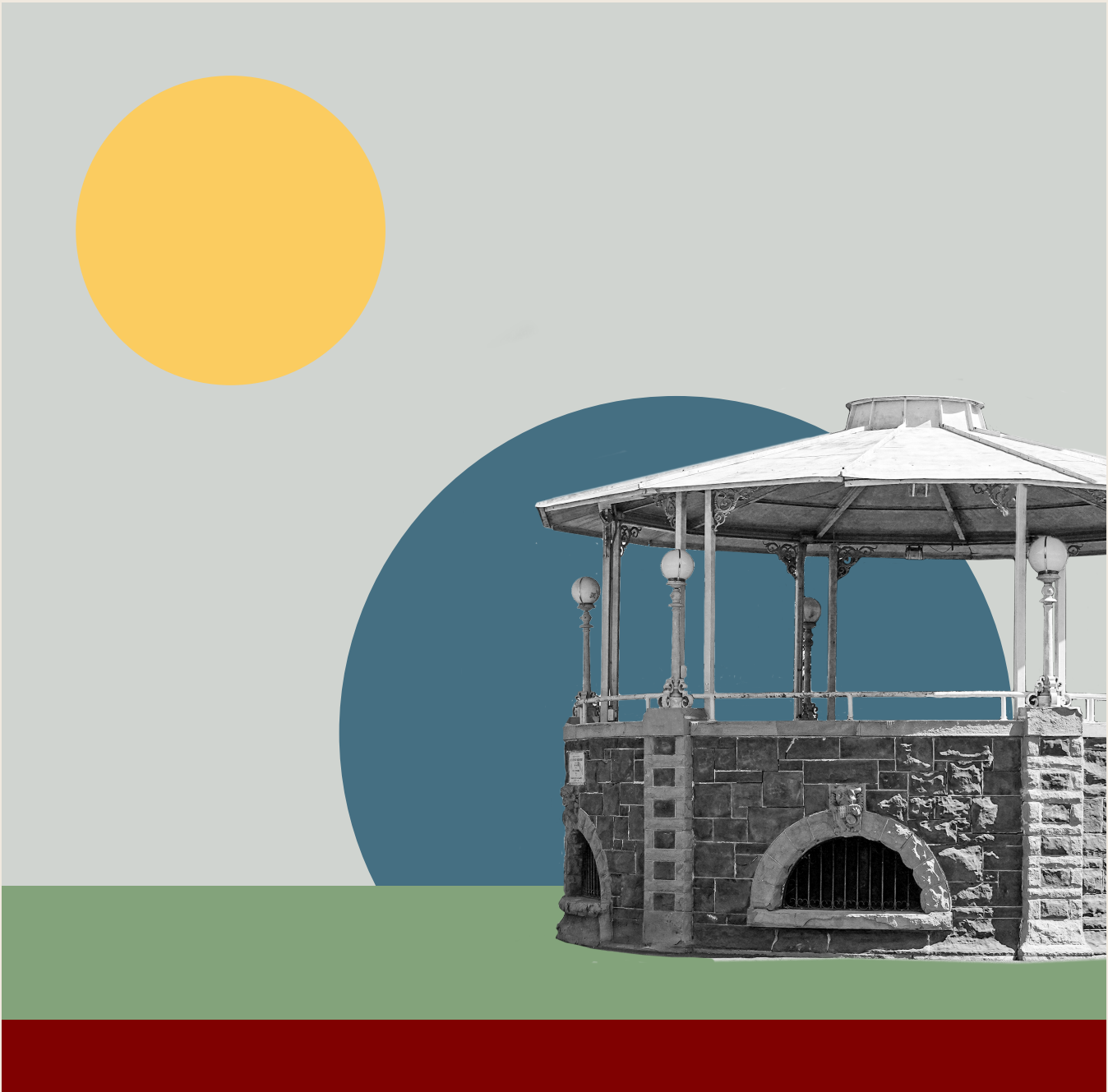


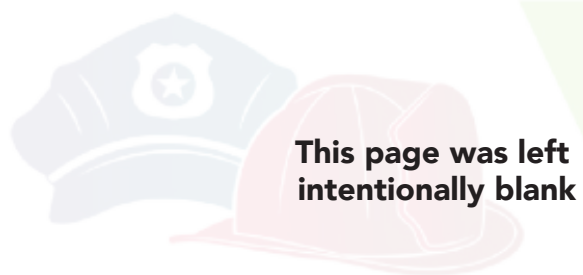


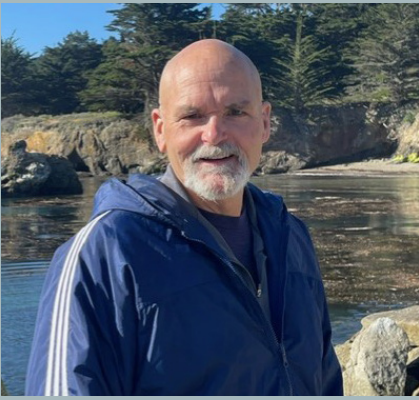
# Public Safety Tax Revenue Measure



**10TH ANNUAL REPORT**  
REPORTING PERIOD: JULY 1, 2024 – JUNE 30, 2025

# MEASURE





I am pleased to present the Revenue Measure Oversight Committee's 10th Annual Report for the year ending June 30, 2025. In the 2020 Primary Election, Watsonville voters approved the renewal of the existing half-cent sales tax, now known as Measure Y. This renewed measure took effect on July 1, 2020.

The Revenue Measure Oversight Committee meets twice annually to review how Measure Y funds are allocated and used by Watsonville's Police, Fire, and Parks and Recreation departments. The half-cent sales tax includes strict accountability provisions, and the committee's role is to ensure that all tax revenue is properly received, allocated, and spent in full compliance with Measure Y.

We are committed to continuing our work with the community to ensure the ongoing success of Measure Y. For public access to reports, presentations, and other relevant information, please visit [watsonville.gov](http://watsonville.gov).

Sincerely,  
**Eric Sturm**

Chair, Measure Y Committee



## Oversight Committee

**Eric Sturm**

Chair - Neighborhood Leader

**Rick Danna**

Realtor

**P J Mecozzi**

Business Owner

**Robby Olson**

Pastor

**Vacant**

**Vacant**

**Vacant**

## Fiscal Accountability



### Audit: Fiscal Year 2023 – 2024

Fiscal Year 2024-25 marks the fourth fiscal year to be completed under the terms of Measure Y, approved by voters on March 2, 2020. Measure Y directs 54% of tax revenues to be allocated to the Police Department, 38% allocated to the Fire Department, and 8% to the Parks and Community Services Department. Attached to this report is the Measure Y Annual Comprehensive Financial Report for the Fiscal Year ending June 30, 2024. Our auditors, Maze and Associates, have issued us an unqualified opinion, which means there are no audit findings. The audit has confirmed that Measure Y funds for the Fiscal Year 2023-24 were spent as required by Measure Y.

### Maintenance of Effort

Measure Y requires that an annual maintenance of effort (MOE) be met. The MOE is an amount of General Fund spending which must be dedicated to Police and Fire Services. The MOE for Police and Fire services is defined as the Fiscal Year 2024-25 adopted General Fund operating budget for each department inflated by change in the April-to-April San Francisco Bay Area Consumer Price Index (CPI).

The MOE requirements for Fiscal Year 2023-24 and FY 2024-25 are shown in Table 1 below. The MOE is met and projected to be exceeded for both fiscal years.

## Financial Actuals for FY Ending June 30, 2024

	Fire Dept. (38%)	Police Dept. (54%)	Parks Dept. (8%)
<b>Revenues</b>			
Tax Revenue	\$1,994,790	\$ 2,834,702	\$419,956
Interest	\$38,990	\$27,438	\$5,776
Other Revenue	\$0	\$1,377	\$0
<b>Expenditures</b>	\$1,820,534	\$3,652,421	\$303,441
<b>Total Revenues</b>	\$5,323,029		
<b>Totals Expenses</b>	\$5,776,396		
<b>Change in Fund Balance</b>	\$453,367		

## Watsonville Fire Department



### Staffing

Measure Y funding is being used to hire and retain nine (9) additional personnel-eight (8) firefighters and one (1) administrative staff person. Due to retirements and resignations in both the General Fund and Measure Y, the department has struggled to continually keep the eight allocated firefighter positions filled. At the start of this reporting period, there was one (1) firefighter position vacant. At the end of this reporting period, it is anticipated that all Measure Y firefighter positions will be filled.



### Apparatus & Equipment

Measure Y funds were used for the following apparatus and equipment related purchases:

- Replaced two staff vehicles
- LifePak 15 Defibrillator, second payment
- Repairs on apparatus and vehicles
- Station uniforms
- Personal protective equipment



### Paramedic Training Program for EMTs

The WFD sponsored three local EMTs through the Paramedic Core Course being offered through South Bay Regional Public Safety Training. The three participants began with the Core Phase (Didactic), which is the first phase of the Paramedic Core Course on November 25, 2023 and completed the course on April 19, 2024. The second phase was the Clinical Course (Hospital Internship) which started on May 1, 2024 and was completed July 12, 2024. The third and final phase began July 14, 2024 and was completed December 21, 2024. Upon successful completion and paramedic certification, two of the three participants began the 16-week fire academy February 24, 2025. It is anticipated that one participant will graduate at the end of June. The second participant resigned from the fire academy after two days. This participant will be reimbursing the WFD/City for all costs associated with the sponsorship and the academy. The third participant was not able to complete his paramedic certification within the time allotted to participate in the Spring academy. This participant is set to participate in the upcoming academy in the Fall of 2025.





## Building Maintenance

Measure Y funds were used to improve both fire stations:

- Fire Station 1 received its first coat of paint since it was originally built in 1980. The final payment was made to the vendor during this reporting period.
- The rollup doors at Station 1 (four doors) and Station 2 (2 doors) were upgraded.
- Work on Station 1 restroom/showers remodel will start in June. During this reporting period, architects completed the design and a contractor was selected to begin the construction phase.
- An extractor will be purchased by the end of this reporting period for Station 2. The extractor is used to clean the personal protective equipment that have exposed to heavy smoke/chemicals.



## Supporting The Mental Health Of First Responders

Measure Y funds were used to provide mental health support to first responders and their families. Mental health clinicians familiar with the fire service and the impact incidents can have on first responders are available to fire personnel and their families when needed.

# Watsonville Police Department

## Staffing

Police training is crucial and it equips officers with knowledge and skills necessary to handle various situations effectively. Training also plays an important role in upholding legal standards, reducing errors, and enhancing officer and community safety. During the reporting period, the personnel was able to attend the following trainings:



- Basic Police Academy, a required course for new police officer trainees, the course includes fundamental principles, procedures and techniques of law enforcement.
- Field Training Program, a course that provides comprehensive guidelines and structured learning content to facilitate newly-assigned peace officers transitioning from the basic police academy to field training where they gain hands-on experience forming the foundation of their career.
- Crime Scene Investigations, a course that prepares and improves the skills needed by sworn and professional staff in documenting scenes, identifying, processing, and collecting evidence, and it prepares them to testify on their findings.
- Chasing Cell Phones, a class that increases law enforcement awareness of evidence and intelligence located in a mobile device and provides detectives with the tools and training to prepare legal demands to lawfully obtain that evidence.
- K9 training in detection, patrol, apprehension, and officer protection. The K9s enhanced sense of smell and agility make them invaluable tools in a variety of law enforcement operations.



## Specialized Department Equipment and Technology:

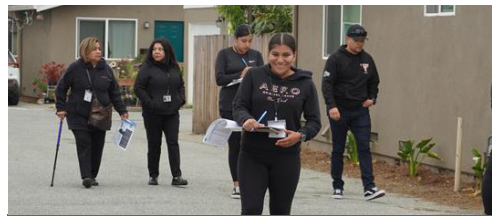
- Unmanned aerial systems (UAS/Drones), equipment used to help solve crime, as well as protect life and property. Some of the uses include search and rescue, photographic evidence collection, overwatch during emergency incidents, response to calls for service, accident and crime scene reconstructions.
- Desk Online Reporting System (DORS), allows community members to report crimes online. DORS has improved response times because it allows officers to attend to higher priority calls and it provides the community with a secure online reporting system that's available 24/7.
- Cellebrite Inc, software that allows law enforcement to have access to critical digital evidence from smartphones to uncover leads faster and expedite case resolution.

The WPD continues to enhance community engagement programming to foster trust and develop coordinated efforts with the community and local non-profits. During the reporting period, the WPD organized the following events:



### Agua con la Chota:

An educational program that engages local farm workers to speak about topics that matter to them. The goal is to help break down barriers and build trust between the community and police.



### Post Incident Team (PIT):

Composed of police and neighborhood leaders who are brought together after a serious incident has occurred. With proper briefing from police, the PIT is strategically sent out to the neighborhood in crisis in an effort to help calm fears and disseminate information about counseling or other social services.



### Coffee with a Cop:

A free and informal gathering that allows the WPD to connect with community members in casual conversation over coffee to improve trust and build relationships.



### National Night Out:

An annual community-focused event that strengthens partnerships between police and residents, fosters neighborhood unity, and promotes public safety. It also serves as an opportunity for WPD to educate the public about local safety programs and initiatives.



### Cadet Program:

provides youth the opportunity to explore the law enforcement field as a possible career choice. Cadets are rotated through a variety of divisions to experience the many aspects of law enforcement and they take on several different roles during community events and serve as liaisons between the police and the youth in the community.



### WPD Youth Academy:

A week-long summer program that allows local youth to gain insights into the work of law enforcement, the various roles and responsibilities of police officers, and a deeper understanding of community policing while exploring diverse career options. It strives to create a safe environment for youth to engage in pro-social, educational, and recreational activities during summer, promote teamwork and an opportunity to build positive relationships.





### List of The Personnel Funded by The Local Sales Tax

Position	# of Positions	Status
Police Officers	7	6 Filled
Police Service Specialist	1	Filled
Property & Evidence Technician	1	Filled
Crime Analyst	1	Filled
Program Coordinator	1	Filled
Administrative Analyst	1	Filled
Police Media Relations & Comm Specialist	1	Filled

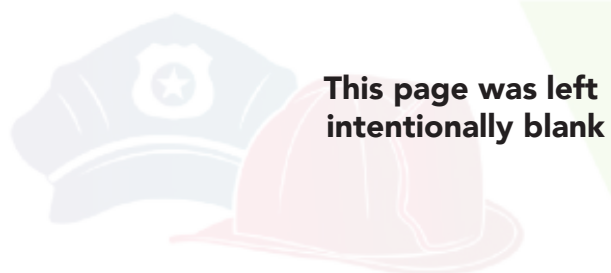
### Caminos hacia el Éxito

Measure Y funds the Caminos hacia el Éxito Program, a diversion program for Watsonville youth who commit a first offense (misdemeanor), which uses evidence-based approaches to hold the youth accountable for their actions. Eligible youth and their families are provided with evidence-based activities such as case management, counseling, restorative circles, mentoring, pro-social activities and a parenting component, such as guiding good choices, a program proven to reduce juvenile delinquency by improving the parents’ skills and bonding with the youth. Once a youth successfully completes the program, the WPD seals the police record per AB 2425. This law aims to support youth development and ensures that all youth have a chance to be kids and the opportunity to thrive in their community.

To date, 261 youth have accepted to participate in Caminos under the Measure Y funding and 205 have successfully completed the program. Of the youth that completed the program successfully, 89% remain arrest free. In addition, a total of 12,152 community service hours were completed by the 205 youth who successfully completed the program. The WPD attributes the success of this program to the strong collaboration with our partners: Pajaro Valley Prevention & Student Assistance, Inc., Santa Cruz County Office of Education, Watsonville Police Activities League, Pajaro Valley Unified School District and the County of Santa Cruz Probation Department.



# MEASURE



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# Parks & Community Services

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.



Measure Y, which was approved by voters in March 2020, included language that allocates eight percent (8%) of the public safety sales tax measure to the Parks and Community Services Department. Language in the Measure states, "the public safety sales tax measure will enable the City to hire more parks and recreation staff for youth prevention programs, increase recreation services to neighborhoods, and upgrade equipment and facilities to increase and improve safe places for youth in the Watsonville



## Free After-School and Summer Programs

The Gene Hoularis & Waldo Rodriguez (GHWR) Youth Center continued to serve as an outlet for youth looking to engage in positive after-school programming. Measure Y funds are used to expand program hours and funds staffing and operations so that these facilities can remain open on Friday from 1:30 pm to 9:00 pm and Saturdays from 2:00 pm to 9:00 pm.

This represents a 55% increase in weekly operating hours during the academic school year compared to prior to receiving these funds. This has allowed the team to plan engaging, positive activities for youth and teens to participate in during these crucial out-of-school times, including video game and sporting event nights, physical activity events, and more.

The free "Passport to Fun Membership" for Watsonville youth removes financial barriers allowing all youth regardless of financial status the opportunity to participate in GHWR Youth Center programming, programming at the Environmental Science Workshop and other youth programs, events and field trips. **The Youth Center saw over 3,000 member check-ins on Fridays and Saturdays from July 1st, 2024, to April 30th 2025.**





## Measure Y budget includes funding to support:

- Staff and supplies for free late night and weekend youth development programs, primarily at the GHWR Youth Center
- Staff, transportation and fees for youth field trips
- Recreation Facility improvements
- Staff, supplies, and contract services for park and playground enhancements, maintenance, and operations



## Highlights funded by Measure Y during this reporting period include:

- 7/6 Karaoke Night
- 7/13 Mid-Summer Carnival
- 7/30 Cosplay Dodgeball
- 8/23 Youth Art Exhibit
- 8/30 Hip Hop Pop Up
- 9/21 Salsa Y Salsa
- 9/27 30th Anniversary of the Watsonville Youth Center
- 10/18 Pumpkin Races
- 10/30 & 10/31 Youth Center Maze of Horror
- 11/8 Bite of Reality Financial Workshop
- 11/22 Friendsgiving
- 12/20 Holiday Party Game Night
- 1/10 New Year, New You (participant haircuts at Fernando's)
- 1/17 Art, Dinner and a Movie (Collaboration with Watsonville Film Festival and Watsonville Brillante)
- 2/8 Football party
- 2/21 Karaoke Night
- 3/23 Workforce Readiness
- 3/28 Spring Into Spring art and music celebration
- 4/18 Ohana Day
- 5/10 Pitch In County Clean-up & Dia de la Madre event
- 5/23 Bite of Reality
- 6/5 School's Out for Summer Party!
- 6/20 Entertainment Night



## Park, Playground and Recreation Facility Maintenance

Measure Y funds support staff, supplies, and contract services for the enhancement, maintenance, and operations of our community's public parks and playgrounds. Due to many years of budget recessions and limitations, the City's parks and facilities have accumulated approximately \$60 million in deferred maintenance needs, excluding Ramsay Park and the City Plaza. These needs range from landscape repair to equipment replacement to termite mitigation to the replacement of playground structures. Investments in these areas are needed to mitigate further damage, address safety concerns, and improve user experience.





The staff and supplies budget lines are used to address some of these deferred maintenance needs. Savings from previous years are also allocated this year to support some of these larger projects. **Highlights include:**



- New Welcome Desk at the Senior Center
- Pickleball Court Conversion at Callaghan Park – in progress
- Franich Park purchase of new collapsable bollards
- Tree maintenance, removals, and installation
- Panther Security Services at Callaghan and Ramsay
- Installed new post and tennis court netting at Crestview Park
- Maintenance on 3 Magnolias and removal of 1 Magnolia at Atri
- Central coast Landscaping new controller installation at Crestview, Hope, and Cherry Blossom Parks.
- RDO services to repair lawn mowers
- Nets and wind screens for sport courts
- 4 Hand dryers for Callaghan
- Repair swing fence at Pinto Lake
- Installation of bollards at River Park
- Temporary fence at Callaghan
- 82 x 16 Full tilt trailer for equipment transport
- Equipment and supplies for Adopt a Park volunteer program
- Irrigation repairs at Ohlone parkway
- Pinto Lake dock repair and restroom roof repair
- Riverside mini fence repair
- Main St tree grate repairs
- Drinking fountain installations
- Restroom plumbing repairs
- Pinto Lake Ballfield purchase of new ADA bleachers
- Crestview Park purchase of new tennis court net posts



### **Projected**

- Callaghan restroom anti vandalism device for toilets
- Installation of new collapsable bollards at Franich Park
- Tree maintenance, removals, and installation
- Playground parts and repairs
- PCS Headquarters renovations (windows, doors)
- Security door readers at Youth Center and PCS HQ



# MEASURE



# Y

