



CITY MANAGER'S OFFICE

The City Manager is the City's chief administrator. The City Manager develops the City's budget, appoints the City's department heads, and conducts the affairs of the City pursuant to the policies set by the City Council. The City Manager and his/her staff also handle special projects and Council assignments which do not fall within the jurisdiction of any other City department.

The CMO also staffs various boards, commissions, and committees, including the Commission for the Prevention of Violence Against Women, Health in All Policies Committee, and Public Safety Committee.



Work of the City Manager's Office:

- ✓ City Clerk
- ✓ Climate Action
- ✓ Community Programs
- ✓ Economic Development
- ✓ Health in All Policies
- ✓ Independent Police Auditor
- ✓ Homelessness Response
- ✓ Communications

Contact Us:

- 📞 831-420-5010
- 🌐 www.santacruzca.gov/home
- 📍 809 Center St., Room 10, Santa Cruz

View the City Manager's Weekly Updates here:

- 📅 <https://www.santacruzca.gov/Government/City-Newsroom-Press-Releases/City-Managers-Updates/CM-Updates-2026>

Core Services

- Oversee all City departments and coordinate interdepartmental efforts
- Coordinate the City's legislative program to analyze and plan annual legislative priorities to support the well-being of the City and its residents, and to oppose proposed actions that are in opposition to the City's priorities
- Coordinate and facilitate Committees and Commissions, including the Children's Fund Oversight Committee, Commission for the Prevention of Violence Against Women, Health in All Policies Committee, Public Safety Committee, Sustainability and Resiliency Pilot Committee, Sugar-Sweetened Beverage Tax Ad Hoc Committee and Oversight Committee, Wildfire Ad Hoc Committee, Murray Street Bridge Ad Hoc Committee, and Revenue and Budget Ad Hoc Committee.
- Represent the City on external boards, commissions, and Joint Powers Authorities (JPAs), including the Library Facilities Financing Authority (LFFA), Santa Cruz County Housing for Health Partnership (H4HP) Policy Board, Monterey Bay Air Resources District, Central Coast Community Energy (3CE) Policy Board, Local Agency Formation Commission (LAFCO), Santa Cruz County Animal Services Authority JPA, Santa Cruz Public Libraries JPA, and Santa Cruz Regional 9-1-1
- Administer all City Manager's Office contracts, memoranda of understanding, and JPAs
- Coordinate Council ad hoc committees and coordinate all Council strategic planning efforts
- Implement special Council priorities, including citywide research, policy development, program implementation, and community engagement
- Provide administrative and strategic support to the Mayor and City Council
- Strengthen citywide communications through a centralized Communications Team, including public messaging, media relations, employee engagement, and community engagement.
- Fulfill City Clerk responsibilities for County and local elections
- Develop and publish Council agenda materials, including staff reports, proclamations, resolutions, and ordinances
- Manage public records requests, and coordinate citywide records management and retention training
- Secure and administer grants that support homelessness response, climate action, resiliency, sustainability, and community well-being initiatives
- Advance equity, public health, sustainability, and youth-based policies and programs

- Develop and implement strategies to enhance sustainability and resiliency while maintaining Santa Cruz's vibrancy and livability
- Administer community programs, including Downtown Outreach Worker (DOW), Collective of Results and Evidence-based funding program (CORE), Mental Health Liaison, Special Public Event Grant Program, and Tenant Legal Services
- Oversee the Independent Police Auditor program



FY 2026 Accomplishments

FY 2026 Accomplishments	<i>Fiscal Sustainability and Transparency</i>	<i>Strong Businesses and Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety and Community Well-Being</i>	<i>Natural and Built Infrastructure</i>	<i>Thriving Organization</i>
Received American Planning Association (APA) of Northern CA Award of Excellence in Resilience and Sustainability – 50-year Community Vision for West Cliff 🌳 ⚖️ ❤️					X	X	
Completed the Nature-Based Solutions and Sand Management Feasibility Study providing recommendations for sustainable shoreline protection 🌳 ⚖️ ❤️					X	X	
Launched the development of three Blueprints for West Cliff, Main/Cowell Beaches, and East Cliff/Seabright to define 20 to 30-year projects and policies, meet SB 272 requirements, and guide future Local Coastal Program updates 🌳 ⚖️ ❤️					X	X	
Established 40-person Advisory Committee for the shoreline adaptation blueprints and reached over 100 people in first round of community outreach 🌳 ⚖️ ❤️					X	X	
Selected to participate in the California Coastal Accelerator—Santa Cruz is one of five cities statewide advancing local leadership in coastal adaptation and innovative infrastructure financing 🌳 ⚖️ ❤️	X				X	X	
Launched and secured \$1.5 million in continuation funding for the Monterey Bay Green Youth Service Corps 🌳 ⚖️ ❤️	X				X	X	X
Put in place on call agreements for grant support and environmental review/permitting vendors for citywide use 🌳 ⚖️ ❤️	X				X	X	
Launched Neighborhood Resiliency Workshops in partnership with Ecology Action 🌳 ⚖️ ❤️					X	X	
Launched a Sustainability and Health in All Policies Employee Training Series 🌳 ⚖️ ❤️					X	X	
Initiated and supported a fire service consolidation feasibility study, including Scotts Valley, Central Fire, and the Santa Cruz Fire Department, to improve resource sharing and operational alignment 🌳 ⚖️ ❤️	X				X	X	
Supported City Council in adopting a policy framework to establish the Sugar Sweetened Beverage Tax and Oversight Committee 🌳 ⚖️ ❤️	X				X		

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Provided Staff Liaison support to numerous Advisory Bodies including Children’s Fund Oversight Committee, Commission for the Prevention of Violence Against Women, Health in All Policies Committee, Public Safety Committee, Sustainability & Resiliency Pilot Committee, Sugar Sweetened Beverage Ad Hoc, Murray Street Bridge Ad Hoc, Revenue and Budget Ad Hoc, and the Wildfire Ad Hoc 🏛️❤️	X				X		X
Administered over \$370K in Children’s Fund Oversight Committee grants 🏛️❤️	X				X		X
Launched a free self-defense voucher program for Santa Cruz residents through the Commission for the Prevention of Violence Against Women 🏛️❤️	X				X		X
Developed new multi-year workplans through the Health in All Policies, the Public Safety, and the Sustainability and Resiliency Committees 🏛️❤️	X				X		X
The Health in All Policies Committee led the adoption of an ordinance banning the sale of filtered tobacco products following three years of research, community engagement, and collaboration with local stakeholders 🌲🏛️❤️	X	X			X		X
Hosted the Youth Liaisons Program bringing high school youth into civic service culminating in a presentation to City Council 🏛️❤️					X		X
Supported the successful presentation to League of California Cities (LOCC) Session: Investing in the Next Generation 🌲🏛️❤️					X		
Launched a major Website Refresh Project to modernize its primary digital hub for residents, businesses, and visitors 🌲🏛️					X		X
Began implementation of 5-year Roadmap for West Cliff including the advancement of Revetment Repair work, the launch of Lighthouse Field Roadway Relocation initial design and review, evaluation of monitoring methods and consideration of tools for Coastal Change Monitoring, project scope work to launch a Financing Feasibility Study					X	X	
Updated and expanded various Administrative Procedure Orders to improve Citywide efficiency and effectiveness 🏛️❤️							X

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Develop an Equitable Engagement Policy to ensure the City implements innovative outreach strategies across all departments with a focus on engaging diverse perspectives 🏛️❤️							X

FY 2027 Goals

FY 2027 Goals	<i>Fiscal Sustainability and Transparency</i>	<i>Strong Businesses and Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety and Community Well-Being</i>	<i>Natural and Built Infrastructure</i>	<i>Thriving Organization</i>
Support execution of Council goals by implementing multiyear workplan for the Public Safety Committee and by participating in the Wildfire Ad-Hoc Committee 🌲🏛️❤️	X				X	X	X
Explore future CORE program structure options for Council consideration 🌲❤️	X	X		X	X		
Lead a revenue measure feasibility study to explore additional revenue streams that can support the fiscal sustainability of the City's General Fund, including investing in our aging infrastructure, supporting essential city services, and increasing investment in our parks and open spaces 🌲🏛️❤️	X				X	X	X
Complete the Coastal Infrastructure Financing Feasibility Study 🌲🏛️❤️	X				X	X	
Explore funding and operational options for municipal facilities to serve as Community Resiliency Centers 🏛️❤️					X	X	
Complete the 2025 Community-wide Greenhouse Gas Emissions Inventory 🌲🏛️❤️					X	X	
Oversee Youth Liaisons Program/Initiatives including liaison recruitment and coordination of the State of the Youth event 🌲🏛️❤️					X		

FY 2027 Goals	<i>Fiscal Sustainability and Transparency</i>	<i>Strong Businesses and Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety and Community Well-Being</i>	<i>Natural and Built Infrastructure</i>	<i>Thriving Organization</i>
Provide Staff Liaison support to numerous Advisory Bodies including Children’s Fund Oversight Committee, Commission for the Prevention of Violence Against Women, Health in All Policies Committee, Public Safety Committee, Sustainability & Resiliency Pilot Committee, and Sugar-Sweetened Beverage Tax Oversight Committee 🏛️❤️	X	X			X	X	
Complete A City Like Me: Santa Cruz 3.0 report on City Advisory Body representation and recommendations for equitable leadership 🏛️❤️					X		X
Conduct the National Community Survey to provide the most accurate and meaningful insights into community sentiment 🌳🏛️❤️					X		X
Develop a recommended approach for evaluating and streamlining the City’s system of advisory bodies, commissions, standing committees, and ad hoc Council committees ❤️	X				X		X
Launch the City’s first podcast and expand use of digital content and social media platforms 🌳🏛️❤️	X	X	X	X	X	X	
Stand up the Office of Well-being with two near-term actions: (1) Neighborhood Activation Microgrant Program and (2) Community Indicators Dashboard 🌳🏛️❤️					X		X

Workload Indicators

Workload Indicators	Strategic Plan Focus Area	FY 2023 Actual	FY 2024 Actual	FY 2025 Actual	FY 2026 Estimate	FY 2027 Goal
Number of regular and special Council meetings 🌳🏛️❤️	All	28	23	20	20	20
Number of public records requests 🏛️	All	379	420	500	430	400
Percent of Statement of Economic Interests processed by stated deadlines 🌳🏛️❤️	All	98%	98%	98%	99%	99%

Workload Indicators	Strategic Plan Focus Area	FY 2023 Actual	FY 2024 Actual	FY 2025 Actual	FY 2026 Estimate	FY 2027 Goal
Number of citywide employee communications meetings 🌳 ⚖️ ❤️	Thriving Organization	3	3	4	4	4
On-going stewardship of key program areas in the form of recurring progress reports**	All	N/A*	4	7	7	7

* Data not available

** Examples include progress reports on the Climate Action Plan, Health in All Policies, State of Child and Youth Well-being, Independent Police Auditor, and Citywide Strategic Plan, CORE Annual Report

Performance Measures

Performance Measures	Strategic Plan Focus Area	FY 2023 Actual	FY 2024 Actual	FY 2025 Actual	FY 2026 Estimate	FY 2027 Goal
Residents that are satisfied or very satisfied with the quality of life in Santa Cruz* 🌳 ⚖️ ❤️	All	N/A	20% (excellent) 55% (good) 25% (fair)	25% (excellent) 55% (good) 20% (fair)	N/A	N/A
Residents that are satisfied or very satisfied with the quality of City services* 🌳 ⚖️ ❤️	All	N/A	55%	60%	N/A	N/A
Residents likely to recommend living in Santa Cruz to someone who asks* 🌳 ⚖️ ❤️	All	N/A	65%	70%	N/A	N/A
Residents likely to remain in Santa Cruz for the next five years* 🌳 ⚖️ ❤️	All	N/A	70%	75%	N/A	N/A

* Data comes from National Community Survey conducted in 2024/25, to be conducted again in 2027

Staffing

Positions	FY 2024 Amended*	FY 2025 Amended*	FY 2026 Amended*	FY 2027 Adopted	FY 2027 Change
Administrative Assistant I/II	1.00	1.00	1.00	2.00	1.00**
Administrative Assistant III	1.00	2.00	1.00	2.00	1.00**
Assistant City Manager	1.00	1.00	1.00	1.00	-
Business Liaison	-	-	-	1.00	1.00**
City Clerk Administrator	1.00	1.00	1.00	1.00	-
City Manager	1.00	1.00	1.00	1.00	
Communications Manager	1.00	1.00	1.00	1.00	
Community Relations Specialist	3.50	3.50	3.50	3.50	
Deputy City Clerk Administrator	1.00	1.00	1.00	1.00	
Deputy City Manager	1.00	1.00	1.00	1.00	
Deputy Director of Economic Development	-	-	-	1.00	1.00**
Development Manager	-	-	-	6.00	6.00**
Director of Homelessness Response and Community Services	-	1.00	1.00	1.00	-
Economic Development Coordinator I/II	-	-	-	1.00	1.00**
Economic Development Manager	-	-	-	1.00	1.00**
Executive Asst. to the City Manager	1.00	1.00	1.00	1.00	
Homelessness Response Manager	1.00	1.00	1.00	-	-
Homelessness Response Specialist I/II	2.50	3.00	3.00	4.00	1.00
Homelessness Response Coordinator	1.00	1.00	1.00	1.00	-
Management Analyst	1.00	1.00	1.00	1.00	-
Principal Management Analyst	2.00	2.00	2.00	4.00	2.00**
Program Analyst II	-	-	-	1.00	-
Project Manager II	-	1.00	1.00	1.00	-
Property Manager	-	-	-	1.00	1.00**
Records Coordinator	1.00	1.00	1.00	1.00	-
Sustainability and Resiliency Officer	1.00	1.00	1.00	1.00	-
Total	22.00	25.50	24.50	40.50	16.00

* "Amended" refers to the FTE count as of the adopted budget of the indicated fiscal year, plus any adjustments authorized by City Council within the course of the year

** Indicates positions moved from Economic Development and Housing Department to Office of Economic Development within the City Manager's Office after undergoing a reorganization in FY 2027

Budget Summary - City Manager

		Fiscal Year 2026			Fiscal Year 2027 Adopted*	
		Fiscal Year 2025 Actuals*	Adopted Budget*	Amended Budget*		Year-End Estimate*
EXPENDITURES BY CHARACTER:						
Personnel Services		4,437,792	4,610,787	4,595,819	4,782,910	7,059,730
Services, Supplies, and Other Charges		11,566,972	11,897,862	17,133,329	11,710,145	18,432,972
Capital Outlay		2,060,649	-	1,971,535	-	10,300
Total Expenditures		18,065,413	16,508,649	23,700,683	16,493,054	25,503,002
EXPENDITURES BY ACTIVITY:						
City Manager	1210	2,904,513	3,301,286	3,371,863	2,897,496	3,267,354
CPVAW	1211	68,871	112,154	116,108	62,758	119,080
Police Auditor	1212	69,879	70,000	70,000	70,000	70,000
City Clerk	1214	1,609,185	985,261	1,042,571	1,009,026	1,730,190
Climate Action Plan	1217	1,069,088	262,827	4,714,590	668,978	704,880
Communications Team	1218	816,921	770,373	784,139	891,045	785,614
ED- Community Promotion-Arts Council-SC County	1503	-	-	-	-	81,025
City Membership, Dues and Fees	1910	154,315	170,275	170,275	171,253	167,175
Animal Control	2401	881,044	918,048	918,048	989,371	1,021,328
Animal Services - Other	2402	3,600	3,600	3,600	3,600	3,600
ED- Project Admin	5401	-	-	-	-	3,887,562
ED- Business Services	5590	-	-	-	-	596,000
ED- Property Management	5591	-	-	-	-	251,005
ED- City Arts	5592	-	-	-	-	58,350
Community Programs	6102	1,080,000	1,143,192	1,143,192	1,080,000	1,143,192
Community Programs & Services	6103	392,207	567,559	774,767	513,933	1,030,953
Homelessness Response	6105	8,638,216	7,831,369	10,218,825	7,762,940	7,157,236
<i>Subtotal General Fund</i>		17,687,839	16,135,944	23,327,978	16,120,399	22,074,544
City Manager	1210	391,831	372,705	372,705	372,655	265,363
ED- Cafe Extensions	1504	-	-	-	-	26,500
ED- Kiosks	1505	-	-	-	-	16,319
ED- Cooperative Retail Management	1506	-	-	-	-	467,722
ED- Business Services	5590	-	-	-	-	721,506
<i>Subtotal Other General Funds</i>		391,831	372,705	372,705	372,655	1,497,410
Housing & Community Development	5201	-	-	-	-	1,109,294
ED- Public Improvements-Other	5579	-	-	-	-	178,907
ED- Property Management	5591	-	-	-	-	122,860
ED- City Arts	5592	-	-	-	-	122,604

*Sums may have discrepancies due to rounding

Organization Chart

