

Homeless Services currently found at the Downtown Branch of the SCPL

The Working Together Program:

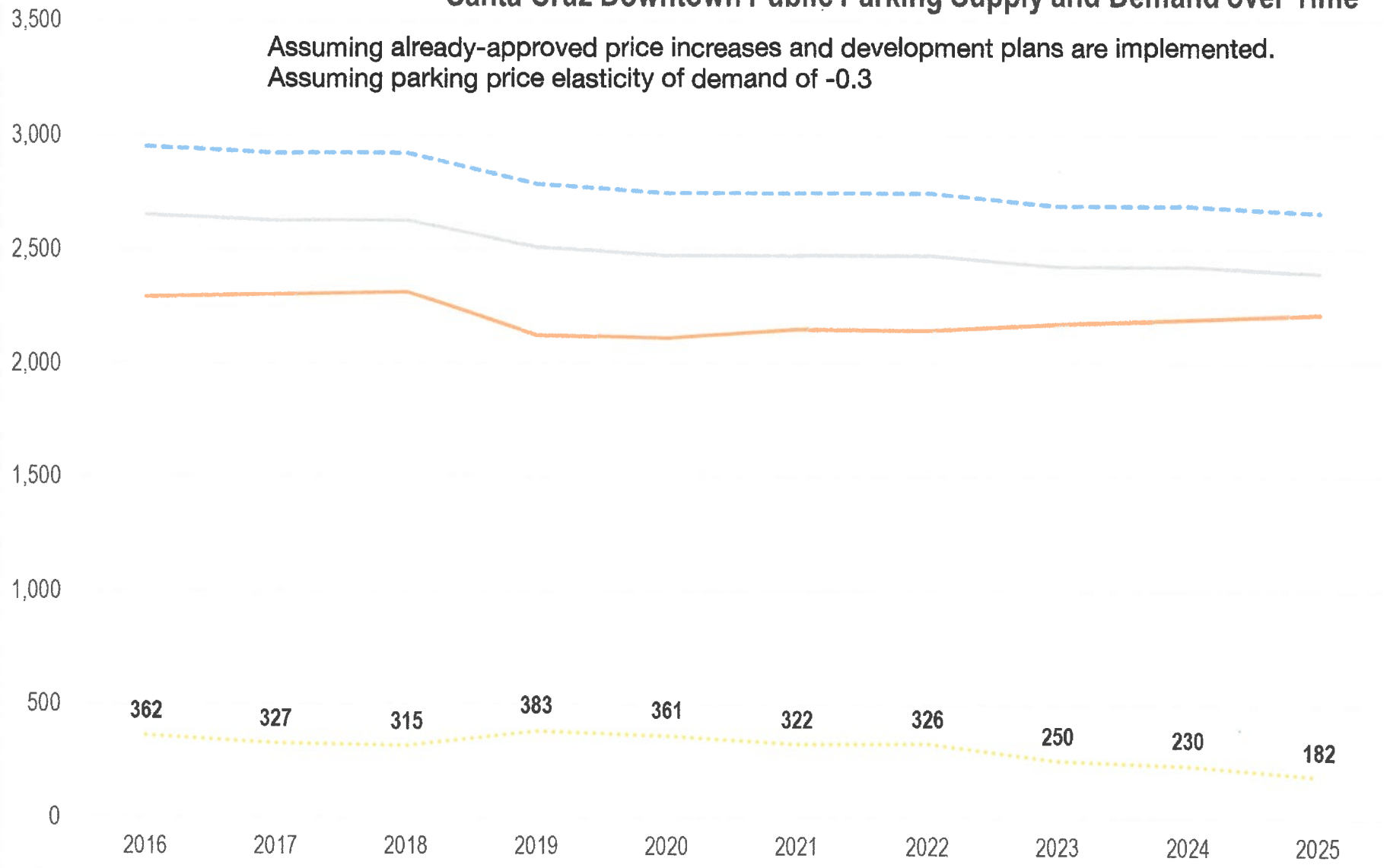
- **Encompass Downtown Outreach Workers Office Hours:**
Kris Younggren and Meredith Flores, every Tuesdays, Thursday, and Friday
- **Santa Cruz County Human Services Department** for Medi-Cal, CalFresh and General Assistance Programs: On the fourth Thursday of the month.
- **Smart Solutions to Homelessness:** SCPL staff and volunteers offer SmartPath assessments every Thursday
- **Volunteer Housing Navigators – AKA 180/2020:** John Dietz and Lynda Leigh, every Wednesday and Thursday
- **Wings Homeless Advocacy:** every Thursday

Additional community partners who attend the Working Together Program or use the Downtown Community Rooms to engage with the public:

- Downtown Streets Team Training
- Homeless Garden Project Jobs Training
- Homeless Persons Health Project
- Homeless Services Center
- Mental Health Client Action Network (MHCAN)
- Project Homeless Connect
- Warming Center/Day & Night Storage Program
- Winter Shelter

Santa Cruz Downtown Public Parking Supply and Demand over Time

Assuming already-approved price increases and development plans are implemented.
Assuming parking price elasticity of demand of -0.3



- Projected public supply
- Total Public Parking Demand (after adjusting for elasticity)
- Projected Effective Supply (90%)
- Proposed Total Effective Parking Surplus/Deficit (90%)

What Have We Learned About Parking?

**City Downtown Commission & Planning Commission Meeting 10/15/2015
with Nelson\Nygaard; JR Parking Consultants; Kimley-Horn**

"When you talk about that \$30,000 fee [per parking space] ...No agency will make enough on user fees to pay for that space. All three of us professionals and all my peers in the industry [have become] very conservative. Maximizing existing inventories before we step out into that arena of financing new resources."

"Manage demand through market pricing of parking."

"Allow reductions in supply based on Transportation Demand Management, pricing..."

"You want to have a really good understanding of what your parking demand is. ...You want to really maximize all these things that we talked about: your codes, your policies, your technology. You put all of those in place---and it's not a short term process---because it takes time to put all those things in place and see the results of it."

Adam Millard-Ball March 19, 2019

Interim period before automated vehicles: use pricing to manage supply

- What makes parking demand more responsive to price?
- Better substitutes (e.g. transit, JUMP bikes)
- Enforcing state "cash out law"
- Removing deep discounts for monthly permits

Millard Ball: Marginal Cost of a Parking Space

"Subsidize what you want more of."

Capital cost	~\$35 million
Number of spaces	640
Number of NEW spaces	514
Capital cost per space	~\$68,000
... per year (30 years @ 4%)	~\$3,900
... per day (255 per year)	~\$15
Operating costs (@ 25%)	\$3
Total costs per weekday	~\$18
Permit price (after 5-yr rate increase)	\$3.40
Daily subsidy	\$14.60

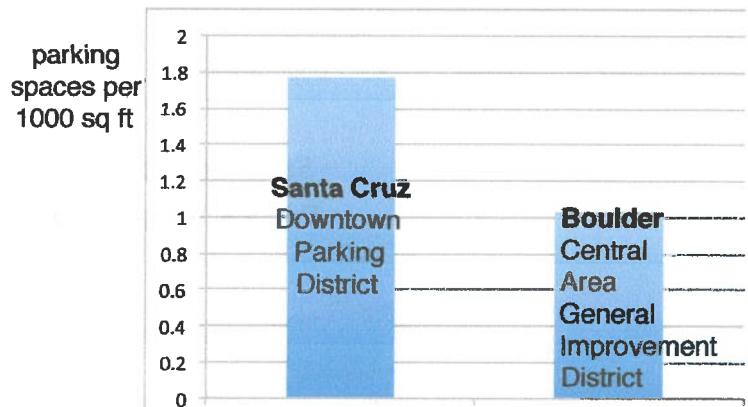
Patrick Siegman March 19, 2019

- Spot shortage, but no overall parking shortage during peak period
- Ten year decline in parking census
- Future parking supply adequate (see graph)

Downtown Parking & Commutes



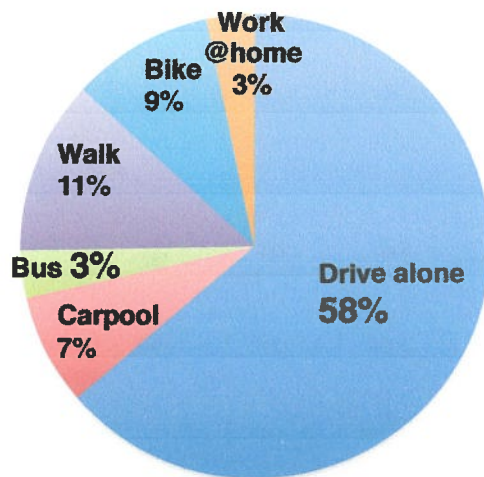
1. Boulder has a lot fewer parking spaces per square foot of downtown business space



Source: Santa Cruz Economic Development Dept
Kimley-Horn: *Parking 101, City of Boulder*

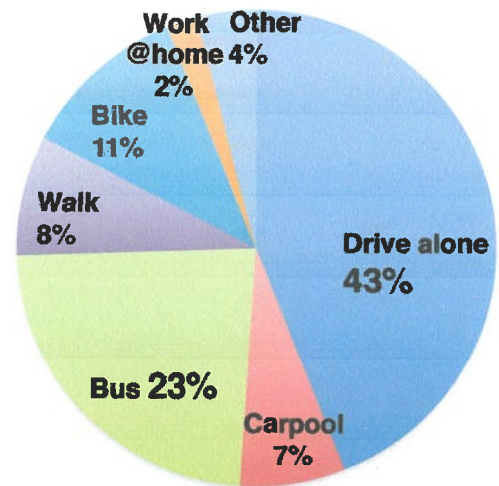
2. Boulder has a lot lower percentage of people driving alone to work downtown and a lot more people riding the bus to work.

Santa Cruz downtown commute mode



Source: City survey of downtown workforce, 2017

Boulder downtown commute mode



Source: Boulder survey of downtown workforce, 2014

3. Boulder offers all employees in the Downtown a free bus pass, paid for by parking revenue. "The city's strongest Transportation Demand Management tool is Eco Pass"

- *City of Boulder Transportation to Sustain a Community*

- Boulder transit use up 250% between 1990-2010
- Santa Cruz METRO ridership down 25% between 1995-2017
- METRO has a lot of service to Downtown. Weekday mornings there are 72 METRO buses that arrive Downtown from various points in the County and 56 more that arrive from the Westside/UCSC.

Boulder bus ridership: *Transportation to Sustain a Community*
METRO ridership: SC County Community Assessment Project

Working Together

*Information Navigation
& Social Support*

THURSDAYS

10am-11:30am

Work with an information advocate on a housing search, resume, application, benefits or health care question or issue of your choice.

Also offering notary services, assistance with obtaining a copy of a birth certificate, and SmartPath assessments.



Wings

HOMELESS ADVOCACY

DOWNTOWN Library

224 Church Street, Santa Cruz

Downstairs Meeting Room

www.santacruzpl.org

silvaj@santacruzpl.org • 831-427-7706 x 7669

Human Services Department
COUNTY OF SANTA CRUZ



Dedicated to making
a difference.



A BENEFITS REPRESENTATIVE from Santa Cruz County

*Will be present the last Thursday of the month
10:00am-11:00am, Downstairs Meeting Rm, 224 Church St.*

*Bring your **QUESTIONS** about:*

- Medi-Cal Health Benefits
- Cal Fresh Food Stamps
- Cal-Works Employment Assistance
- General Assistance



The benefits representative will be part of the
Working Together program,
*Thursdays, 10:00am -11:30am, downstairs meeting rm
Downtown Library, 224 Church Street, Santa Cruz 95060*



In partnership; Santa Cruz Public Libraries • County of Santa Cruz

www.santacruzhumanservices.org • www.santacruzpl.org

Need a Free BIRTH CERTIFICATE?

Available for anyone experiencing homelessness

Every **Thursday**
10:00-11:30
At: **Downtown
Library**



2nd and 4th **Tuesday**
10:00-11:30
At: **Watsonville Day Center**

Event sponsored by:

WingsSM

HOMELESS ADVOCACY



Santa Cruz Public Libraries: Walk-in Smart Path Assessments
224 Church Street, Santa Cruz CA 95060 • **Small Meeting Room, 1st Floor**

Are you experiencing homelessness in Santa Cruz?

Consider completing a Smart Path Assessment. This 30-question survey could be your first step toward permanent housing and health.

Tuesdays 1:00pm - 3:00pm
Thursdays 10:00am -11:30am
Fridays 10:00am -12:00pm

To find other Smart Path Access Points countywide go to;
www.smartpathsc.org



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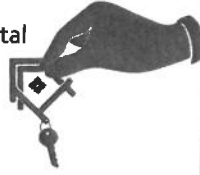
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HOUSING NAVIGATION ASSISTANCE in Santa Cruz County

Walk-in assistance with housing search, rental applications, credit repair, interview skills, section 8 and more.



TUESDAYS

10:00am- 2:30pm Housing Resources Workshop
Homeless Svcs Ctr • 115 Coral St • John Forte • (831)-458-6020

1pm-3pm Downtown Outreach Worker • Kris Younggren • SC Public Library, Downtown • 224 Church St • (831) 818-0166

WEDNESDAYS

12:30pm- 2:30pm 180/2020 Housing Navigation • SC Public Library, Dtn 224 Church St • John Dietz & Lynda Leigh • (831) 212-0913

1pm- 2:00pm Veterans Housing Resource Group • Veterans Memorial Building • 846 Front St • (650)-269-5945 **(VETERANS ONLY)**

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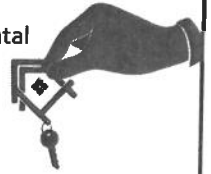
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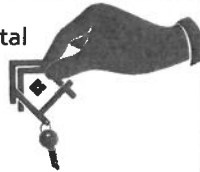
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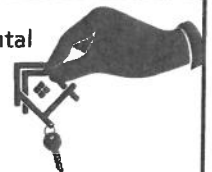
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Revised 5/2018

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–Isak Dinesen

“If you are going through hell, keep going.”

–Winston Churchill

“You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it.”

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Current Santa Cruz Public Library and Santa Cruz City Schools Libraries partnership activities

- SCPL Library Cards for all students
 - SPCL Librarians visit all school sites in SCCS to assist school Library Media Teachers in registering all 1st, 5th, and 9th grade students with SCPL cards each fall.
 - SCPL Librarians attend SCCS site parent nights to provide information and SCPL cards for parents.
- Online access to SCPL resources (through cards). School librarians instruct students in acquisition and use of these popular services to augment school resources, support curriculum, and educate themselves and their families about these free community services (subscription access paid for by SCPL):
 - Premium research databases
 - Digital learning through video tutorials and online courses including technology support, learning languages, and online and live tutoring.
 - Information about government and immigration issues, the law, and local health services.
 - Free downloads of ebooks, audiobooks, magazines, movies and music
 - Requesting books from local SPCL branches and/or interlibrary loans from other sources.
- SCPL Librarians visit classes at SCCS sites to partner with SCCS Library Media Teachers during direct instruction on using premium research databases.
- SCCS and SCPL partner to promote the SCPL Summer Reading program to students.
- SCPL provides a monthly newsletter for teachers with information about new and upcoming programs and resources.

Additional services Santa Cruz Public Library and Santa Cruz City Schools Libraries

- SCPL outreach programs to increase SCCS students visit to Public Library sites during afterschool and summer hours
- Increased availability of technology for students to use afterschool and summer hours
- Increased teen and student specific programming



Downtown Commons Advocates

Santa Cruz City Council Library Subcommittee

Presentation by John Hall, johnhall@ucsc.edu, June 24, 2019

- How to proceed with the Downtown Library project must be resolved not in isolation, but in relation to overall planning for a more vital downtown.
- Downtown Commons Advocates strongly supports a first-class Downtown Library.
- The highest and best use of parking lot #4 is for a Downtown Commons that will include a permanent Farmers' Market at the heart of Santa Cruz.
- Creating more public space downtown is a basic planning goal of the City.
 - In the 1990s, the City Council Redevelopment Committee explored creating a "downtown commons" on the then-unbuilt Rittenhouse lot.
 - The 2017 City's Downtown Plan emphasizes the need for "a strong network of public and private open spaces" [p. 2].
 - The Downtown Plan envisioned a park on Cedar Street, north of the Locust Street garage [p. 8, 22]. However, that site has now been developed.

- Parking Lot #4 is a superior location for a Downtown Commons and Farmers' Market, rather than building a parking garage/library there.
 - The Farmers Market has a history at this location. Such tradition is valued in the Downtown Plan. "Open spaces within downtown Santa Cruz should have value and meaning" [p. 7].
 - The Farmers' Market and Downtown Commons use of Parking Lot #4 serves the goal of the Downtown Plan to "preserve and enhance the informal 'village' qualities of the Cedar Street Corridor" [p. 28], whereas this goal would be strongly compromised by the construction of a garage/library.
 - Parking Lot #4 is the space that will most easily accommodate the Farmers' Market and Commons. It is larger than the alternative location for the market and it provides an location for other public endeavors.
 - Compared to the alternative location for the Farmers' Market, Parking Lot #4 has a southern exposure that is especially congenial on a winter day.
 - Parking lot #4 is safer for pedestrian and bicycle traffic than Parking Lot #7, which faces the busy traffic on Front Street, a main downtown artery.
 - Parking lot #4 can be designed to include angled public parking space on days when the market is not being held.

- DCA opposes the construction of a parking garage on parking lot #4, with or without a library. We seek an overall solution that works for the Downtown Library, the Farmers' Market and Commons, and the downtown as a whole.

- There are workable alternative solutions for the location of the Downtown Library:
 - Renovation of the Downtown Library at its present location, as was publicly proposed during the campaign for passage of Measure S.
 - Building a new library at the location of present parking lot #8, across Lincoln Street from the present Farmers' Market.

- A central question concerns the Downtown Library project budget.
 - According to the City Attorney, parking fee revenues can be used for other purposes.
 - Not building a parking garage on the site of Parking Lot #4 will reduce city financial obligations by millions of dollars per year.
 - The Library can supplement Measure S funds and achieve its goal of complete renovation or alternative construction on a different site, by using revenue from parking fees or the City's trust fund.

DOWNTOWN BUSINESSES OWNERS SUPPORT ALTERNATIVES



GO ASK ALICE / Nicole Ammerman

With the savings from not building a garage, let's do something about our homeless problem. The homeless problem affects my business more than parking availability.

GABRIELLA CAFE / Paul Coking

After 25 years in business downtown I have heard very few complaints about parking or the library. Santa Cruz needs more homeless services, affordable apartments, an event space, and more events. I'm not happy about moving our popular Farmers' Market to an inferior location.



SPOKESMAN BICYCLES / Wade Hall

We are at a technological crossroads: electric bikes, car shares, Lyft and Uber—so many new transportation concepts here and on the near horizon. Imagine how absurd it would have been if the city put in a 5-story horse barn with a 30-year mortgage just as the automobile age was beginning. There are so many unexplored options, it doesn't make sense to choose this as the only path forward.

The Financial Impacts of a New Parking Garage Downtown

- The City estimates the cost of the garage at \$37 million.
- The Downtown Parking District would incur a 30-year debt to finance the garage.
- Debt service and maintenance on the garage are estimated to raise the annual expenses of the Parking District by 75%.
- To raise revenues, the City Parking District's options are to increase fees on:
 - Meters, lots, and garages
 - Monthly parking permits
 - Deficiency fees paid by businesses



CURT SIMMONS / Plaza Lane Optometry

When I think about Santa Cruz building a very large new parking structure downtown, I think about the message it sends: "Driving is the best way to get around and we want to encourage it." This is not forward thinking. It flies in the face of what we know about our future with climate change... If what I read is true—that half of the number of employees who work downtown live within three miles and that most of our parking capacity is depleted by employees during week-day afternoons—then it seems the obvious solution is to reduce the demand for employee parking downtown.

LORETTA SAPINO / Thirty Cuts Barber Shop

Building a new garage would be a big financial risk for downtown businesses. If we hit a recession, the debt on the garage would still need to be paid. Before taking on that risk, we need to pursue lower cost alternatives.



BERDELS / Bubb Berdels

I think we need to be smarter about managing our current parking situation before we make a large financial commitment towards a new garage.



PURE PLEASURE / Janis Baldwin

It would be terrible to lose the open space downtown where public events like the Wednesday Farmers' Market, Antique Fair, and Pride are held. There are so many better solutions to our parking and library needs.



SALON ON THE SQUARE / Lauren McLaughlin

Putting in a new parking garage on top of a new library is not the right way to build a visionary downtown. Our streets are already very congested and there are many other options to explore regarding transportation and parking. Several of my clients and coworkers have told me that they had no idea that voting to fund renovations to our existing library could mean replacing the Farmers' Market lot with a multi-story parking structure. As a downtown business owner I hope that our leaders will come up with a green and sustainable plan more aligned with our shared values.



RETRO PARADISE / Leopoldo Santos

Businesses like mine that don't supply their own parking pay "deficiency fees" into the Parking District. I'm concerned about the impact of an expensive new garage on our fees.



RARE BIRD SALON / Ashleigh Keller

We need to restructure the parking permit program so that permit holders pay by the day rather than by the month. When employees pay for a month of parking in advance, you create an incentive for them to drive every day. We can do a better job of using our existing parking resources.



Downtown Commons Advocates

Santa Cruz City Council Library Subcommittee

Questions for the Subcommittee, June 24, 2019

Contact: John Hall, johnhall@ucsc.edu

1. Is the highest and best permanent use of Parking Lot #4 as a multi-story building or as an open space?
2. Other issues aside, what is the best location for a permanent Farmers' Market?
3. Is one possible location for a newly constructed Downtown Library on Parking Lot #8 [Pearl Alley lot] at Lincoln and Cedar Streets, across from a permanent farmers' market and town commons?
4. Should the City consider building ground-floor parking at Parking Lot #5 [the Calvary Church lot], partnering with the Church to build affordable housing above, as one way to compensate for reduction of parking at Parking Lot #4 if a permanent Farmers' Market and Downtown Commons were established, and a library/parking garage were not built there?

- Our goal has always been to get a renovation/revitalization option **seriously considered**.
- The reason it is difficult to envision what exactly that might look like is that we have no graphics, no floor plans, nothing! Noll & Tam provided none. The DLAC only provided pictures of new libraries in other states and countries.
- Therefore we want to take 5 minutes to show what Jayson Architecture, a former Noll & Tam architect, hired by the City, created for Branciforte and Garfield branches. Jayson Architecture has relayed that should the project come up for a competitive bid they would certainly consider pursuing it.

Other topics:

- What can be done with \$28 million to address the current building deficiencies?
- A prioritized list of necessary and desired upgrades with the costs for each was never established by the DLAC, as requested by the public. The so-called partial renovation was produced four months into the DLAC process. The DLAC barely discussed the option and did not question how it might be modified to suit the library's needs.
- There is no evidence that future building operations and maintenance will be less with a new library than with the existing library. We reiterate that decision-making based on unsubstantiated comments with a clear bias toward one option is unwise and unprofessional.
- Regarding a relocation budget, the library in a mixed-use project will also entail disruption of services and will entail moving expenses.
- The asbestos myth - comprehensive asbestos abatement performed after the 1989 earthquake.
- Noll & Tam never provided floor plans with square footages for the renovation option. We have no idea how space could or would be reconfigured in a renovation option because it was never analyzed or discussed, except to declare that only 36,000 sf would be renovated.
- Interestingly, in the first iteration of the options (October 25, 2017) Noll & Tam figures had 44,000 sf for both the full renovation and partial renovation! It was changed for the DLAC Final Report (January 28, 2018).
- According to Noll & Tam the library in a mixed use building will not be net zero energy. No solar panels were considered in Option B. The city does have access to an estimate from Allterra Solar for retrofitting solar panels on the existing downtown building.

Further documents we will eventually provide to the Subcommittee for review:

- Comments of 92 attendees at the only community meeting
https://www.santacruzpl.org/files/measure_s/document/CONCERNS_ABOUT_OPTIONS.pdf
- Link to the 2014 Seismic Evaluation
https://dontburythelibrary.weebly.com/uploads/1/2/6/7/12675463/seismic_evaluation.compressed.pdf
- DLAC report has conjecture and unsupported statements - DBTL 5 page refutation