

MEASURE Q GRANT PROGRAM

# Evaluator Scorecards

FY 2025-26 - Inaugural Cycle



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County of Santa Cruz - Office of Response, Recovery & Resilience - Department of Parks, Open Space & Cultural Services

This document contains individual evaluator scorecards for all 50 scored applications in the FY 2025-26 Measure Q Grant Program inaugural cycle.

**Tier 1 - Community Catalyst:** 29 applications - \$5,000-\$50,000

**Tier 2 - Community Impact:** 21 applications - \$50,000-\$500,000

## About This Document

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**Evaluator order:** Evaluator 1 and Evaluator 2 are presented in no particular order. The designations do not reflect seniority, weight, or sequence of review.

**Scoring:** Each application was independently scored by 2 evaluators using a 100-point rubric, per the previously approved grant guidelines containing scoring criteria for Tier 1 and 2 grants

**Average score:** The average score shown for each application is the arithmetic mean of the two evaluator totals.

**Ranking:** Applications are ranked within each tier by average score using standard competition ranking (1-2-2-4). Applications with equal average scores receive the same rank.

**Comments:** Evaluator comments are reproduced verbatim from the scoring platform and reflect the evaluator's independent judgment.

## Score Summary - All Applications

TIER 1 - COMMUNITY CATALYST							
App #	Project Title	Organization	Amt Requested	Eval 1	Eval 2	Avg	Rank
#58	River Stewards	COASTAL WATERSHED COUNCIL	\$50,000	97	97	97.0	#1
#115	Pinto Lake Water Quality Monitoring to Reduce Harmful Algal Blooms	Santa Cruz County Parks	\$48,000	95	89	92.0	#2
#131	Truck Trail Emergency Response Navigation and Water Infrastructure Initiative	Santa Cruz County Fire Department	\$6,000	90	83	86.5	#3
#96	Kids2Parks	Friends of Santa Cruz State Parks	\$14,915	80	90	85.0	#4
#206	Real-Time Digital Signage for Wildfire Preparedness	Santa Cruz County Fire Department	\$43,982	85	78	81.5	#5
#153	Strategic Water Supply Enhancements for Rural Areas- Pilot Program	Santa Cruz County Fire Department	\$29,158	87	72	79.5	#6
#248	Creating Accessible Park Experiences for the Blind and Visually Impaired	Vista Center for the Blind and Visually Impaired	\$50,000	77	81	79.0	#7
#179	Expanding Coastal Access, Ocean Safety, and Surf Education in Santa Cruz County	BLACK SURF SANTA CRUZ INC	\$50,000	81	76	78.5	#8
#166	Outdoor Equity & Wellness Initiative: Facilitating Access and Equity to Local Parks and Recreation for Boys & Girls Club Youth	Boys & Girls Clubs of Santa Cruz County	\$50,000	74	79	76.5	#9
#225	Las Cumbres Shaded Fuel Break Project	South Skyline Firesafe Council	\$10,000	68	84	76.0	#10
#129	Loma Prieta Ave Evacuation Corridor Fuel Reduction	Loma Prieta Community Foundation	\$46,500	70	71	70.5	#11
#256	Increasing Outdoor Environmental Education Access and Native Species Planting in the Pajaro Valley	Farm Discovery at Live Earth	\$25,000	65	74	69.5	#12
#161	Central Fire and Scotts Valley Fire Wildfire Resilience Partnership	Central Fire Distirct of Santa Cruz County and Scotts Valley Fire Distirct	\$50,000	70	68	69.0	#13
#196	Youth Action for Water Quality and Coastal Health	O'Neill Sea Odyssey	\$39,800	61	77	69.0	#13
#201	Extended Cover Cropping for Water Conservation in Pajaro Valley (tier 1)	Sustainable Conservation	\$35,706	81	55	68.0	#15

TIER 1 - COMMUNITY CATALYST							
App #	Project Title	Organization	Amt Requested	Eval 1	Eval 2	Avg	Rank
#210	Miller Property County Park Expanded Trails Assessment and Design	SANTA CRUZ MOUNTAINS TRAIL STEWARDSHIP	\$40,000	71	63	67.0	#16
#97	Bringing culturally-relevant engagement on climate and nature to the Pajaro Valley: the Dia de Esperanza Festival and building an "Esperanza Corps"	Esperanza Community Farms	\$49,207	63	68	65.5	#17
#152	Coastal Water Resilience Hub: A Youth-Centered Community Education Platform for Local Water Issues and Solutions	REGENTS OF THE UNIVERSITY OF CA	\$45,884	52	79	65.5	#17
#124	Harnessing Forest Biomass for Wildfire Resilience and Soil Health: Assessing Biome Logs in the Santa Cruz Mountains	Center for Applied Ecological Remediation	\$24,156	65	59	62.0	#19
#252	The Santa Cruz Surf Access & Resilience Initiative	Save The Waves Coalition	\$42,550	72	52	62.0	#19
#83	Strategic Canopy Reduction in the Wildland-Urban Interface: A Community-Driven Approach to Protect Homes, Infrastructure, watersheds, neighboring Firewise and non-Firewise communities, and Ecosystems.	Loma Prieta Community Foundation	\$50,000	57	65	61.0	#21
#66	Enhancing Environmental Health and Protecting Eco-Cultural Heritage through the Return of Indigenous Stewardship to Pescadero Ranch	AMAH MUTSUN LAND TRUST	\$49,987	67	51	59.0	#22
#75	Pajaro Valley Youth PhotoVoice Open Space Access	Regeneracion - Pajaro Valley Climate Action, a fiscally sponsored project of Community Initiatives	\$33,909	43	73	58.0	#23
#232	Sembrando La MILPA: Milli Mizpetzoanis (MILPA Explorers)	MILPA	\$46,500	60	53	56.5	#24
#104	Securing Permitting for Homeless Garden Project Permanent Site	Homeless Garden Project	\$50,000	52	59	55.5	#25
#205	Expansion and Support of Environmental Plastic Assessment Program in Santa Cruz County	Clean Oceans International	\$50,000	50	60	55.0	#26
#99	Inclusive Horizons: Adaptive Nature Access & Stewardship	Urban Works Santa Cruz	\$46,230	55	48	51.5	#27
#87	Resilience in Motion: Integrating Family Resource Centers and Lift Line for Emergency Preparedness and Safe Evacuation	COMMUNITY BRIDGES	\$50,000	30	60	45.0	#28

TIER 1 - COMMUNITY CATALYST							
App #	Project Title	Organization	Amt Requested	Eval 1	Eval 2	Avg	Rank
#102	Bonny Doon Spring Chipping Project	BONNY DOON FIRE SAFE COUNCIL INC	\$10,000	32	27	29.5	#29

TIER 2 - COMMUNITY IMPACT							
App #	Project Title	Organization	Amt Requested	Eval 1	Eval 2	Avg	Rank
#121	Pajaro Valley Watershed Stewardship, Habitat Restoration, and Outdoor Access and Equity Project	WATSONVILLE WETLANDS WATCH	\$350,000	94	94	94.0	#1
#174	Rural Lands Assistance Program Pilot	RESOURCE CONSERVATION DISTRICT OF SANTA CRUZ CTY.	\$342,140	76	95	85.5	#2
#82	Watsonville City Plaza Revitalization Project	City of Watsonville	\$600,000	81	83	82.0	#3
#123	PVUSD Tier 2 Pajaro Valley Set-Aside Grant: Rolling Hills Middle School Track and Field Recreation Access Project	PAJARO VALLEY UNIFIED SCHOOL DISTRICT	\$500,000	82	80	81.0	#4
#142	Mesa Village Park Phase 1 Improvements: Expanding Equitable Access to Nature and Play	FRIENDS OF SANTA CRUZ COUNTY PARKS	\$279,500	83	79	81.0	#4
#212	Pajaro River Bridge to Bay Project Feasibility Study & College Lake Borrow Study	PAJARO REGIONAL FLOOD MANAGEMENT AGENCY	\$390,000	85	73	79.0	#6
#245	Sol Y Tierra: Climate Justice Learning Series and Climate Adaptation Work Crews	Community Action Board of Santa Cruz County, Inc.	\$509,000	80	74	77.0	#7
#172	San Lorenzo Flood Control System - Debris Boom Project	CITY OF SANTA CRUZ	\$300,000	83	69	76.0	#8
#90	Resilience-Ready Santa Cruz County: The Zone-0 Equity & Workforce Initiative	Long Term Recovery Group of Santa Cruz County	\$398,266	78	71	74.5	#9
#113	Wildfire and Ecology Resilience via Beneficial Fire in Santa Cruz County	Central Coast Prescribed Burn Association	\$399,360	69	77	73.0	#10
#61	Pinto Lake County Park Pump Track Reconstruction by Santa Cruz Mountains Trail Stewardship	SANTA CRUZ MOUNTAINS TRAIL STEWARDSHIP	\$350,000	62	69	65.5	#11
#112	San Lorenzo Valley Forest Health & Hazardous Fuel Reduction Project	Forest Lakes Neighborhood Firewise and Safety Association	\$500,000	65	60	62.5	#12
#204	FoodWhat: A Justice-Rooted Homebase in the Pajaro Valley for Youth Empowerment, Belonging, & Land Stewardship	FoodWhat Incorporated	\$383,021	62	63	62.5	#12
#145	Expanding Community Safety and Access at Evergreen Cemetery	Santa Cruz Museum of Art & History	\$373,642	58	64	61.0	#14
#255	Extended Cover Cropping for Water Conservation in Pajaro Valley (tier 2)	Sustainable Conservation	\$196,207	64	54	59.0	#15

TIER 2 - COMMUNITY IMPACT							
App #	Project Title	Organization	Amt Requested	Eval 1	Eval 2	Avg	Rank
#73	Soquel Creek Riparian Habitat Restoration at Rispin Park	City of Capitola	\$325,000	51	64	57.5	#16
#64	Greyhound Rock Coastal Environmental Education and Interim Camping Program	County of Santa Cruz Parks Department	\$135,000	43	62	52.5	#17
#74	Measure Q Infrastructure Investment: Consolidation and Resilience Upgrades for Fire-Impacted Water Systems	SAN LORENZO VALLEY WATER DISTRICT	\$500,000	65	37	51.0	#18
#239	Santa Cruz Community Seed Strategy	REGENTS OF THE UNIVERSITY OF CA	\$143,457	44	38	41.0	#19
#259	EcoFrontiers Docuseries: Capturing Measure Q in Action - Tracking Funded Projects, Measurable Outcomes, and Participatory Community Action	United Service Agency, Inc.	\$80,000	48	29	38.5	#20
#228	Watsonville Fire Training Center Pavement Replacement & Water Reclamation System Feasibility Study	City of Watsonville	\$100,000	40	28	34.0	#21

<b>#58</b>	<b>River Stewards</b>	Rank #1 Avg 97.0
COASTAL WATERSHED COUNCIL \$50,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>97 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>40 / 40</b>
Project demonstrates strongest possible alignment to Vision Plan, directly advancing 2 priority thematic areas (water resources and parks / equity) with listed project types (riparian habitat restoration, volunteer stewardship) and geographies (San Lorenzo Watershed, underserved urban connectivity). Core and prioritization principles present and demonstrated throughout project narrative.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>28 / 30</b>
Project goes beyond its location within disadvantaged Census tract; program design directly serves a disadvantaged population (individuals experience homelessness) in volunteer stewardship efforts and also describes wider benefits to residents and local ecosystems.	
<b>FEASIBILITY</b>	<b>20 / 20</b>
Budget and schedule narrative / supporting documentation is detailed and describes local match sources and previous implementation timelines. New partnership with People First increases organizational capacity to ensure participant success.	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
Project demonstrates the potential for closer partnership between social safety net providers most impacted by federal budget cuts and local environmental organizations to improve social and ecological outcomes through work and volunteer opportunities that can help individuals retain benefits (ie CalFresh) amidst new work requirements. Points deducted because future program expansion / maintenance still remain dependent on additional grant funding sources.	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>97 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>38 / 40</b>
Significant habitat restoration project on the lower San Lorenzo River with clear ecological targets and established monitoring. Strong alignment with the Parks, Recreation, Equity, and Access theme, with secondary alignment to the Water Resource Management theme through water quality benefits to the San Lorenzo River. Core principles: provides environmental stewardship and workforce readiness for homeless adults through a structured program with strong evaluation components; advances equity for adults experiencing homelessness; and brings significant in-kind support from the applicant's budget and tools, plus a pending Whale Tail grant for this specific project that appears promising given CWC's previous Whale Tail awards. Secondary principles: public benefits are clearly described; readiness is strong, as the proposal effectively "runs back" a proven model with a new homeless services partner while keeping the core program intact; and there are robust existing agreements with the City authorizing the proposed work on the river.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>28 / 30</b>

Clear, well-substantiated benefits to homeless and near-homeless adults, with strong local demographic and homelessness data supporting the needs statement. Community benefits to safety, health and well-being, and access to nature described and tied to the proposed program activities.

**FEASIBILITY**

**18 / 20**

Detailed work plan and scope with measurable outcomes. Roles and responsibilities are defined for the applicant's staff, People First (participant recruitment, case management, and on-site participant support), and the City of Santa Cruz (supported by an existing long-term Memorandum of Agreement and City-held permits that enable work along the lower San Lorenzo River levee and Riverwalk). Evaluation methods address both ecological outcomes and social outcomes. Readiness is strong, with permits and site control agreements in place and a successful program model that has been run for three years, with the main change being a new homeless services partner that has been engaged in advance, so the program can start up quickly with new funding secured.

**INNOVATION & CAPACITY**

**9 / 10**

Innovation demonstrated: framed as an established, evidence-based model that others are already looking to replicate, with documented ecological and social outcomes to support this claim. Multi-benefit habitat restoration project operating in a public-private permitting environment, pairing riparian restoration with a structured approach that empowers people experiencing homelessness through job readiness, mental health, and educational benefits. Capacity building elements: includes the applicant developing a new relationship with a homeless-services provider to support recruitment and case management, including helping homeless participants meet new 20-hour weekly SNAP work requirements as River Stewards. Project strengthens collaboration among the applicant, City, and homeless-services partner and leverages existing permits and site arrangements on the lower San Lorenzo.

**BONUS**

**4 / 5**

#66	<b>Enhancing Environmental Health and Protecting Eco-Cultural Heritage through the Return of Indigenous Stewardship to Pescadero Ranch</b>		Rank #22 Avg 59.0
	AMAH MUTSUN LAND TRUST \$49,987 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>67 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 40</b>
<p>Primary project objectives are focused on data collection, ICRS development and stewardship planning in the context of the larger Juristac landscape which spans multiple Counties; builds capacity towards advancing thematic priorities of VP wildfire resilience and water resources management in a priority corridor (upper Santa Cruz Mountain Watersheds, High Wildfire Hazard Severity SRA, habitat connectivity) are secondary to this phase of the project. While project will deliver equitable access for Amah Mutsun Tribal Band members and restores ancestral knowledge to inform land stewardship practices, does not confer public access / parks or recreation benefits to surrounding community.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>25 / 30</b>
<p>Project directly engages and restores knowledge and cultural landscape access to Tribal Members who have been historically excluded from access to ancestral lands, knowledge and stewardship opportunities.</p>	
<b>FEASIBILITY</b>	<b>15 / 20</b>
<p>Project budget and scope are lacking detail regarding how activities at Pescadero Ranch (the portion of the larger Juristac Tribal Cultural Landscape within Santa Cruz County) will be tracked separately from the larger project but budget narrative and timeline is otherwise sound and straightforward, previous examples of work.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>7 / 10</b>
<p>IRCS protocol has already been established. Builds capacity for future tribal land stewardship in south / SE Santa Cruz County which could be funded through Q, MLRP or other Prop 4 programs.</p>	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>51 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>12 / 40</b>
<p>This project does not directly address any of the thematic areas or principles prioritized, although there may be benefits in future implementation of the recommendations resulting from this scoping/planning project focused on cultural and ecological resource management needs. Geographic area is not prioritized for Measure Q. Aligns with California priorities re: tribal lands.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>10 / 30</b>
<p>Target community is the Amah Mutsun Tribal Band, the 600 surviving descendants of the indigenous inhabitants of this land. They have been excluded from this land for hundreds of years. No DAC or SDAC mentioned. Benefits are indirect and would mostly occur under implementation of possible recommendations from this study and subsequent planning efforts. By identifying eco-cultural sites of significance and providing access to some members, helps restore AMTB members' connection to their ancestral lands.</p>	

<b>FEASIBILITY</b>	<b>18 / 20</b>
Timeline, scope and budget seem realistic and build off similar work completed by AMLT in other locations.	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
Supports AMLT's capacity building efforts in land acquisition and long-term stewardship, especially in this geography, which is being supported by a grant from the State of CA Natural this Agency. The project builds on AMLT's successful conservation and stewardship work in other parts of Santa Cruz County. Both elements have potential for expansion through future landscape wide restoration/management work in the Juristac area.	
<b>BONUS</b>	<b>3 / 5</b>

<b>#75</b>	<b>Pajaro Valley Youth PhotoVoice Open Space Access</b>	Rank #23 Avg 58.0
Regeneracion - Pajaro Valley Climate Action, a fiscally sponsored project of Community Initiatives \$33,909 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>43 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>13 / 40</b>
Primary project alignment to Parks / Equity theme although project type not supported by Vision Plan. Project primarily focuses on identifying and documenting barriers for research / artistic / educational purposes, rather than removing	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>10 / 30</b>
Project specifically engages disadvantaged youth but does not directly confer recreation or public access benefits; civic engagement is clearly demonstrated but grant narrative does not provide evidence to support the connection between project deliverables and future outcomes to increase public space or recreation to the community.	
<b>FEASIBILITY</b>	<b>17 / 20</b>
Scope is realistic and builds upon an existing program, with strong partnership from UCSC Arts Division and local high schools.	
<b>INNOVATION &amp; CAPACITY</b>	<b>2 / 10</b>
The project deliverables are not connected to longer term implementation goals for improving public access in South County.	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>73 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>16 / 40</b>
Project proposes to use photography and writing to document community perspectives about access (including lack of access) to open spaces in South County, and other areas of the County. The project aligns philosophically with the Parks, Recreation, Access, and Equity theme, but doesn't provide a direct enough way to directly increase access to open spaces in the County. It describes a vision for future access, but it doesn't outline how to apply the outcomes of these creative placemaking projects to actually increase access to open spaces for South County residents. Core principles: project offers multiple social and educational benefits: leverage: lists matching resources from UCSC along with significant in kind time; addresses equity issues for specific low-income communities. Secondary principles: key public benefits are identified; project is "shovel-ready," as the third iteration of an existing program. Evaluation methods are appropriate and should allow the team to measure proposed educational outcomes.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>29 / 30</b>
Specific Disadvantaged Community identified and need statement well articulated, including details that pertain to the need for increased access to open areas and parks (for example, low tree canopy and below standard park acreage). Key public benefits are clearly articulated for health and well-being, and access to nature.	
<b>FEASIBILITY</b>	<b>18 / 20</b>

Project feasibility strong given scope, workplan, and experienced team. The workshops plus gallery events and online dissemination are well matched to the requested budget and project period. Regeneracion staffing and roles are clearly defined, with a track record of working with Pajaro Valley youth. Timeline realistic; no permits required. Project is effectively "shovel-ready" as the third iteration of an ongoing program, with UCSC grants framed as supplemental rather than critical to basic delivery. Use of grant funds for youth stipends could benefit from clarification.

**INNOVATION & CAPACITY**

**7/10**

As the third iteration of this program, innovation is relatively low. Increases org capacity building as the project deepens existing partnership with UCSC, further developing a tiered mentoring model with UCSC students and faculty working alongside HS youth. Provides opportunities for meaningful contact with local organizations, including County Park Friends and the Land Trust.

**BONUS**

**3/5**

<p><b>Strategic Canopy Reduction in the Wildland-Urban Interface: A Community-Driven Approach to Protect Homes, Infrastructure, watersheds, neighboring Firewise and non-Firewise communities, and Ecosystems.</b></p>	<p>Rank #21 Avg 61.0</p>
<p>#83</p>	<p>Loma Prieta Community Foundation \$50,000 Tier 1</p>

**EVALUATOR 1**

<b>Total Score</b>	<b>57 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 40</b>
Wildfire risk reduction clearly claimed; project type (canopy/fuel reduction) fits Vision Plan and aligned to priority geography. Wildlife & Habitat also claimed but is a non-priority theme and is not integrated as a primary project goal, rather a secondary benefit.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>20 / 30</b>
Direct population (240 homes, ~630 residents) clearly stated. Broader benefit claims (25,000 regional residents) are speculative/ unsupported by evidence or grant narrative.	
<b>FEASIBILITY</b>	<b>8 / 20</b>
Community trust established, timeline reasonable. However, gaps in formal landowner ROEs and self assesment of permitting requirements - CAL FIRE, CDFW, county, or smoke management permits likely triggered by this scope. No budget worksheet or timeline attachment submitted providing additional staffing detail or plans for contractor oversight.	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
Strong innovation potential but replication pathway for residential fuel reduction projects outside this local area is not concretely described; no explicit monitoring or data-collection plan	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>65 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>30 / 40</b>
Roadside fuels reduction along key Summit area evacuation routes; high-priority WUI geography under Wildfire Risk Reduction theme. Alignment with Core Principles: multi-benefits provided (health, economic, ecological); no external funds listed as leveraged, in-kind implied but not listed in budget leverage/match; some climate benefits; very limited County-wide benefits. Secondary Principles alignment: strong public benefit for the Summit/Santa Cruz Mountains community, generally solid readiness for mechanical treatments with permitting gap for optional prescribed burns.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
Target population: does not include a specific Disadvantaged Community; primary direct benefit is to ~240 households, with secondary benefits to the broader Summit/Santa Cruz Mountains WUI community rather than county-wide. Community benefits are clearly articulated across several areas, including public safety, health and well-being, and community identity/livability.	

**FEASIBILITY**

**14 / 20**

Project scope clear and technically sound for mechanical treatments. Proposed timeline seems realistic. Permitting and readiness appear solid for mechanical treatment, but are not addressed for the "optional" prescribed burns. Organizational capacity somewhat mixed: strong community-wide volunteer engagement and an active Firewise program, but less clear how much experience Loma Prieta Community Foundation has managed projects at this funding level and scale, or navigating permits if they become necessary.

**INNOVATION & CAPACITY**

**4 / 10**

Innovation: blended use of mechanical treatment, potential prescribed fire, and other thinning methods is framed more as a menu of tools than as an innovative demonstration with clear learning objectives. Organizational capacity: references to "partnerships" do not clearly specify who the partners are or what roles they play. There is a clear intention to build community capacity for similar-scale fuels reduction projects, but it is not articulated how this would be developed into a replicable model.

**BONUS**

**2 / 5**

<b>#87</b>	<b>Resilience in Motion: Integrating Family Resource Centers and Lift Line for Emergency Preparedness and Safe Evacuation</b>	Rank #28 Avg 45.0
	COMMUNITY BRIDGES \$50,000 Tier1	

**EVALUATOR 1**

<b>Total Score</b>	<b>30 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>5 / 40</b>
<p>Weak link between primary thematic area claimed by the application (Parks / Equity) and the actual benefits which are more oriented towards emergency preparedness, planning and response during flood and wildfire events. It is not demonstrated how Lift Line will meaningfully increase long-term access to parks. Climate resilience value of project is not adaptive beyond baseline state of emergency preparedness. Core / secondary prioritization principles also not present.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>8 / 30</b>
<p>Public safety benefits are conferred by strengthening planning and coordinated outreach to vulnerable residents served by Lift Line outside of disaster events, but the link to public benefits as described in the Measure Q Vision Plan is weak.</p>	
<b>FEASIBILITY</b>	<b>11 / 20</b>
<p>Budget narrative and attachment are lacking in detail, describing costs as sweeping percentages of FTE's as opposed to outlining costs associated with specific tasks and deliverables and how those hours were justified. The narrative never identifies a concrete gap between current operations and the proposed program. It doesn't explain why existing FRC staff capacity is insufficient, how many additional hours this program requires beyond current duties, or what integrating the two programs actually means operationally that isn't already occurring</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>5 / 10</b>
<p>Lift Line / FRC already operational programs; replication or scaling potential for future Measure Q projects isn't well-articulated - this doesn't obviously build toward future Vision Plan-aligned work</p>	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>60 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
<p>The key priority is well coordinated transportation services during climate emergencies. Any access to parks is only relevant as it relates to that goal and as such there is not a primary focus on one of the approved theme areas. This project provides equitable access to transportation for evacuation and to needed services during climate-related emergencies for residents whose mobility/access to transportation may be limited (by income, age, or physical/cognitive limitations), including to and from parks and other recreation areas from which they would most likely be excluded. One third match from agency funds, which manages the two programs that would be coordinating to provide this new, proactive resilience service. Some of the neighborhoods to be served are prioritized geographies, and the people to be served live in DAC and SDAC. The two services to be coordinated are already part of the applicant organization's programs which facilitates activation of the project upon grant award.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>18 / 30</b>

Target population is vulnerable individuals whose transportation access is limited by income, physical or cognitive limitations, age, etc. Would serve DAC/SDHC individuals countywide. Would provide public safety and health benefits in case of climate-related emergencies requiring transportation needs. # of people to be served not described.

<b>FEASIBILITY</b>	<b>17 / 20</b>
Capabilities and programs are in place, as are connections to vulnerable populations. Activity could begin upon grant award.	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
Combines existing services creatively to strengthen emergency response infrastructure for vulnerable individuals.	
<b>BONUS</b>	<b>2 / 5</b>

<b>#96</b>	<b>Kids2Parks</b>	Rank #4 Avg 85.0
Friends of Santa Cruz State Parks \$14,915 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>80 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>32 / 40</b>
Project directly advances priority theme of equitable parks access for Title I schools within the County through field trips to local State Parks. Outside funding sources leveraged with Q funding 50% of field trips; equity considered in program design (serving Title I students). Ready to implement / scale contingent upon addition of grant funds.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>24 / 30</b>
DAC census tracts are explicitly identified, population is well-defined as are barriers (budget cuts limit field trip funding). Benefit type (equitable park access) is clear and well-described, and provides direct recreational opportunities through field trips. Broad, countywide reach across 26 schools. Application does not explicitly provide target student metrics although based on 24/25 program statistics likely around 1000 / 25 field trips (ROM).	
<b>FEASIBILITY</b>	<b>19 / 20</b>
Program has run for 10+ years, served 16,000+ students, has existing State Parks partnership infrastructure, and can start immediately. Scope, timeline, and deliverables are realistic and clearly described. Budget is straightforward, narrative supports cost totals.	
<b>INNOVATION &amp; CAPACITY</b>	<b>2 / 10</b>
Mature / proven program with standard implementation but limited description of capacity building or future Q funding potential. Maintaining program at scale subject to funding availability.	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>90 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>35 / 40</b>
Aligns strongly with the Parks / Recreation / Access & Equity theme; highly targeted to Title I and low-income communities with clear, well-articulated equity outcomes and multiple benefits for children (access to nature, safety, health, and sense of belonging). High leverage of committed and ongoing external funds to cover approximately half of the 70 planned trips; shovel-ready expansion of a proven program. Benefits are primarily just social and not also ecological or economic, and the application does not clearly demonstrate alignment with external regional or local strategic plans beyond the Measure Q Vision Plan itself.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>26 / 30</b>
Target audience: serves a specific Disadvantaged Community with a well-articulated needs statement. Names and integrates multiple community benefits into the program design, though these are measured qualitatively rather than with defined outcome metrics.	
<b>FEASIBILITY</b>	<b>19 / 20</b>
Long-running program with a clear scope and annual timeline; reasonable, well-explained budget and multiple funders; proven organizational capacity and long-standing partnerships with State Parks support on-time delivery within the grant period.	

**INNOVATION & CAPACITY**

**6 / 10**

Little innovation articulated. Project builds capacity by expanding and reinforcing the staffing, systems, and partnerships between Friends of Santa Cruz State Parks, California State Parks, and local schools needed to operate a high-volume, equity-focused field trip pipeline, positioning these partners to implement future Measure Q and similar parks-access projects for low-income students.

**BONUS**

**4 / 5**

<p><b>#97</b></p> <p><b>Bringing culturally-relevant engagement on climate and nature to the Pajaro Valley: the Dia de Esperanza Festival and building an "Esperanza Corps"</b></p>	<p>Rank #17 Avg 65.5</p>
<p>Esperanza Community Farms \$49,207 Tier 1</p>	

**EVALUATOR 1**

<b>Total Score</b>	<b>63 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>28 / 40</b>
<p>Project is aligned with 1 priority and 1 non-prioritized thematic area (parks/access/equity; ag/working lands). Building upon the Dia de Esperanza Festival, the addition of Q funding would support ESF staff time and contracts with partner organizations to build a local volunteer stewardship corps in south County. Meets some core and secondary prioritization principles through focus on culturally relevant engagement / removing barriers to civic engagement; some readiness demonstrated, although key partnerships (basis for contractual costs) do not yet have formal agreements in place or letters of support.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>19 / 30</b>
<p>Proposal clearly articulates need based on historical engagement with CSA clientele during disaster events and prior survey results. Community education / "prometora" model of engagement is aimed at increasing participation in volunteer and outreach events to historically underserved residents; however, educational events outside of Dia de Esperanza are less concretely defined as are partnerships with local nonprofits. Outcomes are primarily focused on education and civic engagement for historically under-represented groups which would provide indirect benefit to increasing parks access / recreational opportunities in South County. No target metrics established for outreach population or Esperanza Corps cohort size.</p>	
<b>FEASIBILITY</b>	<b>11 / 20</b>
<p>Builds upon a historically successful event, with staffing to support yearlong engagement / outreach and contracts with outside organizations; however, these partnerships are loosely defined. Budget table doesn't report match or in-kind fund leverage clearly and grant narrative shows funds being used towards costs which grant narrative claims are funded independently of Q.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>4 / 10</b>
<p>Innovative engagement methodology, but narrative acknowledges that long-term success is dependent on leadership from Corps members themselves and cohort is yet to be established.</p>	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>68 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>12 / 40</b>
<p>Advances Measure Q's equity and climate goals by engaging low-income, Spanish-speaking residents in a culturally rooted nature festival and sequenced follow-up activities that grow residents' leadership in environmental stewardship and environmental-justice related civic participation. However, within the three Vision Plan themes prioritized for this grant program (i.e., water resource management, wildfire reduction, and parks), it only moderately advances the Parks, Recreation, Access, and Equity theme. Activities center on a festival and a vision to create an "environmental corps" of 50 Spanish-speaking residents, with outreach as the primary metric. The project connects only indirectly to Measure Q-funded parks, trails, and natural areas because it emphasizes</p>	

community engagement and stewardship, not on-the-ground development or access improvements to parks and natural areas.

<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>27 / 30</b>
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Clearly targets a low-income community in a disadvantaged South County area. Needs statement is well constructed with appropriate proposed solutions. Provides key community benefits, including access to nature, health and well-being, and community livability. The very top scores are limited to projects with very clear, quantifiable outcomes.

<b>FEASIBILITY</b>	<b>18 / 20</b>
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Project is ready to start immediately. Project builds on an existing festival and existing awareness/skill-building work to establish the 'Esperanza Corps,' but proposes new and novel program elements. Scope and 12-month timeline are realistic and clearly defined (read: existing festival with new activity stations added to recruit "corps" members, with follow-up activities to help solidify engagement to the Corps). Applicant demonstrates capacity through past successful delivery of the festival, and established partners to carry out proposed activities.

<b>INNOVATION &amp; CAPACITY</b>	<b>7 / 10</b>
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Uses a festival (arts and culture) in an innovative way to build interest and engagement-creative twist on standard outreach. Builds organizational capacity to engage the broader community via the 'Esperanza Corps,' as an outreach vehicle for civic participation and education for many others in the community. Score is limited from higher bands because capacity-building outcomes are described in broad terms without specific metrics linked to achieving the ambitious outcomes/vision described in the narrative.

<b>BONUS</b>	<b>4 / 5</b>
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<b>#99</b>	<b>Inclusive Horizons: Adaptive Nature Access &amp; Stewardship</b>	Rank #27 Avg 51.5
Urban Works Santa Cruz \$46,230 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>55 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>21 / 40</b>
<p>Provides meaningful recreational opportunities for seniors and individuals with disabilities. While Water Resources is claimed as a theme the individual demonstration garden does not significantly address the county's water resources portfolio; primarily serves an educational and recreation objective to the user group. Core and secondary prioritization principles demonstrated through match / leveraged funds and equitable program design; significant public benefit and readiness. Recreational opportunities are primarily local (midcounty garden, sailing), but camp excursions are primarily out-of-county National Parks trips which do provide educational and long term stewardship value but are less aligned with VP's focus on enhancing local recreational opportunities / parks access.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>17 / 30</b>
<p>While the service demographics are clearly articulated (seniors, participants with disabilities), the grant narrative has discrepancies between target outreach metric (~1200 individuals served annually) and later claims of 30 volunteers / 150 participants which makes evaluating the impact more challenging. Does not provide outcome-driven justification for how many additional individuals will be served by the addition of Q funds, and overall size of outreach population is not clear across various programs (sailing, garden, camping).</p>	
<b>FEASIBILITY</b>	<b>11 / 20</b>
<p>There are many deliverables / program components, but narrative does not provide organizational info or position-level detail in how staffing and volunteer resources will be allocated across each program area.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>3 / 10</b>
<p>Project demonstrates innovation in accessible / inter-generational program design; future program capacity would still be contingent upon outside grant funding resources or volunteers to continue</p>	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>48 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>16 / 40</b>
<p>This educational project aligns with one Measure Q priority theme, Parks, Recreation, Access &amp; Equity, but only the local coastal sailing and kayaking component clearly expands access to Santa Cruz County parks, trails, and coastal natural areas. Equity impacts are strong. Readiness for the "coastal access" component appears high. External funds are leveraged, but diffusely across the entire three-pronged project, so only partial credit for leverage is warranted.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>18 / 30</b>
<p>Directly targets adults with disabilities and their adult caregivers and clearly notes access barriers, but provides very little data about this demographic/community, so the needs statement is more descriptive than data-driven. Public benefits are described broadly across multiple community value areas, but at a general narrative level</p>	

**FEASIBILITY**

**7 / 20**

Ambitious, multi-part scope (adaptive gardening, sailing/kayaking, road trips to state and national parks) with many moving pieces for a 12-month Tier 1 project. While the overall vision is clearly articulated, the project includes many different program components and there is not enough operational detail (e.g., logistics, safety, timeline) to fully confirm feasibility; for example, kayaking is listed but, amid the many activities described, it receives too little detail to adequately assess implementation for adults with disabilities.

**INNOVATION & CAPACITY**

**5 / 10**

Innovative intergenerational model integrating multiple nature-based activities for adults with disabilities and seniors. These components, if fully implemented, would increase organizational capacity. The elements are promising, but the proposal does not clearly describe how the model would be replicated or how lessons learned would be documented and applied to future Measure Q projects.

**BONUS**

**2 / 5**

#102	<b>Bonny Doon Spring Chipping Project</b>	Rank #29 Avg 29.5
BONNY DOON FIRE SAFE COUNCIL INC \$10,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>32 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
<p>While project does address wildfire risk reduction (community protection) in a priority geography, overall the grant narrative is incomplete and lacks detail to communicate what additional value funds will provide above the existing chipping services made available to Bonny Doon residents aside from "less need to prioritize" (page 2). Project scope is narrow / limited to wildfire risk reduction and readiness is not demonstrated extensively. Volunteer hours are not formally valued as a match / in kind cost contribution in the budget table.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>7 / 30</b>
<p>Metrics and project feasibility are not described (target population of 10,000 exceeds population of Bonny Doon). An existing chipping program exists in Bonny Doon and is referenced briefly in the grant narrative, but there is no demonstration of additional households served / acres treated through addition of grant funds. Also does not describe engagement methods or how the BDFSC will obtain permissions / resident interest.</p>	
<b>FEASIBILITY</b>	<b>8 / 20</b>
<p>Incomplete application. Chipping SOW is straightforward but no description of previous implementation, how contractual costs were determined, or how CEQA exemption will be verified.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>2 / 10</b>
<p>Standard approach with no description of long-term capacity building, partnerships or maintenance.</p>	
<b>BONUS</b>	<b>0 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>27 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>8 / 40</b>
<p>Project proposes to provide free curbside chipping of stacked "biomass" cuttings by Bonny Doon residents who request chipping, using Measure Q funds to pay contractors to do the chipping. Core Principles: multiple benefits are not described. Match: listed as 300 hours of "Fire Safe Council project management" with no supporting documentation in the budget or attachments. Equity or climate resilience benefits not described. Secondary Principles: public benefits are described as enabling residents to clear fuels from their property. Straightforward project that could be shovel ready, but it is not clear how the contractor would be managed. Safety protocols not addressed, nor how outreach to Bonny Doon residents would be conducted.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>10 / 30</b>
<p>Target audience: Limited to Bonny Doon residents who request curbside chipping service, not countywide and not targeted to a specific Disadvantaged Community. Community benefits: listed as 'public safety' and 'health and well-being,' but the application provides no supporting language or evidence to substantiate these claimed benefits.</p>	
<b>FEASIBILITY</b>	<b>8 / 20</b>
<p>Project proposes a three-week spring chipping project in May 2026, with a single budget line of \$10,000 for contractors. Application states the project 'can start upon award,' would extend an existing chipping program by</p>	

'several more days of chipping,' but does not provide detail on schedule flexibility, contractor procurement or management, outreach methods to residents, safety protocols, roles and responsibilities, or how many properties can be served with the requested funds.

**INNOVATION & CAPACITY**

**1/10**

Application describes a straightforward chipping service but does not present it as a pilot, new model, or demonstration. Does not explain how this would build organizational capacity for future Measure Q participation or be replicated elsewhere.

**BONUS**

**0/5**

#104	<b>Securing Permitting for Homeless Garden Project</b>	Rank #25 Avg 55.5
	<b>Permanent Site</b>	
Homeless Garden Project \$50,000 Tier1		

**EVALUATOR 1**

<b>Total Score</b>	<b>52 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
Core and secondary prioritization present (matching, equity, readiness); nevertheless, application only demonstrates alignment to a non-prioritized thematic area (Agricultural and Working Lands Protection).	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
Although the service population is clearly defined, the narrative focuses on the benefits conferred by existing HGP services and educational programs and does not articulate additional benefit through proposed project nor the risks to land acquisition in the absence of funding or why existing capital campaign / Coastal Conservancy grants uniquely require Q funding as a match leverage to pass permitting milestone.	
<b>FEASIBILITY</b>	<b>15 / 20</b>
Project demonstrates high feasibility, points deducted because the position of Q funds in the context of existing funding sources does not clearly articulate why additional funds are required at this critical of a stage of the acquisition process. Additionally, some uncertainties in what will be required from the City Planning Department create some risks as far as cost over-runs	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
Permanent site builds organizational capacity for future programming, but grant narrative focuses more on existing programming rather than specific plans for the permanent home.	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>59 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
Project centers on covering permitting costs as a preliminary step to purchasing HGP's existing farm site for current and expanded operations. Strong, worthy project for homelessness services, workforce development, and protecting an organic working farm, but these are not the main focus areas for this Measure Q grant cycle. The program prioritizing three thematic areas: Water Resource Management, Wildfire Risk Reduction, and Parks and Recreation Access and Equity; this proposal connects to those areas only indirectly. The project does offer secondary benefits to these theme areas and aligns well with Measure Q's Vision Plan principles (multi-benefit outcomes, strong match/leverage, equity, and shovel readiness). Score reflects those strengths while still recognizing the limited direct alignment with the three primary themes.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>24 / 30</b>
Target audience: adults experiencing homelessness across Santa Cruz County; clear statement of need. Narrative broadly describes benefits to health and well-being, community livability, and access to nature.	
<b>FEASIBILITY</b>	<b>13 / 20</b>

Scope is primarily a planning/pre-development phase focused on securing required permits to land acquisition and future facility build-out; this work appears feasible within 12 months. Scoring reflects projects proposing permitting or preliminary work, with top scores reserved for projects completing substantive on-the-ground outcomes.

<b>INNOVATION &amp; CAPACITY</b>	<b>5 / 10</b>
This portion of HGP's project is not innovative, but it does meaningfully build organizational capacity.	
<b>BONUS</b>	<b>2 / 5</b>

<b>#115</b>	<b>Pinto Lake Water Quality Monitoring to Reduce Harmful Algal Blooms</b>	Rank #2 Avg 92.0
Santa Cruz County Parks \$48,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>95 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>38 / 40</b>
Application narrative strongly benefits alignment to 2 priority themes (Water Resources, Parks / Recreation) by enhancing recreational value of a community park resource spanning CoW and unincorporated South County with connectivity to lower Pajaro Watershed (priority geography for water resources), sensitive habitat, and the coast. Demonstrated partner match and readiness, with application clearly demonstrating the added value of Q funding; climate resilience value demonstrated.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>28 / 30</b>
Strong demonstration of how HAB's currently limit recreational opportunities and data gaps that proposed funding will fulfill in order to guide future implementation work to support improved water quality. Serves geographic area designated as disadvantaged and primary recreational space in South County.	
<b>FEASIBILITY</b>	<b>18 / 20</b>
Strong demonstration of feasibility, partner commitments (points deducted because some partners mentioned but partnerships not formalized through letters of support or demonstrated in budget / scope narrative such as RCD). Extensive experience in similar program delivery and relationships with relevant agencies; outside funding applications planned. Testing costs are clearly defined with relevant partners engaged to inform follow-up work.	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
Approach to testing is standard but project will deliver capacity for future Q and Prop 4 implementation funding.	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>89 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>37 / 40</b>
Proposed monitoring and tributary assessment of nutrient inputs into Pinto Lake aligns strongly with Measure Q's Water Resource Management theme and secondarily with the Parks, Recreation, Access, and Equity theme. Need statement strongly substantiated; project is explicitly linked to formal regional plans. Provides multiple benefits (social and ecological). Readiness is strong, with concrete plans in place to secure implementation funding in coordination with named, well-substantiated partners. Project budget demonstrates strong external leverage from identified funding sources and delivers strong equity outcomes for local South County low-income communities that rely on Pinto Lake for recreation.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>27 / 30</b>
Target population: low-income families and adjacent neighborhoods that rely on Pinto Lake for recreation, with a clear, substantiated needs statement for these disadvantaged communities. Health and well-being, access to recreation and nature, and public safety benefits are clearly articulated.	
<b>FEASIBILITY</b>	<b>16 / 20</b>

Clearly defined scope and methods with a realistic one-year timeline. No permits are required, and work is ready to begin if a Measure Q award is made. The budget appears realistic, with a substantial portion already secured as matching funds. County Parks indicates prior experience with related water quality monitoring, though it is not clear whether they have completed a monitoring program of this duration and complexity on time and on budget. While scope and budget are clear, there is some residual risk of delays or cost overruns. Partnerships are well described for future implementation and watershed-scale follow-up funding, but it is not clear whether partner involvement is essential to completing this specific one-year monitoring scope or is primarily critical for post-grant implementation.

**INNOVATION & CAPACITY**

**6 / 10**

Project applies established best practices by integrating multiple data streams (stream gaging, nutrient sampling, and in-lake HAB monitoring) to better understand the primary drivers of nutrient loading into Pinto Lake. Capacity building: main strength under this criterion is in building longer-term organizational and regional capacity by positioning SC County Parks to partner with County Environmental Health, the City of Watsonville, academic partners, and other named agencies to pursue and deliver future implementation and restoration projects at Pinto Lake. Narrative is not clear about how these partners will contribute directly to the one-year monitoring activities, but provides sufficient detail regarding plans to pursue funding in the post-grant period with these partners.

**BONUS**

**3 / 5**

<b>#124</b> <b>Harnessing Forest Biomass for Wildfire Resilience and Soil Health: Assessing Biome Logs in the Santa Cruz Mountains</b>	Rank #19 Avg 62.0
	Center for Applied Ecological Remediation \$24,156 Tier 1

**EVALUATOR 1**

<b>Total Score</b>	<b>65 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>29 / 40</b>
Supports research to evaluate the efficacy of a novel biomass utilization strategy for residential fuel reduction by collecting data on soil health and fuel reduction efficacy across study sites in Bonny Doon, inside and outside CZU burn scar. Bonny Doon is a high priority wildfire risk reduction geography and the project design incorporates community HIZ education, tribal consultation and co-design, and considers multi-benefit aspects of biomass utilization method; actual Biome Log method itself is less established / tested in terms of risk reduction efficacy and does not necessarily align with standard project types listed in the Vision Plan to conduct fuel management.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
Describes efforts to engage tribal partners in project design / knowledge sharing with accompanying letter of support. Research directly engages residents and includes interns / workforce development; Bonny Doon not DAC/SDAC. Primary community benefit highlighted in grant narrative is to public safety but more research would be needed to provide support for direct claim that Biome Log method provides public safety benefits above other more established methods -- points reduced for indirect linkage to public safety, although this does lay the groundwork.	
<b>FEASIBILITY</b>	<b>16 / 20</b>
Study sites already established, expands upon existing body of work; partnerships demonstrated throughout narrative and affirmed by letters of support.	
<b>INNOVATION &amp; CAPACITY</b>	<b>3 / 10</b>
Novel approach that will generate data to inform future biomass disposal strategies for rural landowners in high risk areas. However, this is still an experimental project that would need further testing and stakeholder engagement prior to being incorporated into local or state BMP's for residential biomass management eligible for public funding.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>59 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
Applied research project: conceptually well aligned with the Measure Q wildfire and forest-health theme, backed by credible partners and promising preliminary results. However, the Biome Logs treatment is still in early testing, with no quantitative data yet demonstrating a clear advantage over pile burning, lop-and-scatter, or other conventional approaches to reducing hazardous fuels in mountain terrain. Project would score higher if prior research had already established performance of Biome Logs and this request focused on scaling and validating the method. As submitted, the multi-benefit, climate, and equity claims remain largely aspirational rather than demonstrated, and the work is not yet "shovel-ready" in the sense of delivering practical, near-term wildfire-risk-reduction tools that can be confidently recommended to landowners in the Santa Cruz Mountains.	

<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
<p>Target audience: clearly describes WUI landowners in the Santa Cruz Mountains and provides a good articulation of potential public-safety and other benefits. However, the project does not apply to a broad community across Santa Cruz County, nor does it clearly identify specific underserved communities (how many there are, who they are, and what different needs they have). Most critically, the stated community benefits depend on future application of an early-stage experimental study, rather than on a later-stage effort focused on fine-tuning and applying a proven method at scale.</p>	
<b>FEASIBILITY</b>	<b>18 / 20</b>
<p>Feasibility: scope and timeline realistic as research study is already underway. Project has strong partnerships and institutional backing, which provides additional capacity for a graduate student-led effort. The funds requested are modest, and both the budget and budget narrative are very strong. Overall, this is a small-scale pilot with sufficient capacity and a reasonable plan to complete the proposed work within the grant period.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Highly innovative proposed study comparing Biome Logs to conventional fuel reduction treatments. Because the approach is still untested and led as a graduate-student project under a fiscal sponsor, it is unclear which institution would actually carry this method forward and at what scale if results are positive; any institutional capacity building benefits depend on research outcomes that are not yet known and on future partners scaling/implementing the approach.</p>	
<b>BONUS</b>	<b>5 / 5</b>

#129	<b>Loma Prieta Ave Evacuation Corridor Fuel Reduction</b>	Rank #11 Avg 70.5
Loma Prieta Community Foundation \$46,500 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>70 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>34 / 40</b>
Project advances wildfire risk reduction in the form of a community protection project (roadside fuel reduction) within a priority geography (Summitt area). Leveraged volunteer hours and community involvement; secondary principles present in the form of public benefit and strategic alignment. Readiness is hard to determine given lack of organization history implementing fuel reduction projects at scale, unknown complexity of work and potential gaps in self assessment of permitting requirements.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>18 / 30</b>
Clear risk reduction to residential area - but limited to a smaller geographic area non - DAC <500 household.	
<b>FEASIBILITY</b>	<b>12 / 20</b>
Budget and timeline are high level and do not provide meaningful basis for cost categories, detailed staffing breakdown or contractor oversight. Unclear if organization's personnel costs are associated with funded staff positions. CEQA self-assessment likely underestimates NOE process at minimum and need to develop treatment specifications in alignment with local resource requirements.	
<b>INNOVATION &amp; CAPACITY</b>	<b>5 / 10</b>
Program would develop capacity for local area and require partnership across the community, businesses and provide educational opportunities; however, this is a neighborhood group limited to a local area of the county and benefits would not necessarily extend to countywide residential projects for future Q or outside grant funding.	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>71 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>29 / 40</b>
Strong thematic alignment with the Wildfire Risk Reduction Measure Q theme, with very clear public benefit and project readiness, but only modest multi-benefit outcomes and no explicit equity outcomes. The project clearly targets a high-risk evacuation corridor serving 300+ residents and several local businesses and demonstrates credible implementation capacity and long-term maintenance commitments. Lacks documented external match or in-kind funding.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>16 / 30</b>
No specific underserved/underrepresented population is explicitly addressed, and there is limited benefit to the broader county population. The project primarily provides public safety benefits for Loma Prieta Ave residents, road users, and nearby businesses in the immediate area, and also modestly contributes to neighborhood identity and community livability.	
<b>FEASIBILITY</b>	<b>15 / 20</b>
Scope, timeline, and treatment methods realistic/ achievable; clear deliverables and role for contractor. The Firewise leadership structure shows strong neighborhood investment and ongoing maintenance commitments, and the application implies a backbone role for the Loma Prieta Community Foundation, though ultimate	

responsibility is not fully explicit, creating ambiguity if implementation issues arise. The budget is thoughtful and appropriate. The applicant does not document LPCF's prior experience contracting for fuels-reduction projects, introducing a small amount of risk if the contractor encounters problems or unexpected conditions.

**INNOVATION & CAPACITY**

**7/10**

Project does not introduce significant technical or social innovation. Scores strongly on building capacity for LPCF and the Firewise community of residents. Has clear potential to be replicated across the Summit area and other nearby mountain communities.

**BONUS**

**4/5**

#131	<b>Truck Trail Emergency Response Navigation and Water Infrastructure Initiative</b>	Rank #3 Avg 86.5
Santa Cruz County Fire Department \$6,000 Tier1		

**EVALUATOR 1**

<b>Total Score</b>	<b>90 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>37 / 40</b>
<p>Advances prioritized thematic area with a project type specifically listed in the Vision Plan document (emergency preparedness and community protection for truck trail routes) serving mountain areas countywide with match leverage present and benefits to both fire response and overall recreational value and public safety outside wildfire events. Equity impact less clearly demonstrated by grant narrative; strong readiness, public benefit.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>27 / 30</b>
<p>Clearly describes public safety and recreational benefit across countywide population,</p>	
<b>FEASIBILITY</b>	<b>17 / 20</b>
<p>Demonstrated (LOS) support from State Parks, but not from other large landowners although reasonable engagement process documented. Installation is straightforward and application has laid groundwork in identifying assets / postmiles along critical routes so implementation timeline seems reasonable given in-kind commitments.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>7 / 10</b>
<p>Innovative collaboration between County Fire and large landowners that can be scales towards emergency access / rural hardening activities countywide</p>	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>83 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>35 / 40</b>
<p>Project proposes to install mile markers, access signage, evacuation route indicators, and water infrastructure signs along key rural truck trails and emergency access roads. Aligns strongly with the Wildfire Risk Reduction theme and secondarily with the Parks, Recreation, Access, and Equity theme by improving wayfinding on routes that visitors and residents use to access parks and open space. The project's very low cost, strong in-kind labor contribution, clear alignment with Wildfire Risk Reduction theme, evident multi-benefits, and high readiness support a high score.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>20 / 30</b>
<p>Target audience: describes rural communities in the Santa Cruz Mountains and people using park and open-space truck trails; population is broadly described with no specific demographic or quantitative data. Benefits: It delivers clear qualitative benefits (e.g., faster emergency response and evacuation operations, safer navigation/access for park and trail users), but benefits are hard to quantify, making overall impact hard to measure even though it is intuitively clear how the project would be helpful.</p>	
<b>FEASIBILITY</b>	<b>18 / 20</b>

Scope/timeline is simple and clearly defined, with no ground disturbance and no new permits anticipated. Deliverables are clear, and capacity appears strong: Santa Cruz County Fire and CZU CAL FIRE are reputable agencies with relevant/applicable experience and are providing in-kind labor to complete the project. The very low budget focused on materials and equipment further supports feasibility. One minor risk is that in-kind labor contributions are not quantified or detailed, so not clear if staff time will be as available as proposed.

**INNOVATION & CAPACITY**

**7/10**

Project increases organizational capacity for multiple agencies and users including fire, EMS providers, State and County Parks staff, and other agencies by using standard tools (mile markers, signage, GPS coordinates) and established practices to improve wayfinding and navigation for users of these rural access routes.

**BONUS**

**3/5**

<b>#152</b>	<b>Coastal Water Resilience Hub: A Youth-Centered Community Education Platform for Local Water Issues and Solutions</b>	Rank #17 Avg 65.5
REGENTS OF THE UNIVERSITY OF CA \$45,884 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>52 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>21 / 40</b>
As a project providing a primarily educational and recreational value, the water resources and wildfire risk reduction thematic nexus claimed by the applicant is not as strong as the parks / recreation / equity component and is accordingly de-emphasized in overall contribution to final scoring.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
Educational benefit to underserved populations through free admission days although transportation assistance is not a formal commitment ("will be explored") and no formal partnership or support with CEJEST schools identified as a part of early stage project design. Overall the project is viewed through an educational and recreational benefit lens as opposed to the universal benefit types claimed by the application.	
<b>FEASIBILITY</b>	<b>10 / 20</b>
Organizational information / previous history of museum curation and digital content is not articulated; broad bucket categories with staffing or contractual resources not identified for critical deliverables such as digital asset creation.	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
Lays groundwork to support visibility and reporting of future MQ projects and resilience initiatives; no formal long term funding commitments. Does not provide leverage for future grant resources.	
<b>BONUS</b>	<b>0 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>79 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>30 / 40</b>
Located at Seymour Center and online, the educational project will serve as a youth-centered platform translating local water challenges into accessible, solution-focused learning experiences. It includes two Water Resilience Community Days offering free admission with targeted outreach to disadvantaged communities, and an open-access digital platform hosting exhibit content and packaged educational assets. The exhibit is designed to make complex local water challenges accessible and engaging, helping students connect science, management, and community decision-making in ways relevant to their lives. 21% match provided by staffing and fringe benefits. No priority geography areas specifically mentioned.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>25 / 30</b>
This educational project will cover a variety of public benefit areas related to water management. Will conduct specific outreach to DAC communities.	
<b>FEASIBILITY</b>	<b>14 / 20</b>

Seymour center will support project with space and installation. ( LOS) Timeline seems reasonable. Staffing is in place. No mention of existing capacity developing similar projects.

**INNOVATION & CAPACITY**

**7/10**

Innovative structure and delivery method (both physical exhibit and online platform). Builds capacity by developing materials that can be reused at schools, committee organizations and partner agencies beyond the grant term. Increases capacity of Seymour Center and other partners to communicate complex water and climate issues in accessible youth-focused ways.

**BONUS**

**3/5**

#153	<b>Strategic Water Supply Enhancements for Rural Areas- Pilot Program</b>		Rank #6 Avg 79.5
	Santa Cruz County Fire Department \$29,158 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>87 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>33 / 40</b>
<p>Project will directly increase fire suppression capacity in two rural areas of the County listed as priority geographies for wildfire resilience and improves water infrastructure. Benefits to parks / water infrastructure are more indirect and in the form of avoided losses from catastrophic wildfire; but demonstrated support also highlight this as a priority for land stewardship partners (ie State Parks). Core and secondary principles present -- leveraged community purchase of water tank demonstrates readiness, support, and potential for future scalability with public and private landowners.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>24 / 30</b>
<p>Wildfire and watershed resilience, public safety; in terms of properties directly protected, smaller / rural non DAC residential developments as opposed to County-wide; although application demonstrates strong scaling potential.</p>	
<b>FEASIBILITY</b>	<b>20 / 20</b>
<p>Strong points for feasibility, with equipment already purchased at one site and letters of support from both landowning entities although points deducted due to value of already purchased tanks and staff / in kind match not documented as to evaluate staffing feasibility not covered by the grant.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
<p>Significant scaling potential for creating uniform design standards as well as collaboration with residential groups.</p>	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>72 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>30 / 40</b>
<p>Dual tank installation (four altogether) in two high fire-risk rural areas aligns well with Wildfire Risk Reduction Measure Q theme. Project delivers primarily one direct benefit, improved water supply for fire suppression, with indirect benefits (homes protected, etc.) derived from that core function. No cash match; labor described as in-kind but unquantified. Strong readiness: no permits required, site control in place. No external fire-related plans cited (CWPP, Hazard Mitigation Plan) to confirm these locations as identified priorities. No equity case made. Scores well on thematic alignment and readiness; limited on match/leverage funds, equity, and strategic alignment with other local adopted plans.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>19 / 30</b>
<p>Target community described with some specificity. The 150,000-200,000 annual Nisene Marks visitors are cited as beneficiaries, but benefits to these visitors not clearly articulated. Core beneficiaries are the rural residents and first responders in the two corridors where tanks will be installed. Project is not in a designated disadvantaged community; no equity need described. Public safety is the one benefit type named and described as a direct</p>	

project outcome. All other selected benefit types (health and well-being, etc.), follow indirectly from fire suppression and are not articulated in the narrative.

<b>FEASIBILITY</b>	<b>14 / 20</b>
<p>Scope is clear and straightforward: four 5,000-gallon tanks at two identified sites, installed by Santa Cruz County Fire. Narrative describes the installation process sufficiently. 10-12 month timeline realistic. No permits required; CEQA/NEPA complete; site control in place. County Fire's lead role provides strong institutional capacity, though no (optional) org info attachment provided. Budget (quote) attachment provides line-item costs, but excludes taxes and rock delivery; price quote is valid for 48 hours only, and noted to likely increase. No contingency or alternative funding source identified. County Fire's in-kind labor is mentioned but unquantified. Raises moderate concern about whether \$29K is sufficient to complete tank installations.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Project framed as replicable pilot model using a tank configuration/installation that can be expanded to other high fire risk rural corridors. Seems plausible, though it is not clear how this would be applied in practice to help other communities. The project does a better job explaining how it will increase the capacity of first responders in the two high-risk corridors.</p>	
<b>BONUS</b>	<b>3 / 5</b>

#161	<b>Central Fire and Scotts Valley Fire Wildfire Resilience Partnership</b>	Rank #13 Avg 69.0
Central Fire Distirt of Santa Cruz County and Scotts Valley Fire Distirt \$50,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>70 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>28 / 40</b>
Wildfire Risk Reduction is the clear primary theme and well-substantiated. Named geographies (Aptos Hills, Henry Cowell corridor, Nisene Marks watershed) are Vision Plan-relevant. Core principles: multi-benefit and climate resilience are credibly described, with district matching funds supporting full implementation. Parks + Wildlife & Habitat + Coastal Protection are all claimed as thematic areas - latter 2 are non priority, and direct benefits are not substantiated by risk modeling software purchase.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>22 / 30</b>
Service population is large and clearly described (roughly half the county population); as a planning / risk modeling exercise community benefit is one step removed from implementation	
<b>FEASIBILITY</b>	<b>12 / 20</b>
Lack of detail in describing staff time and expertise required to translate the Xyloplan risk assessment product into a mitigation strategy. 3 year implementation exceeds 2 year performance period (with extension) suggested by the grant guidelines. Unclear what prolonged benefit Xyloplan SAAS subscription would offer aside from initial risk modeling deliverable.	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
Obvious and demonstrated need for planning and prioritization described in narrative and Vision Plan, but grant narrative does not specifically reference future capacity for implementation by either district for neighborhood or landscape scale implementation of grant-funded work aside from inspections and education. Missed opportunity to build partnerships for a countywide program.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>68 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>25 / 40</b>
Planning grant using fire modeling software to produce risk maps and prioritized parcel list to inform a mitigation strategy for fire inspectors to advise vulnerable residents. Social, ecological, and equity benefits described but contingent on implementation beyond grant scope. All four Core Principles, including multi-benefit outcomes, match/leverage, equity, climate resilience are asserted but not directly delivered. Leverage consists of in-kind staff time and Districts' software cost-share only; no external funds besides Measure Q funds listed. Secondary Principles (public benefits, project readiness) similarly asserted; planning portion appears ready but implementation of resulting plan not addressed. Not clear why two year grant period requested when mitigation strategy would begin at month 7, but remaining 17 months unexplained.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>22 / 30</b>
Target community is described with some demographic specificity, including fire-vulnerable communities and disadvantaged populations (e.g., seniors, limited-English households), but no formal demographic data is	

provided. Need is well-articulated through emphasis on residents with heightened risk factors. Various community benefit types are named and described. These benefits are contingent on future implementation of the mitigation strategy, which is broadly but not fully described in the grant. The grant delivers maps and a planning document; direct community benefit occurs only if that strategy is acted upon beyond the grant period.

<b>FEASIBILITY</b>	<b>12 / 20</b>
<p>Partnership is in place between two Fire Districts and the analytic work associated with the software modeling and resultant mitigation strategy informed by the software appears ready to implement. However, the application does not identify any external funding sources or describe what staff commitments are required to act on the resulting mitigation strategy. The budget lacks sufficient detail; staff time is listed as in-kind but does not specify who, how much time, or what they will actually do. Insufficient evidence that the resulting plan will be acted upon effectively. Two-year grant period requested but only the first seven months of the project's activities described.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Joint use of fire modeling software across two Districts to drive mitigation strategy is not inherently innovative, but would be a first-time use in Santa Cruz County. The application makes a reasonable case that the software builds organizational capacity across these two Fire Districts (and other local fire agencies) by arming inspectors with more actionable information to help homeowners reduce fire risk. However, the application does not describe what inspectors currently do or how they currently prioritize their work, so the gap the software modeling is filling is not fully established.</p>	
<b>BONUS</b>	<b>3 / 5</b>

#166	<b>Outdoor Equity &amp; Wellness Initiative: Facilitating Access and Equity to Local Parks and Recreation for Boys &amp; Girls Club Youth</b>	Rank #9 Avg 76.5
	Boys & Girls Clubs of Santa Cruz County \$50,000 Tier 1	

**EVALUATOR 1**

<b>Total Score</b>	<b>74 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>35 / 40</b>
Advances singularly Parks / Access / Equity thematic area for underserved youth in Live Oak , DT Santa Cruz (both DAC, per screening criteria), and Scotts Valley with a focus on youth in foster care / experiencing housing instability. Match and equity impact both demonstrated	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>17 / 30</b>
Recreation / health benefits to underserved youth, although service population targets are mismatched across metric field and grant narrative (500 vs 1500) and not quantified what grant funding and associated vehicle purchases will support above baseline (total additional I # of youth served, # of field trips, etc)	
<b>FEASIBILITY</b>	<b>16 / 20</b>
Expansion of a well-established program; budget narrative lacks detail of describing overall organization / program staffing and formal supports from named agencies making feasibility more challenging to evaluate.	
<b>INNOVATION &amp; CAPACITY</b>	<b>3 / 10</b>
Project will expand program immediately and showcases new partnerships but does not sustain momentum for future, broader scale implementation using Q or other funds. Future programming remains dependent on staff resources from grant or other philanthropic funding sources.	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>79 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>31 / 40</b>
Strong alignment with Parks, Recreation, Access, and Equity theme; new program proposed to transport Boys & Girls Club youth, including youth from disadvantaged communities, to parks across the County identified in the Vision Plan. Limited multi-benefits (mostly social); no alignment mentioned with other regional and local plans. For a new program, implementation details are well considered and the project appears shovel-ready; however, partnerships and system-level benefits are not fully articulated (e.g., no clear structural changes in how named agencies will collaborate or extend the proposed model).	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>27 / 30</b>
Solid description of underserved target youth, with needs articulated. Community benefits are clearly identified and supported, especially improved access to nature and enhanced health and well-being. Inclusion of Behavioral Health Specialist a bonus for supporting youth that face more extreme challenges in life.	
<b>FEASIBILITY</b>	<b>12 / 20</b>
Solid underlying organizational capacity and a plausible timeline, but the project description includes confusing details about trip frequency and total outings over the two years. Year 1 references weekly trips and, also,	

"approximately 3 outings per month," while Year 2 describes "full scale implementation" with 36 outings, which also works out to roughly three outings per month, so it is not clear what additional scale or impact "full scale" represents. The case for two vans and a two year grant term is not clearly justified, as the narrative does not explain why the defined scope could not be accomplished with van rentals plus purchasing just one van, given the existing fleet of four vehicles; it is also unclear why buying two more, with rentals still available as needed, is necessary for the level of park access described. Partners appear central to the design, but roles, responsibilities, and budget for partner time are not clearly described.

<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Focus on use of Measure Q funds to purchase two vans to make nature-based excursions on a more regular basis, is a strong organizational capacity-building element. Additional capacity-building includes integration of a Behavioral Health Specialist into outdoor programming to support high-needs youth. Little innovation is proposed; partnership roles are described vaguely and not built into the proposed project budget, limiting the potential for this project to serve as a model.</p>	
<b>BONUS</b>	<b>3 / 5</b>

#179	<b>Expanding Coastal Access, Ocean Safety, and Surf Education in Santa Cruz County</b>	Rank #8 Avg 78.5
BLACK SURF SANTA CRUZ INC \$50,000 Tier1		

**EVALUATOR 1**

<b>Total Score</b>	<b>81 / 100</b>
ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES	<b>30 / 40</b>
<p>Equity-centered design with extensive survey and evaluation work to support claims; advances parks / recreational access opportunities by removing barriers to access for Black and BIPOC communities. While equity and inclusion initiatives are specifically called out in the Parks theme narrative of the Vision Plan as a project type, and proposed programming does provide recreational value, coastal access and equity initiatives are more closely aligned with "Coastal Protection and Adaptation" theme and therefore this application does not score as highly as other projects serving Parks / Recreation which are aligned with priority geographies named in the Vision Plan for that theme.</p>	
COMMUNITY BENEFIT & EQUITY	<b>28 / 30</b>
<p>Need is well articulated through research, surveys, previous participant data and ongoing evaluation supported by the program. Clear and specific recreational and health benefits to Black and BIPOC residents</p>	
FEASIBILITY	<b>19 / 20</b>
<p>Demonstrated administrative capacity managing grant funds with state funding in progress; established program, narrative and budget attachment provide staffing / org overview and detailed breakdown of materials costs. Established program as opposed to new implementation.</p>	
INNOVATION & CAPACITY	<b>3 / 10</b>
<p>Supports an existing established program, with future implementation still contingent upon additional grant funding sources yet to be identified. Some innovation potential demonstrated to partner with other organizations to scale youth cohorts especially in Watsonville / South County, but partnerships are less documented in this area.</p>	
BONUS	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>76 / 100</b>
ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES	<b>30 / 40</b>
<p>This project will provide 90-100 Black, Indigenous, People of Color and other residents historically excluded from ocean recreation with free surfing lessons and ocean environment literacy, including the free use of surfboards, wetsuits, etc.. Fully trained, volunteer instructors provide trauma-informed, culturally affirming instruction and support. Success is measured by greater comfort in accessing coastal recreation locations, increased understanding of the ocean and its stewardship, and specific skills learned. Introduces participants to climate change impacts on coastal ecosystems. Populations served have traditionally faced structural barriers to access to ocean recreation, as well as financial constraints, generational trauma and lack of representation in surf culture. The program trains its own volunteer coaches, often previous participants in ocean safety as well as surf coaching. The program would expand existing programming and has about 50% match. It is aligned with several programs and plans related to recreational access to parks and beaches. While it does not focus on prioritized geographies or neighborhoods, it serves equity by making SC beaches and ocean recreation more accessible to historically excluded populations.</p>	

<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>20 / 30</b>
Not a DAC specifically, but a population underrepresented in ocean recreation (no data on this). Public benefit of access to recreation/nature and increased ocean safety for participants and those around them.	
<b>FEASIBILITY</b>	<b>18 / 20</b>
The organization has successfully executed this program or something similar yearly since 2020. Ready to begin on grant award. Clear budget w/significant match.	
<b>INNOVATION &amp; CAPACITY</b>	<b>5 / 10</b>
Uses existing program structure while reaching out to new organizations and populations. Not fully defined.	
<b>BONUS</b>	<b>3 / 5</b>

#196	<b>Youth Action for Water Quality and Coastal Health</b>	Rank #13 Avg 69.0
O'Neill Sea Odyssey \$39,800 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>61 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 40</b>
Project primarily provides educational and stewardship value to Live Oak students through participation in an established program that includes classroom and field trip components on the OSO Catamaran as well as program evaluation. Benefits to water resources are considered secondary to the measurable educational outcomes. Some match present and equity considered in the design and selection of target service population although not compared to countywide student population.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>21 / 30</b>
Community benefit is primarily educational. The selection of Live Oak SD does not consider countywide student demographics / needs and seems to highlight an existing partnership, although program data does demonstrate need and program efficacy.	
<b>FEASIBILITY</b>	<b>19 / 20</b>
Established program with ongoing program evaluation and cadence. Strong partnership between OSO and SOS with backing letters of support.	
<b>INNOVATION &amp; CAPACITY</b>	<b>2 / 10</b>
In reviewing the 2024 final report there does not appear to be any innovative or novel components of the 2026 program design proposed for Q funding nor opportunities to build capacity for countywide service delivery. Future implementation would remain contingent upon grant identification.	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>77 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>31 / 40</b>
Strong alignment with the Parks, Recreation, Access/Equity theme by increasing access of Live Oak SD youth to Twin Lakes State Beach and Harbor-area coastal parks. Connection to Water Resources Management is primarily educational and does not include on-the-ground water infrastructure or restoration activities, which are essential for higher scoring under this theme. Meets two Core Principles (multi-benefits and strong equity impact) and nominally addresses leveraging through donor and in-kind vessel support, which is somewhat diluted as the request sustains an ongoing program rather than funds a discrete new project. Aligns with Secondary Principles in the Measure Q Vision Plan, demonstrating shovel-ready delivery and clear public benefits.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>25 / 30</b>
Clear benefits to low-income youth in the Live Oak School District with proposal describing the youth need adequately. Project provides structured acces to coastal nature areas and contributes to community identity and livability through environmental stewardship activities	
<b>FEASIBILITY</b>	<b>15 / 20</b>
Feasibility is strong, with a long-standing partnership between O'Neill Sea Odyssey and Save Our Shores that makes implementation low-risk and timeline realistic. However, this request supports an existing, proven program	

rather than innovating or significantly building new partnership capacity consistent with the "Community Catalyst" intent of this grant program; score reflects highly deliverable program but limited catalytic value.

<b>INNOVATION &amp; CAPACITY</b>	<b>4 / 10</b>
Main new aspect is targeting Live Oak School District youth with an existing program structure, rather than piloting a new model, tool, or major capacity expansion	
<b>BONUS</b>	<b>2 / 5</b>

<b>#201</b>	<b>Extended Cover Cropping for Water Conservation in Pajaro Valley (tier 1)</b>	Rank #15 Avg 68.0
Sustainable Conservation \$35,706 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>81 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>32 / 40</b>
Project type and geography are significantly aligned with protecting water supply and quality in south County, but this represents a more innovative project in the sense that primary benefits are indirect - this case study which adds knowledge to our understanding of warm season cover crop water savings will inform future incentive program design. Prioritization principles present in the form of match, climate resilience (adaptation strategy to changing rainfall patterns), multi-benefit, readiness, and strategic alignment; narrative claims this will support disadvantaged growers but lacks data in potential user base demographics.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
Knowledge will mostly support ag users / industry and future grant recipients; programs with Prop 4 eligibility will be designed to support small, socially disadvantaged and farmland renters via MLRP program. Benefits to greater Pajaro Valley residents are indirect / secondary and contingent upon future implementation.	
<b>FEASIBILITY</b>	<b>20 / 20</b>
Detailed scope showing strong project management understanding and organizational capacity to implement on a 12 month timeframe; budget is detailed with narrative and backup support correctly categorizing expense categories and match streams	
<b>INNOVATION &amp; CAPACITY</b>	<b>10 / 10</b>
Builds capacity for MLRP program implementation across the Pajaro Valley, helps evaluate cover cropping as a potential "green infrastructure" tool for water conservation among the suite of other tools to be proposed for grant funding.	
<b>BONUS</b>	<b>4 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>55 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 40</b>
This project will test, evaluate and advance the potential role for a year-round sequence of cover crops as a strategy to reduce agricultural water demand, an indirect, future benefit for water management. Its direct benefits are more closely aligned with the working lands theme, which was not prioritized in this round of funding. In-kind match equals 58% of the entire project cost and the case study research is ready to begin in June, focusing on geographies prioritized for water management projects in So. Co. It provides some climate resilience benefits to the participating farmers (adaptation to changing rainfall patterns)and meets the multi-benefit prioritization. This project is aligned with multiple local, county, and state priorities and goals to reduce overdrafting of water supplies. 2021 Natural and Working Lands Climate Smart Strategy, 2022 30x30 plan, SCC Integrated Regional Water Management Plan (IRWMP) and 2021 Climate Action and Adaptation Plan, 2019 Pajaro River Watershed Integrated Regional Water Management Plan	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>9 / 30</b>

While surrounding communities are DAC and SDAC, it is unclear what percentage of participating farmers will be disadvantaged. Working with farmers as a community to solve a common problem (overdraft) can build common commitment to water conservation. Benefit to entire community of reducing water needs, flood risk, and increasing recharge would be secondary to the agricultural purposes.

<b>FEASIBILITY</b>	<b>17 / 20</b>
<p>Resource Conservation District and Sustainable Conservation have extensive experience with public funding to support farmers with cover cropping and irrigation water use monitoring and technical assistance. No permitting necessary. Well-thought out project actions and viable timeline and budget</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
<p>Project is designed as a pilot with case studies to determine effectiveness under a variety of conditions. It also will explore and suggest a variety of scenarios to scale the project in the future, using existing and future programs in innovative ways.</p>	
<b>BONUS</b>	<b>3 / 5</b>

#205	<b>Expansion and Support of Environmental Plastic Assessment Program in Santa Cruz County</b>		Rank #26 Avg 55.0
	Clean Oceans International	\$50,000	Tier 1

**EVALUATOR 1**

<b>Total Score</b>	<b>50 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
Primarily aligns to non-prioritized theme of coastal protection and adaptation; as the project deliverable is primarily education and research in the form of the EPAP dataset, benefits to other thematic areas of the vision plan are considered secondary. Occurs throughout the county. Some match present, significant readiness as an established program. Engagement with AMLT is briefly mentioned but not described in detail.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>14 / 30</b>
Builds upon a historic timeseries of beach plastic surveys; community benefits are mostly indirect. Engagement with local students and educational institutions provides a benefit to interns and local workforce development. Immediate impact in the form of plastic removal is more limited compared to direct stewardship activities since focus of the project is primarily data collection and education. Reference to evidence-based decision making is broad and does not make explicit connection/examples of possible policy implications of understanding patterns over time in beach litter composition / quantity	
<b>FEASIBILITY</b>	<b>15 / 20</b>
Established program, but budget narrative lacks detailed description of cost categories or description of organizational capacity to perform work, staffing / intern oversight.	
<b>INNOVATION &amp; CAPACITY</b>	<b>4 / 10</b>
Recognizing the value of long term monitoring data increases over time, this would fund some additional beach sites but expansion is not contextualized in terms of the overall EPAP dataset's value to informing decision making. Future capacity does not increase and is still contingent upon grant funding.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>60 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>21 / 40</b>
Citizen science beach pollution monitoring and cleanup program improves conditions and visitor experience at County beaches. Overall, aligns moderately with Parks / Recreation Access & Equity; very limited direct connection to Water Resources Management theme. Clear multi-benefit outcomes (ecological and social); equity impact is modest: some participation from underrepresented groups but no clear disadvantaged-community focus or metrics. Funding appears to be general operating support rather than documented, project-specific leverage. Program is ongoing and shovel-ready. Current sites (Cowell, Main, Twin Lakes, Seabright, Capitola, New Brighton, Rio Del Mar, Seacliff) are key recreation beaches but are not identified Measure Q priority geographies for the Parks/Rec geographic priority.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>20 / 30</b>
Population served is broad: high school and college students across the county and other volunteers participate in the citizen science aspects. Clean beaches in north and central County serve the County broadly and the many	

visitors that go to the north/central County sites COI operates at: from Cowell to Seacliff Beaches. Primary benefit types include: public safety, health and well-being, access to nature, and community identity or livability. The lack of specific targeting at South County beaches and lack of clearly defined disadvantaged communities served keeps score below the 21-30 band

<b>FEASIBILITY</b>	<b>14 / 20</b>
<p>Project is framed as an ongoing existing program with modest expansion to add three additional beaches (not named) within the one-year grant period. It is shovel ready, with good detail about the existing program. Measure Q grants favor more clearly bounded projects, and this is described more as an enhancement to an existing program, so the connection between the project budget, specific project deliverables, and documented leveraged funding is relatively soft. Supplemental funding from other funders, for example, is not tightly bound to the time-bound deliverables described in this project. Overall deliverables are described but not highly quantified (e.g., no clear targets for numbers of low-income participants; no overall number of participants served through citizen science activities).</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>4 / 10</b>
<p>Meaningful capacity-building elements: program strengthens organizational capacity by engaging more participants from disadvantaged communities and expanding to additional beaches beyond existing north/central County sites. The growing dataset appears valuable for local outreach/education, though its role in structured, policy-focused advocacy with defined partners is not clear.</p>	
<b>BONUS</b>	<b>1 / 5</b>

#206	<b>Real-Time Digital Signage for Wildfire Preparedness</b>	Rank #5 Avg 81.5
Santa Cruz County Fire Department \$43,982 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>85 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>31 / 40</b>
Primary benefit registered through narrative is to wildfire resilience in the form of community preparedness / readiness as a public communication and preparedness tool risk reduction benefits are harder to measure, but proactive awareness will likely increase evacuation route viability during emergencies. Strong potential multi-benefit outcome for delivering all-hazards year round messaging. Significant in kind match. Equity considered in site selection (daily traffic, service population, bilingual signage needs).	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>28 / 30</b>
Significant public safety / readiness benefit to large county population passing through high traffic routes	
<b>FEASIBILITY</b>	<b>15 / 20</b>
Landowner engagement, clear pricing and cost documentation. Ongoing maintenance and communications protocols would require significant collaboration within the county emergency management framework with these partnerships less documented in grant narrative.	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
Novel, high impact communications tool in the wildfire preparedness space with reference to County Fire oversight of future performance evaluation.	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>78 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>28 / 40</b>
The two proposed real-time digital wildfire information signs in the San Lorenzo Valley and Pajaro Valley have the potential to significantly increase public safety for residents and travelers in fire-prone parts of the County. The project clearly aligns with the Measure Q Wildfire Risk Reduction theme, but does not demonstrate meaningful alignment with the other two core grant-funded themes of Water Resource Management or Parks, Recreation, Access, and Equity. The primary benefits relate to public safety and emergency communication, with additional benefit types (ecological, economic) less directly evident. While the project includes an equity component through bilingual messaging, particularly benefiting low-income Spanish-speaking residents in South County, the direct benefits to low-income residents are relatively low. Only in-kind contributions are proposed and no external funds are secured/proposed. Key aspects of the project appear relatively shovel-ready, as permits are limited to encroachment permits. However, the timeline remains somewhat uncertain due to the need to establish electrical service through PG&E, particularly at the Graham Hill Road site, which could introduce delays. That said, the project has clear potential to improve public safety, and the scoring for "project readiness" is appropriately calibrated given that any agency trying to complete a project like this one can't control all the risk factors associated with implementation.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>25 / 30</b>
Meets criteria for both broad County population and low-income Spanish-speaking travelers/residents. The project primarily addresses public safety, with secondary benefits to health and well-being and community	

livability. While outcomes would be difficult to measure, this is a case where that limitation is less critical given the project's potential to deliver significant benefits during periods of high wildfire risk or extreme weather events, particularly for residents without reliable cell service.

<b>FEASIBILITY</b>	<b>15 / 20</b>
<p>Budget is strong, with Measure Q funding supporting materials and permitting, while County Fire provides all labor in-kind. Implementation risks are relatively low, as permitting is limited to encroachment permits. However, delays associated with establishing electrical service through PG&amp;E may be significant. Coordination with County Public Works and PG&amp;E demonstrates sufficient organizational capacity and experience to manage project implementation.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Good application of established digital signage technology to a wildfire preparedness context. While not particularly innovative, the project contributes to organizational capacity by enabling County Fire to deliver real-time emergency messaging, especially helpful for residents and travelers without reliable access to information via cell phones or in-vehicle systems.</p>	
<b>BONUS</b>	<b>4 / 5</b>

<b>#210</b>	<b>Miller Property County Park Expanded Trails Assessment and Design</b>	Rank #16 Avg 67.0
SANTA CRUZ MOUNTAINS TRAIL STEWARDSHIP \$40,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>71 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>29 / 40</b>
Trail access improvement project (concept phase) for undeveloped county park property located in Boulder Creek. Rural trail connectivity and access is described as a Vision Plan priority and some low income / CZU recovery framing. Thin match leverage. Planning / design only which is eligible but lower impact in terms of direct community benefits or multi-benefit components.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>18 / 30</b>
Population specifically described, wheelchair accessible trail design intent is included as equity component. Direct community benefit would be deferred until phase II construction,	
<b>FEASIBILITY</b>	<b>16 / 20</b>
Existing contract with County Parks for Phase I work in place. Organizational experience and admin capacity are demonstrated. Timeline accounts for potential delays. Staffing division of labor and cost categories demonstrated clearly.	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
Implementation phase clearly advanced by this project although unclear if formal engineering or permitting steps would be required in advance of implementation.	
<b>BONUS</b>	<b>0 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>63 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>28 / 40</b>
This project will develop a plan for a complete trail system (6-8 miles) in the park beyond the work being done now on informal trails. The median income in Boulder Creek (where park is) is \$84,156, and CA HCD says those making less than \$92,500 in SC Co. are low-income. The planned trails will also serve the Countywide population, making an underutilized park more accessible. SCMTS will provide a 13% in kind match. Not a priority geography for the parks/recreation/equity theme. It aligns well with the 2018 Santa Cruz County Parks Strategic Plan, as well as the 2023 update.	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>18 / 30</b>
While not a DAC, the immediate population of Boulder Creek is lower income than some areas of Santa Cruz County. The project would increase access to nature and recreational opportunities to local and countywide users SCMTS engages volunteers effectively in its projects	
<b>FEASIBILITY</b>	<b>17 / 20</b>
The timeline seems reasonable as does the budget. SCMTS clearly has the skills and experience to carry out the project. The applicant is already working on this land, improving informal trails.	

<b>INNOVATION &amp; CAPACITY</b>	<b>0 / 10</b>
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Uses existing SCMTS skills and organizational abilities. No innovation or capacity building mentioned.

<b>BONUS</b>	<b>0 / 5</b>
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<b>#225</b>	<b>Las Cumbres Shaded Fuel Break Project</b>	Rank #10 Avg 76.0
South Skyline Firesafe Council \$10,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>68 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>30 / 40</b>
<p>Fuels reduction project aligns strongly with Wildfire Risk Reduction. Some but limited ecological benefits given the project's small scope. Clear public safety benefits, ready for implementation. No external funding to leverage Measure Q funds presented, but will provide \$10K of internal match if awarded \$10K by Measure Q; lacks equity-related outcomes. High priority geography for fuels reduction.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>15 / 30</b>
<p>Target community: does not address County-wide population or a disadvantaged community. Primary public benefits are public safety and health/well being.</p>	
<b>FEASIBILITY</b>	<b>19 / 20</b>
<p>Highly feasible project. No CEQA or other permits required. Las Cumbres (applicant) has sufficient experience with fuels reduction projects. Site control is unclear, but likely this is just a technicality that will not hinder proposed work. Budget is reasonable.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>1 / 10</b>
<p>While a worthy project in its own right, the project does not demonstrate meaningful capacity-building for the applicant organization or does it present innovative elements.</p>	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>84 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>36 / 40</b>
<p>Project would create approximately 5 acres of shaded fuel break (unclear if new or maintenance of existing) protecting 123 homes within a rural ridgeline community of the Santa Cruz Mountains listed as a priority geography. Primarily serves a wildfire risk reduction benefit with secondary ecological and water quality benefits. Moderate match component and demonstrated readiness (CEQA NOE already filed).</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>21 / 30</b>
<p>Strongly benefits a local community, with fewer points allocated due to limited geographic scope / population served. Some critical infrastructure present.</p>	
<b>FEASIBILITY</b>	<b>18 / 20</b>
<p>Scope is sound and previous filing of categorical exemption shows familiarity with navigating permitting requirements. Presumably some of the work will take place on private property, but application presumes HOA has rights of entry to conduct work on private lands. Budget and mapping attachments are detailed and provide a prioritization framework in the event of cost over-runs</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Innovative relationship between a local community HOA and nonprofit fiscal sponsor that could deliver immediate risk reduction benefits to a residential area. However, project does not explicitly discuss capacity building either for</p>	

future Q grant implementation throughout the broader geographic area (South Skyline / Las Cumbres) nor reference model for countywide program expansion.

**BONUS**

**3/5**

#232	<b>Sembrando La MILPA: Milli Mizpetzoanis (MILPA Explorers)</b>		Rank #24 Avg 56.5
	MILPA	\$46,500 Tier1	

**EVALUATOR 1**

<b>Total Score</b>	<b>60 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>24 / 40</b>
<p>Targets high-priority, low-income South County youth and aligns with the Parks, Recreation, Access, and Equity theme through planned excursions to natural areas across the county. No in-kind or leveraged funding is identified, and operational readiness is unclear, with limited detail on recruitment, locations, logistics, and partner coordination. Project deliverables are not well defined. Benefits are primarily educational and social, with no clear ecological or economic outcomes.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>24 / 30</b>
<p>Open to any youth, but targets disadvantaged youth in Watsonville and identifies their barriers to outdoor access and environmental education. Multiple educational and social benefits are described (e.g., enviro literacy, access to nature, recreation, and leadership development), and are tied to addressing the needs of the targeted youth population, but are largely qualitative and not tied to specific, measurable metrics or defined targets/deliverables.</p>	
<b>FEASIBILITY</b>	<b>8 / 20</b>
<p>Scope seems feasible, but lacks sufficient operational detail to demonstrate readiness. For example, which sites will be visited, how many trips will occur, or when activities will take place during the program period are not addressed. Staffing appears insufficient at 0.35 FTE for one position, with no detail on how recruitment, planning, coordination, supervision, and evaluation will be managed. Partners are not listed, and key logistical elements, (e.g., safety considerations, transportation), are not articulated. The budget lists participant stipends that, however modest they may be per participant, are not justified as a best use of funds for an informal educational program for youth. Overall, the proposal reflects a compelling concept but limited pre-planning elements described limits confidence in successful implementation.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>4 / 10</b>
<p>Culturally grounded approach is meaningful, though many elements of the program design are common in youth and environmental justice informal education programming. The project may represent a new approach for the organization and could build the capacity for this organization, but the organization's overall capacity to deliver the program is not clearly demonstrated.</p>	
<b>BONUS</b>	<b>0 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>53 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>21 / 40</b>
<p>Advances Parks, Recreation, Access &amp; Equity thematic area of vision plan for South County. Watsonville is a confirmed priority geography and DAC; equity impact is the clearest core principle present, removing barriers to parks access through direct participation in a cohort and culturally specific curriculum. The program provides an educational benefit but doesn't generate any measurable ecological, watershed, or wildfire outcomes.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>21 / 30</b>

Watsonville / south county barriers to recreation and outdoor education are well documented and defined; culturally relevant curriculum design. Small participant pool (~100) with no description of how participants will be recruited nor if existing staff resources are sufficient to manage a participant cohort of this size. Health, equity and well-being benefits to the cohort but limited ecological or resource benefit, or wider public benefits.

<b>FEASIBILITY</b>	<b>8 / 20</b>
<p>MILPA has established partnerships / relationships in South County; as a new program within MILPA, application lacks operational detail and minimal budget narrative to substantiate ability to deliver program to 100 person cohort. Specific trip locations are not named, participant recruitment process is not described in detail.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>3 / 10</b>
<p>Cultural storytelling component of curriculum is distinctive and innovative. Dedicated capacity building / replication potential are not addressed, no future plans for expansion / Q-eligible project delivery. Does not build capacity for future program implementation outside of Q funding source.</p>	
<b>BONUS</b>	<b>0 / 5</b>

#248	<b>Creating Accessible Park Experiences for the Blind and Visually Impaired</b>	Rank #7 Avg 79.0
	Vista Center for the Blind and Visually Impaired \$50,000 Tier 1	

**EVALUATOR 1**

<b>Total Score</b>	<b>77 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>30 / 40</b>
<p>Strong alignment with Parks, Recreation, Access, and Equity theme. Clear focus on expanding access for blind and visually impaired residents thru guided outings. Approach is directly tied to improving usability of park spaces for a disadvantaged community. Equity impacts are clearly addressed. As a version of the project has been piloted, the project seems mostly "shovel ready." Climate resilience not addressed. Economic and ecological benefits are very limited. Alignment with other regional and local plans not described. Overall, strong alignment with parks rec access and equity theme, but limited links to broader Measure Q priorities.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>25 / 30</b>
<p>Clearly a thoughtfully designed program to address the needs of the blind and visually impaired community. Limited detail on broader community engagement, including volunteers or partnerships beyond program participants. The needs of the local blind and visually impaired community could be better contextualized to support the proposed program. Strong concept and clear benefit, but justification is underdeveloped. (e.g., how many blind people in the Santa Cruz community; how many non-repeat participants will be served; how does this program complement other Vista Center programs).</p>	
<b>FEASIBILITY</b>	<b>14 / 20</b>
<p>Reasonable budget, primarily staff-driven and modest. Timeline and activities are generally realistic and build on existing programming. A key staff position, the O&amp;M Instructor, has not yet been hired and it is not clear how this position will be supported with non Measure Q funds. Outputs and overall impact challenging to identify beyond the number of monthly outings and number of proposed people served per outing. Phase 2 activities are less clearly scoped and depend on successful hiring of the new staff member and coordination with park staff. No external funding is identified. Budget narrative does not clearly indicate how contractor costs will be supported.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>6 / 10</b>
<p>Some elements of innovation are present, including client-led design. Use of tactile and 3D-printed wayfinding materials appears more aligned with best practice than innovation. Cross-sector collaboration with park agencies may build capacity and knowledge within local park systems to better serve the blind community. Applies orientation and mobility training to park environments, which is less common compared to its typical use in urban navigation.</p>	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>81 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>32 / 40</b>
<p>Project will provide direct recreational benefits and parks access to visually impaired individuals while also providing data and recommendations to inform future accessibility improvements to parks (primarily CASP system). Match / equity principles achieved alongside readiness and strategic alignment. Specific locations /</p>	

geographies not included as formal commitments although several state parks are mentioned countywide, not in priority geographies.

<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>25 / 30</b>
<p>Strong equity component as project will deliver immediate recreational and health / wellness benefits to user group plus lays the groundwork for future improvements (indirect/secondary to this project).</p>	
<b>FEASIBILITY</b>	<b>16 / 20</b>
<p>Project timeline, budget are reasonable and justified by narrative, separated into phases with O&amp;M specialists conducting site tours and evaluations alongside tours. Partnership with Friends of SC State Parks is labeled as "potential" as opposed to a formal commitment although some history of partnership between organizations. Specific parks are not named; unclear how many parks will receive recommendations making cost effectiveness harder to evaluate.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>8 / 10</b>
<p>Design lays groundwork for future implementation through Q or other funds. Novel approach combines program implementation with data collection - participants are SME's in co-designing accessibility improvements.</p>	
<b>BONUS</b>	<b>0 / 5</b>

#252	<b>The Santa Cruz Surf Access &amp; Resilience Initiative</b>	Rank #19 Avg 62.0
Save The Waves Coalition \$42,550 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>72 / 100</b>
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ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES	<b>29 / 40</b>
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Strong alignment with Parks, Recreation, Access, and Equity, with clear multi benefit outcomes. Thoughtful approach to engaging low-income South County residents, as well as residents across the broader county. The need for the proposed deliverables is not clear. While the GIS tool, proposed report, and community presentations would likely be useful, it is not clear that the GIS tool was proposed as a tool as a response/solution to address a defined County of Santa Cruz or municipal government need. How will the GIS tool be integrated into existing planning or capital decision making processes for improved beach access, infrastructure, and habitat improvement/climate resilience projects is an open question. Letters of support indicate general value, but not clear demand. Overall, the project shows solid alignment with one priority theme, Parks and Recreation Access. No leveraged funding from other funders, and lack of specific demand for the proposed deliverables from decision-makers and staff at local units of government limit scoring into higher bands.

COMMUNITY BENEFIT & EQUITY	<b>20 / 30</b>
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Benefits are broadly framed for all County residents and would largely be realized over several years, as the project focuses on data collection and planning-related processes rather than direct implementation. Data, GIS tools, documents, and presentations of results would be useful, but it is unclear who will act on these outputs or how they will connect to local units of governments' decision making or capital improvements at targeted coastal areas/beaches.

FEASIBILITY	<b>16 / 20</b>
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Scope, phasing, and timeline are clear and realistic for this planning-related project. No permitting or site control issues. No ground disturbances; clear pathway to start immediately. Deliverables are clearly identified. Roles are defined, including GIS consultant and bilingual outreach support to engage Spanish-speaking audiences. Applicant demonstrates relevant experience with similar planning, assessment, and multi-stakeholder projects. Integration of the GIS tool is referenced at a high level, noting it will be "hosted on GISweb to integrate with County data with a confirmed long-term hosting plan." However, how it will be used within County systems, workflows, or decision making processes is not addressed.

INNOVATION & CAPACITY	<b>5 / 10</b>
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GIS tool is a potentially innovative element, but it is not clear how it will integrate with or support County and City-level planning and decision making related to coastal access, infrastructure, and related improvements in Santa Cruz. Not clear how this project builds on existing GIS work already conducted by the organization. Limited detail on how this project builds the applicant's organizational capacity to support or improve planning and decision making processes at coastal areas/beaches.

BONUS	<b>2 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>52 / 100</b>
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ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES	<b>15 / 40</b>
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Project primarily aligns with Coastal Protection and Adaptation theme with secondary / indirect benefit (planning / prioritization exercise) to parks access and equity. Will lay groundwork for future project design but does not offer

project implementation as a next step, only policy recommendations. Equity is considered but only in the form of bilingual workshop design as opposed to forming partnerships with established organizations or specific / localized engagement strategies. Climate resilience value. In terms of strategic alignment, while project references 2 other coastal adaptation studies it does not convey the "gap" or problem being solved by this third project, making it hard to evaluate possible duplication of effort / why this is additive and justified given other planning efforts happening locally.

<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>13 / 30</b>
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Potential for countywide benefit, although as a planning and prioritization study does not advance measurable recreational outcomes nor advance shovel readiness of individual projects. Education is a secondary benefit of community engagement; does not deliver actual shovel ready projects only a prioritization framework. Equity considered but not integrated into outreach design (bilingual / translation present vs specific outreach strategies that address or remove barriers to participation)

<b>FEASIBILITY</b>	<b>17 / 20</b>
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Established partnership and previous participation in local coastal adaptation and public engagement projects. Budget narrative is detailed across grant funded and match expense categories. "Spanish outreach support" unspecified and lacks organizational / partnership support to ensure participation among target outreach demographics.

<b>INNOVATION &amp; CAPACITY</b>	<b>5 / 10</b>
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Standard long range planning and engagement methodology; does build capacity for future project development for a coastal access improvement under Q or other grant funds but would be subject to design / permitting as opposed to producing a "shovel ready" project.

<b>BONUS</b>	<b>2 / 5</b>
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<b>#256</b>	<b>Increasing Outdoor Environmental Education Access and Native Species Planting in the Pajaro Valley</b>		Rank #12 Avg 69.5
	Farm Discovery at Live Earth \$25,000 Tier 1		

**EVALUATOR 1**

<b>Total Score</b>	<b>65 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 40</b>
<p>While the project expands outdoor educational programming and reduces participation barriers, its core design is an agriculture based education program delivered on a working farm. As such, alignment with the Parks, Recreation Access theme is partial rather than central. The project does not substantively address Water Resource Management or Wildfire Risk Reduction. As such, it receives the top score of 15 for projects that do not fully align with at least one of the Measure Q competitive grant themes: Parks, Recreation, Access/Equity; Water Resource Management; or Wildfire Risk Reduction.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>26 / 30</b>
<p>Presents a clear and well supported needs statement for the target population, focusing on low income, predominantly Latino students from farmworker families in the Pajaro Valley. Proposes to serve primarily students on field trips from PVUSD, and secondarily families and the broader community. The program is not exclusively focused on a low-income student and family subgroup. A more tightly centered program delivery design on this priority population would merit the very top scores. The narrative indicates that Measure Q funding would increase the projected share of students from low-income families from 17% to 40%.</p>	
<b>FEASIBILITY</b>	<b>19 / 20</b>
<p>Realistic scope; strong set of outputs; this is a request to sustain/support operations for an existing program; existing partnership with PVUSD is strong and implies a solid operational track record for serving local schools with agriculture and nature based education. Budget is reasonable. No permitting required.</p>	
<b>INNOVATION &amp; CAPACITY</b>	<b>2 / 10</b>
<p>Capacity building is described, with limited detail on how capacity building elements will be implemented in practice. While the existing program model demonstrates creativity and reflects best practices, it is not clear how this request would meaningfully expand, adapt, or innovate upon the organization's existing program model during the grant period.</p>	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>74 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>28 / 40</b>
<p>Primary benefit is educational and aligned strongly with ag / working lands protection theme, as opposed to measurable improvements in parks access. Regenerative agriculture curriculum and focus on climate stewardship through smart land use practices and restoration, but limited to a single site as opposed to landscape scale; again tying back to the primarily educational / demonstration garden aspect of the project. Equity considered throughout the design in serving low income / disadvantaged student population and directly removing barriers to access. Other core principles present - climate resilience is credible, match with CCAC / AmeriCorps</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY</b>	<b>24 / 30</b>

Serves high needs student population county-wide with 65% designated underserved schools. Primary benefits delivered through public school field trips, after school programs, volunteer days and summer camps. Scholarships / transit support remove barriers to participation.

<b>FEASIBILITY</b>	<b>17 / 20</b>
Established partnerships and infrastructure. Detailed budget narrative, specific deliverables. Established partnerships.	
<b>INNOVATION &amp; CAPACITY</b>	<b>4 / 10</b>
Limited replication potential or future program expansion; innovation present in the integration of bilingual instruction and multi disciplinary environmental education curriculum.	
<b>BONUS</b>	<b>1 / 5</b>

<b>#61</b>	<b>Pinto Lake County Park Pump Track Reconstruction by Santa Cruz Mountains Trail Stewardship</b>	Rank #11 Avg 65.5
SANTA CRUZ MOUNTAINS TRAIL STEWARDSHIP \$350,000 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>62 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>14 / 25</b>
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Aligns mostly with the Parks and Recreation theme, equitable access to convert a mountain bike pump track to a paved track for skateboarders and roller skaters. But it is not clear whether the "need" was truly substantiated with the target population - this is framed as an equity project, but the evidence for youth and families desiring a paved pump track is anecdotal. Some potential stormwater benefits associated with paving versus the current non-paved surface, though it is not clear whether existing runoff is an environmental issue for Pinto Lake. Some alignment with Prioritization Principles, mostly social benefits for this project. No specific matching external funds are cited to offset Measure Q funds. Potentially strong equity impacts, serving a priority South County population. Some secondary principles are addressed, including clear public benefits. The project references local and regional plans, including the Pinto Lake County Park Master Plan. Only a grading permit is required, which appears readily obtainable, and a CEQA exemption has been secured. The project aligns with listed Project Types under the Parks and Recreation theme in the Vision Plan and serves a priority population and geography.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>17 / 20</b>
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Excellent general demographics are provided for adjacent and targeted South County populations, but it is not entirely clear who the current park users are or whether DAC youth and families have expressed demand for paving the pump track to support skating and roller skating. This seems like a plausible claim, but it is not fully supported in the needs statement. That said, the project would expand the range of users beyond mountain bikers, and pump tracks, as noted in the application, likely serve as gathering spaces for families and children of all ages, potentially increasing the value of Pinto Lake County Park as a South County community resource.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>4 / 15</b>
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This is primarily a recreation access project. The claim that the unpaved pump track is a significant source of polluted runoff to Pinto Lake and groundwater is not substantiated. However, there may be some merit to the idea that paving the track could reduce runoff-related impacts.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>12 / 15</b>
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Once the grading permit is obtained, which appears straightforward, the project seems capable of being completed quickly in line with the proposed schedule. Staff are qualified and have relevant experience, and the site is controlled by the County, a strong project partner. Contractor costs are minimal, limited primarily to stormwater analysis and permitting. While some mitigation related to increased impervious surfaces may be required, as noted in the County's attached letter, this appears to be manageable and not a significant barrier to completion within the grant period. The main limitation is that matching funds do not appear to be secured and are presented as contingent, relying on general operating funds and prospective donors if Measure Q funding is awarded. That said, the applicant expresses confidence in its timeline, suggesting that securing matching funds may be viewed as a formality.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>5 / 10</b>
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Demonstrates a clear partnership with the County of Santa Cruz to implement the pump track improvements, but broader community collaboration appears limited, with no additional partners providing letters of commitment to support outreach, programming, or long-term activation of the site, or in the planning of the project. The absence of community-based nonprofit partners or user groups from South County underserved targeted audiences limits

evidence of community engagement or sustained use by diverse populations. It is not clear how strongly these improvements are needed or desired by the targeted youth and families.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
The budget is detailed and it is clear that the organization will do most of the work. Minimal costs allocated to consultants (mostly associated with obtaining the grading permit). The key limitation is that matching funds are listed specifically, nor is there evidence of firm commitments for those matching funds. Costs are somewhat high for a project where the "community need" for this project is not especially substantiated.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>1 / 5</b>
Identifies the County as responsible for long-term maintenance, but provides no formal commitment or documentation to confirm this responsibility. Maintenance needs are also understated, with limited detail beyond minor crack repair and no clear plan for ongoing inspection, safety, or lifecycle upkeep.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>69 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>16 / 25</b>
Strongly meets Parks priority VP theme and priority geography. Meets equity core principal, and loosely potential for leverage. Does not meet multi-benefit from the definition of additional thematic benefits. Does not adequately achieve two VP priority themes, or two core principals to achieve higher score. It is not a NEW project and an upgraded of existing facility.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>14 / 20</b>
Benefits primarily youth user group, expands types of potential user types.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
Paved pump track surface may reduce erosion but no clear environmental or wildlife benefit.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
Clear experience in proposed project demonstrated.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>6 / 10</b>
Close coordination with County Parks.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>8 / 10</b>
Clear Budget, match defined as \$150k of \$500K budget. Budget details reflect experience in delivering projects of this type.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
More durable solution to recreation at Pinto.	
<b>BONUS</b>	<b>2 / 5</b>

#64	<b>Greyhound Rock Coastal Environmental Education and Interim Camping Program</b>	Rank #17 Avg 52.5
County of Santa Cruz Parks Department \$135,000 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>43 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>12 / 25</b>
<p>Addresses Parks and Rec Priority Theme in the Vision Plan: Expands access to coastal parks (Greyhound Rock) through structured educational programming and supervised overnight experiences, creating opportunities for targeted South County DAC community members, including those who may not otherwise engage with these spaces, to access and learn from public lands and County education staff. Primarily delivers educational and social benefits, with limited evidence of tangible ecological outcomes, as activities emphasize low-impact exploration and interpretation rather than measurable habitat improvement, restoration, or resource enhancement. While the program identifies youth, school groups, and South County families as target beneficiaries, it does not provide firm commitments, partnerships, or documentation demonstrating that disadvantaged or historically underserved populations will be meaningfully reached and recruited, limiting confidence in its equity impact. Provides clear value through environmental education and recreational access, though measurable outcomes or defined indicators of impact are not specified. Presents a well-conceived timeline and program structure, but readiness is limited by the lack of identified partners, formal commitments, or budgeted resources for coordination with schools and community organizations, making it unclear whether there is confirmed demand or the operational groundwork needed to launch and implement programming as proposed.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>13 / 20</b>
<p>Clearly supports health and well-being, access to nature, and recreation opportunities; however, the application does not quantify expected participation or clearly identify target populations, nor does it describe measurable outcomes (just lists a few outputs), limiting the ability to assess impact. Will also provide opportunities for local college student participation.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>2 / 15</b>
<p>This is an outdoor educational program. Provides little to no direct habitat restoration or protection benefit, aside from low-impact educational activities that occur within potentially sensitive coastal areas</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>7 / 15</b>
<p>Permitting does not appear to be a barrier, and the four-phase timeline is well-conceived; however, overall readiness is limited by reliance on external partners for recruitment without identified partners, formal agreements, or letters of commitment. The application does not include a clear needs assessment to define target populations or anticipated participation levels. In addition, alignment with school standards is deferred to mid-implementation rather than informing upfront program design, and there is no clear plan or budget for recruitment and coordination with schools, community colleges, universities, or families for youth participants or for college student participation. These gaps reduce confidence in the project's readiness to launch as proposed</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
<p>Partnership evidence is limited, with only County Park Friends providing a letter, which does not appear central to the program's primary need: recruitment of underserved participants. Given that participation relies on coordination with K-12 schools, colleges, universities, and families, the application lacks evidence of planning with these partners or letters of commitment. It is also unclear how programming will align with school calendars or participant availability, further limiting confidence in partnership readiness and collaboration depth</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>4 / 10</b>

The overall budget is modest at \$135,000, but no matching funds or leverage are identified. While costs are broken out across three County staff, it is difficult to assess cost-effectiveness without clarity on how many students, families, or participants will be served, and recruitment may be more time-intensive than reflected in the budget or narrative. Unaddressed: what other funding sources could conceivably be targeted to sustain or expand the program beyond Measure Q? Securing other grant funding will be especially challenging without formally defined outcomes and formal partnerships to support recruitment.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>1 / 5</b>
Does not identify a dedicated funding source, staffing plan, or formal commitment to ensure these activities are sustained in the post-grant period. Focused primarily on participation and educational metrics rather than demonstrating how program delivery will be operationalized and sustained over time for the criteria concerning long-term maintenance. Provides no evidence of formal agreements or commitments to ensure the program will remain active and responsive to community needs in post-grant period.	
<b>BONUS</b>	<b>1 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>62 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>17 / 25</b>
Strong alignment with Parks Access VP priority theme. Educational opportunities touch on the other themes but proposal does not effectuate outcomes in those areas. Core principal achieved is equitable access, however match or larger public benefit are limited.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>13 / 20</b>
The outdoor education program will serve youth school aged children from the County and potentially outside County. Broad benefits to larger County populations is limited. User impact numbers are low. New Program development efficacy and community benefit is best estimate given new program.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>4 / 15</b>
Direct habitat and environmental benefits are limited and indirect in the form of education and population served by educational programming.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
Technically strong and qualified staff. Proposal does not address overnight camping project readiness and permitting elements from a ground disturbance/impact standpoint. Coastal Commission permits is not referenced.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
Strong partnership with Schools, educational organizations and environmental non-profits.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
Budget detail outlines general areas outlined in proposal. Missing leverage/match detail in proposed budget and narrative. Project proposed limited construction elements not well defined in budget narrative.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
No clear funding for on-going educational staffing is identified. Proposed development and improvements are low need solutions but maintenance costs are not identified.	
<b>BONUS</b>	<b>0 / 5</b>



<b>#73</b>	<b>Soquel Creek Riparian Habitat Restoration at Rispin Park</b>		Rank #16 Avg 57.5
	City of Capitola \$325,000 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>51 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>12 / 25</b>
<p>Improves watershed and water quality through weed abatement and riparian habitat work, though only moderately, and not within a Priority area of the County for water resource management. Enhances the experience of an existing park and provides ecological benefits and educational signage, but the benefits to disadvantaged communities are not clearly identified. Supports some riparian habitat and overall ecosystem health, with limited evidence of climate resilience outcomes. No CEQA is anticipated but a formal notice that a CEQA is not needed is not in hand, creating some uncertainty around project readiness. Overall alignment is partial. The project provides general environmental and recreational improvements, but does not strongly align with priority areas, and the level of demonstrated need, particularly related to visitor experience, is unclear.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>8 / 20</b>
<p>The project provides health and well-being benefits, helps to increase access to nature, and improves the livability of Capitola through this riparian habitat project in a public park. However, no DAC or SDAC is especially served, and there are no meaningful partnerships to serve DACs; the signage provides some educational benefits. Broadly, there are certainly benefits to local residents, especially those who live nearby, but the equity impact is not justified through a comprehensive needs statement. There is no evaluation proposed for the educational signage; it is not clear how valuable this interpretation will be and for whom.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>7 / 15</b>
<p>There are some water quality improvements through weed abatement and habitat improvements in a riparian area, but these aren't quantified or quantifiable. The habitat restoration is real and genuine, but its not clear how the City will keep the weeds from taking over restored habitat towards the end of the two-year grant period and beyond. The climate resiliency benefits are mostly general.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>12 / 15</b>
<p>The City seems to have sufficient experience with this type of weed abatement, habitat improvement, and signage project, which supports overall feasibility. The Gantt chart is also helpful in supplementing the Timeline Milestones chart and demonstrates a reasonable implementation sequence. However, the CEQA determination is not yet in hand. While it seems likely that a "no CEQA required" determination could be obtained, given that there do not appear to be structural improvements to the site, this remains an outstanding item that affects readiness. In addition, while the signage appears fairly straightforward to install, more details on the signage would be helpful to fully assess implementation.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
<p>This is a City of Capitola project with no support from other public or nonprofit agencies, and receives the highest score of 3 allowed for single-agency projects</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
<p>This is a relatively high cost project at \$325,000, with only \$25,000 in matching resources. For a weed removal and riparian habitat restoration project that does not target a DAC or clearly expand access to a park serving a broader county population, the cost appears high. It seems the City could provide a greater match. A significant portion of the budget is allocated to weed removal (\$155,000). There might have been more creative ways explored to reduce weed removal costs considered.</p>	

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
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The Sustained Benefits Plan largely relies on the City's assertion that the weed removal and habitat improvement work will be incorporated into its general park maintenance practices, without clear assurances that regular weed abatement efforts will be maintained. The application also references layered legal protections intended to ensure that restoration investments are ongoing; however, these are not included as attachments or described in sufficient detail.

<b>BONUS</b>	<b>1 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>64 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>16 / 25</b>
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Proposed project directly aligns with water resource management priority VP theme but only indirectly aligns with Parks Access VP priority theme. Project does align with Wildlife and Habitat theme. Project offers some multi-benefit to wildlife habitat restoration and riparian restoration.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>9 / 20</b>
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Limited community benefit nexus other than indirect public education. Smaller local population likely served. Access to park is not expanded from proposed project.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>11 / 15</b>
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Restoration of 3.3 acres. Improves watershed health and wildlife and habitat. Does not address project adjacent parcels and margins impact.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>14 / 15</b>
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City staff are qualified and experienced in application of this type.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
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Single Agency with future collaboration opportunities referenced but not explicit.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
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Solid budget framework, timeline. Limited local match/in-kind contributions

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
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2 seasons of maintenance and monitoring included.

<b>BONUS</b>	<b>1 / 5</b>
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<p><b>#74</b></p>	<p><b>Measure Q Infrastructure Investment: Consolidation and Resilience Upgrades for Fire-Impacted Water Systems</b></p>	<p>Rank #18 Avg 51.0</p>
	<p>SAN LORENZO VALLEY WATER DISTRICT \$500,000 Tier 2</p>	

**EVALUATOR 1**

<b>Total Score</b>	<b>65 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 25</b>
<p>Consolidation of three small waters with upgraded facilities aligns with the water resource management thematic area by providing reliable, safe drinking water to 1000 residents in a priority geography: San Lorenzo Valley Watershed. Reduces risk of damage due to future wildfires due to increased fire suppression capacity, increases water reliability, including during emergencies, drought, etc. demonstrates readiness through site control and completion of initial grading and retaining wall construction for new water tank and pumping system.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>10 / 20</b>
<p>Provides clean, safe drinking water and increased fire suppression for small communities recovering from the CZU wildfires. While not a DAC, residents claim that many are low income. Consolidating three small water districts can provide more effective service to these communities.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>8 / 15</b>
<p>Supports improved water quality and supply. Better fire suppression capacity and increased capacity during droughts supports climate resilience. No explicit wildlife or habitat benefits.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>12 / 15</b>
<p>Planning is advanced. Team executing the project has experience with other system rebuilds after CZU. Site control for project area in place. Site map included.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>7 / 10</b>
<p>Three water systems to be consolidated with upgraded facilities are central project partners. Coordination with CalFire, local fire agencies exists to determine technical needs. Coordination with CA Dept of Water Resources, Water Resources Control Board, County environmental health officials supports technical compliance and reduces permitting risk. LOS from local water systems, Co Health. Aligns with County planning for resilience.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>5 / 10</b>
<p>Budget not broken down by area. No match identified, although some work has already been completed which could count as a match. Pipe replacement not mentioned in the budget, but included in the narrative.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
<p>Will become part of San Lorenzo Valley Water District, which has the capacity to provide competent long-term management</p>	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>37 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>8 / 25</b>

Indirect alignment with Measure Q themes. Project scope does not directly address any of the vision plan themes or priority themes. Equity addressed by disaster impacted populations and vulnerable residents. Project represents initial step needed for future consolidation, wildfire resilience work.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>5 / 20</b>
Limited public benefit. Project serves 1000 residents and improves water access and resilience.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>2 / 15</b>
Limited environmental or wildlife benefit to tank site preparations.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>13 / 15</b>
Project readiness, feasibility, staffing and scope of work are all clearly defined and present in SLV Water. Site Control is not obtained.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>5 / 10</b>
Coordination with regulatory agencies in place and consolidation water systems.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>3 / 10</b>
Budget detail and line item breakdown of costs is not provided.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>1 / 5</b>
No outline of additional funding is provided to effectuate full project.	
<b>BONUS</b>	<b>0 / 5</b>

<b>#82</b>	<b>Watsonville City Plaza Revitalization Project</b>	Rank #3 Avg 82.0
City of Watsonville \$600,000 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>81 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 25</b>
<p>This Watsonville downtown park/plaza upgrade to enhance this key civic green and gathering space aligns well with the Parks/Rec, Public Access, and Equity theme. One of only two downtown Watsonville parks; serves a low-income urban community with very limited access to parks and urban green space. Strong social and economic benefits documented. Demonstrates strong match and leveraging. Aligns well with referenced and cited Watsonville planning documents. CEQA and construction documents are complete; permitting nearly finished. Request is for construction monies for Phase II, with construction anticipated in late 2026 or early 2027, indicating a high degree of project readiness and likely completion within the grant period. Does not confer significant benefits to other priority themes of water resources management or wildfire resilience.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>18 / 20</b>
<p>Promotes access to a park heavily used by a low-income, very urban community, used daily, but also supports county-scale events and festivals via upgraded infrastructure. Promotes walking and socializing in a pleasant urban green space. Historic and cultural value is well supported. Clearly defined low-income audiences.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>4 / 15</b>
<p>Scoring reflects the use of Measure Q grant funds that support general/broad plaza revitalization rather than specific project activities that address wildlife and environmental benefits. Environmental benefits for this specific grant request are secondary and unquantified.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>14 / 15</b>
<p>Highly capable internal City team. Timeline is realistic and achievable. CEQA is in hand. Drawings/planning complete. City has site control. Measure Q funding would close out the remaining budget gap, but there are risks associated with cost increases that might delay implementation or require scope adjustments.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>10 / 10</b>
<p>Many partners listed and involved in the planning and design of the project. Community engagement, including active solicitation of input from agencies and CBOs that represent the diverse facets of the community, was built into a structured co-collaborative design process.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
<p>The overall budget for Phase I and Phase II is plausible and reasonable. Strong leverage/match presented. This Measure Q request would support Phase II, construction, but this phase is presented at a high level. Neither the budget nor the budget narrative do not break out which specific components of Phase II would be supported by Measure Q grant funding, making it difficult to assess cost-effectiveness.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
<p>City owns and maintains the plaza and indicates that the proposed renovations will not increase maintenance costs. However, there is no specific detail about how the site will be maintained, including how data will be collected about the plaza/park's condition, even though ongoing maintenance will clearly be required.</p>	
<b>BONUS</b>	<b>4 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>83 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>20 / 25</b>
Parks Access, VP priority theme addressed. No other theme addressed. Project is in priority geography, provides match leverage and equity outcomes. With strong public benefit and readiness.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>18 / 20</b>
Strong Watsonville Community benefit defined with serving priority equity population. Primary benefits are recreation and public access.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>3 / 15</b>
Limited wildlife and environmental benefits for improvements to urban park.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
Strong project with clearly defined scope, design, and significant funding leveraged.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>9 / 10</b>
Broad stakeholder user groups identified	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
Clear budget, 10X local match from grant and local revenue.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
City currently maintains park with general staffing.	
<b>BONUS</b>	<b>3 / 5</b>

#90	<b>Resilience-Ready Santa Cruz County: The Zone-0</b>	Rank #9 Avg 74.5
	<b>Equity &amp; Workforce Initiative</b>	
Long Term Recovery Group of Santa Cruz County \$398,266 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>78 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 25</b>
<p>Project focuses on reducing wildfire risk in WUI, in high-priority county zones for wildfire prevention; reducing fire risk provides upstream protection for local watersheds; addresses equity by targeting low-income residents and people not physically able to do this work (seniors, people with disabilities), delivers multi-benefit outcomes; frames Measure Q as pilot funding that can position the organization for future CalFresh E&amp;T reimbursement if successful; explicitly aligns with regional plans; pilot project - carries execution risk due to cross-partner coordination; enrolling enough high-risk homeowners in priority clusters may be challenging; prioritizes geographic areas with high wildfire risk and significance for water resource protection.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>16 / 20</b>
<p>Clear public safety and health/well-being benefits; targeting 100 high-risk homes as an output; has potential to provide vocational training pathway in green jobs through partnership with CAB; outreach strategy includes bilingual workers and culturally sensitive outreach to target the most fire-vulnerable mountain residents; strong outreach intent but uncertainty around which households actually enroll and whether highest need households will buy in; lack of details in how target were engaged in the design of this pilot program</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>11 / 15</b>
<p>Good use of existing fire science; clear links between reduced fire risk, watershed health, and climate resiliency; use of a wood chipper and dump truck to manage and remove biomass helps prevent accumulation of ground fuels; weaknesses: environmental benefits hinge on protecting a relatively small number of homes (100), no concrete plan to measure the wildlife or environmental benefits other than homes protected.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>12 / 15</b>
<p>Clear process for working on homeowner sites before fuel-reduction work begins; permits not required; formal agreements in place with key partners; a plausible timeline; ED has relevant experience; fiscal systems in place to manage grant funding. Risks: heavy dependence on hiring key new staff; execution risks involved with multiple key partners; homeowner cooperation and buy-in are not assured; it is a pilot, though the applicant has experience with similar program models</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>4 / 10</b>
<p>Partners well described with clear roles; MOUs indicated as secured; partner sections has excellent details regarding collaborative model; model thoughtfully designed integrated workflows; key roles sit with experienced organizations; most funding flows to applicant, so delivery still depends on partners staying aligned, responsive, and timely -&gt; coordination/execution risk; not clear what mitigation/back-up plans exist if partners are delayed or unable to deliver as planned.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>8 / 10</b>
<p>Detailed budget with reasonable costs for the scale and scope described. Match is sufficient at \$93,000 on a \$398,000 request. Not clear how in-kind contributions from partners (Fire Safe Council, All Hands and Hearts, etc.) are reflected; dollars largely centered on the applicant, which is slightly concerning given the key contributions from several partners. While highly detailed, multiple budget tabs are not clearly linked, making it hard to see how they support one another. References training "up to 40" technicians as local laborers -&gt; ambiguous relative to the number of (far fewer than 40 ) budgeted staff positions</p>	

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
<p>Long-term plan is to shift much of the labor pool into a CalFresh Employment and Training model with up to 50 percent federal reimbursement, using this grant as seed money. References building out the Community Action Board partnership to create up to 40 local workers trained to perform wildfire mitigation work; notes that homeowners receive maintenance and "next steps" education to sustain work. While the vision for sustaining the pilot is sound, the pathway for continuing/scaling the model after the grant is uncertain, given that this is a pilot.</p>	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>71 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>20 / 25</b>
<p>Strong alignment with Wildfire risk reduction priority VP theme, limited alignment with other themes due to focus on 0-5' area around homes. Match and equity core principals achieved through partner funding and serving at risk seniors and workforce training. Public benefit to communities at risk in WUI</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>15 / 20</b>
<p>Supports at risk community in WUI, supporting physically and financially vulnerable populations. Addresses pending legal requirements from State on Zone Zero. Vocational training for minority and under-resourced residents supports equity outcomes. Limited initial pilot population (100 homes), but training for 40 can expand impact.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>3 / 15</b>
<p>Environmental benefits are indirect (reduce toxic release of household hazardous materials during structure fire) and work focuses on Zone 0, adjacent to homes which provide limited wildlife or environmental benefit.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
<p>Pilot program model untested, milestones are mostly sound, lots of elements to manage from staffing, training, equipment management. Organizational leadership possess requisite connections and skills to launch. New hiring required.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
<p>Strong collaboration between local and national CBO/NGO partners reflected in application.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>8 / 10</b>
<p>Budget details comprehensive and logical. Some local match/in-kind support and utilization of volunteer resources.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
<p>Pilot program, capacity building on-going and sustaining funding identified (partial) but uncertain.</p>	
<b>BONUS</b>	<b>3 / 5</b>

#112	<b>San Lorenzo Valley Forest Health &amp; Hazardous Fuel Reduction Project</b>	Rank #12 Avg 62.5
	Forest Lakes Neighborhood Firewise and Safety Association \$500,000 Tier 2	

**EVALUATOR 1**

<b>Total Score</b>	<b>65 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>19 / 25</b>
<p>Strong alignment with wildfire risk reduction/forest health theme and project type. Will reduce significant amounts of dry fuel in high risk areas of SLV and along Highway 9. Some erosion protection and forest regeneration supported by biochar. Removes invasive species. Volunteer sawyers build workforce skills, strengthen community bonds. Potential future contracted services for equipment, sawyers could provide local economic benefit. Will serve all residents at no cost regardless of income level in identified zones, but requires site-by-site landowner permission. Spanish-language materials, signage and meeting content provided to offer fire risk info and access to training. The project expects to align with priorities in the Santa Cruz County Community Wildfire Protection Plan, CAL FIRE's Unit Strategic Fire Plan for the San Mateo-Santa Cruz Unit, and the County's Climate Action and Adaptation Plan, California's Wildfire and Forest Resilience Action Plan. Seems to be ready to implement, with understanding of permitting required.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>14 / 20</b>
<p>Expects to reduce wildfire risk and chronic stress/anxiety for 25,000 residents on over 200+ acres in SLV. Equipment used has 98% less smoke than open burning and can be implemented year round. Bilingual materials/content provided.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
<p>Some indirect benefits, such as reducing post wildfire erosion, removing invasive species and providing nutrients for regrowth. Team and equipment could provide ongoing fuel reduction for 10 to 15 years.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>10 / 15</b>
<p>Have a clear executable timeline with understanding of the permitting and equipment acquisition processes. No experience w/similar projects, although seem to be familiar w/many technical details.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>4 / 10</b>
<p>Many partnerships are essential for project success, very few are documented. Those mentioned include the network of 20 Firewise communities, existing relations with fire-related agencies. Identifies agencies that can provide technical support. The association chair sits on the fire district board. No LOS, yet active collaboration required (e.g. "County Public Works coordinates roadside access, traffic management, and encroachment permits for operations along Highway 9, Highway 236, and connecting mountain roads.")</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
<p>Leverages \$73,500 of volunteer labor. All new equipment provides long-term viability. Expensive equipment over life of grant term. Clear budget.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>4 / 5</b>
<p>Will use required permitting, operational data and cost per ton to monitor effectiveness and demonstrate possible replication. Association commits to ongoing equipment maintenance and operations, to be supported by fee-for-service operations and possible additional grants.</p>	
<b>BONUS</b>	<b>3 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>60 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 25</b>
<p>Strong alignment with Wildfire Resilience VP priority theme, serving priority geography and approved project type. Project vision addresses multi-benefit and strategic alignment but lacks specificity of location.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>13 / 20</b>
<p>Proposed project in concept provides for San Lorenzo Valley population wildfire resilience and forest health. Specific project and program details are lacking to clearly define measureable outcomes. Benefiting populations are generalized at program level not project level.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>8 / 15</b>
<p>Wildlife and environmental benefits listed in concept to support forest health, non-native invasive species removal, habitat restoration. Specifics and measureable outcomes are lacking due to program level descriptions without project level specificity.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>5 / 15</b>
<p>Project readiness, permit requirements and project feasibility are at a high program level specificity. However the detailed scope of work, project locations and biomass removal scope are lacking to adequately characterize permit requirements. Reference to work in Riparian corridor under environmental section would indicate need for specialized permits from regulatory agencies not listed. Based on current practices MBARD permitting of proposed equipment does not allow for aggregation of material from disparate sources. This was not adequately addressed or referenced in narrative. Site control specifics are not adequately referenced for operations locations.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>6 / 10</b>
<p>Some partnership and collaborations referenced with CalFire, local fire districts, Water district, but no formal letters of recommendation or collaboration are listed.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
<p>Budget detail contains reasonable detail but staffing and project level detail is lacking. Program management staffing for operating this program and associated sub projects is lacking detail.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
<p>Some detail provided but lacking specifics on sustaining funding and program management.</p>	
<b>BONUS</b>	<b>1 / 5</b>

<b>#113</b>	<b>Wildfire and Ecology Resilience via Beneficial Fire in Santa Cruz County</b>	Rank #10 Avg 73.0
Central Coast Prescribed Burn Association \$399,360 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>69 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>17 / 25</b>
Clear alignment with the Wildfire Risk Reduction theme. Indirectly supports the Water Resource Management theme, but not central to project design. Demonstrates multi-benefit outcomes (social, ecological) with countywide relevance given wildfire risk. No matching funds identified. Moderately shovel-ready, though staffing and organizational structure/experience are unclear.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>19 / 20</b>
Prescribed burns provide clear multiple community benefits, particularly for public safety and health and well-being, with broad benefits to Santa Cruz County.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>10 / 15</b>
Multiple environmental benefits are clearly described. Measurable outcomes are not explicitly defined.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>8 / 15</b>
Two CEQA permits secured, one pending by summer 2026. Other permits appear straightforward. Organizational capacity is unclear, with no org information provided and limited evidence of local burn experience beyond a Land Trust support letter. Leadership structure is undefined, with no executive director identified. The proposal includes a third year as contingency and budgets for three years, despite a two-year grant limit per grant guidelines. Timeline and milestones are otherwise feasible. Volunteers are described as key features to the work plan, but their management, coordination, and onboarding are not clearly defined, which is important given the risks of prescribed fire.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>6 / 10</b>
Solid credible partnerships are described, including a letter of support from the Land Trust. Multiple types of partners identified including landowners, Amah Mutsun Tribal Band, and the Land Trust. Collaborations seem somewhat informal and not fully defined; letters of commitment lacking; a multi-agency coordination structure is unclear for both the completed planning and proposed implementation phases.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>5 / 10</b>
No match or leveraged funds described other than previous funds were secured for the completed planning phases. Three-year budget provided though grant is capped at two years. Budget is challenging to evaluate with staff salaries proposed across three years and not the required two years. Limited detail about staff responsibilities.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
Acknowledges need for long-term stewardship, but no concrete plans provided for monitoring or maintenance beyond the grant term.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>77 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>20 / 25</b>
<p>Strong alignment with Wildfire Resilience VP priority, secondary direct benefits to wildlife and habitat protection. Indirect water resources and agricultural and working lands protection. Priority project type and geographies are addressed.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>14 / 20</b>
<p>Proposed benefit communities are identified as benefiting within the larger framework of wildfire risk reduction projects in combination with these sites, rather than exclusively because of these sites. Direct residential proximity of sites is limited but project expands framework of good fire work.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>10 / 15</b>
<p>Secondary direct benefit to burned landscape in supporting ecological health of fire adapted species. Specific goals of post fire regrowth are conceptual not specific.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
<p>Project permits are in hand or in process, experience and expertise are present with staffing. Site permissions are in place.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>9 / 10</b>
<p>Strong collaboration with key partners in Wildfire risk reduction space, CalFire, State Parks, Land Trust, land owners in place.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>5 / 10</b>
<p>Budget is built on paying portion of 3 staff members (23%) for 3 years. While a cost effective solution the budget narrative doesnt align with delivery goal timelines. As projects are shovel ready with permits in hand or pending, not clear where remaining 2 years of funding will focus outcomes and results for staffing support costs outlined.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
<p>Treatment has long(er) term benefits, but sustaining, monitoring elements are not addressed.</p>	
<b>BONUS</b>	<b>2 / 5</b>

#121	<b>Pajaro Valley Watershed Stewardship, Habitat Restoration, and Outdoor Access and Equity Project</b>	Rank #1 Avg 94.0
	WATSONVILLE WETLANDS WATCH \$350,000 Tier 2	

**EVALUATOR 1**

<b>Total Score</b>	<b>94 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>24 / 25</b>
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Project will occur on three sites: Corralitos Creek - installation of native riparian habitat along new in-set floodplain features, being built as a part of the levee set back work associated with the Pajaro River at Watsonville Flood Control Project, Mintie White Elementary School greening, and PVHS/conservation easement area - restoration and trails improvements within Watsonville Slough. The project will improve riparian health, restore habitat in floodplain and sensitive areas, support groundwater recharge and increase access to nature and recreation on several high-priority locations. All three sites are surrounded by and serve DAC's with limited access to nature and recreation. It will reduce flood risk and improve public safety along flood-prone Corralitos Creek. Paid job development/training internships also provide college credit. Direct match (\$97K) and in-kind contributions provide about 25% of the budget. The projects align well with Measure Q goals, two regional plans and six local (city of Watsonville) plans. All plans and permits have been secured, agreements are in place with all property owners, and work is set to begin upon grant award. Community engagement has been strong from planning through planned volunteer implementation activities.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>18 / 20</b>
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This project serves South County communities that are identified as DAC, with a strong immigrant, EIL population. It reduces flooding in a Corralitos Creek neighborhood, provides access to nature and increased livability for elementary and high school students, and increases both recreational opportunities and access to those on the site adjacent to PVHS.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>10 / 15</b>
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While wildlife and environmental benefits in terms of groundwater recharge, habitat restoration and protection and climate resilience are well described, the outcomes are less than measurable.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
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Corralitos Creek Reach 6 - all property is owned by the Pajaro Regional Flood Management Agency, work is part of their plan and site prep has begun. Schools: PVUSD (existing MOU), City of Watsonville is co-owner of PVHS land. Have been meeting regularly w/partner agencies for over two years on these projects. Approved plans in place. Permits approved. WWW has 20+ years experience w/similar projects, highly qualified staff, appropriate licensing. Viable timeline has all sites completed in 1 yr.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>9 / 10</b>
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MOU in place with PVUSD, close working relationships w/staff. Partnership w/City for PVHS (co-owner of land w/PVUSD) School plans involved significant community engagement. Volunteers will be used to grow and plant native plants, including 8 community work days. Coord w/ Conservation Corps, Pajaro Regional Flood Management Agency for Corralitos Creek. Cabrillo College and other local colleges for credit-based internships. 20-year partnership with Indigenous community members through the Pajaro Valley Ohlone Indian Council, who will support education work on the Pajaro Valley High School access improvement project, as will Regeneracion Pajaro Valley. The job training and workforce development components of this project will be managed in partnership with the California Marine Sanctuary Foundation. Other partnerships include (not clear if they have a specific role in this project): Land Trust of Santa Cruz County, Resource Conservation District of Santa Cruz County, California Department of Fish and Wildlife, U.S. Fish and Wildlife Service, U.S.D.A.-U.S. Forest Service, California

Department of Forestry and Fire Protection - Urban and Community Forestry Program, Amah Mutsun Land Trust - Native Stewardship Corps, and Monterey Bay Aquarium.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
<p>Total proposed project costs are \$465,549.80. Of this, WWW will provide existing committed funds of \$97,888.20 as matching funding from secured grants. Match of \$115,549.80 includes outside match and in-kind funding. Budget is clear and detailed. Indirect costs @15%</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
<p>Projects have been designed to be largely self-sustaining and require minimal long-term maintenance. Yet, as with any environmental project, long-term stewardship for these projects is critical. For each site, WWW has secured dedicated funding for 3 years of maintenance beyond the Measure Q grant term and will continue to engage community volunteers to support this work, as well as fundraise to continue staff support beyond the 3yr period. Has been successful in raising funds for environmental stewardship. Does not describe data collection, monitoring.</p>	
<b>BONUS</b>	<b>5 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>94 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 25</b>
<p>Strong alignment with Water Resource priority VP theme. Alignment with Parks/Access through PVHS project area and so some degree Mintie White site. Priority project type, geography identified and achieved. Core multi-benefit, match leverage and equity core principals and public benefit, readiness and strategic alignment secondary principals addressed in proposal scope, locations and goals.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>18 / 20</b>
<p>Proposed project locations are sited in disadvantaged communities, serving youth populations and families on-going through school site and adjacent improvements. Reach 6 improvements can reduce impacts from future storm events. Workforce development elements contribute to lasting community benefits.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>12 / 15</b>
<p>Environmental benefits are central to the proposed projects and locations. Specific measurable outcomes are more generalized in terms of measurable outcomes but well defined.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
<p>Project readiness, scope, feasibility and implementation are all in place. Qualified staff are in place to implement projects in collaboration with partners.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>10 / 10</b>
<p>Strong partnership with PVUSD, PRFMA to implement projects.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>9 / 10</b>
<p>Strong detail on budget across all three project sites. Leverage funds identified and reflected in budget detail.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
<p>Sustaining funding identified, maintenance staffing identified.</p>	
<b>BONUS</b>	<b>3 / 5</b>



<b>#123</b>	<b>PVUSD Tier 2 Pajaro Valley Set-Aside Grant: Rolling Hills Middle School Track and Field Recreation Access Project</b>	Rank #4 Avg 81.0
	PAJARO VALLEY UNIFIED SCHOOL DISTRICT \$500,000 Tier 2	

**EVALUATOR 1**

<b>Total Score</b>	<b>82 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 25</b>
This project builds restrooms that complete a major project to open Rolling Hills Middle School's track and field area as community recreation space during non-school hours. It would serve up to !6,000 people/year, primarily youth and families, primarily from economically disadvantaged households. Based in Watsonville, it would serve an area with documented environmental inequities and limited access to park space. The larger project incorporates elements to reduce runoff and pollution of Watsonville Slough. The project aligns with PVUSD Facility Master Plan 2025, and the Measure M Bond: Facilities Construction Projects Overview, and can be completed by the end of 2026.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>19 / 20</b>
The community served is in South County and a DAC, with lower access to parks than other areas of the county. It increases community access to recreation, as well as recreational assets. By providing convenient, ADA restrooms, it supports public health and safety	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>4 / 15</b>
The main benefits of this project are related to recreation. However, some climate resilience is supported in the larger project by using cork infill which lowers heat compared to other infill materials and by using designing with nature principles to reduce runoff and filter water before it enters the Slough.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
PVUSD owns the property. The larger project is in expected to go to construction late summer/early fall. This project can be integrated into that through construction change order. Permitting underway through the Division of the State Architect (DSA) and should be complete in 3 months. No external permits required. PVUSD has experience managing large capital projects and coordinating w/DSA. Construction slated to occur simultaneously w/other site and athletic facility improvements.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>9 / 10</b>
The project builds on established collaboration with the City of Watsonville through an existing Joint Use Agreement (JUA) that enables community access to school recreation facilities outside school hours. The agreement will be updated to incorporate the restroom facility. Partnership with Friends of Watsonville Parks and Community Services, whose advocacy and community outreach efforts help ensure that recreation improvements reflect the needs of Pajaro Valley residents, including community partners and recreation user groups. School principal is also key collaborator.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>9 / 10</b>
Budget is clear and detailed. Leveraged funds for this project, as well as the larger project this would be part of, are well documented. 4.4% indirect rate.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>4 / 5</b>

Facility use and effectiveness will be monitored through tournament registrations, City of Watsonville field permit logs, and district facility usage tracking, ensuring the project continues to meet community needs. JUA supports coordinated management of the shared recreation space, but details are not included.

<b>BONUS</b>	<b>0 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>80 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>19 / 25</b>
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Alignment with Parks access VP priority theme. Does not align with other priority themes. It is in priority geography, and project type of improving access. Match leverage with existing bonds, and equity core principals are addressed and public benefit and readiness secondary principals.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>18 / 20</b>
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Clear benefit for recreation and access enhancement by field and bathroom combination. Directly serving disadvantaged community.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>2 / 15</b>
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Environmental benefits are indirect, associated with larger field modernization. No direct benefits from bathroom facility as requested by Measure Q grant.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
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Project is permitted, funding exists for field improvements, and represent larger match elements.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
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Partnership with City of Watsonville supports larger community benefit, youth sports programming and expanding impact and benefit from project.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
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Budget detail present, clear and complete articulation of details. Local revenue measure covering larger project costs. Grant focused on bathroom facility.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
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PVUSD maintenance program in place.

<b>BONUS</b>	<b>3 / 5</b>
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#142	<b>Mesa Village Park Phase 1 Improvements: Expanding Equitable Access to Nature and Play</b>		Rank #4 Avg 81.0
	FRIENDS OF SANTA CRUZ COUNTY PARKS \$279,500 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>83 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 25</b>
Aligns well with the parks/recreation/ access and equity thematic area: Provides multiple park improvements in a dense, low-income neighborhood (DAC) In South County with low access to parks, following an extensive community input process. Also serve schools and Co. Parks recreation programs. Aligns with highest priority principles: significant in-kind and cash matches, equity impact due to community served, and multiple benefits. While some design and construction drawings remain to be completed, the work is able to begin soon after a grant award.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>15 / 20</b>
Serves South County DAC / park-poor areas. Adjacent to densely populated areas, in walking distance. Provides recreation for a variety of ages and families, including doubling the playground size, discovery tables, picnic areas, outdoor exercise equipment. Minor improvement to ecological health due to native plantings, permeable surfaces and shade trees.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
Inclusion of native plants in the landscaping provides some habitat for wildlife. Shade trees and the use of permeable materials where possible provides some support for climate resilience.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>13 / 15</b>
Santa Cruz County Parks owns the property and expects an exemption from CEQA permitting, minimal other permitting. SCCP also has significant experience executing similar projects. County Park Friends has experience supporting similar projects. Years of community engagement and inclusion in Park Master plan support readiness. Some additional design development, as well as construction ready plans are pending, can move forward alongside procurement planning. Clear timeline seems viable.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>9 / 10</b>
The existing MOU between County Park Friends and Santa Cruz County Parks will govern implementation, in a formalized project agreement. Extensive bilingual community engagement including youth leaders helped develop the design. CPF has secured private match funding and will continue in that role. SCCP will manage the technical aspects, design, construction, and permitting. The two organizations have used this model in the past successfully, notably Leo's Haven park in mid county. Wetlands Watch would provide expertise regarding environmental stewardship, community outreach. District 4 supervisor's office helps support coordination, community advocacy, as well as securing \$100,000 in funding	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
The budget seems clear and reasonable. Significant leveraging includes \$100,000 cash from District 4 supervisor - documented in LOS, and over \$20,000 in in-kind contributions. SCCP states capacity to manage the project on a reimbursement basis. May serve as a model use of natural materials, low impact design strategies, nature-based play at reasonable costs	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>

SCCP will provide ongoing maintenance and repairs, to be included in the agency's annual operating budget. CPF will coordinate programming with local youth organizations and after-school providers, organize volunteer workdays.

<b>BONUS</b>	<b>4 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>79 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>20 / 25</b>
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Alignment with Parks Access VP priority theme. Indirect alignment with water resource management and habitat protection. Priority project type and geography achieved by proposal. Core principals of match leverage and equity achieved. SEcondary principals of pubic benefit, readiness and strategic alignment also met.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>15 / 20</b>
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South County local park community improvement user group well defined. Need exists and is defined for proposed improvements. Serves disadvantaged community. Primarily neighborhood scale use envisioned in proposal some reference to regional but not quantified.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>3 / 15</b>
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Limited direct environmental benefits from proposed park improvements.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
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Technically strong staff, clear timeline and milestones established with demonstrated experience. Extensive prior outreach ensures broad community support.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>10 / 10</b>
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Strong regional collaboration between applicant, County, and other CBO in area.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
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Budget provides clarity and good detail. Limited funds to staffing, most to construction costs. Approximately 25% local match provided.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
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County Parks maintenance in place.

<b>BONUS</b>	<b>1 / 5</b>
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<b>#145</b>	<b>Expanding Community Safety and Access at Evergreen Cemetery</b>	Rank #14 Avg 61.0
Santa Cruz Museum of Art & History \$373,642 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>58 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>17 / 25</b>
This project has some alignment with both the wildfire risk reduction/forest health through brush clearing and parks/recreation/ access and equity themes through improvements in the parking and trail connection to Harvey West Park. The application states that it is a wildland urban interface, which is not clear from relevant maps. A significant match is mentioned but not documented. Provides some public benefit through historical significance, increased safety for park users. Used for Dia de los Muertos, no documentation of other services for disadvantaged communities.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>10 / 20</b>
Used by schools and the general public, as well as Chinese and Latinx communities for annual commemorations increases access to green space and Harvey West Park.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
Project does not enhance existing wildlife or environmental benefits.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>9 / 15</b>
The MAH has successfully managed similar projects at the cemetery. Have plans for some aspects. The trail is in the early planning stages. Funding for CEQA in budget.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>7 / 10</b>
Existing partnerships with one Latinx organization, cemetery volunteers, local history organization, FireWise. Some general LOS provided.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
Matches named in budget (County, individual, Firewise) are not otherwise documented. Programming and brush removal may be existing annual expenses.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
MAH has ongoing maintenance responsibilities and has revitalized the cemetery through volunteers that work in that role, improvements projects. Zero maintenance costs planned.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>64 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 25</b>
Proposal advances two priority themes, wildfire risk reduction and parks access. Project type from VP is achieved. Area is not a priority geography. Project does provide multi-benefit and limited match funding. Readiness	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>11 / 20</b>

Community benefits include expanding public access and wildfire resilience. Specific population served is conceptual and not specific. Evergreen Cemetery does not directly serve disadvantaged population.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>9 / 15</b>
Wildfire resilience and invasive species removal through fuels reduction using grazing. Arborist work to improve health of trees. Specific direct wildlife and environmental benefits not provided	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>9 / 15</b>
Project has some elements of readiness with other elements needing additional refinement, permitting and approvals.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>7 / 10</b>
Good implementation collaboration and partnerships with local partners.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
Budget detail provided generally reasonable. Some but generally limited match NEW funding.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
Volunteer support listed, not clear on on-going wildfire risk reduction and trail maintenance.	
<b>BONUS</b>	<b>0 / 5</b>

#172	<b>San Lorenzo Flood Control System - Debris Boom Project</b>		Rank #8 Avg 76.0
	CITY OF SANTA CRUZ \$300,000 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>83 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>20 / 25</b>
<p>The debris reduction boom project improves management of San Lorenzo River mouth lagoon, reducing the need for mechanical breaching by 75%, while maintaining ecological health of the lagoon and its sensitive/ endangered species. The project reduces the likelihood of basement flooding and infrastructure damage in nearby areas and improves safety and recreation values of the heavily used Main Beach. Ready to implement with about a 25% match.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>16 / 20</b>
<p>The public safety, health and well-being and recreational opportunities enhanced by this project will serve over 1 million visitors to the Main Beach as well as the Beach Flats and Ocean Street neighborhoods.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>10 / 15</b>
<p>This project improves the functionality of previous work to balance ecological viability, the protection of endangered and sensitive species. It strengthens climate resilience by assuring reduction of salinity in the lagoon while protecting from flooding caused by increased water retention in the lagoon during summer months when the river mouth is closed by a sand berm.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>13 / 15</b>
<p>The city has site control/easements. All permits, plans and agreements are in hand and staff have proven track record delivering complex projects in highly regulated locations such as the river mouth. the project was set to commence when funding limitations stopped it earlier.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
<p>The City has 13 years experience managing the lagoon in partnership with California Department of Fish and Wildlife, the California Coastal Commission, the Army Corps of Engineers, and the California Regional Water Quality Control Board. Also will need to collaborate with the Seaside Company (Beach Boardwalk) and City of Santa Cruz Marine Safety Division. Letters of support from several of the agencies included.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>9 / 10</b>
<p>Well-documented, clear budget. Zero indirect costs. Matches documented in budget. Some cash leveraging is actually in-kind (staff time).</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
<p>Ongoing maintenance and operations costs for the culvert and proposed debris boom are covered in City operating budgets. No monitoring /documentation process for results described.</p>	
<b>BONUS</b>	<b>4 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>69 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 25</b>
Proposed project advances Water Resource Management priority VP theme, and addresses habitat protection. Does serve priority watershed geography. Core and secondary principals of multi-benefit, match, public benefit and readiness addressed.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>10 / 20</b>
Watershed resilience and ecological health benefits defined. Community benefit indirect, generalized to larger population served by adjacent resources.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>9 / 15</b>
Benefits to habitat for priority species referenced. Benefit area not quantified.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
Project is prepared to move forward with funding. Strong capacity from implementing agency.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>5 / 10</b>
Single agency project but does possess strong support from regulatory agencies to move project forward.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
Generally reasonable budget, thou does reflect significant costs higher than engineers estimate.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
City has long-term maintenance of facility as part of management plan.	
<b>BONUS</b>	<b>0 / 5</b>

#174	<b>Rural Lands Assistance Program Pilot</b>	Rank #2 Avg 85.5
RESOURCE CONSERVATION DISTRICT OF SANTA CRUZ CTY. \$342,140 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>76 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>21 / 25</b>
<p>Pilot program for fuels reduction that shares costs for planning and implementation for fuels reduction at WUI points throughout rural areas of the County. Focuses on shared or abutting areas where private parcels intersect and where mechanisms for fuels treatment are limited or unclear. Strong alignment with Measure Q wildfire reduction priorities, with secondary ecological benefits associated with reduced fuels. 15 properties are targeted for this pilot. Not clear how RCD will prioritize the most underserved rural property owners/residents. No permitting required, supporting project readiness. Leverages RCD technical expertise and experience with cost-sharing programs. Model proposes cost sharing with residents both as a participation mechanism and as the main source of match.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>17 / 20</b>
<p>Makes a strong case for public safety improvements, such as improving evacuation along narrow private roads, and for supporting community livability by catalyzing neighborhood coordination on treatments along shared roads and multi parcel corridors. Benefits are described qualitatively, with no measurable outcomes provided. It is also not clear which communities or higher need populations will benefit beyond a general focus on county residents at the WUI - the approach to prioritizing underserved rural communities/residents is not clear.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>10 / 15</b>
<p>Strong multi-environmental benefits, including improved forest structure, reduced wildfire risks, reduced risk of large scale carbon losses associated with large wildfire; water quality benefits also articulated. Lack of measurable outcomes caps the score at 10.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
<p>Technically sound and well structured approach, with defined workflows from outreach through reimbursement and low permitting risk through CEQA Notice of Exemption activities. Demonstrates strong organizational capacity and experience delivering similar cost share and technical assistance programs. Timeline is logical with clear sequencing. As a pilot program, there are risks around whether landowners will buy in and coordinate or cooperate with one another and with the RCD to plan and treat adjacent parcels. The timeline does not describe key points for internal evaluation or adjustment of the approach. The model relies on partner involvement/roles that is not formally documented. For example, the approach to outreach to rural property owners does not make it clear where partners are responsible versus the RCD.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
<p>Relevant partners are described (e.g., several Fire Safe Councils, Firewise communities and their neighborhood leaders), with relevant roles, but there is no documented commitment from any described partner, no letters of support or commitment, and no partners listed in the budget. For example, the narrative describes specific partners to identify and help coordinate clusters of landowners for program participation, but there is no evidence that these partners have been involved in this specific project design. As proposed, partners and partnerships appear assumed rather than established, introducing much risk for a model that relies on collaboration with external partners.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
<p>Budget line items clearly described and generally justified in the budget narrative. The cost-share/match relies on landowner participation that is not demonstrated. Outreach to landowners is only partly reflected in the budget, as</p>	

this will rely on RCD staff (noted in the budget narrative), but also on external partners who are not listed in the budget as an expense or match.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>4 / 5</b>
Clear approach to sustaining post-grant fuels treatments through required landowner maintenance and REC prepared maintenance plans for each of the 15 targeted sites. Participating landowners will need to demonstrate post-grant maintenance to be eligible for future rounds of funding. Very reliant on landowner follow-through, with no clear approach for monitoring, enforcement.	
<b>BONUS</b>	<b>4 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>95 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>22 / 25</b>
Strong VP alignment with Wildfire Resilience, with proposed program work also addressing habitat and environment and watershed health. Proposed program operates within priority geography, and project type align with VP. The proposed program addresses all core principals with the multi-benefit nature of work, match contribution, equity serving vulnerable populations, and building climate resilience. Clear secondary principal alignment with public benefit and strategic alignment.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>18 / 20</b>
Clear benefits to participating community. Available County wide. Quantified community size is not provided but pilot nature and scaling up planning indicate increased access. Working across private land owners, neighborhood groups and firewise communities expand community impact.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>12 / 15</b>
While current program development in pilot phase is not focused on environmental benefits and wildlife habitat directly all treatments will consider and address such concerns. Direct quantifiable measurements for pilot are not provided.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
Program design and existing RCD efforts indicate development has started on the larger program. Funds will assist and expand homeowner cost share program. Clear target timeline has been provided. Experienced delivery organization of similar programs and resources.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>10 / 10</b>
Strong collaborations exist and are outlined with RCD across potential program participants and partner agencies.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
Clear budget outlined. Local match 30% with total of 60% of grant going to project delivery cost share. Indirect 20%.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
Goal of program is to provide clear roadmap for landowner sustained maintenance of project.	
<b>BONUS</b>	<b>3 / 5</b>

<h2 style="margin: 0;">FoodWhat: A Justice-Rooted Homebase in the Pajaro Valley for Youth Empowerment, Belonging, &amp; Land Stewardship</h2> <p style="font-size: 0.8em; margin: 5px 0;">#204</p>	<p>Rank #12 Avg 62.5</p>
<p>FoodWhat Incorporated \$383,021 Tier 2</p>	

**EVALUATOR 1**

<b>Total Score</b>	<b>62 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>9 / 25</b>
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This two-part project would install core farm infrastructure (irrigation and field preparation) for youth-related ag programming that would launch in the spring of 2027 and complete a 10-month, community-engaged conceptual site plan on FoodWhat’s 5.25-acre Watsonville property as the first phase of a multi-year capital improvement plan to prepare it for future ag-related youth and community programming. This project aligns most clearly with Agricultural and Working Lands Protection, which is a non-priority theme in the Vision Plan. Although the project is located in South County/Watsonville and aims for future community use, the current Phase 1 activities do not match the listed Parks / Recreation / Access & Equity project types such as park/trail improvements, coastal access improvements, urban greening, and other project types listed under the Parks/Recreation priority theme. There are Water Resource Management benefits (irrigation efficiency, hedgerows, and soil and water practices), but these are secondary to the project’s primary agricultural focus, and the proposed irrigation and soil/water work do not match the eligible Water Resource Management project types in the Vision Plan. Prioritization principles: Multiple benefits described. Matching funds are staff salaries - very little matching funds listed for the consultants, which are high. Equity impacts are real. Strong public educational benefits. Site control established. Project takes place in high priority South County area. Projects that align only with non-priority themes, in this case agriculture, are capped at 9 points.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>17 / 20</b>
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Project delivers clear, specific benefits to a directly identified disadvantaged population in South County. Community need is very well-documented: 95% of youth are low-income, and 100% reside in DAC-designated census tracts verified against appropriate datasets. Project delivers clear, specific benefits across multiple benefit types, notably public access for a specific underserved community, plus ecological benefits when the vision is fully realized. Community need is well-documented. Watsonville/South County is the top named equity priority geography. Bilingual engagement and tribal partnerships addressed. Direct youth programming will launch only at the tail-end of the grant period; and no specific youth participant metrics are listed for the grant period itself. The equity case is strong, but the benefits for youth program participants within the one-year grant period are limited.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
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Native hedgerow and windbreak plantings will benefit pollinators, birds, and native wildlife, but the proposed ~500 linear feet offered is modest in scale. Water quality benefits are genuine (i.e., efficient irrigation and runoff management protect the Pajaro River watershed), but these are co-benefits of the ag build-out, not explicitly scoped and measurable standalone water resource management deliverables. Amah Mutsun Land Trust cultural resource survey adds ecological stewardship depth, but is not a direct environmental outcome. Most of the meaningful restoration and habitat work won’t happen until future phases.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
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Strong organizational foundation: 20 years of programming experience, government grants track record, and recently completed robust strategic and financial planning. Key staff and technical consultants are in place for conceptual site design, establishing initial agricultural infrastructure and plantings, community engagement as part of the conceptual site design, and carrying out the Spring 2027 youth programming activities. No permits required for this phase of work. The grant period’s Phase 1 milestones for planning are clearly defined and the

design process is logically sequenced through four named phases. Pointed deducted for: lack of an agricultural readiness plan: what the site would need to look like to welcome Spring 2027 youth program participants. The scope of the unfilled Facilities and Maintenance Manager position is unclear. A Gantt chart or timeline as an attachment would have strengthened the application. Also, not clear if FoodWhat staff have a prior track record managing a capital site development project of this scope, although the proposed consultants seem very capable to address this staff limitation.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
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Describes two distinct and developed partnership tracks: an agricultural/ecological track and community design track that will contribute to the conceptual site design, each with named partners playing active roles. The agricultural/ecological partner network is strong: a number of specific partners are named, including details about their contributions, including letters of support. Food What Board members bring directly relevant expertise and actively consulting on the project. That said, agriculture is not a stated priority theme, and more partnerships for the recreational access and equity theme would have strengthened this section. A portion of the partner network seems still in formation. The consultant DJDS brings decades of experience in social change design and will lead a 10-month, multi-stakeholder community engagement process resulting in a finalized conceptual site plan that integrates into the agricultural/ecological planning. Amah Mutsun Land Trust will be contracted for a cultural resource survey that integrates into long-term planning led by DJDC. These are strong partnerships for advancing equity. Community engagement will be broad and intentional, drawing in youth participants, alums, organizational partners, community members, and elected officials. Letters of support further document substantive nature of partnerships.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
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Strengths: Budget is clearly organized with costs allocated by line item and funding source FoodWhat has already raised \$2M in private capital, \$1.5M of which secured the land, demonstrating organizational commitment to this project. Indirect cost rate is reasonable. Areas for Improvement: ED time is not well justified: 50% of one Co-Executive Director's time for the conceptual planning, yet the project has a fully contracted design firm (DJDS), and an Operations Lead also charging 25% time for project managing Phase I of the conceptual plan - the narrative does not explain why 50% of the Co-EDs time is needed and this is listed as a significant source of matching funds. The \$212K for the design firm - no matching funds listed for this expense. The overall expense for the design firm seems high without further justification. The Facilities and Maintenance Manager is budgeted at 100% time (\$99,900) but the position is unfilled, and the specific role of this position is unclear during the grant period. The \$51,000 equipment line (tractor, implements, irrigation supplies) is not broken out by item, and the application does not address why purchase is preferable to rental for a first-time Phase I land preparation effort. Other funding sources are described as "grants and fundraising" without documentation of committed funds.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>4 / 5</b>
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Stewardship is framed as a perpetual commitment, not just a grant obligation - FoodWhat owns the land and plans accordingly. The conceptual planning work will result in a formal maintenance guide: monthly operations checklist, annual budget template, and emergency response plan Facilities and Maintenance Manager position created specifically for ongoing site stewardship, but not clear how this position would be sustained. Concrete ecological maintenance practices named: cover cropping, weed management, mowing, soil fertility, water runoff management

<b>BONUS</b>	<b>2 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>63 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>9 / 25</b>
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Indirect alignment with VP Priority themes Water Resources and Parks, Recreation, Public Access and Equity. Strong alignment with Agricultural and Working Lands theme. Does work in a priority geography. Project type is defined in

Ag theme. Program provides multiple benefits to participating youth, connection to VP is limited. Equity focused program.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>14 / 20</b>
Direct participant population served, approximately 100. Expanding access for marginalized populations with larger program vision, however specific measurable total population is not defined.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>4 / 15</b>
Regenerative and sustainable Ag practices and native plant hedgerows will have environmental benefit however requested project funding is not implementing those benefits directly.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
Phased wholistic vision reflected in grant proposal. Some elements referenced are for future phases. Grant proposal is for initial planning and getting visioning projects toward shovel ready status. Some initial AG infrastructure to be installed as part of this phase. Capable and experienced team. Property owned by applicant.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
Knowledge sharing and resource sharing partnerships with experienced individuals, CBOs. Strong regional support from community partners as reflected in letters of support.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
Strong budget detail to achieve requested deliverable. Over 50% match funds provided for project delivery.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
Phased project, proposal builds towards larger vision.	
<b>BONUS</b>	<b>2 / 5</b>

#212	<b>Pajaro River Bridge to Bay Project Feasibility Study &amp; College Lake Borrow Study</b>	Rank #6 Avg 79.0
	PAJARO REGIONAL FLOOD MANAGEMENT AGENCY \$390,000 Tier 2	

**EVALUATOR 1**

<b>Total Score</b>	<b>85 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>23 / 25</b>
<p>This project supports the water resource management theme area. Lower Pajaro River project would evaluate alternative setback levees from Highway 1 to the river mouth, making it able to respond to a 100 year flood event (versus present 8 year flood event), create new floodplain and riparian habitat and support groundwater recharge. College Lake project would determine for stability of using local materials for levee construction, increasing flood protection and water storage while reducing costs. The projects serve South County residents as well as key infrastructure: Watsonville Wastewater Treatment plant, Highway 1 in priority geographic areas for water management. They act as partial matches to more extensive projects serving similar purposes. The projects align with a large number of flood, land and water management plans for the area. Both are ready to begin upon funding award.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>17 / 20</b>
<p>These projects serve verified disadvantaged communities at risk of severe flood impacts in South County. The projects not only increase flood protection, they also restore lands that could be used for future recreation purposes.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>10 / 15</b>
<p>While the primary goal of both of these projects is improved flood protection, they also explicitly specify the value of expanded floodplain and habitat restoration, support greater climate resilience, and could increase groundwater recharge and water supply storage.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>13 / 15</b>
<p>Site control is complete through ownership or agreements with landowners, permits are in process with some exemptions expected. PRFMA is successfully implementing other similar projects, and is well-equipped to manage funds and comply with necessary reporting. Projects build on decades of previous study. Ready to proceed upon grant award and are expected to be complete by first quarter of 2027 based on timeline provided and other project requirements.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>7 / 10</b>
<p>While PRFMA will complete these projects independently, collaboration with appropriate agencies exists and will be important once the studies are completed and construction work is planned. Will collaborate with landowners, including Santa Cruz Land Trust, as well as multiple agencies working with water and land management in the Pajaro Valley. Many provided general letters of support.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
<p>Clear, concise budgets. Completion of the studies will allow PRFMA to request funding for implementation. Measure Q funding acts as a match to other funding for larger projects.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>4 / 5</b>
<p>Engineering with Nature design principles reduce overall maintenance. PRFMA conducts routine maintenance and these improvements will not create an additional financial burden on the Agency.</p>	
<b>BONUS</b>	<b>4 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>73 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 25</b>
Proposed projects align with Water Resrouces VP Priority theme, align with Habitat and Wildlife, Coastal Protection and Ag and Working Lands themes. The project type and geography are named in VP, and there is multi-benefit, match, equity and climate core principals and public benefit and strategic alignment secondary principals.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>10 / 20</b>
Indirect Community Benefit from grant proposal due to funding studies towards end implementation goals. College lake implementation project will increase resilience to flooding for larger residential population, lower Pajaro project will protect critical infrastructure.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
Environmental benefits are indirect given the proposal is to fund studies. Ultimate project implementation will provide significant wildlife and environmental benefits.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
Grant proposal to fund two consultant studies are ready for immediate implementation.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>10 / 10</b>
Strong collaboration and partnerships regionally and for project end goals.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>10 / 10</b>
Clear budget purpose, scope and use. Grant match as part of FEMA grant for portion of grant proposal.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
Consultant planning focus, ultimate project will have sustaining maintenance resources.	
<b>BONUS</b>	<b>0 / 5</b>

<b>#228</b>	<b>Watsonville Fire Training Center Pavement Replacement &amp; Water Reclamation System Feasibility Study</b>	Rank #21 Avg 34.0
	City of Watsonville \$100,000 Tier 2	

**EVALUATOR 1**

<b>Total Score</b>	<b>40 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>9 / 25</b>
While some reduction in water use and pollution runoff would be achieved should water reuse be deemed feasible, the primary goal of this potential feasibility study does not have a significant impact on any of the Measure Q thematic priorities. The facility does serve South County, and youth from the area are provided career exposure at the site.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>7 / 20</b>
The facility serves South County, which includes many DACs.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>4 / 15</b>
No significant direct benefit to wildlife or habitat would be gained from this project. reduction in water use and runoff, as well as increased fire suppression capacity could provide some climate resilience.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>8 / 15</b>
The City of Watsonville owns the property and has the capacity and systems in place to manage the project.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
Various departments within the City of Watsonville would work together. No other agencies would be involved.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>3 / 10</b>
No explanation for the budget amount is provided, either as a detailed budget or in the budget narrative.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>4 / 5</b>
While post-grant maintenance is irrelevant for the feasibility study, the Fire Department would be responsible for any ongoing maintenance.	
<b>BONUS</b>	<b>2 / 5</b>

**EVALUATOR 2**

<b>Total Score</b>	<b>28 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>5 / 25</b>
Proposed project indirectly aligns with water resource management through potential recycling of water use on site. Project site is urban area with no natural connectivity. Project is in priority geography but doesnt address other prioritization principals.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>5 / 20</b>
Proposed project has indirect community benefit by supporting well trained fire agency staff. However no direct community benefit from this grant proposal is reflected.	

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>0 / 15</b>
There is no direct or indirect wildlife or environmental benefits from proposed project.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>7 / 15</b>
Applicant is prepared to execute feasibility study procurement process upon award. Not clear whether requested funds will be sufficient given RFP has not been completed to validate expected costs. Ultimate funding availability for future construction is not discussed.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
Single Agency with limited external engagement.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>3 / 10</b>
No budget detail provided. Not clear whether funds be sufficient since initial RFP has not been completed.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>5 / 5</b>
Planning document so Long-term maintenance and monitoring of facility will remain as currently constituted.	
<b>BONUS</b>	<b>0 / 5</b>

#239	<b>Santa Cruz Community Seed Strategy</b>	Rank #19 Avg 41.0
REGENTS OF THE UNIVERSITY OF CA \$143,457 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>44 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>12 / 25</b>
Does not squarely address the two most relevant priority themes, water resource management benefits are indirect and secondary, and limited alignment with parks, recreation, access, and equity, primarily Arboretum-based and not broadly accessible Public benefits are mostly educational and diffuse, not tied to clear, measurable outcomes for specific audiences Habitat and watershed benefits are long-term and not well quantified No clear targeting of underserved communities No explicit alignment with local or regional plans Matching funds not addressed Strong internal capacity, but partnerships are vague and lack letters of commitment	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>11 / 20</b>
Community benefits are difficult to measure - aspirational and output-driven, with limited measurable outcomes across benefit areas. Strong base of Arb volunteers and stakeholders, but limited evidence of how the project will reach a broader countywide audience, particularly underserved communities. Benefits listed such as health, wellbeing, and access to nature are broadly described, making overall community value uncertain. The main metric listed - community members producing seed, reflects upon program participation, not measurable community benefits	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>6 / 15</b>
Describes relevant eco-benefits but mostly conceptual and not tied to concrete outcomes. Long term impacts would seemingly tie to small distributed actions by participants (home owners, renters), rather than defined restoration work in natural areas of Santa Cruz. Focus is on seed production and education than clear on-the-ground ecological benefits	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>7 / 15</b>
Strong staff capacity and relevant experience, with a clear track record of obtaining permits and managing similar work. Timeline is detailed and feasible. Required permits are not yet secured, and no letters of commitment are provided from identified partners who would issue the permits or advise the project in other ways. Recruitment of participants is a key risk, with limited detail on how it will engage a broader community beyond the Arboretum's existing volunteers, UCSC students, residents near the Arboretum, etc.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>4 / 10</b>
Partnerships are not formalized. References to collaborate with restoration firms, land managers, land trusts are framed as opportunities rather than partners who participated in this project design. Engagement seems more one-way, gathering input than co-planning jointly with partners and collaborators mentioned in the narrative.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>3 / 10</b>
Budget is focused on staff time, which is reasonable, but lacks details about roles, hours, rates, to assess costs effectively. Costs for outreach and communication are not addressed in the narrative. The budget is hard to read - looks more like a draft budget, than a final polished draft, with very little budget narrative. Does not appear to have matching funds.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>1 / 5</b>
The text points to general future fundraising, increased membership, and donor interest with no defined strategy, funding sources, or commitments. No clear structure for sustaining activities or scaling beyond the pilot year.	

BONUS	0 / 5
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**EVALUATOR 2**

<b>Total Score</b>	<b>38 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>5 / 25</b>
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Proposed project does not directly address VP priority themes. Goal of proposed project will provide indirect alignment with wildlife and habitat protection, and over time connection to water resource management.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>4 / 20</b>
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Indirect public benefit from the proposed project, not clear description of potential population that will utilize grant funded resource.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
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Near term indirect benefits to seed collection and storage. Long-term potential benefits to wildlife and environment exist pending implementation and use of resources funded by grant. Program appears to focus on urban/semi-urban areas which may diminish landscape scale impacts. Unclear what extent benefits may be in longer term horizon.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
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Project is ready for implementation, some collection permits are in need of being secured. Minimal barriers appear to exist to move project forward. Staff resources to implement appear present.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
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Strong partnerships with existing large public lands agencies and organizations.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>3 / 10</b>
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Budget spreadsheet reflects 5 staff at 20% time for a total of approximately \$140K. Budget narrative articulates staff time to produce workshop informational materials and perform operational elements. No clear description of need for 5 staff at 20% time.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
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No long term funding identified for staffing proposed to be supported by grant.

BONUS	0 / 5
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<b>#245</b>	<b>Sol Y Tierra: Climate Justice Learning Series and Climate Adaptation Work Crews</b>	Rank #7 Avg 77.0
Community Action Board of Santa Cruz County, Inc. \$509,000 Tier 2		

**EVALUATOR 1**

<b>Total Score</b>	<b>80 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 25</b>
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This is a community-based program that connects underserved South County residents to natural areas through culturally responsive excursions and educational programs that support UCSC-led applied environmental research and restoration projects, with a particular focus on climate justice education. Aligns well with Parks and Access theme, including family based excursions, Spanish language delivery, targeting South County low-income residents. Includes stipends for program participation reducing barriers to participation and promotes workforce development. Alignment with Water Resource Management and Wildfire Risk Reduction is indirect - outcomes for these areas are contingent are underlying UCSC research projects, whose outcomes are not contingent on this Measure Q funded portion of those applied research projects. The project primarily delivers social and equity benefits (workforce stipends, leadership development, etc). Environmental benefits are secondary and not tied to clear, measurable outcomes within the scope of this grant. The project aligns with relevant state and regional plans and demonstrates strong readiness, with an established partnership, prior pilot, and existing infrastructure in place. Includes modest in-kind support. Geographically, it aligns well with South County and underserved communities.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>17 / 20</b>
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Strong community benefits across public safety, health, and access to nature priority underserved South County communities. The project builds their emergency preparedness skills, delivers culturally relevant climate and health education, and expands access to parks through thoughtfully designed excursions. Measurable outputs for participants are identified, but participant outcomes are soft and vague.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>9 / 15</b>
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Environmental benefits are closely tied to UCSC's broader research portfolio, with participants contributing to ongoing restoration and resilience projects that appear to be supported by other funding. The proposal references both previously achieved metrics and future tracking indicators, such as acreage restored and groundwater recharge, but does not clearly distinguish what portion can be attributed to this project. Participant outputs, including restoration hours and cleanup activities, are identified (hours spent towards restoration, clean up activities) and measurable, though relatively limited in scale compared to the broader environmental outcomes described. As a result, environmental benefits are meaningful, but largely tied to UCSC-led projects that extend beyond this Measure Q grant, and are only partially measurable within the scope of this grant.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>14 / 15</b>
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Strong readiness with clear site control through existing agreements with the applicant (CAB), UCSC-led projects, and public lands; no additional permits required. Well-articulated timeline, established partnerships, and prior pilot results support overall feasibility. Clear recruitment, training, and program delivery structure tied to participation outputs. Some dependence on UCSC for the delivery of both environmental and educational components introduces coordination risks with key program elements.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>9 / 10</b>
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Strong core established partnership in place between CAB and UCSC. Clearly co-designed with UCSC, which provides research projects, permits, access to nature/research sites, mentorship and scientific leadership. Other credible partners are named (Nature Conservancy, Land Trust), who have existing partnerships with UCSC, and are woven into this proposed Measure Q project. CAB brings culturally informed program design and delivery, and

engagement with difficult-to-reach participant populations, supported by local CBO partners who will play defined roles in outreach, recruitment, and other supports. Participants are able to choose which projects to join, but limited evidence of participant co-design with UCSC and CAB staff.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
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Budget is logical and aligned with the program, with a clear connection between proposed staffing and activities. Leveraged support is meaningful, primarily in-kind staff time from UCSC. However, these in-kind contributions are not fully detailed (time commitments? rates?). Staffing levels, including 1.0 FTE Coordinator, 1.0 FTE Operations Manager, and 1.75 FTE Program Specialists, are only partially justified. Non-salary costs align with program activities.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
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Aligns with large-scale restoration investments led by The Nature Conservancy and the Land Trust along the lower Pajaro River, as well as other public investments in flood management. Identifies a potential gap in local workforce capacity, including labor and community-based knowledge, which the program aims to address through participant training. Includes mention of certification pathways, but these are not fully operationalized. No identified agencies, contractors, or hiring partners connected to job placement for participants. Unclear what the actual workforce demand is, how many participants could realistically transition into jobs, or what specific roles they would fill. Still, there seems to be key commitment by CAB and UCSC into supporting this overall program post Measure Q grant.

<b>BONUS</b>	<b>3 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>74 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>18 / 25</b>
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Alignment with increasing Parks access for marginalized populations through direct engagement facilitation not expanding resources or access. Indirect alignment with training community to address wildlife, environment and water resources through restoration activities. Proposed project does address priority project type and geography. There are indirect multi-benefit outcomes from program across themes, there is match component and the program is ready to implement.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>15 / 20</b>
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Program directly serves disadvantaged communities with need clearly articulated. Absolute population served is proposed to be 100 community members for parks and open space access support, 60 community members for training as climate and environmental advocates. Additional 25 community members as Adaptation and Resilience work crews. Indirect community benefit expands from the program participants engagement in larger community.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>6 / 15</b>
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Environmental benefits are indirect based on program training of 25 community members as Adaptation and Resilience work crews. Specific direct benefits to wildlife and environment or water resources are unknown and based on future work as outcomes from grant program cohort training. The project consists entirely of community programming with future benefits as an outgrowth of program.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
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Community programming proposed by applicant is aligned with their existing strengths in program delivery and coordination with served populations. Realistic timeline and milestones are outlined.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>7 / 10</b>
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Clear partnership with key primary co-implementation partner UCSC.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>8 / 10</b>
Budget is clear with over \$300K of requested amount going to staffing expenses associated with program delivery. Match percentage approximately 15% and indirect at 15%	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>3 / 5</b>
Program is designed to leverage future resources and has strong sustained partnership with UCSC established however no resources to sustain staffing have been identified. Reflects significant staff and program development without clear future staff funding identified.	
<b>BONUS</b>	<b>2 / 5</b>

#255	<b>Extended Cover Cropping for Water Conservation in Pajaro Valley (tier 2)</b>		Rank #15 Avg 59.0
	Sustainable Conservation	\$196,207	Tier 2

**EVALUATOR 1**

<b>Total Score</b>	<b>64 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>9 / 25</b>
<p>There are indirect water resource benefits, but this is primarily an agricultural project, not a water resource management project, per se, capping max score at 9 points. Provides a wide range of ecological benefits and implies economic benefits. Identifies specific funding programs to leverage. Articulates climate benefits related to water conservation. The project primarily serves agricultural stakeholders, including growers and water managers, with indirect benefits to the broader public. Aligns with regional plans and priorities. Meets the prioritized geography for the Pajaro Valley. Project types are not clearly aligned with the Vision Plan for Water Resource Management.</p>	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>13 / 20</b>
<p>Strong benefit to agricultural stakeholders, with solid outreach and engagement. Broader community benefits, such as water quality and flood mitigation, are indirect and dependent on future adoption. No clear focus on disadvantaged communities or equitable access. Overall, moderate community benefit.</p>	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>9 / 15</b>
<p>Demonstrates strong potential for improved water quality, soil health, and reduced groundwater pumping, with a clear link to climate resilience through infiltration and flood mitigation. Includes both pilot trials and some near-term implementation. The project is primarily focused on research and data generation rather than delivering measurable environmental improvements. Much of the long-term benefits depends on future adoption beyond the project.</p>	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
<p>Demonstrates very strong feasibility, with clear site control through formal agreements and established relationships with participating growers. Implementation approach is well defined, including access, data collection, and grower incentives. Experienced staff and strong grants management team in place. Realistic timeline and milestones. No permitting needed.</p>	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>7 / 10</b>
<p>Partnership is limited to two organizations, no CBOs or NGOs beyond core partners, or citizen groups formally included. Engagement is primarily with growers and ag stakeholders, not community-based organizations or disadvantaged communities.</p>	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
<p>The wrong budget was attached. It looks like the narrative description of the budget was fine and justifiable, but a Tier 1 budget was attached.</p>	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
<p>The project is designed to generate data and buy-in that can lead to adoption and scaling of these cover cropping practices. However, there is a limited plan for continued monitoring or sustained benefits beyond the project, reflecting a misalignment with a grant program focused projects that provide on-the-ground, direct and lasting community benefits.</p>	
<b>BONUS</b>	<b>3 / 5</b>

EVALUATOR 2

<b>Total Score</b>	<b>54 / 100</b>
<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>15 / 25</b>
Aligns with Water Resource management in the implementation of cover crop to reduce water use and improve watersupply potential. Research and validation program also aligns with Agricultural and working land protection. Proposed project area is in priority geography and covers project defined in VP. Multi-benefit and match are addresses as part of proposal.	
<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>6 / 20</b>
Limited direct public benefit from program. Project supports AG industry and AG stakeholder groups. program will benefit soil and AG health and validates financial elements of cover crop implementation.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>5 / 15</b>
Direct benefits are limited, not clear what types of cover crops could offer habitat value during implementation. Water resource benefits ideally reflected in lower water use than cash crops. To be validated by project.	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>15 / 15</b>
Project is poised for implementation.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>8 / 10</b>
Strong relationships with AG community and RCD to implement exist.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>3 / 10</b>
Budget detail provided as part of grant applicaiton does not reflect full request and Budget narrative. 40% Fringe is higher than most other applications.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
No clear sustaining plan and funding identified. Outcomes from project may inform future funding opportunities.	
<b>BONUS</b>	<b>0 / 5</b>

<p><b>EcoFrontiers Docuseries: Capturing Measure Q in Action – Tracking Funded Projects, Measurable Outcomes, and Participatory Community Action</b></p>	<p>Rank #20 Avg 38.5</p>
<p>#259</p>	<p>United Service Agency, Inc. \$80,000 Tier 2</p>

**EVALUATOR 1**

<b>Total Score</b>	<b>48 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>10 / 25</b>
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This project will film and document Measure Q-funded projects across Santa Cruz County. All three priority themes are referenced: Water Resources Management, Wildfire Risk Reduction and Forest Health, and Parks/Recreation/Access/Equity. The project names two priority geographies (Pajaro Valley/South County and San Vicente Redwoods). The equity framing is specific, including bilingual production, South County focus, and distribution through libraries and classrooms. A series of short films will document watershed restoration, fuels management, and park access work, but will not perform any on-the-ground work. No Vision Plan-listed project types are part of their own scope of work. Core and Secondary Principles are addressed in the narrative, but primarily as descriptions of the projects being filmed rather than outcomes the applicant will directly deliver. The project proposes no monetary match or leveraged funding. The application also notes that if Measure Q-funded projects are unavailable, the applicant will substitute episodes featuring other organizations whose work aligns with Measure Q priorities, introducing uncertainty about whether deliverables will actually document Measure Q investments. A score of 10 reflects that the application clears the minimum threshold by referencing all three priority themes, naming two priority geographies, and addressing multiple Core and Secondary Principles. The score is not higher because the alignment is indirect with the Vision Plan. No project type is claimed, and the contingency language weakens proposed outcomes.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>13 / 20</b>
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Countywide reach is clearly stated, and the South County/disadvantaged community focus is described. Multiple benefit types are identified and connected to all three priority themes: water resource management, wildfire risk reduction, and increasing access to parks and wildlife areas for DACs and SDACs. Bilingual production and distribution through YouTube and other easily accessible channels demonstrate commitment to equity and low-barrier access. Each episode will include a "how to participate" segment, which shows meaningful commitment to helping various communities get involved. Getting the word out about projects where the public can participate is a real public benefit. Weaknesses: Films create awareness of benefits but do not deliver direct community benefits themselves. The South County focus and disadvantaged community reach are clearly stated priorities, but cannot be guaranteed. Community reach and engagement metrics cannot be defined at this stage. The project is also contingent on Measure Q grantees being available and willing to participate. A score of 13 reflects genuine and well-described community benefit, a credible equity commitment, and a countywide scope. A score of 13 reflects achieving key outcomes on factors outside the applicant's control.

<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>3 / 15</b>
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The project proposes to film Measure Q projects that deliver environmental benefits, but the evaluation criteria asks for environmental benefits that actually improve water quality, habitat, or climate resilience as a project goal. These are outside the scope of filmmaking. No measurable environmental benefits are possible because none are being delivered by the applicant directly. A score of 3 reflects that environmental themes are described, but the project delivers no direct environmental outcomes and cannot credibly claim to meet these criteria within its proposed scope of work.

<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>9 / 15</b>
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The two-person team is qualified and describes a realistic production workflow across the grant period. They own their own equipment and most project costs are personnel-related. Prior permitting experience with public lands filming is documented. A fiscal sponsor letter is included, reinforcing the applicant's ability to accept and administer the grant. Weaknesses: no staff names, resumes, or organizational track record are provided as attachments. The core dependency on Measure Q grantee participation is unresolved -- we don't know if the Measure Q projects selected will actually be operational and available to film. Aerial b-roll is listed as a planned production activity in the timeline, implying drone use for aerial footage. Drone pilot certification is referenced as a budget line item but lacks supporting detail. A score of 9 reflects a generally sound production approach. Key contingencies about projects to film are unresolved, team qualification documentation is absent, and the drone pilot and potential drone permitting questions are not sufficiently addressed.

<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
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The project's primary content partners are Measure Q-funded grantees, but no specific partnerships are documented. The list of featured projects is unknown and contingent on award decisions and grantee availability. Two letters of support are provided. One is from the proposed fiscal sponsor (United Services Agency), which receives a fee for this role. Fiscal sponsorship is a required qualification to receive the grant, and carries little weight as a collaborator. The second letter is from a UCSC science researcher (Don Croll), which adds credibility to the applicant's subject matter relationships but does not connect to a specific proposed project film. Library and educator partnerships are described vaguely. Volunteer and community engagement is described as an indirect outcome -- viewers will be directed to volunteer with featured organizations, not with EcoFrontiers directly. A score of 3 reflects that the application describes a single-agency production project with limited documented external engagement. Referenced partnerships are either administrative, informal, or contingent on future events outside the applicant's control.

<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>6 / 10</b>
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The budget is lean and straightforward. Personnel is the primary cost at \$54,000 of the \$80,000 budget, with both core team members proposing low hourly rates of \$40 per hour. Equipment costs are low at \$14,000 for a "run-and-gun" camera kit, with most in-studio gear already owned. Indirect costs are low at 5% (\$4,000), proposed to cover the fiscal sponsor administrative fee. The budget narrative aligns with the line items and the overall scope of work. No matching funding or leveraged resources are proposed or documented. Leveraging and matching funds are a key rubric requirement, and their absence is a significant gap that limits the score despite the budget's overall cost-effectiveness. A score of 5 reflects a cost-effective budget that aligns with project scope, held in the mid-range by the complete absence of match or leveraged funding.

<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>2 / 5</b>
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The long-term value of the content is contingent on the featured projects actually succeeding and on the films driving meaningful participation in those projects. The "evergreen" availability argument presupposes that the projects documented will have sustained benefits over time, which is unknown at the time of filming. Even if featured projects do deliver as described, there is no plan to revisit or update episodes if outcomes change for those projects or fall short of what was documented. Additional episodes beyond the initial eight are speculative. There is no real plan for data collection or monitoring of project outcomes after the grant ends. A score of 2 reflects that while completed episodes will remain publicly accessible at no additional cost, the application does not describe a credible post-grant monitoring or maintenance plan.

<b>BONUS</b>	<b>2 / 5</b>
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**EVALUATOR 2**

<b>Total Score</b>	<b>29 / 100</b>
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<b>ALIGNMENT WITH MEASURE Q VISION PLAN PRIORITIES</b>	<b>3 / 25</b>
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Proposed project is educational and informational video series that tells Measure Q story but doesn't directly align with Measure Q themes. Indirect alignment with themes through education.

<b>COMMUNITY BENEFIT &amp; EQUITY IMPACT</b>	<b>5 / 20</b>
Limited direct public benefit dependent upon ability to be accessible to community.	
<b>WILDLIFE &amp; ENVIRONMENTAL BENEFIT</b>	<b>0 / 15</b>
No direct environmental benefits	
<b>PROJECT READINESS &amp; FEASIBILITY</b>	<b>11 / 15</b>
Project is ready to implement dependent on content from Measure Q implementation projects completed or in process. Staffing able to deliver product.	
<b>PARTNERSHIPS &amp; COLLABORATION</b>	<b>3 / 10</b>
Limited partnerships currently established. Would be needed to implement with organizations or agencies that are contributing content.	
<b>BUDGET &amp; LEVERAGING OF RESOURCES</b>	<b>7 / 10</b>
Budget and staffing clarity are provided. No Match provided.	
<b>LONG-TERM MAINTENANCE &amp; MONITORING</b>	<b>0 / 5</b>
No future video series forecasted.	
<b>BONUS</b>	<b>0 / 5</b>