



City Manager's Weekly Update

City of Santa Cruz

April 10, 2023

Sidewalk Vending Enforcement Expands on April 1, 2023

The new season for sidewalk vending enforcement began on Saturday, April 1 and continues through October 31. Vending on Beach Street is strictly prohibited during this time. Proactive weekend enforcement will occur on Pacific Avenue and the Beach Street side streets. Permits needed to engage in sidewalk vending within City limits are available at the Planning and Community Development Department counter in City Hall Annex Room 101, Monday through Thursday, 7:30 AM to 11:30 AM. Additional permits needed to vend on Pacific Avenue are available at the Parks and Recreation Department. The Code Compliance Division will be working in conjunction with the Parks and Recreation Department, the Police Department, the Parking Division, and the County Environmental Health Department. Together, these teams will monitor the selected proactive areas while assisting and educating the public throughout the season. For more information regarding sidewalk vending, visit the City of Santa Cruz's sidewalk vending [webpage](#).



Summer Activity & Camp Registration Open Now

The Summer 2023 Activity Guide is now online in both English and Spanish! The Guide has all the information you need about Summer Camps at Harvey West Park, Junior Guards, and all your favorite classes and camps.

We are excited for Little and Junior Guards programs at Cowell Beach this summer. The program will offer both morning and afternoon sessions. Prior participants who are City of Santa Cruz residents, will have priority registration. Check for special registration times [online](#).

Summer Camps at Harvey West are always a hit! Our camp programs will provide all the fun arts and crafts, games,

activities, outdoor activities, and growth experiences that we're known for.

Beach Baseball Camp, Skatedogs Skateboard Camp, and all the favorite art, science, dance and LEGO classes are ready to rock this summer. There truly is something for everyone!

Super Saturday Online Registration begins Saturday, April 15 at 8:00 AM for City residents and 10:00 AM for non-residents. The London Nelson Community Center will have computers and staff available to help the community on Super Saturday between 8:00 AM - 12:00 PM. To register online or to create an account, visit [CityOfSantaCruz.com/Register](#).



San Lorenzo Park is Open!

Parks & Recreation

The Community Parks Division of the Parks Department is happy to announce that San Lorenzo Park is now open to the public. While there is still a lot of restoration work to be done, the Department got together and mowed, trimmed, and cleaned the park. We are in the process of repainting the snake (or sea serpent, to some) with a local artist and the "Friends of San Lorenzo Park," who have been great volunteers! Earth Day at the park is scheduled for Saturday, April 22, 12:00 - 5:00 PM. Come out to enjoy the festivities! We hope this is the first of many events we will be hosting at the park after its re-opening.



Banner & Park Sign Refresh

Parks & Recreation

Did you know that the Parks & Recreation team works with local vendors and promotes local events through our Downtown banner program? Lots of new banners are popping up along Pacific Avenue this spring. Keep an eye out for the banners while on Pacific Avenue for upcoming events! Parks is also busy renovating our long-standing feature signs at many of our parks. The most recently completed sign is up at West Lake Park.



Teen Center Job Fair

Parks & Recreation

On Wednesday, April 12, the Santa Cruz Teen Center will hold their Annual Job Fair in Laurel Park. Not only will students have the opportunity to meet local employers who hire teens, they can also attend a resume writing workshop and practice interview skills. Additionally, employers who are unable to attend will have paper applications on hand with Teen Center staff available to assist teens in filling them out. Past employers who have attended include City of Santa Cruz, Starbucks, Santa Cruz Warriors, Woodstock Pizza, Mystery Spot, Sun Shops & the Santa Cruz Seaside Company just to name a few. The event will be held from 2:00 - 5:00 PM.



Historias de Cultura: Oaxaca en Santa Cruz | Comida, Medicina, and Música

On Sunday, April 16, from 10:00 AM - 4:00 PM is Vive Oaxaca Guelaguetza, an authentic cultural festival with food, music, dance, music, and crafts presented each spring by Senderos. This local festival is like the traditional fiestas celebrated each summer in Oaxaca, Mexico. Guelaguetza is a Zapotec word that means, "a commitment of sharing and cooperation." In Santa Cruz, Guelaguetza is a celebration that honors the gods for sufficient rainfall and a bountiful harvest.

FREE - Sunday April 16, 10:00 AM - 4:00 PM
840 N. Branciforte Avenue, Santa Cruz, CA

Learn more at on the Senderos website.



Welcome New Downtown Business, Mad Yolks!

Business Development

Last week, the Downtown Association hosted a ribbon-cutting for the Grand Opening of Mad Yolks, attended by community members, nearby businesses and Economic Development's Business Liaison.

Mad Yolks is a new concept brunch spot, serving up delicious and unique breakfast sandwiches, along with refreshing drinks. Driven by a shared love for breakfast and a strong background in food service operations, owners Henry and Peter Wong serve up creative breakfast sandwiches with house-made brioche buns and sauces. Their specialty grade matcha teas and fresh juices round out the rich breakfast options, creating a compelling combination as the newest addition to the Downtown Santa Cruz food scene.

Celebrate Earth Day + CAP 2030 Adoption on April 20, 2023

Join City staff and the community for a quick, inspiring tree planting event at City Hall near the flag pole on Thursday, April 20, 2023 at 1:30 PM. We'll be celebrating the adoption of the Communitywide Climate Action Plan 2030! You can also explore ways to up your climate action game by visiting the Resilient Santa Cruz [website](#). Prizes for employees will be given out weekly through Earth Day!



Children's Fund Oversight Committee

The Children's Fund Oversight Committee held its first public meeting on March 30th, 2023. This Committee is charged with appropriating funds from Measure A, Santa Cruz Childrens Fund, which allocates 20% of revenue generated by the Cannabis Business Tax to youth and early childhood development programs and services. The Committee is comprised of representatives appointed by the City Council from various youth organizations and a councilmember. The Committee reviewed and proposed amendments to the bylaws, which will be coming to the Council for consideration on April 25th. In addition, two appointees have resigned, creating vacancies that the City Council will fill at the April 25th Council meeting. The next meeting is scheduled for May 4th. The Committee will consider appointing a chair and vice chairperson and forming an Ad Hoc Subcommittee to develop criteria for the application and awarding of funds to meet the goals of Measure A.



Public Works Updates

Environmental Compliance

Our Environmental Laboratory has been formally recognized as an "Early Adopter" of the National Institute of Health's standards for laboratory certification by ELAP (Environmental Laboratory Accreditation Program). High standards not met by most municipal laboratories in the State dictated the necessary mergers of many labs in the State and the closure of others. The City embarked upon the transformation of the wastewater lab to certified professional levels with higher quality processes and personnel. Our lab is now capable of servicing the community's tremendous environmental and public (non-clinical) needs for now and the foreseeable future.

Transportation Engineering

About 70 community members attended our West Cliff Community Conversations webinar last Thursday. The video recording and transcribed questions and answers are available here: [www.cityofsantacruz.com/westclifftrafficcontrols](#).

Resource Recovery

Earth Day returns to Santa Cruz on Saturday, April 22, 12 - 4 p.m., at Cooper Street, Abbott Square and the MAH in downtown Santa Cruz! This free family-friendly event promotes environmental stewardship, healthy living, and sustainability. There will be performers, live music, eco-minded exhibitors, arts and crafts, interactive youth activities, and more. Read the details here. We look forward to seeing you there!

Street Maintenance

When neighbors reported the roadway rising on Acadia Avenue, our Streets crew dug out the road and discovered clay, which had caused the hazardous formation. The crew dug out the clay, replaced it with base rock and slurry, and then poured a layer of asphalt. The Street Maintenance team upgraded the striping on Baldwin Street in an effort to prevent cut-through traffic at the median. Street Maintenance staff also reinstalled signs and barricades on West Cliff Dr. Over the weekend, barriers and signs were moved or missing altogether. Barricades are placed there for the community's safety as West Cliff eroded rapidly with the January storms.

Facility Maintenance

After a few years of troublesome leaks and a core test showing that the existing roofing system had completely failed, the Facility Maintenance team hired a contractor to replace the roof on Fire Station 2 on Soquel Avenue.



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