



## BOARD OF DIRECTORS

Wednesday, September 29 2021, 5:00 PM to 7:30 PM

<https://us02web.zoom.us/j/613973795>, Meeting ID: 613 973 795

### DRAFT AGENDA

- 5:00 1. CLOSED SESSION
- 5:45 2. Adjourn Closed Session
- 5:50 3. Call to Order/Establish Quorum
- 5:50 4. Agenda Review (5 min)
- 5:55 5. Announcements/Program Updates (5 min)
- 6:00 6. **\*CONSENT AGENDA – Action Items (5 min)**  
*In approving the consent agenda, the Board is approving recommendations within each committee's minutes listed below.*
  - 6.1 Draft Minutes of the June 16, 2021 Board Meeting\*
  - 6.2 Draft Minutes of the July 8, 2021 Governance Committee Meeting
  - 6.3 Draft Minutes of the August 12, 2021 Governance Committee Meeting.
  - 6.4 Draft Minutes of the September 9, 2021 Governance Committee Meeting
- 6:05 7. **Receive comments from members of the public on “Items not on the Agenda” (5 min)**
- 6:10 8. **BOD Chair Report – Jack Jacobson (15 min)**
  - 8.1 Leadership Assessment Update –Stephanie/Tyler
  - 8.2 HR Personnel Policy Updates – Tyler
- 6:35 9. **CEO Report – Ray Cancino (20 min)**
  - 9.1 MOW Program Report- Lisa Berkowitz
  - 9.2 WIC Program Report – Dana Wagner
  - 9.3 Elderday Program Report – Lois Sones
  - 9.4 Elderday Advocacy Efforts
  - 9.5 MOW – Medically Tailored Meals and Culturally appropriate meals
  - 9.6 Agency Transitions and Hiring – Strategy and Next Steps
  - 9.7 COVID-19 Reopening Dates
    - 1. Meals on Wheels Congregate – November 1,2021
    - 2. CDD – Redwood Mtn + Fairgrounds
- 6:55 10. **Development Report–Jayme Ackemann/ Anna Vaage (20 min)**
  - 10.1 20/21 Year-End Results
  - 10.2 Lee Slaff Retirement
  - 10.3 Mountain Affair Update
  - 10.4 Giving Tuesday Social Media Campaign & Participation
  - 10.5 Development Committee Members Needed
- 7:15 11. **Finance Committee Update – Doug Underhill (25 min)**
- 7:25 12. **Newspaper Articles**
- 7:25 13. **Items for Next Agenda (5 min)**
- 7:30 14. **Adjourn Regular Meeting**

**Next Meeting:** *Wednesday November 10, 2021, 5 pm - 7:30 pm Meeting Location TBD – Zoom will be offered.*



**BOARD OF DIRECTORS**  
**Wednesday, June 16, 2021,**  
**5:00 PM to 7:30 PM**  
**Zoom Meeting**

**DRAFT MINUTES**

**Members present:** Erich Friedrich, Jack Jacobson, Michael Babich, Nicolette Lee, Brenda Griffin, Lee Slaff, Amy McEntee,

**Staff Present:** Ray Cancino, Lisa Berkowitz, Dana Wagner, Lisa Hindman Holbert, Lois Sones, Anna Vaage, Tyler Smith, Doug Underhill, Jayme Ackemann, Kirk Ance, Arasele Rocha, Maria Hurtado, Seth McGibben

**Notes:** Chantal Guerra

**5:00 1. CLOSED SESSION**

**6:03 2. Adjourn Closed Session**

**6:03 3. Call to Order/Establish Quorum**

**6:11 4. Agenda Review**

**6:12 5. Announcements/Program Updates**

Board members may now visit programs locations in person with required PPE and, if required by program (ELD), proof of vaccination. CDD cannot currently allow visitors due to licensing restrictions. Pint for a Poke pop up COVID-19 vaccination event is this upcoming Friday 6/18/21 in Watsonville at Fruition Brewing. This event will provide anyone 21+ who receives a vaccine receive a voucher for future use at Fruition Brewing or Coffeerville. This event was organized in response to statistics showing that 18-39 year olds, males, POC and individuals who self-identify as multiple races have the lowest vaccination rates. Based on the turn out of this event there is an option to organize future events.

**6:15 6. \*CONSENT AGENDA – Action Items**

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

*6.1 Draft Minutes of the March 17, 2021 Board Meeting\**

*a) Michael/Jack moved to approve the consent agenda as presented. MSP.*

*6.2 Draft Minutes of the June 9, 2021 Development Committee Meeting\**

a) *Lee/Michael moved to recommend approval of the 21/22 Development Plan.*

*6.3 Draft Minutes of the June 10, 2021 Finance Committee Meeting\**

a) *Michael/Jack moved to recommend approval of the 21/22 Agency Budget to the CB Governance Committee. MSP.*

*6.4 Draft Minutes of the June 10, 2021 Governance Committee Meeting\**

**Nicolette/Jack moved to approve the consent agenda as presented. MSP.**

**6:15 7. Receive comments from members of the public on “Items not on the Agenda”**

**6:15 8. BOD Chair Report – Jack Jacobson**

**6:16 9. CEO Report – Ray Cancino**

*9.1 Action Item: 401K Plan Updates – Tyler Smith\**

The six-month waiting period is proposed to be eliminated for 401k enrollment. Open enrollment will be available in January and July. This will allow employees to enroll during the open enrollment period nearest to their date of hire. Five-year vesting schedule will be eliminated and Employees will be fully vested in their match at the first point of entry, ensuring competitiveness in today’s job market. These changes transition the 401k plan to a safe harbor plan. Staff may now borrow two concurrent loans which helps avoid employees taking out hardship loans. This avoids employees incurring additional costs against their 401k and encourages employees to invest in 401K and promotes investment in long term financial stability for employees.

**Brenda/Michael moved to approve 401K plan updates. MSP**

**6:23 9.2 MOW Relocation Summary - Lisa Berkowitz**

MOW has been renting the Live Oak location with commercial kitchen, offices, and dining site for over 40 years. Redevelopment is likely to occur at this location for Live Oak School district teacher housing, and contingency plan is needed in case of demolition. Action is taken to remain at the current location and simultaneously to find a suitable site to relocate to. About 3000 sq ft is needed for commercial kitchen, walk-in cold storage, and dry good storage. It has proven difficult to find a location CB can afford to purchase, that meets the sq. ft. and technical requirements, and that has parking for 15-20 vehicles and adequate space for large vehicles to enter. Only one property has come close to meeting this in the last few years and was deemed too expensive. The property next door to Lift Line may be for sale and will be reviewed. If MOW offices could be on the vacant second floor of the Lift Line, this would reduce construction costs of a potential kitchen only development. More commercial properties will continue to be considered. Live oak school district has not given a final MOW relocation date yet. Seniors Council is asked to increase their time-investment in helping to find a new location. The Seniors Council advocacy committee has been working on developing strategy plans to find a new location and to work directly with LOSD to determine the best way forward. Relocation issues are brought up discreetly to avoid creating worry amongst seniors about losing vital services. However, information is now shared more and brought up with supervisor Koenig, the Capitola/Aptos Rotary Club, and the new LOSD Superintendent.

Next steps: Working with the Advocacy Committee to find a new location or solution. LOSD may not allow use of the congregate dining hall for in-person meals between now and demolition, and a new location is urgently needed for this with an 18-24 month relocation timeline for commercial kitchen and administrative offices. BOS and LOSD involvement, and discussing if increasing the rent could lengthen stay. A housing plan review to determine location viability of teacher housing plan.

**6:49 9.2 CDD Program Report – Lisa Hindman Holbert**

Jennifer Mount from Cabrillo Extension spoke about CDD staff attending Supervisory Academy training. The training focused on improving communication, managing performance, conflict, hiring, building trust within teams, and how to bring alignment between personal, professional and organizational goals. The team has grown professionally and is ready to bring these teachings to CDD as a whole. During FY 20/21, CDD served 150 children and educational packets with zoom activities were provided to support remote learning transition. All regular staff maintained employment with exception of two voluntary furloughs or time off. Cohorts of maximum 16 (as opposed to 35) were allowed, and small groups, some as small as 6, were seen in person. With decreased personnel costs there were some funds for new supplies. To qualify for care, families needed to demonstrate having a need for care and meet household size to income requirements, and most families served are Spanish speakers. CDD continued to participate in the Quality Counts childcare grant, and showed resilience, support of each other and the children's learning and wellbeing.

**7:00 9.4 Action Item: RESOLUTION 2021-06-01 CDE\***

**Michael/Nicolette moved to approve Resolution 2021-06-01 CDE. MSP**

**7:02 10. Development Report– Anna Vaage /Jayme Ackemann**

Development plan for fiscal year 21/22 was presented with a grand total of \$583K, with the largest amount being allocated for MOW. The plan captures the recent accomplishments of the Development Department and recent hire of a grant writer.

**10.1 Action Item: Approval of the 2021/22 Development Plan\***

**Michael/Nicolette moved to approve the 21/22 Development Plan. MSP**

**10.2 Development Committee Report – Michael Babich**

The development of a Community Bridges award to a supportive donor was proposed.

The Farm to Fork fundraising event is on August 7<sup>th</sup> with 100 tickets available priced at \$150 each and \$22 extra for bottomless drinks to a \$2200 CB upfront cost. A silent auction is being considered to recoup the costs of this expense. Advertising options for potential sponsors range from ad at location to ad in program flyer. Optional Board sponsorships are suggested at a \$100 donation of

a restaurant gift card passport for silent auction, which was a popular item last year.

**7:13 11. Finance Committee Update – Doug Underhill**

*11.1 Financial Report from the June 10, 2020 Finance Committee Meeting*

Five-year trends in fiscal budget described as steady growth with revenues and expenses moving in tandem. Admin continued to grow in expenses. There was about 1MM decrease in inter program expenses due to reduced and modified congregate program services in FY 20/21 mainly for Elderday, Meals on Wheels, and Lift Line. The 20/21FY saw a 6.67% increase in program services expenses. With these two last years of disruption, expenses in admin have outgrown the program expenses which has caused the usage of \$295K of other funding in the admin budget. However, from the PPP loan, \$196K went to admin. Program expense trend needs to catch back up with Admin as program services return. There was a 1.15 % increase in the 21/22 budget, and a 5% overall budget increase if you exclude the PPE loan which is now fully forgiven. Donors and foundation funding have nearly doubled, and investments in the development department has paid off with a 36.72% budget increase which includes a 20-hour grant writing position. The Admin budget has a steady increase of .05%. CACFP is a federal program with very little change, a 1.3% increase. LOCR has a 4.25% decrease and NVCR has a 13.99% decrease in the program budget. LOCR and NVCR will now share a program manager which decreases costs. LMCR has a 27.55% increase due to increased funding from CA Rent Relief. MCR has decreased 22.15%. Lift Line has a 22.61% increase. Elderday has a decrease of 8.16%. WIC has a slight decrease of .20%. CDD has an increase of 4.02% from funding from the California Department of Education.

*11.2 Action Item – Approval of 21/22 Agency Budget\**

**Nicolette/Michael moved to approve the 21/22 Fiscal Year budget. MSP**

**7:30 11. Newspaper Articles**

**7:30 12. Items for Next Agenda**

**7:32 13. Adjourn Regular Meeting**

**Next Meeting:**

*Wednesday August 18, 2021, 5 pm - 7:30 pm*

*Meeting Location TBD – Zoom will be offered*



**Governance Committee Meeting**

**Thursday July 8, 2021**

**4 pm-5 pm**

**<https://us02web.zoom.us/j/326410777>**

**Meeting ID: 326 410 777**

**DRAFT MINUTES**

**Members Present:** Lee Slaff, Doug Underhill, Ray Cancino, Micheal Babich, Silvia Morales, Seth McGibben

**Notes:** Chantal Guerra

**4:08 1. Meeting to order/Establish Quorum**

**4:08 Action Item\* Santa Cruz County Bank Construction Loan**

*a) FC Approval to move forward action towards obtaining financing through Santa Cruz County Bank on senior property acquisition*

**Michael/Lee moved to approve this motion to move forward with next steps of financing. MSP.**

**4:10 2. Agenda Review**

**4:10 3. Consent Agenda - *Action Item***

*a) Approve Minutes from the June 16, 2021 Board Meeting\**

**Moved to next meeting, no quorum.**

**4:10 4. BOD Liaison to the Programs: Next Steps – Silvia Morales**

Expectations and parameters of what the role of the BOD liaison to the programs must be established. Feedback has been requested from PD's on what current expectation are of this initiative. What information is needed for BOD about the programs they select needs further clarity. Clear expectations will be important on what the role of a board member is in relation to each program to avoid overstepping of roles and responsibilities in decision making process. Consideration to adding Program reports back to BOD meeting should be taken due to the informational benefit provided. Format of these reports should be discussed at a subcommittee meeting before next BOD meeting. Templates with expectations on what information should be considered to ensure consistency across programs.

**4:23 5. Closed Session**

**4:55 6. Items for next GC Agenda/BOD Agenda**

**5:00 7. Adjourn**

**Next GC: Thursday August 12, 2021**

**4:00pm to 5:00pm**



## **Governance Committee Meeting**

Thursday August 12, 2021

4 pm-5 pm

<https://us02web.zoom.us/j/326410777>

Meeting ID: 326 410 777

### **DRAFT MINUTES**

**Attendees:** Lisa Berkowitz, Alma Molina, Jack Jacobson, Doug Underhill, Lee Slaff, Sara Siegel, Silvia Morales, Seth McGibben, Tyler Smith, Michael Babich, Ray Cancino

**Notes:** Chantal Guerra

**4:00 1. Meeting to order/Establish Quorum**

**4:05 2. Agenda Review**

**4:05 3. Consent Agenda - *Action Item***

*a) Approve Minutes from the June 16, 2021 Board Meeting\**

**Lee/ Michael moved to approve the June 16, 2021 Board Meeting Minutes. MSP.**

**4:10 4. Elderday Update**

Application to CCAH has been submitted, additional general contractor information is needed as they require three comparable bids. Obtaining bids has been difficult as it is costly to have all trades give bids. At next BOD meeting approval to move forward with Swenson Builder to start design build for each one of the trades and begin to move forward to the build plan will be requested. Design review will also need to be voted on at next BOD meeting so board can see final design. The upcoming goal for this project will be to have a general contractor in place and receive funding from CCAH in October.

**4:15 5. MOW Reopening – Lisa B**

Meeting with AAA clarified the role of CB in the relocation process and further transparency was requested with the understanding that CB is an independent entity entitled to privacy. On July 15th reopening of dining sites was discussed and a September 7th reopening of congregate dining was established. AAA nutritionist is seeking further guidance on reopening from PH authorities. On July 19th Local Public Health authorities advised MOW to follow guidelines for restaurants in the reopening process. Due to increase in Delta variant and the vulnerable populations served at dining sites, reopening date is now in process of being reevaluated and likely pushed further out a month. About 150 clients are affected by shut down of dining sites. CBDG funding had been used for



part of a five day breakfast pack provided to MOW, this funding is now coming to an end. A letter has been drafted to inform clients of the discontinuation of the breakfast service and that work is being done to secure additional funding for this. An opportunity to allow clients to fill out their name if this will present a hardship to them is being provided to allow MOW to seek accommodations for the most vulnerable clients. The decreased funding will impact kitchen staffing hours as well. City of Capitola CDBG funding is looking hopeful but will only be able to serve clients in Capitola for breakfast service. Property lease analysis presented with four lease options listed for potential MOW locations. 525 Water St is most promising as it meets main needs in a property. Lisa B is in contact with owner, various contractors have reviewed the property to determine the problems within the property, and a generator has been installed. The restaurant equipped portion of the property is on a perimeter foundation which makes costs higher for work needed. Liabilities include significant investment estimated at \$1MM with only a 10 year agreement. Break-ins have occurred at the property which creates concern. Owner offers to have MOW to start work on property while waving rent until official move in date and a donation of the value of the restaurant equipment that remains on the premises. Further analysis is in progress between MOW and finance department on this option. Funding may be available for MOW which can be requested for next FY, \$750K remains in Community Foundation with plans to go towards a senior program either MOW or SNS. Possibility of renting space with 525 Water st to other programs exists.

**4:41 6. Closed Session**

**4:41 7. Items for next GC Agenda/BOD Agenda**

**4:41 8. Adjourn**

Regular session adjourned.

**Next Meeting: Thursday September 9, 2021 4-5pm**

Zoom: <https://zoom.us/j/326410777>, or call +1 669 900 6833

Meeting ID: 326 410 777



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

## **Governance Committee Meeting**

Thursday September 9, 2021

4-5 pm

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

Meeting ID: 326 410 777

### **DRAFT MINUTES**

**Members Present:** Jack Jacobson, Lee Slaff, Doug Underhill, Ray Cancino, Micheal Babich, Seth McGibben, Erich Friedrich, Sara Siegel

**Notes:** Chantal Guerra

**4:08 1. Meeting to order/Establish Quorum**

**4:08 2. Agenda Review**

**4:10 3. Consent Agenda – Action Item**

*a) Approve July 8, 2021 Governance Committee Minutes*

*b) Approve August 12, 2021 Governance Committee Minutes*

**Lee/ Michael moved to approve July and August Governance Committee minutes. MSP.**

*c) Accept Finance Committee recommendation of change of fiscal policies to match federal micro purchase level to 10K*

**Lee/ Erich moved to approve the Finance Committee's recommendation to change the fiscal policy to match the federal micro purchase level to \$10K. MSP.**

**4:15 4. Elderday – Meeting with Local CCAH board members**

Elderday proposal has been sent to CCAH. Ray is advocating with BOS to seek support in this. ADA is currently 20% BELOW what is needed, grant funds need to increase to lessen burden on agency in the capital investment for this property, lessening the financial burden allows for more financial flexibility for other projects and emerging needs. Ray had a positive conversation with CCAH CEO and will continue advocating for this grant with CCAH BOD members. Elderday project makes financial sense with the aid of the CCAH grant. An update on this will follow at next BOD and GC meetings.

**4:25 5. Agency Reopening's**

*a. CDD*

Additional staff is needed to reopen Redwood Mountain Center and Fairgrounds center. Fairgrounds building has infrastructures repairs that are needed. Push to open more classrooms and slots is progress with CDD PD to address child care needs in the community. Education programing must be adapted to younger

children as public school expansion of TK expands. Cohorts of children should remain at 16 with cohorts that don't intermix staff, 3-4 teachers are needed per cohort to address this in case any staff is absent.

*b. MOW*

MOW is awaiting guidance on reopening, other counties have been reopening congregate dining services. AAA is in charge of guidelines on allowing MOW to open if their guidelines are not followed funding can be revoked. Lack of services due to unopened congregate services may reduce opportunities for funding in the future. Senior centers that are open in the community are doing well. Outdoor Centers should be considered. California Department of aging has asked that participants are not asked about vaccination status to avoid discrimination. CB has asked if alternate services such as to go meals can be provided for those who are unvaccinated to ensure discrimination is avoided but accounting for health and safety of all participants. A response on this matter is pending. Updates on MOW reopening will be provided as they become available based on emerging guidance.

**4:37 5. Closed Session**

**4:55 6. Items for next GC Agenda/BOD Agenda**

**5:00 7. Adjourn**

**Next Meeting: October 14, 2021 4-5 pm**

Zoom: <https://zoom.us/j/326410777>, or call +1 669 900 6833

Meeting ID: 326 410 777

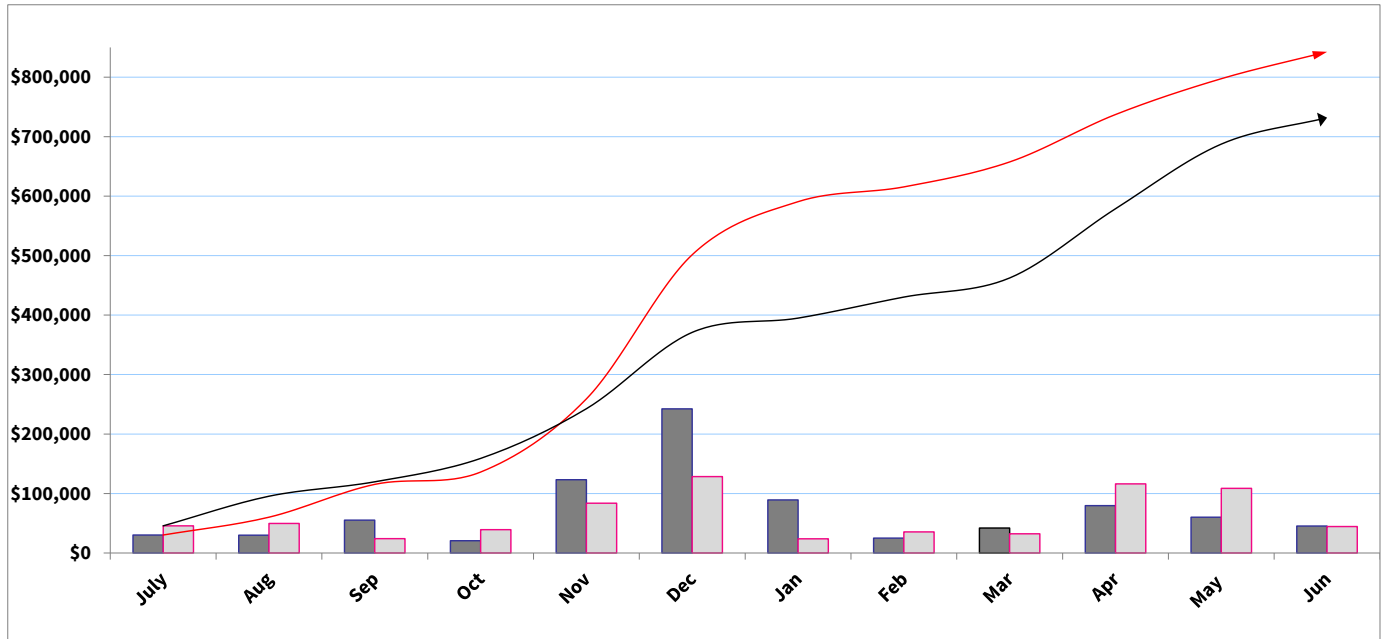
## Development Progress Report

### Fiscal Year 2020-21

June 30, 2021

#### Donation Revenue (Excluding Grants and COVID-19 & CZU Fire Relief donations)

| Total  | Fiscal Year         | July     | Aug      | Sep      | Oct      | Nov       | Dec       | Jan      | Feb      | Mar      | Apr       | May       | Jun      | Total            |
|--|---------------------|----------|----------|----------|----------|-----------|-----------|----------|----------|----------|-----------|-----------|----------|------------------|
|  | Current Year 20/21  | \$30,217 | \$29,978 | \$55,209 | \$20,699 | \$123,061 | \$242,353 | \$89,164 | \$24,842 | \$41,980 | \$79,684  | \$60,241  | \$45,206 | <b>\$842,633</b> |
|  | Previous Year 19/20 | \$45,654 | \$49,811 | \$24,246 | \$39,321 | \$83,533  | \$128,405 | \$23,933 | \$35,366 | \$32,165 | \$116,354 | \$108,719 | \$44,406 | <b>\$731,913</b> |
| <b>Year over year difference: 6/30/2020 to 6/30/2021      \$110,721      15%      change</b> |                     |          |          |          |          |           |           |          |          |          |           |           |          |                  |



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

- 20/21 Donation Goal      \$462,106      -10.1%      Goal Change over Prior Year
- 20/21 Donations YTD      \$842,633      182%      Portion of goal met at      100%      Portion of year lapsed

#### B. Active Grant Applications vs Prior Year - See Grant Application Report

- 20/21 Grants Awarded      \$1,052,500
- Prior Year Awarded      \$1,319,007      -20%      Growth over prior year
- 20/21 New Funds Added      \$324,500      31%      Portion of YTD Grant Funds New

#### C. Grand Total Donations & Grants, incl. COVID & Fire Relief Funds

- 20/21 All Donations YTD      \$905,627      \$62,994      Relief funds portions
- 20/21 All Grants YTD      \$2,139,937      \$1,087,437
- Prior Year All Donations      \$921,615      \$189,702
- Prior Year All Grants      \$1,833,850      \$514,843

## Fundraising Campaign Report Through June 30, 2021

Excluding COVID-19 and CZU Fire Relief Funds

| Donations to Programs             | 20/21 Goal       | 20/21 YTD        | % Goal Met  | 19/20 Final      |
|-----------------------------------|------------------|------------------|-------------|------------------|
| CB General Funds                  | \$102,914        | \$234,403        | 228%        | \$156,861        |
| Child and Adult Care Food Program | \$2,350          | \$11,163         | 475%        | \$4,245          |
| Child Development Division        | \$7,112          | \$5,486          | 77%         | \$7,860          |
| Elderday                          | \$5,773          | \$9,843          | 171%        | \$8,322          |
| La Manzanita Community Resources  | \$3,252          | \$4,946          | 152%        | \$4,376          |
| Lift Line                         | \$12,209         | \$9,875          | 81%         | \$16,124         |
| Live Oak Community Resources      | \$24,508         | \$9,129          | 37%         | \$28,643         |
| Mountain Community Resources      | \$54,549         | \$74,552         | 137%        | \$88,931         |
| Meals on Wheels                   | \$243,000        | \$470,983        | 194%        | \$407,015        |
| Nueva Vista Community Resources   | \$4,890          | \$7,992          | 163%        | \$6,711          |
| Women, Infants & Children         | \$1,550          | \$4,261          | 275%        | \$2,824          |
| <b>Total Program Revenue</b>      | <b>\$462,106</b> | <b>\$842,633</b> | <b>182%</b> | <b>\$731,913</b> |

| Fundraising Appeals & Campaigns      | 20/21 Goals | 20/21 YTD        | 19/20 YTD        | 20/21 \$ change  |
|--------------------------------------|-------------|------------------|------------------|------------------|
| Annual Report                        | \$9,998     | \$12,050         | \$12,385         | (\$335)          |
| Calendar & Year-End Annual Gifts     | \$36,000    | \$47,793         | \$50,912         | (\$3,119)        |
| Calendar Sponsorships                | \$4,500     | \$2,250          | \$5,000          | (\$2,750)        |
| CB Direct Mail Appeal                | \$2,000     | \$2,546          | n/a              | n/a              |
| Bequests, Endowments, Stocks         |             | \$18,483         | \$12,391         | \$6,092          |
| Farm to Fork Gala                    | \$8,000     | \$41,488         | \$72,980         | (\$31,492)       |
| Giving Tuesday                       | \$10,540    | \$25,050         | \$11,097         | \$13,953         |
| Honor/Memorial                       |             | \$13,791         | \$3,680          | \$10,111         |
| Major Gifts \$5K+ (Excl COVID & CZU) | \$40,000    | \$105,000        | \$85,000         | \$20,000         |
| Monthly Donations                    |             | \$37,359         | \$17,448         | \$19,911         |
| MCR Fundraiser Event                 |             | \$4,715          | \$21,650         | (\$16,935)       |
| MCR Phoneathon                       | \$16,731    | \$17,477         | \$18,604         | (\$1,127)        |
| MOW Spring Mailer                    | \$45,000    | \$91,302         | \$140,206        | (\$48,904)       |
| MOW Fall Mailer                      | \$90,000    | \$159,092        | \$101,468        | \$57,624         |
| MOW Meal Donation                    | \$5,000     | \$6,861          | \$10,257         | (\$3,396)        |
| MOW Welcome Packet                   |             | \$11,673         | \$8,876          | \$2,797          |
| Online (incl. Email & Social Media)  |             | \$95,771         | \$18,041         | \$77,730         |
| Outside Fundraisers of behalf of CB  |             | \$32,970         | \$19,372         | \$13,598         |
| Other Miscellaneous                  |             | \$86,103         | \$108,338        | (\$22,235)       |
| Payroll & Matches                    |             | \$25,084         | \$16,130         | \$8,954          |
| Program Donation Box                 |             | \$2,278          | \$5,924          | (\$3,646)        |
| Santa Cruz Gives                     |             | \$3,497          | \$4,539          | (\$1,042)        |
| <b>Total Campaign Revenue</b>        |             | <b>\$842,633</b> | <b>\$731,913</b> | <b>\$110,721</b> |

|  |                 |                |                 |                   |
|--|-----------------|----------------|-----------------|-------------------|
| <b>Board member contributions (incl above)</b> | <b>\$10,000</b> | <b>\$6,240</b> | <b>\$12,590</b> | <b>(\$6,350)</b>  |
| <b>Board member solicitations (incl above)</b> | <b>\$10,000</b> | <b>\$6,215</b> | <b>\$25,638</b> | <b>(\$15,125)</b> |

## Grant Application Report

Excluding COVID-19 and CZU Fire Relief Grants  
Through June 30, 2021

| <b>Grants Awarded: Government Funded</b>            | <b>FY 21/22</b> | <b>FY 20/21</b>  | <b>FY 19/20</b>  |
|---|-----------------|------------------|------------------|
| Low Carbon Transit Operations Program LCTOP (LL)    | \$40,000        |                  | \$275,309        |
| State Transit Assistance STA 3 Yr Supplemental (LL) |                 | \$100,000        | \$100,000        |
| USDA Farm to School (CACFP)                         | \$48,000        |                  |                  |
| <b>Total Government Grant Funds Awarded</b>         | <b>\$88,000</b> | <b>\$300,000</b> | <b>\$421,125</b> |

| <b>Grants Awarded: Foundation &amp; Private</b>     | <b>FY 21/22</b>       | <b>FY 20/21</b>  | <b>FY 19/20</b>  |
|---|-----------------------|------------------|------------------|
| Alliance Capital Campaign Grant (Elderday)          | <i>Applied \$2.5M</i> |                  | \$150,000        |
| Alliance Partners for Healthy Food Access (FRC)     |                       | \$10,000         | \$15,600         |
| Caroline's Nonprofit Thrift Store (LMCR)            |                       | \$15,000         | \$20,000         |
| Community Action Board Immigration Services (FRC)   |                       | \$8,000          | \$8,000          |
| Community Foundation Monterey (LMCR)                | \$50,000              | \$15,000         | \$12,000         |
| Community Foundation Santa Cruz County (CB)         |                       | \$50,000         | \$60,000         |
| Dudley-Vehmeyer-Brown Foundation (MCR)              |                       | \$12,000         | \$5,500          |
| Joseph & Vera Long Foundation (ELD)                 |                       | \$25,000         |                  |
| Kaiser Foundation Equity and Economic Justice (CB)  | <i>Applied \$150K</i> | \$150,000        | \$15,000         |
| Monterey Peninsula Foundation (Lift Line)           | \$40,000              | \$40,000         | \$40,000         |
| Packard Foundation General Operating (FRC)          |                       | \$75,000         |                  |
| Packard Foundation Capacity Building (FRC)          |                       | \$12,500         | \$12,500         |
| Packard Foundation Youth Activities (NVCR)          |                       | \$45,000         | \$45,000         |
| Pajaro Valley Community Health Trust (LMCR)         |                       | \$15,000         | \$15,000         |
| Palo Alto Medical Foundation (MOW) to (FRC)         | \$2,500               | \$7,500          | \$7,500          |
| Silicon Valley CF 1440 Foundation (CB) General      |                       | \$30,000         |                  |
| Sunlight Giving (CB) Operating Support multi-year   |                       | \$225,000        | \$150,000        |
| United Way Youth Well-Being (LOCR)                  |                       | \$15,000         | \$30,000         |
| Watsonville Rotary Mental Health (LMCR)             |                       | \$2,500          |                  |
| <b>Total Foundation &amp; Private Funds Awarded</b> | <b>\$92,500</b>       | <b>\$752,500</b> | <b>\$897,882</b> |

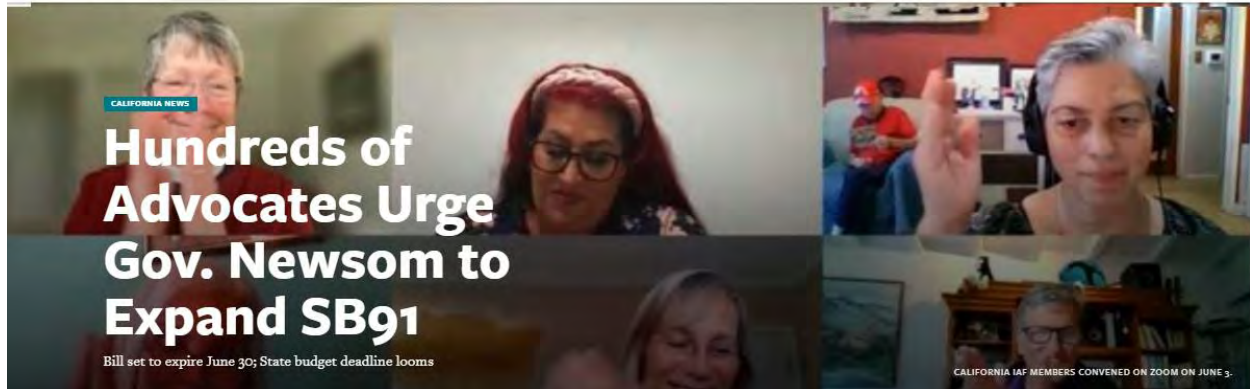
| <b>Total Grant Funding Applications Awarded</b>   | <b>\$180,500</b>       | <b>\$1,052,500</b>      | <b>\$1,319,007</b> |
|---|------------------------|-------------------------|--------------------|
| <b>Gov't Contract Renewals</b>                    | <b>FY 21/22</b>        | <b>FY 20/21</b>         | <b>FY 19/20</b>    |
| California Air Resources Board CARB (LL)          |                        | <i>Applied \$247.6K</i> | n/a                |
| CalTrans Equipment & Services 5310 (LL)           |                        | \$192,000               |                    |
| City of Watsonville Community Services (LL, MOW)  |                        | \$8,500                 | \$8,500            |
| Community Development CDBG (NVCR)                 |                        | <i>Applied \$100K</i>   | \$75,000           |
| Santa Cruz City & County CORE/CARES Program Funds |                        | \$1,168,000             | \$1,168,000        |
| Seniors Council Older Americans Act (ELD & MOW)   |                        | <i>Applied \$422.9K</i> |                    |
| Sereno Group 1% for Good (ELD, MOW)               | \$7,000                | <i>Applied \$5K</i>     |                    |
| TDA Funding Claim Medical Rides (LL)              | <i>Applied \$733.7</i> | \$618,974               | \$798,375          |
| <b>Total Government Contracts Awarded</b>         |                        | <b>\$1,987,474</b>      | <b>\$2,049,875</b> |

## COVID-19 & CZU Fire Relief Donations & Grants

Through June 30, 2021

| Relief Donations Received   | 20/21<br>COVID & FIRE | 19/20<br>COVID   |
|---|-----------------------|------------------|
| CB General Funds  | \$20,917              | \$111,345        |
| Child and Adult Care FP   | \$5                   | \$3,365          |
| Child Development Dept  |                       | \$550            |
| Elderday  | \$650                 | \$9,995          |
| La Manzana  |                       | \$600            |
| Lift Line   | \$0                   | \$570            |
| Live Oak  |                       | \$1,775          |
| Mountain Community  | \$40,022              | \$6,576          |
| Meals on Wheels   | \$1,300               | \$52,671         |
| Nueva Vista   |                       | \$1,350          |
| WIC   | \$100                 | \$905            |
| <b>Total Donations Received</b>                                   | <b>\$62,994</b>       | <b>\$189,702</b> |
| Relief Grants Awarded   | 20/21<br>COVID & FIRE | 19/20<br>COVID   |
| California Fire Foundation (MCR)                                  | \$10,000              |                  |
| CA Emergency Rental Assistance Program ERAP (FRC)                 | \$106,940             |                  |
| CDBG/CARES ACT City of Santa Cruz (MOW, ELD)                      |                       | \$76,394         |
| Central CA Alliance for Health (CB) COVID Relief                  |                       | \$29,400         |
| Community Foundation Monterey County (CB Vaccine Help Line)       | \$20,000              | \$10,000         |
| Community Foundation SCC COVID Relief Fund                        | \$45,000              | \$90,000         |
| Community Foundation SCC Fire Relief Fund (MCR) Direct Assistance | \$189,000             |                  |
| Community Foundation SCC COVID Undocufund Rental Assistance       | \$25,000              |                  |
| Community Foundation SCC Fire Relief Fund (MCR) Operations        | \$15,000              |                  |
| Community Foundation SCC SCWOL Hardware                           | \$50,000              |                  |
| Driscoll's Direct Food Support Aid (FRCs)                         |                       | \$20,000         |
| FEMA Emerg Food & Housing via United Way (MOW & FRC)              |                       | \$30,349         |
| FEMA/CA Mental Health Services (CALMHSA) (FRC)                    | <i>Applied TBD</i>    |                  |
| Kaiser Permanente Vaccine Equity (CB) Vaccine Helpline            | \$15,000              |                  |
| Meals on Wheels America (MOW) COVID Relief Funds                  | \$50,000              | \$100,000        |
| PG&E Fire Relief (MCR) Operating & Direct Assistance              | \$30,000              |                  |
| Pajaro Valley Health Trust (CB) COVID/Fire Relief                 | \$40,000              |                  |
| Pajaro Valley Health Trust (CB) COVID Messaging                   | \$10,000              |                  |
| Pinpoint Foundation (CB)  |                       | \$5,000          |
| Pittsburg Foundation (MCR) Fire Relief                            | \$1,000               |                  |
| Santa Cruz Community Ventures (FRC) Undocufund                    |                       | \$53,500         |
| Santa Cruz Community Ventures (FRC) Cash Assistance               |                       | \$40,200         |
| Santa Cruz County CARES (CB) CORE Capacity                        | \$112,700             |                  |
| Santa Cruz County CARES (ELD & FRC) Financial Assistance          | \$50,000              |                  |
| Seniors Council AAA CARES (MOW, LL) Meals & Vaccine Rides         | \$185,797             |                  |
| Silicon Valley CF (FRC) Direct Relief Financial Assistance        | \$10,000              |                  |
| Simpson Thacher & Bartlett LLP (MCR) Fire Relief                  | \$20,000              |                  |
| Sunlight Giving Rental Assistance (CB)                            | \$25,000              | \$35,000         |
| The Ardea Fund  | \$50,000              | \$25,000         |
| United Way 211 Disaster Funds (MCR) Mobile Laundry Trailer        | \$26,000              |                  |
| United Way 211 Disaster Funds (MCR) Direct Assistance             | \$10,000              |                  |
| United Way First 5 (CDD)  | \$6,000               |                  |
| <b>Total Grant Funds Awarded</b>                                  | <b>\$1,102,437</b>    | <b>\$514,843</b> |
| <b>Relief Gifts &amp; Grants Received to Date</b>                 | <b>\$1,165,431</b>    | <b>\$704,545</b> |





CALIFORNIA NEWS

## HUNDREDS OF ADVOCATES URGE GOV. NEWSOM TO EXPAND SB91

BILL SET TO EXPIRE JUNE 30; STATE BUDGET DEADLINE LOOMS

BY **JOHANNA MILLER**

POSTED ON JUNE 10, 2021

<https://goodtimes.sc/santa-cruz-news/expand-sb91/>

A total of 675 leaders from across California convened on Zoom June 3 in an effort to urge California Gov. Gavin Newsom to extend and expand Senate Bill 91.

SB91, which went into effect in January, was the follow-up to Assembly Bill 3088's eviction moratorium. It also outlined a state rental assistance program, including changes such as prohibiting consideration of Covid-19 rental debt as a negative factor for prospective tenants.

But the bill is set to expire on June 30, and while talks have been ongoing about extending it, few details have been released to the public. This prompted the [Industrial Areas Foundation](#) (IAF), a network of faith and community-based organizations, to hold the June 3 meeting.

Hundreds of individuals and representatives of various California IAF organizations attended, including local organization [Communities Organized for Relational Power in Action](#) (COPA).

Attendees advocated for improvements to the bill, including extending the moratorium until the end of 2021, expanding eligibility and allowing more flexibility in distribution.



“These actions are critical to preventing our families from venturing into the overwhelming homelessness crisis,” said Raymon Cancino, CEO of Community Bridges and an organizer with COPA.

Cancino reminded everyone in attendance that the state budget is due on June 15—less than a week from the publishing of this article—and so action is needed as soon as possible.

California Assemblymember Miguel Santiago joined the meeting briefly, showing his support and outlining what must be done to push things through. Santiago explained that an entirely new bill cannot be created; that would require an “urgency clause” and a number of votes that cannot currently be met.

Instead, organizers should look into budget trailer bills—measures that accompany state budgets, in theory enacting changes to the law.

“We’re eager to do [this] one more time so that families are not left out on the street,” Santiago said. “But I will say, we’re going to need strong partnerships from you folks, because I think this time is more of a challenge.”

Assemblymember David Chiu reported at the meeting that discussions were ongoing between Newsom, Speaker Anthony Rendon and Senate President Pro-Tem Toni Atkins. But it is unclear where those conversations are, he said.

“We still have not finished the details,” Chiu said. “There needs to be legislative changes... in order for us to extend the protections, change the rules, and hopefully tighten up any issues we’ve seen in recent months.”

On Tuesday, California IAF released an additional statement further urging Newsom and state legislators to extend the moratorium without a preemption. Local COPA leader Mayra Bernabe said they have heard rumors of a 60-day extension that includes a preemption barring local governments from acting to extend their own moratoriums.

“If the extension is any shorter than 6 months, we want to be sure it gives local governments the flexibility to enact additional protective measures,” Bernabe said.

COPA leaders met Tuesday night to send emails and do phone banking to state representatives. Bernabe said they also wanted to put pressure on the [Santa Cruz County Board of Supervisors](#) to also consider a local extension, which other counties and cities have already done.

“We already have a big homelessness crisis in Santa Cruz County,” she said. “If this is not extended longer ... we can expect a wave, a tsunami of homelessness. There are many out there who are on the brink, or will be evicted soon. We’re trying to get in front of this and prevent it.”

Bernabe added that thousands of households in the county are currently behind on their rent. Many did pay rent, but had to borrow money, take out loans and max out their credit cards—and that’s not even considering the upcoming months.

“A lot of families are so fearful, they’re just counting down the days until they are going to be on the streets. And that’s unacceptable,” she said.

At the June 3 meeting Carolyn Winston, an IAF leader and member of St. Brigid Catholic Church in Los Angeles, urged people to contact their legislators before the June 15 budget deadline.

“The window is closing, but we have an opportunity to take action to impact legislative decisions,” Winston said. “Our actions influence their decision-making. Together we can effect change.”

[Health & Fitness](#)

## Grants from Kaiser Permanente Santa Cruz urge COVID19 vaccination

Santa Cruz Kaiser Permanente distributing part of \$5M in community grants to enhance vaccine acceptance in some areas not getting shots



**Karl Sonkin**, Community Contributor

Posted Wed, Jun 16, 2021 at 1:10 pm PT

[Reply](#)

Kaiser Permanente Santa Cruz distributes part of \$5M in KP grants to encourage more people to get their COVID-19 vaccination, by removing the barriers to shots.

Kaiser Permanente is increasing access to the COVID-19 vaccine through key partnerships with local community and government organizations in Santa Cruz

County, as part of an effort to vaccinate priority populations and those most affected by the pandemic.

By working to remove barriers to vaccinations, Kaiser Permanente's Santa Cruz County service area is helping to ensure people have convenient access to the vaccine, particularly within neighborhoods and underserved communities. Kaiser Permanente is providing strategic support to community clinics to increase vaccination rates and is enlisting trusted messengers in the community to deliver information about vaccine safety and effectiveness. Kaiser Permanente physician experts are also speaking to community groups to build confidence in the vaccine and address vaccination equity gaps.

Kaiser Permanente has invested \$5 million in Northern California to support the equitable roll out of vaccine in the communities we serve. In the Santa Cruz County service area, more than \$130,000 is supporting the following vaccination efforts:

**Find out what's happening in Watsonville with free, real-time updates from Patch.**

**Let's go!**

- Santa Cruz Community Health – this leading non-profit provider of high-quality, affordable and comprehensive health services will use the grant to promote and provide vaccinations to vulnerable Spanish-speaking and LGBTQ+ residents.
- United Way of Santa Cruz County – a non-profit organization that addresses basic needs such as education and health, United Way will partner with Black Health Matters to set up town halls and panel discussions to address vaccine safety.
- Senderos – a volunteer-based non-profit that works to build community in the LatinX culture, will use the grant to promote and increase vaccination rates among LatinX residents ages 16 and older.
- Community Bridges in Watsonville – an organization dedicated to helping children, families and seniors with programs and services, will use the funding to provide community vaccination outreach and operate a 24/7 vaccination helpline.

"We appreciate Kaiser Permanente's leadership and role in ensuring equity and access are at the forefront in Santa Cruz County," said Raymon Cancino, Chief Executive Officer of Community Bridges. "The funding will help us support the vaccination helpline as well as outreach and communications to target those most hesitant to access the vaccine."

White and higher-income Americans are **more likely to have received a vaccine** than African American, Hispanic, and lower-income groups.

A recent **study** by the independent Kaiser Family Foundation (not affiliated with Kaiser Permanente) found one-third of unvaccinated Hispanic adults say they want a vaccine as soon as possible, about twice as many as unvaccinated Black and White adults. **However, Hispanics also report more barriers to getting vaccinated including fears about missing work, not being able to get the vaccine from a trusted place or difficulty traveling to a vaccination site.**



CALIFORNIA NEWS

## Community Bridges Trades Pints for Vaccines at Watsonville Pop-up Clinic

"Poke for a Pint" is located at the East Lake Village Shopping Center, in front of Coffeerville and Fruition Brewing.

BY **JOHANNA MILLER**  
POSTED ON JUNE 24, 2021

**WATSONVILLE**—According to [Santa Cruz County's Health Services Agency](#), as of June 22, more than 146,500 county residents (that is, about 53%) have been fully vaccinated against Covid-19. And more than 172,000 residents (62%) have received at least one shot.

The numbers are promising. However, [rates of vaccinations are gradually dwindling](#), at least compared to the number of people eligible and vaccine availability. And it's a certain demographic of people who are showing the most signs of hesitancy: Residents between the ages of 18 and 39, especially young men who identify as people of color or mixed race.

[Community Bridges](#) CEO Raymon Cancino quickly noticed this trend. His organization since the start of the pandemic has run the Bridges to Access Vaccination Helpline, and continually tracked vaccination numbers since the shots were released.



“We’ve been seeing the rates fall,” he said. “We looked at the data ... we were trying to target who were the most vaccine-hesitant folks.”

Cancino and his team began brainstorming on how they could incentivize this demographic into getting an inoculation. They came up with the idea of “Poke for a Pint,” a pop-up clinic at the East Lake Village Shopping Center, in front of Coffeerville and Fruition Brewing.

The clinic was held on June 18 with the help of staff from Santa Cruz Community Health, who administered the vaccines. Every person who signed up for the clinic was offered a free beer or a free coffee from the nearby businesses.

“We came up with a marketing strategy, essentially,” Cancino said. “We were trying to make it fun—a playful way of getting people to come out here with their friends, or identify someone who might need to.”

Community Bridges staff was on hand to check people into the clinic, and hand out free T-shirts, pens, stress balls, tote bags and more. A special logo was created for the event, featuring two beer steins with band-aids stuck on them.

Incentive programs have been popping up in other areas of the state and the U.S. to get people vaccinated—from discounts at local businesses to vaccine-specific lotteries.

The state of California introduced “Vax for the Win,” a program that awarded millions of dollars in prizes and perks to vaccinated residents.

Cancino said that incentives do work—they already had people signed up for the clinic prior to the day off. He added that if they had enough people interested in “Poke for a Pint,” they might hold similar events in the future. The Slough Brewing Collective on Hangar Way in Watsonville, and Greater Purpose Brewing Company in Santa Cruz have already expressed interest in teaming up.

“We want to do whatever we can to get this county vaccinated, so things can keep improving,” Cancino said.

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*For information visit [communitybridges.org](https://communitybridges.org). Call or text the Bridges to Access Vaccination Helpline at 219-8607.*

NOWCAST

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65°

BREAKING NEWS:

4 / 7

COVID-19 map of California: Coronavirus cases by county



HIDE TRANSCRIPT

YOUR VACCINE RECD,OR INCLUDING A Q- R COD ## COMMUNITY BRIDGES IN WATSONVILLE PARTNERED WITH FRUITION BREWING AND COFFEEVILLE FOR PINTS FOR POKES. THE POP UP VACCINATION EVENT IS AN EFFORT TO T GE VACCINES OUT TO YOG UN PEOPLE BETWEEN THE AGES 18 TO 39. THE NON PROFIT OFFERING A COMPLIMENTARY PINT OF BEER FOR THOSE 21 AND OLDER.... AOR GIFT CARD FOR A COFFEE DRINK. < RAYMON CANCI- ONCOMMUNITY BRIDGES AND SO WE STARTETOD SAY FREE BEER FOR VACCINATIONS SEEMS LIKE A GOOD IDEA WE PLANNED IT OUT WE GOT A GREAT AMUONT OF RESPONSE SO WE A RE OUT HERE TESTING THE WATERS AND SEEING IF THIS IS GONNA INCENTIVISE PEOPLE T O COME OUT AND GET A VACCINATION> <BOB TISDALE- SANTA CRUZ YEAH YEAH...I THOUGHT ABOUT IT AND I HELD OFF LONG ENOUGH BUT I THOUGHT I WOULD

## GET LOCAL BREAKING NEWS ALERTS



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JUL  
08

## MAH Community Conversations: Storytelling through Murals

**Join a community conversation about the value of acknowledging community truth, struggle, and resilience through murals with local artists.**

<https://www.eventbrite.com/e/mah-community-conversations-storytelling-through-murals-tickets-161363002083>

The MAH welcomes you to a virtual community conversation about the value of acknowledging community truth, struggle, and resilience through murals with Guillermo Aranda, Ray Cancino of Community Bridges, and Mireya Contreras Gomez. Facilitated by Helen Aldana of the MAH. Conversation will highlight topics on land acknowledgement, representation, collaboration, and the censorship of art in public spaces.

You can learn more about the mural at the Community Bridges website [HERE](#).



Mireya Gomez-Contreras is an intuitive collaborator and a skilled cultural interpreter, convener, and facilitator. Mireya has been deeply engaged in movement building to uplift her diverse community since she was young. Mireya was the Director of Employment Programs at Community Action Board Santa Cruz County, established and managed the first Day Worker Center on the Central Coast, and has served on the Watsonville Parks & Recreation and Planning Commissions. Mireya is currently a Language and Cultural Consultant, co-leader of Esperanza Farms, and Deputy Director of the Santa Cruz County Arts Council.



**Ray Cancino** serves as Community Bridges' CEO. Hailing from San Francisco, Ray has an extensive background in human services and holds an MA in public administration. Previously, he was with Catholic Charities CYO San Francisco, a multi-service nonprofit serving families & seniors. Fluent in Spanish, he's been a case manager in a family services center and union president of SEIU 1021 at Catholic Charities CYO. He has worked with collaboratives; developing new funding sources and building programs throughout the Monterey Bay and San Francisco Bay regions. Ray also serves as a MAH board trustee.



Guillermo "Yermo" Aranda is a gifted and prolific artist, well known and celebrated in his community for his enormous contributions in mural painting. From San Diego to Santa Cruz, he has completed over 80 murals, the majority in the Santa Cruz and Monterey County areas. His work is defined as contemporary traditional art, reflecting an imagery of indigenous ancestry in the modern world with the timelessness of natural forms, juxtaposed against contemporary images, bold, vibrant and alive. His images reflect old myths and legends, making full circle to the present.

# County seeks landlords before pandemic housing expires

By Jesse Kathan | July 6, 2021



*Some residents in a county shelter program during the pandemic have lived at Oceana Inn on Ocean Street in Santa Cruz. (Stephen Baxter — Santa Cruz Local)*

**SANTA CRUZ >>** For more than 250 Santa Cruz County residents living in shelters and motel rooms through pandemic related programs, a race has begun to find permanent housing before temporary housing money expires in the coming months.

To try to smooth that transition, county leaders in June launched a program they called **Rehousing Wave**. It combines forces with federal housing authorities, a nonprofit housing facilitator and what they hope will be a growing list of landlords willing to accept guaranteed rent subsidies.

But the program is off to a slow start. Of the 250 people that county leaders hope to help find permanent homes, 10 have found new housing since the start of June, county leaders said.

“Our goal is to find permanent housing for all of them,” said Jessica Scheiner, a county Human Services representative. Scheiner said she was optimistic that everyone in pandemic shelters will be successfully rehoused before the year’s end. “Our community-based partners and county team are going to be doing everything they possibly can,” she said. “We really need landlords to help us in meeting this objective.”

Since March 2020, nearly 500 shelter beds and motel rooms in Santa Cruz County have been opened for homeless people vulnerable to COVID-19. In the Rehousing Wave program, more than 200 emergency Housing



Choice vouchers — formerly known as Section 8 vouchers — have been made available. Voucher recipients essentially receive rent subsidies.

The availability of vouchers is a big shift in Santa Cruz County. In recent years, the waitlist for Section 8 vouchers had more than 12,000 applicants and no longer accepted new names. Finding landlords who will accept them has long been a hurdle. And for many hopeful tenants with little or no income and no rental history, finding a place to live can be an overwhelming challenge, county leaders said.

Still, some landlords have been open to the program. “I’m helping families find a place they can call home,” said landlord Jana Rinaldi, in a statement. “The fact that both tenant and landlord are supported in the process is a win-win,” Rinaldi said. “My experience as a landlord has only been positive and rewarding.”

Residents seeking housing who don’t receive vouchers will be eligible for rental assistance money through the county.

Separate from Rehousing Wave, landlords and tenants can apply for a state rent relief program at [housing.ca.gov](https://housing.ca.gov) or 833-430-2122.

- Tenants must meet income limits and have financial hardship related to the pandemic.
- For assistance with the application, call Community Bridges’ housing support line at 831-219-8607 or visit [Community Bridges’ website](#).

The Santa Cruz County Veterans Memorial Building Board of Trustees, another partner in the effort, [is collecting donations](#) to help program participants with costs like utility deposits, application fees, and furniture.

To find more placements, the county has partnered with [Abode Services](#). Abode is a San Francisco Bay Area nonprofit group that recruits property owners to house people. At least one Santa Cruz real estate agent has helped recruit landlords for the program.

In addition to guaranteed rental payments, the program offers landlords staff support and signing bonuses.

Having an agency dedicated to sourcing housing makes sense in the county’s tight housing market, said Rayne Perez, Santa Cruz County’s homeless services coordinator.

“Instead of having someone who is working with clients trying to find a house, we have real estate professionals trying to find units,” Perez said.

That support goes beyond rental assistance — the county is providing each tenant with a dedicated case manager to provide ongoing support. “For many of us, it’s natural to be able to talk to our landlords or our neighbors, do upkeep on our properties, take out the trash on time, and pay the rent,” said Tom Stagg, director of programs for the local nonprofit Housing Matters.

“For the people who are experiencing homelessness who haven’t done that in a while, it’s not always second nature,” Stagg said.

The Rehousing Wave program also provides property managers with a liaison to handle any conflicts that may arise. Having a point of contact, Stagg said, helps ensure that landlord-tenant conflicts don’t escalate. “A lot of times, it’s discussed as a benefit for the clients that are involved, but it really is also a benefit to landlords to give them another resource to turn to.”

Property owners interested in joining the program can email [SantaCruzLL@abodeservices.com](mailto:SantaCruzLL@abodeservices.com) or call 510-435-8881.

## **Watsonville Rotary Club**

July 6 at 5:54 PM ·

First Message from Our New President, Deutron Kebebew:

Happy New Year and Happy 4th of July!

With honor and humility, I take my post as club president for the Rotary Club of Watsonville. My journey into the Rotary world began in 1994 as an Interact member at Gilroy High school. Afterward, I enjoyed the privilege of a club scholarship from the Rotary Club of Gilroy. In 2010, my club membership was inspired by Celia Organista and sponsored by the late Hal Hyde. It is my privilege and pleasure to serve as your club president for 2021-2022, with the RI theme of "Service to Change Lives." Watsonville has a long and rich legacy and I plan to honor our club tradition and invite us to thrive in our diversity and inclusion.

I encourage and invite my fellow Rotarians to help us kick off the New Year with a strong commitment to our club by showing increased attendance and participation in 2021-2022. This week's program is our Club Assembly. Welcome old friends and welcome new friends - it is time for connection, conversation, and collaboration to serve to change lives.

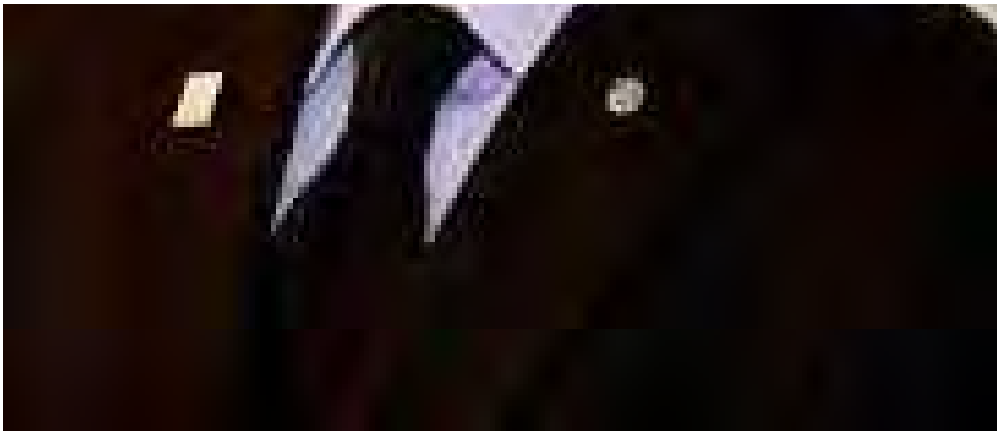
Join Zoom Meeting



<https://us02web.zoom.us/j/86488067827...>

~ Deutron Kebebew

President, Watsonville Rotary 2021-22





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6 Comments

A weekly guide to what's happening.

## ARTS AND MUSIC

**“LISTEN TO THE VOICE OF ANTHONY ARYA” CD RELEASE PARTY!** “Listen to the Voice of Anthony Arya” release party at Lille Aeske in Boulder Creek. The Voice EP: a collection of songs from Anthony’s journey on Season 15 of NBC’s The Voice, including the three songs he performed on the show, two songs he played during the audition process and a special duet with another Season 15 contestant, Sarah Grace. Friday, July 9, 6-9pm. lille æske, 13160 Central Ave., Boulder Creek.

**BANFF CENTRE MOUNTAIN FILM VIRTUAL FESTIVAL** All the programs! If you’ve been too busy getting after it outdoors, or just haven’t made the time yet, now’s your chance to catch all our Virtual World Tour Programs. Join us online for a mixed program of award winners from the 2020, 2019 and 2018 Banff Centre Mountain Film and Book Festivals. Catch up on missed films or relive some of the best that Banff has to offer. For more information and tickets, visit [riotheatre.com](https://riotheatre.com) or call 831-423-8209. Wednesday, July 7-Tuesday, July 13.

**BOOMERIA ORGAN EXTRAVAGANZA** Boomeria is a beloved place in the Santa Cruz mountains that is a monument to creativity in art, music, and science. The brainchild of Preston Boomer (longtime San Lorenzo Valley High School physics and chemistry teacher, now retired), Boomeria’s grounds are known for a working Baroque-style tracker pipe-organ built by Boomer and his students incorporating recycled and European organ pipes and recent work by organ builder Bill Visscher and friends. The “Kingdom of Boomeria” also includes a castle built for climbing (most especially for those with short legs) in a beautiful forest of redwood, bay-laurel, oak and madrone. Santa Cruz Baroque Festival’s annual Boomeria Organ Extravaganza—always occurring on or near Bastille Day—features organ performances by premier organists, a brass ensemble, a barrel organ, and a fencing demonstration. In-between enjoying the performances, guests can enjoy the gourmet snacks on offer, quaff some excellent wine, and enjoy gathering with fellow early-music enthusiasts in the beautiful setting. Saturday, July 10, 1-5pm. Boomeria, 60 Verde Drive, Santa Cruz.

**COMMUNITY CONVERSATION: STORYTELLING THROUGH MURALS** Join the Santa Cruz Museum of Art and History (MAH) in a community conversation centered around the value of acknowledging community truth, struggle, and resilience through murals with local artists. Together with MAH Outreach Coordinator, Helen Aldana, artist Guillermo Aranda, Ray Cancino of Community Bridges, and Mireya Contreras Gomez gather to share and talk about land acknowledgment, representation, collaboration, and the censorship of art in public spaces. Suggested donation \$5, RSVP via Eventbrite at [eventbrite.com/e/mah-community-conversations-storytelling-through-murals-tickets-161363002083](https://eventbrite.com/e/mah-community-conversations-storytelling-through-murals-tickets-161363002083). A Zoom link will be sent after registration. Thursday, July 8, 6-7pm.

## LATEST HEADLINES

# Coast Line | Santa Cruz County urges renters, landlords to apply for rent relief

By **DONALD FUKUI** | [dfukui@santacruzsentinel.com](mailto:dfukui@santacruzsentinel.com) | Santa Cruz Sentinel  
July 8, 2021 at 10:00 a.m.

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## SANTA CRUZ

### Renters, landlords can apply for rent relief

Following the state legislature's extension of statewide eviction protections until Sept. 30, the County of Santa Cruz encourages tenants and landlords who have unpaid rent to begin the CA COVID-19 Rent Relief application process at [HousingIsKey.com](https://housingiskey.com), according to a release from the county.

Locally, \$16 million is available to support tenants and landlords with unpaid rent due to COVID-19 pandemic-related reasons. Under the bill, the state increased available compensation to 100% of rental arrears and past-due utility payments, as well as prospective rent and utilities for qualifying tenants. Tenants can receive up to 18 months of assistance including arrears and rental assistance. It also authorizes payment of arrears to landlords for units where tenants have already vacated the premises.

The legislation also continues a stay on court actions to recover rental debt until Nov. 1. Until then, landlords seeking to recover COVID-19-related rental debt in court must show good faith cooperation with tenants who have applied through the state COVID-19 Rent Relief program.

State, federal and local eviction moratoriums pause pandemic-related evictions but do not absolve tenants of any accumulated rent still owed.

The state has simplified the application process and is requiring fewer documents. The application is now estimated to take 30 minutes to complete. For assistance, visit [HousingIsKey.com](https://housingiskey.com) or call 833-430-2122 from 7 a.m. to 7 p.m. daily.



Residents who need help with the application process may also contact the Rent Relief program's local partner organizations:

- South County: Community Action Board of Santa Cruz County: 831-778-4535; Families in Transition: 831-740-2947.
- Mid- and North County: Community Bridges (Live Oak): 831-476-7284; Community Bridges (Beach Flats): 831-423-5747, ext. 13.
- San Lorenzo Valley: Community Bridges (SLV): 831-335-6600.

*If you have a news event or announcement for Coast Lines, email [newsroom@santacruzsentinel.com](mailto: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.*

Politics &amp; Government

# Santa Cruz County Renters, Landlords Can Apply For Rent Relief

Begin the CA COVID-19 Rent Relief application process at [HousingIsKey.com](https://HousingIsKey.com).



**Press Release Desk, News Partner**

Posted Mon, Jul 12, 2021 at 7:28 am PT | Updated Mon, Jul 12, 2021 at 12:43 pm PT

[Reply](#)

(Shutterstock)

Press release from Santa Cruz County:

July 12, 2021

Following the California Legislature's extension of statewide eviction protections until September 30, 2021, the County of Santa Cruz encourages tenants and landlords who have unpaid rent to immediately begin the CA COVID-19 Rent Relief application process at [HousingIsKey.com](https://HousingIsKey.com).

**Find out what's happening in Santa Cruz with free,  
real-time updates from Patch.**

Let's go!

Locally, \$16 million is available to support tenants and landlords with unpaid rent due to COVID-19 pandemic-related reasons. Under AB 832, the state increased available compensation to 100 percent of rental arrears and past-due utility payments, as well as prospective rent and utilities for qualifying tenants. Tenants can receive up to 18 months of assistance including arrears and rental assistance. It also authorizes payment of arrears to landlords for units where tenants have already vacated the premises.

AB 832 also continues a stay on court actions to recover rental debt until November 1, 2021. Until then, landlords seeking to recover COVID-19-related rental debt in court must show good faith cooperation with tenants who have applied through the state COVID-19 Rent Relief program.

State, federal and local eviction moratoriums pause pandemic-related evictions but do not absolve tenants of any accumulated rent still owed. Unless they apply for the Rent Relief program or otherwise pay their arrears, tenants are liable for past due rents and could be subject to court action.

Additionally, the state has simplified the application process and is requiring fewer documents. The application is now estimated to take 30 minutes to complete.

Assistance is available at [HousingIsKey.com](https://housingiskey.com) or by calling 1-833-430-2122 between 7 a.m.-7 p.m. daily. Applications available in multiple languages.

Residents who need help with the application process may also contact the Rent Relief program's local partner organizations:

South County

Community Action Board of Santa Cruz County: 831-778-4535

Families in Transition: 831-740-2947

Mid- and North County

Community Bridges (Live Oak): 831-476-7284

Community Bridges (Beach Flats): 831-423-5747, ext. 13

San Lorenzo Valley

Community Bridges (SLV): 831-335-6600

Renters with household income at or below 80 percent of area median income are eligible, with priority for households at or below 50 percent of area median income. Landlords with eligible tenants and utility providers with eligible clients may also apply directly for assistance.

Overall, \$5.2 billion is available in federal rental assistance throughout California. Locally, more than 700 residents have applied for nearly \$6.7 million in rent relief and nearly \$700,000 in utility assistance.

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*This press release was produced by Santa Cruz County. The views expressed here are the author's own.*

## Cancino appointed

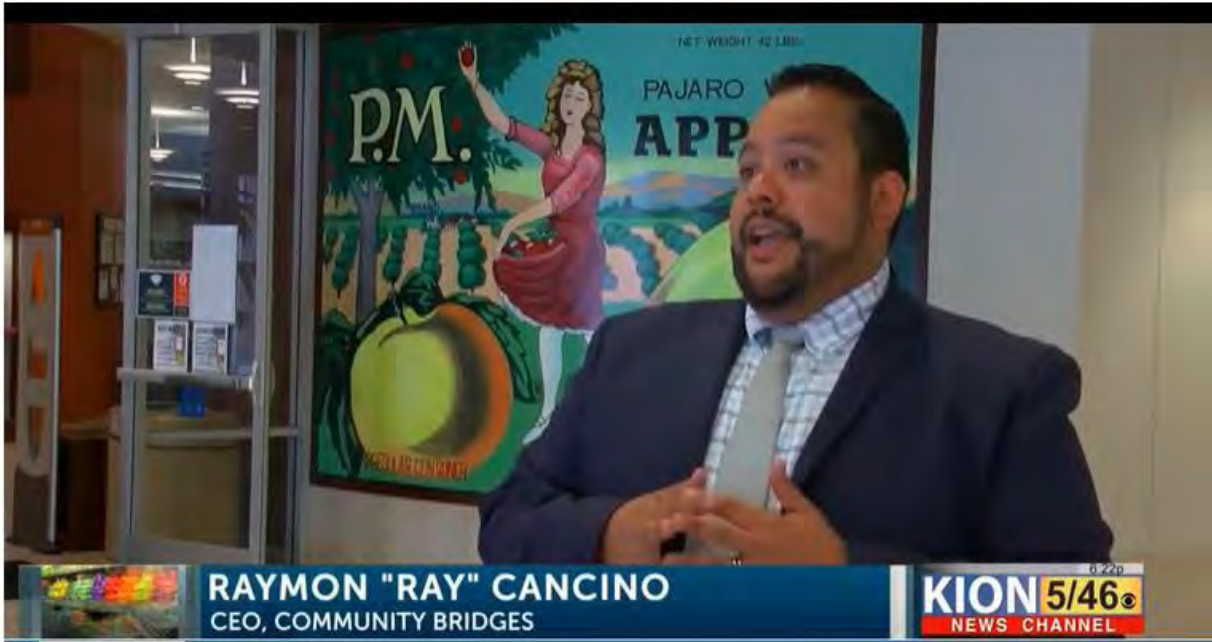
Meals on Wheels California appointed Community Bridges CEO Raymon Cancino to the Board that oversees statewide advocacy efforts in affiliation with Meals on Wheels America.

Meals on Wheels California unifies the voices of more than 200 Meals on Wheels and senior nutrition programs throughout the state of California, according to a release from Community Bridges. The organization has played an active role in advocating for increased funding for food security and senior nutrition programs due to increased demand during the Covid-19 pandemic.

*Got a story to tell, an event to report, an award to announce? Tell Name dropping. Email [Namedropping@santacruzsentinel.com](mailto:Namedropping@santacruzsentinel.com). Name dropping is published Sundays and Mondays in the Sentinel.*



## Local seniors might be facing food insecurity



News

By **Erika Bratten**

Published July 15, 2021 11:13 AM

<https://kion546.com/news/2021/07/15/local-seniors-might-be-facing-food-insecurity/>

CENTRAL COAST, Calif. (KION) Senior citizens may go unnoticed when it comes to the subject of food insecurity. According to the Seniors Council of Santa Cruz County, “40% of all older Santa Cruzans (age 65+) do not have enough income to meet their basic needs,” food being one of them.

“We hear a lot of people that, if it wasn't for this meal, there would be nothing in my fridge. And so it's just really something that, you know, is behind closed doors,” Raymon Cancino, Chief Executive Officer at Community Bridges.

It's becoming increasingly harder and harder for people to make ends meet, and many older adults across the Central Coast are struggling. And the cost of living continues to go up.

“We know that seniors are on fixed incomes. They can't afford to continue to also pay their rent and their medical Medicare B, Plan B things, and that they're really struggling to just stay afloat,” said Cancino.

Almost one in five seniors are living below the poverty level, according to the CEO of Community Bridges, a number that has been on a steep incline in the past 18 months. For those who are homebound, this access to food is especially difficult.

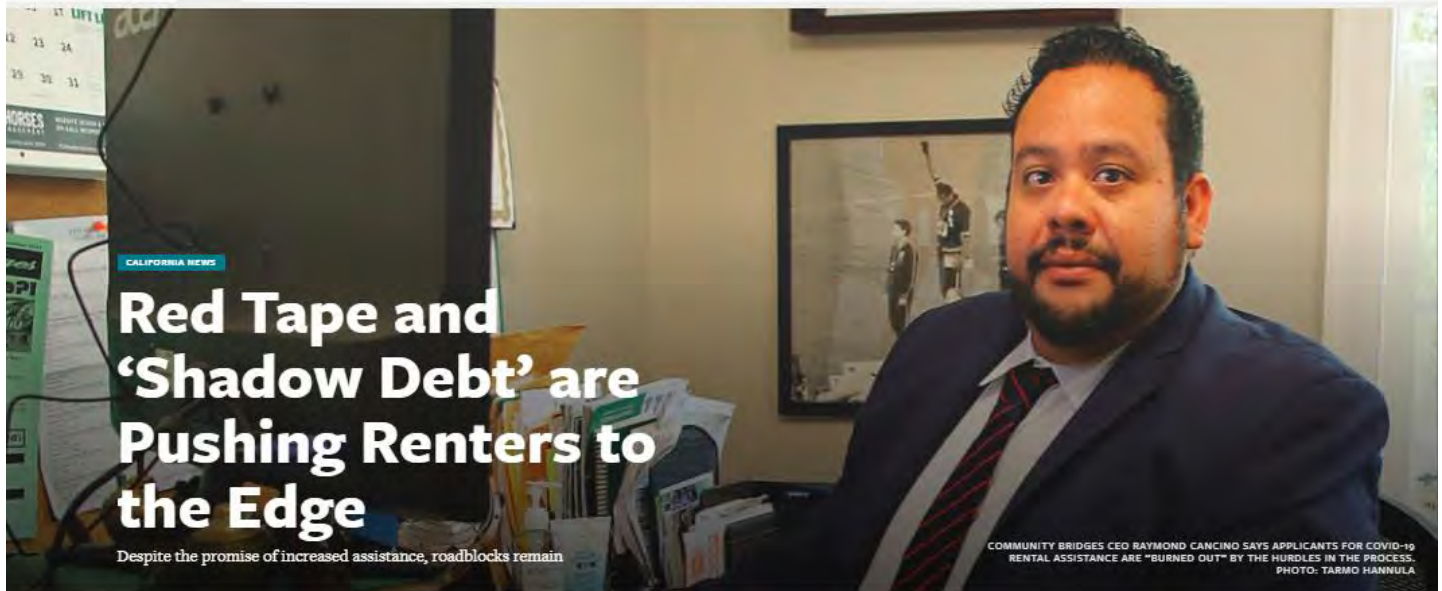
**“In many parts of the community you can’t just open your door and walk to your local grocery store its nearly impossible. Then you have to have the money to go to the grocery store and have the means and wherewithal to come home and prepare your meals,” Regina Gage, Executive Director** for Meals on Wheels of the Salinas Valley.

Meals on Wheels, Grey Bear and Second Harvest are just some of the programs helping to keep seniors fed. Unfortunately, just this past week a critical program, Great Plates in Santa Cruz, had to shut its doors. KION was told that program had close to 800 new seniors needing food assistance and **that’s in addition to the existing 800 clients in** other programs. And the demand for these programs may continue to grow.

**“You have the boomers and an aging population of people moving in a different phase of their life and Unfortunately not everybody has either planned for their retirement in the proper way or they have not had the opportunity to plan,” said Gage.**

Regardless all these programs are working together for the same goal to offset hunger and ensure seniors have access to food.





## CALIFORNIA NEWS

**Red Tape and 'Shadow Debt' are Pushing Renters to the Edge**

Despite the promise of increased assistance, roadblocks remain

**COMMUNITY BRIDGES CEO RAYMOND CANCINO SAYS APPLICANTS FOR COVID-19 RENTAL ASSISTANCE ARE "BURNED OUT" BY THE HURDLES IN THE PROCESS. PHOTO: TARMO HANNULA**

By Aiyana Moya

JULY 27, 2021

<https://goodtimes.sc/santa-cruz-news/rental-assistance-ray-cancino/>

Elizabeth has been waiting for her Covid-19 rent relief application to be processed since she applied at the beginning of May.

"At this point, we are prioritizing rent over other things. Since May, I have been paying rent in full, and so in May, June and July we had to ask our family members to borrow money," says Elizabeth, who requested GT withhold her last name.

A month after she sent in her application, she received a letter saying she was missing necessary documents, and that her application was on hold. For the past two weeks, Elizabeth has been trying to contact someone working at Housing is Key, the state program that processes rent relief applications, or Community Bridges, a local nonprofit that is helping tenants fill out the forms.

Now, Elizabeth, 34, is in limbo, unsure if she qualifies for assistance. "It's a very scary place to be," she says.

Over a year after losing their jobs to pandemic-related causes, Elizabeth remains unemployed, and her husband, a landscaper, is only able to get work once a week. Elizabeth says she knows that her family, theoretically, qualifies for the Covid-19 rent relief: they are below 80% of the Area Median Income and experienced financial hardships due to the pandemic.

But Elizabeth says she can't afford to rely on theoretical assistance. With a family of five, including a 1 year-old, her primary concern is staying housed—even if it means cutting back on other essentials to pay rent.

"I have cut back on food, my internet, PG&E," she says.

Elizabeth first heard about the Covid-19 rent relief program at a local food bank. It was there that she met a leader from Communities Organized for relational Power in Action (COPA), a faith-based nonprofit addressing issues like affordable housing. The COPA leader told her about the eviction moratorium and Senate Bill 91—now updated as Assembly Bill 832.

California Gov. Gavin Newsom signed AB 832 on June 28, along with an executive order that extended California's eviction moratorium through Sept. 31. SB 91 was originally enacted in January 2021 with the goal of distributing funds to California renters experiencing pandemic-induced financial loss.

The updated bill attempts to correct the gaps that excluded certain renters from the first round of applications. For instance, the new bill allows tenants with informal leases to qualify, requires either the tenant *or* the landlord to apply (the former bill required both parties to apply) and distributes \$250,000 to Community Bridges to help facilitate in-person assistance and outreach—a critical component given the application must be submitted online.

COPA advocated for these changes and more, like 100% of back-rent forgiveness, up to three months of future rent, assistance with utility arrears and tenant records during the pandemic to be "masked," or hidden, which are now included in the updated bill.

"Of course there's still some obstacles, but I think what we have now is much better than what we saw initially," says COPA organizer Mayra Bernabe.

But even though some obstacles were removed, their impact lingers, Bernabe says. "I know some of our families have mistrust for our government programs, because of the way they've been rolled out before," she says.

## **A ROCKY ROLL OUT**

One barrier that continues to discourage applicants is its limited non-digital accessibility.

Santa Cruz currently has a C- grade on its California Broadband Infrastructure Report Card, leaving almost 16,000 households without access to adequate internet—primarily, low-income and minority households.

Minority households are also the most in need of rental assistance: in Santa Cruz County, the Latinx population accounted for over half of the Covid-19 cases, and statewide the Latinx population accounts for 40% of Covid-19 rent relief applicants.

"When clients hear about this, they go out and they try to find it, and then they get burned out, and so people get frustrated," says Community Bridges CEO Raymon Cancino.

Even with recent local efforts to bridge the digital divide, and AB 832's increased assistance for those with less access to digital resources, Elizabeth thinks that having an online application remains the biggest deterrent for people applying to the new bill.

“The hardest part of the application was the online system,” she says. “I know a lot of people who know about this program. But they couldn’t apply [to SB 91], because they weren’t able to do it online.”

This obstacle was taken into account when awarding funding to local organizations, says Housing and Community Development Specialist Jessica Hayes, who helped draft AB 832.

“Now applicants can also just call the list of partners, who will actually come to a person’s house and sit with them and complete the application online right there,” says Hayes.

That’s not the only obstacle tenants face: long processing times leave them to decide whether to fall behind on rent while they wait to qualify for assistance, or to try to find a way to continue paying, says Watsonville Housing Manager Carlos Landaverry.

“I don’t know of anyone that has received any money from the state,” Landaverry says.

Santa Cruz County has received \$16 million in federal funds to distribute to renters in need. More than 700 residents have applied for nearly \$6.7 million in rent relief and \$700,000 in utility arrears.

“We have over 300 people that we have helped apply for the program since March. And these people, their application is still in progress. They haven’t got a yes or no answer,” Landaverry says.

Hayes says there are multiple reasons for the months-long processing times, including building out fraud and duplication protection, establishing a secure auditing process, and the system of prioritization based on income and risk of eviction applied to each application.

“We’re hopeful that in the next couple of weeks, we should be through all of those older applications,” says Hayes. “Our target is to get within a two-to-four-week turnaround time.”

Greg, who asked to have his last name withheld, owns four houses in Santa Cruz County and submitted an application for rent relief with his tenant three months ago. Currently, his tenant owes around \$15,000 in back rent.

“[The state says] the application submitted, but won’t give any estimate on how long it might take. But I’m cautiously optimistic,” says Greg. “I may be getting a windfall of like 15 months of rent, which I sort of wrote off.”

Greg qualified for a mortgage forbearance, which he used for six months and provided him with a financial cushion for the tenant falling behind on rent. And, out of his 40 tenants, this is the only tenant who still has back rent. “The 40 other tenants that I have, everybody caught up eventually,” he says.

There’s a prioritization of rent, especially in Santa Cruz County, which is experiencing a housing shortage, Cancino says. “There’s an old saying that goes, the rent beats first. And so a lot of people, you know, put other expenses on credit cards borrowed money to pay the rent. So it isn’t the fact that they have rent debt—they have debt to their neighbor, or to their friend,” he says.

## **IN THE SHADOWS**

This practice of borrowing money in order to pay rent creates what has been coined ‘shadow debt,’ and refers to rent-adjacent debt tenants accrue when prioritizing paying rent.

Elizabeth and her husband are \$5,700 in debt to family and friends, a debt they accrued to keep their family housed.

“We went from having three incomes to having nothing,” says Elizabeth.

Initially, Elizabeth was unaware of the eviction moratorium that Newsom signed on March 27, 2020. With limited access to the internet and no outreach from local or state organizations, her family was left in the dark about the order and rental assistance opportunities.

Even though Elizabeth is aware of the moratorium now, she doesn’t want to put her relationship with her landlord in jeopardy. And without the guarantee that her application for rent relief would be processed, she would rather incur debt with family than risk her housing situation.

“[When I applied for rent relief], I was unsure about qualifying for the program because a lot of the requirements were so hard,” she says.

Elizabeth isn’t alone. Landaverry sees renters choosing to self-evict or prioritize rent over other basic necessities rather than tarnish their relationship with their landlord and test the eviction moratorium. Tenants opt to accrue debt to family and friends before getting behind on rent.

“The truth is that people around here, [renters] have been very responsible, they’ve been paying the rent. A lot of them have to borrow money, or use credit cards,” Landaverry says.

Housing and Community Development Specialist Jessica Hayes, who helped draft AB 832, says the state attempted to account for shadow debt by incorporating the chance for future rent coverage and receiving aid for utility arrears.

“We can help pay future rents in three-month chunks now, that would give renters some relief in their personal budget to pay that debt that they incurred,” Hayes says.

But as far as accounting for debt accrued via credit cards, or informally with family and friends?

“It’s really, really hard to address that debt once it has become removed from the original payment. So we’re continuing to have conversations with that at the federal level, but I don’t honestly foresee, in the immediate future, any sort of solution,” Hayes says.

The important thing, Hayes stresses, is that if tenants think they might be eligible for rental assistance, to apply. “If folks feel like they need assistance to apply for it, and really put it on us to evaluate that application,” she says.

*If you think you might qualify for Covid-19 rent relief, apply at [housing.ca.gov/](https://housing.ca.gov/) or call 1-833-430-2122 between 7am-7pm. Resources for those who need help with their application include (South County) Community Action Board of Santa Cruz County, 831-778-4535, Families in Transition, 831-740-2947, (Mid- and North County) Community Bridges-Live Oak, 831-476-7284, Community Bridges-Beach Flats, 831-423-5747 ext. 13, (San Lorenzo Valley) Community Bridges, 831-335-6600.*



Jayme Ackemann, her husband Dean and daughter Zoe stand outside their Ben Lomond home. — contributed

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# An SLV council? A committee is trying to make it a reality

By: **CHRISTINA WISE**  July 30, 2021

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**T**he San Lorenzo Valley is a notch in the Santa Cruz Mountains made up of several small towns: Boulder Creek, Brookdale, Ben Lomond and Felton. While each has its own volunteer fire department (Brookdale is covered by Boulder Creek and backed up by Ben Lomond's department), there is little else in the way of public services made available. Yes, there are sheriff outposts and the trash gets picked up once a week, but when it comes to policy-making, the Valley towns are sometimes left out of the conversation when Santa Cruz County Supervisors jockey for resources.



Enter Jayme Ackemann. Part journalist, part public relations guru and policy wonk, Ackemann has carved her professional path through the Bay Area, blending idealism with practicality. Her latest endeavor, after having recently been appointed to the San Lorenzo Valley Water District Board of Directors, is to lead a group of locals in an effort to create that governmental representation she says the people of SLV both want and deserve.

The San Lorenzo Valley Community Council is an idea that has emerged several times in the last few decades, but each attempt to create an advocacy group has either been met with apathy or a lack of support from the powers-that-be in Santa Cruz County. This time, says Ackemann, she's seeing a little more interest from residents. On the group's Facebook page, entitled "San Lorenzo Valley Community Council Steering Committee," Ackemann has buy-in so far from 32 local movers and shakers, including journalists, educators, artists, musicians and small business owners.

The idea, Ackemann says, is having its moment.

"In the best traditions of groupthink, I had the idea, but I'm not the first to have considered creating a council," she said. "We all have our hobby horses, and this has been one of mine for a long time. I've not only worked in local government for most of my career, but I grew up in local government."

Ackemann's father was, and her brother and sister-in-law are, city managers for Bay Area cities.

"I understand the value of good governance, so living in an unincorporated area and feeling so disconnected from the structures of government was always something that bothered me, and seeing how that lack of representation let us down during the CZU [August Lightning Complex] fires sort of pushed me to start generating discussions around this issue," she said. "I understand there is a venue for this type of group to exist in our community without having the kind of regulatory authority that comes with civic structures of government."

Ackemann points to the state's [Fire Safe emergency vehicle access regulations](#), conceived by the California Board of Forestry, as a good example of how underrepresented communities are left behind in discussions.

"Santa Cruz County has roughly 276,000 residents (and) 146,000 of us live in unincorporated communities – that's over half of us that have very little representation or access to government," she said. "There are only four cities in the county that are incorporated, and with the exception of Watsonville, they're all fairly affluent: Capitola, Scotts Valley and Santa Cruz. That tells me that those residents are better able to lobby and gain access to state and federal grant programs."

Ackemann uses her own employer, Community Bridges, as an example of how that access affects local residents. Through increased Covid-related funding, the countywide nonprofit has been able to offer every senior in the county a free breakfast and dinner during the pandemic.

"Once that funding dries up, we won't be able to offer those meals any longer, but the cities of Capitola and Scotts Valley have agreed to put up the funding to continue



offering those meals to their seniors,” she said. “Because they have the structures of an incorporated community, they also have the budgets to fund those types of offerings that unincorporated areas cannot. SLV is one of the two most food-insecure areas in Santa Cruz County.”

Ultimately, Ackemann says, the idea will need, among other things, support from the County Board of Supervisors. When asked for a statement about the potential formation of a community council, a representative from Santa Cruz County Fifth District Supervisor Bruce McPherson’s office said that “We are always eager to work with community members however they choose to organize, and we look forward to learning more about what folks have in mind.”

Regardless of that uncertainty, Ackemann is eager to move forward with the idea. Her first foray into the assembly of the council is a signature drive that’s happening on [MoveOn.org](https://moveon.org). As of Wednesday, nearly 170 people have signed the petition to encourage the council’s formation.

To bring attention to the movement, Ackemann recently made an appearance on KSCO’s “Good Morning Monterey Bay” with Rosemary Chalmers on Tuesday. She then pivoted to hosting the inaugural meeting of the San Lorenzo Valley Community Council Steering Committee that evening. Eight local women convened via Zoom to discuss the roadmap for the creation of the council and discussed ways to engage local residents in the process.

Ackemann says she is looking to create a fact sheet on what the concept looks like, and spread the idea to residents by hosting tables at farmers’ markets and other community-oriented events. Ackemann says she is also authoring a letter to Supervisor McPherson’s office to notify him of the group’s intent, and invite his support for the council’s creation.

So what attributes is Ackemann searching for when it comes to potential council members?

“A community of the willing is my first goal,” Ackemann said. “It would be great to have individuals’ voices be heard, because the council will be open to any voice. I’m not interested in someone’s politics; I’m interested in whether they are engaged in bettering their community, and if they have the desire to share this idea with fellow residents. Someone who’s able to communicate effectively, and has some degree of political activity. You have to be plugged into what the issues are, and understand the purpose of the council. We have a really solid start at forming a group that can make this happen, and I’m excited to see what comes next.”

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*Interested in becoming a part of this project? You can contact Jayme via Twitter (@JaymeAckemann) or via the San Lorenzo Valley Community Council Steering Committee on Facebook.*

NEWS > HEALTH

## Santa Cruz County caregivers talk vaccination rates, policies



Watsonville Community Hospital Emergency Department doctor David Claypool is given a COVID-19 vaccine by the hospital's Chief Nursing Officer Mary Straley in December 2020. (Shmuel Thaler – Santa Cruz Sentinel file)

By **MELISSA HARTMAN** | [mhartman@santacruzsentinel.com](mailto:mhartman@santacruzsentinel.com) |  
PUBLISHED: August 4, 2021 at 4:31 p.m. | UPDATED: August 6, 2021 at 9:28 a.m.

SANTA CRUZ — This week, numerous companies announced they would mandate vaccination amongst workers or require proof of vaccination or a negative COVID-19 test to enter facilities.

As the conversation, fueled by fear of the Delta variant that has caused rising case counts, looms over the country, the Sentinel checked in on the staff vaccination rates of organizations who care for the county's most vulnerable — those with preexisting conditions and those who are now seeking medical care.



Ten institutions that provide short- and long-term care in the community responded to requests for details around vaccinations. Unfortunately, none of the county's skilled nursing facilities — Driftwood Health Center, Hearts and Hands Post-Acute and Rehab Center, Pacific Coast Manor, Santa Cruz Post Acute, Watsonville Post Acute and Valley Convalescent Hospital — yielded such information.

## Short-term providers

Kaiser Permanente, which has one facility in Santa Cruz, two facilities in Scotts Valley and three facilities in Watsonville, informed the Sentinel just before it [announced a vaccination mandate](#) for all employees that more than three-quarters of the workforce is already vaccinated. A spokesperson did not provide local data.

"Our infectious disease experts recommend that everyone who is eligible for the vaccine receive it, including our health care workers," a spokesperson said.

Sutter Health, host to 10 facilities primarily located on the northern end of the county, said it was complying with the [July 26 state health order](#) that care workers show proof of vaccination or get tested regularly. On Wednesday, after it had teased that it was working toward its own workforce vaccination policy, Sutter announced a vaccination mandate for physicians, employees, volunteers and vendors that it hopes will result in a fully vaccinated workforce by Sept. 30.

"Sutter ... remains committed to the health and safety of our patients, workforce and the communities we serve," a representative teased in an email early this week, confirming that no local vaccination data would be supplied.

Dignity Health offered specific numbers around vaccination for Dominican Hospital as well as its affiliated assisted living facility, Dominican Oaks.

"Currently, 86% of Dominican Hospital employees have received the COVID-19 vaccination ... the vaccination rate for physicians at Dominican Hospital is well over 90%," External Communications Manager Kevin Kimbrough said and added that 96% of the employees at Dominican Oaks are vaccinated.

A spokesperson said on behalf of Watsonville Community Hospital, which is currently being managed by Prospect Medical as Medical Properties Trust "evaluates whether the hospital is a good fit with its other operations in California," that 75% of employees are vaccinated.

"Physicians are not included in that total because they are not employed by the hospital," the representative said, acknowledging the part that Kaiser physicians play in south county. "We strongly advocate that all members of our healthcare team get vaccinated, and we continue to educate them on the importance of doing so."

Doctors on Duty, which serves residents at its Aptos, Santa Cruz and Watsonville locations, boasted a record figure.

"Our vaccination rate among DOD staff in Santa Cruz County is 100%," said Salinas Valley Memorial Healthcare System Public Relations Director Karina Rusk.

Community Bridges, which offers health and human services in the county, announced this week it will begin requiring all employees to provide proof of vaccination with the exception of those granted a medical or religious exemption. CEO Ray Cancino said 87% of staff members were vaccinated as of Wednesday.

"Part of stopping the spread of COVID-19 requires that we all act in community with one another and we sacrifice for the good of our community," Cancino said in a statement. "There are young children and immune-compromised individuals in our community who need our help to protect them from this virus."

Salud Para La Gente and Santa Cruz Community Health did not respond prior to publishing.

## Long-term providers

At Aegis Living in Aptos, 100% of staff and 99% of residents are vaccinated, Aegis Living Spokesperson Nandi Butcher said.

"While we already had high vaccination rates as vaccines became available, we mandated vaccines for all staff starting July 1. We have also maintained our requirement that all employees, residents, and families — regardless of vaccination status—wear masks around our community, and that visitors undergo screening as they enter," Butcher wrote in an email.

Brookdale Scotts Valley did not offer up percentages. However, Brookdale Communications Manager Heather Hunter said the



"Residents and their families trust that we will continue to take appropriate measures to help protect against the spread of the evolving COVID-19 virus," she said. "We believe requiring our associates to be vaccinated against the disease is an extension of the commitment to put those we serve first, and of our focus on the greater good."

Twin Lakes Manor has a fully vaccinated staff, Marketing Director Micaela Muzio said Wednesday.

"All staff (caregivers and administrators) and current residents are vaccinated," she said.

Finally, Westwind Memory Care reported an 86% staff vaccination rate and a 99% resident rate at the facility.

"Since vaccinations became available to residents and staff at Westwind Memory Care Community, the turnout was overwhelmingly successful. Family members supported vaccinations of their loved ones ..." Communications Director Josh Bailey said in a statement. "We continue to sponsor educational and conversational highlights around health and wellness."

Neither management nor administrators at De Un Amor, Hanover Guest Home, Live in Serenity, Maple House I and II, Montecito Manor, Mystic Oaks, Paradise Villa, Rachelle's Home I and II, Rillera Guest Home I and II, Rose Garden RCH, Seaview Guest Home, Sunshine Villa and Willowbrook Residential were able to provide information around vaccination rates or policies.

*Editor's Note: This article was changed after print publication to properly attribute Nandi Butcher to her place of employment, Aegis Living.*

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### Melissa Hartman

Melissa Hartman started with the Sentinel in October 2020 and reports on county, health and transportation matters. A graduate of San Jose State University's Dwight Bentel School of Journalism and Mass Communications, she has been reporting in Northern California since 2017. Melissa is an East Bay Area native and has previously worked at the Los Altos Town Crier and Bay City News Service.

[mhartman@santacruzsentinel.com](mailto:mhartman@santacruzsentinel.com)

[Follow Melissa Hartman @ \\_melissahartman](#)



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### Why people living with uncontrolled seizures should seek a specific diagnosis

By Greenwich Biosciences



may help unlock new treatment options.

When it comes to seizures, knowledge is power. Learn how a specific diagnosis



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## Top Stories

By **Victor Guzman**

**September 1, 2021 11:47 PM** Published [September 1, 2021 6:08 PM](#)

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# Mobile COVID-19 testing bus to launch in San Lorenzo Valley

SAN LORENZO TESTING BUS



Mountain Community Resources is offering a mobile testing bus that can administer 84 tests a day.

The hours for the center are from Friday to Tuesday and last from 10 a.m. to 6 p.m. each day.

"Rapid, local testing and vaccination resources will help keep kids in school, valley businesses open, and help to restore a sense of normalcy as the community continues to recover. We look forward to continuing our long history of meeting the needs of the valley," said Community Bridges' CEO Raymon Cancino.

This mobile testing bus will be located behind the Mountain Community Resource Center in Felton at 6134 Highway 9.

When you show up all you have to do is park and approach the mobile testing unit.

Residents who were potentially exposed to COVID-19 or have symptoms of the virus should not enter the center.

Those hoping to get tested for the virus are asked to wear a mask outside of their vehicles for the safety of others.

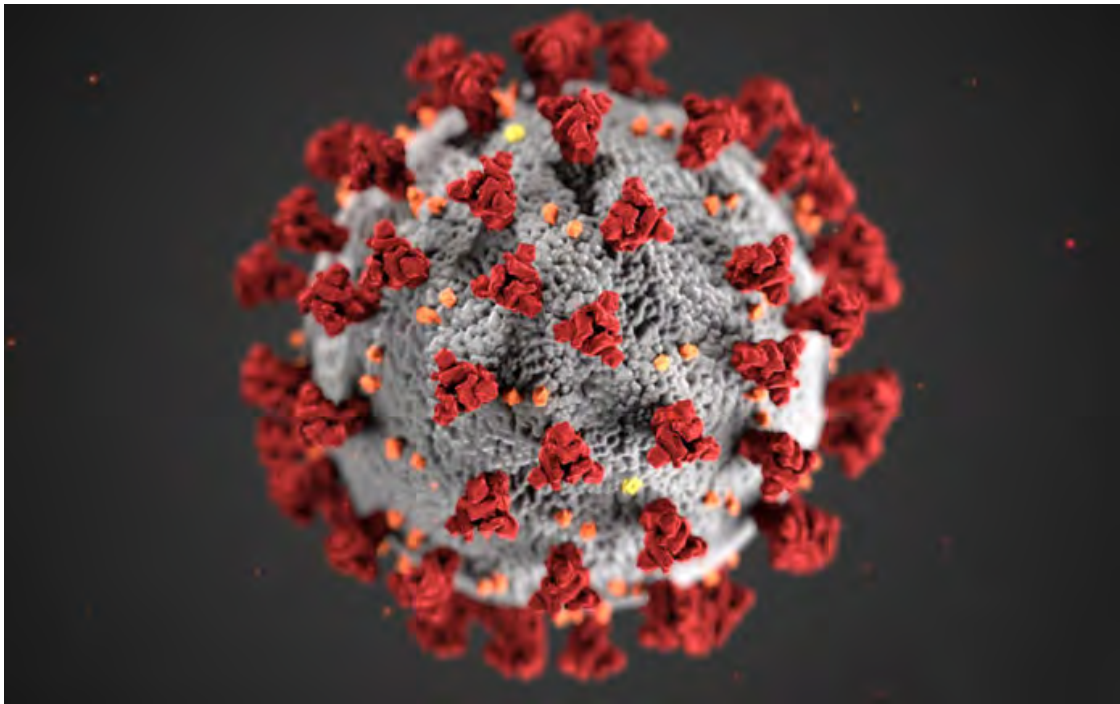
Volunteers are needed for these mobile testing units can find more info by [clicking here](#)

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# Mobile Covid-19 Testing Comes to Felton

By: CHRISTINA WISE 📅 September 2, 2021

**T**he number of people contracting Covid-19 in Santa Cruz County has been giving pause to community health leaders, but according to statistics from the county's Health Service Agency, the area may be in a trend of receding cases.

Since the arrival of the Delta variant, the week of July 12 constituted the most dramatic upward rise in the county's Covid-19 case numbers. However, the most recent infection numbers seem to have plateaued, and may be on the verge of trending downward as education, social isolation and vaccination rates increase in communities.

In the San Lorenzo Valley, multiple agencies have worked tirelessly to bring the Covid-19 vaccines to where the people are, allowing pop-up vaccine clinics to serve as an alternative to busy doctors' offices or pharmacies.

A new partnership between Community Bridges and Santa Cruz County Public Health will provide additional opportunities for free Covid-19 testing in the San Lorenzo Valley. Community Bridges, a countywide nonprofit, will be hosting a traveling testing bus at its Mountain Community Resources location in Felton for residents who desire a test.

With hospitalization trends following case trends by 2-3 weeks, it's critical for individuals to monitor their health in order to help stop the spread of the virus. Based on that ideal, Fifth District County Supervisor Bruce McPherson was happy to request the presence of the mobile testing unit on behalf of the San Lorenzo Valley.

"I'm thrilled that we are able to open this Covid testing site in Felton under a partnership with Mountain Community Resources," he said. "With the Delta variant of the virus causing an increase in infections, there

has been a disproportionate impact in the San Lorenzo Valley, where vaccination rates are among the lowest in the county. The beauty of this project is that the testing site is mobile and could eventually move around to meet the community's needs."

With the bus equipped with the capability of administering 84 tests per day, local residents will have the opportunity to get a free test without leaving the area, and without an appointment.

Operations for the mobile testing bus will begin Sept. 10. The site will operate Friday-Tuesday, 10am-6pm for the foreseeable future. Testing turnaround times are highly dependent on testing volume, and volume is currently high.

Community Bridges CEO Raymon Cancino was equally upbeat about the mobile testing unit finding a home in the redwoods.

"Access to testing and vaccines are the two critical components required to end the Covid-19 pandemic," said Cancino. "San Lorenzo Valley has been through a tough year. Rapid, local testing and vaccination resources will help keep kids in school, valley businesses open, and help to restore a sense of normalcy as the community continues to recover. We look forward to continuing our long history of meeting the needs of the valley."

The San Lorenzo Valley has been heavily impacted by the lack of testing and vaccination resources in the area, and with the recent surge filling beds in local hospitals, and the impending closure of the urgent care facility in Scotts Valley, getting tested and vaccinated, health officials say, are the best ways to keep safe and lessen the strain on the medical system.

The bus will be located behind the Mountain Community Resource Center located at 6134 Highway 9 in Felton. Individuals arriving to be tested should park and approach the mobile testing unit. Anyone who may have been exposed to Covid-19 or is experiencing symptoms should not enter the center. All residents arriving for testing are asked to wear a mask outside their vehicles for the safety of others.

Additional testing sites including those offering rapid-turnaround tests are available at [santacruzhealth.org/coronavirus](https://santacruzhealth.org/coronavirus) under the "Get Tested" link. Some sites may charge a fee.

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*For local information on Covid-19, go to the site shown above, or call 831-454-4242 from 8am-5pm, Monday thru Friday.*