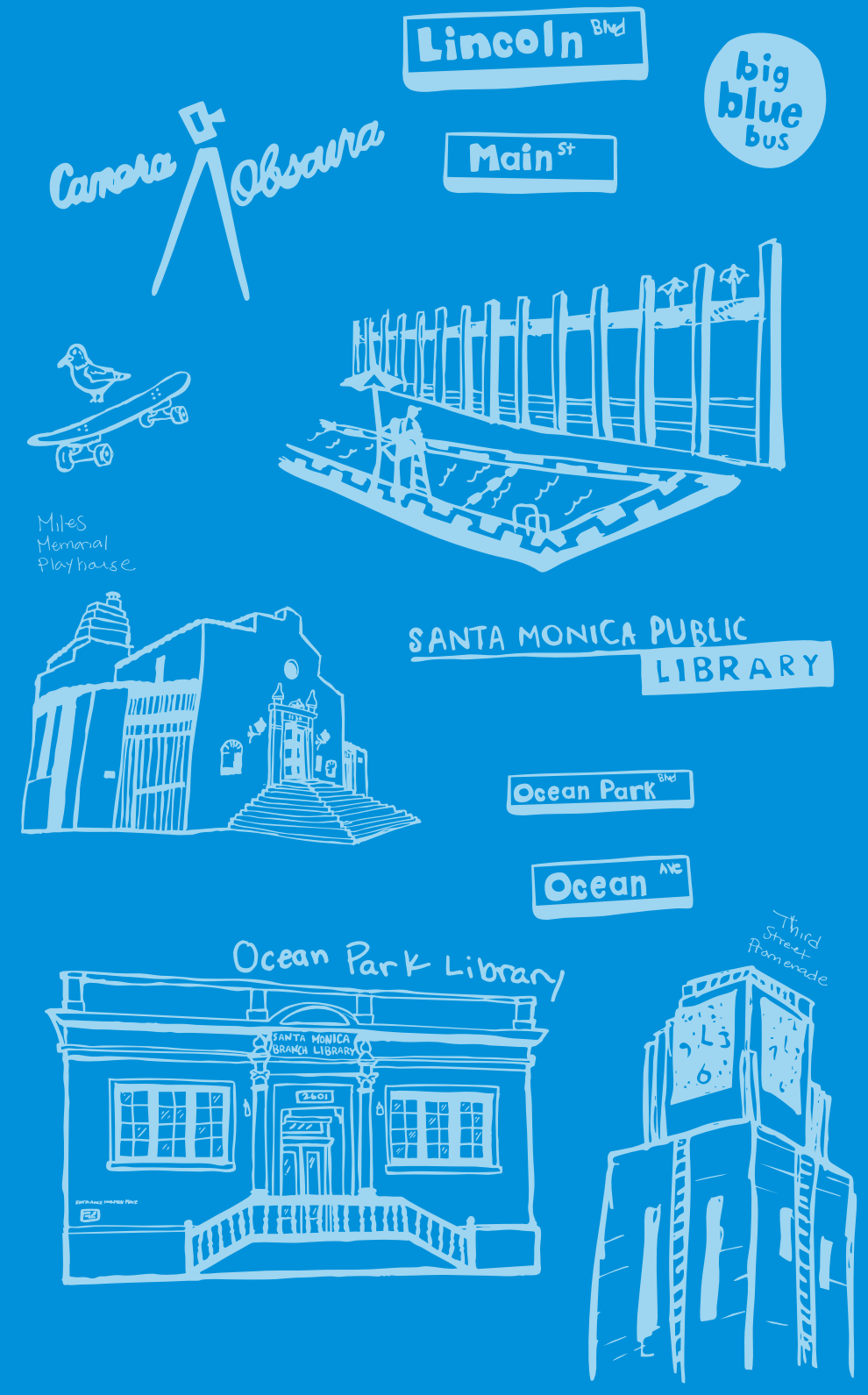




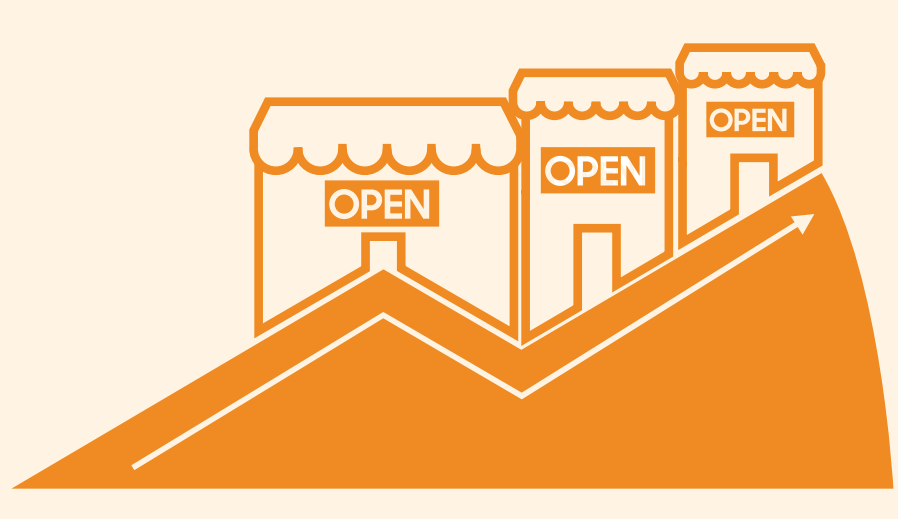
SANTA MONICA STATE OF THE CITY 2026

From Realignment to Renaissance



ACHIEVING SAFE NEIGHBORHOODS & CLEAN STREETS

Public safety and civic cleanliness are the foundation of community confidence



ACTIVATING ECONOMIC OPPORTUNITY & GROWTH

Economic revitalization is essential to long-term stability



DEVELOPING AFFORDABLE, LIVABLE & SECURE HOUSING FOR ALL

Housing stability underpins community health



CREATING ORGANIZATIONAL CAPACITY

Delivering on Realignment requires rebuilding the operational backbone of the city



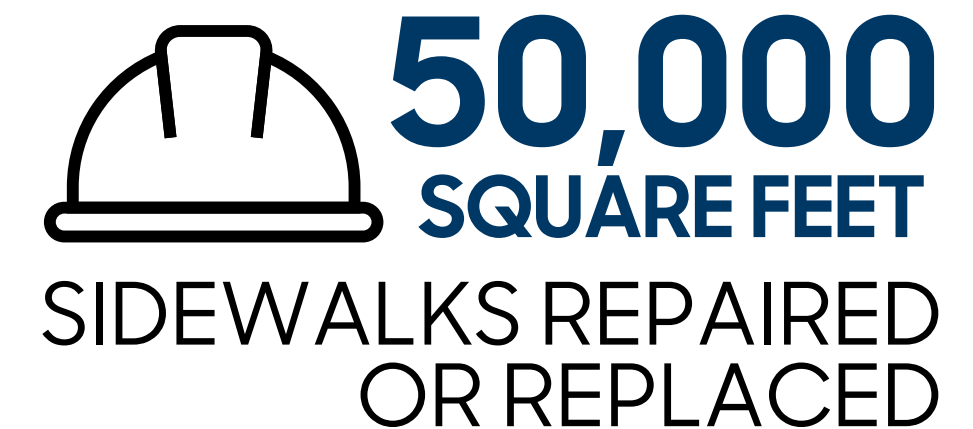
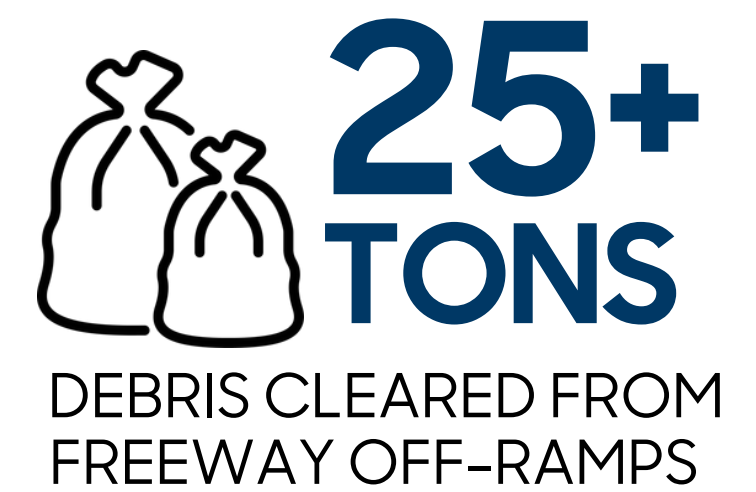
BUILDING ORGANIZATIONAL HEALTH

A strong city depends on a healthy workforce



ACHIEVING SAFE NEIGHBORHOODS & CLEAN STREETS

Public safety and civic cleanliness are the foundation of community confidence



KEY INITIATIVES

PD SMART Center

The Santa Monica Police Department completed and opened the Santa Monica Analytical Real Time, or SMART, Center in April.

The state-of-the-art facility now serves as the central hub for integrating other Police Department tools and technologies, enhancing situational awareness and delivering faster, more effective police service.



Keeping Downtown Safe

The Santa Monica Police Department celebrated the opening of its new Downtown Substation at Santa Monica Place in May, marking an important step in the city's continued commitment to public safety, visible presence, and downtown revitalization.

The Police Department also increased its daily sworn deployment downtown, increased officer-initiated activity and arrests, and improved response times across most priority levels.



Citywide Glow-Up

Santa Monica's public spaces, sidewalks and downtown parking structures are sparkling more than in recent years thanks to significant investment in tree trimming, power washing, resurfacing, repaving and repairing.



SaMo Bridge Successes

In its first year, the SaMo Bridge diversion program exceeded initial goals, connecting hundreds of justice-involved individuals to housing, treatment and supportive services. The program expanded capacity in 2026.



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LOOKING FORWARD



BBB Electrification

In April, the Department of Transportation hosted a ceremonial groundbreaking event to celebrate Big Blue Bus's \$56 million zero-emission fleet and charging infrastructure expansion.

Big Blue Bus currently operates 34 battery-electric buses and has begun construction on charging infrastructure capable of efficiently powering up to 195 buses, making it well on its way toward full systemwide electrification by 2032.

Memorial Park Expansion

After being put on pause due to the pandemic, the Memorial Park Redevelopment and Expansion Project is back underway with Phases 1 and 2!

The project aims to combine the existing Memorial Park with the adjacent city-owned former Fisher Lumber site to create a 13.2 acre, newly renovated and expanded community park that meets the increasing demand for recreational activities.



Prioritizing Metro Safety

Staff has been engaged in ongoing discussions with Metro Police to develop a Memorandum of Understanding that would enable the Santa Monica Police Department to conduct enforcement actions on Metro train platforms within the city to help enhance rider safety.



Pier Bridge Project

Construction began in late 2025 to replace the nearly 90-year-old Pier Bridge with a seismically sound, functional and upgraded bridge for residents and visitors to access the Pier. The project is set to be completed by 2028 ahead of the Olympic & Paralympic Games.



DEVELOPING AFFORDABLE, LIVABLE & SECURE HOUSING FOR ALL

Housing stability underpins community health



267
TENANTS
HELPED

EXPANDED RIGHT TO
COUNSEL PROGRAM



1,943 RENTERS

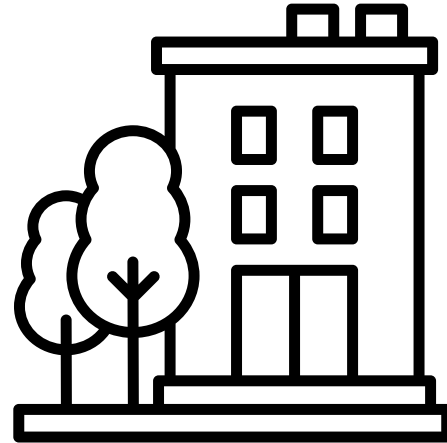
PROVIDED WITH HELP TO STAY HOUSED



72
PEOPLE

TRANSITIONED FROM
HOMELESSNESS INTO INTERIM
OR PERMANENT HOUSING

36
PEOPLE



TRANSITIONED FROM SAMOSHEL
INTO PERMANENT HOUSING



106 PEOPLE

RECONNECTED TO THEIR SUPPORT SYSTEMS

KEY INITIATIVES

Renter Aid Program



The city's new Renter Aid program provides one-time or short-term financial assistance and housing stabilization services to eligible Santa Monica residents who are experiencing a temporary housing crisis.

Applications for the program opened July 20 and will remain open through Aug. 20.

Right to Counsel Program



Santa Monica's Right to Counsel Program provides legal services to qualifying tenants in eviction cases, aiming to level the playing field for tenants facing experienced counsel.

Behavioral Response

The city deployed two new Advanced Provider Units — ambulances with a firefighter, paramedic, and nurse practitioner — with the goal of providing enhanced medical and outreach services to unhoused and at-risk individuals.



Berkeley Station



In March, the city, Community Corp. of Santa Monica, and St. Joseph Center celebrated the opening of Berkeley Station, the city's first modular affordable housing development.

Berkeley Station provides 13 affordable apartments for low income families and young adults facing housing insecurity.



DEVELOPING AFFORDABLE, LIVABLE & SECURE HOUSING FOR ALL

Housing stability underpins community health

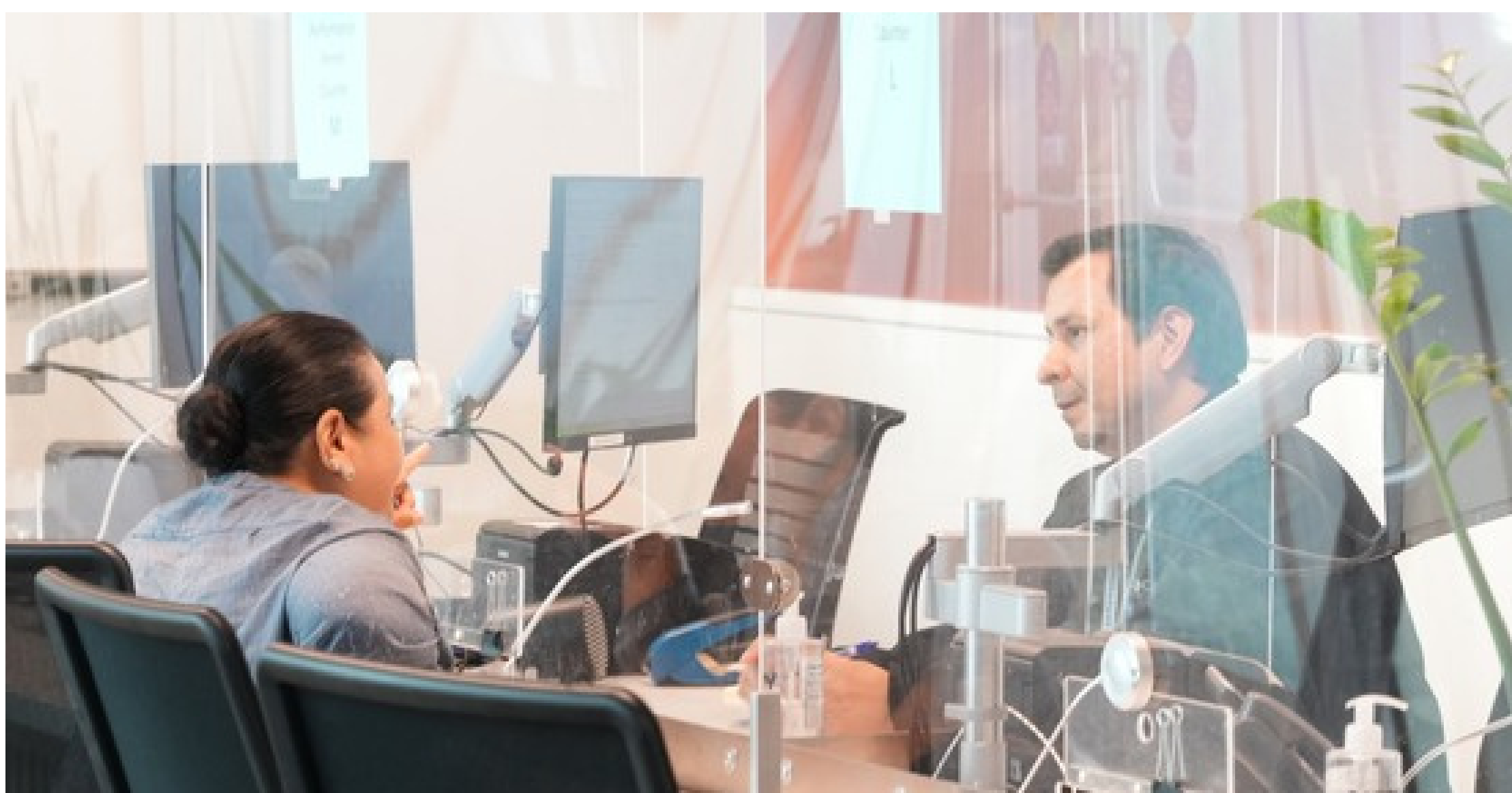
LOOKING FORWARD

Housing Matters



Santa Monica has approved 1,787 new homes for construction, including 456 new affordable homes.

This additional housing will serve to provide housing opportunities across income levels, and make Santa Monica home for thousands of new residents.



Predictive Prevention Pilot

In partnership with the Los Angeles County Homeless Services and Housing Department (HSH), city Housing and Human Services Department staff will implement a Predictive Prevention Pilot to outreach to households that have been identified as at high risk of losing their housing.

HSH and the city identified 72 at-risk households and will proactively engage them to receive short-term housing stability case management, services linkages, and flexible financial assistance intended to prevent housing loss.

Housing Focused System of Care



The Housing and Human Services Department plans to bring a proposal for a housing-focused system of care to City Council this summer to replace the city's sheltering model. The proposal seeks more city ownership over shelter beds and services, with the goal of helping more people to move off the streets and stay permanently housed.



ACTIVATING ECONOMIC OPPORTUNITY & GROWTH

Economic revitalization is essential to long-term stability



163 PERMITS
ISSUED FOR
COMMUNITY EVENTS

2,080



NEW BUSINESS LICENSES ISSUED



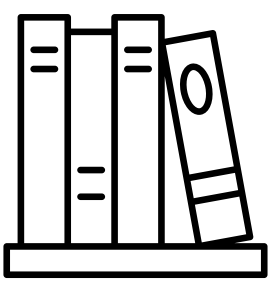
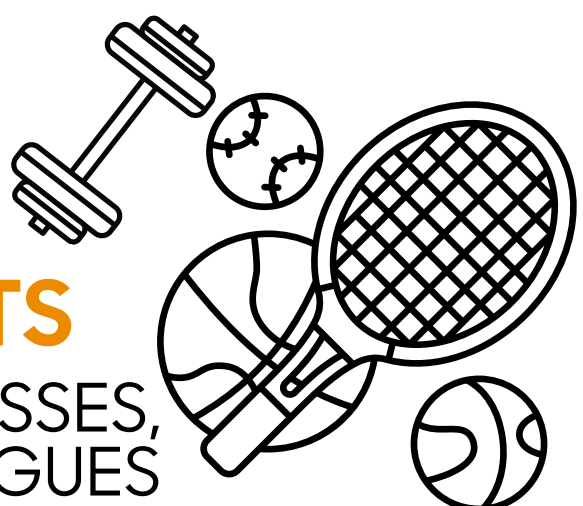
\$3 MILLION

BUDGETED TO SUPPORT
SMALL BUSINESSES

66K

PARTICIPANTS

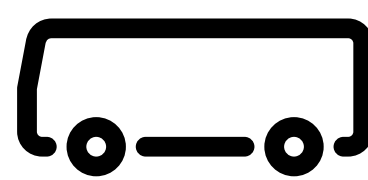
JOINED RAD CLASSES,
CAMPS AND LEAGUES



910K ITEMS

CHECKED OUT AT LIBRARIES

10



MILLION

RIDES ON BIG BLUE BUS
FOR 2ND YEAR IN A ROW

KEY INITIATIVES



All Libraries Back Open

On July 6, all branch libraries expanded to four full-service days per week, increasing equitable access to library resources while strengthening the Library's ability to meet community needs.

New businesses in town



More than 400 new commercial businesses opened in Santa Monica during the last fiscal year, including several on Third Street Promenade – Raising Cane's, Teenage Mutant Ninja Turtles Pizzeria, Culto Futbol and more.



VAP Kitchen

The new Virginia Avenue Park all-electric Community Kitchen will serve as an economic driver in the Pico Neighborhood, offering food service training and providing access to an affordable, fully licensed commercial kitchen space.



New Entertainment Zones

Building on the success of the Third Street Promenade Entertainment Zone, the city now allows for event-based Entertainment Zones on Main Street, Montana Avenue, and the Pier.



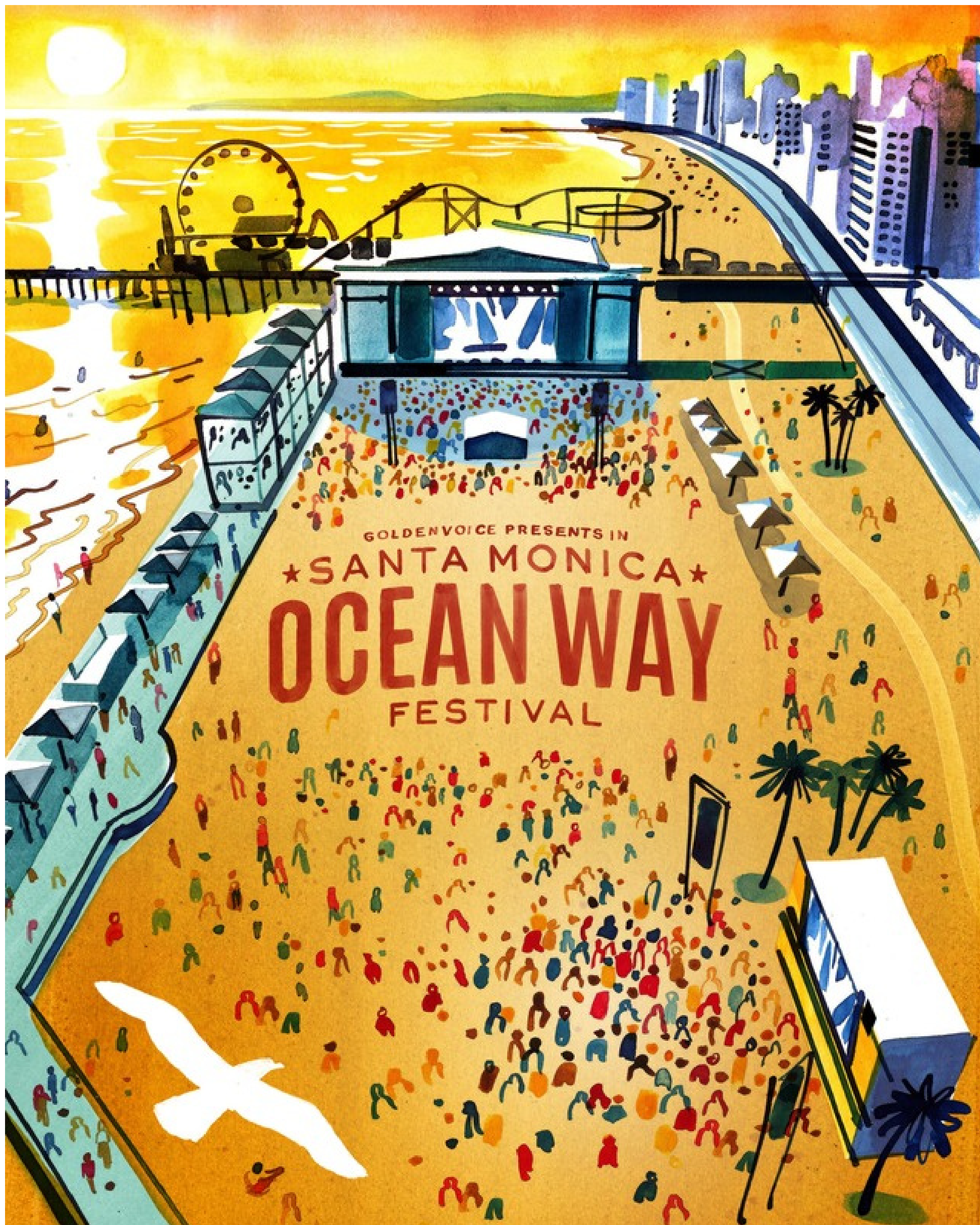
ACTIVATING ECONOMIC OPPORTUNITY & GROWTH

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LOOKING FORWARD

Major Events

A goal of the Realignment Plan was to bring regular, large format activations to the city as an economic driver, leading up to the 2028 Olympic and Paralympic Games. Stay tuned for more on these incredible events coming to the city.



Ocean Way Festival

Goldenvoice, the group behind Coachella Valley Music & Arts Festival and Stagecoach: California's Country Music Festival, will launch the first edition of the annual Ocean Way Festival, bringing headliners, music and art to the sand next to the Pier.



ESPN Beach

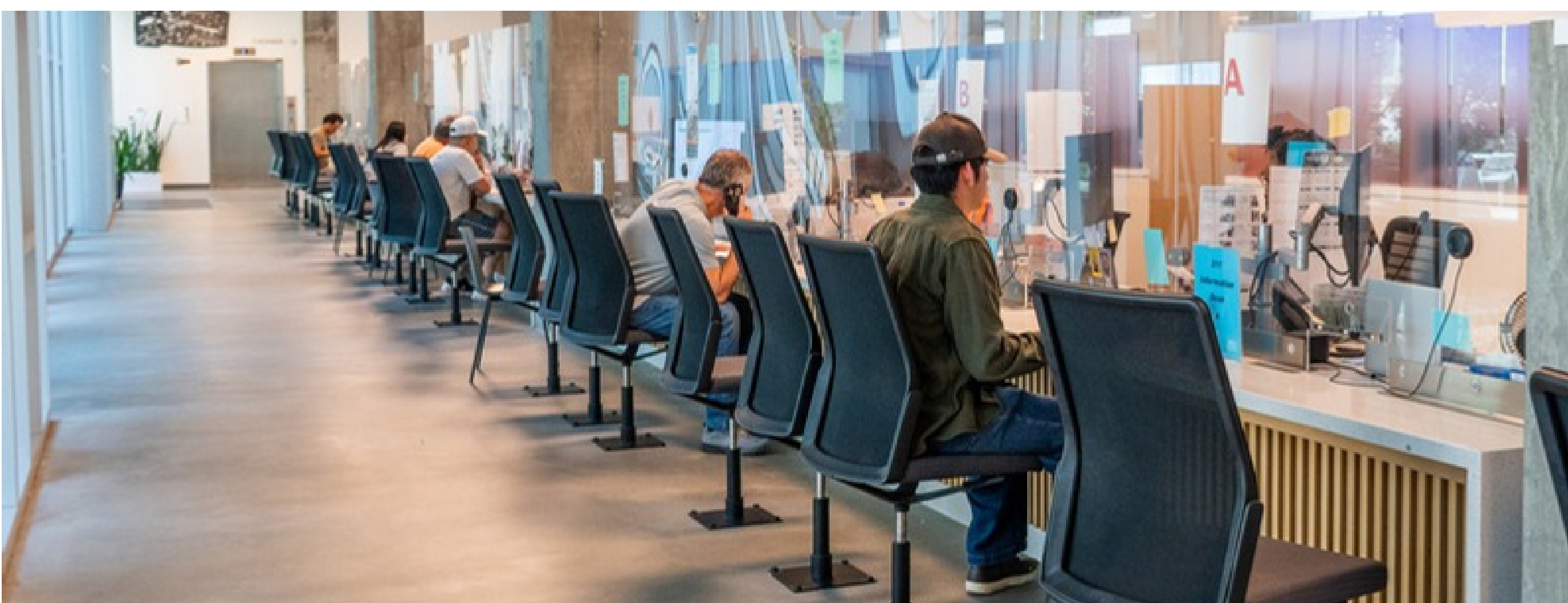
In February 2027, Santa Monica Beach will become a hub for all things Super Bowl LXI with ESPN Beach, an expansive activation and broadcast center featuring live broadcasts, performances, free activations and more.

Olympics Coming Soon



Olympics HQ is coming to Santa Monica. The city is set to be home to Olympic teams, hospitality houses, and broadcasting centers. Santa Monica is going to be the place to be throughout the 2028 Olympic and Paralympic Games.

Faster, Easier Permits



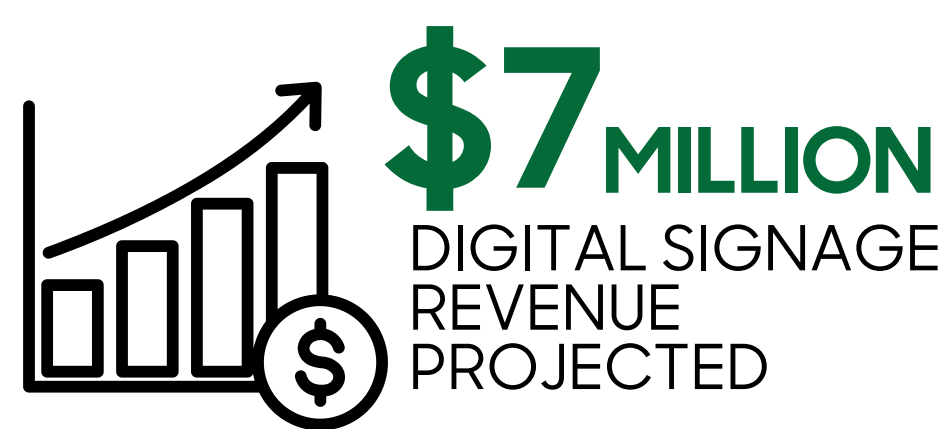
The Realignment Plan calls for streamlining and modernizing the city's permitting systems, which has already resulted in an incredible increase in on-time Plan Check reviews – from 60 percent to nearly 90 percent.

Next up, the city will implement the Clariti land management system to streamline approvals and encourage business development, stand up a self-certification pilot program, and pilot Archistar AI for contract approval.

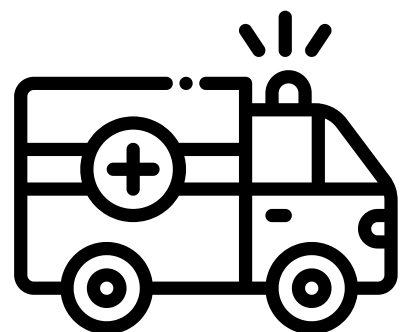


CREATING ORGANIZATIONAL CAPACITY

Delivering on Realignment requires rebuilding the operational backbone of the city



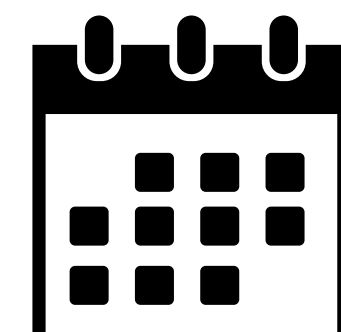
\$7 MILLION
DIGITAL SIGNAGE
REVENUE
PROJECTED



3,900
TRANSPORTS
AMBULANCE OPERATOR PROGRAM



\$110
MILLION
CAPITAL
IMPROVEMENT
PROGRAM



40+
EVENTS
COMPLETED OR IN PLANNING
BY MAJOR EVENTS TEAM

KEY INITIATIVES



Major Events Team

To help attract, organize, and produce large-scale events, the City Manager's Office created a new division, the Major Events Team.

This seasoned group of event aficionados coordinates with producing partners, major brands and international agencies to put on high caliber events throughout the city.

Ambulance Operator Program

Santa Monica's city-operated Ambulance Operator Program launched in 2026, bringing this previously contracted service in-house.

The program is expected to generate an estimated \$7 million in annual revenue.



Digital Signage

The City Council approved a Digital Display District Ordinance for Third Street Promenade and Santa Monica Place. To date, seven displays have been approved to move forward.

Up to 16 displays could ultimately be installed, aiming to complement broader revitalization efforts and serve as strategic placemaking tools to support a vibrant and revitalized downtown.

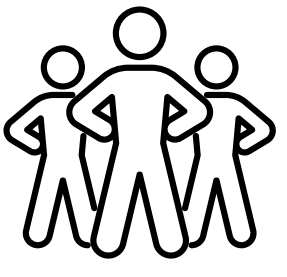
The first two displays are set to go live in fall 2026 at the southwest corner of Wilshire Boulevard and Third Street Promenade and at the northeast corner of Arizona Avenue and Third Street Promenade.





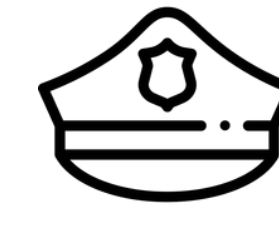
BUILDING ORGANIZATIONAL HEALTH

A strong city depends on a healthy workforce

800+ 
ATTENDED EMPLOYEE
APPRECIATION EVENT

 **271**
PROMOTIONS

 **303**
RECRUITMENTS

 **100%**
SWORN STAFFING AT
POLICE DEPARTMENT

KEY INITIATIVES

One Team | One Focus | One SaMo



Humility

- Consistently put the needs of the team ahead of individual self-interest
- Be slow to seek attention for individual contributions to team results
- Share credit, and define success collectively rather than individually
- Deal positively with our operational, community, and business realities
- Don't think less of yourself, but instead ... think of yourself less



Integrity

- Communicate clearly, concisely, and candidly
- Work hard, and hold ourselves accountable for our role in the delivery of results
- Set high expectations and ensure that our plans take an enterprise-wide view
- Show initiative and courage while staying enthusiastic about our people and work
- Do the right thing, and stay resilient



Motivation

- Believe that skilled and motivated people working together can achieve greatness
- Stay curious and be obsessive in understanding our customers and our business
- Demonstrate and build functional and technical capacity
- Deliver outstanding results by making sound decisions utilizing facts and data
- Ensure process discipline while embracing a continuous improvement philosophy



Care

- Display good judgement and intuition about group dynamics
- Understand the impact that individual words and actions have on the broader team
- Include everyone by respecting, listening, helping, and appreciating others
- Enjoy the journey and have fun, but never at the expense of others
- Have a can-do, find-a-way attitude



Employee Appreciation

The Realignment Plan includes a cultural renewal effort, emphasizing team orientation, accountability, and care for colleagues and community alike to build a truly livable city – stable in foundation, prosperous in spirit, inspiring all to thrive. The program includes culture-building and employee appreciation events, a revived employee newsletter and a new employee experience survey.



Santa Monica Institute

Taking care of our people means ensuring that everyone has opportunities to learn and grow. The city has revived and revamped the Santa Monica Institute training program with more offerings including the return of the popular Pre-Supervisory Academy.