

03

NEW POLICE CHIEF

04

VIRGINIA AVENUE HOLIDAY PANTRY

09

HISTORIC BELMAR PARK



## Building SANTA MONICA'S Bright Future

Bicyclists enjoy the newly expanded Santa Monica Beach Bike Path.

### IMPROVING PUBLIC SPACES AND CUSTOMER SERVICE

**W**hile much of this year has been spent largely at home, City of Santa Monica teams have been hard at work building significant infrastructure and improving public spaces to enhance outdoor recreation. Below is a roundup of some of the projects we've been working on, two of which you may have already experienced on two wheels!

**NORTH BEACH TRAIL**

The North Beach Trail Improvement Project is now open for pedestrians and cyclists to use and enjoy, improving safety and

circulation by creating separate paths for both pedestrians and cyclists on Santa Monica's Beach Trail between the northern city limits and Bay Street. Approximately 2 miles of the Beach Trail and 1 mile of the Ocean Front Walk pedestrian path have been significantly upgraded with expanded space, new paving, lighting, landscaping, markings, signage, and artwork murals made out of sandblasted concrete depicting local marine wildlife. For the latest project updates, visit [santamonica.gov/northbeachtrail](http://santamonica.gov/northbeachtrail). *Continued on Page 2.*



**COVID-19 PREVENTION**

- California's limited Stay-At-Home order is in effect through 12/21/2020. All non-essential activities and gatherings stop from 10 p.m. - 5 a.m.
- As of 11/25, LA County Department of Public Health prohibits in person dining. Take out, drive-thru and delivery services are allowed.
- Reducing movement and mixing of households protects hospital and essential workers and dramatically slows COVID-19 spread, hospitalizations, and deaths.

**Reminders:** Stay at Home as Much as Possible, Wear a Face Covering, Stay 6 Ft. Apart, Wash Your Hands, Do Not Gather in Groups, Stay Home When Sick, Get a Flu Shot, and Self-Quarantine if You Have Been Exposed.

COVID-19 continues to be a dynamic situation. For the latest Health Officer Order, health protocols, and list of what's open in Santa Monica, check the links below.

**Latest Updates:**

- [santamonica.gov/coronavirus](http://santamonica.gov/coronavirus)
- [covid19.lacounty.gov](http://covid19.lacounty.gov)
- [covid19.ca.gov](http://covid19.ca.gov)

# IMPROVING PUBLIC SPACES AND CUSTOMER SERVICE (CONTINUED)

## SANTA MONICA PIER

Maintaining a historic destination like the Santa Monica Pier is akin to painting the Golden Gate Bridge. It takes regular maintenance and care to keep it looking sharp. Painter Joey A. on our Pier Maintenance team spruced up the seahorse at the entrance recently and you can always see crews out replacing a deck board and performing other regular maintenance.



## BIKE LANES ON BROADWAY

Broadway from 16th to 20th Street now has a protected bike lane as part of the City's goal of building a protected network of bike lanes to increase the number of people who use bicycles for everyday transportation. The new design uses parked cars to separate bike and auto traffic enhancing safety and comfort for riders of all ages and abilities. To learn more about Santa Monica's plans to build a protected network visit [smgov.net/BAPA](http://smgov.net/BAPA) and stay tuned for a similar design coming to Ocean Avenue!



Broadway - Before



Broadway - After

## SUSTAINABLE WATER INFRASTRUCTURE PROJECT

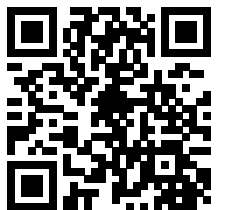
After ten months of construction, the Sustainable Water Infrastructure Project at the Civic Center has rapidly progressed to 20% completion and it is on track for completion in Summer 2022. The second "Big Dig" excavation for the 1.5 million-gallon stormwater harvesting tank is now underway. This is the most critical city-wide project to achieve water self-sufficiency.



## COMMITTED TO SERVING YOU

Our essential workers are in the field every day and our staff working remotely are working to serve you. While City Hall remains closed due to COVID-19, we've adapted many of our operations for online service delivery. Here's a short list of improvements to customer service:

1. We have a **new website** that has been built out during the pandemic at [santamonica.gov](http://santamonica.gov). We hope you've been able to more easily navigate the site, pay a bill, or get the latest COVID-19 information. For the next year you'll continue to see big improvements online through this new, improved website.
2. An **Online Permit Counter** with virtual appointments for permit issuance of same-day permits and projects that have completed plan review as well as other select permitting needs. To learn more and book an appointment, visit [santamonica.gov/permitting](http://santamonica.gov/permitting).
3. See our **new online service directory** at [santamonica.gov/contact](http://santamonica.gov/contact). To request a service or report an issue, download the City of Santa Monica app for a full-range of services including street repairs, requesting support, reporting issues, and more. Search for **Santa Monica Works** in your app store. Staff received and responded to 16,478 requests for service last year!
4. With grocery and online deliveries on the rise and an increase in to-go and outdoor dining, there's also been an increase in issues related to trash and recycling. While we continue to ask for your partnership in breaking down boxes and properly disposing of items in trash cans, we are also **increasing weekend trash collection** in parks and in alleyways.
5. Santa Monica Public Library offers curbside service at the Main, Montana Avenue, and Pico branches. If you haven't taken advantage of this opportunity for literary enrichment and entertainment, give it a try! Get hours and a how-to for Curbside library pickup on page 12 or at [smpl.org/curbside](http://smpl.org/curbside).



## CODE ENFORCEMENT PRIORITIZING LIFE AND SAFETY

The City's Code Enforcement team is a core part of COVID-19 emergency operations and recovery. They are focused on business compliance and face covering enforcement in addition to complaints that pose a life or health safety related violation. In order to meet the needs of our changed COVID-19 environment, investigations and follow up on issues not related to a life or health safety issue may experience delays in response times. If you do have an urgent violation, submit the complaint through our app. More info at [santamonica.gov/contact](http://santamonica.gov/contact).

- COVID-19 business violation
- Construction work in progress without permit
- Substandard housing conditions that would render a rental unit uninhabitable
- Vacant/abandoned property left unsecured
- Extreme dry/overgrown vegetation that creates a potential fire hazard

# A LETTER FROM INTERIM CITY MANAGER LANE DILG



**D**ear Community,

Our world has changed so much in 2020. Since the first cases of COVID-19 were confirmed in Los Angeles County in March, Santa Monica has faced a series of challenges, each unprecedented in our modern life. As we turn the page on 2020, it's important to reflect on all that we've accomplished as one community.

Santa Monica's total confirmed COVID cases are among the lowest in the County and among the lowest of our peer cities on the Westside of Los Angeles. As we grieve with those who have lost loved ones this year, we also pause to recognize the tremendous, collaborative effort by our residents, businesses, and essential workers to promote public health and safety. As a community, we've adapted to new ways of living to keep one another safe. When we emerged from life largely at home, we did so with face coverings and social distancing, but also with new recognition for the true joy a walk on the beach or afternoon at the playground can bring. As a City, we closed a \$224 million budget shortfall resulting from COVID-19 and we adapted our operations to provide community services in new ways. From online permits and curbside library pickup to our modified Farmer's Markets and CREST after-school pods, we expanded our digital capabilities and improvised to create safe, healthy offerings for our residents.

Today, much of our public space is more vibrant than ever before. Outdoor dining brings new life to our streets and sidewalks, made more colorful by local artists through our Art of Recovery program. Together, City staff and local businesses have offered new opportunities along the way like fitness at the Pier, cycling on the newly expanded North Beach Trail, and outdoor personal services. At every step, we have cared for our most vulnerable residents and worked to keep everyone safely in their homes. We secured \$2.6 million in federal funding for the Emergency Rental Assistance Program, opened 38 new apartments for seniors, and provided more than 4,500 boxes of food to individuals and families through our Virginia

Avenue Park Food Pantry. We'll continue to advocate for federal and state COVID-19 relief funds to support our community. As we rebuild, we do so with a more equitable and inclusive Santa Monica in mind. We are advancing racial justice initiatives through public safety reform, supporting the new nonprofit Santa Monica Black Lives Association, and appointing existing staff as Equity and Inclusion Officers to lead the charge within the City government.

I hope you will sign up for our community newsletter at [santamonica.gov/newsletter](https://santamonica.gov/newsletter) to become more involved and consider giving back at [santamonica.gov/coronavirus-volunteer](https://santamonica.gov/coronavirus-volunteer). Please also visit our improved website at [santamonica.gov](https://santamonica.gov) as we work continually to provide better, safe customer services to the community.

In 2021, join us as we continue to create Santa Monica's bright future, together.

Lane Dilg

## CITY OF SANTA MONICA RESOURCES

- COVID-19: [santamonica.gov/coronavirus](https://santamonica.gov/coronavirus)
- Reopening Info: [santamonica.gov/coronavirus-reopenings](https://santamonica.gov/coronavirus-reopenings)
- Economic Recovery: [santamonica.gov/economicrecovery](https://santamonica.gov/economicrecovery) | [santamonicashines.com](https://santamonicashines.com)
- Give Back: [santamonica.gov/coronavirus-volunteer](https://santamonica.gov/coronavirus-volunteer)
- Email Updates: [santamonica.gov/newsletter](https://santamonica.gov/newsletter)
- Emergency Alerts: [santamonica.gov/alerts](https://santamonica.gov/alerts)

# RENT REMAINS TOP OF MIND FOR MANY SANTA MONICANS

**T**he COVID-19 Tenant Relief Act of 2020, or AB 3088, provides new protections: Residential tenants can't be evicted for deferring rent due between March 1, 2020, and January 31, 2021, if certain requirements are met. The protections overlap with Santa Monica's eviction moratorium, which protects tenants from eviction because of non-payment of rent for rents through September 30, and from eviction for other reasons through December 31.

Under AB 3088, residential tenants can't be evicted for nonpayment of rent due between March 1 and August 31 if they return a declaration of COVID-19-related financial distress to their landlords. Under AB 3088, tenants also can't be evicted for nonpayment of rent due between September 1, 2020, and January 31, 2021, if they return a declaration of COVID-19-related financial distress to their landlords and pay 25 percent of the rent by January 31, 2021. Tenants must provide a declaration for every month that they cannot pay. The declaration can be returned in any manner provided for in the notice for delivery of the declaration, by any manner provided for in the notice for payment of rent, or by mail to the address provided in the notice.

After March 1, 2021, landlords can sue tenants for rent deferred under AB 3088 but cannot evict tenants based on nonpayment of rent. Additionally, if tenants sought protection under Santa Monica's moratorium, rent due for March through September is not due until September 30, 2021. Tenants may use Santa Monica's moratorium as a defense if they are sued for rent due from March through September.

Landlords can still give tenants eviction notices, but must give 15 days to pay rather than three days, and must include a declaration for tenants to complete. If tenants return the signed declarations within 15 days and pay 25 percent of rent due for September through January by January 31, landlords can't evict for non-payment.

If you receive an eviction notice, consult with an attorney if possible. Tenants can contact the Legal Aid Foundation of Los Angeles at (310) 899-6200. Tenants and landlords can also contact the City Attorney's Office Public Rights Division at (310) 458-8336. More info at [santamonica.gov/coronavirus-eviction-moratorium](https://santamonica.gov/coronavirus-eviction-moratorium).

## Eviction Protections for Residential Tenants Unable to Pay Due to COVID-19

SANTA MONICA EVICTION MORATORIUM	STATE OF CALIFORNIA AB 3088
Timeframe: March 17 through September 30, 2020	Timeframe: March 1, 2020 through January 31, 2021
Single notice and documentation covers entire period	Tenants submit a declaration for March through August and a declaration every month from September to January
Tenants can defer 100% of rent	Tenants can defer 100% of March–August rent and 75% of September–January rent
Tenants can't be evicted for non-payment of deferred rent until September 30, 2021	Tenants can't be evicted for non-payment of deferred rent

# RETURNING HOME TO SANTA MONICA

**O**n October 27, 2020, Jacqueline Seabrooks took the oath to serve the Santa Monica community as Interim Chief of Police. Upon taking the oath, she shared this message: "I am honored and humbled to be asked to return home to the City of Santa Monica to serve as your Interim Chief of Police. I want to express my deep appreciation for retiring Chief Cynthia Renaud and her leadership of the department these past few years. As I step into this role, my primary priorities will be to provide for the safety and wellbeing of the Santa Monica community.

Although in many respects I am coming home, I realize I am returning to a very different environment. 2020 has been a tumultuous year for everyone as we've all had to adjust to a new way of life during the COVID-19 health emergency, the resulting economic uncertainties, and the national call

for social justice and police reform in the aftermath of wide-ranging social unrest. In light of these issues, it's with both my heart and my head that I've agreed to come out of retirement to serve Santa Monica in this moment. My deep appreciation for the Santa Monica community and my experience leading the talented and dedicated women and men of the Police Department will contribute to a seamless transition."



For the Chief's complete message, visit [santamonica.gov/blog/returning-home-to-santa-monica](https://santamonica.gov/blog/returning-home-to-santa-monica).

# BIG BLUE BUS IS KEEPING SANTA MONICA MOVING SAFELY

**W**hile our community stayed home to help prevent the spread of COVID-19, Big Blue Bus kept rolling, with a commitment to safeguarding the health of its customers and staff. The agency is making changes to how customers ride, with guidance from the Los Angeles County Department of Public Health and Centers for Disease Control and Prevention.

## What to know when you return to transit:

### FACE COVERINGS REQUIRED

Big Blue Bus customers and Operators are required to wear a face covering on board at all times. Face coverings may include fabric masks, bandanas, and scarves, so long as they fully cover your nose and mouth.



### REAR DOOR BOARDING

Customers must board and exit Big Blue Bus through the rear door only. Those who require use of the wheelchair ramp can signal to the driver for assistance at the front door. Big Blue Bus is not enforcing the collection of cash and pre-paid fares (i.e. TAP, paper passes, and mobile tickets) at this time.

### SOCIAL DISTANCING

Customers should remain at least six feet apart while riding Big Blue Bus, where possible, and when boarding and exiting the vehicle. Signs posted on each bus remind customers to keep a safe distance, and wear a mask as required to protect the health and safety of its Operators, Big Blue Bus is installing plexiglass barriers on its buses, which allow for social distancing while driving.

### CLEANING AND SANITIZATION

Big Blue Bus has implemented enhanced cleaning protocols, to help protect against the spread of COVID-19. Buses are cleaned and sanitized nightly, and hospital-grade solutions are being used to wipe down high touch areas. If there is a concern that someone who may have COVID-19 has been on board a bus, the vehicle is removed from service and thoroughly disinfected.



### INCREASED VENTILATION

To help increase air flow on board Big Blue Bus, customers and Operators now have the option to open their immediate window.

Safety is a shared responsibility, and our community plays important role in keeping Big Blue Bus healthy and safe. To read more about what Big Blue Bus is doing to protect customers and Operators, and what you can do to help, visit: [bigbluebus.com/coronavirus](http://bigbluebus.com/coronavirus).

# VIRGINIA AVENUE PARK HOLIDAY PANTRY

## Donate \$30 to Feed a Family of Four and \$100 to Support a Family for the Month of December

**A**s the pandemic continues, its economic effects have put increasing numbers of individuals and families at risk and addressing food insecurity is a priority. After two food banks serving Santa Monicans were shut down in March 2020, the City partnered with the Westside Food Bank to open a temporary emergency food pantry out of Virginia Avenue Park's Thelma Terry Center. Since April 2020, the temporary food pantry has provided over 4,000 food boxes to food insecure community members during the COVID-19 pandemic including 13,000 pounds of non-perishable food to support an average of 200 low-income households each week. This program provides families with one pre-assembled food box per household to all Santa Monica residents and/or families with children enrolled in SMMUSD schools. Pantry operations target vulnerable populations in Santa Monica, including low-income individuals and families as well as seniors.

Over the past few months, the Kiwanis, the Rotary Club, Cedars-Sinai, Fresh Point, Food Forward, Baby2Baby, private donors, and volunteers have given generously of their resources and time. Now Santa Monica needs everyone's participation to bring a happy and healthy holiday season to our neighbors in need.

This December, the City of Santa Monica's We Are Santa Monica Fund and the Westside Food Bank invite all Santa Monicans to help ensure that no family will be without a food box during the holiday season. A charitable partnership with the California Community Foundation and the We Are Santa Monica Fund, We Are Santa Monica Fund provides a critical and timely vehicle for neighbor-to-neighbor support, as members of our community struggle to get by, put food on the table, and care for their loved ones. The We Are Santa Monica Fund is a partnership between contributors, the California Community Foundation, and the City of Santa Monica. The City makes recommendations to CCF regarding distributions to operating nonprofits, and/or, in certain cases, City programs.

Help the City of Santa Monica raise \$30,000 to support Santa Monica families experiencing food insecurity. Every \$30 tax-deductible donation feeds a family of four for one holiday meal and a \$100 donation supports

a family of four with a nutritious food box for the holiday month of December. Any contribution, in any amount, will make a meaningful and measurable difference. The City has allocated additional Economic Recovery Funds to complete the boxes with dairy and other nutritionally rich food and ensure they get to families in time.

To make a contribution, please visit [calfund.org/wearesantamonica](http://calfund.org/wearesantamonica) and select HOLIDAY FOOD PANTRY. Community members interested in volunteering can call the City at (310) 458-8701 or [humanservices.mailbox@smgov.net](mailto:humanservices.mailbox@smgov.net). Residents can make an appointment to access the food pantry on Thursdays or Fridays by calling Virginia Avenue Park at (424) 410-1354 or (310) 458-8688 Monday - Friday, 9 a.m. - 5 p.m. Food pantry participants are connected to additional local social services to address other unmet needs including employment support, legal support, mental and behavioral health services, and affordable housing. Information on other local pantries can be found on the Westside Food Bank's website at [wsfb.org/our-services/need-food-help](http://wsfb.org/our-services/need-food-help).



# VOLUNTEER OPPORTUNITIES

**T**he COVID-19 pandemic has left many local organizations in need of volunteers to perform crucial activities including food delivery to homebound residents, donating blood, and virtual mentoring. If you are interested in sharing your time or your talent (virtually or in person following LA County Department of Public Health social distance safety guidelines), please visit the City's COVID-19 Volunteer Resource website: [santamonica.gov/coronavirus-volunteer](http://santamonica.gov/coronavirus-volunteer) to learn about the many ways that you can get involved and give back to our community. Volunteerism can range from a one-time hour of service to providing support on an ongoing basis for a cause that inspires you.



# KEEPING OUR COMMUNITY CLEAN DURING COVID-19

**T**he City remains committed to providing waste management services with no service interruption during COVID-19, and we need your help. Remembering a few small tasks will greatly increase the effectiveness of our service to you, and we're here to help!

## STREET SWEEPING

**Please keep vehicles off the street on the posted dates to increase service effectiveness.**

**Residential areas:** The City provides street sweeping once a month and occurs during the first full week of each month. Please observe the no parking signs for street sweeping on your block and remember to move your vehicle on the posted day to increase the effectiveness of this service in your neighborhood. To review the residential area street sweeping calendar for the upcoming months, see our schedule on the bottom of this page.



One of five City street sweeping vehicles, ready for duty.

**Commercial areas:** All major arterial streets in the City are swept once a week after the residential areas are swept.

## BULKY ITEM REMOVAL AND ILLEGAL DUMPING

**Help your neighborhood by calling for service.**

Are you moving out, clearing out your garage, or perhaps have oversized boxes that won't fit in the recycling bin? Did you know residents are entitled to three (3) complimentary bulky item removal services each year? Email [recycling@smgov.net](mailto:recycling@smgov.net) or call (310) 458-2223 to schedule a bulky item removal appointment today and we'll take care of it! Leaving unwanted items next to the curb or in the alley creates a safety hazard and an eyesore to the community. If you witness any illegal dumping activities, call or email our team to schedule a pickup today. Your neighbors will thank you!



Bulky items left in a Santa Monica parkway.

## RECYCLING

**Please break down all boxes before placing into a blue recycling bin.**

In recent months, there has been an increase in recyclable materials discarded in residential areas — likely due to an increase in working from home and online shopping activities that generate delivery boxes. Remember to remove any packing materials, break down, flatten, and fold up your boxes before placing them in the recycling container. This is especially important for those living in apartments and condos and sharing a recycling bin with others. Not doing so creates unsightly overflow situations. Thank you for being a considerate neighbor!



Non broken-down boxes in an alley.

## HOLIDAY TREE REMOVAL

**Please place holiday trees at curbside or in the alley for removal. Please do not drop trees off at local parks.**

With the holiday season rapidly approaching, thoughts turn to family and the tradition of tree decoration. But what happens once the presents are all opened and the needles begin to fall? That's when the R3 team of collection drivers start the holiday tree removal program, which runs from December 26, 2020 through January 26, 2021.



Holiday tree removal at curbside.

Instead of being sent to the landfill, your tree will be recycled and turned into mulch and compost. Simply set your tree at curbside or in the alley during the month-long period above and we'll take care of the rest.

Remember to:

1. Remove all decorations and lights
2. Remove all tinsel
3. Remove attached stands or containers

To find out more information, visit [smgov.net/r3](http://smgov.net/r3), contact us at [recycling@smgov.net](mailto:recycling@smgov.net) and (310) 458-2223, or submit a work request through [smgov.net/santamonicaworks](http://smgov.net/santamonicaworks).


**Thank you for help keeping our beloved community safe and clean!**



Hang this on your fridge for a quick and easy reminder of upcoming street sweeping dates.

# MARK YOUR CALENDAR FOR LOCAL STREET SWEEPING

## Preferential Parking Enforcement Resumes January 4, 2021



### RESIDENTIAL AREA STREET SWEEPING CALENDAR DECEMBER 2020 THROUGH MAY 2021

**STREET SWEEPING DAYS**

December '20							January '21							February '21							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5					1	2			1	2	3	4	5	6	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31			24	25	26	27	28	29	30	31	28						

March '21							April '21							May '21						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5	6				1	2	3							1
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30	23	24	25	26	27	28	29	
													30	31						

Santa Monica's street sweeping operation will be conducted during the first full week of the month through the end of May 2021. The City will continue to monitor health guidelines and service needs and may modify its operations if necessary.

Enforcement of all preferential parking permit zones citywide will resume on Monday, January 4, 2021. Please ensure you follow the posted signage and have a current permit to avoid receiving a citation. For example, if the no parking sign indicates parking is prohibited on Tuesdays, please do not park on the street on Tuesday, 12/8, 1/5, 2/2, 3/2, 4/6 and 5/4 during the designated times. To renew or apply for new parking permits, please visit [smgov.net/parking](http://smgov.net/parking).

Questions? Please visit [smgov.net/santamonicaworks](http://smgov.net/santamonicaworks), email [recycling@smgov.net](mailto:recycling@smgov.net), or call (310) 458-2223.

# ACCELERATING SANTA MONICA'S ECONOMIC RECOVERY

**D**uring the toughest of times, Santa Monica is proving to be a resilient community. We are on the road to economic recovery, but it has been an extremely challenging time for our businesses and residents. COVID-19 has brought about an array of public health safety measures to guide a safe re-opening and has also presented new opportunities to transform the way our business community provides goods, services, and experiences to its patrons. As the world navigates the new uncertainty, Santa Monica is making every effort to support our fragile local economy in a manner that is safe and equitable by increasing flexibility, leveraging City assets as community support resources, reducing red tape and fees, and supporting economic recovery through a series of innovative programs that are highly visible throughout the city. Here are a few examples:

## OUTDOOR DINING

Many restaurants have quickly transitioned to outdoor dining out of necessity for survival. Citywide, tables and chairs are being set up on the sidewalks, in areas called "parklets," and in private parking lots. These areas are teeming with life and serving as a financial lifeline for local restaurants who are governed by public health requirements. Currently, over 150 restaurants and food businesses have taken advantage of these free temporary permits that allow their operations to move outdoors. As a compliment, the City and Downtown Santa Monica, Inc. are providing free parklet materials that include railings, planters, and safety equipment. For diners that want to grab their meal and go, a curbside pickup program allows for temporary free parking adjacent to the restaurant, and third-party delivery fees have been capped to put more money in the pocket of the restaurants.



## OUTDOOR RETAIL, FITNESS, AND PERSONAL SERVICES

Restaurants are not the only businesses to benefit from the economic recovery effort. Retailers have moved their wares outside and set up in parking lots and on sidewalks. Gyms and fitness studios are utilizing approved pop-up fitness zones at the Santa Monica Pier, the Beach, in City parks and parking lots (e.g. 5th and Arizona), as well as in parklet spaces across Santa Monica to attend to the health and wellbeing of our community. Nail salons, spa and treatment salons have also moved outdoors so that patrons can enjoy fresh air while pampering themselves and experiencing a touch of normalcy.



Photo credit:  
Max Tepper  
at Santa Monica Place.

## COMMUNITY DEVELOPMENT AND ENRICHMENT

Supporting residents during these unprecedented, uncertain times is also a top priority of the Economic Recovery effort. In the absence of Federal relief measures, these local efforts are helping to fill the most critical gaps

and are more important than ever. Starting in March, the Santa Monica Economic Recovery Task Force recognized the urgent need to provide meaningful relief to the City's most vulnerable populations. The COVID-19 Emergency Rental Assistance program has provided almost \$2 million dollars in rental relief to over 350 Santa Monica families. The City's rental and commercial eviction moratorium is also helping to protect people from eviction due to COVID-19 and helping to retain our small businesses. Staff set up and operationalized a food bank at Virginia Avenue Park that has provided over 4,000 boxes of food to residents since it first opened in April, and local businesses and residents have helped to donate food, funding and services thru the We Are Santa Monica Fund to assist our most vulnerable residents and first responders. Work is also underway to develop a community kitchen at the Thelma Terry building. The City's goal is to provide a community-led commercial kitchen designed to provide equitable access and economic opportunity for local residents and will be an empowering catalyst for economic growth in the form of small business incubation, development, and as a site for job training.

## LOCAL HIRE CAMPAIGN

A local hire campaign is being developed in partnership with employment partner agencies to provide targeted outreach to employers and residents to foster local job creation. This effort is complimented by a virtual Entrepreneur Series to help support community wealth-building opportunities for our residents. Six local agencies hosted "Ready to Work" Webinars in English and Spanish attended by 90 people to share local job seeker resources. To date, 28 people have enrolled in job seeking support services with partner agencies. As businesses start to rehire and recruit employees, we hope they will hire local residents.

## COMMUNICATION AND OUTREACH EFFORTS

A broad range of communication and outreach efforts have been spearheaded by 10 partner organizations to increase awareness for health and safety and economic recovery related information under the "Santa Monica Cares" and "Santa Monica Shines" umbrella. Efforts have included development and distribution of a business toolkit with reopening signage, small and large format signage at highly visible locations throughout our city, creation of the COVID-19 Assurance Program, the purchase and distribution of over 50,000 face coverings for use by local businesses, weekly communication to over 10,000 local businesses, partnering with local publications to increase awareness through ads and the "Santa Monica Shines" series, and timely updates to our website and social media resulting in over 64,000 views of our websites and 200,000 impressions on social media. Over 75 articles in regional media outlets have mentioned Santa Monica's Economic Recovery contributing to over 307 million impressions, and regional and statewide advertising efforts led by Downtown Santa Monica, Inc. and Santa Monica Travel and Tourism have garnered 28 million impressions and over \$4.41 million in hotel bookings. Over 25,000 potential visitors engaged with business promotion tools featuring Buy Local special offers and safety messaging has been incorporated into all visitor guides.

Our work is not done but thank you to the entire community for your partnership and commitment to seeing Santa Monica to a brighter future. For more information or to participate in these programs, visit the City's economic recovery website at [santamonica.gov/economicrecovery](http://santamonica.gov/economicrecovery) or [santamonicashines.com](http://santamonicashines.com).

## RESULTS

- Over 225 free, approved outdoor permits
- \$2 million in rental relief to over 350 Santa Monica Households
- Over \$4.41 million in hotel bookings
- 4,000 free food boxes to Santa Monica families
- Over 90 families helped with finding childcare
- Over 90 people supported with job seeking
- Over 5,000 health and safety signs distributed to businesses
- Over 25,000 face coverings distributed at local business patrons
- Over 110 businesses and 200 employees participated in the COVID-19 Assurance Program
- Over 75 articles, 64,000 website views, and 200,000 social media impressions

## Santa Monica Shines COVID-19 Assurance Program: How Businesses are Going Above and Beyond

To help Santa Monica Shine during this difficult period and to reaffirm our city-wide commitment to safety and cleanliness, the Santa Monica Shines Assurance Program was formed in partnership with the City of Santa Monica, Santa Monica Travel & Tourism, ARROW UP and Santa Monica College in collaboration with Sustainable Works. Look for the Santa Monica Shines COVID-19 Assurance program seals in the storefronts of Santa Monica businesses. These businesses have gone above and beyond to ensure you feel safe and comfortable.

Businesses who are COVID-19 Assured have done the following:

- Demonstrated that they are following cleaning protocols designated by the Center for Disease Control, California Department of Public Health and Los Angeles County Department of Public Health.
- Had their staff complete the Santa Monica Shines online training on COVID-19 awareness and customer service.
- Conducted an on-site or virtual walk-through with a member of Sustainable Works.
- Agreed to receive protocol updates and new content through micro-courses and micro-lessons to promote on-going awareness of the evolving pandemic and keep safety top-of-mind.

Congratulations to the following local businesses who are the first to earn Santa Monica Shines COVID-19 Assurance! For an updated list of businesses, visit [santamonicashines.com](http://santamonicashines.com).

- Santa Monica Visitor Center on Main Street
- The Albright
- Sea Blue Hotel
- Water Grill
- Blazing Saddles Beach Rentals and Tours
- Perry's Cafe and Beach Rentals
- Solstice Sunglasses
- Tidbits by Dialogue
- Pacific Park
- The William Warren Group
- Lunetta
- Westside Music Conservatory
- Viceroy Santa Monica
- Trapeze School New York: Los Angeles LLC
- Meat On Ocean
- Rusty's Surf Ranch
- Le Méridien Delfina Santa Monica
- Big Dean's Ocean Front Cafe
- Physical Therapyworks

If you are a Santa Monica-based business interested in earning the Santa Monica Shines Assurance Program seal, you can learn more about the program at [arrowupsantamonica.com](http://arrowupsantamonica.com).



# UPDATING OUR HOUSING STRATEGY

**A**s required by the State Department of Housing and Community Development, the City is taking a strategic look at where to build housing in Santa Monica as part of the statewide Housing Element update for the 2021 - 2029. The current Housing Element planned for 2013 - 2021 will sunset in the Fall of 2021.

Santa Monica faces a major challenge of demonstrating that the City will be able to accommodate approximately 8,800 new housing units, a number allocated to the City by the Southern California Association of Governments (SCAG) that is significantly larger than past updates. Your input is needed for this important planning process!

With the health and safety of our community in mind during this global COVID-19 pandemic, the City Planning Division is taking a new approach in our outreach efforts to ensure the community is involved during the planning process. We will be hosting virtual webinars and/or workshops that will allow you to learn more about this process and provide feedback on how you want the City to plan for these required housing units. The community is also invited to give us your input on the goals and priorities of the Housing Update. Take a short questionnaire by December 11 at [santamonica.gov/Housing-Element-Update-Get-Involved](http://santamonica.gov/Housing-Element-Update-Get-Involved).

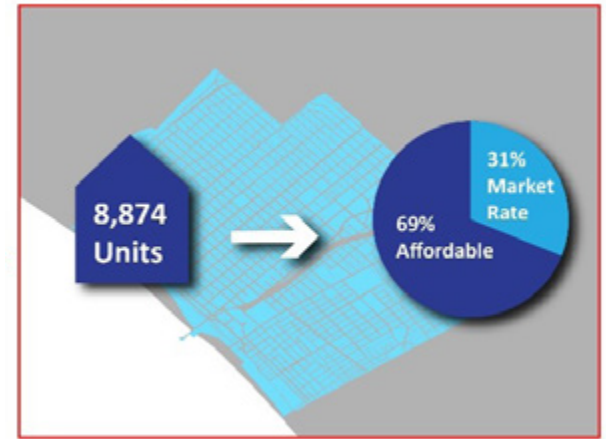
Learn more about the project or sign up for our email list to receive the latest project updates at [santamonica.gov/housing-element-update](http://santamonica.gov/housing-element-update). Email us at [HousingUpdate@smgov.net](mailto:HousingUpdate@smgov.net) if you have any questions.



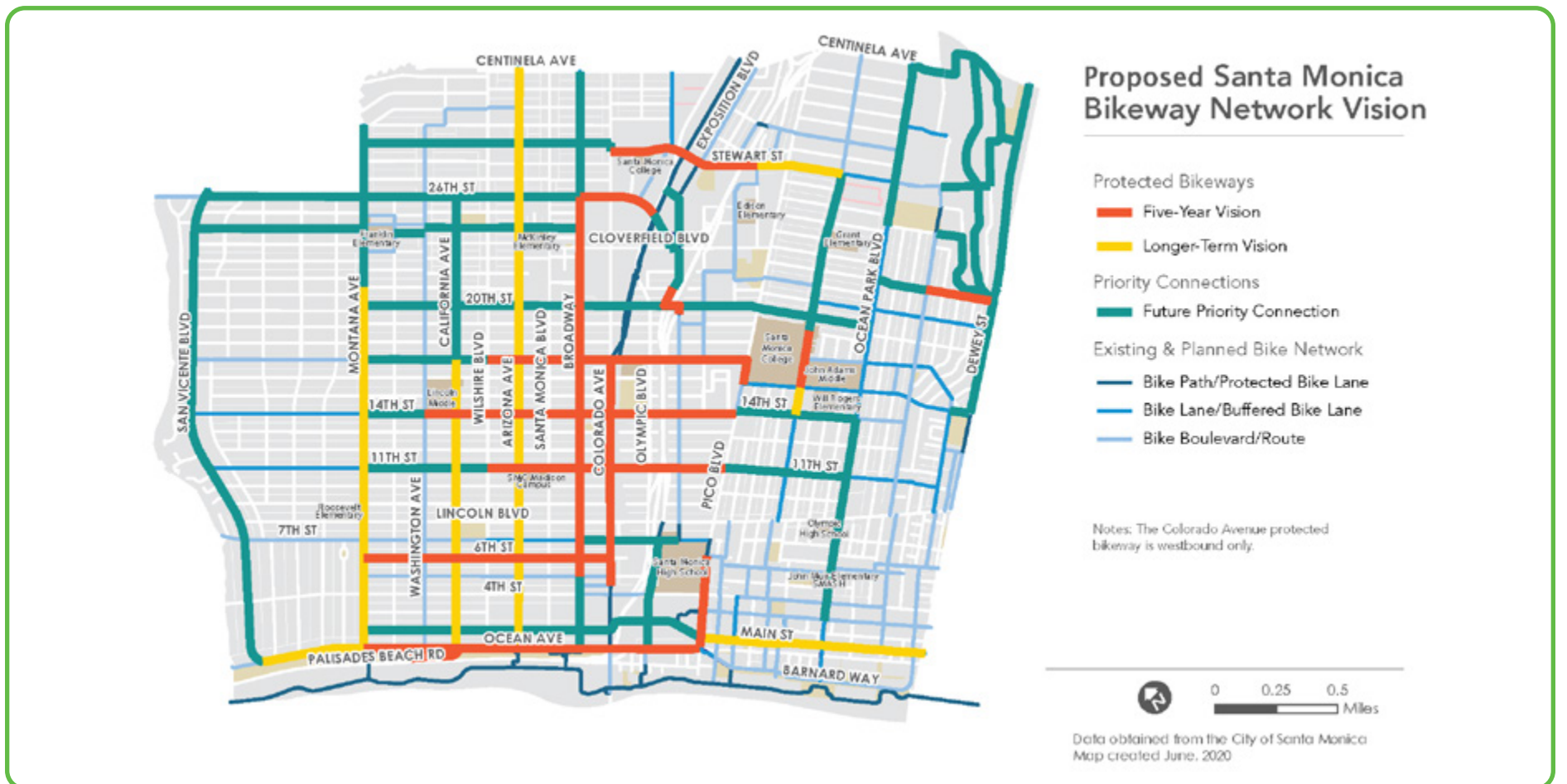
The State sets the total number of units that each region in California must plan for.

SoCal has to plan for over 1.3 million units.

From that 1.3 million, Santa Monica received:



## MORE BIKE LANES ARE ON THE WAY



**A**s a result of the COVID-19 pandemic, while many people are working at home, reorienting themselves to a new way of living locally, and seeking opportunities to be outside while staying 6 feet apart, the City is in the process of expanding protected bike lanes that will better serve users of all ages and abilities and keep your safety top of mind.

Since adopting the Bike Action Plan (BAP) in 2011, the City has installed over 100 miles of bike facilities, 19 miles of green lanes, and hundreds of public bike racks. More is on the way, with projects like Safe Streets for 17th Street (between Wilshire and Pico Boulevards) and Michigan Avenue (between 14th and 19th streets); construction starts in the coming year! Safety remains a primary public concern and community surveys reveal that people would feel safer biking and scooting with some form of separation from vehicle traffic.

The Bike Action Plan Amendment advances the goals of the original 2011 Plan with a new type of bikeway that better meets the needs of Santa Monica residents today. Protected bike lanes add separation between people bicycling or scooting and people driving, which reduces

opportunities for conflict and are proven to create an environment that is more welcoming to a broader array of people: families with children, novice riders, and those who are nervous about traffic benefit from protected facilities.

The BAP Amendment will help the City achieve:

- **Safety:** Fewer fatal crashes and fewer crashes overall as people on bicycles and scooters have more protection from cars.
- **Sustainability and Climate Action:** Increasing local trips on bicycles reduces transportation emissions and increases equitable access.
- **Economic Recovery:** COVID-19 has re-emphasized the role of local living, shopping, and eating. Creating a network of safe and convenient bikeways will enable residents, visitors, and workers to bike and scoot to local businesses, school, parks, transit stations, and other destinations.

For more information about the Bike Action Plan, visit [smgov.net/bapa](http://smgov.net/bapa).

# RE-ENVISIONING OCEAN AVENUE



Ocean Avenue Concept Design – Protected Bikeway and Expanded Outside Seating

**T**he City has re-envisioned Ocean Avenue to aid economic recovery by creating a safer bike connection and providing more space for local businesses to conduct safe, physically distanced operations. During the pandemic, the City has also been working to facilitate safe transportation options that allow for physical distancing, including biking, scooting, and walking. There has been a notable increase in biking during the pandemic with a 21% increase in urban area ridership. To accommodate these riders, the City will be upgrading the bike lanes on Ocean Avenue between the California Incline and Colorado Avenue with a new two-way protected bikeway. The new protected design puts the bicycle lanes against the curb and separates people biking and scooting with a painted barrier supplemented with plastic posts.

This project will connect to existing protected bike lanes, allowing daily visitors, residents, and local commuters to ride a safe, calm route from

the Downtown Santa Monica Expo station to the California Incline bicycle path that connects to 22 uninterrupted miles of beach bike path. The new connection will serve thousands of residents and visitors that use Ocean Avenue daily. To complement the new protected bikeway, the City is working with businesses on the east side of Ocean Avenue to repurpose a limited number of street parking spaces to expand sidewalk dining areas. This extra space will allow businesses to create larger outdoor dining areas while also maintaining clear pathways for pedestrians.

As Santa Monica works to recover from the global pandemic, rethinking public space to allow for the new norms of physical distancing are vital not only for our personal health but to allow our local businesses to thrive. Grab a bike, scooter, or skateboard, wear a face covering, and take a trip down Ocean Avenue to help support our local businesses. For more information, visit [santamonica.gov/ocean](http://santamonica.gov/ocean).

## SANTA MONICA TRAVEL & TOURISM LAUNCHES ANNUAL EXTRA BEDROOM PROGRAM THROUGH FEBRUARY 15, 2021

**S**anta Monica Travel & Tourism launched its annual resident-focused Extra Bedroom campaign, offering Santa Monica locals deeply discounted hotel rates through February 15, 2021. These resident-only rates give Santa Monicans a wonderful opportunity to take a much-needed staycation and enjoy a change of scenery, or a peaceful spot in which to work remote or help children with distance learning.

During the program, Santa Monica hotels give back to the local community by offering locals access to room rates far lower than visitors receive throughout the year. What better way to relieve the stress of the holiday season than a quick and relaxing getaway at a choice hotel, no travel time needed.

Santa Monica locals are invited to take advantage of the discounted hotel rates simply by mentioning the program while booking over the phone, then showing proof of Santa Monica residency (California ID or drivers' license) at check-in. Travel responsibly by following Los Angeles County Health guidelines and get tips for safe travel at [santamonica.com](http://santamonica.com). For more information and a full list of Santa Monica Extra Bedroom participants and rates, please visit [SantaMonica.com/extrabedroom](http://SantaMonica.com/extrabedroom).



## 'TIS THE SEASON TO BUY LOCAL

**T**his year, buying local has never been more important. As the COVID-19 pandemic continues to change our daily lives, it's important we prioritize our local businesses and help keep them open.

Buying local at Santa Monica shops and restaurants is easy and safe! The Buy Local SM Holiday Gift Guide is full of fun local gift ideas. The focus this year is on affordable and sustainable gifts. Buying local does not have to be expensive and it's much more sustainable than shopping online because it does not generate the package waste that comes with online deliveries. Let's put an end to the unnecessary waste and reduce our carbon footprint. Shop local. Our planet will thank us. Find the Buy Local Gift Guide on Instagram [@BuyLocalSM](https://www.instagram.com/BuyLocalSM).

Now that the gifts are sorted, the next step is the holiday meals. With physical distancing requirements in place and families staying at home, the pressure may be off to cook a big holiday meal this year, but there is still a plethora of local holiday goodies to treat yourself and your family. Fresh produce grown year-round from our four weekly Santa Monica farmers markets, homemade breads and holiday desserts from our



local bakeries, not to mention our butchers, delis, groceries, and corner markets. We even have a renowned cheese shop along with specialty wine stores, and if cooking is not your thing, our restaurants will be happy to provide a catered holiday meal for pickup or delivery. Everyone needs your business now more than ever. Treat yourself and your favorite local businesses at the same time with your holiday meal purchases.

To help address consumer confidence and safety during COVID, our businesses are offering many easy ways to shop. Order online or call and make use of the free curbside pickup zones throughout our city. Grab your mask and head to our farmers markets. Learn more about the safety measures our businesses have put in place as part of the Santa Monica Shines COVID-19 Assurance Program.

Make this year's holiday special and meaningful by supporting your favorite local businesses. They need our help now more than ever. Buying local also supports our community and local recovery efforts. Purchases made at Santa Monica businesses last year generated \$16 million for the Santa Monica-Malibu Unified School District and over \$8 million for affordable housing preservation and construction. Three gifts in one with every local purchase! Let's all make an effort this year to chose local, support local, and be safe.

Happy holidays to all! Visit [santamonica.gov/buylocal](http://santamonica.gov/buylocal) or follow Buy Local on Facebook or Instagram [@BuyLocalSM](https://www.instagram.com/BuyLocalSM).



# ADVANCING RACIAL EQUITY IN SANTA MONICA



**F**ollowing the worldwide civic demonstrations in reaction to the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and too many others, the City Council gave direction in June 2020 to advance three tracks of racial equity work inside the City organization and throughout the community. Here's an update on progress to date:

## BLACK AGENDA FOR SANTA MONICA

Black community members came together to create the Black Agenda, a comprehensive blueprint for change across a wide range of priority areas: economic development, mental health and wellbeing, police reform, education, COVID-19 recovery, the arts, housing, along with civic and political engagement. Upon review of the proposed changes, the Santa Monica City Council agreed to provide seed funding to the Santa Monica Black Lives Association, a nonprofit entity that would take the lead on these initiatives. Additionally, the Black Agenda and the City of Santa Monica are collaborating to host a series of community forums in the near future regarding the history of the Black community in Santa Monica and to explore opportunities for all community members to collectively advance social justice in Santa Monica.

## EQUITY AND INCLUSION WITHIN THE CITY ORGANIZATION

The Council adopted the racial equity statement developed by staff and approved the formation of a Racial Equity Committee to advance equity goals that are being developed following a series of social justice forums where staff provided input. The Committee comprises existing staff from each department who were appointed to serve one-year terms as Equity and Inclusion Officers to collaborate on policies and plans that advance equity.

## PUBLIC SAFETY REFORM

The Interim City Manager appointed a 15 member Public Safety Advisory Reform Committee to review the Santa Monica Police Department's use of force policies; engage the community by including a diverse range of input, experiences, and stories in the process, and to review broader

proposals for financial strategies to better achieve public safety and wellbeing for all in the Santa Monica community. At the end of the review process, Council approved the committee's recommendations to:

- Create and establish an eleven-member Police Commission.
- Review and revise Santa Monica Police Department (SMPD) use of force policies.
- Develop a regular SMPD training schedule focused on implicit bias, de-escalation, and other best practices in policing.
- Work with staff to develop alternate dispatch approaches that will direct the public to an easy-to-identify non-emergency line and reduce the number of minor calls serviced by sworn officers and refer them instead to alternative response personnel including mental health professionals and organizations.
- Double the number of SMPD officers assigned as Neighborhood Resource Officers from four to eight.
- Ensure that there will be 24-7 support from the L.A. County Department of Mental Health so that all calls requiring mental health interventions are answered by both police and mental health professionals.
- Prioritize a more balanced investment of City resources across all departments responsible for providing direct services to promote community wellbeing in the next budget process.

## BLACK HISTORY MONTH 2021

The City will offer virtual events that align with the 2021 theme of **The Black Family: Representation, Identity, and Diversity**, including an opening ceremony on February 4, a community conversation on "Saving Ruby King" with author Catherine Adel West on February 11, and the Black Excellence Awards on February 25. View the full event list and details at [santamonica.gov/blog/blackhistorymonth2021](https://santamonica.gov/blog/blackhistorymonth2021).

Learn more about the City's equity work and upcoming community forum at [santamonica.gov/equity](https://santamonica.gov/equity).

# INTRODUCING HISTORIC BELMAR PARK

**A**fter a year of engagement with African American communities in Santa Monica and beyond, we are thrilled that the Belmar History + Art project, an important exhibition that features Black history in Santa Monica, is nearing completion.

Santa Monica's newest open space, Historic Belmar Park, commemorates the site that was home to a thriving African American community until the 1950s. This combination multipurpose sports field and encircling parkland covers 3.5 acres at the Pico and 4th St. corner of the Civic Center (adjacent to the Civic Auditorium).

"A Resurrection in Four Stanzas" by artist April Banks will be the new permanent public artwork for the park. It will join a permanent exhibition of historical interpretive panels that can be seen along the park pathway to bring the history of the site to life. The panels, researched and written by historian Dr. Alison Rose Jefferson, tell the stories of African American community members and the business and spiritual centers of this once-thriving neighborhood.

Due to the pandemic, the project has had to overcome delays to its timeline. The City is already in discussions about how we might hold a dedication in the spring of 2021 to celebrate the Belmar History + Art exhibition and Historic Belmar Park opening in a way that adheres to public health and safety guidelines. A commemoration and celebration of the African American neighborhoods of South Santa Monica and



their contributions to the city's history and cultural heritage, Belmar History + Art includes a history exhibition, sculptural artwork, educational program, and website. The project was inspired in part by a mandate of the California Coastal Commission to "integrate the principles of environmental justice, equality, and social equity."

The Project Historian is Alison Rose Jefferson, M.H.C., Ph.D., and the Project Artist is April Banks. To get notifications about the opening and other online resources from the project, including close-ups of the exhibit and other updates, visit [santamonica.gov/arts/belmar](https://santamonica.gov/arts/belmar).

# SANTA MONICA BLACK-OWNED BUSINESSES AND ENTREPRENEURS

**W**e recently interviewed a variety of Black-owned Business Owners in Santa Monica to hear their unique story and perspectives. Read on to hear about these amazing small business owners throughout our City. If you are a Santa Monica business, and you'd like to add your story, email [info@santamonica.gov](mailto:info@santamonica.gov).

## LEADERSHIP, ORGANIZATIONAL, AND MANAGEMENT DEVELOPMENT SERVICES OFFERED BY LOCAL ENTREPRENEUR

*Karen Gunn is the Principal of Gunn Consulting Group (GCG), a Sole Proprietorship, which assists clients in achieving their organizational goals. With a foundation on the intersection of social justice, equity and wellbeing, GCG focuses on leadership, organizational, and management development for clients from private sector businesses, non-profit agencies, educational institutions, and community-based organizations.*



**Business Name:** Gunn Consulting Group

**Business Owner:** Karen Gunn, Ph.D., Principal

**Brief History:** Gunn Consulting Group (GCG) was established in 1983 in Los Angeles, CA. GCG has provided a wide array of consultation services to hundreds of organizations and thousands of employees across the United States. Clients have included private sector businesses, non-profit agencies, educational institutions, Executives, and community-based organizations.

**Company Mission:** Gunn Consulting Group is committed to building organizations and communities that can optimize their outcomes through knowledge, effective skills, and best practices. It is our objective to assist clients in achieving their goals as they make a positive contribution to social justice, equity and wellbeing.

### Guiding Principles – 4 C's:

- Client-Centered Actions
- Context-Sensitive Applications
- Collaborative Design
- Creative Solutions

**What types of products/services do you offer?** Leadership, Organizational, Management Development in the following areas:

- Training and Facilitation
- Strategic Planning
- Interpersonal Communication
- Executive, Management and Life Coaching
- Diversity-Inclusion-Equity Initiatives
- Market Research

**Why did you decide to open a business here?** To be completely honest, I opened my business in Santa Monica in 2015 as a matter of convenience and downsizing. My office was in the Hancock Park area of Los Angeles for almost 30 years. My Hancock Park location had the benefit of a top-floor, multi-office suite, underground parking, beautiful view of the Hollywood Hills at an affordable price per square foot, accessible to public transit and freeways. That is not what I could possibly have gotten in Santa Monica with the same space and amenities at a similar cost.

**Interesting Facts About Your Business:** My first stab at being a business-owner was to form a partnership that included my father, also a psychologist. My first contract was through his connection and referral to a Federal government agency. He also handed off to me his contract with one of the few Black-owned insurance companies in the country – Golden State Mutual Life Insurance headquartered in Los Angeles. My small business was a small version of black legacy-building more often the privilege of white family business owners that brings me a smile of pride.

Gunn Consulting Group made a commitment to utilize a strong, diverse roster of Associates which continues to this day.

I have been able to build a business that is perfectly suited to combine my degree in community and organizational psychology with my commitment to social justice, civil rights, and equity. The services I provide and how they are executed match my training and values.

**How can the Santa Monica community support you and other Black owned businesses?**

- Promote and raise the visibility of existing Black businesses.

- Embrace and address the need to grow Black business ownership in Santa Monica.
- Create a platform/options for networking between Black-owned businesses and those interested in owning businesses and market this information within the city and across Los Angeles county to cultivate interest and support.
- Include black business owners in business-community events, forums, etc.
- Document (through data collection) and address what Black business owners indicate are their needs, desires, and obstacles encountered starting and/or maintaining a business.
- Examine the businesses in our city and with whom the city does business in terms of their business practices, customer relations, workplace and Board representation, products, etc., as it relates to diversity-investment-treatment-accessibility-fairness (for Black community specifically).

### What information do you want the Santa Monica community to know?

That Santa Monica is a city with very limited opportunities and an exceedingly small welcome mat for Black businesses which is in stark contrast to the “progressive” picture that is portrayed. There is a very steep uphill challenge and cost to locate here such as available real estate, price per square foot, obtaining essential financing at fair rates. There is, what I'd call, an essentially impermeable old boys (and girls) club of networked businesspeople who benefit from and perpetuate a scenario of limited access, opportunity, and partnerships. Good intentions have not created substantive positive impact.

The Gunn Consulting Group is a registered sole proprietorship with a business license in the City of Santa Monica and the City of Los Angeles and part of the Los Angeles County Community Business Enterprise (CBE) Program. Gunn Consulting Group is a Minority Business Enterprise and Women Business Enterprise.

**Location:** 2663 S. Centinela Ave., Suite 504, Santa Monica, CA. 90405

**Contact Information:** (310) 367-1354 | [drkarengunn@msn.com](mailto:drkarengunn@msn.com)

**Hours of Operation:** Monday – Friday, 9:00 a.m. – 5:00 p.m.  
By appointment

## CONSIDER YOURSELF FAMILY AT CUTTIN' UP! BARBERSHOP III

*Xavier and Tamara are a husband and wife team committed to the care and wellbeing of their clients, employees, and community.*

**Business Name:** Cuttin' Up! Barbershop III

**Business Owner:** Xavier and Tamara

**Brief History:** Cuttin' Up! Barbershop III is the latest iteration of a barbershop originally established in 1942 when Mr. Collins first opened “Hair Broadway” in Santa Monica. Throughout the shop's 60+ years in operation and inevitable changes, including a relocation across the street to its current location at 18th/Broadway, the barbershop now known as Cuttin' Up! remains a beloved local business and enduring neighborhood hub and community resource.



**What types of products/services do you offer?** Cuttin' Up! Barbershop is an old school barbershop with new school flair. A full-service barbershop offering an array of services for men and women, the Cuttin' Up! team are Master Barbers skilled in a diversity of hair types and catering to multi-ethnic clientele. Services offered include razor shaves, taper fades, and trendy styles for men and color treatment, relaxers, weaves, and extensions for women.

**Why did you decide to open a business in Santa Monica?** Established in 1980, Xavier owned multiple Cuttin' Up! Barbershop locations in Los Angeles and decided to open a third location in Santa Monica when one of his clients who was an investigator with the Santa Monica Police Department shared the news that the only black-owned barbershop in Santa Monica was being sold. Xavier purchased the business and reopened as Cuttin' Up! Barbershop III in 2000.

**Interesting Facts About Your Business:** Cuttin' Up! Barbershop's current location at 1802 Broadway is a place of significance within the history of the Black community in Santa Monica. During the early establishment of the Black community in Santa Monica between approximately 1900-1977, cultural and religious institutions, clubs, and organizations were established to serve the growing population. In 1958, the women's Philomathean Charity Club was established at 1802 Broadway to serve the Black community. The Philomathean Charity Club remains active today

and awards college and university scholarships to high school graduates every year.

**What information do you want the Santa Monica community to know?** Cuttin' Up! Barbershop is a "family-oriented barbershop" caring for the wellbeing of their clients, youth and seniors in the neighborhood, people experiencing homelessness, and employees, some of which have been with the shop for 15+ years. Xavier and Tamara take pride in giving back to their community—Xavier volunteers as a basketball coach with the Boys & Girls Clubs of Santa Monica and provides free haircuts to people experiencing homelessness and Tamara is a contributing writer for the Santa Monica Star and founder of Fin Lit, an organization focused on increasing financial literacy and wellness among Blacks.

**How can the Santa Monica community support you and other Black owned businesses?** Saying "hi" and sharing more love! Cuttin' Up! Barbershop is the perfect place to relax, unwind, and reenergize. Let Cuttin' Up! Barbershop enhance your look and uplift your spirit with a team that cares about you.

**Location:** 1802 Broadway, Santa Monica, CA 90404

**Contact Information:** (310) 461-9053 | <https://cuttin-up-barbershop-iii.business.site>

**Hours of operation:** 10 a.m. - 8 p.m., Monday - Friday and 8 a.m. - 8 p.m. Saturday

### SANTA MONICA DESIGNER TURNS HER PASSION INTO BEAUTIFUL AND BESPOKE JEWELRY

*YM JEWELS is a reflection of culture, an ode to art, and a timeline of interwoven stories, manifested through creative expression.*

**Business Name:** YM JEWELS

**Business Owner:** Ayana Robinson

**Brief History:** As a professional jewelry designer based in Santa Monica since 2010, Ayana Marie, owner of YM JEWELS, enjoys testing the limits of what materials can do, and is fascinated by how particular items can be created in unique ways. She believes the aim of every project is to craft well-designed works of art that are beautiful and functional. Above all, her passion for design and creation comes from the desire to bring incredible ideas to life.

**What types of products/services do you offer?** Jewelry, clothing and accessories.

**Why did you decide to open a business here?** I was born and raised in Santa Monica and wanted to create something for my community I had never seen before.

**What information do you want the Santa Monica community to know?**  
Black men matter  
Black women matter  
Black children matter  
Black possibilities matter

**How can the Santa Monica community support you and other Black owned businesses?** You can support my business by shopping online with us at [yanamariesjewels.com](http://yanamariesjewels.com) or by following us on Instagram [@ymjewels](https://www.instagram.com/ymjewels) or adding us on Facebook: [YM JEWELS](https://www.facebook.com/ymjewels).

**Is there anything else you wanted to share?** Please enjoy \$5 off your purchase on our site: [yanamariesjewels.com](http://yanamariesjewels.com). Use Promo Code: YM

**Contact Information:** (424) 645-7583 | [yanamariesjewels@gmail.com](mailto:yanamariesjewels@gmail.com)

**Hours of Operation:** Online only [yanamariesjewels.com](http://yanamariesjewels.com)

### WESTSIDE PREMIER SOCCER CLUB ENSURES CHILDREN IN SANTA MONICA HAVE EQUAL ACCESS TO CLUB SOCCER

*Reginald and Hajar, owners of Westside Premier Soccer Club, fill a local void by offering affordable club soccer opportunities and scholarships to about 100 students in Santa Monica and the westside each year. As active community members, they also advocate for equal access to Santa Monica fields, grants, and contracts, share their views on recent staff and budget cuts, and suggest bringing people from all backgrounds together to discuss ideas and solutions in order to make change.*



**Business Name:** Westside Premier Soccer Club

**Business Owner:** Reginald, Executive Director, and Hajar

**Brief History:** Our program has been in Santa Monica since 2012. Our overall goal in the beginning was to create equal access for families of all socio-economic statuses to participate in club soccer. The average cost of club soccer on an annual basis is anywhere from \$300 to \$3,500 a year. For most families, especially those on a fixed income, they are not able to afford the opportunity to participate in club soccer. We wanted to change that.

**What types of products/services do you offer?** We offer two different programs within our club. The academy program which is for kids from 5-8 years old which is an introduction to soccer that teaches them basic skills. We have a more advanced program, the Club program, that teaches more advanced 6-14. We offer scholarships at different levels based on a family's financial situation. We can provide anywhere from 25% to full scholarship and work with about 100 kids a year.

**Why did you decide to open a business here?** We moved to Santa Monica and our children were going to school in the district. It was clear that the City of Santa Monica needed a program that was going to address the needs of creating equal access to opportunities for families of color who could not afford club soccer programs. What became clear was that there was a void that needed to be filled here. To our surprise there were a large amount of kids locally who were not able to afford the cost of these programs.

**How can the Santa Monica community support you and other Black owned businesses?** From Reginald: "I can provide you specific information with the challenges we've faced. Our program relies on space to be able to provide the training and games on the weekend. The way that the system is currently built is that the city gives first access to the larger programs. As a result of other programs being larger, they get first access to the space that the City of Santa Monica has. Our biggest challenge has been getting space during the week at a reasonable time. After all other groups have been accounted for the only remaining hours are inappropriate for the ages of the children we are working with. The ideal time for us to be able to host our program is 4:30 to 7:30 p.m. but those being the premier slots they are often given to other groups. To host our programs we have to venture out of Santa Monica. Right now we are hosting most of our programs in Playa Vista. For our families, with 70% of them being from the City of Santa Monica they have to drive far just to get their kids to practice or games. This creates a huge inconvenience for our kids and our staff members."

From Hajar: "The City can help by giving us equal access to grants and governmental loans and contracts, subsidizing commercial property, creating a more equitable RFP process, granting equal access to spaces, workshops, and grants. It seems that the result of a lot of processes in Santa Monica do not provide access equally. I don't know if it's done on purpose but when other people are given access and you aren't it makes it seem like it's the case."

**What information do you want the Santa Monica community to know?** From Reginald: "I think that it could be beneficial for the community for these round table conversations to be held throughout the year. There's a lot of power in bringing people together from all different backgrounds to discuss ideas and solutions in order to make change. Often times people of color don't have access to all of the information or things that are going on - we often are unrepresented in the community. I don't know if there's another way to have more representation. If this process could be done on a consistent basis to discuss these issues. There could be a lot of power in bringing together different people."

From Hajar: "I'm a very active community member. We've done a good job of being in contact with city council and different businesses. Often times we are invited to the table and present our ideas but often times they are looked on as if it's not important. We are given the opportunity to speak and be heard but it doesn't seem that information is being put into action. It's evident that it's not equal and it's not equitable."

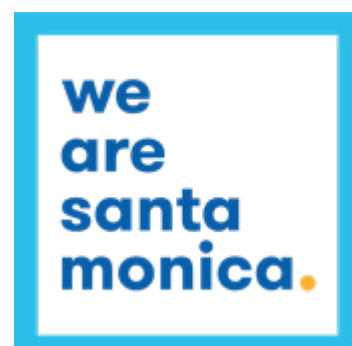
There was a lot of momentum in the City with Alisa Orduña. When those people are let go it sends the message that those issues are not important. Same with at the parks - there were a lot of positions that were making a difference. Once budget cuts come, our communities are hit the hardest even though you would think the city would want to help. Put money into these programs instead of police.

We still persevere through this and running a program like Westside Soccer Club - you learn to be committed when you come together as a team. It gives our community a chance to bond and come together as a family. Our program allows children and families to coexist and learn about each other and become a family which is much different than their traditional environments at school, church and in their neighborhoods."

**Is there anything else you wanted to share?** Westside Premier Soccer Club is funded by a non-profit called The Grass is Greener Foundation. Making a donation to this non-profit will help children in Santa Monica have equal access to soccer.

**Contact Information:** (424) 214-8471 | [westsidepremiersc.org](http://westsidepremiersc.org)

**Hours of Operation:** N/A



# ANNOUNCEMENTS



## FLU PREVENTION

Getting your flu shot plays a critical role in reducing the impact of influenza and COVID-19 this fall and winter. You can contract the flu and COVID-19 at the same time which may lead to very severe illness. While the flu shot does not protect you from COVID-19, it is your best protection from contracting the flu. Since COVID-19 and flu-like symptoms are similar, it is difficult to tell the difference between the two. Anyone experiencing flu-like symptoms, including fever, cough, and shortness of breath, should stay at home and immediately call your healthcare provider for medical and testing advice. To find out where to get a flu shot, visit [vaccinefinder.org](http://vaccinefinder.org).

## VOTE 2020 RESULTS

Official Election Results at [smvote.org](http://smvote.org).



## SAVE THE DATE

Save the Date for Santa Monica's first ever virtual celebration of the Rev. Dr. Martin Luther King, Jr, on January 18, 2021. The theme is "If not us, then who? If not now, then when?". For more information, visit [mlkjrwestside.org](http://mlkjrwestside.org).

## CREDIT CARD CONVENIENCE FEE

Beginning January 1, all credit card transactions will incur a convenience fee charged by the processor of either 2.95% or between \$1 and \$3.50,

depending on the transaction type. E-checks remain a no-cost alternative. Learn more at [finance.smgov.net](http://finance.smgov.net).

## RECREATION REOPENINGS DURING COVID-19

In partnership with the County of Los Angeles, the City of Santa Monica has begun the process to gradually reopen recreation facilities and programs while safeguarding public health. As facilities are allowed to reopen, City staff need time to make facility improvements to ensure a safe reopening for the community, in addition to working to make necessary changes to programming due to modified operating hours, staff reductions, social distancing, and infection control guidance. Please note that reopenings are subject to change based on County of Los Angeles Public Health orders and guidelines. For a list of recreation reopenings, including updates on tennis courts, the Santa Monica Swim Center, classes and camps, The Cove Skatepark, youth sports field permits, and commercial fitness trainer permits, visit [santamonica.gov/coronavirus-reopenings](http://santamonica.gov/coronavirus-reopenings).



# CURBSIDE PICKUP, WINDOW SHOPPING AND BILINGUAL PROGRAMS - ALL AT OUR LOCAL LIBRARIES!

**S** Santa Monica Public Library staff continues to work on improving service to support the health and safety of our community. Our goal is to deliver reliable, efficient, and easy to use Library services. Library staff answer general and reference questions by phone at (310) 458-8600 or [reference@smgov.net](mailto:reference@smgov.net) from Monday - Friday, 10 a.m. to 4 p.m. We host virtual programs for adults, children, and families. The Library's physical and digital collections provide a wealth of information and entertainment in a variety of formats.



Contactless curbside pickup is available at the Main Library and Pico Branch Monday through Friday and the first Saturday of the month from 10 a.m. to 4 p.m. and at the Montana Avenue Branch Monday and Wednesday.

How does curbside service work? Login to your account and reserve materials through our online catalog and select a pickup location. Wait for a notification that your holds are ready. Then drop in to pick up your items at the pickup location you selected. Upon arrival follow the directions on the signs posted at the location. When picking up items bring your Library card or ID, wear a mask, and practice physical distancing.

Try window shopping during curbside service hours at the Pico and Montana Avenue Branches, where staff select a curated collection of books to display in the windows. Walk up, browse the windows, call the curbside service number, and request to check out the item.

The Library hosts weekly bilingual English Spanish video segments that focus on kindergarten readiness skills through reading and activities posted on Facebook and YouTube. Sign up for the Building Blocks

for Kindergarten Challenge to track reading and activities your child completes. To register for this free program, visit [smpl.beanstack.org](http://smpl.beanstack.org). Library services for job seekers include employment resources, job search, and resume and interview coaching through JobNow. We also offer literacy programs and scholarships to Career Online High School.

Need a Library card? Visit [smpl.org](http://smpl.org) to sign up for an e-Card and access the Library's many services and our 24/7 Online Library.



# PUBLIC MEETINGS AND REOPENING INFO

## City Council Meetings

More info: [smgov.net/council](http://smgov.net/council).

For updates on meetings for Boards, Commissions and Task Forces, go to [smgov.net/clerk](http://smgov.net/clerk) or call (310) 458-8411.

**December 8 / December 15 / January 12, 2021 / January 26, 2021**

**City Council will be held via teleconference during the COVID-19 public health emergency.**

## City Facility Reopenings Information

A number of City facilities will begin to reopen with restrictions on a rolling basis. City staff need time to make facility improvements to ensure a safe reopen for the community. We are also working to make necessary changes to programming due to modified operating hours, staff reductions, physical distancing, and infection control guidance.

For the latest updates, visit: [santamonica.gov/coronavirus-reopenings](http://santamonica.gov/coronavirus-reopenings).

Seascope is a publication of the City of Santa Monica, designed to inform the community about City programs and services. Please email comments to [manager@smgov.net](mailto:manager@smgov.net) or mail to:

Seascope  
City of Santa Monica  
1685 Main Street, PO Box 2200  
Santa Monica, CA 90407-2200

Para obtener una copia en español de Seascope, envíe un correo electrónico a [manager@smgov.net](mailto:manager@smgov.net). 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).