



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 www.santacruzcounty.us

Carlos J. Palacios, County Administrative Officer

NEWS RELEASE

Date: May 30, 2025

Contact: Jason Hoppin

Jason.Hoppin@santacruzcountyca.gov

PUBLIC INPUT SOUGHT FOR MEASURE Q VISION PLAN

The County of Santa Cruz invites community members to take part in a countywide effort to help shape the Measure Q Vision Plan, which will guide investments in clean water protection, wildfire resilience, public access, and preservation of parks, beaches, and natural areas.

To support the development of the Vision Plan, Santa Cruz County Parks will host a series of community open house meetings throughout the month of June, along with an online survey. All residents are encouraged to participate and share their ideas for local investments in climate resilience, parks, trails, and natural lands.

ONLINE SURVEY

An online survey will be available from May 30 through July 3, in both English and Spanish:

- English: https://www.surveymonkey.com/r/MQVP_Eng
- Spanish: https://www.surveymonkey.com/r/MQVP_Span

IN-PERSON COMMUNITY MEETINGS

Each meeting will follow an open house format with interactive stations, maps, and bilingual materials. Community members are welcome to drop in at any time during the scheduled meeting time.

- **Monday, June 9 – South County**

6:00–7:30 PM

Civic Plaza Community Room, 275 Main Street, Watsonville (4TH Floor)

Bilingual staff in attendance

- **Tuesday, June 10 – San Lorenzo Valley**

5:30–7:00 PM

Highlands House, 8500 CA-9, Ben Lomond

- **Tuesday, June 17 – Mid County**

5:30–7:00 PM

Live Oak Community Center (Simpkins Family Swim Center), 979 17th Avenue,
Santa Cruz

Bilingual staff in attendance

VIRTUAL COMMUNITY MEETING

For those unable to attend in person, a virtual meeting will be held on:

- **Thursday, June 26**

5:30–7:00 PM

Zoom link to be posted at www.santacruzcountycalifornia.gov/MeasureQ.aspx

Survey responses and feedback collected during the meetings will directly inform the Vision Plan, which will identify priority geographies, activities, and equity goals for Measure Q-funded projects.

Approved by voters in 2024, Measure Q, formally titled the “Safe Drinking Water, Clean Beaches, Wildfire Risk Reduction, and Wildlife Protection Act,” will generate over \$7 million annually to support local conservation and climate resiliency efforts. The Vision Plan will help determine how these funds are prioritized over the next five years, ensuring they reflect the values and needs of communities across Santa Cruz County. For more information, visit: www.santacruzcountycalifornia.gov/MeasureQ.aspx

###