

MEASURE Q

**Santa Cruz County Safe Drinking Water,
Clean Beaches, Wildfire Risk Reduction,
and Wildlife Protection Act**

Discussion Overview

- **What is Measure Q**
- **Citizen Oversight & Advisory Board**
- **Funding Allocation & Distribution**
- **Priorities for Eligible Projects**
- **Timeline and Activities**
- **Recommended Actions**



What is Measure Q?



Approved by Santa Cruz County voters in November, Measure Q is a special parcel tax that generates revenue to enhance and protect Santa Cruz County's incredible environment, natural resources and wildlife for future generations.

Citizens Oversight Advisory Board Selection Criteria

The Advisory Board (COAB) shall be composed of nine (9) members, five (5) appointed by the Board of Supervisors with one selection from each of the five (5) Supervisorial districts, and four (4) appointed with one selection from each incorporated city. *The COAB is subject to the Brown Act.*

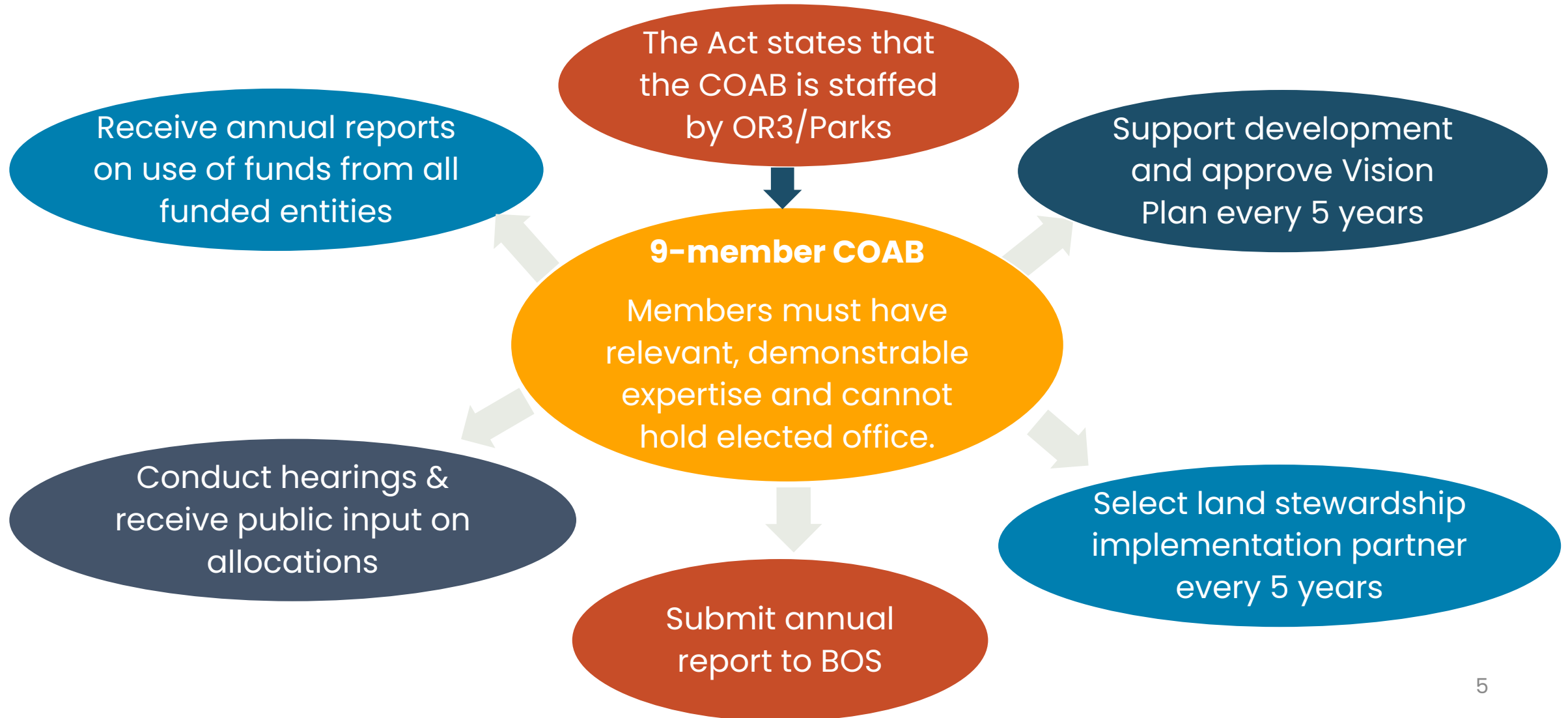
The Advisory Board members **shall not hold any elected office** and shall **have demonstrated expertise** in at least one of the following areas:



- (a) **Water** quality, water supply, or flood protection management.
- (b) **Wildfire** or forest management.
- (c) **Wildlife**, parks, or natural resources stewardship.
- (d) Working Lands or agricultural expertise.
- (e) Environmental justice, park equity, or public health.
- (f) Knowledge and expertise in evaluating financial transactions or program cost-effectiveness.

Interested citizens can [submit an application](#) through the County's Portal.

Citizens Oversight Advisory Board Responsibilities



Funding Allocation Overview

~\$7.5 M in annual revenue

Up to 1% (~\$75k) to Treasurer/Tax Collector to collect revenue & 1.28% unpaid rate (~\$95k)

A reasonable amount to Admin Team for COAB programmatic activities and costs

Grants Program

~\$2.6M

40% to Admin Team (overseen by CAO) to run grant program

- \$1.4M to be completed anywhere in Santa Cruz County
- \$600K reserved for the Pajaro Valley Watershed
- \$600K reserved for the San Vicente Redwoods

Cities Program

~\$1.4M

20% to distribute annually to each of the incorporated cities on a per capita basis with no less than \$200K per city

County Program

~\$1.4M

20% to Admin Team (overseen by CAO) for Eligible Projects in the unincorporated parts of the County

Partner Program ~\$1.4M

20% to allocate equally to Resource Conservation District and to the Land Stewardship Implementation Partner

All expenditures should be consistent with the Vision Plan and are subject to annual reporting to ensure consistency with the Act.

Universal Priorities for all "Eligible Projects"



To the extent feasible, priority shall be given to Eligible Projects that do at least one of the following:

MATCH:

Local source of match funding that makes eligible or more competitive grant applications to other public or private sources

MULTI-BENEFIT:

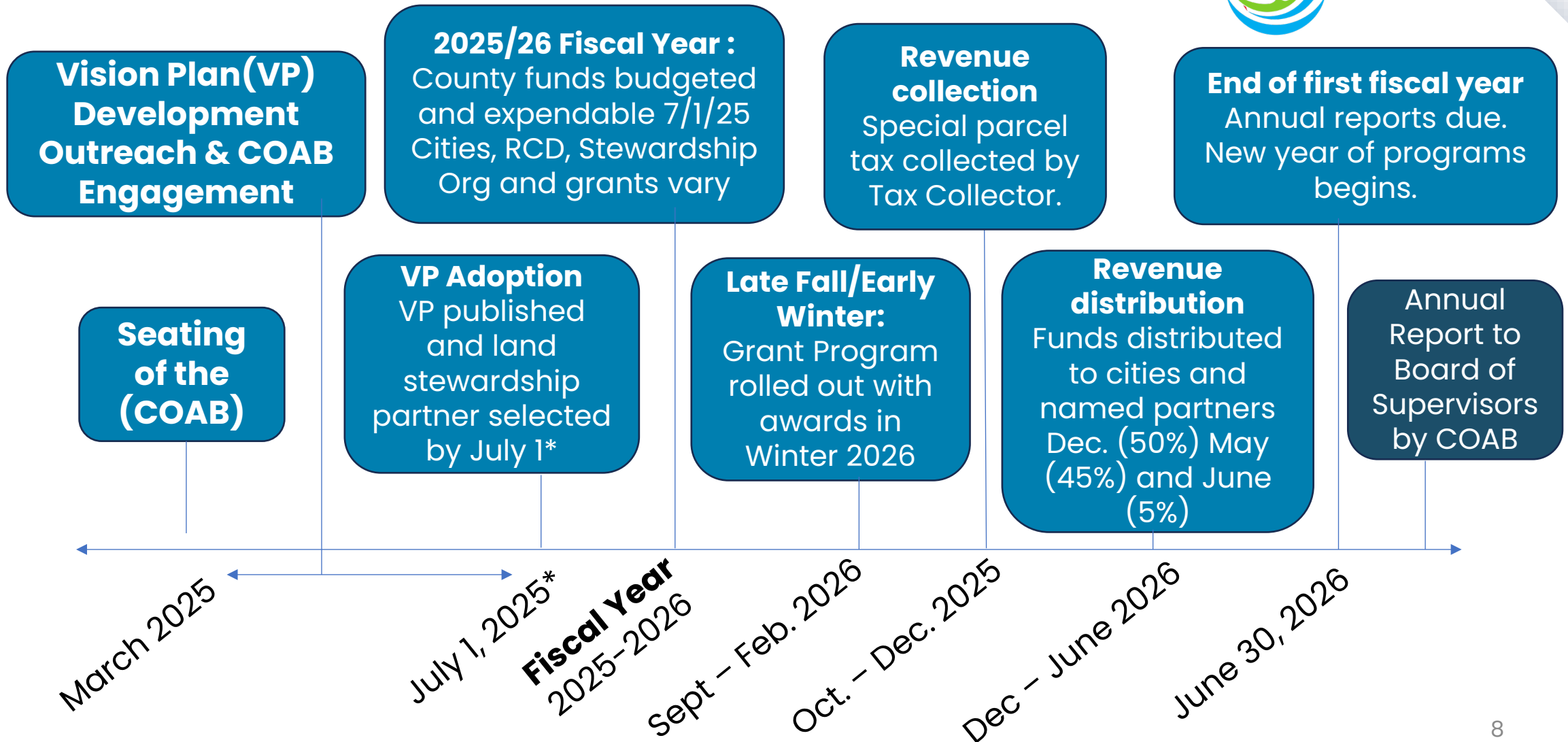
Supports multiple benefits that maximize climate resilience and adaptation

DISADVANTAGED COMMUNITIES:

Invest resources for stewardship, development, restoration, community development, and other improvements in Disadvantaged Communities

VISION PLAN shall identify the activities and geographies prioritized for investment throughout the County.

YEAR 1 Timeline & Key Dates



Recommended Actions

1. Accept and file the Santa Cruz County Safe Drinking Water, Clean Beaches, Wildfire Risk Reduction and Wildlife Protection Act (WWWPA) **implementation update report**;
2. Accept **notification of vacancy on the Citizens Oversight Advisory Board**, with nominations for appointments to be received on or before February 25;
3. Approve **transfer funds in the amount of \$160,000 from General Fund Contingencies** to fund the County's unanticipated efforts to implement the WWWPA that will be repaid from WWWPA revenues once realized in FY 2025-26;
4. Direct the County Administrative Office to **include the General Fund repayment** for WWWPA implementation in FY 2025-26 departmental supplemental budgets to be presented during budget hearings;
5. Direct staff to **return on or before April 29, 2025, with an update** on WWWPA implementation.



Questions?

Thank You

