



[cityofsantacruz.com/recovery](http://cityofsantacruz.com/recovery)

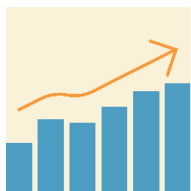
## Overview

The COVID-19 pandemic has brought economic peril and uncertainty to cities and their residents across the country. As a small city and a center of tourism, the City of Santa Cruz has felt the pandemic even more acutely. Our residents, businesses and City employees have made tremendous sacrifices, the impact of which will be felt for years to come.

The **Re-Envision Santa Cruz** recovery plan squarely focuses the City on our community's collective recovery and ongoing resilience. Over the next 12-18 months, we will execute a bold vision centered on **sustainability, equity, community engagement and essential service delivery**. We will explore ways to inject our local economy with new jobs, green businesses, affordable housing and resilient green infrastructure. We will bolster what makes Santa Cruz special by supporting our businesses, advocating for new and improved funding sources, and reinvesting in the Downtown and infrastructure from roads and water to parks, facilities and open spaces.

And we'll work to not leave anyone behind. Through Re-Envision Santa Cruz, **we are building a future for everyone, together.**

## Focus Areas



### Fiscal Sustainability

Rebuild the City's strong financial foundation to maintain excellent service delivery, improve quality of life, and build the resiliency to face future challenges.

## Objectives

- Efficiently deliver mandatory and essential services
- Pursue new and update existing revenue sources

- Replenish financial reserves

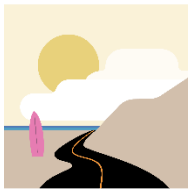


## **Downtown and Business Revitalization**

Invest in Santa Cruz's robust and diverse locally owned businesses, focusing on the Downtown as a center for housing, commerce and transportation, to ensure an equitable recovery for all.

### **Objectives**

- Support Citywide programs for business recovery and resiliency
- Attract and retain businesses
- Reinvest in Downtown for long-term vibrancy
- Develop affordable and market housing, including three City-led affordable mixed-use projects
- Cultivate a green economy and workforce



## **Infrastructure**

Reimagine improvements to facilities, systems, and open spaces with a focus on resilience, climate adaptation, and supporting a high quality of life.

### **Objectives**

- Increase investment in facility and system maintenance
- Implement funded infrastructure projects
- Leverage federal and state stimulus funds to support priority infrastructure projects
- Increase engagement of local businesses and workforce in City projects
- Provide equitable access to essential utility services

## **Measuring Our Success**

As a part of Re-Envision Santa Cruz, the City Council prioritized 13 key metrics, such as business licenses issued, sales tax revenues and new housing units, to be measured on a quarterly basis. In addition, City departments will provide quarterly narrative reports to ensure the community is fully informed and engaged throughout the recovery process.

