



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, August 19th, 2026
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 Citizens Oversight Advisory Board Meeting Agendas & Minutes, at:

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

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.

Introductory Items

1. CALL TO ORDER / ROLL CALL

2. AGENDA MODIFICATIONS

3. ORAL COMMUNICATIONS

Any person may address the Advisory Board 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 or matters within the Board's jurisdiction. Public comment on Regular Agenda items should be made when the item is called. Board 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 Advisory Board for a period not to exceed thirty (30) minutes. If, at the end of this period, additional persons wish to address the Advisory Board, the Oral Communication period may be continued to the last item on the agenda.

4. ACTION ON CONSENT AGENDA (items 10-12)

REGULAR AGENDA

5. COUNTY STAFF REPORT

Information Items

6. Fiscal Year 2025-26 Direct Allocation Report Presentations | page 4

7. Measure Q Fiscal Year 2025-26 Grant Program After Action Report | page 6

Action Items

8. Approve special meeting on Wednesday, October 14th, 2026 | page 8

9. Elect Chair and Vice-Chair | page 10

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 meeting minutes from May 27th, 2026 | page 11

11. Review and approve template for the Annual Citizens Oversight Advisory Board Measure Q Report to the Santa Cruz County Board of Supervisors | page 16

12. Accept and file reports on the FY 2025-26 Measure Q Direct Allocations | page 18

Written Correspondence Listing

- I. None

Adjournment

NEXT MEETING DATE:

5:30 PM Wednesday, November 18th, 2026

Simpkins Family Swim Center Community Rooms

979 17th Avenue, Santa Cruz, CA 95062



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FY 2025–26 DIRECT ALLOCATION PROGRAM INFORMATIONAL REPORTS

Recommended Action

1. Receive informational reports on FY 2025–26 direct allocation program from Cities and County.

Executive Summary

Measure Q distributes funding across four programs and prioritizes investments that leverage additional funding, provide multiple environmental and community benefits, and support disadvantaged communities. As part of its oversight responsibilities, the Citizens Oversight Advisory Board receives annual reports from funding recipients and provides an opportunity for the public to learn about project progress and provide input on Measure Q funding allocations.

Discussion

The Santa Cruz County Safe Drinking Water, Clean Beaches, Wildfire Risk Reduction, and Wildlife Protection Act (Measure Q) distributes revenues among four funding programs: a Competitive Grant Program (20%), direct allocations to the County of Santa Cruz (35%), direct allocations to incorporated cities (35%), and the Land Stewardship Partner Program (10%). Santa Cruz County Code also establishes implementation priorities for Measure Q investments, encouraging projects that maximize environmental and community benefits, leverage additional funding, and support disadvantaged communities.

The Citizens Oversight Advisory Board (COAB) serves as an independent public oversight body established by Measure Q to promote transparency, accountability, and public participation in the use of Measure Q funds. As part of its responsibilities under Santa Cruz County Code § 4.65.060, the COAB is responsible for conducting public hearings on Measure Q funding allocations and receiving annual reports from the County, incorporated cities, the

Resource Conservation District and land stewardship implementation partner (Land Trust of Santa Cruz County) on projects funded through Measure Q.

To support the COAB in fulfilling these responsibilities, County staff invited direct allocation recipients to provide brief oral updates on the progress of their Fiscal Year 2025–26 Measure Q projects. Representatives from the County and incorporated cities were invited to present at this meeting, while the Resource Conservation District and the Land Trust of Santa Cruz County have been invited to present at the next meeting. Four of the five County and city recipients are available to provide updates and answer questions. This item provides the COAB and the public an opportunity to learn more about the use of Measure Q funds, ask questions, and provide input on funding allocations.

Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience



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MEASURE Q INAUGURAL GRANT PROGRAM AFTER ACTION REPORT

Recommended Actions

1. Accept and file the after-action report on the inaugural Measure Q Grant Program.

Executive Summary

The FY 2025–26 competitive grant cycle was the first under the Measure Q Grant Program. Staff conducted an after-action review to evaluate the inaugural cycle and identify improvements to the FY 2026–27 guidelines and evaluation process. Staff present the report to the COAB for review and input before transmitting it to the Board of Supervisors.

Discussion

The attached after-action report is the first review of the Measure Q competitive grant program. The inaugural cycle drew 54 applications requesting \$8.9 million, and the Board of Supervisors approved 18 awards totaling \$2.74 million on June 9, 2026. Staff intend to conduct a review after each cycle, using it to assess how the program operated, gather input from applicants, evaluators, and partners, and refine the grant guidelines before the next solicitation.

Drawing on an applicant survey, external evaluator feedback, an internal staff debrief, interviews with peer grantmaking agencies, and program records, the report evaluates the cycle across four program areas, grant guidelines and pre-application support, the application period, scoring and evaluation, and the award decision process, and offers recommendations for FY 2026–27, summarized in Section 5 of the attachment.

Staff request that the COAB review the report and provide input on its findings and recommendations, which staff will incorporate before presenting the report to the Board of Supervisors.

Submitted By:

Clare Peabody, Measure Q Analyst

Link to Attachment

- a. [Measure Q FY 2025-26 Grant Program After Action Review](#)



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SPECIAL MEETING 10.14.2026

Recommended Actions

1. Approve a special meeting on Wednesday, October 14th, 2026.

Executive Summary

The Measure Citizens Oversight Advisory Board (COAB) is responsible for providing oversight of Measure Q funding, including preparing an annual report to the Board of Supervisors on project outcomes and the leveraging of additional public and private funding. Staff recommend a special meeting on October 14th, 2026, to review and finalize the first annual report before its presentation to the Board of Supervisors on November 10th, 2026, and to discuss updates to the Measure Q Grant Program guidelines for the upcoming funding cycle.

Discussion

The Citizens Oversight Advisory Board (COAB) is responsible for providing oversight of Measure Q funding by conducting public hearings on funding allocations, receiving annual reports from implementing entities, and submitting an annual report to the Board of Supervisors (BOS) on project outcomes and the leveraging of additional public and private funding.

On October 21st, 2025, the Board of Supervisors directed staff to return by the first meeting in November 2026 with the first annual Measure Q report. Consistent with Santa Cruz County Code § 4.65.060(A)(3)(e), staff recommends the COAB hold a special meeting on Wednesday, October 14th, 2026, to review and finalize the annual report in advance of the November 10th, 2026, BOS presentation.

The annual report will summarize activities and outcomes across all Measure Q funding categories, including the competitive grant program, County projects, city allocations, and projects administered by the Resource Conservation District and the land stewardship implementation partner, Land Trust of Santa Cruz County.

In addition, staff is preparing for the second annual Measure Q Grant Program. Following discussion of the after-action report, the special meeting will provide an opportunity for the COAB to review and discuss proposed updates to the grant guidelines for the upcoming funding cycle.

Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience



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ELECT CHAIR AND VICE-CHAIR FOR COAB

Recommended Actions

1. Elect a chair and vice-chair for the remainder of Calendar Year 2026 for the Measure Q Citizens Oversight Advisory Board (COAB).

Executive Summary

Following the resignation of the current Advisory Body Chair, there is a vacancy in the office of the Chair. Board members will discuss and vote on a member to fill the vacancy for the remainder of the term.

Discussion

Santa Cruz County Code § 2.38.120 provides that Commission officers are elected at the Commission's first meeting following its establishment and annually thereafter at the first meeting in April, or at the next subsequent meeting if no April meeting is held. However, County Code does not address the process for filling an officer vacancy that occurs mid-term due to a resignation.

Article VIII, Sections 2 and 3 of the COAB Bylaws provide that the Vice-Chair, "in the absence or vacancy in the office of the Chair, shall assume and perform the duties of the presiding officer," and that officers "shall serve for one (1) year or until their successors are elected."

Accordingly, the Vice-Chair will serve as the presiding officer until a successor is elected. Board members may nominate themselves or another member for the vacant officer position. Following a motion and second to close nominations, the Board will vote to elect the new officer.

Measure Q Staff would like to express their gratitude to City of Santa Cruz appointee, Rachel Dann, for her service and guidance as the inaugural Chair.

Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience



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MEASURE Q COAB 05.27.2026 MEETING MINUTES

Recommended Action

1. Review and approve meeting minutes from May 27th, 2026.

Executive Summary

Minutes for every meeting are taken and prepared by the Measure Q Citizens Oversight Advisory Board (COAB) 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 public participation, discussion and actions taken by the Advisory Board.

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:

Rebecca Hurley, Deputy 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 May 27, 2026 Minutes



Santa Cruz County Measure Q Citizens Oversight Advisory Board



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MEETING MINUTES

Wednesday, May 27th, 2026
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 5:36 PM.

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

Participated remotely due to just cause circumstances related to travel while on official business of another state or local agency pursuant to CA Gov. Code §54953: Julie Howard (District 1) and Mark Correia (District 5)

Absent: Scott Harway (City of Capitola)

Staff: Dave Reid (Director – OR3), Rebecca Hurley (Deputy Director – Parks), Clare Peabody (Senior Analyst – OR3), Juan Perez Alvarez (Administrative Services Manager – Parks), Alexis Rodriguez-Rocha (Admin Aide/COAB Liaison – Parks)

2. **AGENDA MODIFICATIONS** No modifications.

3. **ORAL COMMUNICATIONS** 1 person addressed the COAB in person. No one addressed the COAB via Teams.

4. **ACTION ON CONSENT AGENDA** (item 7)

RESULT: Approved [8 to 0]

MOTION/SECOND: Brown/Sanguinetti

AYES: Howard, Webb, Brown, Espindola, Correia, Dann, Sanguinetti, DeWald

NOES: None

ABSTAIN: None

ABSENT: Harway

REGULAR AGENDA

5. **COUNTY STAFF REPORT** No report provided.

Action Items

6. [FY 25-26 Measure Q Grant Program Final Funding Recommendations](#) | page 4.

Senior Analyst Clare Peabody presented the final FY 2025–26 Measure Q Grant Program funding recommendations, incorporating feedback received from the COAB at its May 6th

meeting. The presentation outlined the evaluation process, funding rationale, and recommended portfolio of 17 projects totaling \$2.74 million, balancing project scores with geographic distribution, thematic representation, community impact, and institutional diversity. She also included an overview of Measure Q direct allocation investments and identified topics for future grant program improvements that will be further discussed in an after-action review on August 19th.

Public Comment:

4 people addressed the COAB in person.
No one addressed the COAB via Teams.

COAB Deliberations

Commissioner Howard thanked staff for incorporating the COAB's previous feedback and preparing the funding allocation information. She expressed surprise that a significant portion of City funding was directed toward park maintenance and staffing, and that wildfire and forest health represented a smaller portion of applications than expected. For Tier 1, she proposed reducing the awards for Vista Center and Black Surf Santa Cruz by \$3,000 each to provide funding for the Truck Trail Emergency Response Navigation project. For Tier 2, she supported partially funding the Central Coast Prescribed Burn Association's proposal.

Commissioner Webb thanked staff for their efforts to incorporate the COAB's feedback but expressed discomfort with departing from Scenario A presented on May 6th. He noted that the Vision Plan and scoring criteria were developed through a thoughtful public process and provided applicants with clear expectations. While acknowledging the high concentration of recommended projects in Pajaro Valley, he viewed that as reflective of the area's demonstrated need.

Vice-Chair Correia commended staff for developing multiple funding scenarios and thoughtfully incorporating the COAB's feedback. He felt the staff recommendation balanced equity with the core purposes of Measure Q. He also expressed support for Commissioner Howard's proposal to fund the Truck Trail Emergency Response Navigation project.

Commissioner DeWald emphasized the significant need for investment in South County and questioned whether the recommended allocations adequately reflected that need. While acknowledging the importance of wildfire resilience as a funding priority, she noted that community priorities and reasons for voting for the Measure varied across different regions of the county.

Vice-Chair Correia acknowledged the need in South County but emphasized the importance of maintaining a fair and equitable funding process across all applications and project types. He stated that staff had done a good job synthesizing a recommendation that balanced multiple priorities, while noting that Scenario A reflected the Vision Plan in a more static manner.

Commissioner Brown agreed that Pajaro Valley could receive all available funding and still remain under-resourced. She discussed balancing geographic equity with overall project impact, noting she was comfortable adjusting recommendations based on both project themes and geographic distribution. She stated that multiple funding scenarios could align with the Vision Plan but emphasized the importance of remaining consistent with the Measure Q ballot language and voter intent. She also noted the County's significant wildfire risk and expressed support for prioritizing high-ranking wildfire resilience projects. She also indicated interest in exploring Commissioner Howard's recommendation to fund the Truck Trail Emergency Response Navigation Project.

Commissioner Sanguinetti recognized that no funding recommendation would satisfy everyone and appreciated the thoughtful work staff put into developing the recommendations. He supported the staff recommendations and indicated he could also support the proposed Tier 1 adjustment.

Commissioner Espindola stated that she did not support changes to the recommended funding allocations. She noted that comparing the Pajaro Valley Unified School District project with wildfire projects was not an equitable comparison, as community programs play an important role in connecting people to parks and nature. She emphasized that these experiences foster environmental stewardship and help inspire future careers in conservation and natural resource management.

Chair Dann stated that she could be in support of any of the funding scenarios, noting that all the proposed projects were worthwhile and that the funding decisions were difficult. She highlighted that projects such as restroom improvements promote equity and access. She also noted that the Board of Supervisors would make the final funding decision and that following their decision, the COAB could identify remaining funding gaps for consideration in future grant cycles.

Tier 1 Action:

Recommend the Board of Supervisors accept the final County Staff recommendation for Tier 1 and reduce the Vista Center and Black Surf Santa Cruz awards by \$3,000 each to fund the \$6,000 Truck Trail Emergency Response Navigation and Water Infrastructure Initiative Proposal, and accept the Scenario A preliminary County Staff recommendations for Tier 2.

RESULT: **Superseded by alternate motion.**
MOTION/SECOND: Webb/DeWald

Alternate Motion

Recommend the Board of Supervisors approve the final County staff recommendations for Tier 1 grant awards and direct County staff to find \$6,000 in alternate funding for the Truck Trail Emergency Response Navigation and Water Infrastructure Initiative Proposal.

RESULT: **Approved [8 to 0]**
MOTION/SECOND: Brown/Howard
AYES: Howard, Webb, Brown, Espindola, Correira, Dann, Sanguinetti, DeWald
NOES: None
ABSTAIN: None
ABSENT: Harway

Tier 2 Action:

(As amended) Recommend the Board of Supervisors accept the Scenario A preliminary County Staff recommendations for Tier 2 and reduce the PVUSD award by \$60,000 to provide a partial award to the Central Coast Prescribed Burn Association for the purchase of a Type 6 Engine.

RESULT: **Approved [5 to 3]**
MOTION/SECOND: Correira/Brown
AYES: Webb, Espindola, Dann, Sanguinetti, DeWald
NOES: Howard, Brown, Correira
ABSTAIN: None

ABSENT: Harway

Alternate Motion

Recommend the Board of Supervisors approve the final County staff recommendations for Tier 2 grant awards and direct County staff to reduce one or more recommended awards, as necessary, to provide a partial award of \$60,000 to the Central Coast Prescribed Burn Association for the purchase of a Type 6 Engine.

RESULT: Failed [4 to 4]
MOTION/SECOND: Correira/Brown
AYES: Howard, Brown, Correira, Sanguinetti
NOES: Webb, Espindola, Dann, DeWald
ABSTAIN: None
ABSENT: Harway

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.

7. Approve meeting minutes from May 6th, 2026 | page 25.

Written Correspondence Listing

I. None

Adjournment Meeting adjourned at 7:45 PM.

NEXT MEETING DATE:

5:30 PM Wednesday, August 19th, 2026
Simpkins Family Swim Center Community Rooms
979 17th Avenue, Santa Cruz, CA 95062



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COAB MEASURE Q ANNUAL REPORT TEMPLATE

Recommended Actions

1. Approve the Citizens Oversight Advisory Board Measure Q Annual Report template.

Executive Summary

Santa Cruz County Code requires the Citizens Oversight Advisory Board (COAB) to report annually to the Board on the outcomes of Measure Q-funded projects and programs and how funds leveraged additional public and private resources. To support this requirement, Measure Q Staff asks the COAB to consider approval of a standardized template to guide the development of the annual report and ensure that key information is presented consistently from year to year.

Discussion

Santa Cruz County Code § 4.65.060(A)(3)(e) specifies that the Measure Q Citizens Oversight Advisory Board (COAB) shall “report to the Board annually on the outcomes of the projects and programs funded through the Act as well as how the Act was used to leverage other public and private funds.” To support the COAB in fulfilling this responsibility, Measure Q Staff identified the need for a standardized template to guide the development of the annual report and ensure that key information is presented consistently from year to year.

Establishing an annual report template would provide a clear and consistent framework for documenting the outcomes of Measure Q investments, highlighting progress toward the goals established in the Measure Q Vision Plan, and demonstrating how Measure Q funding has supported and leveraged additional public and private resources. A standardized format would also help facilitate review by the COAB, the Board of Supervisors, and the public, while creating a useful record for evaluating the Act's investments over time.

Consistent with the funding structure established under County Code § 4.65.040, the proposed report is organized around the Act's four funding programs: the Grant Program and the three Direct Allocation programs serving incorporated cities, the County, and the Land Stewardship Partner Program. This structure is intended to provide a comprehensive overview of Measure Q investments while allowing the report to clearly distinguish between the different funding mechanisms, recipients, and outcomes associated with each program.

Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience

Attachment

- a. [Citizens Oversight Advisory Board Measure Q Annual Report Draft Template](#)



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FISCAL YEAR 2025–26 MEASURE Q DIRECT ALLOCATION REPORTS

Recommended Actions

1. Accept and file reports on the Fiscal Year 2025–26 Measure Q Direct Allocations

Executive Summary

Measure Q provides dedicated, long-term funding for projects that protect water quality, reduce wildfire risk, conserve wildlife and natural habitats, and improve parks and recreational opportunities. The Citizens Oversight Advisory Board (COAB) provides independent oversight and receives annual reports on Measure Q-funded projects to support transparency and accountability. To support preparation of the COAB's annual report to the Board of Supervisors, County Staff has asked direct allocation recipients to report on projects funded during Fiscal Year 2025–26, and asks the COAB accept and file the reports.

Discussion

The Santa Cruz County Safe Drinking Water, Clean Beaches, Wildfire Risk Reduction, and Wildlife Protection Act (Measure Q) is a local funding measure approved by Santa Cruz County voters in November 2024 to provide dedicated, long-term funding for projects that protect water quality, reduce wildfire risk, conserve wildlife and natural habitats, and improve parks and recreational opportunities.

Measure Q revenues are distributed among four funding programs:

- **20%** – Competitive Grant Program for eligible public agencies and nonprofit organizations.
- **35%** – Direct allocations to the County of Santa Cruz for eligible projects and programs.
- **35%** – Direct allocations to incorporated cities, distributed according to the formula established in the Act.

- **10%** – Land Stewardship Partner Program, administered through the Resource Conservation District of Santa Cruz County and the designated Land Stewardship Implementation Partner to support conservation, stewardship, and habitat restoration projects.

This funding structure combines competitive grant opportunities with direct investments by the County, incorporated cities, and land stewardship partners to advance the goals of Measure Q.

To promote transparency, accountability, and public participation in the implementation of Measure Q, Santa Cruz County Code § 4.65.060 established the Citizens Oversight Advisory Board (COAB) as the independent oversight body. As part of its oversight role, the COAB receives annual reports from the County, incorporated cities, the Resource Conservation District of Santa Cruz County, and the Land Stewardship Implementation Partner (Land Trust of Santa Cruz County) on projects funded through Measure Q.

To fulfill this reporting requirement and support preparation of the Measure Q Annual Report to the Board of Supervisors, County Staff has asked direct allocation recipients to submit reports on projects funded during Fiscal Year 2025–26. These reports will provide the information needed to document project outcomes, demonstrate progress toward Measure Q goals, and inform the COAB’s annual report to the Board.

Submitted By:

Rebecca Hurley, Deputy Director of Parks, Open Space and Cultural Services
David Reid, Office of Response, Recovery and Resilience

Link to Attachment

- a. [Measure Q FY 2025–26 Direct Allocation Reports by Agency](#)