



Santa Cruz County Measure Q Citizens Oversight Advisory Board



701 Ocean Street, Santa Cruz, CA 95060
MeasureQ@santacruzcountyca.gov
www.santacruzcountyca.gov/MeasureQ

MEETING AGENDA

Wednesday, September 3rd, 2025
5:30pm – 7:30pm
Regular Meeting

Simpkins Family Swim Center
Community Rooms
979 17th Avenue
Santa Cruz, CA 95062

Agenda documents (including updates, revisions and additional materials) are available for review in person at the Simpkins Family Swim Center Community Rooms, 979 17th Avenue, Santa Cruz, CA 95062, and electronically on the County's website, Measure Q COAB Agendas and Minutes, at:

<https://www.santacruzcountyca.gov/MeasureQ/AgendaandMinutes.aspx>

Introductory Items

1. CALL TO ORDER / ROLL CALL

2. AGENDA MODIFICATIONS

3. ORAL COMMUNICATIONS

Any person may address the Commission during its Oral Communication period. Speakers must not exceed two (2) 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.

4. ACTION ON CONSENT AGENDA (item 8)

Regular Agenda

5. COUNTY STAFF REPORT

Action Items

- 6. Review Draft Measure Q Five-Year Vision Plan..... page 3.**
7. Approve special meeting on Wednesday, October 8th, 2025..... page 5.

Consent Agenda

Consent items include routine business that does not call for discussion. One roll call vote is taken for all items. Only a Board Member may pull items from Consent to Regular Agenda. Members of the public must request that a Board Member pull an item from the Consent Agenda prior to the start of the meeting.

8. **Approve minutes from July 30th, 2025.....** page 6.

Written Correspondence Listing

- I. None

Adjournment

NEXT MEETING DATE:

5:30 PM Wednesday, October 15th, 2025

Simpkins Family Swim Center Community Rooms

979 17th Avenue, Santa Cruz, CA 95062

TRANSLATION SERVICES/SERVICIOS DE TRADUCCION

Spanish language translation is available on an as needed basis. Please make advance arrangements at the Parks, Open Spaces, & Cultural Services Department, 979 17th Avenue, Santa Cruz, CA; or by email at MeasureQ@santacruzcountyca.gov.

Las sesiones de la Junta Asesora de Supervisión Ciudadana (COAB) pueden ser traducidas del inglés al español y del español al inglés. Por favor haga arreglos anticipadamente con el Departamento de Parques, Espacios Abiertos y Servicios Culturales, 979 17th Avenue, Santa Cruz, CA; o por correo electrónico a MeasureQ@santacruzcountyca.gov.

ACCOMMODATIONS FOR PERSONS WITH DISABILITIES

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of its services, programs, or activities. The Simpkins Family Swim Center Community Rooms, located at 979 17th Avenue, Santa Cruz, CA, is an accessible facility. If you are a person with a disability and wish to participate in the meeting and require special assistance in order to participate, please contact the Parks, Open Spaces, & Cultural Services Department at least 72 hours in advance of the meeting to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format.



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MEASURE Q DRAFT FIVE-YEAR VISION PLAN

Recommended Action

1. Review and provide feedback on the Draft Measure Q Vision Plan.

Executive Summary

The Measure Q Vision Plan will provide a strategic, non-regulatory framework to guide future program and grant funding and ideally support thematic project implementation decisions. In accordance with Santa Cruz County Code Section 4.65.060(A)(3) and the Measure Q COAB Bylaws, the COAB is responsible for approving the five-year Vision Plan that supports grant criteria and awards. The Office of Response, Recovery, & Resilience (OR3), the Parks, Open Spaces, & Cultural Services Department (Parks), and Placeworks request the COAB review and provide feedback on the draft five-year vision plan.

Discussion

Grounded in stakeholder and community input gathered over the past several months, the Vision Plan establishes clear criteria for prioritizing projects, highlights opportunities to promote geographic equity and multi-benefit outcomes, and ensures alignment with existing plans, complementary initiatives, and state and federal funding sources.

Consistent with the Measure Q ordinance, the Vision Plan draws on existing plans that support the mission and goals of Measure Q, including the range of eligible activities and project types.

The Vision Plan's purpose is to guide the first five years of investments in Santa Cruz County's natural resources, public lands, climate resilience infrastructure, and resource protections. It also provides a strategic framework for prioritizing agency partner projects and allocating Measure Q grant program funds.

Santa Cruz County Code 4.65.060(A)(3)(f.ii) states “The Advisory Board may provide recommendations on the development of the plan by the Office and the Department.” After reviewing the draft, County staff requests feedback for consideration in finalizing the five-year vision plan. The COAB will have the opportunity to review the final vision plan at the next meeting and recommend it for approval to the Santa Cruz County Board of Supervisors.

Next Steps

The COAB will continue to review the draft vision plan and provide feedback by Wednesday, September 10th. OR3 and Parks (together referred to as “the County”) will consolidate this feedback and their review by Wednesday, September 17th. Placeworks will work with the County to incorporate feedback and produce a final Vision Plan for review by the County and the COAB ahead of the next meeting.

Submitted By:

David Reid, Director, Office of Response, Recovery and Resilience

Jeff Gaffney, Director, Parks, Open Space and Cultural Services

Links

- a. [Measure Q Five-Year Vision Plan DRAFT](#)
- b. [Measure Q Five-Year Vision Plan appendices DRAFT](#)



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SPECIAL MEETING 10.08.2025

Recommended Action

1. Approve special meeting on Wednesday, October 8th, 2025.

Executive Summary

The Measure Q Citizens Oversight Advisory Board is in the process of reviewing and providing feedback on the proposed Five-Year Vision Plan. To be in accordance with amended Santa Cruz County Code 4.65.060(A)(3)(f), it is necessary that the COAB meet prior to the required publishing date to approve the final Five-Year Vision Plan.

Discussion

The Measure Q Citizens Oversight Advisory Board (COAB) is tasked with approving the Five-Year Vision Plan. Due to the complexity of this plan, the Advisory Board has had to meet more frequently during its development to provide the County and its consultant with feedback. An Ordinance Amendment was approved by the Santa Cruz County Board of Supervisors on June 10th, 2025 changing the required five-year Vision Plan publishing date to October 15th, 2025.

Staff has been working diligently to compose a Vision Plan that captures the measure language, previously developed plans, and community and stakeholder input. The Measure Q COAB bylaws allow for special meetings to be called by order of the Chair or the majority of the Advisory Board. In order to meet the publishing date, it is recommended the Advisory Board call a special meeting to order on Wednesday, October 8th, 2025 to discuss the final proposed Vision Plan and make final recommendations to County Staff.

Submitted By:

Jeff Gaffney, Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience



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MEASURE Q COAB 07.30.2025 MEETING MINUTES

Recommended Action

1. Review and approve meeting minutes from July 30th, 2025.

Executive Summary

Minutes for every meeting are taken and prepared by the Measure Q Staff Liaison. The Advisory Board is asked to review the minutes for accuracy and approve them for posting, in accordance with Bylaws and Santa Cruz County Code.

Discussion

Minutes are the official written record of what transpires during a meeting and serves as the permanent record of actions taken and gives future direction for staff, agencies, and the public. They include a brief summary of the discussion and comments made by the public.

In accordance with the Measure Q COAB Bylaws and SCC Code 2.38.160(B) "Official minutes recording the motions entertained and actions taken at each commission or committee meeting shall be prepared by the staff liaison or designee as authorized within the body's authorizing ordinance, submitted to the Board of Supervisors, and posted according to law." Upon approval by the Advisory Board, the meeting minutes will be posted to the Measure Q COAB website.

Submitted By:

Jeff Gaffney, Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience

Attachments

- a. Measure Q Citizens Oversight Advisory Board Regular Meeting July 30th, 2025 Minutes



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MEETING MINUTES

Wednesday, July 30th, 2025
5:30pm – 7:30pm
Regular Meeting

Simpkins Family Swim Center
Community Rooms
979 17th Avenue
Santa Cruz, CA 95062

Introductory Items

1. **CALL TO ORDER / ROLL CALL** Meeting called to order at 5:33 PM.

Present: Julie Howard (District 1), Dennis Webb (District 2), Sandy Brown (District 3), Julissa Espindola (District 4), Mark Correia (District 5), Rachel Dann (City of Santa Cruz), Celeste DeWald (City of Watsonville)

Absent: Scott Harway (City of Capitola) & David Sanguinetti (City of Scotts Valley)

Staff: Dave Reid (Director – OR3), Jeff Gaffney (Director – Parks, Open Space and Cultural Services), Juan Perez Alvarez (Administrative Services Manager – Parks)

2. **AGENDA MODIFICATIONS** No modifications.
3. **ORAL COMMUNICATIONS** No oral communications.
4. **ACTION ON CONSENT AGENDA** (item 10)

Motion to approve the consent agenda: Correia/2nd: DeWald/All in favor.

Regular Agenda

5. COUNTY STAFF REPORT

Director Dave Reid updated the Board on the Senior Administrative Analyst recruitment and encouraged they share with their networks. The second round of stakeholder engagement was completed and provided rich and informative feedback.

- *What department will the Analyst position be in?* It will be in OR3, but continue to work closely with the Parks Department.

Information Items

6. Roles and Responsibilities of Measure Q COAB – Jeff Gaffney (Director POSCS)

Director Jeff Gaffney reviewed statutory requirements and language outlining the COAB's responsibilities, including: conducting public hearings, receiving and reviewing annual reports, submitting reports to the Board of Supervisors, developing a five-year vision plan, supporting grant criteria, and selecting the land stewardship implementation partner. The intent of the oversight body is to ensure funds are spent as intended and maintain accountability to voters. It

was noted that similar oversight structures exist in other counties, often established alongside tax measures.

Commissioners asked questions which were answered by County staff:

- *What is the vision for the COAB's involvement in the grant selection process?* The legislation does not require the Board's approval. However, the County would like to collaborate with the COAB in the grant process.
- *How would the annual reports work?* We are looking for productive input and there will be a contractual agreement with the grantee for updates. The program is still being developed, so input is welcome throughout the process. The County would also like to recognize that this is statutory language but there is grey area to work through and fully develop the COAB's involvement throughout the grant process.
- *Is the Board of Supervisors (BOS) the final approval for the grants?* Yes, they are the fiscal agent responsible, so they approve the final grant awards. OR3 and Parks recommends the funding proposal and the BOS approves.
- *Since the Vision Plan is going to drive these grants, before it goes to the Board of Supervisors, will the list of recommended grantees come before the COAB to review and support the recommendation?* There is interest in having the COAB be a part of the program and support the recommendations. As the County gets closer to rolling out the program, there will be more conversations about the involvement of the COAB.
- *Can you provide clarification on what the COAB will be approving (Vision Plan, grant program, etc.)?* The COAB approved the Five-Year Vision Plan which will guide the grant program and priority projects.

Commissioner Webb advocated transparency in discussing the alignment between the grant program and vision plan. **Chair Dann** suggested the COAB continue to consider what they would envision their involvement in the grant program be and discuss it in a later meeting in further depth.

7. Vision Plan Project Team Update on Stakeholder Engagement – David Reid (Director OR3)

Director David Reid provided an overview of the data collected throughout the stakeholder engagement process.

- **Commissioner Correia:** *Did I read it right that there were around 640-650 responses to the survey?* The community responses had around 900 responses. There were around 125 stakeholders involved in the process.
- **Commissioner Howard:** *Did you try to pull more people in and include potential missing voices (ex. Tribes, clean energy or climate change experts)?* There is one tribe that works in that geography in the area. We tried hard to get Amah Mutsun to come out and participate. There was recognition among the stakeholders about engaging the tribes early and often. Stakeholders considered their local communities and supported projects outside of their scope that could contribute to equity in project prioritization throughout the County.
- **Commissioner Brown:** *How did potential applicants with projects that are not necessarily "shovel-ready" present in the outreach process? How was it addressed?* The County is trying to be thoughtful to the measure language and the broad language

surrounding eligible projects. The idea that people are supportive of “shovel-ready” projects came up during stakeholder meetings because it demonstrates an immediate impact to the communities, build trust, and have the advantage of securing matching funds. Another idea that came up was supporting pre-planning projects during the grant process to help get projects to a “shovel-ready” point.

- **Commissioner DeWald:** *Does Figure 5 listed in order of priority?* No. The heat marks show how survey respondents responded to the question.

8. County Update on Community Engagement

County staff conducted four community meetings and one virtual with limited attendance (8–12 participants in person; 3 virtual). While meeting participation was low, the survey generated over 900 responses—strong compared to similar efforts, though less than 1% of county residents. Survey results showed demographic and geographic variations, with respondents generally prioritizing issues most relevant to their own communities.

- **Commissioner Correia** *expressed concern that the community meetings may sway results but is happy to see that the community engagement as a whole, was not influenced by one group.*
- **Chair Dann** *congratulated the County on their efforts and the amount of survey results received.*
- **Commissioner Brown** *suggested that it may be helpful for longer term engagement to find trusted leaders in the community and not just institutional partners that could encourage participation.* In terms of measuring success in future outreach, the hope is that grantees will create another network to show the work and successes of Measure Q.
- **Vice-Chair Espindola** addressed the importance of multi-benefit opportunities. Rather than waiting for people to find Measure Q, go to places throughout the various County communities and seek voices and opinions that may otherwise be forgotten.

9. Measure Q Five-Year Vision Plan Status Update - David Reid (Director OR3)

Director David Reid presented a detailed draft outline for the Measure Q Vision Plan, highlighting strategies and proposed structural elements. The focus is on organizing information at a thematic level (project types and geographies) to guide prioritization without excluding multi-benefit “unicorn” projects that may not align with top priorities. A draft schedule was discussed as follows:

- **Aug. 18** – Consultant develops first draft
- **Aug. 27** – Draft shared with Oversight Board
- **Sept. 3** – Board discussion and deeper dive
- **Sept. 10** – Deadline for Board feedback
- **Sept. 23** – Consultant delivers revised draft
- **Oct. 1** – Final draft distributed
- **Oct. 8** – Final draft considered for adoption

Feedback was requested to shape thematic priorities and project focus areas in advance of the consultant’s draft.

- **Vice-Chair Espindola** asked for clarification on the Vision Plan review by the COAB. The Advisory Board will review a draft at the next meeting and a proposed final version at the following meeting.
- **Commissioner Correia** noted that the statutory language gives the vision plan stronger authority than described and raised concern about dispersing funds too broadly, emphasizing that the grant program should drive outcomes. County Staff plans to engage stakeholders, including surveys, to inform the grant structure. Confirmed that statutory requirements will be addressed thematically (by geography and project types), with existing plans guiding funding priorities. *How do we address specific policies that the County has already adopted?* The County is about to embark on a strategic plan update. The plans guiding this Vision Plan have already been identified. The County's policies will be guiding the County's spending, but the Vision Plan will be guiding the grant program. The idea is that the investment will be generally consistent with those policies. If inconsistent, then there will be a conversation and opportunity for the COAB to daylight if COAB agrees with that alignment.
- **Commissioner Brown:** *How were newer, anticipated projects brought up and added to the list?* The list is stakeholder and community synthesis. One of the challenges throughout the process was getting specific projects from stakeholders and managing their inclusion in the plan development process.
- **Commissioner DeWald** asked for clarification on the feedback that the County is looking for. The County is open to any feedback, but from a high-level standpoint want to consider the structure and how the plan is laid out. *Looking at it structurally, the use of project benefit metrics is overwhelming. It seems like something that would be better suited for grant guidelines instead of the vision plan. She also expressed uneasiness regarding the "Geographic Equity and Support for Disadvantaged Communities" section, the message and takeaway seemed unclear.* The County has identified the importance of measuring success. While possible metrics are not listed, the County plans to have some sort of metric which will demonstrate the return on investment.
- **Commissioner Webb** addressed that statutorily the vision plan is supposed to draw from existing plans and a couple statewide plans were mentioned multiple times. He would like to see more focus on local plans because the problems and solutions articulated in the statewide plans are not the same problems and solutions that we experience in Santa Cruz County. *If we are trying to find alignment and draw information from the existing plans, we should use the local plans that people have put a lot of effort into defining local problems and envisioning solutions.*
- **Director Reid** noted an action item for the County to spend more time inside the thematic areas and identify which critical plans inform the geography and project types. The Stakeholders were also asked to review the list of the plans, identify any that were missing and provide feedback by August 13th.
- **Commissioner Howard:** *Is it worth addressing that priorities may shift during the five-year period, considering natural disasters can occur at any time?* In theory, the Advisory Board and/or the Board of Supervisors may propose opening up the Vision Plan to realign support for the natural disasters during the five-year period if something were to occur.

Consent Agenda

Consent items include routine business that does not call for discussion. One roll call vote is taken for all items. Only a Board Member may pull items from Consent to Regular Agenda. Members of the public must request that a Board Member pull an item from the Consent Agenda prior to the start of the meeting.

10. **Approve minutes from June 18th, 2025.....** page 96.

Written Correspondence Listing

- I. None

Adjournment Meeting adjourned at 7:19 PM.

NEXT MEETING DATE:

5:30 PM Wednesday, September 3rd, 2025
Simpkins Family Swim Center Community Rooms
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