



## City Manager's Weekly Update

**November 8, 2024**

### **Join GO Santa Cruz and Ecology Action for a Bike Commuting 101 Workshop on November 11**



Are you ready to take your morning commute to the next level? Or are you just ready to give your wallet a break from gas prices? Staff from Ecology Action will be on-hand on **Monday, November 11 from 12 – 1 p.m.** to share the need-to-knows of bike commuting. They'll trouble-shoot your commute and after-work errands, and help cyclists of all levels plan for a safe and satisfying ride.

Learn about all the GO Santa Cruz benefits available, including commute rewards, discounted Bcycle memberships, and e-bike rebates. This free event is offered both as an in-person lunch-and-learn at the Civic Auditorium and as a virtual webinar.

Free bike lights and helmets are available for all attendees. Lunch will be provided for in-person attendees. This event is offered to all downtown Santa Cruz employees as part of GO Santa Cruz. For more information about the program, visit [gosantacruzcounty.org](https://gosantacruzcounty.org)

**Learn More About Bike Commuting 101**

**Economic  
Development's Business  
Services Team  
Hosts Fall Commercial  
Broker Breakfast**

With 18 highly engaged Santa Cruz commercial brokers, the Economic Development and Housing Department's Business Services Team hosted a conversation on our new partnership with The Retail Coach (TRC). The breakfast also included a status update on available commercial real estate spaces in Downtown Santa Cruz and the broader community.

The broker breakfast was kicked off with an introduction to our local broker community, where they shared real-time market insights, followed by a presentation from Charles Parker, Project Director of TRC. A national retail consulting, market research and development firm, Economic Development and Housing partnered with TRC to grow our business attraction efforts. Parker shared high level retail data for Santa Cruz and was met with great feedback from the brokers including ideas for retail and experiences to bring to Santa Cruz.

By fostering open dialogue and collaboration, our quarterly Broker Breakfast events provide a valuable platform for attendees to learn about the City's latest programs and initiatives, while also providing insight into the commercial leasing market. The Business Services Team will continue to work with TRC over the next year to implement a business attraction strategy as part of EDH's larger work of addressing commercial vacancies and attracting new businesses to the existing and forthcoming commercial spaces.



## **Community Update Webinar: 5-year Roadmap for West Cliff**

**Date:** November 19

**Time:** 5:30-7:00 p.m. (via Zoom)

Join us for a webinar where we'll report on the community's rankings of proposed projects and other ideas for the 5-year Roadmap for West Cliff.

### **Up Next!**

- The public comment period for the Draft 5-Year Roadmap will open in December 2024 and will be available through January 2025. *More details coming soon!*
- The 5-year Roadmap will go to the City Council in early 2025.

**CLICK HERE & Register  
Now!**

## **Community Input Needed for Midtown Property- Based Business Improvement District**

Since May, the Economic Development and Housing Department has collaborated with consultants to determine the feasibility of a property-based business improvement district (PBID) for the Midtown/Eastside area.

Similar to the PBID downtown, this effort aims to support Midtown/Eastside with services ranging from maintenance and beautification to marketing, branding and special events, along with district management. Any revenue gathered through these assessments would be managed through the district's board of directors.

Through workshops and meetings with stakeholders, including property and business owners, the consultants provided a vision for services to potentially be offered in Midtown/Eastside. If you are a property or business owner in the area, we invite you to meet with other stakeholders and the consultant team to learn more about the PBID. Community workshops will be held at the Branciforte Library Community Room at 230 Gault Street, Santa Cruz.

Choose from:

**Monday, November 18 5 – 6:30 p.m.**

**Tuesday, November 19 8:30 – 10 a.m.**

**RSVP to Attend!**

Spanish translation will be available at both events.

## Santa Cruz Eastside/Midtown Property and Business Improvement District

 **You're Invited! Learn more about the initiative dedicated to elevating Santa Cruz's Eastside/Midtown with additional services and beautification through a business improvement district.**

 *The City of Santa Cruz is investing resources to support the economic vitality and vibrancy of the Eastside/Midtown district as part of the City's Economic Development Strategy*



RSVP Here

Confirmar asistencia



**November 18, 2024 - 5:00pm-6:30pm & November 19, 2024 - 8:30am-10:00am**

 **Branciforte Library (Community Room)**  
230 Gault Street, Santa Cruz, CA 95062  
**Online Option: [Zoom link to follow registration](#)**

 **For more information or to RSVP contact:**  
Nathan Ulsh at (650) 763-2070 - or -  
[nathan@communitystrongstrategies.com](mailto:nathan@communitystrongstrategies.com)

## Fire Department Partners with Santa Cruz Warriors for Local Heroes Night on November 30

On Saturday, November 30 at 7:00 p.m. at the Kaiser Permanente Arena, the Santa Cruz Warriors will be hosting their annual "Local Hero's Night." A friendly halftime competition between SCPD and SCFD will take place at halftime. A portion of the proceeds from the event will go towards the Brian Tracy Foundation which provides financial support to local first responder families struggling with job-related medical issues.

Last year, we supported a first responder family with a check for \$1,500. We are setting our

sights on eclipsing that number this year! This year, the Brian Tracy Foundation identified Hollister Fire Captain Tim Schneider, an active 28-year member of the HFD who dedicated his career to serving the community where he grew up. Tim suffered a major hemorrhagic stroke and was transported for emergency care and required long-term hospitalization. He has undergone multiple brain surgeries to control brain bleeding, leading to significant neurological and physical impairments.

This year, the Warriors organization enhanced the event site with options for not only sharing this event with friends and family and capacity to secure seating areas for small and large groups.

**Get Tickets  
Now!**



# SANTA CRUZ WARRIORS

## LOCAL HEROES' NIGHT SPECIAL OFFER



VS.



**SAT | NOV 30 | 7PM**

DOORS OPEN AT 6PM

140 FRONT STREET, SANTA CRUZ, CA 95060



SCAN FOR TICKET OFFER



Join us on November 30th at 7 p.m.

@Kaiser Permanente Arena for the Santa Cruz Warriors Local Heroes Special Event Night, as a portion of the ticket proceeds through this special link go directly back to support families of the first responder and local heroes' community!

For groups of 10+ and additional savings/benefits, contact Spencer Arburn | 831.353.8613 | sarburn@warriors.com

## Watch Santa Cruz's 2024 National Community Survey Presentation or Read the Results Online!

This annual report provides key insights into the quality of life in Santa Cruz. Compiled by the National Research Center at Polco, the survey shares residents' perspectives on everything from safety and mobility to community engagement and recreational amenities.

Key Highlights from the 2024 Survey

- **Representative Input:** Collected from 443 residents, with a response rate of 15%.
- **Data Collection:** Conducted from April 17 to May 29, 2024. Invitations were sent to 3,000 randomly selected households across Santa Cruz, and an open window gave all community members the opportunity to participate.
- **Access:** Available in both English and Spanish, the survey included both paper and online options, with multiple reminders sent to encourage participation.

Since this is our second time conducting the NCS, we can now compare the 2024 results with those from 2021, offering valuable insights into Santa Cruz trends and changes over time. To explore the full details and interactive data, please visit our [website](#) or check out the [Interactive Dashboard here](#) for a closer look!

THE NCS<sup>SM</sup>  
THE NATIONAL COMMUNITY SURVEY<sup>SM</sup>

## Santa Cruz, CA The National Community Survey

Report of Results  
2024

Report by:

**National  
Research  
Center**  
POWERED BY POLCO

**Polco**

Visit us online!  
[www.polco.us](http://www.polco.us)

Charter Member of the  
**AAPOR**  
**Transparency**  
Initiative  
2021-2022  
National Research Center at Polco  
is a charter member of the AAPOR  
Transparency Initiative, providing  
clear disclosure of our sound and  
ethical survey research practices.

**Learn More!**



## Paper and Pumpkin Recycling Event to be Held November 9

Are you holding on to boxes of sensitive documents? Not sure what to do with your Halloween pumpkins? Bring your items to City Hall on Saturday, November 9 between 9 a.m. and 1 p.m. and let the City recycle them for you!

Each person is allowed a maximum of 3 banker-size boxes (12"x10"x15") or 3 brown paper bags of equivalent size filled with confidential paper documents. Documents will be shredded at the event. Pumpkins will be processed through the City's Food Scrap Collection Program.



## Rent the Santa Cruz for Your Next Event!

The holidays are here which means work parties, social gatherings, and other events to celebrate. If you're looking for a fun way to shuttle your guests to and from your events, look no further! The Santa Cruz is the perfect solution.

Here are the details:

- Two, 16-passenger shuttle busses.
- 100% all electric!
- ADA compliant.
- Customizable routes.
- The friendliest drivers you'll find!

Learn more about renting the Santa

Cruzer (available for weddings, too!) at [santacruzinfo](mailto:santacruzinfo@santacruzca.gov) or email Katie Ferraro at [kferraro@santacruzca.gov](mailto:kferraro@santacruzca.gov).

## Zero Emission Passenger Rail and Trail Events on 11/12 & 11/13

Join the Santa Cruz County Regional Transportation Commission to hear updates related to The Zero Emission Passenger Rail and Trail Project.

The project proposes a new high-capacity passenger rail service on 22 miles of the Santa Cruz Branch Rail Line. The project also includes 12 miles of Coastal Rail Trail Segments. The events will cover project funding, ridership approaches, stations, bridge structures, noise impacts, and more. Participate in the in-person events on November 12 and 13, or visit the **Virtual Open House** at any time.



### COMMUNITY WORKSHOPS

#### YOU'RE INVITED!

The RTC is hosting Community Workshops to share Milestone 3 project updates including alignment options, funding opportunities, ridership modeling, stations and noise impacts.

**Join us at one of our upcoming in-person Community Workshops to learn more and ask questions!**

#### MEETING DETAILS

##### South County

**Tuesday, Nov. 12, 6-7:30 p.m.**

Henry J. Mello Center  
250 E Beach St., Watsonville

##### North County

**Wednesday, Nov. 13, 6-7:30 p.m.**

Live Oak Community Center  
1740 17th Ave., Santa Cruz

*Presentation will begin at 6:15 p.m.  
followed by an interactive workshop.*

You can also participate by visiting our Virtual Open House at [ZEPRT.com](http://ZEPRT.com)!

Starting in early November, visit our Virtual Open House anytime to share your input.



## Santa Cruz Fire Department Takes on Movember!

Movember is here, and we invite you to join us in supporting this important cause! Movember is more than just growing mustaches—it's about promoting health and wellness. This movement focuses on addressing key health challenges, including mental health, suicide prevention, prostate cancer, and testicular cancer. By donating to our team page, you can help make a positive impact on these important issues. **Give now!**

**Support SCFD in Movember**

## Dispose of Political Yard Signs at City Locations

Because political and other yard signs don't belong in blue recycling bins, the City is offering two options for disposal:



**City's Corporation Yard**  
1125 River St.  
November 6–15  
8 a.m. – 3 p.m.

**City Resource Recovery Facility**  
605 Dimeo Lane  
Any Monday through Saturday  
7:30 a.m. – 3:30 p.m.

Most yard signs are made of mixed materials, including paperboard, corrugated plastic, and metal wire stands, that are incompatible with the recycling collection system. Some aren't accepted curbside because they're made of rigid plastic. Metal stands pose a serious problem in the City's recycling facility as they become tangled or jammed in rotating machinery.

Plastic signs and metal stands should be saved for reuse, delivered to the City's Resource Recovery Facility, or placed in the trash. Yard signs can be reused in many ways. For example, a local school or non-profit can attach a new message to promote an event. A quick internet search offers upcycle projects for corrugated plastic, including birdhouses and lightweight model airplanes.

For more information on what may and may not be placed in City of Santa Cruz blue recycling bins, visit **Public Works online**.



**More Info on City  
Recycling**

**Click here for PDF!**



City of Santa Cruz  
City Manager's Office  
809 Center Street  
Santa Cruz CA 95060  
santacruzca.gov  
831-420-5010

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