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Workers unloading Harold L. King Coffee in Alameda California on March 25 (William S. Woodhams).

Abstract

When I began my journey at UC Berkeley Graduate School of Journalism in late 2024, the future and past of our noble profession seemed in flux. Change was afoot even for the biggest or most august institutions. *The New York Times* was putting vertical video on the homepage, *the Washington Post* was pulling endorsements and TikTok was being banned. As we watched the election results come in from North Gate Hall, the stakes could not have been higher.

The articles presented here are my efforts to report on the Trump administration's policies in the areas of trade, immigration and healthcare.

On April 1, 2025, "Liberation Day," I pitched several San Francisco outlets about the onerous effects of tariffs on the importation of coffee. A father and son importer faced bankruptcy from Trump's tariffs. Cafes raised prices. After about two hours I received a bunch of rejections but also some interest (proving editors will respond quickly when you have the goods and timing right). Later with 150,000 burlap coffee bags stacked overhead in a huge warehouse in Alameda, I discovered that fewer bags were entering the country because of the cost.

Over the summer I continued to follow Trump's trail in Santa Cruz. Flock Safety, the license plate reader company, promised local police departments an easy way to solve crimes. But what they had also done was allow federal authorities access to California databases for immigration enforcement purposes in violation of state law. A public campaign against Flock, citing my report, made Santa Cruz the first city in California to cut ties with the company this fall.

And finally, I present a breaking story on the closure of a local Planned Parenthood, one of many closed last year as a result of Trump's cut to Medicaid. I heard a rumor but I couldn't confirm anything so I got a haircut. When I returned with a nice quiff, it was 5 p.m. and there was a confirmation. A steadier reporter on the beat called dibs. However, I got the county supervisor to comment on the phone first and started writing. Two hours later, my editor might have had some regrets as she cleaned up my copy, but we got it out. Note for next time: a haircut gives a boost of confidence but a pre-written draft gets everyone home on time.

I am so grateful to have had the chance to work with all my amazing friends, professors and editors over the last two years. I want to thank Owen Thomas at *San Francisco Business Times* for his encouragement and Tamsin McMahon at *Lookout Santa Cruz* who passed away this year for her stalwart belief in me. She worked late into the evenings, even as she underwent cancer treatment, and sometimes I would find her in the dark editing furiously away at her desk, and we would discuss the progress of my stories. Her curiosity about what I was working on made me feel part of the newsroom and improved my reporting instincts. When she insisted I ask the police a third round of follow-up questions, I listened because she cared. I am very proud of what we did. And Tamsin, when I declined your offer to sue the city to get records, I really did want

to, but I also didn't want to cause any extra trouble. But as you taught me that wasn't a problem, that was a good story. Onwards to the next story!

Coffee Importers Get the Jitters

Harold L. King & Co. has seen plenty of price shocks over the decades.
Trump's trade war is something new

By William S. Woodhams

San Francisco Business Times

Coffee keeps John King up at night, but not the way it might for most of us.

The chief financial officer of Harold L. King & Co., a family-owned coffee importer in Redwood City, has a lot of new worries this year. Those 21.6 metric tons of green Sumatran Grade 1 beans that glided into the Port of Oakland in March, for example, kept King on tenterhooks, as he waited to see if customs officials would flag the shipment for an intensive exam.

That level of scrutiny means a shipper must unload and reload containers at its own expense. For King, that's the difference between a profit or a loss. He's already seen four such examinations this year, adding up to \$9,500 in extra costs.

The bigger worry is the tariffs President Donald Trump announced in April, then put on pause for 90 days. That grace period theoretically crashed to an end on July 8, but the policy shifts kept coming. In recent days, Trump followed a trade deal with Vietnam, a major coffee exporter, with threats to impose new tariffs on the BRICS countries, a grouping that includes coffee giants Brazil and Indonesia, over policy disagreements. Though Trump's tariffs face legal challenges, the uncertainty has roiled global coffee markets for months.

There has never been a harder time to be in the coffee business, King said, due to the high cost of financing, delays in shipping and unexpected fees. The company's profit margins are around 2.8% — punishingly thin.

Now tariffs threaten to compound the risks that importers face shipping coffee into the United States, which will mean higher prices for consumers buying coffee hot from a neighborhood cafe or in bags from the grocery store.

The possibility of additional tariffs being levied on coffee-exporting countries like Indonesia and Brazil has sowed uncertainty into a previously predictable business.

“What's difficult about it right now about being an importer is the risk,” King said. Lock in prices at the wrong time — in between gyrations in trade policy, for example — and your business could be roasted.

Global business, local opportunity

King's father Harold King started his eponymous firm in 1958 when the coffee trade was dominated by big coffee wholesale importers that would sell to other big coffee roasters like Folgers. King's business made a name by supplying higher-quality beans to local buyers; one of them was a Dutch immigrant named Alfred Peet whose Berkeley roastery gave birth to both Peet's and Starbucks.

Today King handles most of the trading and hedging, while his son Chris primarily handles import logistics, tracking coffee contracts from suppliers across the globe. Customers these days are mostly private-label brands like Trader Joe's.

As the elder King explains, there is more to it than just moving coffee from point A to point B — picking the right beans from the right suppliers, all while assuming the risk of delivery, is not as easy as some people think.

Even before talk of tariffs, coffee prices were already at record highs, hitting its peak in February at over \$4.30 per pound over fears of upcoming supply shortages due to climate change. Last year, the price of a benchmark coffee futures contract rose over 70%.

Today, the coffee futures price sits at \$2.78 a pound. Most coffee trades around a 40 cent premium to the futures price, making unroasted green coffee about \$3.18 a pound. A standard shipping container filled with beans now costs about \$150,000. Just a year ago, that container would have cost just \$88,000. Tariffs fall on top of that; in the past two months, King's company has paid over \$100,000 in tariffs.

Start Right Retail estimates that beans account for 8% of the retail price of a cup of coffee, so this price increase is inevitably percolating down into the consumer market.

Andytown Coffee Roasters, a San Francisco specialty chain, raised prices 7% earlier this year. Owner Lauren Crabbe said this is something she tries "at all costs to avoid" because she worries about pricing customers out of their daily routine.

The coffee Andytown bought at the height of the market will be hitting shelves in the next six months. A relative drop in prices from those record highs has just about offset the rise in costs from tariffs.

“I’m really hoping we don’t have to raise our prices again,” Crabbe said. “It really, at this point, is going to depend on the impact of the tariffs. And you know, if we’re having to pay an additional 20% on certain coffees, we will have to spread that out somewhere.”

Tariff trouble

Drinking coffee is a deeply American tradition: The drink saw a rise in popularity starting in the Revolutionary War, as tea became associated with British rule.

What coffee isn’t, by and large, is an American-grown product. The logic of Trump’s tariffs — to bring back industries and jobs that left for overseas — doesn’t apply to coffee. Aside from a tiny if beloved Hawaiian crop that wouldn’t satisfy a single-digit percentage of domestic consumption and similarly small-scale production in Puerto Rico, there’s almost no industry to Reshore.

A flat rate of 10% tariffs on all U.S. trading partners took effect on midnight April 6 — including Brazil, the world’s largest coffee exporter. Vietnam and Indonesia, which produce 17% and 6% of global coffee, according to World Bank statistics, were set to face tariffs of 46% and 32% respectively. Vietnam struck a deal to reduce that to 20%, but Indonesia still faces the higher rate, now to take effect Aug. 1.

In a letter addressed to the U.S. Trade Representative Jamieson Greer, the United States National Coffee Association wrote that prices could rise 50% if maximum tariffs are levied because the United States imports practically all its coffee.

The back-and-forth over tariffs — from rumors to rollbacks to reports of deals — creates a tough situation for importers, who must lock in prices, then wait for the beans to arrive. During transit, anything might happen, and that could turn a profitable order into a money-loser.

Harold L. King & Co. is lucky in that it has no outside investors or long-term debt. The company self-finances orders or relies on a bank line of credit. Importers who have gotten overextended on loans could face financial stress in the coming months, according to King.

Even so, it’s not easy.

“The worst-case scenario is it drives us out of business,” King said. “We cannot operate at a loss. We have been taking a lot of losses lately just based on the shipping delays, and increased costs overall, chewing into profits. Things are more difficult for us.”

Murky brew

Tariffs aren't the only trouble the coffee business has faced.

It began when a shortage of containers during the pandemic caused delayed shipping. In 2022, the Federal Reserve began raising interest rates. Then in 2023, a drought in Panama reduced water levels in the canal and forced container ships to lighten their loads.

A container from Brazil would take 30 to 40 days to arrive on the West Coast before the pandemic. Now it takes around 80 for a shipment to arrive, according to King. That adds to borrowing costs to finance an order — potentially thousands of dollars. Drought in Brazil and inclement weather in Vietnam have also pushed prices higher.

Climate change will only exacerbate these trends by shrinking the range of land suitable for coffee, according to a study in *Plants*, a scientific journal.

“What we’re finding right now is a lot of folks are shy to buy because the market is so high,” said Sandra Loofburouw, an independent coffee consultant and taster. “Importers and traders are being very conservative with their buying. They’re probably relying on spot inventory more than they usually do, and so that means that sellers don’t have anyone to sell the coffee to, regardless of price.”

From port to pot

Once the beans get to port, the costs don't stop.

Shipping a container 8,500 miles from the Indonesian island of Sumatra to Oakland costs \$3,000. Moving the beans from the Port of Oakland to a coffee warehouse a little over a mile away costs another \$1,200.

At his office across from the Port of Oakland, David Weber, vice president of the Continental Terminals Annex, a coffee and tea warehouse, started a 40-year career in the coffee business by “throwing bags” — moving beans in a warehouse. There are 275,000 bags of coffee stored at Continental's Alameda facility; Continental charges just over a dollar a month per bag for storage.

The stockpile, however, is dwindling. On an average day, 250 more bags leave the warehouse than get thrown in — a sign that importers are getting cautious about inventory amid price volatility.

“I’m going backwards,” Weber said.

Earlier this year, the Annex dropped a 150,000-bag facility in San Leandro because of lack of demand. Volume in coffee warehouses is down by 50% nationwide, hitting levels last seen in the 1990s despite coffee consumption being the highest in 20 years, according to Weber.

Coffee importers have little incentive to store their beans at the facility with prices so high, according to Weber. It costs more to keep his beans in the warehouse than ship them directly from their destination, according to John King. The cost of storage doesn’t make it worth trying to bulk up on inventory and game out the tariff situation.

Weber has another Trump-related headache: The crackdown on immigration has scared away some potential workers.

“I think that there’s got to be recognition of the working population we have right now,” Weber said. “Unless I just hang this really big fat carrot in front of somebody, I can’t get people to throw the bags.”

The one certainty in the coffee business is a seemingly insatiable demand for the product. U.S. coffee consumption hit a 20-year high in 2024, according to the National Coffee Association, with annual spending hitting nearly \$110 billion. That may make it worth the grind of putting up with what could be years of uncertainty over trade policy.

“The administration has been so all over the place that I’m almost like, I don’t even want to invest too much of my energy into it because (Trump) could change his mind tomorrow,” Crabbe said. “I’m still hopeful that he will come to his senses a little bit, especially on food.”

[1737 words and link to [Coffee Importers Get The Jitters](#)]

Santa Cruz, Capitola and Watsonville pledged not to cooperate with ICE. A controversial license plate reader may be undermining that promise.

by William S. Woodhams
July 14, 2025
Lookout Santa Cruz

Three local police departments that have pledged not to cooperate with U.S. immigration agents are using a controversial license plate reader technology that shares details with hundreds of other law enforcement agencies in California, some of which have been found to be searching the network on behalf of the federal government.

Residents might be surprised to know their cars are being logged every time they drive through certain intersections in the city limits of Capitola, Santa Cruz and Watsonville.

The Santa Cruz Police Department has eight cameras which have logged more than 458,000 vehicle license plates in the past 30 days. Capitola has 10 cameras which have scanned more than 275,000 plates in the past month. Watsonville has 20 cameras which have detected over 255,000 cars in the past 30 days.

The cameras are courtesy of contracts that all three cities have with Flock Safety. The Atlanta-based surveillance technology company sells a system of cameras that monitors and sends real-time license plate information and car-identifying details like bumper stickers to those in its network.

Founded in 2017, Flock is now used by more than 5,000 law enforcement agencies, including hundreds in California. It offers solar-powered cameras that are cheaper than fixed-camera infrastructure and an easy-to-use platform, billing itself as a [“force multiplier”](#) and a [“means to do more with less.”](#)

Homeowners associations, schools and other organizations can also buy the cameras to track who comes into and out of their areas. Police say the cameras do not take pictures of identifiable

individuals and are mostly used to identify stolen vehicles. But the extensive network allows police departments in California to access each others' data through an interconnected database.

In the 30 days leading up to July 10, there were nearly 170 searches conducted on the Santa Cruz Police Department's Flock network, 67 searches of the Capitola Police Department's database, and 280 searches of the Watsonville Police Department's system. Flock also triggered 7,600 "hotlists" hits — license plates that a Flock user has asked the system to flag — for Watsonville police in the 30 days ending July 10.

The American Civil Liberties Union and the Electronic Frontier Foundation have been vocal opponents of the technology rolling out across the nation, objecting not to the collection of license plates for tracking stolen cars but the creation of ["comprehensive records of everyone's comings and goings,"](#) specifically targeting those people seeking sanctuary from immigration authorities or abortions in California.

While California law prohibits local agencies from sharing license plate data with federal agencies like Immigration and Customs Enforcement (ICE), privacy advocates have identified a potential backdoor: Local law enforcement agencies are allowed to search Flock databases themselves on behalf of federal authorities, often listing vague reasons like "investigation."

Though Flock disabled data-sharing across state lines for California law enforcement agencies in June after [media reports](#), critics say the system's fundamental flaw remains: Once the data is collected by one law enforcement agency, there's limited oversight of how other departments in California search or use it. Flock Safety did not return a request for comment.

To test the flaw, a civil liberties group, Oakland Privacy, filed a public records request for one month of the Riverside County Sheriff's Office Flock data. The county's sheriff, Chad Bianco, is an outspoken supporter of President Donald Trump who is [running for California governor in 2026](#). He initially pledged to work with ICE to defy the California Values Act, which prohibits local police from helping federal immigration enforcement, before publicly saying he would follow California law.

The privacy group found that Riverside County sheriff's investigators had conducted four searches of Flock data between April 28 to May 30 with the reason for the searches listed as "hsinvest" — which Oakland Privacy said references "Homeland Security investigations" — despite state prohibitions. The advocacy group also flagged two searches related to U.S. Customs and Border Protection.

The Riverside County Sheriff's Office has said the searches were for narcotics and human trafficking investigations, and not on behalf of the federal agency, [according to CalMatters](#). The office was also sharing data with a police department in Louisiana before Flock [removed the cross-state](#) sharing feature for agencies in California, according to Mike Katz-Lacabe, director of research at Oakland Privacy. The Riverside County Sheriff's Office did not respond to Lookout's request for comment.

Oakland Privacy said it is "crystal clear" that California license plate data is being accessed for federal immigration investigations. "Local governments must do some soul-searching," Oakland Privacy wrote in a statement, "in particular those who publicly claim to defend immigrants, defend the rights of Californians, and defend civil rights."

Santa Cruz Police Chief Bernie Escalante said he believes the Flock system has largely been a positive addition to the community for local law enforcement agencies since it makes it easier to apprehend people who are wanted on criminal charges. "I think it has been beneficial to have it because I'm not aware of anything that's been used in a negative way," he said.

However, he acknowledged the potential downsides, including the possibility that local license plate data could be shared with other law enforcement agencies in the state that could use it in ways that don't align with local police departments' policies or values, such as working with federal immigration agencies.

"I don't disagree it is a little bit of an issue with the Flock system," Escalante said. "And obviously we signed onto this thing before this administration took a stance on immigration the way that they have, so this sort of nuance was not an issue when we were trying to purchase the cameras and get into a contract."

When the Santa Cruz Police Department proposed acquiring 14 Flock Safety cameras using a \$84,000 grant made available from the Department of Homeland Security in 2023, there were [concerns](#) about the loss of privacy and potential opportunity for abuse.

In response, the city council shortened the length data could be kept on Flock servers from one year to 30 days, and added language saying it cannot be shared with federal or out-of-state agencies, before approving Flock in December 2023. Even so, Mayor Fred Keeley and former councilmember Sandy Brown voted against it.

"When, at the local government level, I can push back against more and more unwanted governmental snooping on us as we go about our daily lives, I intend to do so," Keeley wrote in

an email to Lookout last week while on vacation out of the country. He did not reply to a question about whether he felt the use of the Flock data contradicts the city's stated values.

The Santa Cruz Police Department shares Flock data with at least 307 law enforcement agencies in the state, including the Riverside County Sheriff's Office. Capitola shares Flock data with about 269 California state and local agencies, such as California State Parks and the UC Berkeley police department.

Watsonville public information officer Michelle Pulido did not provide information about the government agencies that are allowed to search the Flock data of the city's police department. However, she said no federal agents see the city's Flock data. "If they were to request access, we would deny that and, no, they cannot gain access without our authorization," she said.

The Scotts Valley Police Department does not use the Flock system or other stationary readers. The police department operates mobile license plate readers, according to Capt. Scott Garner. A spokesperson for the department said the license plate information is not shared with anyone.

The Capitola Police Department said it has never been asked for license plate data by any federal authority since the cameras were installed less than a year ago, but Operations Capt. Leo Moreno said the department would consider sharing it with other federal agencies for criminal investigations unrelated to immigration, and it would have to be approved by a supervisor. He gave the hypothetical example of a request by the U.S. Marshals Service for information related to a vehicle spotted in Capitola that the federal agency believed was connected with a homicide.

"If we have any concern that it potentially could be associated with immigration, obviously, we would deny it," Moreno said.

Escalante said Santa Cruz police would refuse to knowingly share information with other police departments that intended to pass the details onto immigration officials, but officers don't have a way of routinely monitoring how other California law enforcement agencies are using SCPD's Flock data.

City policy allows the department to deny a request from an outside agency if senior police officials don't believe the request is for a "valid crime." However, Escalante said he didn't know if the department has ever denied a search request from another law enforcement agency in California. The police are really "not aware" of what other agencies do with the data, he said.

"I can tell you that if any agency called and disclosed that they were looking at information, either to share with federal enforcement or to conduct immigration enforcement, we would not

share that information,” Escalante said. “I guess, at some point you rely on people in this profession to have a high level of integrity.”

He added that even if Santa Cruz license plate data is shared with federal agencies by other police departments in California, license plates alone don’t prove someone’s immigration status. Investigators still need to search the plate to find out who owns the car and then they need to go the extra step to physically detain the person, he said.

Local police departments also frequently search other jurisdictions’ Flock data, according to public data and the Riverside sheriff’s department database [obtained by Oakland Privacy](#).

Watsonville police did several searches of data from Riverside’s cameras, including listing vague reasons such as simply “investigation.” Pulido, the city’s public information officer, was not able to provide information on how many searches Watsonville police do on the Flock networks of other jurisdictions or whether other departments could search Watsonville’s system with a similarly vague reason, instead directing Lookout to file a public information request. The request, filled July 7, is still pending.

The data also shows that Santa Cruz police searched Riverside’s Flock data more than 200 times in May. Some reasons frequently given included “ocedtf,” or “cannabis open in a veh,” or listed case numbers. An officer must provide a reason for the search if the case number is not available, according to the SCPD policy. Under California law, the requester must provide the purpose for accessing the information.

Santa Cruz police didn’t respond to questions to clarify what “ocedtf” stands for, though it closely matches the acronym for Organized Crime Drug Enforcement Task Force, a federal Department of Justice program.

An audit of the searches conducted by the Santa Cruz Police Department in the Flock system will be done for the first time this fall, Escalante said. However, the audit won’t examine what other departments are searching for in Santa Cruz’s database and if the reasons for those searches are valid, according to Escalante.

Peter Gelblum, chair of the Santa Cruz County ACLU chapter, said the Flock Safety system reminds him of Palantir, a company with deep connections to the federal government that centralizes data from the military and other departments, and highlights the dangers of technology firms that compile databases from multiple sources and then make them accessible to many users.

“Everything is available, and that’s sort of the fundamental problem that is unavoidable with [license plate cameras] and any other kind of surveillance technology,” Gelblum said. “Once the data is there, once the data is collected, it’s vulnerable to being accessed by people who shouldn’t have it.”

FOR THE RECORD: This story has been updated to add detail from the Scotts Valley and Watsonville police departments.

[1945 words and here is the link to the original [Santa Cruz, Capitola and Watsonville pledged not to cooperate with ICE.](#)]

Santa Cruz Planned Parenthood clinic abruptly shuts down amid Medicaid cuts

by William S. Woodhams

July 25, 2025

Lookout Santa Cruz

The downtown Santa Cruz Planned Parenthood health center abruptly closed its doors Thursday after a federal court order allowed Medicaid funding cuts to go ahead for most of the abortion provider’s clinics in California.

[Planned Parenthood Mar Monte](#) closed five offices, including Santa Cruz, South San Francisco, San Mateo, Gilroy and Madera, which collectively served 23,000 patients in the fiscal year that ended June 30.

Mar Monte is the largest Planned Parenthood affiliate in the country and oversees 35 health centers in California and Nevada, including the Santa Cruz and Watsonville offices. It laid off 62 employees on Thursday and has cut at least 120 staff in total since July 4, Andrew Adams, Mar Monte chief of staff, said in an interview with Lookout.

“It’s a great setback for our organization, but it’s not the end of Mar Monte’s ability to provide sexual reproductive health care,” Adams said. “There’s a lot of work ahead in the fight for our organizational survival and our ability to care for patients, but these devastating decisions that we

were forced to make today to close the five health centers ... we hope will ensure that we can stay in this fight, and ensure that we're still around no matter what."

The Santa Cruz clinic provided a wide range of health services for low-income residents beyond abortions, including prenatal care, mental health treatment and family health care. "Abortion is just 3% of our services — 97% of the time, we're providing contraception, breast exams, Pap tests, treating sexually transmitted infections," Gail Michaelis-Ow, a longtime nurse practitioner with Planned Parenthood Mar Monte, [told Lookout in 2022](#).

Clinics near other health care providers that could "pick up the slack," or that had outdated infrastructure, were chosen to be closed first, Adams said.

The new [downtown public library mixed-use project](#) was one reason why the Santa Cruz operation was picked for closure, Adams said. The clinic at Cathcart Street and Pacific Avenue fronts onto the parking lot that is slated to be closed for the library construction. Adams said patients who require services were being directed to Planned Parenthood's [Watsonville location](#), which remains open.

By 5:30 p.m. Thursday, the clinic on Pacific Avenue was closed, with all of its lights turned off. Both the building's exterior door and the clinic's second-floor entrance had a piece of paper taped to them notifying people of the closure and telling patients to book a telehealth appointment via the organization's website, or to visit another health center.

The closures are an attempt to put Planned Parenthood Mar Monte on better financial footing, Adams said. The organization faces a projected \$100 million deficit this year and is forecasting a 50% drop in revenue, largely as a result of cuts to Medicaid reimbursements.

The affiliate has 35 health centers serving more than 300,000 people, and relies on Medicaid reimbursements for a majority of its revenue. Following the Medicare cuts, Mar Monte lost \$1.7 million from salaries and operational expenses.

Planned Parenthood Federation of America sued the Trump administration on behalf of its membership earlier in the month over provisions in the congressional budget reconciliation bill that effectively ban Medicaid reimbursements to large health care clinics that provide abortions.

On Monday, a federal judge in Massachusetts issued a preliminary injunction blocking Medicaid

cuts from taking effect for certain providers, but the ruling applies to only a handful of Planned Parenthood health centers in the country. Clinics in California [were not covered by the ruling](#), allowing the cuts to proceed across the state. A previous temporary restraining order that had prevented the cuts from going into effect has since expired.

County Supervisor Justin Cummings, whose district includes Santa Cruz, called the clinic's closure "really tragic" and said any attempt to bring it back would be challenging.

"Once you close a facility they have to renegotiate leases, you have to rehire people. It's going to be more expensive," he said. "And so the loss of this level of health care in our community is really going to be really negatively impacting, not just low income people, but in particular women and people who rely on these services."

To try to fend off insolvency, Planned Parenthood is in talks with the state for funding and is going back to donors who have opened their wallets to Planned Parenthood before, Adams said. Last year, Mar Monte received \$16 million in donations last year, and facing steep cuts in federal funding, it is asking supporters to "dig deeper" than they ever have before.

[757 words and here is the link to the original [Santa Cruz Planned Parenthood clinic abruptly shuts down amid Medicaid cuts](#)]

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Source List:

Andrew Adams, Mar Monte chief of staff
Justin Cummings, county supervisor
Lauren Crabbe, owner of Andytown Coffee Roasters
Bernie Escalante, Santa Cruz police chief
Peter Gelblum, chair of the Santa Cruz County ACLU chapter
Mike Katz-Lacabe, director of research at Oakland Privacy
Fred Keeley, mayor of Santa Cruz
John King, coffee importer
Chris King, coffee importer
Sandra Loofburouw, an independent coffee consultant
Leo Moreno, Capitola police captain
Michelle Pulido, Watsonville public information officer
David Weber, vice president of the Continental Terminals Annex