

CITY OF SANTA CRUZ

City Manager's Weekly Update

August 1, 2024

Santa Cruz Fire Department and BCycle Join Forces for "Know Before You Go" Beach Safety

The Fire Department and BCycle have joined forces to promote beach safety through the "Know Before You Go" initiative.



This partnership aims to keep visitors and tourists well-informed about local beach conditions and safety tips. BCycle has sponsored the Fire Department's ocean safety outreach program by designing and placing eye-catching decals on their bikes. These decals feature a QR code directing users to Safe Beach Day, a comprehensive resource offering valuable information about rip currents, cliffs, surf conditions, and more.

The site also includes details on special events and local amenities, making it an essential guide for anyone planning a day at the beach.

Currently, 50 of these bikes are spread out across the county, with plans to add more soon.

Safe Beach Day

Cowell Beach Celebrates Five Years Off Heal The Bay's "Beach Bummer" List

We're proud to share that Cowell Beach has been excluded from Heal the Bay's "Beach Bummer" list for the fifth consecutive year, as highlighted in

the 2023–2024 Annual Beach Report Card.

This milestone is the result of dedicated efforts by the Cowell's Working Group, which identified and managed pollution sources, notably birds near the Wharf.

Photo taken by Nikki Brooks



Read the Press Release



Fire Department Personnel Join Statewide Effort to Combat the Park Fire

As of Monday, July 29, the Santa Cruz Fire Department has eight personnel assigned to the Park Fire in Butte County. Currently, the Park Fire is the 6th largest in California history and the largest wildland fire in the US. Our teams are responsible for a range of firefighting efforts on the ground.

Our E3110 (downtown engine) is dedicated to structure protection (captured above on a resident's security camera driving up to the residence). Additionally, four personnel are assigned to overhead roles, including two Fireline Medics, a Field Observer, and a Safety Officer. They join 5,582 other firefighting personnel from across the state, diligently battling this historic fire.



Despite these out-of-county assignments, the Fire Department is maintaining our wildland engine and additional staffing in town, ensuring a rapid response to any wildland incidents that occur in Santa Cruz or our neighboring counties.

Learn About Wildfire Prevention

Join the Swift Street Block Party on August 2!



The businesses of Swift Street welcome you to their first-ever block party, a celebration of local businesses on the Westside, on Friday, August 2!

A ribbon cutting will feature Vice Mayor Golder to celebrate new Swift Street businesses Rove Goods, Rye Home Shop, and Companion Bakeshop.

Complimentary e-bike demos will be offered from 5 to 7 PM. Cat & Cloud and Illuminee will also join the party. Stop by for a ride and check out all that the Swift Street businesses have to offer!

West Cliff Update: Construction and Utilities Move Forward

The Granite team is making major progress at Bethany Curve Culvert! They're working on forming the retaining wall footing and installing galvanized rebar on the east side of the south wall.

PG&E started relocating their electrical utilities to clear the way for the culvert work. This work will continue through Saturday, August 3. With ongoing work on the infill walls, we're proud to report that the project is moving right along.



Stay Up to Date on West Cliff Progress

2024 Fall Activity Guide: Registration



Starts August 12!

The Fall 2024 Activity Guide features Parks and Recreation services, classes, after-school activities, special events, and programs between August and December. Our programs offer a variety of ways to make sure your Fall in Santa Cruz is filled with fun and enriching experiences. Check it out!

Registration begins Monday, August 12 at 8 AM. We have something for everyone in our community!

Get the Guide!

Thanks for Visiting, Assemblymember Pellerin!



We recently had the honor of hosting Assemblymember Pellerin and her staff for a tour of our wastewater treatment facility.

Last Tuesday morning, we shared insights into the wastewater treatment process and provided updates on the infrastructure upgrades currently underway.

Meet Our Tour Guide: Amanda Bird

Amanda is a Senior Wastewater Treatment Operator. In addition to helping us ensure the facility runs smoothly and that treated water is safely released into Monterey Bay, Amanda leads most of our facility tours.

Known for her charisma and sense of humor, she makes each VIP tour informative and entertaining with her endless



jokes and engaging style.

In her spare time, Amanda expresses her creativity through painting. Her artwork, "Monday Morning" (featured here), offers a stunning portrayal of the wastewater treatment facility on—you guessed it—a Monday morning. We appreciate Amanda's unique ability to blend technical expertise with a touch of humor and artistic flair!



San Lorenzo River Lagoon Culvert Project Update

Construction crews mobilized this week to finalize the San Lorenzo River Lagoon Culvert Project. The final phase of work, located near the trestle bridge, will continue over the next few weeks. Please note that we may need to close E Cliff Drive near where it turns to run parallel with Seabright Beach for a day or two to draw water from a nearby fire hydrant. A simple detour will be in place to minimize traffic disruptions.

Background

While most of the project's construction was completed in 2022, the installation of the final component was delayed due to unusually high river flows that summer, which would have compromised the project's integrity. Additionally, cliff failure from extreme weather events in January 2023 obstructed the nearly completed culvert.

Crews are now focusing on clearing the debris blocking the culvert and installing the final project components. We expect to complete the project by the end of the summer.



The San Lorenzo River Lagoon Culvert Project will provide a water height control system in the lower San Lorenzo River (also known as the Lagoon when the river mouth closes) to prevent minor flooding at the Boardwalk, along lower Ocean Street, and in the Beach Flats neighborhood.

The project should reduce or eliminate the need for mechanical breaches of the lagoon, ensuring better management of water levels and protecting nearby areas.

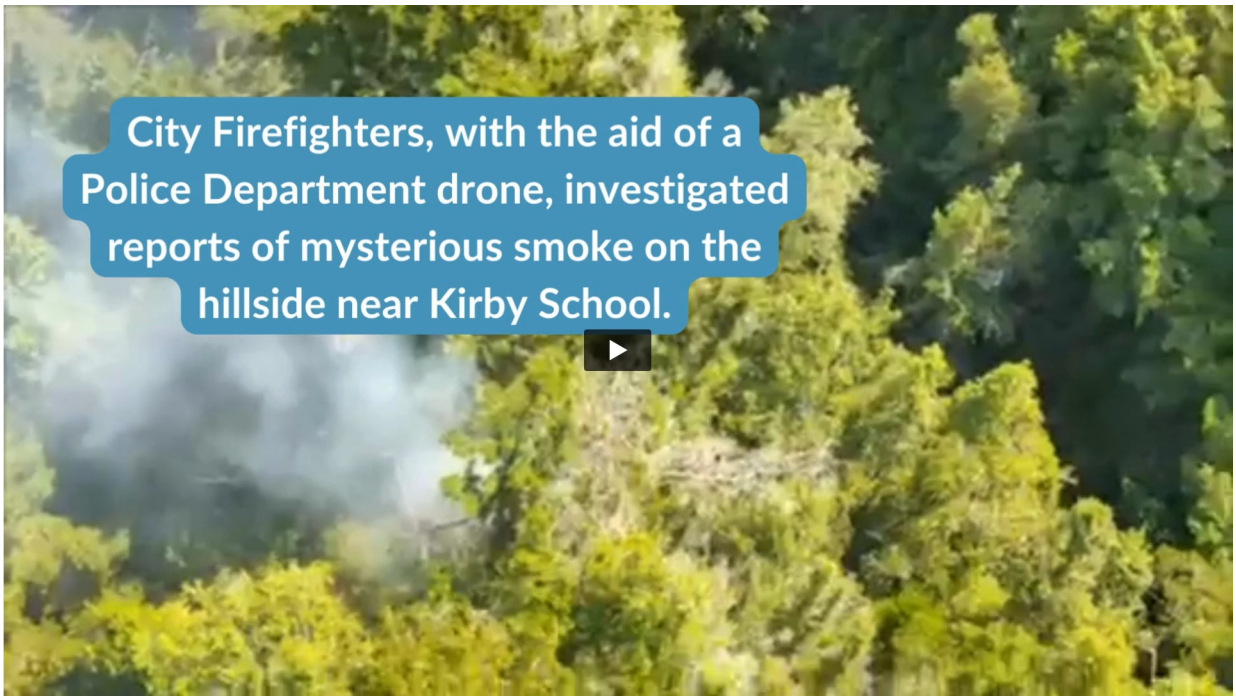
Learn More

Public Safety Highlight: Drone in Action!

On Friday, July 12, the Fire Department requested assistance from the Police Department to respond to multiple reports of smoke of unknown origin on the hillside near Kirby School.

A police officer certified in drone operation responded and deployed the department's drone. The drone quickly located the fire in the vast open space and utilized its thermal feature to assess its size. This crucial information allowed the Incident Commander to effectively order and deploy resources, successfully extinguishing the fire before it could spread or grow significantly. In the past, fire crews would triangulate locations based on caller information and then drive or hike to the suspected area, often causing delays in fire suppression.

Given the challenges of our open spaces and this year's demanding fire season, the drone program is a game changer. The quick response to this hillside fire highlights how the use of drones enhances community safety and makes our public safety responders more effective and efficient.





August 6th — Celebrate Community at National Night Out in Santa Cruz!

Get ready to celebrate community at National Night Out in Santa Cruz! Bring your family, friends, and neighbors to join us for an unforgettable evening filled with games, delicious treats, and exciting surprises.

Date: August 6, 2024
Time: 5:00 – 7:30 PM
Location: Kaiser Permanente Arena — 140 Front St, Santa Cruz, CA

Street parking is available around the arena. You can view a map of all DTSC parking options on our website. The Santa Cruzer shuttle will provide stops to and from Locust St. Garage, Del Mar Theatre, and Depot Parking Lot.

National Night Out will highlight the community strengths and collaborative efforts of local law enforcement, public safety personnel, city residents, businesses, and civic leaders to promote and support strong community relationships. Enjoy activities and learn about City programs, partnerships, and initiatives contributing to a safer and more connected community.

More Details



Front-Spruce-Pacific Sewer Rehabilitation Project is Making Progress

Construction for the Front-Spruce-Pacific Sewer Rehabilitation Project is progressing smoothly. The work is on schedule and will wrap up in mid-September.

This project is crucial for maintaining our infrastructure and ensuring reliable sewer service and wastewater treatment for our community.

Project Details

Graffiti Abatement Program Removed 4,500 Tags Last Fiscal Year



In 2003 the Redevelopment Agency (now known as the Economic Development and Housing Department) established a Graffiti Abatement Program using volunteers and a private contractor to remove graffiti.

Over the years, the number of graffiti removal reports increased, and it became more cost-efficient to contract out graffiti abatement services. Since 2006, Economic Development and Housing, Parks and Recreation, Public Works, and the Water Departments have contributed funds for graffiti removal services.

Between July 2023 and June 2024, the City's contractor removed over 4,500 graffiti tags!

You can report graffiti on public and private property through the following methods:

- Call the Graffiti Hotline at (831) 420-5303
- Email graffiti@santacruzca.gov
- Report it through our Community Request for Service Portal

Visit our website for more information about the City of Santa Cruz Graffiti Abatement Program, volunteering, and other resources.



A Final Plastic Free July Biz Highlight: Café Delmarette

As Plastic Free July wraps up, we're spotlighting Café Delmarette, a leader in sustainable restaurant practices in Santa Cruz.

Since opening in 2009, owners Fred, Jen, and Elaine have championed eco-friendly initiatives, such as encouraging customers to go "topless" by skipping lids on to-go coffee cups and using plastic-free products for takeout.

Their commitment to sustainability inspires us to reduce waste year-round, not just during Plastic Free July. Read more about their inspiring journey in Lookout Santa Cruz.

Read the Lookout Article

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