



# CLEAN STREETS AND SAFE NEIGHBORHOODS

Prioritize investments in "Eyes on the Street" to promote a sense of safety in public spaces – including activations, officer foot and bike patrols, street lighting infrastructure, camera technology, and behavioral health services – and eliminate deaths and severe injuries on our streets through robust traffic engineering and enforcement.

## BY THE NUMBERS FY 24-25

**250 TONS**  
HOMELESS-RELATED WASTE COLLECTED

**228,000**  
911 and non-emergency CALLS TO DISPATCH

**2,644**  
CODE ENFORCEMENT CASES RESOLVED

**4,450**  
GRAFFITI REMOVALS

**60% INCREASE**  
POLICE OFFICER APPLICATIONS

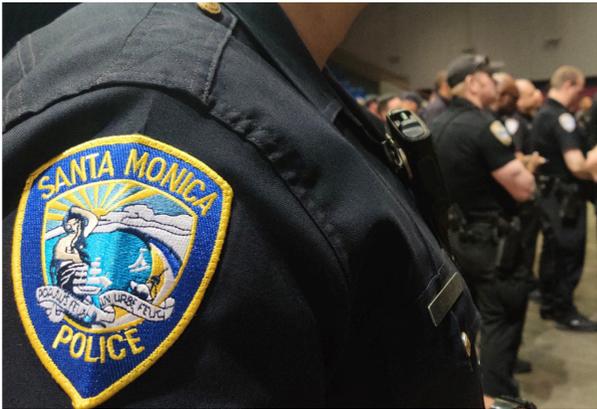
**80**  
LICENSE PLATE READER CAMERAS INSTALLED

**227** SEISMIC RETROFIT PERMITS RECEIVED, ISSUED, COMPLETED

**2,400 YOUTHS**  
PROVIDED SAFE AFTER-SCHOOL PROGRAMS AT CREST, VAP, PAL

**3,528**  
OFFICER-INITIATED RESPONSES

## KEY INITIATIVES



### Crime Impact Team

The Police Department reestablished its Crime Impact Team, or CIT, a proactive unit dedicated to safeguarding community wellbeing and addressing a wide range of quality-of-life issues. Focusing on high-impact areas throughout the city, the CIT works to prevent and reduce crimes such as burglary, vandalism, open-air drug activity, and other public safety concerns.



### Community Connect

The Fire Department launched a forward-thinking preparedness tool that makes available to first responders critical and detailed information, such as floor plans, whether pets are in the home or medical needs. By tapping into the detailed knowledge of residents, and business owners, Community Connect makes the city's emergency response more efficient.



### Wilshire Blvd. Safety

Curb extensions, flashing beacons, bus stop red zones, loading spaces and right turn only restrictions were added at several key intersections along Wilshire Boulevard to reduce traffic collisions and improve pedestrian and cyclist safety. The second phase of the project will include transportation safety improvements at seven high crash intersections, including 16th Street.



### Brighter Blue

The Department of Transportation began implementing "Brighter Blue," a comprehensive five-year plan to improve Big Blue Bus service. In addition, Big Blue Bus was awarded \$53.3 million from the California State Transportation Agency to fully implement its Fleet Electrification Master Plan to improve system reliability and transition to a 100 percent zero-emissions fleet by 2032.



### Safe Routes to School

Access and safety improvements were completed near six schools. Work included curb extensions, high-visibility beacons, curb ramp updates, signage and striping, and operational changes to provide improved visibility and legibility, making active transportation more comfortable for students, families, and neighbors.



# CLEAN STREETS AND SAFE NEIGHBORHOODS

## LOOKING FORWARD

### SMART Center

The Police Department is nearing completion of the \$6.1 million Santa Monica Analytical Real Time, or SMART, Center, set to become one of the most advanced real-time crime centers in Los Angeles County.

This state-of-the-art facility will serve as the central hub for integrating technology, data, and intelligence to prevent and reduce crime, enhance situational awareness and deliver faster, more effective police service.



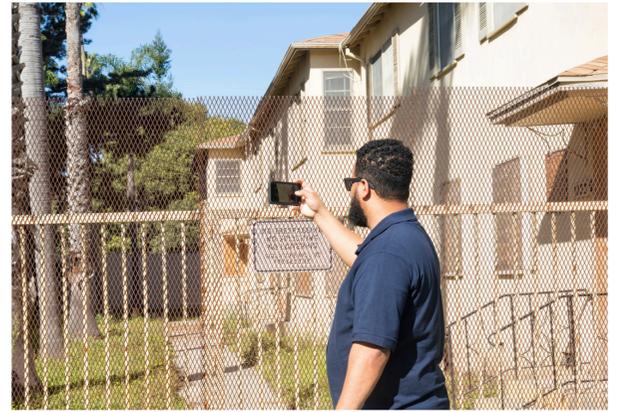
### Drone program

The Drone as First Responder program has been a transformative force multiplier for the Police Department. It will now expand with added trained drone operators and flight coverage, reducing response times, improving officer safety and strengthening our ability to protect the community with cutting-edge, accountable technology.



### Street light repair

To reduce the backlog of repairs, the city has restored an electrician position and is allocating funding for continuous purchases of copper wire and related materials, as well as additional resources for wire theft repairs. The city will also provide essential supplies such as replacement fixtures, poles and electrical components.



### Vacant properties

The city will soon create a Vacant Property Registration Program, with the goal of holding property owners accountable and encouraging them to upkeep and fill their vacancies. The new ordinance will come before council in the fall and builds on code changes over the past two years updating maintenance and security standards for vacant properties.



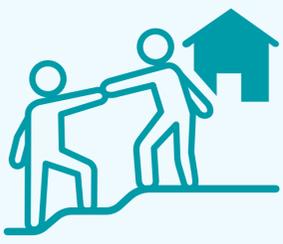
### Pier Bridge Project

Construction will begin in late 2025 to replace the 84-year-old 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 for the L.A. Olympics.



### Safe Neighborhood Streets

As part of the ongoing Vision Zero commitment to eliminate fatal and severe-injury crashes, the city will create a Neighborhood Traffic Calming Toolkit and allocate funding for solutions for high-crash areas identified in the Local Roadway Safety Plan and areas of concern identified by the community. Additionally, new protected bike lanes will be added on Broadway and Colorado Avenue. New speed limits adopted by the council will be completed, with an added focus on education and outreach.



# AFFORDABLE, LIVABLE AND SECURE HOUSING FOR ALL

Ensure Santa Monica remains a welcoming and safe "City for All" by reducing the time and cost of building new homes; subsidizing affordable, supportive and workforce housing; preserving and maintaining rent control housing stock; and bestowing renters with tenure security, economic assistance, and the right to peaceful enjoyment of their homes.

## BY THE NUMBERS FY24-25



**4,541**  
CALLS FOR SERVICE  
POLICE HOMELESS LIAISON PROGRAM



**225**  
VULNERABLE SENIORS RECEIVED INCOME ASSISTANCE



**1,800+**  
RENTERS PROVIDED WITH HELP TO STAY HOUSED



**195**  
PEOPLE HOUSED FORMERLY EXPERIENCING HOMELESSNESS



**250**  
REFERRALS ALTERNATIVES TO INCARCERATION

THERAPEUTIC TRANSPORT TEAM



**329** RESPONSES      **189** TRANSFERS

**\$10** MILLION IN GRANTS TO NONPROFITS that served 26,000 people



## KEY INITIATIVES



### Affordable housing

The Laurel, a city-funded supportive housing community built by developer EAH Housing, is now home to 57 Santa Monicans who were formerly homeless or at risk of losing their housing in Santa Monica.

The city has approved agreements to build 252 affordable and supportive apartments – with priority for Santa Monicans – on city-owned sites on 4th Street, 14th Street, and Wilshire Boulevard.

And Santa Monica celebrated its first city-funded modular affordable housing development with the installation of 13 prefabricated units at 1342 Berkeley Street, known as Berkeley Station. This innovative project will offer high-quality, sustainable, 100 percent affordable housing for low-income families and transition-aged youth in Santa Monica.



### HLP Team expands

The Police Department expanded the Homeless Liaison Program, or HLP Team, extending to seven days a week to provide coverage during weekends and peak activity periods. This team serves as a frontline response, ensuring those in crisis receive appropriate services, while also holding accountable those whose conduct threatens public safety and community wellbeing.



### Diversion programs

The Shelter, Treatment and Empowerment Program, or STEP Court, marked its first year and the City Attorney's Office launched the SaMo Bridge alternatives to incarceration program. These grant-funded programs offer rehabilitative services and connection to housing for people experiencing homelessness, mental health, or substance use issues.



### Renter protections

Historic protections for renters include expanding the city's Right to Counsel Program and creating a new Flexible Financial Assistance Program for Santa Monica renters at risk of eviction. These programs will be funded largely by Measure GS and in part by a Prohousing Incentive Program grant. The city has also embarked on an effort to create a citywide rental registry.



# AFFORDABLE, LIVABLE AND SECURE HOUSING FOR ALL

## LOOKING FORWARD



## Behavioral health response

The city has dedicated additional future funding to continue the Therapeutic Transport Team, a partnership with Los Angeles County Department of Mental Health launched in 2024. This team responds alongside first responders, assisting with emergency and non-emergency calls involving housed and unhoused people in behavioral health crisis.

In addition, a new Advanced Provider Unit, an ambulance staffed with a firefighter/paramedic and nurse practitioner, will be deployed with the goal of providing medical and outreach services to unhoused and at-risk individuals.

Finally, the city conducted a behavioral health feasibility study to address gaps on the Westside, and is now working in collaboration with local and regional partners to expand behavioral health services for adults and youths.



## Homelessness Strategic Plan

In 2025, the Housing and Human Services Department finalized a five-year citywide Homelessness Strategic Plan, a comprehensive, coordinated roadmap aligning all departments and partners to address homelessness, to be implemented beginning in July 2025. Looking ahead, the city will continue to roll out the plan, including creating publicly accessible dashboards that show progress across key performance metrics.



## Housing on city-owned sites

The city is currently seeking proposals to develop at least 1,069 affordable apartments at 4th/5th/Arizona and Bergamot Station Arts Center. These properties were identified to help meet the state requirements for housing development as part of the city's adopted Housing Element. The city is also seeking proposals for Parking Structure 1, which could include affordable residences or other uses, including parking.



# ECONOMIC OPPORTUNITY AND GROWTH

Foster a "Culture of Yes" within the city by expediting the permit approval process for new homes and businesses, reducing taxes and fees on vital economic activity, streamlining internal decision-making processes, relaxing zoning restrictions and expanding public-private partnerships that leverage the city's public resources.

## BY THE NUMBERS FY24-25

**\$63 MILLION**  
HOTEL STAY REVENUES

**384% INCREASE**  
CITY SOCIAL MEDIA IMPRESSIONS

**130 PERMITS ISSUED FOR**  
COMMUNITY EVENTS

**2,714**  
NEW BUSINESS LICENSES

**29 ADDED**  
PUBLIC EV CHARGERS

**757 FREE PROGRAMS**  
AT PUBLIC LIBRARIES

**10.1 MILLION**  
RIDES ON BIG BLUE BUS

**25 WAYFINDING KIOSKS**  
INSTALLED IN DTSM

## KEY INITIATIVES



### Promenade progress

Over the past few years, the city has steadily worked to ease zoning restrictions and welcome new businesses. Santa Monica saw the fruits of this labor this past year, with a number of "experiential" businesses – including Holey Moley and Splatter Studio – popping up on and near Third Street Promenade. The city also implemented a first-of-its-kind in Southern California Entertainment Zone on the Promenade, which currently operates weekly Friday through Sunday from 11 a.m. to 10 p.m.



### LA Tech/Investment Week fair

The city represented its Silicon Beach roots by hosting the first ever LA Tech Week/Investment Week open street fair on Ocean Avenue. LA Tech Week will return to take over Santa Monica's Ocean Avenue in an even greater capacity in October.



### Pico small business grants

The city launched the Commercial Façade Improvement Matching Grant Program to assist small businesses in the Pico Boulevard Business Improvement District. The grants have helped beautify the corridor and promote buying local.



### Economic Development Task Force

The city launched an interdepartmental Economic Development Task Force, partnering with a dedicated City Council Subcommittee, with the goals of revitalizing Third Street Promenade and other business corridors, attracting more events to Santa Monica, creating a culture of "yes" when it comes to attracting, retaining and expanding businesses, and thinking innovatively to identify new revenue streams and economic growth opportunities.



# ECONOMIC OPPORTUNITY AND GROWTH

## LOOKING FORWARD

### Attracting events

The Recreation and Arts Department, Partnerships Team, Special Events Task Force Subcommittee and other city staff are working to implement an events policy that allows for more activations of Santa Monica spaces and capitalize on regional events like the 2028 Summer Olympic Games by attracting and supporting new large-scale events. This effort includes streamlining permitting and creating sponsorship opportunities to bring – and fund – exciting events and activities to Santa Monica. The city is also working to establish an annual calendar of signature events to make it easier for the community and visitors to plan.



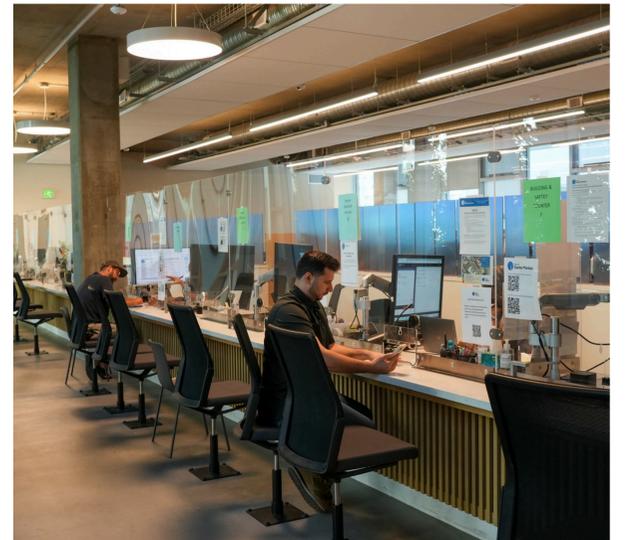
### Self certification

The city is preparing the new Self-Certification Pilot Program for Commercial Tenant Improvements. Under the pilot program, state-registered architects may register with the city to prepare the plans and obtain required building permits without going through the conventional plan review process. The pilot is anticipated to launch in fall 2025.



### Civic Auditorium

In March 2025, the City Council approved the execution of a six-month Exclusive Negotiating Agreement with development team Revitalization Partners Group to renovate, operate and program the shuttered Civic Auditorium. The group is actively studying potential options for the site, including financial feasibility, and is set to report back in fall 2025.



### Easier permits

The Community Development Department will begin implementing a new city permitting software to streamline approvals and encourage business development. This new software will improve the process of permit application submittals and reviews and will pair with other city initiatives to be more business friendly. The software is anticipated to launch in 2026.



### Activating city spaces

The city launched an interdepartmental effort to activate parks, beaches, libraries and other public spaces to provide recreational and artistic programs, create community gathering points for locals, attract new visitors and generate revenue for city programs and services. This includes the reopening of the Miles Memorial Playhouse and Camera Obscura, two key city-owned venues that can host a variety of private and public events. As part of this effort, security cameras were installed at these locations and at Main Library to enhance safety.