

City Council



The City Council is comprised of six Councilmembers and a Mayor. They are the legislative and policy-making body of city government; setting city policy by passing ordinances and resolutions. The Council determines the city budget, appoints and removes certain appointive officials, and generally oversees city functions. They are elected at large by city voters and are directly responsible to the people.

The term of office for a Councilmember is four years and a Councilmember may serve a maximum of two consecutive terms. Each year, the Council elects one of its members to serve as Mayor for a one-year term. The Mayor presides at all Council Meetings and is recognized as the head of the city government for all ceremonial purposes.



The Council has seven major strategic goals to guide the City's near-term efforts in addressing its most pressing issues as outlined on the following page. These goals are used to develop the Council Two-Year Work Plan for the upcoming fiscal year.

Strategic Goals FY 2018-2019

The following three Strategic Goals articulate the forward momentum of the City of the next two years. Each Strategic Goal lists the focus areas and projects prioritized by City Council.

Strategic Goal #1: Housing

Community Outreach and Education

The City will provide a broad and comprehensive program of opportunities for the community to become versed in housing issues at both the state and local levels. The outreach effort will empower the public to make informed decisions about local housing initiatives, proposals, and policies. Projects include: **Implementation of housing public engagement and education series.**

Housing Policy Updates

The City is experiencing a severe shortage of housing, and community members are increasingly being priced out of local housing. Updating housing policies will provide additional opportunities for long-term and affordable housing in the City, while implementing key components of the General Plan. Projects include: **Downtown zoning amendments, Inclusionary housing and density bonuses, and Short-term vacation rentals.**

Regional Revenue Measure to Develop Housing

With the dissolution of Redevelopment Agencies in 2012, local governments lost a critical revenue stream that formerly supported affordable housing development. The City lost \$6 million annually, money typically used to bridge gaps in development projects. Without a source of funds to help create needed housing, many projects may not be realized or will be built more slowly. Compounding this is insufficiency of housing stock in the City. As a prong to support the development of housing, a regional revenue measure will be evaluated. Projects include: **Conducting a community survey.**

Downtown Projects

Housing is critically needed in our community as we face a worsening regional crisis. There are a number of development sites in our downtown that are underdeveloped, underutilized, or otherwise ideal for revitalization. Spurred by current market forces, the development community has expressed interest in developing various downtown sites for housing and mixed-use housing projects. Additionally, the City has been working with METRO since 2001 to revitalize the existing aging bus facility in the downtown with goals to replace the existing terminal with a new bus system that meets existing and future transit needs, provides critically-needed affordable housing in the downtown, and activates the commercial street front and pedestrian walkways along Pacific and Maple Alley. Projects include: **Approval of 500-600 units in downtown and Pacific Station.**

Strategic Goal #2: Public Safety & Well-Being

Homelessness

The City is grappling with a substantial homeless challenge, with approximately 831 unsheltered individuals (statistic from 2015 Point-In-Time Homeless Survey). In order to alleviate the suffering and negative externalities of the large, visible unsheltered homeless population in the community, the City must approach stronger collaboration efforts with partners including other local governments, the faith community, the business community, legislative representatives, residents, and visitors. Projects include: **Funding and implementation of homeless outreach programs, Implementation of City Council and Homelessness Coordinating Committee recommendations, Formation of City Homelessness Coordinating Team, and Implementation of public awareness and legislative advocacy outreach.**

Nuisance Crime Reduction

Nuisance crimes continue to plague our Downtown and areas throughout our city. The Police Department will conduct a staffing study to evaluate workload demand and staffing levels in the Operations, Investigations, Records, and Property Divisions. The study will also evaluate patrol schedules and beat reconfiguration to maximize resources. The Neighborhood Safety Team (NST), with guidance from the City Council Public Safety Committee, will increase its influence and effectiveness and evaluate policy and/or ordinance changes that promote safety and well-being Downtown, and across the community. Projects include: **Enhancement of funding and coordination of Neighborhood Safety Team to consider policy and/or ordinance changes and Evaluation of Police Department and Park Ranger staffing.**

Inclusive Community

The City is committed to engaging the community and believes that broad engagement and public participation are an essential element of good governance. There is a strong desire to see this commitment extended to typically under-served and under-involved segments of the community and to find more ways for people to be involved in meaningful dialogue about City issues and proposed initiatives. Projects include: **Implementation of enhanced community outreach initiatives, Support and engagement of the immigrant community, and Deployment of police body worn cameras.**

Strategic Goal #3: Infrastructure

Capital Improvement Revenue Measure

Much of the City's core infrastructure and facilities do not have a funding source identified to add to the lifespan and/or replace aging systems. Some of the City core public facilities, such as Civic Auditorium, Wharf, and city parks, do not have dedicated capital funding streams and remain largely unfunded. Projects include: **Conducting community survey, Formation of a Community Revenue Subcommittee, and Development of strategies to fund capital improvement program.**

Asset Management

Asset management is an ongoing effort that continues to produce actionable information to help an organization minimize life cycle costs of infrastructure. The City will perform a "gap analysis" and first round risk assessment that will be used to inform prioritization and decision-making about projects or programs that might be considered as part of a potential infrastructure revenue measure in 2018. Projects include: **Asset Condition Assessment and Risk Management Plan, and Traffic Calming Program**

Downtown Library Project

In 2013, the Santa Cruz Public Libraries created a Facilities Master Plan to evaluate current library structures and make recommendations for improvements. The Master Plan recommended an extensive renovation or complete replacement of the Downtown branch because of deferred maintenance, failing infrastructure, and lack of accessibility in the current structure. Projects include: **Conducting project evaluation and assessment processes in collaboration with stakeholders**

Fiber Strategy

Fiber-optic networks, also known as broadband infrastructure, have been identified as a fundamental need for the City for several years. In 2014 and 2015, the Council approved policy direction updates for the Broadband Master Plan, including directing staff to pursue opportunities for the City to partner with the private sector in order to spur significant broadband infrastructure investment. Projects include: **Implementation of Pavement/Once/Dig Once Policy, and Funding and implementation of City iNet replacement**

Community Vision & Guiding Principles

The City Council's Two-Year Work Plan defines the Community's Vision and Guiding Principles, highlights the critical core services that account for the vast majority of City resources and energy, and sets forth three new strategic goals to meet the vision of the City and enhance the quality of life for all in our community.

The Two-Year Work Plan ensures that both City staff and the City Council, along with the greater community, share a common vision of where the City is going and the work involved to get there.

Department Description:

The City Council is the legislative and policy-making body of the City of Santa Cruz. The City Council's seven members are elected on a non-partisan basis for 4-year terms. Each year the Council elects one of its members to serve as Mayor. The City Council meets regularly to conduct the public's business.

	Fiscal Year* 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended* Budget	Estimated Actual	
EXPENDITURES BY CHARACTER:					
Personnel Services	268,835	300,213	300,213	275,803	271,176
Services, Supplies, and Other Charges	150,105	102,294	135,633	99,656	163,387
Total Expenditures	<u>418,939</u>	<u>402,507</u>	<u>435,846</u>	<u>375,459</u>	<u>434,563</u>
EXPENDITURES BY ACTIVITY:					
City Council	1110 326,675	402,507	402,507	375,459	434,563
Council Special Projects and Services	1113 92,265	-	33,339	-	-
Subtotal General Fund	<u>418,939</u>	<u>402,507</u>	<u>435,846</u>	<u>375,459</u>	<u>434,563</u>
Total Expenditures	<u>418,939</u>	<u>402,507</u>	<u>435,846</u>	<u>375,459</u>	<u>434,563</u>
RESOURCES BY FUND					
General Fund	101 191,789	180,886	182,738	200,338	232,875
Total Resources	<u>191,789</u>	<u>180,886</u>	<u>182,738</u>	<u>200,338</u>	<u>232,875</u>
Net General Fund Cost	<u>(227,151)</u>	<u>(221,621)</u>	<u>(253,107)</u>	<u>(175,121)</u>	<u>(201,688)</u>

Activity Number: 1110
 Fund(s): General Fund (101)
 Department: 01

ACTIVITY SUMMARY

Activity Description:

The City Council enacts the City’s laws, establishes its policies, appoints its City Attorney and City Manager, and makes appointments to advisory bodies. The City Council also adopts the City’s annual budget and all amendments to that budget, thereby setting fiscal priorities.

	Fiscal Year 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Personnel Services	268,835	300,213	300,213	275,803	271,176
Services, Supplies, and Other Charges	57,840	102,294	102,294	99,656	163,387
Total Expenditures	<u>326,675</u>	<u>402,507</u>	<u>402,507</u>	<u>375,459</u>	<u>434,563</u>
ACTIVITY RESOURCES:					
Charges for Services	181,289	180,886	182,738	182,738	191,875
Total Resources	<u>181,289</u>	<u>180,886</u>	<u>182,738</u>	<u>182,738</u>	<u>191,875</u>

*Sums may have discrepancies due to rounding

Council Special Projects and Services

Activity Number: 1113
 Fund(s): General Fund (101)
 Department: 01

ACTIVITY SUMMARY

Activity Description:

This activity budgets for special projects and services, such as Code for America, the legislative strategist, and community outreach. Starting in FY 2013, community programs and services previously in this activity, including the winter shelter and other homeless services, the 2-1-1 information system, Community Assessment project, gang prevention and intervention and the serial inebriate program, have been moved to a new activity (6103) in the non-departmental section of the budget.

	Fiscal Year 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	92,265	-	33,339	-	-
Total Expenditures	92,265	-	33,339	-	-
ACTIVITY RESOURCES:					
Rents, & Misc Revenues	10,500	-	-	17,600	41,000
Total Resources	10,500	-	-	17,600	41,000

*Sums may have discrepancies due to rounding