

City Manager's Weekly Update

October 2, 2015

INFORMATION TECHNOLOGY

Mobility Strategy Launch

With mobile devices such an integral part of our lives and work, the City needs a comprehensive approach to mobility – be it devices, security, applications, or content. To this end, IT had issued a mobility strategy RFP a while back. With AT&T as the winning respondent, the project team will launch the week of October 6th.

New Server Rack

Because of new projects going live and updates to our virtual server environment, IT has a new server rack that just arrived. Some of our team moved the rack from the UPS delivery point to our data center. As you can see, the racks are taller than most folks!



Wharf Phones and Infrastructure

IT has completed the network wiring, switch replacement and Voice over Internet Protocol (VoIP) phone upgrades at the Wharf.

First Annual IT Improvement Survey – “10 Quick Questions to Help Information Technology (IT) Improve How We Help You”

Our first survey was launched on August 24th. The results are in and we are beginning to share them – with the plan to visit each department with the results and our intended follow-up actions.

ECONOMIC DEVELOPMENT

Redevelopment Bonds

The recent news of the City's 15.9 million in released Redevelopment bonds due to the passage of SB 107 is music to the ears of staff who have been working over four years with local legislators (pictured at the right with Assemblymember Mark Stone presenting checks to Mayor Don Lane) to pass legislation to release the bonds held by the former redevelopment agency. The bond money is available to be spent on projects approved previously by the City Council and included in the bond issuance documents in 2011. Funding includes \$7.3 million in affordable housing proceeds and \$8.6 million in capital infrastructure proceeds.



Authorized projects include Pacific Station Affordable Housing, Citywide Sign Program (Wayfinding), Wharf Capital Improvements, Ocean Street Improvements, Lower Pacific Avenue Improvements, Hwy 1/9 Improvements, Riverside Avenue Improvements, Downtown Alley Improvements, Trolley Acquisition, Hwy 1 Bridge Replacement and Eastside Improvements. As the bond proceeds released for Capital Improvements are less than the original issuance and some alternative funding adjustments have been approved by Council over the last four years for certain authorized projects, staff will return to Council in the coming months for specific direction and authorization for additional adjustments.

Graffiti update

Did you know that the City of Santa Cruz removes over 90% of graffiti reported on public spaces within 48 hours and 84% is removed within 24 hours? The Graffiti removal program continues its stellar performance over the last month—removing over 420 tags in the month of August, primarily in the downtown area. The process is simple: someone sees graffiti and calls the graffiti hotline (831) 420-5303 or emails us at graffiti@cityofsantacruz.com. Economic Development staff then enters the work order for removal from public property. If the graffiti is on private property, we'll notify the owner and help the owner connect with resources to remove the graffiti quickly and thoroughly so it doesn't attract repeat vandalism—we strive to remove within 24 hours!

Economic Development Grants and Awards



Mayor Don Lane and Economic Development Director Bonnie Lipscomb learned this week the City of Santa Cruz is in the finals for the Kauffman Foundation's "Recipes for Growth City Challenge," where Santa Cruz proposes to build on the success of ChooseSantaCruz.com by upgrading the site with full Spanish translation in order to better serve the 14% of our community who speak Spanish as their primary language. Please wish Mayor Lane the best of luck as he delivers the final pitch at the Mayors Conference on October 8, 2015.

Economic Development also submitted an award application to the 2015 Silicon Valley Leadership Group's "Turning Red Tape into Red Carpet Award" application. Touting the success

of ChooseSantaCruz.com for business retention and expansion, Economic Development staff is hopeful our new website will be recognized for its innovative brand and interface.



Santa Cruz is Recognized for Likely Motivating Comcast's Recent Upgrades

Broadband consultant Steve Blum recently [blogged](#) that Comcast reacted to market competition because of the City's potential gigabit Santa Cruz Fiber network. The piece was rebroadcast by [Santa Cruz Tech Beat](#) and then Next Century Cities sent the piece nationwide to over 118 member cities. Some County of Santa Cruz staff have voiced concern over this interpretation of Comcast's behavior because they have communicated and forwarded ongoing complaints about poor Comcast speed throughout the County. While this helped to set the stage, City of Santa Cruz Economic Development staff believe Comcast finally upgraded due to the perceived threat of competition from the City's proposed municipal gigabit fiber network.

Beach Flats Mural update

Starting this winter, City Arts staff intends to partner with Santa Cruz Community Health Center to conduct a StoryCorps project in Beach Flats. StoryCorps is a non-profit organization whose mission is to record, preserve, and share the stories of Americans from all backgrounds and beliefs. The stories collected will be provided to the hired artist(s), along with other historical documents and videos, to help inform the concept of a new mural. The stories will also live on a variety of websites, be archived at the Santa Cruz Library and provided to the Library of Congress.

Along with the neighborhood stories collected in November-December, additional historical information will be provided to the selected artist(s) including photos of the prior mural, historical information from the Museum of Art and History, neighborhood census data, and qualitative information from a recent ethnographic study commissioned by the Santa Cruz Museum of Art and History.

The selected artist(s) will be required to hold a neighborhood meeting prior to the Arts Commission review of the proposal. The selected artist(s) will be asked to respond to the current site conditions and propose how to either incorporate the recently repainted murals (The family mural and Virgin de Guadalupe mural on the small shed next to the play park) or how to distinguish between them and the new mural. The City will not prescribe the approach, rather ask that the artist develop several options that can be presented to the neighborhood for feedback.

Notice of the neighborhood meeting to solicit feedback on mural designs will be posted onsite at the park and postcard will be mailed in English and Spanish to all addresses within 300 feet of the park. Additionally, information will be posted on the City of Santa Cruz website, City Arts website, City Arts social media, City Arts newsletter and through the Nueva Vista Apartments, Nuevo Dia, and Nueva Vista Community Resources at Beach Flats.

Timeline:

- Winter 2015: Call for artist portfolios and qualifications (RFQ)
- Spring 2016: Neighborhood outreach to be held by the artist(s) in the spring and installation of a mural in early summer, 2016.
- April-May (weather dependent): The neighborhood will be invited to help paint the final mural, under the direction from the hired artist(s). A dedication celebration will be planned for the summer of 2016.

There will be plenty of opportunities for all neighbors to contribute to the next project. For further information contact City Arts Manager, Beth Ragel at bragel@cityofsantacruz.com or 420-5154.

PARKS AND RECREATION

DeLaveaga Sign Project nears completion

The Park Rangers have nearly completed installation of new signage throughout the DeLaveaga trail system. The Park Rangers surveyed all trails and determined where new signage was needed in order to provide the best information to park users. The signs were part of an overall strategy to improve the trail system in DeLaveaga. Other components of the long term effort include, construction of connector trails, trail re-routes, addition of permanent barriers (i.e. split rail fencing), trail brushing and overall trail repair.



Arana Gulch tree limb incident

On October 1, a large oak limb broke off a tree along the Prairie Loop Trail at Arana Gulch. A hiker and her dog were impacted by the branch failure and were temporarily pinned beneath the limb. The Police Department responded and had the hiker transmitted to the hospital for evaluation.



Louden Nelson

Last week, **WAG** (Walking Adventure Group) went on their first dog walk to Ocean View Park. Seniors enjoyed the addition of their furry friends on this excursion. This Thursday they will be exploring the Santa Cruz Harbor. Interested walkers should meet at the Harbor on Thursday at 9:30 am by the sun dial by the Crow's Nest.



PUBLIC WORKS

Wastewater Collections & Flood Control

Crews cleaned 3000 ft. of large 66" storm drain gravity and force main pipe that goes from Neary Lagoon to Cowell Beach. Crews cleaned 500 ft. of sanitary sewer in the Circle zone. Crews also responded to one private lateral sewer overflow on Berkley Way. The spill was cleaned up and turned over to our Compliance Dept. for follow-up and enforcement.



Operations

Staff is continuing to work on emergency response/winter preparedness with the Department Operating Center (Public Works, Parks and Recreation and Water Department) field staff.



Streets/Traffic

Large street name signs are part of an ongoing program. The program will replace/upgrade faded large street name signs located at traffic signal intersections on the Ocean Street corridor leading to Beach Street.

Waste Reduction

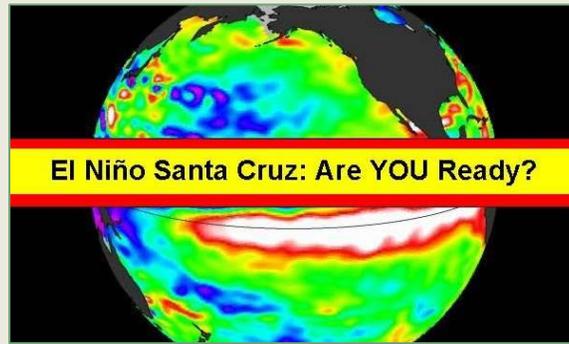
The fall school tours at the Resource Recovery Facility are in full swing with three tours this week. Students from Westlake Elementary, Gateway and Spring Hill saw firsthand where their recycling and trash goes. Students from UCSC visited last week for an in depth look at our landfill operations.



The Santa Cruz Recycles poster unveiling took place this week at the Corp Yard. The winning entries were mounted on recycling trucks and staged with the help of the collections crew. Family members, neighbors and friends celebrated as the art work was viewed on the trucks for the very first time

Green Business Program

One new business, Environmental Innovations, was certified this week.



Emergency Preparedness – Community Relations

- Revised our Emergency Storm Preparation webpages and rewrote downloadable Emergency Storm Preparation brochure
- Developed details for storm outreach campaign including Sandbag Workshops to help generate family awareness and preparation.

Community Relations-Other

- Represented Public Works at Santa Cruz Neighbors' block parties.
- Assisted with Parks & Rec Eastside Library Memorial ribbon-cutting.



WATER

Today marks the last meeting of the **Water Supply Advisory Committee**. After 18 months and countless hours of dedicated work, the Committee has reached consensus on a portfolio of measures to improve the reliability of Santa Cruz's water supply. At today's meeting the group will put the finishing touches on the Agreements and Recommendations that will go to City Council for review. Afterward we'll have a short reception to celebrate both success and THE END!

In addition to the hard work of Committee members, we would also like to acknowledge Water Department staff for their tireless support of the WSAC's process. In particular, Heidi Luckenbach, Deputy Director and Engineering Manager for the Water Department, played a key role in the technical work of the Committee – meeting frequent unrealistic deadlines and always with a smile and a calm demeanor. The City is fortunate to have Heidi on staff!

October 1 welcomed in the new “**water year.**” We welcome this new water year with good thoughts and empty rain barrels waiting to be filled. And on that topic, we will again have discounted rain barrels available for the public. Sales begin in January.

In light of last week's **Ocean Street valve replacement project**, we found this article on aging water infrastructure very interesting: <http://www.msn.com/en-us/news/us/drinking-water-systems-imperiled-by-failing-infrastructure/ar-AAeNiqY> Infrastructure has become quite a topic in the news recently, as failing infrastructure seems to be a national epidemic. This is a good thing, as water infrastructure in particular is “out of sight-out of mind” for most folks. But the fact remains that much of Santa Cruz's infrastructure has reached the end of its life cycle and the time to reinvest is now – before we have problems like the broken water main on UCLA's campus last year.

In the early days of Saturday Night Live, Gilda Radner played a character named Roseanne Roseannadanna. One of her frequent sayings was, “if it's not one thing, it's another!” and this week that proved true with the news that the **San Lorenzo River lagoon has a toxic blue-green algae bloom**. While the algal bloom has no effect on our drinking water supply, it does cause alarm for the public. So far our customer service staff hasn't received too many calls, and has been able to calm concerns. But as you can see in this article, toxic algal blooms can be very serious business. http://www.nytimes.com/2015/10/01/us/toxic-algae-outbreak-overwhelms-a-polluted-ohio-river.html?_r=0



Next Friday **Rosemary** leaves on a long-anticipated **safari to the Okavango Delta in Africa**. Heidi Luckenbach and Steve Leonard will hold down the fort while she is gone and things will be in good hands.