on the property the owner will be notified of the specific code violations which prevent the City rental inspector from issuing a rental housing inspection certification. The notification will provide a specific time period in which the violations are to be corrected. The City rental inspectors will be available to answer any questions of the owner/operator to help them successfully complete the repairs. The City rental inspectors will return on the stated correction date to re-inspect the property to verify compliance. If corrections have not been made the owner/operator will be charged for the additional staff time and expense in handling the violations.

Upon the successful completion of the initial inspection, subsequent inspection or re-inspection of the residential rental dwelling unit establishing that the property and its occupancy are in compliance with all applicable building, housing and sanitation code and ordinance requirements, the City will issue to the owner or operator a rental housing inspection certification. The certificate indicates code/ordinance compliance and specifies the time period during which the certification will remain valid and during which the residential rental dwelling unit will not be scheduled for a subsequent inspection. The rental housing inspection certification shall not preclude code enforcement or investigation on the property, if during the rental housing inspection certification period, a code violation on the property is reported to the City or otherwise observed by the City on the property.

In developing the attached rental inspection ordinance described above staff reviewed dozens of existing rental housing inspection ordinances enacted by other cities and counties in California. Staff also has met with interested parties such as the Board of Realtors, California Apartment Association Tri-County Chapter, Property Managers, rental property owners and Santa Cruz Neighbors representatives. The ordinance being proposed is substantially different from earlier drafts. This reflects the substantial input staff received from these groups. That being said there is still concern by some about the need, the cost and other aspects of the program.

The need of the program has been discussed above. It has been suggested that the creation of a rental inspection program would reduce property values and increase rents because of the costs. The proposed fees for the program are outlined as follows along with a breakdown of what the costs would be yearly and monthly for a variety of rental projects:

- The annual registration fee for each applicable property would be \$45.

- With the initial registration fee payment property owners may apply for Self-Certification Program. If accepted the annual self-certification fee would be an additional \$20 per unit for 20 percent of the units at each property. The annual self-certification fee covers review of the self-inspection form(s) and inspection by the City of 20 percent of the units during the five (5) year period.
- If not accepted in the Self-Certification Program the annual inspection fee would be an additional \$20 per unit at each property. This annual fee will cover the first inspection of each unit and one re-inspection if a correction notice is issued.
- If further re-inspections are required the fee is \$120 per hour.
- Continued failure to correct any noticed violations will be dealt with through administrative civil penalties found under Title 4 of the SCMC.

Cost Examples:

1 single family rental home or condo –

Yearly cost - \$45 plus \$20 = \$65 (Monthly cost - \$5.42)

3 single family rental homes -

Yearly cost under Self-Certification - \$135 (\$45 per property x 3) plus \$20 x 1 unit = \$155

(Monthly cost per unit - \$4.30)

Yearly cost for non-Self-Certification - \$135 (\$45 per property x 3) plus \$20 x 3 units = \$195

(Monthly cost per unit - \$5.42)

Fourplex –

Yearly cost under Self-Certification - \$45 plus \$20 x 1 unit = \$65 (Monthly cost per unit - \$1.35)

Yearly cost for non-Self-Certification - \$45 plus \$20 x 4 units = \$125 (Monthly cost per unit - \$2.60)

15 unit apartment building –

Yearly Cost under Self-Certification - \$45 plus \$20 x 3 units = \$105 (Monthly cost per unit - \$0.58)

Yearly Cost for non-Self-Certification - \$45 plus \$20 x 15 units = \$345 (Monthly cost per unit - \$1.91)

40 unit rented condos (under single ownership) –

Yearly cost under Self-Certification - \$45 plus \$20 x 8 units = \$205 (Monthly cost per unit – \$.43)

Yearly cost for non-Self-Certification - \$45 plus \$20 x 40 units = \$845 (Monthly cost per unit - \$1.76)

240 apartment units

Yearly cost under Self-Certification - \$45 plus \$20 x 48 unit = \$1005 (Monthly cost per unit - \$.35)

Yearly cost for non-Self-Certification - \$45 plus \$20 x 240 units = \$4845 (Monthly cost per unit - \$1.68)

As the above numbers indicate the monthly cost per unit is not excessive especially if an owner was in the self-certification program. Many cities throughout California have rental inspections

programs with no sign of excessive rent increases and loss of property values. Some cities such as Pasadena and Santa Ana have had inspection programs for 20 years and the programs have been a success for tenants and property owners.

To help the program have a successful start and deal with some of the concerns of property owners, during the first three (3) years of the Residential Rental Inspection Program compliance inspections by City rental inspectors will be conducted only on residential rental dwelling units which are in violation of building, housing or sanitation codes or ordinances or on residential rental dwelling units requested for inspection by the owner. During this three (3) year initial phase of the Program all other provisions of the ordinance, including but not limited to registration requirements, Program fees, self-certification procedures will be in effect. No inspections of self-certified units would begin until 2014 unless complaints were received about the property or units. The hope with this three (3) year Program initial phase roll out is to develop a complete and accurate data base of the relevant rental properties in the City and focus on the properties that do not qualify for self-certification and that currently are known problem properties.

**CONCLUSION:** The proposed ordinance takes the City of Santa Cruz to the next level of protection and promotion of public health, safety and welfare. A well run program will enable the City to maintain safe housing stock and increase the quality of life in neighborhoods and the community.

**ENVIRONMENTAL REVIEW:** The proposed ordinance has been determined to be exempt from the California Environmental Quality Act (CEQA) in that the activity is covered under the general rule that CEQA applies only to projects, which have the potential for causing significant effect on the environment. The ordinance is consistent with and serves to implement a goal of the Housing Element of the City's General Plan. In fact, the ordinance strengthens current provisions of the Municipal Code relating to code enforcement and housing and provide better protection to the citizens of the City of Santa Cruz. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is exempt from CEQA per Section 15061 (b)(3). Additionally, establishing fees for the purposes of meeting operating expenses by a public agency is statutorily exempt per CEQA Section 15273. And inspections activities are categorically exempt from CEQA per Section 15309.

**FISCAL IMPACT:** Staffing of this ordinance will require two full time inspectors and one full time administrative assistant, as well as supervisory support and support from staff from other departments (such as Finance and Fire). The direct staffing and operating costs are expected to be approximately \$322,000. This expenditure breakdown is follows:

Two building inspectors or code enforcement specialists =	\$200,000
One Administrative Assistant =	\$64,000
Capital outlay =	<u>\$58,000</u>
Expenditure Total =	\$322,000

As part of the UCSC/City agreement both parties agreed to jointly and equally fund the Program through the first three (3) years. After that period of time the joint funding would be subject to further discussion. Both the City and UCSC have included their share of the above expenditures in their FY 2011-12 budgets. The estimated annual revenue from the program with the \$45 registration fee per property and \$20 per unit for both annual registration and self-certification would be approximately \$327,000. Depending upon capital outlay after the first year the program may be very close to being self-supporting. Staff will monitor the revenues and expenditures to be sure the program is self-supporting and the fees are appropriate.

Prepared by:  
Alex Khoury  
Assistant Planning Director

Submitted by:  
Juliana Rebagliati  
Planning Director

Approved by:  
Richard C. Wilson  
City Manager

Available for public review at Planning Department, 809 Center Street

ATTACHMENTS:  
Draft Rental Inspection Ordinance  
Sample inspection checklist

RESOLUTION NO. NS-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ  
RESCINDING RESOLUTION NO. NS-28,171 AND ADOPTING A REVISED  
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT FEE SCHEDULE  
TO INCLUDE RESIDENTIAL RENTAL DWELLING UNIT INSPECTION PROGRAM FEES

WHEREAS, on February 23, 2010, the City Council adopted Resolution No. NS-28,171 establishing a revised fee schedule for the Department of Planning and Community Development (Planning Department); and

WHEREAS, the City Council conducted public hearings on August 3, 2010 and September 7, 2010 and approved amendments to Title 21 to create the Residential Rental Dwelling Unit Inspection and Maintenance Program; and

WHEREAS, the State of California provides that zoning and building permit inspection fees and code enforcement services may recover costs associated with such services; and

WHEREAS, the City Council recognizes the necessity to recover costs associated with said rental inspection program; and

WHEREAS, the City Council finds that the preponderance of the evidence shows that the proposed fees are: (1) not a tax; (2) for an amount that is no more than necessary to cover reasonable costs of the governmental activity; and (3) in a manner in which those costs are allocated to a payor to bear a fair and reasonable relationship to the payor's burdens on, or benefits received from, the governmental activity.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz that Resolution No. NS-28,171 is hereby rescinded, and the new Current Planning Fee Schedule, as shown in Exhibit A, attached and made a part hereof, is hereby adopted; and

BE IT FURTHER RESOLVED by the City Council of the City of Santa Cruz that the fees shown in Exhibit A continue to be adjusted annually on July 1<sup>st</sup> to account for inflation, based on the Consumer Price Index for the previous 12-month period (using the San Francisco-Oakland-San Jose Area modifier).

PASSED AND ADOPTED this 11<sup>th</sup> day of January, 2011, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk

**EXHIBIT "A"**  
**City of Santa Cruz**  
**Department of Planning and Community Development**  
**Current Planning Division**  
809 Center Street, Room 206, Santa Cruz, CA 95060  
(831) 420-5100

**FEE SCHEDULE <sup>1</sup>**

Application/Fee Type	Fee Amount <sup>2</sup>
<b>Administrative Fees</b>	
Hourly Billing Rate	\$107 per hour
Application Intake	\$100 for public hearing cases \$50 for non-public hearing cases
Document Fee	\$70 for public hearing cases \$35 for non-public hearing cases
Public Notice	\$266
Technology Surcharge	5% of all fees/charges (including building) except those fees/charges under \$100, duplication, impact fees, inclusionary housing in-lieu fees, and General Plan Maintenance Fee.
Duplication	\$0.25 Per Page
<b>Permit Applications</b>	
Abandonment	\$2,031
Appeals	\$500
Boundary Adjustment	\$851
Certificate of Compliance	\$1,285
Coastal Permit	\$593
Coastal Permit Exclusion	\$88
Conditional Driveway Permit: Public hearing	\$851
Conditional Fence Permit: No public hearing Public hearing	\$724 \$851
Condition/Mitigation Monitoring: Minor Major	\$500 Deposit \$5,000 Deposit
Demolition Permit	\$593
Design Permits: <sup>3</sup>	
- Large house/Substandard lot (Public hearing)	\$1,504
- Remodel/Site alteration (No public hearing)	\$593
- New nonresidential/residential	\$329/1000 sq. ft.
- Fire Review Fee	20% of Design Permit Fee (\$4,400 max.)
Development Agreements <sup>3</sup>	\$3,076
Extension Area Revocable	\$1,175
General Plan/Zoning Map Amendment <sup>3</sup>	\$5,000 Deposit
General Plan Maintenance Fee	0.0122 of building permit valuation (Charged at building permit –\$250,000 max.)

<sup>1</sup> Adjusted on \_\_\_\_\_ per City Council Resolution \_\_\_\_\_.

<sup>2</sup> All fees are non-refundable

<sup>3</sup> This application may require the use of expert, outside analysis. Any such consultant costs and/or additional staff time shall be charged to, and recovered from, the applicant **16-13**



**EXHIBIT “A”**

**Page Two**

<b>Application/Fee Type</b>	<b>Fee Amount <sup>4</sup></b>
Historic Alteration Permit	\$130
Historic Building Survey Deletion	\$2,031
Modification to Approved Plans:	
Minor	\$593
Major	\$1,153
Occupancy Permit:	
New Business/Change of Use	\$263 (+\$52 fire review fee)
Home Occupation	\$180 (+\$36 fire review fee)
New Occupancy, Same Use	\$55
Plan Check – Planning	\$285 plus (\$3 per \$1,000 valuation) (Charged at Building Permit)
Planned Development <sup>3</sup>	\$3,766
Pre-application Review <sup>5</sup>	\$2,000 Deposit
Reconstruction Permit	\$1,499
Relocation of Structure Permit	\$851
Sign Permit	\$253
Slope Modification:	
Minor	\$335
Major	\$1,713
Special Report Fee	\$527
Specific Plan <sup>3</sup>	\$9,500 Deposit
Subdivision <sup>3</sup>	\$2,196 Plus \$300 per lot
Time Extension	\$851
Use Permit <sup>3</sup>	
Administrative Use <sup>6</sup>	\$851
Special Use	\$1,598
Variance	\$1,499
Watercourse Development Permit <sup>7</sup>	\$271
Watercourse Variance	\$1714
<b>Environmental Review</b>	
Archaeological Review (for Building Permit Applications)	\$162 (Charged at Building Permit)
Biotic Review	\$214
Arborist Review	\$214
Categorical Exemption	\$88
EIR Review	25% of consultant’s contract
Negative Declaration/Initial Study <sup>3</sup>	\$1,647
<b>Code Compliance</b>	
Code Violation (Investigation Fee)	Double fees for required permits
Reinspection Fee	Actual Cost
<b>Rental Inspection Program</b>	
Annual Registration Fee <sup>7</sup>	\$45
Annual Self-Certification Fee <sup>7</sup>	20% of the units @ \$20 per unit
Annual Inspection Fee <sup>7</sup>	\$20 per unit
Reinspection Fee	\$107 per hour

<sup>4</sup> All fees are non-refundable

<sup>5</sup> Up to \$1,000 of this fee may be deducted from the application fee upon submittal within one year of completed review.

<sup>6</sup> The total fee amount for an Administrative Use Permit to allow a temporary, non-profit, seasonal fund-raiser shall be \$100.

<sup>7</sup> Penalties for late registration/annual renewals start at 20 percent of the original fee (if one month delinquent) and are assessed an additional 10 percent each month the license is delinquent (up to 50 percent maximum).



## CITY COUNCIL AGENDA REPORT

DATE: 12/4/2010

AGENDA OF: 1/11/2011

DEPARTMENT: Public Works

SUBJECT: Pay by Phone - Meter Rates and Time Limits. (PW)

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**RECOMMENDATION:** Introduction of an ordinance for publication amending Sections 10.52.210, 10.52.220, 10.52.230, 10.52.240, 10.52.310, 10.52.320, 10.52.410, 10.52.420 and establishing Sections 10.52.215, 10.52.315, and 10.52.425 of the Santa Cruz Municipal Code regarding the setting of parking meter rates.

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**BACKGROUND:** At the October 26, 2010 City Council meeting, the City Manager was authorized to enter into an agreement with Parkmobile USA of Atlanta Georgia to implement a pay by phone pilot parking program providing an additional parking payment solution for the visitors and residents of the City of Santa Cruz. With this service the motorist will be able to use his or her cell phone to pay their parking fees by calling a toll free phone number or using a mobile phone application.

**DISCUSSION:** With the implementation of this pilot program, a number of decisions on time duration and parking meter rates are required. Now is the time to review whether variable parking rates should be used to encourage turnover.

In 1968, the Pacific Garden Mall was created to revitalize Downtown Santa Cruz after the devastating floods of 1955. During this era, time limits were placed on the mechanical parking meters to promote turnover in the parking spaces fronting the commercial businesses and those restrictions remain in place to this day. The one way section of Pacific Avenue from Cathcart Street to the intersection of Water Street and Front Street was considered the Downtown core and one hour time limits were placed on the parking spaces. All other areas of the Downtown Parking District and other parking meters outside of the district, except the Beach Area and South of Laurel Area (SOLA), have two hour and twelve hour meters. The Beach and SOLA areas have two, six and twelve hours meters placed on its parking spaces.

Between 2003 and 2005, electronic parking meters were installed at all metered parking spaces in the City of Santa Cruz. These meters were not only capable of accepting payment with a ParkCard and coins, they also have the ability to be programmed with variable rates. Several California cities, including Berkeley and Pacific Grove, are now adopting variable rate systems to encourage more shopping and create less traffic congestion, but also discourage long term parking by employees. These rates are also in line with the Transportation Demand Management of parking spaces included in the Transportation Master Plan by structuring on-street meter parking rates and durations to reflect convenience, length of stay and uniformity.

We are not proposing to change the short term 20 and 30 minute meters, as those meters will not be affected by the rate changes or pay by phone service and will remain short term spaces, as they are needed for businesses with high short term demand.

For all the parking meters, except 20 and 30 minute limited time meters, Parkmobile can provide two types of service. One service consists of using a cell phone to start your time when you park and stop the parking time when you leave your space. Another service is based on current time duration meters. For the time duration service, the motorist would only be able to park for the posted time limit on the meter (i.e., 1 hour, 2 hour, etc.). For the Start/Stop service there would not be a time limit attached to the space where the vehicle is parked, but a variable rate to park could be implemented to promote turnover.

Staff is recommending the Start/Stop service as it is the most customer friendly service and allows the motorist to only pay for the time they park while reducing the chance of receiving a parking citation. Over the years we have received many complaints about the time limits not allowing legitimate shoppers the time needed for enjoying all that Santa Cruz has to offer. These variable rates would also be available to people using coins or a ParkCard. The Downtown Commission unanimously approved the adoption of the variable rate structure for Downtown parking meters at its November 18th meeting.

The suggested variable meter rate is included in Table No.1. As can be seen from the table, the existing parking rates are the same as the existing rates within the posted time limits. To stay longer than the posted limit the hourly rate increases to encourage turnover.

**FISCAL IMPACT:** Fiscal impact is unknown at this time, but an increase in meter revenue from the variable parking rates and a reduction in parking citation revenue is expected.

Prepared by:  
Marlin Granlund  
Parking Program Manager

Submitted by:  
Mark R. Dettle  
Director of Public Works

Approved by:  
Martin Bernal  
City Manager

**ATTACHMENTS:**

- ~ Table 1 - Variable Meter Rates
- ~ Variable Parking Meter Rate Ordinance

**TABLE No. 1**

**VARIABLE METER RATE**

<b>DURATION</b>	<b>EXISTING RATE</b>	<b>NEW RATE</b>				
		First Hour	Second Hour	Third Hour	Each Additional Hour	
Pacific Ave.- One Hour	\$ .75	\$ .75	\$ 1.00	\$1.25	\$2.00	
	Hourly	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Pacific Ave.- Two Hour	\$ .75	\$ .75	\$ .75	\$1.25	\$1.25	\$2.00
Beach Area- Two Hour	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$6.00
Two Hour	\$ .50	\$ .50	\$ .50	\$1.00	\$1.00	\$2.00
SOLA – Six and Twelve Hour	\$ .75	\$ .75	\$ .75	\$ .75	\$ .75	\$ .75
Beach Area- Twelve Hour	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
Twelve Hour	\$ .25	\$ .25	\$ .25	\$ .25	\$ .25	\$ .25

ORDINANCE NO.

AN ORDINANCE OF THE CITY OF SANTA CRUZ  
AMENDING CHAPTER 10.52 OF THE MUNICIPAL CODE REGARDING  
PARKING METER RATES

BE IT ORDAINED, by the City of Santa Cruz as follows:

Section 1. Section 10.52.210 to be amended as follows:

10.52.210 PARKING METER RATE 1 –CENTRAL BUSINESS DISTRICT – SEVENTY-FIVE CENTS PER HOUR, ONE HOUR VARIABLE RATE.

	First Hour	Second Hour	Third Hour	Each Additional Hour
Pacific Ave.- One Hour	\$ .75	\$ 1.00	\$1.25	\$2.00

A variable rate is established on the following street:

- (1) Pacific Avenue, both sides, from Front Street to Cathcart Street.

Section 2. Section 10.52.215 to be established as follows:

10.52.215 PARKING METER RATE 2 –CENTRAL BUSINESS DISTRICT – SEVENTY-FIVE CENTS PER HOUR, TWO HOUR VARIABLE RATE.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Pacific Ave.- Two Hour	\$ .75	\$ .75	\$1.25	\$1.25	\$2.00

A variable rate is established on the following street:

- (1) Pacific Avenue, both sides, from Cathcart Street to Laurel Street.

Section 3. Section 10.52.220 to be amended as follows:

10.52.220 PARKING METER RATE 3 -CENTRAL BUSINESS DISTRICT – FIFTY CENTS PER HOUR, TWO HOUR VARIABLE RATE.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Two Hour	\$ .50	\$ .50	\$ 1.00	\$1.00	\$2.00

ORDINANCE NO.

A variable rate is established on the following streets and portions of streets:

- (1) Bulkhead Street, between North Pacific and Water Street.
- (2) Cathcart Street, between Front Street and Cedar Street.
- (3) Cedar Street, between Center Street and Laurel Street.
- (4) Center Street, between Chestnut Street and Elm Street.
- (5) Church Street, between Pacific Avenue and Chestnut Street.
- (6) Cooper Street, between Pacific Avenue and Front Street.
- (7) Elm Street, between Pacific Avenue and Cedar Street.
- (8) Front Street, between Water Street and Laurel Street.
- (9) Knight Street, between North Pacific Avenue and Water Street.
- (10) Locust Street, between Pacific Avenue and Center Street.
- (11) Lincoln Street, between Pacific Avenue and Chestnut Street.
- (12) Maple Street, between Pacific Avenue and Cedar Street.
- (13) Mission Street, No. Pacific Avenue to Emet Street.
- (14) North Pacific Avenue, between Mission Street and River Street.
- (15) River Street, between Water Street and Front Street.
- (16) River Street South, between River Street and Soquel Avenue.
- (15) Soquel Avenue, between Pacific Avenue and Front Street.
- (16) Union Street, between Cedar Street and Center Street.
- (17) Walnut Avenue, between Pacific Avenue and Center Street.
- (18) Water Street, between Pacific Avenue and River Street.

Section 3. Section 10.52.230 to be amended as follows:

**10.52.230 PARKING METER RATE 4 -CENTRAL BUSINESS DISTRICT – TWENTY-FIVE CENTS PER HOUR, TWELVE HOUR RATE.**

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Twelve Hour	\$ .25	\$ .25	\$ .25	\$ .25	\$ .25

A rate of \$0.25 per hour is established on the following streets and portions of streets:

- (1) Bulkhead Street, between North Pacific and Water Street.
- (2) Cedar Street, between Center Street and Laurel Street.
- (3) Center Street, between Chestnut Street and Elm Street.
- (4) Church Street, between Center Street and Chestnut Street.
- (5) Civic Auditorium Parking Lot, Public Parking Lot No. 6
- (6) Elm Street, between Pacific Avenue and Cedar Street.
- (7) Lincoln Street, between Pacific Avenue and Chestnut Street.
- (8) Mission Street, No. Pacific Avenue to Emet Street.
- (9) North Pacific Avenue, between Mission Street and River Street.
- (10) River Street, between Water Street and Front Street.

ORDINANCE NO.

- (11) River Street South, between River Street and Soquel Avenue.
- (12) Soquel Avenue, between Pacific Avenue and Front Street.
- (13) Walnut Avenue, between Pacific Avenue and Center Street.
- (14) Water Street, between Pacific Avenue and River Street.

Section 4. Section 10.52.240 to be amended as follows:

10.52.240 PARKING METER RATE 5 –CENTRAL BUSINESS DISTRICT – SHORT-TERM METERS.

The rate for twenty-minute and thirty-minute time-limit parking meters shall be tied to the rate of neighboring one-hour and two-hour variable rate parking meters as shown on the chart below:

One to Two Hour Variable Meter Rate	Short-Term Parking Meter Rate
\$ .75/hour	\$ .75/hour
\$ .50/hour	\$ .50/hour

Section 5. Section 10.52.310 to be amended as follows:

10.52.310 PARKING METER RATE 1 – BEACH AREA – ONE DOLLAR AND FIFTY CENTS PER HOUR, TWO HOUR VARIABLE RATE.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Beach Area-Two Hour	\$1.50	\$1.50	\$3.00	\$3.00	\$6.00

A variable rate is established on the following streets and portions of streets:

- (1) All the meters in the parking area within the area bounded by the prolongation of a southerly line of Beach Street, the easterly line of the Municipal Wharf and the Dream Inn Hotel, commonly known as the Annex.
- (2) Beach Street, north side, from West Cliff Drive to Raymond Street.
- (3) Cliff Street, west side, from Beach Street to First Street.
- (4) Front Street, east side, from Pacific Avenue to Second Street.

Section 6. Section 10.52.315 to be established as follows:

10.52.315 PARKING METER RATE 2 – BEACH AREA – ONE DOLLAR AND FIFTY CENTS PER HOUR, TWELVE HOUR RATE.

ORDINANCE NO.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Beach Area-Twelve Hour	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50

A rate of \$1.50 per hour is established on the following streets and portions of streets:

- (1) Bay Street, both sides, from West Cliff Drive to Lighthouse Avenue.
- (2) Beach Street, both sides, from West Cliff Drive to Third Street.
- (3) Cliff Street, both sides, from Beach Street to Second Street.
- (4) First Street, both sides, from Main Street to Cliff Street.
- (5) Front Street, both sides, from Pacific Avenue to Second Street.
- (6) Front Street, east side only, from Second Street to Third Street.
- (7) Front Street, west side only, from Third Street to Pacific Avenue.
- (8) Leibrandt Avenue, both sides, from Kaye Street to Beach Street.
- (9) Main Street, both sides, from Beach Street to Second Street.
- (10) Pacific Avenue, both sides, from Beach Street to West Cliff Drive.
- (11) Park Place, both sides, from Kaye Street to Beach Street.
- (12) Raymond Street, both sides, from Leibrandt Avenue to Beach Street.
- (13) Riverside Avenue, both sides, from Beach Street to Third Street.
- (14) Third Street Parking Lot No. 21.
- (15) Second Street, both sides, from Pacific Avenue to Riverside Avenue.
- (16) Third Street, both sides, from Beach Street to Kaye Street.
- (17) Westbrook Street, both sides, from Beach Street to Second Street.
- (18) Beach Street Parking Lot No. 18.
- (19) West Cliff Drive, north side, from Beach Street to Cowell Street.

Section 7. Section 10.52.320 to be amended as follows:

10.52.320 PARKING METER RATE 2 – SOUTH OF LAUREL AREA – SEVENTY-FIVE CENTS PER HOUR, SIX AND TWELVE HOUR RATE.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
SOLA – Six and Twelve Hour	\$ .75	\$ .75	\$ .75	\$ .75	\$ .75

A rate of \$0.75 per hour is established on the following streets and portions of streets:

- (1) Center Street, both sides, Laurel Street to Pacific Avenue.
- (2) Chestnut Street, both sides, Jenne Street to the southern cul-de-sac.
- (3) Washington Street, both sides, from Center Street to Laurel Street.



ORDINANCE NO.

Section 8. Section 10.52.410 to be amended as follows:

10.52.410 PARKING METER RATE 1 – ON-STREET METERS – FIFTY CENTS PER HOUR, TWO HOUR VARIABLE RATE.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Two Hour	\$ .50	\$ .50	\$1.00	\$1.00	\$2.00

A variable rate is established on the following street:

- (1) Dakota Street, both sides, between Soquel Ave. and Ocean Street.
- (2) Front Street, both sides, between Laurel Street and Spruce Street.
- (3) Laurel Street Ext., both sides, between Front Street and Third Street.
- (4) North Pacific, both sides, between River Street and Dead End.
- (5) Pacific Ave., both sides, between Laurel Street and Center Street.
- (6) River Street, both sides, between Water Street and Josephine Street.
- (7) Seabright Ave., both sides, between Logan Street and Watson Street.
- (8) Spruce Street, both sides, between Cedar Street and Front Street.
- (9) Water Street, both sides, between River Street and Ocean Street.

Section 9. Section 10.52.420 to be amended as follows:

10.52.420 PARKING METER RATE 2 – ON-STREET METERS – TWENTY-FIVE CENTS PER HOUR, TWELVE HOUR RATE.

	First Hour	Second Hour	Third Hour	Fourth Hour	Each Additional Hour
Twelve Hour	\$ .25	\$ .25	\$ .25	\$ .25	\$ .25

A rate of \$0.25 per hour is established on the following streets and portions of streets:

- (1) Dakota Street, both sides, between Soquel Ave. and Ocean Street.
- (2) Front Street, both sides, between Laurel Street and Spruce Street.
- (3) North Pacific, both sides, between River Street and Dead End.
- (4) Pacific Ave., both sides, between Laurel Street and Center Street.
- (5) River Street, both sides, between Water Street and Josephine Street.
- (6) Spruce Street, both sides, between Cedar Street and Front Street.
- (7) Water Street, both sides, between River Street and Ocean Street.

Section 10. Section 10.52.425 to be established as follows:

10.52.425 PARKING METER RATE 3 – ON-STREET METERS – SHORT-TERM METERS.

ORDINANCE NO.

The rate for thirty-minute time-limit parking meters shall be tied to the rate of neighboring two-hour variable rate parking meters as shown on the chart below:

Two Hour Variable Meter Rate	Short-Term Parking Meter Rate
\$ .50/hour	\$ .50/hour

PASSED FOR PUBLICATION this 14<sup>th</sup> day of December, 2010, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk

ORDINANCE NO.

PASSED FOR FINAL ADOPTION this      day of      , 201,1 by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: \_\_\_\_\_  
Mayor

ATTEST: \_\_\_\_\_  
City Clerk

This is to certify that the above  
and foregoing document is the  
original of Ordinance No.  
and that it has been published or  
posted in accordance with the  
Charter of the City of Santa Cruz

\_\_\_\_\_  
City Clerk



City Council Meeting Calendar January 1, 2011

Date	Time	Location	Topic
January 11, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  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. 3:00 p.m. 7:00 p.m.	Courtyard Conf. Room  Council Chambers Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Library Study Session
February 1, 2011  (If needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
February 8, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
February 22, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
March 1, 2011  (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
March 8, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
March 22, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions

April 5, 2011 (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
April 12, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
April 26, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
May 3, 2011 (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
May 10, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
May 24, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
June 7, 2011	8:30 a.m.	Courtyard Conf. Room  Council Chambers	Special Meeting  Budget Hearings
June 14, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
June 28, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
July 5, 2011 (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
July 12, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Budget Adoption Regular Council/Redevelopment Agency Open Sessions
July 26, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
August			
September 6, 2011 (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
September 13, 2011	1:30 p.m.  3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions

September 27, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
October 4, 2011  (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
October 11, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
October 25, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
November 1, 2011  (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
November 8, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
November 22, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions
December 6, 2011  (if needed)	4:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Special Closed Session  Study Session
December 13, 2011	1:30 p.m. 3:00 p.m. and 7:00 p.m.	Courtyard Conf. Room  Council Chambers	Regular Council/Agency Closed Session  Regular Council/Redevelopment Agency Open Sessions