

# City Manager's Weekly Update

May 6, 2022

## City Manager's Office

### Sidewalk Vending

The City's new sidewalk vending ordinance will go into effect on Friday, May 13. Vendors will now need to have a sidewalk vending permit (\$30 each year) to be a stationary or roaming sidewalk vendor in the City of Santa Cruz. Sidewalk vending will no longer be allowed on Beach Street from April 1 – October 31 each year.

Vendors selling in city parks or on Pacific Avenue will need a Parks Vending Permit (\$50 each year) and a reservation for demarcated spaces along Pacific Avenue and in certain parks where vending is permissible. Proof of reservation must be posted on the vending display device. The public can call (831) 420-5270 for more information.

Sidewalk vending is prohibited year-round at city beaches, open spaces, natural, and scenic areas (which include Arana Gulch, Pogonip, Moore Creek, the San Lorenzo Riverwalk), West Cliff Drive pedestrian pathway, Santa Cruz Wharf, and the Beach Street Promenade Deck.

The Planning and Community Development Department will now offer a one-stop shop for permitting. They will be adding counter hours next week to assist vendors in securing permits before Friday enforcement begins. Hours are:

Friday, 5/6 | 8 a.m.-12 p.m. by appointment; 1-3 p.m. for walk-ins

Monday – Thursday, 5/9-5/19 | 8 a.m.-12 p.m. and 1-3 p.m. by appointment

Friday, 5/13 | 8 a.m.-12 p.m. by appointment; 1-3 p.m. for walk-ins

Kudos to the dedicated employee team who have been working to quickly implement this new initiative since Council approved it on April 12!

## Economic Development

### Business Development | Santa Cruz County Small Business Summit



Economic Development Business Development team, Santa Cruz Small Business Development Center (SBDC) and Events Santa Cruz partnered to host the Santa Cruz County Small Business Summit on Friday, April 29 at the Museum of Art and History and surrounding businesses. The main objectives of the event were to connect small business owners county-wide to share tips, tools and resources, ranging from business owners' experiences to partner organizations sharing current programs and resources.

The event was well attended with over 150 participants. The Summit contained interactive sessions to help small business owners navigate the marketplace to increase their exposure, grow their business, and boost profitability. Speakers included Keynote Angelo DeBernardo, Jr., EVP Chief Lending Officer of Santa Cruz County Bank, regional stakeholders and local business owners. Participants attended sessions in various locations, including surrounding small businesses that volunteered their space. The event's tone was one of collaboration and growth through valuable in-person connections.



## Housing Development & Preservation | May is Affordable Housing Month

At the April 26 City Council Meeting, Mayor Brunner proclaimed May 2022 as Affordable Housing Month in the City of Santa Cruz! The City has been annually celebrating Affordable Housing Month during May since 2020. This year the City is releasing a Quick Guide to affordable housing events in and around the Santa Cruz area. For more information, visit [cityofsantacruz.com/affordablehousingmonth](http://cityofsantacruz.com/affordablehousingmonth).

# AFFORDABLE HOUSING MONTH

## 2022

---

**IN-PERSON EVENTS:**

<b>Affordable Housing Self-Guided Bike Tour</b> Santa Cruz-Available ALL Month	Tour map linked on City Website
<b>Affordable Housing Month Kick Off</b> Aptos-May 1st 2-4pm	See Housing Santa Cruz County link
<b>Affordable Homecoming</b> San Mateo-May 6th 5-7pm	RSVP at <a href="http://www.hlcsmc.org">www.hlcsmc.org</a>
<b>Advancing Innovative Housing</b> Redwood City-May 10th 5-6pm	RSVP at <a href="http://www.hlcsmc.org">www.hlcsmc.org</a>
<b>Groundbreaking (1500 Capitola Rd)</b> Santa Cruz-May 11th 11am-12pm	See Housing Santa Cruz County link
<b>Habitat for Humanity Monterey Bay Open House (Rodeo Creek Court)</b> Santa Cruz-May 11th 4-6pm	RSVP on Eventbrite
<b>Affordable Housing Projects Groundbreaking (Pacific Station South &amp; Cedar Street Apartments)</b> Santa Cruz-May 19th 11am-12pm	RSVP to <a href="mailto:housing@cityofsantacruz.com">housing@cityofsantacruz.com</a>
<b>Grand Opening of Arroyo Green</b> Redwood City-May 25th 11am-1pm	RSVP at <a href="http://www.hlcsmc.org">www.hlcsmc.org</a>

**VIRTUAL EVENTS:**

<b>Affordable Housing Finance 101 Class</b> <b>Housing Choice Voucher Program Webinar</b> Available ALL month	Virtual Recording linked on City Website
<b>Mythbusting Affordable Housing Costs Part 2</b> May 12th, 1-2pm	Virtual Recording linked on City Website
<b>Affordable Housing for the Next Generation</b> May 17th, 5-6pm	<a href="http://www.hlcsmc.org">www.hlcsmc.org</a> for details
<b>Tackling the Challenge of Producing Deeply Affordable Housing</b> May 19th, 5-6pm	<a href="http://www.hlcsmc.org">www.hlcsmc.org</a> for details

**For more event information:**  
 Visit the City of Santa Cruz Affordable Housing Page for all relevant links above.  
<https://www.cityofsantacruz.com/affordablehousingmonth>  
<https://www.housingsantacruzcounty.com/affordable-housing-month>  
<https://hlcsmc.org/events/affordable-housing-month/>

## Parks and Recreation

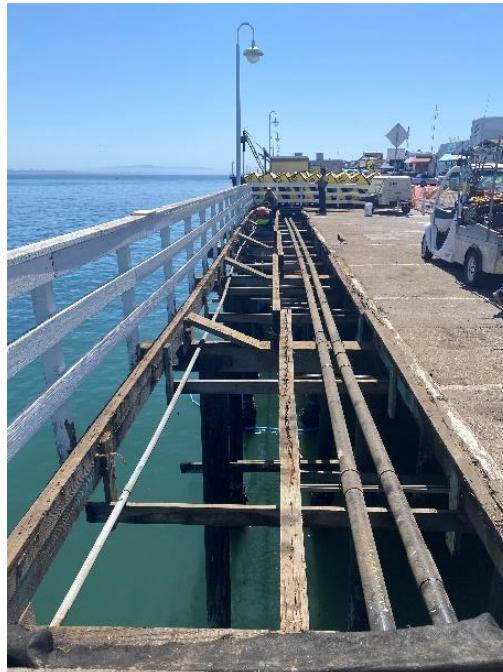
### Parks Maintenance Crews Getting it Done!

The Park maintenance teams are extra busy this time of year keeping the parks clean, accessible and safe. Lots of work going into mowing, raking, weeding, mulching, fixing, washing, whipping, inspecting, painting, irrigation and more! The team is shown here mowing ball fields at Harvey West Park! Other specific projects are repairing irrigation lines at Ocean View Park and refreshing the mulch at Garfield Park. It is a great time to get out to the parks and take a picnic, play some games, walk the dog, read a book, exercise and get some fresh air!



### Santa Cruz Wharf Crews are Ready for Summer!

To celebrate Earth Day, the Wharf crew installed a sign provided by Mission Hill Middle School students. The students created the sign based on field trips to Cowell Beach; they participated in beach clean-ups and recorded their findings. They hope that the sign will encourage visitors to pack their trash and help preserve the beach for future generations!



The Wharf Construction Crew continues working on rebuilding the sidewalk from Venture Quest Kayaks to SC Boat Rentals! The Crew is also preparing to install Public Landing #1 for all to enjoy, including the sea lions! The Wharf Maintenance Crews are getting ready to install the colorful pennant flags and the streetlight banners for summer and continue on the perimeter fence project! So far, the Crew has made improvements to over 3,365ft of perimeter fence!

## Public Works

## Public Works Week Construction Tours

National Public Works Week fast approaches! Please celebrate with us by joining one of our lunch hour construction tours!

On Tuesday, May 17, Associate Professional Engineer Miguel Lizarraga will lead a tour of the West Cliff Path Storm Damage Repair Project. Community members should meet on the bluff side of West Cliff Drive at Swanton Avenue.

On Wednesday, May 18, Senior Civil Engineer Josh Spangrud will lead a tour of the Highway 1/9 Intersection Improvements Project. Community members may park in the Ross Store parking lot, then walk to meet on the sidewalk on the southeast project corner.

On Thursday, May 19, Senior Civil Engineer Steve Wolfman will lead a tour of the Trevethan Avenue Storm/Sewer Project. Community members should meet at the intersection of Marnell and Melrose avenues.

We hope to see you soon! Meantime, read more about these projects [here](#).

## Resource Recovery

The Waste Reduction Division will be hosting an on-site secure Paper Shred event on Saturday, May 14, starting at 9 a.m. in the City Hall Parking Lot at Chestnut and Church. Maximum 3 standard size banker boxes (10"x 12"x 15") per City of Santa Cruz household. The Shred

event lasts until 1 p.m. or until the truck is full, whichever comes first.



NATIONAL PUBLIC WORKS WEEK MAY 15-21

## Want to Tour a Construction Site?

CITY PROJECT TOURS 12:30 to 1:30 pm

Tues, May 17	Wed, May 18	Thurs, May 19
 Tues, May 17 West Cliff Storm Repair Project Meet on bluff side of West Cliff Drive at Swanton Ave	 Wed, May 18 Highway 1/9 Intersection Improvements Project Park in Ross lot and walk to sidewalk SE project corner	 Thurs, May 19 Trevethan Avenue Storm/Sewer Project Meet at intersection of Marnell Ave and Melrose Ave

Youth under 18 must be accompanied by an adult

cityofsantacruz.com/publicworks



With more good weather in sight, the Cell 3B project has restarted and is in full swing.

## Engineering

Construction is ongoing for the West Cliff Storm Repair Project. The Contractor has begun to drill, install rebar cages and pour concrete for the 21' deep CIDH (Cast-in-place Drilled Hole) piers. Construction will continue until all thirteen CIDH piers are poured. The next construction item will be pouring the grade beam that connects the tops of all thirteen piers. This project is anticipated to be completed by mid-July.



## Parking Services

Parking Maintenance staff diligently tend to our Downtown streets to keep them clean and safe for the public. This week the team utilized multiple types of scrubbing equipment and performed garbage pick-up and leaf blowing, and the results have been outstanding. Their dedication resulted in the ability to clean all of Pacific Avenue within two days, allowing them to target side streets, making the entire Downtown District clean and welcoming to residents and tourists alike.

## Wastewater Treatment Facility

The construction contractor for the Pure Water Soquel project is installing plumbing that will transfer filtered water from the new facilities to the existing #2 Water Tank. The 8" pipe is being constructed above ground wherever possible. Given the long Wastewater Treatment Facility history, there is a complex network of pipes and conduits under the existing pavement. Much of this is in active use, with some disused and abandoned in place.

Mounting the new #2 Water plumbing above ground avoids the need to dig around older infrastructure. Having the pipe accessible will also greatly simplify any future changes or needed repairs.



## Water

We received very good news this week from the Department of Water Resources (DWR). Local water agencies were awarded \$7.6 million to support implementation of local Groundwater Sustainability Plans. Santa Cruz's portion of the pie will be about \$2 million to support the construction of a new well in the mid-county basin. In addition, almost \$2 million is provided for groundwater and hydraulic modeling work to be used by Santa Cruz and Soquel Creek Water District in designing and optimizing operations of Pure Water Soquel and Aquifer Storage and Recovery efforts in the basin.



We recently conducted a public opinion poll about water supply. The results were presented to the Water Commission at their meeting Monday night. One of the questions asked respondents to provide an overall job rating for the Department. We are very gratified that 71% of respondents rated us as doing an “excellent or good job.” Of that 71%, 61% cited “providing good customer service” as the top attribute for their rating. We know how hard it is to get ratings that good, yet we weren’t surprised by them. Our customer service staff are top-notch: professional, with a generous dose of compassion and a dash of humor to keep things lively.