



# Addressing Essential Services in Santa Cruz

As your local public servants, we strive daily to improve our City, enhancing services and infrastructure for a better quality of life.

## Essential City Services

To sustain vital services in Santa Cruz, the City is placing a half-cent sales tax measure on the upcoming ballot. This measure aims to address homelessness and support essential initiatives, including:

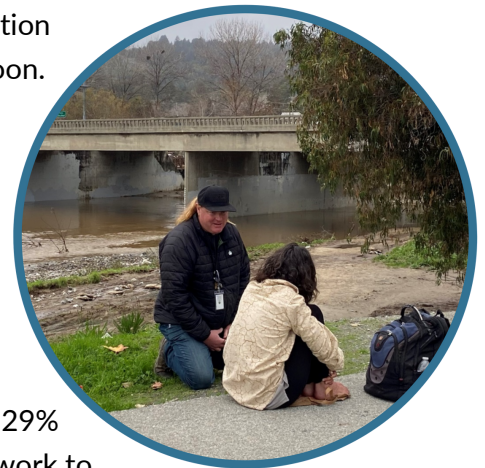
- Connect people experiencing homelessness with services and support
- Improve and maintain City parks, beaches and open space
- Ensure City firefighters have the training and equipment needed to fight wildfires
- Keep pollution out of local rivers, creeks and streams
- Clean up and address the impacts of encampments
- Support local food and housing programs
- Offer emergency shelter to provide individuals with immediate housing support
- Public safety and emergency response



## Homelessness and Housing Affordability in Our City

We know homelessness and housing affordability has been one of the most urgent problems facing our City for several years. Fortunately, with the help of one-time state and federal funding, we've developed the three-year Homelessness Response Action Plan (HRAP) that is beginning to show results. However, that funding is ending soon.

We need to continue to connect people experiencing homelessness with mental health/addiction services and other support. The City's encampment assessment team has seen success at moving people from high-risk areas like the flood-prone San Lorenzo River and fire-risk Pogonip open space, and into City operated emergency shelters, significantly reducing unsheltered homelessness in the last two years. Complementing these efforts, we are also supporting affordable and workforce housing. In the past year, we've seen a 29% decrease of unhoused people. While progress has been made, there is still more work to be done.



## Fiscal Accountability and Local Control

Any local funding measure could include fiscal accountability requirements, including:

- Required public disclosure of all spending
- Essential purchases such as groceries, prescription medicine, diapers and feminine hygiene products are exempt from sales tax
- All funds must stay local in Santa Cruz and no funds can be taken away by the State

## WE WANT TO HEAR FROM YOU!

We welcome your feedback and questions. For more information or to provide feedback, please contact Communications Manager, Erika Smart at [esmart@santacruzca.gov](mailto:esmart@santacruzca.gov).



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