



County of Santa Cruz

DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

979 17TH AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD/TTY: call 711

JEFF GAFFNEY
DIRECTOR

PARKS AND RECREATION COMMISSION AGENDA

Monday, October 3, 2022,
7:00pm – 9:00pm
Regular Meeting (virtual)
Meeting Link <https://us06web.zoom.us/j/3689630872?pwd=aGR4eEFySDNtMkFnbkE0aUx5OXhEQT09>

Zoom Meeting
Meeting ID: 368 963 0872
Passcode: 790501

I. CALL TO ORDER / ROLL CALL

II. AGENDA MODIFICATIONS

III. ORAL COMMUNICATIONS

Any person may address the Commission during its Oral Communication period. Speakers must not exceed three (3) minutes in length or the time limit established by the Chair, and individuals may speak only once during Oral Communications. All Oral Communication must be directed to an item listed on today's Consent Agenda, Closed Session Agenda, yet to be heard on Regular Agenda, or a topic not on the agenda that is within the jurisdiction of the Commission. Commission members will not take actions or respond immediately to any Oral communication presented regarding topics not on the agenda but may choose to follow up later, either individually, or on a subsequent Commission Agenda. Oral communications will normally be received by the Commission for a period not to exceed thirty (30) minutes. If, at the end of this period, additional persons wish to address the Commission, the Oral Communication period may be continued to the last item on the agenda.

IV. CONSENT AGENDA

- a. Approve minutes from August 1, 2022.....Page 3-4
- b. Consider Reports:
 - 1.Aquatics Section ReportPage 5
 - 2.Planning Section Report.....Page 6
 - 3.Recreation Section Report.....Page 7-8
 - 4.Reservations Section ReportPage 9
 - 5.Volunteer Section Report.....Page 10-13

V. COMMISSIONER REPORTS

VI. DIRECTOR'S REPORT

VII. REGULAR AGENDA – Action Items

- a. Discuss and adopt resolution approving the commission's findings under AB 361

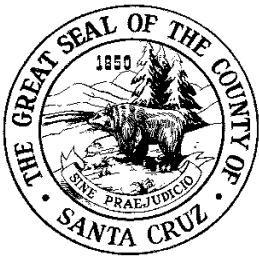
VIII. REGULAR AGENDA – Information Items

- a. Presentation from the County Administrative Office on the 2023-25 Operational Development Process
- b. Review County Parks renaming policy
- c. Discussion on cup tax revenue and its potential impact on County Parks
- d. Discuss by-laws update sub-committee

IX. NEXT MEETING: Monday, December 5, 2022, 7:00-9:00 p.m. - Virtual Meeting via Zoom if determined by the commission

X. WRITTEN CORRESPONDENCE LISTING

XI. ADJOURNMENT



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JEFF GAFFNEY
DIRECTOR

PARKS & RECREATION COMMISSION Minutes of August 1, 2022, 7:00 p.m. Regular Meeting Virtual via Zoom

I. ROLL CALL

Present: Monica Martinez, Maggie Duncan-Merrell, Martha Victoria Vega
Staff: Jeff Gaffney, Rebecca Hurley, Noah Ross

II. AGENDA MODIFICATIONS

- a. Move regular item a to the top of the agenda (Duncan-Merrell/Martinez 3/0)

III. ORAL COMMUNICATIONS

1. Jean Brocklebank Subject: Would have liked to see item F from the 6/6/2022 meeting appear on tonight's agenda. Wondering why it was left off.

IV. CONSENT AGENDA

Motion: Approve Minutes of June 6, 2022 & May 5, 2022 (Vega/Martinez 3/0)

V. COMMISSIONER REPORTS

Martinez 5th District: Has had the opportunity to explore some 5th district parks since the June 6th meeting. Met with Friends of Felton Library to discuss common goals. Also met with Friends of Quail Hollow who care deeply about the park, have great vision for the future. Met with Parks Superintendents to discuss Highlands Park sports fields.

Vega 4th District: Grew up in south Santa Cruz County going to all the great parks including Pinto Lake. Looks forward to collaborating both internally and externally.

Duncan-Merrell 3rd District: Had an incredible time at Woodies on the Wharf. Was great to see the public taking part in outdoor recreation. Junior Lifeguards in full swing which is exciting to see.

VI. DIRECTOR'S REPORT

- Reminder that Kim Namba is the Department's new Deputy Director, Jillian Ritter is the new Administrative Services Manager.
- Krystal is our new Program Coordinator, came from Human Services Department and we are very excited to have her.

VII. REGULAR AGENDA – Action Items

- a. Motion to nominate Maggie for Chair (Martinez, Vega 3/0)
- b. Motion to nominate Monica for Vice Chair (Duncan-Merrell, Vega 3/0)

- c. Motion: Adopt resolution approving the commission's findings under AB 361 (Martinez/Vega, 3/0)

VIII. REGULAR AGENDA – Info Items

- a. Emilia Gamboa, Departmental Administrative Analyst, gave presentation on Recreation and Cultural Opportunities Grants
- b. Commission discussed possible uses of Cup Tax revenue, including Park Rangers. Recommendation that this item be brought to action at the next meeting.
- c. Mariah Roberts provided an update on County Park Friends.
- d. Commission had discussion on County Park naming and renaming policy
- e. Commission discussed bylaws and possible subcommittee
- f. Discussion on Rosenberg's rules of order

IX. NEXT MEETING: Monday October 3rd 7:00-9:00 p.m. Virtual Meeting via Zoom.

X. WRITTEN CORRESPONDENCE LISTING

XI. ADJOURNMENT – Meeting adjourned at 8:41 p.m. (Vega/Martinez 3/0)



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JEFF GAFFNEY
DIRECTOR

Date: October 3rd, 2022
To: Parks and Recreation Commission
From: Max Friedmann, Aquatics Supervisor
Subject: Aquatics Section Report

Simpkins Fall Programing

- The Swim Center moved to its “Fall” schedule starting August 8th.
- The Swim Center will continue to offer lap swim and recreation swim daily in the Fall and limited swim lessons.
- Additionally, the Swim Center hosts local youth club swim teams Monday through Friday as well Dominican Hospital’s rehabilitation classes every Monday, Wednesday, and Friday.
- The Swim Center offers Low Stimulation hours every Wednesday from 3-5pm. This program is geared for folks with adaptive needs that benefit from a quitter environment while using our pools.
- Red Cross Lifeguard certification courses were offered at the Swim Center in September and will continue into October.



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JEFF GAFFNEY
DIRECTOR

Date: October 3, 2022
To: Parks and Recreation Commission
From: Rob Tidmore, Michael Hettenhausen, and Mike Pruitt, Park Planners
Subject: Planning Section Status Report

Anna Jean Cummings Mitigation Plantings

Parks staff collaborated with County General Services Department (GSD) staff to release the bid documents for installation, maintenance, and monitoring of the plantings. A virtual pre-bid conference was held on September 13th to answer questions by potential contractors. Bids will be received by October 5th, reviewed by Parks and GSD staff, and a contractor will be selected. Plantings will occur mid- to late-November.

Hidden Beach

The State Coastal Conservancy Board of Directors is considering funding a second grant for the preparation of construction documents as well as the purchase and installation of the permanent restroom building. If approved at the Conservancy's September 22nd meeting, the Department will enter into a new contract with SSA Landscape Architects to prepare the construction documents, submit for a County building permit, and collaborate with GSD to bid the installation of the restroom.

Moran Lake

Staff has received and reviewed the technical reports provided by our consultants. Per feedback from the project team, input from community events, and information in the technical reports, the consultants are drafting the site plan, which will be provided to County Planning for review/approval. Additionally, the consultants are continuing to model and monitor the lagoon monthly.

North Coast Facilities and Management Plan

Parks staff has held two Working Group meetings with our design consultant, Placeworks. Per feedback from the Working Group members, the consultant has prepared a webmap, a comparative review matrix of all existing North Coast planning documents, and a project logo/brand for the community events, which will be held in October and November.

Willowbrook

Department staff continues to work with fundraising partners, County Planning and Building permits staff, and SSA Landscape Architects to move forward with the reimagining project.



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JEFF GAFFNEY
DIRECTOR

Date: October 3, 2022
To: Parks and Recreation Commission
From: Jaime Jimenez, Recreation Supervisor
Subject: Recreation Section Report

Learning and Enrichment Camps

- We have continued to offer our Learning and Enrichment Camps at various sites throughout the County.
- At these sites, Recreation Staff provide various active games, arts and crafts, outdoor nature, and science enrichment activities for stable groups of up to 12 elementary school aged children.

Partnerships with Local Recreation Departments

- We have continued to work with our partners - City of Watsonville, City of Capitola, Pajaro Valley Unified School District, DELTA Charter School, City of Santa Cruz, Santa Cruz County Animal Shelter, and County Parks Friends non-profit. The recreation team is assisting the partners mentioned above with summer offerings collaboration and ideas to provide programs throughout the county.
- With our support they have been able to open and operate multiple special events. Shoreline Middle School welcome back to school BBQ, Youth Action Network in Watsonville, movie night, Parks & Rex Special Event.

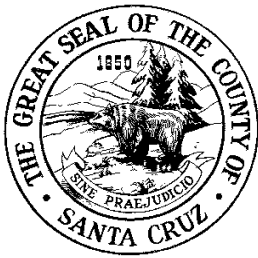
Recreation Programs & Contractual Agreements

- The recreation team continues seeking out potential contractual agreements with groups and individuals in the community to offer positive recreational programs in our county.
- We make strides in fostering human development opportunities and providing a safe place for the community to recreate.
- The Parks team is securing a contract for Salsa Dance classes, extended agreements with our Mall Walkers and Bridge Club for active adults.
- For youth, we continue working with the La Selva Public Library to offer computer access to youth.
- National Academy of Athletics continues offering youth ages 3-12 with sport programs.
- A partnership between the Parks Department and the Pajaro Unified School District has been set in place to provide afterschool care for youth KT-6th grade at Mar Vista Elementary School.
- Turning the Tide Grant – provides 26 youth in the South County coastal stewardship and water safety components alongside with the City of Watsonville Parks & Community Services Department.
- Outdoor Education Program Grant – The Parks team has partners with the Friends to provide outdoor education opportunities to youth in the Live Oak area. The first trip is scheduled for October 30th.
- Parks team is working with the Santa Cruz County Sheriff's Office to host the 6th Annual Trunk o Treat on October 28th.

- Other recreation programs include Water Harvest Festival at Heart of Soquel 10/8, Corazon De Mujer at Chanticleer Park with County Parks Friends non profit.

Marketing Efforts

- The Department marketing efforts this month consist of working on updating the website and creating a summer activity guide to inform the community of upcoming recreational opportunities and to help navigate their interest in our reservations and registrations system and opportunities on the Web.
- The Department has continued to create our marketing flyers in both Spanish/English.



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JEFF GAFFNEY
DIRECTOR

Date: October 3, 2022
To: Parks and Recreation Commission
From: Sarah Shea, Recreation Supervisor
Subject: Reservations Section Report

Picnic Reservations continue to be strong and steady through the summer and early fall.

Athletic Field Permits Fall Season, primarily soccer and traveling baseball teams are underway. Conversations with girls leagues not historically using County Parks has been started with a goal to integrate these leagues into our calendar.

Concessionaires: starting the process of evaluation for RFP cycle in upcoming year at snack shakes/concession stands.

Venue Rentals:

Enjoying a thriving summer and fall season of weddings and events throughout the venues. Fall starts the marketing and advertising phase for 2023 venue rentals.

Special Events: Our annual Parks and Rex Event was held on August 20, 2022. We hosted over 420 individuals and 160 dogs! The event was sponsored by five local organizations, and we were able to raise over \$18,000 shared with youth program scholarships and the Animal Shelter Foundation.

The following special events were permitted between June-September:

- Deputy Sheriff's Association at Aptos Village Park
- Aids Ride
- Arukah Project 5k and festival Fundraiser at Aptos Village Park
- Annual 4th of July Festival, Aptos Chamber at Aptos Village Park
- White Hawk Dances at Pinto Lake Park
- The True Love Music Festival at Aptos Village Park
- Hats, Hops, Hucks Ultimate Frisbee Tournament at Highlands Park
- Ben Lomond Fellowship Event at Felton Covered Bridge
- Walk to End Alzheimer's at Seascape Park

Commemorative Program added 18 new features throughout our Parks since the beginning of this year. Continued renewal phase from our previous features and sunsetting of some features has led to us offering and confirming donors from our ocean view waitlist.

Staffing: Reservations continues to support Reception with the help from our wonderful Park Services Officer Team.



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JEFF GAFFNEY
DIRECTOR

Date: October 3, 2022
To: Parks and Recreation Commission
From: Margaret Ingraham, Volunteer Program Coordinator
Subject: Volunteer Program Report

Felton Discovery Park

We have monthly community volunteer days that are held the first Saturday of the month where volunteers help to keep the park clean, weeded and pruned. The next volunteer day will be October 1 from 9-11. We also have independent volunteers who help in the park on a regular basis and received 11 hours of community service from a participant who removed invasive plant species.

Quail Hollow Ranch

Docents hold the Visitor Center open in the afternoons during weekdays and Sunday when the park is busiest.

Docent, Richard James gave a Quail Hollow Ranch history talk to members of the Museum of Natural History and a few members from the public.



The Trail Crew continues to meet weekly keeping the trails in great shape.

Monthly star gazing is offered at Quail by the SC Astronomy Club for free to the public. Members of the SC Astronomy Club volunteer in our park and bring their large high tech telescopes for the public to enjoy. This group of volunteers are very knowledgeable about Astronomy and love share their passion with the public. The August star party brought out 6 volunteers and 21 members from the public. The September star party brought out 17 volunteers and 24 members from the public.

The next star party is October 21, sunset is at 6:23pm so come before to enjoy the experience.

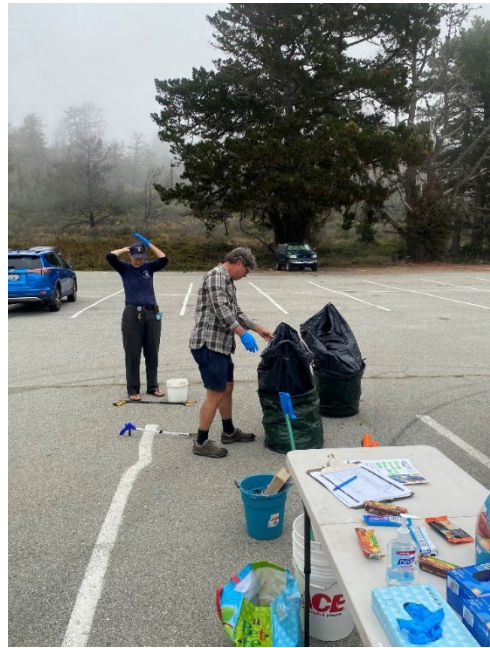


Also at Quail we received 18 hours of Community Service work and the participant painted many fence boards.



Keep America Beautiful Grant

We held 7 Beach clean-up days on the North Coast. We engaged with 65 volunteers and picked up approximately 560 pounds of trash. Pictured below are some of the groups and volunteers.



Felt Street Park

Shady Lady volunteers for Felt Street Park purchased a Tulip Tree and maintenance staff planted it. Plans are being made to have more trees planted at the park to increase the amount of shade.



Workability volunteers at Anna Jean Cummings and Willowbrook Park

The workability volunteers are back again this school year to volunteer their time at our Parks. Maintenance staff supervise them on projects where students can learn new skills and gain work experience. The groups of up to 5 students meet at AJC and Willowbrook Park on Tuesdays and Thursdays from 10 – 12

Also at Willowbrook we have a volunteer watering the newly planted plants to keep them alive until we get irrigation to them.

Heart of Soquel

We have a new volunteer at Heart of Soquel and she will focus on graffiti abatement.

BEFORE THE PARKS AND RECREATION COMMISSION OF THE COUNTY OF SANTA CRUZ

RESOLUTION NO. 22-1

**SANTA CRUZ COUNTY PARKS AND RECREATION COMMISSION'S
FINDINGS PURSUANT TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE
MEETINGS AS A RESULT OF THE CONTINUING COVID-19 PANDEMIC STATE OF
EMERGENCY AND HEALTH OFFICER RECOMMENDATION FOR SOCIAL DISTANCING**

WHEREAS, the Parks and Recreation Commission is a legislative body under the Brown Act as defined under Cal. Gov. Code section 54952(b) and Santa Cruz County Code Section 2.38.110; and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 ("AB 361"), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on February 7, 2022, the Parks and Recreation Commission held initial teleconference meeting under AB 361; and

WHEREAS, this Commission has reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of members of the public to participate safely in person and further finds that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the Parks and Recreation Commission deems it necessary to utilize the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the Parks and Recreation Commission makings the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the Parks and Recreation Commission.

Section 2. Effective immediately, and for the next 30 days, the Parks and Recreation Commission will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today’s findings, or at the next scheduled meeting, the Commission will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the Parks and Recreation Commission in Santa Cruz, State of California, this 3rd day of October, 2022, by the following vote:

AYES: 4
NOES: 0
ABSENT: 0
ABSTAIN: 0

Commissioner, Parks and Recreation Commission

ATTEST: _____
Department Staff

Approved as to Form:

Office of the County Counsel

A Santa Cruz Like Me

The Value of Representational Government



This is a summary of the “A Santa Cruz Like Me” report that was completed at the end of 2021. For the full report, please visit the Santa Cruz Community Ventures website at www.sccvonline.org.

BACKGROUND

“A Santa Cruz Like Me” is a partnership between Santa Cruz Community Ventures (Ventures) and Santa Cruz County to paint a picture of Santa Cruz County’s representative bodies. The effort started with a recognition of the value of representative government, which ensures the diversity of our government reflects the diversity of our region.

Both Santa Cruz County and Ventures recognize the value of a representative government and how this can affect economic decisions. This data-driven effort also aligns with Santa Cruz County’s Strategic Plan goals to create a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant. To view the Santa Cruz County’s Strategic Plan visit www.santacruzcounty.us/VisionSantaCruz.aspx.

METHODOLOGY

“A Santa Cruz Like Me” survey was delivered to Santa Cruz County Commissions, Boards, and Supervisors to voluntarily disclose demographic and population descriptive indicators.

This was the first opportunity for appointees to provide demographic information about themselves. In total, 45% of all possible respondents returned a completed survey.

The team reviewed and compared overall population numbers from DataShare Santa Cruz, the central hub of information for Santa Cruz County with the most current data, and identified indicators with variances of 5% or higher from the population, with special review of variances of 10% or higher.

KEY FINDINGS

1. Critical under representation of South County residents.
2. Critical under representation of renters.
3. Critical under representation based on race, ability, and age.
4. Critical over representation of college graduates as compared to county population.
5. Optional participation limited response rate to 45% of those surveyed.

RECOMMENDATIONS

The “A Santa Cruz Like Me” report ends with recommendations which were presented to the Board of Supervisors in December 2021. The recommendations were to create a committee to review variances highlighted in the report and propose solutions, collect demographic information during the application process for all board and commission positions, include County data review as part of the onboarding process for appointees, and work with cities within Santa Cruz County to conduct a similar study.

A Santa Cruz Like Me

El valor del gobierno representativo



Este es un resumen del informe "A Santa Cruz Like Me", que se traduce a Un Santa Cruz Como Yo, y se completó a finales del año 2021. Para obtener el informe completo, visite el sitio web de Santa Cruz Community Ventures en www.sccvonline.org.

INFORMACION CONTEXTUAL

"A Santa Cruz Like Me" se realizó por medio de una asociación entre Santa Cruz Community Ventures (Ventures) y el Condado de Santa Cruz para mejor entender quienes forman parte de los grupos representativos del Condado de Santa Cruz. El esfuerzo comenzó con un reconocimiento del valor de un gobierno representativo donde la diversidad de nuestro gobierno refleje la diversidad de nuestra región.

Tanto el Condado de Santa Cruz como Ventures reconocen el valor de un gobierno representativo y cómo esto puede afectar las decisiones económicas. Este esfuerzo, basado en datos, también se alinea con los objetivos del Plan Estratégico del Condado de Santa Cruz de crear una comunidad saludable, segura y más asequible que sea culturalmente diversa, económicamente inclusiva y ambientalmente vibrante. Para obtener más información sobre el Plan Estratégico, visite el sitio de Condado de Santa Cruz en www.santacruzcounty.us/VisionSantaCruz.aspx.

METODOLOGÍA

La encuesta "A Santa Cruz Like Me" fue entregada a las comisiones, mesas directivas y Supervisores del Condado de Santa Cruz para divulgar voluntariamente información demográfica y de población.

Esta fue la primera oportunidad para que los designados proporcionaran información demográfica sobre sí mismos. En total, el 45% de todos los posibles encuestados devolvieron una encuesta completa.

El equipo revisó y comparó los números generales de población de DataShare Santa Cruz, el sitio central de información para el condado de Santa Cruz con los datos más actuales, e identificó indicadores con varianzas del 5% o más de la población, con una revisión especial de las variaciones del 10% o más.

PRINCIPALES CONCLUSIONES

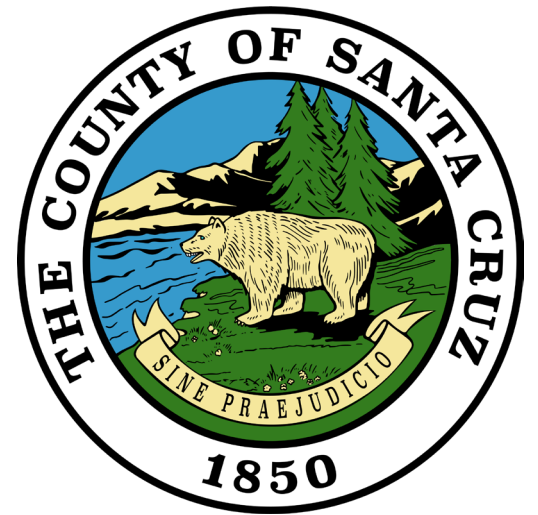
1. Representación críticamente baja de los residentes del sur del condado.
2. Representación críticamente baja de inquilinos.
3. Representación críticamente baja basada en raza, habilidad y edad.
4. Representación críticamente alta de graduados del colegio en comparación con la población del condado.
5. La participación opcional limitó el grado de respuestas al 45% de los encuestados.

RECOMENDACIONES

El informe "A Santa Cruz Like Me" termina con recomendaciones que fueron presentadas a la Junta de Supervisores del Condado en diciembre del año 2021. Las recomendaciones fueron de crear un comité para revisar las variaciones destacadas en el informe y proponer soluciones, recopilar información demográfica durante el proceso de solicitud para todos los puestos de las juntas y las comisiones, incluir la revisión de datos del Condado como parte del proceso de incorporación de los designados y trabajar con las ciudades dentro del Condado de Santa Cruz para realizar un estudio similar.

CAO Initiatives Update

- **2023–25 Operational Plan**
- **A Santa Cruz County Like Me**



Agenda

- 2023-25 Operational Plan Process
- A Santa Cruz County Like Me
- Request for Input



Vision, Mission, Values

Why we exist

Vision	Mission	Values
<p>Santa Cruz County is a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant.</p>	<p>An open and responsive government, the County of Santa Cruz delivers quality, data-driven services that strengthen our community and enhance opportunity.</p>	<p>The County of Santa Cruz provides services and supports partnerships built on: Accountability, Collaboration, Compassion, Effectiveness, Innovation, Respect, Support, Transparency, and Trust.</p>

Operational Plan

2021-23 Operational Plan

2019-21 Operational Plan



Total Objectives
180

Completed
45

Amended
44

Consolidated
5

In Progress
86



SORT BY: Completion Timeline Department Equity COVID-19 Recovery Fire Recovery

SEARCH OBJECTIVES >



IN PROGRESS



Adult Probation Success
Reduce Violations



Last Updated 6/2022



IN PROGRESS



Father Engagement
Increase Engagement



Last Updated 6/2022



IN PROGRESS



Dislocated Workers
Increase Employment



Last Updated 6/2022



COMPLETED



Shelter to Housing
Increase Rehousing



Last Updated 6/2022



COMPLETED



Permanent Supportive Housing
Increase Slots



Last Updated 6/2022

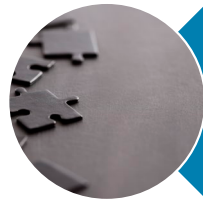


2023–25 Operational Plan

How we achieve our vision



Major Work



Collaborative



Validated



Measured & Targeted

Commission Input

- Within the scope of your commission:
 - What one issue, if addressed, would have the biggest positive impact for County residents?
 - What are the major projects anticipated within the next two years?
 - What data do you use (or wish you had) to know if County programs are making anybody better off?

A Santa Cruz County Like Me

The Survey and Report

ASCLM began as a partnership between Santa Cruz Community Ventures and Santa Cruz County to:

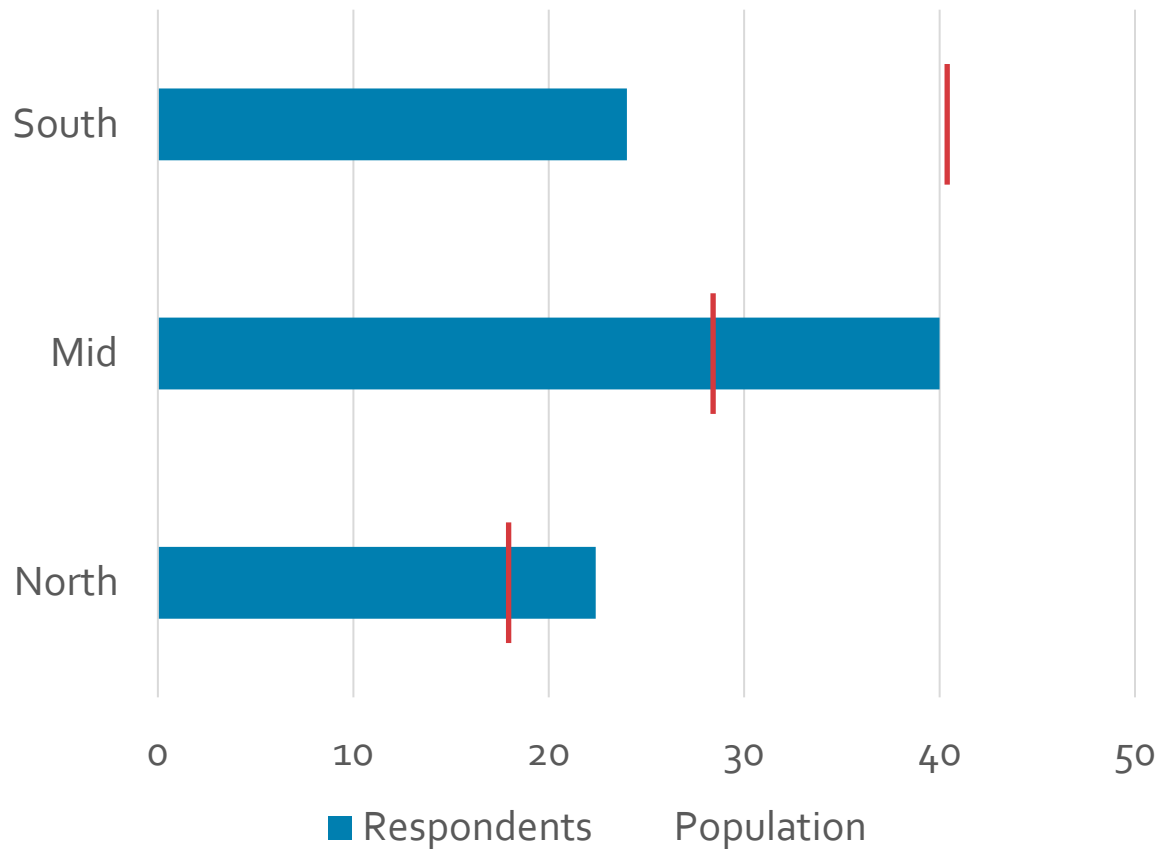
- Gather data on boards and commissions demographic composition
- Report key findings to the Board of Supervisors
- Make recommendations to the Board that work towards achieving government bodies that reflect the diversity of the community they represent



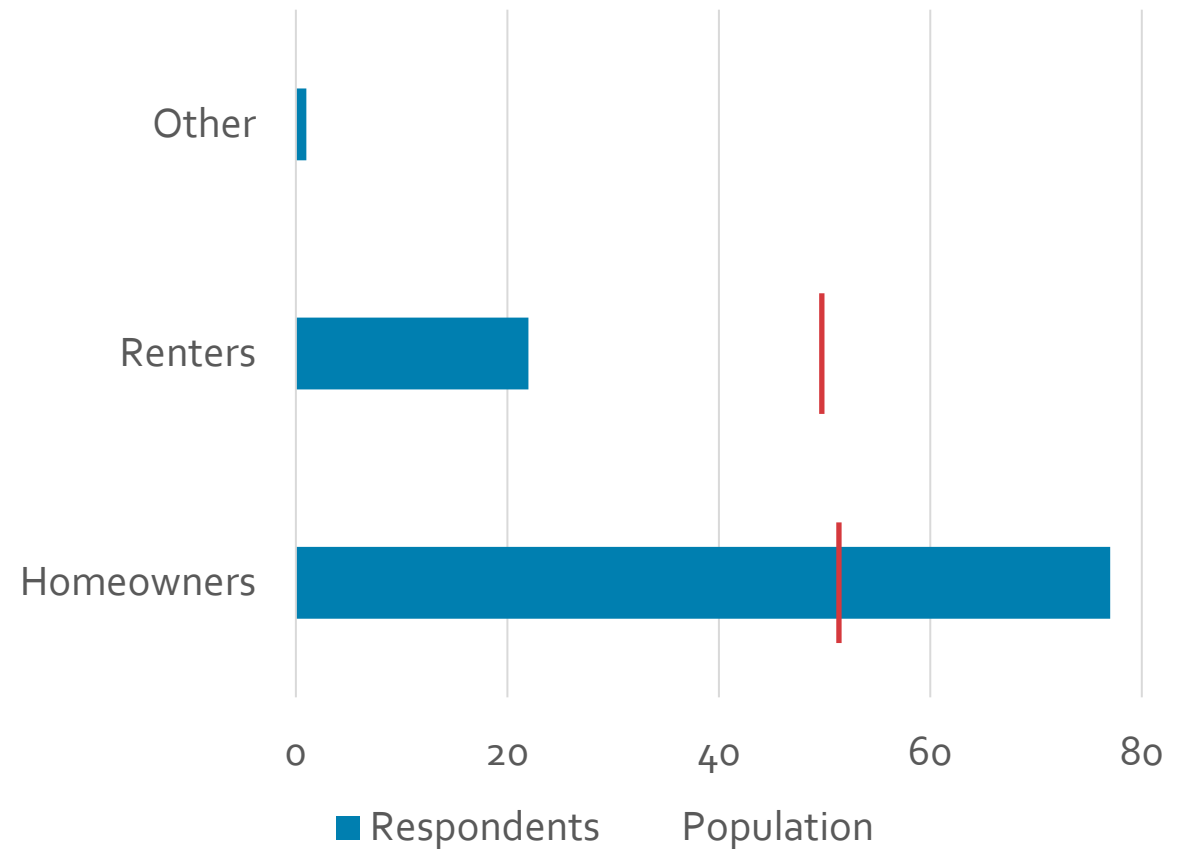
Key Findings

1. Under Representation of South County
2. Critical Under Representation of Renters

Where Commissioners Live



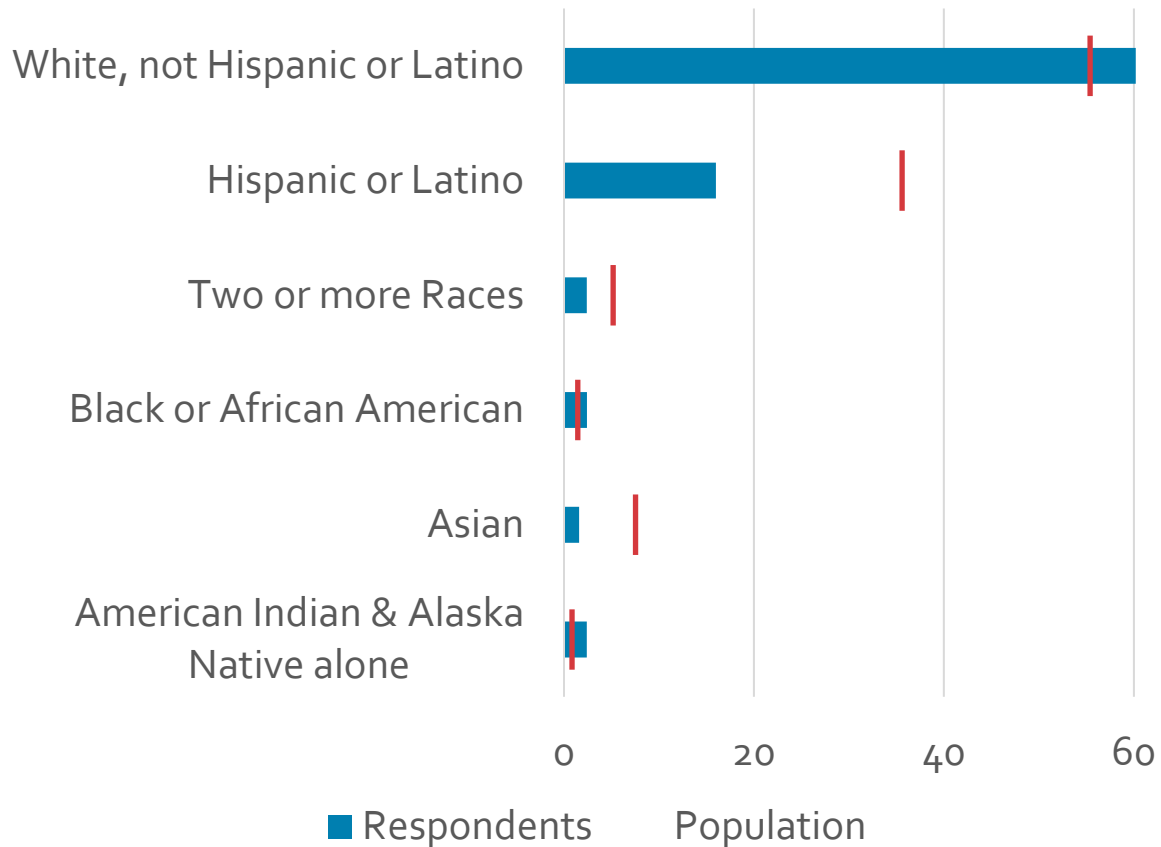
Commissioner Housing Status



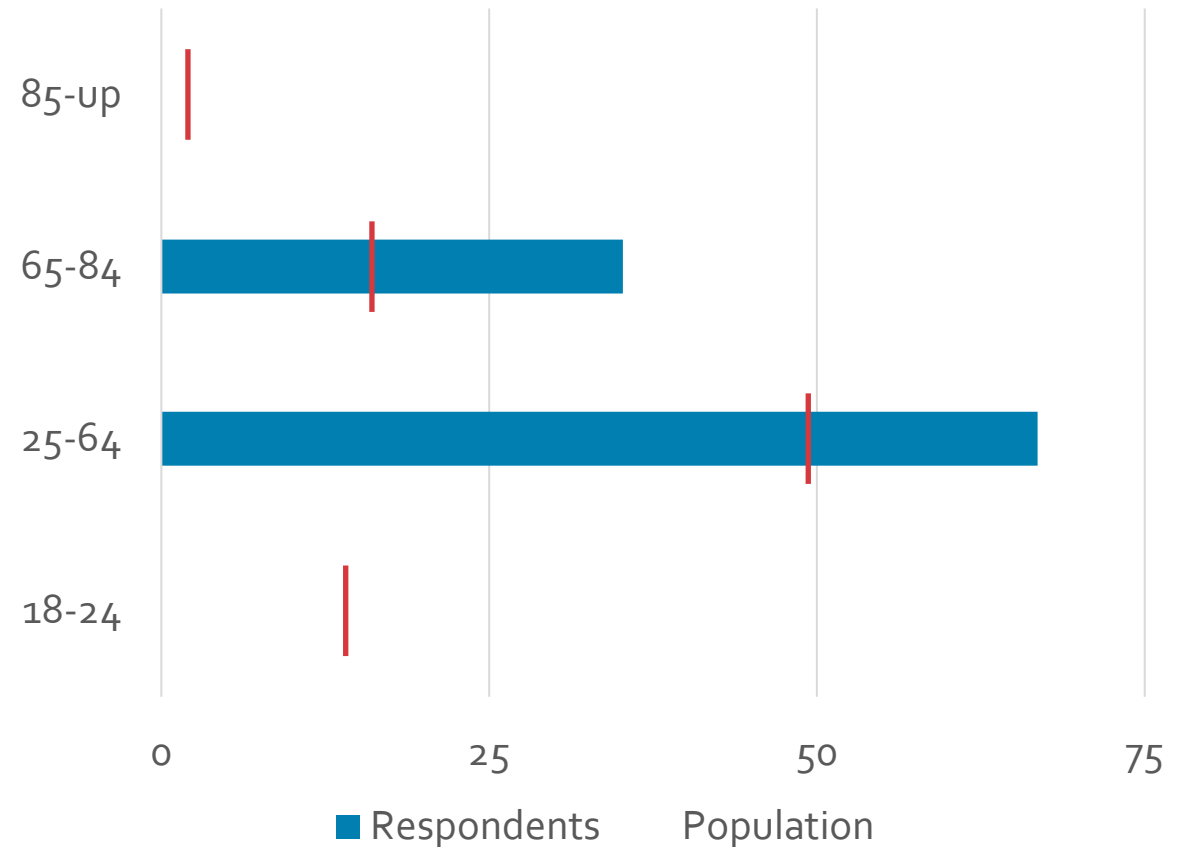
Key Findings

3. Critical Under Representation based on Race and Age

Ethnicity

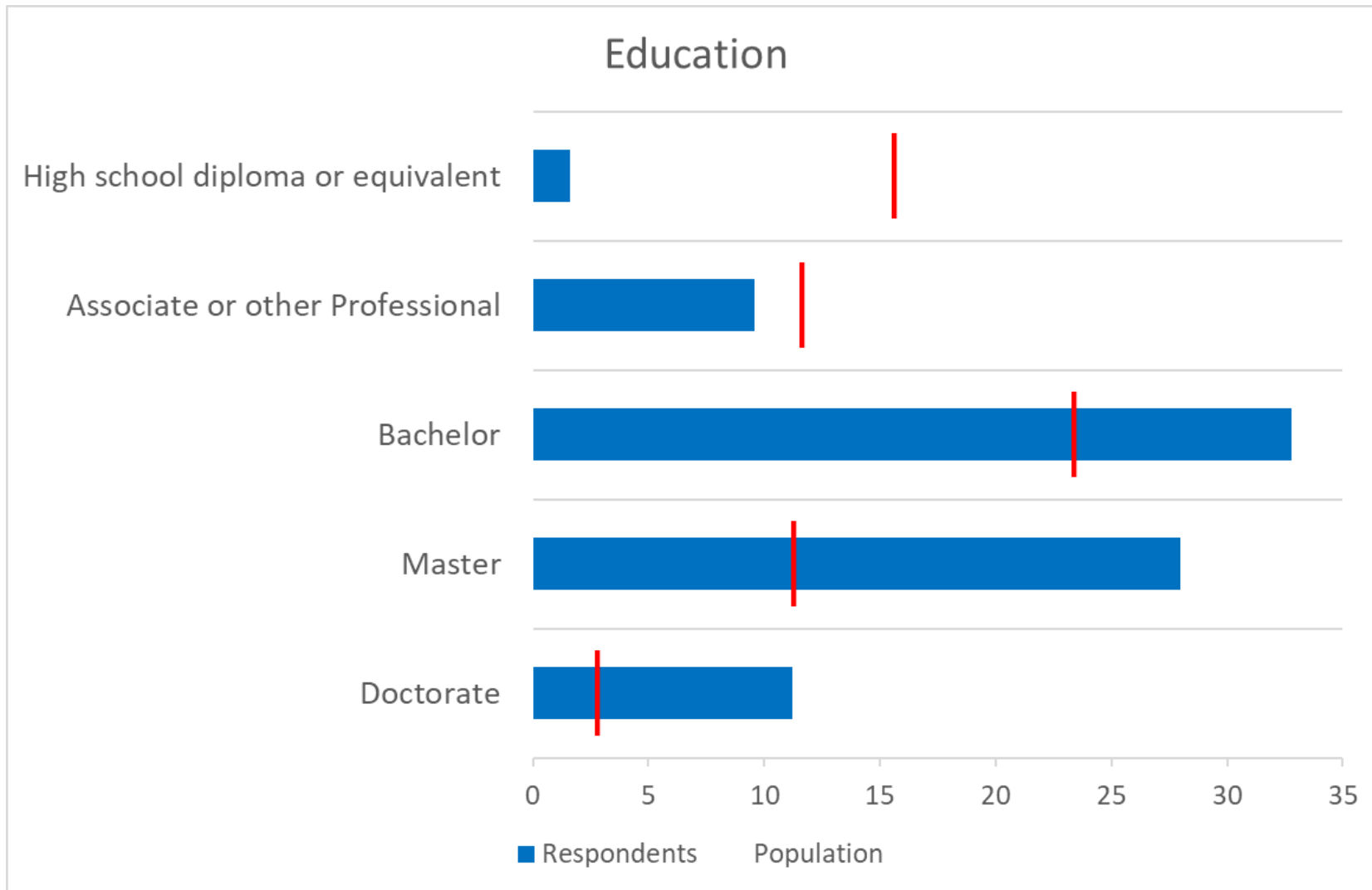


Age



Key Findings

Critical Over Representation of College Graduates



Report Recommendations and Next Steps

2022

- ASCCLM Committee
- Collection of demographic data of County boards, commissions, and advisory bodies
- Improve the onboarding process and include County data review
- Outreach to current commissions

2023

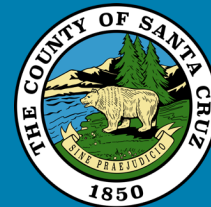
- Committee to identify goals, strategies and activities
- Outreach to community organizations
- Community engagement
- Track and measure outcomes
- Assess impact

Commission Input

- Within the scope of your commission:
 - What one change, if implemented, would get us towards commissions that are representative and inclusive of our diverse community?
 - How did you hear about the commission you serve on and what encouraged you to apply?
 - What one change in our current outreach and application process, if implemented, would get us towards commissions that are representative and inclusive of our diverse community?

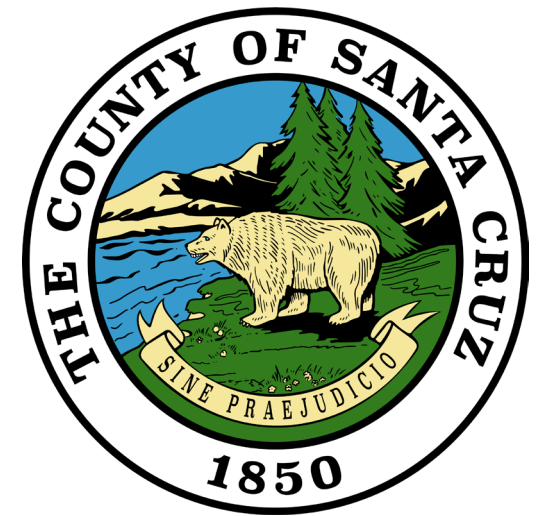
Questions?

Thank You



Actualización de las iniciativas de CAO

- **Plan Operativo 2023-25**
- **Un condado de Santa Cruz como yo**
-



Agenda

- Proceso del Plan Operativo 2023-25
- Un condado de Santa Cruz como yo
- Solicitud de comentarios



Visión, Misión, Valores

El porque existimos

Visión	Misión	Valores
El Condado de Santa Cruz es una comunidad saludable, segura y más asequible que es culturalmente diversa, económicamente inclusiva y ambientalmente vibrante.	Un gobierno abierto y receptivo, el Condado de Santa Cruz ofrece servicios de calidad basados en datos que fortalecen nuestra comunidad y mejoran las oportunidades.	El Condado de Santa Cruz brinda servicios y apoya asociaciones basadas en: Responsabilidad, Colaboración, Compasión, Efectividad, Innovación, Respeto, Apoyo, Transparencia y Confianza.

Plan Operativo

2021-23 Operational Plan

2019-21 Operational Plan



Total Objectives
180

Completed
45

Amended
44

Consolidated
5

In Progress
86



SORT BY:

Completion

Timeline

Department

Equity

COVID-19 Recovery

Fire Recovery

SEARCH OBJECTIVES >



IN PROGRESS



Adult Probation Success
Reduce Violations



Last Updated 6/2022



IN PROGRESS



Father Engagement
Increase Engagement



Last Updated 6/2022



IN PROGRESS



Dislocated Workers
Increase Employment



Last Updated 6/2022



COMPLETED



Shelter to Housing
Increase Rehousing



Last Updated 6/2022



COMPLETED



Permanent Supportive Housing
Increase Slots



Last Updated 6/2022

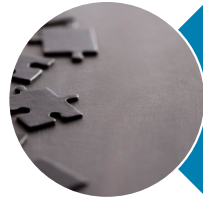


Plan Operativo 2023-25

How we achieve our vision



Obra mayor



Colaborativo



Validado



Medido y dirigido

Aportaciones de la Comisión

Dentro del alcance de su comisión:

- ¿Qué problema, si se aborda, tendría el mayor impacto positivo para los residentes del Condado?
- ¿Cuáles son los principales proyectos previstos para los próximos dos años?
- ¿Qué datos usan (o desearían tener) para saber si los programas del Condado están mejorando a alguien?

A Santa Cruz County Like Me

La encuesta y el informe

ASCLM comenzó como una asociación entre Santa Cruz Community Ventures y el Condado de Santa Cruz para:

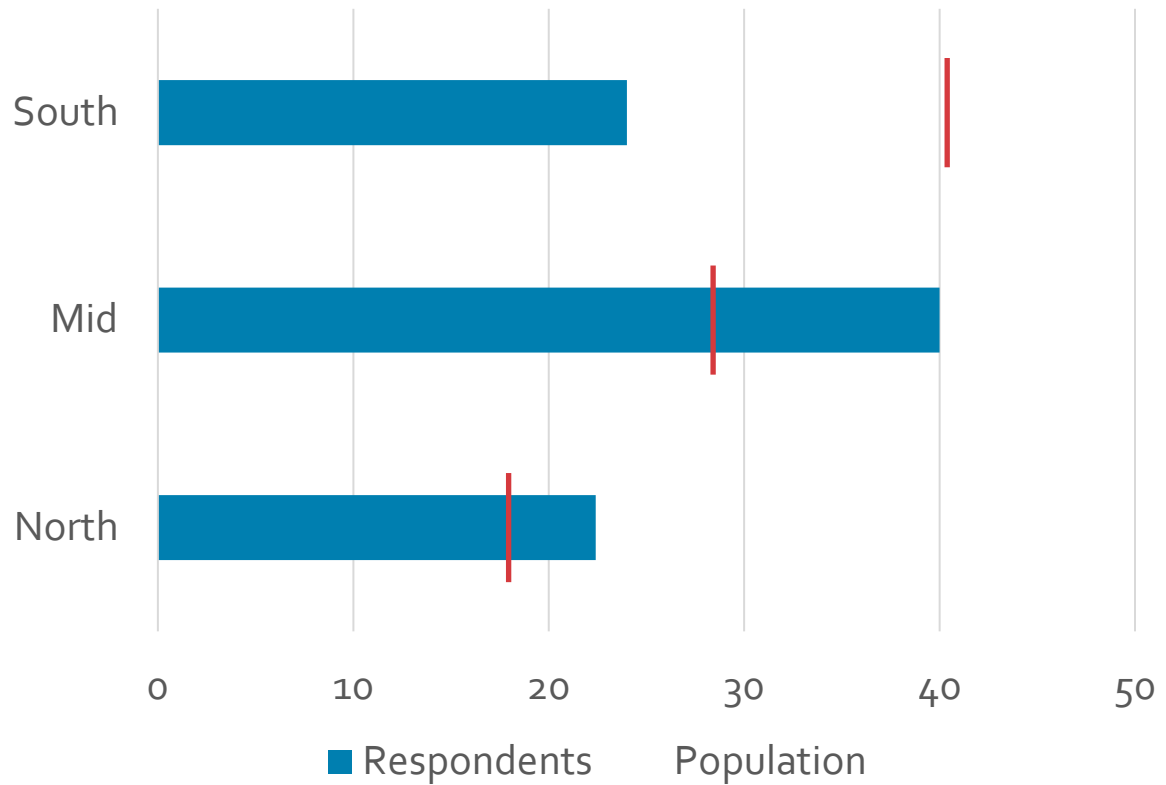
- Recopilar datos sobre la composición demográfica de los consejos y comisiones
- Informar a la Junta de Supervisores sobre las principales conclusiones
- Hacer recomendaciones a la Junta para lograr organismos gubernamentales que reflejen la diversidad de la comunidad que representan



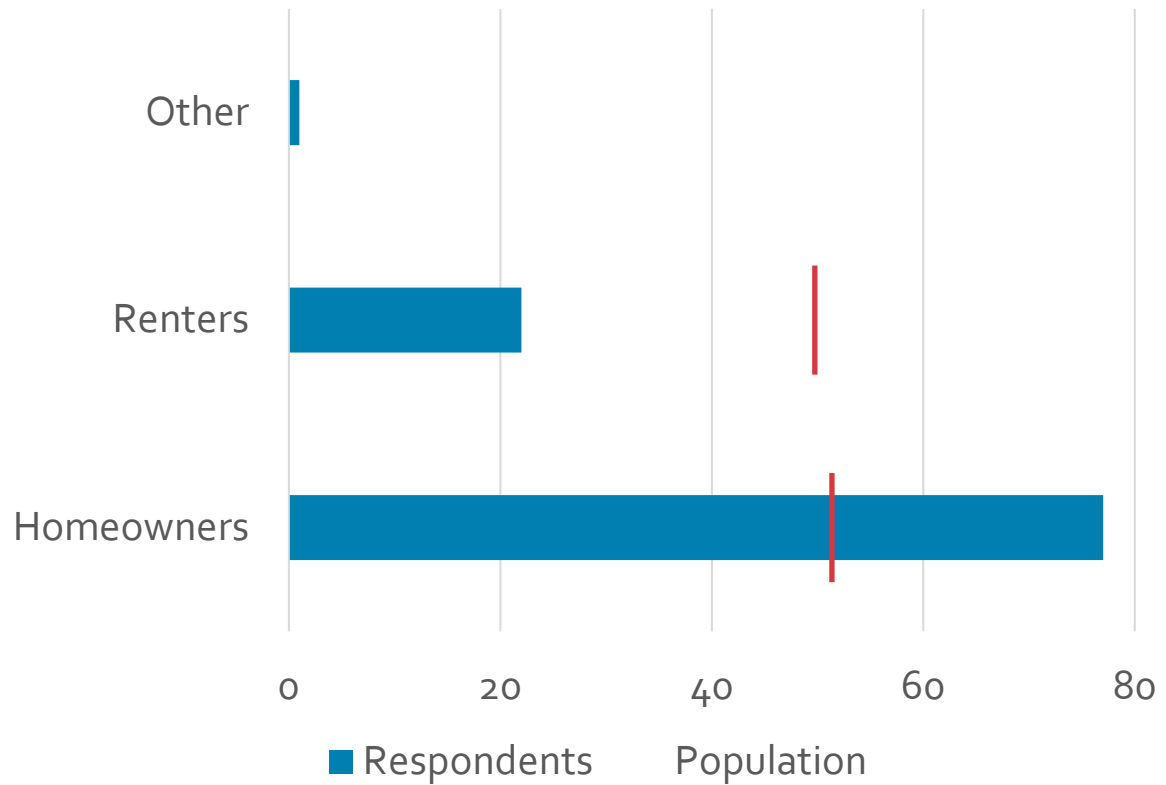
Principales conclusiones

- 1. Baja representación del Condado del Sur
- 2. Crítica baja representación de los inquilinos

Donde viven los comisionados



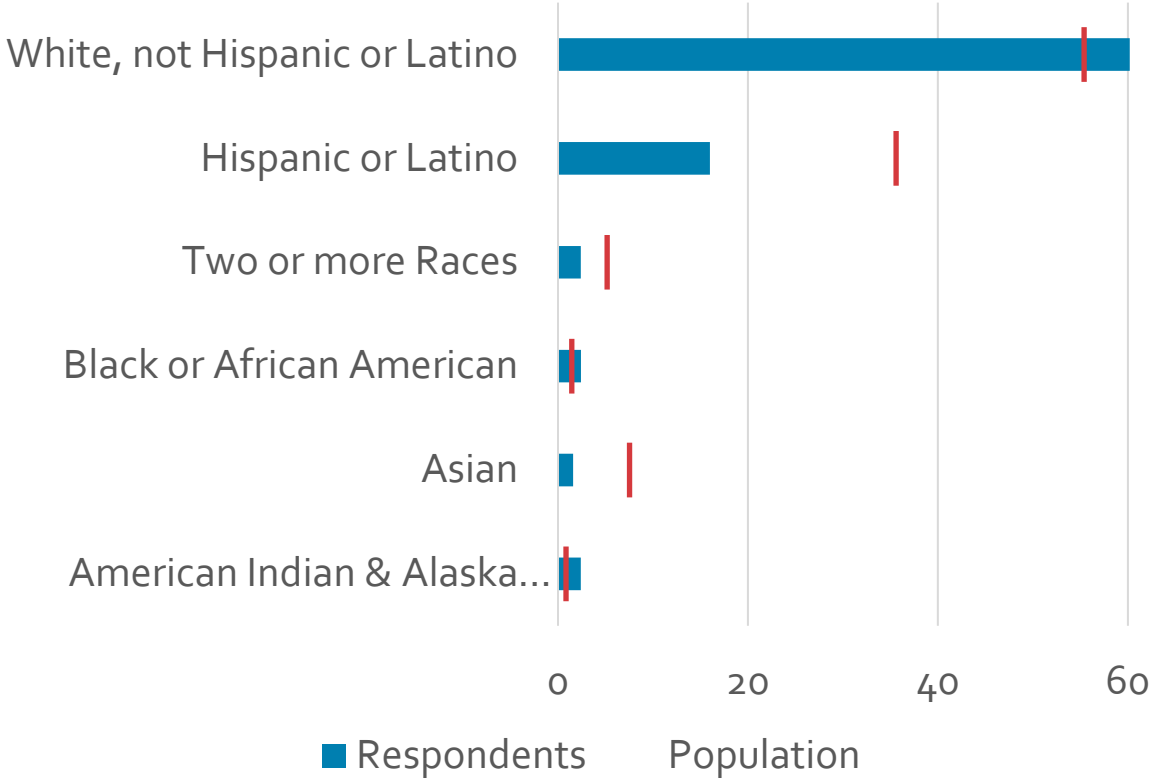
Estatus de Vivienda del Comisionado



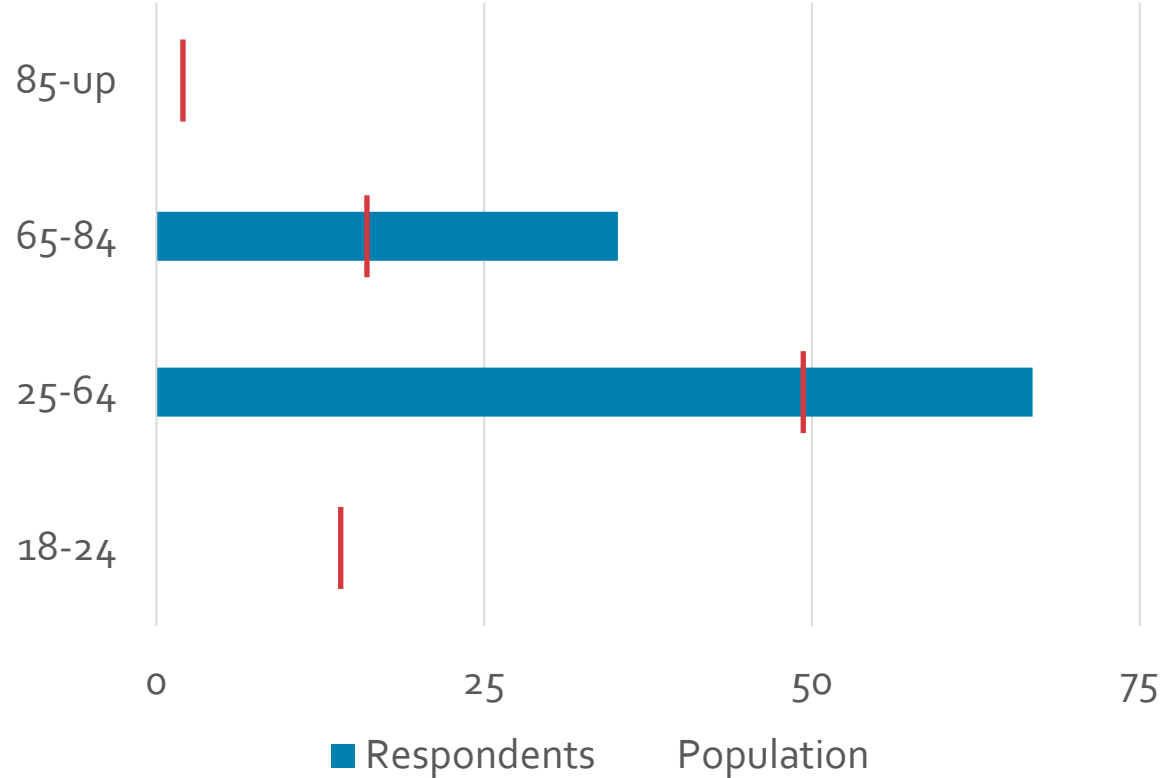
Principales conclusiones

3. Critica baja representacion basada on raza y edad

Origen étnico

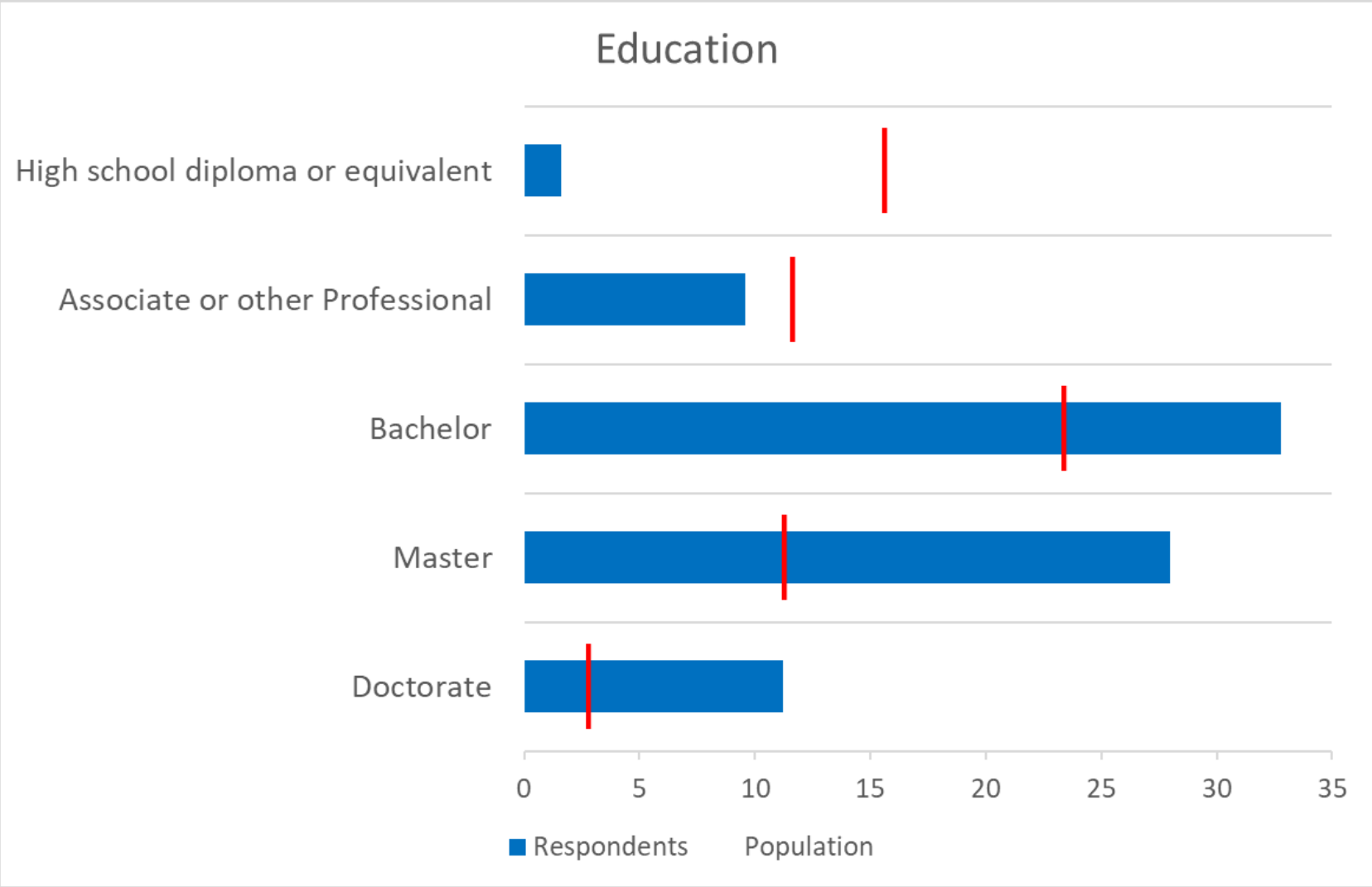


Edad



Principales conclusiones

Crítica sobre la representación de los graduados universitarios



Recomendaciones del informe y próximos pasos

2022

- Comité ASCCLM
- Recopilación de datos demográficos de las juntas y comisiones del Condado
- Mejorar el proceso de incorporación e incluir la revisión de datos del Condado
- Divulgación a las comisiones actuales

2023

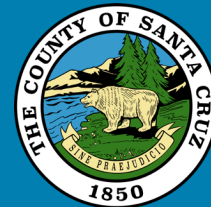
- Identificación de metas, estrategias y actividades
- Alcance a organizaciones comunitarias
- Participación de la comunidad
- Seguimiento y medición de resultados
- Evaluar el impacto

Aportaciones de la Comisión

Dentro del alcance de su comisión:

- ¿Qué cambio, si se implementa, nos llevaría hacia comisiones que sean representativas e inclusivas de nuestra comunidad diversa?
- ¿Cómo se enteró de la comisión en la que sirve y qué lo alentó a postularse?
- ¿Qué cambio en nuestro actual proceso de alcance y solicitud, si se implementa, nos llevaría a comisiones que son representativas e inclusivas de nuestra comunidad diversa?

¿Preguntas?
Gracias





JEFF GAFFNEY
DIRECTOR

County of Santa Cruz

DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

979 17TH AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TTY: 711

POSCS Renaming Policy **DRAFT**

The practice of naming parks, open space, and trails has educational, cultural, and community-building benefits. Place naming raises awareness of one's natural surroundings and facilitates way finding. It also enables a community to remember its shared history or recognize individuals or groups that have selflessly given of their time and personal resources for the benefit of others and our environment. For the purposes of this policy, "places" shall refer to parks, park elements, open space, trails, coastal access points, county beaches, fire protection roads, capital facilities, features, areas, and landmarks that are under the jurisdiction of the County of Santa Cruz Department of Parks, Open Space and Cultural Services. The naming of minor facilities and/or commemorative elements such as benches, drinking fountains, and picnic tables is not covered by this policy.

- (A) The department may rename places based on any of the following. These criteria shall be used for the majority of places within POSCS jurisdiction.
1. Local topographic, geographical, geological, or astronomical features
 2. Local wildlife, flora, or fauna
 3. Local Native American history
 4. Persons, families, events, or land uses from local history
 5. Common names that have come to be accepted by local users and residents without dispute
- (B) In some circumstances, the department may acknowledge individuals or groups by renaming places in their honor. Such honor may be bestowed when: *
1. Such individuals or groups have provided profound, significant, and enduring benefit to current and future generations through: **
 - a) Highly generous and strategically significant donations of land that enable the Department to complete, renovate, or reimagine its park, open space, and cultural service systems and objectives; or
 - b) Highly generous and strategically significant donations of land that enable the Department to purchase land, build or renovate capital facilities, or provide long term maintenance and protection for land, facilities, and resources; or
 - c) A lifetime of dedication and community service in open space and parkland preservation and/or the provision and improvement of parks, open space, and cultural services in Santa Cruz CountyOr
 2. A community desires, without dispute, that such an honor befits one of its esteemed members. In this circumstance:
 - a) The proposed name shall be based on or include the name of the person or group historically associated with the place, and
 - b) Such honor or dedication may be bestowed posthumously only.

The high standards set for the receipt of this honor are meant to indicate that places under the jurisdiction of the County of Santa Cruz Department of Parks, Open Space and Cultural Services are rarely renamed after individuals or groups and such honors are bestowed upon very few places.

The process for nominating individuals or groups for this honor shall be as follows:

1. Nominations may be from any source and may be submitted at any time to the Santa Cruz County Department of Parks, Open Space and Cultural Services
2. Nominations shall be submitted via mail or email with attention to the Department Director
 - a) Mailing address: 979 17th Avenue, Santa Cruz, CA 95062
 - b) Email address: parksinfo@scparcs.com
3. A completed nomination shall consist of:
 - a) The name of the individual or group to be honored
 - b) The place to be renamed
 - c) A detailed description of the individual's or group's contributions and accomplishments in the field of parks and open space, in no less than 500 words, including a statement of how the contribution and accomplishments benefit current and future generations, and a statement describing the relationship between the person or group and the place to be renamed.
 - d) Letters of recommendation from at least three sources familiar with the individual or group and his/her/their/its contributions and accomplishments
4. Department shall evaluate nominations and prepare recommendations for consideration by the Santa Cruz County Parks and Recreation Commission. ***
5. The Santa Cruz County Parks and Recreation Commission shall consider the nomination(s) and make a recommendation to the Santa Cruz County Board of Supervisors

Proposals for renaming places in honor of an individual or group shall be considered on a case-by-case basis and may be rejected by the County of Santa Cruz Department of Parks, Open Space and Cultural Services or the Santa Cruz County Parks and Recreation Commission for any reason, including, but not limited to worsened way finding and/or the encouragement of trespass.

- (C) Trails, fire protection roads, and coastal access points with multiple segments corresponding to intersections should possess a single name for consistency and to facilitate way finding.

** Place names shall be formally designated by the Santa Cruz County Board of Supervisors.*

*** Corporations, entities, and organizations without significant or historic ties to Santa Cruz County are not eligible for honors or dedications to POSCS places.*

**** Nominations are not guaranteed to be referred to the Parks and Recreation Commission. Referrals are made at the discretion of the County of Santa Cruz Department of Parks, Open Space and Cultural Services.*

WRITTEN CORRESPONDENCE LISTING:

The Written Correspondence Listing is established to act as a report of materials received by the Commission as a whole, but may also include items requested for inclusion by individual Commissioners.

The Parks and Recreation Commission has received the following items of correspondence which require no official action by the Commission at this time:

1. Letter from Jean Brocklebank, dated September 20, 2022, discussing public participation and commission efficiency.