



Community Investment Tax

MEASURE
R
COMMUNITY INVESTMENT
TAX MEASURE

1st Annual Report

REPORTING PERIOD:
June 01, 2024-2025



OVERSIGHT COMMITTEE

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

A LETTER FROM THE COMMITTEE CHAIR

I am pleased to share the Revenue Measure Oversight Committee's 1st Annual Report for the year ending June 30, 2025. In the 2022 Primary Election Watsonville voters approved this half-cent sales tax — now called Measure R. This measure went into effect on March 1st, 2023.

The Revenue Measure Oversight Committee meets twice yearly to review the use of Measure R Revenues by Watsonville's Library, Parks and Recreation, and Public Works and Utilities departments. The half-cent sales tax measure includes accountability provisions and the committee is tasked with making sure that all tax revenue is properly received, allocated, and spent in compliance with Measure R.

The Committee looks forward to continuing to work with the community to ensure the ongoing success of Measure R. Reports, presentations, and other information are available for public review at watsonvilleo.gov.

Sincerely,
Beatriz Vazquez Flores



FISCAL ACCOUNTABILITY

2024-2025

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.

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 year 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			
	Budget FY 24/25	Actual	Projection
Revenues	5,518,000	3,579,735	5,369,602
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 Funds 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 for the Ramsay Park Renaissance Project 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 is 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. 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.

Watsonville Library Department



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.

W/PL 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.

Measure R Funding Supports

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 Service

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 Resource

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.

Watsonville Library Department Measure R Expenditures for FY-2024-2025

Library Facility Enhancements

Rooftop Project

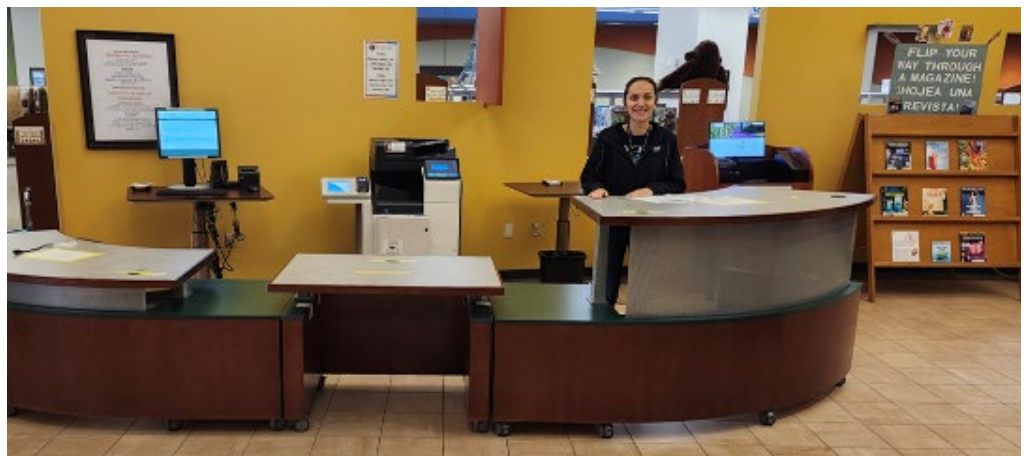
- The KPA Group, a structural and public architectural design firm, completed construction documents for the construction of the rooftop project at the Main Library.
- Currently in permit review process.
- RFP to go out June 2025 and construction to start Fall 2025.
- Total estimated cost \$2,548,982.

New Service Desk

- 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.

Other

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

Parks and Community Services Department



The Parks and Community Services Department (PCS) is dedicated to creating exceptional experiences that enhance the quality of life, improve health and wellness, and promote cultural unity through a variety of recreational and community programs, special events, and facilities. 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. Division teammates maintain 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 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 R Funding Supports:

- Park and Playground Enhancements
- Capital Improvement Projects
- Fund leveraging for Large Community Investment Projects
- Recreation Programs
- Special Events
- Community Impact and Engagement

Parks and Playground Enhancements



- Measure R funds a full-time Administrative Analyst to support workflow management and project implementation
- Landscape Maintenance - Contract with K & D Landscaping to maintain medians and street landscapes.
- Equipment Replacement – Purchases include a flail mower for 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.

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.

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. This year the following projects were completed:
 - Replacement of basketball backboards
 - Replacement of irrigation controllers at various parks
 - 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.
- **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.

Savings 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.



Watsonville Asset Builders Collaborative

The Watsonville Asset Builders Collaborative focuses on providing youth in the Pajaro Valley with essential “assets”—the building blocks they need to feel valued, respected, and recognized. The collaborative also coordinates all youth-serving organizations in Pajaro Valley to achieve collective impact.

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 Nucleus



Measure R funding played a vital role in supporting Spring Break programming at the Nucleus (formerly, the Science Workshop) by enabling the expansion of hands-on 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. She has coordinated a new weekly Crochet Club, plans trips, and has been instrumental in offering a variety of new classes. Older adult programs include:

- Older Adult Strategic Plan
- Bilingual Chair Yoga
- TaiJi
- World Dance
- Beginning Ballet
- Storytelling
- Sr. Prom Event
- Fundamentals of Art Supplies
- Older Adult Strategic Plan
- Beginner Ukelele Classes
- Lunchtime sing-along
- Valentine's Day Dance
- Senior Resource Fair
- New Computers
- Upgraded Flooring in Conference Room
- Security Cameras

Recreation Programs



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
- Skyhawks Sports
- Quicksilver Swimming
- Pickleball
- Tennis
- Cheer and Hip-Hop Dance

- Young Artists Classes
- Tot & Me
- Line Dancing

Additional Sport Offerings

- Sports Camps
- Adult Sports

Program Enhancements

- **Positive Coaching Alliance:** Workshops included: "Double-Goal Coach, Coaching for Winning and Life Lessons" for our youth soccer coaches
- **MOJO Sports APP:** Supports and empowers volunteer coaches with world class lesson plans for our soccer program.
- **Volgistics:** A volunteer management system to support our recruitment process, communication, and manage volunteer schedules
- **New Pickleball Courts:** Invested \$2,600 to stripe 4 pickleball courts at the Vet's Hall

- **Program Supplies:**

Purchased supplies included: volleyballs, soccer balls, soccer goals, soccer goalie gloves, pickleball nets, and pickleballs.

- **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

Community Impact and Engagement

- Measure R funds a full-time Community Impact and Events Coordinator

- Increased Recreation Activity Guide publication frequency
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



- **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.

Public Works and Utilities Department

The Public Works & Utilities Department has the responsibility to operate, maintain, and repair the city roads and many of the city's trails.



Green Valley Rd Improvement Project – Carey Avenue to Thicket Lane

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.

Design, Repair and Street Maintenance

- 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.

Measure R Expenditures

Two F250 Pick Up trucks were purchased for the Traffic Operations staff. The trucks are needed for staff to perform their daily streets sign maintenance and installation activities.