



City Manager's Weekly Update

October 4, 2024

City of Santa Cruz Receives \$2 Million to Support Homelessness Response Programs

Thanks to the efforts of Senator John Laird, Speaker of the Assembly Robert Rivas, and Assemblymember Gail Pellerin, the City of Santa Cruz is set to receive \$2 million to support homelessness response programs within the city.

This vital funding from the state will enable the City of Santa Cruz to continue its successful work addressing homelessness.” said Senator John Laird. “We could not allow the progress made by the city on its homelessness response efforts to come to a halt. I am grateful for the partnership of Speaker Rivas and Assemblymember Pellerin in helping to achieve what initially seemed impossible during this precarious budget year.”

Since 2022, City shelter programs have provided shelter for approximately 748 people and helped over 160 people into more stable housing, contributing to a 36% decrease in homelessness over the past year in the City of Santa Cruz, as demonstrated by the 2024 Annual Point in Time Count.

36%

**Decrease in
Homelessness
Since 2022**

**\$2
Million
to Support
Homelessness
Response**

Homelessness Response Efforts Covered in September Presentation Available Online Now

[On September 17, City staff hosted a presentation](#) and discussion on the City's Homelessness Response programs, outreach efforts, and outcomes. An audience Q&A followed the presentation. Topics included:

- Homelessness Response Strategic Plan
- 2024 Point-In-Time Count, which shows a significant reduction in homelessness
- Federal and state news on homelessness
- Future homelessness response plans

Learn More!

Health In All Policies — Local Leaders Pursue the Integration of Framework to Promote Social Equity

On Wednesday, October 9, from 2:00 – 3:00 PM, Santa Cruz City Councilmembers Sonja Brunner, Shebreh Kalantari-Johnson, and Martine Watkins will introduce the Health in All Policies initiative via a webinar.

"In Santa Cruz, local government officials believe that community well-being is not simply influenced by individual choices but by the interactions of many factors, including the decisions and policies of local government. Learn from officials about the adoption and integration of a Health in All Policies (HiAP) framework, its role in addressing disparities, and its potential for promoting social equity. Participate in an interactive Q&A session where we delve into strategies for cultivating healthier communities statewide. Gain valuable takeaways including tools and local government's operations to identify where the pillars of equity, health, and sustainability are evident or lacking, including specific departments, actions, and potential opportunities for improvement. "

**Register
Now!**

Santa Cruz Eastside/Midtown Public Survey

**What improvements would
you like to see in the
Eastside/Midtown area?**

Take the survey!



¡Haga la encuesta!



Help Shape the Future of the Midtown/Eastside Business Corridor

The City of Santa Cruz recently began the process of assisting business and property owners in assessing the possibility of forming a Property-based Improvement District or a Business Improvement District for the Eastside/Midtown area. Community Strong Strategies and KLI will facilitate this process.

Recently, two public meetings were held for business and property owners of the district to determine what services were most important and what the service area would be. Business and property owners can contribute their input by taking [this survey online](#). Are you a resident of the Midtown/Eastside area? Let us know the improvements you'd like to see by [taking the resident survey online](#).

**Take the Business
Survey**

**Take the Resident
Survey**

Leila Mottley and Ayo Banjo in Conversation at

the Resource Center for Nonviolence

Santa Cruz Public Libraries invites the community to join this powerful conversation with Leila Mottley, best-selling author of the novel *Nightcrawling*, and community activist Ayo Banjo at the Resource Center for Nonviolence on Saturday, October 19, at 2:00 PM.

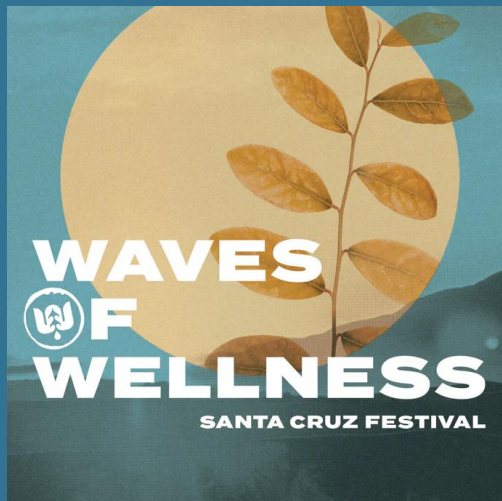
Author Leila Mottley was born and raised in Oakland, where she continues to live. In 2018, Mottley was recognized as Oakland Youth Poet Laureate. Her debut poetry collection, *Woke Up No Light*, was published on April 16, 2024.



Copies of the book

Nightcrawling will be available for sale and signing at the event. This event is made possible by the generous sponsorship of the Friends of the Capitola Library. Additional sponsors include the Resource Center for Nonviolence, the NAACP Santa Cruz, and Santa Cruz Black. Space is limited, and **prior registration is required to attend.**

Register to Attend!



Downtown Santa Cruz Celebrates Waves of Wellness

On October 19, you're invited to a transformative day in downtown Santa Cruz, where your wellness journey takes center stage. The Waves of Wellness Festival celebrates health, vitality, and community.

Waves of Wellness
Saturday, October 19, 11:00 AM – 3:00 PM
Downtown Santa Cruz — Pacific Avenue, Cooper Street, and Abbott Square
Free Admission

Including more than 27 local businesses, at Waves of Wellness, you'll have the chance to explore various holistic experiences designed to nurture your body, mind, and spirit. Whether you're seeking balance in the Flow Zone, relaxation in the Zen Zone, or energy in the Vitality Zone, this festival offers something for everyone. You'll connect with experts, discover new wellness practices, and walk away feeling rejuvenated and inspired.

Join us and experience a positive ripple effect—where the well-being you gain will spread joy and energy to everyone you encounter.

Learn About Waves of

City Begins Storm Damage Repairs at South End of Santa Cruz Wharf to Restore Safety & Stability

The City of Santa Cruz Parks and Recreation Department and Power Engineering Construction Company have begun repair work at the south end of the Santa Cruz Wharf. Substantial completion of the work is anticipated by March 2025.

The south end of the Wharf closed after powerful storms in December 2023 and February 2024 caused significant structural damage, including the destruction of critical support piles. To ensure public safety, the City closed the affected area and is now moving forward with a comprehensive repair and reinforcement project.



The project consists of the following elements: demolition of the Dolphin Restaurant and its associated enclosed patio; removal and disposal of damaged piles; installation/replacement of damaged or missing piles; and installation/replacement of associated structural members, mechanical connectors, and decking.

These efforts will address the existing damage and enhance the wharf's structural integrity. For questions, please contact Norm Daly at (831) 420-5270 or ndaly@santacruzca.gov.

Competition & Camaraderie at the 32nd Annual Aloha Outrigger Races at Santa Cruz Wharf!

We had a fantastic day filled with excitement, community spirit, and fierce competition at the 32nd Annual Aloha Outrigger Races! A huge thank you to everyone who participated, cheered on the teams, and helped make this event a success. Congratulations to all our winners!

Outrigger Canoe Race Results:

Women's Division:

- 1st Place: Dragons
- 2nd Place: Aloha Every Day
- 3rd Place: Santa Cruz 841
- 4th Place: Otter Nonsense



CoEd Division:

- 1st Place: Two Mayors and Sum Utta Kine
- 2nd Place: Lolo Ho'aloa
- 3rd Place: Santa Cruz Hostellers
- 4th Place: Sugar Beach

Men's Division:

- 1st Place: Wotter 841
- 2nd Place: The B-Shifters
- 3rd Place: Mai'i Pua'a
- 4th Place: Kowabunga

A special thank you to the Pu Pu O Hawai'i Outrigger Club and the Santa Cruz Outrigger Club for their collaboration with the City of Santa Cruz Parks and Recreation.



Ask-A-Lawyer Series

Welcome to Housing and Economic Rights Advocates' (HERA) Ask-A-Lawyer Series! On the Third Thursday of the month, from 12:00 p.m. to 1:30 p.m., HERA will provide legal rights workshops with the Santa Cruz Law Library on a variety of topics.

**October
17th**

**Tenants Rights to
Habitable Housing**

**November
21st**

**Tenants' Rights to Reasonable
Accommodation**

**December
19th**

Student Loan Debt Rights

**January
16th**

Topic To Be Decided

**Location: Santa Cruz Law Library
701 Ocean Street, Room 70
Santa Cruz, CA 95060**

**Registration is required ahead of time.
Please contact HERA at: (510) 271-8443 to register.**

HERA

housing and
economic
rights advocates

Housing and Economic Rights Advocates is a non-profit law office based in Oakland, California, that provides free legal services statewide. Check us out at www.heraca.org

Thank you to the Law Library, Self-Help Center, and to the City of Santa Cruz for making this possible.

Upcoming HERA Ask-a-Lawyer Workshops

Housing and Economic Rights Advocates (HERA) has scheduled a series of Ask-a-Lawyer Workshops on the third Thursday of the month from October 2024 through January 2025. Registration with HERA is required ahead of time. Please call 510-271-8443 to register. The workshops will be held from 12:00 PM – 1:30 PM at the Santa Cruz Law Library, 701 Ocean Street, Room 70, Santa Cruz, CA.

October 17

Tenants' Rights to Habitable Housing

November 21

Tenants' Rights to Reasonable Accommodation

December 19

Student Loan Debt Rights

January 16

Topic to be decided

HERA is a non-profit law office based in Oakland, California, that provides free legal services statewide. Thank you to the Law Library and the Self-Help Center for partnering with HERA and the City of Santa Cruz to make this possible.

**Visit the HERA
Website**



OCTOBER

IS BREAST CANCER AWARENESS MONTH



GEAR UP IN SANTA CRUZ POLICE PINK PATCH MERCH WHILE SUPPLIES LAST!

LARGE PATCHES \$10
SMALL PATCHES \$5
BLACK BASEBALL HATS \$20
PINK BASEBALL HATS \$25
WOMEN'S TANK TOPS \$20
WOMEN'S BASEBALL SHIRTS \$15
WOMEN'S T-SHIRTS \$10

CONTACT JODI MULLOY AT 831-420-5813, EMAIL JMULLOY@SANTACRUZCA.GOV, OR COME BY THE PD LOBBY
MONDAY THROUGH THURSDAY, FROM 9:00 AM TO 4:00 PM.

WE CAN TAKE CASH OR MAJOR CREDIT CARDS. (NO CHECKS, PLEASE)

100% OF THE PROCEEDS BENEFIT A LOCAL NONPROFIT FOR BREAST
CANCER EDUCATION, EARLY DETECTION, AND TREATMENT.

[Click here for PDF!](#)



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