



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, November 19th, 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 7)

Regular Agenda

5. COUNTY STAFF REPORT

Information Items

- 6. Review of Proposed Measure Q Grant Program.....** page 3.
7. Discuss and approve a special meeting on January 14th, 2026..... page 6.

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 October 8th, 2025.....** page 7.

Written Correspondence Listing

- I. None

Adjournment

NEXT MEETING DATE:

5:30 PM Wednesday, February 18th, 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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REVIEW OF PROPOSED MEASURE Q GRANT PROGRAM (FY 2025–2026)

Recommended Action

1. Receive and Adopt framework on the proposed Measure Q Grant Program design and provide any additional direction to staff on program structure, scoring, and grant agreement terms.

Executive Summary

Staff have drafted Measure Q Grant Program framework for FY 2025–2026, outlining the proposed structure, funding approach, grant tiers, scoring rubrics, and standardized agreement terms. The goal of the program is to ensure transparent, equitable, and accountable investment of Measure Q resources across water quality, wildfire resilience, parks access, habitat protection, coastal adaptation, and working lands.

The proposed program incorporates grant tiers, a recommended funding breakdown, and aligned scoring tools for both mini-grants and larger Tier 2 grant awards. Staff also highlighted several key policy considerations to discuss with the Citizens Oversight Advisory Board (COAB)— including indirect cost limits, consecutive funding restrictions, reimbursement versus advance policy, and leveraging requirement variants for the two tiers of grants— intended to balance access for smaller community organizations with responsible stewardship of public funds.

Discussion

Program Structure & Timeline

The draft program identifies a proposed annual cycle including application release, review, award, reporting, and close-out timelines. The structure includes two primary grant types— mini-grants for smaller community-based projects and Tier 2 grants for larger capital or multi-benefit projects.

Funding & Scoring Framework

Staff will share a proposed funding allocation model and present two

proposed scoring rubrics tailored to each grant scale. Rubrics prioritize alignment with Measure Q Vision Plan priorities, multi-benefit outcomes, equity considerations, readiness, and opportunities to leverage external funding.

Policies for COAB Consideration

- *Indirect Costs*: Allow up to 5% or \$10,000, whichever is less or alternatively, indirect costs will not be covered by grant aware monies.
- *Consecutive Funding Limitations*: Limit organizations to two consecutive cycles, with a required gap year and exceptions only for countywide-significant needs; this limitation would be lifted if for projects that do not financially support staffing costs (capital or infrastructure costs alone)
- *Reimbursement vs. Advance payment of grant funds*: Smaller grants may receive advances of up to 50%; larger grants may receive up to 15% in advance but only on request and grant administration approval.

Standard Grant Agreement Terms

Staff will present proposed standard terms for Measure Q grant agreements to ensure consistency, accountability, and alignment with Measure Q priorities. The draft terms establish clear parameters for allowable direct and indirect costs, consecutive funding limitations, matching and leveraging, reporting, audit and records retention, legal compliance, and public recognition.

Allowable costs are limited to reasonable, necessary, and well-documented project expenses aligned with Measure Q objectives. Indirect costs may be reimbursed only as expressly authorized and, on a case-by-case basis. To promote equitable access and build partner capacity, organizations may not receive Measure Q awards from the same funding source for more than two consecutive cycles without a one-cycle gap, except for projects of countywide significance or unique technical expertise. Applicants are encouraged to demonstrate cash or in-kind matching contributions. Standard grant terms include semi-annual progress reports, retention of 10 percent of total funds until submission of satisfactory final deliverables, and retention of all records for at least three years following final payment. All

grantees must comply with applicable local, State, and Federal laws and are subject to audit and fund recovery for non-performance or misuse. Projects must also provide public recognition of Measure Q funding through signage and outreach materials and submit annual or final impact reports documenting geography served, populations and wildlife benefited, multi-benefit outcomes, and equity considerations.

These terms reinforce Measure Q's intent to ensure accountability, equitable distribution, measurable environmental outcomes, and transparent public reporting for all funded projects.

Financial Impact

No direct financial impact associated with COAB's review and adoption of grant program framework. The program will distribute its portion of annual Measure Q revenue—approximately 40% of the \$7.5 million generated each year—consistent with the Measure Q Vision Plan previously adopted by the Board.

Submitted By:

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



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SPECIAL MEETING 01.14.2026

Recommended Action

1. Discuss and approve a special meeting on Wednesday, January 14th, 2026.

Executive Summary

County staff recommend the Measure Q Citizens Oversight Advisory Board call a special meeting on January 14, 2025, to review the finalized Measure Q grant program before its launch in early 2026.

Discussion

The Measure Q Citizens Oversight Advisory Board (COAB) recently approved the Five-Year Vision Plan, which establishes the framework for the Measure Q grant program. County staff have been working diligently to develop a program to manage and allocate funding for eligible projects. Considering the complexity of the program and the role the COAB plays in ensuring transparency, accountability, and proper use of Measure Q funds, County Staff would like to provide an opportunity for the Advisory Board to review the final program before it launches in early 2026.

Pursuant to Section 4.1 of the COAB Bylaws, special meetings may be called by the Chair or by a majority of the Board. Staff recommend that the Advisory Board call a special meeting on Wednesday, January 14, 2025, to review and discuss the finalized Measure Q grant program.

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 10.08.2025 MEETING MINUTES

Recommended Action

1. Review and approve meeting minutes from October 8th, 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 Special Meeting October 8th, 2025 Minutes



Santa Cruz County Measure Q Citizens Oversight Advisory Board



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MEETING MINUTES

Wednesday, October 8th, 2025
5:00pm – 7:00pm
Special 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 5:04

Present: Dennis Webb (District 2), Sandy Brown (District 3), Rachel Dann (City of Santa Cruz), Julissa Espindola (District 4), Scott Harway (City of Capitola), David Sanguinetti (City of Scotts Valley)

Absent: Julie Howard (District 1), Mark Correia (District 5), Celeste DeWald (City of Watsonville)

Staff: Dave Reid (Director – OR3), Rebecca Hurley (Deputy Director – Parks), Juan Perez Alvarez (Administrative Services Manager – Parks)

2. **AGENDA MODIFICATIONS** No modifications.
3. **ORAL COMMUNICATIONS** No oral communications.
4. **ACTION ON CONSENT AGENDA** (item 7)

Motion to approve the consent agenda: Brown/2nd: Webb/All in favor

Regular Agenda

5. COUNTY STAFF REPORT

Deputy Director Hurley provided an update on the Senior Admin Analyst. Additionally, she mentioned that County Staff has been having discussions about projects the County could allocate their Measure Q funds to. Projects will be presented to the Board of Supervisors on October 21st with the completed Vision Plan.

Action Items

6. **Approve Final Measure Q Five-Year Vision Plan**..... page 3.

Director Reid thanked the consultant and County Staff for their work on the Vision Plan. He briefly discussed the process and the work that had been done between meetings. He expressed support for allowing public comment and proceeding with comments and suggestions from the COAB.

Public Comment

- Four members of the public provided public comments.

COAB Discussion

Chair Dann expressed appreciation to staff on their implementation of suggestions from the last meeting. She also requested adding captions to the photos included that identified the locations.

Commissioner Harway asked how implementation and accountability described in the Vision Plan and Measure Q language would be carried out, specifically regarding the submission of annual reports from Cities and grantees and the COAB's role in that process.

- **Director Reid** explained that Cities and awardees will submit annual reports for review by staff, the COAB, and ultimately the Board of Supervisors. The report format has not yet been developed, but the first set of reports should be expected in late 2026.

Commissioners Sanguinetti and Espindola both supported the plan, highlighting *transparency and inclusion of South County projects* (e.g., Valle del Pajaro).

Several commissioners questioned and requested clarification of the term "Green Tape."

- **Director Reid and Rob Tidmore** explained it refers to streamlining environmental restoration permitting (not deregulation). Conversation favored keeping the term in the Vision Plan but better explaining it to add clarity for member's of the public who are not familiar with it.

Commissioners Brown and Webb raised concerns about requiring local matching funds amid declining federal resources.

- **Director Reid and Rob Tidmore** mentioned making matching optional or a bonus scoring factor rather than mandatory. More conversation on this factor will be had when discussing the rating matrix for the grant program, which is still in development.

Commissioner Espindola emphasized the need for transparency and accessibility, expressing concerns about ensuring underserved communities can participate in the conversation.

- **Director Reid and Consultant Matt** noted the plan allocates \$600K to South County. A scoring criterion for disadvantaged areas is in development.

Director Brown and Deputy Director Hurley discussed improving meeting advertisement and community engagement. County to promote through official channels and encourage COAB members to spread awareness.

Vice-Chair Espindola sought clarification on whether the Vision Plan applies only to the grant program or also to cities.

- **Director Reid** confirmed that it is not legally binding for cities but serves as a guiding framework to ensure general alignment.

Motion to adopt the final Measure Q Five-Year Vision Plan with the addition of a better explanation of the term “green tape,” better differentiating the relationship between the Vision Plan and the jurisdictions decision making, addition of Valle del Pajaro County Park, correct typos and grammatical errors, and add captions and credits to photos where possible:
Brown/2nd: Espindola/All in favor.

Consent Agenda

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7. **Approve minutes from September 3rd, 2025**..... page 5.

Written Correspondence Listing

- I. Letter from Laurie Egan, Executive Director – Coastal Watershed Council.

Adjournment Meeting adjourned at 6:13 PM.

NEXT MEETING DATE:

~~5:30 PM Wednesday, October 15th, 2025~~ – CANCELED

Simpkins Family Swim Center Community Rooms

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