



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

BOARD OF DIRECTORS
Wednesday, October 19, 2016
6:00 PM to 8:30 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

AGENDA

- 5:30 Dinner**
- 6:00 1. Call to Order/Establish Quorum**
- 6:02 2. Agenda Review**
- 6:05 3. Announcements/Program Updates**
3.1 Mountain Affair Reminder – 10/21
3.2 Agency Participation in (Bi-National Health Week, Housing Crisis, DPH Dialogues, COE – Raising a Child)
- 6:10 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 September 21, 2016 Board Meeting*
4.2 Draft Minutes of the October 6, 2016 Finance Committee Meeting*
- 6:15 5. Receive comments from members of the public on “Items not on the Agenda”**
- 6:20 6. Program Report: Lisa Berkowitz, Meals on Wheels**
- 6:40 7. Agency Business – Ray Cancino**
7.1 Tech Infrastructure Issues
- 6:45 7. Development/Philanthropy Report & Committee Update – Libby Morain**
- 7:00 8. Finance Committee Update – Cathy Benson**
- 7:15 9. Written Reports**
9.1 Admin/HR
9.2 Elderday
9.3 CACFP
9.4 CDD
- 7:20 10. Newspaper Articles**
- 7:25 11. Items for Next Agenda**
- 7:30 12. Adjourn Regular Meeting**
- 7:35 13. CLOSED SESSION**
- 8:00 14. Adjourn Closed Session**

Next Meeting:
Wednesday, November 16, 2016
6:00 PM to 8:00 PM
Location: Elderday 100 Pioneer



BOARD OF DIRECTORS

Wednesday, September 21, 2016,

5:30 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

APPROVED MINUTES

Members Present: Jordan Ciliberto, Rebecca Fowler, Sara Siegel, Heather Lenhardt, Shannon Brady, Martín Bernal, Pam Fields, Jorge Méndez

Members Excused: Jack Jacobson, Heather Lenhardt, Linda Fawcett

Staff in Attendance: Raymon Cancino, Tonje Switzer, Seth McGibben, Julie Gilbertson, Libby Morain, Cathy Benson, Cathy Cavanaugh, Robbie Gonzales-Dow

Guests: Sabra Reyes, Kenn Barroga, Alicia Miller

Minutes: Tonje Switzer

5:30 Dinner served

6:00 1. Rebecca called to order/ No Quorum

6:02 2. Agenda Review - The Consent Agenda shifted place with the Program Report in order to establish quorum upon Jorge's arrival.

6:05 3. Announcements/Program Updates

3.1 Mountain Affair- October 21st – Ray urged Board to buy tickets and promote the event, and noted that there is an anticipated reduction in ticket sale due to the change of location, but a majority of the tickets are usually sold within two weeks of the event.

3.2 Potential Board Members Introductions – Sabra Reyes has been a Santa Cruz resident for 35 years, and has a background in HR. Kenn Barroga has lived in Las Selva Beach Since the 1980s, and has worked as a financial advisor for Wells Fargo and J.P. Morgan Chase until 2009 when he started his private financial advisor practice. He wishes to use his financial expertise to benefit the work of CB. Alicia Miller moved to Santa Cruz from Tahoe and pursued an MBA at Monterey in International Studies. Her work experience is in finance and business operation.

6:20 6. Program Report: Women, Infant and Children- Cathy Cavanaugh – Cathy showed a video filmed in conjunction with the August 12 Watsonville Breastfeeding Awareness Walk where both WIC staff and clients expressed what WIC means to them in terms of promoting breastfeeding in our community. The video was followed by QA where Cathy touched upon the equipment available to promote breastfeeding at WIC (privacy shields etc.), and that local hospitals are increasingly becoming baby friendly as staff are trained in promoting immediate skin to skin contact between mom and newborn, rooming them together, and avoiding offering formula. Cathy pointed out formula companies' aggressive marketing as the biggest barriers to breastfeeding, and informed the Board that women are much more likely to return to work after

a pregnancy if breastfeeding is accommodated, and the information is passed from employer to employee as required by law. There are big upcoming changes as WIC moves towards using electronic benefits card (EBT) with a deadline of 2020 which prompts the need for extensive staff training. Cathy shared her gratitude of the passionate WIC staff, and noted her support of increase in salaries, staff development and cross-training. Cathy is predicting a shrinking of services over the next five years due to a decrease in births and teen pregnancies, a nationwide trend that locally is due to compounding factors such as restrictive immigration policies, and high cost of housing.

6:40 QUORUM ESTABLISHED

6:41 4. CONSENT AGENDA - Jordan/Pam moved to approve the September 21, 2016 Consent Agenda as amended (to reflect a numerical error in the Finance Committee Minutes, point (e), where \$104K needs to be changed to \$10.4K.) **MSP.**

This Consent Agenda included:

4.1 Draft Minutes of the June 24, 2016 Board Retreat

4.2 Draft Minutes of the August 17, 2016 Board Meeting

4.3 Draft Minutes of the September 1, 2016 Finance Committee Meeting

4.4 Draft Minutes of the September 1, 2016 Governance Committee Meeting

4.5 Motion - Authorize CEO Ray Cancino to execute MOW bequests as moved in Governance Committee*

4.6 Agency Board Resolution # 2016-09-21 authorizing CB and CEO to enter into a funding contract with the Seniors Council/Area Agency on Aging. *

6:49 5. Receive comments from members of the public on “Items not on the Agenda” - None

6:50 6. Agency Business – Ray Cancino

*6.1 October 19 BOD meeting to be held at WIC in Watsonville 6:30pm-8:30pm –Action Item
-MOVED TO CLOSED SESSION*

6.2 Board Goals – Retreat Presentation- Discussion Shannon / Ray –MOVED TO CLOSED SESSION.

7:15 7. Development/Philanthropy Report & Committee Update – Libby Morain - Libby stated that MA will be hosted at MCR this year with a Taco truck and wine, and that as the sponsor goal of \$2K has already been exceeded at \$2.5K the focus is now shifting to ticket sales and distribution of posters. Further, the Kids mailers went out and donations are starting to come in. CB has been invited to apply for a \$17K Art and Music enrichment program grant for Elderday from the Serano group, and received the \$35K Alliance grant towards upgrading equipment at Elderday to heighten inclusiveness. Libby noted that the holiday campaign is coming up, and reminded the board about the success of last year’s 20% Board match of donations that was implemented due to the loss of a match provided by the Monterey Peninsula Foundation. Libby noted that F2F caused the philanthropy schedule to shift from last year, but has also provided a \$40K advance on last year’s efforts. CB has also received a 50K grant from the Community Foundation. The new Senior Development Analyst Kristal Caballero is in place.

7:22 8. Finance Committee Update – Cathy Benson – Cathy noted that due to ADP errors in the recording of accrued vacation \$81K will go back to Lift Line while Admin took a hit due to

reduced spending in relation to this error. Further, Highland Park is now fully enrolled, and a new staff member is needed. Cathy mentioned that the balance sheets will be done by next Financial Committee Meeting, and that audits have started.

7:28 9. Written Reports

9.1 WIC Program Report

9.2 MOW Program Report

9.3 LL Program Report

7:29 10. Newspaper Articles

7:29 11. Items for Next Agenda - None

7:30 12. Adjourn Regular Meeting

7:40 13. CLOSED SESSION

Next Meeting:

Wednesday, October 19, 2016

6:00 PM to 8:00 PM

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

Finance Committee
Thursday, October 6, 2016
11:00 AM – 12:00PM
Community Bridges Aptos
Approved Minutes

Members Present: Shannon Brady, Jorge Mendez,

Members Excused: Linda Fawcett, Jack Jacobsen,

Staff in Attendance: Ray Cancino, Cathy Benson, Tonje Switzer

11:00 Shannon called meeting to order/No quorum.

11:02 Agenda Review:

11:05 CFO Report – Cathy Benson

- a) Program Budgets Summary Review – June Preliminary #3: This item was not discussed as the worksheet was inadvertently not included in the packet. It will be emailed to the committee members after the meeting.

Program Budget Summary Review – August: Cathy noted that many programs are showing improvements from last month. Highlights include savings in CDD from new hire delays, increased ADA at Elderday as well as savings from 3 employees opting to waive health insurance. Lift Line received notice of an unconfirmed but expected TDA increase of \$10K. MOW plans to purchase a new van for \$30K with savings from reconfigured staffing. There was an extended discussion of how Board Approved Budgets relate to the projected expenses and revenues on the Program Summary report. Cathy explained that the budget is a moving target and that projected revenues and expenses are adjusted monthly, dependent on performance. Jorge requested a way of tracking how far each program is swaying from the original budget in order to forecast how deficits will be covered from the budgets of other programs. Ray clarified that operationally everyone is reacting to fluctuating levels in an ongoing manner, and that only deficits that cannot be overcome and for which there is no plan would be brought to the Board. It was concluded that the information currently on the Program Summary does suffice, however the column headings needed further clarification. As a result, column C will be changed to “Annual 16/17 Balanced Budget”, column D to “Current Projected Expenses” and column E to “Current Projected Revenues.”

- b) Financial Statement Review – August: Revenues & Expenses and the Financial Statements were reviewed. Cathy noted that we are above most goals on our Financial Statements except for those that are cash. Shannon asked if there is a way to stream-line the process of payment, and Ray responded that we have been changing the language in contracts to make sure we get paid regardless of external factors.
- c) Cash Flow and Line of Credit - Update: Minor use of our Line of Credit is projected for the end of the quarter.
- d) Investment and Endowment - Update: Our investments showed very modest increases in September.

11:35 Closed Agenda Discussion

11:49 Items for next Agenda

12:00 Adjourn

Next Meeting: Thursday, November 3, 2016, 11:00 – 12:00PM

COMMUNITY BRIDGES
Program Budget Summary
August 31, 2016

Projections for Year Ending 6-30-17

A	B	C	D	E	F	G	H	I	J	K
	6/30/16 <i>Unaudited</i> Balance	Annual 16/17 Budget	Annual Projected Expenses	Annual Projected Revenues	As Yet Unsecured Revenues	(E-D) Net 2016-2017 Gain/Loss	(B+G) Cumulative Gain/Loss	<u>Goal 25%</u> Reserve %	Change from Prior Mo	14.5% Gen'l & Adm Exp
PROGRAM NAME:										
WIC (Oct-Sept FFY)	150,708	2,428,916	2,346,052	2,351,461	2,300	5,409	156,117	6.7%	105	295,071
Child Development Div	(16,416)	2,056,529	2,057,707	2,061,592	138,214	3,885	(12,531)	-0.6%	10,521	300,205
Elderday	(189,895)	2,011,415	1,904,234	1,981,290	254,254	77,056	(112,839)	-5.9%	59,131	278,504
Meals on Wheels	482,150	1,671,973	1,656,996	1,671,682	246,931	14,686	496,836	31.1%	11,203	223,294
Lift Line	(137,985)	1,406,202	1,388,268	1,418,827	164,735	30,559	(107,426)	-10.5%	13,922	148,113
La Manzana Commtty Res	86,611	658,099	643,276	651,820	37,299	8,544	95,155	14.8%	735	87,044
Mountain Commtty Res	206,045	388,753	368,689	383,457	64,586	14,768	220,813	59.9%	9,386	53,460
Nueva Vista Commtty Res	51,152	382,560	374,725	379,140	19,310	4,415	55,567	14.8%	1,355	52,251
Live Oak Commtty Res	98,620	279,916	281,311	273,590	52,568	(7,721)	90,899	32.3%	(1,158)	40,197
CACFP (Oct-Sept FFY)	(7,144)	3,732,690	4,119,964	4,124,566	3,035	4,602	(2,542)	-3.4%	1,889	44,245
Administration	51,752	1,579,635	1,574,311	1,562,389	6,500	(11,922)	39,830	2.5%	(3,586)	2,480
Philanthropy	53,679	138,491	136,772	138,260	66,561	1,488	55,167	40.3%	300	19,832
TOTAL PROG OPERATIONS	829,278	16,735,179	16,852,305	16,998,074	1,056,291	145,769	975,047	7.85%	103,803	1,544,696
LOCR-Capital Campaign	380,286	47,097	22,612	47,097	36,207	24,485	404,771	NA	-	588
Nueva Vista Prop. Equity	200,694	-	0	0	0	-	200,694	NA	-	0
Fixed Assets & Gen'l Agy	851,405	-	289	1,760	0	1,471	852,876	NA	-	0
TOTAL AGENCY	2,261,663	16,782,276	16,875,206	17,046,931	1,092,498	171,725	2,433,388	7.85%	103,803	1,545,284

Note: MOW : \$266,375 of MOW Endowment revenue shown on Fixed Assets & General Agency 6/30/16 Fund Balance.

Note: LL : \$350,000 of prior year LL losses included in Fixed Assets & General Agency Fund Balance.

Note: Familia Property Value of \$200,694 moved to Equity from Income.

** Fixed Asset purchases and Pass-Thru expenses exempt; Admin Program restricted to 5% gain due to Federal restrictions on indirect expenses

**COMMUNITY BRIDGES
Program Budget Summary
August 31, 2016**

PROGRAM NAME:

WIC	Minimal change
Child Development Div	Delay new hires ND/RM \$17K, HP LOA \$3.5K
Elderday	Increase in YTD ADA (73) +\$18K, EE waive hlth +\$20K
Meals on Wheels	Plan to purchase new van +\$30.5K, staffing changes <\$40K>
Lift Line	Expected TDA increase \$10K
La Manzana CR	Minimal change
Mountain Commtty Res	Delay new hire +\$9K
Nueva Vista CR	Minimal change
Live Oak CR	Minimal change
CACFP	Add'l \$2K unretricted income
Administration	Salary saving-fiscal, Reduction in GA <\$10K>
Philanthropy	Minimal change
LOCR-Cap Campaign	16/17 Equity gain/losses projected at 3%, annual maintenance fee/costs \$22K
Nueva Vista Property	Gain in equity since original acquisition and mergere w/CB
FAs & Agy Unrestr.	Fiscal Sponsorships, Unallowable exps, Fixed Asset values

Community Bridges
Agency-Wide Revenue and Expenses
August 31, 2016

DESCRIPTION	YTD 8/31/16	EARNED		A/R	UNEARNED	DESCRIPTION	ACTUAL	
		YTD 8/31/16	% OF TOTAL	YTD 8/31/16	YTD 8/31/16		YTD 8/31/16	% OF TOTAL
REVENUE						EXPENSE		
County of Santa Cruz	0	260,763	9.3%	260,763		Salaries & Wages	1,021,344	38.9%
City of Santa Cruz	0	46,233	1.7%	46,233		Payroll Taxes	122,163	4.7%
City of Capitola	0	18,884	0.7%	18,884		Health Insurance/Retirement	149,107	5.7%
City of Scotts Valley	0	1,529	0.1%	1,529		Contracted Services	56,007	2.1%
City of Watsonville	0	3,015	0.1%	3,015		Transportation Services	64,002	2.4%
AAA-Title IIIB/C	0	110,610	4.0%	110,610		Staff Travel	5,400	0.2%
USDA-AAA / CAFB / SL	0	65,007	2.3%	65,007		Occupancy Expense	162,215	6.2%
Dept of Health Svcs-WIC / Snap Ed	0	432,769	15.5%	432,769		Office/Program Expense	91,718	3.5%
Dept of Educ-CACFP Admin	0	67,547	2.4%	67,547		Staff Training	3,958	0.2%
Dept of Educ-CACFP Homes Passthru	718,899	720,089	25.7%	1,190		Insurance	27,190	1.0%
Dept of Educ-CACFP Ctrs CCC / CBAS	0	24,759	0.9%	24,759		Taxes, Licenses, Interest & Fees	10,685	0.4%
Dept of Education-CDD	308,052	215,599	7.7%		92,454	Equipment Expense	34,734	1.3%
Transportation Development Act	230,426	111,424	4.0%		119,002	Raw Food and Related	91,678	3.5%
EFSP (FEMA)	0	1,548	0.1%	1,548		Vehicle Operations/Maintenance	21,300	0.8%
Covered CA-Navigator	0	3,557	0.1%	3,557		Payments to CACFP Homes/Ctrs	720,089	27.5%
FTA Section 5310 - Cal Trans	0	0	0.0%	-		Payments to Other Agencies	29,235	1.1%
FTA Section 5317 - Cal Trans	0	14,000	0.5%	14,000		Fixed Asset Purchases	11,932	0.5%
First Five	67,798	45,131	1.6%		22,666	Vehicle Related Purchases		0.0%
Foundations & Other Grants	45,000	95,410	3.4%	50,410		Depreciation/Amortization	-	0.0%
Donations/Fundraising	70,414	72,187	2.6%	1,773				
Participant Contributions	14,380	14,380	0.5%	-				
Client Fees	55,072	72,132	2.6%	17,060				
Medi-Cal Fees	171,408	275,033	9.8%	103,624				
Program Income-Other	25,828	44,782	1.6%	18,954				
Transportation Fees/Scrip	2,092	2,092	0.1%	-				
Outside Contracts	675	16,182	0.6%	15,507				
Uncollectible Revenue	0	0	0.0%	-				
Interprogram Revenue	62,835	62,835	2.2%	-				
TOTAL REVENUE	1,772,879	2,797,496	100.0%	1,258,738	234,122	TOTAL EXPENDITURES	2,622,756	100.0%
						Net Gain (Loss)	174,739	
						Prelim Prior Yr Reserves	1,922,059	
Change from last month	68,755					Net Assets:	2,096,799	

Community Bridges Statement of Financial Position August 31, 2016						
ASSETS	Temporarily Restricted		Temporarily Restricted		Endow	TOTAL
	Unrestricted	Capital Campaign	Escrow	Net Assets		
Cash and cash equivalents	169,361	-	187,500	27,500	384,361	
Cash reserved for LOFRC Facility Maint	-	393,134	-	-	393,134	
Accounts/Grants receivable	1,669,831	-	-	-	1,669,831	
Prepaid expenses	180,990	-	-	-	180,990	
Inventory - Raw Food & Supplies	14,350	-	-	-	14,350	
Refundable Deposits	55,505	-	-	-	55,505	
Property and equipment	647,702	-	-	-	647,702	
Leasehold improvements	45,639	-	-	-	45,639	
TOTAL ASSETS	2,783,377	393,134	187,500	27,500	3,391,511	
LIABILITIES						
Accounts payable	174,498	-	-	-	174,498	
Salaries and wages payable	216,736	-	-	-	216,736	
Payroll taxes payable	62,172	-	-	-	62,172	
Retirement (401k) benefits payable	13,363	-	-	-	13,363	
Accrued vacation salaries and wages	266,934	-	-	-	266,934	
Health insurance payable/withheld	5,114	-	-	-	5,114	
Short term debt (includes LOC)	-	-	-	-	-	
Long term debt	-	-	-	-	-	
Volunteer Center liability	-	3,254	-	-	3,254	
Capitalized leases payable	82,284	-	-	-	82,284	
Due to fixed asset fund	-	-	-	-	-	
Unearned revenue/advances	301,112	-	-	-	301,112	
Other debts	470	-	-	-	470	
Other liabilities	168,775	-	-	-	168,775	
TOTAL LIABILITIES	1,291,458	3,254	-	-	1,294,712	
Fund Balance June 30, 2016	1,295,459	416,101	183,000	27,500	1,922,059	
Current Year Income (Loss)	196,460	(26,221)	4,500	-	174,739	
TOTAL NET ASSETS	1,491,919	389,880	187,500	27,500	2,096,799	

	G	M	Current Month	Last Month	Goals	Req Ratios
Cumulative Net Gain (Loss):	↓	↑	174,739	105,984	\$200,000	
Liquidity Ratio (Unrestr Cash/Total Liabilities):	↓	↑	0.13	0.06	3.0	
Current Ratio (Current Assets/Current Liabilities):	↑	↓	3.0	3.2	2.2	1.6
Modified Current Ratio (Liabilites include advances):	↑	-	2.2	2.2	1.7	
Net Asset Ratio (Total Assets/Total Liabilities):	↑	↑	2.6	2.5	1.9	
Debt to Equity (Total Liabilities/Total Fund Bal):	↑	↑	62%	65%	109%	
Debt to Assets (Total Liabilities/Total Assets):	↑	↑	38%	39%	52%	
Return on Reserves:	↓	↑	8.3%	5.2%	9.5%	
Current Assets (excludes property/fixed assets):			2,698,170	2,648,216	3,300,000	
Current Liabilities (excludes long term/unearned):			908,062	830,039	1,510,000	
Modified Current Liabilities (adds in unearned):			1,209,174	1,227,321	1,960,000	

COMMUNITY BRIDGES
CASH ASSETS LIST FY 15/16
Period ending 8/31/16

Cash Accounts AGENCY	8/31/16 GL Amt	Outstanding Checks	Adjust- ments	Bank Balance	Comments
Petty Cash	600			600	
SC County Bank General	(40,767)	271,403		230,636	
SC County Bank - Payroll	(825)	7,299		6,474	
SC County Bank - CACFP Homes	4,457	32,791		37,249	
SC County Bank - WIC Savings	190,463			190,463	
SC County Bank-FSA	5,837			5,837	
Bay Fed-MOW Coin Drive	33,014			33,014	
SC County Bank MOW Reserve	75,817			75,817	
SC County Bank MOW Meals	3,502			3,502	
Liberty Bank	24,011			24,011	
LPL Financial-Genl (Quasi)	36,800			36,800	
LPL Financial-Restricted (Full)	29,139			29,139	
LPL Financial-MOW (Quasi)	59,362			59,362	
LPL Financial-NV (Quasi)	29,570			29,570	
LPL Financial-Brokerage	-			-	
MCR Escrow Account	187,500			187,500	
SUB-TOTAL AGENCY	638,481	311,494	-	949,975	
Cash Accounts OPENING DOORS					
SC County Bank Capital Campaign	4,636			4,636	
Burroughs Financial-Capital Campaign	388,499			388,499	
SUB-TOTAL OPENING DOORS	393,134	-	-	393,134	
TOTAL CASH ASSETS	1,031,616	311,494	-	1,343,109	

PROGRAM REPORT to BOARD of DIRECTORS

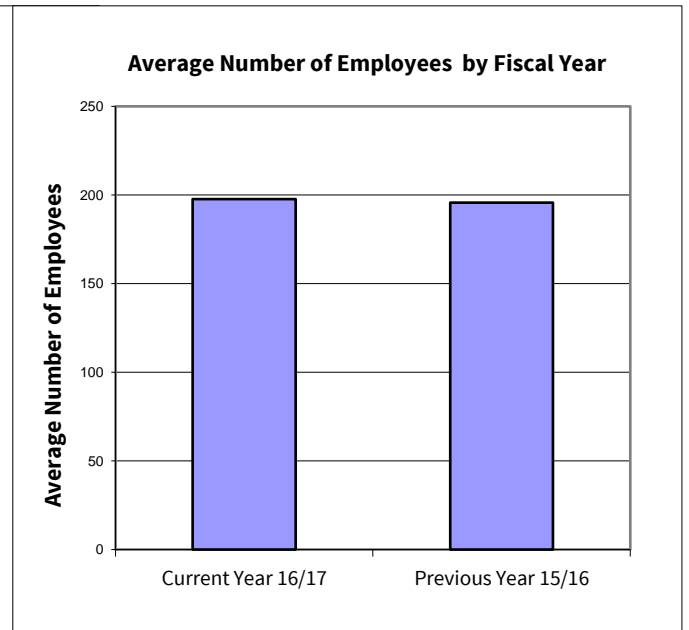
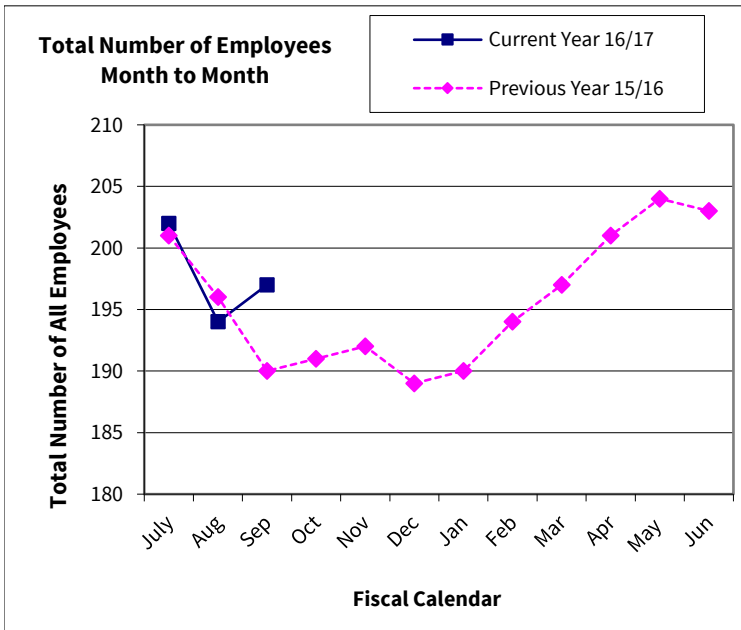
Program Name: Admin/HR Department

Date of Board Meeting: October 19, 2016



A. Services: Health & Safety, Workers Comp, Program Support, Benefits, Personnel Issues, 401(k), Union Work, Employment Verifications, Criminal Background Checks, Bilin./Bili Testing, Orientations.....

Total number of all employees	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	
	Current Year 16/17	202	194	197											198
	Previous Year 15/16	201	196	190	191	192	189	190	194	197	201	204	203		196
	Terms 16/17	7	9	1											6
	Turnover Rate % 16/17	3.5%	4.6%	0.5%											2.87%



B. 2016-2017 FMLA/WC Report:

Fiscal Year 16-17	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG
Number of EE's on FMLA	9	7	8										8
Number of new WC Claims	0	1	0										0.333333
Number of new First Aid Claims	0	1	0										0.333333

C. Accomplishments: Our HR Team has kept busy with all the regular HR projects, including the following tasks. Tyler (HR Manager) has been busy with various recruitments (posting, screening, reference checks, and interviewing), team building, technical support and support in day-to-day operations. Joyce (Senior Analyst) has been busy with ongoing benefit questions, orientations and enrollment and general support to employees on leaves of absences. Sergio Velazquez-Marmolejo (HR-Admin Asst.) handles general reception tasks, as well as the criminal background project, recruitment work and general support of the HR team and the agency. Julie (CHRO) has been busy with policies & procedures, re-organizations, special projects, evaluations, teambuilding, the completion of the annual Federal 401k audit/filing and Drug & Alcohol Policy work. Thanks to the entire HR team for all their dedication to our agency staff and our mission.

D. Challenges: Balancing the large, ongoing workload. Meeting the demand of so many project deadlines and HR tasks, while addressing walk-ins and unplanned assistance. As always we are happy to be able to offer resources, support and assistance to staff when needed.

PROGRAM REPORT to BOARD of DIRECTORS

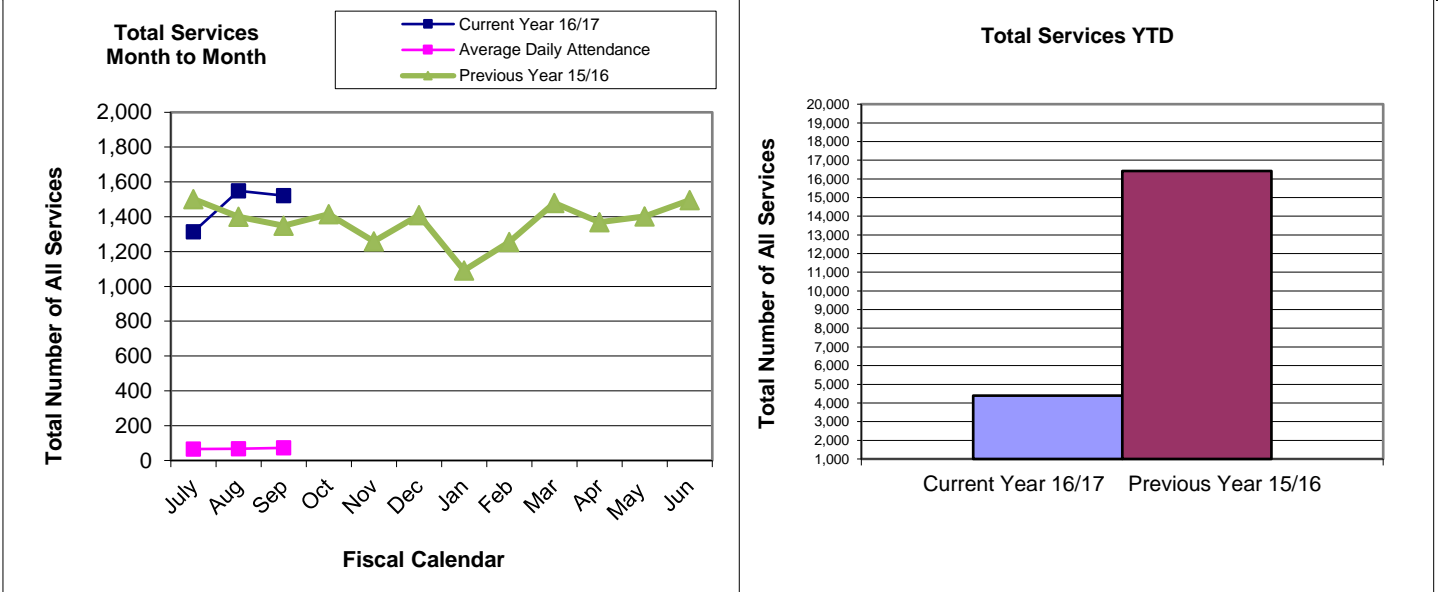


ELDERDAY
ADULT DAY HEALTH CARE
COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

Program Name: Elderday
Date of Board Meeting: 10/19/16

A. Services: Service Units represent total number of service days provided to duplicated participants.

Total number of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD	
	Current Year 16/17	1,313	1,549	1,522											4,384
	Average Daily Attendance	65.65	67.35	72.48											68.49
	Previous Year 15/16	1,502	1,400	1,348	1,415	1,258	1,410	1,092	1,255	1,480	1,369	1,401	1,495	16,425	



2015-2016 Volunteers Report:

Fiscal Calendar (16-17)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	87	70	36										193
Number of Unduplicated Volunteers	63	36	27										126
Number of Volunteered Hours	276	161	121										558

B. Accomplishments:

See attached sheet.

C. Challenges:

See attached sheet.

Accomplishments

- With continuing outreach efforts and increased follow up on referrals, our ADA has been rising this fiscal year – from 65.65 in July, to 67.35 in August, to 72.48 in September. So far in October, we are slightly over 73. At the end of September, we had 141 enrolled participants, up substantially from 115 in January. With our balanced budget based on 65 ADA, we are starting out the year strong.
- We received two grants from CCAH totaling \$35,305 for equipment (tables, chairs and comfortable seating areas) and technical assistance (working with TurboTar to move toward more electronic record-keeping).
- The Department of Aging/Medi-Cal completed the biennial survey at Elderday and, and after completing requested corrections, we have received re-licensure for the next two years.
- Liliana Rensi has been hired as our permanent Activities Coordinator and has attended the training course required by the state to qualify her for the position. She continues to do a fantastic job and has brought renewed energy and creativity to our programming.
- With the start of the new fiscal year and the increased reimbursement rate from CCAH, we have been able to reinstate the program assistant position we had left unfilled to reduce costs. We have also been able to increase hours for some key staff positions to allow more time for record-keeping to meet state regulations.

Challenges

- Elderday has lost two nurses, one RN and one LVN, over the last six months due to our low pay scale for professional positions, as well as the shortage of nurses in our community. We had very few applications for the RN, but were fortunately able to hire a new RN, who is learning and doing the job very well. After over two months of advertising for an LVN, however, including some very creative searching by HR, and raising the entry pay level, we have not received one application to date.
- Attendance continues to be of concern, though our numbers are clearly improving. As we move into the winter months, our attendance always diminishes for a number of reasons. Therefore, we are continuing in our outreach efforts, as well as efforts to encourage regular daily attendance, in order to keep our numbers up as high as possible in the upcoming months.
- More frail and medically-complex participants continue to tax staff. We are working on finding ways to deal with this “new normal” of more medically-complex participants, arriving later in their disease progression, and having shorter overall stays at Elderday.

PROGRAM REPORT to BOARD of DIRECTORS



Program Name: Child & Adult Care Food Program

Report by Centers

Date of Board Meeting: October 19, 2016

CDDs

Total meals reimbursed	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	Current Year 15/16	5966	5909	6200	6667	5409	3840	5163	5928	6398	6237	6235	6271	70,223
	Previous Year 14/15	5659	4937	6073	6390	5119	4773	5696	5828	6426	6583	6354	6288	70,126

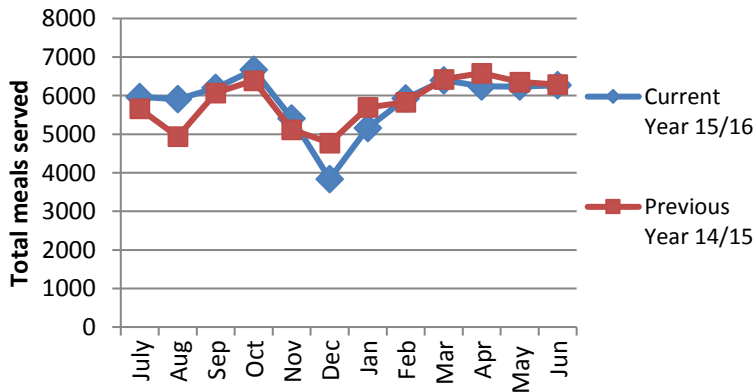
At-Risk Sites

Total meals reimbursed	Fiscal Calendar	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	YTD
	Current Year 15/16	241	1189	923	882	851	863	1110	869	918	7,846
	Previous Year 14/15	210	391	296	254	274	273	298	270	183	2,449

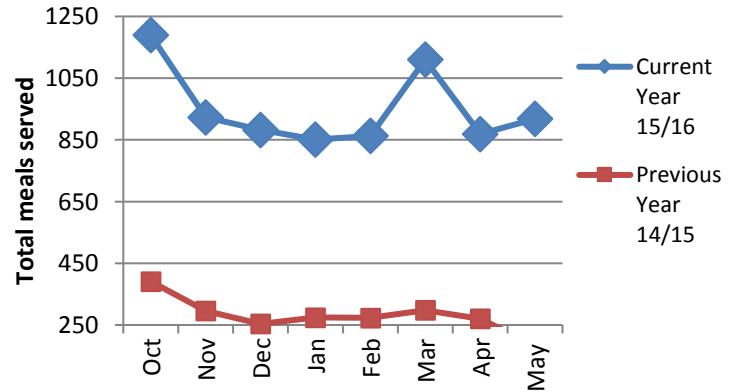
Elderday

Total meals reimbursed	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	Current Year 15/16	2890	2709	2490	2710	2131	2503	1798	2321	2628	2437	2471	2898	29,986
	Previous Year 14/15	2871	2775	2882	3270	2438	2780	2652	2500	2782	2917	2678	2926	33,471

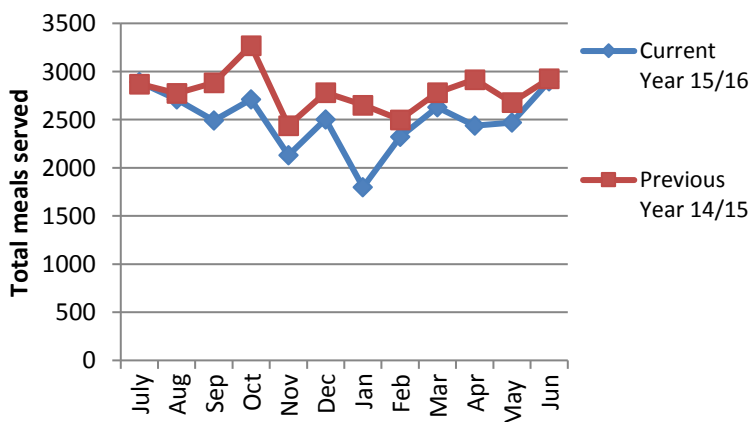
CDDs



At-Risk Sites



Elderday



Accomplishments:

- 1) All sites completed Mandatory Annual Training
- 2) Signed on Boys and Girls Club to start Oct. 1st 2015
- 3) 2015-2016 Annual update approved

Challenges:

- 1) Receiving completed reports by 5th of month
- 2) Sites tracking all required components of CACFP doc.'s
- 3) submitting centers claims earlier

CDDs include: Fairgrounds, Nuevo Dia, Redwood Mountain, Sycamore Street & Vista Verde centers.

At-Risk Sites only operate October—May.

PROGRAM REPORT to BOARD of DIRECTORS



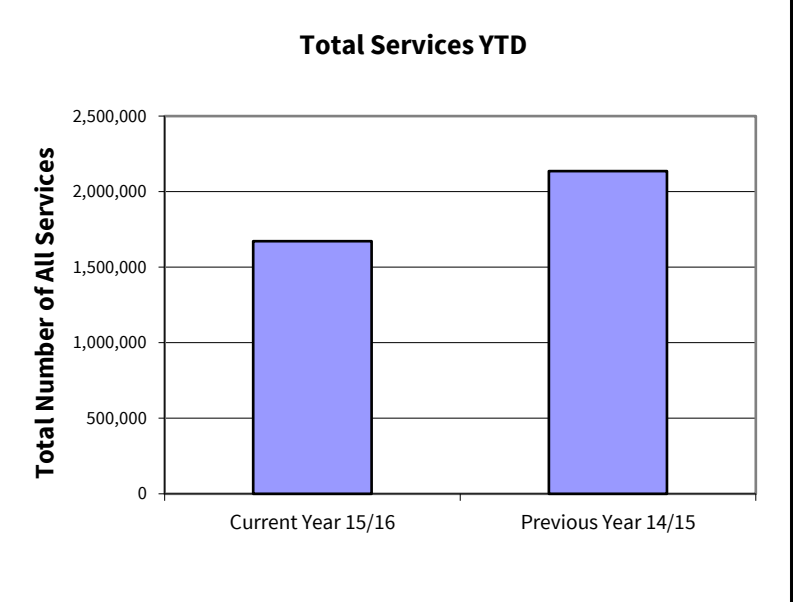
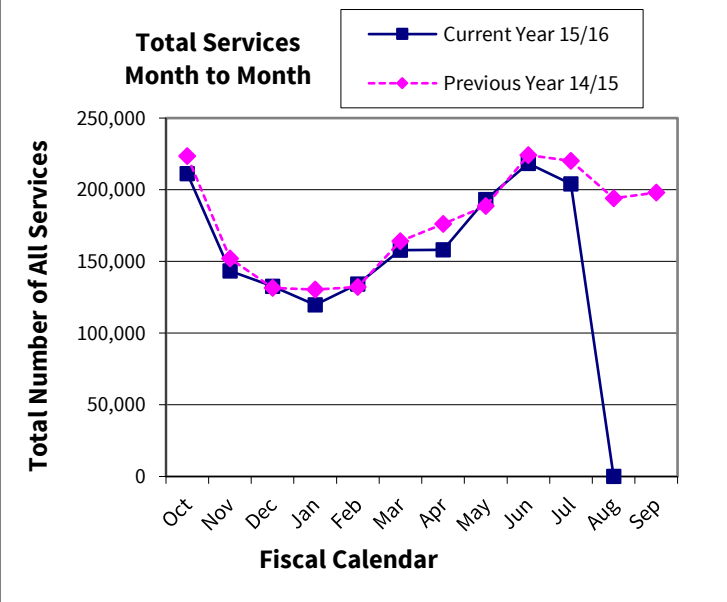
Program Name: Child & Adult Care Food Program

Date of Board Meeting: October 19, 2016

A. Services: The CACFP child care component is a state and federally funded nutrition assistance program designed to provide healthful meals to children and adult receiving day care. Along with improving the diets of the participants through nutritious well-balanced meals CACFP also provides on going up-to-date nutrition, health, and safety education materials.

Total # of all services	Fiscal Calendar	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD	
	Current Year 15/16	211,216	143,278	132,567	119,790	134,297	157,925	158,194	193,234	218,340	204,087	223,169*			1,672,928
	Previous Year 14/15	223,444	152,019	131,616	130,377	132,117	164,076	176,240	188,772	224,165	220,074	193,958	197,975		2,134,833

*August claim month has not been closed out, therefore actual number of meals is not reflected



B. 2015-2016 Volunteers Report:

Fiscal Calendar (15-16)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
# of Duplicated Volunteers													0
# of Unduplicated Volunteers													0
# of Volunteered Hours													0

C. Accomplishments:

D. Challenges:

Raymon Cancino: Measure D: An extra half-cent sales tax well spent

By Raymon Cancino, Special to the Sentinel

POSTED: 09/22/16, 2:47 PM PDT | UPDATED: 3 DAYS AGO 8 COMMENTS

I will be thinking of Xochitl when I vote for Measure D, Santa Cruz County's half-cent sales tax increase to improve our region's transportation system.

Xochitl is a 62-year-old retired accountant. Because of her health, she can no longer drive. But she remains active and engaged, and depends on Community Bridges' Lift Line program to get the care she needs.

The half-cent sales tax will pay for a wide range of transportation improvements, generating \$500 million over the next 30 years. It's called Measure D, the "Safety, Pothole Repair, Traffic Relief, Transit Improvement Measure." But that name doesn't fully convey the nature of the need, nor what it can do, for people like Xochitl.

"I've been waiting for a kidney transplant for over 10 years now, so I use Lift Line three times a week to make it to my dialysis appointments," Xochitl said. "I can't drive anymore because of my health, so I really rely on them."

The money would improve much more: neighborhood projects including local road repair; Highway 1 improvements; the coastal rail trail; analysis of rail as a transit option; and a full 20 percent to support transit for seniors and people with disabilities, provided by Lift Line and Metro ParaCruz.

Additionally, Measure D requires that we apply the most cost-effective carbon-reduction strategy by supporting mass transit programs like Lift Line. This investment will enable Community Bridges and Metro to continuously support this strategy by providing services that meet the needs of our community members, such as access to safe and reliable transportation services for seniors that will promote their independence and health, while preventing isolation.

As the CEO of Community Bridges, I see the need for more transit options for seniors every day. We provide more than 80,000 door-to-door rides annually, from anywhere in Santa Cruz County to any health center in our region, including hospitals as far as San Francisco, Veterans Affairs health clinics, local dialysis centers, adult day health care, senior dining sites, and more. This service is completely free of charge to the rider.

Should Measure D pass, we will be able to increase our fleet and expand hours over the next 30 years. This expansion is critical, especially considering the increase in our local senior population. Seniors comprise the fastest growing segment of our community, with nearly 100 local people turning age 60 every week. And according to the U.S. Census Bureau, the senior population nationally is expected to double by 2050. We have to start preparing now.

Community Bridges appreciates the generosity of our partners, without which our work would not be possible. We have been careful with every bit of support, finding efficiencies wherever we can. We are proud to be able to maintain a high quality, door-to-door service, free of charge to anyone in need. However, the level of support has not kept pace with rising costs.



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Measure D will ensure Lift Line's ability to meet the growing demand for our services, while making a significant investment in our community's future.

As Xochitl said, "I live with my daughter, but she works full time and can't take me to the doctor. If it weren't for Lift Line, I'd have to take a taxi all the way from our home to make my appointments. I just can't afford that kind of cost."

I plan to support Measure D in November, and I hope you will, too. Just as Xochitl can't afford the cost of transportation to dialysis, our community can't afford the cost of inaction. The obvious benefits this will bring include significant — and very welcome — improvements to our local roads and infrastructure. But that's just the beginning.

Your vote has the power to bring freedom to Xochitl, and thousands of seniors like her.

Santa Cruz County officials plan 11 community meetings asking about health needs

By **Jondi Gumz**, *Santa Cruz Sentinel*

POSTED: 10/06/16, 3:52 PM PDT | UPDATED: 17 HRS AGO0 COMMENTS

SANTA CRUZ >> Starting next week, Santa Cruz County public health officials will host a series of 11 community meetings to ask residents: What are the most important health needs in Santa Cruz County?

The information gathered from these community dialogues will be included in the county's "Community Health Assessment," according to Jessica Randolph, county Health Services Agency spokeswoman.

Light refreshments will be provided, and as an incentive for people to participate, door prizes such as Simpkins Family Swim Center free swim passes, grocery bags, notebooks and travel tumblers will be awarded.

There is no charge to attend but participants are asked to register by calling 831-454-4472 or emailing Jessica.Randolph@santacruzcounty.us. She can arrange child care or Spanish translation upon request.

Dates and locations are:

- Tuesday, Oct. 11: Noon - 1:30 p.m. Español only, University Cooperative Extension, Santa Cruz County Auditorium, 1430 Freedom Blvd., Suite E, Watsonville.
- Tuesday, Oct. 11: 6:30-8 p.m. Español only, Nueva Vista Community Resources, 133 Leibbrandt Ave., Santa Cruz.
- Wednesday, Oct. 12: 11 a.m.-12:30 p.m., Community Foundation Santa Cruz County, 7807 Soquel Drive, Aptos.
- Wednesday, Oct. 12: 1:30-3 p.m., Digital NEST, 318 Union St., Building B, Watsonville.
- Wednesday, Oct. 12, 6:30-8 p.m., Scotts Valley Senior Center, 370 Kings Village Road, Scotts Valley.
- Wednesday, Oct. 12, 6-7:30 p.m., Pacific Elementary School community room, 50 Ocean St., Davenport.
- Thursday, Oct. 13, 3:30-5 p.m., Sunshine Villa senior living activity room, 80 Front St., Santa Cruz.
- Thursday, Oct. 13: 6-7:30 p.m., Mountain Community Resources, 6134 Highway 9, Felton.
- Thursday, Oct. 13: 6-7:30 p.m., Santa Cruz County Sheriff's Office community room, 5200 Soquel Ave, Building C, Santa Cruz corner of Soquel and Chanticleer avenues.
- Friday, Oct. 14: 6-7:30 p.m., Salvation Army, 214 Union St., Watsonville.
- Saturday, Oct. 15: 1:30-3 p.m., Santa Cruz Police Department community room, 155 Center St., Santa Cruz .

TO COMMENT

Comments can be made online
at Santacruzhealth.org/HSAHome/HSADivisions/PublicHealth/CommunityDialogues.aspx.

To comment ONLINE

Here is how to comment on health needs online.
Visit: Santacruzhealth.org/HSAHome/HSADivisions/PublicHealth/CommunityDialogues.aspx.

Student research project looks at affordable housing crisis in Santa Cruz

October 05, 2016

By Guy Lasnier

A UC Santa Cruz multi-media research project on the affordable housing crisis in Santa Cruz is scheduled to be presented to the public 7-9 p.m. Thursday, Oct. 13 at the Museum of Art and History in Santa Cruz. The event is free and open to the public.

Called "No Place Like Home" and led by sociology professors Miriam Greenberg and Steve McKay, the study grew out of "Working for Dignity," McKay's previous study of low-wage workers in Santa Cruz County. McKay said No Place Like Home will showcase findings from surveys of residents regarding housing in Santa Cruz, one of the most expensive areas in the country.

"We will exhibit art work and new digital tools focusing on how local residents experience the housing crisis, as well as release preliminary results from a large-scale survey and interview project," McKay said.

The study is the latest in on-going research funded by the UC Humanities Research Initiative and is an extension of Working for Dignity conducted by the Center for Labor Studies, the Critical Sustainabilities Project, and the Chicano Latino Research Center.

Fifty-four UCSC students, working in coordination with Community Bridges, and other local community organizations, worked on the project. Forty fanned out over seven weeks in spring quarter to talk to residents in the Beach Flats, lower Ocean Street, and lower Pacific Avenue neighborhoods of Santa Cruz. McKay said many of the students are native Spanish speakers and conducted the door-to-door surveys in Spanish, focusing on neighborhoods that are typically undercounted.

"The quality of the data is better," McKay said.

Students used digital tablets and open-source software to collect and analyze the data. A total of 480 surveys were completed. Additionally, students returned for in-depth interviews with 29 residents. They took photos, designed maps, and created web sites to display the research results.

At the Oct. 13 event, students and community members will share stories, testimonies, and art work about creating a sense of "home" during a housing crisis. It will also include a discussion about issues facing renters in the community and look at possible steps forward.

"It's a great way to bring together students who are renters and the rest of Santa Cruz to address the housing crisis," McKay said.

In winter quarter, McKay's students will expand the project to Live Oak, and in spring to Watsonville, in order to build a database documenting the housing situation facing lower-income residents countywide.



The old Sleep Tight motel on lower Ocean Street in Santa Cruz where residents struggle to find housing they can afford. (Photos by Jessie Case)



UC Santa Cruz students Natalie Alas, left, and Andres Arias, conduct surveys in Santa Cruz for the "No Place Like Home" research project.



Students interviewed "Sammy" who makes his home in a converted garage.

Aptos Times

Capitola Soquel Times

Scotts Valley Times

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Local Businesses Build Dreams for our Community



DAVENPORT —Build your dream. That’s what Graniterock and Big Creek Lumber have made possible for several decades in Santa Cruz County. They sell quality building materials and contribute to the community in several ways, which make a huge impact on the quality of life for local residents. This year, it seemed fitting for the family-owned companies to partner to help three local nonprofits. Big Creek Lumber just celebrated their 70th Anniversary and Graniterock is in its 116th year of business. They’ve overcome many challenges, including natural disasters and economic downturns over the years. One thing that has remained a constant is giving back to the community.

Big Creek and Graniterock announced the beneficiaries of their Santa Cruz County Fair charity raffle fundraiser: Boys and Girls Club of Santa Cruz County, Meals on Wheels of Santa Cruz County and Monarch Services. At this year’s Santa Cruz County Fair, Sept 14-18, a “Dream Backyard” has been created to raise money for local charities. All money from raffle ticket sales will be given to the organizations.

All three nonprofits have expressed great enthusiasm for the fundraiser.



“As families go back to school this fall, we want to remind them of the importance of planning safe and productive after-school activities,” said Bob Langseth, executive director of the Boys and Girls Club of Santa Cruz County. “What happens during the hours between school and home can have a dramatic impact on a child’s future, especially in the areas of education, health and character. We are absolutely honored to partner with Big Creek Lumber and Graniterock to provide access to positive, productive programs and caring adult mentors after school and during summer that help change the future for our youth, our community and our country.”

The Dream Backyard is located at the Graniterock and Big Creek Lumber fair booths, located just before the livestock area. Tickets can be purchased for \$5 each or 3 for \$10 and all proceeds go to your selected charity. For more information on the Santa Cruz County Fair, visit www.santacruzcountyfair.com.

Big Creek Lumber Company has been in business since 1946 and remains one of the few family-owned lumber companies in the state. The McCrary family has lived and worked on the Central Coast for seven generations. The company currently operates a sawmill, wholesale sales department, five Pro Dealer lumber yards, a forestry department, and a logging operation. Big Creek has a long history of practicing superior and sustainable forest stewardship — growing, selectively harvesting and milling California redwood and Douglas fir. For more Information on Big Creek Lumber, its products and lumber yards, please visit www.big-creek.com

Graniterock is a private, family-owned company that was founded Feb. 14, 1900. Graniterock has operations in Watsonville, Santa Cruz, Seaside, Salinas, Hollister, Aromas, Felton, Oakland, San Jose, Redwood City and South San Francisco. The company supplies high-quality construction materials and its Construction Division is a significant regional heavy engineering contractor building roadways, airports and private commercial and residential projects. To learn more please visit www.graniterock.com

The Boys & Girls Clubs of Santa Cruz County is a youth service organization promoting youth guidance through educational, vocational, recreational, social, and character development. Our staff members are trained to provide leadership and guidance through individual assistance, small group, and drop-in activities. To learn more, please visit www.communitybridges.org/mealsonwheels

Meals on Wheels enhances lives through healthy meals and friendly human contact and nurturing elders at one of five dining sites, or meals delivered to the home. Meals on Wheels for Santa Cruz County is part of the Community Bridges family of programs. To learn more, please visit www.communitybridges.org/mealsonwheels

Monarch Services offers immediate crisis response to victims of domestic violence and sexual assault through our 24-hour crisis line, including emergency response to law enforcement or medical facilities, and accompaniment to forensic rape examinations. Support services include emergency shelter for victims of domestic violence or sexual assault and their children, peer counseling, advocacy, information, referrals, drop-in support groups, and assistance with restraining order applications. To learn more, please visit www.monarchsc.org

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Posted by [Michael Oppenheimer](#) on September 21, 2016. Filed under [News, Our Town, Santa Cruz](#). You can follow any responses to this entry through the [RSS 2.0](#). You can leave a response or trackback to this entry.

Santa Cruz County median rent: \$2,914 a month and rising

By **Jondi Gumz**, *Santa Cruz Sentinel*

POSTED: 10/12/16, 4:11 PM PDT | UPDATED: 1 DAY AGO 15 COMMENTS

SANTA CRUZ >> Zillow reports the median rent in Santa Cruz County is \$2,914 a month, up 6.2 percent from a year ago, and is expected to rise 6 percent over the next year, just behind Seattle, which is expected to lead the nation with rent jumping 7.2 percent.

What this means is county renters are paying \$181 a month more than a year ago and could pay another \$175 more a year from now, giving them less to spend on groceries, eating out and shopping.

Zillow is best known for its real estate database online but the company has done more in the rental market in recent years, producing a rent index for large metro areas and then expanding to report on smaller metros such as Santa Cruz County, generating statistics that previously were unavailable.

Steve McKay, associate professor of sociology and director of the UC Santa Cruz Center for Labor Studies, is drilling down further.

He will present the results of a six-month study of renters in the city of Santa Cruz at 7 p.m. Thursday at the Museum of Art and History, 705 Front St.

The event, “No Place Like Home,” will include art, statistics and testimony on how local renters experience the housing crisis and possible steps forward. It will launch Affordable Housing Week, which offers a legal clinic for tenants, a tenant organizing workshop and a City Council candidate forum on issues of interest to renters.

Why the attention on tenants?

Two Facebook pages created by local residents and geared to local renters looking for a place to live have grown dramatically, 4,900 members in [Santa Cruz County and SLV Rental Listings](#) and 4,000 in [Santa Cruz Housing](#). People post daily looking for something affordable, the medical practitioner transferred to a new Kaiser Permanente clinic in the county, a man who works at Trader Joe’s, a mom with a 6-year-old boy, a single gal who is a stylist, a Cabrillo College student. Occasionally, a property owner posts, seeking a renter for a home in Watsonville, a bedroom in Live Oak, a master bedroom in Felton.

McKay points out 57 percent of residents in the city of Santa Cruz are renters.

“Renters are among the hardest hit by the crisis, thus it makes sense to focus on them,” he said.

The survey will highlight four issues: rent burden, defined as paying more than 30 percent of your income on rent,

AFFORDABLE HOUSING WEEK

A number of community organizations in Santa Cruz County worked together to organize Affordable Week events highlighting a crisis situation for renters. They include the Santa Cruz Tenants Association, Santa Cruz Tenant Organizing Committee, NAACP Santa Cruz County Branch 1071, Economic Justice Alliance of Santa Cruz County, UC Santa Cruz Center for Labor Studies and Critical Sustainabilities Program, United Auto Workers, which represents student workers at UCSC and Affordable Housing Now! Here are the events:

- California Rural Legal Assistance No Place Like Home: Santa Cruz Affordable Housing Crisis Study, 7 p.m. Thursday at Museum of Art and History, 705 Front St., Santa Cruz. Free, open to the public. Simultaneous translation available. Campus-community event showcases findings from multimedia research project. Students and community members will share their stories, testimonies and art work, followed by community dialog about issues facing renters in the community and possible steps forward. Information: events.ucsc.edu/event/3804,
- Tenant problems: Free consultation with tenant lawyers from nonprofit [California Rural Legal Assistance](#) 10 a.m. to 6 p.m. Saturday, at [Live Oak Family Resource Center](#), 1740 17th Ave., corner of Capitola Road, Live Oak. Translation available. Lawyers will respond to [situations](#) such as: A landlord did not return a security deposit, did not make repairs, terminated the tenancy for no reason or raised the rent.
- Organizing workshop: 2 to 4 p.m. Saturday, at [Live Oak Family Resource Center](#), 1740 17th Ave., Live Oak. The Santa Cruz Tenants Organizing Committee will present information on basic [tenant rights](#), how to take legal action on your own behalf and the benefits to tenants of working together as a voting bloc. At the end,

overcrowding, forced moves or evictions and major problems such as maintenance.

A total of 54 UCSC students worked in bilingual teams to collect 435 valid renter surveys in April, May and June in Beach Flats, Lower Ocean and portions of Lower Pacific and Laurel St. They conducted 29 in-depth interviews.

Of those surveyed, 57 percent earned less than \$30,000 a year, 56 percent have children, 52 percent were female, and 51 percent were Latino.

“We chose the neighborhood and this population because Spanish-speaking and low-income renters are often undercounted as they are ‘difficult-to-reach’ populations that may not respond to census surveys or telephone surveys,” McKay said.

Not all those surveyed were living in poverty.

About 27 percent of the participants earned \$30,000 to \$64,000 a year and 16 percent earned \$64,000 or more.

The study was a joint endeavor of four UCSC entities, the Center for Labor Studies, Critical Sustainabilities Project, Sociology Department, Chicano Latino Research Center, and local nonprofit Community Bridges. The project was funded by the UCSC Blum Center for Poverty Research, the Social Science Division, and a grant from the UC Humanities Research Institute.

attendees can ask questions, talk about their individual issues and discuss ideas for city and countywide organizing.

- Community update: What’s being done to [reduce homelessness](#), 5:30 p.m. Tuesday at Calvary Episcopal Church, the “Red Church” Parish Hall, 532 Center St., Santa Cruz. Topics include smart solutions, veterans who are homeless, progress on the “All In” strategic plan, “Coordinated Entry,” landlord outreach and whether more housing should be built.
- [Candidates forum](#): 6:30 to 9 p.m. Wednesday at Loudon Nelson Community Center theater, 301 Center St., Santa Cruz. Santa Cruz City Council candidates will address renters’ issues such as creating a city-sponsored tenant affairs department, tenant protection ordinances, eviction protections, rent rollbacks and rent control, increasing affordable housing and limiting vacation rentals. Voter registration available.

The Affordable Housing Week activities are a first in Santa Cruz, according to Nancy Abbey, active in Affordable Housing Now!

“It’s just the crisis in affordable housing,” she said, crediting Councilman Don Lane for bringing 40 groups together to create a housing advocacy network in January.

“I hope to see tenants organize that vote as a bloc,” said Cynthia Berger, who founded the Santa Cruz Tenants Organizing Committee and hosted a council candidate forum attended by Rochelle Noroyan, who was elected, Bruce Van Allen and Leonie Sherman, who did not win.

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situation for city renters, enacting a real estate transfer tax to fund affordable housing, adopting rent control and creating a department of tenant affairs to respond to problems.

The federal Section 8 program for low-income tenants is “sorely underfunded,” she said.

Berger said three changes are needed to improve the

Santa Cruz County Transportation Commission spotlights Measure D importance

By Kara Guzman, Santa Cruz Sentinel

POSTED: 10/06/16, 3:52 PM PDT | UPDATED: 10 HRS AGO 8 COMMENTS

SANTA CRUZ >> On nearly every agenda item Thursday at the Santa Cruz County Regional Transportation Commission meeting at the county government building, discussion circled around the same topic: Measure D, the proposed sales tax that would fund transportation needs.

The half-cent tax will be decided by voters in November, and would raise an estimated \$500 million over 30 years, for projects such as local road repair and Highway 1 widening.

Thursday, commissioners heard how the measure would help Lift Line, a service that brings low-income seniors, disabled veterans and sick children to medical appointments.

In June, the commission increased Measure D funding for transit for seniors and disabled people, to 20 percent of sales tax revenue, by cutting a proposed \$10 million Pajaro train station.

If Measure D passes, then Lift Line will be able to add service on weekends, and cover areas that ParaCruz, a similar service provided by Santa Cruz Metro, no longer reaches due to cuts in 2015. Those areas include parts of the San Lorenzo Valley and the Pajaro Valley, said Ray Cancino, CEO of Community Bridges, which oversees Lift Line.

“We need to humanize Measure D, because the impacts are in community and will impact real people,” Cancino said. “It’s really about those affected by not passing this, including the most medically frail in our community.”

Supervisor John Leopold, a commissioner, said that some opponents to Measure D believe that transit for seniors and disabled people is legally required, so ParaCruz will be funded whether or not the measure passes.

That’s not true, Leopold said. The transit district is required to provide ParaCruz service within the area served by its buses. When bus routes are cut, ParaCruz service is also cut, and Lift Line has to fill the gap, he said.

“Lift Line is the lifeline for a lot of folks,” Leopold said.

Commissioners also heard updates from county public works assistant director Steve Wiesner, on transportation projects since 2014 that have been completed, are under construction or in development.

The list of completed projects include two roads destroyed by a storm in 2011, which were repaired within the past 18 months.

The county has just one project under construction, a “complete street” improvement along East Cliff Drive between Fifth and Seventh Avenues in Santa Cruz. Several projects are in development, such as the resurfacing of East Cliff Drive between 12th and 17th Avenues, Santa Cruz’s Branciforte Drive, Glen Arbor Road in Ben Lomond and Granite Creek Road in Scotts Valley.

The county has around \$150 million of deferred transportation maintenance, and its pavement condition index — a measure of road quality — is 46, which is poor, said Wiesner.

The county does well at maintaining arterial roads, he said, but it doesn’t have funding to maintain local roads. Measure D would provide the county \$2.5 million for road improvement, Wiesner said.

Two years ago, the county had a pavement condition index of 50, so it’s trending downward, said George Dondero, the commission’s executive director.

Also, of the 20 California counties that have sales taxes for transportation, only four have pavement indexes below 60. Their average index is 65, he said.

For Santa Cruz County to bring all its roads into good repair, it would need \$540 million over 10 years, he said.

“That’s more than Measure D would provide over 30 years, so as you can see we’re not going to solve everything, but we do have to start changing that trend. I think that’s the takeaway here. We need to change the trend,” Dondero said.

Supervisor Bruce McPherson, a commissioner, said if the half-cent tax passes, the net increase for consumers will only be a quarter-cent, since a different tax expires.

Measure D would allow the county to access more grants, which have matching fund requirements.

“If we don’t help ourself, the state and federal governments are less likely to help us,” McPherson said.

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Measure D gains broad support, some opposition to Highway 1 projects



The southbound Highway 1 commute crawls along. (Shmuel Thaler -- Santa Cruz Sentinel)

By **Kara Guzman**, *Santa Cruz Sentinel*

POSTED: 10/05/16, 3:37 PM PDT | UPDATED: 10 HRS AGO [38 COMMENTS](#)

SANTA CRUZ >> The campaign to support Measure D, the proposed half-cent sales tax funding transportation needs, has rallied an impressive list of allies throughout Santa Cruz County, but it's still unclear whether the measure will pass this November.

A phone poll in June showed the measure had 68 percent approval, barely above the two-thirds vote needed.

In 2004, a similar countywide sales tax measure for transportation failed, because it directed most of its revenue to Highway 1 widening, said Don Lane, Santa Cruz City Council member and head of the county Regional Transportation Commission. He and several environmental groups opposed the 2004 measure because it didn't adequately support alternative transportation.

This year's measure is different, said Lane. It directs just 25 percent of revenue to Highway 1 construction. Neighborhood projects such as local road repair get 30 percent, and the rest goes to transit for seniors and disabled people, the coastal rail trail and railroad maintenance and analysis.

Sales Tax Measure

What: A 30-year half-cent sales tax that would raise an estimated \$500 million for local transportation improvements.

What it funds: Neighborhood projects such as local road repair, Highway 1 improvements including the addition of lanes in parts of Aptos and Soquel, transit for seniors and disabled people, the coastal rail trail, railroad maintenance and an analysis of rail as a transit option.

Details: Visit sccrtc.org.

Most of the county's major environmental groups, including Ecology Action, the Land Trust of Santa Cruz County and Bike Santa Cruz County, have endorsed Measure D.

"This is the measure that they've been waiting for, that we've been waiting for. I consider myself a part of that. It's something that takes the highway and says, we're not going to just rely on the highway for all our transportation needs," Lane said.

Supervisor John Leopold, who also serves on the transportation commission, said Measure D represents seven years of work creating a balanced proposal. If it fails this time, the county will have to wait at least four years, since a sales tax is more likely to pass with a presidential election turnout, he said. Even then, it's unlikely that a different measure could gain broader support.

"(Measure D) has the support of every jurisdiction, nearly every single elected official, of the labor community, the business community, the social service community, the bike community, virtually all of the environmental community. So I don't know what someone would expect, that they would be able to put something together that would have a bigger support than that," Leopold said.

Widening Won't Work, a group leading the opposition to Measure D, has around 25 participants in its weekly meetings and 100 donors to its campaign. Its two major endorsements are the Santa Cruz Climate Action Network and the Bus Riders Association.

The group has a single issue with the measure: It funds the addition of 4 miles of auxiliary lanes to Highway 1, between Santa Cruz and Aptos.

These lanes connect neighboring exits, similar to the 2013 project connecting Soquel Avenue and Morrissey Boulevard along Highway 1 in Santa Cruz.

The group's leader, Santa Cruz resident Rick Longinotti, said the transportation commission should study other options, such as turning the highway's shoulder into a bus- and emergency vehicle-only lane.

He said auxiliary lanes would not relieve traffic, based on the commission's draft environmental review of Highway 1 construction.

Celia Scott, former Santa Cruz mayor and retired land-use planner, supports Widening Won't Work. She said she's "very troubled" by the cuts to Santa Cruz Metro, and the measure only gives Metro a token, and no solution.

"The more space you give to cars, the more cars you get. It's as simple as that," said Scott. "So I think it's a waste of money. I think we need more money for other forms of transportation than the automobile."

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Lane said the Widening Won't Work's arguments are based on a draft review that is only a draft, and the group is cherry-picking statistics that fit their case and ignoring others. Plus, the review studies a larger project than what Measure D would fund.

Eduardo Montesino, former Watsonville mayor, is a bus driver who commutes on Highway 1 every day. He supports the measure.

He said Highway 1's traffic chokepoint used to be at Morrissey Boulevard, until the auxiliary lanes were built. Now southbound traffic starts further south, around Soquel Avenue. Many cars exit there, and take local roads.

"Going on local streets creates more traffic, more congestion. There's more potholes and it's an unending cycle, but people don't recognize that. This group that's against us, most of them live on the Westside (of Santa Cruz)," Montesino said.

He said the measure is more than just about the highway.

"This is a comprehensive measure that would give a lot of resources to the community, Metro, Lift Line, trails, public works, local streets getting paved, fixing potholes, more bike lanes," Montesino said.

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