



COUNTY OF SANTA CRUZ

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NEWS RELEASE



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ON CYBER MONDAY, COUNTY LAUNCHES NEW APP POWERED BY HUMBL

Santa Cruz County is proud to announce the launch of a new MySCCounty+ app, incorporating all the functionality of the MySCCounty app but providing residents a digital platform to purchase and store digital permits and other County services – in time for Cyber Monday.

Available on the App Store and Google Play, MySCCounty+ still allows residents to access community services, apply for public benefits, sign up for emergency alerts, report potholes, abandoned vehicles and other nuisances, and access many other programs and services. But the new app also represents a technological advancement by allowing residents to purchase and store digital permits and other credentials on their electronic devices.

“With the launch of the new MySCCounty+ app, the County has taken a technological leap forward that helps lay the groundwork for fully secure anywhere, anytime County services,” Santa Cruz County Board of Supervisors Chair Zach Friend said. “No other local government in California is as dedicated to leveraging the power of technology to serve residents.”

The MySCCounty+ app allows visiting relatives or anyone else to secure RV Parking permits for roadways in unincorporated areas. Additionally, the app allows public safety officials and residents to rapidly verify whether someone has permits without needing to make contact with permit holders. Additional permits and other available credentials will be included in future updates.

The app is powered by HUMBL, a San Diego-based technology company that develops mobile apps for digital payments, including transactions founded on blockchain technologies. This is the first municipal app developed in conjunction with a local jurisdiction in California.

The app includes a library of credentials called a “Vault.” Payments are made online, and HUMBL does not store or have access to users’ financial information. Similar to other apps, the highly secure MySCCounty+ app can use biometrics to login for an additional layer of security.