



You may have noticed a new look and format to this email in your inbox this week! We are excited to announce that we have switched to Constant Contact to send the City Manager's Weekly Updates. As always, please don't hesitate to contact us with any feedback. If you have any questions, please email Erika Smart, esmart@santacruzca.gov.






City-Wide Communications
Branding Quick Guide


Primary Colors




Crest
#193772



Lighthouse
#527293




Sky
#5094c3




Golden Hour
#ebb63c


Complementary Colors




Bay
#015f73



River
#079c96




Boardwalk
#541841




Monarch
#c89f1d


Neutral Colors






Midnight
#000000



Cloud
#f0f0f0



Fog
#f8f8e0

Typeface	Logo
<p>Lato (Main Font)</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789~!@#\$%^&*~</p>	 
<p>Lato Bold (Accent Font)</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789~!@#\$%^&*~</p>	

New Communications Tools on Citywide Team

We are excited to introduce the new **Communications** folder on the Citywide Team! This folder was created to give all staff easy access to important communications-related materials and project information. The first set of citywide shared information is related to our branding and how to consistently present a cohesive and professional image to the public. Please review these materials and incorporate them into your communications as appropriate. The Communications folder has a subfolder called **Branding** and it contains the following items:

- City Brand Book — Our brand guidelines, including our logo, color scheme, and tone of voice.
- Branding Quick Guide — Condensed version of the City Brand Book that provides a quick reference for common branding elements.
- PowerPoint Template — Baseline slide show for professional-looking presentations that align with our brand guidelines.
- Press Release Template — Our standardized format for press releases.
- Email Signature Template — New signature template to use in email.
- Out-of-Office Email Template — Template for email out-of-office message.

We are also excited to share that we just closed our request for proposals for rebranding services. While these resources we are sharing now support what we currently do and provide some guidance, they are a draft. We will be updating these resources and improving our citywide communications strategy in the coming months with the help of the expert communications firm that wins the work. More to come!

If you have questions, feedback, or requests for additional templates, please email Erika Smart.

Let's Celebrate with a Picnic in the Park

Let's celebrate Public Service Recognition Month—and our whole citywide team—with a picnic at London Nelson Community Center in Laurel Park! Join us on Wednesday, May 31, 2023 over lunch from 11:00 AM–1:00 PM for lunch, games, and a celebration of the huge impact that you all have on our community. [RSVP HERE!](#)



Wharf Environmental Impact Report Community Meeting

The Santa Cruz community is invited to attend a public meeting on Tuesday, May 30, 2023 on the recently released Partially Recirculated Wharf Master Plan Environmental Impact Report (EIR). Following City Council direction on October 11, 2022, staff will be presenting background on the Wharf Master Plan, including the vision, process, and extensive environmental analysis conducted for the Wharf Master Plan EIR. Participants are encouraged to provide feedback on revised sections of the EIR, including a newly completed analysis of potential recreational impacts from the plan.

Date: Tuesday, May 30, 2023
Time: 4:00 PM-5:30 PM
Join Zoom Meeting: <https://us06web.zoom.us/j/84821886337>
Meeting ID: 848 2188 6337
One Tap Mobile: +16694449171,,84821886337# US
US Toll-Free: 888 788 0099



More Upcoming Events for Affordable Housing Month

Affordable Housing Month is still going strong! Join us for more scheduled events. The Housing Authority of Santa Cruz County will host the Natural Bridges Apartments Groundbreaking on Tuesday, May 30, 2023 from 11:00 AM–12:00 PM to celebrate more affordable housing coming to Santa Cruz. For more information, the schedule of events, and links to partner agencies, please visit our [website](#).



1954 Graduation Ceremony for Santa Cruz High School

Civic Graduation Week

The Civic will have a full week of graduation ceremonies from May 22, 2023 through May 26, 2023. Specific dates effected will be Monday, May 22, 2023, Thursday, May 25, 2023 (with a street closure), and Friday, May 26, 2023. Please be aware that parking could be impacted. Congratulations to all the graduates!



Street Maintenance Preps for Summer

As Memorial Day is right around the corner and the weather is warming up, the Street Maintenance paint crew is preparing for summertime activity. Staff have been spending time on the Wharf repainting lines before the seasonal rush.



Facility Maintenance Painting Projects

On top of responding to emergencies and routine maintenance for all citywide facilities, staff have been assisting with numerous office painting requests.



Street Maintenance Uncovers Road From 1800s

The Street Maintenance road crew worked on Pine Place, off Locust Street. After exposing the roadway with a backhoe, they uncovered bricks from the original road built in the 1800s. The crew made the repairs and quickly installed concrete slurry to stop the sinkhole that was forming and paved over with asphalt.

Celebrate NATIONAL PUBLIC WORKS WEEK and NATIONAL BEACH SAFETY WEEK

4 Marine Safety Vehicles

Ribbon-Cutting donated by **HYUNDAI**

Thursday May 25, 12-12:50pm

12 pm BOOTHS!

- Lifeguards demo & instruct CPR!
- Learn beach safety tips
- Hear Jr. Lifeguard program details
- Play a hoop game to test your recycling IQ!

12:30 pm REMARKS!

Mayor Keeley
City & Hyundai Officials

Santa Cruz City Hall Courtyard
809 Center Street

SANTA CRUZ

cityofsantacruz.com

Ribbon Cutting for Marine Safety Vehicles

Join us for the Marine Safety Santa Cruz Vehicles Ribbon-Cutting on Thursday, May 25, 2023 at 12:00 PM at the City Hall Courtyard! We will be celebrating both National Public Works Week and National Beach Safety Week. At 12:00 PM you can visit booths where our Marine Safety Lifeguards will demonstrate and teach you CPR, and you can learn about Junior Lifeguards and beach safety tips. You can also test your recycling IQ! At 12:30 PM you will hear remarks from Mayor Fred Keeley, Fire Chief Rob Oatey, and Public

Works Director Nathan Nguyen. [Read more.](#)



Sycamore Grove Cleanup

Resource Recovery Collections assisted in the clean up of Sycamore Grove. This is a difficult area to access as can be seen in the photo above with the truck using Highway 9 to deliver and remove several large boxes on each of the cleanup days.

Traffic Engineering

May is [Bike Month](#), and with the beautiful spring weather this is the perfect time for you to get back on your bike! Did you know that we have 44 BikeLink bike lockers throughout Downtown Santa Cruz (including four at City Hall) that provide safe and secure bike parking? New [GO Santa Cruz](#) decals and signs are being added to the downtown bike lockers to increase visibility and provide information about the GO Santa Cruz program.

The downtown bike lockers have been recently upgraded and all are now compatible with BikeLink's mobile app (available for [iPhone](#) or [Android](#)) where you can see real-time locker availability and manage your bike locker rentals. All City of Santa Cruz employees are eligible to receive \$10 of FREE credit to use in the BikeLink app as part of our GO Santa Cruz downtown program.

Find more details online, and sign up to get your [free BikeLink credit](#).



City Hall Bike Lockers



Cedar Street Bike Lockers

[Click here for PDF!](#)



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