

# CITY OF \_\_\_\_\_ SANTA CRUZ

2016 ANNUAL REPORT



# Celebrating 150 Years of Service

## Looking Back and Into the Future in 2016



Welcome to the City of Santa Cruz 2016 Annual Report!

This is a special year for the City. We turn 150! To celebrate this milestone, we have planned a month of festivities from September 1

to October 1, beginning with a time capsule dedication at City Hall and culminating in a huge beach party and fireworks show on Main Beach. The City's anniversary celebration embraces our 150 years of creating community through a series of family-friendly events. I encourage you to join us! Learn more about these events on the City's website: [www.cityofsantacruz.com/150anniversary](http://www.cityofsantacruz.com/150anniversary)

The 2016 Annual Report is themed around this significant milestone in our City's history. Any look back at how much has changed since 1866, the year of our incorporation as a City, is best appreciated in light of our accomplishments and future challenges and opportunities. Accordingly, in the pages that follow, we visit our history and the story of the City's incorporation. The report also spotlights the future

of our water supply, our approach to the housing crisis, opportunities to improve community safety, progress in climate change reduction, the history and breadth of our parks and recreation programs, how the City is striving to better connect with our community, and our newly launched business cultivation tools to grow local jobs and our economy. I am pleased to present this annual report to the community and invite you to contact me or any of our dedicated staff members with your questions or comments.

We hope you take advantage of the City's 150th celebration.

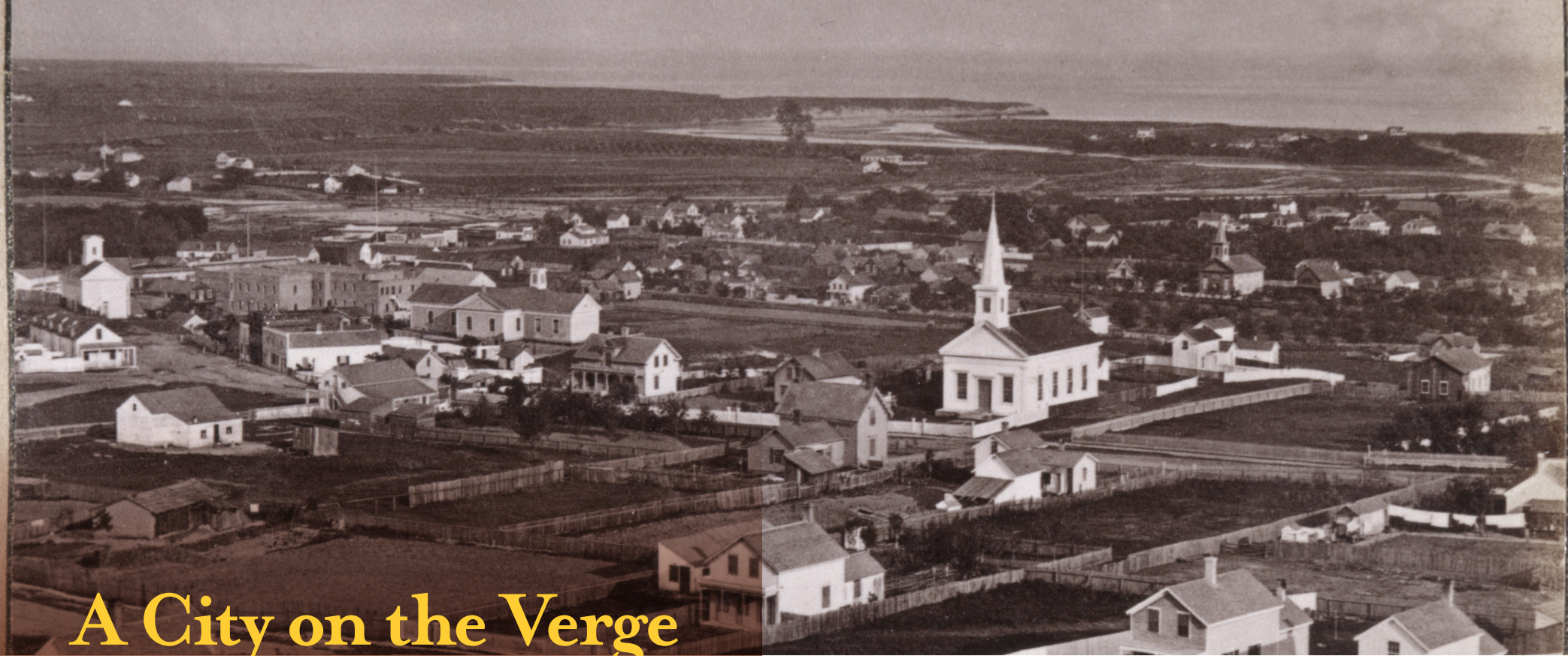
Martín Bernal  
*City Manager*

*P.S.* Special thanks to local historian Geoffrey Dunn for writing the brief history of the City's incorporation specifically for our 150th Anniversary, and to all the City staff who helped put this report together.

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*Thanks to Carolyn Lagattuta, Tim Cattera Photography and Crystal Birns Photography for use of the images in this report. Historic photos used courtesy of Geoffrey Dunn.*



# A City on the Verge

*Santa Cruz Celebrates Its 150th Birthday in 2016*

By Geoffrey Dunn

The early months of 1866 were auspicious for the California coastal community of Santa Cruz. A new road along the city's western cliffs was being proposed, promising to be "one of the most beautiful drives in the vicinity" as it wound its way toward "the Seal-rock and the high cliff, with the rolling waves breaking in foamy view." A toll road from Felton down the western edge of the San Lorenzo River to the Davis & Cowell limestone operation in the foothills above Santa Cruz was being debated in the California legislature. Six-horse stage lines from San Jose brought visitors and prospective residents over the Santa Cruz Mountains. Steamships and three-masted schooners carried passengers and supplies up and down the coast to a pair of wharves on the Santa Cruz waterfront.

At the state capital in Sacramento that spring, legislators passed the Registration Act that called for "the registration of the citizens of the State, and for the enrollment in the several election districts of all the legal voters thereof." Less than two weeks later, at the end of the legislative session on March 31, the legislature passed a "special act" that formally approved the incorporation of the "Town of Santa Cruz." On May 7, citizens of Santa Cruz carried out one of the requirements of incorporation, going to the polls to elect the township's first "trustees"—brick mason George C. Stevens; merchant and hotelier Amasa Pray; and grocer S.W. Field. A city was born.





47. View on the Beach, Santa Cruz, Santa Cruz Co.



46. Pacific Ocean House, Santa Cruz, Santa Cruz Co.



50. Santa Cruz, from the San Lorenzo, Santa Cruz Co.

In the immediate aftermath of the Civil War, Santa Cruz was still a relatively remote Western outpost of the American empire, a place where basic municipal services like police and fire protection were hodgepodge affairs at best. Land titles were “clouded,” to use the phrase of the day; and justice was still delivered through the barrel of a gun—or the end of a rope.

Santa Cruz County had roughly 5,000 residents in 1860 (men outnumbered women by more than two to one), and the community of Santa Cruz, as it was loosely defined, had a population of approximately 1,000. It was a rough-and-tumble town. Nearly half the community’s 57 businesses were saloons

or brothels. While the city was teeming with kinetic energy and big dreams—lime kilns, paper mills, tanneries, lumber yards and the California Powder Works were all in operation—Santa Cruz remained geographically isolated and economically shackled by the absence of a railroad connection and a cohesive civic government.

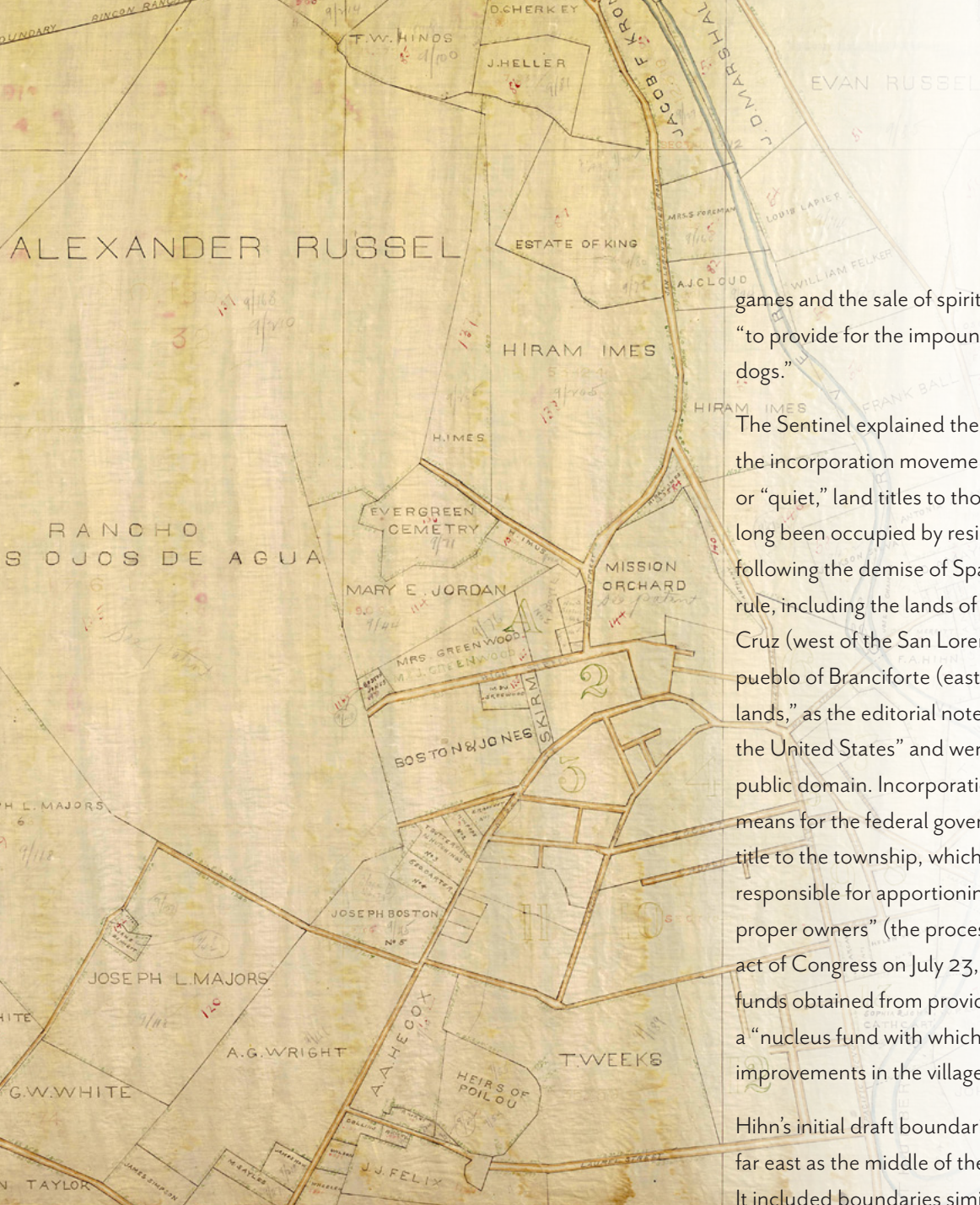
All of that was about to change.

The movement to incorporate the Township of Santa Cruz began in the early 1860s, during the height of the Civil War. In January of 1864, the Santa Cruz Sentinel (then a weekly paper) first published a draft of an incorporation bill, written for the California Legislature by Frederick A. Hihn—an early Santa Cruz merchant,

a dominant civic presence and one of the county’s largest landowners. Hihn’s role in the economic and political affairs of 19th century Santa Cruz cannot be overstated. The German-born “capitalist” (as he was later to be identified in the Great Register of Santa Cruz County Voters) was then serving on the County Board of Supervisors and would later represent Santa Cruz in the state legislature.

Hihn’s initial proposal called for the township to provide water and fire services; to elect trustees who were to serve single-year terms, as well as a “town treasurer” and “town assessor”; to “prevent and remove nuisances”; to license and regulate various economic activities—including “public shows, lawful





games and the sale of spirituous liquors”—and “to provide for the impounding of swine and dogs.”

The Sentinel explained the primary purpose of the incorporation movement—to facilitate clean, or “quiet,” land titles to those properties that had long been occupied by residents of the county following the demise of Spanish and Mexican rule, including the lands of Mission Santa Cruz (west of the San Lorenzo River) and the pueblo of Branciforte (east of the river). “These lands,” as the editorial noted, “now belong to the United States” and were technically held in public domain. Incorporation would provide a means for the federal government to grant clean title to the township, which would in turn be responsible for apportioning the land “to their proper owners” (the process was approved by an act of Congress on July 23, 1866). Moreover, the funds obtained from providing title would go into a “nucleus fund with which to begin necessary improvements in the village.”

Hihn’s initial draft boundaries only extended as far east as the middle of the San Lorenzo River. It included boundaries similar to those today

on the northern and western borders, but did not include the local waterfront. The Sentinel protested: “The main objection that we have is that the limits of the proposed incorporation is too small. We have in our hearts a big town, and cannot be satisfied with a small one. The bounds of the incorporation ought at least to go to the ocean. We don’t like the idea of going out of town to get to the beach.”

Over the course of the next two years, others took part in revising and amending Hihn’s initial draft; by the time the bill was passed in Sacramento, the boundaries extended all the way to the waterfront and a touch east of the San Lorenzo (although Branciforte and Seabright would not be annexed until 1905).

In the spring of 1866, Santa Cruz was, quite literally, a city on the verge. By June of that year, a survey map listing all of the city’s property titles was completed; a few months later, the U.S. Congress granted private ownership to those lands that had remained under “public domain.” Downtown Santa Cruz nearly doubled in size. Streets were realigned and renamed (Willow Street, for instance, was changed to



Pacific Avenue). The county courthouse was constructed on Cooper Street. In only a few years, the City of Santa Cruz would more than double in size, to a population of 2,500. Industry and commerce were on the rise, and various railroad lines would be constructed throughout the region in the 1870s.

Incorporation, however, did not a perfect community make. Justice could still take the form of vigilantism for those outside the town's predominant Yankee power structure. Californios of Mexican descent; freed African American slaves; Chinese and Southern European immigrants; and approximately 40 Native Californians living on former mission lands known as the Potrero (on what is today Harvey West Park) were all marginalized—socially, politically and economically. Women, of course, were not allowed to vote—although in 1912, Santa Cruz women voted in local elections well ahead of the ratification of the 19th Amendment in 1920.

Progress, as it was called, came with imperfections. Best that we not sweep them under the rug. It's a reminder for us all to aspire, in the words of

Abraham Lincoln (assassinated less than a year before Santa Cruz became a municipality), to the “better angels of our nature.”

150 years after incorporation, Santa Cruz is a bustling city with a diverse economy, hosting a major university and a vital business community, a series of arts centers, a public beachfront, magnificent coastal walkways and a historic downtown, and one of the largest wooden wharves in the United States. Santa Cruz has survived devastating earthquakes and calamitous fires, violent floods and disastrous droughts—always to rebuild and prosper once more with the critical assistance of city government. Perhaps those who founded the city a century-and-a-half ago would be surprised (if not awed) by its present complexity and grandeur, but they would also be content in knowing that the basic municipal services and infrastructure that they established 150 years ago—a democratic, service-oriented civic government—are still in place today. •





## Public Safety Remains a Top Priority

As the City of Santa Cruz has evolved over the past 150 years, so has its approach to public safety. From providing law enforcement via horseback in the City's early days, the Santa Cruz Police Department (SCPD) now patrols our streets in sophisticated police cars with advanced technology. While the City's first police department consisted of one officer until 1888, today the SCPD consists of 124 employees, 94 of whom are sworn officers. Just as it was in 1866, protecting Santa Cruz residents, businesses, schools and visitors continues to be a top priority for the City.

Throughout history, local law enforcement has always faced challenges, and it is no different today. The year 2015 represented the fourth in a row that calls for police service surpassed the 100,000 mark, with more than 103,645 calls for service. On average, this represents one call every five minutes.

In addition, while the city's population and work volume continue to grow, Police Department staffing levels have remained the same for the past five years. Further, the City's population can easily double in size during seasonal influxes—





think about Main Beach on a summer weekend—presenting extra challenges.

Through the hard work and dedication of our sworn officers and civilian staff, the community has seen a drop in Part I violent crimes.

Unfortunately, Property crimes continued to trend upward in 2015, with larceny (theft) being the overall leader in Part I property crimes

and auto theft showing the highest percentage increase in 2015 (compared to 2014).

Addressing these property and nuisance crimes is featuring as a significant area of emphasis for the City in 2016.

Late last year, in order to effectively address these issues, the City Manager convened the Police Department and key City departments







## *The year 2015 represented the fourth in a row that calls for police service surpassed the 100,000 mark...*

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to form the Neighborhood Safety Committee (NSC). The NSC works collaboratively to identify problem areas and issues, problem-solve, deploy resources, develop external partnerships and track outcomes.

This effort joins several other investments the City is making with our partners to correct underlying public safety issues. One such strategic and key partnership is with the County of Santa Cruz through the Downtown Outreach Worker, Serial Inebriate, Maintaining Ongoing Stability through Treatment (MOST) and Bob Lee Partnership for Accountability, Connection and Treatment (PACT) Programs. Each program targets individuals in our community who need extra social support, treatment and accountability. These programs are yielding reductions in recidivism and improved quality of life for the program recipients and the community at large. Another signature program is the Mental Health Liaison partnership between County Mental Health and SCPD. SCPD was the first law enforcement agency in the County

to implement the program. The Mental Health Liaison rides along with SCPD officer and makes contact with individuals with potential mental health issues, providing immediate mental health intervention and assessment services.

These complex public safety issues, many of which are societal in nature such as homelessness, mental illness and substance use disorder, can't be solved by our City alone. Recognizing this reality, we have increased outreach with our state and federal representatives, to educate, seek assistance and develop comprehensive solutions to the challenges the City is facing.

While law enforcement and public safety has progressed over the last 150 years, the priority of serving the community has not changed. Protecting the people who live, work and visit in the City of Santa Cruz, and responding to their emergency calls for service, is the core essence of the City's commitment. •



# Housing

## *History, Shortage and Increasing Supply*

Since its incorporation in 1866, the City of Santa Cruz has grown from a sparsely populated town of 1,000 residents into a bustling city of 63,000. In those 150 years, many factors have contributed to the population swell, including the arrival of industry, the founding of the University campus and the draw of natural beauty on the coast and in the redwoods.

Over that span of time, the City has largely tracked with state and national housing trends. Fast forward to 2016, however, and Santa Cruz is now considered one of the least affordable counties in the nation for housing with median home values exceeding \$809,000 in July 2016.

It is no surprise that City Council identified addressing the housing crisis as one of its top priorities. The City is making progress on several housing developments across the community that will provide new housing opportunities for all income levels. Between January 2014 and March 2016, 223 housing units were constructed with an additional 99 units under construction and 227 units undergoing building permit review. During this period, an additional 93 units received planning permit approvals, while projects that would provide a total of 373 units were submitted for planning permit approval but have not yet been approved. In total these developments could provide 1,015 housing units to the





city within the next few years. Below are descriptions of some of these projects.

On Pacific Avenue, construction is underway on a project that will create 94 residential units. On Mora Street, a 10-unit apartment complex was recently completed. Construction is also underway on an 11-unit townhouse development on Seabright Avenue and 248 residential units are partially constructed on Delaware Avenue. There is a 15-unit apartment building being constructed on Darwin Street and an

innovative live/work residential townhouse project underway on Ocean Street that will develop 11 housing units, 5 of which will be live/work opportunities. There is also a new Memory Care Facility under construction that will provide 51 new residential units for adults with impaired memory function.

Several other projects are permitted or under review. These include a mixed-use building on Soquel that will produce 13 apartments, and another building on Soquel that will contribute 32 residential

condominiums. Finally, there's an affordable housing project planned for Ocean Street that will create 63 low-income residential apartments.

And while addressing the immediate crisis is critical, City Council is also focused on the future. An important part of any new housing plan is finding the right fit for the right development. The Council-approved "2030 General Plan" identifies several areas along existing major transportation corridors like Soquel, Water, Ocean and Mission Streets as "change areas" that are suitable for mixed-use, including housing. These are eclectic areas that represent the diverse character of Santa Cruz. A corridor planning process is currently underway that will encompass a zoning code update. The goal for this process is to end up with the tools needed to achieve innovative and integrated projects along major City thoroughfares that will include new and renovated housing.

There are also efforts underway to rezone the Downtown area. The goal is to find a balance of maintaining the current scale and character while creating an increased sense of vibrancy in the area. The proposed rezoning will encourage mixed-use development, with residential housing being an important part of the mix. •



# 100 Years of Water Service

In the spirit of celebrating important milestones, the Water Department turns 100 in 2016. Like the community it serves, the Santa Cruz water system has changed dramatically over the course of its history. Below is a quick summary of key historical highlights from the Water Department.

Water service in Santa Cruz was originally provided by private water suppliers. The Hihn-Anthony Water Company initiated service in 1870, later to be joined with the Duke Morgan Water Company in 1880. The two private companies merged in 1888, becoming the Santa Cruz Water Company. The City of Santa Cruz purchased the company in 1916 to serve as the municipal water service.

One hundred years ago raw river water was delivered directly to Santa Cruz homes, without any treatment. It wasn't until 1919 that chlorine was mentioned

in the Water Department's records, with 1947 the first year that the entire Santa Cruz drinking water supply was treated with chlorine on a regular basis. The City's water system infrastructure was sparse, too; the first San Lorenzo River pumping station came online in 1928. Construction of the Graham Hill Water Treatment Plant was complete in 1960.

Built in 1924, the Bay Street Reservoir is a testament to the evolving history of drinking water in Santa Cruz. As a 35-million gallon, open-air reservoir, Bay Street received raw, untreated river water directly from the City's water sources. The water was then pumped into the distribution system. Built prior to earthquake building standards and the Safe Drinking Water Act in 1974, the Bay Street Reservoir required so many modifications that by the early 2000's it was deemed





unsalvageable and demolished in 2007. Work then began on a modified Bay Street “reservoir” in the form of two state-of-the-art tanks, each holding six million gallons for a total of twelve million gallons – the maximum amount allowed under current construction standards. After several years of construction, the new Bay Street “Reservoir”/Tanks went into service in 2015.

As our system is completely independent and reliant upon local rainfall, Santa Cruz has a long history of water shortages. Our system is also complicated by the fact that we have limited storage capacity. The City’s largest reservoir is the Loch Lomond Reservoir which was built on Newell Creek in 1960 and holds just 2.8-billion gallons, or about a year’s worth of drinking water supply for Santa Cruz. Since the 1960’s several ideas for both additional storage and supply have come and gone, including a proposal for another dam and reservoir on Zayante Creek, and most recently, a desalination facility. Though significant progress was made on both of those proposals, ultimately they both proved unpopular with Santa Cruz residents and were set aside.



Which brings us to 2016, where the City is about to embark upon a modern and ambitious Capital Improvement program and bring to life recommendations developed by the Water Supply Advisory Committee (WSAC). The WSAC was appointed by the City Council in 2014 to address the City’s ongoing structural water supply challenges. Following eighteen months of work and rigorous science and data-based study, this group of community members presented a set of recommendations to City Council in November of 2015. Unanimously approved by the City Council, the Water Department commenced work on the recommendations in early 2016. We look forward to pursuing the WSAC’s many innovative ideas—new conservation programming, conjunctive water sharing with our surrounding water districts and the potential development of a new supply— and modernizing our aging infrastructure to ensure we can bring you another century of safe, clean and reliable water. •



# Parks and Recreation

*Looking Forward in a Year of Anniversaries*

This was an anniversary year for many of Parks and Recreation’s most popular programs, underscored by the retirement of long-serving and well-loved director Dannettee Shoemaker and the appointment of a new director, Mauro Garcia.

In June, Loudon Nelson Community Center hosted the 25th Annual Juneteenth Festival. Staff from the Center hosts this event with help and input from local churches and other community groups. The event commemorates the ending of slavery in the United States. This year’s event was especially moving and well attended.

Out at Lighthouse Point, the Surfing Museum celebrated its 30th year, and on May 28 a party was thrown complete with historical boards, Woodies, and an official cake cutting. City staff is working closely with local surf groups and a museum designer to provide recommendations for renovations and upgrades to this significant and unique museum in the Abbott lighthouse structure.

Looking back 50 years, as America celebrated the Gemini capsules lifting off from Cape Canaveral and turned out in droves to cheer the Beatles as they toured behind their recent release, “Rubber Soul”, the summer of 1966 also saw a number of new programs start up in Santa Cruz that continue to anchor





our community today.

Down at Cowell Beach, the Junior Guards program kicked off its first summer. An outdoor education, leadership and water safety course, Junior Guards has been fundamental in the lives of thousands of kids in Santa Cruz. Jointly administered by the Cities of Santa Cruz and Capitola, the program has been the early training ground for many who have gone on to careers as professional lifeguards, firefighters, paramedics and police officers.

Seeking an antidote to the polarization of the Cold War, the City of Santa Cruz also established its Sister Cities program in 1966, and fifty years later, lasting connections have been made across the globe, from Shingu, Japan to Sestri Levante, Italy to Alushta, Ukraine. In 2016 the Sister Cities Commission—a program

of Parks and Recreation—hosted two youth exchange programs and sponsored the 30th annual Japanese Cultural Fair.

The Civic Auditorium celebrated its 75th Anniversary with the City Council accepting the Civic Auditorium Concept Design final report. The plan recommends that \$22 million in improvements and upgrades be spent on the Civic to make it safe and functional for future use.

Amidst all of these anniversaries, Parks staff continued to maintain and improve parks across the City, including two new neighborhood parks opened in 2016 and expansion of the Ranger Program to Downtown Santa Cruz.

Looking ahead, the 2030 Parks, Recreation Facilities, Beaches and Open Space Master Plan, which will help the City prioritize future park improvements and changes, is well underway. The planning process has included significant community input, and an assessment of the system's existing conditions as well as the City's demographic and recreational trends. The draft plan is expected to be available later in 2016 for public review and comment. •



## Choose Santa Cruz

Over its 150 year history, the Santa Cruz economy has consistently cultivated a diverse mix of industries and businesses, from lumber and lime in the early 1840s to genomics, organics, and tech innovations today. Many of Santa Cruz's current industries, like tourism, agriculture, sports, retail, and marine industries, have a long history of growing and thriving in our city. What makes Santa Cruz truly special is its unique intersection of culture and business. Whether it be your love of mountain biking or surfing or your desire to start your own business, this is the place to pursue your passions and make it happen.

The City's Economic Development Office promotes local businesses and industries through our recently launched website, [ChooseSantaCruz.com](http://ChooseSantaCruz.com). Designed in partnership with local firm Design by Cosmic, the site provides a visually compelling, content-filled tool for promoting Santa Cruz and all it has to offer. Since its launch in September 2015, this site has connected the City with thousands of people both inside and outside of our community. In less than one year, our In-Depth video series featuring the stories of local companies and entrepreneurs has 15,000 website views alone (with views in every US State!).







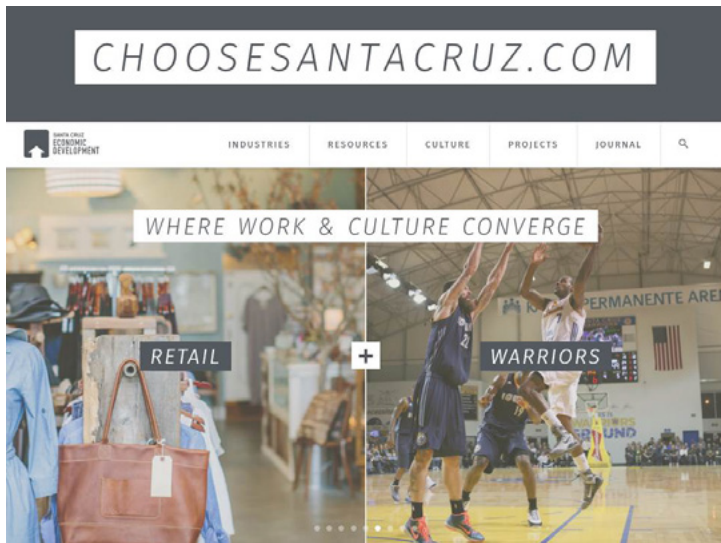
*“If you’re looking to do something creative, this is the place to do it.”  
– Michelle Williams*

The proof is in the pudding: people are taking notice of what is going on in Santa Cruz.

As the business advocates within the City, the Economic Development Office continually seeks opportunities to more effectively provide resources and support to the business community. In the spring of 2016, we unveiled the Business Roadmap to prepare entrepreneurs for the permitting process and assist them in navigating City Hall. The Business Roadmap simplifies the business startup process into four straight forward steps: Plan, Permit, Launch and Grow. Don’t quite know where to locate your new business, or don’t know a trash enclosure is required for your business? The Business Roadmap has answers; let it be your guide!

Finally, the Choose Santa Cruz brand, at its heart, is about the innovators, trailblazers,

entrepreneurs and artists in our community. The journal section of the website is dedicated to telling the Santa Cruz story and highlighting the truly amazing things Santa Cruzans are doing. Through the “In Depth” video series we have captured the stories of industry leaders including Lloyd Tabb from Looker, Suna Lock & Dana Rader from Stripe Design Group, Ben & Sarah Sims from Bantam, Cathy Calfo with CCOF, Kendra Baker & Zach Davis from The Glass Jar, and Michelle Williams with the Arts Council. These are the stories that exemplify the pioneering spirit of Santa Cruz and demonstrate the depth and breadth of entrepreneurial and creative activity that makes our city thrive. As Michelle Williams, Executive Director of Arts Council Santa Cruz County so eloquently stated, “If you’re looking to do something creative, this is the place to do it. We have the natural environment that inspires creativity and inspires big picture thinking and really amazing people to come together to do great things...We’ve got the people, the environment, and the spirit, where anything is possible.” •





## Employee Spotlight: Dan Seidel

*39 Years in Wastewater Work*

Among the City's many long-term, dedicated public servants, Public Works Superintendent of the City's Wastewater Collection and Treatment Facility Dan Seidel is a perfect embodiment of commitment to serving and improving our community. Dan recently sat down with City staff to discuss his career and how wastewater treatment has evolved over the last 39 years.

**Q: What originally brought you to work for the City of Santa Cruz?**

One of my high school teacher's father was chief operator at a wastewater facility in Oroville. At the same time, my science teacher from Harbor High was collaborating with UCSC on a wastewater training class, so I got involved and learned a little bit about it. I learned it was water-related and had similar concepts to oceanography and environmental work (which I initially considered as my career path). So I started back in the dark ages of wastewater work.

**Q: How old were you when you started?**

I think I was 20 and I have been with City for 39 years as of November. All 39 have been at the City's wastewater facility. I started as an operator in training and progressed up through state certification levels to superintendent. I have been superintendent for about 15 years.

**Q: What do you like most about the City organization and Santa Cruz generally?**

At the City's treatment plant we have the latitude to go beyond just meeting the requirements, and actually be trend-setters in the industry. We have a lot of staff interested in the field, and they are really accomplished at their chosen professions. In 2013, we were mid-size plant of the year in the State. That recognition is a direct outcome of the culture that's been established through the organization.

Santa Cruz in general is a great place to be. The weather is great, and the beaches are good.

**Q: Do you think it takes a special person to succeed in the wastewater field?**

Truthfully, the reason I chose the wastewater field is that at the time you could promote without a college degree. You could train in the field, on the job and move up through the ranks into a management position without a college degree. Some of the most fun tours and public education I do are with alternative education schools where kids are not on the college-bound track. It isn't the easiest way to go, but it is possible to get into a very responsible position in this field without a college education.



**Q: You have been here for 39 years. How have those things changed in the field?**

The new staff coming on doesn't remember the Honeymooners and Norton. That was people's concept of working in the wastewater industry. Today technology has expanded exponentially. When I first started here, we never had any computers to do

anything. Now facilities are operated off of computers. Today the technology and equipment have gotten much more complex to work with. The electrical and instrumentation have gotten much more complex because the technology is driven by the regulatory requirements. We also have to know more about what is in the water. The lab analysis that goes on is much more detailed than it ever used to be.

**Q: How has the community changed since you started?**

The City provides a lot of opportunities and things to do. My kids grew up here, and people want their kids to stick around. That's hard. We moved here from New York when my dad came to set up the Lipton plant on Delaware. There was a lot of heavy industry. You had Wrigley's and Lipton. The City is redeveloping itself to retain some of that history and not just be a bedroom community for San Jose. You have to think forward enough to see what the trend is. I think we are doing what we can to maintain our niche.

**Q: Where do you see the field going in the next 10-20 years?**

Reuse is going to be a standard thing. Facilities used to be called sewer plants, and then they were wastewater

treatment plants, then water pollution control facilities and now they are water resource recovery facilities because there is nothing that goes through our treatment plant that is "waste."

For instance, we recover energy. In doing so, we produce 70% of the power that we use on site all from the product we bring in. The water we pass through the plant also has a reuse capability. The technology is going to get better. In tours we give now, we educate kids to understand that reuse will be a reality in their lifetime. It will be necessary. We went through the droughts here a few years ago, and people panicked about water. But there is a resource, and the technology is getting refined. We will go toward zero discharge facilities and find ways to reuse it.

**Q: Anything you'd like to add about your profession, your community, plans for retirement?**

Right now the fun I have is bringing the next generation on and watching these folks get excited about their career. They are hoping for my retirement so they can move up the ladder. It will come. I have a couple of grandkids, and I am going to spend time with the kids. We are doing a lot of succession planning out of necessity. We aren't going back to outhouses. •



# Commitment to Fighting Climate Change

Nestled on the edge of the continent at 36 feet above sea level and steeped in strong environmental values, Santa Cruz has by necessity and conviction been on the cutting edge of climate change action. Significant actions taken by the City over the past 10 years are diminishing our climate footprint.

The municipality generates 21% of the energy it uses from renewable sources (including 7.5% from solar). This past year, the City hired an energy manager who helped the City reduce electricity 26%, saving the general fund more than \$500,000 annually.

Since 2010 we have retrofitted more than 1,000 City streetlights to LED technology, which provides a significant reduction in greenhouse gas and improves sidewalk and roadway safety. This year PG&E partnered with the City to convert 988 additional PG&E-owned streetlights.

Through deliberate land use planning and continued investment in bike and pedestrian infrastructure, 40% of commuters now get to work in ways other than driving alone. Santa Cruz County residents have purchased more than 1,400 electric vehicles since 2010, and 9.5% of residents regularly bike to work.

The City has dedicated funding to construct 69% of the City's portion of the Rail Trail, and 140 businesses in Santa Cruz are now Green Certified, helping save 2,800 tons of carbon emissions each year.

Community education and awareness are also important aspects of the City's climate change strategy. Residents and business are committed to an energy-efficient city, and personal actions like our community's continued low water use even as drought restrictions lifted underscore this commitment. •



# New Paths to Connect with You

## *Stepping Up Community Engagement*

Keeping pace with the growing use of online media for news and community connection, the City has been making significant changes to the way it interacts online and shares information with the public about programs, policies and events in town.

In 2016, the City stepped up its use of social media platforms such as Facebook, Twitter and YouTube and enhanced current content on the City's website, sharing information that our community wants to know about new programs, traffic and events (...and the occasional surfing photo). This effort helps us be more accessible to you.

In addition to a more active online presence, we know the high value in direct

face-to-face connection, especially when tailored to specific communities.

This year marked the launch of the first annual "State of the City" event in May, where the Mayor and City Manager reported out on the economic, business and development forecast for the City. Also launched were the quarterly "City Hall to You" forums where staff and elected officials visit an area of the City, meet members of the community and share their progress on delivering key services of most interest to the neighborhood. Importantly, these events provide us an opportunity to hear from you about your concerns, desires and priorities.

In 2017, the City intends to build upon these efforts with the establishment of new channels for public interaction including an online reporting system for common non-emergency calls (graffiti, potholes, etc.) and an updated City website. •



809 Center Street  
Santa Cruz, CA 95060