AGENDA

4:30 Dinner
5:00 1. Call to Order/Establish Quorum
5:02 2. Agenda Review
5:10 4. *CONSENT AGENDA – Action Items
   In approving the consent agenda, the Board is approving recommendations within each committee’s minutes listed below.
   4.1 Draft Minutes of the November 16, 2016 Board Meeting*
   4.4 Draft Minutes of the January 12, 2016 Finance Committee Meeting*
5:15 5. Receive comments from members of the public on “Items not on the Agenda”
5:20 6. Presentation of 15/16 Audit – Peter Mersino
   6.1 *Approval of Agency Audit 15/16 – Action Item
5:50 9. Written Reports
   9.1 Nueva Vista Community Resources
   9.2 La Manzana Community Resources
   9.3 Lift Line
   9.4 WIC
   9.4 Meals on Wheels
5:55 10. Newspaper Articles
6:00 11. Items for Next Agenda
6:10 12. Adjourn Regular Meeting
6:10 13. CLOSED SESSION
7:00 14. Adjourn Closed Session

Next Meeting:
Wednesday, February 15, 2017
5:00 PM to 7:00 PM
Location: Elderday 100 Pioneer Street, Santa Cruz, CA 95060
AGENDA

Members Present: Jordan Ciliberto, Rebecca Fowler, Sara Siegel, Heather Lenhardt, Shannon Brady, Martín Bernal, Pam Fields, Jorge Méndez, Jack Jacobsen, Kenn Barroga, Heather Lenhardt, Linda Fawcett

Members Excused: Sabra Reyes

Staff in Attendance: Raymon Cancino, Tonje Switzer, Seth McGibben, Julie Gilbertson, Libby Morain, Cathy Benson.

Minutes: Tonje Switzer

5:30 Dinner
6:00 1. Linda called to order. Quorum established
6:02 2. Agenda Review

Libby invited the Board to take ‘un-selfies’ that will be posted on the CB Facebook Page in relation to giving Tuesday, and asked members to also share with their personal networks. Staff passed around the final 2017-18 CB calendar, which has been completely paid for by the featured sponsorships.

6:05 3. Announcements/Program Updates

Staff thanked Linda for her longstanding service and support to the agency, and wished Sara a happy Birthday.

3.1 Meals on Wheel- Food from the Heart Event

Staff informed the Board about the upcoming MOW event, which will take place the first Friday in February, and asked the board to start spreading the word. We are currently looking for potential sponsorships, and tips are welcome.

6:10 4. *CONSENT AGENDA – Action Items

In approving the consent agenda, the Board is approving recommendations within each committee’s minutes listed below.

The following amendment will be added to the 10-19-2016 BOD Meeting Minutes; Pam was absent, and following amendment will be added to the 11-3-2016 Finance Committee minutes; Shannon called the meeting to order.

4.1 Draft Minutes of the October 19, 2016 Board Meeting*

4.2 Draft Minutes of the October 5, 2016 Philanthropy Committee Meeting

4.3 Draft Minutes of the November 2, 2016 Philanthropy Committee Meeting

4.4 Draft Minutes of the November 3, 2016 Finance Committee Meeting*
Jordan/Linda moved to approve the minutes as amended to reflect the above-mentioned changes. MSP.

5. Receive comments from members of the public on “Items not on the Agenda”
   None

Libby invited the board to a sneak peak of the 2016/17 calendar. The website update is almost complete with board language in preparation for Giving Tuesday, which is coming up. Libby informed the board that sample posts are available for the board to use, as well as links to the CB website to use in unison with the board match. November has been strong with the Lautman Campaign, and we have had a board inquiry. The donations page is the most visited page on our website. The new Senior Development Analyst is starting on January 3rd, has graphic design experience and is very passionate about the work.

8.1 CCAH Alliance Application Submitted
Staff informed the board that the alliance grant was submitted on time, and expressed gratitude of staff who have worked hard to meet the deadline.

8.2 Measure D - Wrap up
Staff noted that the counting of ballots is ongoing, and currently Measure D seems to be in the lead by about 1000 votes, but it is not decided as of yet. Staff thanked the Board for stepping forward and taking action on Measure D. Linda acknowledged Ray’s leadership on Measured D, which she said helped the Board take the right steps. Staff noted that the action has been effective in creating name recognition and establishing legitimacy.

8.3 Election of BOD- Slate
Rebecca - Chair
Jordan - Vice Chair
Shannon - Treasurer
Pam - Secretary

Jack/Kenn moved to approve the slate. MSP.

8.4 US Elections – Implications on Community Bridges
Staff noted that it is important to recognize the change of power on the federal level and the implications this is likely to have on federal programs. The agency should assume that 30% of our current eligible ACA client base will become ineligible. Changes are unlikely to be known until 2018-2019, but we need to make forward projections conservatively, and are planning accordingly.

6:32 8.5 Change of BOD meeting to 5pm
There was a brief discussion where several board members noted that the late meeting time is a strain after a long day. The motion to change BOD meeting time from 6:30 to 5 pm passed by consensus.

6:34 9. Finance Committee Update – Cathy Benson
The final June budget was discussed, showing an overall decline in the bottom line due to decline in the capital market. September saw a 133K gain (at end of year) hoping capital camping will pick up 30K. Cathy clarified that Admin revenue is tied to program spending. Lift Line’s gain is due to reduction of salary loss. Auditor is okay with a 5% variance. Assets and liabilities ratio is almost 2 to 1 which is close to excellent. We do not have much liquid cash, but are above all goals except the liquidity ratio, and will not need to borrow next quarter.

6:44 9. Written Reports
     9.1 LOCR
6:44 10. Newspaper Articles
7:25 11. Items for Next Agenda
6:44 12. Adjourn Regular Meeting
7:35 13. CLOSED SESSION
8:00 14. Adjourn Closed Session

Next Meeting:
Wednesday, January 18, 2016
6:00 PM to 8:00 PM
Location: Elderday 100 Pioneer
Members Present: Shannon Brady, Jorge Mendez
Members Excused: Jack Jacobsen
Staff in Attendance: Ray Cancino, Seth McGibben, Tonje Switzer

11:05 Shannon called the meeting to order/No quorum.

11:02 Agenda Review:

11:05 CFO Report – Ray Cancino for CFO

   a) Program Budget Summary Review – November

      WIC saw a $4000 change due to the sunlight giving contribution. CDD and WIC saw large rate reduction savings, the majority of which has already been absorbed by planning for the minimum wage increase. At Elderday, three employees are no longer waiving healthcare resulting in an unexpected increase in expenses. CACFP experienced a lower count of homes and Elderday counting for a $8.4K reduction. FRC shared staff and Yolanda is spending more working hours at MCR to offset expenses at NV. All programs are looking to break even. Lift Line saw a significant expense due to UTU negotiations. Two significant donations from new donors were $10K from Lakeside Organics, and $5K from Caroline’s. FY end ADMIN was $8500 higher in assets than projected, philanthropy saw a slight increase of $1400 at the end of close. There was a $2000 loss in the capital campaign due to market fluctuations, and this year we are planning an additional campaign for the 40-year anniversary/La Manzana capital campaign.

   b) Financial Statement Review –

      November is very healthy, and there is no anticipation of needing to borrow this month.

   c) Cash Flow and Line of Credit – Update

      All large payments are taken care of, and while we face regular quarterly payments, we can expect to stay in the positive.

   d) Investment and Endowment - Update

11:25 *Action Item* – Change in LPL Financial investments

   Management informed the committee that a change is required as LPL is no longer allowing Financial Advisor to manage the accounts due to low activity. Management presented several options as presented by CFO and pointed to option 2B as preferred, due to lower initial cost, and pre-established alignment with CB investment policies. Management pointed out that a LPL team will manage the account, and Cole will remain CB’s point of contact. Jorge/Shannon moved to recommend that Government Committee authorize the Change in LPL Financial investments as recommended by staff.
11:38 Items for Next Agenda
11:40 Adjourn

Next Meeting:
Thursday, February 2nd, 2017
11:00AM – 12:00PM
PROGRAM REPORT to BOARD of DIRECTORS

Program Name: Nueva Vista Community Resources

Date of Board Meeting: 1/18/17

A. Services: Advocacy, Outreach, Youth Activities, Food Distribution

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B. 2016-2017 Volunteers Report:

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C. Accomplishments:

One of Nueva Vistas accomplishments for this year is that we got re-certified as a green business.

Another accomplishment is that we were able to add all of our FRC sites to our CAFB contract, in order to bring mo

D. Challenges:

The greatest challenge that Nueva Vista faces is cuts in funding. One of our funders cut their funding from $65K to:
**Program Name:** La Manzana Community Resources  
**Date of Board Meeting:** 1/18/17

### Services:

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#### B. 2016-2017 Volunteers Report:

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#### C. Accomplishments:

#### D. Challenges:
**PROGRAM REPORT to BOARD of DIRECTORS**

**Program Name:** LIFT LINE / CTSA

**Date of Board Meeting:** 1/18/17

**A. Services:** Specialized paratransportation services

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**B. Accomplishments:**

Notice this report is unaudited for Nov. 2016 the monthly service units could change. Please note that units of service are.

**C. Challenges:**

Lift Line continues to be short staffed on support staff.
PROGRAM REPORT to BOARD of DIRECTORS

Program Name: WIC Program

Date of Board Meeting: January 18, 2017

A. Services: Nutrition Education, Breastfeeding Support, Distribution of Food Coupons.

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C. Accomplishments:

1. The House and Senate passed a continuing resolution (CR) to maintain FY 2017 WIC funding to April 28, 2017. The 114th congressional session officially ended Friday, December 16, 2016 and the 115th Congress is scheduled to convene its first session on 3 January 2017. They will decide on the final budget. The state WIC staff is on standby and is expecting some policy changes in 2017 as the call for accountability in program outcomes and fiscal reporting increases.

D. Challenges:

Client participation was in steep decline with the end of the growing season and changing political climate. The WIC program does not ask for or collect data on citizenship or residency, and a WIC client is not considered a "Public Charge". However, many clients remain cautious during the transition to a new administration raises fear and anxiety about the future for immigrants. The state WIC division is exploring new funding models as "caseload" is less relevant to program operations and impact.
PROGRAM REPORT to BOARD of DIRECTORS

Program Name: Meals on Wheels for S.C. County
Date of Board Meeting: 9/21/16

A. Services: Congregate and Home Delivered Meals

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C. Accomplishments:
November was a busy month for MOW with the start of our fourth Mail Appeal with Lautman. As of January 5th $82,667.61 has been received. Twenty wonderful volunteers from all the branches of Bay Federal helped to deliver 140 meals to Home Delivered Meal participants on Thanksgiving Day.

D. Challenges:
MOW continues to face staffing shortages with four employees on long-term leaves.
Spotlight on Non Profit:
Community Bridges: One Donation to Benefit Us All

If you haven’t heard of Community Bridges yet, you’re in for a treat. This local nonprofit is gearing up for its 40th anniversary in 2017, and is like none other in our community. Its motto is to work together for the common good. And I think we can all agree, especially now, that’s a cause to get behind.

Every year, Community Bridges’ 10 programs, across 20 locations throughout Santa Cruz County work together to meet the needs of 27,000 local children, families and seniors. These programs include the well-known Meals on Wheels for Santa Cruz County, Lift Line and WIC. In addition, they provide subsidized preschool support and more, and Elderday – a day health care center for low-income seniors with Alzheimer’s and related conditions.

One gift to this nonprofit supports the most vulnerable in our community, from our youngest babies to our oldest adults, through a variety of crucial services. But during the holidays, your donation will go even further. Until December 31, 2017, the Community Bridges Board of Directors is matching up to 20% of all donations received.

To learn more and give the gift that benefits us all, visit www.communitybridges.org/Donate.
Measure D in Santa Cruz County is expected to pass once all provisional votes are officially certified by the election's office.

So what's next for the 30-year half-cent sales tax measure?

Some minor road improvements might happen as soon as the spring of 2017, while others, like widening southbound Highway 1, will happen down the road.

"Several things will move quickly, some of the bigger capitol projects will take longer to manifest," said Santa Cruz County Transportation Chair and Santa Cruz City councilman Don Lane.

Funding for metro service and Community Bridges will mean no layoffs, and the potential expansion in bus services. The Rail Trail Project will add bike paths and repairs. Filling pot holes and resurfacing neighborhood streets will take longer.

"We're hoping to see road resurfacing probably fall 2017. We did identify a bunch of projects we're interest in doing," said Public Works Director John Presleigh.

The expansion of Highway 1 southbound with the construction of three auxiliary lanes will take years to complete.

"It's still going to take a couple of years to really get that project going because we still have some environmental work to do," said Lane.

With public input, each community will decide which roads to prioritize for repairs.

The Santa Cruz County election results are scheduled for certification next Tuesday.

Measure D supporters claim victory

Posted: Monday, Nov 28th, 2016
BY: TODD GUILD

Half-cent sales tax takes effect in April

SANTA CRUZ COUNTY — The group that promoted Measure D declared victory just before Thanksgiving, two weeks after voters gave the measure a narrow victory.

The transportation measure held onto its required two-thirds majority as the Santa Cruz County Elections Department counted the votes.

As of Monday, 79,340 voters had given their thumbs-up, just over the two-thirds supermajority needed to pass the tax. Just over 38,000 voted no.

The measure will add a 30-year, half-cent sales tax, which will generate an estimated $500 million for countywide transportation projects.

The largest cut would go to the cities of Capitola, Santa Cruz, Scotts Valley and Watsonville and to Santa Cruz County for projects such as road repair and bike lanes.

Watsonville’s cut would be an estimated $23 million over the life of the tax, or $770,000 every year.

Santa Cruz Metropolitan Transportation District will get $2.75 million every year, and Community Bridges Lift Line Paratransit Service would get $680,000 per year.

Projects such as the Coastal Rail Trail — which connects seven cities throughout the county — would receive 17 percent.

Eight percent would go to maintaining the rail corridor that runs through the county, with some of those funds paying for studies of various “non-rail” options.

Supporters must also pay the Santa Cruz County Elections Department for the cost of placing it on the ballot, County Clerk Gail Pellerin said.

At $1.50 per voter for 157,000 voters, that will mean approximately $235,500 that will come from Measure D funds.
The tax will go into effect on April 1, and work such as pothole repair and bicycle lanes is expected to begin during the following summer as tax receipts start rolling in.

Some local projects will require approval by city officials, offering residents a chance to give their input, said Santa Cruz County Regional Transportation Commission Senior Planner Karena Pushnik.

Additionally, each of the jurisdictions must have a five-year plan for how they will use their share of the revenue, Pushnik said.

Some work could begin sooner, as jurisdictions plan their projects based on projected revenue.

Larger projects, such as the Highway 1 auxiliary lanes, will start as early as 2019, as officials await design and environmental review.

From its inception, Measure D sparked both controversy and agreement, with most people agreeing that the county’s roads need to be repaired, that pedestrian bridges and bike paths need to be built and the bus systems need financial support.

But they disagreed on spending $125 million for auxiliary lanes on Highway 1 from Soquel Drive to State Park Drive.

Widening Won’t Work, No on Measure D chair Rick Longinotti said that work will not improve the flow of traffic. Instead, widening the highway will increase the numbers of vehicles on the road, he said.

“We feel mixed about the measure, because there are good things about it,” he said.

Longinotti said he hopes that an upcoming environmental impact report will offer more palatable alternatives to the auxiliary lanes, such as building express bus lanes on the shoulder of Highway 1, or a rail transit network.

If that fails, he said his group will consider mounting a legal challenge.

“That’s what we will be doing to see what we can do to make Metro more of a focus,” he said.

Santa Cruz City Councilman Don Lane, who also chairs the Santa Cruz County Regional Transportation Commission, said the success came in part by building a “broad coalition” of supporters.

The campaign garnered endorsements from nearly 400 organizations, businesses and individuals.

“Everyone involved is thrilled about the outcome, and we’re feeling a lot of appreciation for the people who made it happen and voted for it,” Lane said.

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For information, visit www.getSantaCruzCountyMoving.org and wideningwontwork.org.
CITY OF SANTA CRUZ
PARKS AND RECREATION
2017 WINTER/SPRING ACTIVITY GUIDE

REGISTRATION OPEN JANUARY 5TH!
SANTACRUZPARKSANDREC.COM

PUMP TRACK AT HARVEY WEST PARK
OPEN TO RIDE!
As the new logo indicates we changed our name! When Familia Center and the Beach Flats Community Center merged it became evident that a new identity was needed for a new beginning. Nueva Vista (a new view) seemed to fit the bill. Rest assured that our mission — To empower those who struggle with poverty, exclusion and racism, while assisting them to meet their basic needs — has not changed. Nueva Vista (711 East Cliff Drive) will continue to serve the community as a family resource center. Nueva Vista at 133 Lebrandt Avenue will focus on helping youth achieve academic success.

NUEVA VISTA SERVICES AT 133 LEIBRANDT AVENUE
The focus at Nueva Vista is to continue providing much needed youth programs for low-income, at-risk youth in 3rd-8th grades. The Center is located in the heart of the largely low-income, Latino neighborhood of Beach Flats.

- Homework clubs for elementary, middle school and high school.
- Enrichment and educational workshops for low-income youth.
- Ocean Scholars- environmental education in partnership with O'Neill Sea Odyssey, Save Our Shores and Coastal Watershed Council.

INVESTING IN TOMORROW
Investing in Nueva Vista's youth programs at the Beach Flats Community Center will help support prevention efforts and foster academic success. Partner with us and make a difference in your community at: communitybridges.org/donate.

Make checks payable to: Community Bridges / Nueva Vista
236 Santa Cruz Avenue
Aptos, CA 95003

For more information on how you can get involved call us at 831-426-2322 or 831-423-5747.

facebook.com/nuevavista.cb
Coast Lines, Nov. 24, 2016: Santa Cruz adjusts community funding

POSTED: 11/23/16, 4:33 PM PST | UPDATED: 3 WEEKS, 6 DAYS AGO 0 COMMENTS

SANTA CRUZ

CITY ADJUSTS COMMUNITY FUNDING

The Santa Cruz City Council stepped back on Tuesday from a plan to significantly reduce its annual community programs funding for early childhood care and senior after significant public pushback.

The council heard an hour of public testimony highlighting the merits of early childcare, then deliberated for another hour on the issue. The issue arose as the city worked to align its funding model with Santa Cruz County’s, requiring agencies to show results and prioritizing funding areas rather than individual agencies or programs.

The discretionary social service funding includes an annual $1 million pot, plus an additional separate $450,000 in “safety net” spending for specific programs such as the Bob Lee Community Partnership for Accountability, Connection and Treatment; Serial Inebriate Program; Downtown Outreach Worker program and Homeward Bound.

The target funding goal for upcoming budget discussions will set aside 16 percent of city funding for each of mental health programs, youth success and violence prevention and early childhood care. Substance abuse disorders will be 12 percent, 7.5 percent of aging-related programs, 19.5 percent for homelessness prevention, 4 percent for emerging funding needs and 9 percent for health programs.

The council also directed city staff to plan to add an additional $250,000 into the community programs pot next year.

SANTA CRUZ
Devon Protti shows off one of his signs of kindness. Contributed

By Justine DaCosta, Santa Cruz Sentinel

Compassion, service, empathy and kindness. These were the core values at the center of a Nov. 13 afternoon of community service coordinated by Casey Coonerty Protti and Shiri Gradek.

The event was in response to the recent election, with the aim of bringing the community together to demonstrate the values community members want to instill in the younger generations.

With only a few days notice, participants were asked to bring items to donate and sort. The group, which grew to about 140 people, showed love in myriad ways. They gave more than 350 pounds of food to Second Harvest Food Bank, filled 15 bags of winter coats to donate to the Walnut Avenue Women’s Center, gathered six moving boxes of kids’ books to be given to the nonprofit Birthday Books for Coco, assembled more than 400 care packages of toiletries to donate to the Homeless Services Center, and created more than 50 placemats to accompany dinners delivered by Meals on Wheels.

They also designed 12 posters about kindness to be posted in local schools, assembled more than 100 care packages to be given by CASA for kids in foster care, designed 50 cards to be handed out by Jacob’s Heart for kids battling cancer and wrote more than 40 compassion-filled letters to be sent to mosques around the country.

Palace Art & Office Supply, Lenz Arts, Palo Alto Medical Foundation and Santa Cruz Triathlon donated goods to support the effort.

The group hopes to organize future family-friend community-service opportunities in Santa Cruz.
OUR FUTURE IS AT STAKE.

STOP SANTA CRUZ CITY COUNCIL FROM TAKING AWAY OUR BASIC NEEDS.

On Nov. 10, 2016, the Santa Cruz City Council Sub-Committee on Community Programs quietly announced a funding plan that will devastate many residents in the Santa Cruz area. This was presented despite a decade of strong growth in Santa Cruz population and budgets, during which the City’s budget grew 28% but funding for Community Programs was reduced by 40%.

On Tuesday, November 22nd, the Santa Cruz City Council will vote to adopt this plan to redistribute the $1,000,000 Community Programs budget to new areas, while taking $442,375 - nearly half the budget - from these crucial categories:

- $164,000 FROM EARLY CHILDHOOD EDUCATION
- $99,000 FROM SENIOR SERVICES
- $179,375 FROM HOMELESS SERVICES & HEALTH PROGRAMS

Should this pass, our community’s crucial non-profits will be forced to compete with one another for a fraction of the funding they currently rely on, making it difficult for these programs to survive.

We cannot accept that our City’s leaders put their needs above our working class families, elders, youth and people with disabilities. Especially given the changing political climate, we need our local leaders to hear that these backwards cuts do not align with our values.

Rather than cutting these crucial categories to make room for others, tell the City to increase their local funding programming overall. With just 5% of the City budget (rather than the fixed $1,000,000), all local nonprofits would have the resources needed to help our community thrive.

TELL OUR LEADERS TO UPHOLD OUR VALUES.

CALL YOUR OFFICIALS
DAVID TERRAZAS: 420-5020
MICAH POSNER: 420-5028
RICHelle NOROYAN: 420-5025
DON LANE: 420-5022
PAMELA COMSTOCK: 420-5024
CYNTHIA CHASE: 420-5020
CYNTHIA MATTHEWS: 420-5027

ATTEND THE MEETING
TUES. 11/22/16 FROM 7-9PM
ANYONE IS WELCOME
SC CITY COUNCIL CHAMBERS
809 CENTER STREET
SANTA CRUZ, CA 95060

THESE ARE JUST A FEW OF THE NONPROFITS THAT NEED YOU
Santa Cruz community grant funding redistribution plan adds programs, reduces others

By Jessica A. York, Santa Cruz Sentinel

POSTED: 11/20/16, 7:00 PM PST  |  9 COMMENTS

SANTA CRUZ >> Area nonprofits may see a shake-up in local funding distribution as Santa Cruz city officials seek to revamp its annual community grants process.

Tuesday, the Santa Cruz City Council will dig into the details of a new community programs funding strategy after nearly a year of work overseen by a council subcommittee.

The proposed policy uses a model that first identifies outcomes, then works backward to figure out how to achieve them. If approved, the new funding strategy would be used to prioritize how the city doles out funding that recently has hovered around $1 million annually. During a Nov. 10 meeting by the council Community Programs Committee, service providers affected by the proposed changes and community members were particularly concerned about cuts to senior and childcare funding, according to an agenda report to the council.

An analysis put together by the Human Care Alliance, a collaboration of more than 50 nonprofit health and human service agencies serving Santa Cruz County, compiled statistics on city community programs funding since 2006. The group’s analysis showed a 40 percent funding drop since 2006, even as the general fund increased 28 percent overall in that period. It was not immediately clear if the projections included the city’s human services programs that are separate from the community programs umbrella.

Libby Morain, development director for alliance member Community Bridges, said her organization hopes the city will choose all of these programs and “dig a little deeper.” The nonprofit Community Bridges is a family of 10...
community programs for seniors, children and families countywide.

“All of these services are really important. But to cut half of them is really to ignore the interconnectedness of all these issues,” Morain said. “Youth violence and substance abuse and mental health — all of that is affected by a strong foundation for children. Funding early education is the first step in solving all of these problems.”

The new funding model would increase city support for substance abuse, mental health and youth violence prevention programs. To support the funding shift, cuts would need to be made from traditionally funded early childhood education, senior, homelessness housing, prevention and diversion and health improvement programs.

The Santa Cruz County Child Care Planning Council also wrote a letter to the council, asking that it give higher funding priority to young children from low-income working families.

“Right now, families are experiencing tremendous anxiety and insecurity about the future,” the planning council letter states. “Many have been made to feel that they are not welcome in this society. We can at least let them know that they are welcome and well cared for here in Santa Cruz.”

Morain said it is reasonable for the city to ask organizations to report on their progress toward the city’s goals and to seek to fund additional programs, but said the changes will have a significant impact on early childhood education programs in Santa Cruz with little warning.

“The reality is, this plan was presented to us on Nov. 10. It’s funding that these programs have been relying on for years. To give us 12 days to react to this, a huge funding loss to this program, it does not give us enough time to adjust,” Morain said.

Former Santa Cruz City Council candidate and community activist Steve Pleich asked the council in a letter to hold off for a year on redistributing the grant funding. He suggested the city instead work to raise new funding for community programs, such as through a voter-approved increase to the city’s transient occupancy tax, imposed on visitor lodging.

PUBLIC HEARING

What: Santa Cruz City Council meeting.

When: 7 p.m., Tuesday.

Where: Santa Cruz City Hall, 809 Center St.

At issue: Community funding formula.

Santa Cruz County certifies tight, record-breaking 2016 election

Elections Department information systems analyst Martin Peaden and Assistant Santa Cruz County Clerk Tricia Webber tabulate ballots at the County Elections Department in late November. Local voting results were certified Tuesday. (Shmuel Thaler -- Santa Cruz Sentinel file)

By Ryan Masters, Santa Cruz Sentinel

POSTED: 12/06/16, 7:24 PM PST    |    UPDATED: 1 DAY AGO 3 COMMENTS

SANTA CRUZ >> Almost a month after polls closed on Santa Cruz County’s tight, record-breaking 2016 election, the final vote certification for all races took place just before 5 p.m. Tuesday.

This year’s election was record breaking in terms of total number of votes cast, 132,165, and total number of vote-by-mail ballots, 83,021, according to County Clerk Gail Pellerin.

Four close local races were decided after the provisional ballots were counted.

In Watsonville City Council’s District 2 race, Oscar Rios squeaked out a win, defeating David Hermosillo by a mere three votes. The final tally was 678 to 675.

Watsonville’s District 6 race was also a nail biter. Incumbent Trina Coffman-Gomez defeated Doreen Martinez by only 19 votes, winning 998-979.

“I'm glad to be able to finally put the election behind me and focus on continuing all of the important work at hand,” said

Nov. 8, 2016 Election Statistics

Voter registration: 157,204
Total votes cast: 132,165*
Turnout percentage: 84 percent
Total precinct votes: 49,144
Total vote-by-mail votes: 83,021*
Total vote-by-mail requests: 103,245
Total provisional ballots counted: 6,309
Total provisional ballots cast: 7,867
*record number
Coffman-Gomez.

In Capitola, incumbent Ed Bottorff fended off a strong write-in campaign by Sam Storey, winning the final City Council seat by eight votes — 1,535 to 1,527. However, it is unclear if 100 percent of the write-in votes were cast for Storey.

Finally, Measure D, which needed more than 66.6 percent, passed with 67.77 percent of voters' support.

“Voters countywide said ‘yes’ to a historic, sustainable transportation plan for Santa Cruz County,” said campaign co-chair John Leopold. “With a projected turnout of approximately 80 percent and “yes” votes totaling more than two-thirds of those cast, the message is clear: Santa Cruz County residents support a new direction in local transportation planning.”

It is unclear whether any of the candidates in the hotly contested races will request a recount. According to the California Elections Code, any voter may request a recount by filing a written request within five days after the completion of the official canvass.

As a result, candidates have until Sunday to request a recount. The request for a recount may specify the order of the precincts for the recount, and the petitioning voter shall, before the start of each day's recount, deposit funds with the county elections official to cover costs.

For information, contact County Clerk Gail Pellerin at 831-454-2419 or gail.pellerin@santacruzcounty.ca.us or go online to votescount.com.

Election Statistics

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Total vote-by-mail votes: 83,021*
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*record
A Guide To Smart Giving

By Raymon Cancino, Chief Executive Officer, Community Bridges

Every year during the holiday season, I get questions from friends and family on how to ensure their donation is being used effectively. In the wake of recent events, I know many are looking to give back, and thought this advice would be useful for others to see as well.

As a non-profit chief executive officer and a donor, I have been on both sides of the fence. Here are the five most important things I’ve learned about smart giving:

Give with your heart

The first step is contributing to agencies that align with your values, and help to realize the change you wish to see. But it’s important to go beyond just name recognition, and really learn what organizations are out there in your community, and which ones are making the biggest impact in the causes you believe in.

Give locally

According to the 2015 Giving USA report, one in five donations from Santa Cruz County residents go to international organizations. By keeping your contributions local, you’re not only helping your neighbors and friends, you’re making a ripple effect in the health of local employment rates and businesses. And with one in five Santa Cruz County residents living in poverty, you don’t have to look far to see where you can make a difference. The saying is true: our community is only as strong as its most vulnerable.

Give efficiently

The best nonprofits are committed to transparency and evaluation. You can get a deeper understanding of an agency’s effectiveness in the following ways:

Gather Information: Use Charity Navigator and GuideStar to help research effective non-profits. Non-profits are legally required to disclose their 990 forms to the public, where you can get basic information like executive compensation, lobbying efforts, and marketing costs. These forms can be found on many non-profit websites, or through a simple Google search.

Ensure Governance: Non-profits that are committed to transparency and accountability have committees of local professionals who are helping to manage the organization. Review the notes and see if they are asking the right questions. They should be available online or on their website.

Check Marketing: Although marketing is an essential part of any business, ensure that the spending is tapered enough so that expenses are not taking away from direct services.

Compare Administration Costs: No non-profit can efficiently run without appropriately compensated staff to run it. But ask yourself: for the size of the staff, and financial and overall responsibility, are the administration costs reasonable? You can find this information under the organization’s 990 forms and can see what other professionals are earning to get a sense of the going rate.

Effectiveness: The easiest measure is: how many people does this program or agency touch? But an equally as important question is: how deep does the agency impact people’s lives, and how much time do they spend working with clients?

Pay Equity: As non-profits, we have a moral responsibility to practice what we preach. A simple way to measure equity is the ratio between the lowest paid worker and the highest paid worker. Most non-profits are within a 1 to 5 ratio. The lower the number, the more equitable the pay distribution is. At Community Bridges, our ratio is 1 to 3.6.

I feel lucky to live in a community of such dedicated and passionate people. My hope is that this guide can help you choose the most impactful ways to put your generosity and good nature to use. When we work together for the common good, anything is possible.