

City Manager's Weekly Update

City of Santa Cruz

January 16, 2023



Every day, the City's dedicated outreach workers bring compassion and kindness to their interactions with clients. They know many unhoused individuals by name, understand their backstories, and encourage people to accept services who otherwise would not. In many cases, these individuals had not accepted services from others. Over the past two weeks — and as the winter rains continue — the outreach team has been in the field providing access to services and shelter and making connections with people. In the past year, this team is credited with supporting at least 250 campers toward more stable housing.

City Shelter Spotlight

The 1220 River Street Transitional Community Camp opened in January of 2022. This low-barrier, tent-based program is designed to offer participants a transitional location to stabilize. With the support of City staff case managers and their fellow participants, guests build such individual service plans as obtaining

vital documents, getting jobs, accessing support services, and, ultimately, finding more stable housing. All program participants receive case management coordination and connection to services. Since its inception, 30% of guests have moved into more stable shelter or long-term housing.

Long Term Housing Secured

A couple who had been part of the 1220 River Street Transitional Community Camp recently found permanent housing with assistance from our City outreach staff and County support programs.

The 1220 River Street Community Camp provided the pathway to stable housing. The couple moved out of their car into the supportive environment at 1220 River and ultimately, into permanent housing. During their time at 1220 River, the couple was able to look for housing, access health care, seek services, and maintain full-time employment. The community provided

the breathing room they needed to begin their transition from living without a home to long-term housing.

1220 River Street is currently accepting new community members. Contact City outreach staff at 831-359-5996 for more information.

Ongoing Outreach

The City will continue to monitor and address public health and safety issues that may arise related to other encampments. Priority areas for this week include the Clock Tower, Scope Park, the Post Office, Civic Center, City Hall, and Lower Pogonip. The City Outreach team has been on-site multiple times, connecting people to alternative shelter and services.

The community can submit concerns regarding encampments through the City of Santa Cruz Community Request for Service Portal (CRSP). A link to the portal can be found on the City's [Homelessness Response website](#).

CalOSBA's California Venues Grant Program Opens Round of Funding

Economic Development

Last month, the California Office of the Small Business Advocate (CalOSBA) announced a second round of nearly \$45 million in new funding for the California Venues Grant Program. The program provides grants to eligible independent live event venues with revenues impacted by COVID-19 in 2020.

The first round of the California Venues Grant Program distributed more than \$111.5 million in the fall of 2021 to nearly 830 eligible independent live events venues, including more than 150 women-owned businesses and 587 small businesses in low-income areas.

Round 2 Funding Information

- Application Window — December 19, 2022, through January 31, 2023
- Eligible applicants — Independent live event venues affected by COVID-19
- Eligible grant award — Grants will be the amount lesser of either two hundred fifty thousand dollars (\$250,000) or 20% of the applicant's gross earned revenue in California for the 2019 taxable year.
- Application process — If applicants previously applied for the California Small Business COVID-19 Relief Grant Program, those applicants must complete a new application to be eligible for this program.

More information — <https://cavenuesgrant.com>.

New Businesses in Downtown Santa Cruz

Economic Development

2022 was a year of growth for Downtown Santa Cruz, with 19 brick-and-mortar businesses opening, and more coming in 2023. Congratulations and welcome to our new Downtown businesses!

- [Angel Aura Vintage](#) — 108 Walnut Avenue
- [The Buzz Sushi](#) — 010 Pacific Avenue
- [Center Street Studio](#) — 1001 Center Street
- [Childish Toy Shop](#) — 1122 Pacific Avenue
- [Closet Capers](#) — 119 Walnut Avenue
- [Cruz Kitchen & Taps](#) — 145 Laurel Street
- [Dregs at Munch](#) — 719 Pacific Avenue
- [Honey B Market](#) — 1005 Cedar Street
- [Mad Yolks](#) — 411 Pacific Avenue
- [Madison James](#) — 107 Locust Street
- [Mariposa Cuban Coffee](#) — 1010 Pacific Avenue
- [The Moon Beauty Salon](#) — 507 Cedar Street
- [Motherlode](#) — 1101 Pacific Avenue
- [Oxy Hair](#) — 227 Cathcart Street
- [Pana Venezuelan Food](#) — 118 Cooper Street
- [Pono Hawaiian Grill](#) — 120 Union Street
- [Santa Cruz Waffle Shop](#) — 920 Pacific Avenue
- [Sushi Mori](#) — 429 Front Street
- [¡Vámonos! Comida](#) — 118 Cooper Street
- [Virgo Santa Cruz](#) — 1517 Pacific Avenue

Coming Soon in 2023

- [Alderwood Pacific](#) — 1108 Pacific Avenue
- [Gobi Mongolian BBQ](#) — 1308 Pacific Avenue
- Hundreds of New Downtown Housing Units

West Cliff Drive Storm Damage

Public Works — Engineering

The January 2023 storms caused significant damage to areas of West Cliff Drive. Pathway failures occurred in multiple locations, as well as significant damage to signage, fencing, and other infrastructure. This damage will take time to fix. In the interim, we are implementing temporary measures to increase safety and maintain access. Read all the details on the [Public Works web page](#).



Laurel Street Safety Improvements

Public Works — Engineering

As the final phase of the Pure Water Soquel pipeline project, contractors will resurface and restripe Laurel Street between California and Chestnut in the spring of 2023. These safety improvements will be made in support of the City's Vision Zero policy. A Transportation & Public Works Commission public hearing will be held on January 23 at 6:00 pm when you will have the opportunity to comment. [Learn more](#).

Apply to Master Recycler Program

Public Works — Resource Recovery



We are now accepting applications for our 2023 Master Recycler Volunteer Training Program. Over five Tuesday evenings from Feb. 7 to March 14, participants will train to become "Master Recyclers" in areas related to waste reduction and recycling. The interactive classes are taught by professionals and experts. [Read more](#).

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