



CITY COUNCIL AGENDA REPORT

DATE: 5/19/2015

AGENDA OF: 5/26/2015
DEPARTMENT: Finance
SUBJECT: FY 2016 Proposed Budget (FN)

RECOMMENDATION: That the City Council conduct the FY 2016 Budget Hearings on May 26th and May 27th and provide direction to staff for preparation of the FY 2016 Adopted Budget, which will be returned for official Council action on June 9, 2015 (proposed date).

BACKGROUND: The City Charter requires the City Manager to prepare and present a proposed budget on or before the first regular City Council meeting in June. This Proposed Budget was released publicly on May 15, 2015.

A budget calendar was developed and presented previously to the City Council and public to set the dates for a Budget 101 information-only study session (May 5, 2015), a Capital Improvement Program review study session (May 12, 2015), two-days of budget hearings (evening of May 26, 2015 and on May 27, 2015), and a proposed June 9, 2015 adoption.

DISCUSSION: To facilitate the upcoming budget hearings, included herein are the following supplemental reports and schedules to the FY 2016 Proposed Budget:

- A supplemental "Finance Director's Overview" of the FY 2016 Proposed Budget to be incorporated into the Budget in Brief section
- A schedule of the proposed dates and times of the budget hearings, including estimated times for each of the budgetary operations
- A supplemental report packet

The entire FY 2016 Proposed Budget can be accessed from the Budget home page (within the City's Finance Department; www.cityofsantacruz.com/departments/finance/city-budget).

FISCAL IMPACT: None. No action is required at this time other than receiving public input and direction from the City Council.

Prepared by:
Marcus Pimentel
Finance Director

Submitted by:
Marcus Pimentel
Finance Director

Approved by:
Martin Bernal
City Manager

ATTACHMENTS:

Budget in Brief with Finance Director's Overview

May 26th and May 27th Budget Hearing Agenda (will be publically posted on May 22)

Supplemental Reports (will be publically posted on May 22)



MEMORANDUM

DATE: May 20, 2015
TO: Mayor and Members of the City Council
FROM: City Manager
SUBJECT: CITY MEMBERSHIP AND DUES REQUEST

The following items have been included in the Proposed Budget for Fiscal Year 2016:

AMBAG-Association of Monterey Bay Area Governments	\$15,000
California Coastal Coalition	2,000
ICLEI-International Council for Local Environmental Initiatives	2,000
Joint Venture Silicon Valley	2,750
LOCC-League of California Cities	18,500
LOCC Monterey Bay Division	300
LAFCO-Local Agency Formation Commission	79,500
Local Government Commission	800
MBUAPCD-Monterey Bay Unified Air Pollution Control District	19,750
Criminal Justice Council	3,000
Santa Cruz Area Chamber of Commerce	2,500
Sister Cities International	<u>800</u>
Total	\$146,900



MEMORANDUM

DATE: May 20, 2015
 TO: Mayor Lane and City Council
 FROM: Tina Shull, Assistant City Manager
 SUBJECT: **Non-Departmental and Council Special Activities**

This memorandum provides detail for the Council projects and services presented in the *Proposed FY 2016 Budget*, Activities 1113 and 6103.

The Community Programs budget falls under Activity number 6102 (placeholder amounts found on pages 53-55; NOTE: *final Community Programs recommendations coming under separate cover*).

ACTIVITY 1113 – CITY COUNCIL: COUNCIL SPECIAL PROJECTS AND SERVICES

Community Outreach	\$20,000	
Council Special Projects and Services	5,000	
Capital Edge – Federal Legislative Strategist	42,000	
General Fund Share of State Legislative Strategist	30,000	
Page 36	FY 2016 Proposed Budget	\$97,000

No change from FY 2015

ACTIVITY 6103 – NON-DEPARTMENTAL: COMMUNITY PROGRAMS & SERVICES

Winter Shelter	\$79,964	
2-1-1 Health and Human Services Information Referral System	6,500	
Homeless Action Plan Consultant	12,722	
10-Year Strategic Plan to End Homelessness	1,061	
Homeless Management Information System	2,847	
San Lorenzo River Placeholder	10,000	
United Way Community Assessment Project (CAP)	2,000	
Participation in Serial Inebriate Program	75,000	See separate memo
MOST / DOW Program	96,500	See separate memo
Homeward Bound Program	30,000	See separate memo
Page 56	FY 2016 Proposed Budget	\$316,594

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May 19, 2015

Via Hand Delivery

Members of the City Council
City of Santa Cruz
City Hall 809 Center Street
Santa Cruz CA 95060

Re: 2015-2016 Contract for Legal Services

Dear Mayor & Members of the City Council:

This year, 2015, marks the 51st consecutive year in which this law firm has provided legal services to the City of Santa Cruz. As of March 2015, John Barisone had served as City Attorney for 25 years. His predecessor, Rod Atchison, who founded the firm in 1964 after serving two years as the City's "in-house" City Attorney, was the firm attorney who served as City Attorney during the previous 26 years. Including his two years as the in-house City Attorney, Mr. Atchison's tenure as City Attorney lasted 28 years. Accordingly, and somewhat noteworthy, for the last 53 years the City has received City Attorney services from two City Attorneys and one law firm. Although I have now been your City Attorney for less than two months, it is also worth noting that I have served as Santa Cruz's Assistant City Attorney since September of 1993—almost twenty-two years.

This long-standing relationship between our law firm and the City, in conjunction with the fact that we are virtually located on the City Hall campus, has often resulted in the impression, both at City Hall and in the community at large, that the contract City Attorney's office functions as a regular City department. In light of this history, the City Attorney's office is also considered one of the most important repositories of institutional memory among the various offices within the City. Given these factors, our relationship with the City as a contract city attorney law office is very unusual, if not unprecedented, among California municipalities.

Having been in business for more than 50 years, we are also one of the oldest continuously operating law firms in Santa Cruz County and this factor contributes to the credibility that we enjoy among our professional colleagues in the local legal community, the court system, the public agency sector, the University and the law enforcement community. Most of our attorneys have historically resided in the City, raised their families here and maintained an active level of participation with local non-profits and service clubs. In summary, the attorneys employed by this law firm have over the years been fully invested in the community, both

Attachment D

professionally and personally. The fact that we have served the City continuously for a half century pursuant to one and two year "at will" contracts is reflective of the fact that the City has been pleased with the quality of legal representation it has received from our firm.

In 2014 we requested and the City Council approved a two-year contract with our firm which, for fiscal years 2014-2015 and 2015-2016, included a 5% adjustment to the general legal services component of our contract, from \$625,897.50 to \$660,342.38, as well as a \$25 per hour adjustment to the rates charged for the provision of special legal services and other services under the contract to be charged on an hourly basis. With the hourly rate adjustment, the rates are \$250 per hour for lead attorneys, \$240 per hour for other attorneys and \$135 per hour for paralegals. Since 2001, we have requested a rate increase on three other occasions and the last rate increase our firm received was with our 2008-2009 fiscal year contract for legal services. These proposed rates remain substantially below market as evidenced by the rates paid by the City for specialized outside counsel. By way of comparison, during the 2013-2014 fiscal year, the City paid CEQA attorneys Jim Moose and Sabrina Teller \$325 and \$310 per hour respectively, water law specialist Martha Lenihan \$285.00 per hour, redevelopment attorney Brent Hawkins \$315.00 per hour, and habitat conservation plan specialist Sean Skaggs \$405.00 per hour.

In the first ten months of the current 2014-2015 fiscal year, the City's litigation attorney fees paid to our firm have totaled \$321,969.50, and the City's corresponding litigation costs, i.e. expenditures incurred in connection with the defense of liability lawsuits including court reporter's fees, expert witness fees, private investigator fees and various court fees, have totaled \$94,495.19. To date during the same fiscal year this office has represented the City in thirty-two lawsuits for which, pursuant to the City's contract, hourly fees are paid and litigation costs advanced by the firm are reimbursed. Projecting the foregoing figures over a twelve month fiscal year, the City will have incurred an average of \$12,073.86 in attorney fees per lawsuit and \$3,543.60 in litigation costs per lawsuit. In connection with code enforcement matters, pursuant to which the City pays our firm on an hourly basis after we spend fifteen hours on that work each month, the City for the first ten months of the 2014-2015 fiscal year, has paid our firm a total of \$81,379.50 for services in connection with 73 code enforcement matters. Projecting those figures over a twelve month fiscal year, the City on average will have incurred a total of \$1,337.75 in attorney fees per code enforcement matter. Many of the code enforcement matters we work on entail recovery of the City's code enforcement costs, including staff time and attorney fees, as well as the recovery of delinquent taxes, fees, penalties and fines. The Finance Department advises that for the 2014-2015 Fiscal Year through April, we have assisted that department in recovering or obtaining judgments for approximately \$100,000 in fees, costs, taxes, penalties and fines.

In April of 2014, our office also started providing support to the City for its Downtown Accountability Program (DAP), by making our paralegal available to DAP for 20 hours per week. The first 32 hours per month spent by her on DAP are absorbed under the general legal services provision of our contract, with any remaining hours being billed at the contract rate. Since then this office has provided 746.38 hours to DAP, which computes to an effective hourly

rate of \$66.73.

All legal services other than hourly litigation services and other special legal services are provided by this office pursuant to the general legal services provision of the contract. This includes all day-to-day work for the City's eleven departments which, among other areas of practice, entails contract drafting and review, personnel work, public utilities work, election law, labor law, construction law, real estate transactional work, the review and drafting of legislation, ordinances and resolutions, and land use and environmental law. It also includes those hours spent on civil litigation matters to which the City is a party but for which the City has hired outside counsel. Examples of the latter include the assistance that we have provided to the Remy Moose law firm in connection with its defense of various CEQA lawsuits in which the City is a respondent, such as the Habitat & Watershed Caretakers litigation, the Save Our Big Trees litigation and the Save the Plastic Bag litigation.

In addition to the City's various departments, we likewise advise the City Council pursuant to the general legal services provision of the contract. This service includes attendance at regular City Council meetings, attendance by assignment at special City Council meetings and City board and commission meetings, answering legal questions posed by City Councilmembers and Council-appointed board members and commissioners on a regular basis, providing advice under the Brown Act and Public Records Act, and offering conflict of interest opinions under the Political Reform Act and other applicable statutes and laws. For the first ten months of the 2014-2015 fiscal year this office has provided 2,865.67 hours of professional legal services to the City under the general legal services provision of the contract, which computes to an effective hourly rate of \$192.24.

As we have done for past City Councils, to assist you, below please find a table of the 2014-2015 legal service budgets of several public agencies, comparable to the City of Santa Cruz either geographically, demographically or in "legal issue profile" are set forth below. Given this comparison, we feel that our contract proposal is reasonable and that the City receives substantial value in return for the money it spends for legal services. Most of the agencies referred to below have yet to adopt a budget for the upcoming fiscal year; therefore information provided is based upon last year's budgets.

AGENCY	POPULATION	LEGAL/STAFF	2014-15 BUDGET
County of Santa Cruz	271,804	12/6	\$1,687,112
City of Berkeley	116,768	8/4	\$3,950,423
City of Palo Alto	66,642	6/4	\$2,453,052
City of Monterey	28,294	2/1	\$782,818
City of Santa Barbara	90,412	6/5	\$2,230,664
City of Davis	66,205	1	\$512,967

In summary, the agreement stipulates that our office, comprised currently of six

attorneys, one of-counsel, one paralegal, and two other staff members, is providing general legal services to the City for the 2014-2015 and 2015-2016 fiscal years for a flat fee of \$660,342.38. Special legal services, as defined in paragraphs 7 through 11 of the Agreement, hourly condemnation and liability litigation assigned to this office by the risk manager, and hourly code enforcement work are handled at the rate \$250 per hour for services provided by George Kovacevich and myself, \$240 per hour for services provided by the firm's other attorneys, and \$135 per hour for services provided by the firm's paralegals and law clerks. All other terms in the most recent 2008-2009 Agreement were renewed with no new terms added. Finally, I will continue, as under prior contracts, to participate in the Public Employee's Retirement System (CALPERS).

We appreciate your consideration of our proposal and, as always, thank you very much for your continuing confidence in our firm. I will be pleased to answer any questions which Councilmembers may have.

Very truly yours,



Anthony P. Condotti
City Attorney

/kwc

cc: Martin Bernal, City Manager
Marcus Pimentel, Finance Director
John G. Barisone
George J. Kovacevich

Summary of Supplemental (Discretionary) Budget Requests - FY 2016

Program / Requestor	FY 2016 Total Request	Amount in Proposed FY 2016 Budget	FY 2015 Funding	Description (See accompanying memos for detail)
Arts Council Santa Cruz County	75,000	62,300	62,300	FY 2016 request is \$75,000. The FY 2015 budget increased grant from \$25,300 to \$62,300 to support local arts and culture and grants program.
City Dues and Memberships	146,900	146,900	159,136	City membership in external organizations.
City's 150th Anniversary Celebration	35,000	0	0	One-time funding request for October 2015 celebration of City's 150th anniversary.
Downtown Outreach Worker (DOW) Program	36,500	36,500	36,500	Downtown outreach program to connect those in need with mental health and other social support services.
Heritage Tree Grant Program	50,000	25,000	0	Parks and Recreation draft FY 2016 Budget contains \$25,000. Parks and Recreation Commission recommend increase of \$25,000 to historical funding level of \$50,000.
Homeward Bound Program	30,000	30,000	26,700	Funding for Homeward Bound programs via the Homeless Services Center and DOW Programs. Recommend \$15,000 each for HSC and DOW.
Maintaining Ongoing Stability through Treatment (MOST) Program	60,000	60,000	60,000	County program with integrated case management for mentally ill clients. Includes a City-dedicated mental health coordinator.
Native Animal Rescue	3,600	3,600	3,600	Support for countywide rescue and rehabilitation of native animals unsupported by a traditional Animal Shelter.
PACT - Partnership for Accountability, Connection and Treatment (formerly DAP)	307,000	159,200	200,000	The DAP Program (now PACT) launched in April 2014 with an 8-month pilot, which was later extended through FY 2015. \$39,600 was spent in FY 2014 and total FY 2015 costs will be approximately \$200,000. The City's share of total FY 2016 costs for a full program year and scaling up to include more case management are estimated at \$307,000.
Serial Inebriate Program	75,000	75,000	75,000	Continue to support County program to divert chronic inebriates into a treatment program to break the cycle of recidivism.
TOTAL	\$ 819,000	\$ 598,500	\$ 623,236	



MEMORANDUM

DATE: May 21, 2015

TO: Mayor Lane and City Councilmembers

FROM: Scott Collins, Assistant to the City Manager

SUBJECT: **Downtown Accountability Program (DAP), now named the Bob Lee Community Partnership for Accountability, Correction and Treatments (PACT)**

FY 2016 Funding Recommendation: \$307,000

The City and County launched the pilot “Downtown Accountability Program” (DAP) in April 2014 to focus City, County and non-profit resources to reduce recidivism among chronic offenders in the Downtown area. The DAP was recently renamed the Bob Lee Community Partnership for Accountability, Correction and Treatments (PACT) in honor of the deceased Santa Cruz County District Attorney who helped create the program. Spanning the program’s inception in April 2014 through April 2015, the PACT has succeeded in reducing recidivism (arrests/citations) among the 70 most chronic offenders by 68 percent in Downtown and throughout much of the County. For this same subset of offenders, their emergency ambulance runs declined by 80 percent. Program data is attached to this report.

The pilot’s early successes are attributable to significant agency coordination (law enforcement, public health, criminal justice, courts and non-profit service providers) and PACT’s accountability approach that balances service provision to clients with real consequences for their failing to follow court mandated actions. Many PACT clients experience co-occurring issues, including homelessness, substance abuse and mental health disorders and therefore require intense case management monitoring to assist them appropriately at each stage of their recovery. The case management system is seamlessly coordinated with the vertical prosecution model, where clients meet regularly in one courtroom, with the same district attorney, public defender and judge. The consistency of the vertical prosecution model coupled with a balance of services and accountability has led to many successful outcomes for PACT clients.

The City supported PACT with new expenditures totaling \$198,800 over the first twelve months of the pilot (\$39,600 in FY 2014; \$159,200 in FY 2015). The County contributed a similar amount of new resources to the program over the same period of time. PACT is slated to continue through the end of FY 2015, which will require a budget adjustment of approximately \$45,000 to account for costs above the original FY 2015 budget. The City budgeted \$159,000 in FY 2015 to continue the program for 8 months to complete a full year (April 2014 – April 2015).

Additionally, the Santa Cruz County Board of Supervisors directed County staff to propose a budget to scale the program to address other “hot spots” in the City and County for FY 2016. The PACT Policy Committee echoed similar support for scaling and adding a housing component to the program. Scaling the program includes funding one additional client case manager and a housing case manager position. Combined, these resources increase the capacity for bringing more chronic offenders into the program, and assist clients in finding housing once they progress out of recuperative services.

Given the early successes of the pilot program, potential benefits of scaling, and the County’s demonstrated commitment to scaling, staff recommends that City Council fund the PACT program in the amount of \$307,000 in FY 2016. While City staff needs to finalize the details of the allocation with County staff, this funding level should satisfy the City’s commitment to funding the PACT program in partnership with the County. The costs include the PACT Program Manager, treatment for clients, and office expenses. It’s expected that staff will provide a breakout of the allocations to City Council through an Information Report (FYI) by June or July.

Finally, staff will evaluate the effectiveness of PACT over the course of the first half of FY 2016 and report back to Council with performance measures and recommendations regarding the program in early 2016.

ATTACHMENTS:

A - PACT Program Rollup Data – April 2014 – April 2015

B - PACT Program Detail Data – April 2014 – November 2014

ATTACHMENT A:

Bob Lee PACT		
Intermediate Measures (12-month Check In)		
Performance Measure	Target	DAP Pilot 12-Month Check in
Recidivism, AMR and Voucher Data is Focused on All DAP Coordinated and Case Managed Offenders (70 total, 12 months pre-DAP compared to 12 months post-DAP)		
Offense Reduction (City-wide)	65% reduction in new offenses city-wide	68% (523 to 159) reduction in arrests and 70% (704 to 222) reduction in citations
AMR Runs (Proxy for ER Visits)		
AMR Runs	TBD	80% reduction (211 to 43)

ATTACHMENT B:

Bob Lee PACT		
Intermediate Measures (8-month Check In)		
Performance Measure	Target	DAP Pilot 8-Month Check in
Recidivism, AMR and Voucher Data is Focused on All DAP Coordinated and Case Managed Offenders (60 total, 6 months pre-DAP compared to 6 months post-DAP)		
Offense Reduction (City-wide)	65% reduction in new offenses city-wide	67% (203 to 68) reduction in arrests and 71% (334 to 98) reduction in citations
Jail Bookings	70% reduction	59% reduction (233 to 95)
Jail Bed-Days	TBD	38% reduction (2245 to 1387)
Probation Violations	TBD	Not yet collected
AMR Runs (Proxy for ER Visits)		
AMR Runs	TBD	80% reduction (108 to 22)
DMV Voucher and VI Assessment Nexus		
Number of offenders with DMV vouchers		4
Number of offenders with VI assessment through 180/2020		24
Substance Use Disorder Data (Collected from ADP) is Exclusively Focused on DAP Case Managed Clients (16 clients accounting for 26 treatment episodes)		
38% of episodes ended with a "completed treatment" status		
50% of clients had no alcohol or drug use during the 30 days prior to program departure		
The percentage of clients who had no ED visits during the past 30 days increased from 77% pre-admission to 85% during the 30 days prior to discharge		
% of clients who had some participation in social support activities for their recovery (e.g., 12-step meeting attendance, clean and sober friends and/or social activities) increased from 50% at admission to 92% at discharge		
Case Management Data (Collected from Encompass) is Exclusively Focused on DAP Case Managed Clients (27 total clients served)		
Number of Clients Receiving ASAM Assessment		100% (27)
High Mental Health Challenges		8 (7 referred to Access, 2 active CMH clients)
Medium Mental Health Challenges		10
Low Mental Health Challenges		6
Number of clients with existing Medi-Cal benefits upon intake		15
Number of clients with Medi-Cal pending		5
Number of clients with a 180/180 housing assessment		12
Number of clients with a housing voucher		2
MAA billing 7/1/2014-2/1/2105		65,077 minutes
Housing Snapshot (as of March 26, 2015)		
Number of clients housed/in SUD treatment		12
Number of clients in custody		5
Number of clients utilizing Homeward Bound		2
Number of clients out of contact with Case Manager		8
Employment Criteria (Collected from Alcance) is Exclusively Focused on DAP Case Managed Clients		
Number of clients served		6
Number of Days of Work Crew Attended		45
Number of hours of Work Crew Attended		203



MEMORANDUM

DATE: May 20, 2015

TO: Mayor Lane and City Councilmembers

FROM: Tina Shull, Assistant City Manager

SUBJECT: **Maintaining Ongoing Stability through Treatment (MOST) and Downtown Outreach Worker (DOW) Programs**

FY 2016 Funding Recommendation:	MOST Program	\$60,000
	DOW Program	\$36,500

MOST Program

In June 2012, County Supervisor Neal Coonerty approached the City Council about partnering in a new effort to serve mental health clients already on the County's rolls and who are regularly found in Downtown Santa Cruz. This new model represented an integration with the longstanding City/County partnership, the Downtown Outreach Worker (DOW) program (see below). In response to tightening budgets, this new model, the Maintaining Ongoing Stability through Treatment (MOST) program, was conceived to shift and maximize resources between DOW and County mental health case management workers, while maintaining the important liaison relationship with the Santa Cruz Police Department. Key to the cost effectiveness of the model was contracting out the DOW service to the Encompass Community Services. The Council agreed to participate in the new model and allocated \$50,000 in FY 2013, \$50,000 in FY 2014 and \$60,000 in FY 2015. An FY 2016 allocation of \$60,000 is requested.

Attached is the most recent report available on MOST activities and outcomes in the past 12 months (dated February 12, 2015).

Downtown Outreach Worker (DOW) Program

The Downtown Outreach Worker (DOW) Program has operated under a City/County partnership since 1994. With the City portion previously funded by the RDA, DOW was established to proactively intervene and support mental health clients of the county in the Downtown area. The program evolved over time to a broad focus on those in need of services or assistance to return to their home communities. The DOW also served as a vital liaison with the Santa Cruz Police Department. It is a well-functioning model and City staff support the continuation of DOW as an added layer of acute services in the highly impacted Downtown. A summary of results is attached.

The FY 2016 funding request for DOW is \$36,500, which is no change from FY 2015.



MEMORANDUM

DATE: May 20, 2015
TO: Mayor Lane and City Councilmembers
FROM: Tina Shull, Assistant City Manager
SUBJECT: **Serial Inebriate Program**

FY 2016 Funding Recommendation: **\$75,000**

Since Fiscal Year 2012, the City has partnered with the County of Santa Cruz on its Serial Inebriate Program (SIP). The program targets repeat public intoxication offenders with the aim to assess and enroll them, voluntarily, in treatment programs to address the underlying addiction. The entire County experiences about 4,000-5,000 arrests each year for public intoxication. Of that, the City experiences about 2,300-2,600 arrests each year for public intoxication, attributable to 300-400 individuals. Eligibility for SIP is met with five arrests for public intoxication within a six-month period. Santa Cruz Police estimates that of the 120 individuals eligible for SIP, about 90 are found in the City (housed or homeless).

From July 1, 2015 to March 31, 2015, there were 31 unique individuals admitted to SIP treatment, who accounted for 50 treatment admissions. Of the 25 people who departed from SIP treatment during the same time period, 68% completed treatment, and 41% had no further arrests (through 4/30/15) since their departure from SIP treatment (some of the people who were admitted in FY 2015 are still in treatment). The most recent SIP study showing a 76.2% reduction in jail bookings, 67.1% reduction in jail days served, 38.9% reduction in ambulance runs, and a 39.4% reduction in emergency department visits is attached. The same study in 2005 and 2012 yielded very similar results.

The number of clients served in the first nine months of FY 2015 exceeds the total of 23 clients served by SIP in all of FY 2014. This increase in SIP clients is in part attributable to increased coordination of SIP with DAP, which has led to increased ability to hold new SIP candidates in jail long enough to stabilize them (rather than simply booking and releasing them), and thus begin the SIP assessment and adjudication process that enables them to access treatment.

The total projected budget for SIP in FY 2016 is \$241,287, which includes a .5 FTE Service Coordinator and \$174,024 for contracted substance use disorder treatment. The County is requesting a continued commitment of \$75,000 from the City for FY 2016.

In FY 2012 - 2015, the City contributed \$75,000 to SIP. That figure is again recommended for a FY 2016 appropriation.



MEMORANDUM

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TO: Mayor Lane and City Councilmembers

FROM: Tina Shull, Assistant City Manager

SUBJECT: **Maintaining Ongoing Stability through Treatment (MOST) and Downtown Outreach Worker (DOW) Programs**

FY 2016 Funding Recommendation:	MOST Program	\$60,000
	DOW Program	\$36,500

MOST Program

In June 2012, County Supervisor Neal Coonerty approached the City Council about partnering in a new effort to serve mental health clients already on the County's rolls and who are regularly found in Downtown Santa Cruz. This new model represented an integration with the longstanding City/County partnership, the Downtown Outreach Worker (DOW) program (see below). In response to tightening budgets, this new model, the Maintaining Ongoing Stability through Treatment (MOST) program, was conceived to shift and maximize resources between DOW and County mental health case management workers, while maintaining the important liaison relationship with the Santa Cruz Police Department. Key to the cost effectiveness of the model was contracting out the DOW service to the Encompass Community Services. The Council agreed to participate in the new model and allocated \$50,000 in FY 2013, \$50,000 in FY 2014 and \$60,000 in FY 2015. An FY 2016 allocation of \$60,000 is requested.

Attached is the most recent report available on MOST activities and outcomes in the past 12 months (dated February 12, 2015).

Downtown Outreach Worker (DOW) Program

The Downtown Outreach Worker (DOW) Program has operated under a City/County partnership since 1994. With the City portion previously funded by the RDA, DOW was established to proactively intervene and support mental health clients of the county in the Downtown area. The program evolved over time to a broad focus on those in need of services or assistance to return to their home communities. The DOW also served as a vital liaison with the Santa Cruz Police Department. It is a well-functioning model and City staff support the continuation of DOW as an added layer of acute services in the highly impacted Downtown. A summary of results is attached.

The FY 2016 funding request for DOW is \$36,500, which is no change from FY 2015.

**Mentally Ill Offender Task Force
Program Update
February 12, 2015**

Background

The Mentally Ill Offender Task Force was formed in January 2012 under the leadership of Board of Supervisor Chair Neal Coonerty to address the effects of mentally ill offenders in the criminal justice system including extended incarcerations in the Main Jail, the impact of untreated offenders with a psychiatric disability in the local community and the need to draw from the evidence based practice of a Forensic Assertive Community Treatment (FACT) model to address these issues. A partnership was developed among key stakeholders including Santa Cruz County's Probation Department, Santa Cruz County Behavioral Health, the Sheriff's Office and the City of Santa Cruz to fund a FACT-based intervention program to assist offenders in treatment program participation aimed at reducing recidivism, imparting Recovery and supporting the individual to live successfully in the community. The Maintaining Ongoing Stability through Treatment (MOST) program initiated services in July, 2012.

The components of the program are:

1. The MOST Team (Maintaining Ongoing Stability through Treatment)
2. Community Restoration Project MOST Work Crew
3. Santa Cruz Downtown Outreach Worker
4. Law Enforcement Liaisons – SCPD Liaison and SCSO Liaison
5. Behavioral Health Court

Program Updates

1. MOST Team

The MOST team is a Forensic Assertive Community Treatment program (FACT) that combines an evidence-based program of wrap around mental health services inclusive of case management, psychiatry, psychotherapy and employment skill development with additional supports specific to the criminal justice system involvement such as probation, court discharge planning and disposition, liaison relationships with law enforcement. The current MOST team is comprised of 2.5 FTEs of case management, 0.5 FTE Mental Health Supervisor, a therapist (currently vacant), psychiatric provider, 2 FTEs Probation Officers, 0.5 FTE Probation Supervisor and a 0.5 FTE of a Registered Nurse.

Chart 1: MOST Team Outcomes – 72 clients (Feb 2014-Jan 2015)

Domain	12 Month Prior History	MOST Participation	Percentage of Change
Jail Days	4918	1186	75.88% decrease
Felony Bookings	89	15	83.15% decrease
Misdemeanor Bookings	177	20	88.70% decrease
Probation Violations	81	89	9.88% increase
Inpatient Days	618	73	88.19% decrease
MHRC Days	344	68	80.23% decrease
MH Residential Tx	830	880	6.02% increase
Substance Abuse Tx	1267	1903	50.20% increase
Days Homeless	1082	580	46.40% decrease
Shelter Days	871	1455	67.05% increase
Days Worked	0	774	100% increase

Chart 2: MOST Team Current Living Status of Active Cases

Domain	Current Status of Active Cases
Housed	44
Residential Behavioral Health Treatment	13
Homeless	8
In Custody	5
AWOL	2
Total	72

Chart 3: MOST Team Graduates with Successful Team completion

Fiscal Year	Number of Graduates
FY 14/15 YTD	15
FY 13/14	28
FY 12/13	6
Total	49

2. Community Restoration Project MOST Work Crew

As part of the MOST program, the Community Action Board of Santa Cruz County, Inc (CAB), Alcance program provides supervised work crew activities four days a week for MOST participants focused on community restoration, pre-employment tasks and pro-social skill development. Activities include creek and watershed restoration, community parks clean up, community site landscape and beautification. Additional activities have included group process focused on goal development and Recovery strategies.

Chart 4: CAB Work Crew Participation

Domain	Feb 14 – Jan 15
Total community service hours performed	3013
Unduplicated participants	30

Chart 5: CAB Work Crew Community Services Hours by Location Feb 14-Jan 15

Location of Community Service	Percentage of Time
<u>Santa Cruz County Parks</u>	
Bargetto Bridge	
Moran Lake Park	
SC Government Center	
Floral Park	
Brommer St. Park	51%
Anna Jean Cummings Park	
The Hook	
Jose Ave. Park	
RiverView/Coffee Lane	
<u>Community-based Non Profit</u>	49%
Total	3013 hours provided

3. Downtown Outreach Worker

The Downtown Outreach Worker is a contracted position with Encompass Community Services for homeless outreach and case management in downtown Santa Cruz, focused primarily on the Pacific Avenue corridor and adjacent neighborhood. Services provided include homeless outreach, brokerage and linkage to services, support for local businesses, street intervention and crisis services. Identification of individuals chronically engaged in problematic behaviors is done in conjunction with the SCPD Liaison and SCPD. After identification, an intervention plan is developed and the DOW coordinates the needed services. Intensive case management services are provided to approximately four individuals monthly to move toward resolution of their presenting issues.

Chart6: DOW Contacts

Domain	May 14 – Jan 15 (9 months)
Total Duplicated Contacts	1330
Total Unduplicated Contacts	890
New Contacts	348
Case Management Unduplicated	9
Case Management – monthly average	4
Homeward Bound	44

Chart 7: DOW Service Referrals

Domain	May 14 – Jan 15 (9 months)
Housing/Shelter	921
Medical Services	344
Mental Health	200
Substance Use Disorder Services	388

4. Santa Cruz Police Department Liaison

The SCPD Liaison responds with SCPD to 5150 and “Welfare Check” calls, as well as other calls for service related to a potential mental health issue. The Liaison provides consultation to patrol and investigations regarding mental health involved situations and cases. The SCPD Liaison is embedded with a patrol unit linked to specific delivery areas on a regular schedule including downtown Santa Cruz, parks and a roving officer.

The Liaison also attends various additional meetings at the request of SCPD and the City of Santa Cruz.

Chart 8: SCPD Liaison Contacts

Domain	Feb 14-Sept 14 (8 months) .5 FTE	Oct 14-Jan 15 (4 months) 1.0 FTE	Total
Total Contacts in collaboration with SCPD	418	470	888
Total 5150 assessments performed	137	226	363
Total 5150s written	8	13	21

Chart 9: SCPD Liaison Service Referrals

Domain	Feb 14-Sept 14 .5 FTE	Oct 14-Jan 15 1.0 FTE	Total
Shelter	26	18	44
Medical Services	73	23	96
Mental Health Services	72	65	137
Substance Use Disorder Services	23	13	36
Homeward Bound/Greyhound	19	15	34

5. Santa Cruz Sheriff's Office Liaison

In November 2014 Santa Cruz Behavioral Health Services partnered with the Santa Cruz Sheriff's Office to support a Santa Cruz Sheriff's Office Mental Health Liaison position. Currently, this is a 0.5 FTE position staffed by a licenses eligible clinician who has extensive experience working with Mentally Ill Offenders and with Law Enforcement. The SCSO MHL collaborates with field-based Deputies to provide consultation, training, crisis assessment, crisis intervention, suicide risk assessment, and mental health disposition planning for individuals with mental health issues that come to the attention of the SCSO. In addition the other 0.5 FTE serves as a MOST case manager for MOST consumers living in the Sheriff's jurisdiction. Data is pending for this new position and will be reported next evaluation period.

6. Behavioral Health Court

The Santa Cruz County Behavioral Health Court (BHC) is a supportive post-adjudication review court designed to improve offender treatment outcomes, reduce recidivism, respond to public safety and victims' rights concerns, and effectively utilize public resources. The BHC accomplishes this through collaboration between the Court, Probation, Mental Health, District Attorney, Public Defender, and Law Enforcement. The program is designed to achieve the following specific and measurable programmatic outcomes on an annual basis for each of the program participants:

- Reduce the number of jail bed days;
- Reduce the occurrence and/or frequency of new offenses and probation violations;
- Reduce psychiatric inpatient bed days;
- Reduce days of homelessness;
- Increase treatment compliance;
- Increase days in pro-social activities;
- Achieve a more consistent level of sobriety (if applicable); and
- Resolve outstanding legal issues

Downtown Outreach Worker (DOW) Outcomes

	July 2013 – April 2014 (10 months)	July 2014 – 2015 (10 Months)
Total Contacts	1,239	1,585
Total Unduplicated Contacts	655	1,092
New Contacts	354	439
Housing/Shelter Obtained	30	80
Medical Service	140	415
Employment Obtained	1	36
Mental Health Treatment	2	90
Homeward Bound	34	84
Incarceration	3	84
Crisis de-escalation	38	77



MEMORANDUM

DATE: May 20, 2015
TO: Mayor Lane and City Councilmembers
FROM: Tina Shull, Assistant City Manager
SUBJECT: **Homeward Bound Programs**

FY 2016 Funding Recommendation:	\$30,000 total		
	<i>Allocated to:</i>	HSC	\$ 15,000
		DOW	\$ 15,000

Since FY 2013, the City Council has appropriated funding for Homeward Bound Program services, which provide transportation assistance to individuals and families who wish to return to their home communities. The Homeless Services Center (HSC) has operated its own Homeward Bound program since 2006 and the City-supported Downtown Outreach Worker (DOW) likewise operates a program. Homeward Bound has demonstrated positive results, with HSC and DOW staff providing strong support before, during and after the clients' return to their home communities, resulting in more successful and sustained outcomes.

Attached to this memorandum are anonymized data illustrating the FY 2015 usage and outcomes from DOW and HSC, as reported to date. City staff are satisfied with the results and performance of the providers, and support continued funding.

Further, usage rates are increasing and a modest budget increase to \$30,000 is recommended, with \$15,000 each for HSC and DOW.

HOMEWARD BOUND LOG FY 2015: Downtown Outreach Worker

Participant Number	Age	Referring Staff	Date	Destination	Ticket Price	Reason for Relocation	
1 w/ Service Dog		C. Perry	07/09/14	Los Angeles, CA	\$85	Clt has family willing to support in in Redondo Beach. 34598658	
1		C. Perry	07/09/14	Bakersfield CA	\$83	Clt has family and support in Bakersfield, CA 34591811	
1		C. Perry	07/09/14	Bakersfield	\$83	Clt has family and support in Bakersfield, CA 34591812	
1		C. Perry	07/20/14	Alexandria MN	\$323	Confirmed Clt with Family in Minn. 35379953	
1		C. Perry	07/22/14	Portland OR	\$143	Confirmed Clt has social supports including education #3561118	
1		Hosts	08/07/14	San Francisco, CA	\$40	Family needs related to girlfriend and aunt. #36918200	
1		DAP Case Mgr.	8/26/14	Willits CA	\$85	Job and transitional housing awaiting. #39361792	
1		Police	09/05/14	Chicago, IL	\$300	Health reasons #39080434	
1		Police	09/05/14	San Luis Obispo CA	\$74	Family supports at home. #3908040	
1		County Coord.	09/07/14	Coalinga CA	\$225	Family supports at home, family member ill. # 39148595	
1		Police	09/11/14	Dallas Tx	\$273	Family and friend support, health improvements, housing #39462736	
1			09/13/14	Newark NJ	\$273	#39604798 (Partial Refund)	
1			09/23/14	Newark NJ	\$273	#40254987	
1		Hosts	09/23/14	Houston Tx	\$286	#40257589 (Job, Family Obligations)	
1		Peer	09/25/14	Redding CA	\$90	#40383251 (Job, Work and Family opportunities)	
1	26	Merchant	10/11/14	Roseburg OR	\$260	Housing opportunity #41537080	
1	42	Police	10/16/14	Atlantic City NY	\$261	Family supports at home. #41866678	
1	53	County Coord.	10/28/14	Reno NV	\$66	Job in NV. # 42639898	
1	49	SCPD	11/20/14	Los Angeles	\$89	Transitional Housing # 781147	
1	28	HPHP	11/25/14	Myrtle Beach SC	\$352	Family Reconciliation #44618144	
1	31	HPHP	11/25/14	St Louis MO	\$263	Family supports at home. #44618139	
1	19	1st Alarm	11/28/14	Moab UT	Non HB Funds	Job in UT and girlfriend's family.	
1	26	SCPD	12/11/14	St. Louis MO	\$299	Familiar Community Support Veteran Services # 45638389	
1	28	Hosts	12/19/14	Monroe NC	\$381	Family Reconciliation #46124833	
1	44	Self	12/26/15	Mesa AZ	\$195	Benefits and Healthcare #46629613	
1	24	Hosts	12/28/14	Wiscasset ME	\$381	Job and Family Opps. #46823734	
1	Coordinated Tickets	68	VA	12/21/14	Seattle WA	Unpaid	Veteran and municipal supports
1	Coordinated Tickets	45	Hosts	12/22/14	Louisville KY	Unpaid	Family and community Support
1	24	Hosts	1/10/2015	Orlando FL	\$352	Family Support, Job #48044670	
1	41	SCPD	01/10/15	Fayetteville AR	\$286	Family Reconciliation #1547824199	
1	38	SCPD	01/14/15	Mesa AZ	\$125	Benefits and Healthcare #1548044670	
1	24	Peer	01/21/15	Arcata CA	\$230	Job and Family Opps. #48468911 # 48468912	
1	32	SCPD	01/27/15	Atlantic City NJ	\$307	Family, Medical #48813662	
1	26	Peer	01/31/15	San Diego CA	\$119	Dental issues, Family Financial Assistance.	
1	Coordinated Tickets	44	SJPD	01/07/15	San Jose	Unpaid	Benefits
1	Coordinated Tickets	20	Hosts	01/21/15	San Jose	Unpaid	Benefits
1	1	22	MOST / HPHP	2/21/2015	Huntington WV	\$323	Family Support, Job #50848451
1	2	22	SCPD	02/27/15	Port Charlotte FL	\$352	Family Support #50931273
1	Coordinated Tickets	24	SJPD	01/12/15	Eureka CA	Unpaid	Benefits & Support
1	1	28	First Alarm	3/5/2015	Willits, CA	\$83	Shelter #51315643
1	2	27	First Alarm	03/05/15	Willits CA	\$83	Shelter #51315649
1	3	23	HPHP	03/06/15	Merced CA	\$102	Family Support #5144249
1	4	29	CMH	03/12/15	Atlantic City NJ	\$307	Family Support 51851647
1	5	31	MOST	03/13/15	Grand Junction CO	\$249	Family Support 51950000
1	6	56	MOST	03/13/15	Bend OR	249	Family Support 51946774
1	7	62	MOST	03/13/15	Bend OR	249	Family Support 51946784
1	8	22	HPHP	03/17/15	Reno NV	66	Family Support 52335137
1	9	49	Merchant	03/18/15	Hamden VA	307	Family Support 52406687
1	10	21	HOSTS	03/18/15	Mt Vernon WA	\$167	Family Support 52408430
1	11	21	Hosts	03/18/15	Mt Vernon WA	\$167	Family Support 52412291
1	12	55	MOST	03/18/15	Concord CA	\$39	Shelter 52412291
1	13	36	HPHP	03/19/15	Mt Vernon WA	\$167	Shelter 52478091
1	14	41	SCPD	03/21/15	Atlantic City NJ	\$307	Family Support, Medial 52475507
1	15	47	Merchant	03/21/15	Nashville TN	\$338	Family Support, Job Opp 52570372
1	16	31	Hosts	03/21/15	Bakersfield	\$93	Family Support, Medical/MH Care
1	17	56	VA -	03/25/15	Eugene OR	\$180	Family Support, Ill Parent 52937706
1	18	21	Hosts	03/27/15	South Bend IN	\$326	Family Support, Job, Shelter #53092876
1	19	48	Hosts	03/28/15	Garberville CA	\$116	Job and shelter, #53084119
1	1	29	First Alarm	03/09/15	Los Angeles	Unpaid	Benefits & Support
1	2	18	Merchant	03/16/15	Waco Tx	Unpaid	Family & Medical Support
1	3	22	First Alarm	03/31/15	Merced Calif	Unpaid	Legal issues in Merced, Not returning to SC
1	1	21	Hosts	03/12/15	Sunnyvale Ca	\$10	Requires Rx and Tx in Santa Clara Co.
1	2	49	Hosts	03/27/15	San Jose CA	\$10	Shelter with Family member.
1	1	29	Hosts	4/4/2015	Olympia WA	\$179	Shelter #53738461
1	2	59	Hosts	04/04/15	Olympia WA	\$179	Shelter #53738459
1	3	31	HPHP	4/8/2015	Killeen TX	\$262	Health supports 1554043637
1	3	59	Police	04/08/15	Missoula MT	\$273	Job and housing Support #54044753
1	4	23	Hosts	04/09/15	Modesto CA	\$53	Family Support 54195072
1	5	19	Hosts	04/11/15	Anaheim CA	\$95	Family Support 5426933
1	6	22	Police	04/16/15	Stanfield OR	\$240	Family Support 5422306
1	7	58	Hosts	04/17/15	Mentone CA	\$145	Family Support 54695755
1	8	52	First Alarm	04/17/15	Louisville KY	\$326	Family Support 54695749
1	9	19	Hosts	04/18/15	Seattle WA	\$176	Family Support 54767448
1	1	46	Hosts	04/04/15	Sunnyvale	\$10	Health Issues
1	Coordinated Tickets	44	Kiosk	04/09/15	Waco TX	Family Paid Ticket	Family and Health Supports
1	Coordinated Tickets	71	Peer	04/28/15	San Diego CA	Auto Repair	Health Care and Housing
1	Coordinated Tickets	25	SCPD	04/30/15	Ft Collins CO	Bus / Train	Health Care and Family

Homeward Bound Program FY15: HSC

Meeting Date	Transit Company	Departure	Destination City	Reason	Price
7/1/14	Greyhound Lines	7/9/14	Grand Island, NE	relocation with housing	\$ 249.50
7/7/14	Greyhound Lines	7/9/14	Olympia, WA	Housing	\$ 122.50
7/16/14	Greyhound Lines	7/18/14	Oklahoma City, OK	Housing	\$ 482.90
7/25/14	Greyhound Lines	7/29/14	Fresno, CA	for court appearance by AB109 progr	\$ 39.00
8/8/14	Greyhound Lines	8/12/14	Santa Barbara, CA	Housing	\$ 55.50
8/12/14	Greyhound Lines	8/26/14	Carson City, NV	Housing	\$ 219.50
8/15/14	Greyhound Lines	8/26/14	Destin, FL	Housing	\$ 265.50
8/21/14	Greyhound Lines	8/26/14	Portland, OR	Housing	\$ 125.00
9/8/14	SC Metro	9/8/14	San Jose, Ca	Employment	\$ 25.00
9/8/14	Greyhound Lines	9/15/14	Billings, MT	Housing	\$ 211.50
9/9/14	Greyhound Lines	9/15/14	Merced, CA	Probation	\$ 73.00
9/30/14	Greyhound Lines	10/2/14	Lake Charles, LI	Housing	\$ 230.00
10/2/14	Greyhound Lines	10/2/14	Camaro, CA	Housing	\$ 33.00
10/7/14	Greyhound Lines	10/8/14	Tuscan, AZ	Housing	\$ 169.00
10/7/14	Greyhound Lines	10/8/14	Tuscan, AZ	Housing	\$ 169.00
10/9/14	Greyhound Lines	10/21/14	Santa Barbara, CA	Treatment Center	\$ 63.50
10/13/14	Greyhound Lines	10/21/14	Seattle, WA	Housing	\$ 226.00
10/21/14	Greyhound Lines	10/21/14	Santa Barbara, CA	Treatment Center	\$ 63.50
10/9/14	Greyhound Lines	10/21/14	Grandtspass, OR	Housing	\$ 91.50
10/23/14	Greyhound Lines	10/23/14	Yuba City, CA	Housing	\$ 34.50
10/30/14	Greyhound Lines	10/31/14	Missoula, MT	Housing	\$ 229.50
10/30/14	Greyhound Lines	11/7/14	Linden, TX	Housing	\$ 221.50
11/14/14	Greyhound Lines	11/14/14	Santa Barbara, CA	Relocation with housing	\$ 66.50
11/12/14	Greyhound Lines	11/18/14	Fort Meyer Beach, FL	Housing	\$ 248.55
11/17/14	Greyhound Lines	11/21/14	Los Cruces, NM	Housing	\$ 197.50
11/21/14	Greyhound Lines	11/28/14	Turlock, CA	Reconnect with Family	\$ 28.50
12/16/14	Greyhound Lines	12/17/14	Quartzite, AZ	Housing	\$ 171.50
12/16/14	Greyhound Lines	12/19/14	Neosho, MO	Housing	\$ 468.30
6/25/14	Greyhound Lines	6/30/14	Hawthorne, CA	Relocation with housing	\$ 74.00
10/20/14	Greyhound Lines	10/21/14	Oakdale, CA	Housing	\$ 30.00
11/26/14	Greyhound Lines	11/28/14	Highland Park, CA	Housing	\$ 67.50
12/11/14	Greyhound Lines	12/17/14	Oceanside, CA	Housing	\$ 92.50
12/17/14	Greyhound Lines	12/19/14	Santa Barbara, CA	Housing	\$ 69.00
12/10/14	Greyhound Lines	12/18/14	San Bernardino, CA	Housing	\$ 120.00
12/15/14	Greyhound Lines	12/18/14	Fort Worth, TX	Housing	\$ 276.50
12/23/14	Greyhound Lines	12/30/14	Oxnard, CA	Housing	\$ 69.00
12/23/14	Greyhound Lines	12/30/14	Santa Barbara, CA	Housing	\$ 66.50
1/9/15	Greyhound Lines	1/13/15	Todedo, OH	Housing	\$ 241.50
1/9/15	Greyhound Lines	1/13/15	San Luis Obispo, CA	Housing	\$ 44.50
1/15/15	Greyhound Lines	1/20/15	The Colony, TX	Housing	\$ 232.50
1/16/15	Greyhound Lines	1/16/15	Atwater, CA	Housing	\$ 86.50
1/22/15	Greyhound Lines	1/23/15	Santa Barbara, CA	Housing	\$ 50.00
1/28/15	Greyhound Lines	1/29/2015	Henderson, NV	Housing	\$ 99.50
1/29/15	Greyhound Lines	1/30/2015	Dallas, TX	Housing	\$ 254.50
2/4/15	Greyhound Lines	2/5/2015	Santa Rosa, CA	Housing	\$ 21.00
2/4/2015	Greyhound Lines	2/5/2015	Santa Rosa, CA	Housing	\$ 21.00
2/11/2015	Greyhound Lines	2/13/2015	Anahiem, CA	Round trip to family funeral	\$ 136.00
2/17/2015	Greyhound Lines	2/18/2015	Santa Barbara, CA	employment/w housing	\$ 66.50
2/23/2015	Greyhound Lines	2/25/2015	Paw Paw, MI	Housing	\$ 277.50

Meeting Date	Transit Company	Departure	Destination City	Reason	Price
2/23/2015	Greyhound Lines	2/25/2015	Waco, TX	employment/w housing	\$ 254.50
2/24/2015	Greyhound Lines	2/25/2015	Huntington, WV	Housing	\$ 300.50
2/23/2015	Greyhound Lines	2/25/2015	Seaford, DL	Housing	\$ 300.50
2/26/2015	Greyhound Lines	3/3/2015	Fallon, NV	employment/w housing	\$ 191.50
3/2/2015	Greyhound Lines	3/3/2015	Merced, CA	Housing	\$ 61.00



MEMORANDUM

DATE: May 20, 2015

TO: Mayor Lane and City Councilmembers

FROM: Parks and Recreation Commission

SUBJECT: **Heritage Tree Grant Program – FY 2016 Funding Request**

The Parks and Recreation Commission requests that the City Council increase the FY 2016 budget for the Heritage Tree Grant Program from \$25,000 to \$50,000.

During oral communications at the Parks and Recreation Commission (Commission) meeting on March 2, 2015, a property owner on Walnut Avenue requested that the Commission consider his concerns about the London Plane street trees that are planted on Walnut Avenue between Center and Chestnut streets. He requested support from the City of Santa Cruz (City) to assist property owners with maintaining the street trees in this corridor.

The Santa Cruz Municipal Code Chapter 13.30 places the responsibility for maintaining street trees on the property owner. Over the years, the Commission has received numerous requests for financial assistance with tree maintenance with much of the focus on heritage or significant trees. The City used to fund a Heritage Tree Grant Program at \$50,000 annually that accommodated such requests. During the last economic downturn, funding for the program was eliminated.

The Parks and Recreation Commission discussed the property owner's request to assist with tree trimming on Walnut Avenue at the May 4, 2015 Commission meeting. Commissioners heard the concerns presented by several property owners on Walnut Avenue. The Commission was supportive of the \$25,000 staff included in the proposed FY 2016 budget to re-create the Tree Grant Program, and requested an additional \$25,000 be added to the proposed budget for a total of \$50,000. The program provides 50% matching grants to qualified residents.

The Parks and Recreation Department's Urban Forester developed an application and criteria for the 50% matching Grant Program (attached). The Heritage Tree Grant Program was well received by the public. Staff firmly believes that the program helped preserve several heritage trees, by facilitating professional trimming, root pruning, infrastructure, and home repairs.

The City of Santa Cruz is recognized as a Tree City USA and has a tree preservation ordinance encouraging the preservation and care of community trees. Providing this incentive program could encourage additional tree planting, benefit the City's climate action efforts, and also support property owners in maintaining the trees in our community.

CITY OF SANTA CRUZ
Parks and Recreation Department

TREE GRANT PROGRAM GENERAL INFORMATION

Purpose: Santa Cruz Municipal Code Section 9.56.050 in essence, establishes a duty for property owners to protect and maintain their Heritage Trees. All Heritage Trees within the City limits of the City of Santa Cruz are considered part of the Urban Forest. Maintaining a healthy Urban Forest provides environmental benefits to the general public. This program has been established to assist City of Santa Cruz property owners with the care and maintenance of Heritage Trees on their property or Street Trees for which the property owner is responsible. The City will make matching grants up to 50% of the project cost in amounts from \$250 up to \$5,000 for approved projects.

Grants are intended to preserve Heritage Trees that are at risk rather than to perform routine maintenance, which is the responsibility of the property owner. Generally extensive tree work requires a permit, i.e. pruning more than 25% of the crown. When required, the property owner must first obtain a permit to do the proposed work. Upon staff review of the permit application, the property owner will be informed as to whether the proposed work is eligible for grant funding. Other eligible situations might be where a tree removal application has been denied, and where the City has made recommendations for remediation work for which a permit will not be required or granted.

Upon request, the property owner will be given a Heritage Tree grant application form.

Application Process: The following application materials are required.

- A completed application form available from the Parks and Recreation Department
- A site map identifying the location of the tree(s)
- Two cost estimates from licensed, City-approved Certified Arborists, or as specified by the City Urban Forester (lists available from the Parks & Recreation Department)
- If required by the Heritage Tree Ordinance, a copy of the approved permit for the proposed work

The application is not complete and the grant will not be considered until the Parks and Recreation Department receives all of these documents.

The City Urban Forester, Superintendent of Parks, and the Director of Parks & Recreation will review grant applications. Staff will recommend the percentage allocation of the project costs to be funded. This staff recommendation will be forwarded to the Parks and Recreation Commission who will approve, modify, or deny the grant. The Commission's decision on eligible work (see below), grant percentages and/or amounts, or grant denial is final and cannot be appealed.

In reviewing the application, the City will consider the following criteria:

- Available funding. Applications will be considered on a first come, first serve basis determined by the receipt date of the completed application (see above).
- The eligibility of the proposed project (see below for eligibility guidelines).
- The determination by the City that the project maintains and / or enhances the quality of the Urban Forest.

Eligible Work: Eligible work includes, but is not limited to, the following items.

- Pruning
- Cabling & bracing
- Root pruning, grinding root barriers
- Repairs for root damage to property, such as sidewalks, building foundations, driveways, and irrigation lines, etc. (estimates must be submitted in square feet)
- Utility work, e.g. encroachment on sewer and water lines, electrical, and telephone lines.
- Other preservation work, including but not limited to, soil amendments and top dressing, etc.

If the work program and grant are approved, fees associated with Arborist reports and recommendations may be eligible for grant funding. Permit fees for removal or appeal fees, etc. are **not** eligible for grant funding. The Parks and Recreation Commission is the final authority on eligible work.

If during the course of the project, unforeseen circumstances arise that places the Heritage Tree at risk, the work must be stopped and the project re-evaluated by appropriate professionals.

Disbursement: Disbursement will be made on a reimbursement basis. A Certified Arborist must approve completed work. This approval, along with a receipt from the licensed tree contractor, must be submitted to the Parks and Recreation Department. The Director of Parks and Recreation or this representative will authorize the Finance Department to make disbursement to the grantee.

CITY OF SANTA CRUZ
Parks and Recreation Department

HERITAGE TREE GRANT APPLICATION FORM

Name	_____	Date	_____
Address	_____	Telephone	_____
City	_____	State	_____
Tree Address	_____	APN	_____
Cost Estimates		(Attach Copy)	
#1	_____		
#2	_____		

	Yes*	No
Does the proposed work require a permit under the Heritage Tree Ordinance?	_____	_____

* If yes a copy of the permit must be included with the application.

Please give a brief description of the work to be performed. Attach (2) two estimates and recommendations from City approved Certified Arborists.

I/we agree to all terms and conditions set forth in the City of Santa Cruz Tree Grant Program. I understand that my application will not be considered until all required documents are submitted and that the Parks and Recreation Commission's decision on my/our grant application is final.

Print or Type Name

Print or Type Name

Signature

Signature



MEMORANDUM

DATE: May 20, 2015
TO: Mayor Lane and City Councilmembers
FROM: Tina Shull, Assistant City Manager
SUBJECT: **City of Santa Cruz 150th Anniversary Celebration**

FY 2016 Funding Recommendation: **\$35,000**

On February 10, 2015, the City Council approved City of Santa Cruz sponsorship of this year's Open Streets Santa Cruz event taking place on West Cliff Drive on October 11, 2015. The Council further directed Parks and Recreation staff to partner with Open Streets Santa Cruz to develop an annual event recognizing the City's birthday that could include evening fireworks after the daytime celebration in 2016 to recognize the City's 150th Anniversary. The Council established a budget of \$25,000 to cover the costs associated with the 2015 Open Streets event. Council also directed the City Manager to convene an inter-department committee to begin planning for the City's 150th Anniversary Celebration.

A small committee of City staff met with Vice Mayor Mathews earlier this month to begin preliminary discussions about the scope of a 150th Anniversary Celebration, possible community partners, and other ideas ranging from a parade to fireworks. During that discussion it was decided that staff should request that the City Council consider a \$35,000 supplemental budget request to serve as a placeholder to secure services (possibly fireworks) and supplies (banners, posters, etc.) as the needs arise leading up to the various 150th Anniversary activities and events.

Approval of this recommendation will result in a \$35,000 impact to the General Fund to be used between October 2015 and October 2016 for temporary supplies, publicity, and fireworks. Additional costs associated with the City's 150th Anniversary Celebration in calendar year 2016 will be addressed once the scope is finalized for the celebration.



MEMORANDUM

DATE: May 20, 2015

TO: Mayor Lane and City Councilmembers

FROM: Tina Shull, Assistant City Manager

SUBJECT: **Arts Council Santa Cruz County – FY 2016 Funding Request**

Attached are memoranda from the Arts Council Santa Cruz County, requesting a total of \$75,000 in FY 2016 funding. The \$75,000 would support arts promotion, arts infrastructure and development and arts education.

Last year, the City Council increased the Arts Council's allocation by \$37,000 to \$62,300. In the previous five years, the Arts Council received an annual grant of about \$25,300.



CITY OF SANTA CRUZ 2015 – 16 FUNDING REQUEST

GRANT REQUEST: \$75,000
TIME PERIOD: July 1, 2015 – June 30, 2016
GRANT OBJECTIVE: To support arts and cultural services in the City of Santa Cruz
CONTACT: Sally Green, Development & Communications Director
Arts Council Santa Cruz County
1070 River Street Santa Cruz, CA 95060
(831) 475-9600 x 19 // sally@artscouncilsc.org

Purpose of Grant Request

The Arts Council *promotes, connects, and invests in the arts to stimulate creativity and vibrancy in Santa Cruz County.* Our 2013-16 Strategic Plan's core strategy is to *elevate and expand networks and hubs of and for the arts.* In order to accomplish our mission and activate this strategy, we will engage a dramatically increased number of people to participate in a robust system of networks that support and advocate for the arts; generate and provide much-needed funding and resources for artists and arts organizations; and build strategic partnerships that protect and advance the cultural and economic health of the City of Santa Cruz and the region. Arts Council Santa Cruz County will: 1) directly support grantees in their creative work; 2) serve as the primary resource for technical, professional development, and marketing assistance to the arts community; 3) provide arts leadership and information through local and regional collaborations and initiatives; and 4) be a leader in providing, and be a catalyst for, arts education in public schools. We will engage new and unlikely partners to use the arts as a means to address broad-based community issues, helping to strengthen the City of Santa Cruz, and bring together the community as a whole.

Outcomes:

1. Arts Promotion: Increase public awareness of arts activities and creators' capacity to promote the arts
2. Arts Infrastructure & Development: Increase success, sustainability, and connectedness in the arts
3. Arts Education: Increase access to quality K-12 arts education

Return on the City's Investment

- **ACSCC makes wise investments in the City's creative economy.** In 2014-15, 59% of ACSCC Grants Program funds supported organizations and artists in the City of Santa Cruz – these grants totaled more than \$134,480 with one cycle left this fiscal year. We leverage the City's funds to garner additional grants from foundations, as well as from the National Endowment for the Arts and California Arts Council; however, requests for support continue to far exceed the funds available.
- **The arts help create tomorrow's leaders.** Through arts education, youth learn to problem-solve, innovate, and think critically. Two SPECTRA Grants were awarded to Santa Cruz City Schools last year serving 230 students, and our Art & Leadership program was delivered at two schools.
- **The arts are good business.** More than 50% of Open Studios Art Tour artists reside in the City of Santa Cruz. The tour generates more than \$775,000 in taxable art sales for the county annually. In its 30th year, Open Studios is a key driver of arts tourism in our community.
- **The arts bring people together to address community challenges.** This year, our Ebb & Flow River Arts Project has been transformative with engagement across sectors to rally support for and engagement with the San Lorenzo River and the Tannery Arts Center.
- **The arts stimulate the economy.** Nonprofit arts and culture are a significant industry in Santa Cruz County— one that generates \$38.38 million in total economic activity. This spending—\$21.84 million by nonprofit arts and culture organizations and an additional \$16.54 million in event-related spending by their audiences— supports 877 full-time equivalent jobs, generates \$22.36 million in household income to local residents, and delivers \$5.26 million in local and state government revenue. Our recently completed Arts & Economic



Prosperity Study revealed that 74% of all non-local arts event attendees came to Santa Cruz specifically for the arts. Without our lively arts community, visitors would go elsewhere to spend their discretionary dollars.

- **The arts inspire people where they are.** Each year, ACSCC collaborates with the City of Santa Cruz to bring five rotating exhibits are displayed at the County Government Center.
- **ACSCC supports the business of art.** Through Fiscal Sponsorship, ACSCC provides strategic guidance and financial oversight to multiple organizations, and was instrumental in the rebirth of Shakespeare Santa Cruz. Through our Technical Assistance program, we build the skills of the creative sector.

Organization History

Founded in 1979 to form a core of countywide leadership to support the creative talent of this region, Arts Council Santa Cruz County (ACSCC) was created by community leaders in a demonstration of inter-jurisdictional cooperation and support.

ACSCC is designated by Santa Cruz County – and recognized by the California Arts Council as the State/Local Partner – to provide countywide support to artists and arts organizations and to respond to the cultural needs of this community. The Arts Council works collaboratively with public agencies, nonprofit organizations, and foundations, and leverages funding from all sectors to advance arts and culture in the City of Santa Cruz.

Key Activities:

Arts Promotion:

To promote the arts, the Council will use the messages to identify and implement marketing innovations and coordinated online strategies for the Council and its constituents. Using our partnerships with Good Times, KUSP, the Convention and Visitors Council (CVC), and relationships with local media, the Council will promote its programs and the arts community of the City of Santa Cruz.

Additionally, we promote the arts through the Open Studios Art Tour, which markets the work of 300+ visual artists annually and attracts visitors from throughout the greater Bay Area. Each year, nearly half of all Open Studios artists each year are located in the City of Santa Cruz. The 2015 Tour will mark its 30th anniversary, and we're celebrating in a BIG way. We're blowing up the business model to engage new creators and appreciators, remove barriers to participation, and raise visibility more than 12-fold. We're moving from distributing 3,000 \$20 Artist Guides to a model that will distribute more than 40,000 – *for free* – through insertion into Good Times. We're refining the event's messaging to make Open Studios more open than ever with a clearly communicated message of *art for all*.

The Arts Council will continue to promote the arts through research activities. To demonstrate the economic impact of the arts in Santa Cruz County, in partnership with Americans for the Arts, and with funding from the CVC, Community Foundation Santa Cruz County, County of Santa Cruz, and City of Santa Cruz, the Arts Council led the development of the 2013 Arts & Economic Prosperity Study, and the study remains a powerful tool for City of Santa Cruz arts organizations to help attract support for their work. By participating in the Santa Cruz County Community Assessment Project (CAP), which is used to guide addressing community needs, the Council will promote the arts as a central component of this community's quality of life. The Council is working to have the arts incorporated in the CAP for the first time.

Arts Infrastructure & Development:

Artists and arts organizations need financial and professional development support to continue their important work in the community. ACSCC invests in the sector's workforce development by connecting artists and organizations with the resources and tools that they require to thrive.

Local Arts by the Numbers
• \$38.38 million in economic activity created through local arts nonprofits and their audiences
• 877 full-time equivalent jobs are created
• \$22.36 million in household income to local residents
• \$5.26 million in local and state government revenue



Through our Grants Program, we will fund arts organizations and individual artists, in order to help ensure a wide range of high quality, creative, and diverse arts opportunities. Last year we introduced Sponsor Grants, which were given to seven organizations that play a leadership role in the arts in Santa Cruz County, including Kuumbwa Jazz, Cabrillo Festival of Contemporary Music, Santa Cruz Museum of Art & History, and Santa Cruz County Symphony. This category awards on-going annual support to organizations that produce excellent art, and those that have healthy finances and strong leadership. Support Grants sustain organizations by providing general operating support. Create Grants support artists and small, often grassroots, arts groups that embody a noteworthy breadth of artistic expression and community support. Develop Grants are offered to individual artists to help cover the cost of attending a conference, training, developing a portfolio, creating a website, marketing or business planning, and other opportunities that nurture an artist's career. First-time applicants are offered a high level of hands-on support in the application process and we assure that funds are available for less experienced applicants.

ACSCC provides ongoing professional development and technical assistance to artists and arts organizations through a variety of services including workshops, one-to-one support, and fiscal sponsorship. To support grantees, Open Studios artists, and the broader arts community, the Council presents the *Business of Art* seminar series at Cabrillo College throughout the year. The series is made possible through a collaboration with Cabrillo College Extension, Cabrillo College's Division of Visual and Performing Arts, and the Small Business Development Center. It is designed to help artists start, manage, and grow their businesses. More than 300 artists attended last year. Our Fiscal Sponsorship program provides strategic guidance and financial oversight to City of Santa Cruz organizations that lack their own 501(c)3 status, further bolstering this community's small and burgeoning arts projects.

The Council will expand the definition and participation of artists and organizations involved in arts networks, particularly with Arts Council Associates and other affinity groups. The Associates, a membership organization comprised of 50 representatives from arts organizations (30 Santa Cruz-based), is key to supporting Arts Council grantees through networking, professional development, and information sharing. A skill share segment is included in each meeting, where members support one another through introducing new technical skills and providing practical examples of how to apply those skills to current work. In the coming year, we will include additional professional development activities facilitated by professionals in the field.

For the Council, our focus on collaborating with "unlikely partners" has established the organization as an agent of positive change in Santa Cruz County in realms transcending our traditional scope. Not only are we impacting new areas, we are attracting new artists to participate in arts events and take advantage of our services. We're also reaching a younger and more diverse range of the community, and re-engaging arts appreciators and community leaders. Wins like these, made possible by the successful implementation of our strategic plan, call for a new approach and careful strategy in how the Council directs its fundraising and communications efforts. We now have the potential to reach (and possibly exceed) our visibility, relevance, and funding goals as never before. Now that we've begun to attract new audiences, we must build a plan to keep them engaged and to convert them from fans to committed donors. The 2015-16 year is dedicated to powerful and innovative communications and fund development planning.

Arts Education:

The Arts Council has led arts education in Santa Cruz County for 35 years. The Council is committed to making a lasting contribution to the community's cultural life through promoting and increasing access to a variety of arts education resources county-wide. Through our Arts Education program, youth learn to express themselves, problem-solve, and create social change through the arts.

The arts significantly boost student achievement, reduce discipline problems, and increase the odds that students will enter and graduate from college. And students who study the arts outperform their peers on the SATs by more than 80 points.

In the Artist Teacher Partnership, generalist teachers are paired with SPECTRA Artists to work together to design and deliver arts instruction to students in non-arts subject classrooms. This program supports the goal



of having the arts in every classroom, every day. SPECTRA Matching Grants provide Santa Cruz City Schools and community organizations with funds to support engaging workshops, residencies, and performances taught by SPECTRA Teaching Artists. The Mariposa's Art course in Art & Leadership is an after-school program for girls that integrates the exploratory powers of the arts into curriculum designed to address key health and social issues, and develop leadership skills. Art & Leadership students at Mission Hill Middle and Westlake Elementary learn the techniques needed to work with a variety of art media and genres, from printmaking to multimedia self-portraiture. This program is built to encourage the development of artistic skills, knowledge of the arts, community service, and leadership building. Student works from all of our arts education programs are part of an annual exhibit at Santa Cruz County Government Center.

To forward our strategic goal to expand networks and increase access to quality K-12 arts education we lead the Santa Cruz County Alliance for Arts Education (SCCAAE), created in partnership with the California Alliance for Arts Education. The SCCAAE's goal is to empower local community members to preserve and expand arts education in Santa Cruz County public schools through a strong system of advocacy coalitions. The local alliance represents a cross section of community interests, presenting a united message that helps the Council forward its mission by conveying that an investment in arts education is an investment in the well-being of the larger community. The SCCAAE is recognized as a model advocacy group for similar alliances across the state. Due to the Alliance's successes, our Arts Education Manager has been invited to join the leadership team at the California Alliance for Arts Education.

Key Indicators:

ACSCC's 2014-2016 strategic plan outlines metrics by which progress will be measured and evaluated over the next three years. Impact will be measured on external and internal factors and areas of focus:

Arts Promotion

1. Arts & Economic Prosperity Report
2. Community Assessment Project
3. Annual online perception survey of artists and arts organizations
 - Participants report increased capacity to promote their work
 - Participants report increased community/market awareness
4. Number of ACSCC website unique hits, click-throughs, and level of other online engagement
5. Number of development campaigns and partnerships
6. Open Studios Art Tour art and Guide sales

Arts Education

1. Geographical distribution of available arts programs
2. Number of students served by programs provided by arts organizations/artists
3. Number and geographic distribution of students served through ACSCC sponsored programs
4. Number of arts education partners and networks

Arts Development

1. Santa Cruz arts organizations' unrestricted net assets
2. Annual online perception survey of artists and arts organizations:
 - Artists and arts organizations report increased capacity to manage their business
 - Art workers report improved quality of life and connectedness
3. Participation in ACSCC professional development and fiscal sponsorships offerings and participant self-assessment of quality/utility
4. Number, size, and impact of ACSCC grants
5. Number of ACSCC donors and total contributions



Summary

With the City of Santa Cruz's support, Arts Council Santa Cruz County leverages funding from all local municipalities, private foundations, businesses, and individuals to strengthen the local creative landscape and make arts and cultural activities accessible throughout the community. Through continued partnership, the arts strengthen the economy and provide creative opportunities to people of all ages, backgrounds, and interests. Through its many programs, services, and initiatives, the Arts Council consistently and positively affects the condition of the City of Santa Cruz' arts sector, economy, and residents. Committed to promoting sustainable, enhanced visual and performing arts education opportunities, the Council remains a key contributor to the Santa Cruz City Schools district in its ability to present quality arts education programs.

Funds from the City of Santa Cruz will be used to provide funding and support services to artists and arts organizations, and to fulfill our mission to *promote, connect, and invest in the arts to stimulate creativity and vibrancy throughout Santa Cruz County*. As the state- and county-designated support agency for the arts in Santa Cruz County, it is our charge to ensure that the children, youth, residents, artists, and visitors to this community have access to high-quality, diverse arts experiences. Arts Council Santa Cruz County is proud of the many accomplishments achieved in its 36-year partnership with the City of Santa Cruz, and we look forward to continuing our collective impact in the coming year.



City of Santa Cruz 2014-15 Interim Report

We are grateful for the City of Santa Cruz' continued belief in our work. Beyond your financial investment, we really appreciate the City staff and leadership's willingness to listen to our big dreams, to dig deep with us in our daily work of art, and to work together to incorporate the arts into the City's solutions to community challenges. These conversations and our decades-long partnership are among the Arts Council's greatest assets. The following is a just a sample of how we've used the funds with which you entrusted us:

Most Significant Accomplishments

Arts Promotion:

- We have made great progress in promoting the arts in the City of Santa Cruz. From supporting the reimagined Santa Cruz Shakespeare through our Fiscal Sponsorship Program to leading the Ebb & Flow River Arts project, Arts Council Santa Cruz County is key to raising the visibility of and participation in the arts in this community. Feedback from artists involved in Open Studios and the Arts Council Associates tells us that we're making strong headway in increasing creators' capacity to promote their art to residents in the City of Santa Cruz and the Greater Bay Area. With more than 50% of Open Studios Artists and Associates creating their work within City limits, we know that the impact we're making is essential to the City's arts economy.
- Building on our strategic focus of working with unlikely partners to use the arts as a way to address community challenges, early on in the 2014-15 fiscal year, we launched the Ebb & Flow River Arts Project. As you know, Ebb & Flow celebrates and enlivens the San Lorenzo River and the Tannery Arts Center through year-round activities that unite arts and river enthusiasts and connect the greater community. Ebb & Flow has become a movement garnering national attention to the project and to the City. Through the partnerships forged with the City of Santa Cruz and other organizations, we are harnessing the power of the arts to address a critical civic issue – water conservation. Educating the public on this topic in a creative way inspires stewardship of the San Lorenzo River as an important water source. Our final report will include details about the June 6th Ebb & Flow River Arts Celebration.
- The 2014 Open Studios Art Tour received 359 applications, with 306 artists juried into the Tour – nearly 50% of whom reside in the City of Santa Cruz. Multiple workshops were offered to artists, covering everything from how to complete the online application to how to price and merchandise their art. In a survey of Open Studios Artists, 87% reported their experience as fantastic or satisfying, 66% reported that the event generated sales after the event, 32% of the artists reported gross sales of \$2,500-\$5,000, and 20% reported gross sales of \$5,000-\$20,000.
- We've spent the early part of 2015 developing a partnership with Good Times to bring the 2016 Open Studios to new and more diverse audiences by offering the Artist Guide as a *free* insert in Good Times. By blowing up the business model in this way, we'll engage new creators and appreciators, remove barriers to participation, and raise visibility more than 12-fold. We're also refining the event's promotion to clearly communicate the message of *art for all*. We look forward to sharing news of this grand experiment later this year.
- We continued marketing and communications efforts, event organization, and outreach, including:
 - Producing a monthly e-newsletter, reaching over 3,000 people; maintaining our website, which receives 50,000+ hits annually;
 - Publishing the Work of Art blog where our Executive Director writes about the implementation of our strategic plan, as well as about the variety of things we're thinking about and involved in every day. The blog is used to stimulate conversation, solicit feedback, and engage the community (<http://workofartsc.wordpress.com/>);
 - Maintaining Arts Council and Open Studios Art Tour Facebook pages; 4,045 of likes combined;
 - Featuring the works of 46 working artists at the County Government Center and Arts Council headquarters to promote artistic excellence in the community;
 - Hosting four First Friday Santa Cruz events at the Santa Cruz County Government Center; and
 - Participating in the Tannery Arts Center's Tanniversary with family-friendly art activities.

Regranting & Professional Development for the Arts Sector

- Through Fiscal Sponsorship, we provided strategic guidance and financial oversight to multiple organizations. Our largest and most complex fiscal sponsorship relationship with Santa Cruz Shakespeare has taken new shape as they “graduated” from our program upon establishment of their own 501(c)3 late last year.
- We launched the Elevate Grant category, selecting five members of the cohort including The 418 Project, Motion Pacific, New Music Works, Santa Cruz Art League, and Santa Cruz Ballet Theatre – all organizations located in and serving the City of Santa Cruz. In the first year of the Elevate Grant program granted \$20,000 and professional development and training to the cohort. With more than two more years left in this program, the total positive impact on these organizations is expected to be dramatic.
- Our Grants Program has seen such an amazing period of growth and change. Develop Grants, which support individual artists and organizations to help with professional and business development related activities, saw almost at 25% growth in requests. In 2014-15, 59% of Arts Council Grants Program funds supported organizations and artists in the City of Santa Cruz – these grants total more than \$134,480 with one cycle left this fiscal year.

City of Santa Cruz this year to-date grantees include:

Sponsor Grants

Cabrillo Festival of Contemporary Music	\$15,000
Kuumbwa Jazz	\$18,000
Museum of Art and History	\$12,000
Santa Cruz Symphony	\$15,000

Support Grants

Japanese Cultural Fair	\$4,000
Jewel Theatre Company	\$4,000
Musical Arts of Santa Cruz (Santa Cruz Chorale)	\$3,500
Pacific Voices Choir	\$1,000
Santa Cruz Baroque Festival	\$1,500
Santa Cruz County Youth Symphony	\$2,500
Santa Cruz Shakespeare	\$7,000
Tannery World Dance & Cultural Center	\$5,000
Viva Oaxaca	\$4,000
William James Association	\$2,000

Elevate Grants

Santa Cruz Art League	\$6,000
New Music Works	\$5,000
Motion Pacific	\$6,000
418 Project	\$6,000

Create Grants

Alison Cooper	\$1,000
Andrew Purchin	\$3,000
Cid Pearlman	\$3,000
Iman Lizarazu	\$3,000
Jared Roth	\$1,000
Jasmine Schlafke	\$1,000
Jessamine deLancey	\$3,000
Prince Lawsha	\$1,500
Shakespeare To Go	\$480

Total	\$134,480
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Arts Education

Mariposa's Art

The Mariposa's Art Art & Leadership program served 60 girls at Westlake Elementary and Mission Hill Middle School. This program encourages the development of artistic skills, knowledge of the arts, community service, and leadership building. The four sections of the course are:

1. Express Yourself: realizing talents and strengths, and using them
2. Body Image: redefining beauty as a quality of self-love, care, and being a good friend
3. Conflict Resolution: learning how to speak up and manage conflict in powerful ways
4. Dreaming Big: setting goals and talking about how to make dreams come true

Student works from the Art & Leadership class are part of an annual exhibit at Santa Cruz County Government Center.

SPECTRA

- Through SPECTRA Matching Grants and special initiatives, funds were granted to fund classes, workshops, and residencies in the City of Santa Cruz – serving 230 youth at two Santa Cruz City schools, the Coastal Watershed Council, and Boys & Girls Club Santa Cruz. Through SPECTRA Matching Grants, students were given the gift of opportunity: the opportunity to experience something beyond the regular curriculum; to make something valuable; to let their personal light shine; to be involved in play that challenges the brain; to make mistakes and fix them in a low stakes environment; and to develop the grit required to persevere. The opportunity to develop language skills and to see beyond the school day, to make discoveries and have experiences that can help them draw connections between daily life and schoolwork.
- To forward our goal of a more connected arts community, we hold monthly Teaching Artist Gatherings at our offices on the Tannery campus. During these gatherings, Teaching Artists led lessons ranging from creative movement to storytelling, and fish printing to poetry, modeling excellent tools for sparking inspiration in the classroom, integrating arts with other subjects, and classroom management. This year artist Linda Levy held a three-part series to help Teaching Artists how to market themselves to schools and the community. This kind of personalized professional development is key to Santa Cruz-based Teaching Artists' economic sustainability.
- Our Santa Cruz County Alliance for Arts Education has been so successful in a short period of time that it is recognized as a model in the state, with requests for our arts education manager to speak at statewide conferences about what it has achieved and how. Recent changes implemented through the Local Control Funding Formula have resulted in funds previously earmarked for the arts now being used for other purposes, and have made our advocacy efforts dramatically more important.

What's Ahead:

In our 36th year, Arts Council Santa Cruz County is experiencing one of the most profound and exciting periods of growth and evolution than it has in a decade. Though our organizational work over the last five years has been methodical and intentional – hiring of a dynamic new Executive Director, building a three-year marketing plan, creating a powerful 2013-16 strategic plan and resulting rebrand – we could not have anticipated just how far this work would take us.

We've raised the Arts Council's visibility. We have improved how we tell our stories and how we engage with the community. We've increased income from our major donor category by 60%. Most importantly, we have changed perceptions about the Arts Council in this community, and changed how people view the power and potential of the arts. We've done this through focusing on an element in our strategic plan: working with unlikely partners. This work has led to major and timely opportunities to dramatically increase the number of people who engage with and support the Arts Council, and to demonstrate our relevance to new, younger, and more diverse audiences. *And, there's so much on the horizon.*



May 6, 2015

Honorable Mayor Don Lane and City Council Members
City of Santa Cruz
809 Center St.
Santa Cruz, CA 95060

Dear Mayor Don Lane and City Council Members,

Thank you for your faithful support to Native Animal Rescue (NAR) in the amount of \$3,600. per year these past 17 years. The members of NAR are grateful for the City of Santa Cruz's recognition and financial support of our work to rescue, receive and rehabilitate distressed wildlife.

NAR is a 501(c)(3) nonprofit. We are the only organization in Santa Cruz County licensed by both the State and Federal Fish and Wildlife Departments to rehabilitate distressed wildlife. NAR's mission is to rehabilitate our county's orphaned, sick and/or injured wildlife until they are able to survive on their own, and then release them back into the wild. Our staff and volunteers are trained to diagnose, treat, rehabilitate and release back to the wild these animals in accordance with Dept. of Fish & Wildlife standards.

For fiscal year 15/16, NAR is again asking the City of Santa Cruz for \$ 3,600. towards NAR's annual budget of \$ 119,000. Your funds will help NAR continue to serve the needs of our citizens and "their" wildlife. Our facility is open every day from 8am to 8pm to receive animals. We are also available after hours for emergencies. NAR works closely with police, 911 emergency, animal services, and park personnel, who bring distressed animals to us. We also receive animals from the general public, and some are rescued by NAR volunteers in response to calls.

In 2014, NAR handled about 1,500 birds and 400 mammals. With the excellent care from our staff and volunteers, many of these animals made full recoveries and were released back to nature.

Per our State and Federal licenses, we are required to submit annual reports stating number, type and outcomes of the animals we receive. We also try to gather additional info, such as the location of where the animal was found. To determine how many animals come from the City of Santa Cruz, a random sample was taken of 100 of the animals we received in 2014, 28% came from the city of Santa Cruz, including the north coast to Bonny Doon. This percentage is probably even higher since the location was unknown for 11% of the animals in the random sample.

Thank you again for your support.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eve Egan", is written over a horizontal line.

Eve Egan
Director
Native Animal Rescue

Attachment M