Measure Q Annual Impacts

Fiscal Year 2025-2026

Resource Conservation District of Santa Cruz County

Presentation to the Citizens Oversight Advisory Board

October 21, 2026

Lisa Lurie, Executive Director

RESOURCE
CONSERVATION DISTRICT
OF SANTA CRUZ COUNTY

Helping people help the land, water, and wildlife of Santa Cruz County since 1942

We envision our county as a place where natural resources and the communities and economies that depend upon them are thriving and resilient.

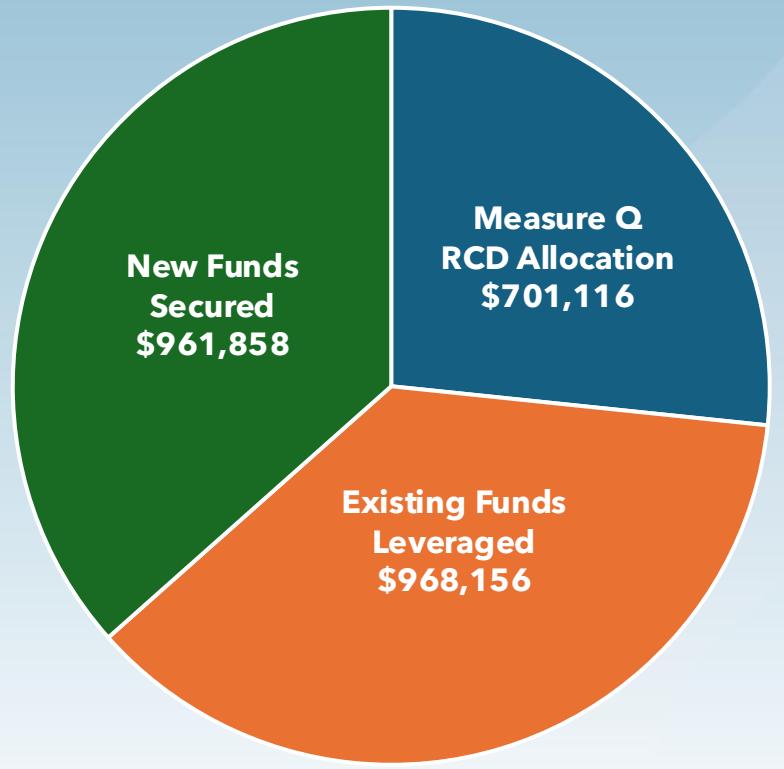
Measure Q provides critical, stable funding to support and expand RCD countywide service delivery for water, wildlife, wildfire and agriculture across 6 program & project areas

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Bringing Greater Investments to Steward our County

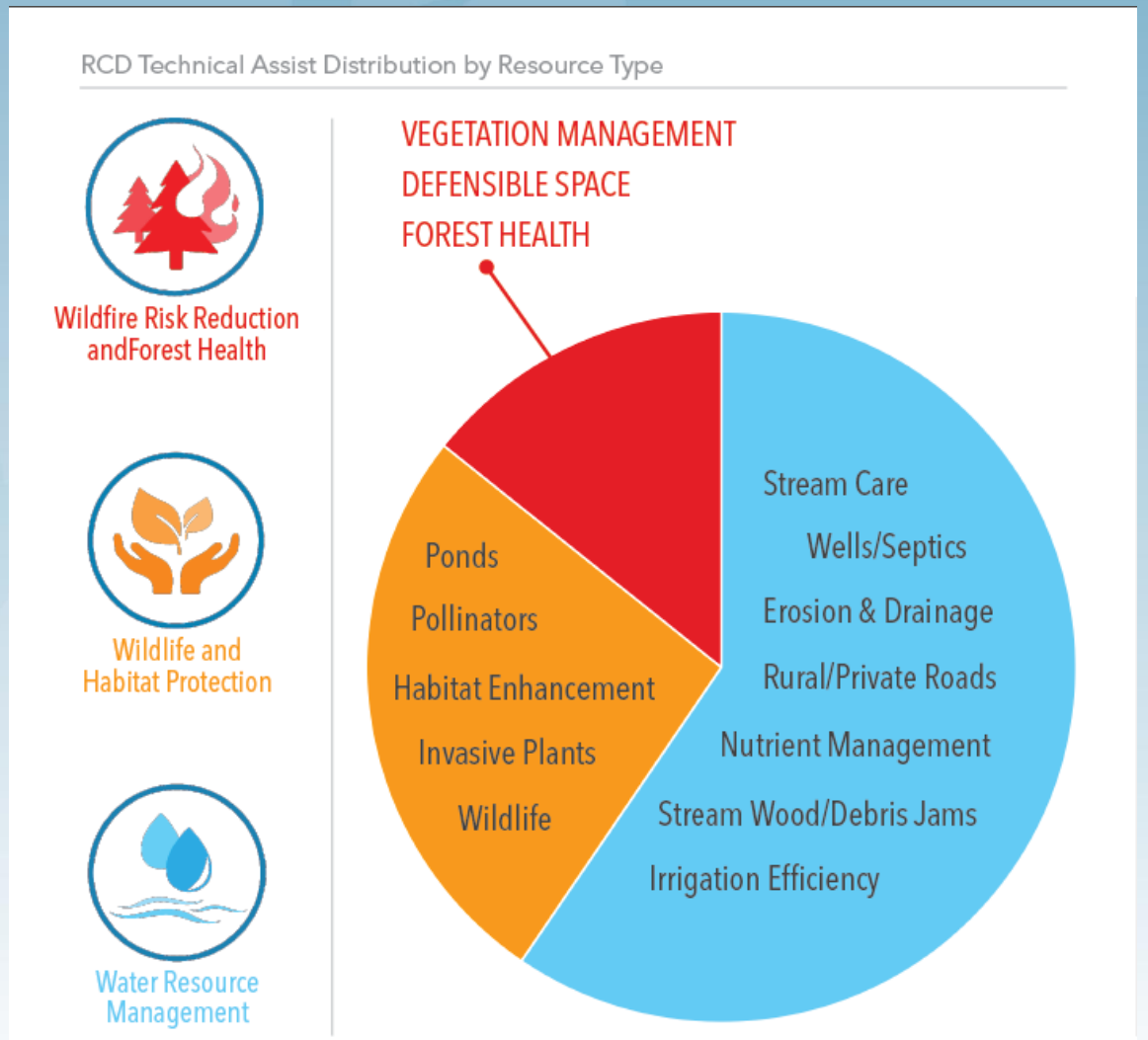
By leveraging federal, state, and local funds and securing new grants, we turn roughly $700,000 in Q funding into ~ $2.6 million in total investment, nearly quadrupling the impact

Multiplying the Impact of Measure Q



RESOURCE CONSERVATION DISTRICT OF SANTA CRUZ COUNTY

Here When You Need Us





We provided technical assistance to 39 landowners across the county, ranging from farms to rural residential properties, streamside homes to forested lands

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Improving Forest Health

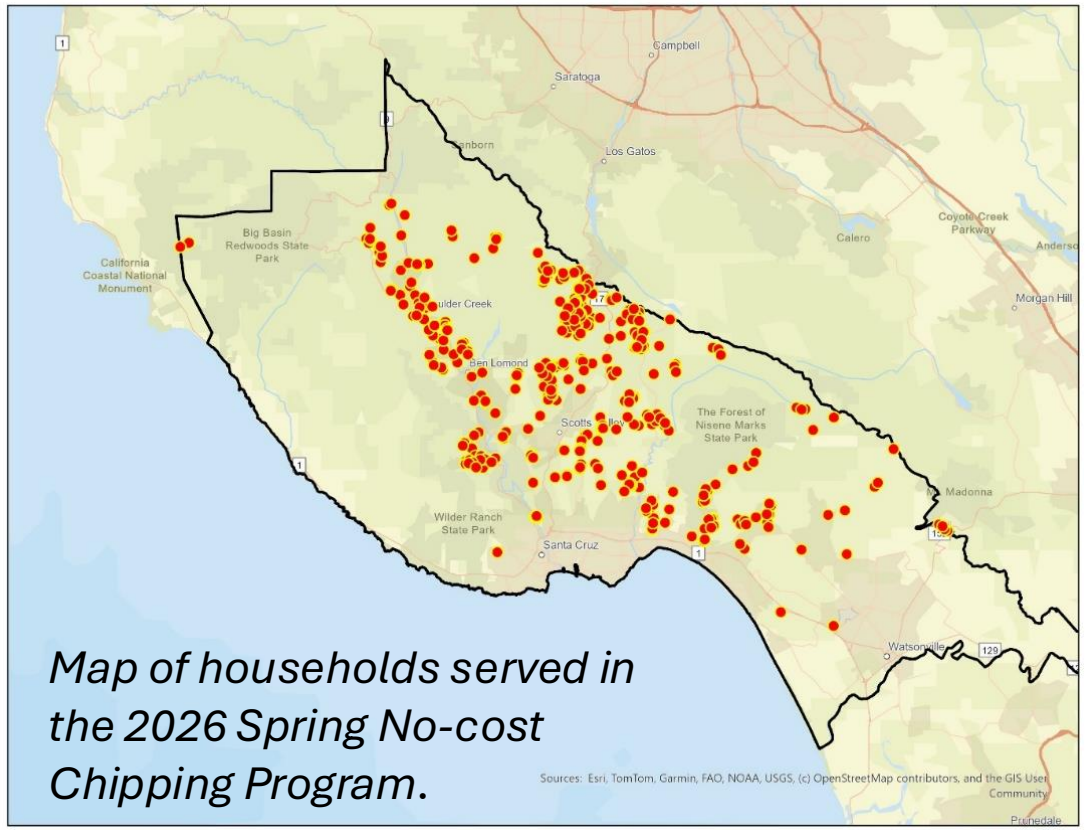
- South County Oak Woodland Restoration Program Advanced
- Rural Living Cost-share program under development and pilot program funding secured (through competitive Measure Q Grant)
- Small maintenance fund established



Roadside shaded fuel break before and after

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Engaging Our Community in Wildfire Resilience



Map of households served in the 2026 Spring No-cost Chipping Program.

- Chipping program impacts
  - 502 households served
  - $230,000 in resident in-kind support
- Increased capacity – hired new Forest Health and Community Resilience Specialist
- Stable funding ensures consistent program delivery and makes expansion possible

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Watershed Restoration

- Developed draft Conservation Plan for Anna Jean Cummings County Park
- Coordinated with agencies on improving water quality at Pinto Lake





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Stewardship in Agriculture

- Provided 14 growers with rebates for cover crops to reduce erosion and improve soil (and program expanding next year)
- Helped 33 growers use water and fertilizer more efficiently to protect and conserve water
- Led regional collaborative to advance climate resilience and mitigation on farms through actions like applying compost



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Building Community Awareness and Action

- Provided information and resources to over 250 community members at various public outreach events
- Developing outreach and communications strategies for FY26-27 and beyond







Looking Ahead

- El Niño Readiness and Response rcdsantacruz.org/2026-el-nino
- Launch Cover Crop rebate program
- Launch Rural Living Cost Share pilot program



Living on Rural Properties Workshop – 180 attendees

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Thank you!

Lisa Lurie
Executive Director
Resource Conservation District of Santa Cruz County
rcdsantacruz.org

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OF SANTA CRUZ COUNTY


MEASURE Q
Our Community's Commitment to the Future of this Place
LAND TRUST
SANTA CRUZ COUNTY
SANTA CRUZ COUNTY
MEASURE Q

Land Stewardship Implementation Partner

Private Land for the Public Good

Santa Cruz County's lands are mostly private.

The Land Trust is one of the largest private landowners.

We steward over 20,000 acres for the public good.

Funds Received

$701,116.71

Funds Leveraged

$1,728,837

Vegetation Management and Fire Risk Reduction

- Road and Access Routine Maintenance
- Chipping and Mastication
- Shaded Fuel Breaks
- Prescribed Burn Planning
- Eucalyptus and Hazard Tree Removal



Recreational Trails



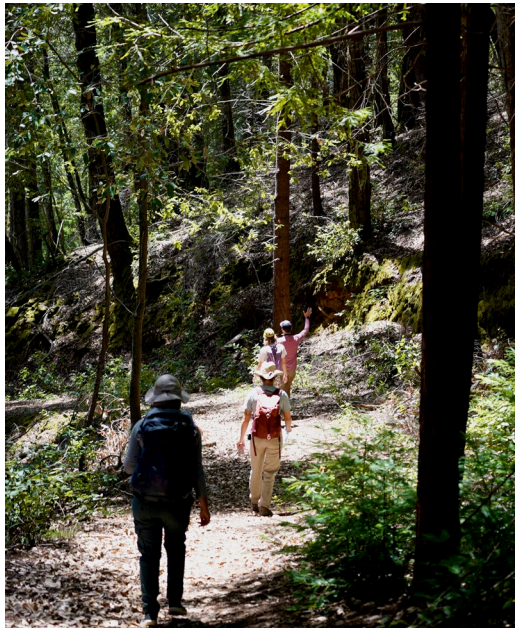
Trail Maintenance and Safety

- Routine patrols and monitoring
- Hazard mitigation
- Volunteer engagement



Trail Improvement and Upgrades

- Vegetation management
- Infrastructure enhancement
- Erosion/Drainage
- Interpretive features
- Bilingual signage



Partner Collaboration

- Collaboration with local agencies, nonprofits, and community groups.

Expanding Access to Open Space
Community Harvest at WSF

Community Space

Three large covered picnic areas with accessible seating and individual picnic tables

Trails

Five miles of walking trails, including: 1,800 feet of accessible trail, **two elevated boardwalks, three viewing platforms, and one hilltop viewing deck,** providing panoramic views of the region and coast

Fruit Trees & Gardens

Orchards and gardens with harvestable foods, herbs, and ornamentals accessible from the Community Harvest Gateway

Education

Kiosk signage and maps at the trail head, as well as **interpretive signs** along the trails.





Endangered Species Recovery and Habitat Stewardship

- Invasive Species Management
- Hydrology and Pond Management
- Grazing and Grassland Management
- Annual and Seasonal Monitoring
- Restoration Planning and Collaboration

And Much More!

Private Land for the Public Good – Your Partner in Land Stewardship

- Partnership with RCD
- Getting the word out
- Engaging volunteers
- Bringing state funds
- Sharing beyond our region

