



October 8, 2025

Santa Cruz County Measure Q Citizens Oversight Advisory Board
701 Ocean Street
Santa Cruz, CA 95060

Dear Measure Q Citizens Oversight Advisory Board:

The Coastal Watershed Council (CWC) has been involved in the Measure Q visioning process since its inception and appreciates all efforts to include stakeholder voices in the vision planning. Comments here aim to build upon the excellent work completed to date, ensuring funds are distributed equitably, make a visible impact, and address priority environmental needs in Santa Cruz County. We recommend updating the language to:

- Use consistent, inclusive language to describe investments in a diversity of underserved communities in Santa Cruz County. For example, Page 8 effectively states, "Maintain and expand safe and equitable access to parks, trails, and coastal areas, with a focus on South County and historically underserved communities," whereas Page 25 narrows the geographic scope: "Priorities for early action include visible investments in South County communities to demonstrate responsiveness and equity in action, and investments in projects within high hazard communities." We recommend explicitly using the more inclusive phrase "and other historically underserved communities" for equity-based investments, allowing multi-benefit projects to address significant needs throughout Santa Cruz County.
- Remove match funding requirements from evaluative principles to eliminate red tape and ensure funds are distributed efficiently. Complexities regarding timing and scale can make even a well-intentioned match requirement complicated to implement. With local dollars, we should prioritize streamlined, efficient use of funds while encouraging recipients to pursue state and federal matching opportunities without restricting flexibility.
- Maximize funding delivered to local municipalities and partners through the grant program, minimizing administrative and consultant fees retained by the County.

Thank you for your consideration of these recommendations. CWC looks forward to continuing our partnership to ensure Measure Q delivers meaningful environmental and community benefits throughout Santa Cruz County.

Sincerely,

Laurie Egan
Executive Director