

City Manager's Weekly Update

March 11, 2016

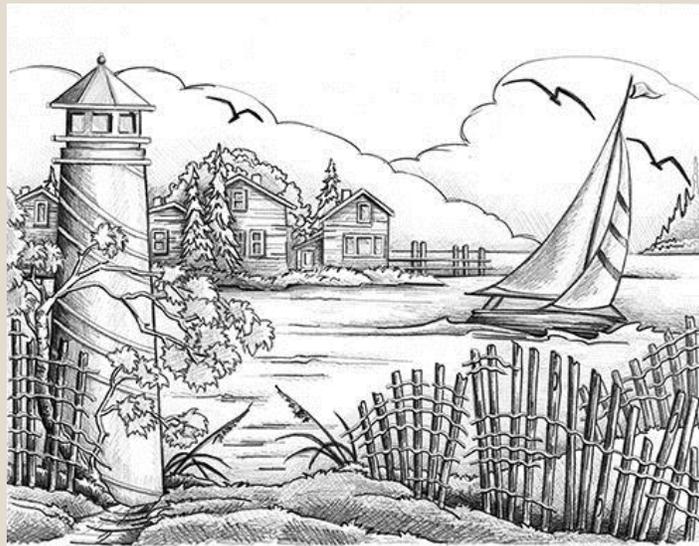
ECONOMIC DEVELOPMENT

Coloring book call-to-artists goes viral!

Last week Economic Development and City Arts staff began outreach on social media calling artists to submit drawings for a Santa Cruz themed coloring book. Demonstrating the amazing connectedness of our artist community, one Facebook post alone has been shared 50+ times and been seen by over 2,000 people.

This effort showcases ChooseSantaCruz.com - the unique website and brand of the City of Santa Cruz Economic Development Department. Choose Santa Cruz brand is all about promoting the City, our local business, and economic industries, and highlighting Santa Cruz as an amazing place to live and work.

Winning artists will receive \$200 honorarium per selected line drawing.



Artwork sought should represent one or more of the following themes:

- 1) Iconic places in Santa Cruz
- 2) Hidden places of Santa Cruz
- 3) Business and industry strengths (e.g. outdoor recreation, artisanal foods, agriculture - see here: <http://choosesantacruz.com/industries>)
- 4) Historic Santa Cruz

FURTHER DETAILS AND SUBMISSION LINK HERE: <http://publicartist.org/call.cfm?id=859>

Beach Flats Mural Update

Staff is seeking panelists for a committee that will pick the artist/artist team to create a new mural at Beach Flats Park. Three neighborhood residents are being sought – and asked to complete an application outlining their familiarity with the site, the prior mural, the neighborhood history and which core Arts Commission values are most important to them.

In line with the City Arts mural policy, the artist selection panel will be comprised of:

- Two (2) Arts Professionals - preferably mural artists (TBD)
- Three (3) Community Reps., who may be an arts professionals (TBD)
- Two-three (2-3) Reps. of the Arts Commission. (Stacey Garcia and Jim Brown)
- If maintained by City: One (1) Rep. from representing department (Meta Rhodes from Parks Dept.)
- One City Council member, as available (Cynthia Chase)

The artist/artist team, chosen by the selection committee, will be provided with information about the neighborhood, including the following:

- Historical information going back into the 1800s (Provided by Ross Gibson and the MAH)
- Ethnographic/census information – from Census and MAH ethnographic study done last year
- All the stories and comments collected at the two January workshops and February StoryCorps event
- Photos and information about the prior mural
- Newspaper stories about Beach Flats from the last 30 years

The artist/artist team will be required to have a neighborhood meeting to show the neighborhood their final designs/design options before there is a public hearing at the Arts Commission.

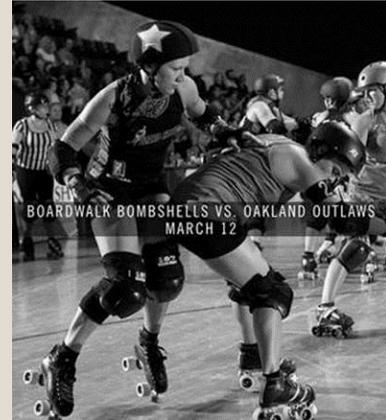
The tentative timeline follows:

- March 11 -Post Request for Artist Qualifications (e.g. portfolios, letters of interest)
- March 16 -Finalize resident members for artist selection panel
- March 16 -Finalize professional members for artist selection panel
- March 28 -Deadline for Artists to respond to RFQ
- Early April - Convene review panel
- April 15 - Notify artist applicants of selection
- Early May - Neighborhood meeting conducted by artists for feedback
- May 11 - Arts Commission hearing
- June - Painting of mural (if it is approved)

PARKS AND RECREATION

RECREATION DIVISION

This Saturday, March 12 at 6:30pm- **Santa Cruz Derby Girls All-Stars**, the Boardwalk Bombshells, take on Bay Area Derby's Oakland Outlaws! Come on down to cheer on your home team heroes against their rivals from up north—this is a hard-hitting, fancy-footed derby battle you won't want to miss. Kids, student, and group pricing available! Tickets on sale now at santacruztickets.com.



Beach Lifeguard I & Captain Corps II tryouts are scheduled Saturday, 12, 9:00 am at Cowell Beach. Candidate check-in: 8:00 am LGHQ, 1 Municipal Wharf. Tryouts were cancelled last week due to surf conditions.

ADMINISTRATION

Vermont Systems (VSI) Training and Troubleshooting took place over a 2 day period this past week (Tuesday and Wednesday, March 9 & 10), with up to 9 staff participating in the event, led by Vermont Systems trainer, and facilitated by the P&R and IT departments. The purpose was to address advanced user topics, raise concerns and have those concerns fixed on site, and to ensure that VSI is on track to addressing outstanding work order.

Our biggest challenges to date have been incorrect resident/nonresident assignments and addressing credit issues in preparation for our April 9 major 'Super Saturday' registration event. We are committed to having the smoothest and most successful registration event ever.

PUBLIC WORKS

Streets/Traffic

The Streets/Traffic crew has addressed flood damage from this weekend's storm that occurred under the Water Street Bridge. Multiple tree trunks and 3-4" of mud lay across the levee pedestrian/bike path. We cut up and removed the logs, then scraped and swept the path of all sediment.



Wastewater Collections & Flood Control

Crews were kept busy as 3.90 inches of rain fell from March 4 to 7. There was minor localized flooding that was generally related to capacity of the storm water system with a few reported trees down at various locations.



Nearby Lagoon outfall at Cowell Beach had to be pumped each day as the high surf and tides kept causing sand to close off the pipe.



Waste Reduction

Waste Reduction staff delivered the spring issue of Trash Talk to all City elementary schools this week. The newsletter is distributed to all 3rd through 5th grade students. The feature articles include: City sponsored Save our Shores projects, the Santa Cruz Recycles poster contest and Earth Day class projects. The newsletter may be read [online](#).

Green Business Program

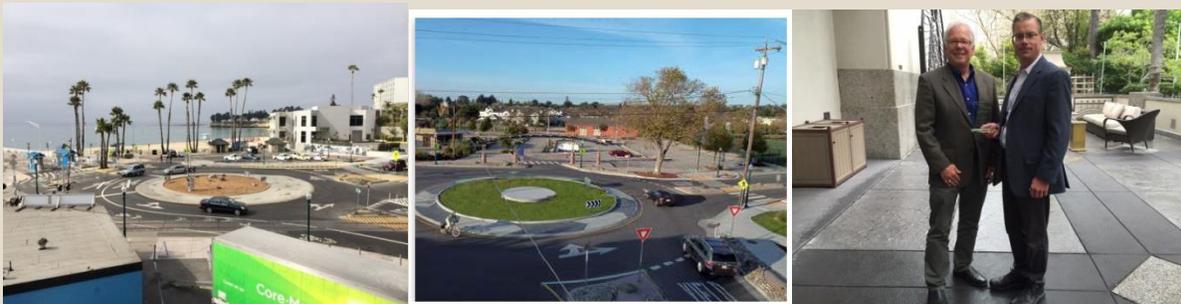
The Good Times is our newest certified Green Business!



We're currently preparing for our upcoming Chamber of Commerce "2016 Santa Cruz Business Fair" booth at the Cocoanut Grove next Wednesday, 4-7 p.m. Event details may be read [online](#) as well as [benefits of the Green Business Program](#).

Engineering

On March 10 our Beach Area Roundabouts Project was named Outstanding Local Streets and Roads Project by the League of California Cities. The award recognizes the project's exceptional achievements to preserve and protect the public's investment in the local street and road system with the construction of two roundabouts at complicated beach intersections. Public Works Director Mark Dettle and Senior Civil Engineer Joshua Spangrud accepted the League of California Cities award at an awards luncheon in Sacramento. The [press release](#) explains more.



Wastewater Operations and Maintenance

The Wastewater Facility hosted a training event for the Monterey Bay Unified Air Pollution Control District compliance inspectors last Tuesday. The cogeneration engines permit to operate certifications requires an annual emissions test be performed. The local air board staff joined us in the source testing providing an opportunity for other district compliance inspectors

to train on the source testing protocol. Preliminary data results of the testing show both cogeneration engines passed the testing with our board staff complimenting the maintenance division on their excellent engine upkeep.

Resource Recovery Collections

The Waste Reduction Specialist and Resource Recovery Supervisor are working to create a new procedure to address contamination issues in roll-off containers. Local business has been very receptive and is eager to smooth out current issues.

An unstable person was scavenging/stealing the recycling out of the blue carts on the upper Westside when noticed by one of our supervisors. When he was approached, he threw four bags of recycling and a bike down the embankment and ran off. The supervisors were able to retrieve these items with a rake. During the second recycling collection he was again seen taking recyclables from the city carts. However, this time when he was approached, he became upset and ripped open the bags of recycling he had with him and threw them down the embankment and again ran off. The mess could only be cleaned up by climbing down the slope and collecting the material by hand. The pictures show the Waste Reduction Specialist and Resource Recovery Supervisors working to clean up an illegal recycling dump site for the second time that day.



Waste Reduction

Waste Reduction staff is working closely with businesses and multi-family complexes as we continue to add more mixed recycling dumpsters in place of multiple blue carts.

Community Relations

Our series of six Recycle Right videos has been completed. They will be posted on our website within a week.

We are proceeding with a second Recycle Right public service announcement with the SC Warriors. This video will be 30 seconds in length with a more general message suitable for television broadcast and other placement.

Working with Parking Services staff, we have begun editing our Parking Services web pages in hopes of eventually providing a more customer-friendly online experience.

Community Relations worked with Wastewater Lab Environmental Compliance Manager Akin Babatola in writing a press release *Bacterial Gradient Profile Combines Analytic and Surveillance Data in Unprecedented Solution for Coastal Community Issues* which will soon be distributed to select industry media outlets.

WATER

Needless to say, the big news at the Water Department this week is the positive impact of the recent storms on our drinking water reservoir. We are actually getting dangerously close to the reservoir spilling, which is the first time it will have filled to capacity since 2012 (NOT SURE ABOUT THAT DATE). Right now folks are taking bets on when it will spill; so far Monday 3/14 is the preferred day.

ELEVATION: (*reservoir spills at 577.25 ft*)

- Currently: **574.80 ft**
- Last year: **567.55 ft**

SEASONAL RAINFALL: (*inches*)

- For the past week: **7.80**
- This week last year: **0.00**
- For the season: **31.48**
- This point last season: **29.62**



Speaking of the reservoir, Loch Lomond Recreation Area has been getting a lot of business since its reopening last week. The bass fishing is reportedly very good. Our private boat self-serve storage program is gaining momentum as word of mouth spreads through the fishing and leisure boating communities. We currently have 27 boats in the boat yard with more decontaminations scheduled.

This week's Water Commission meeting was productive, with the Commission receiving good news in their update on the revised Conservation Master Plan. The revised plan incorporates anticipated plumbing code changes that will save an estimated 327 MG annually by the year 2035. This is about 100 MG more than estimated during the WSAC process. The Commission

was also pleased to hear that the revised Master Plan estimates that 220 MG will be saved programmatically, which meets the WSAC's goal of between 200 and 250 MG of annual savings through programs by 2035.

The Water Commission received an update on the proposed pilot for sharing water with Soquel Creek Water District this year. Though necessary approvals and agreements have been obtained for the pilot, Soquel Creek has been advised that flushing their system before receiving different water from a new source is highly recommended. With the recent spotlight on variations in water treatment protocols, the Soquel Creek Board of Directors agreed that the system must be flushed before receiving water from Santa Cruz.

Next week is Fix A Leak Week and we are doing our part this year to fix leaks by undertaking a comprehensive Water Loss Control study. All water purveyors lose water through undetected leaks. However prior guesses of how much water Santa Cruz loses were only that – guesses. We are working with a consulting team who are looking for underground leaks with no visible surface loss. The team is using sonic leak detection equipment and is analyzing over 100 miles of pipes in our system. We are anxious to see their report and to remedy any loss that we can as soon as we can. If you haven't checked for leaks at your home recently, come by our Conservation office for some free tools and advice!

We're participating in the Santa Cruz Chamber of Commerce's Annual Business Fair next week at the Coconut Grove. Actually we'll have two booths, one focused on water conservation and efficiency and another focused on the work done by the WSAC that will be staffed by former WSAC members and City staff.