

AGENDA CITY OF WATSONVILLE COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE MEETING

Working with our community to create positive impact through service with heart.

Values: Teamwork, Integrity, Honesty, Service and Respect

Beatriz Vazquez Flores, Chair Anna Kammer, Member Ricardo Antonio Melgoza, Member Carina Quiroz-Gutierrez, Member Abel Sanchez, Member Verenise Valentin, Member VACANT, Member Izabella Brandon, Youth Representative

Location:

City Administration Offices 275 Main Street, Top Floor Watsonville, CA 95076

Anyone addressing the Committee is asked to fill out a speaker card and leave it at the podium for recording purposes.

IF YOU CHALLENGE ANY ACTION APPEARING ON THIS AGENDA IN COURT, YOU MAY BE LIMITED TO RAISING ONLY THOSE ISSUES YOU OR SOMEONE ELSE RAISED AT THE PUBLIC MEETING DESCRIBED ON THIS AGENDA, OR IN WRITTEN CORRESPONDENCE DELIVERED TO THE CITY CLERK PRIOR TO, OR AT, THE PUBLIC MEETING.

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AGENDA CITY OF WATSONVILLE COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE (MEASURE R)

June 17, 2025 5:30 pm City Administration Offices 275 Main Street, Top Floor Watsonville, CA 95076

Pages

1. ROLL CALL

2. PRESENTATIONS & ORAL COMMUNICATIONS

(This time is set aside for members of the general public to address the Community Investment Tax Measure Oversight Committee on any item not on the Agenda, which is within the subject matter jurisdiction of the Community Investment Tax Measure Oversight Committee. No action or discussion shall be taken on any item presented except that any Member may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Community Investment Tax Measure Oversight Committee will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Member may place matters brought up under Oral Communications on a future agenda. ALL SPEAKERS ARE ASKED TO ANNOUNCE THEIR NAME IN ORDER TO OBTAIN AN ACCURATE RECORD FOR THE MINUTES.

2.1 ORAL COMMUNICATIONS FROM THE PUBLIC & COMMITTEE

3. CONSENT AGENDA

All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one motion. Any items removed will be considered immediately after the motion. The Chair will allow public input prior to the approval of the Consent Agenda.

3.1 MOTION APPROVING MINUTES OF NOVEMBER 6, 2024

3.2 MEETING DATES FOR THE COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE FOR 2025

MOTION SETTING NOVEMBER 5, 2025, & MAY 20, 2026, AS REGULAR MEETING DATES FOR THE COMMUNITY INVESTMENT TAX MEASURE COMMITTEE

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3.3 MOTION DIRECTING CHAIR TO PRESENT THE 1ST ANNUAL REPORT TO THE CITY COUNCIL

MOTION DIRECTING & AUTHORIZING THE CHAIR TO PRESENT 1ST ANNUAL REPORT TO CITY COUNCIL, WHICH CONTAINS (1) A STATEMENT INDICATING THE CITY'S COMPLIANCE WITH THE REQUIREMENTS OF THE COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE; (2) A SUMMARY OF THE COMMITTEE'S PROCEEDINGS & ACTIVITIES

4. ITEMS REMOVED FROM CONSENT AGENDA

5. NEW BUSINESS

5.1 ELECTION OF CHAIR & VICE CHAIR PURSUANT TO SECTION 9 OF RESOLUTION NO. 116-23 (CM)

- a) Nomination of Chair
- b) Motion Electing Chair
- c) Nomination of Vice Chair
- d) Motion Electing Vice Chair

5.2 FINANCIAL STATUS FOR FY 2024-2025 & PROPOSED BUDGET FOR FY 2025-2026

5

- a) Staff Report by Administrative Services Director Duran
- b) Committee Members Questions & Input
- c) Public Input
- d) Accept, by Motion, the Financial Report for FY 2024-25, & the Proposed Draft Budget for FY 25-26

5.3 LIBRARY DEPARTMENT OPERATIONS REPORT FOR FY 2024-2025

9

13

- a) Staff Report by Library Director Martinez
- b) Committee Members Questions & Input
- c) Public Input
- d) Accept, by Motion, the Operations Report from the Watsonville Public Library for Fiscal Year 2024-2025

5.4 PARKS & COMMUNITY SERVICES DEPARTMENT OPERATIONS REPORT FOR FISCAL YEAR 2024-2025

- a) Staff Report by Parks & Community Services Director Calubaquib
- b) Committee Members Questions & Input
- c) Public Input
- d) Accept, by Motion, the Operations Report from the Parks & Community Services Department for Fiscal Year 2024-2025

5.5 PUBLIC WORKS & UTILITIES DEPARTMENT OPERATIONS REPORT FOR FY 2024-2025

- a) Staff Report by Public Works & Utilities Director Lindberg
- b) Committee Members Questions & Input
- c) Public Input
- d) Accept, by Motion, the Operations Report from the Public Works & Utilities Department for Fiscal Year 2024-2025

6. ADJOURNMENT

Pursuant to Section 54954.2(a)(1) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day and on the City of Watsonville website.

Materials related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection in the City Clerk's Office (275 Main Street, 4th Floor) during normal business hours.

Such documents are also available on the City of Watsonville website subject to staff's ability to post the document before the meeting.



MINUTES COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE (MEASURE R) MEETING

November 6, 2024

City of Watsonville City Administration Offices 275 Main Street, Top Floor

5:32 p.m.

1. ROLL CALL

Chair Vazquez Flores, Vice Chair Meldhal, Committee Members Kammer, Melgoza (arrived at 6:06 p.m), Quiroz-Gutierrez, Sanchez (arrived at 5:36 p.m.), and Valentin were present. Youth Representative Brandon was absent.

Staff members present were Parks & Community Services Director Calubaquib, Administrative Services Director Duran, Public Works & Utlities Director Lindberg, Library Director Martinez, and Deputy City Clerk Pacheco.

- 2. PRESENTATIONS & ORAL COMMUNICATIONS
- 2.1. ORAL COMMUNICATIONS FROM THE PUBLIC & COMMITTEE None
- 3. CONSENT AGENDA
- 3.1. MOTION TO APPROVE MINUTES OF MAY 15, 2024

MOTION: It was moved by Member Kammer, seconded by Vice Chair Meldahl, and carried by the following vote to approve the Consent Agenda.

AYES: MEMBERS: Kammer, Meldahl, Quiroz-Gutierrez, Sanchez, Vazquez Flores

NOES: MEMBERS: None ABSENT: MEMBERS: Melgoza ABSTAIN: MEMBERS: Valentin

- 4. ITEMS REMOVED FROM CONSENT AGENDA None
- 5. NEW BUSINESS
- 5.1. PUBLIC WORKS & UTILITIES DEPARTMENT STATUS UPDATE
 - a) Staff Report by Public Works & Utilities Director Lindberg
 - b) Committee Members Questions & Input

In answering Member Kammer, Public Works & Utilities Director Lindberg provided a timeline for repairs on Green Valley Road, spoke about potential for including bicycle lanes on projects, and gave an update on the Pavement Management Plan.

Member Kammer thanked Public Works & Utilities Director Lindberg for efforts to equitably perform street repairs throughout the City.

Public Works & Utilities Director Lindberg spoke about the status of Main Street and Pennsylvania Drive needing repairs.

Member Kammer expressed concerns with a section of Pennsylvania Drive being unsafe for public use and needing repairs.

c) Public Input - None

MOTION: It was moved by Member Kammer, seconded by Member Valentin and carried by the following vote to accept the Operations Report from the Public Works & Utilities Department.

AYES: MEMBERS: Kammer, Meldahl, Quiroz-Gutierrez, Sanchez, Valentin,

Vazquez Flores

NOES: MEMBERS: None ABSENT: MEMBERS: Melgoza

5.2. LIBRARY DEPARTMENT STATUS UPDATE FOR FY 2024-2025

a) Staff Report by Library Director Martinez

b) Committee Members Questions & Input

In answering Member Sanchez, Library Director Martinez explained the process for providing feedback on Library services.

- c) Public Input None
- **MOTION:** It was moved by Member Kammer, seconded by Member Quiroz-Gutierrez and carried by the following vote to accept the Operations Report from the Watsonville Public Library for Fiscal Year 2024-2025.

AYES: MEMBERS: Kammer, Meldahl, Quiroz-Gutierrez, Sanchez, Valentin,

Vazquez Flores

NOES: MEMBERS: None ABSENT: MEMBERS: None ABSTAIN: MEMBERS: Melgoza

5.3. FINANCIAL STATUS UPDATE FOR 1ST QUARTER FISCAL YEAR 2024-25 ENDING SEPTEMBER 30, 2024

a) Staff Report by Administrative Services Director Duran

b) Committee Members Questions & Input

Administrative Services Director Duran answered a question from Chair Vazquez Flores regarding issuing debt and other financing options for projects.

c) Public Input – None

MOTION: It was moved by Member Sanchez, seconded by Member Kammer and carried by the following vote to accept the Measure R Quarterly Financial Summary Report for first quarter for fiscal year 2024-25, ending September 30, 2024.

AYES: MEMBERS: Kammer, Meldahl, Melgoza, Quiroz-Gutierrez, Sanchez,

Valentin, Vazquez Flores

NOES: MEMBERS: None ABSENT: MEMBERS: None

5.4. PARKS & COMMUNITY SERVICES DEPARTMENT STATUS UPDATE FOR JULY THROUGH DECEMBER 2024

a) Staff Report by Parks & Community Services Director Calubaquib

b) Committee Members Questions & Input

In answering Chair Vazquez Flores, Parks & Community Services Director Calubaquib provided details regarding the installation of indoor pickleball courts at the Veteran's Hall and other programs that would be offered at that location.

Parks & Community Services Director Calubaquib, in answering Member Valentin, stated technology could be used to obtain data regarding the age range of people attending various City events.

In answering Member Quiroz-Gutierrez, Parks & Community Services Director Calubaquib listed locations where spring soccer leagues would take place since Ramsay Park being under construction.

Member Melgoza thanked Parks & Community Services Director Calubaquib for providing the *Fun Guide* and spoke about his efforts to have youth utilize it. He stated the importance of connecting youth to available resources and services.

Member Kammer spoke in support of the Older Adult Strategic Plan and obtaining a wide range of feedback.

c) Public Input - None

MOTION: It was moved by Member Kammer, seconded by Member Melgoza and carried by the following vote to accept the Operations Report from the Parks & Community Services Department for July through December 2024.

AYES: MEMBERS: Kammer, Meldahl, Melgoza, Quiroz-Gutierrez, Sanchez,

Valentin, Vazquez Flores

NOES: MEMBERS: None ABSENT: MEMBERS: None

6. ADJOURNMENT

The meeting adjourned at 6:43 p.m.

NEXT SCHEDULED COMMITTEE MEETING

May 21, 2025

ATTEST:	Beatriz Vazquez-Flores, Chair
Aleiandra Pacheco, Deputy City Clerk	



MEETING DATE: Tuesday, June 17, 2025

TO: COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE

MEASURE R

RECOMMENDED BY: ADMINISTRATIVE SERVICES DIRECTOR DURAN

SUBJECT: FINANCIAL STATUS FOR FY 24/25 AND PROSPOSED BUDGET FOR FY

25/26

RECOMMENDATION:

It is recommended that the Revenue Oversight Committee accept by motion the Financial Report for FY 2024-25, and the Proposed Budget for FY 2025-26.

BACKGROUND:

Approved by voters in November 2022, Measure R enacted a one half of one percent (0.5%) transaction use tax in the City of Watsonville. The revenue from Measure R is intended to support various community improvements including investing in repair and expansion of aging parks, maintaining afterschool and gang prevention programs, fixing potholes streets, and expanding library services. Fiscal Year 2024-25 is the second full year of Measure R revenue proceeds and expenditures.

DISCUSSION:

Table 1 is a financial projection of our current fiscal year 24/25. We are projecting revenues slightly below the budgeted amount. Expenditures are projected to be significantly lower than budgeted because of several capital improvement projects being carried forward to next fiscal year's budget. The budget carryforwards for the current year budgeted projects total about 5.2MM. The largest pending projects are the Nature Center Building and the proposed street work at Bridge Street.

We are projecting the ending fund balance for the fiscal year 24/25 to be approximately \$8.6MM. These monies, minus the 20% reserve requirement, will be reappropriated for various capital improvement projects in the next fiscal year.

Table 1: Financial Projections for Fiscal Year ending June 30, 2025

	Bud	get FY 24/25	Actual	Projection 5,369,602		
Revenues		5,518,000	3,579,735			
Operations						
Parks	\$	2,827,041	\$ 625,312	\$	958,375	
Library	\$	350,000	\$ 128,323	\$	153,988	
Capital	\$	5,101,882	\$ 389,843	\$	389,843	
Total	\$	8,278,923	\$ 1,143,479	\$	1,502,206	
Change in Fund Balance						
Beginning		6/30/2024	\$ 4,762,530			
Estimated						
Ending Fund Balance		6/30/2025		\$	8,629,926	

We are currently working with a municipal advisor to issue a Lease Revenue Bond to be able to fund the funding gap of Ramsay as well as provide a secondary funding source to the City Plaza project, which also has a \$3.5MM state grant. This sales tax measure is a powerful reflection of our community's commitment to investing in itself and building a stronger future. It's because of this support that in the next year we will have the resources available to push forward projects that improve quality of life.

The Finance Department is currently working with all departments on the 25/26 budget. Table 2 below is the proposed draft budget for FY 25/26 for the parks, library, and public works and utilities departments funded by Measure R. In this next year budget we can fund two very exciting projects which are a real measure of turning big ideas into real progress for our community. We will be funding our Streetlights project citywide at \$1.9MM and the Library Rooftop project at \$2.6MM.

Table 2: Proposed Budget FY 25/26

	Acco Or	gani: Objec	Project	Account Description 2	2026 Adopted Budŧ 20	27 Adopted Budge 2			rojected
2026 Adopted	2026 Adopted R 803 5071 SALES TAX - MEASURE R		(\$5,473,439)	(\$5,550,000)	(\$5,518,000)	(\$3,579,735)	(\$5,369,602		
OPERATIONS				_					
2026 Adopted				REGULAR SALARIES & WAGES	387,675	356,327	356,327	267,621	321,145
2026 Adopted				SICK PAY	-	-	-	-	-
2026 Adopted			09071	MEASURE ROLDER AULTS	45,754	45,754	45,754	30,926	37,111
2026 Adopted			09072	TEMPORARY & CASUAL WAGES	8,048	8,048	8,048	-	-
2026 Adopted			09073	TEMPORARY & CASUAL WAGES	38,099	38,099	38,099	14,148	16,978
2026 Adopted	E 80:			RETIREMENT PLAN CHARGES	33,826	31,678	31,678	23,763	28,515
2026 Adopted	E 80:			PERS UN FUNDED LIABILITY	59,374	64,285	5,936	5,936	7,123
2026 Adopted	E 80:			GROUP HEALTH INSURANCE	76,218	72,226	72,226	51,971	62,365
2026 Adopted	E 80:	7066		SOCIAL SECURITY	28,956	27,273	27,273	20,881	25,057
2026 Adopted	E 80:	7067		ALT - 457 DEFERRED COMP	1,300	1,300	1,300	1,104	1,325
2026 Adopted	E 80	7222		TELEPHONE SERVICE	2,400	2,400	2,400	-	-
2026 Adopted	E 80:	7225		COMPUTER HARDWARE	2,000	2,000	2,000	-	-
2026 Adopted	E 80:	7226		COMPUTER SOFTWARE	30,000	30,000	30,000	395	474
2026 Adopted	E 80:	7323		REP & MAINT-VEHICLES & EQUIPME	20,000	20,000	20,000	-	-
2026 Adopted	E 80:	7359	09070	PERSONNELTRAINING	5,000	5,000	5,000	3,415	4,099
2026 Adopted		7359	09073	PERSONNELTRAINING	8,000	8,000	8,000	2,067	2,480
2026 Adopted		7361		OTHER CONTRACT SERVICES	100,000	100,000	1,600,000	126,804	152,165
2026 Adopted				DEBT SERVICE	1,500,000	1,500,000	-	-	-
2020 / 180 / 100					2,555,555	2,223,223			
2026 Adopted	E 80:	7361	09070	OTHER CONTRACT SERVICES	4,000	4,000	4,000	-	_
2026 Adopted			09071	MEASURE R OLDER AULTS	42,500	42,500	42,500	8,740	10,488
2026 Adopted			09072	OTHER CONTRACT SERVICES	57,000	57,000	57,000	4,545	5,454
2026 Adopted			09073	OTHER CONTRACT SERVICES OTHER CONTRACT SERVICES	30,000	30,000	30,000	13,126	
2026 Adopted 2026 Adopted			09073		11,000	11,000	11,000	7,681	15,751 9,218
				SPECIAL EVENTS					
2026 Adopted			09071	OLDER A DULTS	161,500	161,500	161,500	28,707	34,448
2026 Adopted			09072	YOUTH DEVELOPMENT	35,000	35,000	35,000	8,547	10,256
2026 Adopted			09073	RECREATION PROGRAMS	24,000	24,000	24,000	4,936	5,923
2026 Adopted	E 80:	7763		MISCELLANEOUS EXPENDITURES	208,000	208,000	208,000	-	208,000
				PARKS TOTAL	\$2,919,650	\$2,885,390.00	\$2,827,041.00	\$625,312.37	\$958,374.84
2026 Adopted				REGULAR SALARIES & WAGES	-	-	-	2,535	3,042
2026 Adopted	E 80			SICK PAY	-	-	-	-	-
2026 Adopted	E 80	7021		TEMPORARY & CASUAL WAGES	291,500	291,500	291,500	98,864	118,636
2026 Adopted	E 80	7038		RETIREMENT PLAN CHARGES	-	-	-	639	767
2026 Adopted	E 80	7042		PERS UN FUNDED LIABILITY	-	-	-	-	-
2026 Adopted	E 80	7062		GROUP HEALTH INSURANCE	-	-	-	452	543
2026 Adopted	E 80	7066		SOCIAL SECURITY	4,500	4,500	4,500	2,076	2,491
2026 Adopted	E 80	7067		ALT - 457 DEFERRED COMP	4,000	4,000	4,000	1,226	1,471
2026 Adopted	E 80	7225		COMPUTER HARDWARE	-	-	-	71	85
2026 Adopted	E 80	7322		REP & MAINT-OFFICE EQUIP/COMP	15,000	15,000	15,000	9,966	11,960
2026 Adopted	E 80	7361		OTHER CONTRACT SERVICES	-	-	-	-	-
2026 Adopted		7533		SPECIALIZED DEPT MATERIALS	35,000	35,000	35,000	12,494	14,993
2026 Adopted	_			BOOKS & AUDIO/VISUAL MATERIALS	-	-	-	-	,,,,,,
2020 / (40) (24	2 00.	7012		LIBRARY TOTAL	\$350,000	4		4	\$153,988.02
						S350.000.00	S350.000.00	S128.323.35	
ΑΡΙΤΛΙ					\$350,000	\$350,000.00	\$350,000.00	\$128,323.35	\$153,988.02
	F 97	7261	15151	PARKS - PINTO I AKE MASTER DIAN					
2026 Adopted			15151	PARKS - PINTO LAKE MASTER PLAN	200,000	-	200,000	-	-
2026 Adopted 2026 Adopted	E 97	7361	15153	PARKS - PARK ASSESSMENT CIPS	200,000 467,953	-	200,000	32,047	32,04
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STRATEGIC PLAN:

Infrastructure & Environment
Fiscal Health
Community Engagement & Well-being
Efficient and Well-performing Government

FINANCIAL IMPACT:

No direct financial impact.

ALTERNATIVE ACTION:

No alternatives currently.

ATTACHMENTS AND/OR REFERENCES (IF ANY):

None.



AGENDA REPORT

MEETING DATE: Tuesday, June 17, 2025

TO: COMMUNITY INVESTMENT TAX MEASURE

OVERSIGHT COMMITTEE (MEASURE R)

RECOMMENDED BY: LIBRARY DIRECTOR MARTINEZ

APPROVED BY: TAMARA VIDES, CITY MANAGER

SUBJECT: LIBRARY DEPARTMENT FINAL UPDATE FOR FY 2024-2025

RECOMMENDATION:

It is recommended that the Revenue Measure Oversight Committee accept, by motion, the final operations report from the Watsonville Public Library for Fiscal Year 2024-2025.

BACKGROUND:

The Watsonville Public Library (WPL) strives to provide *information, materials, and services in a welcoming place where people gather, learn, and celebrate our multicultural community*. While the City offers a variety of exceptional services, the Library Department has the potential to deliver its services more effectively, strategically, and with a greater focus on the future—ultimately enhancing the quality of life for our residents.

WPL is in the second year of its five-year strategic plan. This plan is relevant, practical, and achievable, considering our economic constraints and potential. It aligns with the City of Watsonville's Strategic Plan, articulates the library's priorities, and guides policy decisions. It also enables staff to develop feasible, actionable strategies to address priorities, implement policies, and allocate resources effectively for both the Main Library and the Freedom Branch Library.

DISCUSSION:

The Department's Measure R budget includes funding to support:

- **Library Facility Enhancements** Contractors and supplies for improvements, expansions, maintenance, and operations.
- Expansion of Library Services Hire additional staff to support additional operational hours.
- Impactful Library Programs Hire performers, purchase book/media materials and supplies for in-person and off-site programs for all ages.
- **Engaging Outreach Services** Hire additional staff, purchase book/media materials and supplies to increase community engagement and maximize impact of all WPL programs, resources, and services.
- Innovative Technology Resources We are committed to delivering consistent, high-quality, and welcoming experiences at all points of contact with patrons. This includes exploring and implementing technology to enhance the overall customer experience.

The Department's Measure R expenditures for FY 2024-2025:

Library Facility Enhancements

- The KPA Group, a structural and public architectural design firm, completed construction documents for the construction of the rooftop project at the Main Library.
 - Currently in permit review process.
 - RFP to go out June 2025 and construction to start Fall 2025.

Total estimated cost \$2,548,982.

- The installation of the new service desk at the Main Library will be completed by June 2025.
 - This service desk will allow patrons to have all their questions answered in one central location.
 - o Purchased additional shelving units to highlight new book/media materials.
- Purchased furniture and accessories for the children's area to allow for an engaging learning experience for youth.

Expansion of Library Services

- Main Library is open every Saturday from 12pm-4pm.
 - Additional paraprofessional staff were hired.
- LibraryLink (homebound patrons) provide library material to people who cannot easily leave their home.
 - o Receive regular, pre-arranged visits on a monthly basis.

Impactful Library Programs

- Watsonville Reads: one book, one community
 - Partnered with UCSC, Cabrillo College and other local organizations to highlight archives and artifacts focused on social reform, activism, and cultural heritage.

- Virtual Author Talks Partner with Library Speakers Consortium to offer a range of talks from bestselling authors and thought leaders.
 - Community members can register for these live virtual events or view past recordings of events via the library's website.
- Summer Reading Program Purchase giveaway books and prizes for completion of reading goals.
 - Hire performers and artists to provide engaging programs for all ages during the summer.
- Contract local artists and professionals to offer art, writing and poetry workshops.
- Continue to partner with the California State Library to offer park passes and check out a hiking backpack so that community members can visit California parks throughout the year.
- Purchased a Charlie Cart, a mobile kitchen on wheels that includes power, storage, equipment, tools, and a sink. The Charlie Cart is being used during programming to teach patrons of all ages the importance of exercise and healthy eating.
 - Continue to partner with PV Health Trust to offer nutritional cooking classes for all ages.
 These organizations utilize the Charlie Cart in their cooking demonstrations.
- Bi-monthly newsletter sent via email to patrons detailing upcoming programs and events and highlighting library resources, streaming services, and e-resources.
- Produce a monthly calendar of events that is available for patrons to take home and sent to PVUSD and local non-profits.
- Advertise all programs, services, and resources via social media platforms and the library's website.

Engaging Outreach Services

- BiblioVan bookmobile provides high quality, free service to community members who may be underserved by our traditional library branches, including seniors, individuals with physical limitations, children, and geographically remote residents.
 - Staff drive a scheduled route and visit locations on a monthly basis.
 - Purchased English, Spanish, and Bilingual giveaway books and prizes.
- Created an Outreach Master plan for scheduled visit to schools, farmworker sites, migrant camps, assisted living facilities, teen group homes, senior center, and cultural events throughout the community.
- Staff participate in events such as Santa Cruz County Historical Fair, National Night Out, Farmer's Market, and Parent Nights at PVUSD schools to educate the community about the library's resources and the services of the literacy department.

Innovative Technology Resources

Purchased the following technology, e-resources, streaming services to expand and enhance the library's user experience:

• Vega Discover Online Catalog – A new discovery experience for print and electronic resources. This online catalog provides the experience patrons expect, using a simple, intuitive interface

and linked data to create an immersive library experience that drives interest and exploration while advancing our library's role in the community.

- Kanopy Patrons can enjoy critically-acclaimed movies, inspiring documentaries, award-winning foreign films and more with their library card.
- CapiraMobile App This software allows patrons to engage with our library and learn about events, services, and resources conveniently through their phones.
- Brainfuse Online Tutoring Connects students to live on-line tutors for homework assistance.
- Self-checkout machines Upgraded current self-check machines to enable patrons to have a more streamlined process for checking out materials.
- Everbright Classic A modern re-imagining of the giant Light Bright, making creativity accessible to everyone, without removable parts is available for patrons in the children's room.
- MetaQuest 3 Virtual headset that will be utilized as part of our technology programming that includes 3D Printing consoles, Laser Cutter, and Robotics.
- Nintendo Switch consoles Are being utilized for video tournaments geared for teens.
- AB Video Arcade Introduce new generations of teens to old school gaming technology.
- Fun Builder Lego Table Currently being utilized in the Children's Room to enhance our Lego Club and encourage children to learn while having fun.

STRATEGIC PLAN:

- 02-Infrastructure & Environment Measure R funds are used to address enhancements, maintenance, and operations of our community's libraries.
- 04-Fiscal Health Ability to leverage Measure R revenues to develop a spending plan for community priorities.
- 06-Community Engagement & Well-Being Measure R funds will be utilized to support engaging and well-being programs for all ages.

FINANCIAL IMPACT:

There is no financial impact. Measure R funds are being utilized as directed by the voters.

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None.

ATTACHMENTS AND/OR REFERENCES (IF ANY):

None.



AGENDA REPORT

MEETING DATE: Tuesday, June 17, 2025

TO: COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE

(MEASURE R)

RECOMMENDED BY: PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB

APPROVED BY: TAMARA VIDES, CITY MANAGER

SUBJECT: PARKS DEPARTMENT STATUS REPORT FOR FISCAL YEAR 2024-2025

RECOMMENDATION:

It is recommended that the Revenue Measure Oversight Committee accept, by motion, the operations report from the Parks and Community Services Department for Fiscal Year 2024-2025.

BACKGROUND:

The Parks and Community Services Department (PCS) is dedicated to *creating exceptional experiences* that enhance the quality of life. PCS is a key provider of high-quality recreational and community programs, special events, and facilities that provide recreational experiences, foster human development, promote health and wellness, increase cultural unity, facilitate community problem solving, protect natural resources, strengthen safety and security, strengthen community building and support economic development. The Department is comprised of a Parks Division and a Recreation Division.

The Parks Division strives to provide safe, clean, and green parks and open spaces for the community to enjoy. Division teammates protect environmental resources and strengthen community image and sense of place within the City's neighborhoods by maintaining Watsonville's 26 public parks (143 acres), street median islands, City trees and landscaping, and public grounds.

The Recreation Division provides recreation and leisure services throughout the community, including at seven recreation centers, and through youth development programs, youth and adult sports, aquatics, adult and senior programs, camps, classes, facility rentals, and community special events.

DISCUSSION:

The Department's Measure R budget includes funding to support:

- Park and Playground Enhancements Staff, contractors and supplies for improvements, maintenance, and operations
- Capital Improvement Projects Park and recreation facility improvements
- Fund leveraging for Large Community Investment Projects
- Saving for Future Replacement
- Youth Development Programs Staff and supplies for youth development programs, youth field trips and the Developmental Assets Movement
- Older Adult Programs Staff, contractors and supplies for programs at the Watsonville Senior Center and throughout the community
- Recreation Programs Sports and enrichment programs for youth
- **Special Events** Supplies for free community events
- **Community Impact and Engagement** Staff and supplies to increase community engagement and maximize impact of all PCS parks and programs

Park and Playground Enhancements

- Measure R funds a full-time Administrative Analyst assigned to the Parks Division to assist with workflow management and project implementation
- Landscape Maintenance Funding a three-year contract with K & D Landscaping to maintain medians and street landscapes along Airport Blvd., Bridge St., Freedom Blvd., Main St., and Ohlone Parkway. These areas are time consuming and pose safety hazards for Parks Maintenance Workers due to being high traffic areas. Contracting the areas has allowed our team to focus on maintaining parks and the variety of amenities to City standards as well as other special projects.
- **Equipment Replacement** Utilized funds to purchase a much-needed flail mower to help with weed and fire suppression in open space areas.
- **Restroom Cleaning** Funding for two new part-time temporary employees to provide additional cleaning of restrooms throughout the Parks system.

Projected

- New Zero Turn or 4x4 lawn mower
- Main Street Tree Lights Project
- Asset Management/Work Order System Coordinating with IT/GIS on the implementation of a work order system
- Purchase of iPads for in field coordination and documentation

Capital Improvement Projects

- Measure R funds a full-time Project Manager to lead project planning and implementation
- Park Facility Assessment PCS recently completed a Park Facility Assessment Study that
 identified \$30 million in deferred maintenance needs. This combined with the needs at the
 City's Recreation Facilities brings the total estimated costs of deferred maintenance needs to
 \$60 million. The Assessment Study included the creation of metrics to prioritize these needs and
 identified River Park and Callaghan as the City's higher priorities, not including Ramsay and the
 Plaza. Capital funds are budgeted to address these needs. This year the following projects were
 completed:
 - Replacement of basketball backboards
 - Replacement of irrigation controllers at various parks
 - o Replacement of pavers at Callaghan Park

- Callaghan Court Conversion PCS held a community meeting to discuss converting the tennis courts to pickleball courts. This project is underway. Callaghan Park is rated as #2 in priority according to the Park Assessment Study.
- River Park and Pinto Lake Master Plan PCS will be releasing an RFP to develop park specific master plans for both sites. River Park is rated as #1 in priority according to the Park Assessment Study.

Bond Funds for Large Community Investment Projects

It was anticipated that a portion of Measure R revenue would be used to leverage funds to funds for the construction of the Ramsay Park Renaissance and City Plaza Revitalization Project. The total need for these projects is approximately \$12 million. The bond for these projects will be issued in the coming months.

Saving for Future Replacement

In FY 23/24, \$104,000 was saved for the future replacement of park and recreation infrastructure. This FY, \$208,000 is budgeted, for a total savings of \$312,000 for future replacement.

Youth Development Programs

- Youth Field Trips Increased participation and enhanced safety of field trips by partnering with a licensed bus agency. The investment demonstrates a commitment to providing enriching experiences for youth while prioritizing their well-being. Served approximately 80 youth.
 - o 7/3 Horseback Riding in Salinas foothills
 - o 7/11 Stand-Up Paddleboarding in Capitola
 - 7/18 Kayaking in Elkhorn Slough
 - o 7/27 Disc Golf at Pinto Lake
 - 8/12 Faust Salón Back to School haircuts
 - 8/24 LaserMaxx (San Jose)
 - 9/7 Watsonville Slough Guided Tour and Litter Clean Up
 - o 10/12 Pinnacles National Park
 - o 10/26 Winchester Mystery House
 - 11/16 San Francisco Exploratorium
 - o 12/14 Enchant Christmas Lights Experience
 - 1/25 Ice Skating at Sharks Ice
 - o 2/15 Round 1 Bowling
 - o 3/15 Monterey Bay FC soccer
 - o 4/12 Top Golf

Upcoming Trips:

- o 5/24 Camp Koinonia Redwood Outdoor Laser Tag
- 5/31 Henry Cowell State Park's "Garden of Eden"
- 6/11 Kayak Connection in Moss Landing
- o 6/14 Santa Cruz Beach Boardwalk
- 6/18 Pacific Edge Climbing Gym
- o 6/25 Hope, Horses, and Kids Horseback Riding in Salinas

Watsonville Asset Builders Collaborative - Measure R funds are now being allocated to support the efforts of the Watsonville Asset Builders Collaborative. This initiative focuses on providing all youth in the Pajaro Valley with essential "assets"—the building blocks they need to feel valued, respected, and recognized. Additionally, the collaborative works to coordinate the efforts of all

youth-serving organizations in Pajaro Valley to achieve collective impact, utilizing the 41 Developmental Assets Framework. Future plans include surveying local youth to identify gaps in asset support and offering training on evidence-based practices to strengthen these assets for all youth.

Measure R funds were utilized to implement the Search Institute's Developmental Asset Profile (DAP) survey, which was administered to over 300 youth across our programs. This investment supported professional data collection services, along with staff coordination, materials, and outreach efforts to ensure strong participation. The DAP survey provided valuable insights into the strengths, supports, and challenges experienced by the youth we serve, helping us better understand their developmental needs and refine our programming to more effectively support their growth and well-being. The data collected has already begun to inform program planning, guide staff training, and strengthen our ability to advocate for resources that directly address the needs of our youth.

The Nucleus

- Measure R funding played a vital role in supporting Spring Break programming at the Nucleus (formerly known as the Science Workshop) by enabling the expansion of handson science activities for youth.
- With this funding, the program was able to offer engaging experiments, STEM challenges, and interactive workshops that sparked curiosity and deepened participants' interest in science.
- The additional resources helped provide materials, staff support, and equipment needed to deliver a high-quality, educational experience during the school break.

Older Adult Programs

- Measure R funds a full-time Older Adult Services Coordinator to assist with program planning
 and implementation. The Older Adult Services Coordinator has been assisting with program
 planning and implementation. She has coordinated a new weekly Crochet Club that she instructs
 and has also taken the lead in planning trips. She has also been instrumental in offering new
 classes like TaiJi, Storytelling, and more.
- Older Adult Strategic Plan Working with the County of Santa Cruz on a Countywide needs assessment. Results will be used to determine the best use of funds for new/enhanced services.
- **Bilingual Chair Yoga** Used funds to keep this class going year-round and offer now 3 times a week, as opposed to the previous 2 days a week. This class is one of our most popular offerings at the Watsonville Senior Center, with 20 people per class. The class consistently reaches its maximum capacity, serving 60 people per week.
- TaiJi Also known as Taijiquan, is a martial art that carries defensive applications and is considered to be a slow-moving martial art. As a moving meditation TaiJi instills confidence, poise and security in oneself while bringing about full body awareness that you can carry into everyday life. We began offering TaiJi on January 23 and have continued to offer this class once a week on Tuesdays at 9 am at Callaghan Park Cultural Center. Previously this class was offered at Atri Park during the warmer months. Average attendance per week is 10 people.
- World Dance The bulk of the class consists of choreographed dances inspired by a variety of dance genres. The primary focus of Worldanz is to present people with physical challenges that will help them attain balanced, strong, and intelligent bodies. This is a class we started offering on March 6th. This class is every Wednesday at 2 PM at the Watsonville Senior Center. The average attendance is six.

- **Beginning Ballet** This class teaches participants the fundamentals of ballet while improving balance and posture. We started offering this class on March 7th. This class is every Thursday at 1:15 PM. We have a consistent group of eight participants who come on a weekly basis.
- **Storytelling** -This class is bilingual Spanish/English. The primary focus of this class is to share stories, captivating tales from diverse cultures, enhance language skills, and foster connections through the power of storytelling. We started offering this class July 16th and have continued to offer the class every Tuesday from 1-2 PM.
- Sr. Prom Event Funds were used to put on our sold-out Senior Prom event on October 12, 2024. Nearly 90 participants enjoyed dinner, and dancing with friends. During this event, our Senior Action Committee honored volunteers and organizations that have supported older adults in the Watsonville Community.
- Fundamentals of Art Supplies- Using Measure R funds has allowed us to purchase top quality art supplies for those participating in the Fundamentals of Art classes, led by volunteer Jan Carter. Participants in this course have blown us away with their incredible ability to learn painting and drawing technic. We have had two, six weeklong sessions this fiscal year and are planning for another 4-5 for the remainder of the year.
- Older Adult Strategic Plan Working with the County of Santa Cruz on a Countywide needs assessment. Results will be used to determine the best use of funds for new/enhanced services.
- **Beginner Ukelele Classes:** Beginner Ukulele was introduced in February 2025. Participants are learning basic chords, rhythm patterns, and popular songs in a relaxed, social environment. Instruments are provided for those who do not own one.
- **Lunchtime sing-along**: This casual sing-along session was launched in March 2025 and takes place once a month during lunchtime. Participants enjoy classic favorites in a fun and welcoming setting.
- Valentine's Day Dance: Held on February 14, 2025, this festive afternoon dance brought
 together over 60 older adults for an event filled with music, light refreshments, and themed
 decorations. The dance fostered connection and community spirit, with many participants
 expressing appreciation for the joyful celebration. Measure R funds supported event setup,
 entertainment, and refreshments.
- **Senior Resource Fair**: Held on Friday May 16, 2025, the Senior Resource Fair bring together over 20 community-based organizations to share resources, and information tailored for older adults.
- Arts and Crafts with Grandchildren in July: Planning is underway for a new intergenerational arts and crafts workshop where older adults can create meaningful projects with their grandchildren. Scheduled for every Wednesday in July 2025, this event will promote bonding through creativity.
- **New Computers**: Measure R funds supported the purchase and installation of four new desktop computers for the Senior Center's Computer Lab. These upgraded systems will be used for dropin access and one on one tech assistance appointments members can schedule with staff.
- **Upgraded Flooring in Conference Room:** In May 2025, the flooring in the Watsonville Senior Center's Conference Room was replaced. This improvement has enhanced the appearance and functionality of the space used for meetings, classes, and workshops.
- Security Cameras: Security cameras were installed in key areas of the Watsonville Senior Center in May 2025. These upgrades enhance the safety and security of participants, staff, and volunteers.

Recreation Programs

- Contracted Classes-Contracted classes give us the opportunity to partner with subject experts to offer more sport programs while expanding our services to offer these programs at more parks and more recreation centers. Contracted classes are now subsidized by at least 50% through Measure R in order to make these specialty classes more affordable for our community.
 - Skatedogs Skateboarding Camp 35 youth ages 5-13 participated in a weeklong camp at Franich Park. In addition to the skateboarding lessons participants received free safety gear and complete skateboards.
 - Skyhawks Sports 67 Youth ages 3-12 participated in volleyball, golf, and multi-sport camps.
 - Quicksilver Swimming 60 youth ages 5-12 have had the opportunity to build confidence though swim lessons.
 - Pickleball Lessons for beginners and intermediate levels have been enjoyed by community members ages 10- adult. These classes have been particularly popular for our 55+ group. Pickleball Lessons are currently being instructed by Mr. Michael Loleng.
 - Tennis Participants ages 6-adult have enjoyed tennis lessons at our Ramsay Tennis Courts. Tennis Lesson are currently being instructed by USPTA Certified Instruct, Mr. Jon Tarr.
 - Cheer and Hip-Hop Dance Youth ages 6-15 are exploring the fundamentals of cheer and hip-hop in ongoing 8-week classes instructed by Athletes Global
 - Young Artists Classes Youth ages 5-12 enjoyed Saturday art workshops such as painting, drawing and clay instructed by Athletes Global
 - Tot & Me Parents/guardians and their children ages 0-3 join in this new outdoor class instructed by Athletes Global which combines play, movement and sensory activities to engage little ones, while fostering bonding and exploration.
 - Line Dancing Offered for the first time in June for ages 10+ for all levels and instructed by Athletes Global

Additional Sport Offerings

- Sports Camps 32 Youth ages 7-12 attended Volleyball and Basketball Camp during school breaks.
- Adult Sports Our men's and women's basketball league were held February through April. Due to the success of the league, we're adding an additional night in our Summer League to accommodate the additional teams requesting to play. Next season is set to commence June 2nd.

Program Enhancements

- Positive Coaching Alliance We offered live workshops: "Double-Goal Coach, Coaching for Winning and Life Lessons" for our youth soccer coaches on September 7th and March 22nd. We opened free registration for this training to all youth serving organizations in our community and had The Central Coast YMCA, Activities 4 All and Central Coast FC coaches attend. On March 15th we offered a live workshop for sports parents in our community, "The Power of Positive Sports Parenting."
- MOJO Sports APP-Finalized an agreement with MOJO in January 2025. The MOJO sports app supports and empowers our volunteer coaches with age-appropriate world class lesson plans to implement our soccer program. This App also streamlines all program related communication between parents and coaches providing a safe platform to do
- Volgistics-We've signed an agreement with Volgistics, a volunteer management system to support our recruitment process, manage volunteer schedules and support

communication. Since launching Volgistics we've recruited a record-breaking 24 volunteer soccer coaches to implement our spring soccer program.

- **New Pickleball Courts** We invested \$2,600 to stripe 4 pickleball courts at the Vet's Hall to support the exciting growth of pickleball.
- **Program Supplies**-Program supplies listed below were purchased to ensure every participant had the supplies they needed to enjoy the program and support their learning.
 - Volleyballs
 - Soccer Balls
 - Soccer Goals
 - Soccer Golie Gloves
 - Pickleball Nets
 - Pickleballs
- Teammate Recruitment- We held interviews for a Recreation Assistant on October 29, 2024. We're excited to welcome Mr. Michael Camargo as our new Recreation Assistant to support additional sports camps and adult sports. Since joining the team, Michael has led our winter sports camps. In addition to implementing sports camps, Michael spearheaded a men's and women's winter basketball league serving 120 participants. Through Measure R support, we are excited to continue to expand our sports programs and offer more to our community with this new role.

Special Events

- Acquired a set of cable protector ramps to enhance the professionalism and safety of electrical cord management at events.
- Conducted event management research by attending Santa Cruz County Fair with a team of Strawberry Festival stakeholders.
- **Professional Development** Teammate to participate in year 2 of a 2-year comprehensive Event Management School implemented by the International Festivals & Events Association (IFEA) and National Recreation and Park Association.
- **Sponsorship Valuation Tool** Subscribed to a tool to help revamp the Department's sponsorship program approach, proposals and ROI reporting.
- **Event Management Software** Working with IT Department to identify a system to streamline event logistics and centralize vendor management and communication
- Staff is currently working to acquire an event photo activation element to enhance attendee engagement and event visibility.

Community Impact and Engagement

- Measure R funds a full-time Community Impact and Events Coordinator
- Documenting the impact of Ramsay Park's transformation throughout the Ramsay Park Renaissance project duration.
- Increased Recreation Activity Guide publication frequency by producing PCS's first tri-annual Fun Guide (Winter Spring '25), to be published November 15. <u>Fall Winter '24</u> <u>Edition | Spring Summer '25 Edition</u>
- Compiling weekly PCS Council Updates to also be shared with the department, fostering unity and raising awareness of the outstanding work being accomplished by all PCS units
- Attended California Park & Recreation Society (CPRS) JEDI Academy (Justice, Equity, Diversity, and Inclusion) and is instrumental in ensuring our department's approach to community relations is aligned with these principles. Pictured in an article in a recent edition of the <u>CPRS</u> <u>magazine</u>.

• **Location Analytics Software** – Subscribed to an analytics tool, which provides insights into location visitation, granting access to crucial data for event attendance and attendee patterns, park usage trends and more.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:

This action does not meet CEQA's definition of a "project," because the action does not have the potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment.

STRATEGIC PLAN:

- Infrastructure & Environment Measure R funds are used to address enhancements, maintenance, and operations of our community's public parks and playgrounds.
- Public Safety Pro-social youth engagement programs serve as prevention programs that
 provide young people with the skills, assets, and supports needed to be resilient against
 negative and illegal behaviors and to become healthy, thriving adults.
- Community Engagement & Well-being Measure Y funds are used to support youth engagement programs.

FINANCIAL IMPACT:

There is no financial impact. Measure R funds are being utilized as directed by the voters.

ALTERNATIVE ACTION:

None.

ATTACHMENTS AND/OR REFERENCES (IF ANY):

None.



AGENDA REPORT

MEETING DATE: Tuesday, June 17, 2025

TO: COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE

(Measure R)

RECOMMENDED BY: PUBLIC WORKS & UTILITIES DIRECTOR LINDBERG

APPROVED BY: TAMARA VIDES, CITY MANAGER

SUBJECT: PUBLIC WORKS AND UTILITIES DEPARTMENT UPDATE

RECOMMENDATION:

It is recommended that the Revenue Oversight Committee accept by motion the operations report from the Public Works & Utilities Department

BACKGROUND:

The Public Works & Utilities Department has the responsibility for the operation, maintenance, and repair of the city roads and many of the city trails.

DISCUSSION:

The Department's Measure R budget includes funding to support:

Design, repair and/or maintenance of the following streets:

- Ohlone Parkway from Main Street to West Beach Street.
- Green Valley Road from Carey Street to City Limits.
- Bridge Street from Blackburn Street to Beck Street.

Trail repair and maintenance including acquisition of equipment, tools & materials.

The Department's Measure R expenditures:

Purchase of two (2) F250 Pick Up Trucks for Traffic Operations:

Two (2) trucks were purchased for the Traffic Operations staff. The trucks are needed for

staff to perform their daily streets sign maintenance and installation activities.

Green Valley Rd Improvement Project – Carey Ave to Thicket Ln:

The Green Valley Road Improvement project is partially funded by Measure R. Green Valley Road is a vital arterial, serving over 20,000 vehicles per day. The pavement is showing its age, with much of this stretch of roadway in poor condition. The sheer number of trench cuts for the utilities combined with the general poor condition of the pavement contributes to the need to reconstruct the roadway. The Public Works and Utilities Department recently completed an underground utility project to replace sanitary sewer and waterlines on Green Valley Rd. The roadway rehabilitation project will repair the pavement damaged by the utility construction, as well as replace the pavement which has outlived its useful life.

This project will reconstruct 2,200 linear feet of roadway, as well as replace curb ramps and provide a new Audible Pedestrian Signal (APS) at Carnation Drive.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:

N/A

STRATEGIC PLAN:

2-Infrastructure & Environment – Improve Streets, Address City's Aging Facilities. 6-Community Engagement & Well-being – Promote Parks and Pedestrian Safety.

FINANCIAL IMPACT:

There is no financial impact. Measure R funds are being utilized as directed by the voters

ALTERNATIVE ACTION:

None

ATTACHMENTS AND/OR REFERENCES (IF ANY):

None