



City Council AGENDA REPORT

DATE: 01/08/2025

AGENDA OF: 01/28/2025

DEPARTMENT: City Manager

SUBJECT: 2024 Health in All Policies Progress Update and Proposed 2025 Health in All Policies City Council Committee Workplan (CM)

LOCATION: Citywide

RECOMMENDATION: Motion to:

- 1) Accept 2024 Health in All Policies (HiAP) progress update; and
 - 2) Adopt the 2025 HiAP City Council Committee workplan.
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BACKGROUND: Recognizing the role of local governments in promoting community well-being through policy and decision-making, the City Council prioritized equity, public health, and sustainability by adopting Council Policy 14.9 in November 2019 (attached) and a Health in All Policies (HiAP) ordinance (Ordinance No. 2019-22, attached) in December 2019. Subsequently, the City Council adopted a Year 1 Implementation Work Plan in January, 2020 and upon completion of that Work Plan, in November, 2021, adopted a multi-year workplan that extended through 2024. The City Council also adopted a set of Community Well-being Outcome indicator metrics

(<https://www.cityofsantacruz.com/home/showpublisheddocument/94836/638276874418500000>). The metrics are intended to be referenced to better understand the impact of the City and its partners' collective efforts over time.

On November 9, 2021, City Council adopted a complementary resolution recognizing the history and current existence of racism and white supremacy in the community, reviving the HiAP City Council Committee and directing the committee to return to the council with concrete, actionable steps to work toward building a more just, inclusive and safe community. Each calendar year the City adopts an annual HiAP City Council Committee workplan that guides the implementation of the direction contained in both the 3-year implementation workplan and the anti-racial discrimination resolution.

DISCUSSION: In addition to a qualitative assessment of annual calendar year progress on the HiAP citywide workplan, staff track two quantifiable sets of metrics. First, staff are in the process of updating the adopted Community Well-being Outcome indicator metrics. Staff report on any significant trends in these metrics, recognizing that trends usually are observable on a

decadal timeframe. Trends in the outcome indicator metrics will be reported upon completion of the current update. Second, staff track the proportion of City Council agenda reports that address the three HiAP pillars in the discussion section of agenda reports as required by City Council policy. The goal is that every agenda report meaningfully addresses the three pillars so that Councilmembers have the wholistic information needed to make decisions and policies that improve community well-being.

After several years where the proportion of agenda reports that meet this requirement remained fairly static, in calendar year 2023, there was a significant increase in agenda reports that mention HiAP (from around 9% in 2022 to 33% in 2023) and a modest increase in the agenda reports that meaningfully address HiAP (from about 8% in 2022 to 11.3% in 2023). In 2024, the upward trend continued with 33% of reports meaningfully addressing HiAP and 13% of reports mentioning HiAP, meaning that approximately half (46%) of all agenda reports either reference or meaningfully addressed HiAP, indicating substantial progress in embedding the HiAP framework into City policy and decision making. To sustain this progress, in 2024, a HiAP section was added to the City's agenda report template. This addition is expected to ensure that all future agenda reports will include HiAP considerations meaningfully. Additionally, staff will continue offering HiAP trainings through the employee training catalog and leverage other opportunities to further incorporate HiAP in City policymaking.

In terms of qualitative progress, the City reports on the status of progress on activities in the Citywide 2021-2024 HiAP workplan, the anti-racial discrimination resolution, and the HiAP City Council Committee's annual workplan for calendar year 2024. Workplan activities denoted with an asterisk (*) also represent activities completed pursuant to the anti-racial discrimination resolution

Citywide 2021-2024 HiAP Workplan Progress:

Workforce Development Initiative (all departments) – ongoing initiative included hosting monthly regional workforce partner meeting, partnering with Your Future is our Business on a Trades Day at the Civic Auditorium in November, 2022, 2023 and 2024 and receipt of a Department of Energy Weatherization Assistance Program grant to fund low income green and healthy home retrofits that includes a workforce development initiative in partnership with Central Coast Energy Services. The Water Department's new procurement process for capital investment projects does not pay for travel, giving preference to local vendors. Both the Fire and Police Departments have established youth career programs. Additionally, a grant proposal was submitted for green jobs development in 2024 and a skilled job fair is planned for March, 2025.

Engagement for the purpose of relationship and capacity building* (all departments) – Ongoing. Staff conducted a wide variety of community engagement to support coastal resilience building and a Housing and Urban Development (HUD) Grant proposal submitted in October 2024 for Affordable Housing and Climate Resilience in Frontline Communities in Santa Cruz, which resulted from community driven priorities identified during engagement. The City's Code Compliance team conducted engagement with the Lower Ocean and Beach Flats neighborhoods through neighborhood trash clean-up days. The Economic Development and Housing Department staff conducted outreach during design of public art projects and participates in artist design and selection committees for art in private development projects. In 2025, the CMO will lead the development of an Equitable Engagement Policy. Internally, the Human Resources Department

conducted extensive engagement with employees in 2024 as part of the Culture as a Competitive Advantage initiative.

Design standard operating procedure/best practices for equity focused community engagement* (CMO + departments) - Partially completed. The City developed an internal translation and interpretation guide as well as an equity best practices in engagement guide and conducted employee training on both. Additionally, City contracted with 3 local translation/interpretation firms to provide added capacity for those activities within the City.

Ongoing evaluation and recommendations for new CORE/Community Development Block Grant funding allocations based on equity (CMO, EDH and HiAP City Council Committee) - The “lessons learned” were incorporated into the CORE RFP (2025-2028) which was released on June 3, 2024 and closed August 3, 2024. On November 19, 2024 the County Board of Supervisors and City Council approved the CORE funding recommendations for the 2025-2028 cycle. The HiAP City Council Committee reviews annual allocations for CDBG funding.

Join the Local and State Government Alliance for Racial Equity (GARE)* (All departments)- Completed and renewed annually. Staff utilize for training, research, and peer exchange on equity topics.

Equity based Community Climate Action Plan 2030 (CAP 2030) and Climate Adaptation Plan 2028 development (CMO + departments) - CAP 2030 completed and adopted in 2022; currently in implementation and reporting phase. CAP 2030 progress was reported at the January 14, 2025 City Council meeting. In December 2024, staff completed the draft Local Hazard Mitigation and Climate Adaptation Plan (LHM-CA Adapt Plan 2025-2030) and submitted it to the California Office of Emergency Management for approval. The LHM-CA Adapt Plan 2025-2030 will be presented to City Council for adoption in spring 2025.

Active development of green mixed use affordable housing projects (EDH) – Ongoing with recent Congressional allocations and grant funding bringing the projects closer to construction.

Diversity, Equity, Inclusion and Accessibility (DEIA) initiative*(HR + departments) - In progress. HR provided an update at the October, 2024 HiAP City Council Committee Meeting that staffing enabled progress on this effort in 2024 including developing a DEIA statement. The HiAP City Council Committee directed staff to provide an update in 2025. Between October and December 2024, Human Resources conducted over 30 site visits to discuss citywide organizational culture, including the DEIA initiative, its mission statement, and key definitions. Staff provided feedback on workplace motivation, culture improvements, and other related projects, with submissions due by December 31, 2024. HR is now summarizing responses and will share key findings and their impact on DEIA development. Preliminary feedback highlights the need to enhance diversity training, particularly in computer literacy, English as a second language, gender identity, multi-generational collaboration, and LGBTQIA+ inclusion. Next steps include refining the City's diversity training program and policies to better address these areas.

More training for City Council and employees (HR + departments) – Ongoing. In 2024, staff members and all commissions were provided training on HiAP through an agenda report preparation training session. Additional training content was updated in the Advisory Bodies Handbook and each commission and committee was provided training on both CAP 2030 and HiAP during the summer of 2024.

Employee Equal Opportunity Committee (EEOC)* (HR): The EEOC helps the City explore avenues to apply the HiAP framework to its Human Resources policies. The ongoing work by this Committee will be reported to the HiAP City Council Committee in 2025 as part of HR's biennial report. The EEOC is a strategic partner in reviewing feedback from the culture conversations and projects including the DEIA initiative.

Develop oversized vehicle ordinance to reduce the environmental damage associated with dumping sewage, reduce litter and bring safe parking that would improve equity. (PD + departments) – Ordinance adopted by City Council in 2022 and updated in 2023. The Coastal Commission renewed the Coastal Permit in 2024 for a two-year time period, and City monitoring and implementation continue, including provision of 24/7 and overnight safe parking programs for those residing in oversized vehicles.

Focus on sustainability, equity and inclusion in City's existing building electrification, objective standard project, Housing Element implementation, and Downtown Plan Expansion project (PL) - Ongoing. Explicit outreach conducted with individuals from, and organizations that serve, historically under-represented or under-served people to inform these projects and policies. For example, see the HUD PRO Housing grant proposal for Affordable Housing and Climate Resilience in Frontline Communities in Santa Cruz submitted in the fall 2024. Other examples include initial work on anti-displacement strategies started with the Downtown Plan Expansion project and many approaches noted in the Housing Element to meet objectives that Affirmatively Further Fair Housing.

Develop list of prequalified local vet, BIPOC, small and women contractors for residents to reference. Incomplete. In 2025, follow up with El Pajaro and Black Santa Cruz, Ventures on related lists and programming as well as similar County initiative.

Exploration and integration of Carbon and Equity Budgeting* (FN) Integrated 3 HIAP pillars into FY23 – FY25 budget for informational purposes. There is a HiAP discussion in the popular annual financial report and three pillars are highlighted in each department's budget summary in the annual budget report specifically noted by symbols throughout the accomplishments, goals, workload indicators and performance measures. Currently work between the City Manager's Office and Finance departments aims to further integrate these pillars into the FY26 capital investment program (CIP) budget for prioritization purposes. The HiAP City Council Committee requests staff provide an update to the Committee on this work prior to FY26 budget hearings. The City is also working with a graduate student to further understanding on ensuring equitable distribution of CIP projects in coastal resilience work.

Other directives from the anti-racial discrimination resolution that are partially complete or ongoing include:

- Conduct authentic community engagement with communities of color that includes, but is not limited to, increasing access to government decision-makers, and engaging with the communities prior to making decisions.
- Serve as a resource to People of Color towards existing resources for People of Color agencies and community members.
- Support resources for racial equity processes and outcomes including to leaders of color serving communities of color, building capacity in the understanding of racism and

equity and their impacts on community well-being, and engagement with trusted messengers who reflect the communities they serve.

- Pursue cross-sector and cross-jurisdiction partnerships within Santa Cruz County and alignment in dismantling white supremacy, fortifying our commitment to fostering antiracist and anti-discrimination community culture, and celebrating and highlighting past and existing culture and leadership of People of Color community members.

Other activities that support the anti-racial discrimination resolution in 2024 included both the work to increase the diversity in representation at City committee and commissions and the City's role in helping to form the Monterey Bay Area Climate Justice Collaborative.

HiAP Workplan Progress for Calendar Year 2024

The following bullets summarize the HiAP City Council Committee's workplan progress from 2024. The bullets include both work presented to the Committee and related work completed by staff.

- Implementation of recommendations for diversity in committee/commission recruitment and representation. In progress. As part of the City's SC Like Me initiative, the HiAP City Council Committee adopted two targets related to diversity in committees and commissions: Increase representation of LatinX community members by 60% and renters by 30% by 2025. In 2024 the HiAP City Council Committee also recommended targeted outreach to renters and exploration of ways to include youth in committees and commissions. Additionally, the City Council allocated \$25,000 from the 2025 fiscal year for a City advisory body member compensation pilot program.
- Review the Collective of Result and Evidence-based Investments Lessons Learned Evaluation Process Full report. Completed.
- Review next steps for tobacco product waste options and engagement plan. In progress. CMO to provide the HiAP City Council Committee an update in early 2025.
- Review revised history of City for website. As part of the website refresh project, work to include important historical figures (e.g., London Nelson) and places (e.g., Chinatown gate). This is in progress and included as part of the 2025 HiAP City Council Committee workplan.
- The HiAP City Council Committee provided input on the Gas Leaf Blower ordinance.
- The HiAP City Council Committee received updates on youth programming and the City's Youth Liaison Program from City staff.
- The HiAP City Council Committee provided input on the City's Housing and Urban Development Plan.

Other citywide efforts completed in 2024 that were not part of the 2024 HiAP workplan but align with its pillars include:

- The Water Department's work on water affordability.
- The Parks and Recreation Department's work to obtain an Aging Friendly City designation.
- The Economic Development and Housing Department's plans for the Black Lives Matter mural to be celebrated and repainted in May 2025 by SC Equity Collaborative.
- The Planning Department's initial work to develop anti-displacement policies specified in the Housing Element.
- The Police Department's role in establishing a County Mental Illness Mobile Crisis Team, CARE alert in 2025, a diversionary program for first time juvenile offenders in

partnership with County Office of Education and a Teen Academy focused on underserved kids.

- The Homelessness Response Team's ongoing care and work to serve the unhoused residents of the City.
- The HiAP City Council Committee presented on the City's HiAP initiative and its associated programs and procedures to the Society of Practitioners of Health Impact Assessment.

In addition to individual departments and HiAP-focused staff carrying out the ongoing activities noted above, the proposed HiAP City Council Committee 2025 workplan will guide the remaining and ongoing activities from the multi-year workplan as well as other Council directed work. Topics and timeline for the committee's calendar year 2025 workplan include:

February 2025

- Update on the development of a City ordinance that bans single use tobacco products (CMO)
- Review community outreach plan for the City's gas-powered leaf blowers ordinance (CMO)
- Chair and Vice-chair elections

April 2025

- HiAP in Budget Update (FN)
- Review the Collective of Results and Evidence-based (CORE) Investments Annual Progress Report (CMO)
- Receive report from CORE funded vendor Ventures' Semillitas program

June 2025

- Review status of EV employee rebate program for lower income employees and other equity centered grant funded projects (PW+CMO)
- Review annual Economic Development Consolidated Plan and Five Year Plan (EDH)

August 2025

- Culture as a Competitive Advantage update (HR)
- Review the Human Resources Biennial Report (HR)
- Status update on development of the 2026-2029 HiAP citywide workplan development (CMO)
- Review status of the City's Advisory Body Compensation Pilot Program (FN)

October 2025

- Receive status report on the City's "Like Me" initiative (CMO + Clerk)
- Receive status report on the Police Department's Youth Programs (PD)
- Update from the County of Santa Cruz on Youth Advisory Task Force
- Update from the City Manager's Office on the City's Youth Liaison Program (CMO)

December 2025

- Finalize 2025 progress report and 2026 calendar year HiAP workplan (CMO)
- Finalize 2026-2029 HiAP Implementation workplan (CMO)
- Schedule committee meetings for calendar year 2026 (CMO)

The HiAP City Council Committee meetings are open to the public for participation (<https://www.cityofsantacruz.com/government/city-departments/city-manager/health-in-all-policies>).

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION: The Council's action on this item is exempt under CEQA Guidelines Section 15306, Information Collection, in that this report is part of a study that does not involve formal approval, adoption, or funding of specific actions that would result in changes to environmental resources.

HEALTH IN ALL POLICIES (HiAP): This entire agenda report is focused on Health in All Policies and details pertaining to the three pillars of sustainability, equity, and public health are contained throughout the report. Furthermore, this report exhibits the City's strategic efforts to integrate the HiAP framework into City decision-making processes, programs and policymaking.

FISCAL IMPACT:

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| 1. The recommendation in this report impacts the General Fund: | No |
| 2. This recommendation requires a budget adjustment: | No |
| 3. The recommendation creates an on-going expenditure commitment: | No |

FISCAL IMPACT DESCRIPTION: The City Manager's Office routinely budgets \$15,000 towards HiAP endeavors, funding consultant services to support and advise staff, modest engagement stipends and supplies, and membership in the Government Alliance for Racial Equity. No new appropriations are being recommended in this report.

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ATTACHMENTS:

1. COUNCIL POLICY 14.9.PDF
2. ORDINANCE NO. 2019-22.PDF