



BOARD OF DIRECTORS
Wednesday, February 19, 2020
5:00 PM to 7:30 PM

Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

DRAFT AGENDA

4:30 Dinner

5:00 1. CLOSED SESSION

5:30 2. Adjourn Closed Session

5:30 3. Call to Order/Establish Quorum

5:31 4. Agenda Review (4 min)

5:35 7. Announcements/Program Updates (5 min)

5:40 8. *CONSENT AGENDA – Action Items (5 min)

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

9.1 Draft Minutes of the January 15, 2020 Board Meeting*

a. Pam/Nicolette moved to accept the audit of Fiscal Year 2018-2019 audit report. MSP.

b. Stephanie/Amy moved to approve the consent agenda as presented. MSP.

c. Jack/Nicolette moved to approve the resolution to Change of Signatories at Bay Federal Credit Union MOW Account. MSP.

9.2 Draft Notes of the February 12 Development Committee Meeting*

9.3 Draft Minutes of the February 13, 2020 Finance Committee Meeting*

a. Jack/Lee moved to recommend approval of the use of \$152,532 from MCR reserves for completion of the construction necessary to fulfill HEAP funding obligations. MSP.

9.4 Draft Minutes of the February 13, 2020 Governance Committee Meeting*

a. Lee/Jack moved to approve the January 15, 2020 Board minutes as presented. MSP.

b. Pam/Lee moved to approve use of \$152,532 from MCR reserves for completion of the construction necessary to fulfill HEAP funding obligations. MSP.

5:45 10. Receive comments from members of the public on “Items not on the Agenda” (5 min)

7:25 Board Chair Report

a. Board Meeting Format

b. Approval of Minutes

c. Engagement Calendar

d. Google Drive

5:50 11. CEO Dash Board (10 min)

6:00 12. Development Report– Anna Vaage (10 min)

- 12.1 Development Report*
- 6:10 13. Finance Committee Update – Doug Underhill** (10 min)
- 6:25 14. Break out Discussion Group** (60 min)
- Divide BOD and staff into two groups and switch groups after 20 minutes. The last 20 minutes are for full group discussion.
- a. MOW advocacy with supervisors*
Capitola advocacy for senior programs
 - b. FRC advocacy for supervisors*
CDBG advocacy city council.
 - c. Full group discussion*
- 7:30 15. Written Reports**
- 15.1 Development Progress Report for January 2020*
- 15.2 Financial Report from the February 13, 2020 Finance Committee Meeting*
- 15.4 Program Reports from*
- 7:25 16. Newspaper Articles**
- 7:25 16. Items for Next Agenda**
- 7:25 17. Adjourn Regular Meeting**

Next Meeting:

Wednesday, March 18, 2020, 5:00 PM to 7:30 PM

Location: Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz



BOARD OF DIRECTORS

Wednesday, January 15, 2020

5:00 PM to 7:30 PM

Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

Draft Minutes

Members: Michael Babich, Shannon Brady, Pam Fields, Stephanie Connor Kent, Jack Jacobson, Nicolette Lee, Amy McEntee, Lee Slaff

Staff: Lisa Berkowitz, Ray Cancino, Julie Gilbertson, Amy Hanley, Lisa Hindman Holbert, Seth McGibben, Roxanne Moore, Lois Sones, Leslie Telles, Doug Underhill (via teleconference)

Notes: Anna Vaage

4:30 Dinner

5:00 1. CLOSED SESSION

5:45 2. Adjourn Closed Session

5:45 3. Call to Order/Establish Quorum

5:45 4. Agenda Review

Moved audit presentation from Agency Business to after Announcements.

5:45 5. Announcements/Program Updates

MOW recent funding increase adjustment has been extended from 2021 to 2023.

CDD triannual audit is upcoming the last week of February. Two new hires have experience and credentials, they will also help with program leadership and administration.

5:55 Audit presentation - Peter Mersino, CPA of Kaku & Mersino LLP

Of note this year was \$2.5M Lift Line building purchase and \$250K electric vehicle purchases.

Pam/Nicolette moved to accept the audit of Fiscal Year 2018-2019 audit report. MSP.

6:00 6. *CONSENT AGENDA – Action Items

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

6.1 Draft Minutes of the November 20, 2019 Board Meeting*

a. Lee and Nicolette moved to approve the consent agenda as presented. MSP

6.2 Draft Minutes of the December 12, 2019 Finance Committee Meeting*

6.3 Draft Minutes of the December 12, 2019 Governance Committee Meeting*

6.4 Draft Notes of the January 8 Development Committee Meeting*

6.5 Draft Notes of the January 9, 2020 Finance Committee Meeting*

6.6 Draft Minutes of the January 9, 2020 Governance Committee Meeting*

Stephanie/Amy moved to approve the consent agenda as presented. MSP.

5:50 7. Receive comments from members of the public on “Items not on the Agenda”

6:00 8. Agency Business – Ray Cancino

8.1 HS215a form for Elderday

Members were asked to complete licensing forms for California state license renewal.

8.2 Agency Board Resolution Resolution # 2020-01-01

Jack/Nicolette moved to approve the resolution to Change of Signatories at Bay Federal Credit Union MOW Account. MSP.

8.3 Board Meeting Structure

a. What do we need to do to improve the board meetings?

b. What items should we be spending our time discussing?

c. How can we improve the communication for BOD to feel like they are aware of the agency’s needs, current projects and plans for the future?

CEO responded to members’ inquiry into how to make use of meeting time and help members feel informed and engaged while utilizing their time and talent. Governance and Finance committees evaluate agency business to recommend for board vote. Minutes are available and all are welcome to call in to those meetings. Audio recordings declined. CEO’s email updates on topics as they develop are appreciated. Visual dashboard graphics, timelines, cost benefit metrics, and pros & cons summaries are appreciated. Members would appreciate invitations to agency events annually as well as per event, with board involvement options included. During Board meetings, it is important to have space for discussion when needed and that multiple viewpoints are presented. Some organizations alternate discussion and updates per topic. For a time, board members visited programs and reported on their experiences when staff gave program presentations. Board member orientations would be helpful to outline each program’s services and funding data. An information manual and central repository for materials could help with accessibility. Be specific and strategic about what we are asking board members, remembering it is not their full time job but a limited volunteer commitment.

8.4 Senior Communication Plan – Update

The social media toolkit will be available for use in May. We are prioritizing the MOW kitchen relocation followed by Elderday relocation..

6:30 9. Development Report – Anna Vaage

9.1 Development Report

Staff reported donation and grant revenues through December 31. We have met 2/3 of our overall goal in the first half of the year, with somewhat fewer activities yet to follow. MOW mailing was back up to 2017 levels of \$100K whereas last year was \$85K, indicating donor confidence is back following the 2018 tax changes. Through year-end giving season we also appealed for planned gifts and endowment investments which a major donor has agreed to match. We exceed \$1M in new grant funds for the first time. Grant funding is cyclical for example we received \$37K for Census outreach but this only applies once this decade. In order to grow, we need new funding relationships which require expertise and capacity to pursue.

6:40 10. Finance Committee Update – Doug Underhill via teleconference

Elderday is down \$22K due to the worst attendance in years for December. Participants' acuity has increased so they are also attending the program shorter term. We are doing outreach with physicians and on KPIG radio. Staff also work with faith communities and support groups ongoing. LOCR & MCR is down \$25K due to a change in probation services and contract negotiation to \$1K per completed unit fee rather than an annual contract. This model is likely to expand further to how probation operates. The endowment saw a \$293K net asset gain. Cash flow is good. Color coded changes are helpful to facilitate board oversight.

6:50 11. Written Reports

14.1 Development Progress Report for June 2019

14.2 Financial Report from the January 9, 2020 Finance Committee Meeting

14.3 Financial Report from the December 12, 2019 Finance Committee Meeting

14.4 Program Reports from Meals on Wheels, WIC, and Lift Line

6:50 12. Newspaper Articles

6:50 13. Items for Next Agenda

Nicolette Lee will present materials she received on board meeting effectiveness.

6:50 14. Adjourn Regular Meeting

Next Meeting:

Wednesday, February 19, 2020

5:00 PM to 7:30 PM

Location: Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

Prepared by Anna Vaage

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Development Committee Notes

Small Conference Room, CB HQ

February 12, 2020 at 11am

Members: Michael Babich, Katy King, Lee Slaff. Staff: Amy Hanley, Anna Vaage.

11:00 – 11:20

Activity Updates

Phone-a-thon: February 26-27

Mountain Community Resources will conduct its 35th annual phoneathon fundraiser on Wed, Feb 26 and Thurs, Feb 27 from 6-8pm at the center in Felton. The event has historically been a community gathering to reach out to donors by phone through volunteer callers on site. In recent years we have added a mail component, email and social media. This year we are piloting text messaging with the phone numbers we have.

Food from the Heart: April 3

Meals on Wheels 7th annual fundraiser event will be held Friday, April 3 at Chaminade. Members can help provide leads on corporate event sponsorships, guest table sponsorships and auction item donations. Solicitation materials and tickets are available on CB website, and staff will distribute via email. There was discussion about approaches to soliciting sponsorships for both this event and the Farm to Fork event, as some leads could overlap.

11:30 – 11:45

FY 2020/2021 Goals

The committee reviewed draft FY 2020-21 development strategies and tactics. Members were in favor of measuring donor retention as a success metric, and cautious about asking donors to upgrade. Best practice should show donors what was accomplished through previous gifts before asking for additional or increased giving. Members recommended observing the communications calendar from an audience perspective among people who receive year-round solicitations from multiple nonprofits. TV ads are effective when there is a substantive information to share about our services, so the cost of the ads doesn't appear too excessive. Board and committee members could benefit from tips on how to share social media posts with relevant groups of contacts within their Facebook friends (e.g. excluding out of town.)

Next meeting:

2nd Wednesdays

Wed, March 11 at 11am

Community Bridges

519 Main Street, Watsonville



Finance Committee

Thursday, February 13, 2020, 10:30-11:30 AM

Sutter PAMF

2200 Soquel, Santa Cruz CA

AGENDA

Members Present: Lee Slaff, Jack Jacobson, Michael Babich

Staff Present: Ray Cancino, Doug Underhill

Notes: Tonje Switzer

10:37 Meeting to order. Quorum established.

10:37 Agenda Review

10:37 CFO Report – Doug Underhill

a) Fiscal Department Updates

Fiscal staff member on LOA has returned and the department is fully staffed. The department is working on preliminary 20/21 FY budgets program by program to discern potential gaps in funding, and is ahead on this work compared to last year.

b) Program Budget Summary Review – December

CDD saw a decrease in projected parent fees. We have maxed out the CDE contract, which will result in a favorable adjustment for the 20/21 budget. Deferred maintenance at Fairgrounds was addressed this year, minimizing CDD gains to 2K thus far. MOW saw great returns from the fall mailer and received a few other sizable donations. LL is projecting a \$33K gain for the year. LMCR received a Caroline's donation of 20K and has now met their the 25% reserve goal. NVCR has been painting the property on East Cliff Drive adding to maintenance expenses. LOCR has seen a reduction in staff. ADMIN saw gains after the holiday closure. Development is seeing strong donations coming in from Dec-Jan. Overall \$53K projected gains for programs, and \$256K for the agency.

c) Balance Sheet / Income Statement – ending December 31: 2019

We see a current net gain of \$363K, due to receiving a large \$150K donation and fixed asset expenditures that will be depreciated.

- d) Cash Flow and Line of Credit
- e) Investments and Funds – Status Review January 31, 2020

Burrows is on a steady increase with a slight loss from Jan-Feb. LPL saw a steep increase due to \$150K donation and a \$69K transfer from another MOW account.

11:10 MCR Capital Project *Action Item

MCR received HEAP funding from the county to support services for unhoused community members. The client coordination and storage component of the project is up and running, and what remains is construction of the bathroom area. We have received bids from Slatter and Swenson and there is an estimated shortfall of \$177,532 from HEAP funding, reduced to \$152,532 after 25K in Sutter funding. To achieve completion and contractual obligations by June additional funding is required. CEO and CFO recommend the Committee approve use of reserve funds to cover the remaining costs for MCR construction. A budget line item will be created to pay the reserves back, which for MCR will not be a hardship. MCR currently has 62% of current operation cost in reserves, and removing \$152,532 for this project will still leave the program close to their 25% reserve goal, but will affect the overall agency goal of 1% annual reserve increase this fiscal year. **Jack/Lee moved to recommend that Government Committee approve the use of \$152,532 from MCR reserves for completion of the construction necessary to fulfill HEAP funding obligations. MSP.** It is realistic to rebuild reserves over time.

11:25 Closing items

- a) Questions / Answers
 - b) Items for next agenda
- Financial metrics for CEO to improve measurement tools.
Preliminary budget FY 20/21

11:32 Adjourn

Next Meeting March 12th, 2020



Governance Committee Meeting

Thursday February 13, 2020

11:30 am-12:30 pm

Room A, Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

DRAFT MINUTES

Members Present: Jack Jacobson, Pam Fields, Lee Slaff, Shannon Brady

Staff Present: Ray Cancino, Seth McGibben, Doug Underhill, Roxanne Moore

Minutes: Tonje Switzer

11:36 1. Meeting to order. Quorum Established.

11:36 2. Agenda Review

11:36 3. Review and Approval of Minutes from the January 15, 2020 Board meeting.

Lee/Jack moved to approve the minutes as presented. MSP.

11:37 4. MCR Construction Authorization

MCR received HEAP funding from the county to support services for unhoused community members. The client coordination and storage component of the project is up and running, and what remains is construction of the bathroom area. We have received bids from Slatter and Swenson and there is an estimated shortfall of \$177,532 to achieve completion and contractual obligations by June. CEO recommends the Committee approve use of reserve funds to cover the remaining costs for MCR construction. A budget line item will be created to pay the reserves back, which for MCR will not be a hardship. MCR currently has 62% of current operation cost in reserves, and removing \$152,532 for this project will still leave the program above their 25% reserve goal, but will affect the overall agency goal of 1% annual reserve increase. The project is currently serving 52 people with one full-time staff members, and once fully up and running will create opportunities for further funding towards this target population. **Pam/Lee moved to approve use of \$152,532 from MCR reserves for completion of the construction necessary to fulfill HEAP funding obligations. MSP.**

11:49 5. CEO Goals: Point-in-time

The Committee appreciated the visual format. If an item is marked red (unlikely to meet goal) it will be discussed at the next BOD meeting with an action plan, and/or a request for BOD input. Indication of FY will be incorporated in the design. Yellow will represent above 50% of

goal met. The scale could be modelled after baseline, target, and best practice. Keep completed goals included, but add new metrics as needed.

12:05 6. BOD 2020 Engagement Calendars

Tonje will create a Google Drive folder for the Board, where approved minutes and pertinent information will be stored and easily accessible for members.

12:08 7. CLOSED SESSION

12:36 8. Census - Update

We have hired a full time Census Coordinator who is working on outreach for our hard to count populations. This is part of a contract with the County. Several CB programs are directly affected by the Census count.

12:37 9. Board Meeting Structure

The committee noted that for interactive exercises the Board is requesting to receive context prior to the meeting so they can be prepared. Orientations are needed for several BOD members, and Tonje will schedule lunch with department heads. Add times for advocacy such as specific letter writing in groups by jurisdictions. A preliminary 2020 advocacy agenda will be presented at the February BOD meeting. After Governance, Committee Chair will email main BOD discussion items to the full BOD so that members are aware and prepared for full Board discussion. Allot 30-45 minutes for dashboard and financials, the rest for active discussion/involvement around the main topics.

12:00 10. Items for next GC Agenda/BOD Agenda

12:50 11. Adjourn

Next Meeting:

Thursday March 12, 11:30am-12:30pm

Board Room, Santa Cruz County Community Foundation, 7807 Soquel Drive, Aptos



FY 19/20

CEO DASHBOARD

Organizational Goals & Indicators

Point-in-Time: Mid-February 2020

COMMUNITY SUPPORT	Increase Average Major Gift Amounts: Goal: \$2,500 Current: \$1,730 Status: Unlikely to meet goal		
	Grant Revenue: Goal:\$1.5M Current: \$2.2 Status: Goal met		
	Social Media: Facebook followers: Goal Met Twitter followers: On target Instagram: On target		
INTERNAL HEALTH	Intentional Workplace	Mission/Vision/Values are included in JDs Mission/Vision/Values are included in new hire packets Values are included in interviews	
	Salary Policy:	'90.82% of staff currently earn above \$15/hour, which is an increase of 16.07% over the end of FY 18-19'	
PROGRAM STABILITY & SUSTAINABILITY	Increase Program Reserves By 1%: Program reserves increased by .38% of total expenses in first ½ of FY 1920		
	Decrease Program Deficit By 1%: 11% decrease in program deficit. LL is only program currently in deficit at -\$267,254		
	50% of Programs Have Met Their Overall Reserve Goal: 45% (5/11) of programs have met their reserve goal This is up from 36% (4/11) at the end of FY 1819		
	90% of Programs Met Their 1% Reserve Goal Increase 27% (3/11) of programs have already met the 1% reserve goal for FY 1920		

Legend: =Goal met =On target to meet goal = Unlikely to meet goal₁₁

CB 2020 EVENT CALENDAR

JAN

- **1/15, 5-7:30 CB BOD Meeting**
- **1/22, 2:30-4:30 Triple P Event, La Manzana**

FEB

- **2/19, 5-7:30 CB BOD Meeting**
- **2/26-27, 6-8pm MCR Phone-a-Thon**

MAR

- **3/16-20, 10 am- noon, Community Champions Week**
- **3/18, 5-7:30 CB BOD Meeting**

APR

- **4/3, 11:30am-1:30pm - Food From the Heart at the Chaminade.**

MAY

- **Friday in May TBD - Aptos Rotary Roast at Seascape Golf Club**

JUN

- **6/17, 5-7:30 CB BOD Meeting**

JUL

- **7/4, Parade in Aptos or Watsonville**
- **Saturday TBD - Staff Appreciation BBQ**

AUG

- **8/1, 5:30pm-9:30pm Farm to Fork Event, Cabrillo Horticulture Center**
- **Date TBD - WIC Breastsfeeding Walk**

SEP

- **9/16, 5-7:30 CB BOD Meeting**

OCT

- **TBD, Mountain Affair**

NOV

- **11/18, 5-7:30 CB BOD Meeting**

DEC

- **12/1, Giving Tuesday**
- **12/11, 6-10:30 Staff Appreciation Holiday Party**
- **Date TBD, Posadas at NVCR and LOCR**



CB 2020 ADVOCACY CALENDAR

[Santa Cruz County Board of Supervisors](#) meet every Tuesday at 9:00 am, 701 Ocean Street, Room 525, Santa Cruz, CA 95060

[Santa Cruz City Council](#) meets the second and fourth Tuesday of every month at 809 Center St, Santa Cruz, CA 95060

[Watsonville City Council](#) meets the second and fourth Tuesday of every month at 4:30 pm, City Council Chambers, 275 Main Street, Top Floor. Watsonville, CA 95076

[Capitola City Council](#) meets the second and fourth Thursday of every month at 7pm, 420 Capitola Ave, Capitola, CA 95010

[Scotts Valley City Council](#) meets the first and third Wednesday of every month at 6pm, 1 Civic Center Dr, Scotts Valley, CA 95066



- **City and County Discuss Budgets**
 - **BOD write letters, call and meet with electeds and decision makers.**
 - **Write op-ed's.**



- **Budgets Discussed**



- **End of Fiscal Year**
- **City and County Approve Budgets**



CB 2020 ADVOCACY CONTACTS

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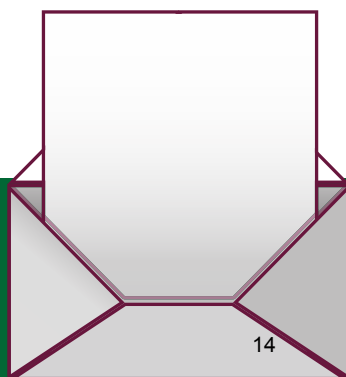
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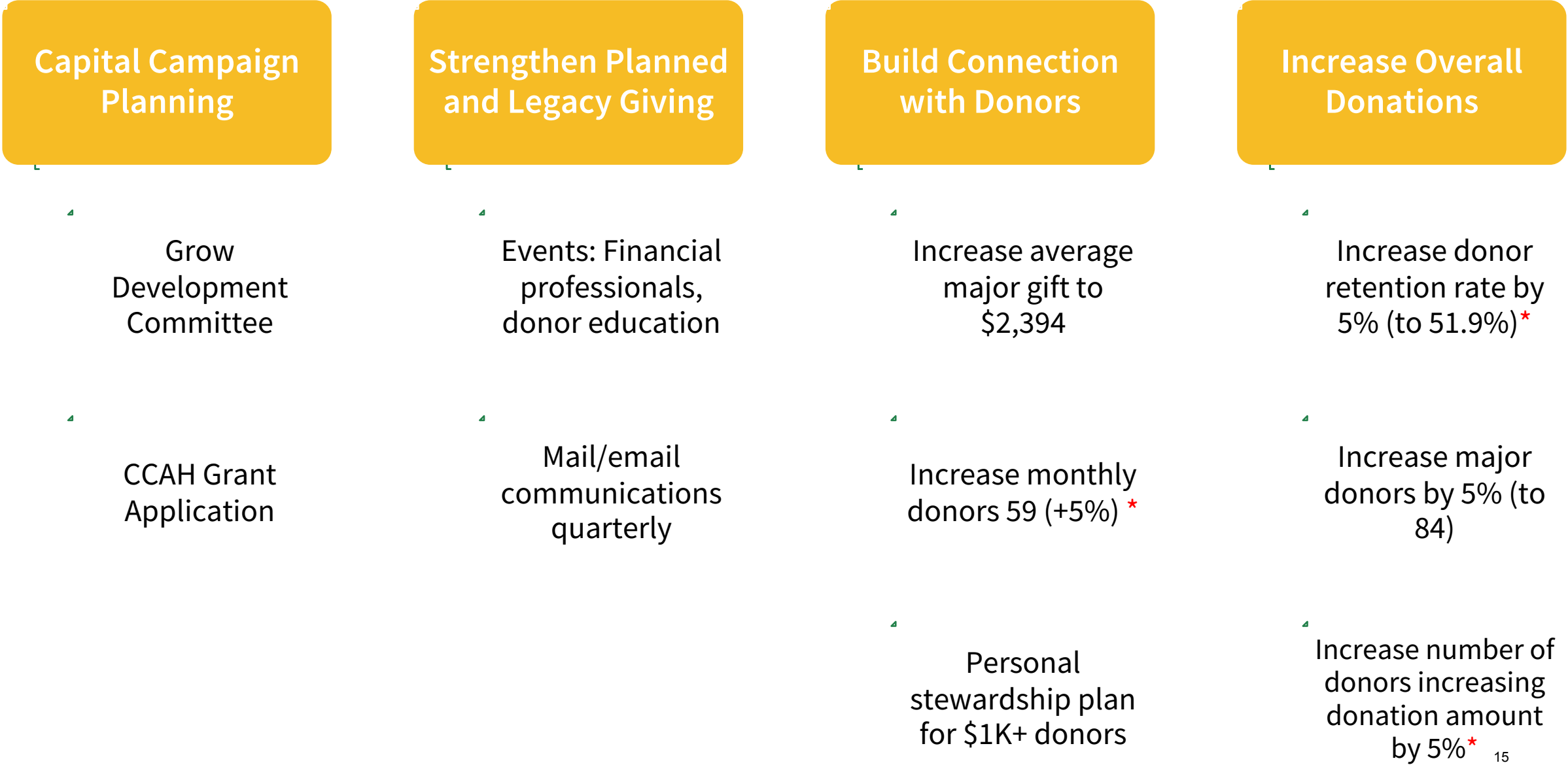
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Development Department Goals FY 2020/2021: Donors



Development Department Goals FY 2020/2021: Grants & Communications

Increase Grant Revenue

5% increase in grant revenue (to \$2.42M)

5% increase in grant funds applied for (to \$4.86M) *

Increase proposal acceptance rate by 5% to 71% *

Expand Media Coverage and Web Traffic

Web users by 10% (36,300)

Media coverage by 10% to 31

Increase Social Media Engagement

Facebook followers to 2,545 (+5%)

Facebook post engagement (+5%) (11,604) *

Increase Facebook donations to \$2,904 (+5%) *

Grow email Engagement

Expand email distribution 15% to 6,900 contacts

Open rates from 26% to 28% *

Click rates from 5% to 6% *

2020/2021 Development Department Goals and Tactics

A. Complete Capital Campaign Planning

- Complete planning grant project (July 2020); increase Development Committee by 2 members; and complete funding feasibility study (if applicable).

B. Strengthen Planned and Legacy Giving

- Mail brochure and reply form to donors giving 5+ years.
- Hold donor education event.
- Conduct workshop for financial planning professionals.
- Promote endowment giving through quarterly targeted communications.

C. Build Connection with Existing Donors

- Board Members & Program Directors thank all \$1,000+ gifts by signing cards at meetings.
- Segment 20 donors who have given \$1,000+. Develop personal plan of contact for each.
- Increase average major gift by 10% to \$2,394 (up from \$2,176 in CY2019.) Visit 4 donors.
- Increase monthly donors by 5% (from 56 in CY2019 to 59 in 2020.) Develop “Bridge Builders” campaign.

D. Increase Overall Donations

- Increase donor retention rate by 5% (from 49.4% in CY2019 to 51.9% in CY2020).
- Thank all donors within 72 hours; notify PD/PMs of gifts \$500+ and personally acknowledge them.
- Increase number of major donors (\$1,000+) by 5% (from 80 in CY2019 to 84 in CY2020).
- Increase number of donors upgraded by 5% (from 558 in CY2019 to 586 in CY2020).

E. Increase Grant Revenue

- Increase total grant revenue received by 5% (from \$2.3M in FY19/20 to \$2.42M in FY20/21).
- Increase dollar amount of grant funding applied by 5% to \$5.1M (from \$4.86M in FY19/20).
- Increase funding proposal acceptance rate by 5% (from 67% in FY19/20 to 71% in FY 20/21).

F. Maintain Development Activities (see 2020/2021 Development Plan)

2020/2021 Communications Goals

A. Expand media coverage and website traffic

- Increase website users by 10% to 36,300
- Develop Google Analytics dashboard and report quarterly
- Review and update Google ad words quarterly
- Increase media coverage (in digital/print articles and earned TV coverage) by 10% to 31

B. Increase social media engagement

- Increase Facebook engagement from 11,052 to 11,604
- Increase Facebook followers to 2,545, Twitter to 896 (incr. of 5%), Instagram 10% to 340.
- 100% of Board members share a CB post on Facebook or retweet on Twitter
- Increase number of donations through Facebook from \$2,764 in 19/20 to \$2,904 in 20/21

C. Increase email engagement

- Grow email distribution list by 15% to 6,900
- Increase open rates from 26% in 19/20 to 28% in 20/21
- Increase click rates from 4.7% in 19/20 to 6% in 20/21
- Utilize targeted messaging with at least 2 communications per program.
- Analyze unsubscribe rates at least twice/year.

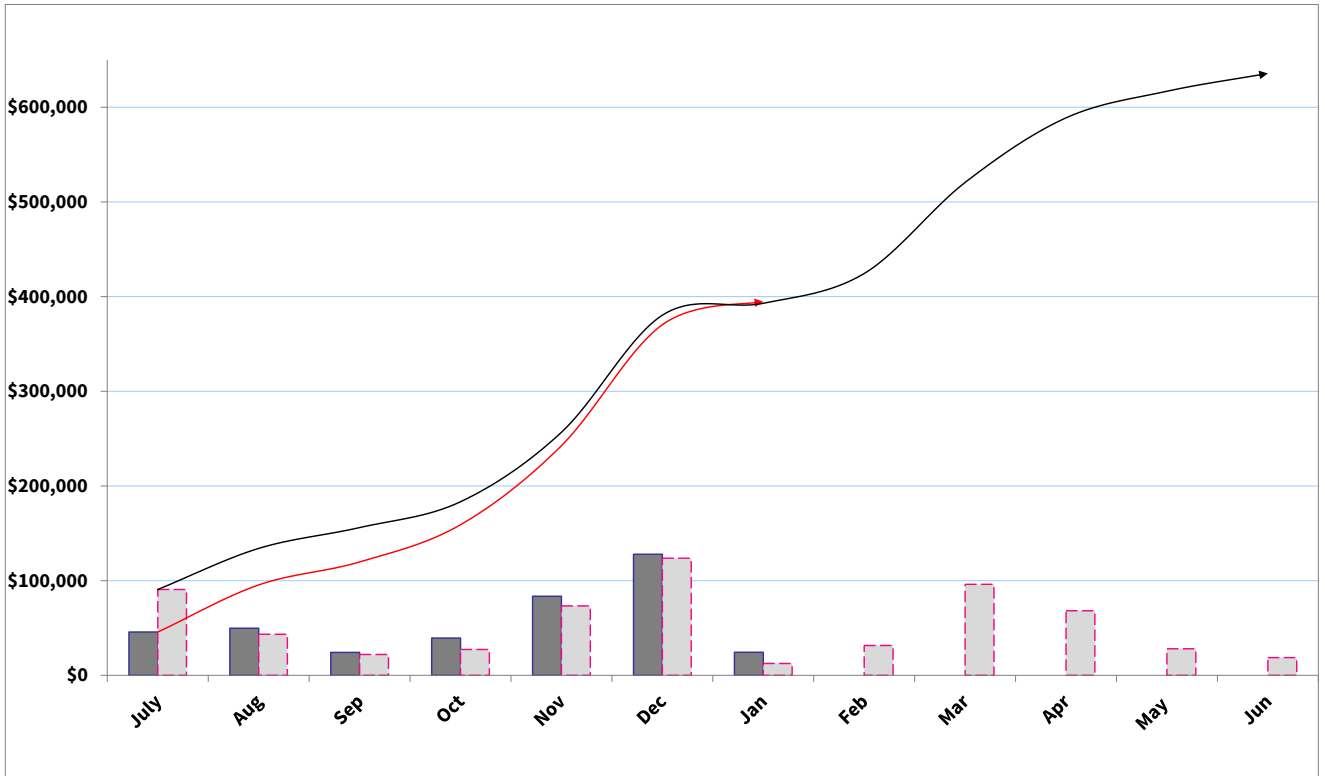
Development Progress Report

Fiscal Year 2019-20

January 31, 2020

Individuals & Businesses: donations, auctions, sponsorships, tickets. (Excludes unfulfilled pledges.)

Total	Fiscal Year	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
	Current Year 19/20	\$45,654	\$49,811	\$24,246	\$39,321	\$83,483	\$127,785	\$24,412						\$394,713
	Previous Year 18/19	\$90,605	\$43,432	\$21,982	\$27,294	\$73,360	\$123,678	\$12,573	\$31,486	\$96,191	\$68,200	\$28,097	\$18,814	\$635,712
Year over year difference: 1/31/2019 to 1/31/2020 \$1,789 0.5% change														



A. Cumulative YTD Donations vs Prior Year - See Fundraising Campaign Report

- 19/20 Donations YTD \$394,713
- Prior Year Donations YTD \$392,924
- Change vs. Prior YTD \$1,789 0.5% Growth over prior year

B. Cumulative YTD Donations vs Budgeted Goal - See Fundraising Campaign Report

- 19/20 Donations YTD \$394,713 72% Portion of goal met
- % of Goal/Year to Date \$319,997 59% Portion of year lapsed
- Variance to % of Year \$74,716 13.7% Variance of goal to date

C. Active Grant Applications vs Prior Year - See Grant Application Report

- 19/20 Grant Awards \$2,597,172
- Prior Year Awarded \$1,483,047
- 19/20 New Awards \$1,378,297 75% Growth over prior year

D. Current Campaigns & Appeals

- MCR Phone-a-thon Feb 26-27: seeking volunteers to make calls 6-8pm.
- MOW Food from the Heart Apr 3: seeking sponsorships & auction items.
- MOW selected as beneficiary of Capitola Aptos Rotary Roast event May 29.

Grant Application Report Through January 31, 2020

Grants Awarded: Government Funded	FY 20/21	FY 19/20	FY 18/19	FY 17/18
TDA Funding Claim Medical Rides (LL)	<i>submitted</i>	\$798,375	\$695,074	\$664,920
Low Carbon Transit Operations Program LCTOP (LL)		\$275,309		
SC County Homeless Action Partnership HAP (FRC)	<i>applied \$150K</i>	\$150,000		
Community Development CDBG (NVCR)	<i>applied \$125K</i>	\$125,000		
County of Santa Cruz Probation for Youth (LORC & MCR)		\$45,000	\$45,000	\$60,000
City of Watsonville Community Services (ELD, MOW)		\$8,500		
California Public Utilities Corp (FRC)		\$32,174		
California Department of Aging, CBAS (ELD)		n/a	\$98,215	
California Air Resources Board CARB (LL) one-time only		n/a	\$229,647	\$38,572
CalTrans Equipment & Services 5310 (LL)		\$192,000		
Total Government Grant Funds Awarded		\$1,626,358	\$1,067,936	\$763,492
Grants Awarded: Foundation & Private	FY 20/21	FY 19/20	FY 18/19	FY 17/18
California Emergency Solutions and Housing (MCR)		\$240,478		
Alliance Capital Planning Grant (Elderday)		\$150,000		
Sunlight Giving (CB) Operating Support multi-year		\$150,000	\$150,000	\$150,000
Alliance Partners for Healthy Food Access (FRC)	\$10,000	\$45,000	\$45,000	
Community Foundation Santa Cruz (ELD, FRC)		\$45,000	\$45,000	\$50,000
Packard Foundation Youth Activities (NVCR)		\$45,000	\$45,000	\$45,000
Monterey Peninsula Foundation (Lift Line)		\$40,000	\$40,000	\$40,000
Community Foundation of SCC (CB)		\$37,836		
Volunter Center Emergency Prep (FRC, MOW)		\$30,000		
United Way Youth Well-Being (LOCR)		\$30,000		
Sutter Health North County Homeless Services (MCR)		\$25,000		
Caroline's Nonprofit Thrift Store (LMCR)		\$20,000		
Kaiser Foundation for At Risk Youth (FRC)		\$15,000	\$15,000	\$15,000
Pajaro Valley Community Health Trust (LMCR)	<i>applied \$15K</i>	\$15,000		
Community Foundation Sobrato Fund (FRC)		\$15,000		
Dignity Health Dominican Hospital (FRC)	\$25,000	\$12,500	\$12,500	
Packard Foundation Capacity Building (FRC)		\$12,500		
Community Foundation Monterey (LMCR)	<i>applied \$25k</i>	\$12,000		
Newman's Own Shelf Stable Meals (MOW)		\$9,500	\$10,000	\$10,000
Community Action Board Immigration Services (FRC)	<i>pending</i>	\$8,000	\$8,000	
Palo Alto Medical Foundation Direct Services (MOW)	<i>applied \$12.5K</i>	\$7,500		\$5,000
Dudley-Vehmeyer-Brown Foundation (MCR)		\$5,500	\$5,000	\$5,000
Rockefeller Foundation for Listen for Good (FRC) multi-year	N/A	n/a	\$15,000	\$30,000
Nicholson Foundation Summer Youth Activities (NVCR)		tbd	\$5,000	
Save the Redwoods Outdoor Education (NVRC)		tbd	\$5,000	
AT&T Foundation Program Support(MCR)		tbd	\$5,000	
Alliance Technical Assistance (ELD) one-time only		n/a		\$15,700
Subaru Share the Love Vehicle Sales Proceeds (MOW)		applied	\$9,611	
Total Foundation & Private Funds Awarded	\$35,000	\$970,814	\$415,111	\$365,700
Total Grant Funding Applications Awarded	\$35,000	\$2,597,172	\$1,483,047	\$1,129,192

**Fundraising Campaign Report
Through January 31, 2020**

Donations to Programs	19/20 Goal	19/20 YTD	% 19/20 Goal Met	18/19 Final
CB General Funds	\$140,700	\$121,059	86%	\$135,032
Child and Adult Care FP	\$3,250	\$1,879	58%	\$3,732
Child Development Dept	\$4,670	\$7,212	154%	\$6,332
Elderday	\$6,250	\$6,107	98%	\$7,240
La Manzana	\$2,670	\$3,232	121%	\$9,000
Lift Line	\$12,600	\$15,091	120%	\$6,757
Live Oak	\$32,050	\$7,101	22%	\$56,970
Mountain Community	\$67,200	\$37,277	55%	\$75,417
Meals on Wheels	\$262,700	\$188,966	72%	\$315,596
Nueva Vista	\$11,500	\$4,484	39%	\$15,973
WIC	\$2,200	\$2,304	105%	\$3,664
Total Campaign Revenue	\$545,790	\$394,713	72%	\$635,712

Fundraising Appeals & Campaigns	19/20 Goals	19/20 YTD	YTD 18/19 To Date	19/20 \$ change
Annual Report	\$6,050	\$4,015	\$4,200	(\$185)
Bequests		\$3,031	\$5,429	(\$2,398)
Calendar Appeal	\$29,650	\$50,712	\$37,092	\$13,620
Calendar Sponsorships	\$5,000	\$5,000	\$3,500	\$1,500
Donates Monthly		\$8,602	\$7,622	\$980
E-Newsletter & Emails		\$4,225	n/a	\$4,225
Farm to Fork Gala	\$64,500	\$72,980	\$62,667	\$10,313
Food from the Heart	\$50,000	\$3,623	\$5,065	(\$1,442)
Founding 100 Endowment		\$5,600	\$650	\$4,950
Giving Tuesday	\$22,820	\$10,847	\$23,400	(\$12,553)
Honor/Memorial		\$2,855	\$2,240	\$615
Lift Line Van Sponsors	\$8,500	\$10,520	\$2,460	\$8,060
LOCR Crowdfunding	\$5,000	\$705	\$10,520	(\$9,815)
MCR Mountain Affair	\$25,000	\$21,650	\$23,792	(\$2,142)
MOW Fall Mailer	\$82,500	\$98,217	\$87,455	\$10,762
MOW Welcome Packet		\$4,814	\$6,525	(\$1,711)
MOW Meal Donation		\$6,812	\$4,066	\$2,746
MOW Spring Mailer	\$42,500	\$4,424	\$5,493	(\$1,069)
NVCR Fall Mailer	\$1,900	\$275	\$1,957	(\$1,682)
Outside Fundraisers		\$4,779	\$5,319	(\$540)
Payroll Deductions, Employees		\$972	\$1,122	(\$150)
Payroll & Employer Matches, Donors		\$6,233	\$3,196	\$3,037
Program Donation Box		\$4,710	\$4,155	\$555
SC Gives for Loudon Nelson		\$4,539	n/a	\$4,539
General Unsolicited		\$50,389	\$68,983	(\$18,594)
Online Unsolicited		\$4,184	\$16,016	(\$11,832)
Total Campaign Revenue	\$545,790	\$394,713	\$392,924	\$1,789

Board member contributions (incl above)	\$10,000	\$9,215	\$7,084	\$2,131
Board member solicitations (incl above)	\$10,000	\$22,545	\$10,390	\$12,155

Program Budget Summary
December 31, 2019

PROGRAM NAME:

WIC	Minimal Change, +Rev/Exp (Reimbursables), -2K parking permits unrestricted
Child Development Div	-20K Parent Fees, CDE MRA proj Maxed, +5K exp maint FG, +Personnel
Elderday	Jan ADA 64, +5K Publicity, 2.5K Maint, -20K proj Revenue, VA down, Self Pay down
Meals on Wheels	+9K proj Food, donations in line, +4K Unhoused Seniors, kitchen move next FY
Lift Line	+Contracted / IT services, +11K taxi measure D, -Facility Reserve
La Manzana CR	-5K Stipends, +20K Donations (Caroline's)
MCR	-6K personnel, +10K contracted services, -5K stipends
Nueva Vista CR	+3K Calfresh, +1.5K personnel, -5K Stipends +7K space maint
Live Oak CR	-5K Stipends (therapist to EE), -3K personnel (FTE to 1/2 time)
CACFP	Oct DCH 420, NOV 393, +20 YOY, Rev in line with exp, -proj rev, -8K G.A.
Administration	-23K Personnel (holiday + new hire hrs reduced), +6K service/supplies, -5K G.A.
Philanthropy	-7K personnel, +5K promotion/media, +Donations, slightly less YOY
LOCR-Cap Campaign	Actual YTD less proj FY 19/20 expenses, December 31 Balance \$484,663
La Manzana Property	Includes 18/19 Occupancy Rev Versus Exp FY 1920 through Dec
FAs & Agy Unrestr.	Includes 150K Endowment Donation, 42K deferred revenue
Total Agency	Proj Program gain +54K, proj Agency +256K, not including FA to be deprec

COMMUNITY BRIDGES Program Budget Summary December 31, 2019											
Projections for Year Ending 6-30-20											
A	B	C	D	E	F	G	H	I	J	J	K
PROGRAM NAME:	6/30/19 Audited Balance	Annual 19/20 Balanced Budget	Current Projected Expenses	Current Projected Revenues	As Yet Unsecured Revenues	(E-D) Net 2019-2020 Gain/Loss	(B+G) Cumulative Gain/Loss	Goal 25% Reserve %	Change from Prior Mo	% Change	14.53% Gen'l & Adm Exp
WIC (Oct-Sept FFY)	194,013	2,336,843	2,337,381	2,335,236	914	(2,145)	191,868	8.2%	(1,673)	-0.1%	339,655
Child Development Div	201,326	2,302,292	2,350,950	2,353,055	170,529	2,105	203,431	8.7%	(32,832)	-1.4%	274,801
Elderday	77,401	2,198,526	2,230,092	2,189,198	120,000	(40,894)	36,507	1.6%	(24,504)	-1.1%	324,063
Meals on Wheels	513,967	1,944,189	1,936,599	1,978,555	180,000	41,956	555,923	30.3%	41,956	2.2%	262,209
Lift Line	(301,088)	3,023,426	3,048,450	3,081,884	135,000	33,434	(267,654)	-10.0%	10,491	0.3%	281,108
La Manzana Commty Res	120,889	608,350	609,137	639,121	46,260	29,984	150,873	25.3%	23,131	3.8%	83,847
Mountain Commty Res	252,639	579,800	597,200	599,787	45,460	2,587	255,226	43.5%	14,777	2.5%	76,754
Nueva Vista Commty Res	84,442	361,458	378,855	373,016	28,827	(5,839)	78,603	21.0%	899	0.2%	53,660
Live Oak Commty Res	124,154	287,535	312,714	308,337	52,155	(4,377)	119,777	38.3%	2,195	0.7%	45,363
CACFP (Oct-Sept FFY)	27,191	3,926,778	4,097,641	4,098,671	262,000	1,030	28,221	2.8%	(267)	0.0%	60,938
Administration	43,620	1,896,148	1,917,315	1,911,062	9,800	(6,253)	37,367	2.0%	10,685	0.6%	14,373
Philanthropy	66,551	185,700	196,649	199,015	53,371	2,366	68,917	35.0%	4,258	2.2%	28,590
TOTAL PROG OPERATIONS	1,405,105	19,651,045	20,012,983	20,066,937	1,104,316	53,954	1,459,059	9.36%	49,116	0.2%	1,845,361
LOCR-Capital Campaign	453,998	27,240	23,570	30,665	0	7,095	461,093	NA	3,425	14.5%	0
CBHQ FY 19/20 Activity	-	-	148,163	149,714	0	1,551	1,551	NA	(198)		0
Fixed Assets & Gen'l Agy	1,916,838	-	1,106	194,954	0	193,848	2,110,686	NA	-	0.0%	0
TOTAL AGENCY	3,775,942	19,678,285	20,185,822	20,442,270	1,104,316	256,448	4,032,389	9.36%	52,343	0.3%	1,845,361

Notes: MOW : \$350,000 of MOW reserve revenue shown on Fixed Assets & General Agency 6/30/19 Fund Balance.

Fixed Asset purchases and Pass-Thru expenses exempt from Indirect; Revenues and Expenses include all pass-through

47,570 projected in budgets as reserve/debt repayment removed from expenses

Community Bridges
Agency-Wide Revenue and Expenses
December 31, 2019

DESCRIPTION	RECEIVED YTD 12/31/19	EARNED YTD 12/31/19	% OF TOTAL	A/R YTD 12/31/19	UNEARNED YTD 12/31/19	DESCRIPTION	ACTUAL YTD 12/31/19	% OF TOTAL
REVENUE						EXPENSE		
County of Santa Cruz	579,007	607,711	7.7%	28,704		Salaries & Wages	3,550,732	47.3%
City of Santa Cruz	63,000	125,500	1.6%	62,500		Payroll Taxes	345,498	4.6%
City of Capitola	50,283	49,307	0.6%	(976)		Health Insurance/Retirement	434,480	5.8%
City of Scotts Valley		5,359	0.1%	5,359		Contracted Services	412,657	5.5%
City of Watsonville	4,250	4,250	0.1%	-		Transportation Services	213,538	2.8%
AAA-Title IIIB/C	317,876	412,164	5.2%	94,288		Staff Travel	22,445	0.3%
USDA-AAA / CAFB / SL	84,560	134,424	1.7%	49,864		Occupancy Expense	721,829	9.6%
Dept of Health Svcs-WIC / Snap Ed	629,559	1,174,345	14.9%	544,786		Office/Program Expense	140,386	1.9%
Dept of Educ-CACFP Admin	63,653	210,067	2.7%	146,414		Staff Training	11,350	0.2%
Dept of Educ-CACFP Homes Passthru	674,710	674,710	8.6%	-	-	Insurance	86,000	1.1%
Dept of Educ-CACFP Ctrs CCC / CBAS		68,922	0.9%	68,922		Taxes, Licenses, Interest & Fees	199,235	2.7%
Dept of Education-CDD	930,721	799,033	10.1%		131,688	Equipment Expense	77,706	1.0%
Transportation Development Act	440,282	389,500	4.9%		50,782	Raw Food and Related	351,095	4.7%
EFSP (FEMA)	10,955	5,478	0.1%		5,478	Vehicle Operations/Maintenance	92,140	1.2%
Covered CA-Navigator	6,289	8,023	0.1%	1,734		Payments to CACFP Homes/Ctrs	674,710	9.0%
FTA Section 5310 - Cal Trans Veh		0	0.0%	-		Payments to Other Agencies	23,013	0.3%
FTA Section 5310 - Cal Trans Ops		106,088	1.3%	106,088		Fixed Asset Purchases	1,054	0.0%
First Five	94,829	135,259	1.7%	40,429		Vehicle Related Purchases		0.0%
TDA - Measure D	362,825	416,745	5.3%	53,920		Real Property Purchases		0.0%
CARB / LCTOP	0	10,100	0.1%	10,100		Depreciation/Amortization	119,048	1.6%
Foundations & Other Grants	574,148	445,227	5.7%		128,922	Measure D Facility Reserve		
Donations/Fundraising	476,344	476,344	6.0%	-		236 Aptos Renovation	34,033	0.5%
Participant Contributions	39,347	39,347	0.5%	-				
Client Fees	218,127	218,127	2.8%	-				
Medi-Cal Fees	635,261	768,240	9.8%	132,978				
Program Income-Other	95,867	159,200	2.0%	63,333				
Transportation Fees/Scrip	3,192	3,192	0.0%	-				
Outside Contracts	13,965	47,480	0.6%	33,515				
Uncollectible Revenue	-176	-176	0.0%	-				
Interprogram Revenue	347,039	380,039	4.8%	33,000				
TOTAL REVENUE	6,715,911	7,873,999	100.0%	1,474,957	316,869	TOTAL EXPENDITURES	7,510,949	100.0%
						Net Gain (Loss) **	363,050	
						Prior Yr Net Assets	3,775,942	
Change from last month	69,083					Net Assets:	4,138,992	

Community Bridges Statement of Financial Position December 31, 2019						
ASSETS			Restricted Net Assets	Current Month Total	Prior Period Total	
	Unrestricted					
Cash and cash equivalents	1,181,391	-	-	1,181,391	1,234,291	
Cash reserved for LOFRC Facility Maint	-	-	484,663	484,663	474,846	
Accounts/Grants receivable	1,201,810	-	-	1,201,810	1,117,443	
Prepaid expenses	272,694	-	-	272,694	255,435	
Inventory - Raw Food & Supplies	21,000	-	-	21,000	21,000	
Refundable Deposits	37,509	-	-	37,509	40,049	
Property and equipment	6,576,165	-	-	6,576,165	6,579,785	
Leasehold improvements	708,882	-	-	708,882	708,882	
TOTAL ASSETS	9,999,451	-	484,663	10,484,115	10,431,731	
LIABILITIES						
Accounts payable	442,187	-	-	442,187	491,983	
Salaries and wages payable	382,947	-	-	382,947	347,978	
Payroll taxes payable	167,480	-	-	167,480	155,120	
Retirement (401k) benefits payable	16,613	-	-	16,613	15,195	
Accrued vacation salaries and wages	325,691	-	-	325,691	373,989	
Health insurance payable/withheld	9,541	-	-	9,541	7,985	
Short term debt (includes LOC)	(3,976)	-	-	(3,976)	(3,976)	
Long term debt	4,852,630	-	-	4,852,630	4,858,178	
Volunteer Center liability	2,537	-	-	2,537	2,537	
Capitalized leases payable	3,161	-	-	3,161	3,161	
Due to fixed asset fund	281,584	-	-	281,584	281,584	
Unearned revenue/advances	354,673	-	-	354,673	317,941	
Other debts	868	-	-	868	557	
Other liabilities	(490,812)	-	-	(490,812)	(490,411)	
TOTAL LIABILITIES	6,345,123	-	-	6,345,123	6,361,821	
Fund Balance June 30, 2019	3,321,943		453,999	3,775,942		
Current Year Income (Loss)	332,386	-	30,664	363,050	3,775,942	
TOTAL NET ASSETS	3,654,329	-	484,663	4,138,992	293,967	

		Old		
	G M	Current Month	Last Month	Goals
Cumulative Net Gain (Loss):	↑ ↑	363,050	293,967	\$200,000
Liquid Unrestricted Net Assets (LUNA)/Avg Mo Exps	↓ ↑	1.07	1.02	3.0
Current Ratio (Current Assets/Current Liabilities):	↑ ↑	3.8	3.5	2.8
Modified Current Ratio (Liabilities include advances):	↑ ↑	2.7	2.6	2.5
Net Asset Ratio (Total Assets/Total Liabilities):	↓ ↑	1.7	1.6	1.9
Debt to Equity (Total Liabilities/Total Fund Bal):	↓ ↑	153%	156%	116%
Debt to Assets (Total Liabilities/Total Assets):	↓ -	61%	61%	54%
Return on Reserves:	↑ ↑	8.8%	7.2%	4.8%
Current Assets (excludes property/fixed assets):		3,199,067	3,143,064	2,100,000
Current Liabilities (excludes long term/unearned):		850,539	898,421	755,000
Modified Current Liabilities (adds in unearned):		1,205,211	1,216,362	855,000

PROGRAM REPORT to BOARD of DIRECTORS



ELDERDAY
ADULT DAY HEALTH CARE
COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

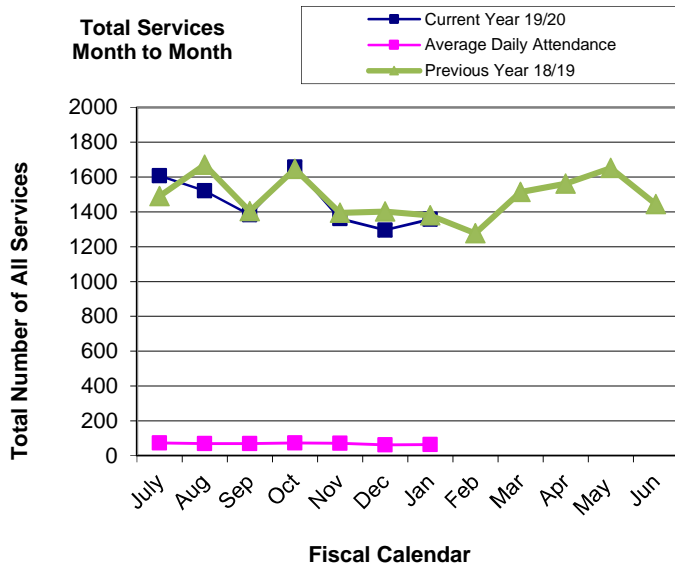
Program Name: Elderday

Date of Board Meeting: 2/19/20

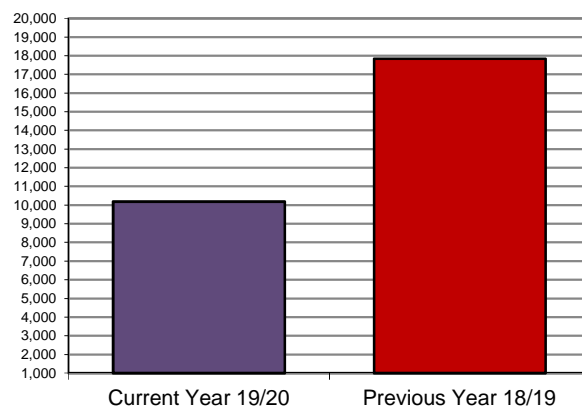
A. Services: Service Units represent total number of service days provided to duplicated participants.

Total number of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	Current Year 19/20	1607	1521	1383	1657	1362	1296	1357						10,183
	Average Daily Attendance	73.05	69.14	69.15	72.1	71.7	61.7	64.6						68.80
	Previous Year 18/19	1491	1670	1403	1646	1395	1402	1380	1,277	1,514	1,561	1,652	1,445	17,836

Total Services Month to Month



Total Services YTD



2019-2020 Volunteers Report:

Fiscal Calendar (19-20)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	100	41	43	29	35	72	43						
Number of Unduplicated Volunteers	25	19	35	17	17	44	16						
Number of Volunteered Hours	448	96	87	56	86	138	125						

B. Accomplishments:

C. Challenges:



February 2020 Elderday Board Report Accomplishments and Challenges

Accomplishments:

- We now have a full complement of nurses, and the two new RNs are trained and coming quickly up to speed with Elderday procedures.
- We have been researching purchasing frozen meals from Langlois (where MOW sources their home-delivered meals) as a potential cost-cutting measure.
- The search for a permanent, sustainable home for Elderday continues with the CCAH planning grant.
- We are well underway with our marketing program and are hopeful that it will help increase ADA soon and in the long-term.

Challenges:

- ADA has been very low this winter, as it was in 16/17, with much sickness and loss.
- Staffing –
 - We have no on-call program assistants and are receiving few applications. We are considering other staffing scenarios instead of on-call.
 - Our limited term RN expects to leave in a few months to meet her professional development needs. We are considering ways of making that position more of an ongoing limited term training position as a potential way to keep the position viable.
 - Frozen salaries, with no relief on the horizon, continue to be discouraging.

PROGRAM REPORT to BOARD of DIRECTORS

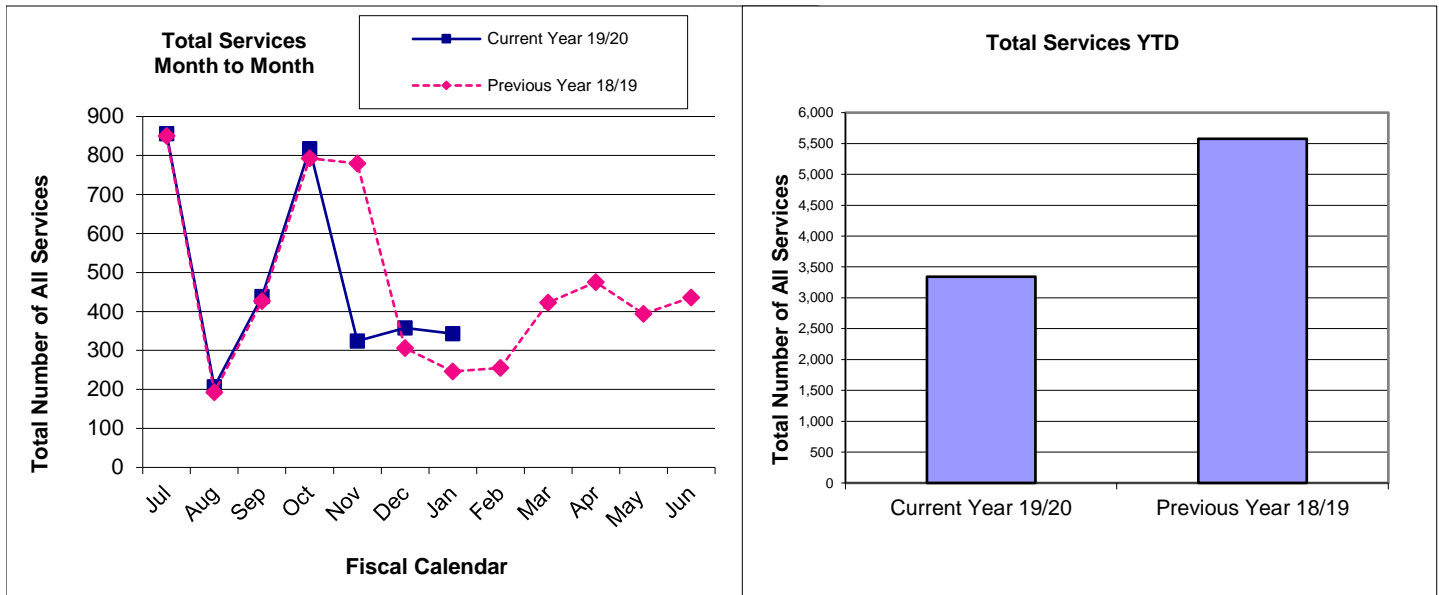
Program Name: Nueva Vista Community Resources



Date of Board Meeting:

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

Total number of all services	Fiscal Calendar	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Current Year 19/20		856	207	438	817	324	358	343						3,343
Previous Year 18/19		850	193	427	793	780	306	246	255	423	475	394	436	5,578



B. 2019-2020 Volunteers Report:

Fiscal Calendar (19-20)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	12	4	20	29	21	18							104
Number of New Unduplicated Volunteers	3	2	5	9	9	6							34
Number of Volunteered Hours	48	12	36	76	45	38							255

C. Accomplishments:

The remodel project for NVCR at 711 E. Cliff is complete. New interior and exterior paint, lighting, and security cameras were installed.

Hosted one night of "Las Posadas," and it was well attended by community members.

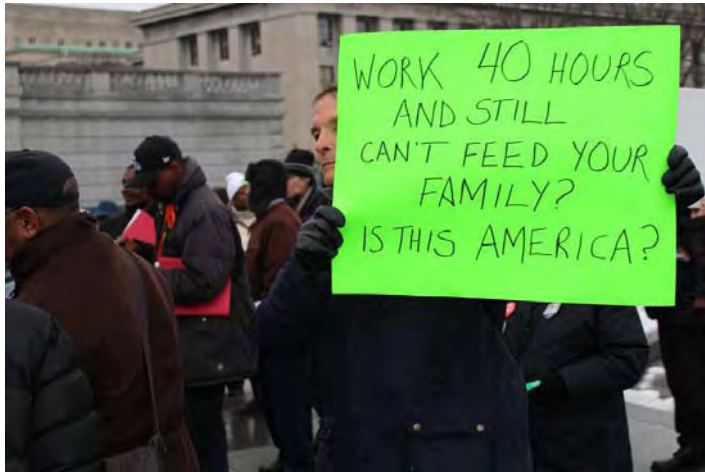
Had a successful open enrollment for Covered CA. Lots of new clients accessing the Center, due to the process.

Renewed and were awarded the Dignity Grant for the FRC's in the amount of \$25 for Calendar Year 2020

D. Challenges:

[MINIMUM WAGE](#), [WAGE / PAY GAP](#), [WAGE GHETTOS](#)

Near Silicon Valley, Human Service Nonprofits Fail to Pay Living Wages



[“Still Working,”](#) Adam Heidebrink-Bruno

January 29, 2020; [The Patch](#)

A [human resources survey](#) conducted by [Community Bridges, in partnership with the Volunteer Center of Santa Cruz County and the Human Care Alliance of Santa Cruz County](#) (HCA), gives us reason to revisit how nonprofit personnel are faring in a growing economy with historically low unemployment.

From some perspectives, these are good times. A year ago, [NPQ's Steve Dubb](#) took a look at the findings of [the 2019 Nonprofit Employment Report](#) published by Johns Hopkins University's Center for Civil Society, which found that overall employment in the nonprofit sector was large and growing faster than in for-profit counterparts. Most critically, salaries were higher in the nonprofit sector than they were in similar for-profit organizations.

The HCA's survey was more limited in scope, covering those in the nonprofit sector who have historically received lower salaries—people in the fields of healthcare and direct services. Even in a tight job market, almost 40 percent of the employees surveyed earn less than California's minimum wage of \$15/hour, slated to take effect next year, an hourly rate often considered as the threshold minimum of a livable wage. About 35 percent reported their household income, including the earnings or their spouse or partner, was less than \$35,000 annually. More than 60 percent indicated they needed a second job to balance their budget. Almost half reported they had needed to tap into safety-net programs in order to survive.

In a state where homelessness is a grave problem, more than half of those responding to the survey spent more than 50 percent of their salaries to secure adequate housing. More than half lacked \$400 in savings, leaving them vulnerable to emergencies.

HCA's survey also found that just paying to meet minimum wage levels was a high bar for many nonprofits to leap, given current budget constraints: “Three in 10 nonprofits were not prepared to meet the state's \$15 minimum wage increase by 2021 and half were not prepared to meet the \$30 minimum wage for exempt employees.” To get to that minimal threshold, the surveyed organizations would need to find room for almost \$6 million in new salary costs.

“This wage inequality is contributing to the systems of poverty that nonprofits are working to alleviate,” Human Care Alliance said [in a press release](#).

[NPQ has regularly written](#) about the nonprofit sector's difficulty of paying living wages to all who carry out our missions of service. [Ruth McCambridge](#) has pointed out that in many nonprofit areas, competitive forces and funding realities have made low salaries a necessity:

There are whole fields of nonprofit endeavor that, as currently structured, are dependent on paying below a living wage. These include early childcare, personal care, and home care (the latter two caring for people with disabilities and seniors, respectively). All deal with the well-being of vulnerable populations, and all are expected to expand as the population ages and more states adopt wage expansion early (as they already are doing) in response to nonprofit advocacy.

Raymon Cancino, chief executive officer of Watsonville-based nonprofit Community Bridges, says government officials failed to address the county's poverty problem. "As nonprofits, we have limited ways to manage this growing crisis without expansion of funding."

The challenge for the nonprofit sector is in growing revenue to support salaries. Using the resources they have and can control, they too often face a choice between their work force and their clients. "More than a third of nonprofits surveyed," according to Courtney Teague of Patch, "said they planned to change or reduce staffing to meet new wage requirements, and nearly a quarter said they planned to reduce services."

The same report, however, shows that 91 percent of nonprofits surveyed say they struggle to recruit qualified employees, no doubt in larger measure because their wages are too low. Indeed, one nonprofit informant noted, "A great staff member resigned due to not being able to find suitable housing that they could afford. It took several months to hire a replacement and the program suffered and many program participants left the program."

In other words, in the same survey one finds arguments both that wages are too low and yet too expensive to sustain—evidently the need to secure greater public resources to support human service programming and/or outside fundraising is critical.

Of course, the nonprofits might also want to look at their internal salary structures. Not long ago, [NPQ's Kori Kanayama recently spotlighted](#) the continued dissonance between rapidly increasing salaries for nonprofit executive salaries and the stagnant and often inadequate pay scale of the broader nonprofit workforce. Qualified and dedicated staff are not optional. Ensuring that they are compensated should not be controversial.—Martin Levine

ABOUT THE AUTHOR



[Martin Levine](#)

Martin Levine is a Principal at Levine Partners LLP, a consulting group focusing on organizational change and improvement, realigning service system to allow them to be more responsive and effective. Prior to forming Levine Partners, Mr. Levine served the CEO of JCC Chicago creating a purpose driven organization, continuously realigning service and management systems to responsively and effectively fulfill JCC Chicago's mission. Over the past 35 years Mr. Levine made major contributions to the transformation of JCC Chicago to its present position as a pre-eminent JCC in North America. Mr. Levine focused on strengthening the JCC's effectiveness as a Jewish Community Building and Jewish Educational organization dedicated to "Bringing Jewish Values to Life" in all aspects of JCC programs and services. Mr. Levine was been responsible for the development of new facilities as part of JCC Chicago's response to the changing demography of the Metropolitan Jewish Community. In addition, Mr. Levine had responsibility for guiding the Chicago JCC's integration of its service and business strategies into a holistic approach. In addition to his JCC responsibilities, Mr. Levine served as a consultant on organizational change and improvement to school districts and community organizations. Mr. Levine has published several articles on change and has presented at numerous conferences on this subject. Mr. Levine held membership in many professional organizations including the Association of Jewish Center Professionals (Board member), Association for the Advancement of Social Work with Groups, Association for Quality and Participation, and the Future Search Alliance. A native of New York City, Mr. Levine is a graduate of

Santa Cruz community to meet on gun violence and license plate readers



Updated: 6:23 PM PST Feb 6, 2020

<https://www.ksbw.com/article/santa-cruz-community-to-meet-on-gun-violence-and-license-plate-readers/30800931#>

Phil Gomez

Reporter



SANTA CRUZ, Calif. —

After a spike in gun violence in Santa Cruz has led the police chief to plan on using controversial technology to combat the crimes.

According to Santa Cruz Police Chief Andy Mills there have been nine shootings in 12 months.

Neighbors in the areas of the shootings are hoping to learn what they can do and what police plan to do to end this gun violence.

"It's disconcerting that we had a literal shootout at our West Cliff Dr here recently plus shootings we had during that month period of time," said Anita Webb of Santa Cruz.

The latest shooting happened on the [100 block of West Cliff Drive](#). So far, there have been injuries but no deaths from gunfire. All of the victims have been Hispanic.

Police are concerned that innocent bystanders may fall into the line of fire unless these shoot-outs are put to an end.

"This is an effort to, A, stem the tide of the shootings and then identify the suspects who may be involved in these shootings," said Santa Cruz Police Chief Andy Mills.

In a controversial move, the chief plans to temporarily place license plate readers out in the community. They will be installed in fixed locations for a predetermined period of time.

"I think one of the greatest concerns among the Latino Community is the information being miss used. It being all of these cameras coming into the neighborhood and what not and with that information being turned over to ICE," said Edgar Landeros with Nueva Vista Community Resources.

"I want to make sure that we sit down with them. We talk with them. We explain to them our deployment, temporary deployment of these license plate readers, as well as giving them the comfort to know what the parameters are with what we'll do with the data," said Mills.

Edgar Landeros is with Nueva Vista Community Services, which is co-hosting next Tuesday nights community meeting

"I think that it's a great thing that we're hosting this community meeting to bring both the Latino Community and the chief of police and that way we can create a safer community as well as a voice in this new license plate technology," said Landeros.

The community meeting is being held Tuesday evening beginning at 6 p.m. at the Nueva Vista Community Center/Beach Flats location at Liebrandt Ave.

There will also be police officers who are working the recent shooting investigations to answer questions about police practices.

Police also want to remind the community that it's important that they reach out to law enforcement if they hear gunshots in their neighborhood.

Dominican Hospital Awards Grants to Six Local Non-Profit Organizations

Dignity Health Dominican Hospital has awarded nearly \$190,000 in grants to six local non-profits through its annual Community Grants Program. Each nonprofit was recognized for providing support to improve quality of life for the Santa Cruz County residents most in need.

"Our guiding mission with the Community Grants Program is to ensure we support the most under-served among us, and it couldn't be done without collaboration," said Dominican President Nanette Mickiewicz, MD. "We are continually inspired by the ability of these organizations to coordinate and leverage their individual competencies to lift up the neediest in our community."



care transition referrals and food pantry distribution.

- Grants were awarded to:*
- **Community Bridges:** \$25,000 for the Wellness Navigation Project, which will increase patient access to healthy food, nutrition education and other services, and will improve clients' understanding of how to stay healthy. The Wellness Navigation Project will offer mobile health screenings, a lifestyle health class,

- **Dientes Community Dental Care:** \$35,000 for collaboration among Dientes, Homeless Persons Health Project and Housing Matters (formerly Santa Cruz Homeless Services Center) to provide dental care (including treatment and prevention), education, screenings and referrals. The goal is to establish a dental home for those experiencing homelessness, so patients receive regular preventative care and avoid dental emergencies.
- **Monarch Services:** \$39,645 for case

management services for survivors of human trafficking. Case managers will work with identified partners to address the specific needs of each trafficking survivor.

- **RotaCare Bay Area – Santa Cruz Free Clinic:** \$25,000 for the all-volunteer Santa Cruz RotaCare Free Clinic, which provides free health care to vulnerable and under-served populations. Every Tuesday night, RotaCare volunteers turn the dining and meeting rooms of a Live Oak area school facility into a medical clinic.
- **Teen Kitchen Project:** \$40,000 to provide 50,000 healthy meals to 1,000

individuals and families in crisis due to a life-threatening illness—particularly those who are low income, lack a support network of family or friends, or do not qualify for other free food service. Teen Kitchen Project engages teens ages 13-18 as volunteers and employees in preparing and packaging meals.

- **United Way of Santa Cruz County:** \$25,000 for a collaboration among United Way of Santa Cruz County, Community Bridges, and Pajaro Valley Prevention and Student Assistance to provide support services for youth and families to promote health and wellness, college and career readiness, financial stability and community connection. The goal is to increase access to mental health services, workforce development and academic support. ■

...

Dominican's community grants were awarded at a luncheon event on Jan. 22. Since the early 1990s, Dominican Hospital has provided nearly \$2.7 million in grants to local community organizations to improve health and wellness in Santa Cruz County.



Caroline's Makes a Difference

By Jondi Gumz

Caroline's, the nonprofit thrift shop with the biggest heart in Aptos, has done it again. Proprietor Kristy Licker handed out checks for \$710,000 to 25 local nonprofits Sunday and launched a scholarship at Cabrillo College to recognize Jeff and Adele Talmadge for their volunteer work.

This year's donations brings Caroline's giving to nonprofits to \$2 million.

Licker began sharing the proceeds from her shop in 2012 to honor her daughter Caroline, who benefited from services provided by local nonprofits until she died at 16.

This year, she was able to be especially generous because she sold her property at 402 Trout Gulch Road, where the shop initially was located and in September moved to across the street to 8047 Soquel Drive.

The Talmadge Scholarship will be funded each year by Caroline's, with two \$2,500 scholarships going to two Cabrillo graduates continuing their education at a four-year university or technical school and who have demonstrated a commitment to community service. ... continues on page 4

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District 2 Supervisor Candidate Questions

On March 3, voters in Santa Cruz County District 2 will decide who will represent them on the Board of Supervisors. Incumbent Zach Friend faces a challenge from Becky Steinbruner. Each candidate responded to questions from Times Publishing Group, Inc.

Talmadge Scholarship, \$5,000

...

Cover Photo: Volunteers help Christy Licker run Caroline's Nonprofit Thrift Shop, allowing her to give more to local nonprofits. From left, Jan Granlund, Christy Licker, Tricia Baker, and Sophia Scaffone. • Photo Credit: Jondi Gumz

COVER STORY

"Caroline's" from page 1

The first scholarships will be awarded at this year's graduation.

Licker said the Talmadges were an integral part of the building of the CASA house, assisted Habitat for Humanity and donated countless hours to local schools, individuals, and local nonprofits.

"It is our hope that your example will inspire others and especially young people," Licker said.

Staff at Community Bridges were thrilled to receive \$20,000 award to support Renacer, the only Spanish-speaking support group for families of children with disabilities in Santa Cruz County. The group, at La Manzana Community Resources, offers workshops, resources, and peer support to parents with special needs children.

The program also provides free child care and playgroup activities for children with disabilities. This allows the children to interact with other special needs children reassuring them that they are not alone, while their parents receive emotional, social and practical help.

The award will allow the program to continue to offer free child care and invest in new ADA-compliant books and toys for a more inclusive environment. The funding also will allow for support to families, such as food for workshops and meetings, to alleviate any financial burdens.

"We are so grateful to Caroline's Thrift Shop for their generous award," said Ray Cancino, Community Bridges' CEO. ■

...



Here are the nonprofits receiving a gift from Caroline's this year:

Jacob's Heart, \$75,000

Hospice of Santa Cruz, \$75,000

CASA, \$75,000

"Annual Donations" page 8

"Annual Donations" from page 4

Coastal Kids, \$75,000

SPIN, \$30,000

Monarch Services, \$30,000

Walnut Avenue, \$30,000

Second Harvest Food For Kids, \$30,000

For Kids Monterey Bay, \$30,000

CCCC, \$25,000

Teen Kitchen Project, \$25,000

Big Brothers/Big Sisters SC, \$25,000

Nourishing Generations, \$20,000

Partnership for Children, \$20,000

Pajaro Valley Shelter Services, \$20,000

Community Bridges, \$20,000

Survivors Healing Center, \$15,000

Youth Now, \$15,000

Shared Adventures, \$15,000

Camp Kesem, \$10,000

Hope's Closet, \$10,000

The Diversity Center, \$10,000

NAMI, \$10,000

Salud y Carinos, \$10,000

Friends of Santa Cruz County Parks, \$5,000

60% Of Nonprofit Workers In Santa Cruz County Need 2 Jobs

Housing costs and low wages make it hard for nonprofit workers to make ends meet, according to a Human Care Alliance survey.

By Courtney Teague, Patch Staff

Jan 29, 2020 9:46 am PT



More than 200 nonprofit workers were surveyed. (Shutterstock)

SANTA CRUZ COUNTY, CA — Six in 10 nonprofit workers in Santa Cruz County work more than one job because they struggle to make ends meet, a survey of local workers found.

More than 220 employees and 30 nonprofit leaders took the survey, which was conducted by Human Care Alliance, a coalition of health and human services nonprofits in Santa Cruz County. Housing and low wages made it difficult for employees to live on a single job's salary, the survey found.

One nonprofit worker surveyed said they were living paycheck to paycheck and exhausted from working two jobs.

"Ironically, this wage inequality is contributing to the systems of poverty that nonprofits are working to alleviate," Human Care Alliance said in a press release.

Three in 10 nonprofits were not prepared to meet the state's \$15 minimum wage increase by 2021 and half were not prepared to meet the \$30 minimum wage for exempt employees. More than a third of nonprofits surveyed said they planned to change or reduce staffing to meet new wage requirements, and nearly a quarter said they planned to reduce services, according to the survey.

Nine in 10 agencies reported struggling to recruit qualified employees, the survey found.

Raymon Cancino, chief executive officer of Watsonville-based nonprofit Community Bridges, said in the press release that government officials failed to address the county's poverty problem.

"As nonprofits, we have limited ways to manage this growing crisis without expansion of funding," he said.

See the full survey findings [here](#).

<https://communitybridges.org/wp-content/uploads/2020/01/HCA-Salary-Survey-Report-Final-8.12.19.pdf>

From: <https://patch.com/california/santacruz/60-nonprofit-workers-santa-cruz-county-need-2-jobs>

Nonprofit workers struggle to make ends meet

More than 60% in Santa Cruz County need second job, survey finds

By **ELAINE INGALLS** | eingalls@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: January 28, 2020 at 5:47 pm | UPDATED: January 28, 2020 at 5:48 pm

<https://www.santacruzsentinel.com/2020/01/28/nonprofit-workers-struggle-to-make-ends-meet/>

SANTA CRUZ — More than half of nonprofit workers in Santa Cruz County need to work more than one job to survive, according to a recent survey report.

The 2019 Human Care Alliance Nonprofit Wage and Benefit survey report shows that 62% of nonprofit employees cannot survive working one job. Second jobs include clerks at gas stations and grocery stores, serving and other hospitality jobs that offer flexible weekend hours, according to Raymon Cancino, CEO of nonprofit Community Bridges. About 55% of surveyed employees reported that their households and families go without basic needs because of their financial hardships, according to a Community Bridges press release. These could include dental and health care, food and other necessities, according to Cancino.

“I have to decide if I can afford food for the week or wait until all bills are met,” said an anonymous nonprofit employee in the press release. “Although health care coverage is provided at my job, I can’t afford the deductibles and co-pays.”

Both the 2019 survey and the first Human Care Alliance nonprofit wage survey conducted in 2016, found concerning trends of underpaid workers and the impact on basic standard of living, according to the release.

“Government’s inaction to address the growing poverty problem in Santa Cruz County is only contributing to the growing statistics,” Cancino said in the release. “As a sector of nonprofits trying to alleviate these conditions, we have limited ways to manage this growing crisis and, at times, are powerless due to the limited resources we have at our disposal to make meaningful impact.”

Nonprofit workers earn less than reported county wage data in all sectors of the survey, according to the release. Nearly 60% of all nonprofit employees were found to be earning less than \$23 an hour and 74% are earning less than \$40,000 per year, statistics showed. Of the nonprofit employee respondents, 56% report that they spend more than half of their take-home pay on rent or housing costs, according to the release.

“Everything around us keeps going up and we’re receiving stagnant funding,” Cancino said in an interview Tuesday. Cancino said the community can support nonprofit wages by advocating for the reassessment of government investment into nonprofits and prioritizing funding.

The wage and benefit survey was administered by Applied Survey Research in April 2019 and includes data from 214 county employees from 30 nonprofits. Survey topics included the impact of low wages on nonprofit organizations, impact of minimum wage increase on nonprofit organizations, housing, the ability to meet basic needs and effect of wages on employees and their households, according to a press release from Community Bridges. These surveys were conducted to gain a deeper understanding of the status of local nonprofit wages, impacts on nonprofit staff and their households and what the increasing minimum wage means for these nonprofits, according to the press release.

To see all survey results, visit communitybridges.org.

62% of Nonprofit Workers in Santa Cruz County Need to Work More Than One Job to Survive



NEWS PROVIDED BY
Community Bridges →
Jan 28, 2020, 13:01 ET

WATSONVILLE, Calif., Jan. 28, 2020 /PRNewswire/ -- A recent survey of nonprofit workers in Santa Cruz County conducted by the Human Care Alliance (HCA) identifies key trends in wage inequality found in government funded and contracted nonprofit service providers. Across every survey indicator, nonprofit workers fall short in comparison to county wage data.

The escalating costs of housing and persistent low wages heavily influence nonprofit workers and result in implications distinctive to this sector. According to the survey, 62% of nonprofit workers report that they must have more than one job to support their families. "I am living paycheck to paycheck. I need a second job and I am exhausted," explains a nonprofit employee. Over half (55%) of those surveyed report that their households and families are going without basic needs to survive due to financial hardship.

Ironically, this wage inequality is contributing to the systems of poverty that nonprofits are working to alleviate. However, the most troubling result of wage disparity is that nonprofits must consider shifting their business models to reduce services where government funding levels do not provide enough support to serve both clients and their employees.

"Government's inaction to address the growing poverty problem in Santa Cruz County is only contributing to the growing statistics," says Community Bridges' Chief Executive Officer Raymon Cancino. "As nonprofits, we have limited ways to manage this growing crisis without expansion of funding."

Full survey results can be found at www.communitybridges.org/news.

About HCA Wage Equity Study

The Human Care Alliance (HCA), with financial support of Community Bridges and the Volunteer Center, conducted the 2019 Wage Equity survey. The survey was administered in April 2019 and includes data from 214 Santa Cruz County employees from 30 nonprofits. Survey results allow stakeholders committed to maintaining services to identify pervasive wage inequity on a broader scale and examine the significant fiscal and societal impacts on service outcomes.

INTERVIEWS

Interviews are available with Community Bridges CEO, Raymon Cancino and Executive Director of the Volunteer Center of Santa Cruz, Karen Delany. Also available are supplementary stories from individual nonprofit workers and nonprofit program directors.

ABOUT COMMUNITY BRIDGES

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Together, our family of 10 programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life. www.communitybridges.org.

ABOUT HUMAN CARE ALLIANCE

The Human Care Alliance (HCA) is a membership organization made up of nonprofit agencies that provide health and human services throughout Santa Cruz County. HCA's policy agenda centers around three primary areas; strong and safe neighborhoods throughout Santa Cruz County, economic and social justice and health equity.

ABOUT VOLUNTEER CENTER

The Volunteer Center connects people and partners to resources that transform our community and our lives for good. 15,000 local volunteers are connected to causes they care about each year, contributing \$10 million in labor and \$500,000 in crowdsourced funding each year. www.scvolunteercenter.org

Contact: Amy Hanley
(831) 688-8840 ext 285
233234@email4pr.com

SOURCE Community Bridges

Name Dropping | Police department donates to cancer center



The Watsonville Police Department presented a check for more than \$22,000 to the Dominican Hospital Katz Cancer Resource Center. (Contributed)

By **SANTA CRUZ SENTINEL** |

January 26, 2020 at 4:00 pm

On Tuesday at the Watsonville City Council meeting, officers from Watsonville Police Department presented Dominican Hospital with a check representing the proceeds of Pink Patch sales — totaling more than \$22,000.

The funds will be used to support south county breast cancer patients receiving care at the Dominican Hospital Katz Cancer Resource Center, which provides all its services free of charge thanks to donations like these and assistance from the Dominican Hospital Foundation.

The department has more than tripled the amount of funds raised since it began participating in the Pink Patch Project in 2017.

Dignity awards grants

Dignity Health Dominican Hospital awarded nearly \$190,000 in grants to six local nonprofits on Jan. 22, as part of the Dignity Health Community Grants program. All of the grantees are nonprofit organizations dedicated to improving health and providing resources and support for the families, youth and individuals in Santa Cruz County who are most in need. The nonprofits include:

- Community Bridges, \$25,000 for the Wellness Navigation Project.
- Dientes Community Dental Care, \$35,000 in support of a collaboration between Dientes, Homeless Persons Health Project and Housing Matters.
- Monarch Services, \$39,645 in support of case management services specifically for survivors of human trafficking.
- Rotacare Bay Area – Santa Cruz Free Clinic: \$25,000 for the all-volunteer Santa Cruz RotaCare Free Clinic.
- Teen Kitchen Project, \$40,000 to provide 50,000 healthy meals to 1,000 individuals and families who are in crisis due to a life-threatening illness.
- United Way of Santa Cruz County, \$25,000 in support of a collaboration between United Way of Santa Cruz County, Community Bridges, and Pajaro Valley Prevention and Student Assistance.

Poly names VP

Poly, previously known as Plantronics and Polycom, announced the appointment of Carl Wiese as executive vice president, chief revenue officer, global head of sales, effective immediately. Wiese brings more than 30 years of experience in sales, marketing, services, and product management for enterprise technology leaders.

“Carl is an accomplished leader with experience driving sales and disruption,” said Joe Burton, Poly CEO in a prepared release.

Council honors doctor

The Watsonville City Council issued a proclamation honoring 35 years of service for Dr. Jeffrey Solinas and his Plazita Medical Clinic. The clinic was founded in November 1984 with the goal health care to the working people of the Monterey Bay area and beyond.

Board hears from public on Measure D implementation plan

Final plan to be adopted at next RTC meeting

By **ELAINE INGALLS** | eingalls@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: January 16, 2020 at 5:26 pm | UPDATED: January 16, 2020 at 5:27 pm

<https://www.santacruzsentinel.com/2020/01/16/board-hears-from-public-on-measure-d-implementation-plan/>

SANTA CRUZ — The Regional Transportation Commission is on its way to adopting a plan for dispersing Measure D funds during the next 30 years.

The RTC held a public hearing on its [Draft 2020 Measure D Strategic Implementation Plan](#) on Thursday morning at the Santa Cruz City Council Chambers. The Draft 2020 Measure D Implementation Plan will act as the policy and programming document to guide the implementation of regional Measure D projects. Passed by voters in 2016, Measure D is a 30-year, ½-cent local sales tax that provides local funds for regional transportation projects.

The 2020 implementation plan includes policies for managing and spending sales tax revenues; policies for project delivery and management; schedules of projects and programs for the next five years; financial planning strategies and project implementation requirements.

The RTC is allocating 30% of Measure D revenue to the neighborhood projects category, including \$10 million for the San Lorenzo Valley Highway 9 Corridor Improvements and \$5 million for a Highway 17 Wildlife Crossing. Measure D funding for transit for seniors and people with disabilities is estimated to be about \$150.9 million to Santa Cruz Metro and Community Bridges Lift Line throughout Measure D's 30-year implementation, according to the draft plan. Other regional programs and projects that will receive funding are highway corridors (25% of funds or \$188.6 million during the 30 years), active transportation for the Monterey Bay Sanctuary Scenic Trail (17% or \$128.2 million) and the rail corridor (8% or \$60.4 million).

At the meeting, the board listened to public input on the plan and started to give the RTC direction on constructing the final 2020 Measure D Strategic Implementation Plan.

"It's an evolution," said commissioner Trina Coffman-Gomez after hearing an explanation of the plan from the RTC. "And I just think that that will help us in the long run when we're leveraging." Other commissioners shared their appreciation for the RTC's strategic approach for financing and its ability to leverage funds from other sources.

During the public hearing Thursday, community members and representatives of multiple transportation organizations expressed their thanks to projects that Measure D is funding, as well as inhibitions about the 2020 Strategic Plan.

Both Rick Longinotti and Michael Saint, members of the Campaign for Sustainable Transportation, said they are not in support of building auxiliary lanes to expand Highway 1. Longinotti said he encourages a bus on shoulder operation: a lane dedicated to buses during periods of congestion on the highway.

Brian Peoples, executive director of local organization Trail Now, proposed a way to use the rail corridor in the near future for alternatives to driving. Trail Now is working with Progressive Rail to submit a proposal for the Platform Trail Proposed Plan, a plan to put 8-foot wide platforms on top of sections of the coastal corridor, stretching 2.5 miles, as a temporary trail system. These sections involve the La Selva Trestle, the Capitola Trestle, Manresa Beach and other areas. Peoples said this would enable the community to use the trail today and won't have to take tracks down to do it.

Felton resident Bryan Largay said he was in support of continuing to make improvements to Highway 9. "Let's keep moving, keep pushing things forward," he said.

After the hearing, the Board of Supervisors gave feedback on the public's input. Commissioner Mike Rotkin said he is confident that the 2020 Strategic Plan will work. RTC Board Chairman Bruce McPherson said the plan will incorporate a mix of Senate Bill 1 and Measure D funds, allowing the RTC to leverage funds to pay for projects that weren't previously funded by Measure D.

The final plan will be proposed for adoption at the next RTC meeting on Feb. 6. The public must submit final comments about the plan by noon on Feb. 5 to be considered by the board.

For information on the RTC meeting, visit sccrtc.org.

Aptos Life



Community leaders push for Census 2020 participation

By: JOHANNA MILLER
January 3, 2020

WATSONVILLE—A New Year has begun, and with it comes the start of Census 2020. The U.S Constitution mandates that every 10 years the country's population should be counted. The information is then used to distribute federal funding and to determine political representation in each state.

"The census reflects the makeup of our population," said Watsonville City Councilman Francisco Estrada. "It determines its size, what resources we get—what Watsonville really is."

For Estrada, acting as mayor in the year before the census was eye-opening.

"Being an elected official gave me an opportunity to see how the city functions, what makes it work," he said. "The census plays a huge part."

According to Raymon Cancino, CEO of Community Bridges, Watsonville was grossly undercounted in the 2010 census. This is why there is such a big push for participation this time around.

“The 2020 census is critical,” Cancino said. “If your community is undercounted, you’re getting less money for services. It is a ripple effect... Any additional cuts are detrimental.”

In December the city released a statement on how children under the age of 5 are often missed in census counts. When that happens, support for health insurance, hospitals, childcare, food assistance, schools, special education and early childhood development programs are impacted.

For Community Bridges, a nonprofit aiming to provide resources for families in Santa Cruz County, the census is vital for funding.

“There are so many in need in this county,” Cancino said. “We need anything that can help them get help.”

Cancino understands why individuals—especially in the Pajaro Valley—might hesitate to participate.

“There is a natural fear of being taken advantage of,” he said. “People think the information will be used against them. We want you to know that’s not the case.”

Title 13 of the U.S. Code guarantees census information will not be used in court or by a government agency. Staff is sworn for life to protect confidentiality, subject to \$250,000 fines and/or up to five years in federal prison for wrongful disclosure.

“Be confident that this is for the benefit of the community,” Estrada said. “I will put my reputation at stake here, since I hope people see themselves in me and trust me.”

This is the first year that census submissions will also be allowed online. In addition, Community Bridges’ resource centers will offer kiosks where people can log into an iPad and do it from there.

“Our goal is to make the process as easy as possible,” Cancino said. “You are all working, contributing to this community. You count.”

<https://aptoslife.com/community-leaders-push-for-census-2020-participation/>