

City Manager's Weekly Update

February 26, 2016

ECONOMIC DEVELOPMENT



In case you missed it earlier in the month, on February 3rd, the Economic Development Office launched another installment of our “In Depth” editorial series featuring the stories of local entrepreneurs and leaders in our key industries. This month we featured Cathy Calfo, Executive Director/CEO of CCOF. Watch the video and read the full interview here:

<http://choosesantacruz.com/journal/2016/in-depth-cathy-calfo>

The video was announced through our monthly Economic Development newsletter which had a record setting open rate of 36% (government sector average for open rate is 21%) and the video already has over 2,900 views on Facebook and the article on the website has over 140 page views. You can read the newsletter here: [http://us11.campaign-archive1.com/?u=749e658d2c319fc7826231b75&id=7761684711&e=\[UNIQID\]](http://us11.campaign-archive1.com/?u=749e658d2c319fc7826231b75&id=7761684711&e=[UNIQID])

Downtown Outreach Worker

Kris Younggren has replaced Jeffrey Goodyear as the Downtown Outreach Worker. She has over four years of experience in homeless services, including case management, security management, and daytime essential services at Homeless Service Center. She has also worked in substance abuse services for six years. If you see Kris downtown, please say hello!

Graffiti News: We had a slight decrease in graffiti tags for the month of January compared to the same time last year, bucking



the

trend for the last few years. Unfortunately, February is up to a record high, with 378 tags for the month so far, an increase of 62% over last February.

It is likely that the nice weather we have been having has contributed to the climbing graffiti totals, and we have had a lot more reports coming in from our citizens city-wide.

We officially launched our new graffiti abatement “tuul”, tuul! It’s a great way to report graffiti on the go when you see it, and you can text back and forth with one of the graffiti abatement staff. Just head to our website: <http://cityofsantacruz.com/departments/economic-development/business-support/graffiti-abatement-program> and click on “REPORT GRAFFITI” to create your free account and get reporting! For more information on our graffiti abatement tuul, you can read out article on ChooseSantaCruz.com: <http://choosesantacruz.com/journal/2016/new-tuul-for-graffiti>.

We could always use more volunteers, so if you are interested in helping to report graffiti, or in removing graffiti, please contact us at graffiti@cityofsantacruz.com for more information. You can also report graffiti that you’ve removed via tuul!

PARKS AND RECREATION

Symphony Youth Concerts. The Civic will be hosting busloads of 3,000 4th and 5th graders for the [Symphony Youth Concerts](#) on Monday, February 29th at 9:30am and again 11am.



Spring is in the air at Louden Nelson Community Center, and that means it is time for the annual PCS Musical. This year’s production is **Seussical!** What is “Seussical,” you may ask? It is a musical story that weaves together some of Dr. Seuss’ most famous tales and characters in a magical journey of hope and imagination. You won’t want to miss this whimsical, lovable adventure with all of your childhood favorites! Performances are scheduled for: Fridays, February 26th and March 4th at 7pm; Saturdays, February 27th and March 5th at 7pm; and Sundays, February 28th and March 6th at 2pm.

Ball Field Preparation Nears Completion

Parks and Recreation staff is nearing completion of significant ball field renovations prior to Little League and Pony League seasons at both Lower DeLaveaga and Harvey West Parks. Staff has imported “fines” (field soil, additives) and re-graded the infields, as well as replaced sod around some of the infields to eliminate large humps that develop at the edge of the outfield. Staff also made multiple repairs and upgrades to the irrigation systems. Finally, staff will also be facilitating volunteer “work days” to help prepare the facilities for this year’s season.



Beach Flats Garden Update

Parks and Recreation staff met with several of the gardeners as well as three of their advocates on Sunday, February 21, to determine lot design and layouts. An agreement was reached that City staff would remove all fencing, metal, structures (except for tool shed) and non-vegetation materials from the site in order that the group could more accurately visualize a design and layout the garden. Gardeners were informed that any material that they wish to preserve needs to be removed prior to site cleanup. Staff has scheduled this work to occur on Wednesday and Thursday, March 2 and 3, with the assistance of Labor Ready personnel services. A follow up meeting has been scheduled for Sunday, March 6 with the gardeners to complete the actual design layout. Staff will bring a draft plan based on their input, along with string and several stakes so the layout can be developed.

PUBLIC WORKS

Parking

Lot 32 had a complete landscape makeover. Our Parking Facility Maintenance Assistants worked together to create a beautiful, safe environment for our customers.





Wastewater Treatment Facility Operations and Maintenance

The raw sewage forced main transmission line that services areas for the County of Santa Cruz Sanitation District failed. A section of the forced main line had failed leaving a 2-inch break through the pipe line due to corrosion. Fast work from operations and maintenance staff diverted flow from the County line to the City's headworks allowing maintenance staff to mobilize and provide complete repairs to the failed line. Photos show the corrosion that failed the forced main line and the City's maintenance staff provided complete repairs.



Engineering

West Cliff Path Sinkhole – The hole formed in the path approximately 430 feet east of Woodrow Avenue on a portion of the path immediately behind a soil-nail retaining wall approximately 20 feet in height has grown in size. A contractor will be under contract shortly, but with current ocean/surf conditions, it is unlikely that work will begin immediately.

2016 Surface Seal and Overlay Projects – Two paving projects have been advertised, one a surface seal project to address residential streets, the second an overlay project to repave arterials and collector streets. These projects are to be constructed the first part of the summer.

Community Relations

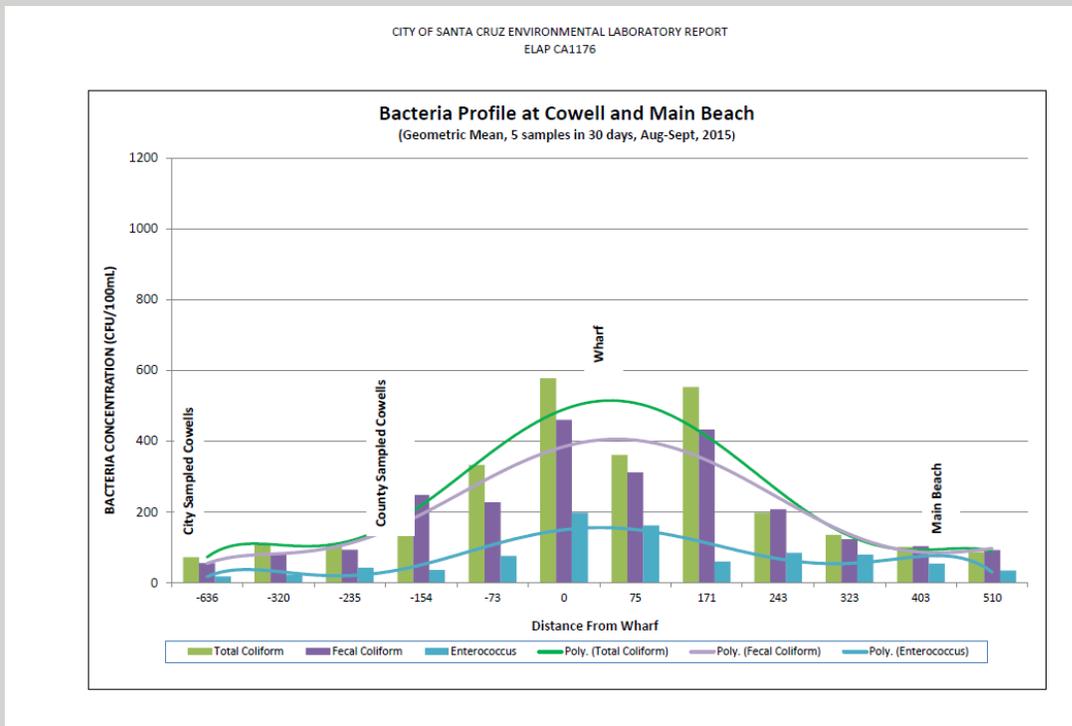
The City's first City Hall to YOU event focused on the Eastside quadrant of Santa Cruz was a success on Feb. 25. 150-200 Eastsiders gathered at SC Bible Church to ask questions of, and dialogue with, department directors, engineers, planners and other City staff. We will soon schedule additional City Hall to YOU events focused on the Westside, Downtown and Upper Eastside.



Laboratory & Environmental Compliance

The Recreational Waters Conference convened by USEPA has accepted the abstract developed by the Environmental Compliance/Laboratory group for a poster presentation from April 12 through April 15, 2016 in New Orleans. The abstract is titled “Bacterial Gradient Profile to Locate Source and Node of Beach Bacteria Impairment in Santa Cruz.”

The poster will feature the work and results of the samplers and laboratory staff over a five-week period last summer, which led to the confirmation of the narrow stretch of the wharf as the most probable area to affect control of the beach bacteria of concern at Cowell and Main beaches. Additional work using the points located in the gradient study has confirmed the value of the study, and is telling us more about measuring possible impacts of storm events from land into the nearshore. We will continue the study, and coordinate with the Cowell Study Group, as recommended by City Council. The picture below shows the initial results of the gradient study.



The CWEA (California Water Environment Association) Annual Conference in Santa Clara accepted our abstract titled “Implementing trace chemistry to identify sewage pollution in

storm water and surface waters” for presentation at the CWEA annual conference on Thursday, April 28, 2016. This paper will be presented at the session scheduled for “Pretreatment, Pollution Prevention, and Storm Water: Tackling the Many Challenges.” Although this is the second time that the CWEA annual conference will feature a podium presentation from the Lab/Environmental Compliance group, this is the first presentation that is a collaborative effort of both groups. At the 2014 annual conference the laboratory made a presentation on effectively measuring alum in wastewater treatment processes based upon methods development that arose from efforts to manage the alum-laden waste from drinking water treatment processes in a delicate biological treatment system. The presentation was well received and spawned enlightened discussions among the attendees from drinking water and wastewater organizations.

The picture below is an abbreviation of information in PowerPoint slides that will be presented at the conference.

Successful application of science

- * The laboratory and Environmental Compliance applied environmental levels of **caffeine** by ELISA method (from 0.175 ppb and above); and **TOC** (at 10ppm and above); **associated with** high levels of **indicator bacteria** to **successfully** determine sources and types of pollution in creeks and surface waters in Santa Cruz.





The second picture shows areas of the city where the tests were run in 2015.



Community Relations

More Photos from City Hall to YOU:

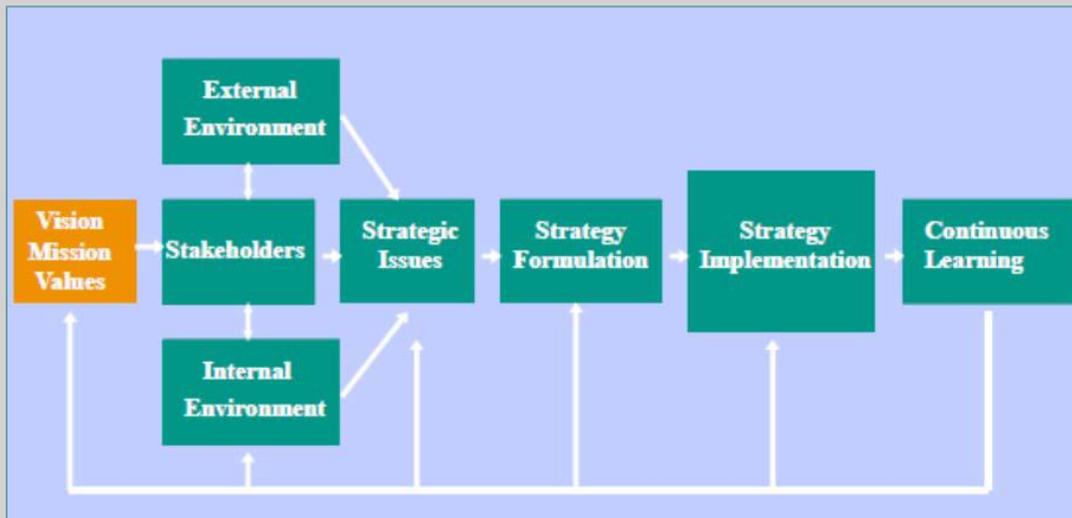


WATER

This week the Water Department began our strategic planning process. After seeing the Department’s ten-year, almost \$300M Capital Improvements Program at the study session earlier this week, you can likely appreciate the need to ensure that the Water Department is strategically prepared to undertake the myriad of projects and challenges in our future. Beyond our CIP, those challenges include how we tell our story, how we interact with customers and how we are perceived by our customers.

We began the process this week by conducting external environmental scans to give us an “outside-in” look at our organization. Four meetings with Water Department staff were held where staff were asked questions about external issues like trends, the political environment, the economy, the role of technology, etc., etc. The meetings were facilitated by a consultant who is helping guide our strategic plan development process. The results from the meetings will be shared with all WD staff at our quarterly meeting in March.

Below is an orientation to the strategic planning process we are undertaking. The next phase of our situation analysis is to conduct an internal assessment, which will give us an “inside-out” perspective. We’ll be undertaking that next step in April.



As enthusiastic as we are about piloting a water transfer this winter with Soquel Creek, it doesn't look like it's going to happen. Two reasons: 1) clearly we currently don't have any excess water to share, and 2) Soquel Creek isn't prepared to receive the water this year. They have been advised to prep their system with full flushing before receiving our water and they don't have the mechanisms in place to do so this winter.

Last, but not least, I'm pleased to report that the Loch Lomond Recreation Area is opening as usual on March 1! But you won't see any promotion for the opening. With two prior years of closures, savvy fishermen have connected the dots on the potential size and quantity of fish in the lake so we expect a packed park on opening day.