



**REGULAR MEETING AGENDA
TRANSIENT OCCUPANCY TAX ADVISORY COMMITTEE**

**SANTA MONICA INSTITUTE TRAINING ROOM
330 OLYMPIC DRIVE, 2ND FLOOR (PLAZA LEVEL)
SANTA MONICA, CA 90401**

WEDNESDAY, JUNE 12, 2024

MEETING START TIME 6:00 PM

Levine Act Disclosure. Pursuant to the Levine Act (Govt Code Section 84308), any party to a permit, license, contract, or other entitlement before the Transient Occupancy Tax Advisory Committee is required to disclose on the record any contribution, including aggregated contributions, of more than \$250 made by the party or the party's agents within the preceding 12 months to any City official. Participants and agents are requested to make this disclosure as well. The disclosure must include the name of the party, participant, or agent, and any other person making the contribution; the name of the recipient, the amount of the contribution, and the date the contribution was made.

Call to Order
Pledge of Allegiance
Roll Call

Please note that Agenda Items may be reordered during the meeting at the discretion of the body.

1. **Public Input (Non-Agenda Items):** Public input is permitted only on items not on the agenda that are within the subject matter jurisdiction of the body. State law prohibits the body from taking any action on items not listed on the agenda, including issues raised under this agenda item.
2. **Public Input (Agenda Items Under SPECIAL AGENDA ITEMS, CLOSED SESSION, CONSENT CALENDAR Only)**

3. Special Agenda Items

- a. Volunteer Boards and Commissions Demographics Survey (presented by Oscar Santiago, Director of Finance)
- b. Progress Updates on the Initiatives Funded in FY 2023-24 (presented by Various Department Heads)
- c. Use of Measure CS funds per Council direction at May 28th Council Meeting

Adjournment

STANDARDS OF BEHAVIOR THAT PROMOTE CIVILITY AT ALL PUBLIC MEETINGS:

- Treat everyone courteously
- Listen to others respectfully
- Give open-minded consideration to all viewpoints
- Focus on the issues and avoid personalizing debate
- Embrace respectful disagreement and dissent as democratic rights, inherent components of an inclusive public process, and tools for forging sound decisions
- Hate has no place in Santa Monica. The City opposes abusive or threatening hate speech, intolerance, or dehumanization, and supports basic civil respect and human decency.

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MEMORANDUM

DATE: June 7, 2024

TO: Measure CS Advisory Committee

FROM: David Martin, Director of Community Development
Heather Averick, Director of Housing and Human Services
Oscar Santiago, Director of Finance / City Treasurer
Ramon Batista, Police Chief
Rick Valte, Director of Public Works

SUBJECT: Status Report Measure CS

Progress report for June 2024

Included as Attachment A is a summary report that provides progress updates on the initiatives funded in FY 2023-24, as detailed in the table below.

Revenue received as of May 31, 2024

From July 1, 2023 - May 31, 2024, the City has received approximately **\$4.9 million** in Measure CS revenue in FY 2023-24.

From April 1, 2023 - June 30, 2023, the City received approximately \$1.4 million in Measure CS revenue in FY 2022-23.

FY 2023-25 Ongoing and One-time Expenditures

Department	Description	Perm. Positions	FY 2023-24	FY 2024-25
Community Development	Establishment of ongoing funding for security services program at the Pier	-	\$604,804	\$616,900
Community Development	Funding to enhance monitoring and enforcement of the City's home-sharing ordinance	-	130,000	130,000
Housing and Human Services	Expansion of homeless multidisciplinary outreach teams	-	460,000	460,000
Housing and Human Services	<u>One-time</u> funding for preparation of a Homelessness Strategic Plan	-	400,000	-

Department	Description	Perm. Positions	FY 2023-24	FY 2024-25
Housing and Human Services	Redesign of the SAMOSHEL interim housing program to accommodate 24/7 intakes	-	800,000	600,000
Police Dept	Funding to expand security services program at Downtown parking structures	-	280,000	280,000
Police Dept	Increase Police Department staffing levels to expand Homeless Liaison Program (HLP) and to augment staffing in other areas of need such as the Downtown Services Unit	7.0	2,017,804	2,084,391
Public Works	Ongoing funding for maintenance of the water features at Ken Genser and Tongva Parks	-	84,756	86,451
Public Works	Funding to increase tree pruning frequencies in high-traffic areas to improve safety and aesthetics of our public spaces	-	120,000	120,000
Public Works	Funding to establish specialized public space maintenance team focusing on waste and debris generated by people experiencing homelessness. Amount includes <u>one-time</u> funding for vehicle purchases.	3.0	677,655	554,685
Total		10.0	\$5,575,019	\$4,932,427

Lead Department: Community Development

Description: Ongoing funding for security services program at the Pier

Project Status: CA Panther continues to provide security services on the pier to satisfy the City's Clean and Safe goal. Additionally, the funding allocation for overtime is used for Directed Action Response Team (DaRT) activities Mondays thru Thursdays. These shifts are staffed by code enforcement officers on an overtime basis.

All funds have been committed to cover expenditures through June 30, 2024. Staff anticipates having to utilize the entire budget allocation before the end of the fiscal year.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$604,804	\$604,804	\$0

Lead Department: Community Development

Description: Monitoring and enforcement of the City’s home-sharing ordinance

Project Status: The agreement for a homesharing monitoring company was executed on June 4, 2024. Code Enforcement expects to utilize approximately \$15,000 to cover expenditures through June 30, 2024. The company will assist Code Enforcement in reducing unlawful vacation rentals so that those housing units can be returned to the permanent residential housing market. Full annual system costs are estimated to be between \$100K and \$120K per year.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$130,000	\$15,000	\$115,000

Lead Department: Housing and Human Services

Description: Expansion of homeless multidisciplinary outreach teams

Project Status: The contract for the homeless multidisciplinary outreach teams has been executed and funding has been fully committed to pay for the services. The contract is with The People Concern (TPC), the County, and the City and includes the addition of a third team of four people to cover the balance of the City outside the beach and downtown areas. This third team is operational, and C3 has expanded their coverage beyond daily outreach in the beach and downtown areas to now include: the Lincoln, Pico, Wilshire, and Santa Monica corridors twice per week; and the Montana, Olympic, Ocean Park, and Main Street corridors once per week. In the first three quarters of this fiscal year (July 2023-March 2024), the C3 teams have made 5,845 duplicated contacts with people experiencing homelessness (PEH), connecting 634 individuals to medical services, 223 to psychiatric services, and 71 to interim and permanent housing.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$460,000	\$460,000	\$0

Lead Department: Housing and Human Services

Description: One-time funding for preparation of a Homelessness Strategic Plan

Project Status: The City has contracted with BerryDunn, a full-service accounting, assurance, and consulting firm, to develop a comprehensive Homelessness Strategic Plan (HSP) that will holistically guide the City’s work to address homelessness across departments. The HSP will build on the Four Pillars framework and Moss Adams’ report to set clear policy direction, promote alignment across City stakeholders and departments, and support regional efforts. BerryDunn has completed the “environmental scan”, key stakeholder interviews and policy review sessions, and convened interdepartmental groups to develop the Mission, Vision, Values, Goal Statements, Objectives, and Performance Measures. The HSP was originally scheduled to be presented to City Council in

May 2024 with the Annual Interdepartmental Report on Homelessness. It was then decided that the HSP Project Team needed more time to further refine the Goal Statements, Objectives, and Performance Measures and include more stakeholders in the process so will go to City Council in early 2025. Following acceptance of the plan and contingent on available resources, Berry Dunn may continue additional work on implementation and resource coordination in order to advance HSP objectives. Staff anticipates utilizing the remaining budget balance to help cover any additional work required from Berry Dunn.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$400,000	\$200,000	\$200,000

Lead Department: Housing and Human Services

Description: Redesign of the SAMOSHEL interim housing program to accommodate 24/7 intakes

Project Status: Funds have been awarded to The People Concern (TPC) through the 2023-27 Human Services Grants Program (HSGP) for ongoing operational and one-time capital expenses associated with the conversion of SAMOSHEL to a 24/7 intake facility. TPC completed the renovation of SAMOSHEL, which includes building a 24/7 Intake Room that will allow TPC to intake clients at night without disturbing the residents, with expedited permitting assistance from HHSD and Building and Safety and accepted the first 24/7 intake from first responders. To date, first responders (namely the HLP Team) have referred a total of 12 people experiencing homelessness into the program and have described the referral and intake process as streamlined and user-friendly.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$800,000	\$800,000	\$0

Lead Department: Police

Description: Expansion of security services program at Downtown parking structures

Project Status: The agreement with Good Guard security for overnight security services in the Downtown Parking Structures is currently in place. This new agreement addresses issues experienced with the previous service provider, which had fewer buildings and areas to surveil, including the parking structures nearest the 3rd St Promenade from 11pm to 7am. The issues with the previous provider were also related to them not being able to fully staff their patrols, leaving the city with partial evening coverage.

The current service agreement with Good Guard ensures dependability and flexibility for deployment; they have always fully staffed their shifts; and we are able to flex their hours (starting at either 9pm or 11pm, or even having split shifts, two guards starting at 9pm, two at 11pm) according to the times and locations where we are experiencing a crime problem. Good Guard has also added responsibilities that include patrolling ALL the parking structures and the Civic Center Parking lot across from the Public Safety Facility/City Hall. Additionally, they patrol the Ken Edwards Center and the Library.

Good Guard has been very responsive to staff and accommodates requested changes as quickly as possible upon notification of issues by Police Department staff. There continues to be improvement in the Downtown parking structures, the Main Library, and the area around the Ken Edwards Center. There has also been a significant drop in burglaries to motor vehicles in the parking structures surrounding the downtown area. Good Guard staff, along with other entities within the City, including Downtown Santa Monica, Parking Operations staff, SP+, Code Compliance, and other stakeholders, meet regularly to discuss ways to improve the overall security of the downtown area. Most of Good Guard's calls for service are generated from the Santa Monica Library with approximately 10,500 in the last five months. This accounts for approximately 29% of all the calls for service for Good Guard.

The contract is funded through a combination of department operating funds and Measure CS funds, which have been fully committed to pay for the services.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$280,000	\$280,000	\$0

Lead Department: Police

Description: Increased Police Department staffing levels to expand Homeless Liaison Program (HLP Team) and to augment staffing in other areas of need such as the Downtown Services Unit

Project Status: Due to police academy closures during the pandemic, there was a significant number of vacancies in sworn personnel, as officers retired/resigned and there were no recruits to fill those positions. Since then, the Police Department has made great strides in hiring/onboarding new officers, but the department is not staffed up to expand the HLP Team to provide 7-days/week coverage. The department continues to deploy DaRT to address matters of public safety and homelessness on the pier, beach, and downtown. In the event the budget is exhausted, Measure CS funding would be utilized to supplement overtime staffing of the DaRT Unit. As new officers (funded by Measure CS) are hired, they will be assigned to bolster Patrol/Downtown Services Unit, until there are sufficient personnel onboard to safely deploy the HLP Team's 7-day coverage.

Knowing from the onset of the fiscal year that the Police Department could not immediately staff-up the HLP Team, the department anticipated to utilize Measure CS funding to incur this one-time expense to upgrade unbudgeted technology needs within the Police Department, such as the new digital storage system, which retains CCTV footage, in-car camera and body worn camera video for three years. The current video storage system no longer meets the City's needs.

The budget allocation will be used to help cover overtime costs associated with the DaRT Unit and to upgrade unbudgeted technology needs within the Police

ATTACHMENT A: MEASURE CS – STATUS REPORT - JUNE 2024

Department, including the video storage system, which is estimated to cost over \$700,000.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$2,017,804	\$708,361	\$1,309,443

Lead Department: Public Works

Description: Maintenance of the water features at Ken Genser and Tongva Parks

Project Status: The services agreement for the maintenance of the water features at the two locations has been fully committed. The services will address ongoing monthly maintenance and unforeseen repairs due to vandalism.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$84,756	\$84,756	\$0

Lead Department: Public Works

Description: Tree pruning frequencies increased in high-traffic areas to improve safety and aesthetics of our public spaces

Project Status: Staff pruned a total of 795 palms in FY 2023-24, including Canary Island Palms along Ocean Avenue and 21st street north of Montana and Mexican Fan Palms along Wilshire Blvd.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$120,000	\$120,000	\$0

Lead Department: Public Works

Description: Specialized public space maintenance team focusing on waste and debris generated by people experiencing homelessness

Project Status: Homeless Support Team (HoST) was created as a pilot program in FY 2023-24 to address the impact of homelessness, specifically the increase in waste in City parks, beaches, public spaces, and facilities. The goal of HoST is to provide dedicated resources to address encampment “hot spots” with SMPD and SMFD assistance and respond to 311 requests for homeless-related issues. HoST enables other Public Works staff to focus on their core duties and prioritize maintenance of the public domain. HoST operates throughout the entire City.

In September 2023 the City’s contractor, Mariposa Landscaping, was tasked with HoST duties until the City was able to hire its own employees. The significant roadblock in deploying internal staff was the lack of availability of compatible vehicles and equipment to conduct their operations. Mariposa deployed three crew members twice a week on an 8-hour shift to deliver the following services:

- * Rapid 311 Response: HoST responds to 311 requests.
- * Prompt HLP Team Support: HoST works closely with the HLP team to assist in encampment removal efforts.

The City is now fully staffed, effective 05/20/2024, and has transitioned the duties to our in-house HoST team, which is comprised of a Crew Leader and two Maintenance Workers. It is anticipated that additional expenses will be incurred for staffing costs related to the in-house HoST team for the remainder of June.

The City has procured a 4x4 F-150 Lightning truck to carry supplies and to tow the trailer that carries the pressure washer. Staff anticipates that the additional vehicle (a 4WD Stake bed dump truck for material removal from encampments) will be procured by September 30, 2024. Staff has begun tracking metrics to ascertain data to represent the HoST actions, abilities, and overall effectiveness; these metrics include: 1) tonnage (the weight of disposed items collected), and 2) incidents/pick-ups per quadrant.

Since the implementation of the HoST program, the City has removed 115 tons of debris and responded to 1,040 service requests (09/23/2023 - 04/30/2024).

As previously mentioned, staff anticipates that additional staff related expenses will be incurred for the remainder of June, which will reduce the remaining balance reflected in the table below.

FY 2023-24 Budget	Spent & Committed to Date	Remaining Balance
\$677,655	\$381,214	\$296,441