

CITY OF SANTA CRUZ

City Manager's Weekly Update

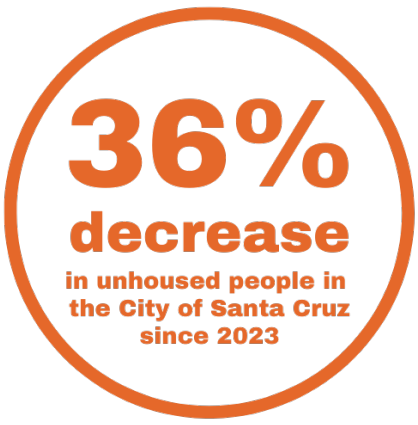
August 16, 2024

City of Santa Cruz Awarded $500,000 in HCD Funding for Local Eviction Prevention

The California Department of Housing and Community Development (HCD) recently announced that the City of Santa Cruz was awarded $500,000 to support a local eviction prevention and rental assistance program. These eviction prevention efforts are anticipated to serve up to 80 low-income households in the City of Santa Cruz.



The City of Santa Cruz will collaborate with the Community Action Board of Santa Cruz County, Inc. (CAB) to manage and administer these funds. CAB will provide direct services to persons at risk of homelessness, including housing stabilization, eviction prevention, rental assistance, and rapid rehousing services.



The City of Santa Cruz is one of nineteen Prohousing Communities in California to receive a share of $15.3 Million in Incentive Grants. The Prohousing Designation Program (PDP) administered by HCD recognizes cities and counties that demonstrate a commitment to enacting proactive policy changes and providing incentives and support to break down barriers to housing development.

Since 2023, the City of Santa Cruz's population of unhoused citizens has decreased by 36%. From 2022–23, the unhoused population in the City decreased by 29%.

Visit the City of Santa Cruz's Homelessness Response page to learn more about our programs. Visit HCD's website to learn more about the Prohousing Designation Program and the Prohousing Investment Program.

Learn More



Welcoming Our Sister City Delegation From Shingu, Japan

Last week, Santa Cruz welcomed a student delegation from our Sister City, Shingu, Japan. In partnership with the Sister Cities Committee, the City hosted a special welcome event at City Hall to kick off their visit.

During their stay, the students had an exciting week exploring the City of Santa Cruz and immersing themselves in local culture. They also spent time at the London Nelson Community Center, where they worked on honing their table tennis skills, learning salsa and line dancing, and practicing language exchange with residents.

This visit provided a wonderful opportunity for cultural exchange and deepened the bonds between Santa Cruz and Shingu. We look forward to continuing our meaningful partnership with Shingu in the future.

Celebrate the San Lorenzo River at River Jam!

On Saturday, August 24, the Coastal Watershed Council will be hosting River Jam, a celebration of art, community, and the San Lorenzo River! This family-friendly event will feature art activities, an upcycle and sustainable art market, live music, river habitat tours, and more. River Jam will be held from

12:00 noon to 3:00 PM at 107 Dakota Ave in Santa Cruz. Biking is encouraged, and a bike valet will be provided by Bike Santa Cruz County.



Come enjoy live music by Mothership Connection and Flaco El Jandro. Bring fabric or paper items to print with river-themed linocut stamps by Their Colors. Savor delicious food by Areperia 831. Meet Coastal Watershed Council staff and learn about river habitat restoration and other programs along the San Lorenzo River. Don't miss this chance to connect with other river lovers, win fun prizes, and celebrate Santa Cruz's special local river! See the full schedule and RSVP for River Jam **online.**

River Jam caps off a year-long endeavor by CWC's Artists-in-Residence, The Jams, to create vibrant San Lorenzo River artwork with support from the Central Coast Creative Corps. The event will kick off with a community bike ride from Beach Flats Park, meeting at 10:30 am. The ride includes a tour of several murals painted by The Jams over the last year, including a hummingbird mural at the Beach Flats produce truck, the "Water is Life" mural on Third Street, and the "Catching Some Air" mural of skateboarding birds at Mike Fox Park! Register online for the **bike ride**. Can't wait to see you at River Jam!

Check Out River Jam!



New Enhancements Made to Parks and Facilities

We are excited to share some vibrant updates from our local parks and facilities, brought to life by the Coastal Watershed Council's artist-in-residence, The Jams.

New Murals in Our Parks

- Nueva Vista Community Center: A stunning mural of the Aztec goddess Chalchiuhtlicue

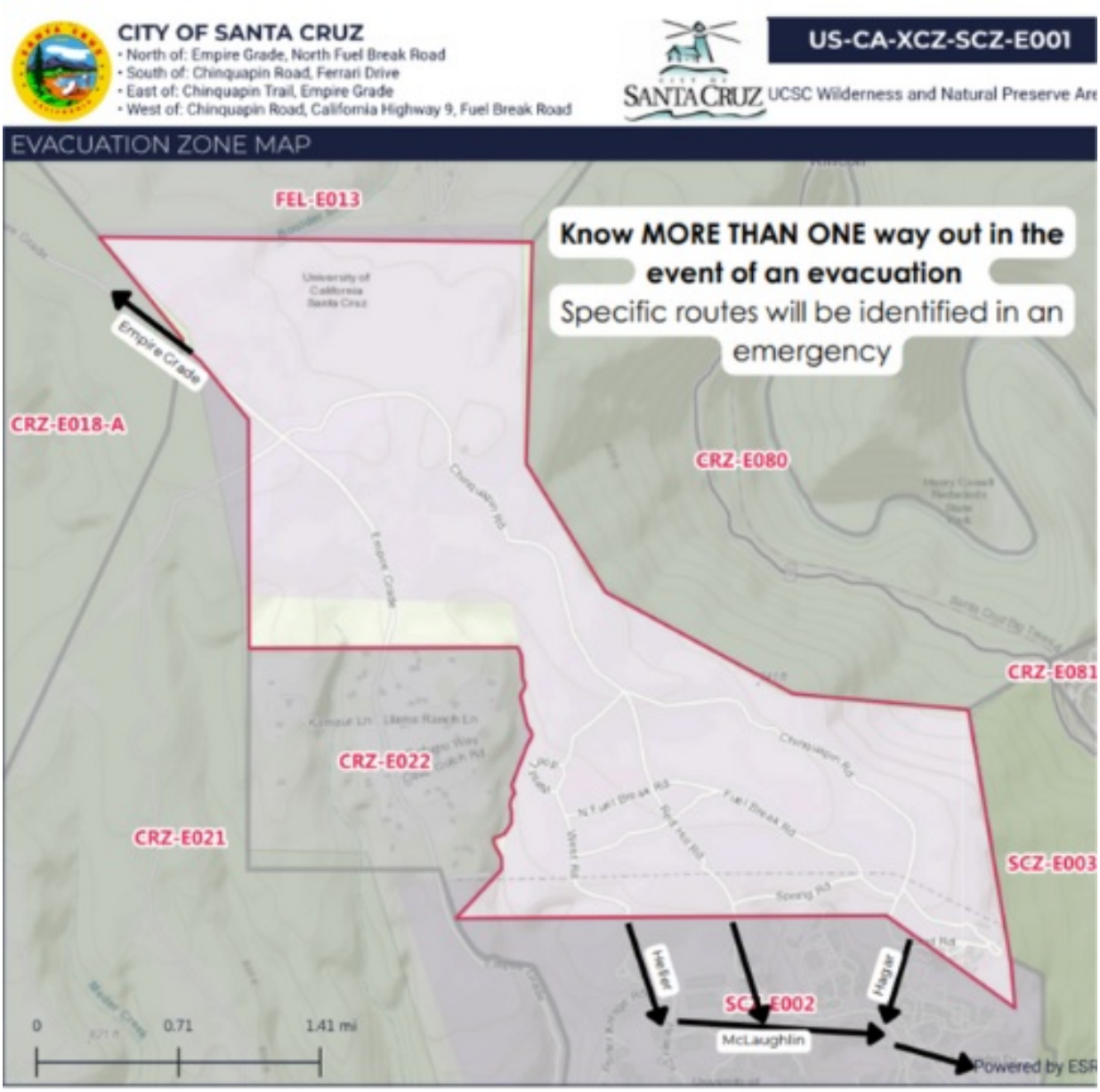
now graces the walls of the Nueva Vista Community Center. This artwork celebrates the rich cultural heritage of our community and honors Chalchiuhtlicue, the goddess of water, rivers, and seas.

- Mike Fox Park/Ken Wormhoudt Skatepark: Skateboarders and nature enthusiasts alike will enjoy a whimsical new mural featuring various species of birds native to Santa Cruz—depicted riding skateboards! This playful addition brings a unique blend of nature and urban culture to the park.

We encourage everyone to visit these locations and experience the new murals, beautifying our community spaces and reflecting our City's creativity and cultural richness.







Know Your Evacuation Zone by Planning Ahead!

In an emergency, Public Safety officers will determine the safest evacuation routes based on each situation. Zone maps offer multiple exit options, but it's crucial to familiarize yourself with them before an incident occurs. Find your zone at this link.

Do you have feedback on your zone map or need help to understand it? We're here to help. Stay informed, stay prepared!

Know Your Zone



Cabrillo Festival Celebrates 61st Year of Musical Excellence at the Civic Auditorium

The 61st Cabrillo Festival concluded this past weekend and was a resounding success! Thank you to the Civic Auditorium team for their exceptional work to make this event memorable.

Additionally, we're proud to share that the Cabrillo Festival's Music Director and Conductor, Cristian Macelaru, recently had the honor of conducting the Orchestre National de France during the Opening Ceremony of the Paris 2024 Olympics.

Photo credit:
Cabrillo Festival of Contemporary Music

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