FOR IMMEDIATE RELEASE
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Santa Cruz Hires Homelessness Response Manager

SANTA CRUZ, CA – The City of Santa Cruz has hired Brooke Newman to serve as the City’s Homelessness Response Manager starting on Monday, April 6, 2020. Ms. Newman, who previously served as a Project Manager for the Santa Cruz Downtown Streets Team, brings with her 15 years of nonprofit administration and program management and an intimate knowledge of local challenges related to homelessness in Santa Cruz.

The Homelessness Response Manager is responsible for coordinating internal and external efforts related to homelessness and helps develop the most strategic and effective ways to invest City resources towards these efforts; organizes strategies in conjunction with government agencies, law enforcement, community stakeholders and non-profit community-based organizations; recommends, promotes and implements the City's homelessness-related goals, and citywide strategic plan to address homelessness; and acts as a City liaison with external agencies, boards and committees. Ms. Newman will immediately begin to focus on the City’s response to COVID-19 as it relates to homelessness including coordinating with the County, service providers, and community stakeholders.

The City of Santa Cruz is the county seat and largest city in Santa Cruz County. The City serves over 63,000 residents with full services including police, utility, waste, recreation, and library programs. Santa Cruz is a Charter City governed by a seven-member council.

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