



SANTA CRUZ COUNTY
MEASURE Q



SANTA CRUZ COUNTY OFFICE OF
RESPONSE, RECOVERY & RESILIENCE

A wide-angle photograph of a forest landscape. In the foreground, there are dense evergreen trees. In the middle ground, a valley is filled with a thick layer of white fog or low clouds. In the background, more forested hills and mountains are visible under a cloudy sky.

SANTA CRUZ COUNTY MEASURE Q VISION PLAN

Citizens Oversight Advisory Board Meeting

June 18th, 2025



SANTA CRUZ COUNTY
MEASURE Q

Agenda

1. **Introductions**
2. **Project Timeline**
3. **Completed Work**
4. **Stakeholder Engagement Insights**
5. **Stakeholder Engagement Questions**
6. **Preliminary Outline of Vision Plan**

Vision Plan Consultant Team



Isabelle Minn
Principal (PIC)



Matt Freeman
Principal (Senior Advisor)
Matt Freeman Consulting



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Associate II (PM)



Joe Sison
Planner



Project Timeline

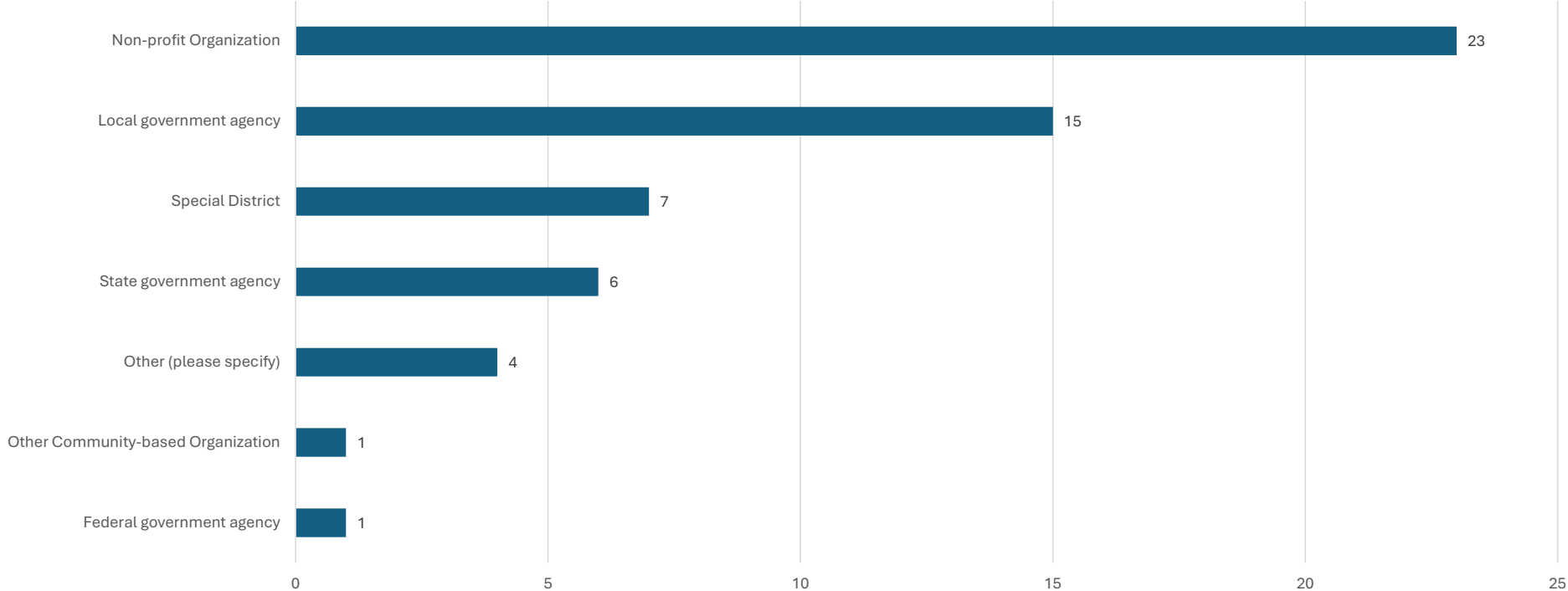


Completed and Ongoing Work

- **Online Stakeholder Survey**
- **AI Assisted Literature Review**
- **Virtual Stakeholder Kickoff Meeting**
- **First Round (of Two) Stakeholder Meetings**
- **Public Online Survey**
- **Four Public In-Person Open Houses**

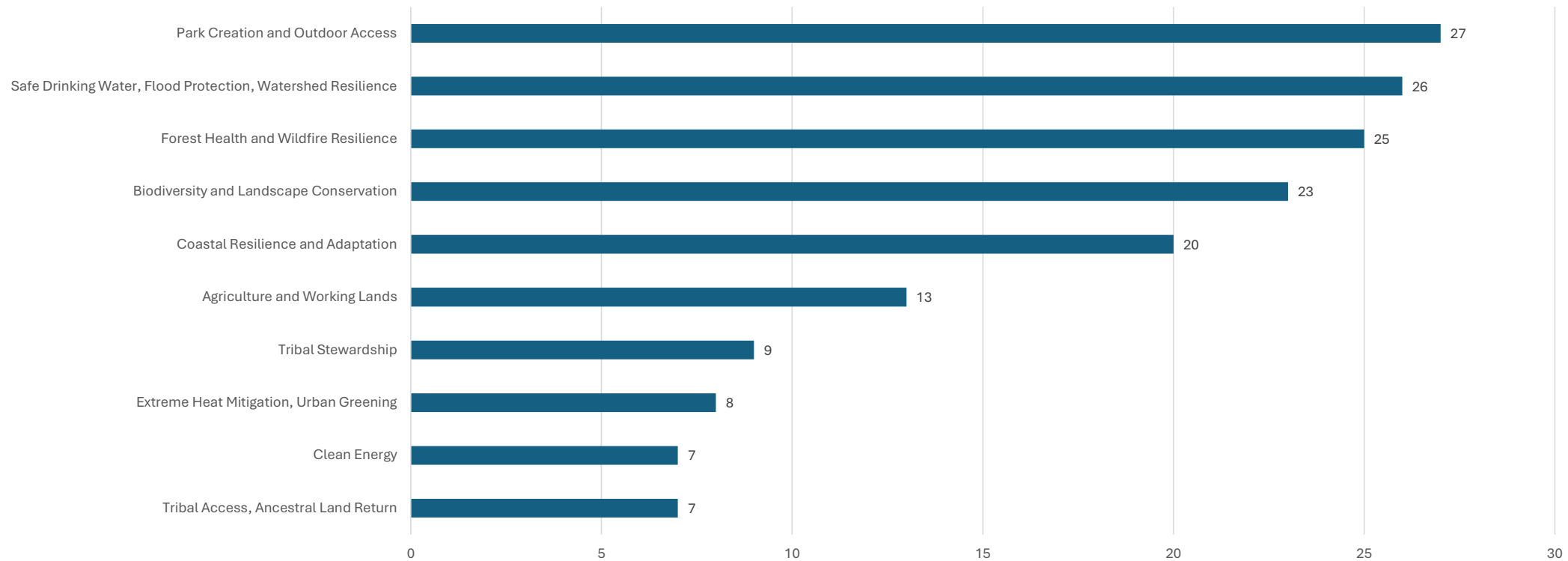
Stakeholder Survey Results

Please select which Organization Type describes your organization best:



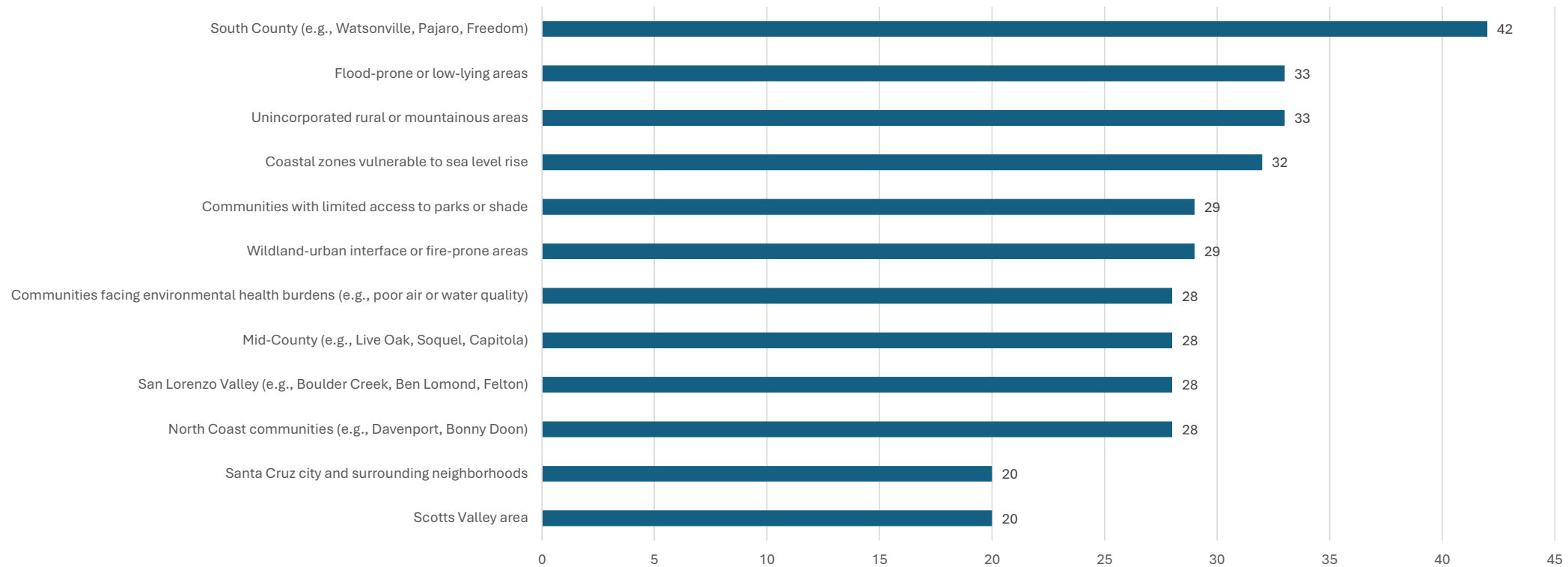
Stakeholder Survey Results

Which sector(s) describes the type of work/projects your organization typically engages in and/or implements? (Check all that apply)



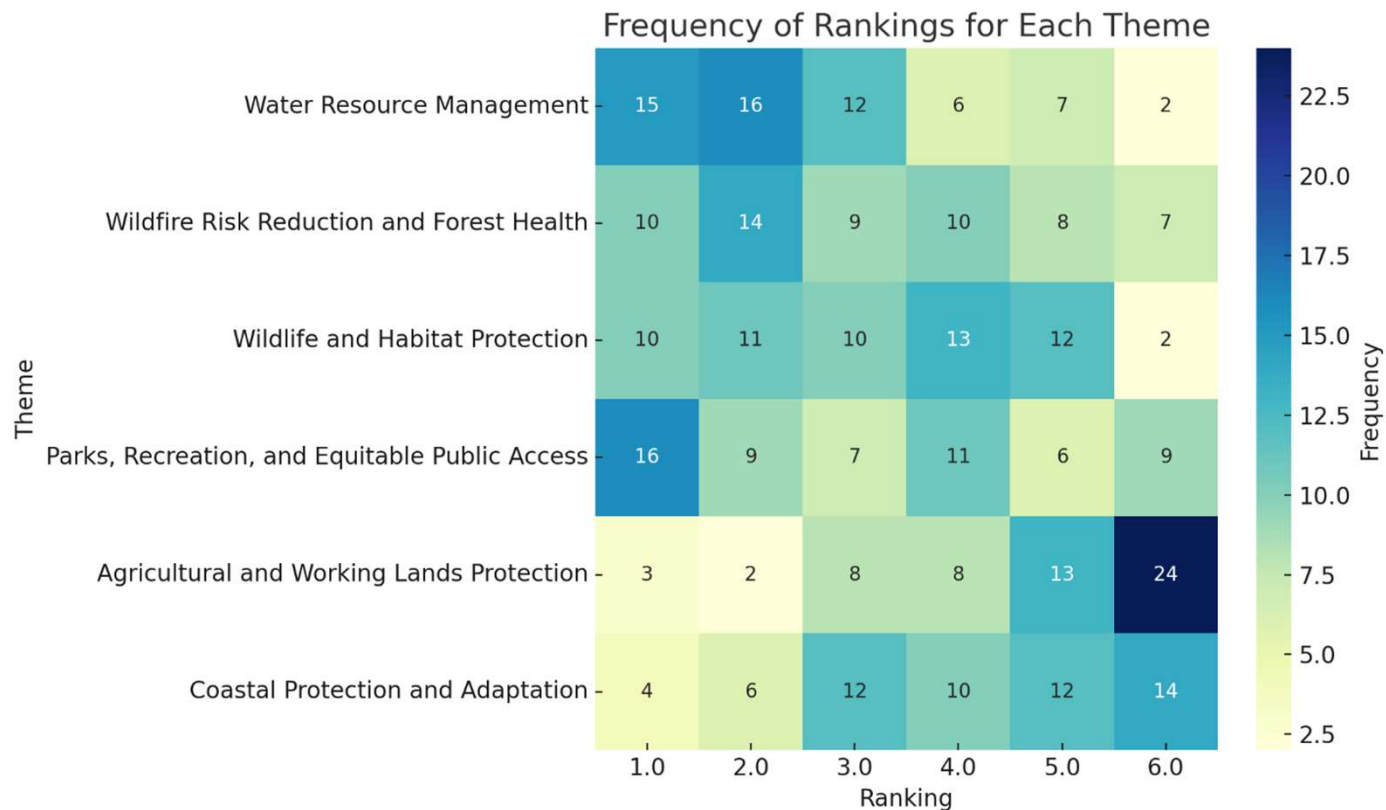
Stakeholder Survey Results

What communities or areas do you serve or represent? Please check all that apply.



Stakeholder Survey Results

To help inform the Vision Plan's first five years of implementation, please rank the following themes from 1 (most important) to 6 (least important) from your organization's perspective.



High-Level Insights From Stakeholder Engagement to Date

From the Stakeholder Survey

Project Types: Many different project types are represented in the stakeholder's top 5 project types.

The most selected project types were:

- **Wildfire Risk Reduction (Forested Areas):** In the top 5 for **40%** of stakeholders
- **Wildfire Risk Reduction (Wildland-Urban Interface):** In the top 5 for **32%** of Stakeholders
- **Enhancing Watershed Health (Protecting Water Resources):** In the top 5 for **32%** of Stakeholders

The least selected projected types were:

- **Pollution Reduction (Litter Removal):** In the top 5 for **7%** of Stakeholders
- **Conservation Corps (Support):** In the top 5 for **4%** of Stakeholders
- **Private Lands Stewardship (Assistance and Support):** In the top 5 for **2%** of Stakeholders

Stakeholder Kick-off Insight

- **What success looks like for stakeholders/organizations:** Beyond funding, stakeholders want clear, trackable goals, the ability to articulate collective/system-wide efforts (metrics on acres treated, miles maintained), and a plan that is a useful tool accelerating their work and facilitating funding.
- **Community Benefit vs. Tourism:** Prioritization of projects directly benefiting local residents over those solely focused on attracting tourism for economic gain.
- **Permitting/Green Tape:** Desire to outline the permit process within the plan and identify strategies/fund projects that streamline permitting or get projects closer to "shovel ready."
- **Cross-cutting questions to ask across all meetings:** How to define and address disadvantaged communities beyond census data (concentrations and dispersed vulnerable residents). Identify how this will inform project prioritization and grant guidelines.

Scheduled Stakeholder Engagement Meetings

Tuesday, June 17 10:00-11:30am	Agricultural and Working Lands Protection
Tuesday, June 17 2:00-3:30pm	Wildlife and Habitat Protection
Friday, June 20 9:30-11:00am	Parks, Recreation, and Public Access & Equity
Friday, June 20 2:00-3:30pm	Wildfire Risk Reduction and Forest Health
Wednesday, June 25 9:00-10:30am	Coastal Protection and Adaptation
Wednesday, June 25 1:00-2:30pm	Water Resource Management



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Discussion Questions

First Round of Stakeholder Meeting Questions

- 1. NEED.** We're looking for your expertise to help us identify the most impactful types of activities that will benefit from Measure Q investment. What are the greatest needs or opportunities in the County for Measure Q investment to support agricultural and working lands protection in the next five years?
- 2. IMPACT.** Measure Q emphasizes multi-benefit, equitable, and climate-resilient outcomes. Do you have ideas for projects or activities that can significantly advance these outcomes?
- 3. PROJECT LOCATIONS.** Where can Measure Q funding touch down on the ground to do the most good in the next five years and why? This can be a community, a watershed, a habitat type, or other location.

Second Round of Stakeholder Meeting Questions

Topic Areas for Discussion:

- 1. PRIORTIZATION**
- 2. FEEDBACK ON VISION DOCUMENT OUTLINE**
- 3. FEEDBACK ON LITERATURE REVIEW**

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Preliminary Outline for Vision Document - SECTIONS

- 1. Introduction and Context**
- 2. Vision Plan Development Background**
- 3. Vision Plan Prioritization**
- 4. Thematic Sections (6)**
- 5. Vision Plan Implementation**
- 6. Conclusion**
- 7. Appendices**



Preliminary Outline for Vision Document

Introduction and Context

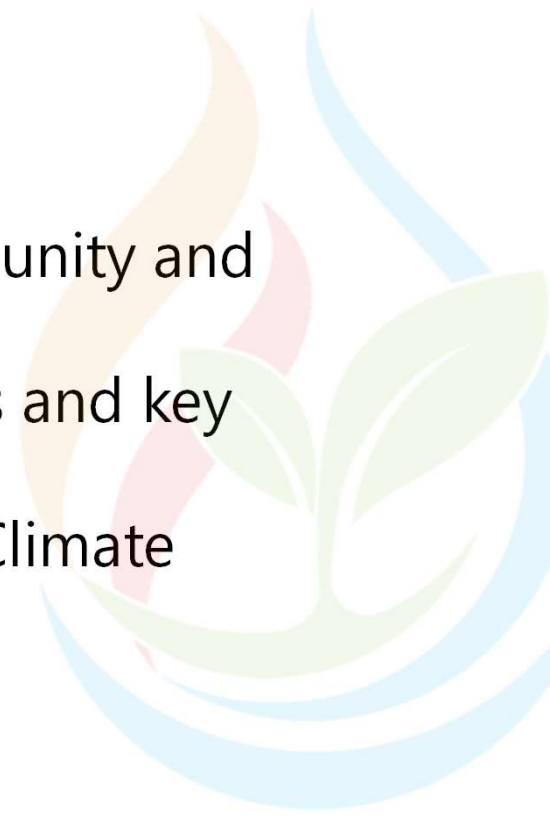
- » Santa Cruz County and its remarkable natural resources and open spaces
- » The need for sustainable funding for nature, access, and climate resilience
- » The passage of Measure Q and its intent
- » Measure Q eligible projects and funding categories
 - County Program
 - Cities Program
 - Partner Program
 - *Resource Conservation District*
 - *Land Trust of Santa Cruz County (Stewardship Implementation Partner)*
 - Grants Program
 - *San Vicente Redwoods*
 - *Pajaro River Watershed*
- » Measure Q implementation
 - Administration
 - COAB and its role
 - Relationship of the Vision Plan to the County's Measure Q Grant Program



Preliminary Outline for Vision Document

Vision Plan Background

- » Purpose and intent
- » Planning process—builds on existing plans, community and stakeholder engagement
- » What we heard—summary of community interests and key takeaways from engagement process
- » Vision Plan Organization (Six Major Themes with Climate Resilience as Major overarching theme)



Preliminary Outline for Vision Document

Vision Plan Prioritization

- » Methods and criteria to identify priority activities and funding opportunities may include:
 - **Readiness:** Projects that can move toward implementation within 3–5 years.
 - **Multi-Benefit Outcomes:** Projects that advance multiple Measure Q themes.
 - **Equity Impact:** Projects that improve outcomes for historically underrepresented or under-resourced communities.
 - **Climate Resilience Value:** Projects that address climate-related risks or vulnerabilities.
 - **Public Benefit:** Projects that deliver durable, visible benefits to County residents.
 - **Strategic Alignment:** Projects that support adopted County plans, policies, or regulatory mandates.
- » Vision Plan Thematic Prioritization
 - What thematic areas will be prioritized in first 5-year vision plan to ensure impact and outcomes that demonstrate value to community and stakeholders

Preliminary Outline for Vision Document

Water Resources Management*

■ Background and context, what's at stake, issues and opportunities

■ Recommendations for Measure Q investment

- » *Prioritization matrix or list of priority project types, activities, programs*
- » *Examples of critical existing projects, programs, activities*
- » *Examples of new or anticipated project types and activities*
- » *Important geographic locations for this work*
- » *Opportunities for San Vicente Redwoods or the Pajaro River Watershed*
- » *Opportunities for disadvantaged / justice communities, climate resilience, multi-benefit projects*

■ Implementation strategy and key sources of external funding

■ Reference to significant guiding plans and documents for more detail

* Each Thematic Chapter of the Vision Plan will follow this same outline.



Preliminary Outline for Vision Document *(continued)*

- **Wildfire Risk Reduction and Forest Health**
- **Wildlife and Habitat Protection**
- **Parks, Recreation, and Public Access & Equity**
- **Agricultural and Working Lands Protection**
- **Coastal Protection and Adaption**

Preliminary Outline for Vision Document *(continued)*

Vision Plan Implementation

- » Opportunities for matching funds such as Prop 4 and recommendations
- » Annual COAB review of progress reports
- » Next steps
- » For future consideration

Conclusion



Preliminary Outline for Vision Document *(continued)*

Potential Appendices

- » Summary of Community Engagement
- » Summary of Stakeholder Engagement
- » Literature Review Synthesis
- » Project / activity ranking methods
- » Grant or external funding opportunities





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

Thank You!