



County of Santa Cruz Board of Supervisors

Agenda Item Submittal

From: Board of Supervisors: Administration
(831) 454-2200

Subject: Biennial Report of the Latino Affairs Commission

Meeting Date: February 11, 2020

Recommended Action(s):

- 1) Accept and file the report prepared by Latino Affairs Commission highlighting their activities during calendar years 2018 and 2019; and
- 2) Direct the chairman to thank the members of the Latino Affairs Commission for their work on behalf of County government.

Executive Summary

Accept and file the report prepared by the Latino Affairs Commission highlighting their activities during calendar years 2018 and 2019.

Background

The purpose of this report is to highlight the activities, accomplishments and future goals of the board during calendar years 2018 and 2019.

Submitted by:

Greg Caput, Chair, Board of Supervisors

Attachments:

Latino Affairs Commission 2018-2019 Biennial Report

cc:

Latino Affairs Commission



Santa Cruz County Latino Affairs Commission

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Santa Cruz County Latino Affairs Commission 2018 - 2019 Biennial Report

1. THE ROLE OF THE COMMISSION

The Latino Affairs Commission is an advisory body to the Board of Supervisors on issues affecting the Latino community in Santa Cruz County. The Commission was established to:

- a. Advise the Board of Supervisors on any significant problems currently encountered by the County's Latino residents;
- b. Review the needs of Latino citizens in the County, and recommend comprehensive goals and objectives for effectively meeting those needs;
- c. Monitor the various services made available to Latino citizens by public and private agencies in the County and make recommendations to the Board of Supervisors on how County government can help ensure effective and efficient delivery of those services;
- d. Develop a procedure to identify and set priorities regarding the areas of greatest need for County support and/or attention, and prepare biennial recommendations to the Board of Supervisors regarding specific courses of action in response to identified needs and priorities;
- e. Advise the Board of Supervisors how best to cooperate with local, State, Federal and private agencies serving Latino citizens, and assist in the preparation, implementation, and review of any regional plan or program designed to serve Latino citizens;
- f. Advise the Board of Supervisors how best to cooperate with local, State, Federal and private agencies in order to maximize the availability of funds to meet the specific economic needs of the Latino population, with the objective of leveraging such funds to the greatest degree possible.

2. MEETINGS DATES, TIME, AND LOCATION

Latino Affairs Commission meetings are scheduled for the first Wednesday of every other month (February, April, June, August, October, and December), from 6:00 until 7:30 PM at the United Way of Santa Cruz County office (4450 Capitola Rd, Suite 106, Capitola, CA 95010).

- In 2018, one regularly scheduled meeting was canceled for lack of a quorum.
- In 2019, five of the six regularly scheduled meetings were canceled for lack of quorum.

3. COMMISSION STRUCTURE

The Latino Affairs Commission is composed of seven voting members; one Commissioner appointed by each of the five District Supervisors to represent their districts, and two at-large Commissioners each, appointed by the cities of Santa Cruz and Watsonville to represent their cities. Commission Officer (Chair and Vice Chair) elections are held each year during the April regular meeting.

On December 31, 2019, the Latino Affairs Commission membership was as follows:

District	Commissioners
1 st District	Gilberto Reyes (<i>Vice Chair</i>)
2 nd District	Abbygale Gonzalez
3 rd District	Ayde Guerrero Rosas
4 th District	Christina Granados
5 th District	Leo Gomez
City of Santa Cruz	Diana Alfaro (<i>Chair</i>) Rebecca Hernandez
City of Watsonville	Rebecca Garcia Patricia Guevara

During the reporting period, Commissioners Christina Granados, Leo Gomez, Abbygale Gonzalez, and Ayde Guerrero Rosas were appointed, and Commissioners Diana Alfaro and Rebecca Garcia were re-appointed. Commissioners who completed their terms, resigned, or were replaced during the reporting period were Antonia Franco, Brianna Del Franco, Gloria Nieto, and Martin Vargas Vega.

4. COMMISSION STAFF

The *Commissions Coordinator* position experienced some turnover during the reporting period. Britt Harmssen, former *County EEO Officer*, temporarily staffed the Commission until the position could be filled. In July of 2018, Kaite McGrew was hired as *Commissions Coordinator* and staffed the Commission for the remainder of the reporting period.

Between Commissions meetings, County Staff was available by phone, email, or in person for information and referrals. The County EEO Commissions Office is located in the County Government Center (701 Ocean Street, Room 510, Santa Cruz, CA 95060).

5. ATTENDANCE

During the reporting period, the Commission experienced difficulty convening a quorum because of several factors, including serious Commissioner health concerns, District seat vacancies and difficulty in getting reappointment nominations for at-large Commissioners from both Santa Cruz and Watsonville Cities. The impact of these challenges was particularly evident in 2019, when the Commission was only able to convene a quorum of its members for one of the six scheduled meetings. Please see attached *Latino Affairs Commission 2018-2019 Attendance Report* for specifics.

That notwithstanding, the Commissioners continued to attend community functions, and advocate in the community for Latino community interests. Commissioners also worked very hard to fill the vacant seats, including distributing vacancy fliers in person and online, sharing information about the Commission, meeting with potential candidates to answer questions, and following up with their District Supervisors and community partners. By December 31, 2019, all remaining vacancies had been filled. We do not anticipate difficulties achieving quorum in the coming year.

6. OBJECTIVES AND ACTIVITIES

The Commission's objectives and subsequent activities are determined by the Commission's mandate and emerging needs as expressed by the community and identified by the Commissioners.

Objective 1:

Monitor and assess issues impacting the Santa Cruz County Latino community and advocate for the eradication of barriers and inequities

During the reporting period, the Commission heard reports on the following matters:

- United Way's Youth Violence Prevention Task Force and the Project Thrive Program
- Sanctuary Santa Cruz initiative to develop an intergovernmental office of immigration affairs
- City reports from at-large Commissioners on issues impacting the Latino Community such as affordable housing, gun violence, gang activity, immigration-related policies, and cultural events
- County EEO Officer's report on the Attorney General's reform of California's bail system, and the California Supreme Court's declining to hear a challenge to the state's mandatory waiting period for gun purchases
- Community meetings to discuss local gang activity, graffiti, vandalism and increased crime
- Live Oak Cradle to Career Initiative to address the needs of Live Oak families in the areas of education opportunities, teacher training, parent engagement, healthy breakfasts for children, affordable housing, better jobs, clear pathways to citizenship and access to scholarships and career programs
- Adobe Initiative Program to enhance civic engagement with technology, including projects related to citizenship and the 2020 Census
- Changing United States border policies and their impact on the Latino Community
- A donation-funded film about machines replacing farmworkers in the future produced by Digital Nest youth
- Development of a passenger rail service from Salinas to Santa Clara with a stop in Pajaro
- The need for more Latino Court Appointed Special Advocates (CASA) to advocate for Latino children

Objective #2:

Promote the interests of the Santa Cruz County Latino community through outreach and the provision of resources

During the reporting period, members of the Commission participated in the following activities:

- Co-Sponsored the Cesar Chavez Community Awards through individual Commissioner donations
- Participated in the Santa Cruz Census Complete Count Committee
- Participated in the Watsonville Census Complete Count Committee
- Met with Latina youth to review open positions for the 2020 election cycle, and vacancies on local Boards and Commissions
- Participated in a Vision Santa Cruz County community engagement event in Live Oak
- Participated in their District Supervisors' community meetings

- Participated in the *Sesquicentennial (150th) Anniversary Celebration* of Watsonville's incorporation and time capsule project
- Collaborated with UCSC archivist, Teresa Mora, to plan for the preservation of Commission historical records so that they can be made available to the public
- Participated in the *Watsonville Film Festival* series including films regarding forced sterilization of immigrant mothers from Mexico, and early farmworker organization that predates the United Farm Workers Union
- Participated in the *Tech Rising* event
- Participated in the *Senderos Oaxacan Cultural Festival*
- Participated in UCSC graduation ceremonies, that included 11 graduates from the American Indian program and 400 graduates from the Chicano/Latino program
- Participated in the *Ebb and Flow Festival*
- Participated in the *2018 Santa Cruz Pride Parade*
- Participated in the *2020 Census Salinas* regional meeting
- Participated in the *Strawberry Festival*
- Participated in the Watsonville tech conference, *NEST Flight*
- Promoted/attended the Pajaro Valley Arts voting history exhibit: *"Your Vote is Your Voice"*
- Attended the *2019 Latino Role Models Conference*
- Presented at the Watsonville screening of *"Councilwoman,"* a film about a Dominican hotel housekeeper elected to the Providence, RI City Council.

Objective #3:

Monitor and promote cultural competence in Santa Cruz County organizations and agencies

During the reporting period, the Commission heard reports on:

- Local voter registration efforts in the Latino community
- Hispanic representation in local government and advisory bodies
- County administrative review process to ensure non-discriminatory hiring practices and promote a workforce composition reflective of the local community
- Status of the County's *Equal Employment Opportunity and Cultural Competence Plan*, which has been in development throughout the reporting period

Objective #4:

Promote affordable housing for the Santa Cruz County Latino community

During the reporting period, the Commission heard reports on:

- Multi-unit affordable housing developments as they became available
- A *Watsonville Housing Study* conducted by the Watsonville City Council Subcommittee
- State and local affordable housing legislation and subsequent related community events, meetings and activities
- The UCSC *"No Place Like Home"* study and subsequent community meeting regarding results
- Two proposed UCSC on-campus student housing locations and subsequent community meetings to review results of environmental impact reports for the developments
- A *Santa Cruz City Needs Assessment* to prioritize fund allocation for housing projects, including HUD project preservation, first-time buyer programs, an innovation and opportunity program and a homelessness fund
- Changes to local legislation regarding Accessory Dwelling Unit (ADU) permitting procedures

- The City of Santa Cruz *Housing Blueprint Subcommittee* meeting
- The City of Watsonville’s inclusionary housing program and moratorium on evictions
- The *Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley*
- A Commissioner visit with farmworker families to learn about living conditions
- Santa Cruz City’s *Affordable Housing Week* activities online, including a Measure H canvas and volunteer party, a tour of UCSC student housing, a candidate and housing forum, and trolley tours
- The Miles Lane Project community meeting

Commissioners also:

- Monitored Board of Supervisors agendas for items related to the Affordable Housing Bond
- Served on the Santa Cruz County Housing Authority

7. COMMISSION MEMBERSHIPS & AFFILIATIONS

During the reporting period, Commissioners served as members of or were affiliated with the following commissions or organizations:

- Affordable Housing Now
- Center for Public Leadership – Kennedy School of Government
- Community Emergency Response Team (CERT)
- Court Appointed Special Advocates for Children of Santa Cruz County (CASA)
- Democratic Women’s Club of Santa Cruz County
- Digital Nest
- Education Pioneers Network
- Hermanas Unidos
- Housing Advocacy Network of Santa Cruz County
- MidPen Housing Corporation
- Santa Cruz Community Ventures
- Santa Cruz Complete Count Committee
- Santa Cruz County Housing Authority
- Santa Cruz Police Department
- Santa Cruz Water Department
- Second Harvest Food Bank Advisory Board
- UCSC American Indian Resource Center
- UCSC Office of Admissions
- UCSC Recent Grad Advisory Board
- United States Census Bureau
- Watsonville City Council
- Watsonville Complete Count Committee
- Watsonville Film Festival
- Watsonville Works Transitional Work Experience Program for Unhoused Adults
- Youth Violence Prevention Network

8. COMMISSION SUBCOMMITTEES

During the reporting period, the Commission created the following subcommittees to conduct Commission business within their subject matter jurisdiction as needed:

Advocacy Subcommittee:

The Advocacy Subcommittee is a publicly-noticed, standing subcommittee, convened as needed and authorized to monitor and assess issues impacting the Santa Cruz County Latino community and advocate for the eradication of barriers and inequities. The subcommittee may hear reports from community partners and is empowered to make reports and propose recommendations to the Commission within their subject matter jurisdiction as needed. As of December 31, 2019, subcommittee members included Commissioners Alfaro, Garcia, and Granados.

Community Outreach Subcommittee

The Community Outreach Subcommittee is a publicly-noticed, standing subcommittee, convened as needed and authorized to promote the interests of the Santa Cruz County Latino Community through outreach and provision of resources by hosting, supporting or attending events, providing resources and referrals, and hearing reports from community partners as needed. The subcommittee is empowered to make reports and propose recommendations to the Commission within their subject matter jurisdiction as needed. As of December 31, 2019, subcommittee members included Commissioners Garcia and Granados.

Cultural Competence Subcommittee

The Cultural Competence Subcommittee is a publicly-noticed, standing subcommittee, convened as needed and authorized to monitor and promote cultural competence in Santa Cruz County by reviewing the *Equal Employment Opportunity and Cultural Competence Plans* and policies, and hearing reports from local services, programs and agencies regarding their cultural competence efforts. The subcommittee is empowered to make reports and propose recommendations to the Commission within their subject matter jurisdiction as needed. As of December 31, 2019, subcommittee members included Commissioners Guevara, Hernandez, and Reyes.

Affordable Housing Subcommittee

The Affordable Housing Subcommittee is a publicly-noticed, standing subcommittee, convened as needed and authorized to monitor housing issues, advocate for legislation that creates or maintains affordable housing stock and promote affordable housing for the Santa Cruz County Latino community. The subcommittee is empowered to make reports and propose recommendations to the Commission within their subject matter jurisdiction as needed. As of December 31, 2019, subcommittee members included Commissioners Alfaro and Garcia.

9. COMMISSION ACCOMPLISHMENTS AND SPECIAL PROJECTS

During the reporting period, the Commission addressed the following issues:

- Letter to the Board of Supervisors recommending that Measure H (the “Affordable Housing Bond”) be included in the November 2018 ballot
- Letter to the Board of Supervisors in support of County 2020 Census participation

During the reporting period, the Commission participated in the following special projects:

- In the September 2018, the Commission developed and installed an art wall exhibit in the County building entitled “*Art as Persistence, Art as Preservation*” which celebrated *Hispanic Heritage Month* and included work from local Latino artists of all ages

10. FUTURE GOALS AND RECOMMENDATIONS

In 2020-2021, the Latino Affairs Commission will endeavor to:

- Promote Latino participation in the 2020 Census, particularly with difficult-to-count members of the Latino community
- Promote Latino civic engagement and voter participation in the 2020 elections
- Participate in activities that promote affordable housing for the Latino community
- Promote awareness of the Commission by attending and supporting local events aligned with the Commission’s scope and purpose
- Continue to monitor and support *Youth Violence Prevention Network* activities
- Continue to monitor development of the County’s *Equal Employment Opportunity and Cultural Competence Plans*

In 2020-2021, the Latino Affairs Commission recommends that the Board of Supervisors take the following actions:

- Provide policy leadership and funding support to programs tasked with 2020 Census outreach to the Latino community, particularly with difficult-to-count members of the Latino community
- Provide policy leadership and funding support to County programs designed to ensure that the 2020 elections are accessible to the Latino community and promote Latino voter participation
- Continue to monitor local affordable housing efforts and provide policy leadership and funding support to agencies and programs that implement solutions to the housing crisis
- Continue to provide funding support for *Youth Violence Prevention Network* programs and activities

Approved by the Latino Affairs Commission at the December 4, 2019 regular meeting.

Respectfully submitted on behalf of the Santa Cruz County Latino Affairs Commission,



Diana Alfaro
Commission Chair, Latino Affairs Commission

December 4, 2019

Date



Gilberto Reyes
Commission Vice Chair, Latino Affairs Commission

December 4, 2019

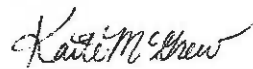
Date

LATINO AFFAIRS COMMISSION 2018 ATTENDANCE REPORT							
District/ Supervisor	Commissioner	Feb 2018	April 2018	May 2018	Aug 2018	Oct 2018	Dec 2018
1 st District Supervisor John Leopold	Gilberto Reyes	P	P	P	p	P	No Quorum - Meeting Canceled
2 nd District Supervisor Zach Friend	Martin Vargas Vega	E	E	P	P	P	
3 rd District Supervisor Ryan Coonerty	Antonia Franco Co-Chair	P	P	P	E	P	
4 th District Supervisor Greg Caput	Brianna Del Franco Co-Chair	P	P	A	A	A	
5 th District Supervisor Bruce McPherson	Gloria Nieto	P	E	E	P	E	
City of Santa Cruz	Rebecca Hernandez	P	E	P	E	P	
	Diana Alfaro	-	P	P	E	P	
City of Watsonville	Rebecca Garcia	P	P	P	P	E	
	Patricia Guevara	E	P	P	P	E	

LATINO AFFAIRS COMMISSION 2019 ATTENDANCE REPORT							
District/ Supervisor	Commissioner	Feb 2019	April 2019	June 2019	Aug 2019	Oct 2019	Dec 2019
1 st District Supervisor John Leopold	Gilberto Reyes Vice Chair	No Quorum - Meeting Canceled	No Quorum - Meeting Canceled	No Quorum - Meeting Canceled	No Quorum - Meeting Canceled	No Quorum - Meeting Canceled	P
2 nd District Supervisor Zach Friend	Martin Vargas Vega (until 8/12/19)						-
	Abbygale Gonzalez (as of 12/10/19)						-
3 rd District Supervisor Ryan Coonerty	Ayde Guerrero Rosas (as of 12/10/19)						-
4 th District Supervisor Greg Caput	Christina Granados						P
5 th District Supervisor Bruce McPherson	Leo Gomez (as of 12/10/19)						-
City of Santa Cruz	Rebecca Hernandez						P
	Diana Alfaro Chair						P
City of Watsonville	Rebecca Garcia						P
	Patricia Guevara						P

Attendance: P=Present A=Absent E=Excused (-) = Not Seated

Submitted:



Kaite McGrew
Commissions Coordinator

December 10, 2019

Date