



City Manager's Office

The City Manager is the City's chief administrator. The City Manager develops the City's budget, appoints the City's department heads, and conducts the affairs of the City pursuant to the policies set by the City Council. The City Manager and his/her staff also handle special projects and Council assignments which do not fall within the jurisdiction of any other City department. The City Manager's Office (CMO) encompasses the City Clerk's division, Climate Action Program, independent police auditor function, homelessness response, and communications. The CMO also staffs various boards, commissions, and committees, including the Commission for the Prevention of Violence Against Women, Community Programs Committee, and Public Safety Committee.

Core Services

- Oversee all City departments and coordinate interdepartmental efforts as needed.
- Administer all CMO contracts, memorandums of understanding, and joint powers authority agreements (JPAs).
- Represent the City on various external boards, commissions, and JPAs.
- Coordinate Council strategic planning efforts.
- Provide administrative support for Councilmembers.
- Lead citywide research and projects, and implement Council priorities.
- Improve communication functions to cultivate a more engaged, informed and involved community and employee base.
- Host citywide employee meetings, media briefings, and community forums.
- Prepare City Manager monthly message to the community, weekly updates, and other citywide communications as needed.
- Coordinate the annual Officer Jim Howes Community Service Award to recognize outstanding community leaders and City employees.
- Fulfill City Clerk role in County and local elections.
- Develop and post all Council agenda packets, including report development, proclamations, resolutions, and ordinances.
- Process public records requests, including coordinating, gathering, and consolidating all departmental information for the requestor.
- Manage the records management system, and provide training to City departments on records management and retention.
- Secure grants to support citywide programs such as climate action and sustainability.
- Develop new strategies, plans and projects to enhance sustainability and resiliency while keeping Santa Cruz vibrant and livable.
- Administer various community programs, including Downtown Streets Team, Collective of Results and Evidence-based funding program, and Community Programs Set-Aside grants.
- Oversee the Independent Police Auditor.
- Coordinate the City's legislative program to analyze and plan annual legislative priorities to support the well-being of the City and its residents, and to oppose proposed actions that are in opposition to the City's priorities.
- Support the Commission for the Prevention of Violence Against Women, Community Programs Committee, Public Safety Committee, and other ad hoc Council committees as needed.
- Coordinate City response efforts and interagency and nonprofit coordination related to managing the impacts and improving the conditions for the growing number of individuals experiencing homelessness in Santa Cruz.

Accomplishments and Goals

FY 2022 Accomplishments	Infrastructure	DT & Other Business Sectors	Fiscal Sustainability	Core Services	Equity, Health & Well-Being, Sustainability	New & Improved Funding Sources	Green Economy
Developed bridge citywide project work plan to prepare for transition from interim recovery plan to new City strategic plan.	x	x	x	x	x	x	x
Delivered Council adopted 3-year Homelessness Response Action Plan.	x	x	x	x	x	x	
Homelessness response foundation: Community Transitional Camp at 1220 River, Shelter program at the Armory, Safe Spaces parking program, mobile shower service, Camping Service and Standards Ordinance, Oversized Vehicle Ordinance, and determined use of \$14M in State-granted funds.	x	x	x	x	x	x	x
Advanced strategic communications and engagement for key initiatives including the Library Mixed-Use Project, homelessness response, district elections and affordable housing.	x			x	x		
Updated City’s legislative platform for calendar year 2022.	x	x	x	x	x	x	x
Increased social media presence: developed a Citywide integrated content approach, launched an Instagram account, and highlighted employee contributions through a weekly “City Cruz at Work” feature.					x		
Adopted the Health in All Policies Year 2+ Work Plan and Community Well-Being indicator metrics.					x		x
Completed Phase 1 of 2 of the Existing Building Electrification Roadmap.	x				x		x
Achieved an A- rating by carbon Disclosure Project for sustainability and achieved Blue City Certification at the Ocean Hero level.	x				x		x
Completed Draft Climate Action Plan 2030.	x			x	x		x
Collaborated with Information Technology to implement hybrid meeting format to combine in person and virtual participation channels.				x	x		
Executed June 2021 ballot measures for charter amendment and for sales and use tax.	x	x	x	x	x	x	

FY 2023 Goals	Infrastructure	DT & Other Business Sectors	Fiscal Sustainability	Core Services	Equity, Health & Well-Being, Sustainability	New & Improved Funding Sources	Green Economy
Develop new City three-year strategic plan.	X	X	X	X	X	X	X
Partner with downtown businesses to develop a community safety strategy, and expansion of community service officer program.		X		X	X		
Develop community group partnership models to foster habitat restoration.	X			X	X		
Complete final tier of Safe Parking program.				X	X		
Develop and implement a waste disposal program for recreational vehicle owners.				X	X		
Complete Coral St master plan and acquisition.	X			X	X		
Partner with community-based organizations to create more transitional employment programs, including expansion of Downtown Streets Team.		X		X	X		
Lead effort to build a statewide coalition of municipalities for homelessness response, legislative changes, and funding.	X	X	X	X	X	X	X
Complete the Climate Action Plan 2030 and Existing Building Electrification Roadmap and secure funding to initiate work on the Climate Adaptation and Local Hazard Mitigation Plan.	X	X	X	X	X	X	X
Build out coastal change monitoring network and secure funding for coastal resilience projects.	X		X		X	X	
Develop and promote new City branding blueprint.					X		
Successfully execute new district model for November 2022 election.				X	X		
Develop and implement a comprehensive training for advisory body clerks to foster consistency and technical support across all bodies.				X	X		
Create emergency response protocols for City Clerk functions to effectively facilitate Council business during an emergency.				X	X		

Workload Indicators and Performance Measures

Workload Indicators	Focus Area	FY 2019 Actual	FY 2020 Actual	FY 2021 Target	FY 2022 Est.	FY 2023 Goal
Number of regular and special Council meetings	Core Services	37	28	27	31	27
Number of Public records requests	Core Services	231	229	225	232	225
Percent of Statement of Economic Interests processed by stated deadlines*	Core Services	N/A	N/A	97%	98%	98%
Number of citywide employee communications meetings*	Equity, Health & Well-Being	N/A	N/A	5	7	5

Performance Measures	Focus Area	FY 2019 Actual	FY 2020 Actual	FY 2021 Target	FY 2022 Est.	FY 2023 Goal
Residents that are satisfied or very satisfied with the quality of life in Santa Cruz*(1)	Equity, Health & Well-Being	N/A	N/A	N/A	N/A	80%
Residents that are satisfied or very satisfied with the quality of City services*(1)	Core Services	N/A	N/A	N/A	N/A	85%
Residents likely to recommend living in Santa Cruz to someone who asks*(1)	Equity, Health & Well-Being	N/A	N/A	N/A	N/A	85%
Residents likely to remain in Santa Cruz for the next five years*(1)	Equity, Health & Well-Being	N/A	N/A	N/A	N/A	80%

*New measure, data not available

(1) Community Survey based, data available every other year only

Budget Summary - City Manager

	Fiscal Year* 2021 Actuals	Fiscal Year 2022			Fiscal Year 2023 Adopted
		Adopted Budget	Amended* Budget	Year-End Estimate	
EXPENDITURES BY CHARACTER:					
Personnel Services	1,957,052	2,629,102	2,629,102	2,108,599	3,145,056
Services, Supplies, and Other Charges	3,480,199	3,743,743	10,069,869	8,679,694	5,947,238
Capital Outlay	-	-	-	-	5,051,716
Total Expenditures	5,437,251	6,372,845	12,698,971	10,788,294	14,144,010
EXPENDITURES BY ACTIVITY:					
City Manager	1210 1,649,295	2,187,305	2,452,891	2,014,589	2,276,081
CPVAW	1211 3,639	38,869	73,821	64,622	38,869
Police Auditor	1212 10,508	65,000	129,392	129,392	50,000
City Clerk	1214 704,859	1,001,169	1,318,056	843,950	1,049,747
Climate Action Plan	1217 192,200	168,830	378,205	365,111	190,372
City Membership, Dues and Fees	1910 148,794	160,275	160,275	148,038	160,275
Animal Control	2401 532,955	688,223	567,223	561,011	635,381
Animal Services - Other	2402 3,600	3,600	3,600	3,600	3,600
Community Programs	6102 1,042,500	1,035,000	1,035,000	985,000	1,080,000
Community Programs & Services	6103 1,148,901	1,024,574	2,336,849	1,429,321	555,334
Homelessness Response	6105 -	-	-	-	8,104,351
Subtotal General Fund	5,437,251	6,372,845	8,455,312	6,544,635	14,144,010
ARPA Homelessness Response Program	1115 -	-	4,243,659	4,243,659	-
Subtotal Other Funds	-	-	4,243,659	4,243,659	-
Total Expenditures	5,437,251	6,372,845	12,698,971	10,788,294	14,144,010
RESOURCES BY FUND					
General Fund	101 1,071,123	946,833	923,424	919,722	954,671
Carbon Reduction Fund	133 15,000	-	-	-	-
State Homelessness Response Program	293 -	-	-	14,000,000	-
Total Resources	1,086,123	946,833	923,424	14,919,722	954,671
Net General Fund Cost	(4,366,128)	(5,426,012)	(7,531,888)	(5,624,913)	(13,189,339)
	FY 2021			FY 2022	FY 2023
TOTAL AUTHORIZED PERSONNEL:	13.50			17.00	18.00

*Sums may have discrepancies due to rounding

Staffing

Positions	2019-20 Revised*	2020-21 Revised*	2021-22 Revised*	2022-23 Adopted	FY 2023 Change
Administrative Assistant I/II	2.50	2.50	2.50	1.50	(1.00)
Administrative Assistant III	-	-	-	1.00	1.00
Assistant City Manager	1.00	1.00	1.00	1.00	-
Assistant to the City Manager	1.00	1.00	-	-	-
City Clerk Administrator	1.00	1.00	1.00	1.00	-
City Manager	1.00	1.00	1.00	1.00	-
Climate Action and Sustainability Mgr	1.00	1.00	1.00	1.00	-
Communications Manager	1.00	1.00	1.00	1.00	-
Community Relations Specialist	-	-	0.50	0.50	-
Deputy City Clerk Administrator	1.00	1.00	1.00	1.00	-
Deputy City Manager	-	-	1.00	1.00	-
Executive Asst. to the City Manager	1.00	1.00	1.00	1.00	-
Homelessness Response Manager	1.00	1.00	1.00	1.00	-
Homelessness Response Specialist I/II	-	-	2.00	2.00	-
Homelessness Response Coordinator	-	-	1.00	1.00	-
Management Analyst	-	-	-	1.00	1.00
Principal Management Analyst	1.00	1.00	1.00	1.00	-
Records Coordinator	1.00	1.00	1.00	1.00	-
Total	13.50	13.50	17.00	18.00	1.00

*Revised salary authorizations are Adopted staffing plus any Mid-year adjustments

Organization Chart

