



BOARD OF DIRECTORS
Wednesday, June 17, 2020
5:00 PM to 7:30 PM

Zoom Meeting: <https://zoom.us/j/326410777>

Meeting ID: 326-410-0777

DRAFT AGENDA

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 March 18, 2020 Board Meeting*

- Closed Session Notes Only

The following motions were passed unanimously by electronic vote and 100% participation of the Governance Committee:

a) Motion to approve resolution affirming that for the 18/19 FY the CB 401K match was 1%.

b) Motion to approve resolution affirming that for the 19/20 FY the CB 401k match is 2%.

c) Motion to approve resolution #2020-03-01_TDA

9.2 Draft Minutes of the April 9, 2020 Finance Committee Meeting *

a) Jack/Lee moved to recommend that the Governance Committee approve to accept advance from the Central Coast Alliance for Health in the amount of \$256,000, to pay for services as approved by CMS and CDA. MSP.

b) Lee/Jack moved to recommend that Governance Committee allow the CEO to work with CB's Broker to discern when to insert the funds into the endowment, considering the anticipation of a second market drop. MSP.

9.3 Draft Minutes of the April 9, 2020 Governance Committee Meeting

- Closed Session Notes Only

The following motions were passed unanimously by electronic vote and 100% participation of the Governance Committee:

a) Motion to approve that Community Bridges take any and all action necessary to apply for any financial aid and/or other programs available to the agency, whether offered by the State of California and/or the Federal government including, without limitation, applying for loans or other financial assistance offered under the Coronavirus Aid, Relief and Economic Security Act ("CARES Act") for any and all purposes permitted

- thereunder, whether or not such loans are identified as forgivable under the CARES Act; and that authority is granted to the CEO of Community Bridges (or his designees) to take action necessary, including the filing of all documents and payment of fees reasonably necessary in connection with the foregoing actions.*
- b) *Motion to approve a \$2 Essential Worker differential for all CB employees that are currently working. The differential will be in effect starting with the current pay-period, and ending on 6/30/2020.*
- 9.4 Draft Minutes of the May 13, Development Committee Meeting***
- 9.5 Draft Minutes of the May 14, Finance Committee Meeting***
- 9.6 Draft Minutes of the May 14, Governance Committee Meeting**
- Closed Session Notes Only
- 9.7 Draft Minutes of the June 11, Finance Committee Meeting***
- Jack/Michael moved to recommend that Governance Committee approve the preliminary 20/21 FY budget as presented. MSP.*
- 9.8 Draft Minutes of the June 11, Governance Committee Meeting**
- Closed Session Notes Only
- 5:45 10. Receive comments from members of the public on “Items not on the Agenda”**
(5 min)
- 5:50 11. CEO Report (20 min)**
- a. **Action Item**- Approve 20/21 Development Plan*
- b. **Action Item** -Approve 20/21 Preliminary Budget*
- c. **Action Item** – Approve Agency Board Resolution # 2020-06-02_LL Title VI
- 6:10 12. Development Report– Anna Vaage / Amy Hanley (15 min)**
- 12.1 Development Progress Report for May 2020
- 12.2 Alternative Farm to Fork Event
- 6:25 13. Finance Committee Update – Doug Underhill (10 min)**
- a) *Financial Report from the June 11, 2020 Finance Committee Meeting*
- 6:35 14. Break out Discussion Group (50 min)**
- Intro: Agency Advocacy – roles, responsibilities and opportunities – Ray Cancino
- Divide BOD and staff into three groups for 30 minutes. Use the last 20 minutes for full group discussion.
- a. *Agency Policy Discussion– Black Lives Matter, Take back the block, Divestment movement (Defund the Police)*
- b. *Non Profit Forum for November 2020 Election - Local Candidates for Office*
- c. *Jurisdictional Funding Response- BOD Letter, Actions and Strategy*
- d. *Full group discussion*
- 7:25 15. Newspaper Articles**
- 7:25 16. Items for Next Agenda**
- 7:30 17. Adjourn Regular Meeting**

Next Meeting:

Wednesday 9/16/2020, 5PM to 7:30PM,

Zoom Meeting: <https://zoom.us/j/326410777>, Meeting ID: 326-410-0777



Finance Committee

Thursday, May 14, 2020, 10:30-11:30 AM

<https://zoom.us/j/326410777>

Zoom Meeting ID: 326-410-0777

Santa Cruz County, CA

DRAFT MINUTES

Members Present: Lee Slaff, Jack Jacobson, Michael Babich

Staff Present: Doug Underhill, Ray Cancino

Notes: Tonje Switzer

10:30 Agenda Review

10:38 CFO Report – Doug Underhill

a) Program Budget Summary / Program Updates & Analysis – March

All revenues we do not expect to receive have been removed. The \$2 Essential Worker differential in effect from May 1 through June 30, 2020 with the expenses included in the budget summary. WIC saw very little changes. A few staff members are self-furloughed. We expect to spend out the contract by FFY end. CDD payroll expenses are down but contract is paid in full by the state and will be spent out. ELD is projected at a 50 ADA from April to the end of the FY, but may see an increased actual ADA. ELD payroll is budgeted at \$60K + benefits monthly. With the forgivable PPP loan, we are likely to end in the positive. MOW will receive a \$378K check in a few weeks, and there will be an additional amendment to the state senior augmentation to be spent out 178K by June 30, 2021, instead of June 30, 2020. We will see a \$100K loss from Capitola next year as they eliminate funding for community programs. LL is losing revenue from Measure D and TDA as both are based on sales tax. TDA will make funding whole for this year, but we could face a \$450K funding decrease for next year for TDA and Measure D combined. In making payments of \$145K for facility by removing the funds from facility reserve and using PPP funding to cover payroll, LL will come out even. MCR is moving forward with the homeless services project. FRC as unit is down \$124K, and we will need to use PPP to pay for eight weeks of payroll and benefits to allow for completion of the MCR project. CACFP: Home count has stabilized. Admin: is showing negative \$71.5K due to grantee allocated. It is not a concern for now, as the forgivable PPP loan will cover all current

deficits for this period. Programs with deficits are likely to close in the positive and the same is true for the Agency. We saw a decrease in earned revenue year to date, but a month to month increase of \$266K for agency net assets. There has been both an increase in COVID funding and in COVID expenses.

b) Effects of PPP on Programs

PPP loan added \$1.6MM and will enable ending the year in a strong cash position. We are trying to get EEs to come back from furlough. Sell back of vacation is being allowed, to reduce our liability.

c) Balance Sheet / Income Statement – ending March 31st, 2020

Ratios are healthy, but will change significantly with the addition of the PPP loan.

d) Cash Flow and Line of Credit

e) Update of new funding and donations related to COVID-19

f) Investments and Funds – Status Review March 31, 2020

Burroughs is bouncing back a bit. In the LPL account, reserve funds are separated from the cash flow

g) ELD Property Discussion (closed session)

h) Update on SEIU negotiations (closed session)

Closing items

Michael reported from the Great Plates Initiative that they are working on selecting the top 10 out of 28 restaurants.

a) Questions / Answers

How long do we think congregate sites will be closed down, and how do we calculate the risk? How can we be proactive and advocate amidst changes in COVID-19 funding?

b) Items for next agenda

11:30 Adjourn

Next Meeting June 11th, 2020



Development Committee

May 13, 2020

Notes

Present: Katy King, Lee Slaff. Staff: Amy Hanley, Anna Vaage, Brenda Romero, Ray Cancino

2020/2021 Development Plan Review

Action: Vote to Approve 2020/2021 Development Plan

With COVID-19 as the backdrop for planning and projecting FY 20/21 goals, our messaging needs to be coordinated. Demand for services is increasing while funding contracts are at risk of steep cuts and fundraiser events are cancelled. Development Dept. looked at projections on donor behavior and recommend a 10% decrease over current year projected actual revenue, in addition to eliminating events that make up 25% of annual donation revenue.

Lee/Katy recommended approval by the Board of the 20/21 Development Plan.

Farm to Fork Virtual or Alternative Activities

Four options with event elements, costs and estimated revenues were presented and discussed to serve as an alternative to a Farm to Fork Gala event. Live streaming events are cost and labor intensive while audience participation can be uncertain. Live in-person events are also a risky investment given rolling shelter orders and hesitation to attend. An online open auction of prizes, fund-a-need and sponsor visibility could be promoted affordably to drive traffic during a 2-4 week period. Prizes desirable to the times can be interspersed with donation appeals. A fourth option of a series of small themed gatherings could also be auctioned as well as offered for sale. Four small events could be hosted by committee and board member captains in desirable settings with catered and donated goods. Admission can be offered to parties of up to 10 guests, solicited by committee members. Staff will develop a plan to invite an ad hoc committee to cultivate auction packages and sponsor partners.

Monthly Progress Report

2019/2020 Development Department Goals Q3 update

We are on track to meet FY 19/20 goals in donations, activities and engagement. We appealed to local businesses and family funds to assist with COVID relief efforts. Committee members will follow up with select prospects to cultivate new business and major donor relationships in the face of potential decreased capacity from prior year sponsors.

Next meeting:

2nd Wednesdays

Wed, June 10 at 11am

Via Zoom or at Community Bridges

519 Main Street, Watsonville



Finance Committee

Thursday, June 11, 2020, 10:30-11:30 AM

<https://zoom.us/j/326410777>

Zoom Meeting ID: 326-410-0777

Santa Cruz County, CA

Draft Minutes

Members Present: Lee Slaff, Jack Jacobson, Michael Babich

Staff Present: Doug Underhill, Ray Cancino

Notes: Tonje Switzer

10:32 Agenda Review

10:35 CFO Report – Doug Underhill

a) Fiscal Updates

b) Program Budget Summary / Program Updates & Analysis – April

Some programs are showing losses, however, no PPP funding is currently shown. Many payroll expenses will be applied to PPP loan. WIC saw no significant changes and will likely spend out their contract. For CDD, all scheduled child days are paid for in full by CDE while providing a mandated reduced service level, resulting in less expenses. \$46K QRIS funding may be moved to next years' budget. ELD: salaries will be applied to PPP loan. MOW is financially healthy with AAA State augmentation funding and some COVID emergency funding deferred to next year as a shortfall would otherwise be expected. LL is seeing a \$74K loss after paying a \$200K for the 545 Ohlone property owner carry note. MCR: BOD approved use of prior year funds to complete project for homeless services, we may utilize slightly less funding than approved. Some project expenses will be moved into next year's budget. Admin is seeing a drop in grantee allocations and is having added COVID-19 related expenses, personnel will be applied towards the PPP loan. Development is projected at a \$66K gain for the year due to COVID-19 related donations, which will be required for operational expenses next FY. Total program operational losses stand at (\$230K) which includes LL loan payment and the MCR project. There is now only a slight loss to LOCR Capital Campaign. 521 Main

property revenues match expenses. There is an increase to overall agency assets due to endowment donations and grant funded fixed asset expenditures.

c) Balance Sheet / Income Statement – ending April 30th, 2020

The agency is showing an operational gain of \$133K. We have received strong support from a variety of entities such as Community Foundation and Sunlight Giving, and through donations. While the agency is ending strong for this year, there are challenges for next year. The debt/equity ratio is not looking healthy due to the PPP loan. While the loan is forgivable, the full amount is showing as a liability until it is forgiven.

d) Cash Flow and Line of Credit

Cash flow is strong. All significant funding contracts have been received in full this FY.

e) Discussion on PPP

The president signed extension of the PPP loan, allowing us to spend the forgivable portion of the loan down for a 24 week period, as opposed to 8. This extends our forgivable loan period until October 7, 2020.

f) Update of new funding and donations related to COVID-19

g) Investments and Funds – Status Review March 31, 2020

Burroughs is back where we started the FY. LL is seeing a combination of gains and deposits in May.

h) 2021 Prelim Program Budgets – Action Item: Prior Year Funding (Closed Session)

11:20 Closing Items

Congregate meal sites will be given guidance on reopening which may start as early as July.

a) Question

b) Answers

c) Items for next agenda

11:25 Adjourn

Next Meeting July 9th, 2020

COMMUNITY BRIDGES FY 20/21 DEVELOPMENT PLAN

Review Timeline

Management Team Review	April 29, 2020
Development & Governance Review	May 13-14, 2020
Management Team Approval	May 27, 2020
Board Review & Approval	June 17, 2020

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Executive Summary

The FY 2020/2021 Development Plan is prepared by Development department staff utilizing internal three-year fundraising trends and national nonprofit giving forecasts. Research specific to the potential impact of COVID-19 on fundraising goals has been incorporated into program goals. Additionally, the projections included in this plan are based on analysis of ROI and engagement of previous campaigns.

The primary challenge to reaching the goals outlined for FY 2020/2021 is expected to be the economic impact of COVID-19 pandemic and resulting shelter-in-place orders. The Development department will work with program leadership and the Development Committee to pivot fund development activities in response to the changing social and economic climate, as well as allocate resources to identifying new funding opportunities.

Significant changes to the 20/21 plan include removal of in-person Farm to Fork fundraiser previously scheduled for August 2020, tentative scheduling of Mountain Affair in October 2020 and Food from the Heart in March 2021, and overall downgrade of appeals by 10% based on anticipated economic trends. Additional COVID-19 relief funds are expected to continue into Q1 of the FY, but level off in Q2.

Economic Trends*

- ▶ Donations from lower and middle income individuals are at risk of declining, and these donations account for 60% of total fundraising revenue. We predict that CB could see up to a 50% drop in donations up to \$50, and 30% drop in donations under \$1,000. ***This could result in a 16% reduction in total donation revenue.***
- ▶ Studies indicate that approximately 50% of major donors plan to maintain giving, and one study notes 25% plan to increase giving. Meanwhile 9% of major donors reported considering cutting back. This could result in a net increase in major gifts by 16%, and these gifts comprise 40% of total annual donation revenue. ***This could result in an increase of 6% total donation revenue.***

Based on these projections, we recommend reducing FY 2020/2021 projected donation revenue by 10% from prior year revenues.

* See Appendix A for detailed analysis

COMMUNITY BRIDGES FY 20/21 DEVELOPMENT PLAN

Program Funding Summary

Individual & Business Support				
Donations & Campaigns	20/21 Goal	19/20 Projected Actual	18/19 Actual	17/18 Actual
Unrestricted	\$102,914	\$219,299	\$135,032	\$136,748
CACFP	\$2,350	\$4,076	\$3,732	\$3,685
CDD	\$7,112	\$10,452	\$6,332	\$6,491
WIC	\$1,550	\$3,227	\$3,664	\$1,607
ELD	\$5,773	\$17,823	\$7,240	\$9,765
LL	\$12,209	\$16,086	\$6,757	\$18,351
MOW	\$243,000	\$345,464	\$315,596	\$346,729
LMCR	\$3,252	\$4,613	\$9,000	\$1,435
LOCR	\$24,508	\$28,231	\$56,970	\$29,091
MCR	\$54,549	\$85,475	\$75,417	\$68,186
NVCR	\$4,890	\$5,597	\$15,973	\$14,306
TOTAL	\$462,106	\$740,343	\$635,713	\$636,394

Foundation Grants & Contracts				
Grant Proposals	20/21 Requested	19/20 Awarded	18/19 Awarded	17/18 Awarded
Unrestricted	\$45,000	\$45,000	\$35,000	\$42,000
CACFP	\$0	\$8,000	\$2,000	\$2,000
CDD	\$0	\$15,000	\$6,000	\$6,000
WIC	\$0	\$0	\$2,000	\$2,000
ELD	\$35,000	\$175,000	\$110,715	\$22,367
LL	\$756,651	\$912,888	\$1,170,471	\$832,981
MOW	\$32,500	\$32,000	\$31,278	\$21,667
LMCR	\$34,125	\$84,500	\$40,000	\$17,750
LOCR	\$6,000	\$69,525	\$52,500	\$36,250
MCR	\$9,125	\$64,500	\$62,500	\$50,250
NVCR	\$54,125	\$78,000	\$85,000	\$58,750
TOTAL	\$972,526	\$1,484,413	\$1,597,464	\$1,092,015

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN

Program Summary

CB - Unrestricted Development Goal*

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
Board Donations	\$5,000	\$3,500	\$3,135	\$4,350	\$3,700	\$3,900
Calendar Sponsors	\$4,500	\$5,000	\$6,175	\$5,000	\$3,500	\$6,500
CB Annual Report	\$4,510	\$2,000	\$2,024	\$4,510	\$1,895	\$1,850
CB Calendar Appeal	\$20,958	\$16,000	\$14,961	\$23,287	\$23,105	\$15,748
Farm to Fork/alternative	\$8,000	\$50,000	\$37,524	\$48,080	\$50,017	\$40,124
CB Direct Mail	\$2,000	\$200	n/a	\$0	\$0	\$0
General donations	\$30,746	\$30,000	\$19,227	\$34,162	\$33,555	\$28,536
Giving Tuesday	\$6,700	\$19,000	\$8,954	\$5,305	\$9,260	\$9,435
Bequests/Major Gifts \$5,000+	\$15,000	\$15,000	\$30,832	\$65,000	\$10,000	\$30,655
COVID-19 Relief	\$5,500	\$0	\$0	\$29,605	\$0	\$0
TOTALS	\$102,914	\$140,700	\$122,832	\$219,299	\$135,032	\$136,748

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Community Foundation Santa Cruz County	\$0	\$0	\$20,000	\$30,000
Sunlight Giving	\$45,000	\$45,000	\$15,000	\$12,000
Grants Total	\$45,000	\$45,000	\$35,000	\$42,000

All numbers from this page forward show only the amounts designated or allocated to the specific program.

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

CACFP – Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CACFP Events	\$866	\$750	\$544	\$962	\$703	\$573
CB Annual Report	\$576	\$250	\$0	\$640	\$840	\$0
CB Calendar Appeal	\$527	\$250	\$572	\$585	\$256	\$603
Farm to Fork/alternative	\$0	\$1,000	\$570	\$1,000	\$1,000	\$600
Giving Tuesday	\$0	\$100	\$119	\$0	\$100	\$125
Program Donations	\$382	\$900	\$1,261	\$424	\$833	\$1,784
Major Gifts \$1,000+	\$0	\$0	\$0	\$0	\$0	\$0
COVID-19 Relief	tbd	\$0	\$0	\$465	\$0	
TOTALS	\$2,350	\$3,250	\$3,067	\$4,076	\$3,732	\$3,685

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Sunlight Giving Foundation	\$0	\$8,000	\$2,000	\$2,000
Grants Total	\$0	\$8,000	\$2,000	\$2,000

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

CDD - Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$446	\$250	\$0	\$495	\$745	\$0
CB Calendar Appeal	\$873	\$500	\$699	\$970	\$500	\$843
Farm to Fork/alternative	\$0	\$3,000	\$4,560	\$3,500	\$3,000	\$4,800
General donations	\$2,688	\$400	\$910	\$2,987	\$537	\$823
Giving Tuesday	\$405	\$500	\$24	\$450	\$550	\$25
Site-based fundraising	\$900	\$20	\$0	\$0	\$0	\$0
Major Gifts \$1,000+	\$1,800	\$0	\$0	\$2,000	\$1,000	\$0
COVID-19 Relief	tbd	\$0	\$0	\$50	\$0	\$0
TOTALS	\$7,112	\$4,670	\$6,193	\$10,452	\$6,332	\$6,491

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Sunlight Giving Foundation	\$0	\$15,000	\$6,000	\$6,000
Grants Total	\$0	\$15,000	\$6,000	\$6,000

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

WIC - Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$491	\$300	\$0	\$545	\$775	\$0
CB Calendar Appeal	\$270	\$100	\$24	\$300	\$113	\$25
Farm to Fork/alternative	\$0	\$1,000	\$570	\$1,250	\$1,000	\$600
Giving Tuesday	\$540	\$300	\$130	\$600	\$500	\$138
Program Donations	\$249	\$500	\$448	\$277	\$276	\$844
Major Gifts \$1,000+	\$0	\$0	\$0	\$0	\$1,000	\$0
COVID-19 Relief	tbd	\$0	\$0	\$255	\$0	\$0
TOTAL	\$1,550	\$2,200	\$1,172	\$3,227	\$3,664	\$1,607

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Sunlight Giving Foundation	\$0	\$0	\$2,000	\$2,000
Grants Total	\$0	\$0	\$2,000	\$2,000

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

Elderday - Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$592	\$250	\$0	\$658	\$888	\$0
CB Calendar Appeal	\$1,141	\$1,500	\$958	\$1,268	\$1,627	\$1,008
Farm to Fork/alternative	\$0	\$1,000	\$950	\$1,200	\$1,000	\$1,000
Giving Tuesday	\$270	\$0	\$178	\$300	\$0	\$188
Program Donations	\$1,704	\$3,000	\$2,140	\$1,893	\$2,225	\$2,569
SAP Service Project	\$0	\$500	\$0	\$0	\$0	\$0
Major Gifts \$1,000+	\$2,066	\$0	\$5,225	\$11,184	\$1,500	\$5,000
COVID-19 Relief	tbd	\$0	\$0	\$1,320	\$0	\$0
TOTALS	\$5,773	\$6,250	\$9,451	\$17,823	\$7,240	\$9,765

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Alliance Capital Planning	\$0	\$150,000	\$0	\$0
Alliance Technical Assistance	\$0	\$0	\$0	\$15,700
CA Dept of Aging (CBAS) One Time Only	\$0	\$0	\$98,215	\$0
Community Foundation Santa Cruz County	\$30,000	\$20,000	\$12,500	\$6,667
Sunlight Giving	\$5,000	\$5,000	\$0	\$0
Grants Total	\$35,000	\$175,000	\$110,715	\$22,367

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN

Program Summary

Lift Line - Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$534	\$300	\$643	\$593	\$823	\$33
CB Calendar Appeal	\$534	\$300	\$424	\$593	\$309	\$447
Farm to Fork/alternative	\$0	\$1,500	\$1,900	\$2,500	\$1,600	\$2,000
Giving Tuesday	\$450	\$500	\$523	\$500	\$600	\$550
Program Donations	\$1,224	\$1,500	\$1,775	\$1,360	\$665	\$3,311
Van sponsorships	\$9,468	\$8,500	\$10,270	\$10,520	\$2,760	\$12,010
Major Gifts \$1,000+ (portion)	\$0	\$0	\$475	\$0	\$0	\$0
COVID-19 Relief	tbd	\$0	\$0	\$20	\$0	
Totals	\$12,209	\$12,600	\$16,010	\$16,086	\$6,757	\$18,351

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
California Air Resources Board (CARB) Electric Vehicles	\$0	\$0	\$229,647	\$38,572
CalTrans 5310	\$192,000	\$32,911	\$199,083	\$82,822
Community Foundation Santa Cruz County	\$0	\$0	\$6,667	\$6,667
Monterey Peninsula Foundation	\$40,000	\$40,000	\$40,000	\$40,000
STA Funding	\$0	\$100,000	\$0	\$0
TDA Funding Claim	\$524,651	\$739,977	\$695,074	\$664,920
Grants Total	\$756,651	\$912,888	\$1,170,471	\$832,981

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN

Program Summary

Meals on Wheels - Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$1,500	\$1,500	\$0	\$1,795	\$2,483	\$1,246
CB Calendar Appeal	\$8,500	\$8,000	\$10,139	\$10,113	\$7,153	\$10,673
Client contributions	\$5,000	\$5,000	\$4,774	\$8,350	\$6,854	\$5,406
Farm to Fork/alternative	\$0	\$3,000	\$8,550	\$11,200	\$3,000	\$9,000
Food from the Heart 2021	\$10,000	\$0	\$50,000	\$9,375	\$37,321	\$36,575
Holiday Activity 2020	\$8,000	\$0	\$0	\$0	\$0	\$0
Giving Tuesday	\$1,500	\$1,200	\$4,123	\$3,042	\$1,275	\$1,405
MOW Coin Drive	\$3,500	\$3,000	\$3,267	\$3,643	\$4,118	\$3,439
MOW Fall Mailing	\$90,000	\$82,500	\$97,801	\$100,575	\$88,676	\$102,918
MOW Spring Mailing	\$45,000	\$42,500	\$56,791	\$50,100	\$47,528	\$48,166
MOW Summer Mailing	\$10,000	\$0	\$0	\$0	\$0	\$0
Program Donations	\$50,000	\$36,000	\$13,150	\$71,415	\$88,188	\$69,519
Bequests/Major Gifts \$5,000+	\$10,000	\$30,000	\$36,502	\$54,600	\$29,000	\$58,382
COVID-19 Relief	tbd	\$0	\$0	\$21,256	\$0	\$0
TOTAL	\$243,000	\$212,700	\$285,098	\$345,464	\$315,596	\$346,729

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Community Foundation Santa Cruz County	\$0	\$15,000	\$6,667	\$6,667
MOWAA COVID-19 Relief	\$25,000	\$0	\$0	\$0
Newman's Own (MOW)	tbd	\$9,500	\$10,000	\$10,000
Palo Alto Medical Foundation	\$7,500	\$7,500	\$5,000	\$5,000
Subaru Share the Love	tbd	tbd	\$9,611	\$0
Grants Total	\$32,500	\$32,000	\$31,278	\$21,667

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

La Manzana Community Resources - Development Goals

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$270	\$250	\$0	\$300	\$550	\$0
CB Calendar Appeal	\$0	\$200	\$95	\$0	\$225	\$100
FRC Direct Mail	\$0	\$200	\$500	\$0	\$0	n/a
Farm to Fork/alternative	\$0	\$1,000	\$352	\$1,000	\$300	\$370
Giving Tuesday	\$0	\$20	\$24	\$0	\$0	\$25
Program Donations	\$2,982	\$1,000	\$603	\$3,313	\$1,259	\$940
Major Gifts	\$0	\$0	\$476	\$0	\$6,666	\$0
COVID-19 Relief	tbd	\$0	\$0	\$0	\$0	
TOTALS	\$3,252	\$2,670	\$2,050	\$4,613	\$9,000	\$1,435

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Alliance Partners for Health (FRC)	\$0	\$10,000	\$11,250	\$0
Caroline's Nonprofit Thrift Shop	\$0	\$20,000	\$0	\$0
Community Action Board Immigration Services	\$0	\$2,000	\$2,000	\$0
Community Foundation Santa Cruz County	\$6,000	\$3,750	\$3,125	\$0
Community Foundation Monterey	\$10,000	\$12,000	\$0	\$0
Dignity Health	\$3,125	\$6,000	\$2,875	\$0
East Bay Foundation	\$0	\$7,000	\$10,000	\$4,000
Kaiser Foundation Probation Youth	\$0	\$3,750	\$3,750	\$3,750
Pajaro Valley Health Trust	\$15,000	\$15,000	\$0	\$0
Rockefeller Foundation Listen for Good	\$0	\$0	\$2,000	\$5,000
Sunlight Giving for Community Bridges	\$0	\$5,000	\$5,000	\$5,000
Grant Proposal Total	\$34,125	\$84,500	\$40,000	\$17,750

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

Live Oak Community Resources - Development Goal

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$360	\$250	\$681	\$400	\$650	\$33
CB Calendar Appeal	\$518	\$500	\$2,470	\$575	\$442	\$600
Farm to Fork/alternative	\$0	\$1,000	\$1,064	\$1,000	\$650	\$370
FRC Direct Mail	\$0	\$200	\$0	\$0	\$0	\$0
Giving Tuesday	\$0	\$100	\$48	\$0	\$100	\$50
Program Donations	\$2,296	\$5,000	\$566	\$2,551	\$2,128	\$4,038
Program Activity	\$635	\$5,000	\$4,810	\$705	\$3,000	\$0
Major Gifts \$1,000+	\$20,700	\$20,000	\$18,275	\$23,000	\$50,000	\$24,000
COVID-19 Relief	tbd	\$0	\$0	\$0	\$0	\$0
TOTALS	\$24,508	\$32,050	\$27,914	\$28,231	\$56,970	\$29,091

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Alliance Partners for Health (FRC)	\$0	\$11,250	\$11,250	\$0
Community Action Board Immigration Services	\$0	\$2,000	\$2,000	\$0
Community Foundation Santa Cruz County	\$6,000	\$6,250	\$3,125	\$0
County of Santa Cruz Probation Dept (LORC & MCR)	\$0	\$11,500	\$22,500	\$22,500
Dignity Health	\$0	\$2,875	\$2,875	\$0
Kaiser Foundation Probation Youth	\$0	\$0	\$3,750	\$3,750
Rockefeller Foundation Listen for Good	\$0	\$0	\$2,000	\$5,000
Sunlight Giving for Community Bridges	\$0	\$5,000	\$5,000	\$5,000
United Way Youth Well-Being	\$0	\$30,650	\$0	\$0
Grant Proposal Total	\$6,000	\$69,525	\$52,500	\$36,250

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN

Program Summary

Mountain Community Resources – Development Goals

Activities	20/21 Goal*	19/20 Goal	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$540	\$400	\$632	\$600	\$1,100	\$120
CB Calendar Appeal	\$2,403	\$1,700	\$1,188	\$2,670	\$760	\$1,250
Farm to Fork/alternative	\$0	\$1,000	\$879	\$1,250	\$800	\$925
FRC Direct Mail	\$0	\$200	\$0	\$0	\$0	\$0
Giving Tuesday	\$675	\$100	\$214	\$750	\$0	\$225
Makers Market	\$0	\$300	\$450	\$515	\$412	\$75
Mountain Affair	\$0	\$25,000	\$22,437	\$20,650	\$21,592	\$21,618
Phoneathon	\$16,731	\$17,000	\$17,286	\$18,590	\$16,652	\$17,475
Program Donations	\$9,000	\$10,000	\$8,661	\$10,000	\$9,543	\$10,721
Redwood Mountain Fair	\$0	\$500	\$738	\$1,000	\$558	\$777
SAP Service Project	\$0	\$1,000	\$0	\$0	\$0	\$0
Major Gifts \$1,000+	\$25,200	\$10,000	\$9,975	\$28,000	\$24,000	\$15,000
COVID-19 Relief	tbd	\$0	\$0	\$1,450	\$0	\$0
TOTALS	\$54,549	\$67,200	\$62,460	\$85,475	\$75,417	\$68,186

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Alliance Partners for Health (FRC)	\$0	\$10,000	\$11,250	\$0
AT&T Foundation	\$0	\$0	\$5,000	\$0
Community Action Board Immigration Services	\$0	\$2,000	\$2,000	\$0
Community Foundation Santa Cruz County	\$6,000	\$6,250	\$3,125	\$0
SC County Youth Probation (LORC & MCR)	\$0	\$11,500	\$22,500	\$31,500
Dignity Health	\$3,125	\$6,000	\$2,875	\$0
Dudley-Vehmeyer-Brown Foundation	\$0	\$0	\$5,000	\$5,000
Kaiser Foundation Probation Youth	\$0	\$3,750	\$3,750	\$3,750
Rockefeller Foundation Listen for Good	\$0	\$0	\$2,000	\$5,000
Sunlight Giving for Community Bridges	\$0	\$0	\$5,000	\$5,000
Sutter Health	\$0	\$25,000	\$0	\$0
Grant Proposal Total	\$9,125	\$64,500	\$62,500	\$50,250

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Program Summary

Nueva Vista Community Resources - Development Goal

Activities	20/21 Goal*	19/20 Goal**	18/19 Goal	19/20 Actual + Projected	18/19 Actual	17/18 Actual
CB Annual Report	\$180	\$300	\$0	\$200	\$550	\$35
CB Calendar Appeal	\$315	\$600	\$428	\$350	\$600	\$451
Farm to Fork/alternative	\$0	\$1,000	\$352	\$1,000	\$300	\$370
FRC Direct Mail	\$0	\$200	\$0	\$0	\$0	\$0
Giving Tuesday	\$0	\$1,000	\$1,069	\$0	\$1,000	\$1,125
NV Fall Mailing	\$1,000	\$1,900	\$2,383	\$275	\$1,957	\$2,483
Program Donations	\$2,495	\$500	\$7,767	\$2,772	\$4,900	\$6,842
Major Gifts \$1,000+	\$900	\$1,000	\$475	\$1,000	\$6,666	\$3,000
COVID-19 Relief	tbd	\$0	\$0	\$0	\$0	\$0
TOTALS	\$4,890	\$6,500	\$12,474	\$5,597	\$15,973	\$14,306

*20/21 Goal = No less than 90% of prior year actual plus projected, excluding Events and COVID-19

** 19/20 Goal adjusted April 2020 reduced by \$5,000.

Grant Proposals	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Alliance Partners for Health (FRC)	tbd	\$10,000	\$11,250	\$0
Community Action Board Immigration Services	\$0	\$2,000	\$2,000	\$0
Community Foundation Santa Cruz County	\$6,000	\$6,250	\$3,125	\$0
Dignity Health	\$3,125	\$6,000	\$2,875	\$0
Kaiser Foundation Probation Youth	\$0	\$3,750	\$3,750	\$3,750
Nicholson Foundation (NVCR)	\$0	\$0	\$5,000	\$0
Packard Foundation (NVCR)	\$45,000	\$45,000	\$45,000	\$45,000
Rockefeller Foundation Listen for Good	\$0	\$0	\$2,000	\$5,000
Save the Redwoods	\$0	\$0	\$5,000	\$0
Sunlight Giving for Community Bridges	\$0	\$5,000	\$5,000	\$5,000
Grant Proposal Total	\$54,125	\$78,000	\$85,000	\$58,750

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Fundraising Activity Summary

Appeal & Campaign Summary*	20/21 Goal	19/20 Projected**	18/19 Actual	17/18 Actual	19/20 Net Projected Revenue	19/20 Appeal Expenses
Board Member Gifts to CB	\$5,000	\$4,350	\$3,700	\$3,900	\$4,350	
CACFP Fundraiser Events	\$866	\$962	\$703	\$573	\$962	
CB Annual Report	\$9,998	\$10,736	\$10,617	\$4,785	\$3,786	\$6,950
CB Calendar Appeal	\$36,038	\$40,711	\$35,090	\$31,748	\$30,863	\$9,848
CB Calendar Sponsors	\$4,500	\$5,000	\$3,500	\$6,500	\$5,000	
CB Farm to Fork Gala	\$8,000	\$72,980	\$62,667	\$60,159	\$42,238	\$30,742
CB Giving Tuesday	\$10,540	\$10,947	\$13,385	\$13,291	\$10,947	
CB Direct Mail	\$2,000	n/a	n/a	n/a	n/a	\$6,696
CDD Site Based	\$900	\$0	\$0	\$0	\$0	
General Donations	\$103,765	\$131,154	\$145,760	\$94,192	\$131,154	
LL Van Sponsorship	\$9,468	\$10,520	\$2,760	\$12,010	\$10,520	
LOCR Activity	\$635	\$705	\$3,000	n/a	\$705	
Major Gifts \$1,000-\$5,000+	\$75,666	\$184,784	\$129,832	\$137,387	\$184,784	
MCR Mountain Affair	\$0	\$20,650	\$21,592	\$23,618	\$11,020	\$9,630
MCR Phone-a-thon	\$16,731	\$18,590	\$16,652	\$20,475	\$15,935	\$2,655
MOW Client Contributions	\$5,000	\$8,350	\$6,854	\$5,406	\$8,350	
MOW Coin Drive	\$3,500	\$3,643	\$4,118	\$3,439	\$3,643	
MOW Fall Mailer	\$90,000	\$100,575	\$88,676	\$102,918	\$92,325	\$8,250
MOW Food from the Heart	\$10,000	\$9,375	\$37,321	\$56,575	\$5,175	\$4,200
MOW Holiday Activity	\$8,000	n/a	n/a	n/a	n/a	n/a
MOW Spring Mailer	\$45,000	\$50,100	\$47,528	\$53,166	\$42,430	\$7,670
MOW Summer Mailing	\$10,000	\$0	\$0	\$0	\$0	
NVCR Fall mailer	\$1,000	\$275	\$1,957	\$2,483	\$275	
COVID-19 Relief	\$5,500	\$54,421	n/a	n/a	\$54,421	
Grand Total	\$462,106	\$738,828	\$635,712	\$632,625	\$652,187	\$86,641

*Totals shown less major gifts \$5,000+ CB & MOW, \$1,000+ All Other

** 19/20 Projected include 9 months actual, 3 months prior year.

COMMUNITY BRIDGES 20/21 DEVELOPMENT PLAN
Grant Proposal Summary

Grant Funders	20/21 Requested	19/20 Actual	18/19 Actual	17/18 Actual
Adult Probation Mental Health (MCR & LOCR)			\$198,331	
Alliance Capital Planning Grant (Elderday)	<i>Applying \$2.5M</i>	\$150,000		
Alliance Partners for Healthy Food Access (FRC)	\$10,000	\$45,000	\$45,000	
Alliance Technical Assistance (ELD) one-time only				\$15,700
AT&T Foundation Program Support (MCR)			\$5,000	
California Air Resources Board CARB (LL) one-time only			\$229,647	\$38,572
California Department of Aging, CBAS (ELD)			\$98,215	
California Emergency Solutions and Housing (MCR)		\$240,478		
California Public Utilities Corp (FRC)	<i>Applying \$100K</i>	\$32,174		
CalTrans Equipment & Services 5310 (LL)	\$192,000			
Caroline's Nonprofit Thrift Store (LMCR)		\$20,000		
City of Watsonville Community Services (LL, MOW)		\$8,500		
Comcast NBCU Foundation (FRC)	<i>Applied \$55K</i>			
Community Action Board Immigration Services (FRC)	\$11,832	\$8,000	\$8,000	
Community Development CDBG (NVCR)	<i>Applied \$125K</i>	\$125,000		
Community Foundation Monterey (LMCR)	<i>Applied \$25k</i>	\$12,000		
Community Foundation Santa Cruz (ELD, MOW, FRC)	<i>Applied \$60K</i>	\$45,000	\$45,000	\$50,000
Community Foundation Sobrato Fund (FRC)		\$15,000		
County of Santa Cruz Probation for Youth (LORC & MCR)			\$45,000	\$60,000
Dignity Health Dominican Hospital (FRC)	\$25,000	\$12,500	\$12,500	
Dudley-Vehmeyer-Brown Foundation (MCR)		\$5,500	\$5,000	\$5,000
Kaiser Foundation for At Risk Youth (FRC)	<i>Suspended \$15K</i>	\$15,000	\$15,000	\$15,000
Low Carbon Transit Operations Program LCTOP (LL)		\$275,309		
Monterey Peninsula Foundation (Lift Line)	<i>Applied \$45K</i>	\$40,000	\$40,000	\$40,000
Newman's Own Shelf Stable Meals (MOW)		\$9,500	\$10,000	\$10,000
Nicholson Foundation Summer Youth Activities (NVCR)			\$5,000	
Packard Foundation Capacity Building (FRC)		\$12,500		
Packard Foundation Youth Activities (NVCR)	<i>Applying \$45K</i>	\$45,000	\$45,000	\$45,000
Pajaro Valley Community Health Trust (LMCR)	\$15,000	\$15,000		
Palo Alto Medical Foundation (MOW)	\$7,500	\$7,500		\$5,000
Rockefeller Foundation for Listen for Good (FRC) multi-year			\$15,000	\$30,000
Santa Cruz City Set-Aside (CDD Sycamore)		\$13,642		
Save the Redwoods Outdoor Education (NVRC)			\$5,000	
Seaside Company (NVCR Summer Fun)	<i>Applying \$10K</i>			
Sereno Group 1% for Good (Project TBD)	<i>Applying TBD</i>			
Subaru Share the Love Vehicle Sales Proceeds (MOW)		Applied TBD	\$9,611	
Sunlight Giving (CB) Operating Support multi-year	\$150,000	\$150,000	\$150,000	\$150,000
Sutter Health North County Homeless Services (MCR)		\$25,000		
TDA Funding Claim Medical Rides (LL)	<i>Applied \$749.5K</i>	\$798,375	\$695,074	\$664,920
United Way Youth Well-Being (LOCR)		\$30,000		
Volunteer Center Emergency Prep (FRC, MOW)		\$30,000		
Watsonville Rotary (LMCR)	\$2,500			
Total Grants Funds Awarded & Applied	\$4,128,332	\$2,330,978	\$1,681,378	\$1,129,192

COMMUNITY BRIDGES FY 20/21 DEVELOPMENT PLAN

Fundraising Activity Calendar

Activity - Q1	Event Date	Development Dept Staff	Program Staff
Farm to Fork Replacement Appeal	August/September	AV/AH	
Direct Mail	September	AH	
Activity - Q2	Event Date	Development Dept Staff	Program Staff
Restaurant Fundraiser	TBD	BR	CACFP
Mountain Affair	TBD	AH/AV	MCR
Subaru Share the Love	11/1/2020	AH	MOW
Planned Giving CE Class*	November	AV	
Calendar Mailing	11/15/2020	AH	
Direct Mail Fall	11/15/2020	AV	MOW
Direct Mail Fall	TBD	AV	NVCR
Thanksgiving Deliveries*	11/26/2020	AV	MOW
Giving Tuesday	12/1/2020	AH	
Year-End Promotions	12/31/2020	AH	
Activity - Q3	Event Date	Development Dept Staff	Program Staff
Legacy Giving Mailing	1/15/2021	AV/AH	
Phone-a-thon Campaign	2/11/2021	AH/AV	MCR
Flower-Gram Valentines	2/14/2021	AH	CACFP
Coin Drive promotion	3/1/2021	AH	MOW
Food from the Heart	TBD	AH/AV	MOW
Community Champions Week*	TBD	AH	MOW
Activity - Q4	Event Date	Development Dept Staff	Program Staff
Donor Education Event*	TBD	AV	
Annual Report	4/15/2021	AH	
Direct Mail Spring	4/15/2021	AV	MOW

* Non-revenue generating activity

Potential Additional Activities

Open Streets Santa Cruz	TBD	TBD	TBD
Human Race	TBD	TBD	TBD
Open Streets Watsonville	TBD	TBD	TBD
SAP Service Project	TBD	TBD	TBD

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.

Community Bridges Development Plan FY 2020/2021

Appendix A: Economic Trends Analysis

A study of recessions over the past 40 years showed that charitable giving declines in a recession by 2.7% on average¹. After 9/11 and the 2002 stock market decline, foundation giving declined by 1%. Both the Great Depression and the Recession of 2009 showed two-to-three years of decreased fundraising revenues followed by a return to normal¹.

Nonprofits Providing Direct Relief May See Increased Support

However, programs that provide direct relief can see an increase in support. During the Great Recession of 2009, Feeding America saw a 50% increase in giving in 2008 to 2009, and food banks saw a 32% increase¹. We also see this when there's a natural disaster for example, or increases in giving to veterans' services organizations during the greatest publicity for the wars in Afghanistan and Iraq. People give to what is on the news and what is topical.

>\$50 Donations Expected to Decline

Donations from lower income individuals are at risk of declining at the rate of an economic downturn. In a survey conducted April 1, 2020, more than half (51%) of respondents had tapped savings or emergency funds, 63% were worried about running out of money, and 55% were worried about losing jobs. Some 40% of those facing lost income are reducing spending even for essential items². This will likely affect the amount of donations \$50 and below which make up an average \$113,000 of annual donations, or 18-20% of total fundraising revenue.

Major Donor Trends May Be Positive

A survey conducted in March 2020 on behalf of Fidelity Charitable showed brighter forecasts among major donors. In this survey, 79 percent of 1,842 adults in the U.S. who donated \$1,000 or more in 2019 plan to give the same (54%) or more (25%) to support COVID-19 relief efforts³. Leaving at least 9% saying they will give less, and 12% uncertain. Most who plan to maintain giving cited the need (63%) and desire to help (61%) as the reasons they will give. Of donors who may decrease giving, 58% cited income uncertainty and fears of recession³.

Organizations delivering direct relief will almost certainly see an increase in support which can help offset decreases resulting from economic downturns. Fidelity donors plan to continue supporting their favorite charities (43%) while 16% will shift giving to nonprofits responding directly to COVID-19³. Another survey by About Loyalty showed that 30% of donors plan to stop or reduce donations, while 56% said they would not change⁴.

Change in Donor Motivation Likely

Of relief donors, more cited the economic impacts of the crisis (30%) as their reason for giving than health concerns (20%). 37% of donors said they plan to support health and economic services equally. Donors also report feeling very concerned about the sustainability of small and community-based nonprofits (37%) as well as nonprofits providing direct relief (31%) and human services (44%). This compared to 19% of donors concerned about arts and 22% concerned about environmental organizations' sustainability (22%)³.

Community Bridges Response to Changing Donor Dynamics

The COVID-19 pandemic and shelter-in-place order provide an opportunity to strengthen and streamline our multimedia messaging on a virtual platform, to make up for in-person events and activities⁵. Community Bridges' fundraising position should be presented as a unified message across all platforms in ways that are easily identifiable to our audiences of supporters⁶. Why does our work matter? How do we do it, and what happens if we do or don't continue to work of our mission? We can differentiate Community Bridges through consistent messaging to offer hope and provide opportunities for the community to get involved.

Citations:

¹ Moore (2020). Coronavirus and Economic Challenges: What History Tells Us and Steps Forward. Tulsa, Oklahoma.

² Kapadia, R. (2020). Get Ready for a Post Coronavirus World. The Economy Will Never Be the Same. Barron's. Chicopee, Massachusetts.

³ Fidelity Charitable (2020). COVID-19 and Philanthropy: How Giving Behaviors Are Shifting Amid Pandemic. Boston, Massachusetts.

⁴ Lawson, R. & Spencer, R. (2020). Shocked and a little bit excited – how coronavirus will impact charity giving. London, United Kingdom.

⁵ Ressler, E. (2020) Your Organization Can Endure This Crisis. Here's How. Santa Cruz, California.

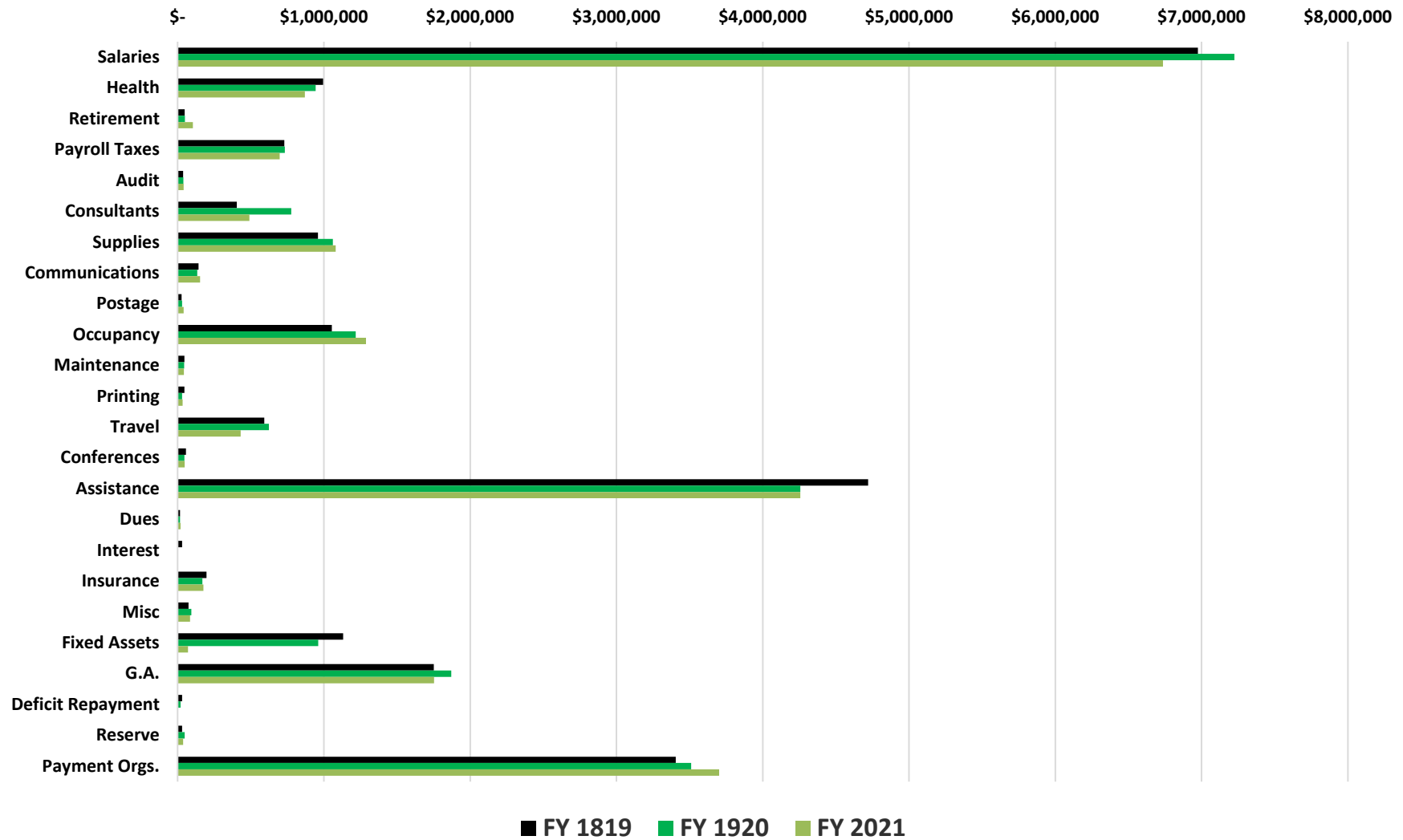
⁶ Ressler, E. (2019) Your Theory of Change isn't finished until your Grandma can understand it. Santa Cruz, California.

COMMUNITY BRIDGES

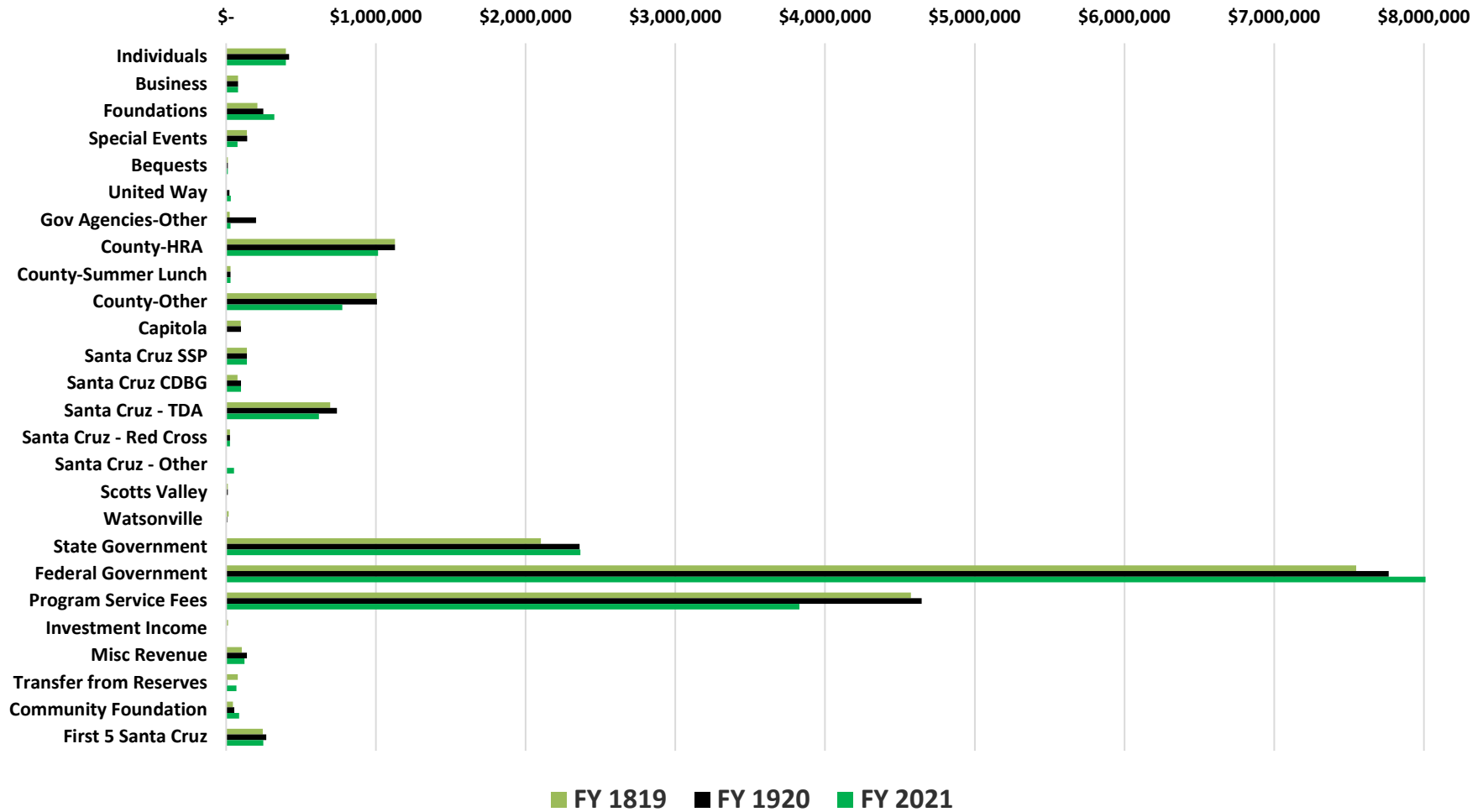
PRELIMINARY AGENCY BUDGET July 1, 2020 - June 30, 2020

	ADMIN	DEV.	CACFP	LOCR	WIC	LMCR	LL	MOW	MCR	NVCR	CDD	ELD	Budget Total 20/21	Budget FY 19/20	% Change
REVENUE:															
4001 Contributions from Individuals		74,700	4,933	23,008	1,550	3,252	2,808	262,014	16,818	3,037	1,662	4,273	398,055	419,973	-5.22%
4002 Contributions from Business		20,000		1,500			2,000	50,000	3,000	2,000	250	1,500	80,250	80,250	0.00%
4003 Contributions from Other Fdns	135,000	45,000		3,125		47,625	40,000		3,125	48,125			322,000	248,500	29.58%
4200 Special Events		45,157						13,500	16,731				75,388	141,000	-46.53%
4300 Legacies & Bequests								10,000	1,134				11,134	11,411	-2.43%
4700 United Way Allocations				30,650									30,650	21,500	42.56%
5000 Gov Agencies-Other				11,054					13,792	4,554			29,400	200,000	-85.30%
5501 County of SC-HRA			13,500	54,000		146,700	13,500	373,500	138,600	13,500	130,500	130,500	1,014,300	1,127,000	-10.00%
5501 County of SC-Summer Lunch						28,711							28,711	28,711	0.00%
5501 County of Santa Cruz-Other				23,840			697,750		8,000		46,400		775,990	1,007,830	-23.00%
5503 City of Santa Cruz SSP										47,700	65,700	24,746	138,146	138,000	0.11%
5503 City of Santa Cruz CDBG										100,000			100,000	100,000	0.00%
5503 City of Santa Cruz - TDA							618,974						618,974	739,977	-16.35%
5503 City of Santa Cruz - Red Cross										25,000			25,000	25,000	0.00%
5503 City of Santa Cruz - Other								51,648					51,648	0	100%
5600 State Government				1,479		1,479	140,000	623,729	1,479	1,479	1,596,434		2,366,079	2360063	0.25%
5700 Federal Government			4,138,184	15,038	6,590,335	71,332	160,570	581,660	59,939	27,027	75,353	25,653	11,745,091	12,022,994	-2.31%
6200 Program Service Fees	1,752,963			64,997		61,119	212,591	43,262	27,810	40,862	188,231	1,437,284	3,829,119	4,645,729	-17.58%
6500 Investment Income					4			2,866	36				2,906	4,406	-34.04%
6900 Miscellaneous Revenue	7,444			23,111	1,800	27,603	28,134	10,000	12,318	11,589			121,999	138,674.00	-12.02%
Transfer from Reserves		32,000		16,622		15,998			4,189				68,809	6,166	1015.94%
Community Foundation of SC	34,000			13,000		13,000			13,000	13,000			86,000	55,010	56.34%
First 5 Santa Cruz County				32,036		173,719			42,765				248,520	268,517	-7.45%
TOTAL REVENUE:	1,929,407	216,857	4,156,617	313,460	6,593,689	590,538	1,916,327	2,022,179	362,736	337,873	2,104,530	1,623,956	22,168,169	23,908,531	-7.28%
SALARIES/BENEFITS															
7000 Salaries Total	1,228,856	56,965	256,775	147,368	1,304,335	287,171	823,603	591,753	174,725	166,110	1,087,451	611,166	6,736,278	7,223,763	-6.75%
7100 Employee Health	110,640		36,474	18,602	159,230	46,231	109,304	95,806	25,329	36,918	139,447	92,443	870,424	943,878	-7.78%
7100 Employee Retirement	29,257	757	4,324	794	24,996	3,702	7,227	10,446	1,695	2,095	10,858	8,468	104,619	49,429	111.65%
7200 Payroll Taxes	115,587	3,467	24,966	14,127	125,313	27,496	107,409	63,108	16,569	15,732	123,897	60,977	698,648	733,034	-4.69%
TOTAL SALARIES/BENEFITS:	1,484,340	61,189	322,539	180,891	1,613,874	364,600	1,047,543	761,113	218,318	220,855	1,361,653	773,054	8,409,969	8,950,104	-6.03%
SERVICES/SUPPLIES															
8000 Professional Fees: Audit	32,075		7,085				2,800						41,960	40,165	4.47%
8010 Indep. Prof. Consultants	128,874	53,586	26,943	30,932	20,411	4,524	65,875	68,511	9,532	5,787	24,696	51,801	491,472	777,783	-36.81%
8100 Supplies	55,169	42,168	6,000	11,663	28,739	5,619	17,865	665,326	10,682	8,773	150,531	78,039	1,080,574	1,060,621	1.88%
8200 Telephone/Communications	13,732	1,860	2,370	9,280	38,646	9,050	15,141	9,420	5,224	7,532	34,414	7,059	153,728	135,113	13.78%
8300 Postage & Shipping	2,563	4,562	5,200	414	5,528	211	751	16,157	1,342	498	251	3,127	40,604	30,360	33.74%
8400 Occupancy Total	99,924	246	30,332	16,538	252,811	76,588	176,990	126,772	53,166	25,532	163,110	265,892	1,287,901	1,218,098	5.73%
8500 Rent/Maintenance of Equip	7,229		1,500	8,143	1,598	3,545	8,546	4,289	1,616	1,164	5,500	598	43,728	45,633	-4.17%
8600 Printing & Publications	4,487	12,953	4,400	1,247	2,354	1,653	795	3,344	393	316	1,719	1,074	34,735	31,418	10.56%
8700 Travel & Transportation	4,305	812	4,510	1,416	8,000	2,026	186,306	45,550	2,882	3,662	8,758	162,457	430,684	624,245	-31.01%
8800 Conferences and Meetings	20,250	2,202	3,939	813	8,000	1,206	2,102	3,164	515	929	2,954	1,595	47,669	46,435	2.66%
8900 Assistance to Individ.					4,257,496								4,257,496	4,257,496	0.00%
9000 Membership Dues	9,501	100	50	178	2,913	108	665	765	0	201	406	6,126	21,013	17,109	22.82%
9300 Insurance/Bond	8,963		903	4,276	10,540	5,038	74,670	22,122	4,803	12,127	17,467	15,743	176,652	170,063	3.87%
9400 Miscellaneous	25,048	5,667	1,736	2,119	3,276	3,125	15,605	8,082	1,552	1,031	10,358	7,666	85,265	93,422	-8.73%
9400 Fixed Assets	8,391						63,418						71,809	960,762	-92.53%
9600 Dist. of Program Costs	24,556	31,512	69,107	45,550	339,503	81,114	237,255	287,564	52,711	47,405	303,041	233,646	1,752,964	1,871,337	-6.33%
Deficit Repayment													0	20,000	-100.00%
Required Reserve										2,061	19,662	16,079	37,802	47,570	-20.53%
9691 Payment/Affiliated Orgs.			3,670,003			32,131							3,702,134	3,510,787	5.45%
TOTAL SERVICES/SUPPLIES:	445,067	155,668	3,834,078	132,569	4,979,815	225,938	868,784	1,261,066	144,418	117,018	742,877	850,902	13,758,200	14,958,427	-8.02%
GRAND TOTAL EXPENSES 20/21:	1,929,407	216,857	4,156,617	313,460	6,593,689	590,538	1,916,327	2,022,179	362,736	337,873	2,104,530	1,623,956	22,168,169	23,908,531	-7.28%
Percentage Change 19/20 to 20/21	1.75%	16.78%	5.85%	9.02%	-0.01%	-2.93%	-36.62%	4.01%	-37.44%	-6.52%	-8.59%	-26.13%	-7.28%		
Total Budget FY 19/20	1,896,148	185,700	3,926,778	287,535	6,594,339	608,350	3,023,426	1,944,189	579,800	361,448	2,302,292	2,198,526	23,908,531		

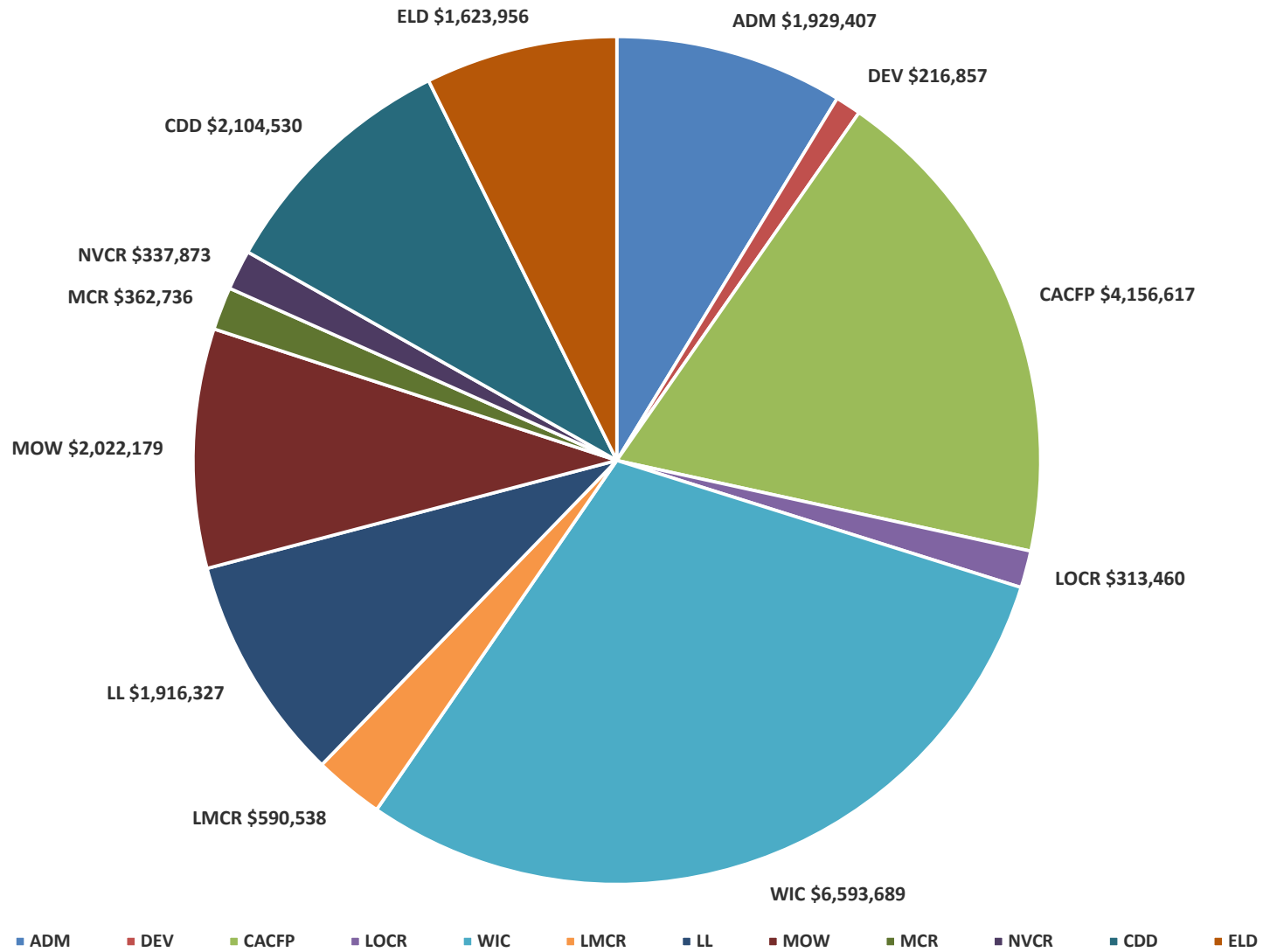
Community Bridges Budgeted Expenses FY 18-19 to 20-21



Community Bridges Budgeted Revenues FY 18-19 to 20-21



Community Bridges 20-21 Budget By Program



Community Bridges dba Lift Line

LIFT LINE

TITLE VI PROGRAM

Updated: June 2020

**Approved by Community Bridges dba Lift Line's
Board of Directors:**

June 17, 2020

**Community Bridges dba Lift line
519 Main Street
Watsonville, CA 95076
(831) 688-8840**

www.communitybridges.org

This document was prepared by Community Bridges dba Lift Line and approved by its Board of Directors to comply with Title VI of the Civil Rights Act of 1964, including new provisions detailed in the U.S. Department of Transportation's FTA Circular 4702.1B, "Title VI Requirement and Guidelines for Federal Transit Administration Recipients."

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Community Bridges dba Lift Line's Title VI Notice to the Public

Notifying the Public of Rights Under Title VI

Community Bridges dba Lift Line

Community Bridges dba Lift Line operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with

Community Bridges dba Lift Line.

For more information on Community Bridges dba Lift Line's civil rights program, and the procedures to file a complaint, contact (831) 688-8840, or visit our administrative office at 519 Main Street, Watsonville, CA 95076. For more information, visit www.communitybridges.org.

A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

If information is needed in another language, please contact Community Bridges at (831) 688-8840.

Notificar al Público de los Derechos Bajo el Título VI

Community Bridges dba Lift Line

Community Bridges dba Lift Line opera sus programas y servicios sin respecto a raza, color y origen nacional con arreglo al Título VI de la Civil Ley de derechos.

Cualquier persona que cree que él o ella ha sido agraviado por cualquier práctica discriminatoria ilegal bajo el Título VI puede presentar una queja con Community Bridges dba Lift Line.

Para obtener más información sobre el programa derechos civiles capaz de industrias y el procedimientos para presentar una queja, llame al (831) 688-8840, o visite nuestra oficina administrativa en 519 Main Street, Watsonville, CA 95076. Para más información, visite www.communitybridges.org

Un demandante puede presentar una queja directamente con el Federal Transit Administration por archivar una queja con la Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor - TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

Si se necesita información en otro idioma, contacte al (831) 688-8840.

List of Locations Where Title VI Notice Is Posted

Community Bridges dba Lift Line's Title VI notice to the public is currently posted at the following locations:

Location Name	Address	City
Community Bridges Lobby	519 Main Street	Watsonville, CA
Lift Line Reception Area	521 Main St, Ste H	Watsonville, CA
Lift Line Maintenance Yard	545 Ohlone Pkwy	Watsonville, CA
Lift Line Service Vehicles	21 vehicles, 545 Ohlone Pkwy	Watsonville, CA
Lift Line's website	CommunityBridges.org/LiftLine.htm	

Title VI Complaint Procedures

Background

As a recipient of federal dollars, Community Bridges dba Lift Line is required to comply with Title VI of the Civil Rights Act of 1964 and ensure that services and benefits are provided on a non-discriminatory basis. Community Bridges dba Lift Line has in place a Title VI Complaint Procedure, which outlines a process for local disposition of Title VI complaints and is consistent with guidelines found in the Federal Transit Administration Circular 4702.1B, dated October 1, 2012.

Complaint Procedure

Any person who believes she or he has been discriminated against on the basis of race, color, or national origin by Community Bridges may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form. Community Bridges investigates complaints received no more than 180 days after the alleged incident. Community Bridges will process complaints that are complete.

Once the complaint is received, Community Bridges will review it to determine if our office has jurisdiction. The complaint will receive an acknowledgement letter informing her/him whether the complaint will be investigated by our office.

Community Bridges has 15 days to investigate the complaint. If more information is needed to resolve the case, Community Bridges may contact the complainant. The complainant has 5 business days from the date of the letter to send requested information to the investigator assigned to the case. If the investigator is not contacted by the complaint or does not receive the additional information within 5 business days, Community Bridges can administratively close the case. A case can be administratively closed also if the complainant no longer wishes to pursue their case.

After the investigator reviews the complaint, she/he will issue one of two letters to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. An LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has 5 business days after the date of the letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, at FTA
Office of Civil Rights, 1200 New Jersey Avenue SE, Washington, DC 20590.

Community Bridges dba Lift Line Title VI Complaint Form

COMPLAINT FORM

Section I: Please write legibly		
1. Name:		
2. Address:		
3. Telephone:	3.a. Secondary Phone (<i>Optional</i>):	
4. Email address:		
5. Accessible Format Requirements?	<input type="checkbox"/> Large Print	<input type="checkbox"/> Audio Tape
	<input type="checkbox"/> TDD	<input type="checkbox"/> Other
Section II:		
6. Are you filing this complaint on your own behalf?	YES*	NO
*If you answered "yes" to #6, go to Section III		
7. If you answered "no" to #6, what is the name of the person for whom you are filing this complaint? Name:		
8. What is your relationship with this individual:		
9. Please explain why you have filed for a third party:		
10. Please confirm that you have obtained permission of the aggrieved party to file on their behalf.	YES	NO
Section III:		
11. I believe the discrimination I experienced was based on (<i>check all that apply</i>): <input type="checkbox"/> Race <input type="checkbox"/> Color <input type="checkbox"/> National Origin		
11. Date of alleged discrimination: (<i>mm/dd/yyyy</i>)		
13. Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known), as well as names and contact information of any witnesses. If more space is needed, please attach additional sheets of paper.		

**Community Bridges dba Lift Line
Title VI Complaint Form, Page 2**

COMPLAINT FORM

Section IV:		
14. Have you previously filed a Title VI complaint with Community Bridges dba Lift Line?	YES	NO
Section V:		
15. Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court? [] YES* [] NO If yes, check all that apply: [] Federal Agency _____ [] State Agency _____ [] Federal Court _____ [] Local Agency _____ [] State Court _____		
16. If you answered "yes" to #15, provide information about a contact person at the agency/court where the complaint was filed:		
Name:		
Title:		
Agency:		
Address:		
Phone:	Email:	
Section VI:		
Name of Transit Agency complaint is against:		
Contact Person:		
Telephone:		

You may attach any written materials or other information that you think is relevant to your complaint. Signature and date are required below to complete this form:

Signature_____ Date_____

Please submit this form in person or mail this form to the address below:

Community Bridges dba Lift Line
Attn: Kirk Ance
521 Main St, Ste H
Watsonville, CA 95076

Titulo VI Procedimiento de Queja

Historial

Como un receptor de dólares federales, Community Bridges dba Lift Line tiene que cumplir con lo dispuesto en el Título VI de la ley de los derechos civiles de 1964 y asegúrese de que los servicios y los beneficios se proporcionen sobre una base no discriminatoria. Community Bridges dba Lift line ha puesto en marcha un procedimiento de queja Título VI, que emboza un proceso de disposición local de quejas del Título VI y es consistente con las pautas de Administración Federal de Transito Circular 4702.1B, de Octubre 1, 2012.

Procedimiento de Queja

Cualquier persona que cree que ha sido objeto de discriminación por motivos de raza, color, u origen nacional por Community Bridges dba Lift Line puede presentar al Título VI su denuncia. Community Bridges dba Lift Line investiga las quejas no mas de 180 días después del incidente. Community Bridges dba Lift Line solo tramitara las quejas que están completas.

Cuando la queja ha sido recibida, Community Bridges será responsable de revisar si el programa tiene jurisdicción. Una carta será provenida a la persona/s informándoles si la queja será investigada por nuestra oficina.

Community Bridges tendrá 15 días para investigar la queja. Si más información es necesaria para ser una decisión, Community Bridges podrá comunicarse con la persona/s que se quejaron. La persona con la denuncia tendrá 5 días de negocio de la fecha de la carta para mandar la información que se pide al investigador designado al caso. Si el investigador no recibe la información o la persona/s no si comunican durante los 5 días de negocio, Community Bridges tiene derecho a cerrar el caso. Un caso también puede ser cerrado si la persona que inicio la queja pide que no siga el caso.

Después de que el investigador revisa la queja, el investigado informar una de las dos cartas: una carta informando que el caso está cerrado o una carta encontrando culpa . La carta informándole que el caso está cerrado tendrá información con las alegaciones y informándole que no ha vedo una violación de Título VI. La carta informándole que ha vedo culpa incluye las alegaciones, información sobre las entrevistas sobre el incidente debe de explicar las acciones sobre el empleado o empleada o la acción de la agencia. Si la persona/s de la queja pide/n una apelación, tienen 5 días de negocio después de recibir la carta de decisión, informando el investigador de la aplicación.

Una queja puede ser directamente pedido a la agencia Fedérala de Transito, FTA Oficina de Acta Civil, 1200 New Jersey Avenue SE, Washington, DC 20590.

Community Bridges dba Lift Line Titulo VI Forma de Queja

FORMA DE QUEJA

Sección I: Escribir en forma legible		
1. Nombre:		
2. Dirección:		
3. Teléfono:	3.a. Teléfono secundario (<i>Opcional</i>):	
4. Dirección de correo electrónico		
5. Recuesta forma accesible?	<input type="checkbox"/> Impresión grande	<input type="checkbox"/> Cinta de audio
	<input type="checkbox"/> TDD	<input type="checkbox"/> Otros
Sección II:		
6. Esta presentando esta queja en su propio nombre?	Si*	No
*Si usted contesto "Si" to #6, vaya a la Sección III.		
7. Si contesto "no" al #6, Quien es la persona por quien está usted llenado la forma? Nombre:		
8. Cual es su relacion con este individuo:		
9. Por favor, explique por que han presentado para una tercera parte:		
10. Por favor, confirme que ha obtenido el permiso de la parte agraviada en el archivo en su nombre.	SI	NO
Sección III:		
11. Creo que la discriminación que he experimentado fue basado en (<i>marqué todas las que correspondan</i>): <input type="checkbox"/> Raza <input type="checkbox"/> Color <input type="checkbox"/> Origen nacional		
11. Fecha de supuesta discriminación: (<i>mm/dd/aaaa</i>)		
13. Explica lo más claramente lo que ocurrió y por qué usted cree que ha sido objeto discriminatorio. Describir todas las personas que han participado. Incluir el nombre y la información de contacto de la (s) persona(s) que discrimina contra usted (si se conoce), así como los nombres y la información de contacto de los testigos. Si se necesita más espacio, por favor adjunte hojas adicionales de papel.		

**Community Bridges dba Lift Line
Titulo VI Forma de Queja, Pagina 2**

FORMA DE QUEJA

Sección IV:		
14. Anteriormente ha presentado un Título VI denuncia contra Community Bridges dba Lift Line?	SI	NO
Sección V:		
15. Ha presentado esta queja con cualquier otro local, estado o federal, o con cualquier agencia Federal o Estado? [] SI* [] NO Marque todo lo que aplique: [] Agencia Federal _____ [] Agencia Estatal _____ [] Federal Tribunal _____ [] Agencia Local _____ [] Tribunal Estatal _____		
16. Si usted contesto “si” a la posición #15, proporcionan información acerca de una persona de contacto en la agencia/tribunal donde se presentó la denuncia.		
Nombre:		
Título:		
Organismo:		
Dirección:		
Teléfono:	Correo electrónico:	
Sección VI:		
Nombre de organismo Transito denuncia es contra:		
Persona de contacto:		
Teléfono:		

Debe incluir todo los materiales en escrito o información que sea pertinente a su queja.
Firma y Fecha es un requerimiento para llenar esta forma.

Firma _____ Fecha _____

Por favor de entregar esta forma en persona o por correo a la siguiente dirección:

Community Bridges dba Lift Line

Attn: Kirk Ance

521 Main St, Ste H

Watsonville, CA 95076

List of Transit-Related Title VI Investigations, Complaints, and Lawsuits

Community Bridges dba Lift Line has not been involved in any transportation-related Title VI investigations, lawsuits, or complaints.

Community Bridges dba Lift Line List of Investigations, Lawsuits, and Complaints

Type of Process	Date	Summary (including basis of complaint)	Status	Action(s) Taken
Investigations				
1. None				
2.				
Lawsuits				
1. None				
2.				
Complaints				
1. None				
2.				

Public Participation Plan

About Lift Line

Community Bridges dba Lift Line has been the designated Consolidated Transportation Services Agency (CTSA) since 1982. CTSA's are authorized under California Government Code Sections 15975 and 15950-15952, which were enacted pursuant to the Social Service Transportation Improvement Act. The purpose of the CTSA is to improve transportation required by social service recipients by promoting the consolidation and coordinating of social service transportation.

As the Consolidated Transportation Service Agency, Lift Line coordinates transportation services with other transportation providers and human service agencies in order to provide the most efficient transportation possible. Some of them are the Human Services Department of the County of Santa Cruz, County Office of Education, Veterans Service Offices in Santa Cruz and Palo Alto, and other hospitals and medical facilities. Lift Line also works closely with several other non-profit organizations and other counties to continue to identify unmet needs and define effective responses to meet those needs to help mobilize Santa Cruz County residents and various disabilities, low income and senior populations to travel easily throughout our county.

Pursuant to the CTSA designation for Santa Cruz County, Lift Line works in identifying unmet transportation needs, coordinates and provides social service transportation services to low-income seniors, disabled residents, underserved populations and other persons in Santa Cruz County. Lift Line directly addresses the issues identified through the unmet needs process by providing rides to medical appointments (including dialysis), alternative care, mental health and various therapy appointments.

Summary of Outreach Efforts

The following is a summary of outreach efforts conducted by Community Bridges dba Lift Line as they relate to Title VI requirements under the Public Participation Plan. Many of our activities are conducted in partnership or ad hoc outreach with other service organizations and non-profit agencies within the community. This is in no way a complete list but rather documents the agency's outreach efforts as they relate specifically to minority and low-income populations.

Board Meetings Open to the Public

Community Bridges' monthly Board meetings are open to the public and announced on the agency's website.

Availability of Materials

Community Bridges dba Lift Line equips each driver of the 21 Lift Line vehicles with flyers and applications for potential clients. Lift Line materials are also available at the nine other Community Bridges programs for low-income and minority populations, including Meals on Wheels, four Family Resource Centers, WIC, and more.

Community Bridges dba Lift Line Website

Currently, Community Bridges dba Lift Line posts notices, guidelines and announcements on the agency's website, with information on how to utilize the services offered. Additional public input can be obtained by the Title VI Complaint Form, which is available in both English and Spanish.

Community Bridges also maintains a Philanthropy Committee that meets on a monthly basis and sets annual fundraising and outreach goals. The Committee conducts various comprehensive outreach activities throughout the year including public engagements, newsletters, open houses and press releases.

Annual Satisfaction Surveys

Community Bridges dba Lift Line conducts Annual Satisfaction Surveys with program participants and stakeholders of the agency to determine level of satisfaction and gain input regarding unmet needs.

Cabrillo Wellness Fair

Community Bridges dba Lift Line participates in Cabrillo College's annual Wellness Fair to educate low-income and minority students on Lift Line services.

Elderly and Disabled Transportation Task Force Committee

Community Bridges dba Lift Line is part of the Elderly and Disabled Transportation Task Force Committee, a branch of the Regional Transportation Center. We work to evaluate needs for the elderly and disabled, and make recommendations on the best practices of care. This partnership also includes a coordinated plan to identify unmet needs among the low-income and minority elderly and disabled populations.

Santa Cruz County Veterans Affairs Clinics

Community Bridges dba Lift Line works with all VA Clinics in Santa Cruz County to inform participants of the services Life Line provides.

Medical Facilities

Community Bridges dba Lift Line works with medical facilities in Santa Cruz County and the Silicon Valley, including Satellite Dialysis, Stanford, Packard, and Kaiser to ensure low-income minority patients are aware of the transportation assistance they can receive through Lift Line.

Limited English Proficiency Plan

Introduction

Community Bridges' *Limited English Proficiency Plan* has been prepared to address the Community Bridges, dba Lift Line's responsibilities as a recipient of federal financial assistance as they relate to the needs of individuals with limited English proficiency language skills. The plan has been prepared in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, et seq, and its implementing regulations, which state that no person shall be subjected to discrimination on the basis of race, color, or national origin.

Executive Order 13166, titled "Improving Access to Services for Persons with Limited English Proficiency," indicates that differing treatment based upon a person's inability to speak, read, write or understand English is a type of national origin discrimination. It directs each agency to publish guidance for its respective recipients clarifying their obligation to ensure that such discrimination does not take place. This order applies to all state and local agencies which receive federal funds, including all Community Bridges, dba Lift Line departments receiving federal grant funds.

The United States Department of Transportation (DOT) published guidance that directed its recipients to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for LEP customers. Community Bridges dba Lift Line's language assistance plan (LAP) includes a four factor analysis and implementation plan that complies with the requirements of DOT LEP guidance.

Plan Summary

Community Bridges dba Lift Line has developed this ***Limited English Proficiency Plan*** to help identify reasonable steps for providing language assistance to persons with limited English proficiency (LEP) who wish to access services provided. As defined Executive Order 13166, LEP persons are those who do not speak English as their primary language and have limited ability to read, speak, write or understand English. This plan outlines how to identify a person who may need language assistance, the ways in which assistance may be provided, staff training that may be required, and how to notify LEP persons that assistance is available.

In order to prepare this plan, Community Bridges dba Lift Line used the four-factor LEP analysis which considers the following four factors:

- **Factor 1:** The number or proportion of LEP persons in the service area who may be served by Community Bridges dba Lift Line.
- **Factor 2:** The frequency with which LEP persons come in contact with Community Bridges dba Lift Line.

- **Factor 3:** The nature and importance of services provided by Community Bridges dba Lift Line to the LEP population.
- **Factor 4:** The interpretation services available to Community Bridges dba Lift Line and overall cost to provide LEP outreach.

MEANINGFUL ACCESS: FOUR-FACTOR ANALYSIS

1. The number or proportion of LEP persons in the service area who may be served or are likely to require Community Bridges dba Lift Line services.

According to the 2016 U.S. Census Report, 33.3 percent of residents in Santa Cruz County (Community Bridges dba Lift Line's service area) identify as Hispanic or Latino, and 31.9 percent report speaking a language other than English at home. Among the 625 clients served by Lift Line each year, 32 percent (200) of Lift Line clients have limited English proficiency; that is, they speak English "not well" or "not at all". Of the approximately 200 LEP clients served by Lift Line each year, 30 percent (188) speak Spanish. Of those Spanish speakers, 25.5% (159) are monolingual exclusive Spanish speakers. An additional 1 percent (6) speak Other Unspecified languages. This represents the overall LEP population in the Lift service area (Santa Cruz County).

2. The frequency with which LEP persons come in contact with Community Bridges dba Lift Line services.

Due to Community Bridges dba Lift Line's focus on serving low-income and minority elders, adults, and disabled residents of Santa Cruz County, our staff frequently comes into contact with LEP individuals. Of our 24 Lift Line staff, 96 percent (23) speak both English and Spanish, 38 percent (9) read and write both English and Spanish, 4 percent (1) speak only English. All of our client materials are prepared in English and Spanish.

To date, Community Bridges dba Lift Line has received no requests for interpreters or translated program documents in Indo-European, Asian, or other Pacific Islander Languages. Should this occur, Community Bridges dba Lift Line is prepared to contact local translation services or volunteers for further assistance.

3. The nature and importance of services provided by Community Bridges dba Lift Line to people's lives.

Each year, Community Bridges dba Lift Line provides and coordinates nearly 60,000 rides to residents in Santa Cruz County. Lift Line provides responsive, non-emergency health and medical paratransportation for seniors and disabled residents of Santa Cruz County, all of which are low-income. Trips are provided to health and medical destinations such as

hospitals, medical centers and clinics, doctors offices, pharmacies, dialysis centers, human services, and various mental health and physical therapy appointments. In partnership with Central Coast Alliance for Health, rides to medical destinations will be provided for qualified members. Lift Line continues to work closely with Watsonville Dialysis and Santa Cruz Satellite Dialysis to provide flexible services for its clients who are unable to use transit or METRO ParaCruz services.

Our complimentary services provide flexible and specialized transportation for ongoing identified unmet immediate service needs. Due to the diverse nature of our services, Lift Line is able to group riders in various service categories, which ultimately reduces the number of vehicles needed to perform rides and in turn cuts down on traffic and emissions. Lift Line continues to optimize our service by scheduling rides in the most efficient manner and ultimately reducing the duplication of rides by grouping ride types for long distance, cross country rides.

Furthermore, Lift Line provides residents with specialized transportation needs who do not qualify for ParaCruz rides because they live outside the service area (more than ¾ mile from fixed transit route), don't have family or friends to assist them, their mobility device is too large, and/or they may need same day service. For people who are low-income or who face health/physical challenges, these services are paramount.

4. The resources available to Community Bridges dba Lift Line for LEP outreach, as well as the costs associated with that outreach.

Community Bridges dba Lift Line does not have a specific line item for providing language access and outreach. Outreach expenses as they relate to LEP populations are split among several departments depending on which department is responsible for the outreach. Cost for translation of documents is minimal, as a large proportion of Lift Line personnel are bilingual. The majority of larger expenses are allocated to Lift Line's communications plan, and print marketing. Significant outreach budget allocations for this fiscal year include but are not limited to:

- Lift Line Client Survey - \$700
- Agency Website Updates - \$7,600
- Community Bridges Annual Report - \$9,400

SAFE HARBOR PROVISION

The Federal Transit Authority Circular 4702.1B states:

“DOT has adopted DOJ’s Safe Harbor Provision, which outlines circumstances that can provide a “safe harbor” for recipients regarding translation of written materials for LEP populations. The Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient’s written translation obligations.

Translation of non-vital documents, if needed, can be provided orally. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written materials but should provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, free of cost.

These safe harbor provisions apply to the translation of written documents only. They do not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable. A recipient may determine, based on the Four Factor Analysis, that even though a language group meets the threshold specified by the Safe Harbor Provision, written translation may not be an effective means to provide language assistance measures. For example, a recipient may determine that a large number of persons in that language group have low literacy skills in their native language and therefore require oral interpretation. In such cases, background documentation regarding the determination shall be provided to FTA in the Title VI Program.”

Lift Line serves individuals with moderate to severe disabilities who require a high level of care. As such, the majority of our clients have very limited literacy skills and are unable to read or write. Program documents are generally interpreted orally by our bilingual personnel, however, all applications and written materials are provided in both English and Spanish. Community Bridges dba Lift Line is also dedicated to attempting to translate any requested source material in other languages as requested.

LANGUAGE ASSISTANCE SERVICES AND NOTICE TO LEP PERSONS

A person who does not speak English as their primary language and who has a limited ability to read, write, speak or understand English may be a Limited English Proficient person and may be entitled to language assistant with respect to Community Bridges dba Lift Line services. Language assistance can include interpretation, which means oral or spoken transfer of a message from one language into another language and/or translation, which means the written transfer of a message from one language into another language.

How Community Bridges dba Lift Line staff may identify an LEP person who needs language assistance:

- Post notice of LEP Plan and the availability of interpretation or translation services free of charge in languages LEP persons would understand.
- All Community Bridges dba Lift Line staff will be provided with “I Speak” cards to assist in identifying the language interpretation needed if the occasion arises.
- All Community Bridges dba Lift Line staff will be informally surveyed periodically on their experience concerning any contacts with LEP persons during the previous year.
 - When Community Bridges dba Lift Line sponsors an informational meeting or event, an advanced public notice of the event should be published including special needs related to offering a translator (LEP) or interpreter (sign language for hearing impaired individuals). Additionally, a staff person may greet participants as they arrive. By informally engaging participants in conversation it is possible to gauge each attendee’s ability to speak and understand English. Although translation may not be able to be provided at the event, it will help identify the need for future events.

Language Assistance Measures

To assist LEP individuals served by Community Bridges dba Lift Line, it will strive to offer the following measures:

1. Community Bridges dba Lift Line staff will take reasonable steps to provide the opportunity for meaningful access to LEP clients who have difficulty communicating English.
2. The following resources will be available to accommodate LEP persons:
 - a. Staff and volunteer interpreters for the Spanish language are available and will be provided within a reasonable time period.
 - b. Language interpretation will be accessed for all other languages through the telephone interpretation services agency, Language Line®.
3. Post signs at conspicuous and accessible locations notifying LEP persons of the LEP Plan and how to access language services.
4. State on agendas and public notices in the language that LEP persons would understand that documents are available in that language upon request.

Translation of Documents

Community Bridges dba Lift Line provides all public documents in both Spanish and English to accommodate the clients we serve. When and if the need arises for LEP assistance outside of Spanish speaking residents, Lift Line will consider the following options:

- When staff prepares a document, or schedules a meeting, for which the target audience is expected to include LEP individuals, then documents, meeting notices, flyers, and agendas will be printed in an alternative language based on the known LEP population.

Monitoring and Updating the LEP Plan

Community Bridges dba Lift Line will update the LEP Plan when required. At a minimum, the plan will be reviewed and updated when data from the 2020 U.S. Census is available, or when it is clear that higher concentrations of LEP individuals are present in the Community Bridges dba Lift Line service area. Evaluations at each update will assess the following:

- The number of documented LEP person contacts encountered annually.
- How the needs of LEP persons have been addressed.
- Determination of the current LEP population in the service area.
- Determination as to whether the need for translation services has changed.
- Determine whether local language assistance programs have been effective and sufficient to meet the need.
- Determine whether Community Bridges dba Lift Line's financial resources are sufficient to fund language assistance resources needed.
- Determine whether Community Bridges dba Lift Line fully complies with the goals of this LEP Plan.
- Determine whether complaints have been received concerning the agency's failure to meet the needs of LEP individuals.
- Maintain a Title VI complaint log, including LEP to determine issues and basis of complaints.

Staff Training

The following training will be provided to all staff:

- Information on the Title VI Policy and LEP responsibilities.
- Description of language assistance services offered to the public.
- Use of the "I Speak" flyers.
- Documentation of language assistance requests.
- How to handle a potential Title VI/LEP complaint.
- Language Line® services training.

All contractors or subcontractors performing work for Community Bridges dba Lift Line will be required to follow the Title VI/LEP guidelines.

Membership of Non-Elected Committees and Councils

Community Bridges dba Lift Line does not have a non-elected transit related advisory council at this time.

Title VI Equity Analysis

Community Bridges dba Lift Line does not have transit related facilities.

AGENCY BOARD RESOLUTION
RESOLUTION # 2020-06-02

At the duly noticed regular meeting of the Community Bridges Board of Directors held on June 17, 2020 the following resolution was made:

A resolution of Community Bridges Board of Directors Authorizing the Title VI Compliance Plan Update for the Agency.

Whereas Community Bridges desires to comply with Title VI of the Civil Rights Act of 1964, including new provisions detailed in U.S. Department of Transportation's FTA Circular 4702.1B, "Title VI Requirement and Guidelines for Federal Transit Administration Recipients,"

Whereas the Board of Directors of Community Bridges (CB) hereby authorizes approval of the compliance plan developed by staff to comply with necessary provisions of the Civil Rights Act,

Now, therefore be it resolved, by the Board of Directors of Community Bridges, as follows:

1. The Executive Director is authorized to implement the components of the plan in order to meet Federal requirements.
2. The Executive Director is authorized to implement policies that may be necessary to comply with subsequent revisions or interpretations to the Civil Rights Act.

Passed and adopted by the Board of Directors of Community Bridges on this 17th day of June, 2020.

It is further resolved that the officers and the President/CEO and/or designees are authorized to sign any documents and take any steps necessary to fulfill the intent of this Resolution.

Shannon Brady, Chair

Jack Jacobson, Secretary**VERIFICATION**

Each of the undersigned declares under penalty of perjury under the laws of the State of California that the statements in the foregoing certificate are true and correct of his or her own knowledge, and that this declaration was executed on June 17, 2020, at Watsonville, California.

Shannon Brady, Chair

Jack Jacobson, Secretary

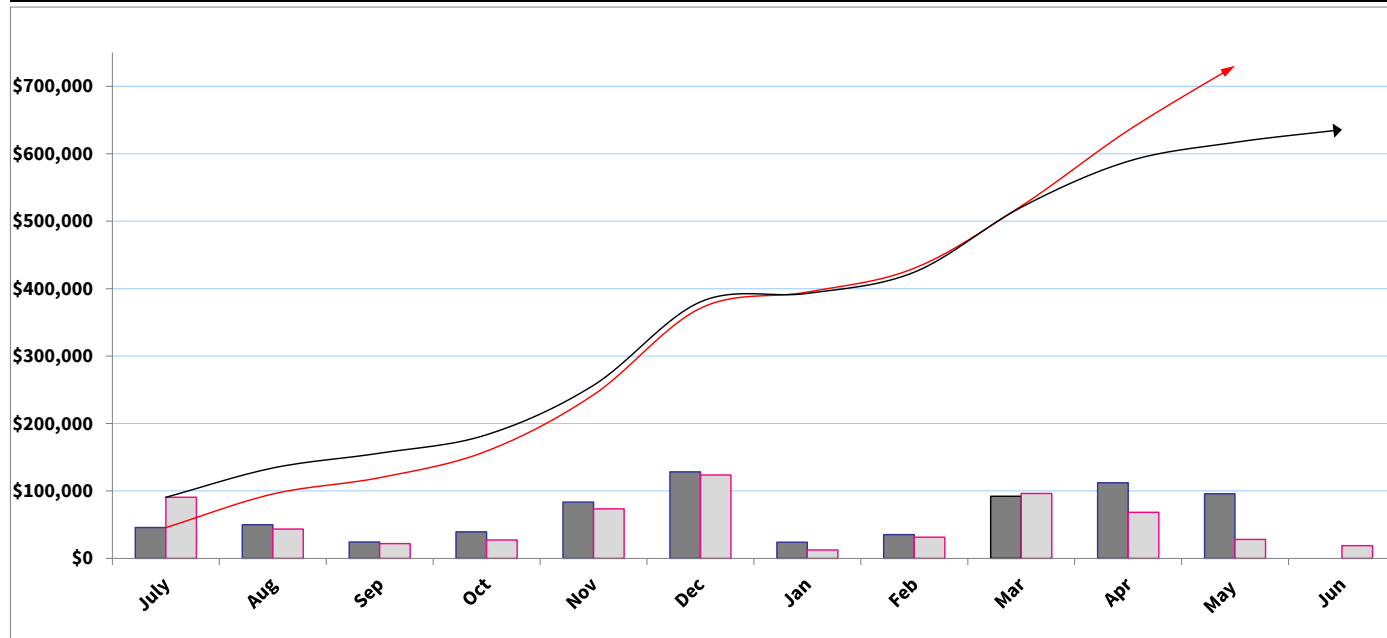
Development Progress Report

Fiscal Year 2019-20

May 31, 2020

Donation Revenue (Includes Events, Sponsorships, Tickets. **Excludes Grants, COVID-19 Relief**, and 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	\$83,533	\$128,405	\$23,933	\$35,366	\$92,135	\$112,189	\$95,857		\$730,450
	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: 5/31/19 to 5/31/20 \$113,552 19.3% change														



Key fundraising results through May 2020

Through May 2020 Community Bridges has raised \$730,450 in donations including sponsorships and events but excluding grants and COVID-19 relief donations. This is \$113,552 or 19.3% more than May of last fiscal year. A \$60,000 bequest received in March and a \$40,000 major gift received in April are compared to two \$40,000 gifts received last fiscal year, resulting in a net \$20K increase. The remaining \$33,552 increase is attributed to \$10K growth in 2019 Farm to Fork event a high response from fall 2019 and spring 2020 Meals on Wheels mailers.

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

- 19/20 Donations YTD \$730,450 114.9% Progress to Prior Year Total
- Prior Year point in time \$616,898 97.0% YTD Prior Year Progress
- Change vs. Prior YTD \$113,552 18.4% Growth over prior year

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

- 19/20 Donation Goal \$490,790 -9.9% Goal Change over Prior Year
- 19/20 Donations YTD \$730,450 149% Portion of goal met
- Portion of Year Lapsed 92%

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

- 19/20 Grant Awards \$1,362,539 7% Portion of TYD agency budget
- Prior Year Awarded \$742,973 183% Growth over prior year
- 19/20 New Awarded \$1,008,939 74% Portion of new funds/current year

D. Current Campaigns & Appeals

- COVID-19 Relief funds total nearly \$185K donations and \$200K grants.
- MOW Spring Mailer raised \$130K exceeding goal of \$42.5K in first week.
- 2019 Annual Report has received \$3,760 to date mailed to 3,000 donors.

Grant Application Report

Through May 31, 2020 COVID-19 Relief grants excluded

Grants Awarded: Government Funded	FY 20/21	FY 19/20
Low Carbon Transit Operations Program LCTOP (LL)		\$275,309
State Transit Assistance STA 3 Yr Supplemental (LL)	\$100,000	\$100,000
Santa Cruz City Set-Aside (CDD Sycamore)		\$13,642
California Public Utilities Corp (FRC)		\$32,174
California Air Resources Board CARB (LL)	<i>Applying \$247.6K</i>	n/a
Total Government Grant Funds Awarded	\$100,000	\$421,125

Grants Awarded: Foundation & Private	FY 20/21	FY 19/20
California Emergency Solutions and Housing (MCR)		\$240,478
Alliance Capital Planning Grant (Elderday)	<i>To apply \$2.5M</i>	\$150,000
Sunlight Giving (CB) Operating Support multi-year	\$150,000	\$150,000
Alliance Partners for Healthy Food Access (FRC)	\$10,000	\$15,600
Community Foundation Santa Cruz (ELD, MOW, FRC)	<i>Applied \$60K</i>	\$45,000
Packard Foundation Youth Activities (NVCR)	<i>Applying \$45K</i>	\$45,000
Monterey Peninsula Foundation (Lift Line)	<i>Applied \$45K</i>	\$40,000
Community Foundation of SCC (ELD, FRC)	<i>Applied \$60K</i>	\$37,836
Volunteer 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)	<i>Suspended \$15K</i>	\$15,000
Pajaro Valley Community Health Trust (LMCR)	\$15,000	\$15,000
Community Foundation Sobrato Fund (FRC)		\$15,000
Dignity Health Dominican Hospital (FRC)	\$25,000	\$12,500
Packard Foundation Capacity Building (FRC)		\$12,500
Community Foundation Monterey (LMCR)	\$15,000	\$12,000
Newman's Own Shelf Stable Meals (MOW)	n/a	\$9,500
Community Action Board Immigration Services (FRC)	\$11,832	\$8,000
Palo Alto Medical Foundation (MOW)	\$7,500	\$7,500
Dudley-Vehmeyer-Brown Foundation (MCR)		\$5,500
Rockefeller Foundation for Listen for Good (FRC) multi-year		n/a
Nicholson Foundation Summer Youth Activities (NVCR)		tbd
Save the Redwoods Outdoor Education (NVRC)		tbd
AT&T Foundation Program Support (MCR)		tbd
Alliance Technical Assistance (ELD) one-time only		n/a
Community Foundation SCC Disaster Relief (FRC)		as needed
Subaru Share the Love Vehicle Sales Proceeds (MOW)		<i>Applied TBD</i>
Watsonville Rotary Mental Health (LMCR)	\$2,500	
Total Foundation & Private Funds Awarded	\$236,832	\$941,414

Grant Application Report cont'd.

Through May 31, 2020 COVID-19 Relief grants excluded

Gov't Contracts Applied & Awarded	FY 20/21	FY 19/20
Seniors Council Older Americans Act (ELD & MOW)	<i>Applied \$422.9K</i>	
CalTrans Equipment & Services 5310 (LL)	\$192,000	
City of Watsonville Community Services (LL, MOW)		\$8,500
Community Development CDBG (NVCR)	\$100,000	\$75,000
Santa Cruz County CORE Program Funds	\$1,051,200	\$1,168,000
TDA Funding Claim Medical Rides (LL)	<i>Applied \$749.5K</i>	\$798,375
Total Government Grant Funds Awarded	\$1,343,200	\$2,049,875

Pending New Grant Applications	FY 20/21	FY 19/20
Comcast NBCU Foundation (FRC)	<i>Applied \$55K</i>	
Joseph & Vera Long Foundation (ELD or LL)	<i>Applying \$49K</i>	
Seaside Company (NVCR Summer Fun)	<i>Applied \$10K</i>	
No Kid Hungry (LMCR)	<i>Applied \$50K</i>	
City of Scotts Valley (LL, MCR, MOW)	<i>To apply TBD</i>	
Sereno Group 1% for Good (<i>Project TBD</i>)	<i>To apply TBD</i>	
Western Digital Hunger Relief (FRC)	<i>To apply TBD</i>	
Total In Process	\$117,500	

Declined Grant Applications	FY 20/21	FY 19/20
FHL Bank AHEAD Financial Literacy (FRC)	<i>Applying \$50K</i>	\$50,000
Google Impact Challenge (ELD & MOW)	\$1,000,000	
National Healthcare for Homeless w/ Kaiser (MCR, MOW)	\$50,000	
Allstate Renewal Award (LOCR)	\$40,000	
Waldron Charitable Fund (FRC Counseling)	\$15,000	
Omegu Nu Santa Cruz (MCR) (<i>Donated to MOW instead</i>)	\$12,800	
California Emerging Technology Fund (FRC)		\$18,000
CDE CA State Preschool Expansion (CDD)		\$936,000
Kendal Charitable Funds (ELD)		\$50,000
National Summer Learning Association (LOCR, NVCR)		\$10,000
SC County Homeless Action Partnership HAP (FRC)		\$150,000
The Lawrence Foundation (FRC)		\$5,000
United Way Women in Philanthropy (NVCR)		\$10,000
US Soccer Foundation (LOCR)		\$30,000
Total Declined	\$1,117,800	\$1,229,000

Fundraising Campaign Report Through May 31, 2020

Excluding COVID-19 Relief Funds

Donations to Programs	19/20 Goal	19/20 YTD	% 19/20 Goal Met	18/19 Final
CB General Funds	\$140,700	\$202,030	144%	\$135,032
Child and Adult Care FP	\$3,250	\$3,860	119%	\$3,732
Child Development Dept	\$4,670	\$7,800	167%	\$6,332
Elderday	\$6,250	\$7,867	126%	\$7,240
La Manzana	\$2,670	\$4,076	153%	\$9,000
Lift Line	\$12,600	\$15,549	123%	\$6,757
Live Oak	\$32,050	\$27,870	87%	\$56,970
Mountain Community	\$67,200	\$80,091	119%	\$75,417
Meals on Wheels	\$212,700	\$372,258	175%	\$315,596
Nueva Vista	\$6,500	\$6,582	101%	\$15,973
WIC	\$2,200	\$2,712	123%	\$3,664
Total Campaign Revenue	\$490,790	\$730,695	149%	\$635,712

Fundraising Appeals & Campaigns	19/20 Goals	19/20 YTD	YTD 18/19 To Date	19/20 \$ change
Annual Report	\$6,050	\$3,760	\$6,630	(\$2,870)
Bequests		\$72,638	\$15,635	\$57,003
CACFP Flowergrams	\$750	\$962	\$703	\$259
Calendar Appeal	\$29,650	\$50,912	\$37,092	\$13,820
Calendar Sponsorships	\$5,000	\$5,000	\$3,500	\$1,500
Donates Monthly		\$14,821	\$12,092	\$2,729
Endowment Funds (CB, MCR, MOW)		\$12,191	\$2,255	\$9,936
Farm to Fork Gala	\$64,500	\$72,980	\$62,667	\$10,313
Food from the Heart	50K removed	\$19,775	\$56,094	(\$36,319)
Giving Tuesday	\$22,820	\$11,047	\$23,385	(\$12,338)
Lift Line Van Sponsors	\$8,500	\$10,520	\$2,760	\$7,760
LOCR Crowdfunding	\$5,000	\$705	\$10,520	(\$9,815)
MCR Mountain Affair	\$25,000	\$21,650	\$23,792	(\$2,142)
MCR Phoneathon	\$17,000	\$18,184	\$18,248	(\$64)
MOW Fall Mailer	\$82,500	\$101,468	\$88,676	\$12,792
MOW Spring Mailer	\$42,500	\$130,195	\$45,203	\$84,992
MOW Welcome Packet		\$8,324	\$8,632	(\$308)
MOW Meal Donation		\$7,438	\$6,514	\$924
NVCR Program Appeal	\$1,900	\$275	\$1,957	(\$1,682)
Other Miscellaneous**		\$167,852	\$190,543	(\$22,691)
Total Campaign Revenue	\$490,790	\$730,697	\$616,898	\$113,799

Board member contributions (incl above)	\$10,000	\$12,125	\$9,024	\$3,101
Board member solicitations (incl above)*	\$10,000	\$21,655	\$10,665	\$10,990

*Not included above: FY 19/20 \$150,000 Board member-solicited Endowment gift from a private donor.

**Other Misc: Honor/Memorial, Payroll, Onsite Donation Boxes, Outside Events, Vehicle Donations.

COVID-19 Relief Donations & Grants

Through May 31, 2020

COVID-19 Relief Donations	19/20 YTD
CB General Funds	\$108,570
Child and Adult Care FP	\$3,365
Child Development Dept	\$550
Elderday	\$9,995
La Manzana	\$545
Lift Line	\$500
Live Oak	\$1,775
Mountain Community	\$5,630
Meals on Wheels	\$51,526
Nueva Vista	\$1,350
WIC	\$905
Total COVID-19 Relief Donation Revenue	\$184,711

COVID-19 Relief Grants Awarded	
CDBG/CARES ACT via City of Santa Cruz (FRC)	<i>Applied \$226,250</i>
CDBG/CARES ACT via City of Watsonville (MOW)	<i>Applied \$167,731</i>
FEMA Emerg Food & Housing via United Way (MOW, NVCR, FRC)	<i>Applied \$123,000</i>
CDBG/CARES ACT City of Santa Cruz (MOW, ELD)	\$76,394
Central CA Alliance for Health COVID	\$29,400
Community Foundation SCC COVID (ELD, MOW, FRC)	\$30,000
Community Foundation SCC Disaster Response Funds	\$30,000
Community Foundation SCC Household Financial Assistance	\$30,000
Meals on Wheels America (MOW)	\$25,000
The Ardea Fund	\$25,000
Sunlight Giving (CB)	\$25,000
Driscoll's Direct Food Support Aid (FRCs)	\$20,000
Community Foundation Monterey County (LMCR)	\$10,000
Pinpoint Foundation (CB)	\$5,000
Upwork Back to Work Talent Credit (CB)	<i>Applied \$25K</i>
Total Grant Funds Awarded	\$199,400

COVID-19 Gifts & Grants Total	\$384,111
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Major Gifts included in donations above	
Twin Lakes Baptist Church (CB)	\$25,000
Robert and Carol Simpkins (\$8K ELD \$2K CB)	\$10,000
Claudia and Alec Webster (MOW)	\$10,000
TriCal Inc. (CB)	\$10,000
Edward Fenster (CB)	\$7,500
Tom Lehrer (All Programs)	\$5,000
Laurence and Violet Poretz (CB)	\$5,000
Major Gifts Total	\$72,500

COMMUNITY BRIDGES Program Budget Summary April 30, 2020 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	2,314,266	2,311,784	464	(2,482)	191,531	8.3%	-	0.0%	336,446
Child Development Div	201,326	2,302,292	2,081,881	2,149,743	13,000	67,862	269,188	13.0%	(1,308)	-0.1%	245,639
Elderday	77,401	2,198,526	1,880,704	1,782,347	190,000	(98,357)	(20,956)	-1.1%	27,294	1.5%	269,659
Meals on Wheels	513,967	1,944,189	1,992,596	2,021,498	80,000	28,902	542,869	28.7%	(31,609)	-1.6%	274,469
Lift Line	(301,088)	3,023,426	3,237,529	3,163,209	90,000	(74,320)	(375,408)	-13.0%	71,192	2.2%	292,676
La Manzana Commtty Res	120,889	608,350	620,784	648,756	20,060	27,972	148,861	24.5%	1,571	0.3%	85,539
Mountain Commtty Res	252,639	579,800	742,669	615,317	13,905	(127,352)	125,287	17.1%	(3,203)	-0.4%	71,662
Nueva Vista Commtty Res	84,442	361,458	391,484	370,382	20,131	(21,102)	63,340	16.4%	(6,345)	-1.6%	55,494
Live Oak Commtty Res	124,154	287,535	326,762	318,034	5,546	(8,728)	115,426	35.3%	(4,754)	-1.5%	47,483
CACFP (Oct-Sept FFY)	6,007	3,926,778	4,157,519	4,147,985	163,750	(9,534)	(3,527)	-0.3%	(516)	0.0%	67,519
Administration	43,620	1,896,148	1,950,171	1,870,598	9,800	(79,573)	(35,953)	-1.8%	(8,011)	-0.4%	14,373
Philanthropy	66,551	185,700	195,872	262,329	15,000	66,457	133,008	67.9%	56,547	28.9%	28,407
TOTAL PROG OPERATIONS	1,383,921	19,651,045	19,892,237	19,661,982	621,656	(230,255)	1,153,666	7.46%	100,858	0.5%	1,789,366
LOCR-Capital Campaign	453,998	27,240	23,570	(13,736)	0	(37,306)	416,692	NA	26,001		0
CBHQ FY 19/20 Activity		-	240,649	246,275	0	5,626	5,626	NA	2,359		0
Fixed Assets & Gen'l Agy	1,916,838	-	1,106	254,664	0	253,558	2,170,396	NA	10,879		0
TOTAL AGENCY	3,754,758	19,678,285	20,157,562	20,149,186	621,656	(8,377)	3,746,381	7.46%	140,097	0.7%	1,789,366

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

*248K deferred revenue 2021

Program Budget Summary
April 30, 2020

PROGRAM NAME:

WIC	Minimal Change - EE's utilizing COVID Sick
Child Development Div	Operating at partial service, Deferring 46.4K QRIS
Elderday	Alternate Services through end of FY, increased ADA to 50
Meals on Wheels	+40K Food, Deferring 178K AAA
Lift Line	+Contracted, Legal, Professional Services
La Manzana CR	-6.3K CCAH, +5K Calfresh, +2K CDSS, +3K CF, +2.3K Personnel
MCR	-6.3K CCAH, +7.5K Donations, -4K Personnel, +3K Staff Training
Nueva Vista CR	-6.3K CCAH, +1.3K personnel
Live Oak CR	-6.3K CCAH, +1.9K Personnel
CACFP	2 EE's still on FMLA, Centers Revenue at 10%, DCH's increasing
Administration	+20K Personnel, +COVID Expenses, +10K G.A.
Philanthropy	+COVID donations
LOCR-Cap Campaign	Actual YTD less proj FY 19/20 expenses, April 30, 2020 \$440,262
La Manzana Property	Includes Occupancy Rev Versus Exp FY 1920 through April
FAs & Agy Unrestr.	Includes +150K Endowment, 42K deferred revenue, +60K bequest
Total Agency	Proj Program -230K, proj Agency -8K, not including FA to be deprec

<p style="text-align: center;">Community Bridges Agency-Wide Revenue and Expenses April 30, 2020</p>

[illegible]

Community Bridges Statement of Financial Position April 30, 2020					
ASSETS	Unrestricted	Restricted	Current	Prior	
		Net Assets	Month	Period	
			Total	Total	
Cash and cash equivalents	3,344,153	-	-	3,344,153	1,370,299
Cash reserved for LOFRC Facility Maint	-	-	440,262	440,262	408,840
Accounts/Grants receivable	1,470,411	-	-	1,470,411	1,586,736
Prepaid expenses	317,531	-	-	317,531	310,834
Inventory - Raw Food & Supplies	21,000	-	-	21,000	21,000
Refundable Deposits	36,849	-	-	36,849	36,849
Property and equipment	7,133,828	-	-	7,133,828	7,129,447
Leasehold improvements	708,882	-	-	708,882	708,882
TOTAL ASSETS	13,032,654	-	440,262	13,472,915	11,572,886
LIABILITIES					
Accounts payable	482,867	-	-	482,867	525,413
Salaries and wages payable	360,065	-	-	360,065	389,330
Payroll taxes payable	180,580	-	-	180,580	163,062
Retirement (401k) benefits payable	20,788	-	-	20,788	21,580
Accrued vacation salaries and wages	378,179	-	-	378,179	377,240
Health insurance payable/withheld	714	-	-	714	(3,114)
Short term debt (includes LOC)	(63,976)	-	-	(63,976)	(3,976)
Long term debt	6,495,650	-	-	6,495,650	4,835,144
Volunteer Center liability	2,537	-	-	2,537	2,537
Capitalized leases payable	3,161	-	-	3,161	3,161
Due to fixed asset fund (Measure D)	281,584	-	-	281,584	281,584
Unearned revenue/advances	474,479	-	-	474,479	266,769
Other debts	(236)	-	-	(236)	(1)
Other liabilities	155,374	-	-	155,374	153,242
TOTAL LIABILITIES	8,771,766	-	-	8,771,766	7,011,970
Fund Balance June 30, 2019	3,321,943	-	453,999	3,775,942	3,775,942
Current Year Income (Loss)	938,945	-	(13,737)	925,208	784,974
TOTAL NET ASSETS	4,260,888	-	440,262	4,701,150	4,560,916

	G M	Current Month	Old Last Month	Goals
Cumulative Net Gain (Loss):	↑ ↑	925,208	784,974	\$200,000
Liquid Unrestricted Net Assets (LUNA)/Avg Mo Exps	↓ ↓	2.42	0.93	3.0
Current Ratio (Current Assets/Current Liabilities):	↑ ↑	3.7	2.3	2.8
Modified Current Ratio (Liabilities include advances):	↑ ↑	2.8	2.0	2.5
Net Asset Ratio (Total Assets/Total Liabilities):	↓ ↓	1.5	1.7	1.9
Debt to Equity (Total Liabilities/Total Fund Bal):	↓ ↓	187%	154%	116%
Debt to Assets (Total Liabilities/Total Assets):	↑ ↑	65%	61%	54%
Return on Reserves:	↑ ↑	19.7%	17.2%	4.3%
Current Assets (excludes property/fixed assets):		5,630,205	3,734,557	2,100,000
Current Liabilities (excludes long term/unearned):		1,514,355	1,622,777	755,000
Modified Current Liabilities (adds in unearned):		1,988,834	1,889,545	855,000

Here's Where the Movement to Defund Police Is Gaining Momentum

Jun. 6th, 2020

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Matt York/AP

For indispensable reporting on the coronavirus crisis and more, subscribe to *Mother Jones'* newsletters.

In Nashville, Tennessee, on Tuesday, resident after masked resident lined up outside a public hearing on the city's budget. They waited, in some cases for hours, for their turn to share the same message with the city council: It was time to defund the police. The hearing began at 6:30 p.m. It didn't conclude until nearly 5 a.m. the following day.

Nashville is far from alone. As twin crises consume cities across the country—protests against police brutality and a pandemic that has battered the economy and wiped out municipal revenues—many social justice advocates say there's an

obvious response: cut funding to police departments and reinvest the money in other urgently needed public services.

This idea is not new but is gaining unprecedented momentum around the country as police violence against Black people has become the focus of nationwide protests following the May 25 killing of George Floyd by a Minneapolis police officer.

“We need to shift resources out of these harmful punitive systems that we spend incredible amounts of money on—namely, police at the local level—and shift that to the types of resources that will actually allow communities to be safe and to thrive,” says Kumar Rao, director of the Justice Transformation program at the Center for Popular Democracy, a progressive advocacy group.

With an eye towards this type of redistribution of police funds, activist groups and lawmakers across the country have taken aim at local budgets. In many municipalities, the fiscal year ends on June 30, meaning that next year’s budgets are being finalized this month and will take effect in July.

In Minneapolis, groups such as Reclaim the Block and Black Visions Collective, are urging the city to cut the police department’s budget by \$45 million. “Our city is on fire, our people are hurting, and Black communities are crying out for health and safety in the midst of pandemic,” notes a petition from Reclaim the Block. “Now is the time to invest in a safe, liberated future for our city. We can’t afford to keep funding MPD’s attacks on Black lives.”

In New York City, lawmakers and policing reform advocates have called on Mayor Bill de Blasio to slash millions in police funding as the state budget faces what one official called “economic devastation not seen since the Great Depression.” In Los Angeles, four City Council members have introduced a proposal to reverse the mayor’s planned 7 percent police funding increase. In Durham, North Carolina, protestors gathered at a local theater this week for a “Defund the Police” protest. In Milwaukee, Wisconsin, the African American Roundtable—backed by more than 65 organizations—called on the city to divest \$75 million⁶³

from the police department and to reinvest \$50 million into public health, with the rest going to housing cooperatives. In Philadelphia, where the mayor has proposed a \$14 million increase in police funds, activists have been signing up in droves to testify virtually at a city budget hearing next week in protest.

Celebrities have also joined in the chorus of voices calling to reallocate police budgets. An open letter reportedly signed by Lizzo and John Legend, among other notables, highlighted the disproportionate rate of COVID-19 deaths in the black population in its call to defund the police and invest in healthcare instead.

“The COVID-19 deaths and the deaths caused by police terror are connected and consequential to each other,” the letter states. “The United States does not have a national healthcare system. Instead, we have the largest military budget in the world, and some of the most well-funded and militarized police departments in the world, too.”

Racial justice and police reform advocates, including the Movement 4 Black Lives, have for years called for “invest/divest” campaigns aimed at pulling money from police budgets and reinvesting it in community initiatives that stand to improve daily life and safety, from housing to infrastructure, and from healthcare to education. Advocates note that these sorts of public investments are themselves tools for reducing crime—an idea supported by many studies.

“We spend too much on an institution that fails to advance and often undermines safety and security in the community. And we spend too little on structures that actually cultivate community safety and economic success,” says Rao.

Rao co-authored a 2017 CPD report that examined police funding in 12 jurisdictions across the country. Oakland spent 21.1 percent of its total operating budget on police—more than housing, parks, workforce development, and human services combined; Floyd’s adopted hometown of Minneapolis spent more than 11 percent of its budget on policing—1.5 percent went to the Health Department.

These sorts of budgeting imbalances could get worse in light of the economic crisis wrought by COVID-19. Following huge losses of tax revenue due to coronavirus shutdowns, cities and states are facing multi-billion dollar deficits. (Analysts estimate a shortfall of anywhere between \$500 billion and \$899 billion.)

Some proposals to reinvest police funds are making legislative headway. In New York City, where a \$9 billion budget deficit is projected for fiscal year 2021, the city council's 21-member progressive caucus has set a meeting with criminal justice reform advocates to discuss their police funding proposals, after several months of advocacy for large cuts; a coalition of dozens of criminal justice reform advocates sent a letter in April to Mayor de Blasio and City Council Speaker Corey Johnson, urging them to make "significant reductions to the NYPD's bloated budget." In 2019, the letter noted, the city allocated \$6 billion to the NYPD, more than "on health, homeless services, youth development, and workforce development combined."

In their own letter to de Blasio last week, Johnson and two other city council members noted that the cuts the mayor's office has proposed so far are skewed in favor of the police; they include a proposed 32 percent cut to the Department of Youth and Community Development compared to a 0.4 percent reduction (\$23.8 million) to the NYPD budget.

A coalition of 48 candidates for New York City office this week called on the city council to reduce the NYPD's budget by \$1 billion over the next four years, institute a temporary police hiring freeze, and halve the department's \$800 million in annual overtime spending. Their proposal echoed the \$1 billion in NYPD cuts suggested by the Policing and Social Justice Project at Brooklyn College, which also calls for reducing funds for body cameras and a New York City surveillance program run by the NYPD.

Council Member Ben Kallos, the progressive caucus's co-chair, told the *New York Post* that many members of the group "have already come out in favor of #Defund NYPD and we will be taking a formal position as a caucus shortly,"

In Los Angeles, proponents of police funding cuts won a tangible victory. On Wednesday, city council president Nury Martinez and three of her colleagues released a proposal to cut between \$100 to \$150 million from the LAPD's budget and allocate those funds to communities of color. Their proposal came after a coalition of community groups, led by Black Lives Matter–Los Angeles, launched a “People’s Budget” campaign focused on slashing and reallocating much of next year’s LAPD budget, in the face of proposals by the city’s Mayor to increase it by \$120 million.

These calls for funding reductions made an impression. Hours after council members released their proposal to slash LAPD funding, Los Angeles Mayor Eric Garcetti called a press conference, where he announced the city would drop its plans to increase the police budget. Instead, he said he would cut \$250 million from the budget overall, redirecting those funds to public health, youth development, damages for those who’ve suffered discrimination, and “peace centers” to heal trauma. At least \$100 million of the cuts to fund these efforts are expected to come from the police budget.

<https://www.motherjones.com/politics/2020/06/heres-where-the-movement-to-defund-police-is-gaining-momentum/>

Seaside city councilmember calling to defund and demilitarize Seaside police

Jun. 5th, 2020

SEASIDE, Calif. —

During a protest Tuesday, Seaside city councilmember, Jon Wizard, publicly called to defund and demilitarize the Seaside Police Department. “I need defund, I need demilitarized and I need police accountability that can fire bad cops,” yelled Wizard at Tuesday’s protest. With the department’s nearly \$14 million budget, Wizard is calling to invest some of that money back into the community.

“Those dollars don't go to youth summer employment programs, don't go to youth sports, don't go to feeding seniors, and if they do, a very limited amount does because so much gets taken up by the police department,” said Wizard.

The Seaside Police Officer’s Association said they’re all about community outreach, but to run a department, they need the proper funds to operate.

“Police departments run 24/7 every single day of the year, so it’s going to be higher than any other department in a city,” explained Alex Skhrani, President of Police Officers Association Seaside. “You can go to any city and it’s always going to be higher.”

And after the impact of COVID-19, the city and the department are working with even fewer funds

“With the downturn of the economy, that budget has shrunk dramatically, and the police department already had been cut to the bone,” said Seaside Mayor Ian Oglesby. “We have already had to lay off two part-time officers.”

The department also called out Wizard’s claims that together with the Monterey Police Department, they purchased \$40 million worth of rifles and tear gas.

"I don't know what Monterey spends or what they spend it on, I can't speak to that. For us, I've never seen us purchase tear gas. I know we have owned some tear gas in the past, but I haven't seen it purchased in the last decade," said Kevin Miller, Vice President of Police Officers Association Seaside

Miller also added they've only spent up to \$3,700 on rifles in the last couple of years. However, Wizard explained he never said this and added the department is twisting his words.

"I said that between the two cities, the police budget's more than \$40 million. So, there's 60,000 people and we spend \$40 million on police. That money pays for things like rifles and tear gas," explained Wizard.

As millions across the Central Coast are calling for change, Skhrani said they are working to build trust with the community.

"We're constantly going through training. We make sure that we're updated, and we even go above and beyond our training," said Skhrani. "Chief Pridgen is also implementing other trainings that he wants to look forward to us having. Policy changing is coming as well."

Wizard said putting money back into the city is a long-term investment and a conversation he's looking to start with police and Seaside residents.

Seaside City Council will be meeting Thursday, June 11 to discuss next year's budget. No word yet on whether this item will be placed on the agenda.

After decades of entrenchment, police budgets don't look so untouchable anymore.

[!\[\]\(2e897e890e69d81eae4503a8342c36b0_img.jpg\) Send to Kindle](#)

Like across most of the United States, crime in Monterey County has been dropping over the past few decades.

In 1995, there were 2,895 violent crimes and 14,372 property crimes across local law enforcement jurisdictions, comprising 12 municipal police departments, one university police department, and the Monterey County Sheriff's Office.

The number of crimes has trended downward since then, reaching a historic low in 2018, which saw 1,741 violent crimes and 8,406 property crimes, both about 40-percent lower than 1995 levels.

During the same period, the total staffing level of Monterey County law enforcement agencies has remained relatively stable. There were 870 officers and civilian employees in 1995, and 947 in 2018, with mild fluctuations in the intervening years.

The extent of the disconnect between the crime rate and police staffing levels in Monterey County is revealed in an analysis by the *Weekly* of data that the FBI routinely collects from local law enforcement agencies.

Monterey Police Chief Dave Hober notes that his department's staffing is lower than it has been historically, and barely enough for all community needs. "The crime rate is a discussion point but it's not how we decide our staffing," he says. "There are many variables in play."

The *Weekly's* analysis comes as local government budgets face unprecedented cuts due to the pandemic that brought commerce to a halt in March as public health officials ordered the population to shelter in place and all nonessential activities to stop.

At the start of the pandemic, on March 20, Seaside City Manager Craig Malin warned just how bad the cuts could get. “Our principal operational mission is to continue police, fire, water and sewer services for as long as possible,” Malin wrote in a note to the public.

	POPULATION	TOTAL BUDGET (MILLIONS)	POLICE BUDGET (MILLIONS)	POLICE BUDGET AS A PROPORTION OF TOTAL	# OF SWORN OFFICERS	# OF RESIDENTS PER OFFICER
SALINAS	155,465	\$196.1	\$52.2	27%	162	960
MONTEREY	28,178	\$143.75	\$18.68	13%	53	532
SEASIDE	33,748	\$35.32	\$13.75	39%	33	1,023
MARINA	22,781	\$27.34	\$7.13	26%	28	814
PACIFIC GROVE	15,413	\$26.48	\$7.55	28%	22	701
CARMEL	3,859	\$24.14	\$4.3	18%	15	257
DEL REY OAKS	1,669	\$4.98	\$2.36	47%	11	152
SAND CITY	398	\$7.94	\$3.22	40%	12	33
GREENFIELD	17,516	\$19.6	\$6.63	34%	18	973
GONZALES	8,306	\$16.32	\$2.85	17%	11	755
SOLEDAD	25,999	N/A	N/A	N/A	18	1,444
KING CITY	14,077	\$14.23	\$3.76	26%	17	828
CSUMB	7,216	\$129.8	\$2.57		18	401
MONTEREY COUNTY SHERIFF	434,061* *120,729 in unincorporated county land	\$1,514.24	\$120.36	N/A	324	N/A

Two months later, as governments began to contemplate reopening the economy, the police killing of George Floyd was captured on camera. The public vacuum produced by the quarantine was suddenly filled by masses of people on the streets demanding justice. Soon, activists and some elected leaders started

looking for justice in the difficult decisions over which public services are worth preserving and which can be cut. The Black Lives Matter movement, for example, pressured the mayors of New York and Los Angeles into promising to take money away from police and investing it elsewhere in the community.

In Monterey County, the momentum for cutting police budgets is not as far along, but the pressure is building. The anonymous group known as Monterey County Protest, with its sudden presence on social media, called to “defund the police and put funding back into the community,” in a post on Twitter. Salinas community activist Matt Huerta has been echoing the same sentiment. Seaside City Councilmember Jon Wizard and Monterey City Councilmember Tyller Williamson used their platforms as elected leaders to question longstanding spending priorities, and their statements on the issue have led to rebuke from within their respective police departments.

By the request of residents and by the nature of the job, police deal with some of the most complicated social issues from homelessness to mental health, Hober says: “I have a bare-bones staff to deal with all the issues we are asked to deal with in this community.”

As an idea once considered radical has made its way into the mainstream, local radicals press on, organizing community members around the banner of “Community Before Cops.”

A loose coalition of local activists, teachers, college students and whoever shows up on Zoom on any given day, Community Before Cops has emerged just as many Monterey County cities host annual budget discussions. The group is holding regular planning meetings with the goal of swaying budget decisions.

One of the central ideas uniting Community Before Cops is that cops are carrying out social services that would be better performed by trained specialists, according to River Navaille, who helped establish the group. Too often, Navaille says, police officers face homelessness and mental health issues they are not equipped to handle. “Why do we have a police force that dominates the public

sector?” Navaille asks. “Are we really dealing with our community’s problems if we are policing them?”

Navaille, a 28-year-old who lives in Seaside and teaches theater at Seaside High School, is a product of public arts programming. For seven summers, they worked in the Monterey Recreation Department, which proved to be a pivotal experience. Part of what motivates Navaille is to ensure that other youth don’t lose the same opportunities as cities are forced to make cuts.

“Arts programs are really important that serve students in a unique way giving them confidence, and leadership experience while being safe and seen in a community,” Navaille says.

http://www.montereycountyweekly.com/news/local_news/after-decades-of-entrenchment-police-budgets-don-t-look-so-untouchable-anymore/article_866a4b38-ab80-11ea-a56c-3ba4cbbdebe6.html

Draft Letter
Community Bridges Board of Directors

June 9, 2020

Dear Mayor and Councilmembers:

As local community members, stakeholders, and members of Community Bridges Board of Directors, we understand the difficult budgetary choices ahead as revenues are drastically impacted due to the pandemic. The underlying challenges are clear, yet we are fundamentally opposed to the repetitious responses that look to defund and dismantle the very social services that are on the frontline of the county's COVID-19 response. These are the programs that have continuously and tirelessly responded to the immediate needs of people impacted by the COVID-19 SIP order through provisions of meals, transportation, mental health support, and rental assistance to name a few.

This moment requires us to make fundamentally different choices than we have in the past when recessions and financial concerns triggered massive cuts. Will we acknowledge the deep societal inequities that exist and take responsibility for the way budgeting has been complicit in perpetuating those inequities - and do we commit to doing better? Prevention works and local investment in safety net services is critically important for the wellbeing of our community, a knowledge that is backed by empirical evidence showing us that upstream social services funding is also efficient in preventing future costs. Based in this knowledge, we must reexamine our budgetary priorities and actively engage in discussions concerning tough funding decisions where priority is placed on finding solutions to preserve social service investments.

For both social service providers and the people that depend on these services, removal of support has evolved from a perceived threat to a real, literal and existential one. As public officials, you have a sworn duty to protect and support the wellbeing of our community members, but the move to defund social services sends a clear message that your neighbors' wellbeing is not your priority. We strongly encourage you to work to restore, increase and renew your community programs funding commitments to ensure you meet all residents' needs.

Together, we can do better for all Santa Cruz County residents, and we ask that you strive to understand and acknowledge the everyday struggles of low-income families, seniors, and people with disabilities and the many others who rely on the lifeline services we provide. We ask that you value these services and the people that depend on them as much as you value your staff, parks, law enforcement, roads, permit processing, and all the other essential services you are called on to provide for our common good. We urge you not to balance this budget on the backs of those most affected by the proposed cuts, as they are also the ones most in need of your support.



News Articles with CB Mention

3/18/20 through 6/4/20

Watsonville Shelter In Place

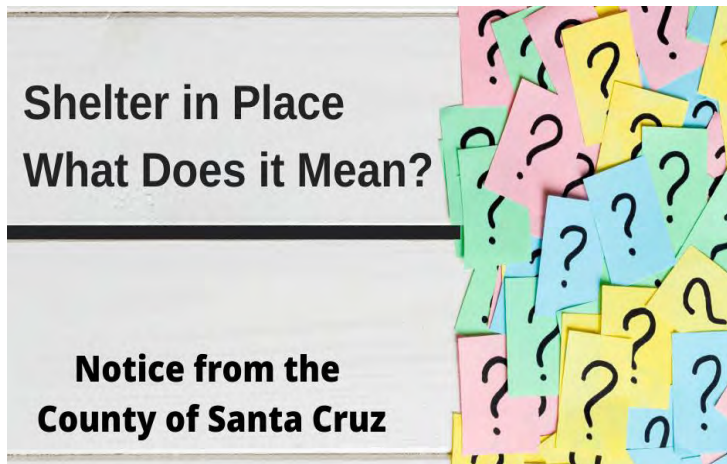
The Santa Cruz County Health Officer has issued a shelter-in-place order through April 7.

By [Press Release Desk, News Partner](#)

Mar 18, 2020 1:48 pm PT

[From City of Watsonville:](#)

March 17, 2020



The Santa Cruz County Health Officer has issued a shelter-in-place order through April 7. We are posting these frequently asked questions to help residents, businesses and partners interpret these orders.

The Santa Cruz County Health Officer has issued a shelter-in-place order through April 7. We are posting these frequently asked questions to help residents, businesses and partners interpret these orders.

Shelter in Place: What Does it Mean? On Monday March 16, Santa Cruz County and other Bay Area counties announced sweeping orders requiring residents to stay home except for essential needs. It will stay in effect through April 7 unless revised sooner.

What is it? It is a legally enforceable order requiring residents to stay home except for essential needs. Everyone should stay home, especially vulnerable populations, unless you are leaving home to get food, care for others, access necessary health care, or go to an essential job (more on that later).

It is OK to go outside for walks if you are not in a group.

Why did we do this? This is a critical intervention to reduce harm from the spread of the novel coronavirus, or COVID-19, in our community. History books are filled with examples of public officials who did not act quickly enough in the face of a public health crisis, leading to unnecessary death and suffering. We don't want to repeat history.

Acting quickly is essential. The virus is present in our community. Every hour counts. So do you. The cooperation of everyone will help reduce the crisis level in the community. While this feels alarming, it is a necessary. Without a vaccine or immunity, maximizing social distancing and restricting gatherings is the best tool we have to fight the virus and save lives. Our routines will be different, but we will adjust. Please be patient and kind to one another. We will get through this.

How long will we stay home? For 3 weeks through Tuesday, April 7, 2020, unless traveling for one of the exemptions (more on that later).

Is everything closed? What's open? Essential services remain open. The Health Officer does not want to create further negative public health consequences and has allowed certain businesses to stay open:

- City/County government services: Police stations, fire stations, hospitals/clinics and healthcare operations, jails, courts, garbage/sanitation, transportation services (including a reduced Metro schedule), utilities (water, power and gas) and more will remain open. We encourage you to use online services wherever possible.
- Gas stations
- Pharmacies
- Food: Grocery stores, farmers markets, food banks, convenience stores, take-out and delivery restaurants are all allowed to continue operating (We acknowledge that some may choose to close). Eating is essential!
- Hardware stores/plumbers
- Banks
- Some community groups and nonprofits, particularly those service low-income or vulnerable populations
- Laundromats/laundry services
- Hotels providing shelter

What's closed? • Restaurant dine-in services. To-go and delivery OK. • Bars and nightclubs • Entertainment venues • Gyms and fitness studios

What can't I do? You cannot engage in group activities in person with others. This includes dinner parties, bonfires, poker and card games and group exercise. You cannot go to bars or nightclubs, hair or nail salons, shopping for non-essential goods, or take unnecessary trips.

Where does this apply? This is in effect throughout Santa Cruz County, as well as the counties of Marin, San Francisco, San Mateo, Santa Clara, Contra Costa, and Alameda counties.

Is this mandatory or is it just guidance? It is mandatory! People who violate the order are subject to citation or even arrest under California law. It is a misdemeanor not to follow the order, though we are asking for cooperation first. All residents and organizations are required to comply if they do not fall within the exemptions.

Do I go to work? Check with your employer. If you are summoned to work, practice safe social distancing. Many businesses are essential to the health and welfare of the community and will continue operating.

What if I need to get healthcare from my medical provider? Please continue seeing your doctor or clinician for necessary medical services. Some services, especially elective procedures, may be postponed or canceled. And remember – call first! Do not go to the emergency room of a hospital unless you are having an actual emergency. We need to protect our health care system.

Can I leave home to care for friends or family members? Yes, we need to help each other, particularly those who are sick or have disabilities. But don't travel just to say hello – call! Together, we can fight the spread of COVID-19 by staying at home. If you need to visit, practice safe social distancing.

Can I still get deliveries from online stores? Can I order from online stores? Yes. U.S. mail, mail order and food delivery services are allowed and continue operating. They are considered essential.

Can I use ride share or on--demand service or a taxi, or public transit? Yes, but only for essential travel. Practice social distancing precautions and cover your mouth and nose if you cough or sneeze, use hand sanitizer, and wash your hands before and after rides.

Can I get my prescriptions or other health care needs? Can I leave home to go to the pharmacy to get my prescription filled? Yes. Drug stores and other medical supply stores are allowed to operate. We are encouraging residents to have their prescriptions delivered if possible.

Can I exercise outdoors? Gyms and health clubs are closed, but exercise is essential to health. Exercising outdoors is acceptable, but avoid groups. Practice safe social distancing.

Should I stockpile necessities? No! Our food supply chains are healthy and the empty shelves are due to overwhelming demand at the point of sale. Grocery stores, pharmacies, and hardware stores will remain open for the duration of this order. Buy only what you need, leave some for everyone else.

What if I need medical marijuana? Cannabis dispensaries may continue operating via delivery or pickup only. No customers are allowed to gather in the store.

Can I visit loved ones in the hospital, nursing home, skilled nursing facility, or other residential care facility? No, with exceptions. You may accompany minors and others who need assistance to and from these facilities, but non-necessary visitation to these kinds of facilities is not allowed. We realize this is difficult, but it is necessary to protect staff and residents at these facilities.

What should I do if I'm sick and need to go to the hospital or a medical provider? How can I protect others? Call first! If you need to go in, do so in a way that avoids exposing others to any germs you have, especially if you are seriously ill. If you are sick and can wear a surgical mask, N-95 mask or other protective gear, wear it. In a pinch, wrap a clean scarf or cloth around your mouth and nose to try to reduce droplets when you cough and sneeze.

What if I can't get out of the home? How can I get supplies and food? Please contact friends, family, or others you know who can provide support. They are permitted to pick up any of your needs. If you receive services from Meals on Wheels, Second Harvest or other community providers, check with them as many are continuing to provide services in safest possible manner.

This press release was produced by [City of Watsonville](#). The views expressed here are the author's own.

‘On the frontlines’: Nonprofits scramble to bring food to vulnerable amid coronavirus crisis

As community need rises, local programs grapple with new challenges



Volunteers at Second Harvest Food Bank in Watsonville fill bags with fresh produce Wednesday morning that will be given to people in need in Santa Cruz County. (Shmuel Thaler -- Santa Cruz Sentinel)

By [NICHOLAS IBARRA](#) | nibarra@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: March 18, 2020 at 5:00 p.m. | UPDATED: March 18, 2020 at 5:01 p.m.

SANTA CRUZ — With residents in Santa Cruz County — and much of the wider region — ordered to shelter in place, many local food programs say their phones have been ringing off the hook as vulnerable people search for help.

Nonprofits Grey Bears and Community Bridges’ Meals on Wheels program, both of which deliver food to seniors at home, are each reporting marked increases.

“The level of concern and desperation on the calls we’re getting makes us realize how important what we’re doing is,” said Tim Brattan, Grey Bears’ executive director.

Grey Bears delivers food to about 4,000 people, about a quarter of whom were already homebound before the COVID-19 crisis. On Tuesday alone, roughly 30 new seniors signed up for food deliveries, according to Brattan.

“We are in the middle of not only dealing with the virus, but we’re dealing with unprecedented economic implications that we haven’t seen since 1929 in this country as a result of the pandemic,” said Community Bridges CEO Ray Cancino.

Even as demand for food programs and other services appears to rise, the programs themselves face a host of new challenges.

The nonprofits are exempted from closure under the shelter-in-place order because they provide essential services. But some revenue streams are up in the air, staffing levels are reduced, elderly volunteers are forced to stay home, and the nonprofits have had to quickly change their programs to keep the risk of transmission low and meet new social-distancing guidelines.

Meals on Wheels was forced to close its five in-person dining sites across Santa Cruz County. The program is now making home deliveries of prepared meals to the seniors who relied on those sites, on request.

And on Monday and Tuesday alone, Meals on Wheels received about 30 new applications for meal deliveries — as many as it typically receives in a month.

“We’re literally on the frontlines,” Cancino said, reflecting on working to meet the rising need in the community while the nonprofit faces uncertainty.

Second Harvest Food Bank, based in Watsonville, distributes food that ends up on the tables of more than 55,000 Santa Cruz County residents each year. Second Harvest distributes about 8 million pounds of food each year, both directly and through a network of hundreds of partners in the community including both Grey Bears and Meals on Wheels.

Some grocers may have seen shelves cleared by skittish shoppers, but Second Harvest has emphasized it is no danger of running out of food.

“We have plenty of food, it’s just a matter of can we get the systems in place to make sure it’s distributed,” said Suzanne Willis, the food bank’s chief development and marketing officer.

Some in its network of partners are already being forced to close up shop due to the virus, according to Willis.

But the food bank is working on its own drive-through food pick up program it hopes to have up and running next week, and partnering with Pajaro Valley Unified School District to distribute food alongside the schools’ pickup meal programs.

So far, the demand for Second Harvest has stayed relatively constant. But Willis expects it could increase drastically in days and weeks ahead if the threat of the virus, and the shelter-in-place orders, persist.

According to Willis, what the food bank needs now is more volunteers — and the funding necessary to meet a demand that appears likely to surge in coming weeks.

Grey Bears and Meals on Wheels are also now turning to those who are healthy or who have scarce supplies or funds to contribute.

According to Brattan, Grey Bears' executive director, the program relies heavily on a network of about 800 volunteers, most of whom are senior citizens.

"We can't even have them on the property right now, and they're our life support," Brattan said.

Other local programs, such as the local Salvation Army and Food Not Bombs Santa Cruz, have also shifted how they are distributing food to mitigate the risk of spreading infection.

The Food Not Bombs chapter, which serves food in downtown Santa Cruz, has put in place new hygienic protocols and is now offering limited meals intermittently throughout each weekday to keep the number of people present at once low while it works to enforce social-distancing guidelines.

The Salvation Army Santa Cruz Corps, meanwhile, is purchasing more food to meet an increased need and plans to begin offering drive-through food pickup starting next week, according to Captain Angel Marquez.

FOOD PROGRAMS

Second Harvest Food Bank

In need: Call food hotline at 831-662-0991, weekdays 8 a.m. to 4 p.m.

Volunteer: thefoodbank.org/volunteer/.

Donate: Monetary donations preferred, thefoodbank.org.

Grey Bears

In need: Ages 50 and up, greybears.org/get-involved/online-membership-form/.

Volunteer: Email grace@greybears.org.

Donate: Monetary donations at greybears.org. Anyone with shelf-stable food, alcohol-based hand sanitizers, isopropyl alcohol, disinfecting wet wipes, and unopened boxes of latex glove asked to email info@greybears.org.

Meals on Wheels

In need: Ages 60 and up, communitybridges.org/mealsonwheels/.

Volunteer: communitybridges.org/volunteer/.

Donate: Monetary donations at communitybridges.org/mealsonwheels/. Anyone with alcohol-based hand sanitizers, disinfecting wet wipes, and unopened boxes of latex glove asked to email MOWINFO@cbridges.org.

Additional resources

Online: 211santacruzcounty.org/food/.

Phone: 211

Text: Text your zip code to 898-211

LOCAL NEWS

Community foundation creates fund for pandemic relief

The COVID-19 Local Response Fund will help community nonprofits serve vulnerable populations

By [ELAINE INGALLS](#) | eingalls@santacruzsentinel.com | Santa Cruz Sentinel
March 20, 2020 at 4:39 p.m.

APTOS — Community Foundation Santa Cruz County announced Wednesday it has created the COVID-19 Local Response Fund, a fund to help the community's needs during the coronavirus outbreak, especially residents experiencing financial hardships caused by the pandemic.

The COVID-19 Local Response Fund will collect donations from individuals, companies and foundations and then disburse these resources throughout the county. Funds will go to community nonprofits that serve vulnerable populations for immediate and ongoing relief.

"Every day local needs are multiplying in terms of both magnitude and complexity," said CEO of Community Foundation Santa Cruz County Susan True in a prepared release. "We have a fund in place to support our community and give those searching for a way to help a place to go... Contributing to this new fund is one of many ways in which everyone can make a difference. We are at our best when we act together with the needs of others in mind."

On March 13, the foundation issued \$30,000 each in disaster-related grant funds to Second Harvest Food Bank, Grey Bears, Community Bridges and Community Action Board.

Donors at the Community Foundation have given additional grants to local nonprofits, including a \$100,000 award to Second Harvest.

True said seniors, low-wage employees, working families, workers who use public benefits and residents who use group care are among the vulnerable population who need continued care and nutrition during the coronavirus outbreak. She said residents were already having financial setbacks because of the high cost of living.

"In a region of skyrocketing housing prices, many residents were already struggling financially," True said in the release. "Factor in COVID-19, and these individuals face even more economic hardships that could threaten their livelihoods and prevent them from meeting their most basic human needs... The impacts have already been felt sharply and we know this will only heighten as more businesses and nonprofits shutter."

The Community Foundation also encourages healthy individuals to consider giving their time to nonprofits such as Second Harvest Food Bank and Teen Kitchen Project, whose volunteer shortages are disrupting their operations to provide food security and senior nutrition.

The Community Foundation is in collaboration with multiple organizations to understand the changing needs of the county and how to respond. These organizations are United Way of Santa Cruz County, Pajaro Valley Community Health Trust, Monterey Peninsula Foundation, Arts Council Santa Cruz County, the David and Lucile Packard Foundation and Kaiser Permanente.

People can make tax deductible donations, in any amount, at cfsc.org. Gifts to the fund will be accepted as long as the need continues. To contact the foundation, call 831-662-2061 or email info@cfsc.org.

Compassion Overwhelms The Coronavirus At Meals On Wheels

By [DOUG MCKNIGHT](#) · MAR 25, 2020

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Volunteers at Meals on Wheels of the Monterey Peninsula.

MEALS ON WHEELS OF THE MONTEREY PENINSULA



Listen

1:40

Meals on Wheels of the Monterey Peninsula recently issued an urgent call for volunteers in the wake of the coronavirus pandemic. What happened next even surprised the Meals on Wheels staff.

Jacob Shafer, the program's development director, said, "The response was tremendous."

He said as soon as the call went out, they began hearing from people wanting to volunteer. More than 100 have signed up so far.

"We're continuing to hear everyday. Over the weekend, people are emailing in late at night saying, you know, that they're either on furlough or currently out of work and they're willing to lend a hand," Shafer said.

In other words, they are willing to put the community ahead of their own concerns. Shafer says the program, which delivers meals to seniors, has seen a 15 percent increase in need in the last few weeks. Volunteers are now delivering 300 to 400 meals a day.

The meals that were served daily to those 60 and over at the Sally Griffin Senior Center in Pacific Center have been suspended. There is, however, an alternative.

"We are offering pick-up and to-go meals for anybody who'd like to come by the center between 11am and 12pm, Monday through Friday," Shafer said.

Meals on Wheels of the Monterey Peninsula is just one of a few programs that still delivers hot meals made daily in its own kitchen. That means more pressure on an already stretched budget.

The same is true for Santa Cruz County Meals on Wheels. It has seen a 25 percent increase in deliveries.

Meals on Wheels of the Salinas Valley has seen a 15 to 20 percent increase in deliveries.

Information on donating and volunteering can be found [here](#) for Meals on Wheels of the Monterey Peninsula, [here](#) for Meals on Wheels of the Salinas Valley and [here](#) for Santa Cruz County.

TAGS: [LISTEN LOCAL](#) [LOCAL NEWS](#) [COVID-19](#) [CORONAVIRUS](#) [MEALS ON WHEELS](#) [SENIORS](#)

[MONTEREY PENINSULA](#) [SANTA CRUZ COUNTY](#) [VOLUNTEERS](#) [COMMUNITY](#)

[SALLY GRIFFIN SENIOR CENTER](#)

Coast Lines | Events changed amid coronavirus concerns

By **DONALD FUKUI** | dfukui@santacruzsentinel.com | Santa Cruz Sentinel
March 25, 2020 at 5:35 p.m.

SANTA CRUZ

Events changed amid coronavirus concerns

The latest reported closures, cancellations or postponements in Santa Cruz County in the light of coronavirus concerns:

Closed:

- The Market Street Senior Center is closed until further notice.
- The Soquel Creek Water District office will be closed to public access until further notice.
- The Santa Cruz County clubhouses of the Boys & Girls Clubs will be closed until April 7.
- Bay Federal Credit Union closed its Aptos and Scotts Valley branches . The credit union is also temporarily ending its Saturday branch hours for all locations until the shelter order is removed.
- The Santa Cruz County Regional Transportation Commission office will be closed for all business, except for essential services. Information: info@sccrtc.org.

- Mount Madonna School will be closed from Monday to April 5.
- The Boardwalk, the Cocoanut Grove and Boardwalk Bowl are closed until at least March 27.

Rescheduled:

- Corralitos Woman's Club's Mystery Dinner scheduled for Saturday has been rescheduled for July 25. Information: 831-722-6492.
- The Strawberry Fields Forever's annual fundraiser scheduled for May 17 will be held Oct. 11. Information: cyclistsforculturalexchange.org/sff.

Canceled:

- In-person Al-Anon meetings are temporarily suspended. For information, visit www.district23alanon.org for virtual meetings and other online resources or call 831-462-1888.
- The Community Action Board of Santa Cruz County's Day Worker Center's 7th annual fundraising event scheduled for Saturday has been canceled.
- The Genealogy Society of Santa Cruz County is suspending all presentations and in library help through April 15.
- The Watsonville Buddhist Temple has canceled all services and events until further notice. The annual Hanamatsuri Flower Festival and Food Bazaar scheduled for April 5 has also been canceled. Information: wbtemple.org.
- The 15th annual Guelaguetza festival scheduled for May 17 has been canceled.
- The Postal Service hiring event scheduled Saturday at the Veterans Memorial Building has been canceled.
- Santa Cruz METRO's board of directors meetings scheduled for Friday has been canceled.
- The Davenport History book signing and launch scheduled for Saturday has been canceled.
- Nonprofit Shared Adventures have canceled its open adult art studio classes and Bingo

- Mountain Community Theater's "One Flew Over the Cuckoo's Nest," which was due to run from March 13 – April 5 has been canceled. Visit: mctshows.org.
- Santa Cruz County Parks has canceled all programs, events, activities in facilities and any rentals effective through March 30.
- The California Retired Teachers April luncheon has been canceled. The next luncheon is scheduled for June 3 at the Seacliff Inn.
- The Lenten Fish Frys hosted by the Italian Catholic Federation Branch 227 of Capitola and scheduled for Friday and April 3 have been canceled.
- The Aptos/La Selva Fire Protection District & Central Fire Protection District of Santa Cruz County CPR class scheduled for Saturday has been canceled.
Information: aptosfire.com.

Postponed:

- The annual Santa Cruz Mayor's Interfaith Prayer Breakfast scheduled for May 7 on the National Day of Prayer has been postponed.
- The Boy Scouts of America Skillicorn Barbecue scheduled for April 1 in Corralitos has been postponed.
- The 18th Annual Cesar Chavez Community Awards planned Thursday have been postponed.
- The Young at Heart show scheduled April 5 at the Market Street Senior Center has been postponed.
- The 35th annual Big Sur Marathon scheduled for April 26 has been postponed.
- Meals on Wheels for Santa Cruz County Food from the Heart luncheon scheduled for April 3 has been postponed. The luncheon has been rescheduled to this summer. Anyone that has already purchased tickets to the event, can elect to keep their reservation or receive a refund by emailing info@cbridges.org.

Livestream:[cq comment="One word as per AP"]

- The Santa Margarita Groundwater Agency board meeting at 5:30 p.m. Thursday will be

- Calvary Episcopal Church is offering livestreaming services at 10:30 a.m. Sundays as well as Zoom Coffee Hour, Zoom Eucharist at 11:30 a.m. Thursdays and Zoom Bible Study at 11 a.m. Tuesdays. Visit: Calvarysantacruz.org.

Other:

- The Alzheimer's Foundation of America's toll-free helpline remains open to help families impacted by Alzheimer's disease and related dementia illnesses. Information: 866-232-8484 or visit alzfdn.org.

- County Clerk services will be provided by appointment only. Info: 831-454-2060.

- Metro will run on a weekend schedule until further notice. Also, the METRO Pacific Station Transit Center lobby and Watsonville Transit Center lobby will be closed through at least April 6. Bus operations at both facilities are expected to continue as normal.

If you have a previously scheduled event that has been changed due to coronavirus concerns, email newsroom@santacruzsentinel.com. Place "coronavirus" in the email's subject line.

OPINIONLETTERS TO THE EDITOR

Letter | On frontlines of community response

By **LETTERS TO THE EDITOR** | Santa Cruz Sentinel

March 26, 2020 at 6:00 a.m.

Sometimes it takes a crisis for us to appreciate the tremendous service nonprofit workers provide to our community. Right now, across Community Bridges' 10 programs, hundreds of childcare workers; social workers; Meals on Wheels drivers and kitchen staff; Lift Line drivers; advocates; receptionists; and WIC eligibility workers are still working to deliver, and enroll people in, essential services.

Their commitment ensures our most vulnerable community members are fed, clothed and sheltered during this crisis. I want to thank my coworkers for their courage, their compassion, their dedication to others, and most importantly, for their willingness to offer support when their own lives are impacted.

I hope local government recognizes the contributions that nonprofit providers have made to support the health of our county during this emergency, and respond with real investment in our sustainability so we can continue to be a safety net in times of future crisis.

— *Ray Cancino, chief executive officer of Community Bridges*

Superintendent's Community Report | Live Oak Elementary School wins Distinguished School Award



Live Oak Elementary School teachers meet with Tony Thurmond, California's State Superintendent of Public Instruction, to receive the 2020 California Distinguished School Award.

By **FARIS SABBAH** | Guest Commentary
March 28, 2020 at 3:00 p.m.

Students, parents, teachers, classified staff and administrators are working earnestly to ensure the continuity of teaching and learning despite the challenges posed by the coronavirus (COVID-19) crisis. However, even in turbulent times, it is important to celebrate the success and achievement of students and staff. Live Oak Elementary School has been recognized as a California Distinguished School for its exemplary achievements in education for the second time since 2018. This year, the award was only eligible to California elementary schools that have demonstrated both exceptional student performance and an effort to close the achievement gap for all students.

Live Oak Elementary School qualified for this award because their students have continued to significantly outscore their peers locally and across the state in English Language Arts and Math on the Smarter Balanced state assessments. Specifically, results in both English Language Arts and Math at Live Oak Elementary have increased by almost 20 percentage points in the last four years. This is significant because 85% of students at Live Oak Elementary are socioeconomically

disadvantaged and 54% of students are English Learners, demonstrating the school's efforts to ensure equitable academic opportunities for all of their students.

The district has built strong collaborative relationships in Live Oak that are founded on shared community assets and the strengths parents bring to decision-making and improvement processes. Active participation of engaged and empowered parents has resulted in effective and lasting change for their students. Live Oak School District is grateful for their fruitful, enduring partnerships with the East Cliff Health Center, First 5 of Santa Cruz County, the Live Oak Family Resource Center, the County Office of Education, County Supervisor Leopold, Cabrillo College, and many others that help schools deliver access to vital services and resources for families.

The Cradle to Career Initiative is one unique example of how Live Oak Elementary School engages educational stakeholders to help ensure all students have the resources they need to achieve and thrive. The most recent initiative of the Cradle to Career group was to advocate via parent petition for the implementation of a dual language immersion program, which was successfully received and is set to begin in August 2020 for new kindergarten students. The next virtual informational meeting about this new program will take place on Thursday, April 16th. For information about this program, please contact Live Oak Elementary School or visit lo.losd.ca.

Please join all 10 Santa Cruz County school districts in celebrating this remarkable achievement. Both the 2018 and 2020 Distinguished School awards serve as validation for the hard work and dedication of teachers, students, parents, and community partners to make Live Oak Elementary a high-performing school that is welcoming to all students. They are committed to maintaining a safe, healthy, and rigorous environment for all students to grow and reach their full potential.

The Superintendent's Community Report is a Sunday column written by Santa Cruz County Superintendent of Schools Faris Sabbah. He can be reached at fsabbah@santacruzcoe.org or at santacruzcoe.org. He can also be reached on Facebook at facebook.com/SantaCruzCOE and on Twitter at twitter.com/SCSupt.

<https://www.santacruzsentinel.com/2020/03/28/superintendents-community-report-live-oak-elementary-school-wins-distinguished-school-award/>

HEALTH & SAFETY OUR TOWN

Santa Cruz: All Public Schools to Close Thru May 5

written by See Below March 31, 2020



Help is Close By: Drive-Thru Food, Grey Bears, Alliance for Health and More

By Jondi Gumz

All public schools in Santa Cruz County will remain closed through May 5, to reduce the spread of COVID-19 “to the maximum extent possible,” according to a March 27 letter to families from all of the school superintendents.



They concluded, with Santa Cruz County’s public health officer, that “it is appropriate and necessary to extend the period of school closures,” describing the situation as “this unprecedented crisis.”

Nutrition services will continue to be provided. The Soquel Union Elementary District is providing lunches for any child 18 or younger from 10 a.m.-noon every day in the parking lots of New Brighton Middle School, Soquel Elementary School, and the Emerald Bay Apartments, Superintendent Scott Turnbull said.

During spring break, schools will not offer food or distance learning. In the Pajaro Valley Unified School District, spring break will take place March 31 through April 3. All other districts will have spring break April 6-10.

The letter acknowledged the stress for parents who are being asked to provide an environment conducive to learning at home while they manage unanticipated consequences of the COVID-19 crisis. To help, a webpage at sccoe.link/wellness offers resources.

Other helpful resources are

at: sccoe.link/community_resources and sites.google.com/pvUSD.net/pvUSDparentideas/home

Efforts are underway to offer online support and networking experiences for families to lean on each other in these challenging times.

Second Harvest Offers Drive-Thru Distribution

Second Harvest Food Bank will offer its first “drive-through” community food distribution 9 a.m. to 1 p.m. Friday, March 27, at the Santa Cruz County Fairgrounds in Watsonville.

Next week, Second Harvest plans another “drive-through distribution” at the site of the Goodwill flea market (formerly a drive-in) at 2260 Soquel Drive, Santa Cruz.

Residents of Santa Cruz County can get a bag of pantry items and a bag of produce, which is plenty for a family, and Second Harvest asks anyone who gotten food from Second Harvest this week to let others get their share.

Community members are asked to not arrive before 9 a.m to allow staff to set up the distribution. To learn more, call the Second Harvest Community Food Hotline at (831) 662-0991 or check online at www.thefoodbank.org.

The food distribution in Watsonville is for residents of Santa Cruz County. People in need in San Benito county can call (831) 637-0340 and those in Monterey County can call (831) 758-1523.

Aptos resident Keith Redfield, who's on the Aptosia Facebook page, came up with the idea to help connect people in need with people who can help during the COVID-19 coronavirus outbreak and the "shelter in place" order.

He connected with Daniel Drysdale from Santa Cruz Tenant Power and their MutualAid program.

Members of that group are now "providing the bulk of our delivery capability," Redfield said.

A form on Aptosia Freshdesk has been created for people to request help and to volunteer help. Once filled in, a click crates a help ticket that triggers a response by the organizers.

This form is sponsored and coordinated by the Santa Cruz Chapter of the Democratic Socialists of America, which is the local chapter of the largest socialist organization in the country.

Those without online access can call Santa Cruz Tenant Power at 831-222-0304 or email scc.mutualaid@gmail.com.

A GoFund Me drive is active at: <https://www.gofundme.com/f/mutual-aid-fund-for-santa-cruz-covid19-impacts>

So far, Jean Anderson provided a list of organizations with information and assistance, such as Grey Bears and Meals on Wheels and the Sheriff's Office You Are Not Alone program to call homebound elders.

Details: [http://scsheriff.com/Home/CommunityServicesandPrograms/YouAreNotAlone\(YANA\).aspx](http://scsheriff.com/Home/CommunityServicesandPrograms/YouAreNotAlone(YANA).aspx)

Another post lists Aptos area restaurants offering takeout food, such as Publick House, Pizza One in Seacliff and Tacos Moreno on 41st Avenue I Capitola. There's also a checklist for pet owners on how to arrange for pet care in case they have to go the hospital.

For people who live outside Aptos, the NextDoor.com neighborhood network accepts free postings to residents to request and offer assistance.

Temple Beth El

Temple Beth El in Aptos, which serves about 540 families, suspended all services, classes and meetings due to the "shelter in place" order. But people are staying connected thanks to old and new technology.

Rabbi Paula Marcus plans a "lunch and learn" for members via phone or video.

The Rock Shabbat service has moved online.

Instead of an in-person community Seder to commemorate Passover, which begins April 8 and concludes April 16, the temple staff plans to offer an innovative online Seder experience. Details will be announced.

"We have Zoom events, phone, and people helping each other," said Richard Litvak, who retired as rabbi four years ago.

The Santa Cruz Jewish Film Festival is postponed, and given the uncertainty over when normalcy will return, a new date has not been announced.

Alliance for Health



Lauren Harvengt dons a mask at Luna Sea Spirits, which has been making hand sanitizer in face of the national shortage.

Central California Alliance for Health, headquartered in Scotts Valley, has closed the public areas and service counters at the Scotts Valley, Salinas and Merced offices to reduce the risk of exposure to the coronavirus COVID-19.



Rabbi Richard Litvak

Members of the health plan who need assistance can call 800-700-3874.

“During this public health crisis, the Alliance remains steadfastly committed to ensuring the more than 320,000 members in its service area continue to have access to needed health care services,” said Stephanie Sonnenshine, chief executive officer of the

nonprofit managed health care plan for Medi-Cal in Santa Cruz, Monterey and Merced counties.

The Alliance asks members to call their doctor if they have been in contact with someone known to have COVID-19; or are experiencing symptoms such as shortness of breath or difficulty breathing, fever and cough. If they can't reach their doctor, they can call the Alliance's Nurse Advice Line, 844-971-8907, and a registered nurse will help them decide what to do. The advice line is free to members and open 24 hours a day, seven days a week. For Hearing or Speech Assistance call (TTY: Dial 7-1-1).

Member guidance is posted online at https://www.ccah-alliance.org/pdfs/MEM_COVID_member-talking-points-F-ENG.pdf

What is Needed

Aptos resident Mark Johannessen, a member of the Santa Cruz County Seniors Commission, said he hears people worried about COVID-19 exposure asking how to protect themselves when the mail carrier delivers, when a package arrives, when a food delivery shows up.

On February 27, the US Food and Drug Administration issued a statement saying, “FDA is not aware of any reports at this time of human illnesses that suggest COVID-19 can be transmitted by food or food packaging.

However, it is always important to follow good hygiene practices (i.e., wash hands and surfaces often, separate raw meat from other foods, cook to the right temperature, and refrigerate foods promptly) when handling or preparing foods.”

The California Department of Public Health posted a similar guidance on its website about on the food supply chain, saying the agency is not aware of any reports at this time of human illnesses that suggest COVID-19 can be transmitted by food or food packaging.

CDPH reiterates the importance of good hygiene and encourages practices and behaviors that can help prevent food handlers from spreading contaminants including viruses to food.

See: <https://www.cdph.ca.gov/Programs/CID/DCDC/CDPH%20Document%20Library/COVID-19/Coronavirus%20Disease%202019%20and%20Food%20Industry.pdf>

On March 20, the National Institutes of Health reported on a study published in the New England Journal of Medicine that found the virus causing COVID-19 was detectable in aerosols for up to three hours, up to four hours on copper, up to 24 hours on cardboard and up to two to three days on plastic and stainless steel. That prompted more precautions from health officials to clean surfaces and wash hands.

On March 13, Dr. Stephen Parodi of Kaiser Permanente shared on [JAMAnetwork.com](https://jamanetwork.com) plans for droplet precautions for health care workers and care via telephone or video conferencing.

Seniors Council

Clay Kempf, executive director of the countywide Seniors Council, said volunteers are definitely needed, suggesting Grey Bears, the Santa Cruz County Volunteer Center, and Meals on Wheels of Santa Cruz County.

All meal sites in Santa Cruz County for seniors, including the Live Oak Senior Center, are closed due to the new social distancing rules to slow spread of the coronavirus COVID-19.

Kempf said Meals on Wheels, a part of the nonprofit Community Bridges,

is working to make sure people wanting a home-delivered meal in lieu of the hot lunch at a center, get one but he noted an increase in loneliness for those who enjoyed the communal sites.

“We don’t have any statistics to report yet, nor cost estimates for the new needs, Kempf said. “Anecdotally, the ability to purchase basic food and supplies is a challenge, for several reasons, especially the impact of people of all ages stockpiling things like canned food, toilet paper, pharmaceutical supplies, etc. Adding to the challenge of shortages is the often aggressive behavior of shoppers, making it more difficult for frail seniors or people with disabilities to navigate markets, even when supplies are available. Efforts are being made to work with pharmacies and grocers to provide home delivery of critical goods.”

He is reviewing the results of a new senior needs assessment and expects to issue a report soon.

The Area Agency on Aging reduced hours for employees and staff at Del Mar Caregiver Resource Center are working from home, using phone and videoconferencing. Staff at the Ombudsman/Advocacy Inc. are working remotely, taking calls about allegations of abuse of elders in long-term care facilities with some experienced ombudsmen entering facilities in protective gear to meet with residents.

Grey Bears

Grey Bears, a countywide nonprofit at 2710 Chanticleer Ave., Santa Cruz, closed its thrift store but recycling service is open — and so does its “brown bag” delivery of fresh produce and groceries to 3,800 people weekly.

“What we need now are financial donations, donations of cleaning supplies and sanitizers (we’re doing OK right now but can always use more) and volunteers (under age 65, healthy, non-exposure to anyone with COVID-19),” said Tim Brattan, Grey Bears’ executive director.

“It’s really an absolute shame that we can’t have our regular crew here, who are pretty much all over 65,” he said in a March 19 email. “Today was rough. They and we are so sad that they have to stay at home.”

To volunteer email grace@greybears.org or call 831-479-1055 ext. 241.

Some recent donors include Shadowbrook Restaurant in Capitola (which donated all of their cooler food), Lillian’s Italian Kitchen (which sent 10 meals to seniors and will again each day to a different group referred by Grey Bears), and garden gleaners who brought in lemons.

Deven Volk, founder of Luna Sea Spirits, a Santa Cruz startup, sent over 1,000 bottles of hand sanitizer to help Grey Bears.

The award-winning vodka company went into making hand sanitizer “the moment we heard there was a shortage,” Luna Sea spokeswoman Trinity Santacruz said. “We are grateful that we have access to ethanol to create a vital product and are able to employ people during this pandemic.”

The product is made with 80% ethyl alcohol, aloe gel handmade by Luna Sea, and essential oil.

The price at the warehouse on Ingalls Street in Santa Cruz noon to 5 p.m. daily is: 65ml spray bottle, \$5 each; 200ml refill/pocket bottle, \$10. Because of the spray bottle shortage, people can get a refill of their own personal bottle for pennies per milliliter.

...

Orders can be made by messaging Luna Sea Vodka on Facebook, Instagram, or email. Shipping costs ranges from \$8-\$15.

NEWS

Opinion: April 1, 2020

Plus letters to the editor

COMMITMENT DURING CRISIS

Re: "The Bigger Picture" (GT, 3/25): Sometimes it takes a crisis for us to appreciate the tremendous service nonprofit workers provide to our community. Right now, across Community Bridges' 10 programs, hundreds of childcare workers, social workers, Meals on Wheels drivers and kitchen staff, Lift Line drivers, advocates, receptionists, and WIC eligibility workers are still working to deliver and enroll people in essential services. Their commitment ensures our most vulnerable community members are fed, clothed and sheltered during this crisis. I want to thank my coworkers for their courage, their compassion, their dedication to others, and most importantly, for their willingness to offer support when their own lives are impacted. I hope that local government recognizes the contributions that nonprofit providers have made to support the health of our county during this emergency, and responds with real investment in our sustainability so we can continue to be a safety net in times of future crisis.

Ray Cancino | CEO, Community Bridges | Watsonville

Santa Cruz Helpers guides residents to resources during COVID-19 outbreak

Three residents team up to create a website with tools for education, business, volunteer, food and supply needs

IT TAKES A VILLAGE...

In light of the recent Covid-19 pandemic, we have created this community driven site to help connect people and resources together. Begin at the [Resource Page](#) to find ways you can ask for or provide assistance to your Santa Cruz County neighbors.

A screenshot of the home page for [schelpers.com](#), a one stop shop that connects people in need of resources with those able to provide resources.



By [ELAINE INGALLS](#) | eingalls@santacruzsentinel.com | Santa Cruz Sentinel
April 3, 2020 at 4:00 p.m.

SANTA CRUZ — Three county residents have come together to create Santa Cruz Helpers, a resource site for the community during the COVID-19 pandemic.

In response to the impacts of the coronavirus, three members of the community came together to develop a website, [schelpers.com](#), that connects people in need of resources and those able to provide resources.

Santa Cruz resident Maggie Quale, a communications consultant, connected with another woman, who wants to remain anonymous, through a Facebook moms' group to start Santa Cruz Helpers. She said closed Facebook groups and other channels were sharing support and resources, but not everyone had access to those sites. The pair wanted to create one site for all of that information.

Steven Rankin, a Santa Cruz multimedia content strategist for Google, was developing his own resource site when he joined Santa Cruz Helpers. The three-person team has been working together since March 19, when the site went online. It is completely volunteer-based and accessible on mobile phones.

“It is good and will only get better and continue to evolve based on its need and purpose,” Rankin said. Steven Rankin, a multimedia content strategist for Google, is one of the cofounders of Santa Cruz Helpers. (Steven Rankin)



When developing the website, the SC Helpers team took a Facebook poll asking for guidance on what its focus could be. The team found that available resources, needed supplies, ways to help and local business support were the four topics with the most response.

Within these categories, Santa Cruz Helpers details:

- Meal service times and locations for families and children of Santa Cruz schools, Soquel Union Elementary School District and Pajaro Valley Unified School District.

- Hours for the North Santa Cruz County Salvation Army drive-thru pantry and costs for the Grey Bears Healthy Meal Program.
- Churches, resource centers and ministries with food pantries and other food assistance programs.
- Links to First Five California, Khan Academy, ABCmouse.com, Cruz One and other learning tools.
- Information about Lift Line, grocery stores with allocated shopping times for high-risk shoppers, Senior Network Services, Meals on Wheels and a visiting program for older adults.
- Unemployment benefits, health updates, homeless services, small business support and business owner resources.
- Local organizations in need of volunteers.
- Restaurants throughout the county offering pickup and delivery, grocery stores and other food suppliers, meal and grocery delivery services, Downtown Santa Cruz retailers with online shopping or gift cards available.
- Car repair, construction and other essential services open.
- Additional guidance, such as Community Bridges, 211 Santa Cruz, the Suicide Prevention Hotline and access to the Coronavirus Tech Handbook.

Residents who need supplies can list what they need on the website, and then Santa Cruz Helpers will connect them to a local organization that can provide those resources. People can also list any extra supplies they have available to donate. Quale said she hopes Santa Cruz Helpers will be able to offer resources directly as the website gains more volunteers.

“It’s evolving so rapidly and in real-time that we wanted to create a website that could do the same,” Quale said of the COVID-19 landscape.

Quale said they are using the resource page to identify the needs of the community and will see what resources are useful and develop those more. She said she also wants to hear from small businesses and how to support them.

Rankin said he has shared the site with residents that work at Google and Quale has shared it with her Facebook moms group.

“There’s interest and we’re hopeful to see how it will be useful to the broader community,” Quale said. The Santa Cruz Helpers team adds items to the site based on what residents say they need and as the site evolves, the team will need more volunteers to manage it, she said.

Information: contact SCcovid19help@gmail.com or visit schelpers.com.

Driscoll's to Deploy More than \$4 Million in Charitable Funds in Response to the COVID-19 Pandemic

Wednesday, Apr. 8th, 2020

by [Melissa De Leon Chavez](#)

WATSONVILLE, CA - Although we live in uncertain times, and at times that uncertainty can feel overwhelming, I take comfort in the strength of our industry. Driscoll's is one such beacon of strength, recently announcing that it plans to **deploy over \$4 million in global charitable funds** across health clinics, food banks, fresh berry donations, and other community resources.



J. Miles Reiter, Chairman and Chief Executive Officer, Driscoll's
“We believe it’s our responsibility during these challenging times to support communities who are working tirelessly to bring fresh, healthy berries to families,” said J. Miles Reiter, Chairman and CEO. “Agriculture is an impactful kind of business that **relies on human and environmental resources**. We are responsible for what we do and how we do it, and are moving quickly to deploy donated resources for the largest community impact.”

In an open [Letter to the Community](#), Reiter outlined the company’s commitment to protecting the health and safety of its employees; upholding food safety commitments to deliver fresh, nutritious fruit to consumers; and to assess and respond on how best to **support its growing regions** around the world.

The first \$1 million in cash donations was deployed in mid-March to augment health care services in California, which is one of Driscoll’s largest growing regions. The following California clinics each received a cash donation of \$250,000 to prepare and respond to the COVID-19 pandemic:

- [Watsonville: Salud Para La Gente](#)
- [Salinas: Clinica Del Valle de Salinas](#)
- [Santa Maria: Community Health Centers](#)
- [Oxnard: Clínicas Del Camino Real](#)

The grower noted that the funds are being distributed across diverse geographical growing regions, including \$2.5 million for the U.S. and Canada, \$1 million for Central Mexico and Baja, and \$500,000 for Europe and Morocco. In addition, **\$500,000 in fresh berry donations** will be delivered to the first responders and hospitals in New York City for their courageous efforts working on the frontlines.

In addition to helping health care services in California, Driscoll’s has worked diligently to ensure that food banks and pantries have enough money and resources to feed Californian families. \$600K in cash donations and \$100K in product donations have been released to the following California organizations:

- [Watsonville: Second Harvest, Casa de La Cultura, Pajaro Valley Loaves and Fishes, Salvation Army, and Community Bridges](#)
- [Santa Maria: Food Bank of Santa Barbara County](#)
- [Oxnard: Food Share](#)

“While our hope is that our donated resources positively impact communities in which our berries are grown and harvested, it’s going to take a **commitment from the entire agriculture industry** in order to properly support growers, farmworkers, and their families, and ensure families have access to fresh produce,” said Reiter. “We’re pleased that members of the produce industry have been committing resources during this time of need to support local food banks, healthcare providers, and workers across the entire food supply chain.”

To further ignite the spirit of giving, Driscoll’s is matching donations up to \$200K for its employees and independent growers.

With that in mind, I can rest a bit easier. Thank you to Driscoll’s and to all of those within our industry working to support the supply-side and buy-side.

[Strawberry Blueberry Blackberry Raspberry Berry Berries Driscoll's Charity Donation Philanthropy Charitable Fund Community Communities COVID-19 Coronavirus United States Canada Mexico Morocco Europe J. Miles Reiter](#)



Family owned for over 100 years, Driscoll's is passionate about growing premium fresh berries. Family owned for over 100 years, Driscoll's is passionate about growing premium fresh berries. Our strawberries, raspberries, blackberries, blueberries and organic berries are sweet, juicy and naturally wholesome. Packed with antioxidants, fiber and vitamins, they're a healthy treat for any time of the day. Driscoll's offers exclusive berry recipes, including healthy berry recipes, for all your menu needs. Trust Driscoll's to provide the highest quality and best tasting fresh berries.

Source: <https://www.andnowuknow.com/bloom/driscolls-deploy-more-4-million-charitable-funds-response-covid-19-pandemic-J-Miles-Reiter/melissa-de-leon-chavez/67623>

Coast Lines | Thousands more eligible for emergency CalFresh (SNAP) benefits

By [SANTA CRUZ SENTINEL](#) |
April 15, 2020 at 3:49 p.m.

SANTA CRUZ COUNTY

CalFresh is the first line of defense for newly unemployed or furloughed employees facing an urgent need to provide food for themselves and their families.

Individuals making less than \$2,082 per month and families of four making less than \$4,292 per month are eligible for CalFresh benefits. Under the recently passed Families First Act, emergency supplemental CalFresh benefits will increase the benefits for many households up to the monthly maximum. Additional emergency coronavirus relief is expected to augment this benefit even further.

The Families First Act also established a new program, Pandemic EBT (P-EBT), that provides food assistance benefits for households with children who attend a school that has closed and who would otherwise receive free or reduced-price meals. P-EBT is available regardless of immigration status and households do not have to be enrolled in CalFresh in order to be eligible. P-EBT is not considered in a public charge test.

Community Bridges' Family Resource Centers are open and providing enrollment assistance:

Watsonville: La Manzana Community Resources, 521 Main St, Suite Y,
<https://communitybridges.org/lmcr/>.

Live Oak: Live Oak Community Resources, 1740 17th Ave., Santa Cruz,
<https://communitybridges.org/locr/>.

Felton: Mountain Community Resources, 6134 Hwy 9, <https://communitybridges.org/mcr/>.

Santa Cruz: Nueva Vista Community Resources 711 E Cliff Drive,
<https://communitybridges.org/nvcr/>.

If you have a news event or announcement for Coast Lines, email newsroom@santacruzsentinel.com and place "Coast Lines" in the email subject line. Coast Lines items are run at no charge. Please include contact information for questions. Information: 831-706-3252 Tuesdays to Saturdays. To view previous Coast Lines items, visit SantaCruzSentinel.com/tag/coast-lines.

HEALTH & SAFETY OUR TOWN

A Local Miracle

written by See Below April 16, 2020



Community Foundation's COVID-19 Response Fund

Community Foundation Santa Cruz County is teaming up with the Monterey Bay Economic Partnership on a new campaign called #CommunityCARES — building on an initiative that has given \$3.1 million in grants to help people hurt most by the COVID-19 outbreak.



"We are filled with gratitude for the generosity and caring in our region," said Community Foundation Santa Cruz County CEO Susan True. "It's easy to feel helpless amid uncertainty, but there are direct actions we can take now. In times like these, giving locally is especially critical."

Once schools were ordered closed March 12 to slow the spread of the contagious coronavirus COVID-19, Community Foundation Santa Cruz County created the COVID-19 Local Response Fund at www.cfsc.org/funds/covid-19-local-response-fund.

Many people are suffering financially due to sudden job loss and salary reductions after a “shelter in place” order was issued March 16; businesses were ordered to close unless they provided essential services.

The community foundation and its donor advisers made #CommunityCARES grants to nonprofits providing food, shelter, care and other basic needs for those impacted most. In several instances, funds went to technology to connect nonprofit staff working from home. Some of the largest grants were:

- \$100,000 to Hospice Santa Cruz County and \$75,000 to Jacob's Heart for unanticipated costs of caregiving for the ill.
- \$60,000 to Community Bridges, which moved all senior services to home-based care with roving nurses, provided services to people served by Mountain Community Resources, Nueva Vista Family Resources, La Manzana Community Resources, Live Oak Family Resources and bought a freezer for Meals on Wheels.
- \$60,000 to Community Action Board of Santa Cruz County for food and hygiene kits for farmworker families, and emergency rental assistance.
- \$30,000 to Second Harvest Food Bank, which reports distributing 250 percent more food this year, for temporary help as volunteers disappeared and emergency locations as group meal facilities closed.
- \$30,000 to Grey Bears for temporary help and to buy fresh vegetables.
- \$30,000 to Salvation Army to expand their shelters for the unhoused to operate 24/7 and food for families.
- \$30,000 to Housing Matters for safety and sanitation personnel, increased meal costs, buying more beds.
- \$30,000 to Pajaro Valley Shelter Services to help cover residents' rent payments as they face job loss and for hygiene supplies.
- \$25,000 to Teen Kitchen Project for increased meal and packaging costs and to increase healthy meal delivery service to clients with life-threatening illnesses.
- \$25,000 to Valley Churches United Missions for emergency food, rental and utility assistance to low-income families and seniors in San Lorenzo Valley.
- \$20,000 to Pajaro Valley Prevention & Student Assistance for telehealth behavioral health services with youth and services to client families without income and ineligible for benefits.
- \$20,000 to Boys and Girls Club of Santa Cruz County, \$20,000 to Watsonville Family YMCA and \$20,000 to YMCA of the Redwoods for very small group child care to meet the needs of essential workers who must be at work.
- \$20,000 to Center for Farmworker Families and \$20,000 to Catholic Charities for emergency rent assistance to their most vulnerable families.
- \$18,200 to County Office of Education, Cruz One & Cruzio to provide internet access at no charge to families of low-income students for distance learning in the wake of countywide school closures.



Kevin Heuer, director of engagement and impact at Community Foundation Santa Cruz County, at far right, with volunteers and Second Harvest Food Bank staff get ready to distribute food April 10 at the Santa Cruz Beach Boardwalk. The April 17 food distribution is expected to be at the Watsonville fairgrounds. • Photo Credit Jael Salinas

Smaller #CommunityCARES grants were awarded to Families in Transition, Salud Para La Gente, Santa Cruz Barrios Unidos, Santa Cruz Community Health Centers, Senior Network Services and St. Francis Soup Kitchen.

All funds stay local and help local people.

“I am speechless. This grant helps me pay my rent and shelter all of my kids who are also home from college and high school,” said a student at Cabrillo College who got help from the Cabrillo College Foundation. “This news is a miracle.”

Ann Lopez, executive director of the Center for Farmworker Families, said, “We were able to help 20 hardworking families pay their rent in April. To see the relief and joy on their faces was a blessing.”

At Teen Kitchen Project, which teaches teens to cook up healthy meals for people with health and financial challenges, Angela Farley, the executive director, said, “We are pulling out all the stops to serve our clients. Thanks to you, we are able to do this without the worry of doing it alone.”

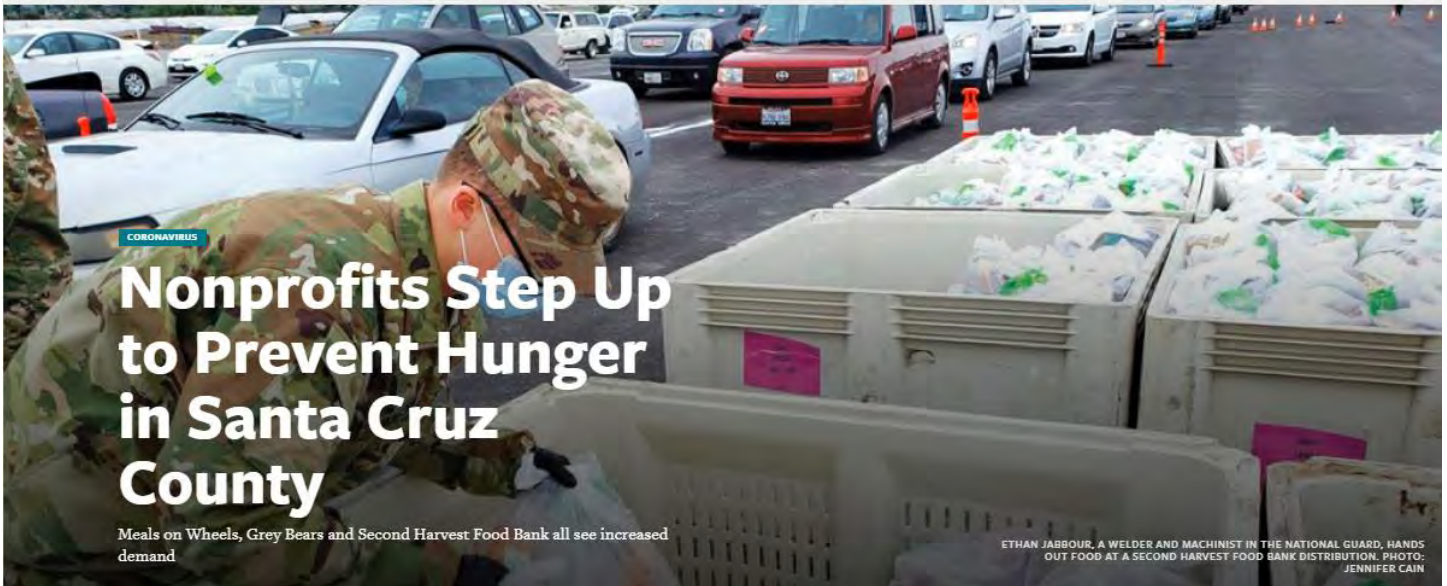
Funds from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act are expected soon in local mailboxes. The goal of #CommunityCares is to encourage residents who may not need all of their stimulus checks to donate what they can to the local COVID-19 Response Fund in their county to benefit those who need it most.

One donor by the name of Debbie said, “I’m one of the lucky ones that can still get by on my salary, so I’m committing half of my check to help local families who need it to make it through this.”

“It’s been beautiful to see how our region has already supported each other,” said Monterey Bay Economic Partnership President and CEO Kate Roberts. “This new #CommunityCARES campaign builds on that sense of community to ‘pay it forward’ to help many in our region who are hurting.”

...

To give, visit <https://www.cfsc.org/funds/covid-19-local-response-fund>



Nonprofits Step Up to Prevent Hunger in Santa Cruz County

Meals on Wheels, Grey Bears and Second Harvest Food Bank all see increased demand

ETHAN JABBOUR, A WELDER AND MACHINIST IN THE NATIONAL GUARD, HANDS OUT FOOD AT A SECOND HARVEST FOOD BANK DISTRIBUTION. PHOTO: JENNIFER CAIN

Ethan Jabbour, a welder and machinist in the National Guard, hands out food at a Second Harvest Food Bank distribution. Photo: Jennifer Cain

CORONAVIRUS

Nonprofits Step Up to Prevent Hunger in Santa Cruz County Meals on Wheels, Grey Bears and Second Harvest Food Bank all see increased demand

BY [WALLACE BAINE](#) AND [JENNIFER CAIN](#)

POSTED ON APRIL 21, 2020

William Avery's home is not easy to find. Situated on a densely wooded site along the San Lorenzo River near Boulder Creek, Avery's home may sound remote enough to be ideal for hiding from a rapidly spreading dangerous virus. But it's also a test of patience and hunting skills for delivery drivers.

Still, Meals on Wheels (MOW) is up to the challenge. Avery and his roommate are both seniors, vulnerable to COVID-19, and in particular need for the program that delivers ready-made meals door to door throughout Santa Cruz County.

"You can see the relief in their eyes when they realize they've found us," laughs Avery, 80, of the MOW drivers that deliver to his home. Avery struggles daily from the aftereffects of a car accident eight years ago that severely impaired his mobility. His older roommate has suffered a series of strokes. Yet, before the pandemic crisis emerged, the two men would regularly go into town for their supplies.

Now, of course, it's a different story. The elderly and medically vulnerable are at particular risk for the virus, and Avery isn't taking any chances. "They're telling us that we have that 'X' on our backs," he says. "So we're just not going out."

That kind of self-sequestering just would not be possible without programs like Meals on Wheels. “It may be saving our lives, if you want to look at it that way,” Avery says.

Programs that deliver food to the most vulnerable, like MOW, Second Harvest Food Bank and Grey Bears, have seen an enormous spike in demand in recent weeks.

Raymon Cancino, the CEO of Community Bridges, the nonprofit that administers the MOW program, says demand has increased by 40% since the shelter-in-place order.

The increase in demand has had a ripple effect in the program, as it has redirected staff and volunteers to do more deliveries and has also had to increase its capacity for storage. Cancino says that MOW has recently spent \$20,000 on extra refrigeration.

Meals on Wheels delivers free complete meals daily to seniors age 60 and over and people with disabilities. The frozen meals, shipped in from southern California, are “good sound food, prepared well, and with reasonable variety,” Avery says.

Cancino says the program aims to increase its output to two meals a day to those who need them. And though the program has benefitted from about 200 individual donations and an increase in support from the state, MOW still needs funding to cover the cost of its increased capacity.

GREY OF HOPE

Both MOW and Grey Bears serve mostly in Santa Cruz County, with some clients in San Benito and Monterey counties. But, while MOW delivers ready-made meals daily, Grey Bears puts together a large bag of fresh produce and bread for its clientele, delivered every week, with an emphasis on fresh produce, bread, rice, and soup stock ingredients. Grey Bears executive director Tim Brattan calls Meals on Wheels “a great service.”

“And I think we really complement each other,” he says.

Grey Bears delivers most of its food to various pick-up sites across the county, but also services about 1,000 seniors with door-to-door delivery. Brattan says that his organization has also seen a dramatic spike in demand in the last two months. “We’re right around the historical high point,” says Brattan, who came to Grey Bears a decade ago at another peak moment, in the wake of the 2008-09 recession.

Grey Bears gets about half of its food donations from food banks in Santa Cruz and Monterey counties. Most of the rest the organization has to buy. That means, though Grey Bears is flush with volunteers at the moment, it could always use monetary donations.

“One day, we had about 500 calls,” Brattan says. “We couldn’t even answer them all. They were people just wanting to know about the program and ‘How can I sign up?’”

NEED A SECOND

In response to increasing food insecurity, Second Harvest Food Bank Santa Cruz County has been hosting drive-thru distributions with help from the National Guard at the Santa Cruz County Fairgrounds. On April 17, in its fourth drive-thru event since the pandemic began, the food bank served over 3,000 families, with each family getting their own batches of groceries.

Prior to the spread of COVID-19, the Second Harvest Food Bank served 55,000 individuals a month. Now, it serves between 70,000 and 80,000 individuals a month, says Suzanne Willis, the chief development and marketing officer at Second Harvest.

Much of the produce is from growers in the Pajaro Valley, and the USDA also makes donations. Certain products like rice are becoming more expensive to source, Willis says, partly due to increased demand at grocery stores. “Things like bread—we are just not getting that right now,” Willis says.

Before the April 17 distribution gets underway at 9am, hundreds of cars start lining up at the fairgrounds at 7:45am waiting for the distribution line to open.

Ethan Jabbour, a welder and machinist in the National Guard, helps with the heavy lifting, dropping sacks of potatoes and several bags of assorted groceries into each vehicle. Jabbour says, “It’s amazing and rewarding to see how many people came,” he says.

Maria Urvieta was one of the first cars in line. She was visiting the drive-thru for her second time to feed her family of six. Before the pandemic, she operated a day care in Watsonville, where she’s lived for 30 years, but she says that children were no longer coming since all the adults were now at home. The public health officer’s shelter-in-place order has also placed new restrictions on day care centers.

“In the night, I can’t sleep, thinking and thinking,” Urvieta says. “The food bank helps a lot. The vegetables, the beans and rice help a lot.”

For more on Meals on Wheels, go to communitybridges.org/mealsonwheels. For more on Grey Bears, visit greybears.org. For information on Second Harvest, go to thefoodbank.org.

WALLACE BAINE

Staff Writer at Good Times | [Blog](#)

Wallace Baine has been an arts writer, film critic, columnist and editor in Santa Cruz for more than 25 years. He is the author of “A Light in the Midst of Darkness,” a cultural history of the independent bookseller Bookshop Santa Cruz, as well as the book “Rhymes with Vain: Belabored Humor and Attempted Profundity,” and the story collection “The Last Temptation of Lincoln.” He is a staff writer for Good Times, Metro Silicon Valley and San Benito/South Valley magazine.

OPINION COLUMNISTS

Rebecca Garcia, Mayor's Message | Watsonville moves forward to meet needs of seniors

By **REBECCA GARCIA** |

April 23, 2020 at 4:00 p.m.

When I turned 50, I immediately was contacted by the American Association of Retired Persons (AARP) to become a member. I thought, "Am I a senior already?" I didn't officially become a senior until the age of 55 when some business begin to give me discounts. Being a senior does have its up and downs. And that is why the City of Watsonville in September decided to do a make-over of our Senior Center and make it a hub for services and programs for the growing older generation of Watsonville. Seniors, 65 and older are about 10% of our city population.

In February of this year the City Council approved to partner with the Senior Council/Area Agency on Aging that serves Santa Cruz County and San Benito County. The intent is to create age friendly communities in each city of both counties. The plan is to address the World Health Organization eight (8) Domains of Livability which include Outdoor Spaces and Buildings, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, and Community and Health Services. An assessment to identify local needs and a plan of action will need to be developed. This will take three to five years to complete because we will need to obtain the commitment of each of the cities in both Santa Cruz and San Benito counties. In the meantime Watsonville is moving forward to meet the well-being of our seniors so they can have a healthy aging experience.

The Watsonville Senior Center is open to people 50 and older. It is open from 9 a.m. to 4 p.m. Monday through Friday. There is a daily schedule where activities such as movie matinees, karaoke, Loteria (Mexican bingo), Bingo, and dancing are provided among many other activities to celebrate holidays and birthdays. We are planning to add fitness classes, art classes and technology assistance classes. One of the main reasons that seniors attend the center is to get a daily lunch from Meals on Wheels which is always delicious. Several non-profits also provide services to the seniors throughout the week. Project Scout provides tax assistance. Family Services Agency provides peer counseling and referral services. Senior Citizen Legal Services provides legal services. Senior Network Services provides a variety of assistance services such as money management, caregiver support and senior housing. The Center does provide a social, mental and physical environment for our seniors.

The coronavirus pandemic has closed our Senior Center. The elderly and those with immune compromised conditions are most vulnerable to COVID-19. Consequently, we continue to connect with and support our seniors. Weekly we call each of our seniors to see how they are doing. One of our seniors said, "The fact that you called us and asked how we are doing showed that you care. When I told you that I couldn't find distilled water in stores so I can use for my breathing machine you had someone deliver it." Some seniors were unable to go out and buy groceries so we contacted the Elderly Care Project at the Church of Nazarene that delivers groceries to them every week. They also can get weekly groceries from the Grey Bears. We provide a weekly newsletter to them. This newsletter gives them ideas on how to stay relaxed and healthy during this time of shelter in place. There are videos for exercise, ideas for nutritious meals, ways to keep in touch with others, how to access the library for online reading, and how to stay healthy during coronavirus. We are also working with PVUSD to begin a penpal program between middle school students and the seniors. The connection between youth and seniors is a best practice used consistently.

I personally have had a great opportunity to connect with the seniors. For November, December, and January on the third Thursday of the month I hosted lunch with the mayor. I had the opportunity to converse and have lunch with three groups of seniors. Some had complaints. Others had recommendations to improve services. And others just wanted to talk about their family especially brag about their grandchildren. I missed February because I was on vacation and we closed in March. I had also planned to take the seniors on a walk to the Pajaro Valley Arts Gallery in spring, summer, and fall. We'll see if we can begin this summer.

Not all seniors are as fortunate as me, but the Senior Center is there to support them all.

Mayor's message is typically a Sunday column by Watsonville Mayor Rebecca Garcia, Santa Cruz Mayor Justin Cummings, Scotts Valley Mayor Randy Johnson and Capitola Mayor Kristen Petersen.

Coast Lines | Supervisor for District 2 to host weekly tele-town hall

By **SANTA CRUZ SENTINEL** |

May 10, 2020 at 12:00 p.m.

SANTA CRUZ COUNTY

Supervisor Zach Friend will host the next weekly tele-town hall with Community Bridges CEO Ray Cancino and Twin Lakes Church Lead Pastor Rene Schlaepfer from 6-7 p.m. Tuesday. Cancino and Schlaepfer will provide updates on how the non-profit and faith communities are dealing with COVID-19, provide an overview of the services they are providing (and their role in providing essential services) and challenges they see for the coming year. There will be ample time for questions. It's the same call in number and meeting ID as the previous town halls.

The telephone town hall can be accessed at: Call: 831-454-2222, Meeting ID: 145384#.

If you have a news event or announcement for Coast Lines, email newsroom@santacruzsentinel.com and place "Coast Lines" in the email subject line. Coast Lines items are run at no charge. Please include contact information for questions. Information: 831-706-3252 Tuesdays to Saturdays. To view previous Coast Lines items, visit SantaCruzSentinel.com/tag/coast-lines.

Santa Cruz Summer Camp Registration Begins This Week

Also: Some public counters at City of Santa Cruz facilities reopened Monday.

By [Courtney Teague, Patch Staff](#)

May 18, 2020 3:53 pm PT



New changes came to city facilities Monday. (Google)

SANTA CRUZ, CA — Public life is slowly restarting in the City of Santa Cruz.

Summer camps at Harvey West Park have been cleared for reopening and registration begins Wednesday, said City Manager Martin Bernal in a letter to the public. Camps can accommodate up to 12 kids.

City residents may sign up at 9 a.m.; non-residents may sign up at 11 a.m. Register online [here](#) or contact Parks and Recreation staff from 9 a.m. to 4 p.m. weekdays at 831-420-5270.

The city began reopening some public counters at city facilities Monday. Visitors must wear face coverings and maintain social distancing, and should stay home when sick, Bernal said. Transparent dividers have been installed.

Many city services can be provided online at cityofsantacruz.com, he said.

Last week the Santa Cruz City Council accepted \$283,000 in federal funding for organizations including Santa Cruz Community Health Centers, the Santa Cruz Farmers Market, Community Bridges and more.

Read Bernal's letter [here](#).

Great Plates Delivered lends a hand to seniors and restaurants



Published 05/20/2020 | *BenitoLink Reporter, Robert Eliason*

[Email this Article](#)

State-sponsored meal program runs through mid-June and aims to provide free breakfast, lunch and dinner.



JJ's Burgers owner Jesus Zavela. The burger joint is one of three San Juan Bautista restaurants participating in the Great Plates Delivered program. Photo by Robert Eliason.

Like all small restaurants,

Veronica Pirl's [Mission Cafe](#) has been struggling during the COVID-19 pandemic. She said the Small Business Administration turned down her applications for the Paycheck Protection Program and an Economic Injury Disaster Loan.

"The SBA didn't even look at places with less than a dozen employees," Pirl said. "Our staff is anxious to get back to work at the cafe."

Starting May 20, however, help will arrive for Mission Cafe and a handful of other local restaurants with Great Plates Delivered, a program that allows qualifying seniors to get three hot meals delivered daily free of charge until the program ends on June 10.

"We have over 100 seniors already signed up," program coordinator Cielo Lopez said.

Participating restaurants include [Fourth Street Eatery](#), [Be True Cafe](#), and [Relax! Grillin & Chillin](#) in Hollister; [Eva Mae's Cafe](#), [Flapjacks Breakfast and Grill](#), and the [Inn at Tres Pinos](#) in Tres Pinos; [JJ's Burgers](#), [Matxain Etxea](#), and Mission Cafe in San Juan Bautista.



Mission Cafe in San Juan Bautista will start serving food as part of the program on May 20, with other restaurants set to follow suit on May 25. Photo by Robert Eliason.



Table settings at the Inn at Tres Pinos, another restaurant taking part in the program. Photo by Robert Eliason.

Lopez said Grillin & Chillin, Flapjacks and Mission Cafe will begin serving food for the program on May 20, with the other restaurants following suit on May 25. More restaurants may be added as the program moves forward.

Funding for the program comes from the Federal Emergency Management Agency (75%), the state (18.75%), and San Benito County (6.25%). The program's budget allows for up to \$61 per day per senior and an additional \$5 for delivery. In contrast, Meals on Wheels allows about \$10 per day. The program may be extended beyond the end date based on need.



Great Plates Delivered

**DELIVERY OF PREPARED MEALS
FROM LOCAL RESTAURANTS TO
HOME-BOUND SENIORS AND
HIGH-RISK INDIVIDUALS DURING
THE COVID-19 PANDEMIC**

ELIGIBILITY:

Age 65+ or Age 60-64 at High Risk
(documented exposure to COVID-19 or underlying health condition)
AND;

- **Must not currently be receiving Federal/State meal assistance such as CalFresh, Meals on Wheels, or WIC**
- **Live alone or with 1 other eligible adult**
- **Do not have a current support system**
- **Annual income does not exceed \$74,940 (single) or \$101,460 (2-person)**

**TO CHECK ELIGIBILITY OR INQUIRE ABOUT THE PROGRAM,
CONTACT:**

**Cielo Lopez, Program Coordinator, at
greatplatessanbenito@gmail.com**

RESTAURANTS INTERESTED IN PARTICIPATING APPLY ONLINE:
<https://covid19.ca.gov/restaurants-deliver-home-meals-for-seniors/>



The program is open to people 60-64 years old who are at risk or who have had exposure to COVID-19, and to anyone over 65 who is not already receiving meal assistance such as CalFresh, Meals on Wheels, or WIC. Applicants must also not have a current support system and cannot have a single income exceeding \$74,940 or a two-person income exceeding \$101,460.

Participating restaurants will decide on what to serve, and seniors will be matched to restaurants depending on what they would prefer to receive. Qualifying seniors will be able to choose which meals they would like delivered—breakfast, lunch, dinner, or all three—and menus can be customized for low-sodium or other restricted diets.

Restaurants are required to prepare four menu choices for seniors to select from.

"I'm working on it now," said Jesus Zavala, owner of JJ's Burgers. "I will have a classic burger and a chicken plate with salad. We have veggie burgers too."

Gov. Gavin Newsom launched the Great Plates Delivered program statewide on April 24. San Benito County agencies were invited to participate in a Zoom meeting outlining the program on May 7 and initially were going to pass because of a lack of staff.

Victoria Fortino, executive director of United Way of San Benito County, stepped in to take on the program and brought in Seniors Council of Santa Cruz and San Benito Counties Director Clay Kempf to help with logistics.

Fortino said it was too good an opportunity to let slip by.

"It is an amazing example of county government and nonprofits working together to bring an important program for San Benito County to fruition," Fortino said. "It is a true collaboration, with each agency providing an important role. The final piece of the puzzle was receiving funding from the COVID-19 Emergency Fund. We are all very excited for this program to roll out!"

Working with the Community Foundation for San Benito County, United Way got the local Great Plates Delivered program up and ready to take applications within a week.



Platillos De Comida A Domicilio

ENTREGA DE COMIDAS PREPARADAS A PERSONAS DE LA TERCERA EDAD Y PERSONAS DE ALTO RIESGO DURANTE LA PANDEMIA DE COVID-19

ELEGIBILIDAD:

Las personas de 65 años o más, o edades 60-64 con alto riesgo (exposición documentada a COVID-19 o condición de salud subyacente) Y

- Actualmente no recibe comidas de otro programa federal, como (CalFresh, Meals on Wheel, WIC)
- Vivir solo o con otro adulto elegible
- Ingresos anuales no exceden \$74,940 (1 persona) o \$101,460 (2-personas);
- No tiene un sistema de soporte

PARA VERIFICAR LA ELEGIBILIDAD O CONSULTAR SOBRE EL PROGRAMA CONTACTE

Cielo Lopez at greatplatessanbenito@gmail.com

APLICAR AQUÍ :
<https://covid19.ca.gov/restaurants-deliver-home-meals-for-seniors/>



Restaurants participating in the program faced some logistic problems with the quick turnaround time, but Pirl is excited to participate.

“We are starting slowly on Wednesday,” said Pirl, who is now able to reopen Mission Cafe with the assistance of the program. “We promised 50 meals a day, but will be able to do only 20 to start. Great Plates is a good idea that helps small mom and pop operators get restarted. We miss our customers and are very appreciative of everyone’s efforts to get us back on our feet.”

Eligible seniors who are interested in applying may call Cielo Lopez at (831) 205-1371 or email greatplatessanbenito@gmail.com for more information.

BenitoLink is a nonprofit news website that reports on San Benito County. Our team is working around the clock during this time when accurate information is essential. It is expensive to produce local news and community support is what keeps the news flowing. Please consider **[supporting BenitoLink](#)**, San Benito County’s news.

hits 2



ze my dad stuck a camera in my hand on the evening of my First Grade Open House. My dad taught me to observe, not. While I’ve had showings of my “serious” work in galleries from Berkeley to Salinas, I find the constantly changing and ations to be the most rewarding photographic work. It gives me the chance to capture important moments in people’s lives recently been reporting on San Benito stories for BenitoLink as well, which I am enjoying.



Front Porch Project Documents Life in Santa Cruz During Covid-19

Santa Cruz-based photographer Amy Isacson captures life on people's front porches

RACHEL DE HERAS, TAJ LAUCHER, KARSTA JENSEN AND COYA LAUCHER, ALONG WITH THEIR DOG PACHO. PHOTO: AMY ISACSON

Front Porch Project Documents Life in Santa Cruz During Covid-19

Santa Cruz-based photographer Amy Isacson captures life on people's front porches

BY **WALLACE BAINE**

POSTED ON MAY 27, 2020

One day, the Covid-19 pandemic and the weird spring of 2020 will seem like ancient history.

And when that time comes—when a return to “normal” precipitates a look back at life during lockdown—photographer Amy Isacson’s latest project could become something to show the grandchildren.

It’s called the Front Porch Project, and it serves as a profile of a community in one place at one time.

Isacson, a Santa Cruz-based portrait/wedding/anything photographer, decided to go out early one May Saturday morning and document how her friends and neighbors in Santa Cruz County are weathering the shelter-in-place era. She had with her a master list of two dozen households who had agreed to her idea—to take photos of families on whatever constituted their front porch.

Of course, she kept her distance. “I tried to stay on the sidewalk,” she says. “And I used a telephoto lens.”

Other than social distancing, the only restriction she imposed on herself is to have her subjects in or near the front door of their home. That created a cohesion in the collection of portraits.

“Some people were dressed up. Others were in their pajamas like they’d just woken up. It really shocked me how people were. Usually when you get around people (with a camera) everybody is up and on 100%. But in this case, people were really grounded and calm. Nobody was performing.”

Isacson had put out a call on social media for people who wanted to participate, and she collected addresses that spanned the county, from deep in the Santa Cruz Mountains to Watsonville. Some of the people she shot were friends or acquaintances, but many were strangers as well. She shot families, couples, and singles at their homes, which in one case meant a houseboat. Some people posed with their dogs. At least one family brought in their goats. And not all of the households were complete.

“A handful of people were still working, in the medical profession (and other essential businesses), so in some cases, it wasn’t the complete unit,” Isacson says.

It was all in the service of capturing a moment when everyday life has fundamentally changed.

“One friend of mine told me, ‘My husband’s hair is huge. My son’s hair is long. Mine is gray. And my daughter’s is shaved,’” says Isacson. “That about captures it.”

The project also scratched an itch for the photographer who, like most people these days, was missing casual social interactions.

“Because I had 24 places to go, I was pretty tight time-wise,” Isacson says. “That’s probably a good thing, because otherwise I would have wanted to stay and talk with everybody. I haven’t had that, and it’s been strange. It was really easy to communicate. It was like that Norman Rockwell era when you walked down the street and just talked to people in their yards. It all feels in a way that time has been rewound. I think people are just moving at a different pace now, a lot slower and quieter. Obviously, people are antsy, but generally they were just happy to be connecting with someone.”

As part of the Front Porch Project (which is also raising donations for the local chapter of Meals on Wheels), Isacson asked her subjects to submit their thoughts in writing on domestic living during the pandemic. “I asked everyone to write something not so much about how they’re feeling now, but looking back to that week (in mid-March) when everything shifted. Everybody has a different way of remembering when it all changed so drastically.”

The photos of the Front Porch Project can be seen on Amy Isacson’s website at amyisacson.com.



NOTICIAS LOCALES

DESEAN QUE EL GOBERNADOR NO REDUZCA FONDOS DE ELDERDAY

05/28/2020 4:58 PM

(NOTICIAS YA).- (NOTICIAS COSTA CENTRAL).- El presupuesto del gobernador de contempla recortar fondos para los centros comunitarios para adultos entre ellos Elderday el cual asiste a más de 70 ancianos con múltiples servicios.

Durante muchos años Elderday ha permitido que personas de la tercera edad con discapacidades mentales y físicas puedan tener servicios de salud, siguiendo terapias emocionales para lograr su bienestar integral el cierre afectaría muchos ancianos de la región.

Desde 1981 Elderday en ha sido un alivio para las familias de ancianos con discapacidades para que tengan bienestar y una vida normal. Con la pandemia continúan brindándoles atención ahora más que nunca para evitar que caigan en la depresión y el aislamiento.

Empleados dicen que ese momento están llevando a los participantes paquetes con actividades y los están llamando continuamente para asistirlos en sus condiciones médicas y estar al tanto de ellos para ver lo que puedan necesitar: comida, medicinas o una cita al doctor.

Estos servicios podrían acabarse después de que el Gobernador de California revisó su presupuesto y tiene planes de eliminar los centros comunitarios de servicios para adultos. Serían cerca de 36.000 ancianos afectados en California y cerca de 90 en Elderday. El Gobernador tiene hasta el 15 de junio para revisar el presupuesto.

El Gobernador ha propuesto como medida alternativa un programa de cuidado en casa con personal capacitado. Empleados de Elderday dicen estos servicios son irremplazables porque cuentan con personal médico, trabajadores sociales y terapeutas ocupacionales para atender a sus clientes. Los recogen en sus casas y lo llevan nuevamente. Proveen servicios de 9:00 de la mañana a 3:00 de la tarde de lunes a viernes.

Algunos familiares de los clientes de Elderday han encontrado una respuesta a sus preocupaciones en dicho lugar.

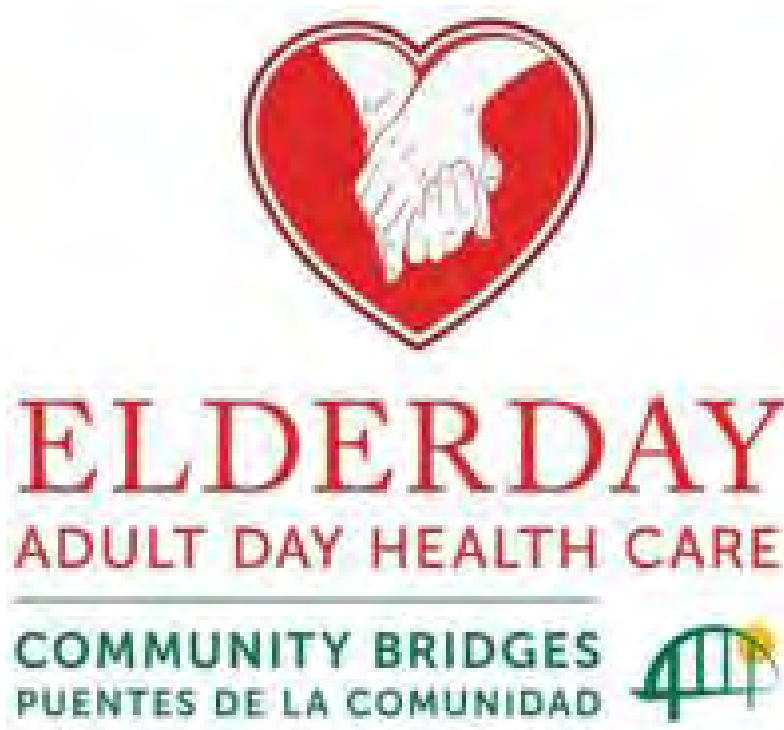
Video: <https://videopress.com/v/fB8oxlO5>



<https://noticiasya.com/monterey-salinas/2020/05/28/desean-que-el-gobernador-no-reduzca-fondos-de-elderday/>

Balancing the California Budget on the Backs of At-Risk Seniors

By Community Bridges May 28, 2020



Elderday Adult Day Health care, a program of Community Bridges

By Community Bridges

WATSONVILLE, Calif., May 28, 2020 /PRNewswire/ -- The May Revision of the California Budget proposes to eliminate funding for Community Based Adults Services (CBAS), like Community Bridges' Elderday program, no sooner than July 1, 2020. CBAS programs provide one of our state's primary alternatives to skilled nursing facility placement and institutionalization. Elimination of the program will force up to 36,000 seniors into costly nursing homes, which have seen the highest instances of death during the COVID-19 crisis. Closing CBAS programs does not save the State money as the monthly cost of a private nursing home room is at least three times the cost to attend adult day health services.

"Shutting the doors of CBAS affects ALL generations. CBAS serves primarily low-income, Medi-Cal eligible seniors and adults with disabilities. Families of our participants especially need CBAS now so they can return to work to contribute to our workforce and our economy," states Lois Sones, Elderday Program Director.

Governor Newsom has proposed a replacement program, Long Term Care at Home, to provide skilled nursing in seniors' homes. The Department of Health Care Services would undertake oversight of the program by **January 1, 2021**. "However, consultation with current stakeholders, including medical advisors, long term care advocates and current members of the Master Plan on Aging, have had zero input to the potential calamities that such a proposal will have on dementia patients, clients and their families who are also seeking respite," says Community Bridges Chief Executive Officer **Ray Cancino**. Cancino indicates that there are significant obstacles to overcome to build an entirely new program in a short time frame. "Most importantly," says Sones, "the proposed Long Term Care at Home program does not solve the issue of respite for caregivers, keeps our elders confined in their homes, and is not a feasible alternative to having the daily medical interactions with staff and the social interactions with peers."

The public is urged to contact their State Senator and Assembly members to express their opposition to the elimination of CBAS programs. Budgets hearings and decisions are happening now so it is important to respond quickly.

ABOUT COMMUNITY BRIDGES

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

Contact: Amy Hanley
(831) 688-8840 ext 285
240674@email4pr.com

Balancing the California Budget on the Backs of At-Risk Seniors



PR Newswire May 28, 2020

Balancing the California Budget on the Backs of At-Risk Seniors

<https://finance.yahoo.com/news/balancing-california-budget-backs-risk-123400425.html?guccounter=1>

PR Newswire

WATSONVILLE, Calif., May 28, 2020

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View original content to download multimedia: <http://www.prnewswire.com/news-releases/balancing-the-california-budget-on-the-backs-of-at-risk-seniors-301066887.html>

SOURCE Community Bridges

Balancing the California Budget on the Backs of At-Risk Seniors

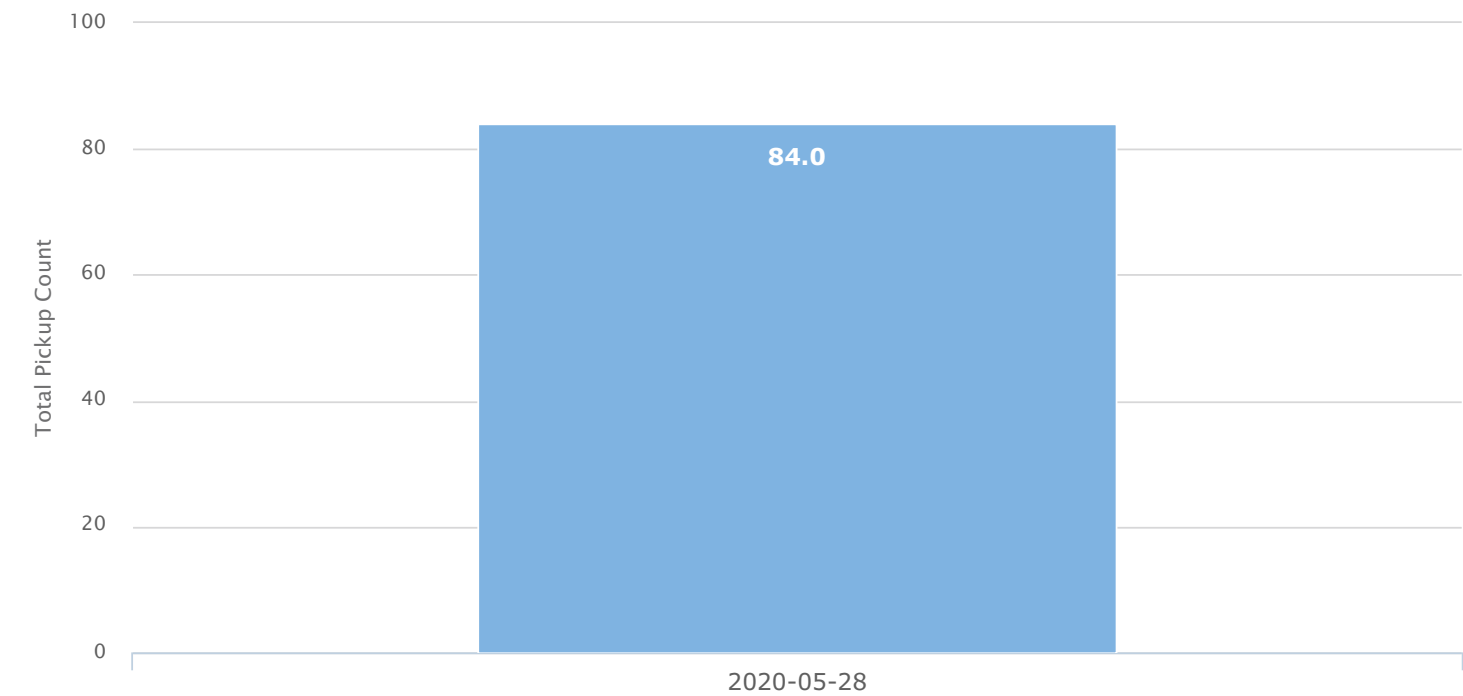
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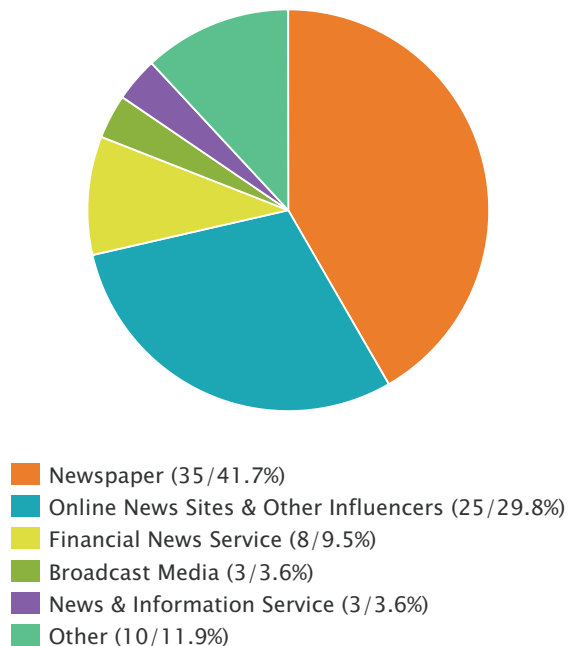
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Exact Match	84 postings	Exact Match	118M visitors

Total Pickup Over Time

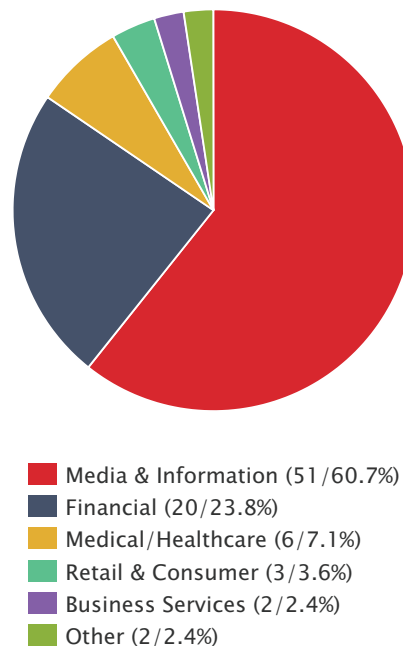
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Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated.

Total Exact Matches: **84**

Total Potential Audience: **118,131,261**



✓ Yahoo! Finance

👤 Potential Audience:

📄 Source Type:

🌐 Location:

☰ Industry:

[View Release](#)

49,592,090 ^[1] visitors/month

Online News Sites & Other Influencers

Global

Media & Information



✓ MarketWatch

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👤 Potential Audience:

42,938,087 ^[1] visitors/month

📰 Source Type:

Financial News Service

📍 Location:

United States

☰ Industry:

Financial



✓ Seeking Alpha

[View Release](#)

👤 Potential Audience:

8,748,269 ^[1] visitors/month

📰 Source Type:

Financial News Service

📍 Location:

United States

☰ Industry:

Financial



✓ PR Newswire

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👤 Potential Audience:

4,851,318 ^[1] visitors/month

📰 Source Type:

PR Newswire

📍 Location:

Global

☰ Industry:

Media & Information



✓ Benzinga

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👤 Potential Audience:

3,552,334 ^[1] visitors/month

📰 Source Type:

Online News Sites & Other Influencers

📍 Location:

United States

☰ Industry:

Financial



✓ Morningstar

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👤 Potential Audience:

3,049,788 ^[1] visitors/month

📰 Source Type:

Financial Data, Research & Analytics

🌐 Location:

Global

☰ Industry:

Financial



✓ WFMZ-TV IND-69 [A...

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👤 Potential Audience:

1,349,457 ^[1] visitors/month

📰 Source Type:

Broadcast Media

🌐 Location:

United States

☰ Industry:

Media & Information



✓ StreetInsider

[View Release](#)

👤 Potential Audience:

859,518 ^[1] visitors/month

📰 Source Type:

Online News Sites & Other Influencers

🌐 Location:

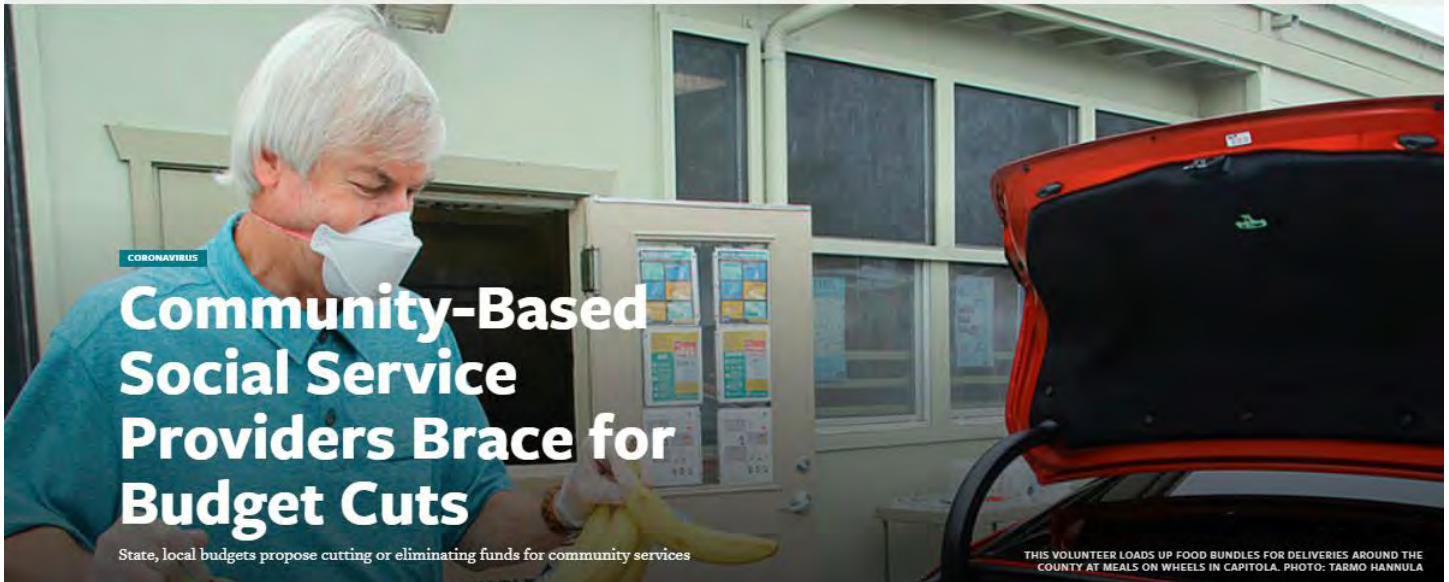
United States

☰ Industry:

Financial

*Data sources: [1] SimilarWeb [2] Alexa, [3] siteworthtraffic.com [4] Cision Digital Reach

*The data cited here by SimilarWeb represents site traffic data of worldwide unique visitors on desktop and mobile devices. Data is updated monthly.



BY JOHANNA MILLER

POSTED ON JUNE 4, 2020

Community-Based Social Service Providers Brace for Budget Cuts

State, local budgets propose cutting or eliminating funds for community services

<https://goodtimes.sc/santa-cruz-news/community-based-social-service-providers-budget-cuts/>

In the newest revision of the California budget, released on May 27, Gov. Gavin Newsom proposed to eliminate funding for Community Based Adult Services (CBAS) as early as July 1.

CBAS programs aim to provide seniors with alternatives to nursing facilities and other institutions. This includes the Community Bridges organization's Elderday Adult Day Health Care program, which supplies Santa Cruz County seniors with everything from at-home nursing care to healthy meals.

"Shutting the doors of CBAS affects all generations," Lois Sones, Elderday's program director, said in a press release. "CBAS serves primarily low-income, Medi-Cal eligible seniors and adults with disabilities. Families of our participants especially need CBAS now so they can return to work to contribute to our workforce and our economy."

Since the outbreak of Covid-19, the nonprofit sector has been hit hard—and social services, in particular, are looking at major cuts across the board. In Santa Cruz County, the city of [Capitola](#) released its proposed budget for the 2020-2021 fiscal year, which included the elimination of funding for all community-based social service providers, including Community Bridges.

It is a move that will have a big effect, as Capitola's demographic is more than 20% of seniors.

"As we see local jurisdictions propose cuts to community-based organizations at the same time demand for food and support services is increasing, we are faced with tough choices," said Amy Hanley, Community Bridges' Marketing and Communications Manager. "We all need to consider the community impact if services or staff are reduced."

This week, the city of [Watsonville](#) released the first draft of its 2020-2021 budget proposal. Funds for social services went from \$200,000 to \$134,000—a 33% drop. Hanley said that Scotts Valley's proposed elimination of services is similar to Capitola's, and the city of Santa Cruz might not be far behind. [Santa Cruz County](#) has also proposed a recommended budget for 2020-2021, and funding for its Core Investment Programs was cut by \$83,220.

Karen Delaney, executive director of the Volunteer Center of Santa Cruz County, said that her organization is bracing for the impacts of such large cuts.

"Whenever there is a disaster... nonprofits like ours are called on to provide more services than ever, but if we lose funding we will be able to do less," Delaney said. "There will likely be longer waiting lists for Lift Line rides, less meals delivered to seniors... Why are those things less important than cleaning the streets and watering parks?"

Delaney said that jurisdictions might need to rethink how they operate.

"We understand, as a nonprofit, what it's like to not have enough money," she said. "I think in the next couple of years, it'll be time for all institutions to think more like nonprofits. To find creative ways to survive, while supporting their most vulnerable residents."

Delaney said she has seen a lot of support and generosity on an individual level, with people continuing to volunteer and donate their own funds.

"We have a very generous community," she said. "People have been overwhelmingly supportive and willing to help. We want to see that on the city and county level, too."

As for Community Bridges, the organization is looking at ways it can fill the gap in funding to continue its programming, especially Meals on Wheels and Lift Line. They are also urging the community to contact their state senate and assembly members to express their opposition to the elimination of CBAS programs.

Hanley said that it was important for everyone—organizations, agencies, municipalities—to find a common ground.

"While we are all in this together, we are not all in the same boat," Hanley said. "The people that Community Bridges serves... are disproportionately affected by the Covid-19 crisis and they are going to continue to need the support of this community in the coming months. Tough economic decisions loom ahead for all of us, but we urge our local leaders to partner and work collaboratively with nonprofits to ensure that the needs of their residents are met and the services they need survive this crisis."



This volunteer loads up food bundles for five deliveries around the country Thursday at Meals on Wheels in Capitola. — Tarmo Hannula/The Pajaronian

Local News

COVID-19

Featured

Local nonprofits brace for budget cuts

By: JOHANNA MILLER June 3, 2020

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SANTA CRUZ COUNTY—Gov. Gavin Newsom on May 27 released his revision of the California budget, and through it proposed to eliminate funding for Community Based Adult Services (CBAS) no sooner than July 1.

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communitybridges.org/donate

TV News Coverage Tracking

2019 / 2020

Date	Topic	News Agency
Mar-20	COVID-19 MOW Dining Site Closures	KSBW
Mar-20	COVID-19 MOW Dining Site Closures	KION
Apr-20	COVID-19 Response	Entravision
Apr-20	COVID-19 LMCR	KLOK Radio
May-20	COVID-19 Response	Zach Friend Tele-Town Hall/SC County