



City Manager's Weekly Update

June 6, 2024

Ocean and Beach Accessibility for Everyone!

Before Memorial Day weekend, the Parks and Recreation Wharf and Beach crews completed the installation of a new ramp and MobiMat (roll-out mat) at Cowell Beach. This pilot project will test the durability and effectiveness of the new product in providing ADA access to the beach and ocean.

Community member and Parks & Rec advocate Brenda Gutierrez wrote to express her appreciation: "I just wanted to let you know how happy I was to see the wheelchair beach mat this weekend at Cowell's! It really is appreciated by the disabled community!"

The MobiMat provides numerous advantages, including improved accessibility for people with disabilities, easier maneuverability for wheelchairs and strollers, and a more enjoyable beach experience for all community members.

"I am truly impressed by the ingenuity of the Wharf/Beach crew in effectively installing the MobiMat on Cowell Beach. This is another initiative showcasing our commitment to accessibility for everyone in park spaces," said Tony Elliot, Parks and Recreation Director.



Explore the City of Santa Cruz's Recycling Center with Free Summer Tours

The City of Santa Cruz is excited to offer free summer tours of its Resource Recovery Facility at 605 Dimeo Lane. These tours will be available every Friday from June 14 through August 23, with sessions at 10AM and 1PM.

During these 90-minute tours, participants will have the opportunity to learn about the intricate recycling process and our new food scraps processing and household hazardous waste programs. Visitors will witness



firsthand what happens to the 30 to 50 tons of materials that Santa Cruzans place in their blue recycle bins daily. The tour will highlight the importance of "recycling right" and the pitfalls of "wish-cycling."

Registration is required. Tours are limited to 20 people. Children must be at least 8 years old, and youth ages 8 to 18 must be accompanied by an adult. Carpooling is encouraged, as parking is limited. Sign up today!

**Sign up for a
tour!**



New Trash and Recycling Bins Installed

The Resource Recovery Collections team has begun installing new trash and recycling receptacles as part of the Downtown Beautification project led by the Parks and Recreation Department.

These new containers will replace the solar-powered Big Belly units currently in use throughout the downtown corridor. This initiative aims to enhance the aesthetic appeal and functionality of waste management in our vibrant downtown.



Japanese Cultural Fair on June 8 at Mission Plaza Park

The Japanese Cultural Fair is happening on Saturday, June 8, 2024, at Mission Plaza Park. The fair will feature food, music, dancing, performances, demonstrations, and so much more!

This annual event provides an opportunity for the community to increase its awareness, understanding, and enjoyment of Japanese culture. For more information, including a full list of activities, visit [Santa Cruz Japanese Cultural Fair](#).



Spring Street Water Main Replacement

The Santa Cruz Water Department is set to commence the second phase of replacing the water main on Spring Street between High Street and Laurent Street. This crucial infrastructure upgrade will begin the week of June 17, 2024, and is expected to last approximately four months. The existing water main, installed in 1939, has exceeded its useful service life, evidenced by frequent leaks and occasional water quality complaints.

The project will involve:

- Replacement of the current main by installing approximately 1,400 linear feet of 6" PVC water main

- Upgrading of non-copper water service lines
- Installation of new meter shutoffs where needed

Residents can look forward to several improvements upon completion of the project:

- Fewer service interruptions due to new, more reliable plumbing
- More consistent water quality
- Improved flow capacity for fire hydrants

We appreciate the community's patience and understanding as we work to improve our water infrastructure. This essential upgrade will ensure a more reliable and efficient water service for the Spring Street area for many years to come.



Wharf Public Landing #1 Opens for the Season

The Public Landing #1 floating dock is now open for the season!

The launch is ideal for recreational enthusiasts. It is located on the wharf across from the boat rental booth. It can be used to launch kayaks and stand-up paddle boards and is accessible from the ocean. The landing consists of a wood floating dock that can be utilized at any tide. Thanks to the Parks and Recreation Wharf crew for making this public launch accessible!



Santa Cruz Juneteenth to be held June 15

Join us for the 34th annual Santa Cruz Juneteenth in Laurel Park on Saturday, June 15, from 12-5PM. This vibrant celebration of Black American culture includes live music, soul food, basketball clinics, vendors, and a downtown parade — all honoring the spirit of freedom. This year's packed lineup includes performances by Prezident Brown and Tammi Brown. Kick off the day with a 2nd line parade starting at City Hall at 12PM. Learn more at santacruzjuneteenth.com

Planning Invites Public Review of the Downtown Plan Expansion Draft

The City has just released the [Public Review Draft for the proposed Downtown Plan Expansion](#)! Available now on our website, we invite all community members to participate and share feedback through July 10, 2024.

Key objectives

- ☐ Increase affordable and market-rate housing
- ☐ Create new public amenities like parks and plazas
- ☐ Generate new economic opportunities
- ☐ Improve connectivity to the San Lorenzo River and beach areas
- ☐ Coordinate with the Santa Cruz Warriors on a new arena

Check out the draft documents and map on our website and send your feedback to Senior Planner Sarah Neuse at sneuse@santacruzca.gov.

Let's shape the future of our downtown together!



Downtown Plan Expansion Project Page



Highlighting Our Environmental Compliance Efforts:

Outfall Leak Study Presentation

Dave Martin, our Environmental Compliance Inspector and PhD, recently presented the Outfall Leak Study at the 2024 Ocean Science Conference in San Diego. This study is essential for ensuring compliance with our National Pollutant Discharge Elimination System (NPDES) Permit. Conducted by the City's Environmental Compliance Inspectors, the study has yielded significant cost savings

while enhancing our assets and skillsets for future related assignments.

[You can see Dave's presentation here.](#)

For more information about the Public Works Environmental Compliance team and their accomplishments, please visit [our website](#).



Join Us for the John Williams Spectacular at the Civic

Celebrate America's composer at the John Williams Spectacular Pops Concert on June 8, starting at 5PM. "Jaws," "Jurassic Park," "Star Wars," and "Harry Potter"—these blockbuster movies wouldn't be the same without their iconic soundtracks brought to life through John Williams' musical compositions.

The event starts at 5PM on Saturday, June 8, at Civic Auditorium in Santa Cruz for a street party with live music, food trucks, costumes, and dancing.

Enhancing Pedestrian Safety: Street Maintenance Paint Crew at Work

The Street Maintenance paint crew plays a crucial role in ensuring the safety of our community by maintaining crosswalks throughout the City. Recently, the team undertook a citywide initiative to repaint crosswalks in preparation for the high-traffic summer season. This proactive effort aims to enhance visibility and safety for pedestrians, ensuring that our streets remain safe and accessible for everyone.



Thank you to our dedicated Street Maintenance team for their hard work and commitment to keeping our community safe.

Summer Camps and Junior Guards Start Monday!

There's still time to join in on the fun and exploration of our fantastic summer activities. Here are some options to consider:

- Camp Stand-Up Paddleboard for Teens
- Mindful Listening with the Cabrillo Festival Orchestra
- Baseball Infield Camp
- Martial Arts for the Family
- Pre-Ballet II Our 2024

The [2024 Summer Activity Guide](#) offers top-notch summer camps and activities. Our team of professionals provides safe, educational, and fun programs!



[Register Now!](#)

Core Investments Request for Proposals Released

In alignment with its commitment to ensure intentional opportunities and access that foster an environment where everyone can thrive and belong, the County of Santa Cruz, in partnership with the City of Santa Cruz, is pleased to accept funding proposals for the Collective of Results and Evidence-based (CORE) Investments Program.

Eligible community organizations are invited to submit

funding proposals in response to the Request for Proposals (RFP).



[Learn
More](#)

Celebrating Our Certified Green Businesses

Certified Green Businesses in the City of Santa Cruz have consistently surpassed regulatory requirements to prevent pollution and conserve resources. These businesses have demonstrated exceptional commitment by reducing water use, conserving energy, purchasing recycled content products, eliminating toxic cleaning chemicals, improving worker safety, and reducing waste to landfill.

Below is a message from Dustin Jolley, CEO and Founder of OurEnergy, one of the City's newly Certified Green Businesses:

Message from Dustin Jolley, CEO and Founder of OurEnergy:

"OurEnergy is proud to be a certified green business with the City of Santa Cruz! The core of our business is centered around the development and deployment of renewable energy and new clean energy infrastructure projects, from concept to completion. We are happy to call Santa Cruz home to the location of our headquarters, so naturally, we want to do our part to support and participate in the local green business certification program! Becoming certified further promotes our fundamental business practices and beliefs. We appreciate the City's leadership on this initiative. In terms of our commercial waste and carbon footprint, we are inherently low-impact. We utilize flexible office space, remote and hybrid working arrangements, recycle and use recycled materials, and, of course, we make every effort to operate on clean energy. Our business is helping others do the same! We're a part of the global shift towards renewable and eco-friendly solutions, and we are so pleased to join the green business community."

Join us in celebrating OurEnergy and all our Certified Green Businesses for their dedication to sustainability and their positive impact on our community.



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