



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

## DOWNTOWN COMMISSION (DTC)

### Regular Meeting

June 22, 2017

### 8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

Commission meetings are audio recorded and will be posted to the Advisory Body webpage following the meeting.

Written material for every item listed on the agenda is available for review at the Public Works office, 809 Center Street, Room 201, and online at [www.cityofsantacruz.com](http://www.cityofsantacruz.com).

Time limits set by Commission Policy are guidelines. Unless otherwise specified, procedures for all items, are:

- Oral staff report
- Public comment - 3 minutes each; maximum total time may be established by the Presiding Officer at the beginning of an agenda item
- Commission deliberation and action

No action will be taken on items listed under Oral Communications, Announcements, Presentations, and Information Items

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk Administrator. Appeals must be received by the City Clerk Administrator within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

#### Additional Information

Visit the City's Web Site at [www.cityofsantacruz.com](http://www.cityofsantacruz.com) with links including City Advisory Body Meeting Agendas and Minutes, Advisory Body Information, and the Santa Cruz Municipal Code.

A copy of the full DTC agenda, agenda reports and attachments which are included in the meeting packet, are available for review at the Central Library on Church Street no later than three (3) days prior to the meeting date.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Public Works Office at (831) 420-5162 or e-mail [gruble@cityofsantacruz.com](mailto:gruble@cityofsantacruz.com) at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the DTC less than 72 hours before this meeting is available for inspection at the Public Works Department at 809 Center Street, Room 201. These writings will also be available for review at the DTC meeting in the Council Chambers.

## Downtown Commission (DTC)

8:30 AM

### Call to Order

**Roll Call:** Chair Casey Coonerty Protti, Vice Chair Robert Singleton; Commissioners Zach Davis, Matt Farrell, Deidre Hamilton, and Patrick Prindle

**Absent with Notification:** Commissioner Dexter Cube

### Statements of Disqualification

**Staff:** Jim Burr, Amelia Conlen, Marlin Granlund, Shizue Shikuma

### Oral Communications

### Announcements

### Presentations

### General Business

1. Approval of Minutes - March 23, 2017 Downtown Commission Meeting  
Motion to approve the minutes of the March 23, 2017 Downtown Commission Meeting as submitted.
2. Downtown Employee Commute Survey Results and Commute Program Next Steps  
Recommendation: Consider the results of the Downtown Employee Commute Survey and provide input.
3. Recommendations on ParkCard/BikeLink Card Use in Downtown Bike Lockers  
Recommendation: Consider options to either 1) allow only BikeLink cards to be used in the downtown bike lockers; 2) register ParkCard users; or 3) maintain the current access system, and provide input on which alternative should be pursued.

### Information Items

4. Council FYI on Parklets/Café Extension Pilot Program in Downtown

**Written Material**

5. Crime Statistics for March 2017
6. Ranger Statistics for February and March 2017: The Downtown Unit Citations and the Illegal Camping Log
7. Downtown Outreach Worker Report for July 2016-March 2017

**Subcommittee/Advisory Body Oral Reports**

Commissioner Work Plan Updates

Ad Hoc Committees

Garage Financing - Singleton

Traffic and Transportation Issues - Davis

Bike Lockers - Farrell

**Adjournment**

The Downtown Commission will adjourn from the June 22, 2017 special meeting to the next scheduled meeting on July 27, 2017, at 8:30 a.m. in the City Council Chambers.



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

## DOWNTOWN COMMISSION (DTC)

### Regular Meeting

March 23, 2017

### 8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

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**Downtown Commission (DTC)**

**8:30 AM**

**Roll Call: Chair Casey Coonerty Protti, Vice Chair Robert Singleton; Commissioners Dexter Cube, Zach Davis, Matt Farrell, Deidre Hamilton, and Patrick Prindle**

**Staff: Jim Burr, Amelia Conlen, Claire Fliesler, Marlin Granlund, J.Guevara, Ron Powers, Shizue Shikuma**

**Oral Communications**

Bob Morgan  
Jack Nelson

**Announcements**

Marlin Granlund announced that the meeting is being recorded and noted that each person needs to speak directly into the microphone.

**Presentations: Transportation Demand Management 101 - Amelia Conlen, Transportation Coordinator**

Amelia Conlen presented background information and a preview of the Transportation Demand Management program.

**General Business**

1. January 26, 2017 Downtown Commission Meeting Draft Minutes

Recommendation: Motion to approve the minutes of the January 26, 2017 Downtown Commission Meeting as submitted.

Commissioner Farrell moved, seconded by Commissioner Hamilton to approve the January 26, 2017 Downtown Commission Meeting minutes as submitted.

Motion passed. Ayes: Chair Coonerty Protti, Vice Chair Singleton; Commissioners Davis, Farrell, Hamilton, and Prindle. Noes: None. Disqualified: Commissioner Cube (absent from January meeting). Absent: None.

2. Bike to Work Sponsorship 2017 - 2018

Recommendation: Motion to approve a \$7,500 sponsorship of Bike to Work for 2017-2018.

Piet Canin, Ecology Action, noted that 2017 is the 30th anniversary of this event. Bike to Work Week takes place from May 5 to May 12, 2017.

Vice Chair Singleton moved, seconded by Commissioner Davis to approve \$7,500 sponsorship of Bike to Work for 2017-2018.

Motion passed. Ayes: Chair Coonerty Protti, Vice Chair Singleton; Commissioners Cube, Davis, Farrell, Hamilton, and Prindle. Noes: None. Disqualified: None. Absent: None.

3. Santa Cruz Trolley Sponsorship - FY 2018

Recommendation: Motion to approve a \$20,000 sponsorship for the 2017 Santa Cruz Trolley.

J. Guevara, Economic Development Manager, presented since Amanda Rotella, the current program manager, was unable to attend this meeting. The Trolley has operated every summer for the past five years. The Commissioners discussed concerns about maintenance of the wood-paneled trolley, vehicle replacement, and program funding.

Speaking to the Issue from the Floor:

Enda Brennan  
Stanley Sokolow  
Bob Morgan  
Joe Jordan  
Patrick Thomas  
Judi Grunstra  
Paula LaFave  
Richard Orson

Commissioner Davis moved, seconded by Commissioner Cube to approve a \$20,000 sponsorship for the 2017 Santa Cruz Trolley for this year, with more strategy planning for next year.

Motion passed. Ayes: Chair Coonerty Protti, Vice Chair Singleton; Commissioners Cube, Davis, Farrell, and Prindle. Noes: Commissioner Hamilton. Disqualified: None. Absent: None.

4. FY 2018-2020 Capital Improvement Program - Administrative Draft

Recommendation: Motion that the Downtown Commission review the FY2018-20 Public Works Capital Improvement Program and provide input to staff for City Council consideration.

J. Burr, Transportation Manager, presented a budget overview and the FY 18 Capital Improvement Program. Burr advised that no action was required unless the Commission wanted changes. The Commissioners discussed concerns about the process and funding and interest in a greater public discussion of the project. Burr noted that the discussion of any potential project would come back to the Commission for consideration prior to moving on to Council.

Speaking to the Issue from the Floor:

Rick Longinotti  
Jack Nelson  
Christi Voenell  
Stanley Sokolow  
Batye Kagan  
Wade Hall  
Bob Morgan  
Barbara Roettger  
Mary Reynolds  
Judi Grunstra  
Paul Cocking  
Bryan Orser  
Susan Cavalieri  
Joe Jordan

At 10:55 a.m. Commissioner Farrell moved, seconded by Vice Chair Singleton to extend the meeting for 30 minutes.

Motion passed. Ayes: Chair Coonerty Protti, Vice Chair Singleton; Commissioners Cube, Davis, Farrell, Hamilton, and Prindle. Noes: None. Disqualified: None. Absent: None.

At 11:29 a.m., Commissioner Farrell moved, seconded by Commissioner Hamilton to extend the meeting for 15 minutes.

Motion passed. Ayes: Chair Coonerty Protti, Vice Chair Singleton; Commissioners Cube, Davis, Farrell, Hamilton, and Prindle. Noes: None. Disqualified: None. Absent: None.

This item is for review and is not an action item. The Commission reached a consensus that more complete information is needed from the Economic Development parking report and from the Library's plans for a new downtown branch.

## Written Material

5. Crime Statistics for January and February 2017

6. Ranger Statistics for January 2017: The Downtown Unit Citations and the Illegal Camping Log
7. Downtown Outreach Worker Report July-December 2016
8. Letter from John Mills

**Subcommittee/Advisory Body Oral Reports**

Commissioner Work Plan Updates

Ad Hoc Committees

Garage Financing - Singleton

Traffic and Transportation Issues - Davis

Bike Lockers - Farrell

**Items Initiated by Members for Future Agendas**

**Adjournment**      11:37 a.m.

The Downtown Commission will adjourn from the March 23, 2017 regular meeting to the next scheduled meeting on May 25, 2017, at 8:30 a.m. in the City Council Chambers.

Commissioner Cube moved, seconded by Commissioner Farrell to adjourn the meeting.

Motion passed. Ayes: Chair Coonerty Protti, Vice Chair Singleton; Commissioners Cube, Davis, Farrell, Hamilton, and Prindle. Noes: None. Disqualified: None. Absent: None.





## Downtown Commission AGENDA REPORT

**DATE:** 6/14/2017

**AGENDA OF:** 6/22/2017

**SUBJECT:** Downtown Employee Commute Survey Results & Commute Program  
Next Steps

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**RECOMMENDATION:** Consider the results of the Downtown Employee Commute Survey and provide input.

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**BACKGROUND:** At the March 23rd Downtown Commission meeting, staff presented an overview of Transportation Demand Management (TDM). TDM is a term used to describe coordinated strategies that aim to reduce the use of single occupancy vehicles in order to reduce traffic and parking demand. The March presentation included current City TDM strategies, possible additional program components, and challenges and opportunities the City faces in implementing a program.

In spring 2017, staff conducted a survey of downtown employees to provide data on current commute habits and incentives that could motivate a change in commute mode. The goal of the survey was to provide data that would guide the development of a TDM program. Of the approximately 4,000 downtown employees, staff received 309 survey responses from employees of 17 downtown businesses. Employees in the light office sector were sent a link to an electronic survey, and service sector employees received a hard copy survey in English and Spanish. Staff attempted to obtain responses that mirrored the breakdown of employees by sector. See Attachment: Survey Tables for the breakdown of survey responses vs. the overall breakdown of downtown employees.

Responses were analyzed for all respondents, as well as service sector employees specifically. The responses of employees who drove alone as their primary commute mode were analyzed separately for some survey questions. This group would be the primary focus of a TDM program if it moves forward. Of Drive Alone employees, 34% work in the service sector and 66% work in light office, tech, or government.

Of all employees surveyed, 71% work full-time (35+ hours per week). Service sector employees were evenly split between full-time and part-time (20-34 hours per week), with 13% of respondents working less than 20 hours each week. Nearly half (48.5%) of all employees start work between 6am and 9am, while for service sector employees, the largest category of responses was “Schedule Changes Daily”, at 37%. Only 18% of service sector employees start work between 6am and 9am daily.

Of all employees surveyed, 44% live within three miles of downtown. 77% live within 10 miles of downtown, and 8% live more than 21 miles from downtown. Of service sector employees, 55% live within 3 miles of downtown and 89% live within 10 miles. Of employees who drive alone as their primary commute mode, 32% live within three miles of downtown. This equates to 15% of total respondents.

Mode split, or the way that survey respondents traveled to work each day, closely mirrors City-wide mode split data from the U.S. Census American Community Survey. Survey respondents were asked to track their travel mode each day for one week. For all respondents, the average weekday mode split was 58% drive alone, 7% carpool, 0% vanpool, 1% motorcycle, 3% bus, 9% bike, 11% walk, and 3% telework. For service employees only, the average weekday mode split was 45% drive alone, 6% carpool, 0% vanpool, 0% motorcycle, 6% bus, 9% bike, 16% walk, and 2% telework. For service employees particularly, this is an extremely high walking mode split and low drive alone mode split. For context, 2.8% of employees walk to work nationally, and 76% drive alone. An overwhelming majority of respondents (94%) indicated that their responses represented a typical week for commuting.

The majority of carpools included two people in the vehicle—very few respondents carpooled with three or more other people. When asked whether they paid for parking the last time they drove to work, either through a permit or the daily rate, 14% of all respondents indicated that they do not drive to work. Of the remainder, 63% paid for parking and 37% did not. Service employees who drive to work were evenly split between paid and unpaid parking, with 51% responding that they did not pay for parking.

Survey respondents were asked about incentives that would encourage them to try an alternative to driving alone to work. Response options included tangible incentives, like a free bus pass, as well as value-driven statements that could help guide a marketing campaign, such as ‘Saving time’. Of the tangible incentives, ‘Financial incentives’ were the top response for all employees, as well as service employees and employees who drive alone. Ecology Action in Santa Cruz is one example of a company with a financial incentive program—they pay employees a few dollars per day for using an alternative mode, and each alternative trip enters employees in a monthly raffle for various prizes. For drive alone employees, the next highest responses were free or subsidized bus passes, an emergency ride home program, and secure bicycle parking near their workplace.

Respondents were also asked about how likely they would be to try different modes. Responses to this question varied widely among respondent groups. For all employees and service employees, biking was the top ranked mode choice. However, for drive alone employees, a compressed workweek schedule was the top ranked alternative option. Teleworking, carpooling and bicycling were the 2nd-4th ranked options for drive alone employees.

Finally, respondents were asked about the most important factors in their decision to drive alone to work. For all employees, convenience was the top response. For service employees, getting off work late and a lack of alternative options was the top reason for driving, followed by ‘The bus is inconvenient or takes too long’, convenience, and needing to travel quickly to a second job or school. For employees who drive alone, convenience was the top reason for driving, followed by ‘The bus is inconvenient or takes too long’, getting off work late and a lack of alternative options, and family care or other obligations.

**DISCUSSION:** Commute survey data will be used to guide the development of a TDM program for downtown employees. For staff, the above findings suggest the following conclusions to help guide program development:

### 1. Focus on top-rated program elements

There are many possible components of a TDM program. Survey data indicates that employees are more likely to try some modes over others, and that some incentives are more likely to motivate behavior change. Drive Alone employees are the key demographic to target when designing a TDM program, and for this group, compressed workweek, teleworking, carpooling and bicycling were the top ranked alternative modes. Busing, walking, a remote lot with shuttle program, and motorcycle were the lowest ranked modes. This suggests that working with employers to provide options for teleworking or a compressed workweek schedule may be one of the easiest and least expensive options for reducing single occupancy car trips to downtown. The high percentage of employees who live within three miles of downtown suggests that a focus on bicycling could also provide significant trip reduction benefits. A three mile bike ride takes about 15-20 minutes, and may be faster than driving in high-traffic conditions. The data also suggests that the lowest-ranked options, such as establishing new park-and-ride lots with shuttles and offering incentives for motorcyclists, may not provide the greatest trip reduction benefit per dollar spent.

In terms of incentives, financial incentives was ranked highest by each respondent group. This suggests that working with employers to provide financial incentives for alternative commute modes could be a powerful way to change behavior.

### 2. Focus on office workers

Several elements of survey data suggest that a focus on office workers, including office-based workers in the government and tech sectors, provides the greatest opportunity to reduce single occupancy vehicle trips to downtown. First, service workers in the downtown already have an extremely low drive alone mode split and are much more likely to walk, bike or take the bus to work. Secondly, service workers are much more likely to have schedules that change daily and to get off work late. A variable schedule makes alternative options like carpooling more difficult, and getting off work late and a lack of alternative options was the top ranked reason for driving among service employees. Third, compressed workweek and teleworking were the highest ranked alternatives for Drive Alone employees. These options are generally not available for service sector employees. These data points suggest that among service sector employees, there are fewer drive alone commuters with the ability to change modes. Office, government and tech workers are much more likely to start work at the same time each day, and 66% of Drive Alone employees work in these sectors. While a TDM program as envisioned would offer benefits for all downtown employees, this data suggests that focusing the program on employees in the light office, tech, or government sectors will provide the greatest trip reduction benefits.

### 3. Focus on top motivations

Among Drive Alone employees, convenience was ranked as the #1 reason for driving. It is undeniable that driving alone is the most convenient mode of transport for many employees; it requires no coordination or scheduling, provides protection in all weather and allows the flexibility to pick up kids from school and run errands after work. Among drive alone employees, financial incentives and 'Saving money' were the top ranked incentives that would

motivate behavior change. This suggests that financial strategies would be a critical component of a successful TDM program.

Currently, downtown parking permits cost between \$32-37 per month. This amounts to between \$1.06 and \$1.23 per day, significantly lower than the daily parking rate and lower than the cost of a monthly bus pass. The low cost of parking means that for many employees, driving alone is the fastest, cheapest, and easiest way to get to work. This provides little motivation for employees to change mode, even if an incentive program is implemented. Therefore, staff recommends that parking pricing be considered in conjunction with a TDM program, to couple incentives with a larger disincentive to drive.

Transportation Demand Management strategies could support the City's Climate Action Plan Goals to reduce single occupancy vehicle commutes by 10% by 2020 and double bike ridership by 2020. TDM also supports Downtown Recovery Plan goals to provide for efficient downtown transit operations and enhance bicycle and pedestrian access downtown.

**FISCAL IMPACT:**

Prepared by:	Submitted by:
Amelia Conlen	Jim Burr
Transportation Coordinator	Transportation Manager

**ATTACHMENTS:**

Survey Tables

Downtown Employee Commute Survey Results & Commute Program Next Steps  
Attachment: Survey Responses Tables

**Survey Responses:**

<b>SECTOR</b>	<b># EMPLOYEES</b>	<b>%</b>
LIGHT OFFICE	127	41%
SERVICE	139	45%
GOVERNMENT	18	6%
TECH	25	8%
<b>TOTAL</b>	<b>309</b>	<b>100%</b>

**Overall Breakdown of Downtown Employees:**

<b>SECTOR</b>	<b># EMPLOYEES</b>	<b>%</b>
LIGHT OFFICE	1184	29%
SERVICE	2313	57%
GOVERNMENT	192	5%
TECHNOLOGY	362	9%
<b>TOTAL</b>	<b>4051</b>	<b>100%</b>



## Downtown Commission AGENDA REPORT

**DATE:** May 25, 2017

**AGENDA OF:** June 22, 2017

**DEPARTMENT** Public Works

**SUBJECT:** Recommendations on ParkCard/BikeLink Card Use in Downtown Bike Lockers

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**RECOMMENDATION:** Consider options to either 1) allow only BikeLink cards to be used in the downtown bike lockers; 2) register ParkCard users; or 3) maintain the current access system, and provide input on which alternative should be pursued.

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**BACKGROUND:** The downtown bike locker program has been in place for 25 years, with the goal of providing safe, secure and accessible bicycle parking for downtown visitors, employees and residents and encouraging bike trips to downtown. There are currently 112 bike lockers in the downtown area. Lockers can be rented on demand for \$.05 per hour.

At the Downtown Commission meeting of January 26, staff presented options to change the structure of cards that are currently used to access the bike lockers. Currently, both Santa Cruz ParkCards and BikeLink cards, which are managed by the bike locker operator, can be used to access the bike lockers. This provides more options for bike locker users, but also contributes to issues with the storage of non-bike items. ParkCards are not linked to individuals, which makes it difficult to track users who are storing non-bike items. Monitoring bike lockers and removing non-bike items is a weekly task for Downtown parking maintenance staff.

According to BikeLink, “Santa Cruz’s bike lockers experience a greater amount of vandalism and misuse than lockers at approximately 240 other BikeLink locations. Our analysis indicates the higher levels of misuse are largely due to 1) lack of visual transparency into the lockers because they are retrofitted rather than designed for on demand use, 2) inability to enforce policies by contacting users and permanently disabling cards after violation because there is no registration requirement for Santa Cruz ParkCards.”

Part of this issue will be addressed by replacing bike lockers. New lockers have perforated doors that allow staff to see inside lockers and easily address non-bike storage issues. A three-year phased plan to replace 62 of the bike lockers is included in the 2018 CIP, with \$75,000 allocated in 2018 to remove underutilized lockers and replace 14 lockers at Pearl Alley and Lot 10. Removing underutilized lockers will reduce annual service and operations costs on the lockers from approximately \$14,000 annually to \$8,680.

There are two options to allow locker users to be tracked and cards disabled if they are being misused, as well as the option to maintain the current access system:

### **Option 1 – Register ParkCard Users**

The first option is to register ParkCard users within the BikeLink system. This option would maintain the “one card for all parking” concept while allowing each bike locker user to be tracked and cards disabled if they are being misused. This option also allows the City to retain bike locker revenue through ParkCard sales. Revenue from bike locker use via ParkCards has averaged \$5,456 annually over the past four years.

This option would require creating a new registration interface to allow ParkCards to be registered within the BikeLink system. This has not been done before by BikeLink, and associated costs are estimates and subject to change. The cost for this change is estimated at \$21,174, which includes software and firmware development to allow for ParkCard registration, as well as signage notifying ParkCard users that they must register their cards in order to access the lockers and promotion of the change (see Attachment - ParkCard-BikeLink Card - Bike Locker Access Change Budget Att 3).

This option would also require an additional annual cost for customer support. BikeLink retains bike locker revenue that is generated through BikeLink cards to cover the cost of customer service for bike locker users. BikeLink has provided customer support to ParkCard users for free in the past - however, if we move to registering ParkCards, BikeLink would charge an annual fee of \$.05 per parked hour to cover customer service calls. Based on the total parked hours over the past year, this would result in an additional annual cost of approximately \$6,000. This cost would effectively eliminate the revenue that would be retained under Option 1.

### **Option 2 – BikeLink Cards Only**

The second option is to allow BikeLink cards only in the lockers. This would allow every bike locker user to be tracked and cards disabled if they are being misused. Downsides of this change include the loss of the “one card for all parking” concept and loss of bike locker revenue. The cost for this change is estimated at \$9,674, which includes eLock field technician time to update the lockers’ firmware and promotion and signage notifying users of the change (see Attachment - ParkCard-BikeLink Card - Bike Locker Access Change Budget Att 3).

Revenue from bike locker use via ParkCards has averaged \$5,456 annually over the past four years. Switching to BikeLink cards only would result in the loss of this revenue. If this change reduces or eliminates non-bike storage in bike lockers, this will result in a significant reduction in staff time required to clean out lockers and dispose of non-bike items. Additionally, there would be no annual cost for customer support under this option, since BikeLink would recover bike locker revenue.

### **Option 3 – Maintain Current System**

The third option is to maintain unregistered ParkCard and BikeLink access to the bike lockers. Under this option, staff would not be able to enforce policies around non-bike storage by contacting users and permanently disabling cards after violation. Replacing the bike lockers could help to address some issues with non-bike storage—however, it is unlikely to address all issues, and full replacement of lockers will not be complete for three years. This option would provide maximum convenience for bike locker users, since no action would be required for

BikeLink or ParkCard users to continue using the lockers. There is no cost associated with this option.

The bulk of bike locker rentals are currently made using ParkCards (see Attachment 2). This suggests that of the three options above, registering ParkCard users (Option 1) would be more convenient for many existing bike locker users. However, if Option 1 is pursued, ParkCard users would be required to call BikeLink and register their cards before using the lockers. If Option 2 is pursued, current ParkCard users will be required to obtain a BikeLink card. This can be done online or over the phone. In summary, both Option 1 and Option 2 would require a change for bike locker users. Therefore, promotion and signage costs are included in each budget to inform locker users of the changes.

**DISCUSSION:** Non-bike storage is a significant issue in the Downtown Bike Lockers, and requires significant Parking Maintenance staff time to address. Reducing non-bike storage and addressing safety concerns was also brought up by respondents in the Bike Locker Survey, conducted earlier this year, as something that would encourage them to use lockers more often. While non-bike storage issues will be partially addressed by replacing lockers, the ability to track locker users is another key solution.

Each option described above would produce both positive and negative impacts. The option to register ParkCards has higher up-front costs, creates new annual costs and has more unknowns, but preserves the “one card for all parking” concept. The option to switch to BikeLink cards only has lower up-front costs and does not create new annual costs, but results in the loss of bike locker revenue and restricts access options for bike locker users. The option to maintain the current access policy provides maximum convenience for bike locker users, but does not address ongoing issues with non-bike storage in lockers.

The downtown bike locker program supports the City’s Climate Action Plan Goals to double bike ridership by 2020 and reduce single occupancy vehicle commutes by 10% by 2020. Bike lockers are also an element of a Transportation Demand Management program.

**FISCAL IMPACT:** The cost to pursue Option 1, Register ParkCards, is approximately \$21,174 in upfront costs and \$6,000 in ongoing customer service cost. The cost for Option 2, BikeLink cards only, is \$9,674 in upfront costs. There is no cost associated with Option 3. Funds for this project are available through the Downtown Parking Fund budget.

Prepared by:	Submitted by:
Amelia Conlen	Jim Burr
Transportation Coordinator	Transportation Manager

**ATTACHMENTS:**

- eLock Park Card User Registration Proposal
- Bike Locker Revenue by Card Type: 2004-2017
- Bike Locker Access Change Budget



# Registering Santa Cruz ParkCard Users for Bike Locker Use

The solutions in the following are not intended to be final, but instead are recommendations. All costs are approximations. Further study would be necessary to finalize a solution.

Because the City of Santa Cruz does not require users of the ParkCard to register their cards, people are able to access the lockers anonymously, store non-bike items, tamper with the lockers, or monopolize spaces for themselves with no accountability.<sup>1</sup> Santa Cruz's bike lockers ("eLockers") experience a greater amount of vandalism and misuse than eLockers at approximately 240 other BikeLink locations. Our analysis indicates the higher levels of misuse are largely due to 1) lack of visual transparency into the lockers because they are retrofitted rather than designed for on-demand use, 2) inability to enforce policies by contacting users and permanently disabling cards after violation because there is no registration requirement for Santa Cruz ParkCards.

It should also be noted that 24/7 telephone user support for Santa Cruz ParkCard bike locker users has been informally provided by BikeLink for a number of years, but BikeLink has never been compensated for this support. Introducing a ParkCard registration requirement would increase the amount of telephone and email user support required, so this issue should be addressed as part of any ParkCard registration solution.

To improve ability to monitor locker contents, the City has already cut small viewing holes in some lockers. This approach requires use of a flashlight, and does not make it possible to see all the contents, so it is not as effective as using fully perforated lockers design for on-demand use, but it does make monitoring faster than opening each door.

To improve enforcement by registering cards to users two possible solutions have been identified:

**Solution 1:** The simplest way to ensure that Santa Cruz eLocker users are registered would be for bike lockers to only accept BikeLink cards, for which registration procedures are well established. This solution does not address the City's goal of accepting the Santa Cruz ParkCard at all city parking facilities. The cost of this solution is approximately \$9,600, which includes the cost of posting signs during a transition period, and giving current users free BikeLink cards to replace their existing ParkCards. If the signage is to be used for only a couple of months then stickers could be used in lieu of metal signs at a savings of approximately \$3,000. This solution also addresses compensating eLock for user support since eLock will receive the revenue from selling BikeLink cards used in Santa Cruz.

**Solution 2:** This solution makes use of software features to require registration of ParkCards for use at Santa Cruz eLockers. The BikeLink system already supports an access restriction feature which could be used in this case to reject cards that are not associated with a registered user. The challenges of implementing this solution relate to 1) modifying the BikeLink database and web application software to address card number overlap issues between ParkCards and BikeLink cards, 2) creating software and procedural systems to enable ParkCard registration, 3) providing phone and email support for the registration and activation process to existing and future ParkCard holders, and 4) distinguishing ParkCard holders when they call or email so that different user support for the ParkCard holders can be provided (since ParkCards cannot support the same features - such as Lost Card Code and Add Value - that BikeLink cards support). The cost for this solution is approximately \$17,200, however more details need to be worked out before this estimate can be firmed up.

---

<sup>1</sup> A look at usage data for the past 18 months for the lockers in Santa Cruz shows that although only 5% of the rentals are longer than 24 hours, approximately 33% of total rental hours are for durations over 24 hours.

Once a ParkCard is registered a special access code for that card would be automatically generated. Users would be able to activate their ParkCards using the access code one of two ways depending on whether the eLockers were networked or not networked. For networked eLockers this code would be automatically written to the user's ParkCard the next time they inserted it in a locker, and the card would then be able to use Santa Cruz bike lockers. If the card is inserted in a non-networked eLocker the user would be prompted to enter his/her access code. This code would then be permanently written to the card and the user would never have to enter it again. At a minimum we recommend networking the eLockers at Metro Center (approximately \$16,000) to allow users to go there to avoid entering the 3-digit access code. This is the only location we would network since all other lockers are retrofits. Retrofitted lockers are a difficult and expensive challenge to add network capabilities. Upgrading Metro Center would provide users access codes but the upgrades would not allow for contactless cards or phone apps since the lockers at Metro Center will not accommodate the necessary controller housing for these added features.

If the City of Santa Cruz would like to implement Solution 2, we recommend proceeding with firmware and software work and sign design tasks ASAP so that new policies could be in place before Bike to Work Day. We also recommend either networking the eLockers at Metro Center (relatively expensive per space, and would not fix all the issues, such as rusting doors), or replacing them with new networked lockers (a better value).

## **A breakdown of task and costs for both solutions follows:**

### **Web Software Costs (Solution 2)**

ParkCard users will have two ways to get registered with BikeLink. The first would be to go online to bikelink.org and complete the registration themselves. To facilitate this process we would need to update the website to allow ParkCard users direct access to a registration page that would be exclusive to ParkCard users. We anticipate 16 hours of design and programming is necessary to complete this task.

$$16\text{hrs} \times \$150/\text{hr} = \$2,400$$

### **Firmware (Solution 2)**

The firmware on eLocker controllers would need to be configured to only allow access to registered ParkCard users with access codes. We anticipate 24 hours of design and programming is necessary to complete this task.

$$24\text{hrs} \times \$150/\text{hr} = \$3,600$$

This work includes coming up with a reduced footprint version of the access restriction feature to work in the memory available on ParkCards, resolving the card number overlap issue, and working out how to support ParkCard users who have lost their cards, since ParkCards cannot have the Lost Card Code feature enabled (the Lost Card Code is a code written to the card when it is initially programmed).

### **Field Technician (Solution 1 & 2)**

The firmware will need to be loaded onto the controllers manually by our Field Technician. We anticipate that 10 hours of field labor is necessary to complete this task.

$$10\text{hrs} \times \$85 = \$850$$

### **Signs (Solution 1 & 2)**

ParkCard users would need to be notified of the new registration policy. This would be best accomplished with a marketing campaign aimed directly at users of bike lockers. Since there is no current means to contact those users, signs would need to be placed on each locker notifying ParkCard users of the need to register with BikeLink. Signs would be put in place 1 month ahead of when the lockers would no longer accept non-registered cards. There would need to be a sign at each active controller (currently 100). The signs will be securely attached to each locker with rivets or some other secure fastener. These signs would be made in coordination with the City

of Santa Cruz and would contain information on how to register their ParkCard. We anticipate 6 hours of design and coordination with the City of Santa Cruz to design the sign, and 20 hours of field labor to install 100 signs. A budget of \$25 per sign is assumed for now.

Cost to design sign: 6hrs x \$100 = \$600

Cost to make signs: 100 x \$25 = \$2,500 (Long term use metal signs, short term can use stickers)

Cost to put up signs: 20hrs x \$85 = \$1,700

### **BikeLink Operations (Solution 2)**

- **Call Center**

In addition to registering at BikeLink.org, ParkCard users would be able to register by calling our 24-hour call center. The call center already registers new BikeLink users and is well versed in the process. The phone number for the call center would be included on the sign that would be attached to the lockers. In the past 18 months there have been approximately 1000 unique cards used in Santa Cruz (including BikeLink). We anticipate for the first year approximately 500 existing ParkCard users would use the call center to get registered.

500 X \$5 = \$2,500

In addition, there would be ongoing email and phone user support costs for new registrations and help for existing users. Normally this is covered by allowing BikeLink to retain card sales revenue. For ParkCards a reimbursement formula would need to be established.

- **Project Management**

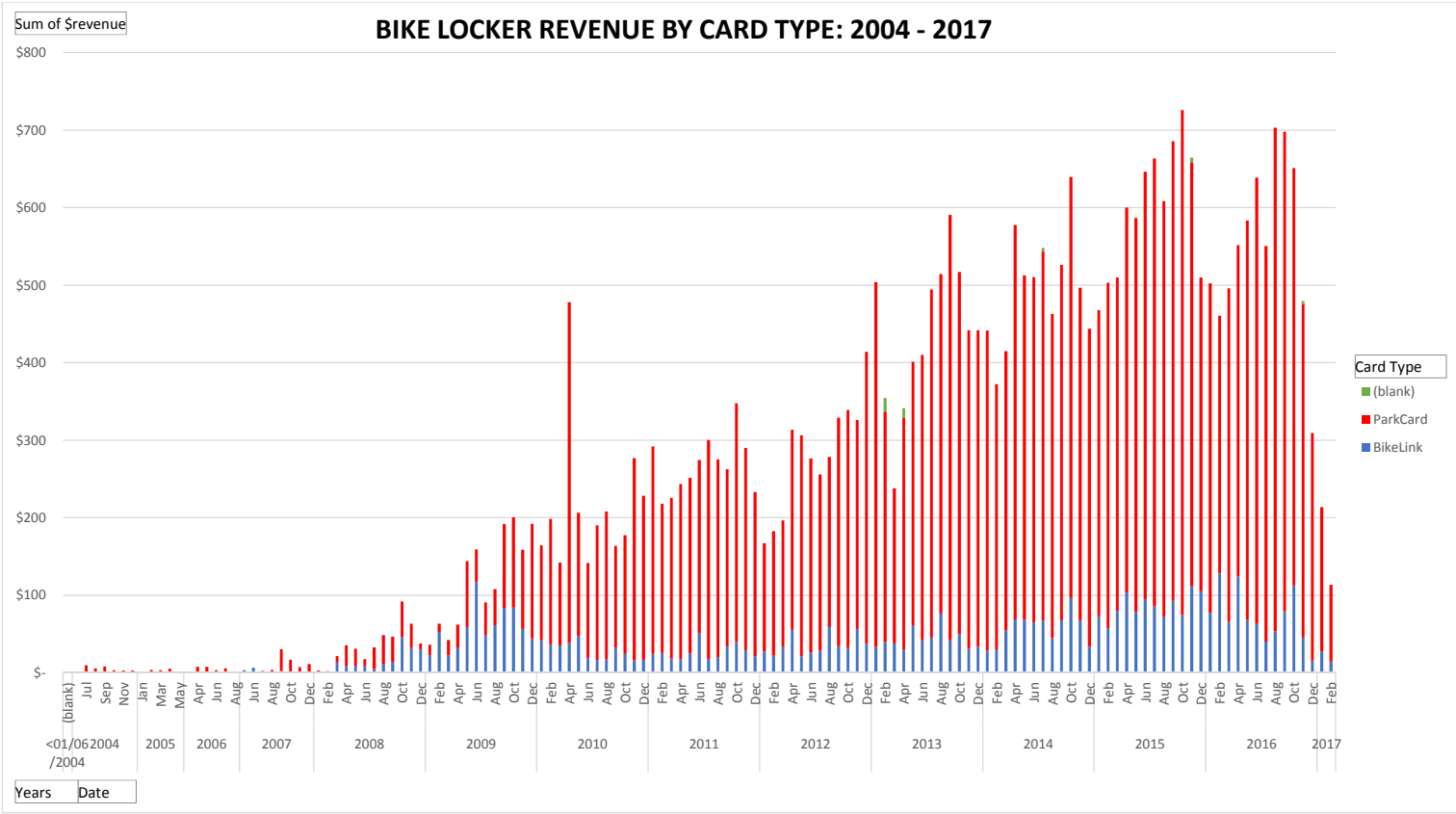
It is anticipated that approximately 30 hours of project management time would be needed.

30 x \$100 = \$3,000

### **BikeLink Cards (Solution 1)**

To compensate ParkCard users who still have value on their ParkCard, BikeLink would sell to the City of Santa Cruz \$5, \$10, \$15 and \$20 value BikeLink cards. The City of Santa Cruz could then hand out cards to ParkCard users based on the value left on their ParkCard. We anticipate approximately 400 cards.

400 x \$14 = \$5,600 (Assuming an average card value of \$10 plus \$8 to create each card)



	BIKELINK	PARKCARD	TOTAL
2004	\$ 0.33	\$ 32.92	\$ 33.25
2005	\$ 0.13	\$ 15.70	\$ 15.83
2006	\$ 2.45	\$ 23.29	\$ 25.74
2007	\$ 14.67	\$ 66.85	\$ 81.52
2008	\$ 179.03	\$ 253.06	\$ 432.09
2009	\$ 684.37	\$ 765.23	\$ 1,449.60
2010	\$ 340.83	\$ 2,235.19	\$ 2,576.02
2011	\$ 324.02	\$ 2,888.77	\$ 3,212.79
2012	\$ 433.22	\$ 2,951.38	\$ 3,384.60
2013	\$ 521.92	\$ 4,696.01	\$ 5,217.93
2014	\$ 693.25	\$ 5,248.01	\$ 5,941.26
2015	\$ 1,027.75	\$ 6,136.26	\$ 7,164.01
2016	\$ 872.58	\$ 5,747.52	\$ 6,620.10
<b>TOTAL</b>	<b>\$ 4,897.94</b>	<b>\$ 30,668.37</b>	<b>\$ 35,566.31</b>

## BIKE LOCKER CARD ACCESS CHANGE BUDGET

### OPTION 1 - REGISTER PARKCARDS

ITEM	COST
Field technician staff time to update firmware	\$850
Web software development	\$2,400
Firmware development	\$3,600
Signage	\$5,824
Call center assistance	\$2,500
Promotion	\$3,000
Project management	\$3,000
<b>TOTAL</b>	<b>\$21,174</b>

### Signage

Qty	Description	Unit Price	Total
8	24"x72" signs	\$240	\$1,920
8	Sign installation	\$488	\$3,904
		<b>TOTAL</b>	<b>\$5,824</b>

### OPTION 2 - BIKELINK CARDS ONLY

ITEM	COST
Field technician staff time to update firmware	\$850
Signage	\$5,824
Promotion	\$3,000
<b>TOTAL</b>	<b>\$9,674</b>

MAY 23, 2017



## CITY COUNCIL INFORMATION ITEM

DATE: April 20, 2017

AGENDA OF: May 9, 2017

DEPARTMENT: PUBLIC WORKS

SUBJECT: Parklets/Café Extension Pilot Program in Downtown (PW)

APPROVED:

DATE:

5/5/17

**BACKGROUND:** In October of 2014, Cathcart Street businesses approached several Councilmembers requesting that the City of Santa Cruz explore the possibility of having their businesses serve as the pilot installation of Parklets on Cathcart Street. The City Council met on February 10, 2015 and directed the Downtown Commission to consider a proposal to establish a pilot program for the installation of Parklets/Café extension spaces and increased bicycle parking facilities along Cathcart Street in Downtown Santa Cruz and to review the proposed pilot concept at its March 2015 meeting and return to the City Council with its recommendations and policy considerations by May of 2015.

On May 26, 2015 the City Council reviewed the Pilot Program recommendations and approved the program with the clarifications that the provisions do not include the requirements that lunch and dinner be served; to consider the use of any revenue generated from the lease to help offset the cost of any parking fees that are lost; to include an alternative for non-food businesses after the first year of the pilot and to include geographic diversity for the program including locations on Pacific Avenue south of Cathcart Street and to come back to Council for direction if there are a high number of applicants in the first few months of the program.

**DISCUSSION:** The development of the pilot Parklets/Café Extension Program was an effort to enhance and advance the viability and attractiveness of the Downtown through a public/private partnership with local businesses. If the pilot program proves effective, it may help guide expansion of the use of Café extensions and Parklets throughout Downtown and other business corridors.

So far we have issued three permits for the pilot Parklet/Café extensions:

- Hula's Island Grill (opened in May 13, 2016)
- Lupulo Craft Beer House (opened)
- The Penny Ice Creamery (still in process)

Since Hula's Island Grill is the only business to be open for the complete pilot program year we will be presenting their metrics for establishing the continuance of this program.

M:PW0096 FYI

SUBJECT: Parklets/Café Extension Pilot Program in Downtown

DATE: May 9, 2017

PAGE: 2

The metrics from the businesses required to maintain the Parklet/Café extensions beyond the first year and to increase the amount of would include:

- Number of daily patrons using the café extension: Hula's averaged 60 daily patrons per day.
- Yearly increase in revenue from the use of the Parklet/Café extension: Hula's experienced a yearly revenue increase with the use of the Parklet/Café Extension.
- Maintenance costs: Hula's maintenance cost which included daily cleaning, repairs and landscaping was \$5,500 for the year.
- Calls for service from the Santa Cruz Police Dept.: There were 25 Calls for service, 6 that were serious events: 3 for 415/unknown disturbance, 1 for refusal to leave and 2 for camping. Although Hula's reported that no calls for service were in relation to the Parklet/Café Extension.

The Planning and Public Works Departments are working on ordinance changes that would make the pilot Parklet/Café Extension program permanent within the Central Business District with possible inclusions of other areas outside of the Central Business District later this summer.

Prepared by: Marlin Granlund, Parking Program Manager

Submitted by:



Mark R. Dettle  
Director of Public Works

**PART I CRIMES (ACTUAL OFFENSES)  
MARCH 2017**

	MARCH		Percent Change	Year to Date		Percent Change
	2016	2017		2016	2017	
Homicide	0	0	0	1	0	-100%
Rape	2	11	450%	6	18	200%
Robbery	6	15	150%	30	33	10%
Aggravated Assault	31	16	-48%	109	43	-61%
Burglary	22	39	77%	106	113	7%
Larceny	306	241	-21%	733	661	-10%
Auto Theft	23	31	35%	80	96	20%
Arson	0	0	0	0	1	100%
Totals:	390	353	-9%	1065	965	-9%

**PART I CRIMES - TWO YEAR COMPARISON**

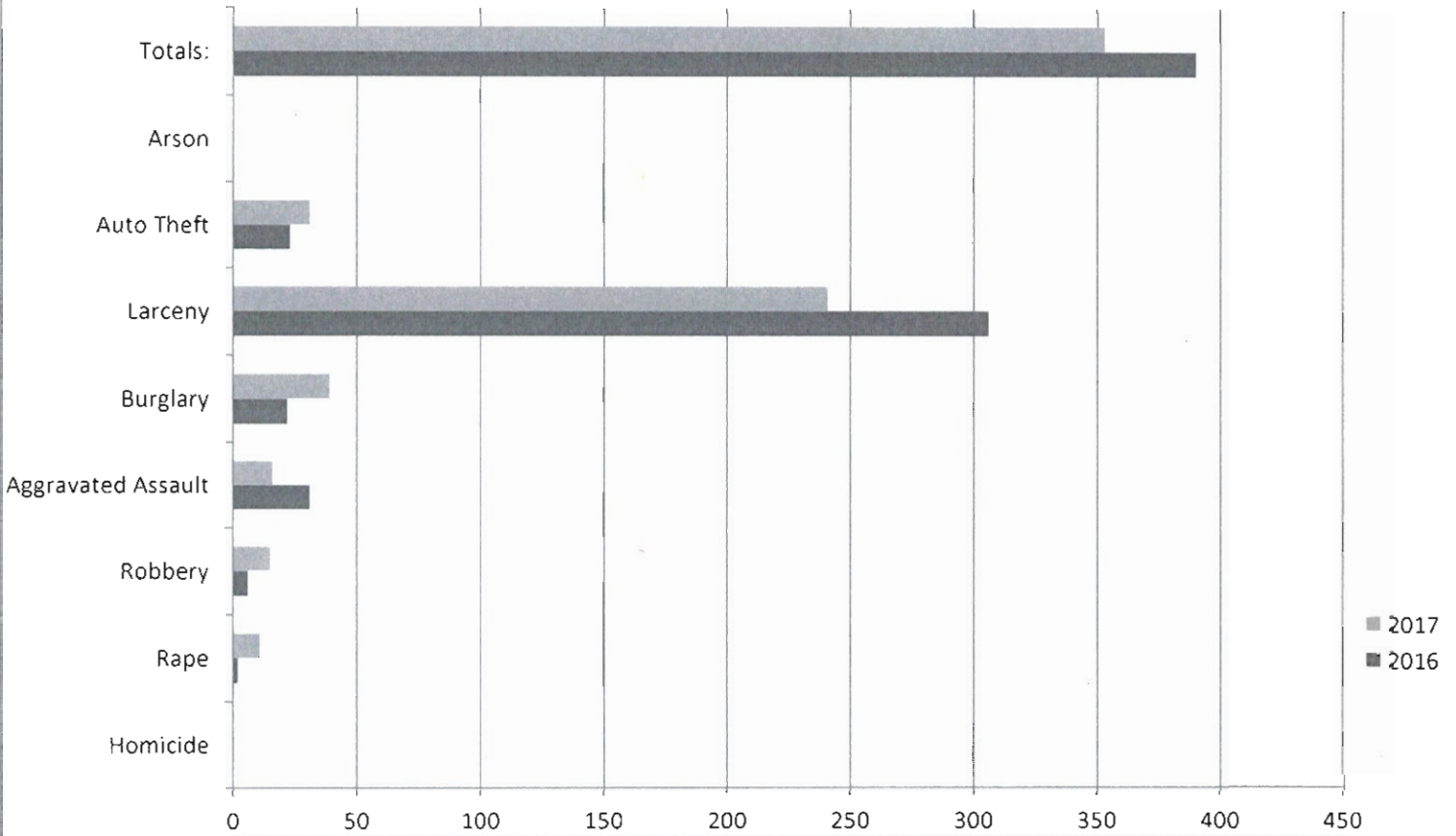
	JAN 16	JAN 17	FEB 16	FEB 17	MAR 16	MAR 17	APR 16	APR 17	MAY 16	MAY 17	JUN 16	JUN 17
Homicide	1	0	0	0	0	0	0	0	0	0	0	0
Forcible Rape	1	4	3	3	2	11	3	0	7	0	7	0
Robbery	7	9	17	9	6	15	7	0	7	0	8	0
Aggravated Assault	49	14	29	13	31	16	18	0	25	0	32	0
Burglary	58	42	26	32	22	39	19	0	20	0	22	0
Larceny	268	221	159	199	306	241	236	0	196	0	256	0
Auto Theft	31	37	26	28	23	31	39	0	50	0	23	0
Arson	0	1	0	0	0	0	0	0	2	0	0	0
TOTALS:	415	328	260	284	390	353	322	0	307	0	348	0

	JUL 16	JUL 17	AUG 16	AUG 17	SEP 16	SEP 17	OCT 16	OCT 17	NOV 16	NOV 17	DEC 16	DEC 17
Homicide	0	0	1	0	2	0	0	0	0	0	0	0
Forcible Rape	6	0	2	0	7	0	2	0	0	0	0	0
Robbery	13	0	7	0	8	0	11	0	0	0	0	0
Assault	31	0	25	0	35	0	33	0	0	0	0	0
Burglary	19	0	25	0	25	0	35	0	0	0	0	0
Larceny	275	0	224	0	236	0	261	0	0	0	0	0
Auto Theft	48	0	33	0	27	0	25	0	0	0	0	0
Arson	1	0	1	0	1	0	2	0	0	0	0	0
TOTALS:	393	0	318	0	341	0	369	0	0	0	0	0

YEAR TO DATE TOTALS ARE NOT FINALIZED UNTIL THE END OF THE CALENDAR YEAR



## PART I CRIMES COMPARISON CHART MARCH 2016 - MARCH 2017



	Homicide	Rape	Robbery	Aggravated Assault	Burglary	Larceny	Auto Theft	Arson	Totals:
■ 2017	0	11	15	16	39	241	31	0	353
■ 2016	0	2	6	31	22	306	23	0	390

**MONTHLY REPORT OF OFFENSES KNOWN TO THE POLICE:**

1-720 (Rev. 02-22-13)

**RETURN A**

OMB No. 1110-0001

Expires 07-31-16

This report is authorized by law Title 28, Section 534, U.S. Code. Your cooperation in completing this form will assist the FBI, in compiling timely, comprehensive, and accurate data. Please submit this form monthly, by the seventh day after the close of the month, and any questions to the FBI, Criminal Justice Information Services Division, Attention: Uniform C Reports/Module E-3, 1000 Custer Hollow Road, Clarksburg, West Virginia, 26306; telephone 304-625-4830, facsimile 304-625-3566. Under Paperwork Reduction Act, you are not required to complete this form unless it contains a valid OMB control number. The form takes approximate minutes to complete. Instructions for preparing the form appear on the reverse side.

1 Classification of Offenses	2 Offenses Reported or Known to Police	3 Unfounded, i.e., False or Baseless Complaints	4 Number of Actual Offenses	5 Total Offenses Cleared by Arrest or Exceptional Means	6 Number of Clearances Involving Only Persons Under 18 Years of Age
1. CRIMINAL HOMICIDE					
a. Murder and Non-negligent Homicide	11				
b. Manslaughter by Negligence	12				
2. RAPE TOTAL	20	11	11		
a. Rape	21	10	10		
b. Attempt to Commit Rape	22	1	1		
Historical Rape (See instruction #15 below)					
3. ROBBERY TOTAL	30	15	15	2	
a. Firearm	31	3	3		
b. Knife or Cutting Instrument	32	3	3		
c. Other Dangerous Weapon	33				
d. Strong-Arm (Hands, Fists, Feet, etc.)	34	9	9	2	
4. ASSAULT TOTAL	40	76	76	41	3
a. Firearm	41				
b. Knife or Cutting Instrument	42	6	6	6	1
c. Other Dangerous Weapon	43	7	7	1	
d. Strong-Arm (Hands, Fists, Feet, etc.)	44	3	3	2	1
e. Other Assaults - Simple	45	60	60	32	1
5. BURGLARY TOTAL	50	39	39	4	1
a. Forcible Entry	51	19	19	3	
b. Unlawful Entry - No Force	52	18	18	1	1
c. Attempted Forcible Entry	53	2	2		
6. LARCENY - THEFT TOTAL	60	241	241	30	2
7. MOTOR VEHICLE THEFT TOTAL	70	31	31	2	
a. Autos	71	26	26	1	
b. Trucks and Buses	72	3	3	1	
c. Other Vehicles	73	2	2		
GRAND TOTAL	77	413	413	79	6

Checking any of the appropriate blocks below will eliminate your need to submit reports when the values are zero. This will also aid the national program in its quality control efforts.

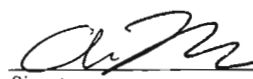
- No Supplementary Homicide Report Submitted.
- No Supplement to Return A Submitted.
- No Law Enforcement Officers Killed or Assaulted.
- No Violent Crimes Against Seniors.
- No Hate Crimes.
- No Persons Under 18 Arrested.
- No Persons 18 or Over Arrested.
- No Arson Offenses Occurred.
- No Domestic Violence-Related Calls.
- No Anti-Reproduction Rights Crimes.

**SANTA CRUZ PD**  
**155 CENTER ST**  
**SANTA CRUZ, CA 95060**  
 Agency and State

**CA0440200**  
 Agency ID

**56,000**  
 Population

Month and Year of Report: **03/17**

  
 Signature **4/1/17**  
Date

**Andrew Rauss** *Police Records Tech*  
 Report Prepared by Title

**Kevin Vogel**  
 Chief

APDC (Rev. 04/28/15) Print Date: 04/04/2017

**MONTHLY REPORT OF OFFENSES KNOWN TO THE POLICE:  
SUPPLEMENT TO RETURN A**

**PROPERTY STOLEN BY CLASSIFICATION**

CLASSIFICATION		ACTUAL OFFENSES (Column 4, Return A)	VALUE OF PROPERTY STOLEN
<b>1. Murder/Nonnegligent Manslaughter</b>	12		
<b>2. Rape (Total)</b>	20	11	
<b>3. Robbery</b>			
(a) Highway (Streets, Alleys, etc.)	31		
(b) Commercial House (Except c, d, f)	32		
(c) Gas or Service Station	33		
(d) Convenience Store	34	1	
(e) Residence (Anywhere on the Premises)	35		
(f) Bank	36	1	
(g) Miscellaneous	37	13	\$7,362
<b>TOTAL ROBBERY</b>	30	15	\$7,362
<b>4. Assault (Not Applicable)</b>			
<b>5. Burglary - Breaking or Entering</b>			
(a) Residence (Dwelling)			
(1) Night (6 P.M. - 6 A.M.)	51	15	\$24,132
(2) Day (6 A.M. - 6 P.M.)	52	2	
(3) Unknown	53	5	\$11,395
(b) Non-Residence (Store, Office, etc.)			
(1) Night (6 P.M. - 6 A.M.)	54	13	\$50,544
(2) Day (6 A.M. - 6 P.M.)	55	2	\$800
(3) Unknown	56	2	\$14,307
<b>TOTAL BURGLARY</b>	50	39	\$101,178
<b>6. Larceny - Theft (Except Motor Vehicle Theft)</b>			
(a) Over \$400	64	109	\$450,206
(b) \$200 to \$400	61	32	\$8,971
(c) \$50 to \$199	62	47	\$4,640
(d) Under \$50	63	53	\$762
<b>TOTAL LARCENY (Same as Item 6X)</b>	60	241	\$464,579
<b>7. Motor Vehicle Theft (Include Alleged Joy Ride)</b>	70	31	\$226,806
<b>GRAND TOTAL - All Items</b>	77		\$799,925
Additional Analysis of Larceny and Motor Vehicle Theft			
<b>6X. Nature of Larcenies Under Item 6</b>			
(a) Pocket-Picking	81		
(b) Purse-Snatching	82	2	\$960
(c) Shoplifting	83	31	\$3,092
(d) From Motor Vehicles (Except e)	84	129	\$372,576
(e) Motor Vehicle Parts and Accessories	85	6	\$400
(f) Bicycles	86	24	\$33,023
(g) From Buildings (Except c and h)	87	14	\$14,415
(h) From Any Coin-Operated Machine (Parking Meters, etc.)	88	2	\$3,150
(i) All Other	89	33	\$36,963
<b>TOTAL LARCENIES (Same as Item 6)</b>	80	241	\$464,579
<b>7X. Motor Vehicles Recovered</b>			
(a) Stolen Locally and Recovered Locally	91	14	
(b) Stolen Locally and Recovered by Other Jurisdictions	92	1	
(c) Total Locally Stolen Motor Vehicles Recovered	90	15	
(d) Stolen Out of Town, Recovered Locally	93	9	

**MONTHLY REPORT OF OFFENSES KNOWN TO THE POLICE:  
SUPPLEMENT TO RETURN A**

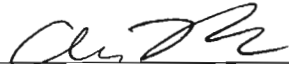
**PROPERTY BY TYPE AND VALUE**

Type of Property		Value of Property Stolen and Recovered In Your Jurisdiction	
		Stolen	Recovered
(A) Currency, Notes, etc.	01	\$117,373	
(B) Jewelry and Precious Metals	02	\$60,586	
(C) Clothing and Furs	03	\$168,284	\$7,924
(D) Locally Stolen Motor Vehicles	04	\$216,366	\$217,366
(E) Office Equipment	05	\$55,631	\$8,725
(F) Televisions, Radios, Stereos, etc.	06	\$10,132	\$50
(G) Firearms	07		
(H) Household Goods	08		
(I) Consumable Goods	09	\$417	\$297
(J) Livestock	10		
(K) Miscellaneous	11	\$171,136	\$17,710
<b>TOTAL</b>	<b>00</b>	<b>\$799,925</b>	<b>\$252,072</b>

NOTE: Total of column (2) should agree with grand total (DATA ENTRY 77) shown on page 2. In column (3) include all property recovered even though stolen in prior months. The above is an accounting for only that property stolen in your jurisdiction. This will include property recovered for you by other jurisdictions but not property you recover for them.

SANTA CRUZ PD  
155 CENTER ST  
SANTA CRUZ, CA 95060  
Agency and State  
CA0440200  
Agency ID  
56,000  
Population

Month and Year of Report: 03/17

 4/14/17  
Signature Date  
Andrew Rauss Police Records Tech  
Report Prepared by Title  
Kevin Vogel  
Chief

**MONTHLY REPORT OF OFFENSES KNOWN TO THE POLICE:  
VIOLENT CRIMES COMMITTED AGAINST SENIOR CITIZENS**  
In accordance with Senate concurrent resolution no. 64

---

TYPE OF VIOLENT CRIME	VICTIMS AGE 60 OR OVER
1) HOMICIDE	
2) FORCIBLE RAPE	
3) ROBBERY	3
4) AGGRAVATED ASSAULT	5
<hr/>	
5) TOTAL	8

SANTA CRUZ PD  
155 CENTER ST  
SANTA CRUZ, CA 95060  
Agency and State

CA0440200  
Agency ID

56,000  
Population

Month and Year of Report: 03/17

  
Signature

4/4/17  
Date

Andrew Rauss  
Report Prepared by

Police Records Tech  
Title

Kevin Vogel  
Chief

Chief

APDC (Rev. 06/16/06) Print Date: 04/04/2017

**MONTHLY REPORT OF OFFENSES KNOWN TO THE POLICE:  
DOMESTIC VIOLENCE-RELATED CALLS FOR ASSISTANCE  
California Penal Code (PC) Section 13730 (a)**

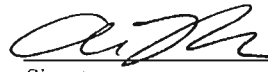
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<u>TYPE OF DATA</u>	<u>NUMBER</u>
TOTAL DOMESTIC VIOLENCE CALLS RECEIVED	<b>28</b>
TOTAL CASES INVOLVING WEAPONS	
<hr/>	
SUBTOTALS	
<hr/>	
FIREARM	
KNIFE OR CUTTING INSTRUMENT	
OTHER DANGEROUS WEAPON	
PERSONAL WEAPON (HANDS, FIST, FEET, ETC.)	

---

**SANTA CRUZ PD**  
155 CENTER ST  
SANTA CRUZ, CA 95060  
Agency and State  
**CA0440200**  
Agency ID  
**56,000**  
Population

Month and Year of Report: **03/17**

  
Signature \_\_\_\_\_ Date 4/4/17  
**Andrew Rauss** Police Records Tech  
Report Prepared by \_\_\_\_\_ Title  
**Kevin Vogel**  
Chief \_\_\_\_\_

APDC (Rev. 06/16/06) Print Date: 04/04/2017

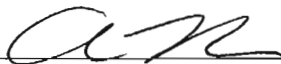
**MONTHLY REPORT OF OFFENSES KNOWN TO THE POLICE:  
HATE CRIMES**

---

There were no "Hate Crimes" reported to this department for this month.

**SANTA CRUZ PD**  
**155 CENTER ST**  
**SANTA CRUZ, CA 95060**  
Agency and State  
**CA0440200**  
Agency ID  
**56,000**  
Population

Month and Year of Report:

  
Signature \_\_\_\_\_ Date 4/4/17  
**Andrew Rauss** \_\_\_\_\_ Police Records Tech  
Report Prepared by \_\_\_\_\_ Title  
**Kevin Vogel** \_\_\_\_\_  
Chief

APDC (Rev. 08/08/06) Print Date: 04/04/2017

# LAW ENFORCEMENT OFFICERS KILLED OR ASSAULTED

It is requested this report be completed and transmitted with monthly crime reports to: Director, Federal Bureau of Investigation, Uniform Crime Reports, Washington, D.C. 20535. This form should be used to report the number of your officers who were assaulted or killed in the line of duty during the month. Additional information concerning officers killed will be requested by a separate questionnaire.

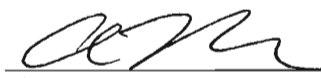
<b>OFFICERS KILLED</b>		By felonious act _____
Number of your law enforcement officers killed in the line of duty this month		By accident or negligence _____

## OFFICERS ASSAULTED (Do not include officers killed.)

Type of Activity	Type of Weapon					Type of Assignment								Police Assaults Cleared
	Total Assaults by Weapon	Firearm	Knife	Other Dangerous Weapon	Hands, Fists, Feet, etc.	Two Officer Vehicle	One Officer Vehicle	Detective or Special Assign.		Other				
	A	B	C	D	E	F	G	H	I	J	K	L	M	
1. Responding to "Disturbance"														
2. Burglaries in Progress														
3. Robberies in Progress														
4. Attempting Other Arrests														
5. Civil Disorder														
6. Handling Prisoners	3				3		1	2						3
7. Suspicious Person/Circum.														
8. Ambush - No Warning														
9. Mentally Deranged														
10. Traffic Pursuits														
11. All Other														
12. TOTAL (1-11)	3				3		1	2						3
13. Number With Personal Injury														
14. Number Without Personal Injury					3									
15. Time of Assaults	A.M.													2
	P.M.				1									
	12:01	2:00	4:00	6:00	8:00	10:00	12:00							

SANTA CRUZ PD  
 155 CENTER ST  
 SANTA CRUZ, CA 95060  
 Agency and State  
 CA0440200  
 Agency ID  
 56,000  
 Population

Month and Year of Report: 03/17

  
 Signature \_\_\_\_\_ Date 4/4/17  
 Andrew Rauss Police Records Tech  
 Report Prepared by \_\_\_\_\_ Title  
 Kevin Vogel  
 Chief

APDC (Rev. 06/16/06) Print Date: 04/04/2017



MONTHLY REPORT OF  
**ANTI-REPRODUCTIVE RIGHTS CRIMES (ARRC)**  
SUMMARY WORKSHEET

AGENCY <b>SANTA CRUZ PD</b>	
NCIC NUMBER <b>CA0440200</b>	REPORTING MONTH/YEAR <b>03/2017</b>
<input type="checkbox"/> THERE WERE ___ ARRCs REPORTED TO THIS DEPARTMENT FOR THIS MONTH (Attach Data Collection Worksheets)  <input checked="" type="checkbox"/> THERE WERE NO ARRCs REPORTED TO THIS DEPARTMENT FOR THIS MONTH	
PREPARER'S NAME <b>Andrew Rauss</b>	TELEPHONE NUMBER <b>(831) 420-5874</b>
SUBMIT THIS SUMMARY SHEET WITH THE ARRC DATA COLLECTION WORKSHEET(S), IF ANY, TO  State of California Department of Justice CRIMINAL JUSTICE STATISTICS CENTER P.O. Box 903427 Sacramento, CA 94203-4270  ATTN: <b>Anti-Reproductive Rights Crimes</b>	

**Purpose:**

It is the intent of the Department of Justice to:

- \* Collect data on all crimes relating to violations of the Reproductive Rights Law Enforcement Act.
- \* Collect data on the threatened commission of anti-reproductive rights crimes and persons suspected of committing these crimes or making these threats.
- \*Distinguish between crimes of violence and non-violence.

**INSTRUCTIONS FOR COMPLETION:**

**SUBMIT ANTI-REPRODUCTIVE RIGHTS CRIMES (ARRC) AS DEFINED IN PENAL CODE SECTION 13776 (A). SEE REVERSE OF THIS FORM FOR PENAL CODE STATUTES TO BE USED WHEN COMPLETING THIS FORM.**

**NOTE:** It is the purpose of this legislation to collect data on any crime committed partly or wholly because the victim is a reproductive health services client, provider, or assistant, or a crime that is partly or wholly intended to intimidate the victim, or any other person or entity, or any class of persons or entities from becoming or remaining a reproductive health services client, provider or assistant.

**Requirement:**

This form should be submitted monthly whether or not an ARRC occurred.

**Frequency:**

Submit monthly, by the 10th working day for the preceding month (for example, July data should be submitted by the 10th working day in August).

**Reporting # of ARRCs:**

If there are ARRCs to be reported by your agency, check the first box and enter the total number of ARRCs for the reporting month. Attach Data Collection Worksheets for each ARRC report.

If there were no ARRCs to report, check the second box and submit the Summary Worksheet only.

Ranger Stats - February 2017

February		2017
Violation Contacts		Total
5.81.004 MC	Display devices and exempt zones	6
5.81.005 (a)MC	Display device must move hourly	31
5.81.006	Banned Items	7
6.04.060 (1)(w)MC	Smoking Prohibited on Pacific	276
6.12.035 MC	Scavenging Prohibited	12
6.12.080 MC	Littering	8
6.36.010(a-c)	Camping prohibited between 2300-0830 hrs	80
8.14.205 (a)MC	Dog must be on leash Downtown	4
9.10.010 MC	Solicitation	23
9.10.020 MC	Solicitation after sunset/before usnrise prohibited	3
9.10.030 (a-m)MC	Solicitation prohibited in the following places	0
9.10.040 (a-g)MC	Manner of solicitation	6
9.12.020 MC	Consume in public	2
9.12.030 MC	Open container	15
9.20.010 MC	Deface sidewalk	0
9.36.020 MC	Unreasonable noise (citizen cite needed)	3
9.40.010 MC	Amplified sound requires permit	6
9.50.010 MC	Obstruct movement of public ways	38
9.50.011 MC	Lying on sidewalk prohibited in commercial/business districts	103
9.50.012 (a-h)MC	Sitting on sidewalks prohibited	220
9.50.013 MC	Sit on bench 1+ hours	13
9.50.016 MC	Urinating/defecating in public prohibited	1
9.50.020 (a-c)MC	Walk/stand/lie upn monument/vase/fountain/bike rack/trash recptacle etc	136
9.50.030 (1-6)MC	Mutilate/abuse plants/trees	41
9.60.010 (a)MC	Remain on business property	100
9.64.010 MC	Downtown public parking lots are for ONLY the purpose of parking vehicles/bicycles	91
9.64.030 MC	Loiter in parking lot over 15 min.	22
10.36.041 MC	No skate devices in business districts/parks unless posted otherwise	1
10.68.030 MC	No bicycles/electric bicycles on sidewalks in business districts	5
13.04.010MC	Closed Area/Limitations on access	1
13.04.011 ©	Hours of access	0
<b>TOTAL</b>		<b>1254</b>

Calls for Service	80
Visitor Service	115
Public Relation	132

Ranger Stats - March 2017

<b>March</b>	<b>2017</b>
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Violation contacts		Total
5.81.006	BANNED ITEMS	38
10.68.030	BIKE ON SIDEWALK	220
6.36.010	CAMPING	31
9.50.020	CONDUCT ON PUBLIC PROPERTY	58
5.81.004	DEVICE OUT OF BOX	59
8.14.205(d)	DOG OFF LEASH	10
6.12.080	LITTERING	84
9.64.030	LOITER IN LOT	237
9.50.011	LYING ON SIDEWALK	21
5.81.005	MOVED HOURLY	247
9.50.010	OBSTRUCTING PUBLIC PATH	25
9.12.030	OPEN CONTAINER	20
6.12.035	SCAVENGING	5
9.50.012	SITTING ON SIDEWALK	306
10.36.041	SKATE	236
6.04.060(1)(s) / (x)	SMOKING	650
9.10.030	SOLICIT IN PROHIBITED LOCATION	30
9.10.040	SOLICIT IN PROHIBITED MANNER	18
9.40.010	SOUND AMP	28
9.60.010(a)	TRESSPASS	193
<b>Total</b>		<b>2516</b>

<b>Calls for Service</b>	<b>218</b>
<b>Visitor Service</b>	<b>337</b>
<b>Public Relation</b>	<b>218</b>

**DOWNTOWN OUTREACH WORKER PROGRAM - FY 17 MONTHLY REPORTS**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
<b>Number of Unduplicated Individuals Contacted</b>	92	129	89	93	107	102	84	91	122				909
<b>Number of New Individuals contacted this month</b>	69	73	54	56	76	63	38	40	68				537
Number of Individuals Carried over from Previous months	23	56	35	37	31	39	46	51	54				372
<b>Total Number Of Contacts</b>	149	168	134	151	143	139	124	142	174				1324
Number of contacts for designated DOW case mgmt	26	32	24	25	28	24	20	20	23				222
Number of contacts with MDT identified "top 25"	17	23	21	19	22	22	21	22	25				192
<b>REFERRED FROM:</b>													
Downtown Outreach Worker	72	51	54	64	60	42	41	47	35				466
DT Rangers	16	24	16	21	27	24	27	32	38				225
SCPD	12	9	11	11	15	17	13	11	21				120
Merchant	3	21	6	7	11	9	13	2	5				77
First Alarm	4	9	5	4	7	11	9	12	11				72
Self	40	51	38	39	20	15	8	6	20				237
County Mental Health	2	3	4	5	3	4	10	9	16				56
Other						10	3	23	25				61
<b>AGE GROUPS</b>													
Under 18	7	2	0	2	3	0	0	3	6				23
18-24	14	37	21	16	27	14	13	21	34				197
25-59	91	116	97	115	99	104	94	95	110				921
60+	16	13	16	18	14	21	17	23	21				159
<b>Total Number of Referrals</b>													
<b>REFERRALS TO:</b>													
Housing/Shelter	56	42	34	46	93	83	74	82	121				631
Food/Meals	6	12	10	27	34	41	38	36	57				261
Medical Care (HSA Clinic, Safety Net Clinic, PCP, ER, Hospice)	25	16	14	21	23	32	31	24	48				234
Medical Benefits (MediCal, MediCruz, MediCruz Adv, Medicare)	16	6	2	4	17	12	11	16	37				121
Mental Health Treatment	13	15	17	18	12	14	16	13	25				143
Substance Abuse Treatment	21	25	19	23	23	21	19	20	28				199
Homeward Bound	42	38	24	32	42	40	28	32	38				316
Employment	3	6	4	7	6	3	4	11	16				60
Veterans' Administration	7	5	6	5	5	6	6	15	18				73
Disability Benefits	3	4	5	4	3	4	6	7	9				45
Education	0	1	2	0	0	2	0	2	0				7
Transportation	45	32	38	27	48	34	31	27	34				316
Criminal Justice System	3	6	4	3	4	4	3	4	11				42
TAY	0	1	1	0	1	1	0	3	4				11
Crisis Intervention	32	24	34	38	33	21	28	17	26				253

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OUTCOME/RESPONSE													
Housing or Shelter Obtained	6	4	3	7	11	37	64	58	62				252
Medical benefits obtained	3	0	0	3	2	3	2	4	6				23
Medical Care obtained	12	17	21	16	17	22	13	14	24				156
Veterans Services	2	3	0	3	4	0	3	4	6				25
TAY	0	0	0	0	0	0	0	1	0				1
5150 hold	0	0	0	0	0	0	0	0	0				0
Homeward Bound	11	13	7	8	14	9	10	15	20				107
Crisis Deescalation	32	34	28	38	27	20	24	17	26				246
Benefits obtained	3	2	4	7	5	4	3	8	16				52
Mental Health Treatment	2	4	5	3	4	5	4	3	6				36
Substance Abuse Treatment	1	1	0	3	3	3	0	2	8				21
Employment	0	0	0	0	0	0	0	2	0				2
Enrolled in education program	0	0	0	0	0	0	0	0	0				0
Provided transportation to services	17	21	16	27	26	25	18	21	34				205
Incarcerated	0	1	1	3	2	0	2	2	6				17