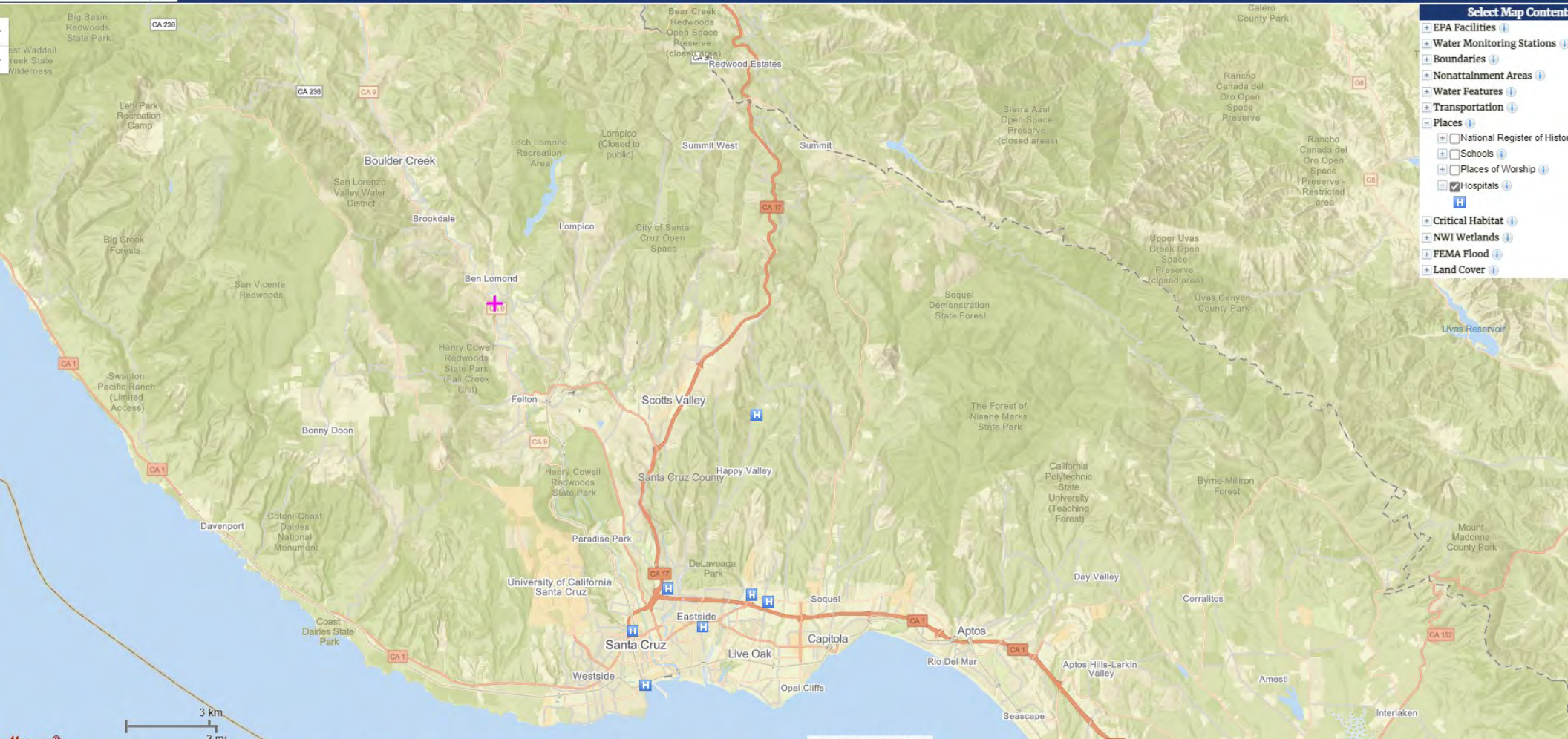


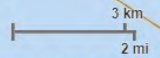
**MEDICAL**

CA-9, Ben Lomond, X Q

Basemap Imagery Draw Erase Save Session Tools More Data



- Select Map Content
- EPA Facilities
  - Water Monitoring Stations
  - Boundaries
  - Nonattainment Areas
  - Water Features
  - Transportation
  - Places
    - National Register of Historic Places
    - Schools
    - Places of Worship
    - Hospitals
  - Critical Habitat
  - NWI Wetlands
  - FEMA Flood
  - Land Cover



37.107490, -121.814600

Leave now Options

---

---

**via Graham Hill Rd** **25 min**  
 Fastest route now, avoids crash on CA-1 S 11.1 miles  
[Details](#)

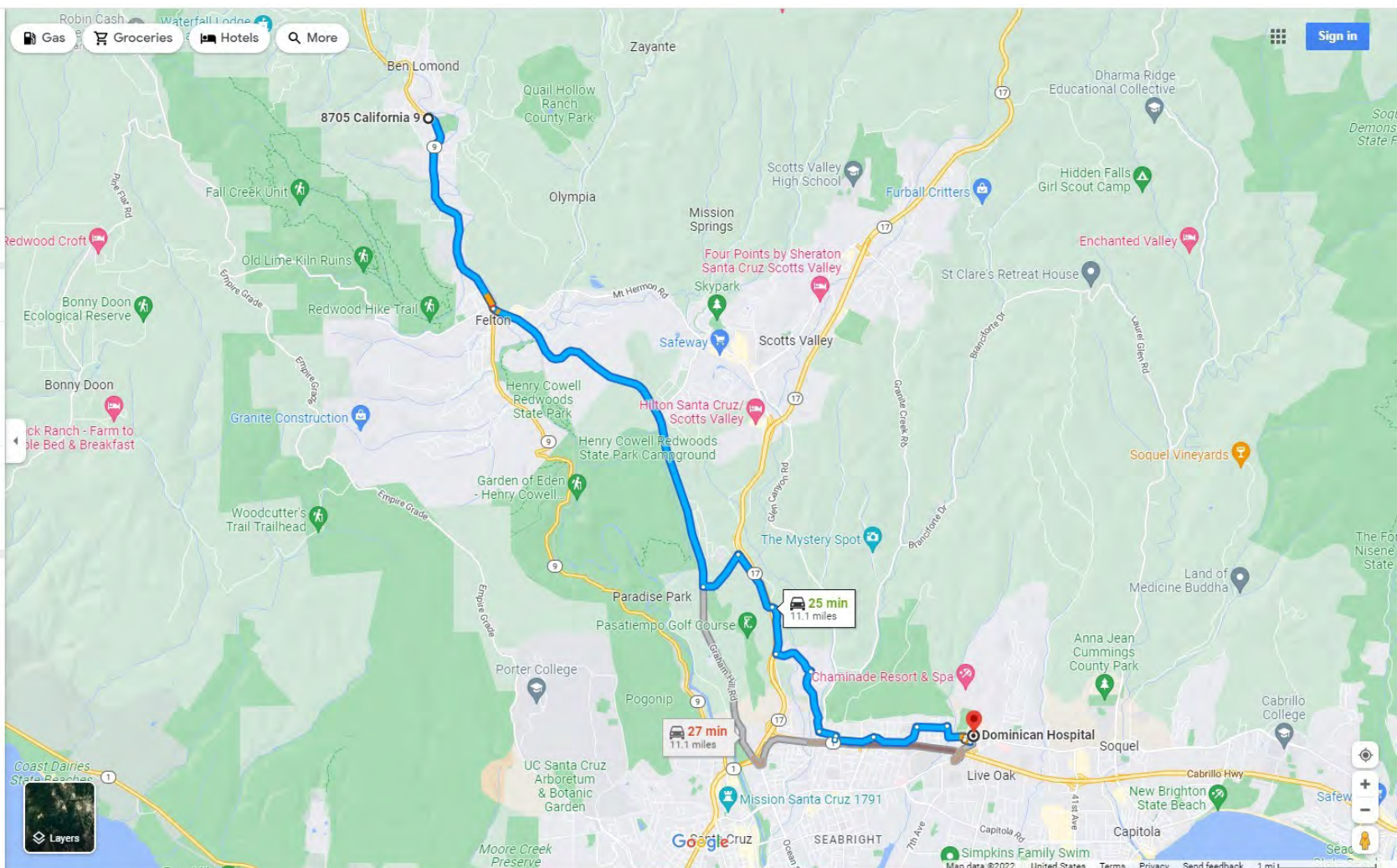
---

**via CA-9 S/Hwy 9 and Graham Hill Rd** **27 min**  
 Crash on CA-1 S causing 6-min delay 11.1 miles

---

**Explore Dominican Hospital**

Restaurants   Hotels   Gas stations   Parking Lots   More



Add destination

Leave now Options

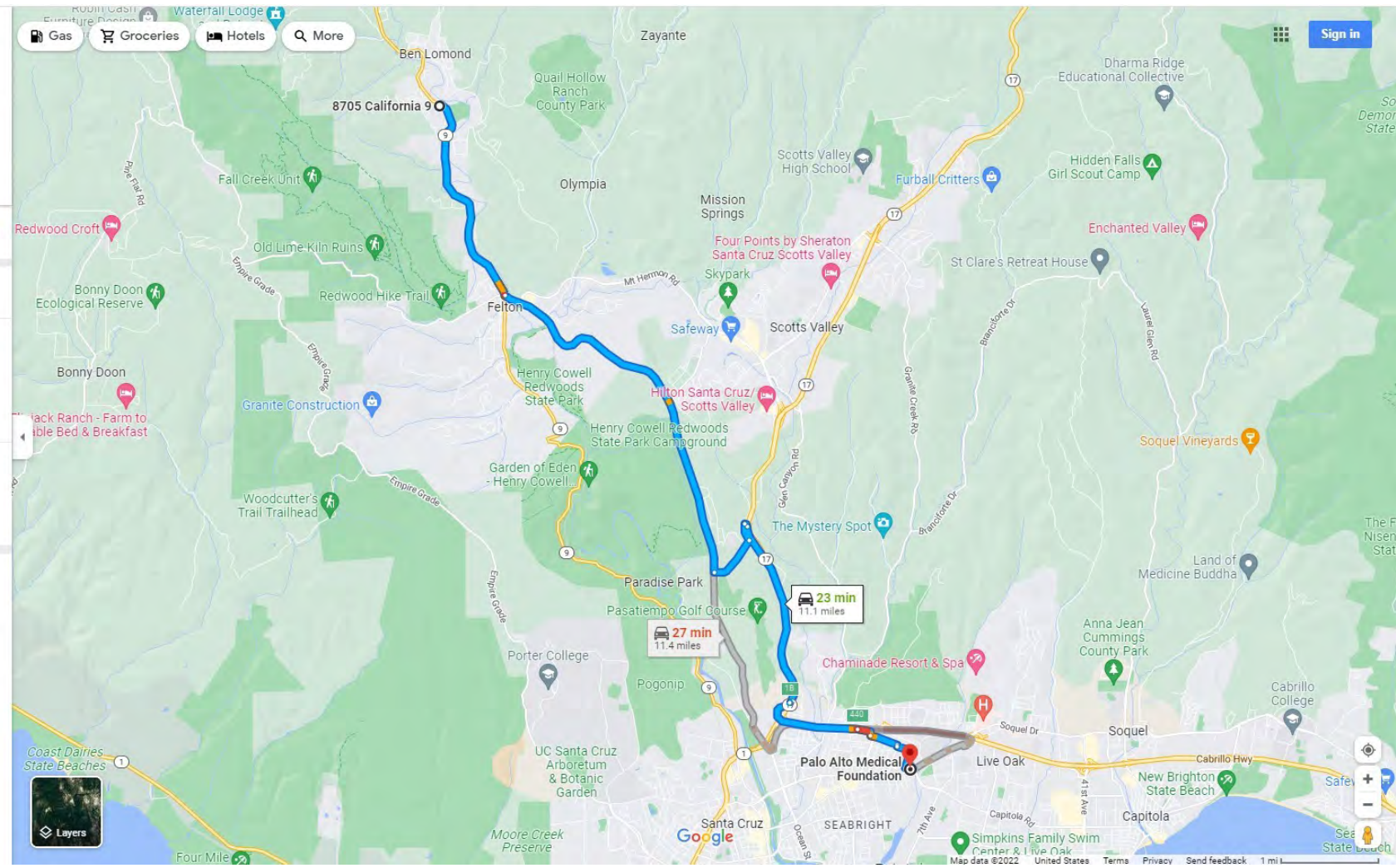
Send directions to your phone

**via Graham Hill Rd** **23 min**  
 Fastest route now due to traffic conditions 11.1 miles  
[Details](#)

**via CA-9 S/Hwy 9 and Graham Hill Rd** **27 min**  
 Crash on CA-1 S causing 6-min delay 11.4 miles

Explore Palo Alto Medical Foundation

Restaurants
 Hotels
 Gas stations
 Parking Lots
 More

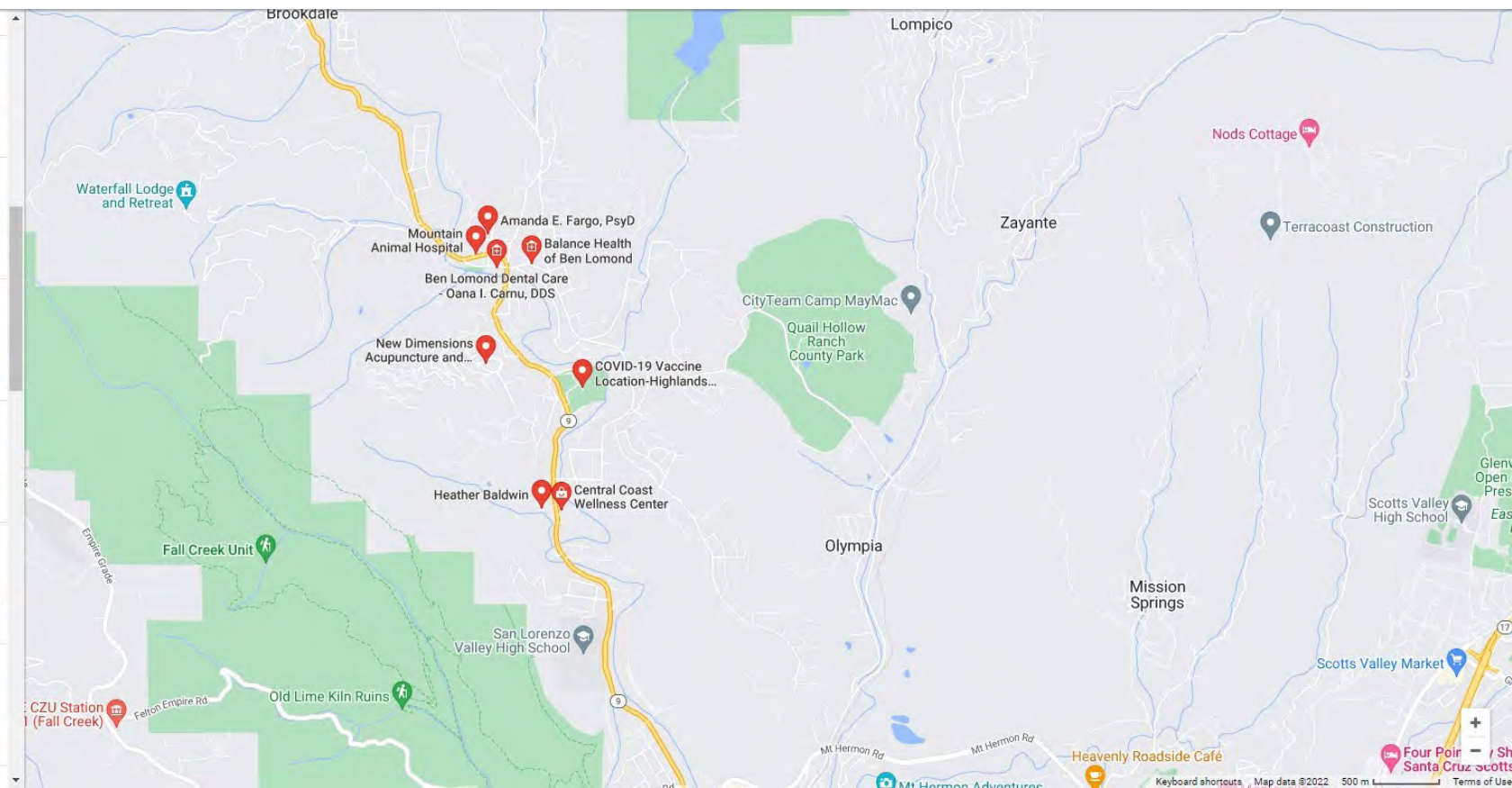


Sort by **Best match**

- Balance Health of Ben Lomond**  
No reviews · Doctor  
Ben Lomond, CA  
Open now · (831) 336-1300
- COVID-19 Vaccine Location-  
Highlands Park Senior Center-Ben Lomond**  
No reviews · Medical laboratory  
8500 CA Highway
- Heather Baldwin**  
No reviews · Psychologist  
155 Willowbrook Dr  
(831) 336-5196
- Courtney Walter**  
No reviews · Psychologist  
155 Willowbrook Dr  
(831) 336-5196
- Moses Yao**  
No reviews · Psychologist  
155 Willowbrook Dr  
(831) 336-5199
- Kyla Ivey**  
No reviews · Psychologist  
155 Willowbrook Dr  
(831) 336-5196

Map showing medical facilities near Ben Lomond, California. Key locations include Brookgate, Lompico, Zayante, Olympia, Mission Springs, and Fall Creek Unit. Landmarks include Quail Hollow Ranch County Park and San Lorenzo Valley High School. Markers for medical facilities include Balance Health of Ben Lomond, COVID-19 Vaccine Location, Heather Baldwin, Courtney Walter, Moses Yao, Kyla Ivey, Mountain Animal Hospital, Ben Lomond Dental Care, and Central Coast Wellness Center. Other points of interest include Waterfall Lodge and Retreat, Nods Cottage, Terracoast Construction, CityTeam Camp MayMac, and Heavenly Roadside Café.

- Dawn Whitaker**  
No reviews - Psychologist  
155 Willowbrook Dr  
(831) 336-5199
- Sol Silverman**  
No reviews - Psychologist  
155 Willowbrook Dr  
(831) 336-5196
- Michael Greenberg**  
No reviews - Psychologist  
155 Willowbrook Dr  
(831) 336-5199
- Matthew Sassman**  
No reviews - Psychologist  
155 Willowbrook Dr  
(831) 336-5199
- Jadee Dickerson**  
No reviews - Psychologist  
155 Willowbrook Dr  
(831) 336-5196
- Patricia Daume**  
No reviews - Psychologist  
155 Willowbrook Dr  
(831) 336-5199



Map navigation controls including a zoom in (+) and zoom out (-) button, a search bar, and a scale bar showing 500 meters. The text "Keyboard shortcuts" and "Map data ©2022" is also visible.

**Laura Koonin**  
 No reviews · Psychologist  
 155 Willowbrook Dr  
 (831) 336-5196

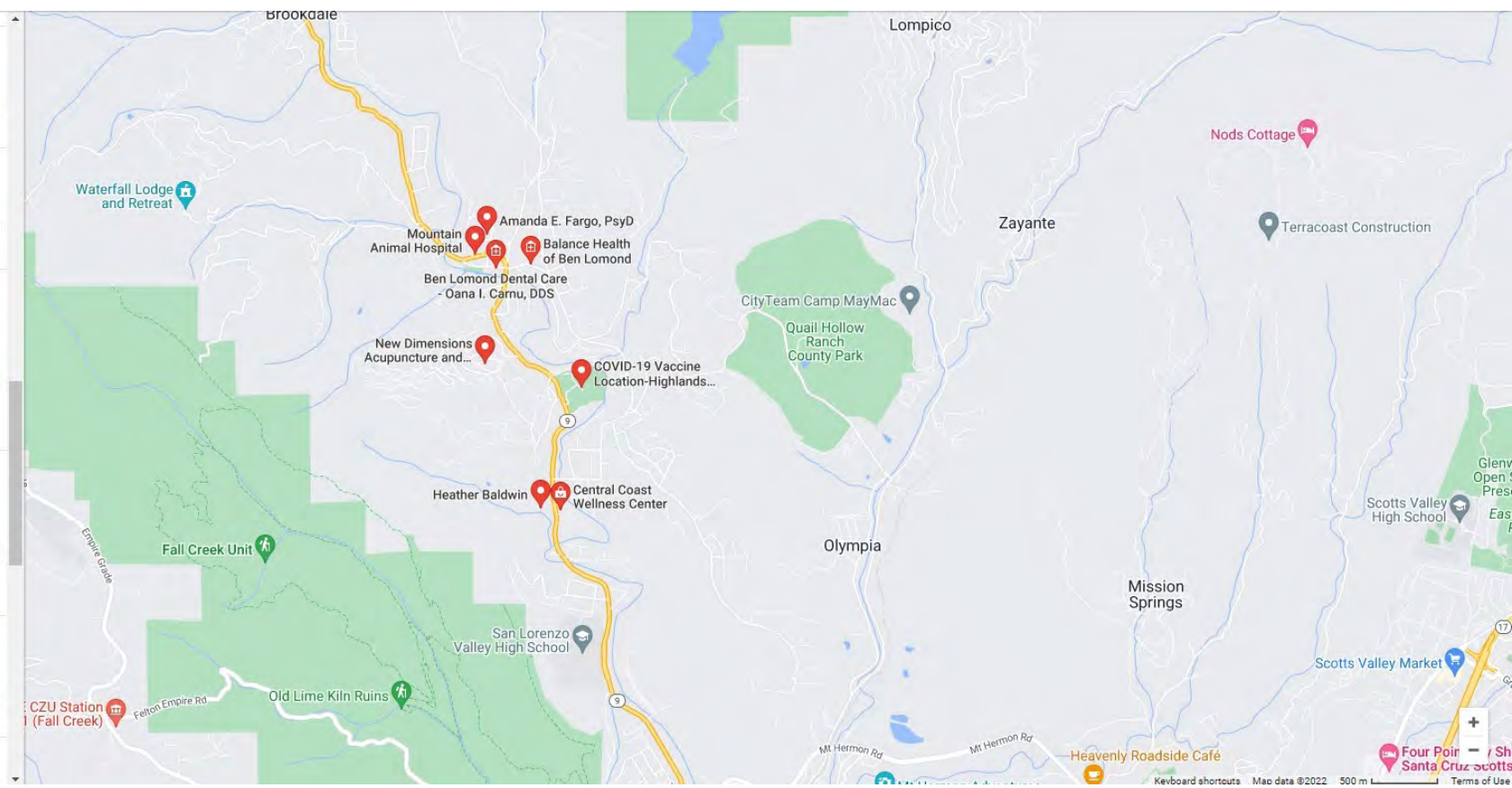
**Amanda E. Fargo, PsyD**  
 No reviews · Mental health clinic  
 231 Main St  
 Open now · (831) 246-0456

**Central Coast Wellness Center**  
 4.8 ★★★★★ (44) · Cannabis st...  
 7932 CA-9  
 Open · Closes 8PM · (831) 704-73...  
 In-store shopping ·  
 in-store pickup · Delivery

**Ben Lomond Dental Care - Oana I. Carnu, DDS**  
 5.0 ★★★★★ (7) · Dental clinic  
 9377 Mill St  
 Open · Closes 5PM · (831) 336-22...  
 Medicare accepted

**Mountain Animal Hospital**  
 4.8 ★★★★★ (53) · Animal hosp...  
 9550 Hwy 9 · In Mountain Feed & ...  
 Closes soon · 4PM · (831) 425-12...

**Janene Forsyth LMFT**  
 No reviews · Mental health clinic



4.8 ★★★★★ (53) · Animal hosp...  
9550 Hwy 9 · In Mountain Feed & ...  
Closes soon · 4PM · (831) 425-12...

WEBSITE DIRECTIONS

Janene Forsyth LMFT  
No reviews · Psychotherapist  
(831) 471-7775

WEBSITE

New Dimensions  
Acupuncture and  
Herbology  
No reviews · Acupuncture clinic  
550 Hillcrest Dr  
Open · Closes 6PM · (831) 335-15...

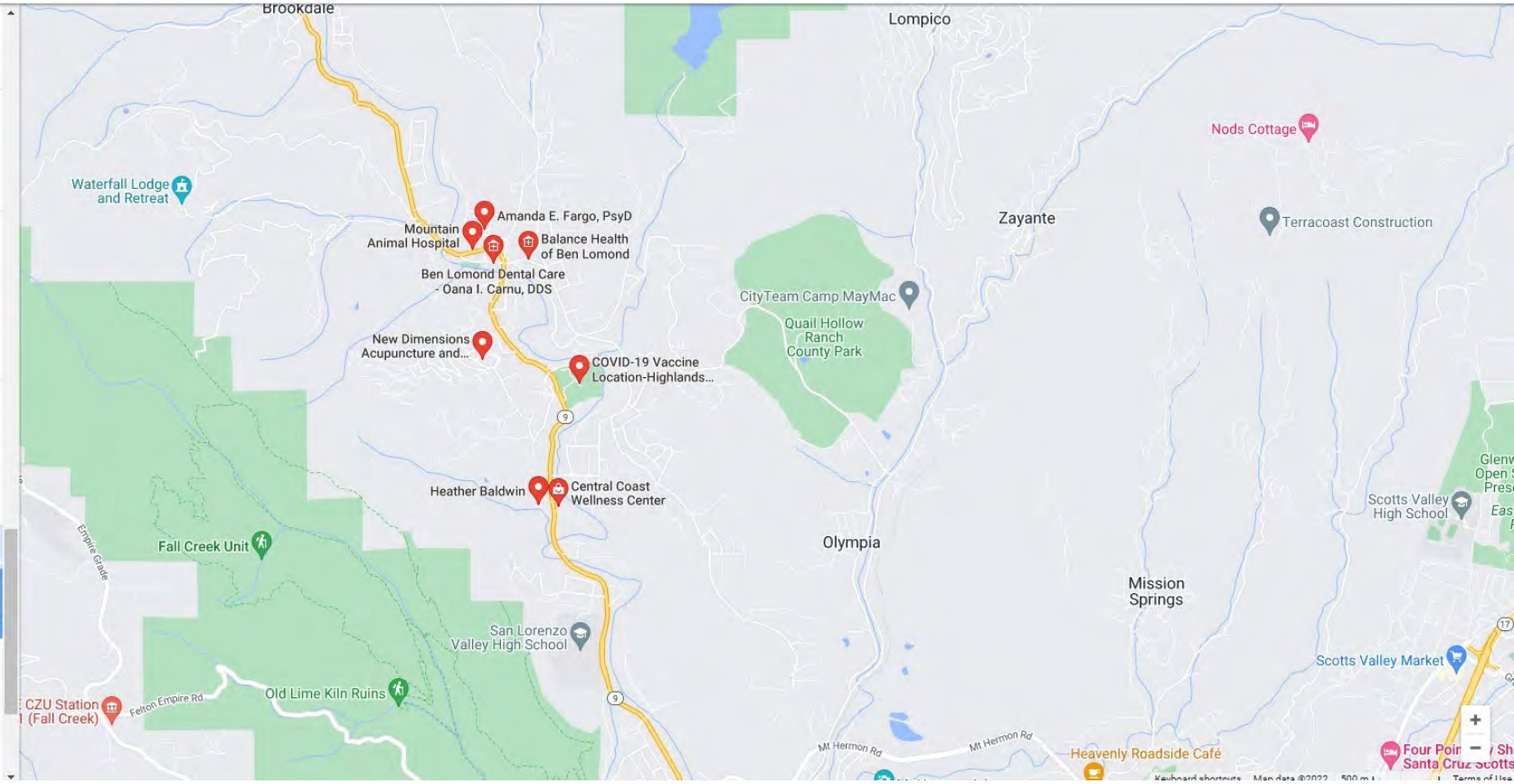
WEBSITE DIRECTIONS

New Dimensions  
Acupuncture  
5.0 ★★★★★ (2) · Acupuncture ...  
550 Hillcrest Dr  
Open · Closes 6PM · (831) 335-15...

WEBSITE DIRECTIONS

Can't find what you are looking for?  
ADD A MISSING PLACE

Looking for something different?  
See web results





# **EMERGENCY MEDICAL**



Santa Cruz County Home Government

HSA Home

HSA Divisions >

HSA Helpdesk Contact Form

Health Alerts

Reports & Statistics



HSA Services A-Z

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Job Opportunities

## Health Services Agency (HSA)

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Meaningful Use and Public Health

Medical Marijuana Identification Card

Medical Reserve Corps

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Public Health - Frequently Asked Questions

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HSA Divisions > Public Health > Emergency Medical Services

### Emergency Medical Services

[History](#) - [Status](#) - [Deployment](#) - [Web Links](#) - [Meetings/Minutes](#) - [EMS Reports](#)

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## Health Services Agency (HSA)

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# **SOCIAL SERVICES**

- Community Bridges Meals**  
 No reviews · Social services orga...  
 8500 Hwy 9  
 (831) 336-5366

[WEBSITE](#) [DIRECTIONS](#)

---

- Volunteer Center-Santa Cruz**  
 No reviews · Social services orga...  
 231 Main St  
 Closes soon · 5PM · (831) 427-50...

[WEBSITE](#) [DIRECTIONS](#)

---

- Valley Churches United**  
 4.8 ★★★★★ (41) · Social servi...  
 9400 Hwy 9  
 Closed · Opens 9AM Wed · (831) ...

[WEBSITE](#) [DIRECTIONS](#)

---

- Mary C. McFadden, LCSW**  
 No reviews · Social worker  
 115 Whittier Ave  
 (650) 493-5000

[WEBSITE](#) [DIRECTIONS](#)

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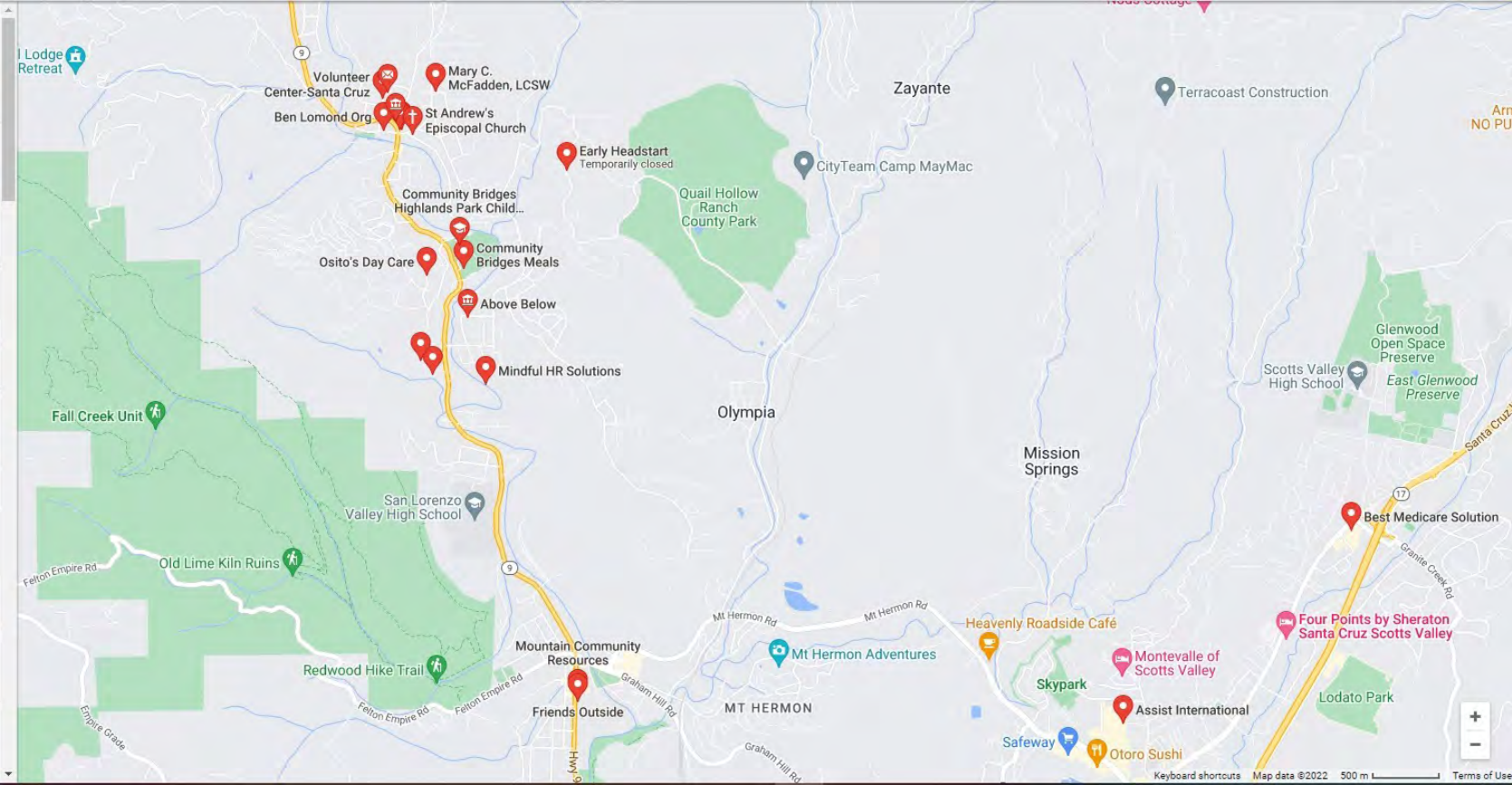
- Valley Churches United Missions - Food Distribution Center**  
 No reviews · Food bank  
 9400 CA-9 · In Valley Churches U...  
 Closed · Opens 9AM Wed · (831) ...  
 Grocery pickup

[WEBSITE](#) [DIRECTIONS](#)

---

- Early Headstart**  
 No reviews · Counselor  
 325 Marion Ave

[DIRECTIONS](#)



**Early Headstart**  
 No reviews · Counselor  
 325 Marion Ave  
 Temporarily closed · (831) 336-8836

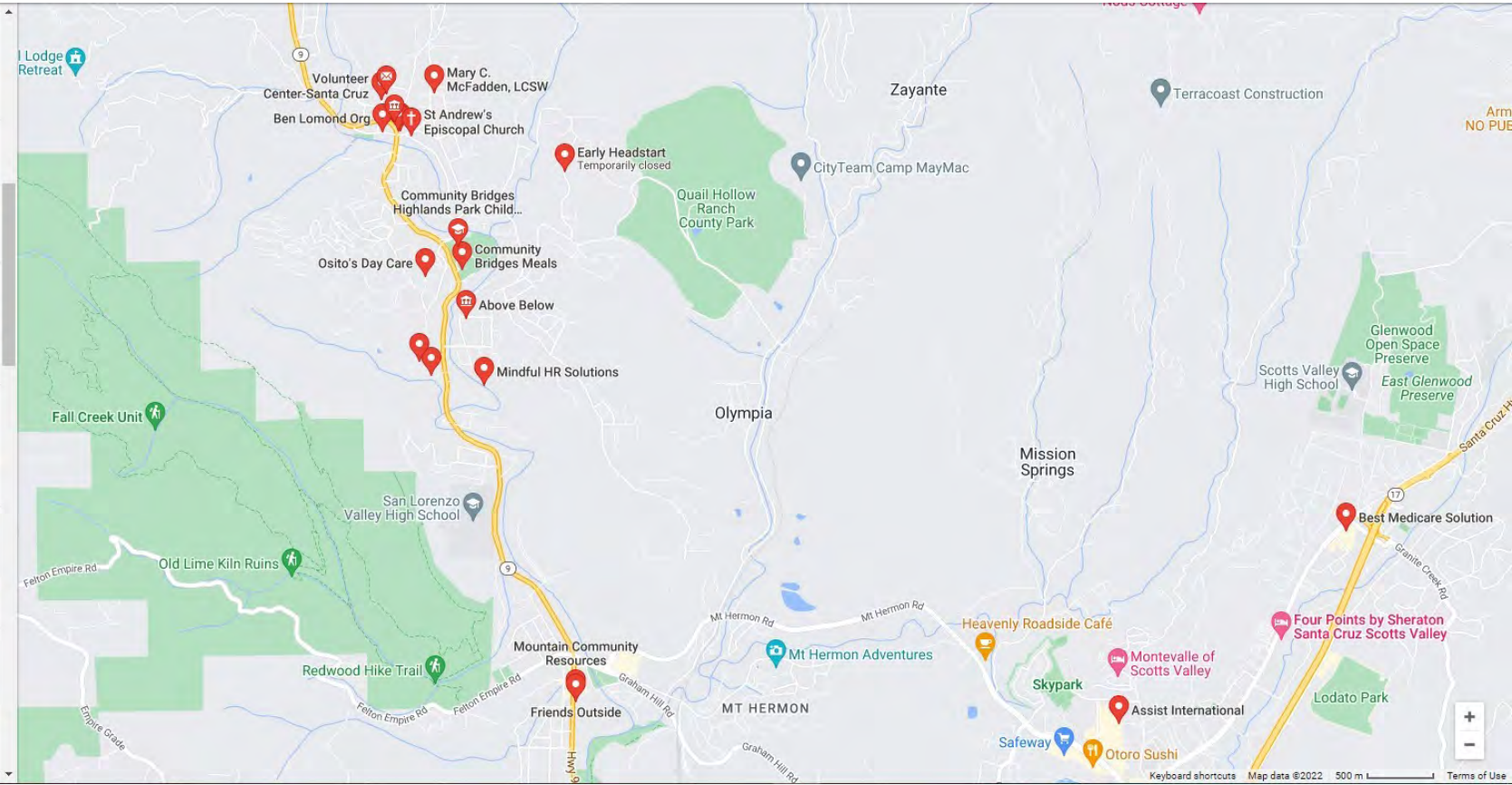
**Mountain Community Resources**  
 4.6 ★★★★★ (24) · Social servi...  
 Felton, CA  
 Closes soon · 4:30PM · (831) 335...

**Cindy Klaniecki**  
 No reviews · Social worker  
 210 Coon Heights Rd  
 (831) 210-0423

**Friends Outside**  
 5.0 ★★★★★ (1) · Social service...  
 Felton, CA  
 (831) 336-9387

**Willowbrook**  
 No reviews · Assisted living facility  
 155 Willowbrook Dr  
 (831) 336-5196

**United States Postal Service**  
 2.9 ★★★★★ (23) · Post office  
 250 Main St  
 Closes soon · 4:30PM · (800) 275...



**Ben Lomond Org**  
 No reviews · Contractor  
 9400 Mill St  
 (831) 336-2278

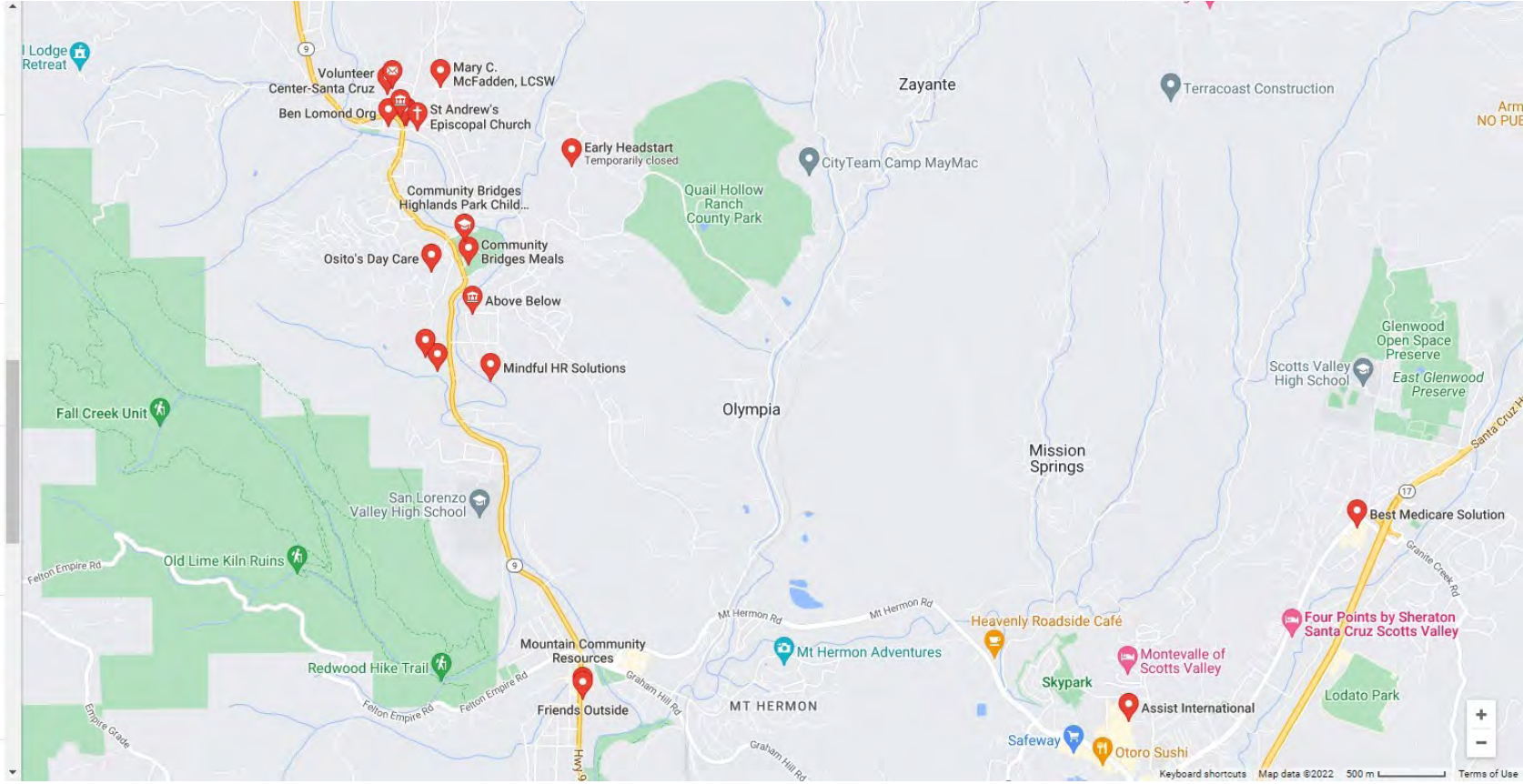
**Ben Lomond Fire Department**  
 4.0 ★★★★★ (2) · Fire station  
 9430 Hwy 9  
 Closes soon · 5PM · (831) 336-54...  
 "... was such a great service to us and the surrounding..."

**Mindful HR Solutions**  
 No reviews · Human resource consulting  
 7909 Fremont Ave  
 Open now · (831) 435-9642

**Community Bridges Highlands Park Child Development Center**  
 No reviews · Preschool  
 8500 CA-9  
 Closed · Opens 8AM Wed · (831) ...

**St Andrew's Episcopal Church**  
 5.0 ★★★★★ (5) · Episcopal ch...  
 101 Riverside Ave  
 (831) 336-5994

**Above Below**



**Above Below**  
No reviews · Employment agency  
149 Arden Ave  
(831) 336-2572

[DIRECTIONS](#)

**Assist International**  
No reviews · Social services orga...  
Scotts Valley, CA · In Kings Villag...  
(831) 438-4582

[WEBSITE](#) [DIRECTIONS](#)

**Osito's Day Care**  
No reviews · Day care center  
670 Crest Dr  
(831) 336-8489

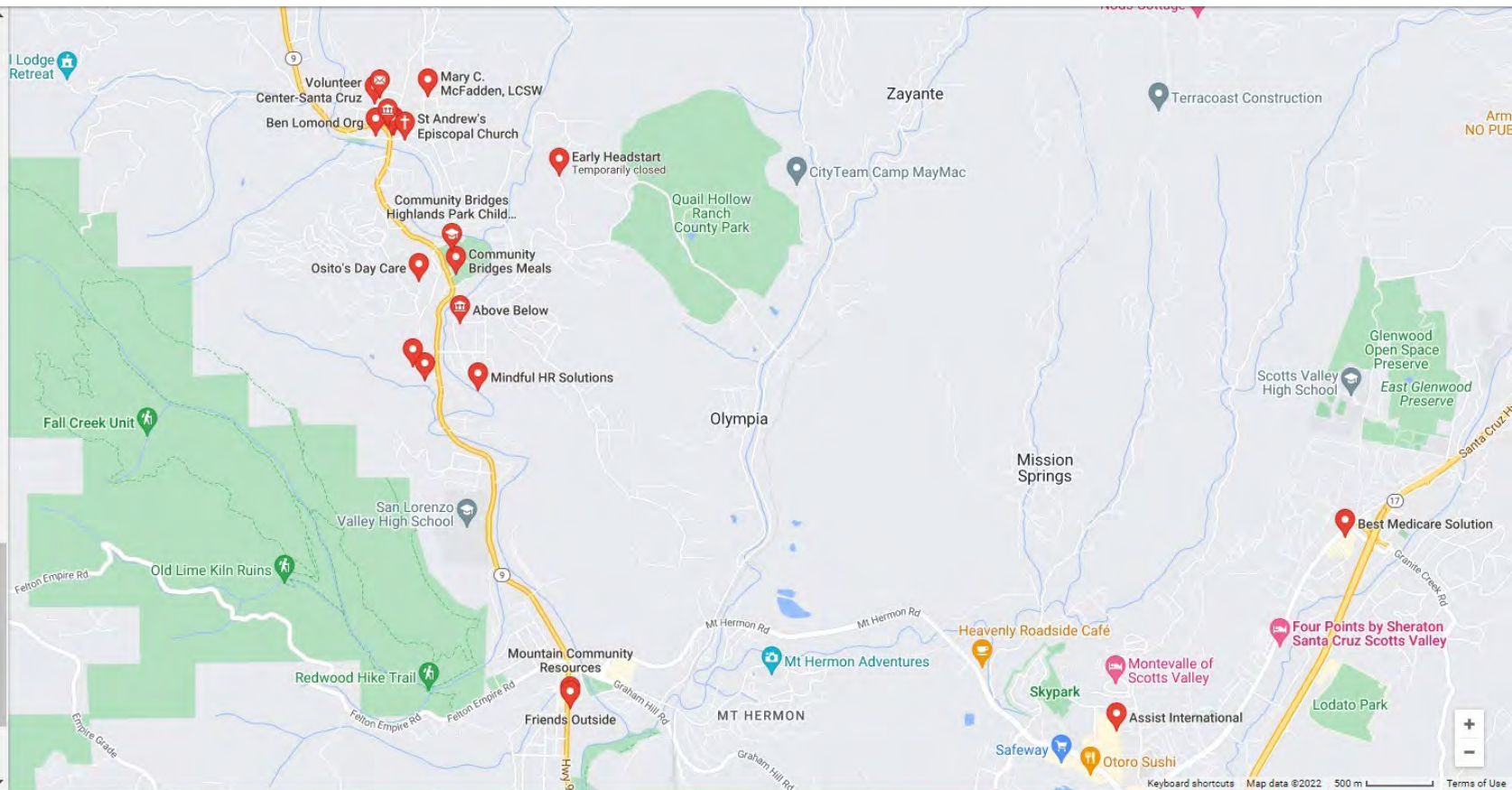
[DIRECTIONS](#)

**Best Medicare Solution**  
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# **SOLID WASTE**



## Recycling & Trash

- [Ben Lomond Diversion Guide](#)
- [Buena Vista Diversion Guide](#)
- [Composting](#)
- [Curbside Recycling Guide](#)
- [Drop-Box Haulers](#)
- [Franchise Hauler](#)
- [FY 2023 Rate Sheet](#)
- [Green Business Program](#)
- [Green Schools Program](#)
- [Household Hazardous Waste\(HHW\)](#)
- [Illegal Dumping](#)
- [Public Notices](#)
- [Quick Links](#)
- [Recycling](#)
- [Recycling and Disposal Facilities](#)
- [Treated Wood Waste](#)
- [Universal Service](#)
- [What Goes Where](#)
- [What's New](#)
- [Zero Waste Plan](#)

[2022 Cost of Service Report - Proposed New Recycling & Solid Waste Services Charge](#)

[FAQ's for Proposed New Solid Waste and Infrastructure Charge](#)

[Notice of Public Hearing - Tuesday, June 7, 2022](#)



Santa Cruz County Recycling & Trash Services is responsible for the operation and administration of solid waste diversion and disposal in the unincorporated area of the County. We operate the County's two solid waste facilities, the Buena Vista Landfill west of Watsonville and the Ben Lomond Transfer Station in the San Lorenzo Valley.

Recycling & Trash employs 49 operations and administration staff who are dedicated to providing quality service to the general public. We collaborate with local non-profit agencies to carry out community public education and waste reduction programs.

### We are charged with many public service responsibilities including:

Operation of landfill and transfer station disposal and recycling services and household hazardous waste collection

Development of programs designed to meet statewide diversion goals and other mandates, including the diversion of food waste and other organic material

Implement the County's Zero Waste Plan designed to achieve a 75% reduction in landfill disposal by 2010 and additional reductions in future years.

Landfill design and engineering

Liaison and reporting to a variety of state and federal agencies regarding solid waste facilities compliance and pollution control programs

Heavy equipment fleet maintenance

Administration of garbage and recycling collection franchise services

### 2022 Holiday Schedule

#### Buena Vista Location

[1231 Buena Vista Dr., Watsonville, CA](#)  
(831) 454-2430 or  
(831) 454-5153

County Landfill  
Open Mon. - Sat.  
7:30 am - 3:30 pm

BV Household  
Hazardous Waste  
Open every Wed.,  
Fri., & Sat.  
7:30 am - 3:30 pm

#### Ben Lomond Location

[9835 Newell Creek Rd., Ben Lomond, CA](#)  
(831) 454-2430 or  
(831) 454-3951

County Transfer Station  
Open Mon. - Sat.  
7:30 am - 3:30 pm

BL HHW Facility  
Open every Thurs.  
7:30 am - 3:30 pm

#### Other Household Hazardous Waste

City of Santa Cruz  
Resource Recovery  
Facility  
Open every Sat.  
7:30 am - 3:30 pm

**Please note: The Santa Cruz City HHW Drop-Off Site will be temporarily closed for facility improvements.**

**Please visit the City's website by clicking [HERE](#) for more information.**

[605 Dimeo Lane Santa Cruz, CA](#)  
(831) 420-6270

#### Santa Cruz County Solid Waste & Recycling Main Office

701 Ocean St., Room 410  
Santa Cruz, CA 95060





# **WATER SUPPLY**



# San Lorenzo Valley WATER DISTRICT



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## DISTRICT SPOTLIGHT



## **Water Quality Update – Summer Water Source Change »**

Due to the impacts of the 2020 CZU Lightning Complex Fires and dry summer months, the District is switching over to...



## **SLV Water has Two positions to Fill. Water Quality/Treatment Manager and a Construction Inspector »**

Two positions available – Water Quality and Treatment Manager and Construction Inspector.



## **Santa Cruz County Grand Jury issues report on Drought Resilience »**

The 2021–2022 Santa Cruz County Civil Grand Jury issued a report on May 24 entitled Our Water Account Is Overdrawn—...



## **5-mile Constructability Study »**

The CZU fire resulted in extensive damage to the San Lorenzo River watershed with significant impacts to the San...

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# WHAT'S HAPPENING



San Lorenzo Valley Water ...

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July						
S	M	T	W	T	F	S
					1	2
3	<a href="#">4</a>	<a href="#">5</a>	6	<a href="#">7</a>	8	9
10	<a href="#">11</a>	<a href="#">12</a>	13	14	15	16
17	18	<b>19</b>	20	<a href="#">21</a>	22	23
24	25	26	27	<a href="#">28</a>	29	30
31						

Local Weather

### Upcoming Events

**Board of Directors Meeting - ONLINE ONLY**

July 21, 2022 - 5:30pm

**Santa Margarita Groundwater Agency Meeting**

July 28, 2022 - 6:00pm

**Budget and Finance Committee Meeting - ONLINE ONLY**

August 2, 2022 - 2:00pm

 [View Full Calendar](#)

## Contact Us

13060 Hwy 9  
Boulder Creek, CA 95006  
(831) 338-2153  
Customer Service  
Employment

## Quick Links

[Documents](#)  
[Emergency Preparedness](#)  
[Wastewater \(Sewer\) System](#)  
[Lompico Assessment District](#)  
[Santa Margarita GW Agency](#)

## FAQs

[How often am I billed?](#)  
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# San Lorenzo Valley

## WATER DISTRICT



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## History

### About the Community

San Lorenzo Valley is located in the Santa Cruz mountains in Santa Cruz County, California. The area was once heavy in the logging industry, especially during the rebuilding of San Francisco after the 1906 earthquake. More recently, the growth in Silicon Valley has made the area more desirable and slightly more affordable than other areas of Silicon Valley. The San Lorenzo Valley contains multiple state parks, golf courses and an active railroad attraction. Over the years, the District's service area has changed from rural and vacation cabins to a more urbanized, year-round water-use area. It is home to an estimated 35,000 people. The District's service area covers the towns of Ben Lomond, Felton (including Lompico-Zayante areas), Brookdale, Boulder Creek and parts of the City of Scotts Valley.

### About the District

The San Lorenzo Valley Water District was established in 1941 as an independent special district. The District is governed by a five-member Board of Directors, elected at-large from within the District's service area. A special district is a local government agency formed by voters to perform a needed service, such as water or sewer. The District's boundaries comprise approximately 60 square miles and 190 miles of pipeline. The District currently provides service to approximately 7,900 residential, commercial, and institutional connections. The District relies on both surface water and groundwater resources, including nine currently active stream diversions, one groundwater spring, and eight active groundwater wells. The District owns, operates, and maintains two water systems from separate water sources. These sources are derived solely from rainfall within the San Lorenzo River watershed.

The District owns, operates, and maintains a wastewater system in Boulder Creek's Bear Creek Estates, which serves approximately 56 homes.

[Agendas & Minutes](#)

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[Board Policy Manual 2021](#)

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[Board of Directors](#)

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[Policies and Procedures](#)

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[Policies, Plans & Reports](#)

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[SLVWD Maps](#)

---

[Transparency Center](#)

## Contact Info

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**Phone:**

(831) 338-2153

**Fax:**

(831) 338-7986

**Emergency Numbers:**

After Hours Emergencies: (831) 338-2153







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# Drought Information

## UPDATE 2022

In response to Governor Gavin Newsom’s March 28, 2022, Executive Order the State Water Resources Control Board (SWRCB) adopted an emergency water conservation regulation to encourage more aggressive conservation by water agencies across California. The emergency regulation will remain in effect for one year, unless the State Water Board modifies it, readopts it, or chooses to end it earlier.

The new regulation bans irrigating non-functional turf at commercial, industrial, and institutional properties, such as grass in front of or next to industrial or commercial buildings. The ban does not include watering turf that is used for recreation or other community purposes, water used at residences, or water to maintain trees. The regu-

lation also requires all urban water suppliers to implement conservation actions under Level 2 of their Water Shortage Contingency Plans. The SLVWD's Stage 2 measures from the 2020 Urban Water Management Plan's Water Shortage Contingency are currently in effect and summarized below.

After the loss of infrastructure due to the 2020 CZU Complex fires the District is working to recover surface water sources and is currently relying heavily on its well water sources. With the current drought conditions and offline sources, the District asks customers to continue considering water conservation a way of life and to follow the mandatory restrictions listed below. The SLVWD appreciates its customer's continued efficient water use and recognizes many customers have already taken action.

### Annual Water Supply and Demand Assessment

The California Legislature enacted into law new requirements for urban water suppliers to increase drought resilience and to improve communication of water shortage response actions. Each urban water supplier is required to prepare an Annual Water Supply and Demand Assessment (Annual Assessment) and submit an Annual Water Shortage Assessment Report (Annual Shortage Report) to DWR on or before July 1, 2022, and every year thereafter.

- [2022 AWSDA Reporting Tables](#) (Submitted July 1, 2022)

### CURRENT WATER SUPPLY CONDITIONS

We ask our customers to consider water conservation a way of life. Many customers have already taken action by using water wisely and reducing their water usage. To help with this, we offer a few recommendations defining water waste prohibitions.

- [Water Shortage Stages \(with exceptions\)](#)
- [Ordinance No. 106 Restating & Amending Regulations Responding to Water Shortage Emergency](#)

### WATER WASTE PROHIBITIONS

- It is prohibited to waste water.
- No over watering. Prevent runoff from landscape irrigation.
- Fix plumbing leaks within 24 hours of discovery.
- Shut-off nozzles are required on all hoses. (Shut-off nozzles will be available for free at the District Office, while supplies last.)
- Fountains and decorative water features that do not re-circulate water are prohibited.

- Do not let water run while not in use.

## MANDATORY RESTRICTIONS

- No watering or irrigating between the hours of 10AM - 5PM.
- Outdoor irrigation is permitted only 2 days a week. (*\*This provision shall not apply to commercial growers/nurseries or to residential vegetable gardens/edible plantings watered with a hose equipped with a shutoff nozzle.*)
- Do not wash down hard or paved surfaces.
- Do not use potable water for dust control or construction.
- Do not initially fill, or drain and refill residential swimming pools.
- Shut-off nozzles are required on all hoses. (Shut-off nozzles will be available for free at the District Office, while supplies last.)

[Customer Water Audit](#)

[Drought Information](#)

[Free Conservation Devices](#)

[How to Test for Leaks](#)

[Rebate Program](#)

[Urban Water Management Plan](#)

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**Table 1. Annual Assessment Information**

<b>Annual Assessment Information (Required)</b>	
<b>Year Covered By This Shortage Report</b>	
Start: July 1,	2022
End: June 30,	2023
<b>Supplier's Annual Assessment Planning Cycle</b>	
Start Month:	July
End Month:	June
<b>Data Reporting Interval Used:</b>	Annually
<b>Volume Unit for Reported Supply and Demand:</b> <i>(Must use the same unit throughout)</i>	AF
<b>Water Supplier's Contact Information</b>	
Water Supplier's Name:	San Lorenzo Valley Water District
Contact Name:	Carly Blanchard
Contact Title:	Environmental Programs Manager
Street Address:	13060 CA-9, Boulder Creek, CA
ZIP Code:	95006
Phone Number:	(831) 338-2153
Email Address:	cblanchard@slvwd.com
<b>Report Preparer's Contact Information</b> <i>(if different from above)</i>	
Preparer's Organization Name:	Water Systems Consulting Inc.
Preparer's Contact Name:	Spencer Waterman
Phone Number:	(805) 457-8833 ext 102
Email Address:	swaterman@wsc-inc.com
<b>Supplier's Water Shortage Contingency Plan</b>	
<b>WSCP Title</b>	2020 Water Shortage Contingency Plan
<b>WSCP Adoption Date</b>	6/30/2021
<b>Other Annual Assessment Related Activities (Optional)</b>	
<b>Activity</b>	<b>Timeline/ Outcomes / Links / Notes</b>
Annual Assessment/ Shortage Report Title:	Not Applicable
Annual Assessment / Shortage Report Approval Date:	Not Applicable
Other Annual Assessment Related Activities:	Not Applicable
(Add rows as needed)	Not Applicable

= From prior tables  
= Auto calculated

**Table 2: Water Demands<sup>1</sup>**

Use Type	Start Year: <span style="background-color: #FFD700;">2022</span>			Volumetric Unit Used <sup>2</sup> : <span style="background-color: #FFD700;">AF</span>													
<b>Drop-down list</b> May select each use multiple times These are the only Use Types that will be recognized by the WUEdata online submittal tool (Add additional rows as needed)	Additional Description (as needed)	Level of Treatment for Non-Potable Supplies <b>Drop-down list</b>	Projected Water Demands - Volume <sup>3</sup>														
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total by Water Demand Type		
<b>Demands Served by Potable Supplies</b>																	
All Demands	See note (a)															1888	1888
																	0
																	0
																	0
																	0
																	0
																	0
																	0
																	0
																	0
																	0
																	0
<b>Total by Month (Potable)</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	1888	1888
<b>Demands Served by Non-Potable Supplies</b>																	
																	0
																	0
																	0
																	0
																	0
																	0
<b>Total by Month (Non-Potable)</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Notes:																	
(a) The total unconstrained potable demand was estimated to be similar to 2021 demand.																	
<sup>1</sup> Projections are based on best available data at time of submitting the report and actual demand volumes could be different due to many factors.																	
<sup>2</sup> Units of measure (AF, CCF, MG) must remain consistent.																	
<sup>3</sup> When opting to provide other than monthly volumes (bi-monthly, quarterly, or annual), please see directions on entering data for Projected Water Demand in the Table Instructions.																	

Optional (for comparison purposes)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Last year's total demand													0
Two years ago total demand													0
Three years ago total demand													0
Four years ago total demand													0

Table 5: Planned Water Shortage Response Actions			July 1, 2022		to June 30, 2023	
Anticipated Shortage Level Drop-down List of State Standard Levels (1 - 6) and Level 0 (No Shortage)	ACTIONS: Demand Reduction, Supply Augmentation, and Other Actions. (Drop-down List) These are the only categories that will be accepted by the WUEdata online submittal tool. Select those that apply.	Is action already being implemented? (Y/N)	How much is action going to reduce the shortage gap?		When is shortage response action anticipated to be implemented?	
			Enter Amount	(Drop-down List) Select % or Volume Unit	Start Month	End Month
<i>Add additional rows as needed</i>						
0 (No Shortage)	Landscape - Restrict or prohibit runoff from lan	Yes	3	%	July	June
0 (No Shortage)	Other - Require automatic shut of hoses	Yes	1	%	July	June
0 (No Shortage)	Other - Prohibit use of potable water for washing hard surfaces	Yes	1	%	July	June
0 (No Shortage)	Other - Prohibit use of potable water for construction and dust control	Yes	2	%	July	June
0 (No Shortage)	Provide Rebates for Landscape Irrigation Efficiency	Yes	1	%	July	June
0 (No Shortage)	Landscape - Limit landscape irrigation to specific times	Yes	1	%	July	June
0 (No Shortage)	Landscape - Other landscape restriction or prohibition	Yes	1	%	July	June
0 (No Shortage)	Other water feature or swimming pool restriction	Yes	1	%	July	June
0 (No Shortage)	Landscape - Other landscape restriction or prohibition	Yes	1	%	July	June
0 (No Shortage)	CII - Lodging establishment must offer opt out of linen service	Yes	1	%	July	June
0 (No Shortage)	Other Actions (describe in Notes at bottom of Table)	Yes	1	%	July	June
0 (No Shortage)	Other Actions (describe in Notes at bottom of Table)	Yes	1	%	July	June
0 (No Shortage)	Other - Customers must repair leaks, breaks, and malfunctions in a timely manner	Yes	10	%	July	June
0 (No Shortage)	Increase Water Waste Patrols	Yes	1	%	July	June
0 (No Shortage)	CII - Restaurants may only serve water upon request	Yes	1	%	July	June
0 (No Shortage)	Landscape - Limit landscape irrigation to specific days	Yes	1	%	July	June
<p><b>NOTES:</b></p> <p>Per Executive Order (EO) N-7-22, the District is implementing locally appropriate response actions throughout the year to reduce water demands by 10-20% even though no supply shortages within the District's service area are anticipated. This reduction is equivalent to the District's WSCP Stage 2 of their existing 4 WSCP stages. The District has voluntarily operated under WSCP Shortage Level 2, equivalent to State Standard Shortage Level 2, since September of 2017, which aims to reduce demands by 20%. The District's demand reduction actions are summarized in the the District's 2020 UWMP Table 13-7 (DWR Table 8-2). A potential 20% savings is shown in Tables 4P &amp; 4NP per DWR guidance to comply with EO requirements of implementing DWR Standard Shortage Level 2 demand reduction actions.</p> <p>Per the recently adopted language of Title 23 of the California Code of Regulations (CCR), seven uses of water are prohibited to prevent the unreasonable use of water and promote water conservation. These prohibitions are planned to be implemented by the District. These actions or equivalent actions are included in the table above in the first seven rows.</p> <p>Reduction in the shortage gap is estimated based on a review of historical demand data and professional judgment. Although a range of demand reduction may occur, the maximum water savigns are shown to conform with this reporting table's format requirements. For savings estimates per demand reduction action, refer to the District's UWMP Table 13-7.</p> <p>Reduction in the shortage gap for Shortage Levels 1-4 assume all measures in the previous stage(s) are implemented and those savings are counted toward the total reduction in the shortage gap. For example, in WSCP Stage 2, the District's Level 2 measures, along with all measures in Stages 1 are estimated to reduce demand up to 20%.</p> <p>The following WSCP Level 2 Shortage Response Action listed as "Other" are as follows:  Row 11: Display by restaurants and hotels of water conservation signs.  Row 12: Unauthorized use of hydrants is prohibited. Authorization for use must be obtained from water supplier.</p>						



= Auto calculated
= From prior tables
= For manual input

Table 4(P): Potable Water Shortage Assessment <sup>1</sup>													Start Year: 2022		Volumetric Unit Used <sup>2</sup> :					AF	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun <sup>3</sup>	Total								
Anticipated Unconstrained Demand	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1888.0	1888.00								
Anticipated Total Water Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1888.0	1888.00								
Surplus/Shortage w/o WSCP Action	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
% Surplus/Shortage w/o WSCP Action												0%	0%								
State Standard Shortage Level	0	0	0	0	0	0	0	0	0	0	0	0	0								
Planned WSCP Actions																					
Benefit from WSCP: Supply Augmentation													0.0								
Benefit from WSCP: Demand Reduction												377.6	377.6								
Revised Surplus/Shortage with WSCP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	377.6	377.6								
% Revised Surplus/Shortage with WSCP												20%	20%								

-----> This row would allow Supplier to include a supply augmentation action that may ONLY trigger with a particular 'shortage level' selected

-----> This row would allow Supplier to represent the likely reduction in water use expected by the 'shortage reponse' that is implemented (e.g. limited outdoor irrigation would

<sup>1</sup>Assessments are based on best available data at time of submitting the report and actual volumes could be different due to many factors.  
<sup>2</sup>Units of measure (AF, CCF, MG) must remain consistent.  
<sup>3</sup>When optional monthly volumes aren't provided, verify Tables 2 and 3 use the same columns for data entry and are reflected properly in Table 4 and make sure to use those same columns to enter the benefits from Planned WSCP Actions. Please see directions on the shortage balancing exercise in the Table Instructions. If a shortage is projected, the supplier is highly recommended to perform a monthly analysis to more accurately identify the time of shortage.

= Auto calculated
= From prior tables
= For manual input

Table 4(NP): Non-Potable Water Shortage Assessment <sup>1</sup>													Start Year: 2022		Volumetric Unit Used <sup>2</sup> :					AF	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun <sup>3</sup>	Total								
Anticipated Unconstrained Demand: Non-Potable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.00								
Anticipated Total Water Supply: Non-Potable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
Surplus/Shortage w/o WSCP Action: Non-Potable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
% Surplus/Shortage w/o WSCP Action: Non-Potable																					
Planned WSCP Actions																					
Benefit from WSCP: Supply Augmentation													0.0								
Benefit from WSCP: Demand Reduction													0.0								
Revised Surplus/Shortage with WSCP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
% Revised Surplus/Shortage with WSCP																					

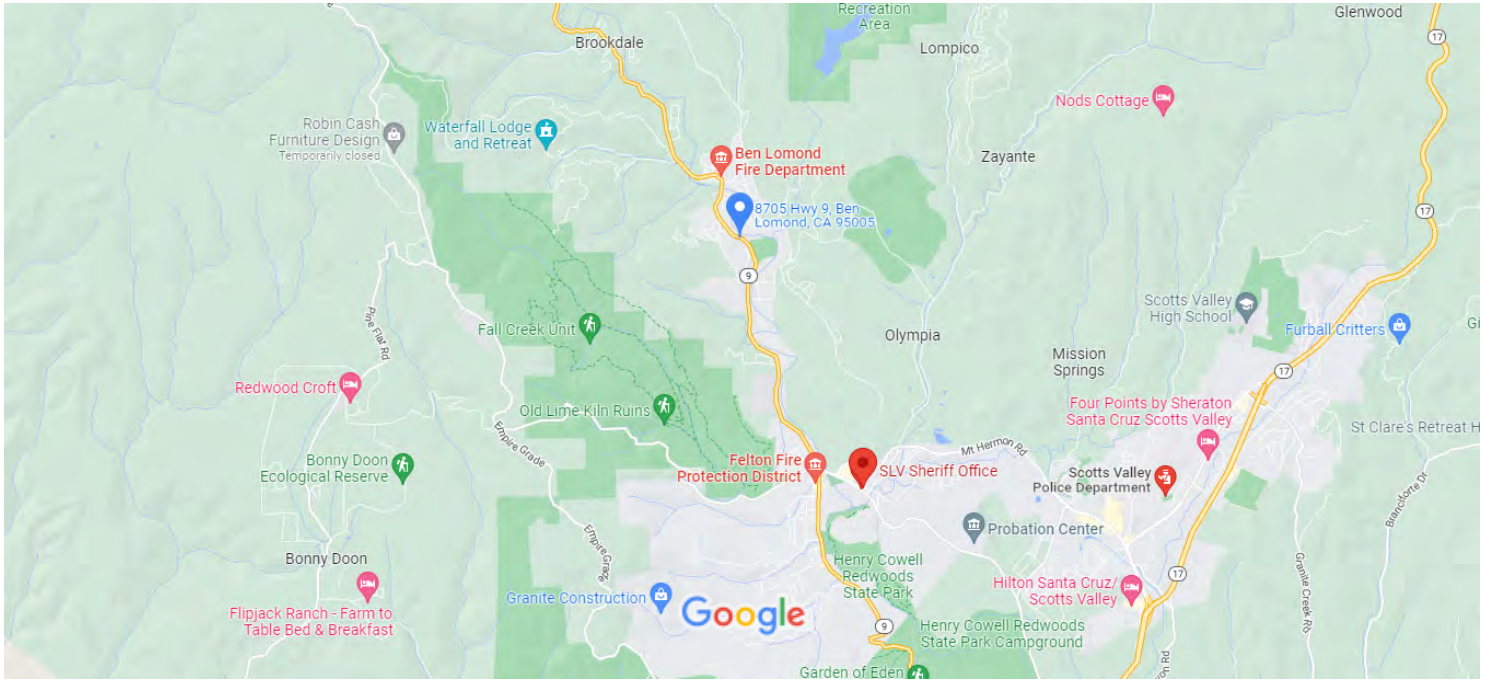
-----> This row would allow Supplier to include a supply augmentation action that may ONLY trigger with a particular 'shortage level' selected

-----> This row would allow Supplier to represent the likely reduction in water use expected by the 'shortage reponse' that is implemented (e.g. limited outdoor irrigation would

<sup>1</sup>Assessments are based on best available data at time of submitting the report and actual volumes could be different due to many factors.  
<sup>2</sup>Units of measure (AF, CCF, MG) must remain consistent.  
<sup>3</sup>When optional monthly volumes aren't provided, verify Tables 2 and 3 use the same columns for data entry and are reflected properly in Table 4 and make sure to use those same columns to enter the benefits from Planned WSCP Actions. Please see directions on the shortage balancing exercise in the Table Instructions. If a shortage is projected, the supplier is highly recommended to perform a monthly analysis to more accurately identify the time of shortage.



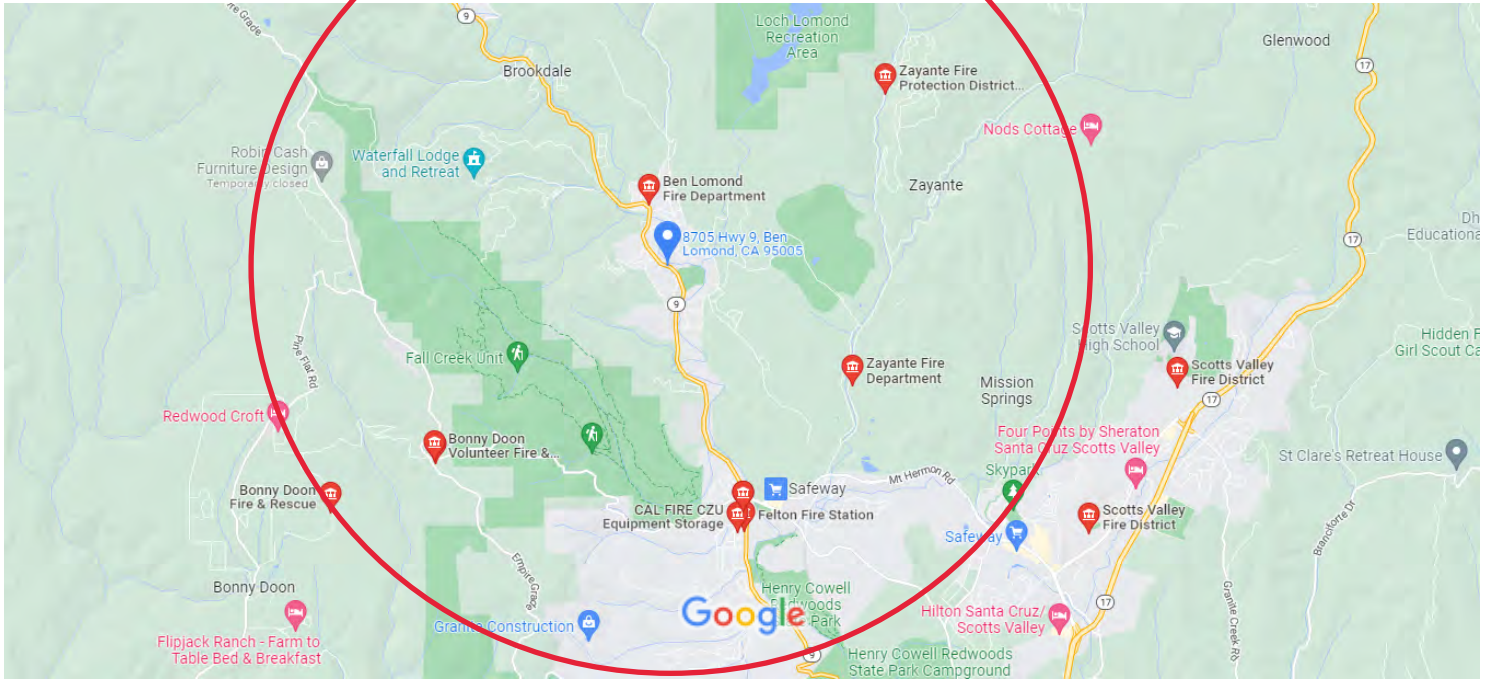
**SHERIFF**



Map data ©2022 1 mi

**FIRE**

2 mi radius



# **SCHOOLS**

# SAN LORENZO VALLEY UNIFIED SCHOOL DISTRICT ELEMENTARY SCHOOL BOUNDARY MAP



**Boulder Creek Elementary** – any address in Ben Lomond located **north** of Old County Road, **north** of Hillside Avenue, **west** of Love Creek Road including the streets directly off and to the west of Love Creek Road (*i.e.*, Taylor, Central, Sunnyside, etc.). Any address within Brookdale and/or Boulder Creek.

**San Lorenzo Valley Elementary** – any address located **on** Old County Road, **on** Hillside Avenue and **on** Love Creek Road in Ben Lomond. Addresses located to the **south** of Old County Road and Hillside Avenue and/or any property located to the **east** of Love Creek Road in Ben Lomond. Any address within Felton.

For clarification of an address, please contact Transportation at 831-336-2223 or the SLV District Office.


# **SANTA CRUZ COUNTY PARKS**



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[Food Trucks at 701 Ocean St. and Emeline Ave.](#) [Simpkins Family Swim Center](#)

## List of All County Parks

-click  to get directions-

- Abbott Square - 110 Cooper St, Santa Cruz** 
- [Aldridge Lane Park](#) - 20 Aldridge Lane, Corralitos 
- [Anna Jean Cummings Park](#) - 461 Old San Jose Rd, Soquel 
- [Aptos Village Park](#) - 100 Aptos Creek Road, Aptos 
- [Ben Lomond Park](#) - 9525 Mill Street, Ben Lomond 
- Bert Scott Estate - 301 Eagle Ridge, Watsonville** 
- [Brommer Street Park](#) - 1451 30th Avenue, Live Oak 
- Chanticleer Park - 1975 Chanticleer Ave, Live Oak** 
- [Coffee Lane Park](#) - End of Coffee Lane, Live Oak 
- Davenport Landing - Highway 1, Davenport** 
- Dolphin/Sumner Beach - Dolphin/Sumner Intersection, Aptos**
- The Farm Park - Northwest corner of Soquel Drive and Cunnison Lane** 
- [Felt Street Park](#)- 1904 Felt Street, Live Oak 
- [Felton Covered Bridge](#) - Graham Hill Rd at Mount Hermon Rd, Felton 
- [Floral Park](#) - 656 38th Avenue, Live Oak 
- Freedom Lake - located along Freedom Blvd in Freedom, CA** 
- Greyhound Rock - Highway 1, Davenport** 
- [Heart of Soquel](#) - 4740 Soquel Drive behind Soquel Village Post Office 
- Hestwood Park - 1230 Harper Street, Santa Cruz** 
- [Hidden Beach Park](#) - End of Cliff Drive, Aptos 
- [Highlands Park](#) - 8500 Highway 9 Ben Lomond, CA 
- [Jose Avenue Park](#) - 1435 Jose Ave, Live Oak 
- [Mesa Village Park](#) - 790 Green Valley Road, Watsonville 
- [Michael Gray Memorial Field](#) - 3650 Graham Hill Road, Felton 
- Miller Property - located along Kings Creek Road in Boulder Creek**
- [Moran Lake Park](#) - East Cliff Drive by 26th Avenue, Live Oak 
- Old Jail/Octagon - 118 Cooper St, Santa Cruz** 
- Pace Family Wilderness - located along Newell Creek Road in Boulder Creek**
- Pajaro Dunes - Shell Road, Watsonville** 
- [Pinto Lake Park](#) - 757 Green Valley Road, Watsonville 
- Place Del Mer - East of Hillview Way in Watsonville**
- Pleasure Point Park - Pleasure Point Dr. and East Cliff Dr, Capitola** 
- [Polo Grounds](#) - 2255 Huntington Avenue, Aptos 
- [Quail Hollow Ranch](#) - 800 Quail Hollow Road, Felton 
- Richard Vessey - Victory Ln./Maplethorpe, Soquel**
- Santa Cruz Gardens - Katherine Lane, Santa Cruz**
- Scott Creek Beach - Highway 1, Davenport** 



- [Scott Park](#) - 3101 Freedom Blvd, Watsonville 
- [Seacliff Village Park \(McGregor\)](#) - 120 Canterbury Dr., Aptos 
- [Seascape Park](#) - End of Sumner Ave, Aptos 
- [Simpkins Family Swim Center](#) - 979 17th Avenue, Santa Cruz 
- [Soquel Lions](#) - Main/E. Walnut, Soquel
- [Sunny Cove Beach](#) - End of Johans Beach Drive and Sunny Cove Drive Veteran's Building 
- [Twin Lakes Park](#) - 520 7th Avenue, Live Oak 
- [Valencia Hall](#) - 2555 Valencia Road, Aptos 
- [Wilder Hall](#) - 9527 Mill St, Ben Lomond 
- [Willowbrook Park](#) - 2950 Willowbrook Lane, Soquel 
- [Winkle Farm](#) - 3201 Winkle Ave. 
- [Veteran's Memorial Building](#) - 846 Front Street, Santa Cruz 

**Santa Cruz County Department of Parks, Open Space and Cultural Services**

979 17th Avenue, Santa Cruz, CA 95062  
General Information (Monday-Friday, 9:00 a.m. - 4:00 p.m.)  
Phone: (831) 454-7901 • [PRCweb@santacruzcounty.us](mailto:PRCweb@santacruzcounty.us)



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# Santa Cruz County Parks

	Ballfields	Basketball	Beach Access	Comm. Room	Dog Park	Hiking	Horseshoe Pit	Parking	Picnicking	Play Element	Restrooms	Skate Park	Soccer	Swimming	Tennis	Volleyball	Public Art
Aldridge Lane		*					*	*	*	*	*				*		
A.J. Cummings	*					*		*	*	*	*		*				*
Aptos				*				*	*		*						*
Ben Lomond		*							*	*	*						
Brommer Street	*	*						*	*	*	*				*		*
Coffee Lane		*						*	*	*							
Felton Covered Bridge								*	*	*	*					*	*
Floral									*	*							*
Freedom Lake																	
Hestwood									*	*	*						*
Hidden Beach			*					*	*	*	*						
Highlands	*			*		*		*	*	*	*	*	*		*	*	
Jose Ave.		*					*	*	*	*	*	*				*	*
Mesa Village		*							*	*	*						
Michael Grey	*							*	*		*						
Moran Lake			*			*		*	*		*						
Pinto Lake	*				*	*		*	*	*	*		*				
Polo Grounds	*				*			*	*		*		*				*
Quail Hollow Ranch				*		*		*	*		*						
Richard Vessey									*	*	*						
Santa Cruz Gardens										*							
Scott								*	*	*	*					*	
Seascape			*					*	*	*	*						*
Simpkins Swim Center				*				*			*			*			*
Soquel Lions									*	*	*						
Twin Lakes		*							*	*	*				*		*
Valencia Hall				*													
Willowbrook		*							*	*	*				*		*
Winkle Farm									*	*							

# SANTA CRUZ COUNTY DOG PARKS

*Polo Grounds County Park,  
2255 Huntington Dr., Aptos*

*Pinto Lake County Park,  
757 Green Valley Rd., Watsonville*



*Dog parks can be a great place for you and your dog to enjoy, but there are rules to follow and etiquette to respect.*

Use the poop bag dispensers and pick up after your pet.

Obey the **Leash Law** until you have brought your dog inside the enclosed dog park area.

Dogs must be at least 4 months old.

Dogs must be vaccinated, and you should carry your dog's rabies certificate with you.

Please exercise caution when bringing small children inside the dog park.

Don't pick up another dog without the owner's consent.

Don't bring an aggressive or unsocialized dog into the dog park area.

Please, no dogs in heat.

COUNTY OF SANTA CRUZ  
Parks, Open Space & Cultural Services  
979 17th Avenue  
Santa Cruz, CA 95062



COUNTY OF SANTA CRUZ DEPARTMENT OF  
**PARKS, OPEN SPACE AND CULTURAL SERVICES**

## A DOG OWNER'S GUIDE



**to enjoying  
the parks of  
Santa Cruz County**

**Santa Cruz County  
Department of Parks, Open Space  
and Cultural Services**

979 17th Avenue  
Santa Cruz, CA 95062  
831-454-7901  
[www.scparks.com](http://www.scparks.com)

## WHY SHOULD YOU BOTHER TO LEASH YOUR DOG?

### IT'S THE LAW!

The fines for an unleashed dog can be over \$240, depending on the charges that may be included for violation of one or more of the following:

- Dog is not on a leash;
- Dog harasses, kills or maims deer, birds, or other wildlife protected by law;
- Requirements for licensing, vaccination, and display of tags not followed;
- Dog is not spayed or neutered;
- Dog waste not properly disposed of.

### LEASHING YOUR DOG CAN HELP PREVENT A VARIETY OF ISSUES!

- An unleashed dog may dart into traffic causing an accident.



#### Fact:

Unleashed dogs cause over 1,500 car accidents and fatalities per year. Drivers trying to avoid hitting an unleashed dog end up paying the price simply because the dog was not responsibly handled.

- Dogs trespass from the park onto private property.

- Protects you from costly medical bills, should your dog harm a child or jump up on a frail or elderly person, causing injury.
- Fighting with other dogs; a loose dog can be difficult to restrain.
- Court bills: lawsuits can arise from a dog biting someone and it may be required that the dog be euthanized.
- Protects the environment from dogs harassing, killing or maiming wildlife.
- A dog may be lost or stolen.
- It's the right thing to do! While an owner likes their dog, others may not.



Leashed dogs are allowed in all county parks and beaches, **except for Quail Hollow Ranch and Scott Creek Beach**. These areas have sensitive habitats and dogs are prohibited.

To prevent children from coming into contact with feces and urine, **dogs are not allowed in playground areas or athletic fields.**

For information about the many animal services provided in Santa Cruz County please call the Santa Cruz County Animal Services Authority at (831) 454-7303.

## THE 3 SIMPLE RULES = IT'S THE LAW!

### 1 - License Your Dog

License your dog for your dog's protection. If an Animal Control Officer finds a licensed dog, they have a commitment to reunite the owner with the dog. A license tells an officer that a dog has a home and is not a stray.

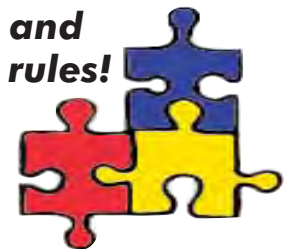
### 2 - Leash Your Dog

Leashing your dog protects everyone, and can help prevent many problems and costly bills. Dogs must be leashed in all County-owned parks and beaches, unless the dog is in a specified, fenced dog area.

### 3 - Leave No Unpleasant Waste

Always carry a dog bag; dog waste is your responsibility. When you fail to clean up after your dog, it affects the experience of other park visitors and their pets. The waste left may have parasites that can spread disease to other dogs and to people. We all know what an unpleasant experience it is to step in dog waste! Left on the ground, dog waste can be transported by rain and washed into storm drains. Remember, storm drains are not connected to any type of treatment plant and flow directly into our streams, lakes, and bays.

**Put the pieces together and follow the rules!**





# SANTA CRUZ COUNTY PARKS STRATEGIC PLAN

FINAL  
AUGUST 6<sup>TH</sup>, 2018







JEFF GAFFNEY  
DIRECTOR

# County of Santa Cruz

---

## DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES

979 17<sup>TH</sup> AVENUE, SANTA CRUZ, CA 95062

(831) 454-7901 FAX: (831) 454-7940 TDD: (831) 454-7978

## FORWARD

Dear Friends and Partners,

The Santa Cruz County Parks Department is pleased to present to you our first Strategic Plan. This document represents a year-long process of assessment, inquiry, and outreach to our community, partner organizations, public officials, staff, and supporters. We are proud of the comprehensive and collaborative nature of the document as well as the process which created it.

Our goal was twofold: first, provide a ten-year roadmap for the department that will assist us in adapting and growing our support for a healthy, connected, and culturally vibrant Santa Cruz County. Second, to create a resource for understanding of what we do and how we serve the community, as well as guidance for partnering and collaboration.

The premise of this document is that our system of parks, open spaces, beaches, and recreation and cultural services represent one of our county's most valuable investments. The department's primary role is to ensure that this investment is well-managed, relevant and accessible to all, regardless of age, cultural background, physical ability, or income. We also must see that it is preserved and enhanced for generations to come.

Thank you for your contribution and dedication to our amazing park system and the public value we provide. We hope you will find this plan useful; it is the beginning of a relationship and an open conversation about community priorities.

Sincerely,

Jeff Gaffney  
Parks Director

*The Mission of the Santa Cruz County Parks, Open Space and Cultural Services is to provide safe, well designed and maintained parks and a wide variety of recreational and cultural opportunities for our diverse community*

# ACKNOWLEDGEMENTS

This plan would not have been possible without the assistance and participation of a great number of individuals. We would like to thank all the members of the public who participated in the public process that created this Strategic Plan, and to all the staff and volunteers who contributed.

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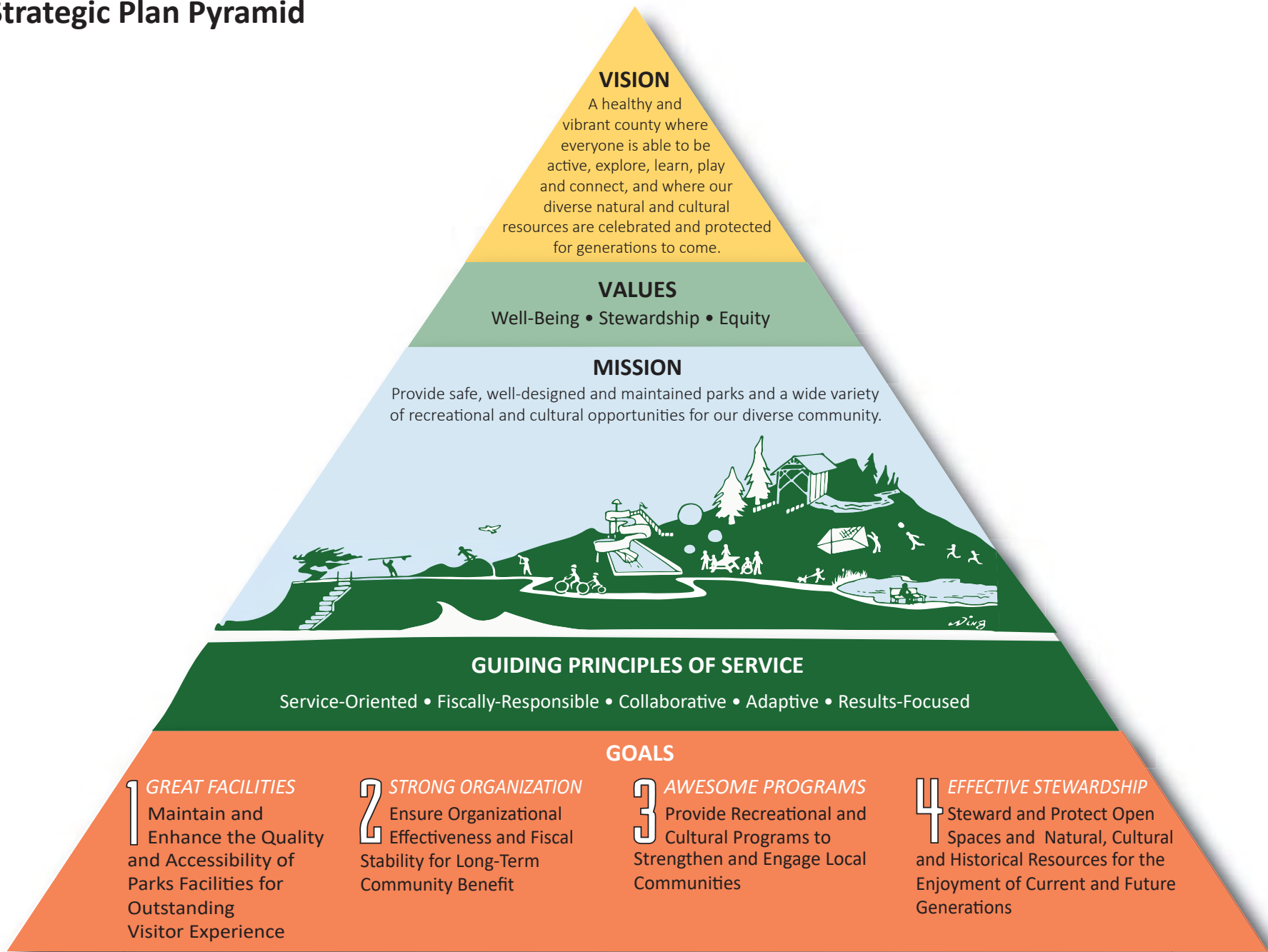
Jeff Gaffney, Parks Director  
Kim Namba, Administrative Services Manager  
Will Fourt, Park Planner  
Jessica Wolf, Program Coordinator

## With Consultant:

Meetings that Matter



# Strategic Plan Pyramid





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# PART I: THE COUNTY PARKS STRATEGIC PLAN

## CHAPTER 1: INTRODUCTION

This Strategic Plan represents the first comprehensive and collaborative planning effort between the County Parks Department and the local community in Santa Cruz County. The Strategic Plan seeks to articulate the vision and strategic priorities for the future of the County Parks system in a ten-year timeframe. The vision and priorities established through this process reflect the strong value that Santa Cruz County places on parks, coastal access, open space, programs and the events and activities that bring us together as a community.

The Strategic Plan addresses the County's existing park system, including its strengths and challenges, and identifies the necessary areas of improvement to remain responsive to the changing needs of our community. Ultimately, the plan will serve as the basis for future department work plans (operational plans) and as a roadmap for the department.

### OUR VISION FOR THE FUTURE:

*A healthy and vibrant county where everyone is able to be active, explore, learn, play and connect, and where our diverse natural and cultural resources are celebrated and protected for generations to come.*

### WHY A STRATEGIC PLAN?

The Santa Cruz County Department of Parks, Open Space and Cultural Services (County Parks Department or County Parks) has grown in both the size of its holdings and its importance in the lives of county residents since its inception in 1979. Over the course of the last 38 years, the department has undergone many changes, while the County Parks system has grown into a large network of parks, open spaces, facilities, trails and coastal access points throughout the unincorporated portions of the county.

Some highlights of the department's history:

- **1979 - 2002:** Established in 1979, the County Parks system grew for two decades in the number of parks, programs and employees. By 2002 there were 55 County Parks facilities, parks and coastal access points.
- **2002 - 2011:** The number of full time permanent budgeted department staff positions declined from 68 funded full time or equivalent staff positions in 2002/03 to only 35 in 2011/12, along with a decline in program offerings. At the same time, the number of park facilities steadily increased.
- **2011 - 2014:** In the wake of the economic downturn, the Parks Department was temporarily dissolved into the County Department of Public Works from 2011 to 2014.

- **2014 - 2018:** Some limited additional funding for County Parks was established through the passing of Measure F in 2014. The County Parks Department was re-established as an independent department in 2014 and a new director was hired in 2015.

The Parks Department provides both local and regional parks and programs. Santa Cruz County is unique in having such a large portion of the population living outside of incorporated cities (about 130,000 people, or 49 percent according to the 2010 Census). The County Parks Department provides typical county regional parks and open spaces serving the entire county population. The Department also has a role similar to a city parks department in providing local neighborhood and community parks and event facilities in these unincorporated areas, despite having a smaller relative tax apportionment and ability to leverage funding than other counties and cities (see Chapter 7 for more explanation).

Working within the current framework of the County's General Plan, the County Parks Strategic Plan represents the current vision of the community, and identifies opportunities for leveraging funding and resources to move the department towards this vision. The Strategic Plan does not create or change any County policy, but provides a framework to assist us in working more effectively within existing policies.

## HOW THE STRATEGIC PLAN WILL BE USED

This document consolidates background information, community feedback, key findings and other information that was used to develop the vision, values, goals, objectives and strategies contained in this Strategic Plan. County Parks has gained a wealth of information about the community and the environment through this process, and this summary will be used by staff, community stakeholders, the County Administrative Office, and the Board of Supervisors as the County moves forward to carry out the vision outlined in this Strategic Plan. Much of this information will be referenced or serve as

a jumping-off point for strategic decision-making. Additionally, this Strategic Plan will serve as the basis for future operational plans for the department, which will contain performance measures, more time-specific priorities, and detailed actions to implement the Strategic Plan and achieve our goals.



*Simpkins Family Swim Center in Live Oak*

## RELATIONSHIP TO THE COUNTYWIDE STRATEGIC PLAN 2018-2024

The County Administrative Office developed its first-ever countywide strategic plan in 2018. This plan establishes a common vision and set of goals that will be implemented by all the County departments and will contain broad, inter-departmental goals. The goals and objectives in the County Parks Strategic Plan will work together and align with the countywide goals, while being more specific to the provision of parks and recreation in the county.

The Parks Department is not the only County department to undergo its own strategic planning process. Under the direction of our County's new Chief Administrative Officer, all County departments will be asked to develop plans and to align those plans with the overarching County plan.



Strategic Plan Community Meeting in Watsonville

## STRATEGIC PLAN VOCABULARY

Throughout the Strategic Plan, the following terms will be used frequently and have a specific meaning within the context of this Strategic Plan.

- Vision:** A brief statement articulating the desired future state, describing ***why*** the department does the work that it does.
- Values:** Core ***motivators*** reflecting community ideals that drive the work of the Parks Department and relate directly to the vision.
- Mission:** A brief statement describing ***what*** the department does.
- Goals:** Broad statements of ***how*** we pursue our vision.
- Objectives:** Specific ***ways*** we plan to achieve our goals and impact our community.
- Strategies:** The ***approach*** we plan to take to achieve our objectives.





## CHAPTER 2: VISION, MISSION AND VALUES

### VISION

The vision for the future of Santa Cruz County Parks describes the desired end state of the work that we do and articulates the biggest ‘why’ for the County Parks Department’s existence. Our vision statement was created with extensive input from the staff, the community, and partners during the Strategic Plan process.

### MISSION

The County Parks mission states what the department does to serve the community. The mission statement was adopted for the department prior to this Strategic Plan process, and represents the department’s most essential purpose.

#### OUR VISION:

*A healthy and vibrant county where everyone is able to be active, explore, learn, play and connect, and where our diverse natural and cultural resources are celebrated and protected for generations to come.*

#### OUR MISSION:

*The Mission of the Santa Cruz County Parks, Open Space and Cultural Services is to provide safe, well designed and maintained parks and a wide variety of recreational and cultural opportunities for our diverse community.*

## VALUES

The values listed in this section represent the core motivators that drive the work of the Parks Department to serve the community, as identified through the strategic planning process. The values directly support the new Parks Department vision and have been used to identify and define department priorities and our goals and objectives in the Strategic Plan.

The three core values are *Well-Being, Stewardship and Equity*.

### WELL-BEING

*Creating a happier and healthier Santa Cruz County and improving quality of life by promoting physical activity, safe and welcoming public spaces, positive community interactions, and relief from everyday stress.*

### STEWARDSHIP

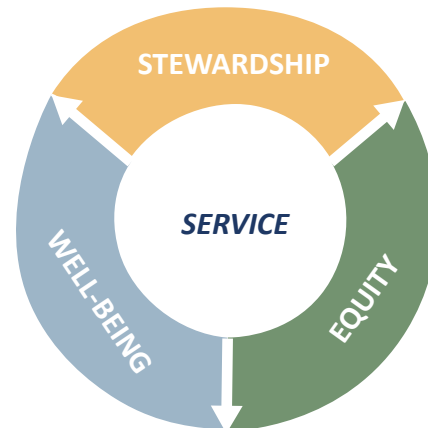
*Sustaining natural systems and conserving resources throughout the parks system for future generations, including education and learning opportunities, and chances for people to appreciate and connect with the natural world.*

### EQUITY

*Serving communities throughout the county with a focus on those most in need, to ensure that parks and programming are inclusive, welcoming and accessible to all.*



Aptos Village County Park



Parks Department Core Values

## GUIDING PRINCIPLES OF SERVICE

The following principles describe the strong value the parks department places on **service**. These principles were identified by staff and the community during the strategic planning process, and reflect how the department operates to increase the values of well-being, stewardship, and equity.

**Service-Oriented:** We work as a team to provide a consistent high level of service to our community.

**Fiscally-Responsible:** We allocate and use resources responsibly and pursue sustainable funding that meets the needs of the system of parks and parks services.

**Collaborative:** The department works together with other agencies, organizations, businesses, volunteers, community members and staff to provide the highest possible level of service and to create new opportunities.

**Adaptive:** The department remains nimble and creative as it responds and adapts its parks and programs to the changing needs of the community.

**Results-focused:** We establish community driven goals, measure our performance, and communicate with the public our progress in meeting long-range goals in support of community well-being, stewardship and equity.

# CHAPTER 3: GOALS, OBJECTIVES AND STRATEGIES

For the purposes of articulating the vision of the Parks Department, specific means for implementing the plan are described through Strategic Plan goals, objectives and strategies. These means are intended to describe the direction and priorities for the department for the next 10 years. These statements respond to the key issues and themes that emerged during the strategic planning outreach process.

Definitions for goals, objectives and strategies are described in the text box to the right. A summary table of goals and objectives is shown in Table 1. Strategic goals are not ranked and are numbered only for reference. Note that these strategies do not include specific measurable actions. Actions to implement the Strategic Plan will be developed in future operational plans for the department (see Chapter 4).

Objectives and strategies are organized into categories of “core” and “stretch.” These categories illustrate what the department can pursue with existing staffing and resources, and what will require additional resources, according to definitions on the right.

All the goals, objectives, and strategies were developed with extensive input from the community and staff as part of the strategic planning process.

### **Goals:**

Broad statements of how we pursue our vision

### **Objectives:**

Specific ways we plan to achieve our goals and impact our community

### **Core Objectives:**

Objectives that: 1) are essential to the Department’s existence and function, 2) may be pursued with existing staffing and resources, and 3) have been core areas of focus for the department in the past.

### **Stretch Objectives:**

Objectives that: 1) have been identified as important by the community, 2) will require us to leverage new resources and to increase department capacity, and 3) expand the services provided by the Department

### **Strategies:**

The approach we plan to take to achieve our objectives



*Miller Property County Park in Boulder Creek*

# COUNTY PARKS STRATEGIC GOALS AND OBJECTIVES

<p align="center"><b>Goal 1: Great Facilities</b></p> <p align="center">MAINTAIN AND ENHANCE THE QUALITY AND ACCESSIBILITY OF PARKS FACILITIES FOR OUTSTANDING VISITOR EXPERIENCE</p>		<p align="center"><b>Goal 2: Strong Organization</b></p> <p align="center">ENSURE ORGANIZATIONAL EFFECTIVENESS AND FISCAL STABILITY FOR LONG-TERM COMMUNITY BENEFIT</p>	
<p><b>CORE OBJECTIVES:</b></p> <p>1.1 Maintain and update parks facilities, and the accessibility of parks facilities, to a consistent standard</p> <p>1.2 Ensure safety and cleanliness of parks facilities</p>	<p><b>STRETCH OBJECTIVES:</b></p> <p>1.3 Increase accessibility of parks facilities to people of all abilities, ages, backgrounds and financial resources</p> <p>1.4 Create and implement a plan to address deferred maintenance throughout the parks system</p> <p>1.5 Upgrade parks in alignment with parks master plans and add additional parks facilities in under-served areas</p>	<p><b>CORE OBJECTIVES:</b></p> <p>2.1 Ensure department efficiency and effectiveness</p> <p>2.2 Invest in staff development and promote innovation and excellence in service</p> <p>2.3 Develop sources of sustained funding for operations and enhanced services</p>	<p><b>STRETCH OBJECTIVES:</b></p> <p>2.4 Institute improved systems for departmental management and operations planning</p> <p>2.5 Lead and partner with other departments, agencies and organizations to better serve the community</p>
<p align="center"><b>Goal 3: Awesome Programs</b></p> <p align="center">PROVIDE RECREATIONAL AND CULTURAL PROGRAMS TO STRENGTHEN AND ENGAGE LOCAL COMMUNITIES</p>		<p align="center"><b>Goal 4: Effective Stewardship</b></p> <p align="center">STEWARD AND PROTECT OPEN SPACES AND NATURAL, CULTURAL AND HISTORICAL RESOURCES FOR THE ENJOYMENT OF CURRENT AND FUTURE GENERATIONS</p>	
<p><b>CORE OBJECTIVES:</b></p> <p>3.1 Provide recreational programs and events to meet community needs</p> <p>3.2 Cultivate the arts and strengthen the culture of the county through public art programs and events</p> <p>3.3 Conduct community outreach and offer regular opportunities for diverse groups to engage with and learn about their county parks department</p>	<p><b>STRETCH OBJECTIVES:</b></p> <p>3.4 Provide additional recreational programs and events to address areas of unmet need</p> <p>3.5 Enhance our support of local families and youth by expanding after school and summer offerings</p> <p>3.6: Increase the department’s understanding of parks customers through increased outreach, data collection and research</p>	<p><b>CORE OBJECTIVES:</b></p> <p>4.1 Partner with other agencies, organizations, and land owners in an integrated regional approach to resource management</p> <p>4.2 Protect cultural and historical resources throughout the parks system</p> <p>4.3 Provide interpretive programs and opportunities to increase awareness and appreciation of natural, cultural and historical resources</p> <p>4.4 Provide opportunities for volunteers in parks, facilities and programs</p>	<p><b>STRETCH OBJECTIVES:</b></p> <p>4.5 Establish a natural resources and open space management program in the parks department to maximize environmental benefits throughout the parks system</p> <p>4.6 Increase interpretive programs and opportunities to increase awareness and appreciation of all natural, cultural and historical resources</p> <p>4.7 Increase volunteer opportunities in parks, facilities and programs</p>

Table 1: Summary of Goals and Objectives

## GOAL 1: GREAT FACILITIES

### MAINTAIN AND ENHANCE THE QUALITY AND ACCESSIBILITY OF PARKS FACILITIES FOR OUTSTANDING VISITOR EXPERIENCE

#### CORE OBJECTIVES

#### **OBJECTIVE 1.1: MAINTAIN AND UPDATE PARKS FACILITIES, AND THE ACCESSIBILITY OF PARKS FACILITIES, TO A CONSISTENT STANDARD**

##### STRATEGIES:

- a. Continue to establish consistent park maintenance standards and staff levels throughout the parks system
- b. Determine and communicate staffing needs based on department goals and the number of properties, facilities and programs, and pursue appropriate staff levels
- c. Assess the anticipated operational costs for potential new parks projects and budget for projected staffing levels and maintenance costs
- d. Regularly inventory and prioritize system-wide needs for deferred maintenance projects
- e. Continue to increase accessibility of parks to all people as parks are upgraded

#### **OBJECTIVE 1.2: ENSURE SAFETY AND CLEANLINESS OF PARKS FACILITIES**

##### STRATEGIES:

- a. Pursue resources to increase professional staff presence in parks
- b. Increase volunteer presence in parks under direction of staff

- c. Engage community and volunteers in supporting safe and clean parks
- d. Partner with law enforcement to enhance security in parks and facilities
- e. Improve and expand system for tracking and responding to citizen reports of maintenance and safety issues
- f. Increase staff input in identifying and prioritizing maintenance needs

#### STRETCH OBJECTIVES

#### **OBJECTIVE 1.3: INCREASE THE ACCESSIBILITY OF PARKS FACILITIES TO PEOPLE OF ALL ABILITIES, AGES, BACKGROUNDS AND FINANCIAL RESOURCES**

##### STRATEGIES:

- a. Conduct physical accessibility assessments of existing parks facilities, identifying and prioritizing needed improvements
- b. Increase relevance of parks to youth and aging populations and to families with young children, and ensure that all demographics are served by parks

#### **OBJECTIVE 1.4: CREATE AND IMPLEMENT A PLAN TO ADDRESS DEFERRED MAINTENANCE THROUGHOUT THE PARKS SYSTEM**

##### STRATEGIES:

- a. Identify needs and determine priority projects
- b. Develop budget and timeframes for deferred maintenance projects, and identify potential funding sources
- c. Secure funding for deferred maintenance
- d. Implement the deferred maintenance plan in stages to maintain investments in parks
- e. Anticipate and schedule upgrades as projects are completed

#### **OBJECTIVE 1.5: UPGRADE PARKS IN ALIGNMENT WITH PARKS MASTER PLANS AND ADD ADDITIONAL PARKS FACILITIES IN UNDERSERVED AREAS**

##### STRATEGIES:

- a. Inventory and develop a system to prioritize planned park projects
- a. With input from the community, identify new park uses for existing parklands, including both active and passive recreation opportunities
- b. Pursue park acquisitions in areas that lack access to parks
- c. Pursue resources to develop additional amenities to serve the community

## **GOAL 2: STRONG ORGANIZATION**

### **ENSURE ORGANIZATIONAL EFFECTIVENESS AND FISCAL STABILITY FOR LONG-TERM COMMUNITY BENEFIT**

#### **CORE OBJECTIVES**

#### **OBJECTIVE 2.1: ENSURE DEPARTMENT EFFICIENCY AND EFFECTIVENESS**

##### STRATEGIES:

- a. Provide exceptional customer service to park users and the wider community
- b. Provide resources and systems to ensure effective staff communication throughout the department
- c. Engage and deploy volunteers effectively to augment departmental capacity
- d. Upgrade technology where it makes the most difference to staff effectiveness
- e. Regularly survey staff regarding department priorities and effectiveness, and solicit ideas for improving department functionality

#### **OBJECTIVE 2.2: INVEST IN STAFF DEVELOPMENT AND PROMOTE INNOVATION AND EXCELLENCE IN SERVICE**

##### STRATEGIES:

- a. Create and maintain a variety of opportunities for staff training and leadership development
- b. Encourage collaboration across the department and promote ways for staff to learn from each other and share expertise
- c. Increase regular communication between staff and supervisors

- d. Track and recognize staff performance
- e. Pursue opportunities for networking and staff development with other agencies

#### **OBJECTIVE 2.3: DEVELOP SOURCES OF SUSTAINED FUNDING FOR OPERATIONS AND ENHANCED SERVICES**

##### STRATEGIES:

- a. Pursue new opportunities for revenue generation
- b. Collaborate for the creation of a parks funding measure or other sustainable source of park funding
- c. Evaluate park dedication fees and update as needed
- d. Work with the County Administrative Office and Board of Supervisors to assess department operations and capital projects budgets and secure adequate funds

#### **STRETCH OBJECTIVES**

#### **OBJECTIVE 2.4: INSTITUTE IMPROVED SYSTEMS FOR DEPARTMENTAL MANAGEMENT AND OPERATIONS PLANNING**

##### STRATEGIES:

- a. Develop metrics and performance measures for Strategic Plan Objectives and share com-

puting data with stakeholders and potential funders

- b. Develop and annually update an Operational Plan, integrated with the Capital Improvement Program and department budget
- c. Regularly track and report progress on Strategic Plan Objectives and Strategies through implementation of the department's strategic management cycle
- d. Work to align the Parks Department's Strategic Plan with the County's Strategic Plan

#### **OBJECTIVE 2.5: LEAD AND PARTNER WITH OTHER DEPARTMENTS, AGENCIES AND ORGANIZATIONS TO BETTER SERVE THE COMMUNITY**

##### STRATEGIES:

- a. Partner with other public land owners to provide increased recreational access to existing public open spaces
- b. Partner with school districts, land trusts, non-profit groups, community organizations, and public agencies to provide additional public access to existing facilities
- c. Collaborate to develop an interagency vision for the countywide network of trails

## **GOAL 3: AWESOME PROGRAMS**

### **PROVIDE RECREATIONAL AND CULTURAL PROGRAMS TO STRENGTHEN AND ENGAGE LOCAL COMMUNITIES**

#### **CORE OBJECTIVES**

#### **OBJECTIVE 3.1: PROVIDE RECREATIONAL PROGRAMS AND EVENTS TO MEET COMMUNITY NEEDS**

##### STRATEGIES:

- a. Continue to offer free and low-cost programs and events to the community
- b. Sponsor and co-sponsor a variety of events for families & diverse audiences
- c. Promote program scholarships offered by non-profit partner organizations based on individuals' financial need

#### **OBJECTIVE 3.2: CULTIVATE THE ARTS AND STRENGTHEN THE CULTURE OF THE COUNTY THROUGH PUBLIC ART PROGRAMS AND EVENTS**

##### STRATEGIES:

- a. Continue to work with the County Arts Commission and partners to: a) fund arts programs, b) include public art components in public projects, c) provide art in public spaces, d) develop new public art programs and e) conserve existing public art
- b. Continue to offer opportunities to engage in rich, hands-on arts curriculum through arts-based summer camps and class offerings

#### **OBJECTIVE 3.3: CONDUCT COMMUNITY OUTREACH AND OFFER REGULAR OPPORTUNITIES FOR DIVERSE GROUPS TO ENGAGE WITH AND LEARN ABOUT THEIR COUNTY PARKS DEPARTMENT**

##### STRATEGIES:

- a. Conduct meaningful outreach to the county's diverse communities to increase access to and knowledge of parks facilities and programming
- b. Regularly engage community members and other agencies and organizations in assessing community needs

#### **STRETCH OBJECTIVES**

#### **OBJECTIVE 3.4: PROVIDE NEW AND INNOVATIVE RECREATIONAL PROGRAMS AND EVENTS THAT ADDRESS AREAS OF UNMET NEED**

##### STRATEGIES:

- a. Regularly assess needs and inventory priorities for classes, programs, and events, especially in underserved areas
- b. Pursue partnerships and develop programs where most needed
- c. Add additional programming targeted to and relevant for high-need and underserved groups
- d. Increase relevance of programs to youth, elders, and families with young children, and ensure that all demographics are served by programs

#### **OBJECTIVE 3.5: ENHANCE OUR SUPPORT OF LOCAL FAMILIES AND YOUTH BY EXPANDING AFTER SCHOOL AND SUMMER OFFERINGS**

##### STRATEGIES:

- a. Pursue resources for expanding programs and classes for youth, especially in underserved areas
- b. Regularly survey youth, parents, teachers and school administrators to identify current gaps in services and areas of unmet need
- c. Partner with other agencies and non-profits to expand the cultural, recreational, educational and interpretive program options available to families and youth countywide
- d. Expand the Junior Volunteer Program and Junior Lifeguard programs to support job and life skills development and opportunities for mentoring

#### **OBJECTIVE 3.6: INCREASE THE DEPARTMENT'S UNDERSTANDING OF PARKS CUSTOMERS THROUGH INCREASED OUTREACH, DATA COLLECTION AND RESEARCH**

##### STRATEGIES:

- e. Conduct an equity analysis including a survey to help the department focus on key areas of need
- f. Regularly conduct surveys of park and program users to determine how parks facilities and programs are used and how they can be improved

## **GOAL 4: EFFECTIVE STEWARDSHIP**

### **STEWARD AND PROTECT OPEN SPACES AND NATURAL, CULTURAL AND HISTORICAL RESOURCES FOR THE ENJOYMENT OF CURRENT AND FUTURE GENERATIONS**

#### **CORE OBJECTIVES**

#### **OBJECTIVE 4.1: PARTNER WITH OTHER AGENCIES, ORGANIZATIONS, AND LAND OWNERS IN AN INTEGRATED REGIONAL APPROACH TO RESOURCE MANAGEMENT**

##### STRATEGIES:

- a. Regularly meet with local conservation partners to assess opportunities to lead and/or provide support for stewardship projects
- b. Provide ongoing educational and interpretive opportunities related to natural resources

#### **OBJECTIVE 4.2: PROTECT CULTURAL AND HISTORICAL RESOURCES THROUGHOUT THE PARKS SYSTEM**

##### STRATEGIES:

- a. Inventory and assess priority projects to enhance preservation of cultural and historical resources in the parks system

#### **OBJECTIVE 4.3: PROVIDE INTERPRETIVE PROGRAMS AND OPPORTUNITIES TO INCREASE AWARENESS AND APPRECIATION OF NATURAL, CULTURAL AND HISTORICAL RESOURCES**

##### STRATEGIES:

- a. Continue to provide interpretive programs led by staff and volunteers in the parks system
- b. Continue to provide interpretive signage and information with all appropriate new parks projects

#### **OBJECTIVE 4.4: PROVIDE OPPORTUNITIES FOR VOLUNTEERS IN PARKS, FACILITIES AND PROGRAMS**

##### STRATEGIES:

- a. Provide a variety of types of opportunities for volunteering in the parks system
- b. Establish regional and neighborhood-based Adopt-A-Park programs to encourage community engagement in parks

#### **STRETCH OBJECTIVES**

#### **OBJECTIVE 4.5: ESTABLISH A NATURAL RESOURCES AND OPEN SPACE MANAGEMENT PROGRAM IN THE PARKS DEPARTMENT TO MAXIMIZE ENVIRONMENTAL BENEFITS THROUGHOUT THE PARKS SYSTEM**

##### STRATEGIES:

- a. Pursue additional resources to increase department's available expertise, staff capacity, and leadership in natural resource management projects on park properties
- b. Create a natural resources program with staff and volunteers dedicated to developing and implementing resource management goals
- c. Create a parks natural resources management plan to improve ecological outcomes and pursue multiple long-term environmental benefits

#### **OBJECTIVE 4.6: INCREASE INTERPRETIVE PROGRAMS AND OPPORTUNITIES TO ENHANCE AWARENESS AND APPRECIATION OF ALL NATURAL, CULTURAL AND HISTORICAL RESOURCES**

##### STRATEGIES:

- a. Develop an interpretive plan for the parks system
- b. Pursue resources to increase interpretive staff presence at appropriate parks throughout the county to run programs, manage volunteers, and engage with park users
- c. Develop additional interpretive facilities and amenities throughout the parks system

#### **OBJECTIVE 4.7: INCREASE VOLUNTEER OPPORTUNITIES IN PARKS, FACILITIES AND PROGRAMS**

##### STRATEGIES:

- a. Grow the volunteer and intern programs to provide experiential learning opportunities and promote land stewardship throughout the parks system
- b. Increase involvement, collaboration, communication and coordination with "friends of" groups to pursue the department mission



# CHAPTER 4: PLAN IMPLEMENTATION

## DEPARTMENT STRATEGIC MANAGEMENT SYSTEM & OPERATIONAL PLANNING

### THE STRATEGIC MANAGEMENT SYSTEM

Implementing the Strategic Plan will require future cooperation and planning. The strategic management cycle illustrates how the plan will be implemented (Figures 1 and 2) including the phases of planning, implementing and monitoring, evaluating, and adjusting. These phases will help keep the department on track with the Strategic Plan goals, will set regular times to engage the community, and will help continually improve efficiency and effectiveness.

The Strategic Plan lays the groundwork and sets the framework for future operational plans which will serve to implement the Strategic Plan and help manage department staff work plans and budgets. Together, the Strategic Plan and these future operational plans make up this strategic management system. This is the framework for managing the department and steering us towards our vision and the realization of our Strategic Plan goals.

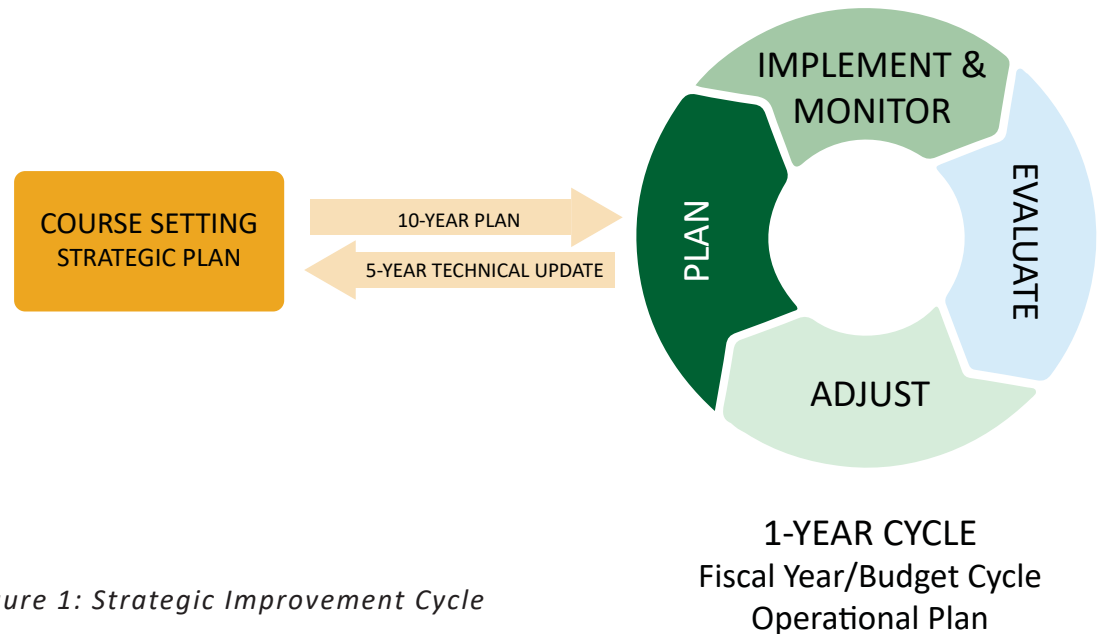
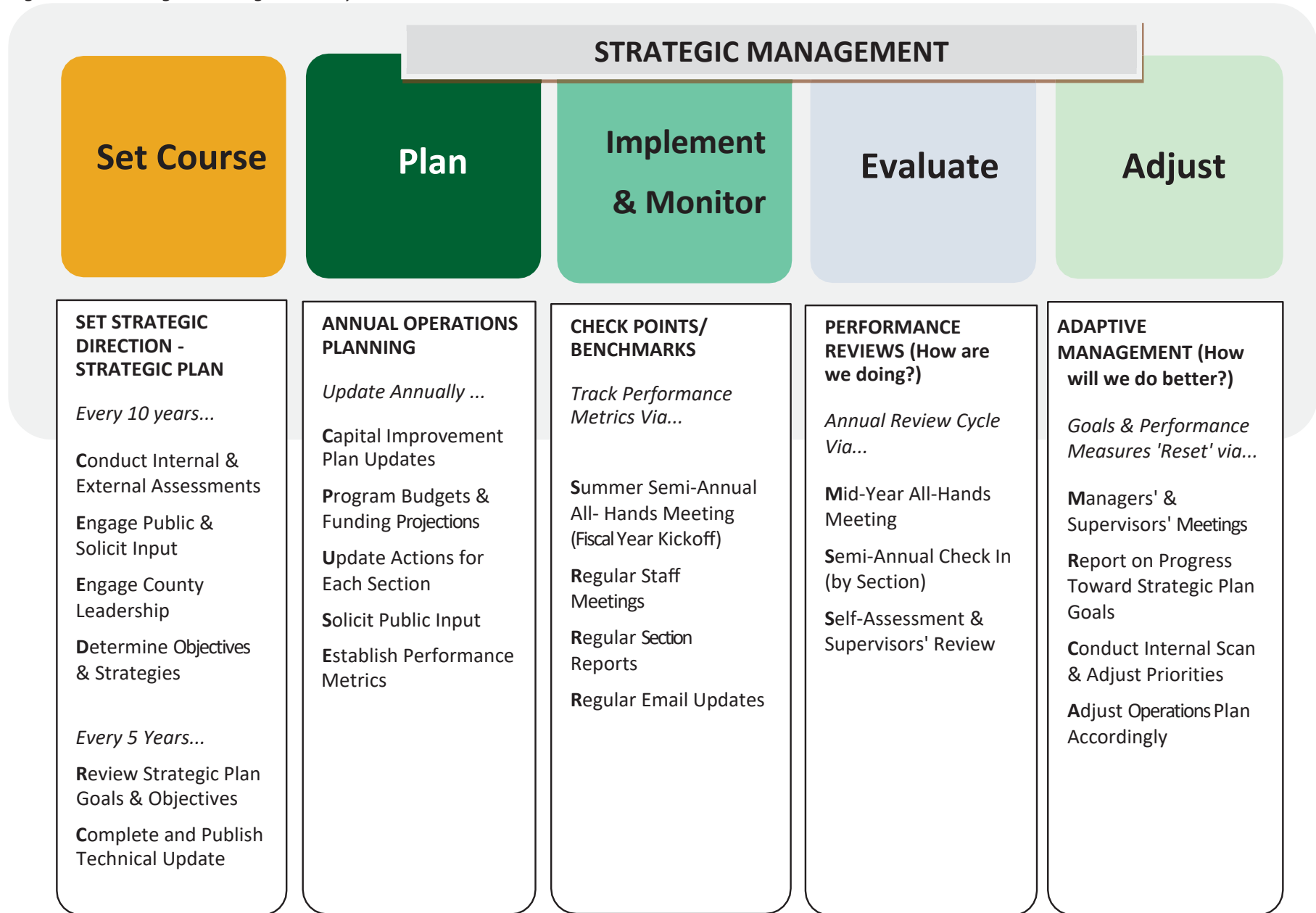


Figure 1: Strategic Improvement Cycle

Figure 2: Strategic Management System





### THE OPERATIONAL PLAN

The Operational Plan is a tool we will use to implement this Strategic Plan. The Operational Plan will be updated regularly and will identify short-term (1-2 year) actions that will flow from Strategic Plan goals and objectives and support department priorities. Each operational plan will identify the concrete steps that the County Parks Department will take to assign resources and staff toward achieving the strategic priorities and goals laid out in the Strategic Plan.

The heart of these operational plans will be the formulation and tracking of actions and performance measures. Operational plan actions are specific, measurable, achievable steps to be taken to implement Strategic Plan objectives. In each operational plan, priority will be given to specific actions that further multiple goals and objectives identified in the Strategic Plan. Performance measures will be established and tracked on an annual basis.

### CRITERIA FOR PRIORITIZING ACTIONS

With finite staffing levels and budget, the Parks Department must prioritize. In order to determine which actions take priority, the following set of criteria will be used to maximize the potential to achieve the goals, objectives and strategies in this Strategic Plan. Since each goal and objective will require additional resources and needs to build on additional progress, the emphasis is on actions that set the stage and overcome initial barriers, enabling the department to work towards multiple Strategic Plan goals.

Actions should address the following criteria:

1. Lay the groundwork for implementing the long-term goals
2. Work towards fulfilling multiple goals and objectives as identified in the Strategic Plan
3. Create additional resources and enable pursuit of additional goals and objectives identified in the Strategic Plan
4. Be readily achievable in the short-term, with existing funding and staff levels.
5. Capitalize on previous momentum and continue previous progress

### THE STRATEGIC PLAN WILL EVOLVE

Over the 10-year horizon for the County Parks Strategic Plan, the priorities and context will evolve in response to changing circumstances. To succeed, we must revisit our Strategic Plan goals regularly and refine our course by adjusting the actions in the Operational Plan. Every five years, the Strategic Plan should undergo a technical update to ensure that the priorities articulated reflect the changing environment, economy, and department and community needs.



Mesa Village County Park

## KEYS TO MAKING PROGRESS

### *FOCUSING*

Priority Actions for the first Operational Plan have been selected based on the criteria stated above, as applied to the goals, objectives and strategies included in this Strategic Plan. Based on this approach, the first and highest priorities identified for the Parks Department include the following:

1. Clearly articulate the funding needs of the department through creation of a deferred maintenance plan (Objective 1.4), a system to prioritize capital projects (Objective 1.5), and an assessment of appropriate staff levels needed to operate and maintain the existing parks system (Objective 1.1).
2. Pursue additional funding for the department through potential collaboration on a funding measure, working with the Board of Supervisors and County Administrative Office on department budget allocations, pursuing additional revenue sources, and evaluating park dedication fees (Objective 2.3).
3. Develop metrics and performance measures with the first operational plan (Objective 2.4) for Strategic Plan goals and objectives, and begin to share compelling data with stakeholders and potential funders.

We hope that the focus objectives named here will help the Parks Department achieve the goals, objectives and strategies identified in this Strategic Plan by increasing the capacity and organization of the department.

### *FUTURE FUNDING*

The improvement and growth of the County Parks Department will require investment. This investment is expected to yield a wide range of recreational, environment and socio-economic returns to the community. To realize the goals articulated in this plan, additional department resources and revenue must be pursued.

Before other goals and objectives can be realized, we will need to first develop sources of sustained funding for operational and enhanced services (Objective 2.3). Strategies to meet that objective are detailed below.



*Scotts Creek County Beach*

#### PURSUING NEW OPPORTUNITIES FOR REVENUE GENERATION

The County Parks Department currently generates revenue through user fees and reservations of facilities. There may be future opportunities to generate new revenue sources through increased services such as providing additional facilities available for reservation.

#### COLLABORATE FOR THE CREATION OF A PARKS FUNDING MEASURE OR OTHER SUSTAINABLE SOURCE OF PARK FUNDING

The County Parks Department is not the only agency providing parks and recreation services in the county, and is not the only agency that requires additional funding to meet community needs for parks and recreation. Working together, the various parks agencies and the community may pursue a ballot measure to fund parks in the county. This could be in the form of a dedicated parcel tax or a sales tax, which could be used to fund projects identified by the community as important, and could help us implement the goals and objectives of this Strategic Plan. The Parks Department could also individually pursue a ballot measure to secure a sustainable funding source for County Parks.



*Willowbrook Park in Soquel*

#### EVALUATE PARK DEDICATION FEES AND UPDATE AS NEEDED

The Park Dedication Fees are required for residential development in the unincorporated county, and are used locally to provide additional park facilities proportionally to serve increased demand resulting from new development. Fees are based on the standard provision of acres of parkland for every 1,000 new residents, and fees are adopted by the Board through resolution. These fees were last evaluated and updated based on market conditions in 1998, and should be assessed for appropriate levels for current economic conditions.

#### WORK WITH COUNTY ADMINISTRATIVE OFFICE AND BOARD OF SUPERVISORS TO ASSESS DEPARTMENT OPERATIONS AND CAPITAL PROJECTS BUDGETS AND SECURE ADEQUATE FUNDS

The largest source of funding for the County Parks Department is the County General Fund. The General Fund contribution to the department budget has decreased from its pre-recession level, while operational costs and the size and demands on the County Parks system have increased. The Parks Department should work cooperatively with the Board of Supervisors and the County Administrative Office to develop a sustainable source of revenue that is commensurate with the long term needs identified in this plan.

### **THE NEED FOR COMMUNITY PARTNERSHIPS**

This Strategic Plan represents a collaborative vision developed with the Parks Department and the community at large. The County Parks Department cannot implement the goals of this plan alone. Realizing this vision will require the leadership of other organizations and agencies as well as increased participation and support from the community. New partnerships will be needed to pursue strategies identified in this plan that will improve the County Parks system, and that the community sees as important, but which are currently outside the scope of the department to implement (such as improving neighborhood bike and pedestrian infrastructure and connections to parks). Community support will be especially important to help us generate new resources and additional funding, as many goals of this plan simply will not be realized without it.

By focusing on collaboration and partnership, this department intends to foster and to amplify the leadership and innovation in this community, to implement this plan, and to support community values. Working together, County Parks will strive to create a healthier and more vibrant Santa Cruz County for all.



*Volunteers at Quail Hollow Ranch County Park*

# PART II: THE COUNTY PARKS DEPARTMENT

## CHAPTER 5: THE PARKS NETWORK AND SERVICES

### SANTA CRUZ COUNTY'S PARKS & OPEN SPACE NETWORK

The County Parks Department is one of several entities that provide parks, open space, cultural services and recreation facilities and programs in the county, along with several other public agencies, organizations, and private landholders. Together, these various entities provide a network of parks and open space that serves the entire county. Generally, local urban-type neighborhood and community parks are provided by the cities, County Parks, and the four park and recreation districts. Larger regional-serving parks are provided by State Parks, County Parks, and other entities. Local park-provider jurisdictional lines are shown in Figure 3. Parklands and protected lands are shown in Figure 4.

#### *COUNTY PARKS*

Generally, the County Parks Department provides two broad categories of services: local neighborhood and community parks and programs in the unincorporated portions of the county (areas outside one of the four city limits), and larger regional-serving parks and facilities that serve the entire county. In Santa Cruz County, there are many urban neighborhoods that are not within a city limit, including the communities of Live Oak, Soquel, and Aptos, and the County provides neighborhood parks in these areas.

#### *CITY PARKS*

There are four incorporated cities in the county, including Capitola, Santa Cruz, Scotts Valley and Watsonville. Each of these four cities has their own city parks department providing local neighborhood-serving parks and recreation services within that city's limits.

#### *INDEPENDENT RECREATION AND PARK DISTRICTS*

The four independent park and recreation districts of Alba, Boulder Creek, La Selva Beach and Opal Cliffs are responsible for providing local neighborhood and community parks to urban and rural neighborhoods within their independent jurisdiction boundaries.

#### *OTHER PARKS AND OPEN SPACE AGENCIES & LANDHOLDERS*

In addition to the local parks provided by the County Parks Department, the four city parks departments, and the four recreation and park districts, California State Parks also provides several large parks and beaches in the county. State Parks provide important recreational opportunities for local county residents as well.

There are also recreational facilities and open space provided by other agencies in the county including local school districts, the Bureau of Land Management, the California Department of Fish and Wildlife, the City of Santa Cruz Water Department, the San Lorenzo Valley Water District, the Land Trust of Santa Cruz County, and the Midpeninsula Regional Open Space District.

Figure 3: Neighborhood-Park-Providing Jurisdictions

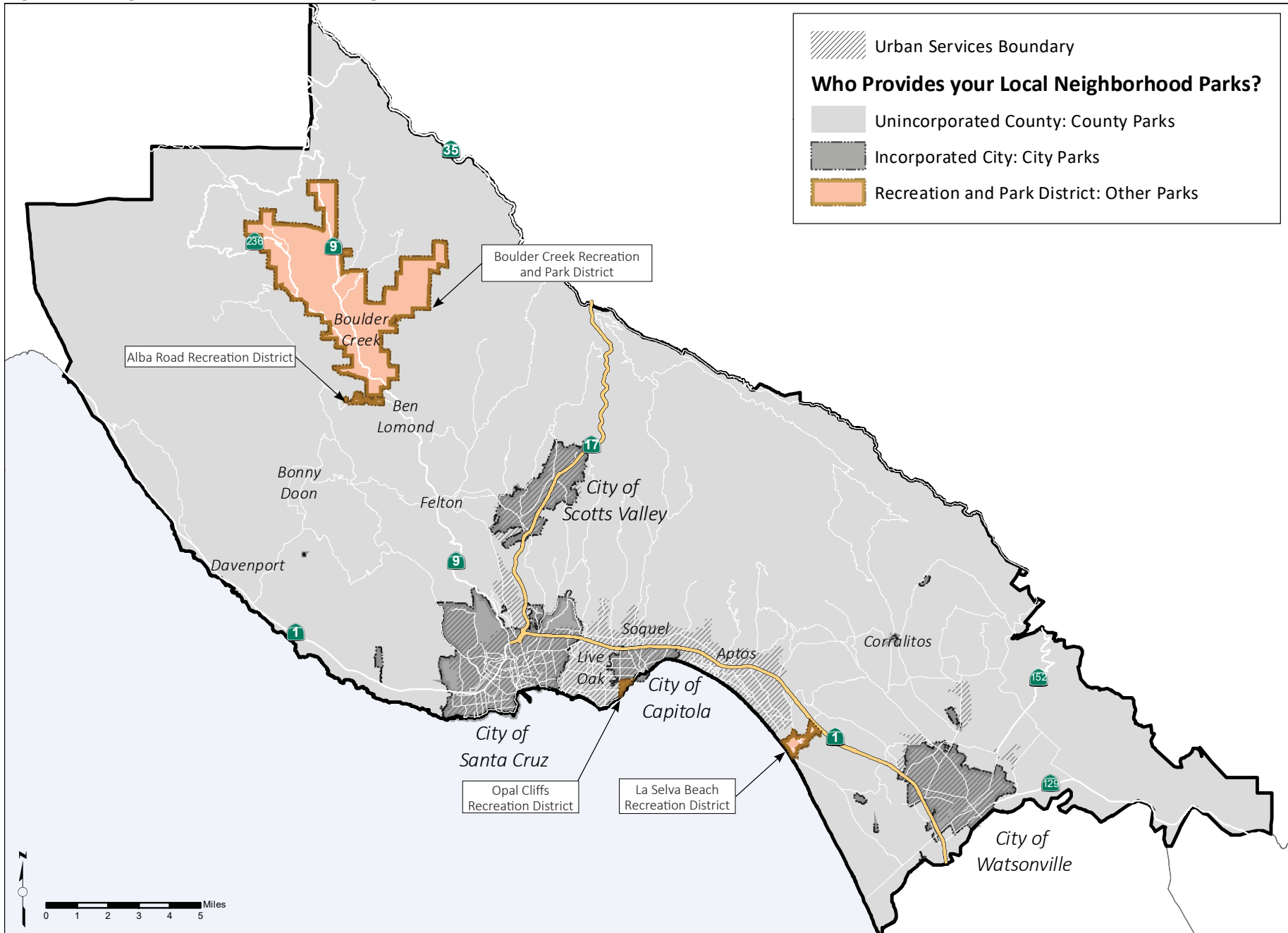
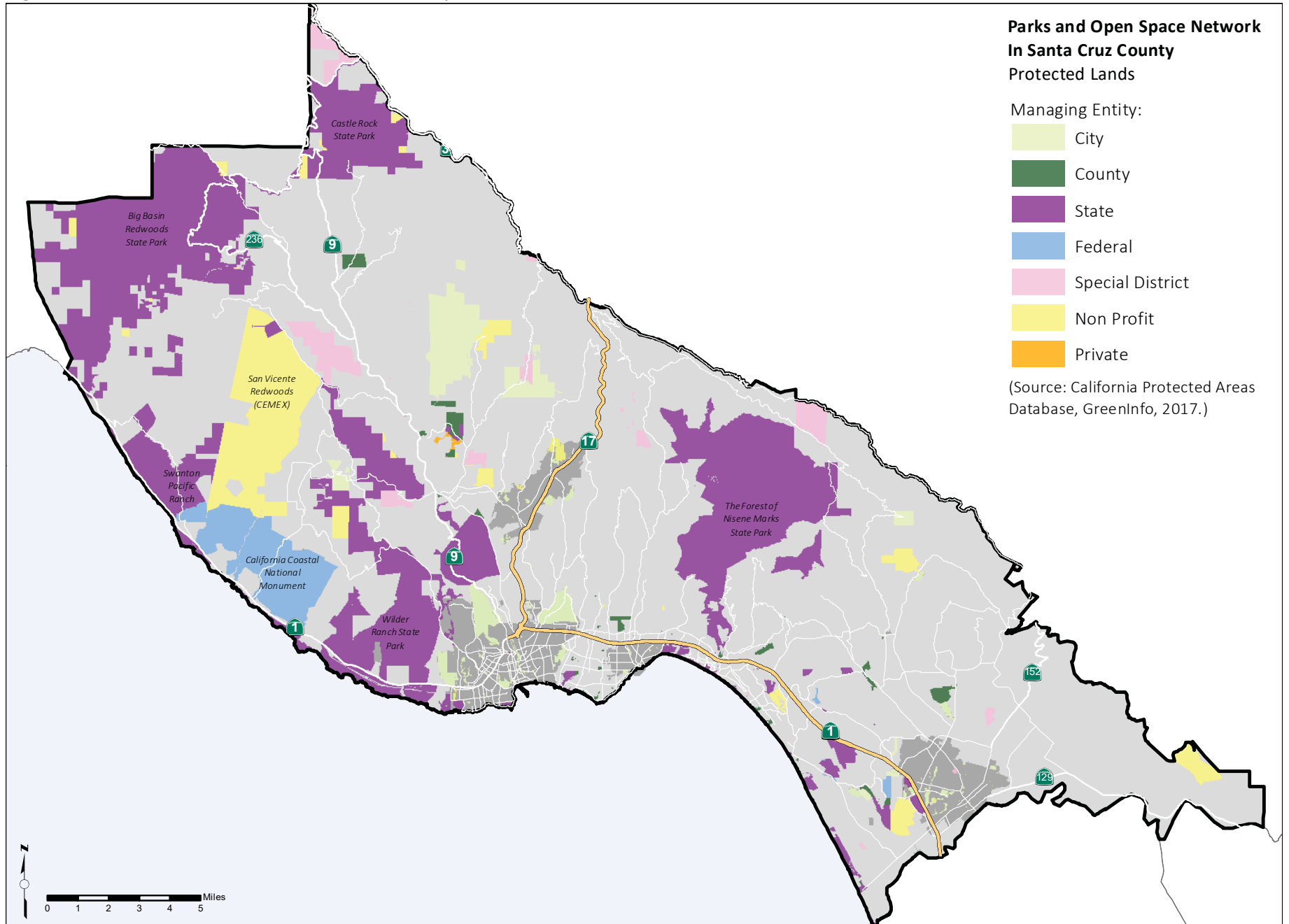




Figure 4: Protected Lands in Santa Cruz County



Today the County Parks Department manages:

- 1,593 acres of parkland including 883 acres of parks and 710 acres of open space
- 38 neighborhood, community, regional or rural parks
- 27 coastal access points
- 23 playgrounds
- 6 parks with sports fields
- 8 parks with basketball courts
- 5 parks with tennis courts
- 5 parks with community rooms
- 1 regional swim center with aquatics and fitness programs and special events throughout the year. Swim Center visits exceed 180,000 per year
- Recreational, cultural and youth programs throughout the unincorporated county
- 4 parks with wedding event facilities

## COUNTY PARKS SERVICES

Since 1979, the County Parks Department has managed a diverse parks system including neighborhood, community, regional, and rural parks, coastal access points, trails, and cultural and recreational programs and activities for all ages throughout the unincorporated county. County Parks facilities' locations and amenities are shown in Figure 5.

The County Parks Department also provides

financial support to community arts and recreational programs provided by other organizations such as the Museum of Art and History, the Davenport Teen Center and local school district facilities and programs in various locations around the county.

The Parks Department provides the following services.

*Seascape County Park in Aptos*



*Photo by Mary Chavez*

## REGIONAL PARKS



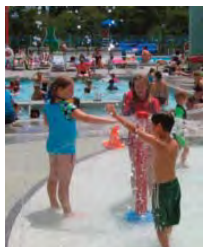
Regional parks, located throughout the county, include Quail Hollow Ranch in the San Lorenzo Valley, Polo Grounds in Aptos, and Pinto Lake in Watsonville. These parks and their facilities have unique geographic features, draw people from a wide area, and provide a wide variety of public amenities such as trails, sports fields, dog parks, and rental facilities.

## NEIGHBORHOOD AND COMMUNITY PARKS



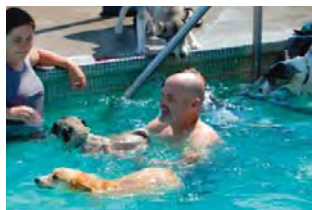
Among the County's 29 neighborhood and community parks are Highlands Park in Ben Lomond, Brommer Park in Live Oak, Seascape Park in Aptos, and Aldridge Lane in Corralitos. These parks serve the surrounding communities and provide amenities such as places to picnic and hold gatherings, play structures for children to explore, benches to rest on, community art for visitors to enjoy, community gardens, skate parks and bike pump tracks, and facilities for community events and weddings.

## SIMPKINS FAMILY SWIM CENTER



The Swim Center, also a regional park, is located in Live Oak. Among the aquatic programs offered are swim lessons, recreation and lap swim, water exercise, and water polo, as well as the popular Pool Jr. Guards and Little Guards summer camps. It is the primary public pool in the area and provides services for every age group 363 days a year.

## COMMUNITY EVENTS



The County Parks Department puts on events such as the Parks & Rex pool party, where dogs can take a dip in the pool, the Holiday Art & Craft Faire and the Floating Pumpkin Patch.

## TEEN PROGRAMS



Zombie Camp (pictured), for ages 11-14, is held at Aptos Park. Teens can gain valuable job skills while having fun by volunteering as a Junior Leader at County Parks youth summer camps, as well as assisting with after-school programs.

## COASTAL ACCESS POINTS



Coastal access points include Scott Creek Beach near Davenport, Sunny Cove Beach in Live Oak, and Hidden Beach in Aptos. County Parks, together with State Parks and other entities, provides and maintains coastal access points in the unincorporated portions of the county. These coastal access points sometimes include restroom facilities, trash receptacles, natural plantings, and infrastructure such as stairs and fencing to protect sensitive areas and species.

## YOUTH PROGRAMS



School-age youth can enjoy a variety of camps and programs, including Nature Adventure and Science Sleuths at Quail Hollow Ranch, Kreative Kids at Wilder Hall, and art and science camps at Aptos Park. Afterschool programs are held at Mar Vista Elementary and La Selva Beach clubhouse.

## ADULT AND SENIOR PROGRAMS



Programs for adults and seniors include local day trips (pictured, trip to Harley Farms), water and dry-land exercise classes at the Swim Center, Spanish language and tap classes, interpretive hikes and workshops at Quail Hollow Ranch, and a popular Mall Walk Program.

## ARTS



The Percent for the Arts Program, art exhibitions at the Government Center, Artist of the Year, and Outside the Box are just a few of County Parks art-related programs. Arts programming for youth is provided through summer camps and is integrated into parks after school programs. County Parks-sponsored public art can be enjoyed at locations throughout Santa Cruz County. The department also supports the Arts Council and the Museum of Art and History.



Jose Avenue County Park in Live Oak



Recreational Trip to Suisun Marsh Natural History Cruise



Mar Vista Kinder Enrichment Program

## DEPARTMENT STRUCTURE & STAFFING

The County Parks Department is made up of five sections with distinct functions.

### ADMINISTRATION AND RESERVATIONS

Administration staff provides support and customer service to all Parks staff and customers, and oversees the department budget, finances, human resources, and office operations. Reservations staff administers the use and rental of all park buildings, beaches and park sites; manages concessionaires and the rentals of private houses in county park sites; provides oversight of community gardens and horse-boarding facilities; and works closely with maintenance staff to maximize the use and enjoyment of public facilities.

### AQUATICS

Aquatics staff manages the Simpkins Family Swim Center and the extensive aquatics programs offered there. Swim Center visits exceed 180,000 a year. Staff continues to develop new program opportunities to meet the needs of the community and increase participation at the Swim Center.

### MAINTENANCE AND OPERATIONS

Maintenance staff provides maintenance to all park locations, beaches and facilities. In addition, staff maintains the landscaping around all County government facilities. A partial list of respon-

sibilities include mowing, minor construction projects, trash pick-up, restoration of natural resources, building maintenance, and pool maintenance at the Simpkins Family Swim Center. Maintenance staff also assists Reservations staff in preparation, set up and clean up for events.

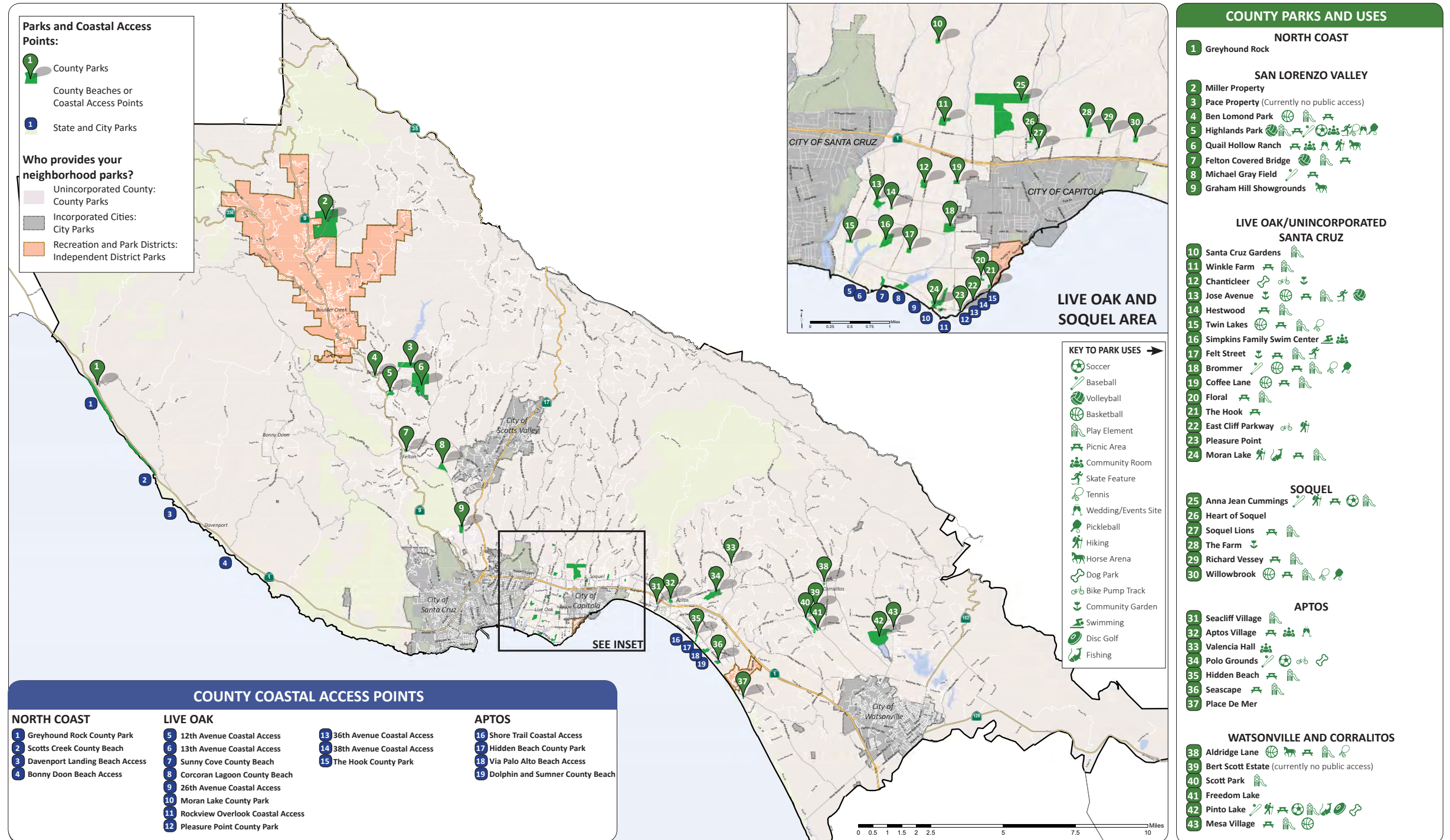
### PLANNING AND DEVELOPMENT

Planning staff oversees the implementation of the Parks Capital Improvement Program (CIP) projects, develops plans and studies for components of the County Parks system, and oversees park construction projects. The Planning and Development section works with specialists from a variety of disciplines and members of the public to develop short, medium and long term plans such as feasibility studies, acquisition studies, park master plans, environmental review documents, design and construction documents, and permits for park projects. Staff leads the submission and administration of grant applications for County Parks projects. The planning section also reviews plans for projects led by other agencies for potential impacts on the County Parks system.

### RECREATION & CULTURAL SERVICES

Recreational Program staff administers an extensive list of programs including youth programs, interpretive nature programs centered at Quail Hollow Ranch, adult and senior programs, cultural services and arts programs. Recreation and Cultural Services staff also conducts annual special events, such as the Holiday Art and Craft Fair.

Figure 5: County Parks, Facilities, and Coastal Access Points





# CHAPTER 6: OVERSIGHT AND FUNDING

## PUBLIC OVERSIGHT

As with all County departments, the Parks Department is overseen by the Board of Supervisors. In addition, it is supported by two Commissions: the Arts Commission and the Parks and Recreation Commission. These commissions are appointed by the Board of Supervisors, make recommendations to the Board of Supervisors for park-related actions, and assist in coordinating between the public, the department, and the Board.

**THE PARKS AND RECREATION COMMISSION**  
The mission of the Santa Cruz County Parks and Recreation Commission is to advise and support the Board of Supervisors in its work to provide excellent and accessible parks, open spaces, recreational programs and facilities that promote health and enhance the quality of life for all.

**THE ARTS COMMISSION**  
The mission of the Santa Cruz County Arts Commission is to promote, expand and plan for the cultural life of Santa Cruz County and to bring artists and arts organizations together with government for the benefit of all residents of the county.

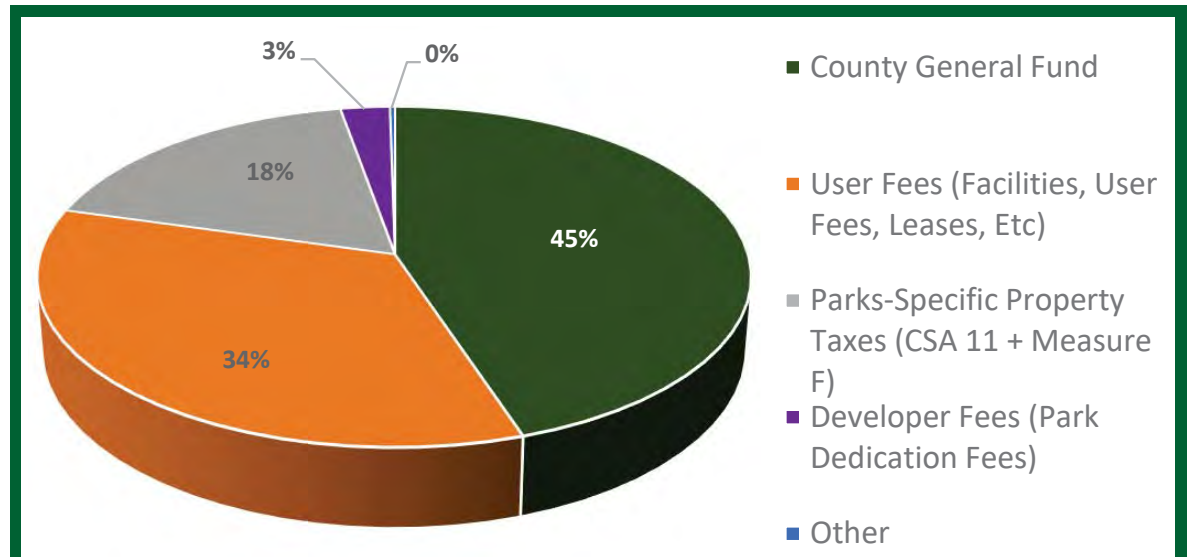


Figure 6: Parks Revenue Sources in Fiscal Year 2016/17

## DEPARTMENT FUNDING

County Parks funding comes from a variety of sources including the County General Fund, property taxes, recreation and park facility user fees, grants, and developer fees (for capital projects only) as shown in Figure 6. The amount of each of these sources varies by year depending on specific grants and several other factors. Property tax money includes funds associated with County Service Area (CSA) 11, which exists to provide funding specifically for County Parks.

Generally, the budget can be divided into two categories. First, the operating budget includes the costs associated with operations and maintenance of the existing parks facilities and programs. Second, the capital projects budget includes costs associated with the acquisition of new park properties, development of new or additional park facilities on park properties, and deferred maintenance.

The Parks Department budget, including both the operating budget and the capital projects budget, has not remained proportional to the growing size, demands and costs of operating the parks system (see Figure 7).

### OPERATING BUDGET

The sources of funds used for department operations generally include the County General Fund, park user fees, CSA 11, and Measure F.

The overall department operating budget decreased with the recession in 2008, and has only recently (in 2015/16) returned to the pre-2008 level. Additionally, costs associated

with staff, supplies and services have increased over the same time period. To illustrate both of these points, Figure 7 shows that there were 68 funded full time or equivalent staff positions in 2002/03, and only 46 in 2016/17. While staff numbers have decreased, the number of parks and facilities for which the department is responsible has increased from 55 in 2002/03 to 64 in 2016/17.

### COUNTY GENERAL FUND CONTRIBUTION

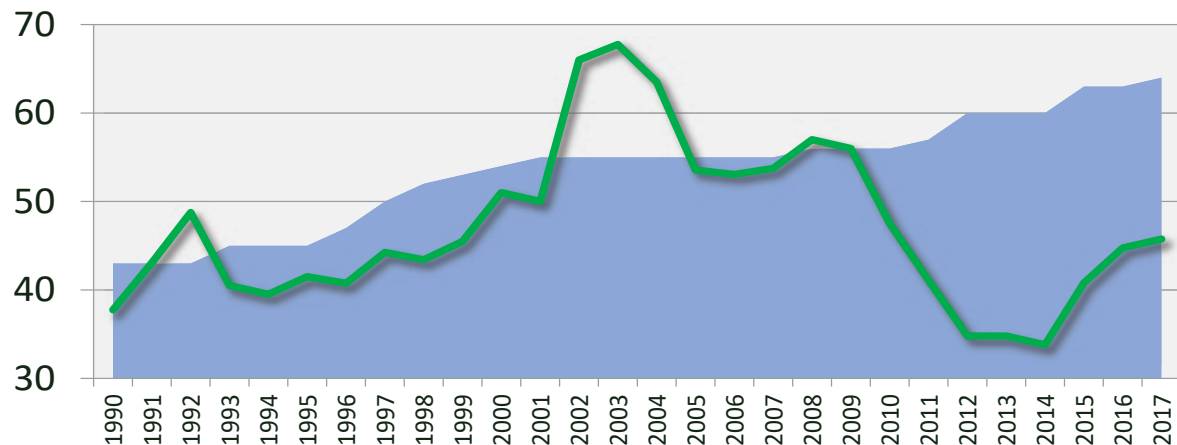
Each fiscal year, the County Board of Supervisors approves the department budget which includes a contribution from the County General Fund. This General Fund contribution generally has increased slightly each year proportionate to rising costs of operating the department. However, in the economic downturn of 2008, with the fiscal crisis and the dissolving of the County Parks Department into the Department of Public Works,

the General Fund contribution to the Parks Department was reduced significantly, from \$4.3 million in 2007/08 to \$2.1 million in 2012/13. Although the total operating budget has partially recovered – due to increasing program participation, user fees and Measure F – in 2016/17 the General Fund contribution was \$3.7 million, and has still not returned to pre-recession levels.

### COUNTY SERVICE AREA 11

County Service Area (CSA) 11 is a special district that covers the entire unincorporated county (outside the four cities) except areas that are within one of the four distinct recreation and park districts. This service area was created in 1971 to provide additional property tax funds in an effort to address the gap between needed parks services and available funding. This relatively small fund has been essential to the department in maintaining the most important

Figure 7: Number of Parks and Number of Parks Department Staff







Valencia Hall

department services. Because the Santa Cruz County Parks Department provides an urban level of service in some areas while collecting proportionally fewer taxes than a city, this was a necessary step.

#### MEASURE F

Measure F was approved by the voters of CSA 11 in 2014, to include a specific per-parcel property tax within CSA 11 that provides a small additional amount of funding to the County Parks Department. Measure F provides less than 4 percent of the annual department budget.

#### CAPITAL PROJECTS BUDGET

There is no consistent source of funding allocated to capital projects in the County Parks system for upgrades to park infrastructure, deferred maintenance, planning and construction of new

park uses and facilities, and acquisition of new park properties. These types of projects must be funded through unique combinations of funding sources such as grants, park dedication (developer) fees, one-time individual funding sources such as property sales, and public-private funding partnerships.

#### REDEVELOPMENT AGENCY

Throughout the past 30 years, the Redevelopment Agency provided the largest amount of capital funding for parks projects. Since the agency was dissolved in 2011, this source of funding is no longer available for development of the County Parks system. Redevelopment Agency funding was only available for parks within the Redevelopment Project Area, which included Live Oak and Soquel. The parks throughout the rest of the County Parks system were not eligible to receive these significant contributions of capital project funds.

#### PARK DEDICATION FEES

New residential development in the unincorporated portions of the county requires either dedication of new public park land or paying an in-lieu fee to offset additional demand for parks created by the residential development. In-lieu fees go to the County Parks Department and are used to fund capital projects or acquisition of new parkland. The intent of these funds is to allow the parks system to grow proportionally with the increased demand created by new residential development. These fees have not been adjusted to reflect inflation or the increase in property values since 1998.



Photo by Alyssa Johnson

The Hook County Park at Pleasure Point



## CHAPTER 7: KEY CHALLENGES

A number of key challenges face this county and this department. Understanding these challenges is critical to creating a way forward that is strategic, holistic, and proactive, rather than reactive. Understanding these challenges will also help the department focus on the big picture rather than responding individually to specific circumstances in a way that is at best piecemeal or partial. The following issues have been identified by staff during the strategic planning process.

### *LARGE URBANIZED UNINCORPORATED AREAS*

The passage of Proposition 13 in 1978 locked in the apportionment rate for each county in California in addition to establishing a maximum property tax rate of one percent statewide. The apportionment rate determines the percentage of property taxes that go to the County as opposed to other local agencies such as cities and special districts. Since that time, Santa Cruz County has been locked into a lower property tax apportionment, on average 13 cents of each tax dollar, than many other counties and cities in California, some of which may receive about twice that for each tax dollar. At the same time, about half (49%) of Santa Cruz County's population lives in the unincorporated area (e.g. outside the cities of Capitola, Scotts Valley, Santa Cruz or Watsonville) compared to the median of 19% living in unincorporated areas in all California counties with populations over 200,000. This means that our parks facilities experience high use and many urban-type challenges, and that the County Parks Department is responsible for

providing more urban-type parks than would typically be provided by a county. At the same time, the County has fewer financial resources to meet those challenges.

### *DECLINE IN AVAILABLE FUNDING*

In the wake of the economic downturn of 2008, available funding for parks and services was reduced dramatically in favor of directing funds toward other essential services such as fire and policing. The General Fund contribution to the department has still not returned to pre-recession levels, while costs have risen. Despite passage of Measure F in 2014, staffing has still not returned to pre-2008 levels despite significant new demands on the department such as new properties and facilities. The number of funded full time or equivalent staff positions has dropped from 68 in 2002/03, to 41 in 2015, and is up only to 46 in 2016/17 (see Figure 7). In addition, in response to our state's budget crisis,



*The Shore Trail in Aptos*

in 2011 California’s Redevelopment Agencies were shuttered. Redevelopment was previously the primary funding source for almost all parks development and capital projects in the Redevelopment Area of Live Oak and Soquel. The only other source of funding currently available to help us meet community demand for new or improved parks and facilities is Park Dedication Fees, and these haven’t been adjusted for inflation since 1998 and are limited due to the small amount of new development in the county.

#### DEFERRED MAINTENANCE

The Parks Department estimates that there are approximately \$100 million in deferred maintenance projects needed to address critical or primary maintenance needs within the County Parks system. These deferred maintenance projects include critical upkeep and routine maintenance such as roof replacements, repairs to the Simpkins Family Swim Center, and replacement of facilities such as playground equipment that has reached the end of its usable lifespan. There is a strong potential for ‘cascading’ effects and permanent negative impacts if we don’t address these issues in the near term.

#### COUNTY LAND AND HOUSING COSTS

Santa Cruz County is now one of the least affordable places to live in the world based on median house price and median household income.<sup>1</sup> Considering the cost of living there’s a great need for low and no-cost programs and facility access. Many residents are housing insecure,

and a growing number are currently experiencing homelessness. Impacts of increased homelessness on parks include use of parks property to meet basic human needs (for sleeping, bathing, storage, etc.), which puts additional environmental and maintenance demands on parks-owned facilities and open spaces. Additionally, the high cost of land means it is much more expensive to purchase and develop new parks facilities.

#### CHANGING DEMOGRAPHICS

The demographics and needs of the community in our county continually evolve, causing changes in the demands on the parks system. The parks system must continually adjust its services as needed to meet these changing demographics. Most significantly, over the past two decades, the county’s median age has increased and the percentage of the population identifying as Latino has increased.<sup>2</sup> These two demographic groups, as well as other groups, may be disproportionately underserved by the parks system. Each community has unique needs, and the department strives to understand and address these needs as they continue to evolve.

#### PARK ACCESS CHALLENGES

Transportation difficulties exacerbate County Parks’ challenges in providing accessible park facilities and programs throughout the county. The county’s population is spread out, with many residents commuting long distances to jobs. There are few functional alternatives to private

automobile use for residents and visitors to access many of the county parks. The one primary transportation corridor is narrow and heavily impacted. This increases the cost of doing business in a number of important ways such as increased construction and shipping costs, and increased travel time for parks field staff who travel between facilities. Transportation challenges also increase the need to provide local parks within close proximity to all neighborhoods, to make parks more accessible to more people.



Felton Covered Bridge County Park

1. 13th Annual Demographia International Housing Affordability Survey, 2017.

2 “Profile of General Population and Housing Characteristics: 2010,” for Santa Cruz County, US Census, 2017.

# PART III: CREATING THE PLAN

## CHAPTER 8: PROJECT APPROACH

The Strategic Plan was developed through a collaborative process that sought to be both geographically and culturally inclusive. Input was solicited through meetings with staff, community members and the Strategic Plan Working Group. Generally, the process is illustrated in Figure 8, and includes outreach, visioning and goal-setting.

### GUIDANCE & OVERSIGHT

The Strategic Plan was instigated and the process was led by a Strategic Planning Team which consisted of two lead project designers from the department along with parks leadership. In addition, a Strategic Plan Working group was formed in December of 2016 for the distinct purpose

of helping with the County Parks Strategic Plan process. It was composed of ten outside members of varying backgrounds with diverse interests, expertise, experience and partnerships. A list of Working Group members is included in the Acknowledgements section at the beginning of this document.

The Working Group met periodically, for a total of six times over the course of developing the Strategic Plan, to review and give input into all Strategic Plan materials and project phases. This review included project outreach and public engagement, creation of the parks vision and values, and the framing of the goals and objectives for the department. The Working Group also helped implement the public meetings.

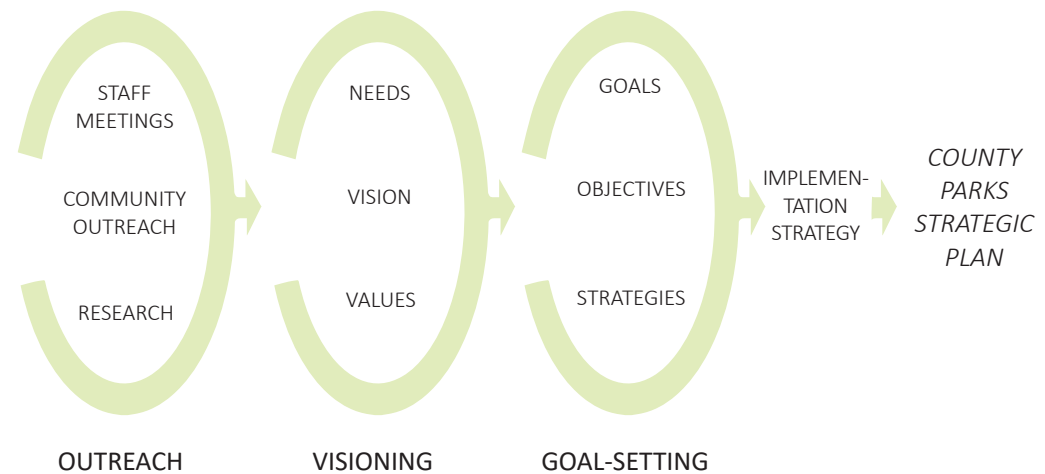


Figure 8: Strategic Plan Flow Chart

## STAFF INVOLVEMENT

In Spring 2017 the Parks Department hosted a series of three meetings for staff across the department to solicit their input and engage them in the strategic planning process. Each meeting drew a mix of attendees from various sections, and a total 48 staff members provided input. Ultimately, all sections of the department were represented: maintenance and operations, recreation and cultural services, administration and reservations, aquatics, and planning and development.

These initial meetings included a series of visioning and brainstorming exercises aimed at gathering ideas on how the department can improve and evolve to meet the needs of the community and continue to be a great place to work. Through this process we sought also to identify what changes were needed to both enhance the department's ability to serve the public and to improve job satisfaction for Parks employees.

These meetings generated a wide range of specific ideas and feedback – all of which have been valuable to this process and will be important to the department in future planning. Staff input was synthesized and used to populate a large graphic (see Figure 10 in Chapter 9).

Just as staff input was vital to developing the Parks Vision and Values, it contributed foundationally to establishing the department's priorities. An additional 'All-Hands' meeting took place later in the process to generate specific goals and objectives for the Strategic Plan.

Internal feedback about what is missing, and what can improve the department will continue to be gathered on a regular basis from staff as part of the new Strategic Improvement Cycle.

## COMMUNITY INVOLVEMENT

Community input was an integral part of the Strategic Plan process. The people that live in Santa Cruz County care deeply about their parks system; in total over 1,000 people participated in the Strategic Plan process through completing online surveys, attending one or more of the community meetings about the project, or providing comments or feedback in other ways. Strategic Plan outreach included engagement of

County communications staff, Board of Supervisors' staff, department staff and members of the Strategic Plan Working Group for assistance in personally contacting various groups of stakeholders, key community organizations and interested community members to solicit their input via the survey and to publicize the community meetings.

Our personal outreach included over 5,000 people at over 200 local organizations with a wide geographic and demographic reach with materials in English and Spanish. Feedback from the community members was the most important consideration in developing each component of the Strategic Plan.



*Strategic Plan Staff Meeting*



The meetings were publicized through individual letters and emails to over 200 stakeholder groups and their membership, publishing in each of the Board of Supervisors' newsletters, posting on both the County's and the Parks Department's website and social media, posting on Nextdoor, posting in the Parks Activity Guide and at parks and community bulletins, distributing flyers to school districts where feasible, and a press release which generated several articles in local media. Outreach materials were provided in English and Spanish.

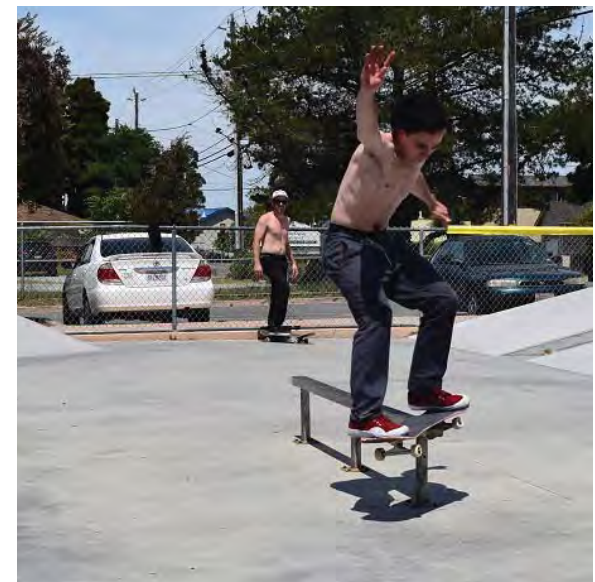
Community meetings included about an hour and fifteen minutes for public comments. Participants were split into four groups for the comment period, and each group rotated through a series of four stations. Each station was facilitated by staff and/or volunteers and focused on one of four topics, including vision and values, parks and facilities, programs and events, and priorities. Facilitators asked a series of prompts and led a series of exercises with each small group, and all comments were recorded. Spanish translation services were available at each meeting.



*Strategic Plan Community Meeting in Live Oak*



*Polo Grounds County Park in Aptos*



*Felt Street County Park*



## CHAPTER 9: KEY FINDINGS

### KEY DEPARTMENT NEEDS

Community members and parks staff have provided significant contributions during the Strategic Plan process, describing the needs of the parks system and the needs of the department. Funding constraints are a key limiting factor in the ability to meet these needs. For a discussion on needed funding, see Chapters 6 and 7. This chapter summarizes key findings from staff and the community that identifies the needs for the County Parks Department. These needs form the basis for the development of the goals, objectives and strategies in Chapter 3.

All staff members in the County Parks Department were given the opportunity to give input into the strategic planning process through an initial series of three staff meetings, additional written comments and interviews, and as part of a follow-up mid-year ‘All-Hands’ meeting, where they were able to prioritize their ideas on ways to improve the department’s functioning.

In the course of the initial internal strategic planning meetings, staff was asked to consider both the internal needs of the department and what the community most wants and needs—from the perspective of those who are on-the-ground directly serving the public.

### DEPARTMENT NEEDS

Parks staff identified the following most important staff needs:

- **More financial resources to maintain the growing number of parks and facilities:** It has been increasingly challenging for the small number of staff—particularly maintenance staff—to do their jobs while being given increasingly more responsibilities with less time.
- **More training and support:** Staff sees great value in participating in training to develop new skills as well as cross-train and share knowledge within the department. These opportunities could increase staff capacity and efficiency, allow for personal growth and career advancement, and allow the department to retain skilled employees with experience and knowledge.
- **Improved internal communication:** Increasing and improving communications between parks management and staff, and between individual parks staff members, has been a consistent key need raised by staff as part of this process. Ideas for improving communication include technological upgrades for staff such as email and network access, as well as improved communications planning and disseminating information throughout the department.

**COMMUNITY NEEDS**

Parks staff considered the most important community needs as follows:

- Safe, clean and well-maintained parks facilities
- More programs for youth, especially in underserved communities

- Expanded volunteer opportunities and community involvement
- Better awareness of what the Parks Department offers

The input collected in the course of these meetings was used to fill in a large graphic summarizing the key themes and ideas received from staff (see Figure 10).

Many of the specific actions identified as priorities at the internal staff meetings will be incorporated into our first operational plan and will continue to be referenced as the department moves forward.

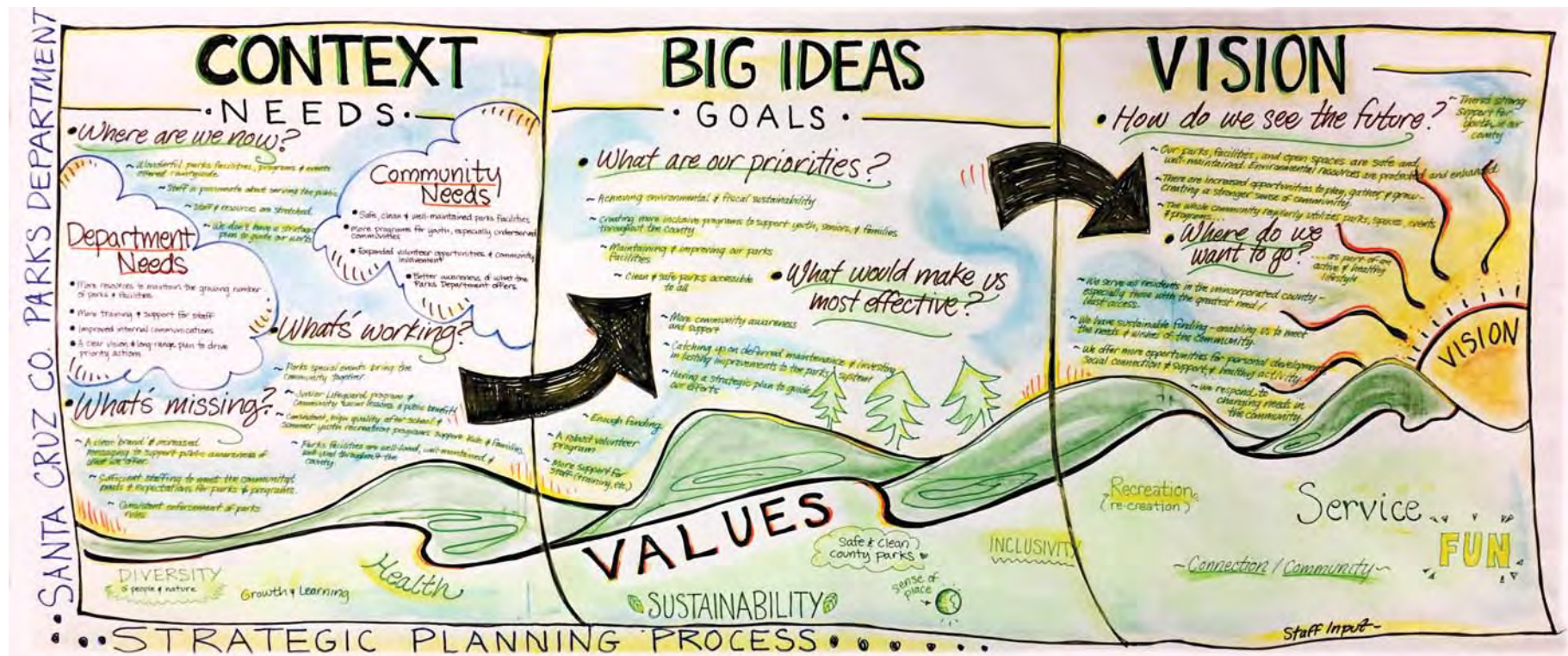


Figure 10: Key Themes and Ideas Received from Staff

Highlights from Graphic Text (Figure 10)

**CONTEXT**

**Needs**

Where are we now?

- Wonderful parks facilities, programs & events offered countywide
- Staff is passionate about serving the public
- Staff & resources are stretched

What's working?

- Parks special events bring the community together
- Junior Lifeguard program and community swim lessons a real public benefit
- Consistent, high quality after school & summer youth recreation programs support kids & families
- Parks facilities are well-loved, well-maintained (for the most part) & well-used throughout the county

What's missing?

- Sufficient staffing to meet the community's needs & expectations for parks & programs
- Consistent enforcement of parks rules

**BIG IDEAS**

**Goals**

What are our priorities?

- Achieving environmental & fiscal sustainability
- Creating more inclusive programs to support youth, seniors & families throughout the county
- Maintaining & improving our parks facilities
- Clean & safe parks accessible to all

What would make us most effective?

- More community awareness & support
- Catching up on deferred maintenance & investing in lasting improvements to the parks system
- Having a strategic plan to guide our efforts
- Having a robust volunteer program
- More support for staff development

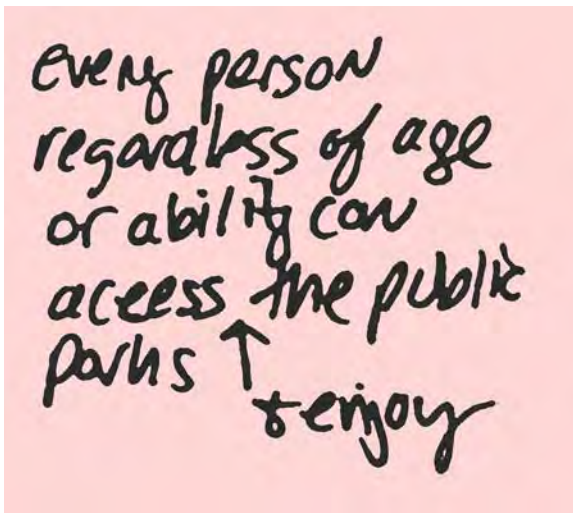
**VISION**

How do we see the future?

- Our parks, facilities & open spaces are safe & well-maintained. Environmental resources are protected & enhanced
- There are increased opportunities to play, gather & grow – creating a stronger sense of community
- The whole community regularly accesses/utilizes our parks, outdoor spaces, events & programs... as part of an active & healthy lifestyle
- There's strong support for all youth in our County of Santa Cruz

Where do we want to go?

- We serve all residents in the unincorporated county—especially those with the greatest need/least access
- We have sustainable funding—enabling us to meet the needs & wishes of the community... while maintaining what we have
- County residents have more opportunities for personal development, social connection & support & healthy activity
- We respond to changing needs in the community



Vision Statement from Public Meeting

## COMMUNITY RESPONSE

The outreach process provided valuable insight into community needs that could be addressed by the County Parks Department. It also clarified priorities and hopes for the future of parks in the county.

In the community conversations, five general themes emerged as being important to community members. These themes include 1) the quality of park experience; 2) opportunities for outdoor recreation; 3) stewardship and protection of open space and natural, cultural and historical resources; 4) accessibility of parks and programs; and 5) engagement of the local community. Generally, these themes are well represented by the number of comments, as shown in Figure 11. However, the most common theme overall was engagement of the local community, which included interest from the community in topics such as programs, outreach, volunteers, events and educational opportunities. Themes are explained below, and the most prominent themes, topics, and comments are summarized in Table 2.

### QUALITY OF PARK EXPERIENCE

The community consistently emphasized the need for maintaining and improving the quality of the existing park experience for park visitors. Essential to a positive park experience, things like improving *safety* for park users, improving the *cleanliness* and availability of restrooms, and *maintaining aging parks infrastructure* are of utmost importance. Community members also expressed a need for allocating additional and consistent levels of resources to the parks sys-

tem to allow improvements and consistent levels of service in times of economic downturn.

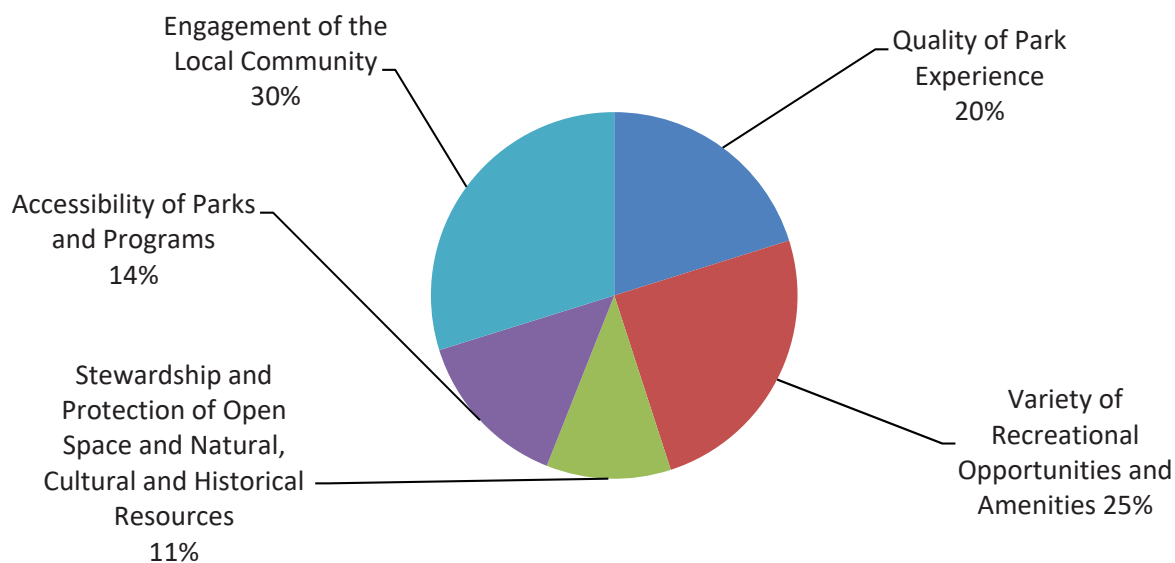
### VARIETY OF RECREATIONAL OPPORTUNITIES AND AMENITIES

The parks system needs to provide adequate and appropriate opportunities for both active and passive recreation, and common outdoor spaces and facilities for group activities. Community members expressed a need for a variety of specific activities and new facilities they wished to see within the parks system. These facilities and uses included *sports facilities, trails, community centers, natural open areas, places to take dogs, additional amenities for youth*, and other types of parks uses. The range of suggestions reflects the community's diverse needs and their vision for what a healthy lifestyle and improved quality of life mean to them.

### STEWARDSHIP AND PROTECTION OF OPEN SPACE AND NATURAL, CULTURAL AND HISTORICAL RESOURCES

Santa Cruz County residents feel strongly about the importance of protecting the natural environment and cultural and historical resources. Particularly, in the parks system, there is a need to *preserve natural open space* and to balance the development of recreational facilities with the protection of the environment. There also is a need to improve the *management* of natural areas and to restore and enhance natural habitats within the parks system. There is a strong desire to preserve our historical and cultural buildings, sites, landscapes and resources.

Figure 11: Percent of topics raised in comments during public meetings



Greyhound Rock County Park

**ACCESSIBILITY OF PARKS AND PROGRAMS**  
 People find accessibility of parks and programs to all people and geographic areas in the county to be a key need. Many comments related to increasing *equity in park and program distribution* and access. Another consistent topic is *universal access* to facilities for people with various types of abilities. Improving *connections* between and to parks to make them more accessible to local neighborhoods is another key need.

**ENGAGEMENT OF THE LOCAL COMMUNITY**  
 Locals expressed a desire for more opportunities to engage with and learn about the Parks Department, the parks system and parks programs. The department needs to increase *outreach* about offerings, and especially outreach to *underrepresented communities*. People would like to see more programs, events and volunteer opportunities in the parks and to have better and more accessible information about these opportunities. This would increase individuals' and the community's connection to the parks system. Educational opportunities and particularly *interpretive programs* and facilities are important throughout the parks system.

**REGIONAL DIFFERENCES**  
 There are specific needs and unique gaps in the park network in each part of the county, and in each of the five meetings, topics that were most important to participants varied. Prominent themes by region are summarized in more detail in Appendix 2.

Table 2: Key Needs Summary


**THEME: QUALITY OF PARK EXPERIENCE**

**PROMINENT TOPICS:**

- Safety of park users
- Cleanliness of park restrooms and facilities
- Local stewardship of parks
- Updating and maintaining aging park infrastructure
- Adequate and sustainable funding for parks system
- Working with other park agencies to provide consistent facilities, hours and regulations

**OTHER FREQUENT COMMENTS:**

- Keeping park facilities operational
- Upgrading park facilities to accommodate increases in use
- Enforcing park rules
- Appropriate resources for maintenance and operations of existing facilities
- Consistent park funds that are not significantly reduced in times of economic downturn such as the recession of 2008



*Restroom and Concession Building at Polo Grounds County Park in Aptos*

**THEME: VARIETY OF RECREATIONAL OPPORTUNITIES AND AMENITIES**

**PROMINENT TOPICS:**

- Providing a variety of types of community-serving park amenities
- Adapting to provide opportunities for current and future trends in recreation
- Opportunities for active and healthy lifestyles
- Adding new uses and improvements to existing park properties
- Opportunities for people to access open spaces and natural landscapes in the parks system
- Partnering with other parks agencies to provide new facilities



*Shared Pickleball, Tennis and Basketball Courts at Brommer County Park in Live Oak*

**OTHER FREQUENT COMMENTS:**

- Additional sports facilities such as soccer, baseball and softball fields, and basketball, tennis and pickleball courts
- Additional pool facilities and programs in underserved areas
- Additional trail connections for all types of trail users
- Spaces to take dogs
- Community centers for programs and events
- Youth facilities such as bike jumps and pump tracks, skate parks, adventure courses and climbing walls
- Joint use agreements with schools and other agencies to provide public access to park-like facilities during off hours

Table 2: Key Needs Summary (Continued)


**THEME:**  
**STEWARDSHIP AND PROTECTION OF OPEN SPACE AND NATURAL, CULTURAL AND HISTORICAL RESOURCES**

**PROMINENT TOPICS:**

- Balancing the development of recreational facilities with protection and enhancement of natural, cultural and historical resources
- Functional habitat for native flora and fauna
- Protecting sensitive biological communities
- Protecting natural open spaces in parks
- Working with other park agencies to provide consistent facilities, hours and regulations


**OTHER FREQUENT COMMENTS:**

- Connectivity between open spaces and natural areas to maximize benefits to wildlife
- Conserving long-term viability of the variety of ecosystems within the county
- Allowing natural biological processes to occur and biological systems to adapt to future conditions



*Pinto Lake Regional County Park in Watsonville*

**THEME:**  
**ACCESSIBILITY OF PARKS AND PROGRAMS**



*Future Site of LEO's Haven, an Inclusive Playground at Chanticleer County Park*

**PROMINENT TOPICS:**

- Equitable opportunities for access to parks and programs for all county residents and people with varying economic resources
- Universal accessibility to built infrastructure for people of all abilities
- Additional neighborhood parks within walking distance of people's homes, especially in underserved areas
- Increasing youth programs and bringing them to new locations

**OTHER FREQUENT COMMENTS:**

- Safe pedestrian and bicycle routes to access parks
- Public transportation to parks and programs
- Signs and materials in both English and Spanish
- Shuttle services or other forms of transportation to people who need it to access parks and programs


**THEME:**  
**ENGAGEMENT OF THE LOCAL COMMUNITY**

**PROMINENT TOPICS:**

- Outreach to all demographics, particularly underrepresented communities
- More volunteer opportunities
- Additional programs and events
- Partnering with community organizations and local cities
- Educational opportunities

**OTHER FREQUENT COMMENTS:**

- Relevant publicity of parks, programs and events
- Coordination with school districts in publicizing parks and programs
- Events for families with activities for multiple age groups
- Interpretive programs
- Working with neighbors and being respectful to local residents



*Strategic Plan Community Meeting in Watsonville*



**Santa Cruz County Parks**

979 17<sup>th</sup> Avenue

Santa Cruz CA, 95062

Ph: (831) 454-7901 – Fax (831) 454-7940

[www.scparks.com](http://www.scparks.com)

**Adopt-A-Beach Permit Application**

*Please print all information*

Thank you for your participation in the Adopt-A-Beach program. Please review this packet, then fill out and sign the application. When the application has been approved, you will receive written confirmation.

Applicant/ Contact Person: \_\_\_\_\_

Organization Name (if applicable): \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Day Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Requested beach or beach access location(s):  
\_\_\_\_\_

Requested beach clean-up date(s) and times:  
\_\_\_\_\_

Requested materials and quantity needed for beach clean-up (trash and/or recycle bags, gloves, etc.):  
\_\_\_\_\_

**Please return the following documentation to the Facilities office after the beach clean-up:**

- \_\_\_ Adopt-A-Beach Group Participation Agreement and Indemnification Form (if applicable)
- \_\_\_ Adopt-A-Beach Waiver of Liability and Express Assumption of Risk  
(to be signed by all participants, or parent/guardian if under 18)

For more information about the California Coastal Commission's Adopt-A-Beach program, please refer to their website: [www.coastal.ca.gov/publiced/aab/aab1.html](http://www.coastal.ca.gov/publiced/aab/aab1.html). Save Our SHores provides additional information about local beach cleanups on their website: <http://saveourshores.org/volunteer/adopt-a-beach/>.

**Disclaimer:**

The undersigned states: The information I have provided to Parks is true and correct; If this Permit is issued to a group or entity, I am the authorized representative of the group or entity, and I am empowered to make this agreement on its behalf; I have received a copy of the Terms and Conditions and Assumption, Waiver, and Indemnity documents, and have read and understand them. Both individually and on behalf of the group or entity, I agree to them, and will comply with them as well as all laws and ordinances of the County of Santa Cruz, the State of California, and the United States.

\_\_\_\_\_  
Permitee Signature

\_\_\_\_\_  
Date

**Department Use Only**

Parks Department Approval: \_\_\_\_\_

Confirmed Date: \_\_\_\_\_ Contract # \_\_\_\_\_



**ADOPT-A-BEACH GROUP PARTICIPATION AGREEMENT  
AND INDEMNIFICATION FORM**

WHEREAS \_\_\_\_\_, and the California  
(Group/School Name)

Adopt-A-Beach Program recognize the need and the desirability of litter-free beaches; and

WHEREAS, the California Adopt-A-Beach Program recognizes our group as an adopting school or organization for  
\_\_\_\_\_, and  
(Adopted Beach)

WHEREAS, our group recognizes the potentially hazardous nature of beach cleanup activities, and desires to protect the health and safety of ie cleanup participants:

Now, therefore, our group agrees to inform cleanup participants of safe methods to use in carrying our beach cleaning activities; and

FURTHER, \_\_\_\_\_  
(Name of Participating Group/School)

agrees to indemnify and hold harmless, the State of California, the California Coastal Commission, the California State Parks, the California State Parks Foundation, all other organizers or sponsors or property owners involved in the Adopt-A-Beach program, and any of their respective employees, officers, agents, or assigns (hereafter collectively referred to as "Released Parties") from any claim of liability for personal injury, property damage, or wrongful death, arising out of, or connected with the group's participation in Adopt-A-Beach activities however caused, including but not limited to the negligence of the released parties, whether passive or active.

FURTHER, our group is aware that during the scheduled beach cleanups, volunteers from outside our groups may be assigned to our group's section of beach, and

FURTHER, our group accepts the responsibility of caring for the beach and promoting awareness in our community of the problems caused by marine debris and the need for protecting coastal and ocean resources for a period of one year, beginning \_\_\_\_\_, 20 \_\_\_\_\_, with cleanups scheduled on the following dates:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Signed \_\_\_\_\_  
(Authorized Group Leader/School Official)

**GENERAL INFORMATION**

Name of Group \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone (w) \_\_\_\_\_ (h) \_\_\_\_\_

Approximate number of people in the group \_\_\_\_\_

Beach Manager \_\_\_\_\_

**ADOPT-A-BEACH WAIVER OF LIABILITY AND EXPRESS ASSUMPTION OF RISK**

(PLEASE READ CAREFULLY)

I, \_\_\_\_\_, HEREBY CERTIFY THAT I AM AWARE OF THE INHERENT HAZARDS OF A BEACH CLEANUP.

I agree as follows: 1. I am volunteering my services for the Adopt-A-Beach program (“the Event”) on a voluntary basis without ant of payment of any kind; 2. I will perform assigned tasks that are within my physical capability to the best of my ability, and I will not undertake tasks that are beyond my ability; 3. I am familiar with the safe operation and use of equipment and tools that I may utilize in connection with this volunteer activity, and I will not undertake to use any equipment or tools with which I am unfamiliar or do not know how to operate safely; 4. I acknowledge that I have received and read appropriate instruction regarding this Event, including appropriate safety and emergency procedures, and that I fully understand those instructions and that I agree, after proper inspection, to use only the supplies, tools and equipment provided by the Event organizers; 5. I will perform only those tasks assigned, observe all safety rules, and use care in the performance of my assignments; 6. I specifically acknowledge that I am engaging in this activity as a volunteer, at my own request and risk, and not as a State of California or Foundation employee, agent, official, officer or representative, and further acknowledge that I am not entitled to any compensation, benefit or insurance coverage from the State of California, the Department of Parks and Recreation, the California Coastal Commission, the California State Parks Foundation, the County of Santa Cruz Parks, or any Event promoter or sponsor, nor will I make any such claim,

I understand and agree that neither the State of California, California Coastal Commission, California Department of Parks and Recreation, California State Parks Foundation, the County of Santa Cruz Parks, nor any other organizers or promoters or sponsors or property owners involved in this event, nor any of their respective employees, officers, agents or assigns, (hereinafter collectively referred to as “Released Parties”), may be held liable or responsible in any way for any injury, death or other damages to me or my family, heirs, or assigns that may occur as a result of my participation in this activity, or as a result of product liability or the negligence of any party, including Released Parties, whether passive or active.

I understand that cleaning up beaches and waterfront areas involves certain inherent risks, ‘including but not limited to, the risks of possible injury, infection or loss of life as a result of contact with needles, condoms, metal objects, burning embers or other hazardous materials found on the bench, or from over-exertion or environmental conditions. Despite these risks, I still choose to proceed in such activity. I know of no physical limitation which should keep me from undertaking the activities associated with this Event. In Consideration for being allowed to participate in this activity, I hereby personally assume all risks in connection with the Event for any harm, injury or damage that may befall me as a participant, including all risks connected therewith, whether foreseen or unforeseen. I further save and hold harmless said activity and Released Parties from any claim or lawsuit for personal injury, property damage, or wrongful death, by me, my **fa state**, heirs, or assigns, arising out of participation in this activity, including both claims arising during the activity and after I complete the activity.

If I should become injured while participating in the Event, I authorize any physician or surgeon licensed in the State of California to perform emergency or surgical treatment as in his or her sole judgment may be necessary. I further declare that I am eighteen and legally competent to sign this liability release, or that I have acquired the written consent of my parent or guardian. I understand that the terms herein are contractual and not a mere recital, that this instrument is a legally binding, and that I have signed this document of my own, free act.

**BY THIS INSTRUMENT I DO HEREBY EXEMPT AND RELEASE ALL “RELEASED PARTIES,” AS DEFINED ABOVE, FROM ALL LIABILITY OR RESPONSIBILITY WHATSOEVER FOR PERSONAL INJURY, PROPERTY DAMAGE OR WRONGFUL DEATH, HOWEVER CAUSED, INCLUDING NEGLIGENCE OF THE RELEASED PARTIES, WHETHER PASSIVE OR ACTIVE.**

**I HAVE FULLY INFORMED MYSELF OF THE CONTENTS OF THIS LIABILITY RELEASE AND ASSUMPTION OF RISK BY READING IT BEFORE I SIGNED IT ON BEHALF OF MYSELF AND MY HEIRS.**

\_\_\_\_\_  
Spelling of Participant’s Name                      Date                      Address                      Phone

\_\_\_\_\_  
Signature of Participant    Address

**IF PARTICIPANT IS UNDER 18, THE PARENT(S) (OR GUARDIAN(S), IF ANY) MUST SIGN.**

**The above participant has my permission to participate in the Adopt-A-Beach program. I have read and agree to the provisions stated above. I know of no health limitations which may restrict this volunteer’s participation in this activity.**

\_\_\_\_\_  
Signature of Parent(s) or Legal Guardian(s)                      Date                      Phone                      Address

\_\_\_\_\_  
Signature of Parent(s) or Legal Guardian(s)                      Date                      Phone                      Address



**Santa Cruz County Parks**  
979 17<sup>th</sup> Avenue  
Santa Cruz CA, 95062  
Ph: (831) 454-7901 – Fax (831) 454-7940  
[www.scparks.com](http://www.scparks.com)

## Outdoor Facility Conditions of Use

**Hours:** Parks facilities may be reserved daily between 10:00 AM - Dusk. Outdoor facilities must be reserved for a minimum of 2 hours Monday through Friday, and 8 hours Saturday, Sunday and Holidays. The hourly rate may be applied to reservations made within 21 days of the desired date.

**Reservations:** Reservations are made on a first come, first served basis and can be made up to one year in advance. Minors are not eligible to reserve facilities. Full payment is required when the reservation is made.

**Alcohol:** Alcohol consumption is not permitted in the County Parks outdoor facilities.

**Sound Permit:** Public address systems, electronic equipment, live music and amplification are subject to certain restrictions determined by individual facilities. A Sound Permit is required for any event using these devices.

**Time Limits:** Entrance to the facility is limited to the time approved on the permit. If time limits are exceeded, the permittee will be charged an overtime rate of 1-1/2 times the hourly rental rate.

**Cancellations:** Reservations may be cancelled in person or in writing not less than 14 days prior to the scheduled event, with a permit processing fee of \$100.00 or 50% of the permit fee, whichever is less. Cancellations of less than 14 days receive no refund of fees. Refunds are not given for inclement weather.

**Damage:** Permittee is responsible for damage or injury to County facilities and equipment. Damage or injury not covered by the amount of the deposit will be invoiced. Labor to repair the facility is charged at current maintenance staff hourly rate. Bills unpaid after 30 days are sent to collections.

**Set-up and Clean-up:** Permittee is responsible for set-up and clean up of the premises. Please leave facilities and grounds free of debris and other refuse from use. Trash and recyclables must be placed in appropriate containers. The facility must be restored to pre-use conditions.

**Decorating:** Poster tape and florist wire are the only fasteners permitted. No staples, tacks, nails, or stakes longer than 6 inches please! Release of balloons, birds or butterflies is prohibited by Parks policy. Biodegradable confetti only; no rice throwing.

**Activities for Minors:** Groups comprised predominately of participants under 21 years of age must be chaperoned at a ratio of one adult (over 21 years) to 12 minors.

**No Overnight Storage:** If you choose to bring rental equipment, you must arrange for it to be delivered and removed the same day as your reservation.

**Flammable Materials:** Flammable materials, including candles, are not permitted. Fuels and hazardous materials are not permitted in the park buildings and facilities. Fires must be confined to fireplaces and barbecue areas.

**Smoking:** Smoking and tobacco products are prohibited in Santa Cruz County Parks.

**Checks and Charge Backs:** Credit card charge backs and checks returned for insufficient funds will be charged at the current processing fee. Please note that credit cards are charged by Santa Cruz County.

**Changes to the Permit:** Any changes to the permit must be made in writing by the permittee only. Changes may result in a change in the permit fee. Date changes are subject to a \$50.00 change of date fee. No changes will be made with less than one week notice.

**Sub-Lease:** Permittee shall not assign or sub-lease any portion of the premises, or any rights under approved permit, without prior written approval of the Department.

**Special Conditions:** For large, special or unique events, the department may require Permittee to provide additional services, including security, traffic control, first aid services, fire control, special trash collection, and sanitary facilities beyond those available by the Department.

**Concessions:** The County reserves sole right to control all concessions in and about department buildings and park facilities through separate agreements. Please inquire about concessions agreements if you are planning on selling items or food in the Parks.

**Insurance Requirements:** Groups charging admission and/or selling alcoholic beverages must furnish the department with a Certificate of General Liability and Property Damage Insurance (one million dollars per occurrence) holding the County as additionally insured. The department may also require insurance for activities that it deems to be high risk.

**Deposits:** Deposits may be required. If facilities are left in pre-use conditions, the full deposit will be returned. If facility/equipment is damaged, costs to return facility to pre-use condition will be subtracted from the deposit. Refunds will be mailed approximately four weeks following the event.

**Public Use:** You are reserving a space at a County Park and the park will remain open for use by others. At some parks there may be other events happening at the same time as yours.

**Lost Items:** The Parks Department is not responsible for items left.

**Thank You For Choosing Santa Cruz County Parks**

## **ASSUMPTION OF LIABILITY, WAIVER and INDEMNITY**

### **1. ASSUMPTION OF LIABILITY**

Permittee, whether individual, group, or entity, is solely responsible for any and all liabilities to persons or property resulting from use of the Park Facility, including damage to any County property or structures. Permittee will indemnify, defend and hold harmless the County of Santa Cruz, its elected and appointed Boards, Commissions, Officers, Agents, and Employees from any claims, suits, losses or damages for injury to persons or property arising from or connected to this use of the Park Facility.

### **2. AGREEMENT TO ABIDE BY TERMS AND CONDITIONS**

Permittee, whether individual, group, or entity, represents that he/she/it has read these Terms and Conditions, agrees to make them known to persons attending the function or activity, and agrees that no violation of such shall be allowed to occur on the premises or facilities. Permittee understands that permission to use of the Park Facility is contingent upon compliance with these Rules and Regulations (Terms and Conditions) and that permission may be revoked at any time upon failure of persons attending the function or activity to fully comply with these Rules and Regulations (Terms and Conditions).

### **3. PERMITTEE, OR REPRESENTATIVE, TO BE PRESENT**

Permittee, or the group or entity individual named in the Permit, will be present during the entire period of use of the facility.

## Coastal Access



### NORTH COUNTY:

**Greyhound Rock**(pictured above) - On HWY1 north of Scott Creek, it has a paved pedestrian access to beach, picnic tables, a large parking lot, memorial benches and a disabled accessible view platform.

**Scott Creek Beach** - Snowy Plover nesting habitat area.

**Davenport Landing**(pictured above) - Disabled accessible ramp to beach and restrooms, improved shoulder parking.

**Bonny Doon** - On HWY1 where Bonny Doon Road ends it has 45 parking spaces, a bus stop and an improved trail head.

---

### MID COUNTY:

**Pleasure Point** - At the end of 41st Ave "The Hook" is a popular surfing spot, it has picnic tables, a parking lot and restrooms.

**Rockview Drive** - Near end of 30th Ave, has a picnic table.

**12th Avenue** - Has coastal stairway.

**13th Avenue** - Has coastal stairway.

**20th Avenue** - Has coastal stairway.

**21st - 23rd Avenue** - Access only

**26th Avenue** - Access only

**35th Avenue** - Has coastal stairway.

**38th Avenue** - Has coastal stairway.

---

### SOUTH COUNTY:

**Hidden Beach**- Also a park, has paved pedestrian access to beach.

**Via Concha Ave.** - Has coastal stairway.

**Via Gaviota Ave.** - Has coastal stairway.

**Via Palo Alto Ave.** - Has coastal stairway.

**Dolphin at Sumner** - One of the most beautiful access spots, this access trail leads under a train tressel to a stairway leading to the beach.



COUNTY OF SANTA CRUZ

# PARKS, OPEN SPACE & CULTURAL SERVICES



Select Language ▼

[Santa Cruz County Home](#)

[Advisory Bodies & Community Partners](#)

[Arts & Cultural Programs](#)

[Book a Facility](#)

[Employment & Volunteering](#)

[Parks](#)

[Recreation Programs](#)

[Simpkins Family Swim Center](#)

You are here: [Home](#) » [Parks](#) » [Garden Plots](#)

## Garden Plots

Garden plots are located at Jose Avenue Park, Felt Street Park, the future park site of Chanticleer Park, which are located in Live Oak, and The Farm Park in Soquel. Garden plot contracts are annual and currently cost (effective July 1, 2018) \$65 resident / \$70 non-resident for the year (fees are subject to change). Availability varies per park. If there are no garden plots currently available to rent, your name can be added to a waitlist and will be selected in the order of sign-up in the Spring as plots become available. Email waitlist requests may be sent to [reservations@scparks.com](mailto:reservations@scparks.com) which should include your name, address and contact information. When new community garden parks open we will select from a lottery of the existing waitlist. Our brochure is attached below for more information.




[Garden Plot Brochure](#)

**Santa Cruz County Department of Parks, Open Space and Cultural Services**

979 17th Avenue, Santa Cruz, CA 95062


General Information (Monday-Friday, 9:00 a.m. - 4:00 p.m.)

Phone: (831) 454-7901 • [PRCweb@santacruzcounty.us](mailto:PRCweb@santacruzcounty.us)


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You are here: [Home](#) » [Parks](#) » [Surf Schools](#)

## Surf Schools

### Learn to surf in iconic Pleasure Point!

Santa Cruz County Parks is pleased to offer surf lessons through the Surf School Concessionaire Program, where you can learn to surf with permitted, professional, local surf schools.

**Club Ed**  
[www.club-ed.com](http://www.club-ed.com)  
(831) 464-0177  
[surf@club-ed.com](mailto:surf@club-ed.com)



**Richard Schmidt Surf School Inc.**  
[www.richardschmidt.com](http://www.richardschmidt.com)  
(831) 423-0928  
[surf@richardschmidt.com](mailto:surf@richardschmidt.com)



**Surf School Santa Cruz**  
[www.surfschoolsantacruz.com](http://www.surfschoolsantacruz.com)  
(831) 428-3647  
[bud@surfschoolsantacruz.com](mailto:bud@surfschoolsantacruz.com)



### Surf School Concessionaire Program East Cliff Parkway in Live Oak



A permit is required to conduct surf instruction at designated beaches and coastal access points along East Cliff Parkway at Pleasure Point, 36th Avenue, 38th Avenue, and The Hook, per Santa Cruz County Code Section 10.80.010.

The three permitted surf schools provide services that preserve public safety, maximize recreational use by all beach visitors, and maintain quality surfing instruction opportunities for the public.

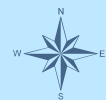
All surf schools are required to have their students and instructors wear colored uniform shirts or vests while conducting surf school instruction. Permitted surf school with their vest colors are as



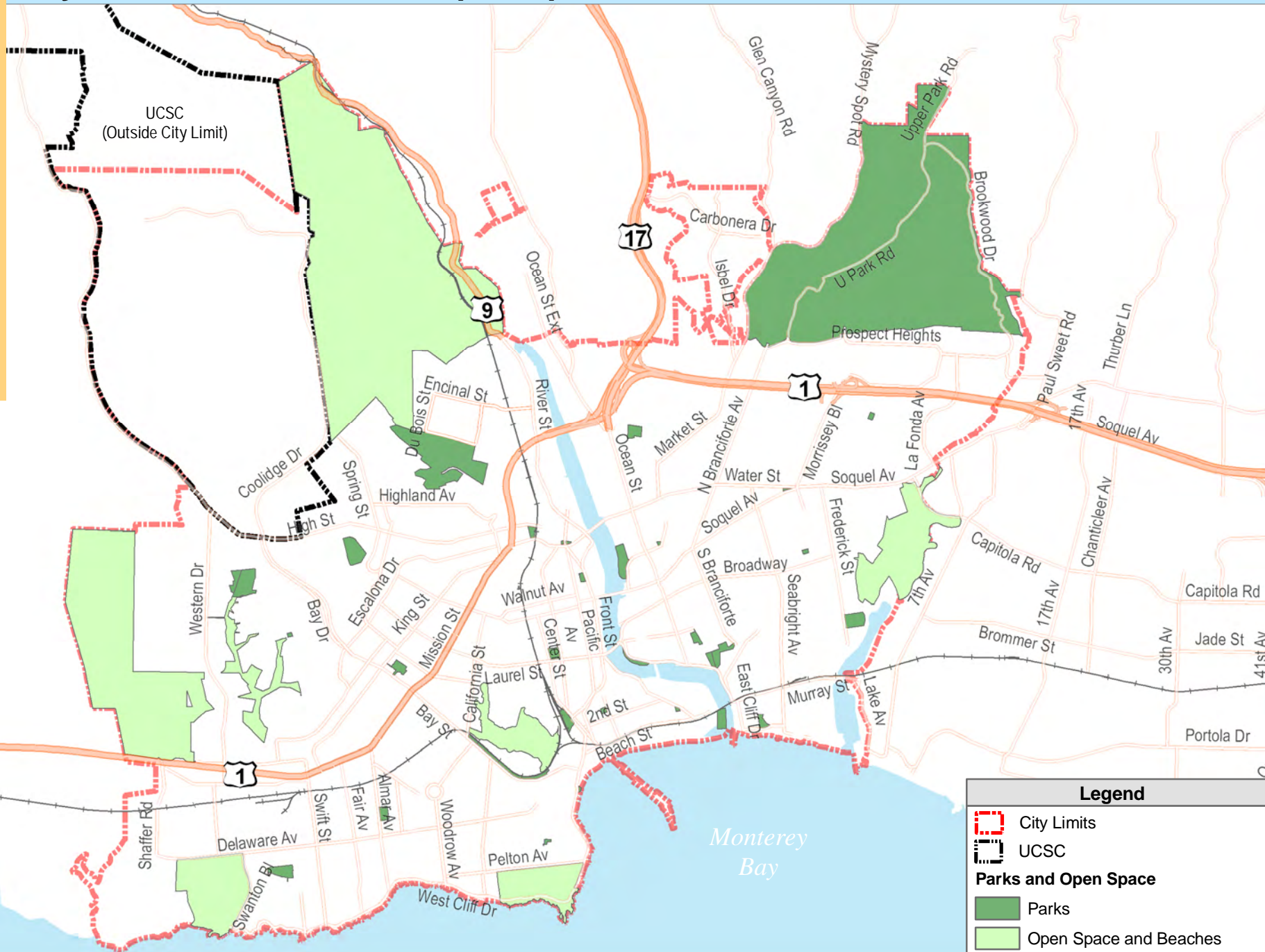
# **SANTA CRUZ CITY PARKS**



# Figure 4.6-2 City Parks, Greenbelt and Open Space Lands



SANTA CRUZ  
General Plan 2030  
DRAFT EIR



Legend	
	City Limits
	UCSC
Parks and Open Space	
	Parks
	Open Space and Beaches

## Santa Cruz City Parks

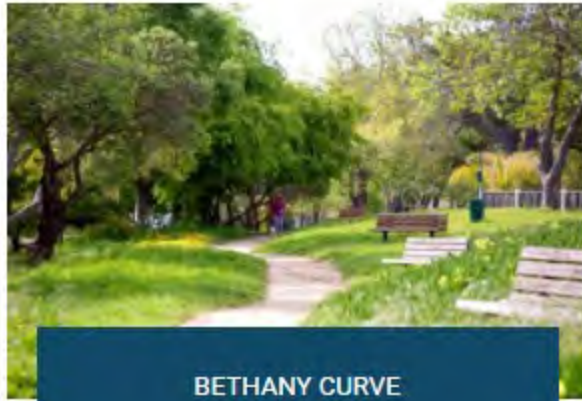
Beach Flats Park  
Bethany Curve  
Chestnut Park  
City Hall Gardens  
DeLaveaga Park  
Depot Park  
Frederick Street Park  
Garfield Park  
Grant Park  
Harvey West Park  
John Franks Park  
Ken Wormhoudt Skate Park  
La Barranca  
Laurel Park  
Lighthouse Ave Park  
Lighthouse Field  
Loch Lomond Recreation Area  
Mission Plaza  
Neary Lagoon  
Ocean View Park  
Riverside Gardens  
San Lorenzo Park  
Santa Cruz Riverwalk  
Sergeant Derby Park  
Star of the Sea  
Trescony  
Tyrrell Park  
University Terrace  
West Cliff  
Westlake Park  
West Side Pump Track

Under guidance from the County, City of Santa Cruz playgrounds are open. While we are excited to announce this, please remember to follow the recommended guidelines to help keep everyone safe:

- Practice social distancing and wear face coverings following State guidance.
- Wash hands or use a hand sanitizer regularly, especially after playing with/on shared equipment and after using the restrooms.
- Be prepared for limited access to public restrooms.
- Stay home if you are not feeling well or showing symptoms.
- Playground equipment is not sanitized.



BEACH FLATS



BETHANY CURVE



CHESTNUT PARK



CITY HALL GARDENS



DELAVEAGA PARK



DEPOT PARK



FREDERICK STREET



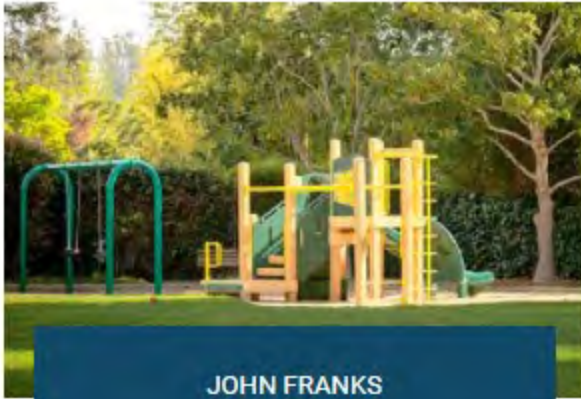
GARFIELD PARK



GRANT PARK



HARVEY WEST



JOHN FRANKS



KEN WORMHOUDT



LA BARRANCA



LAUREL PARK



LIGHTHOUSE AVENUE



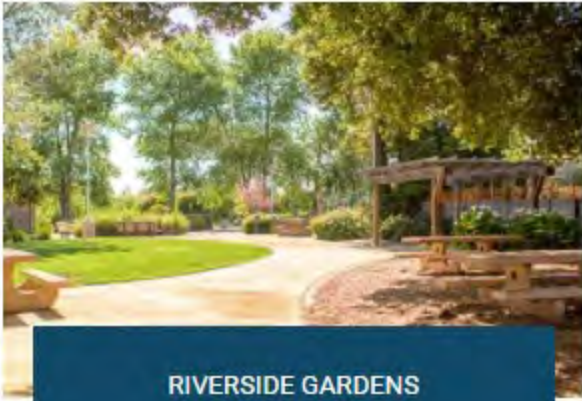
MISSION PLAZA



NEARY LAGOON



OCEAN VIEW PARK



RIVERSIDE GARDENS



SAN LORENZO



SANTA CRUZ RIVERWALK



SERGEANT DERBY



STAR OF THE SEA



TRESCONY PARK



TYRRELL PARK



UNIVERSITY TERRACE



WEST CLIFF



WEST LAKE PARK



WESTSIDE PUMP TRACK

- Parks & Recreation

+ COVID-19

Virtual Recreation

+ Advisory Bodies

+ Civic Auditorium

Current Job Openings

+ Event Permits

+ Facilities

+ How Do I...

+ Louden Nelson Community Center

- Parks, Beaches & Open Spaces

Beaches

Dog Off Leash Areas

+ Open Spaces

+ Parks

Parks Master Plan

[Government](#) » [City Departments](#) » [Parks & Recreation](#) » [Parks, Beaches & Open Spaces](#) »

## Dog Off Leash Areas

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

**Branciforte Dog Park:** Quarter acre fenced dog park. Open Sunrise to Sunset. Located at 200 N. Branciforte Drive.

**DeLaveaga Park:** Sand Pit Service Road into Lower DeLaveaga Park. Designated off-leash times are sunrise to sunset. Take Market Street past Gruenwald Court.

**Frederick Street Park:** The off-leash area is clearly marked by signs and fencing. Monday-Friday- 8:00am-7:00pm (or sunset, if earlier) Saturday-Sunday- 8:00am-5:00pm. The area is located at 168 Frederick Street (Frederick at Broadway).

**Grant Street Park:** The off-leash area is clearly marked with signs. Off-leash times are sunrise to sunset. The area is located at 180 Grant Street.

**Mimi De Marta Dog Park:** Half acre fenced, off leash dog area. Open sunrise to sunset. Located at 130 Broadway.

**Mitchell's Cove Beach:** Dogs are allowed off-leash before 10 am and after 4 pm The beach is located near West Cliff Drive and Almar Avenue.

**Pacheco Dog Park:** This area is completely fenced and the off-leash times are sunrise to sunset. The area is located at Pacheco Avenue and Prospect Heights.

**Ocean View Park:** The off-leash area is clearly marked with signs. Off-leash times are sunrise to sunset. The area is located at 102 Ocean View Avenue.

**University Terrace Park:** Two off-leash dog park areas: one for all dogs and a separate park for smaller dogs. Both areas are fenced and off-leash times are sunrise to sunset. The designated off-leash area is located at the second entrance at Nobel Drive and Meder Street.

- Dogs are **not allowed** at the Wharf, Cowell Beach, Main Beach, Laurel Park, or San Lorenzo Park.
- Dog owners must be in full control of their dogs at all times. Control must be immediate. Dog owners are financially responsible for any damage caused by their dog to public property. SCMC 8.14.200.2
- Dog owners must clean up all of their dog's defecation and must carry dog defecation removal devices at all times. SCMC 8.14.215

[Santa Cruz County "Where Can I Take my Dog?" Brochure](#)





## PARKS

- 1 Moore Creek Preserve 
  - 2 University Terrace
  - 3 Westlake
  - 4 Trescony
  - 5 Sgt. Charles Derby and Skate Park
  - 6 Garfield
  - 7 Bethany
  - 8 Neary Lagoon Wildlife Refuge
  - 9 Depot Park, Scott Kennedy Fields, Freight Building and Bicycle Trip Bike Park
  - 10 Beach Flats
  - 11 Poet's
  - 12 Town Clock
  - 13 Mission Plaza
  - 14 Harvey West
  - 15 Pogonip 
  - 16 Grant
  - 17 San Lorenzo
  - 18 Central
  - 19 Ken Wormhoudt Skate Park/ Mike Fox Roller Hockey Practice Area
  - 20 Jessie Street Marsh
  - 21 Ocean View
  - 22 Tyrrell
  - 23 Arana Gulch 
  - 24 Frederick Street
  - 25 Star of the Sea
  - 26 Laurel
  - 27 DeLaveaga
  - 28 DeLaveaga Golf Course
  - 29 Disc Golf Course
  - 30 John Franks
  - 31 Lighthouse Neighborhood
  - 32 Pump Track
  - 33 Pacheco Dog Park
  - 34 Mimi de Marta Dog Park
  - 35 Riverside Gardens
-  greenbelt property

## FACILITIES

- A Surfing Museum
- B Santa Cruz Wharf and Lifeguard Headquarters
- C Nueva Vista Community Center
- D Louden Nelson and Teen Center
- E Pacific Avenue
- F Civic Auditorium
- G City Hall
- H Harvey West Clubhouse, Scout House and Pool
- I Museum of Natural History
- J Kaiser Permanente Arena
- K Archery Range
- L Tannery Arts



CITY OF SANTA CRUZ  
*Parks & Facilities*

+ Louden Nelson Community Center

- Parks, Beaches & Open Spaces

Beaches

Dog Off Leash Areas

- Open Spaces

+ Arana Gulch

Moore Creek

Pogonip

+ Parks

Parks Master Plan

Recreation Events

+ Reservations

+ Senior Programs

+ Sports

+ Teach a Class With Us!

Teen Center and Teen Programs

+ Youth Programs

Due to financial impacts of the COVID-19 pandemic, the Parks and Recreation Department has seen a temporary reduction in staffing levels. To mitigate this reduction the following parks have been temporarily closed:

- Lower DeLaveaga Park and George Washington Grove (Trails at DeLaveaga remain open)
- Laurel Park
- San Lorenzo Park Benchlands

Park restrooms will be replaced by portable restrooms and handwashing stations at Grant Park, San Lorenzo Park, Frederick St. Park, Ocean View Park, Neary Lagoon, and Garfield Park.

[List of amenities and park features](#) that have been affected countywide.

To help safeguard our community, please observe [CDC guidance](#) on stopping the spread of germs and review the [Parks & Recreation COVID-19 page](#) to keep up to date with our efforts to flatten the curve.



ARANA GULCH



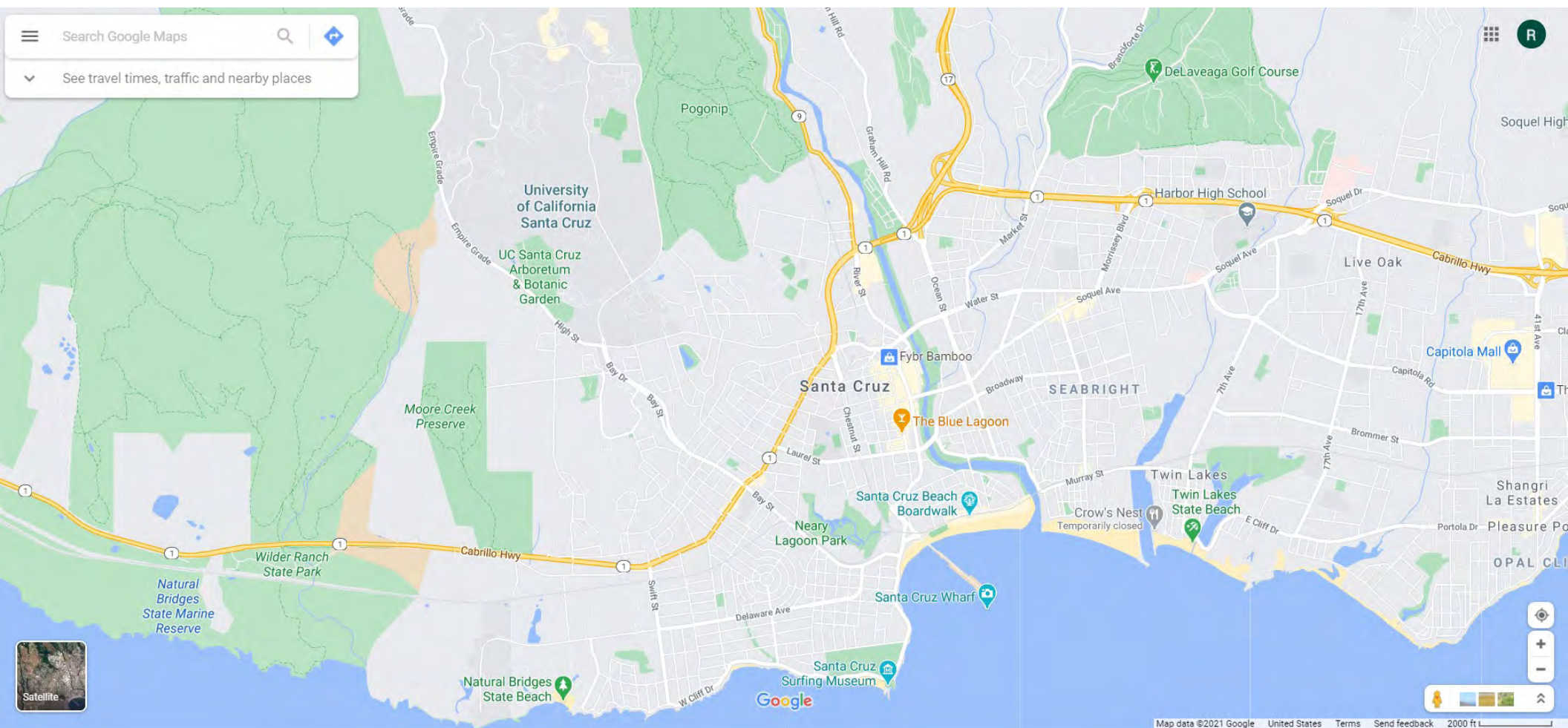
MOORE CREEK



POGONIP

☰ Search Google Maps 🔍 📍

▼ See travel times, traffic and nearby places



- + Event Permits
- + Facilities
- + How Do I...
- + Louden Nelson Community Center
- Parks, Beaches & Open Spaces
  - Beaches**
  - Dog Off Leash Areas
  - + Open Spaces
  - + Parks
    - Parks Master Plan
  - Recreation Events
  - + Reservations
  - + Senior Programs
  - + Sports
  - + Teach a Class With Us!
    - Teen Center and Teen Programs
  - + Youth Programs

- Informational Links**
- [Junior & Little Guards](#)
  - [The Santa Cruz Wharf](#)
  - [The Surfing Way: Surf Etiquette Brochure](#)
  - [Beach Safety](#)
  - [Water Quality](#)
  - [Santa Cruz Weather](#)
  - [Santa Cruz Surf Forecast](#)
  - [National Weather Service Marine Forecast](#)
  - [Visit Santa Cruz](#)
  - [Santa Cruz County Beaches](#)



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## City Beaches

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Santa Cruz City beaches are the heart of Santa Cruz coastline. Whether taking a scenic walk along the shore, enjoying a game of volleyball, exploring the [Santa Cruz Wharf](#), or getting your toes in the soft sand, City beaches are the essential stop for any trip to Santa Cruz.

We ask visitors to help us stop the spread of COVID-19 in our community by remembering to do the following:

✔ Wear a mask - the order is still in effect ✔ Wash your hands ✔ Keep 6 foot distance

"Pack it in, Pack it out": There are reduced trash services on the beaches at this time. If you are using the beach we ask you to be responsible and take your trash with you when you leave.

Please visit our [COVID-19](#) resource page for additional information.

- [Visit](#) >
- [Guidelines](#) >
- [Beach Conditions & Safety](#) >
- [Reserve](#) >
- [Beach Volleyball](#) >
- [Water Craft Launching](#) >
- [Surf Schools](#) >



**Main Beach**  
108 Beach St  
Santa Cruz, CA 95060



**Cowell Beach**  
21 Municipal Wharf  
Santa Cruz, CA 95060  
*Cowell Beach closed midnight to one hour before sunrise.*  
*Beach visitors are allowed to cross the beach to access the water*



**Mitchell's Cove**  
West Cliff Drive  
Santa Cruz, CA 95060

**Lifeguard Headquarters**  
#1 Municipal Wharf  
831-420-5715

Lifeguard Service:

- Area serviced- Cowell Beach to the San Lorenzo River

- + Civic Auditorium
- Current Job Openings
- + Event Permits
- + Facilities
- + How Do I...
- + Louden Nelson Community Center
- + Parks, Beaches & Open Spaces
- Recreation Events
- + Reservations
- **Senior Programs**
  - Senior Services
  - Senior Activities
  - Walking Adventure Group
  - Senior Computer Center
  - Trips
  - Senior Clubs
- + Sports
- + Teach a Class With Us!
- Teen Center and Teen Programs
- + Youth Programs



**DOWNTOWN  
SENIOR CENTER**  
at Louden Nelson Community Center



SENIOR ACTIVITIES



SENIOR SERVICES



SENIOR COMPUTER  
CENTER



WALKING ADVENTURE  
GROUP



TRIPS



SENIOR CLUBS

- Parks & Recreation

+ COVID-19

Virtual Recreation

+ Advisory Bodies

+ Civic Auditorium

Current Job Openings

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+ How Do I...

+ Louden Nelson Community Center

+ Parks, Beaches & Open Spaces

Recreation Events

+ Reservations

+ Senior Programs

+ Sports

+ Teach a Class With Us!

Teen Center and Teen Programs

+ Youth Programs



# SANTA CRUZ TEEN CENTER

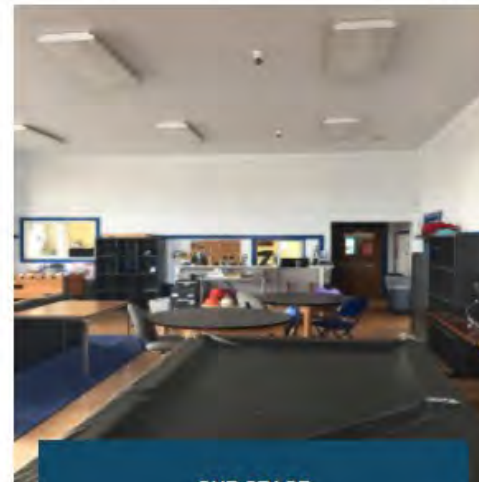
[Government](#) » [City Departments](#) » [Parks & Recreation](#) »

## Santa Cruz Teen Center

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MONTHLY CALENDAR



OUR SPACE



BIKE PROGRAM

- + Civic Auditorium
- Current Job Openings
- + Event Permits
- + Facilities
- + How Do I...
- + Louden Nelson Community Center
- + Parks, Beaches & Open Spaces
- Recreation Events
- + Reservations
- + Senior Programs
- + Sports
- + Teach a Class With Us!
- Teen Center and Teen Programs
- + Youth Programs

[Today](#) | [Next 7 days](#) | [Next 30 days](#)  
 | [All Upcoming](#) | [All Past](#) | [All](#)

No results found.



Welcome to the City of Santa Cruz's Virtual Recreation Page.

Follow us on social media for more fun activities and updates. Share your Virtual Recreation with #CruzFunAtHome.

**[The Winter/Spring Activity Guide is online and interactive!](#)**

Want more information on a park or program? Click links for updates and details. Like a photo? Click on it to enlarge. Videos can be played right from the guide!

Parks & Recreation is committed to keeping our community members safe, active and connected!

Check back often as we will continue to add content!

- Message from the Director** >

---

- Fun For Seniors** >

---

- Senior Center Without Limits** >

---

- Fun At Home** >

---

- Fun Outside** >

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- Arts & Culture** >

---

- Get Active** >

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- COVID Creations** >

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- Local Resources** >

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- Stay Connected** >

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[ABOUT US](#)

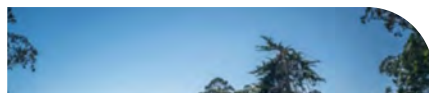
## Current Projects

County Parks is constantly working to improve our parks, coastal access points, trails and facilities to maximize community benefit, recreational opportunity, and stewardship of natural resources! Parks projects include grant applications, master plans, environmental review and design and construction of capital projects including new playgrounds, restrooms, trails and other park amenities!

Due to COVID-19, information on this page is subject to change.  
Please check for updates.

### COVID-19 UPDATES

## Projects Underway at County Parks







## [Moran Lake County Park](#) ↗

County Parks is working with a consultant team to prepare a restoration and public access plan for Moran Lake County Park. The project will evaluate and continue with previous draft park improvement plans prepared by the Redevelopment Agency in 2010 and include community outreach and development and assessment of restoration goals as well as public access improvements at the park. The planning project is funded in part by the State Coastal Conservancy, including funding from Prop 1, and is expected to be completed by the end of 2023!

Community Meetings were completed at the park in summer 2021:

Thursday, August 19, 2021 3PM – 6PM

Sunday, August 22, 2021 11AM – 2PM

Comments received at community meetings and through the online survey were summarized and shared with the Parks and Recreation Commission on October 4, 2021. To attend this meeting via video conference, or to see the agenda packet containing the written summary before or after the meeting, use [this link](#).

Join the project [email list](#) for updates. Previous Park Plans & Studies:

- [2010 Draft Moran Lake County Park Site Plan for Moran](#) PDF
- [2010 Moran Lake Monarch Butterfly Habitat Management Plan](#) PDF
- [2005 Moran Lake Water Quality Study & Conceptual Restoration Plan](#) PDF



## [Chanticleer Avenue County Park](#) ↗

Chanticleer Avenue County Park is a 4.5-acre neighborhood park in the Live Oak community. Construction of phase 1 is complete. The park opened on January 18th, 2020. During fall 2020 Parks staff held a series of community meetings to get input on phase 2 park improvements at Chanticleer Park to include in the Prop 68 Statewide Park Program application. Based on the input received at these meetings, the Draft Phase 2 Site Plan has been developed.

- [Chanticleer County Park Draft Phase 2 Site Plan](#) PDF
- 



### [Hidden Beach County Park](#) ↗

Hidden Beach County Park has two upcoming improvements: playground replacement and the installation of a permanent restroom. The County Parks Department is working with consulting firm SSA Landscape Architects to design a permanent restroom facility at the park. The restroom will be accessible to people with mobility impairments and provide flush toilets and running water for handwashing. Preliminary planning has the facility sited between the existing playground and the service road.

---



### [Live Oak Library Annex at Simpkins Swim Center](#)

The Live Oak Library Annex vision is to provide multi-use learning spaces accessible to all. Specific goals include creating a learning environment which serves all ages and provides gathering spaces which encourage intergenerational activities, provide learning facilities not available at the Existing Live Oak Library branch that are free to the public, locate the facility in a central location accessible to the Live Oak Community, design the facility to function in partnership with other community organizations maximizing the opportunities for collaborative and engaging programming as well as providing the most efficient use of resources and personnel.

- [Community Meeting Presentation \(English\)](#) PDF
  - [Community Meeting Presentation \(Spanish\)](#) PDF
- 





## [Completed Projects](#) ↗

View some of our recently completed projects!



## Contact Us

**Phone:** (831) 454-7901

*Monday – Friday 9:00 AM to 4:00 PM, except holidays*

**Email:** [parksinfo@scparcs.com](mailto:parksinfo@scparcs.com)

Our physical office is open, but staff availability is limited as most staff members are working remotely.

979 17th Avenue, Santa Cruz, CA 95062

*Monday-Friday, 9:00 a.m. - 4:00 p.m.*

(831) 454-7901

[parksinfo@scparcs.com](mailto:parksinfo@scparcs.com)

## Quick Links

- > [About Us](#)
- > [Find a Park](#)
- > [Find a Program](#)
- > [Volunteer](#)
- > [COVID-19 Updates](#)
- > [Permits & Reservations](#)
- > [Simpkins Family Swim Center](#)
- > [Support Parks](#)
- > [Privacy Statement](#)
- > [Terms Of Use](#)

## Follow Us



# Pogonip



## **ADDRESS:**

501 and 410 Golf Club Drive

## **HOURS OF OPERATION:**

Summer (April through October) Sunrise to 7pm

Winter (November through March) Sunrise to 4pm

**TRAILS:** The Pogonip trail system totals approximately 11.5 miles; 3 of those mile are multi-use open to hikers, bicyclists and equestrians. In the northernmost portion of Pogonip, a multi-use trail (approximately one mile in length) is open hikers, bicyclists and equestrians. This multi-use trail provides a connection between Henry Cowell Redwoods State Park, Pogonip, and the upper UCSC campus. Along the eastern boundary of Pogonip is the Emma McCrary Trail open to hikers, bicyclists, dogs on leash and equestrians. This trail can be accesses from Golf Club Dr or at the southern terminus of the UCon Trail. Bicycles and horses are prohibited on all other trails. Bicyclists must ride responsibly and at a safe speed. Please obey all trail signs. Spring trail is not open to mountain biking.

Here is your **Trail Map!**

## **IMPORTANT UPDATE:**

### **Homeless Garden Relocation:**

The Parks and Recreation Department is at the initiation stage of a Pogonip Master Plan Amendment process to allow for the Homeless Garden Project's 9.5 acre Pogonip Farm and Garden to be relocated to the Upper Main Meadow, Pogonip Open Space (near the historic Pogonip Clubhouse). There will be numerous opportunities for community members to provide input during the process, including community meetings, environmental review, and public hearings. Stay up-to-date on the project [here](#).

**DOG REGULATIONS:** On trails where dogs are permitted, dogs must be on a leash at all times. Please be courteous and clean up after your pet. Dogs are prohibited on trails in sensitive habitat areas. Refer to the Pogonip trail map for more information.

**PROHIBITED ACTIVITIES:** Smoking, fires, camping, alcohol, littering, wood gathering, collection of plants or animals, archery/hunting.

**PARKING/ENTRANCES:** No on-site parking

- **Golf Club Drive On-** street parking on Golf Club Drive between the trestle & HWY 9  
(Hiking only/Dogs on leash)
  - **Harvey West Park** - Trailhead near Friendship Garden  
(Hiking only/No dogs)
  - **Spring Street** - Limited parking on residential street  
(Hiking on/Dogs on leash)
  - **UCSC Upper Campus** - Fuel Break Road - Multi-Use Trail Entrance  
(Hiking, Bicycles and Horses permitted/No Dogs)
  - **Henry Cowell State Park** - Rincon Connector Trail - Multi-Use Trail Entrance (Hiking, Bicycles and Horses permitted/No Dogs)
-



## **Highlights**

A scenic 640-acre expanse of open meadows, woodlands and creeks., A multi-use trail (approximately 1 mile) is open to bicyclists and equestrians in the northernmost portion of Pogonip. This multi-use trail provides a connection between Henry Cowell Redwoods State Park, Pogonip, and UC Santa Cruz campus lands. Bicycles and horses are prohibited on all other trails in Pogonip.

Pogonip has several walk-in entrances. There is no on-site parking. Visitors may park on Golf Club Drive just to the west of Highway 9 and walk to the main entrance gate. There is also parking in the vicinity of the Harvey West Park entrance to Pogonip. Parking is limited in the residential neighborhood adjacent to the Spring Street entrance.

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## **Cycles of Change**

Pogonip is an inspiring retreat of natural beauty. Its habitat is of special value given its proximity to the urban center of Santa Cruz. Over the past 150 years much of the landscape has been altered by human influence; it is far from being a pristine remnant of untouched wilderness. But as a testament to the resilience of nature perhaps, Pogonip survives as an enchanting refuge. Today, the park is protected as one of the City's Greenbelt properties; purchased in 1988 with funding from the CALPAW State Bond Act.

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## **A Habitat for Wildlife**

The predominant woodlands at Pogonip are mixed evergreen forest (oak, madrone, bay and conifers) and upland redwood forest (redwood and Douglas fir). Stands of coast live oak also occur in smaller areas within the meadows. California's northernmost stand of Central Coast Cottonwood/Sycamore riparian woodland occurs along the San Lorenzo River in the area known as Sycamore Grove.

A prominent feature within Pogonip, the Main Meadow is dominated by non-native grassland species though remnants of coastal terrace prairie still exist. Prairie habitat also occurs in smaller expanses in the northern reaches of Pogonip. Most of the rare and unique plant and wildlife species found at Pogonip are associated with coastal terrace prairie, including Santa Cruz clover (*Trifolium buckwestorium*), San Francisco popcorn flower (*Plagiobothrys diffusus*), and the rare, brilliant green-colored Ohlone tiger beetle.

Though the days of bear and antelope are gone, wildlife still exists in abundance at Pogonip. In the grasslands and prairies, there are black-tailed jack rabbits, California ground squirrels, Botta's pocket gophers, California voles and black-tailed deer. The smaller mammals provide prey for raptors, coyote, fox and bobcat. Both forested areas and grasslands are used by many bat species. Mountain lions have also been reported in Pogonip, particularly in the northern areas and upper ridges.

Numerous birds, both resident and migrating species, are found at Pogonip. A few of those observed include owls, western bluebird, American robin, western meadowlark, chestnut-backed chickadee, acorn woodpeckers, sparrows and the raptors; white-tailed kite and red-tail hawk.

Amphibians and reptiles are also numerous. The alligator lizard, western fence lizard and garter snake are commonly found in the grasslands while the redwood forests provide habitat for the Pacific giant salamander, California newt and the popular UCSC mascot, the banana slug.

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## **A Glimpse into the Past**

In addition to natural history, Pogonip has a human history. Our Bay and Coast region was home to Ohlone tribes for 5,000 years before the arrival of Europeans. Few survived beyond the era of the founding of the Santa Cruz Mission in 1791 and its control by Mexico in the early 1800s. Their dramatic decline is believed to have been hastened by several epidemics and persecution from immigrants. It is likely Native Americans relied upon the resources found within Pogonip but no prehistoric sites have been identified.

Although the park is sometimes perceived by visitors as undisturbed, logging production in the mid-1800s resulted in the massive loss of old growth redwoods. Only three virgin redwoods remain in Pogonip today.

In addition to lumber, redwood logs were used to fuel kilns in the conversion of limestone to lime, an ingredient in mortar and plaster. Segments of Rincon Trail and Spring Trail are believed to have been originally constructed as part of the road connecting the timber areas, limestone quarries, and limekilns. The limestone kilns are still intact and the roadbed is visible at several locations.

Pogonip was once part of the extensive Cowell Ranch, originally purchased for its lime and timber resources. Portions of the ranch were converted to livestock operations as the lumber was depleted and demand for lime declined by the turn of the century. In 1961, the western portion of the ranch was sold to the University of California and the remaining acreage eventually became known as Pogonip.

Time brought change to Pogonip. After the construction of the landmark clubhouse and the greens, the Casa del Rey Club and Golf Links was opened in 1912. When competition from other courses led to the closure of the course by the 1930s, the area was then transformed into popular polo fields. The Pogonip Social and Polo Club soon became internationally known, visited by movie stars and world caliber polo players. The Polo Club was especially noteworthy due to Dorothy Deming Wheeler and the winning women's polo team. Dorothy Wheeler ensured the polo club was not restricted to men, and Santa Cruz became one of the few areas where coed games were accepted.

World War II brought an end to polo at Pogonip and for a short time the facilities served as a rehabilitation site for service men. The Pogonip Club reopened in 1948 as a private social organization. Today, the clubhouse is structurally unsafe and closed to the public.

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### **Additional Info**

<http://hilltromper.com/article/pogonip>



# **LOCAL ANNUAL EVENTS**

## ANNUAL EVENTS



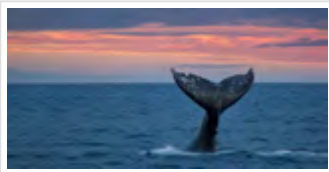
# Holiday Season

## Annual Events in Santa Cruz County

There's always something happening in Santa Cruz! No matter what time of year you visit us, you can enjoy events featuring the natural beauty, arts, food, history, and wine of Santa Cruz County. To see more information about our most popular community events, click on the images above to learn how you can enjoy the holidays right here in Santa Cruz! Below is a sampling of annual Santa Cruz events and things to do in the Santa Cruz area.

[January](#), [February](#), [March](#), [April](#), [May](#), [June](#), [July](#), [August](#), [September](#), [October](#), [November](#), [December](#)

## January



[California Gray Whale Migration](#) Don't miss the approximately 20,000 gray whales as they pass by Santa Cruz on their annual migration between the Bering Sea in Alaska and Baja California.



[Monarch Butterflies at Natural Bridges](#) Natural Bridges Park's Monarch Grove provides a temporary home for up to 100,000 Monarchs each winter. From roughly mid-October through mid-February, the Monarchs form a "city in the trees." Visitors can view the over-wintering Monarchs by walking down the park's

wheelchair and stroller-accessible boardwalk to an observation deck in the eucalyptus grove.



[Fungus Faire](#) Come to Santa Cruz and visit the kingdom of Fungi! Learn about the hundreds of beautiful and fascinating species of local fungi on display in a re-created woodland habitat. This unique Santa Cruz tradition features two days of fantastic fun with fungus for the whole family.



[Elephant Seals at Año Nuevo](#) Visitors flock to Año Nuevo State Reserve to see the large colony of northern elephant seals that assembles here each winter. So named because of their large size and long pendulous noses on the males. These large animals spend most of their lives at sea, coming ashore only to molt, give birth, and

mate.



[Santa Cruz Mountains Wineries Passport Day](#) The Santa Cruz Mountains Winegrowers Association invites you to enjoy the wineries of this extraordinary appellation. Passport wineries open their doors on the third Saturday of January, April, July and November and many pour special wines or barrel samples.

## February



[Baroque Festival](#) The Santa Cruz Baroque Festival has been presenting regular concerts since 1974, bringing early music to Santa Cruz and other California audiences in hundreds of concerts. Baroque music opens the world of historic sound, and can lead both musician and audience on countless voyages of musical

discovery. Experimenting with "new" ideas about "old" instruments and music, our Festival performers virtually travel through time.



[Clam Chowder Cook-Off](#) Join the fun and excitement as talented chefs from throughout the West Coast compete for the glory of the BEST CLAM CHOWDER! More than just a culinary competition, the fun event has featured participants dressed as scuba divers, mermaids, and even as a "Clam Fairy." Admission is free;

visitors may purchase tasting kits to sample the clammy concoctions



[California Gray Whale Migration](#) Don't miss the approximately 20,000 gray whales as they pass by Santa Cruz on their annual migration between the Bering Sea in Alaska and Baja California.

can view the over-wintering monarchs by walking down the park's wheelchair and stroller-accessible boardwalk to an observation deck in the eucalyptus grove.



[Elephant Seals at Ano Nuevo](#) Visitors flock to Año Nuevo State Reserve to see the large colony of northern elephant seals that assembles here each winter. So named because of their large size and long pendulous noses on the males. These large animals spend most of their lives at sea, coming ashore only to molt, give birth, and

mate.

## March



[PaddleFest](#) The largest paddle powered surf contest in the world, attracting some of the best paddle-powered wave magicians on the planet. Spectators can view the international champions do their magic on giant waves virtually in front them at Steamer Lane.

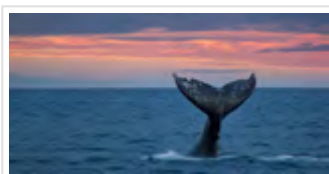


[Santa Cruz County Symphony Family Concert](#) Join the Santa Cruz County Symphony and the Santa Cruz Ballet Theatre to experience the different instruments and sections of the orchestra in this annual concert designed to entertain young and old alike.



[Elephant Seals at Ano Nuevo](#) Visitors flock to Año Nuevo State Reserve to see the large colony of northern elephant seals that assembles here each winter. So named because of their large size and long pendulous noses on the males. These large animals spend most of their lives at sea, coming ashore only to molt, give birth, and

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## April



[Santa Cruz Mountains Wineries Passport Day](#) The Santa Cruz Mountains Winegrowers Association invites you to enjoy the wineries of this extraordinary appellation. Passport wineries open their doors on the third Saturday of January, April, July and November and many pour special wines or barrel samples.



[Santa Cruz Half Marathon/10K](#) The Santa Cruz Half Marathon consists of a 13.1-mile run/walk past breathtaking vistas of the Pacific coastline, through strawberry fields, past historic farm buildings, past incredible views of the rugged ocean bluffs, and back to the finish line festivities on Cowell's Beach.



[Santa Cruz Dance Week](#) Santa Cruz Dance Week is an annual centerpiece of the local dance repertoire, showcasing all forms of dance throughout the county with accessible performances, public exhibitions and free classes.



[Ducky Derby](#) A fun-filled day of activities with food, carnival games, live music, local entertainment and the highlight of the day: The racing of 12,000 rubber ducks down a man made waterway. Admission is free.



[Baroque Festival](#) The Santa Cruz Baroque Festival has been presenting regular concerts since 1974, bringing early music to Santa Cruz and other California audiences in hundreds of concerts. Baroque music opens the world of historic sound, and can lead both musician and audience on countless voyages of musical discovery. Experimenting with "new" ideas about "old" instruments and music, our Festival performers virtually travel through time.

## May



[Greek Food and Cultural Festival](#) Santa Cruz Greek Festival lovers pack the streets at Center and Church Street all weekend while enjoying authentic Greek food and desserts, live Greek music, dancing, gifts and crafts, and a rock climbing wall for the kids! Over 30 years the Santa Cruz Greek Festival has grown from a small affair in our

courtyard, to a huge block party alive with the sounds of live Greek Bouzouki music and the smells of delicious Greek specialties.



[Baroque Festival](#) The Santa Cruz Baroque Festival has been presenting regular concerts since 1974, bringing early music to Santa Cruz and other California audiences in hundreds of concerts. Baroque music opens the world of historic sound, and can lead both musician and audience on countless voyages of musical

discovery. Experimenting with "new" ideas about "old" instruments and music, our Festival performers virtually travel through time.

## June



[Woodies on the Wharf](#) Santa Cruz Woodies puts on the famous "Woodies on the Wharf" each year in June. This event draws over 200 woodies, activities, and more, displayed in one of the most picturesque places on earth.



[Highland Games and Scottish Renaissance Festival](#) Explore the History, Myth, & Legend of 16th century Scotland! Entertainment, music, arts, crafts, activities, games, food, ale, and more. Something for the whole family!



[Wednesday Night Sailboat Races](#) Come to the Santa Cruz Harbor to watch this unofficial weekly spectacle of sailboats racing against the backdrop of the setting sun every week all summer long.



[Japanese Cultural Fair](#) Learn more about the diverse arts, craft, music, food, and culture of Japan in this popular, long-running festival.



around the county and finish the day with a world-class fireworks show at Skypark. Have a fun and safe Santa Cruz 4th of July!



[Santa Cruz Mountains Wineries Passport Day](#) The Santa Cruz Mountains Winegrowers Association invites you to enjoy the wineries of this extraordinary appellation. Passport wineries open their doors on the third Saturday of January, April, July and November and many pour special wines or barrel samples.



[Santa Cruz Shakespeare](#) Santa Cruz Shakespeare is an independent non-profit that performs in an evocative outdoor environment that only Santa Cruz can provide. The Festival is held annually in July and August in The Grove at DeLaveaga Park.



[Wednesday Night Sailboat Races](#) Come to the Santa Cruz Harbor to watch this unofficial weekly spectacle of sailboats racing against the backdrop of the setting sun every week all summer long.



[Wharf to Wharf](#) Thousands of runners from across America and around the globe return to Santa Cruz, California for the annual six-mile race to Capitola-by-the-Sea.

## August



[Santa Cruz Shakespeare](#) Santa Cruz Shakespeare is an independent non-profit that performs in an evocative outdoor environment that only Santa Cruz can provide. The Festival is held annually in July and August in The Grove at DeLaveaga Park.



[Watsonville Strawberry Festival](#) Come to historic downtown Watsonville to enjoy delicious food, exciting carnival rides, wonderful entertainment and, of course, tasty strawberry treats.



lets, hawaiian shaved ice, Maori face painting, print making and dance

performances.

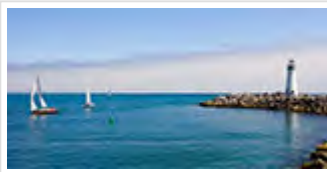


[Cabrillo Festival of Contemporary Music](#) The Cabrillo Festival of Contemporary Music, even at a seasoned 48 years old itself, is all about the new—the here and now of contemporary works for orchestra. During the first two weeks of August each year, audiences are joined by both preeminent and emerging composers, an orchestra of dedicated professional musicians led by famed conductor Marin Alsop, and renowned guest artists from across the globe to give voice to works which are rarely more than a year or two old.



[Wednesday Night Sailboat Races](#) Come to the Santa Cruz Harbor to watch this unofficial weekly spectacle of sailboats racing against the backdrop of the setting sun every week all summer long.

## September



[Santa Cruz Labor Day](#) Labor Day weather in Santa Cruz County is some of the sunniest of the year and there are many fun activities scheduled in Santa Cruz County. Join us for events including the air show, county fair, birding festival, and more.



[Wings Over Watsonville](#) Celebrate Labor Day Weekend at Wings Over Watsonville Fly-In. Enjoy chills and thrills by the dozen and delight your senses. There is something for everyone in the family to enjoy.



[Greek Food and Cultural Festival](#) Santa Cruz Greek Festival lovers pack the streets at Center and Church Street all weekend while enjoying authentic Greek food and desserts, live Greek music, dancing, gifts and crafts, and a rock climbing wall for the kids! Over 30 years the Santa Cruz Greek Festival has grown from a small affair in our courtyard, to a huge block party alive with the sounds of live Greek Bouzouki music and the smells of delicious Greek specialties



[Ironman 70.3 Santa Cruz](#) The Ironman 70.3 Santa Cruz starts and finishes near the historic Beach Boardwalk in Santa Cruz, CA. The courses are almost entirely coastal with breathtaking views of the rugged California coast, lighthouses and a dramatic finish at the main stage of the Beach Boardwalk.



[Santa Cruz County Fair](#) Whether you attend to enjoy the exhibits, food, and entertainment, or take part in the competition, fair memories last a lifetime. The Santa Cruz County fair features games, rides, displays, and livestock. It is a great event for the whole family.



[The Santa Cruz Follies](#) The Santa Cruz Follies is a large cast of talented performers — all 50 years and older — who puts on an original musical revue of song and dance. Our annual theatrical event has continued to attract dynamic and talented performers since 1955. The show is a two hour variety presentation of the talents and theatrical skills of members of this prestigious organization



[Thunderbirds on the Wharf](#) Thunderbirds on the Wharf features the classic 1955-1957 and the 1958-1965 vintage Thunderbirds. Each year about 100 Thunderbirds and hundreds of people participate in the show. Spectators from throughout the area come to view the classic Thunderbirds, join in the events, and participate in the raffles.



[Monterey Bay Master Gardeners Garden Tour](#) A self-guided tour of magical gardens in Santa Cruz, plus mini lectures on a variety of topics, raffles, plant sales, art gallery, book sale, and more.



[Monterey Bay Birding Festival](#) Designed for birders of all levels, as well as outdoor lovers, the festival offers a unique opportunity to explore, learn and appreciate world-class habitats such as the Monterey Bay National Marine Sanctuary, Elkhorn Slough National Estuarine Research Reserve, and Pinnacles



[Santa Cruz Triathlon](#) Santa Cruz Triathlon is a non-profit event with a 1.5K swim around the Santa Cruz Municipal Wharf, a 40K bike ride along the coast, and a run along beautiful West Cliff Drive. The race proceeds benefit the Santa Cruz community.

## October



[Open Studios Art Tour](#) The Cultural Council of Santa Cruz County's Open Studios Art Tour takes place the first three weekends in October. From the redwoods to the sea, thousands of art enthusiasts visit with artists in their studios to see the creative process at work



[Oktoberfest](#) There's something for everyone at family-friendly Santa Cruz Oktoberfest: food, music, a drawing for cash prizes, silent and live auctions to benefit Hospice of Santa Cruz County. Admission is free.



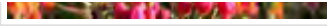
[Annual Monte Foundation Fireworks Extravaganza](#) Come to the biggest, best beach party on the central coast! A wonderful family event featuring over 50 game and food booths, live entertainment and a fireworks display at Seacliff State Beach in Aptos.



[Santa Cruz Beach Boardwalk Chili Cook-Off](#) Bring your appetite and join the fun as both professional and amateur chefs work their culinary magic and compete for the title of best Chili!



[Thomas and Percy's Halloween Party](#) This is a family and children's Halloween event! Dress up with your favorites Thomas and Percy, this Halloween at Roaring Camp as you ride and interact with the classic storybook engines through a Redwood forest. Designed for young children and the young-at-heart, the event is based on The Railway Series, that inspires the imagination. Temporary Tattoos, Face Painting, Story Telling, Videos, Train Play Tables, Pick a Pumpkin (small pumpkins for little ones), Cookie decorating, photos with Sir Topham Hatt, Thomas store and entertainment add to the festivities.



Visitors can view the over-wintering Monarchs by walking down the park's wheelchair and stroller-accessible boardwalk to an observation deck in the eucalyptus grove.



[Wednesday Night Sailboat Races](#) Come to the Santa Cruz Harbor to watch this unofficial weekly spectacle of sailboats racing against the backdrop of the setting sun every week all summer long.



[O'Neill Coldwater Classic](#) This quintessential surf competition at Steamer's Lane in Santa Cruz blends adventure, exploration, surf, and competition.

## November



[Santa Cruz Film Festival](#) The Santa Cruz Film Festival, an annual celebration of independent cinema and culture in California's Greater Monterey Bay area, features more than 100 independent films and videos screening across downtown Santa Cruz.



[Monarch Butterflies at Natural Bridges](#) Natural Bridges Park's Monarch Grove provides a temporary home for up to 100,000 Monarchs each winter. From roughly mid-October through mid-February, the Monarchs form a "city in the trees." Visitors can view the over-wintering Monarchs by walking down the park's wheelchair and stroller-accessible boardwalk to an observation deck in the eucalyptus grove.



[Santa Cruz Mountains Wineries Passport Day](#) The Santa Cruz Mountains Winegrowers Association invites you to enjoy the wineries of this extraordinary appellation. Passport wineries open their doors on the third Saturday of January, April, July and November and many pour special wines or barrel samples.



[A Taste of Santa Cruz](#) The Santa Cruz Association of REALTORS Housing Foundation holds this annual event at the Coconut Grove Grand Ballroom in Santa Cruz. Some

## December



[Lighted Boat Parade](#) Sponsored by the Santa Cruz Yacht Club and including a canned food drive benefiting Second Harvest Food Bank, the Lighted Boat Parade features 50 beautifully-decorated power and sailboats parading through the Santa Cruz Harbor. Charter boats available. This is a family event with hot drinks and snacks available at various locations through the south harbor.



[Monarch Butterflies at Natural Bridges](#) Natural Bridges Park's Monarch Grove provides a temporary home for up to 100,000 Monarchs each winter. From roughly mid-October through mid-February, the Monarchs form a "city in the trees." Visitors can view the over-wintering Monarchs by walking down the park's wheelchair and stroller-accessible boardwalk to an observation deck in the eucalyptus grove.



[Holiday Lights Train](#) Ride vintage excursion cars, adorned with thousands of colorful lights, as they roll through city streets past homes of Santa Cruz. Sing along to seasonal carols while sipping hot-spiced cider, listen to musical entertainment, and enjoy a visit from Santa and Mrs. Claus.



[Elephant Seals at Ano Nuevo](#) Visitors flock to Año Nuevo State Reserve to see the large colony of northern elephant seals that assembles here each winter. So named because of their large size and long pendulous noses on the males. These large animals spend most of their lives at sea, coming ashore only to molt, give birth, and mate.



[Santa Cruz Ballet Theatre presents: "The Nutcracker"](#) Enjoy this holiday classic, starring Guest Artists and alumni Melody Herrera and Lucien Postlewaite, with Conductor John Larry Granger and the Santa Cruz Ballet Theatre Orchestra.

[California Gray Whale Migration](#) Don't miss the approximately 20,000 gray whales as they pass by Santa Cruz on their annual migration between the Bering Sea in Alaska and Baja California.



Look for the Chamber decal while your "cruzin" around town! For more than 120 years, Santa Cruz Chamber members have been committed to improving our community for everyone who visits, works, or lives in Santa Cruz County.

For a list of local Santa Cruz Chamber member attractions, visit the [Attractions](#) section of the Chamber business directory.

**MEMBER LOGIN**

**PRIVACY STANDARDS**

**Santa Cruz County Chamber of Commerce**  
**3121 Park Ave, Ste C**  
**Soquel, CA 95073**  
**Phone: (831) 457-3713**