



Addressing Homelessness in Santa Monica

THE LATEST UPDATES & INFORMATION FOR OUR COMMUNITY

The number of people identified as homeless has reached unprecedented levels, a result of a lack of affordable housing, unemployment, poverty, mental illness, and substance abuse. One in every 3.5 homeless individuals in this country lives in California, and one in every 2.5 of those live in the Los Angeles County. It is truly a statewide and regional crisis. While Santa Monica has seen a smaller increase in homelessness than neighboring regions, the impacts of those struggling to live on our streets is felt by everyone. In response, Santa Monica has deployed outreach teams

that assess individuals experiencing homelessness and connect them to services and shelter, built affordable housing, and funded local non-profits to deliver services, all with the ultimate goal towards attaining permanent housing. This article provides timely information and answers frequently asked questions about this regional issue's impact right here at home.

CONTINUED ON PAGE 2

Recent Progress

- Over 16,700 contacts with people experiencing homelessness
- Over 230 people connected to temporary interim housing and 45 people connected to permanent housing
- 134 new permanent affordable housing units opened in Santa Monica since 2020
- Over \$25 million in rental assistance received by over 1,600 Santa Monica households impacted by COVID-19



Photo Courtesy of The People Concern.

THE LATEST UPDATES & INFORMATION FOR OUR COMMUNITY (CONT'D)

Who is experiencing homelessness in LA County?

The 2020 Greater Los Angeles Homeless Count indicated the following:

- **580,466:** People experiencing homelessness in the US
- **161,548:** People experiencing homelessness in California
- **66,000:** People experiencing homelessness across Los Angeles County
- **907:** People experiencing homelessness in Santa Monica
- **601:** The number of people out of the 907 identified as unsheltered in Santa Monica

For people experiencing homelessness in LA County in 2020:

- 27% have a substance use disorder,
- 25% have a serious mental illness, and
- 41% have both a substance use disorder and a serious mental illness.

There are two primary systemic issues that must be addressed when considering homelessness: housing availability and access to healthcare.

HOUSING AVAILABILITY

As of April 2021, there were **7,042 individuals waiting for permanent housing on the Westside**, according to LAHSA. LAHSA also states that in order for the homeless services system to work effectively, there needs to be a 5:1 ratio (five permanent housing resources for every temporary shelter bed). Currently, LA County is operating on a 1:1 ratio, resulting in people waiting several months to years before attaining permanent housing. In 2019, LAHSA estimated that, on a daily basis, an average of 133 people were placed in housing while 150 people lost their homes.

In Santa Monica, we have a two-pronged approach to address this issue. First, we aim to prevent housed Santa Monica residents from becoming un-housed, and second, we work to increase affordable housing opportunities city-wide.

HEALTHCARE ACCESSIBILITY (INCLUDING PHYSICAL AND MENTAL HEALTH)

Surveys of unsheltered people indicate there's an urgent need for a holistic approach to mental and physical healthcare across LA County. Santa Monica is currently developing strategies that increase access to healthcare for people that need it. Recent efforts, such as the Community Response Unit have been deployed to help address these critical needs – there are more details of what these programs entail in the following sections.

Sources: [HUD.gov](https://www.hud.gov), [US Interagency Council on Homelessness](https://www.usinteragencycouncilonhomelessness.gov), and [Los Angeles Homeless Services Authority \(LAHSA\)](https://www.lahsa.org)

What is Measure H, and how does it help?

In 2015, the LA County Board of Supervisors established the Homeless Initiative, which spearheaded efforts to pass Measure H, a quarter-cent sales tax that directly benefits efforts to address homelessness throughout LA County. One of the 19 county-adopted strategies funded by Measure H is a set of coordinated initiatives and resources that provide outreach and services for people experiencing homelessness. For FY 21-22, the approved budget includes \$39 million in funding for street-based outreach and engagement teams throughout the county, a portion of which is dedicated to Santa Monica. Measure H funding also funds supportive services, many of which are active throughout the Westside, including:

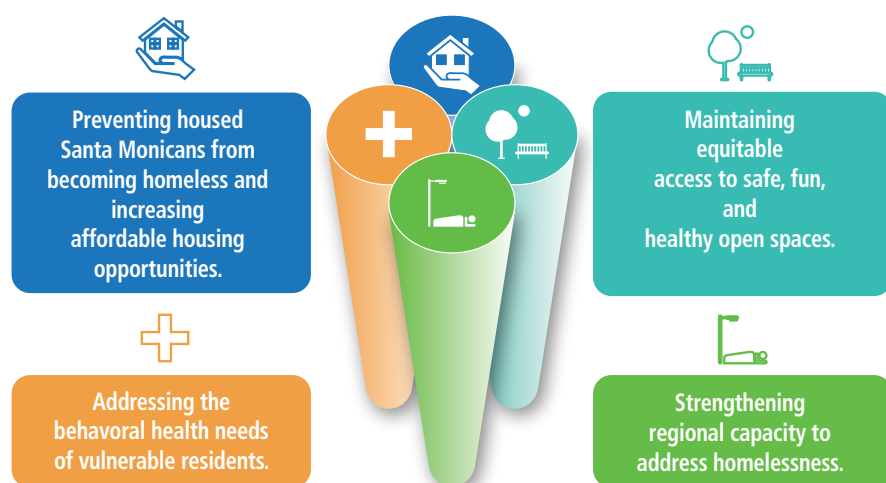
- **Homeless Prevention Program for Families and Individuals**
Provides rental assistance, case management, employment, and legal services to households to prevent them from becoming homeless.
- **Interim/Bridge Housing for Those Exiting Institutions**
Provides shelter and intensive supportive services to individuals exiting hospitals, jails, and other institutions.
- **Countywide Benefits Entitlement Services Teams**
Provides advocacy, case management, and linkage to healthcare, with the goal of increasing the income of disabled individuals who are homeless or at risk of homelessness.
- **L.A. County Department of Health Services - Housing for Health**
Provides intensive case management services and rental assistance to formerly homeless individuals in permanent supportive housing.



Photo Courtesy of The People Concern.

How is the City of Santa Monica addressing homelessness?

4 Pillars for Addressing Homelessness



Santa Monica has implemented a Four Pillar Strategy to address homelessness and prevent residents from becoming unhoused. Immediate and consistent engagement combined with services, treatment, and housing is core to our local strategy. This is how we are taking action:

1 Prevent housed Santa Monicans from becoming homeless and increase the supply of affordable housing

We understand the importance of both strategies and have multiple initiatives, including:

- **Affordable Housing Production Program(s):** We are working in tandem with Los Angeles County to increase affordable housing and require affordable units in new projects
- **Eviction Moratorium:** Santa Monica was one of the first cities in the nation to enact an eviction moratorium at the beginning of the pandemic so that people could remain safely at home
- **Rental Assistance Programs:** Supporting over 2,200 vulnerable Santa Monica families who were at risk of evictions
- **Legal Services:** The City Council has approved additional legal services to tenants who are at risk of evictions

- **Preserving Our Diversity:** Providing cash-assistance to up to 400 low-income senior households

2 Address the behavioral health needs of vulnerable residents

When considering the types of interventions needed to address homelessness, the need for physical and behavioral healthcare cannot be overlooked. Santa Monica focuses on serving the most vulnerable chronically homeless individuals, and we are developing a comprehensive behavioral health strategy so that more people can access healthcare when and where they need it. Recent efforts include:

- A **Community Response Unit**, which provides an alternative response to 9-1-1 calls to better address the needs of vulnerable populations.
- A **Therapeutic Transport Van** staffed with behavioral health professionals and people with lived experiences who offer supportive resources for non-violent mental health-related calls for service.
- Exploring **New Funding Sources and Community Partnerships** through the negotiation of land use and development agreements.

3 Maintain equitable access to safe, fun, and healthy open spaces

We work with outreach and engagement resources/programs to ensure that our public spaces continue to be safe, clean, and enjoyable for all. We are continuously enhancing our approach to these initiatives and actively look for new ways to improve.

4 Strengthen regional capacity to address homelessness

The City of Santa Monica works in tandem with Los Angeles County to coordinate our response to the issue of homelessness. We partner with the Los Angeles Homeless Services Authority to provide Los Angeles' Continuum of Care. LAHSA is the regional body responsible for coordinating outreach services, shelter, and housing services for people experiencing homelessness.

In 2015, Los Angeles County voters approved **Measure H**, which is a quarter-cent tax increase to tackle the issue of homelessness. Measure H, coupled with Santa Monica's City resources, is the foundation for providing a wide range of care, from basic outreach to specialized health treatments administered directly to people experiencing homelessness.

What are outreach services, and how do they work?

Bringing Santa Monica's **Four Pillar Strategy** to life means investing in outreach programs and field-based teams that provide immediate and consistent engagement as well as a connection to services, treatment, and housing. We have enough data points that indicate these resources are the critical gateway into the Coordinated Entry System (CES), a process and system that helps people experiencing homelessness find permanent homes.

Outreach teams throughout LA County are classified as **Generalist Teams**, **Multidisciplinary Teams**, or **Specialty Teams**. While the long-term goal of homeless services is to move people out of homelessness and into permanent housing, outreach plays a crucial role in addressing immediate basic needs and connecting individuals to other services in the community.

I. GENERALIST OUTREACH TEAMS

Generalist teams provide general, proactive outreach and distribute basic resources (such as food and water), provide referrals to benefits, transportation, shelter and housing programs.

Santa Monica Fire Department and West Coast Care, a city funded non-profit, work together to provide outreach services and offer food, water, and hygiene products to those that need them. These teams also provide information on **Project Homecoming**, the City's reunification program, along with social services. This means that city funds go towards providing services that reunite people experiencing homelessness with family members across the country.

We also team up with **Downtown Santa Monica Ambassadors** to provide hospitality and maintenance services, and these services have expanded to include Tongva and Palisades Parks. All ambassadors are trained in de-escalation, engaging with people experiencing homelessness, and offering referral information to local/regional social service agencies. This means that city funds go toward staffing the parks with Ambassadors in specific parks seven days a week.

II. MULTIDISCIPLINARY OUTREACH TEAMS

Multidisciplinary teams are uniquely equipped to provide traditionally clinic-based services directly into the community to help vulnerable individuals when and where they need them.

The City funds three multidisciplinary outreach teams to serve people experiencing homelessness. These teams include staff such as licensed mental health professionals, housing case managers, substance use specialists, licensed medical providers, psychiatrists, and peers with lived experience. This means that city-funded teams are out on Santa Monica streets 7 days a week meeting with people experiencing homelessness and providing information about local services.



Photo Courtesy of The People Concern.

One **Homeless Multidisciplinary Street Team (HMST)**, operated by The People Concern, works with chronically homeless individuals identified as the highest utilizers of local police and fire services. HMST is staffed by licensed mental health professionals, housing case managers, substance-use specialists, licensed medical providers, psychiatrists, and a peer with lived experience.

In addition to HMST, the City also funds two **C3 ("City + County + Community") Teams**. Staffed similarly to HMST, C3 teams are deployed proactively to the areas of the city with the highest concentration of unsheltered homelessness. One C3 team serves the Downtown Santa Monica area (including Tongva, Palisades and Reed Parks) and the second focuses on the South Beach (including the Pier, beach parking lots, and adjacent parks).

III. SPECIALTY OUTREACH TEAMS

Specialty teams, such as the County Department of Mental Health HOME Team, may focus on specific sub-populations, such as participants living with severe and persistent mental illness.

First Responder Teams

First responders, which are the Santa Monica Police and Fire Department personnel, are the first to arrive when responding to emergency calls for service. Additionally, the **SMPD Homeless Liaison Program (HLP) Team** has led the Police Department's engagement with people experiencing homelessness. The LA County Department of Mental Health also enlists the help of two full-time mental health clinicians that work alongside the police department. This means that public safety personnel are also doing outreach in Santa Monica to connect people experiencing homelessness to local services.

In September 2021, the SMFD conducted a pilot launch for the **Community Response Unit (CRU)** – this team works with the unhoused population on less urgent incidents. They also support seniors and other vulnerable groups. This means that when a call comes in related to people experiencing homelessness, we send the Community Response Unit instead of a fire truck, for example, as this team is more equipped to meet the individual needs.

Mental Health Teams

We have teamed with the LA County Department of Mental Health (DMH) to address non-violent mental health crisis calls for service. In these instances, a **therapeutic transport van** staffed with DMH behavioral health professionals and people with lived experiences will be deployed, either alongside first responders or independently. This program costs \$400,000 in city funds annually and will launch this spring. Funding this program means that a DMH team will be available 24/7 to address non-violent, mental health related calls for service. This is not an exclusive service for people experiencing homelessness. This will be a resource that expands our ability to provide services meeting the specific needs of those in mental health crisis in real-time.

In these instances, people are better served by supportive resources, and offer a safe, more specialized response to the person in need. This also allows first responders to address more urgent cases, allowing the city to most efficiently use our resources by sending the right resource based on the community need.



Aside from outreach, what else is Santa Monica doing to address homelessness?

In addition to outreach services, Santa Monica partners with local non-profits to proactively address homelessness. We work with city-funded organizations to deploy proactive strategies for people experiencing homelessness and connect them with the services they need.

Last year, Santa Monica budgeted **\$6.7 million** to provide specific services in Santa Monica for people experiencing homelessness. City-funded

efforts go above and beyond Measure H and outreach efforts coordinated by LAHSA. City funding delivered local services through non-profits like the Legal Aid Foundation of Los Angeles, St. Joseph Center, The People Concern, Step Up on Second, CLARE | Matrix, Westside Food Bank, Meals on Wheels West, Venice Family Clinic, West Coast Care, DMH Therapeutic Transport Van, Downtown Santa Monica Ambassadors, Legal Aid, and Greyhound.

What affordable housing efforts are being worked on in Santa Monica?

Affordable housing plays a key role in the topic of addressing homelessness. Currently, Santa Monica supports 1,600 households with **over \$29 million** in federal funding for local affordable housing. In addition to federal funding for local housing, the City has implemented outreach efforts to increase awareness for the State of California COVID-19 rental assistance program so that residents can continue to stay in their homes. Over 2,600 households in Santa Monica have applied for this funding, and **\$25 million** has been received in assistance so far.

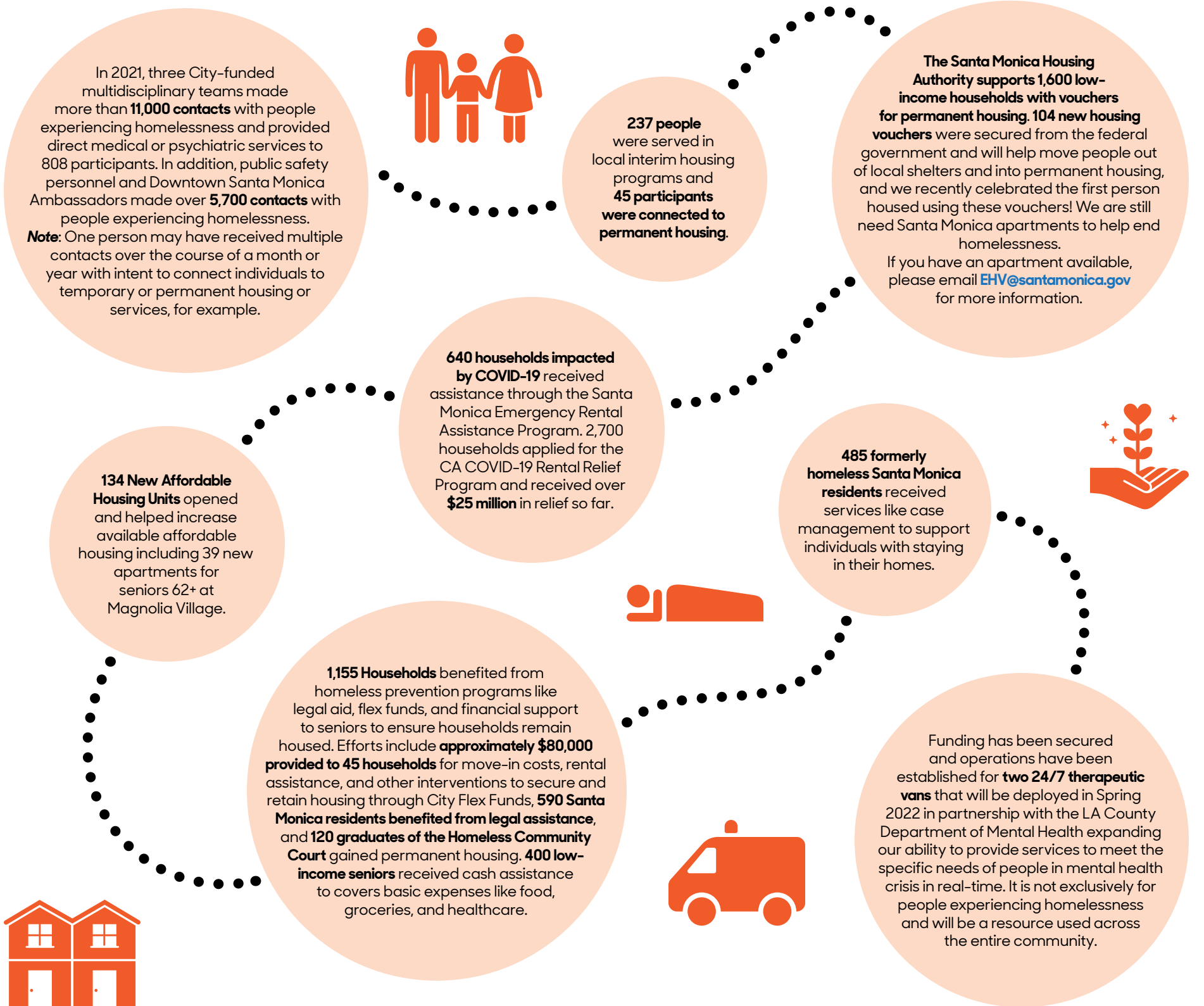
We are also proactively expanding affordable housing opportunities wherever possible. Magnolia Villas on 10th Street is new and offers **39 one-bedroom apartments** to seniors 62+ at below market prices. This site was built with \$11.4 million in City funding. The City is also moving forward with efforts to build new affordable housing on city property on 4th Street in the downtown area.

CONTINUED ON PAGE 4

THE LATEST UPDATES & INFORMATION FOR OUR COMMUNITY (CONT'D)

What are the results of these efforts to address homelessness?

Our numerous outreach programs coupled with county- and city-funded efforts are making a difference in providing that immediate and consistent engagement as well as connection to services, treatment, and housing, and at the same time, we recognize that the regional challenge is significant. The following are results of our work:



CONTACT	REASON TO REACH OUT
9-1-1	If someone is experiencing a medical emergency or if there's an immediate threat to someone's life or safety.
2-1-1 or LA-HOP.org	Submit a request for homeless outreach assistance using the LA Homeless Outreach Portal.
(800) 854-7771	Contact the Department of Mental Health number if someone is experiencing a psychiatric/mental health crisis.
(310) 458-8491	For non-emergency police response in Santa Monica.
3-1-1 or 311@santamonica.gov	Submit a Santa Monica specific request for service like trash pickup.

RESOURCES FOR SANTA MONICA RESIDENTS AND BUSINESSES

Please contact the following services for various situations.

To stay informed, visit santamonica.gov/topic-explainers/homelessness.

NEW CALIFORNIA ORGANICS RECYCLING LAW IS HERE!

LEARN WHAT THIS MEANS TO YOU AND HOW TO COMPLY IN 3 EASY STEPS.



1 REQUEST A GREEN CONTAINER

If you pay for Santa Monica utilities, email your name, account number, and address to recycling@santamonica.gov for a green container. No need to email if you have an existing one.



2 LEARN WHAT GOES WHERE

- **Green container:** food scraps + anything that was once living
- **Blue container:** clean & dry recyclables
- **Black container:** everything else

See below for more details.



3 SEPARATE YOUR WASTE AT HOME

Find a system that works for you! Sort your solid waste at home three ways: organics, recyclables, and landfill. Some residents store food scraps in the freezer and take them out on collection day. Others like the convenience of keeping a food scraps pail on the kitchen counter.

WHAT GOES WHERE?

Anything that was once a living organism, including all food scraps



GREEN = ORGANICS

Fruits · Vegetables · Eggs · Dairy · Seafood
Meat · Bones · Coffee Grounds · Tea Bags
Yard Trimmings · Paper Napkins

Must be clean and dry



BLUE = RECYCLABLES

Clean and Dry Bottles and Cans
Paper · Flattened Cardboard
Plastics #1, #2, #5 · Clean Aluminum Foil

Everything else



BLACK = LANDFILL

Garbage · Styrofoam · Chip Bags · Diapers
Takeout Containers · Bioplastics · Cigarettes
Thin Film Plastic Packaging · Plastic Bags



Kitchen pails are a great way to collect food scraps!

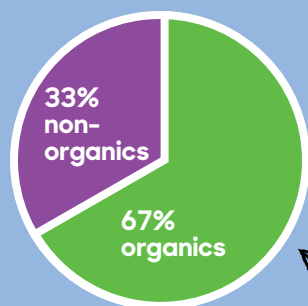
Free kitchen pails are available to Santa Monica residents during the **Compost Giveaway Event** on **March 12-13, 2022**, at **2500 Michigan Avenue** from **9 a.m. - 12 p.m.** ID required. First come, first served – while supplies last.

FREQUENTLY ASKED QUESTIONS

1. **Will the green organics container be an additional charge?**
No. The cost for the green and blue containers is already bundled into your black container cost.
2. **Where should I put the green container?**
Place it next to (not behind or in front of) the blue and black containers. Roll it out for service by 7 a.m. on collection day.
3. **What day will the green container be serviced?**
The same day as your regular trash collection day. If you are paying for more than once a week trash collection, email recycling@santamonica.gov to find out your green container service day.
4. **Is the green container only for landscape materials?**
No. All green waste, food waste, and food soiled papers such as greasy paper bags and napkins can be placed in the green container.
5. **Can I use plastic bags in the green bin?**
The most sustainable and environmentally-friendly option is to use no bags at all. Store your food scraps in a reusable container in the freezer to eliminate odor and flies. Alternatively, keep food scraps in a kitchen pail, lined with used paper towels or newspaper. On collection day, dump your organics and food-soiled papers directly into the green container. Layer with landscape materials, ripped newspaper, or shredded cardboard to mitigate the "yuck factor." The second-best option is to use paper bags. The last option is to use 100% compostable bags or clear plastic bags where the contents inside the bags are visible and easily identified.

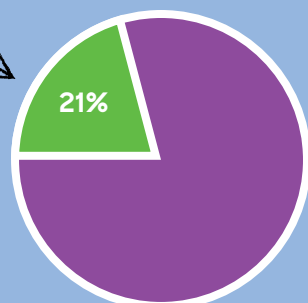
STILL HAVE RECYCLING QUESTIONS?
Visit santamonica.gov (keyword *organics*) or email us at zerowaste@santamonica.gov

WHY IS ORGANICS RECYCLING IMPORTANT?



In 2019, Californians threw away 27 million tons of organics, which was 67% of what was in landfills.

What shouldn't be in landfills



21% of California's total methane emissions comes from organic waste, which is the 3rd largest producer of methane in the state (behind oil/gas and dairy).

By separating organics, compost, mulch, and renewable energy are created. This means less methane gas emissions, which is better for the environment.



Today, Santa Monicans generate 3.8 pounds of landfill trash per person per day. Our 2030 goal is to reduce to 1.1 pounds of trash per person per day.



AN UPDATE FROM POLICE CHIEF RAMON BATISTA

The information below provides a 2021 review of crime, calls for service and arrests data for the City of Santa Monica. This information provides an overview of Part I type crimes compared to previous years. Part I offenses include Homicide, Rape, Robbery, Aggravated Assault, Burglary, Larceny, Grand Theft Auto and Arson. The past two years have been an anomaly across the country due to the civil unrest of 2020 and the ongoing Covid-19 pandemic. A five year history provides context for our city's most recent crime trends.

SMPD's Criminal Intelligence Analysts conducted a review and analysis of this information. It is important to note, this is preliminary data used to inform the public. Information is extracted by the occurrence date and may change after review and investigation. The information obtained by our analysts gives our department the opportunity to strategically plan how we efficiently and effectively protect our city.

Part I crimes were down about 2.9% in 2021. A notable decrease is seen in the categories of Rape, Residential Burglary, and overall Larceny - Theft. However, when reviewing the 5 year data, our city has experienced the following increases:

- In 2021, firearm use in Aggravated Assaults

shows the highest number of incidents in five years.

- Non-Residential Burglary shows an increase over the last five years. In 2019, the numbers declined, however in 2020 the City saw a significant spike in this category due to COVID-related closures and the civil unrest on May 31, 2020.
- Auto Parts Theft show a significant increase over the past five years. The increase is largely due to the prevalence of catalytic converter thefts.
- Grand Theft incidents show an increase in the last five years. Notably, trucks and "other" vehicles show an observable increase.
- Lastly, Arson shows an increase over the past five years. More than 40% involve trash and recycle bins set on fire.

Although the overall numbers of reported crimes are down, we are sensitive to and respect the fear of crime. Our focus and attention to issues of crime and disorder will always be a top priority at SMPD.

Your police department strives to provide transparency, we are committed to openness and accountability. We are dedicated and will continue to work in conjunction with our civic



and community partners to solve problems and make our city a safe and great place to live, work and visit.

The Santa Monica police department is a Constitutional organization driven by the principles of democracy. We are committed to providing the absolute best service and public safety while protecting everyone's rights, practicing the tenets of 21st Century policing.

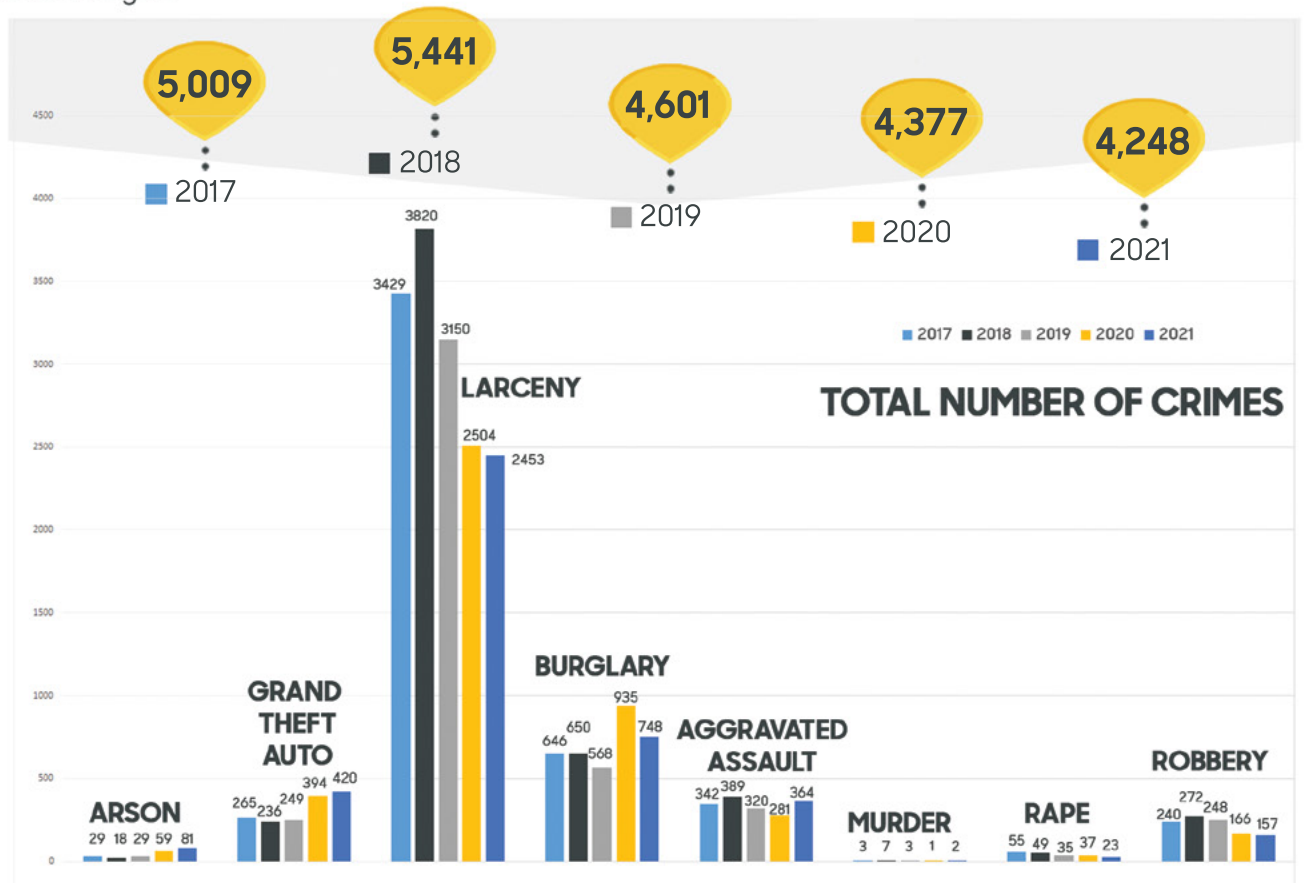
Santa Monica Police Department 2021 Crime Statistics Summary

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* The data presented is subject to revision due to the ongoing investigations of incidents that may result in additional or reduced charges.



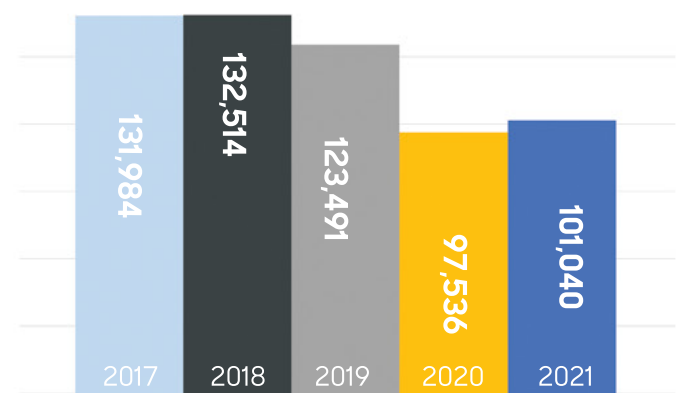
ARRESTS

Due to the Covid-19 Pandemic in 2020 and 2021, the arrest rate dropped significantly. This decline can be attributed to the "stay at home" orders and efforts to limit potential exposures.



CALLS FOR SERVICE

The data provided includes officer and citizen initiated calls for service. Multiple calls for service may be received



BALANCING EMOTIONS: SANTA MONICA POLICE DEPARTMENT'S CRISIS NEGOTIATION TEAM

The Santa Monica Police Department (SMPD) first established the Crisis Negotiations Team in 1994. Originally, the team was referred to as the *Hostage Negotiations Team* but due to the majority of negotiated incidents involving persons *in crisis* as opposed to *hostage* incidents, many agencies, including SMPD, renamed their team the Crisis Negotiations Team (CNT).

The purpose of the CNT is to preserve lives during critical incidents, including situations involving hostages, barricaded suspects, or suicidal subjects. The CNT employs de-escalation techniques first developed by NYPD in 1972 following the hostage incident at the Munich Olympics. Since then, and in conjunction with other law enforcement agencies, SMPD has honed its skills to prepare for new challenges in the field. Two Sergeants and fourteen Negotiators comprise the 16-member team, all of whom work this assignment as an on-call position. In other words, these highly trained individuals may be called upon to serve the community during critical incidents 24 hours a day, 365 days a year.

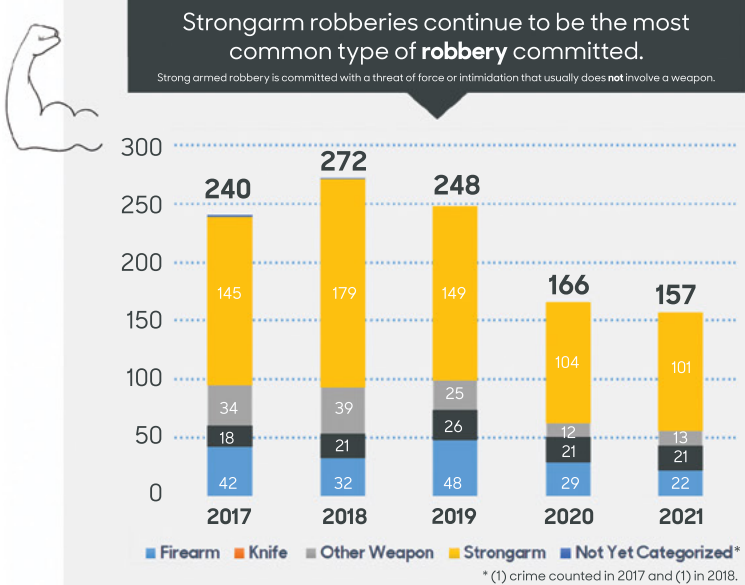
In collaboration with SMPD's Special Weapons and Tactics Team (SWAT), CNT Negotiators strive to balance emotions to understand the perspective

of a subject in crisis. Often Negotiators encounter a subject in crisis who is divulging the innermost details about their life for the first time. Like a close friend or therapist, Negotiators must quickly establish rapport via empathy and compassion to mitigate the crisis with the overall goal of preserving life. Importantly, Negotiators must refrain from making personal judgments while recognizing emotion in other people. The quintessential Negotiator can listen and articulate the perceived emotions of a subject in crisis to persuade the subject to change their behavior. In addition to community-facing responsibilities, the CNT provides de-escalation training to other units within the SMPD and the City of Santa Monica.

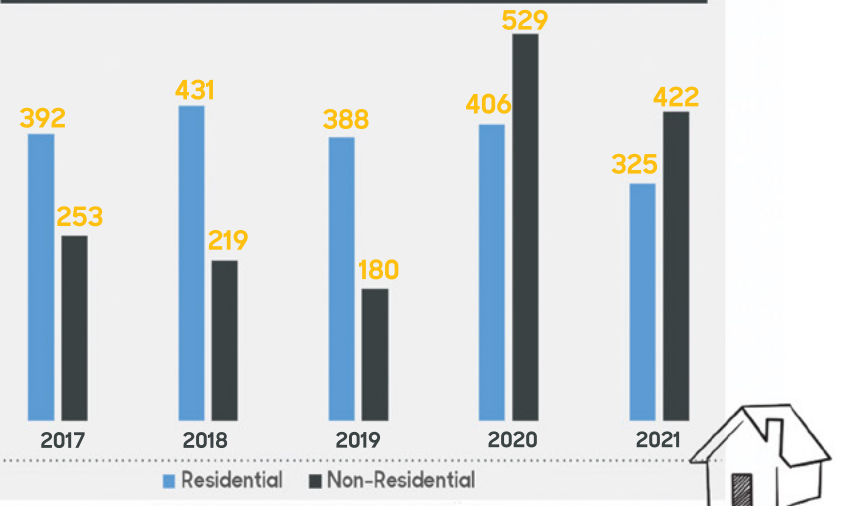
SMPD Negotiators receive FBI training and ongoing mental health training through Didi Hirsch and the Suicide Prevention Hotline. Additionally, SMPD Negotiators attend the California Association of Hostage Negotiators annual conference to learn new negotiation techniques and collaborate with partner law enforcement agencies. SMPD CNT was activated 11 times within 2021 (6 suicidal individuals, 3 barricade situation, and 2 preplanned servings of arrest warrants). For more information about the SMPD Crisis Negotiation Team, contact the Community Affairs Unit at **(310) 458-8474**.



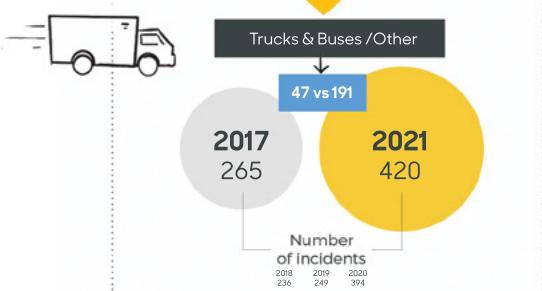
Thank you to the Santa Monica Police Department Crisis Negotiation Team for providing tremendous expertise in times of need!



Non-Residential **Burglary** shows an increase over the last five years. In 2019, the numbers declined, however in 2020 the City saw a significant spike in this category due to Covid-related closures and the civil unrest on May 31, 2020.



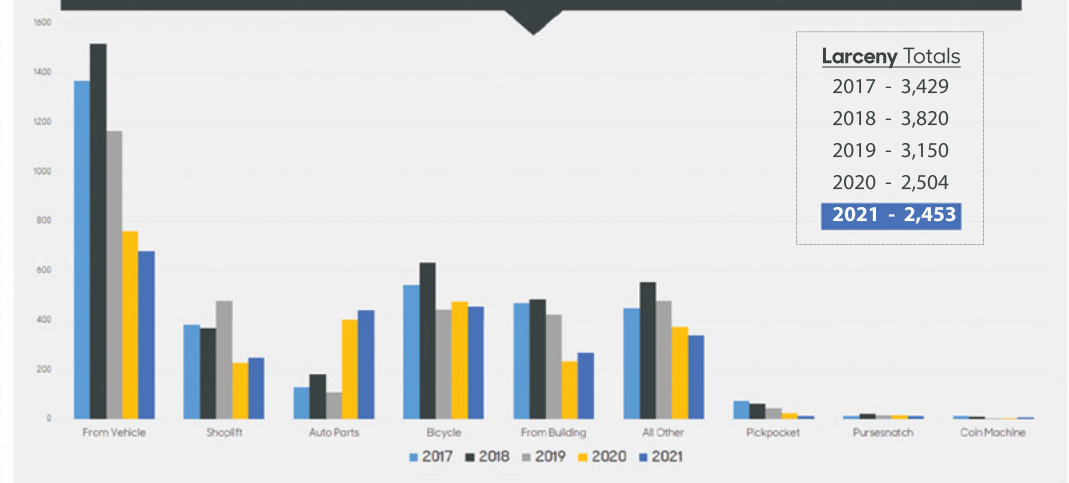
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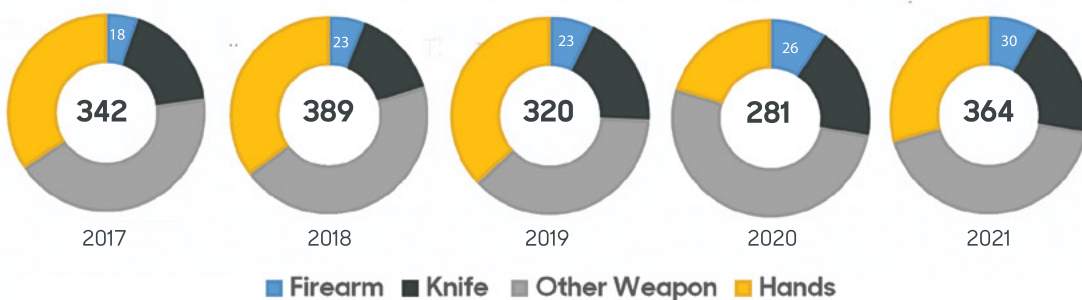
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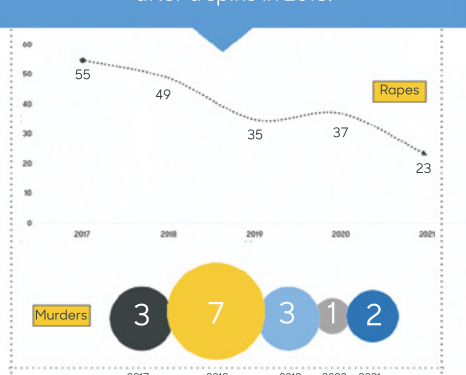
Larceny Totals

2017	3,429
2018	3,820
2019	3,150
2020	2,504
2021	2,453

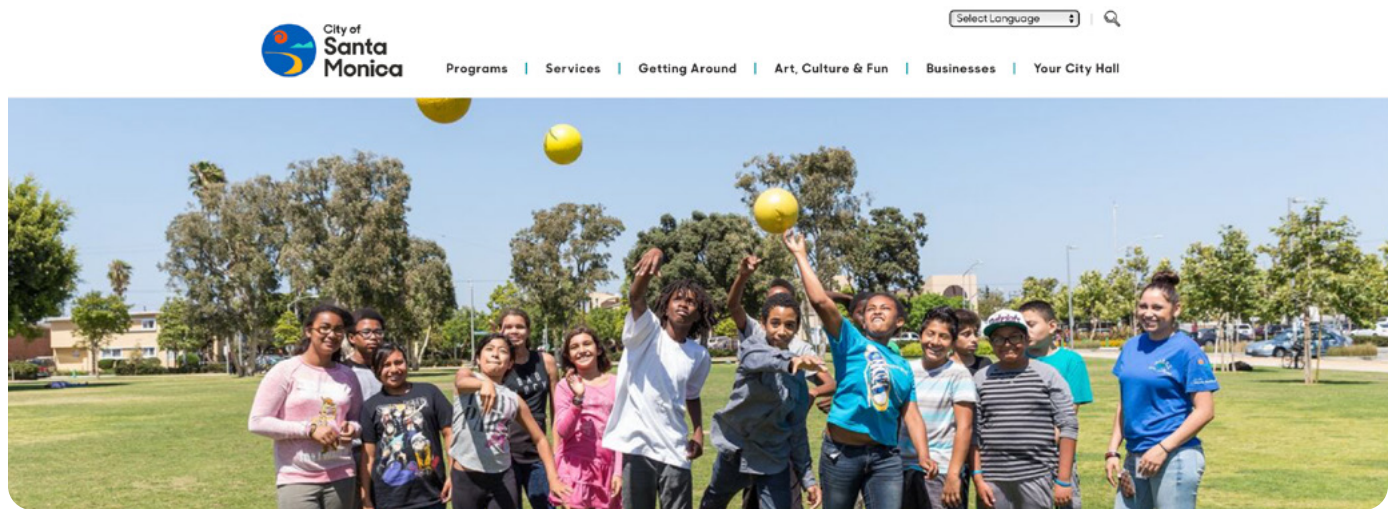
In 2021, **firearm** use in **Aggravated Assaults** shows the highest number of incidents in five years.



A notable decrease is seen in the category of **Rape**, while **Murder** cases remain stable after a spike in 2018.



EASIER, BETTER, FASTER! CONTINUED IMPROVEMENTS TO SANTAMONICA.GOV MAKE OUR WEBSITE EASIER TO USE



Additionally, major strides were made to streamline processes which now include step-by-step instructions, answers to the most frequently asked questions and a breakdown of how to complete each process using the available methods – online, email, mail, phone, in-person, or mobile app. In alignment with the new site structure, each page provides a complete overview of the process from start to finish and brings information into one place regardless of which department or division is responsible for each step of the process.

Throughout the pandemic, the City of Santa Monica has been committed to enhancing digital customer service. With this, new improvements have rolled out on santamonica.gov to prioritize access to information and usability with an emphasis on the public experience.

This multi-phase effort has seen a number of exciting enhancements over the past few

months starting with a complete overhaul of the website's menu and structure. Users can now easily find content organized by topic without having to know which City department or division is responsible for providing each service. The new structure is designed to encourage exploration by elevating content in multiple locations so users can find new programs, places, processes, and services while also being able to easily navigate or search the site.

In addition to an enhanced website structure, new functionalities were introduced during this same time period. Users can now easily find information about City locations including the hours of operation, directions, programs, latest news, top resources, amenities and more. Using the available filters, the list of City locations can be narrowed down based on the location type and the unique amenities that each place offers.

For those who are interested in learning more about the City's departments, the new department landing pages provide an overview of each department, a breakdown of the divisions, the latest news and updates, top resources, and a list of the department leadership.

The City is committed to ongoing improvements to our digital experience and will continue to share regular updates as new enhancements are rolled out. Explore these enhancements on santamonica.gov.

SANTA MONICA PUBLIC LIBRARY GOES FINE FREE



As part of its continued recovery and to remove barriers to accessing the Santa Monica Public Library, the Santa Monica City Council approved a new *Fine Free for All* program. Beginning March 1, 2022, the Library will eliminate fines for overdue books and materials.

"Overdue fines create barriers to access for the very community members and populations that the library intends to serve. Removing fines will give cardholders increased access to services and use of the library and its materials both virtually and at any of our locations," said Erica Cuyugan, Interim City Librarian.

The new program for all cardholders comes after a similar program launched in July 2018, eliminating fines for youth (0 - 18 years) who are Santa Monica Public Library cardholders. That program successfully increased Library use by that age group and supported the goal of building stronger ties with Santa Monica youth. During the pandemic, the Library temporarily suspended fines to support the community as it dealt with the impacts of COVID-19. Now,

building on these efforts, the City Council adopted the *Fine Free for All* program at its February 8 meeting, joining a host of local libraries who have adopted similar programs removing fines for library cardholder, including LA County Public Library, Burbank Public Library, Los Angeles Public Library, and more. This change applies to overdue fines only. Charges related to lost or damaged materials will continue to apply.

"We are proud to join the nationwide movement to eliminate library fines and ensure free and equal access to books, information, and lifelong learning," said Mayor Sue Himmelrich. "We hope that anyone who has stopped visiting the library due to past fines or the fear of fines, comes back to take advantage of the tremendous resources and entertainment available."

Help Santa Monica Public Library celebrate the launch of fine free for all. If you haven't been in the library in a while, come back. If you are new to Santa Monica, join us. Follow the Library on Facebook [@SMpublib](https://www.facebook.com/SMpublib) and Twitter [@SantaMonicaLibr](https://twitter.com/SantaMonicaLibr) for the latest updates.

NEW DOCUMENT DETAILS PROGRESS ON CITYWIDE RACIAL EQUITY WORK

Earlier this year in January, staff released the City of Santa Monica Racial Equity Status Update, a document that details the progress made by City staff on citywide equity projects and initiatives, starting with the City's initial engagement with equity work through staff's participation in the *Government Alliance on Race and Equity* (GARE) and continuing with the City Council's formal commitment to equity work through its

authorization of the formation of the Racial Equity Committee.

Staff have undertaken more than 30 projects and initiatives using the GARE model for transformational change, which involves normalizing conversations about race, organizing people and resources to achieve racially equitable outcomes, and operationalizing new behaviors and policies.

Use this QR code to read the racial equity status update.



SANTA MONICA SMALL BUSINESS RESOURCES AND SUPPORT

Here is a roundup of the latest resources for businesses.



LA County Dept. Of Public Health Guidelines

Santa Monica businesses are required to follow LA County COVID measures. Stay updated on quarantine, isolation, and latest Health Officer Orders at publichealth.lacounty.gov/media/Coronavirus

COVID Testing in Santa Monica

Santa Monica has a free COVID-19 testing site at Clover Park open 7 days a week, 7a.m. – 7p.m.: covid19.lacounty.gov/testing

California Business Comeback Guide

Provided by the Governor's Office of Business and Economic development, this guide links to valuable resources including state & federal grants, business development resources, and business newsletters for a variety of industries. static.business.ca.gov/wp-content/uploads/2021/12/GO-Biz-California-Comeback-Guide-1-13.pdf

Funding Sources

Periodic funding sources for local businesses have been identified by the State of California and LA County to fund basic expenses like rent, utilities, and more. sba.gov/funding-programs/loans/covid-19-relief-options

Santa Monica Outdoors Program - Outdoor Dining, Fitness and Retail Opportunities

City Council approved extending fee waivers for temporary use permits for outdoor dining and retail activations, including sidewalk dining, parklets, and the Promenade satellite dining through June 30, 2022. To apply for a permit, visit: santamonica.gov/Temporary-Use-of-Outdoor-Areas

Hire Local Santa Monica

Employers can submit job openings to our Hire Local Jobs Board and potential employees can apply for Santa Monica jobs: santamonica.gov/hirelocal. Positions are also included in a bi-weekly email list to over 900 recipients and shared on social media.



Buy Local Santa Monica

All Santa Monica businesses are invited to join this free marketing campaign to help raise awareness of their business and the community, environmental and economic benefits of supporting local. The campaign is a partnership of the City and local business community. To join: BuyLocalSM.com/signup

Business Specials

If you have a special or seasonal offering, please submit it, and it will be featured on our Santa Monica Shines landing page for free: santamonica.com/business-specials-submission-form

Economic Recovery

From rental assistance to childcare, food insecurity to business grants, a recap of the latest economic recovery efforts happening in Santa Monica can be found here: santamonica.gov/blog/10-programs-helping-santa-monica-bounce-back

Pier Vending

Buying from a Vendor in Santa Monica? Stay healthy and safe! Look for the V decal and County Health Permit to make sure a vendor is following food safety rules. Buying food and drinks from unpermitted vendors puts your health at risk.

Pepperdine Business Support

Santa Monica partnered with the Straus Institute at Pepperdine University to provide pro bono mediation services for landlord/tenant rent negotiations. Learn more and request services here: law.pepperdine.edu/straus/beyondthedialogue/request-for-mediation.htm

Childcare

If you or your employees are in need of child care, or you are a licensed child care provider, the City is promoting this vital economic resource: santamoniacradletocareer.org/childcare

New Recycling Law Started January 1

The State of California approved a new law that requires every person in the state to recycle organics into a green container beginning January 1. To learn how to be compliant with this mandatory organics recycling law, visit santamonica.gov.

Free Signs

While not required, the City has a surplus of *Keep Your Distance* floor stickers and *My Mask is for You, Your Mask is for Me* yard signs that may still be useful for particular business sectors. Signs are available for pickup at City Hall during business hours. Reserve yours today at by contacting 311@santamonica.gov or **3-1-1**.

City Service Requests

Santa Monica's 311 provides easy access to all non-emergency City services and information. Users can submit a request, ask a question or provide feedback by contacting 311@santamonica.gov or **3-1-1**.

Subscribe to Weekly Business Emails

santamonica.gov/newsletter (select **BUSINESS**)



A City Of Santa Monica approved decal

BUSINESS SUPPORT

- LA County Regional Small Business Development Center (El Camino College) southbaysbdc.org eccsbdc@elcamino.edu (310) 225-8277
- LA County Department of Public Health publichealth.lacounty.gov/media/Coronavirus_email@ph.lacounty.gov (888) 700-9995
- City of Santa Monica santamonica.gov 311@santamonica.gov
- Buy Local Santa Monica BuyLocalSM.com buylocalsm@sustainableworks.org

- Downtown Santa Monica, Inc DowntownSM.com info@downtownsm.com (310) 393-8355
- Main Street Business Improvement District mainstreetsm.com
- Montana Avenue Merchant's Association montanaave.com Montana.SantaMonica@gmail.com
- Pico Improvement Organization picopassport.com picoblvdsm@gmail.com
- Santa Monica Chamber of Commerce smchamber.com info@smchamber.com (310) 393-9825

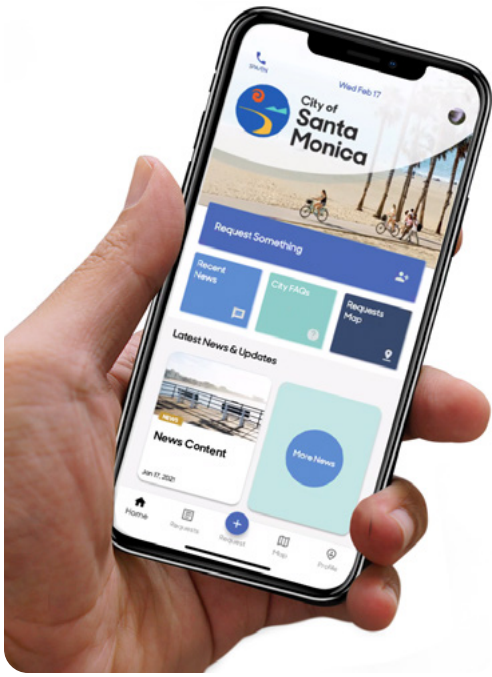
- Santa Monica Pier Corporation santamonicipier.org (310) 458-8901
- Santa Monica Place santamonicaplace.com (310) 260-8333
- Santa Monica Travel & Tourism santamonica.com/partners/promote-your-business info@santamonica.com (310) 319-6263
- Sustainable Works - Green Business Initiatives sustainableworks.org info@sustainableworks.org (310) 458-8716

ARTS & LITERACY FESTIVAL

The City of Santa Monica presents the annual Arts & Literacy on Saturday, April 30, 2022 from 10 a.m. to 2 p.m. at Virginia Avenue Park. This year's theme is *Bugs, Bugs, Bugs!*. At the Festival, families with children ages 0 to 5 will enjoy engaging arts workshops, performances, book readings, and a live bug show as well interactive activities with dozens of early childhood service providers. The Arts & Literacy Festival promotes the Santa Monica Cradle to Career Building Blocks for Kindergarten campaign. For complete details, visit santamonica.gov/places/parks/virginia-avenue-park.



311 HANDLES OVER 23,500 CUSTOMER REQUESTS IN FIRST YEAR



On March 31, 2021, Santa Monica launched its 311 Customer Service Program. 311 is the easiest, fastest way to reach city services via phone, email, smart phone app, web, and now, in person at City Hall. While there is a dedicated 311 customer service team, 311 is used by staff city-wide in every department, who directly access customer requests to resolve them as quickly as possible. Since its launch, 311 has received over 23,500 customer requests. Most inquiries are resolved within 3-5 business days.

TOP 5 REQUESTS:

1. General 311 Inquiries
2. Trash and Recycling Services
3. Graffiti Removal
4. Building and Safety
5. Other Planning Services

311 agents serve customers in English and Spanish, have access to real time translation

for other language needs, and often support customers with translation at different service counters. 311 also supports during major information and outreach efforts such as distributing COVID-19 health information to staff and local businesses, and supporting Resource, Recovery, and Recycling during the push for organics recycling green bins.

As 311 enters its second year, the team remains committed to providing reliable, friendly customer service, expanding its operations to include staffing at reception desks at City Hall and City Hall East, and ensuring residents get timely information during the ongoing COVID-19 pandemic.

311 staff are available during City Hall hours, 7:30 a.m. – 5:30 p.m. Monday through Thursday, and 8 a.m. – 5 p.m. every other Friday. 311 can also be reached via santamonica.gov/311, 311@santamonica.gov or on our smart phone app (search *Santa Monica* where you normally get your apps).

CITY OF SANTA MONICA NAMED LEED PLATINUM CITY AND RECOGNIZED FOR ITS SUSTAINABILITY AND RESILIENCE ACHIEVEMENTS

The City of Santa Monica has recently become part of a growing group of cities to be certified using the LEED for Cities and Communities rating system. LEED, or Leadership in Energy and Environmental Design, was created by the U.S. Green Building Council (USGBC) and is the world's most widely used green building rating system.

Santa Monica has become the first city to achieve the Platinum level certification with LEED for Cities Version 4.1. The City of Santa Monica achieved LEED Platinum certification for implementing practical and measurable strategies and solutions aimed at improving sustainability and the standard of living for residents. LEED is designed to help buildings, communities and cities achieve high performance in key areas of human and environmental health.

“For more than 25 years we have been using the power of community to enhance our resources, prevent harm to the natural environment and human health, and benefit the social and economic well-being of the community for the sake of current and future generations,” said Shannon Parry, Chief Sustainability Officer, City of Santa Monica. “This recognition is an acknowledgement of those efforts and an invitation to celebrate our successes! It is also an opportunity to look forward and identify new places to lead and to make positive change with and for our community.”

“City of Santa Monica’s LEED certification demonstrates tremendous sustainability and climate leadership,” said Peter Templeton, President and CEO, USGBC. “LEED for Cities and Communities was created to help improve our living standard and ensure every citizen has access to healthy, green and high performing places and spaces. Cities and communities that achieve LEED certification develop responsible, sustainable, and specific plans for green energy, water, waste, transportation, and many other factors that contribute to quality of life, such as equity, education, resilience, infrastructure and more. Santa Monica is a prime example of how innovative planning and collaboration can help achieve sustainability and resilience goals.”

For more information on the City’s LEED Platinum certification, visit santamonica.gov/news.



ANNOUNCING THE SWITCH IS ON



As a proud partner of this campaign, the City of Santa Monica is thrilled to announce the official statewide launch of the Switch Is On to support Californians throughout the journey of home electrification.

Home electrification is integral to meeting our state’s emissions goals. When our appliances are connected to electricity instead of gas, we rely on an increasingly renewable energy supply. On a sunny day, California is powered by as much as 94% renewables and the majority of the state’s overall power mix is composed of non-fossil fuels. Electric appliances are also safer, more efficient, better performing which can lead to more savings compared to their gas counterparts.

Visit switchison.org for one-on-one advisors, vetted contractors, shortcuts to incentives, and more electrification resources. There are significant rebates from the State of California and the City of Santa Monica that are available for heat pump water heaters, heat pump HVAC systems, induction cooktops, as well as electric panel upgrades. Swapping out gas-powered appliances for electric appliances is one of the most effective and important actions you can do for a better energy future. Beyond achieving decarbonization, electrifying a home also improves resilience, air quality and often leads to financial savings.

All Santa Monica residents — including homeowners, renters, and contractors — are encouraged to visit The Switch is On at switchison.org to learn more and get support in electrifying their homes.

JOIN US FOR SPRING SHOPPING AT THE FARMERS MARKET

Spring is an amazing time to be outside and to buy fresh produce at one of the four farmers markets in Santa Monica. Here are seven reasons to stop by your local farmers market and stay a while:

1. Connect with community

Whether buying something from every vendor or simply passing through, your time at the farmers market is a great way to connect with the community.

2. Shop outside

Enjoy the beautiful Santa Monica spring weather, grab a fresh juice, and get your shopping done! Make sure to bring your reusable shopping bags and produce containers.

3. Taste true flavors

The produce you buy at the farmers market is fresh and tasty. Fruits are allowed to ripen fully in the field and are brought directly to you.

4. Enjoy the change in season

Reconnect with the cycles of nature in our state. Spring in California brings delicious selections like avocados, strawberries, and kumquats.

5. Protect the environment

Food at the farmers market is transported shorter distances and is generally grown using methods that minimize the impact on the earth. Another way to reduce greenhouse gas: all four markets have drop off carts for home compost.

6. Know where your food comes from

Meeting and talking to farmers is a great opportunity to learn more about where your food is produced.

7. Support family farmers

Buying directly from farmers supports their families, the markets and California agriculture.



SANTA MONICA HAS FOUR WEEKLY MARKETS FOR YOU TO CHOOSE FROM

- **Wednesday, 8 a.m. – 1 p.m.:** Downtown Santa Monica at 2nd St. and Arizona Ave.
- **Saturday, 8 a.m. – 1 p.m.:** Downtown Santa Monica at 3rd St. and Arizona Ave.
- **Saturday, 8 a.m. – 1 p.m.:** Virginia Ave. Park at Pico Blvd. and Cloverfield Ave.
- **Sunday, 8:30 a.m. – 1:30 p.m.:** Main Street at Ocean Park Blvd. in the Heritage Museum parking lot

BOOST WELL-BEING AND A NEW GALLERY SHOW AT THE ANNENBERG COMMUNITY BEACH HOUSE



Give lungs and serotonin levels a boost with a visit to the Beach House. The negative ions from ocean water are believed to effect serotonin and improve mood and general well-being!

Just north of the California Incline on the PCH and on the Marvin Braude Bike Trail, this open space is available year-round. It's so close, yet a peaceful world away. There is no charge to visit or enjoy many of the amenities. Create a restorative moment: take a walk, read, work, eat, draw, write, meditate. There are spectacular ocean views, a splash pad, playground, the Marion Davies Guest House, beach courts and fields, community and cultural events, classes, a historic summer pool, free wi-fi, Back on the Beach Café, and more. Standup paddleboard rentals are available as well as complimentary beach wheelchairs.

An event space like no other, the Beach House offers the perfect setting for meetings or celebrations, accommodating groups as intimate as ten to celebrations for 400, and is also available for film and photo shoots.

Stay in touch! Follow on social media, subscribe to the newsletter at annenbergbeachhouse.com, or call **(310) 458-4904**.

The Annenberg Community Beach House at Santa Monica State Beach is operated by the City of Santa Monica. The Beach House is made possible by a generous gift from the Annenberg Foundation, at the direction of Wallis Annenberg, and in partnership with the City of Santa Monica and California State Parks. Additional funding was provided by the U.S. Department of Housing & Urban Development.

Stop by the Annenberg Community Beach House for an opportunity to see the exhibition *Art Bank: Selected Works* from the City of Santa Monica Art Collection. Visitors can view rare works by Ed Moses, Ilene Segalove, John Divola, John Hubbard Rich, Robin Brailsford, and Helen and Newton Harrison, among others. Artworks range from paintings and photography to sculptures, maquettes, and preparatory drawings for public art projects around town. The Gallery is open 9 a.m. – 4 p.m. each day; hours are subject to change, call ahead to **(310) 458-4904** to confirm. For more information, visit annenbergbeachhouse.com.



A visitor contemplates Ann Wolken's "The Studio".

ANNOUNCEMENTS



REMINDER: NO STREET SWEEPING AND SOLID WASTE COLLECTION ON MEMORIAL DAY

There will be no street sweeping and solid waste collection on Memorial Day on May 30. Parking meters will not be enforced on May 30. Trash, recycling, and organics collection services will be delayed for one day the entire week. Remember to bring your trash cans out one day late for the week of May 30 – June 3!

FREE COVID-19 TESTING AVAILABLE AT CLOVER PARK

COVID-19 testing is available for LA County residents daily by appointment only at Clover Park, 2600 Ocean Park Blvd. Visit [covid19.lacounty.gov/testing](https://www.lacounty.gov/testing) to make an appointment. L.A. County residents without digital access can call **2-1-1**, where operators can assist with appointments.

COVID-19 VACCINES AND BOOSTERS

Schedule an appointment and find the latest information at [vaccinatelacounty.com](https://www.vaccinatelacounty.com).

MAY IS MENTAL HEALTH AWARENESS MONTH

The City of Santa Monica is dedicated to raising awareness of the importance of mental health. For Mental Health Awareness Month this May, the City will shine a light on opportunities and resources for mental health and wellness. Join events and activities and explore resources for youth and adults at [santamonica.gov/blog/may-is-mental-health-awareness-month](https://www.santamonica.gov/blog/may-is-mental-health-awareness-month).

ARE YOU READY TO START YOUR CULINARY CAREER?

Don't miss the opportunity to study with top chefs at no cost to participants. HTA's Line Cook Apprenticeship Program is free to participants and includes both classroom instruction and hands-on work in a fully equipped kitchen. The next program begins April 4. For more information, text or call **(310) 994-5426** or email training@lahta.org with *Culinary Apprenticeship* in the subject line.



HAVE YOU TRIED THE NEW 23RD ST. PROTECTED BIKEWAY?

Located on 23rd Street between Ashland Avenue and the southern City border, the newest addition to the City of Santa Monica's Protected Bikeway Network debuted at the end of 2021. As we celebrate 10 years of the Santa Monica Bike Action Plan, our city now hosts over 100 miles of bike facilities, and many more projects and safety enhancements are rolling out in the future. Learn more at: [santamonica.gov/blog/celebrating-10-years-of-the-santa-monica-bike-action-plan](https://www.santamonica.gov/blog/celebrating-10-years-of-the-santa-monica-bike-action-plan).

The City will be rolling out more bike racks in 2022. If you know of a business or location that needs bike parking, let us know by emailing the request to transportation.planning@santamonica.gov.

Vote for your MOST LOVED BUSINESS!

Vote March 14–31

[smdp.com/ML22](https://www.smdp.com/ML22)

Logos: Buy Local Santa Monica, Santa Monica Chamber of Commerce, City of Santa Monica, SANTA MONICA TRAVEL & TOURISM, smdp, MONTANA AVENUE SANTA MONICA, PICO BLVD, MAIN, Downtown Santa Monica, THIRD STREET PROMENADE, SANTA MONICA PIER

PUBLIC MEETINGS AND REOPENING INFO

City Council Meetings

March 8, March 22, April 12, April 26, May 10, and May 24 at 5:30 p.m.

City Council will be held via teleconference during the COVID-19 public health emergency. Latest info: [santamonica.gov/latest-city-council-meeting-information](https://www.santamonica.gov/latest-city-council-meeting-information)

Boards, Commissions, and Task Forces

This list includes all scheduled meetings as of our printing deadline. Times, locations, and meeting dates may change due to COVID-19 protocols and/or reopening schedules. For the latest updates and information regarding all Boards, Commissions, and Task Forces, go to [santamonica.gov/categories/your-city-hall](https://www.santamonica.gov/categories/your-city-hall) or call **(310) 458-8211**.

Airport Commission

March 28 and April 25 at 6 p.m.

Architectural Review Board

March 21, April 18 and May 16 at 7 p.m.

Arts Commission

May 16 at 6:30 p.m.

Clean Beaches & Ocean Committee

May 11 at 6:30 p.m.

Housing Commission

March 17, April 21, and May 19 at 6 p.m.

Landmarks Commission

March 14 and May 9 at 7 p.m.

Library Board

March 3 and May 5 at 7 p.m.

Personnel Board

March 24, April 28, and May 26 at 4:30 p.m.

Planning Commission

March 2, March 16, April 6, April 20, May 4, and May 18 at 5:30 p.m.

Public Safety Reform and Oversight Commission

March 10, April 14, and May 12 at 5:30 p.m.

Recreation and Parks Commission

March 17, April 21, and May 19 at 7 p.m.

Rent Control Board

March 10, April 14, and May 12 at 7 p.m.

Santa Monica Animal Shelter Foundation

March 15, April 19, and May 17 at 5 p.m.

Sustainability, Environmental Justice, and the Environment

March 21, April 18, and May 16 at 7 p.m.

Urban Task Force

May 25 at 6:30 p.m.

City Facility Information

We are here to serve you! All City departments are open, though some on-site locations may

not be accessible to the public. City facilities will continue to open with restrictions on a rolling basis. Facility improvements to ensure a safe opening for the community and efforts to make necessary changes to programming due to modified operating hours, staff reductions, and infection control guidance are continuously implemented. Conditions may change based on current COVID-19 public health requirements. For the latest updates, visit [santamonica.gov/places](https://www.santamonica.gov/places) or call **3-1-1** to speak with a City Hall operator.

Seascope is a publication of the City of Santa Monica, designed to inform the community about City programs and services. Info is up-to-date as of the 2/23 printing deadline. Please email comments to manager@santamonica.gov or mail to:

Seascope
City of Santa Monica
1685 Main Street, Room 209
Santa Monica, CA 90401

Para obtener una copia en español de *Seascope*, envíe un correo electrónico a manager@santamonica.gov. Una copia digital puede ser enviada por correo electrónico inmediatamente; proporcione su dirección de correo completa para una copia impresa.

Seascope is printed on recycled paper. In accordance with the Americans with Disabilities Act, Seascope is available in alternate formats by calling the City Manager's Office at (310) 458-8301 (TDD/TTY (310) 917-6626).