



Santa Cruz County Latino Affairs Commission

701 Ocean Street, Room 510, Santa Cruz, CA 95060
P: (831) 454-2772 F: (831) 454-2411 TTY/TDD 711
commissions@santacruzcounty.us
www.scclatinoaffairs.org

Santa Cruz County Latino Affairs Commission 2020 - 2021 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) or at a site in Watsonville when possible. During the COVID-19 pandemic, the Commission met remotely instead.

- In 2020, one regularly scheduled meeting was canceled for health and safety reasons immediately following Governor Newsom's initial Stay-at-Home order.
- In 2021, one of the six regularly scheduled meetings was 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 leadership (Chair and Vice Chair) elections are held each year during the April regular meeting.

On December 31, 2021, the Latino Affairs Commission membership was as follows:

District	Commissioners
1 st District	Yadira Flores-Martinez
2 nd District	Seat Vacant
3 rd District	Fe Silva-Robles
4 th District	Christina Granados
5 th District	Leo Gomez (<i>Vice Chair</i>)
City of Santa Cruz	Rebecca Hernandez Seat Vacant
City of Watsonville	Rebecca Garcia Sylvia Mendez

During the reporting period, Commissioners Guadalupe Alvarez Garcia, Sylvia Mendez, Fe Silva-Robles and Yadira Flores-Martinez were appointed, and Commissioners Abbygale Gonzalez, Leo Gomez, and Rebecca Hernandez were re-appointed. Commissioners who completed their terms, resigned, or were replaced during the reporting period were Gilberto Reyes, Abbygale Gonzalez, Ayde Guerrero Rosas, Guadalupe Alvarez Garcia, Diana Alfaro and Patricia Guevara. Commissioner Flores-Martinez was appointed after the December meeting, but before the end of the reporting period.

4. COMMISSION STAFF

Commissions Manager, Kaite McGrew staffed the Commission for the entirety 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 continued to meet remotely for health and safety reasons during the COVID-19 pandemic. Please see attached *Latino Affairs Commission 2020-2021 Attendance Report* for specifics.

6. OBJECTIVES AND ACTIVITIES

The objectives and subsequent activities described in the Commission’s Strategic Action Plan are determined by their 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 monitored the following matters:

- COVID-19 pandemic impact on the Latinx community and recovery relief and resources
- State and County Health Department pandemic-response orders

- Local vaccine availability and distribution, particularly to the Latinx and ag worker communities
- Pajaro Valley COVID-19 Outreach Task Force activities
- Community Action Board (CAB) Disaster Relief Assistance for Immigrants (DRAI) Program
- State and local government eviction moratoriums
- Impact of the CZU Lightning Complex wildfires on the Latinx community
- 2020 elections and the Latinx community
- FY 2021-2023 Operational Plan Development
- California Strawberry Commission Scholarship
- Second Harvest and Family Farmworker Center Partnership
- 2020 Census outreach efforts to the Latinx Community
- County voter registration activities and voter Spanish-language accessibility efforts
- County redistricting efforts
- Measure R (funding repairs at Cabrillo College)
- Measure Y (Watsonville City sales tax)
- Housing Santa Cruz activities
- Regional Transportation Commission public rail transit plans and potential rail corridor encroachments
- Watsonville City’s proposed moratorium on drive-thru businesses
- Watsonville City’s utility rate adjustments
- Watsonville City’s approved amendments to the City’s cannabis ordinance
- Watsonville City’s Ad Hoc Committee on Policing and Social Equity activities
- Cradle to Career Program efforts to support families during distance learning
- White Hawk/Ixtatutli Indian Council for Children activities
- Cabrillo College Board of Trustees elections
- School system responses to distance learning and reopening
- Watsonville City’s State of the City event

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:

- Provided representation on the Pajaro Valley COVID-19 Outreach Task Force
- Co-Sponsored the Cesar Chavez Community Awards although the event was ultimately canceled because of the pandemic
- Attended redistricting meetings in five jurisdictions
- Spoke at and attended the *2020 Latino Role Model Conference*
- Participated in the 2020 Civics Summit
- Promoted the Pajaro Art’s Council’s “Your Vote is Your Voice” exhibit in the County Building on Ocean Street.
- Promoted and attended the Pajaro Valley Art Gallery’s exhibit “*Campesinos: Workers of the Land*”
- Promoted PPE4CC’s arts campaign launch via social media

- Promoted the Pajaro Valley Arts Council’s call for local photographers and muralists to participate in their Movable Mural exhibit.
- Participated in the Watsonville Film Festival
- Participated in District Supervisors’ community meetings

Objective #3:

Monitor and promote diversity, equity and inclusion in Santa Cruz County organizations and agencies

During the reporting period, the Commission:

- Monitored development of the County’s *Equal Employment Opportunity and Cultural Competence Plan* and reviewed and offered detailed feedback on the draft plan when it became available.
- Heard County Clerk’s office report on County efforts to promote voter registration, voter education and voter participation in the Latinx community
- Reviewed County position descriptions to provide feedback on any elements that could present barriers to employment for members of the Latinx community.

Objective #4:

Promote affordable housing for the Santa Cruz County Latinx community

During the reporting period, the Commission heard reports on:

- California Senate Bill 50 (planning and zoning: housing development)
- Santa Cruz City Council Housing Forum
- Multi-unit affordable housing developments as information became available
- State and local affordable housing legislation and subsequent related community events, meetings and activities
- Changes to local legislation regarding Accessory Dwelling Unit (ADU) permitting procedures
- Santa Cruz City’s *Affordable Housing Week* activities
- Cedar/Cathcart library and affordable housing development
- Watsonville City accessory dwelling unit (ADU) ordinance
- Housing discussions at the Monterey Economic Partnership’s 6th Annual State of the Region Conference

Commissioners also:

- Monitored Board of Supervisors agendas for items related to affordable housing
- Monitored Watsonville City Council agendas for items related to affordable housing
- Served on the Santa Cruz County Housing Authority
- Participated on panels in a two-day affordable housing conference, Re-Imagine Santa Cruz

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
- American Association of Museums
- American Studies Association
- American College Personnel Association

- Associations of Tribal Archives, Libraries and Museums
- California Council of Cultural Centers
- Center for Public Leadership – Harvard Kennedy School of Government
- Criminal Justice Council
- Democratic Women’s Club of Santa Cruz County
- Education Pioneers Network
- Housing Santa Cruz County
- MidPen Housing Corporation
- NASPA Student Affairs Administrators in Higher Education
- Native American Advisory Council, Western Michigan
- Pajaro Valley Arts
- Puente Program
- Repair for Justice
- Santa Cruz Community TV
- Santa Cruz County Democratic Central Committee
- Santa Cruz Museum of Natural History Board
- Santa Cruz YIMBY (Yes, In My Back Yard)
- Second Harvest Food Bank Advisory Board
- Senderos
- UCLA Law Fellows Alumni Network
- UCLA University Women’s Leadership Academy
- UCSC American Indian Resource Center
- UCSC Chancellor’s Diversity Advisory Council
- Warriors Welcome Home Forever Committee
- Watsonville City Council
- Watsonville Film Festival
- Zuckerman Fellows, Harvard Center for Public Leadership

8. COMMISSION SUBCOMMITTEES

During the reporting period, the Commission authorized the following standing subcommittees to conduct 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 Latinx 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, 2021, Commissioner Mendez was the only subcommittee member.

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 Latinx 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, 2021, subcommittee members included Commissioners Garcia and Granados.

Diversity, Equity & Inclusion Subcommittee

The Diversity, Equity & Inclusion Subcommittee is a publicly-noticed, standing subcommittee, convened as needed and authorized to monitor and promote diversity, equity and inclusion in Santa Cruz County by reviewing the County's Equal Employment Opportunity and Cultural Competence Plan and policies, and hearing reports from local services, programs and agencies regarding their diversity, equity and inclusion 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, 2021, subcommittee members included Commissioners Hernandez and Gomez.

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 Latinx 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, 2021, there were no subcommittee members.

9. COMMISSION ACCOMPLISHMENTS AND SPECIAL PROJECTS

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

- Advocacy letter to the Board of Supervisors expressing concern about the disproportionate impact the Coronavirus pandemic is having on the Latinx community in Santa Cruz County
- Advocacy letter to the Board of Supervisors in support of the efforts of local collaborative, PPE for Central Coast (PPE4CC) to address the disproportionate impact the pandemic was having on the Latinx community in Santa Cruz County.
- Advocacy letter to the Board of Supervisors requesting representation on the ad hoc CARES Justice advisory body and the subsequent Commission on Anti-Racism, Economic and Social Justice
- Memo providing detailed feedback on the County's Equal Employment Opportunity and Cultural Competence Plan
- Advocacy letter to Governor Newsom expressing appreciation to for the appointment of Senator Alex Padilla to the United States Senate, filling the seat vacated by Vice President Kamala Harris and encouraging continued prioritization of the ongoing dialogue with communities of color
- Advocacy letter to the Board of Supervisors regarding high-speed broadband internet access as a matter of equity

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

- Participated in planning and presenting in the Community Action Board's 2021 Immigrant Forum

During the reporting period, the Commission accomplished the following goals:

- Promoted Latinx participation in the 2020 Census, particularly with difficult-to-count members of the Latinx community

- Promoted Latinx civic engagement and voter participation in the 2020 elections
- Participated in activities that promote affordable housing for the Latinx community
- Promote awareness of the Commission by attending and supporting local events aligned with the Commission’s scope and purpose
- Monitored development of the County’s *Equal Employment Opportunity and Cultural Competence Plan* and provided detailed feedback.

10. FUTURE GOALS AND RECOMMENDATIONS

In 2022-2023, the Latino Affairs Commission will endeavor to:

- Promote diversity, equity and inclusion for the Latinx community in Santa Cruz County, including County employees
- Advocate for English-to-Spanish translation of Latino Affairs Commission meeting packet materials and the provision of equipment, services and platforms to provide concurrent Spanish-language interpretation during Commission meetings
- Monitor the County’s *CARES Justice Advisory Group* activities and engage where appropriate
- Monitor ongoing efforts to support economic recovery from the pandemic in the Latinx community
- Monitor ongoing efforts to promote COVID-19 vaccine distribution in the Latinx community
- Monitor and participate in activities that promote affordable housing opportunities for the Latinx community
- Monitor and support efforts to address homelessness in the South County Latinx community.
- Monitor and support efforts to expand broadband access to underserved areas of the County, particularly those where a technology gap may be disproportionately impacting the Latinx community
- Continue to pursue Commission funding opportunities
- Promote awareness of the Commission by attending and supporting local events aligned with the Commission’s scope and purpose

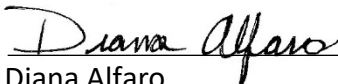
In 2022-2023, the Latino Affairs Commission recommends that the Board of Supervisors take the following actions:

- Continue to provide policy leadership and funding support to County efforts designed to ensure diversity, equity and inclusion in County programs, services and workforce
- Provide policy leadership and funding support for English-to-Spanish translation of Latino Affairs Commission meeting packet materials and the provision of equipment, services and platforms needed to provide concurrent Spanish-language interpretation during Commission meetings
- Advise the *CARES Justice Advisory Group* to provide the Latino Affairs Commission with quarterly summaries of CARES Justice activities and efforts and invite their engagement where appropriate
- Provide policy leadership and funding support to programs tasked with supporting economic recovery from the COVID-19 pandemic in the Latinx community
- Provide policy leadership and funding support to programs promoting COVID-19 vaccine distribution in the Latinx community

- Continue to monitor local affordable housing efforts and provide policy leadership and funding support to agencies and programs implementing solutions to the housing crisis
- Continue to provide policy leadership and funding support to programs designed to address the homelessness crisis, particularly in the Latinx community in South County
- Provide policy leadership and funding support to programs tasked with expanding broadband access to underserved areas of the County, particularly those where a technology gap may be disproportionately impacting the Latinx community

Approved by the Latino Affairs Commission at the December 1, 2021 regular meeting.

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



Diana Alfaro

Commission Chair, Latino Affairs Commission

December 1, 2021

Date



Leo Gomez

Commission Vice Chair, Latino Affairs Commission

December 1, 2021

Date

LATINO AFFAIRS COMMISSION 2020 ATTENDANCE REPORT							
District/ Supervisor	Commissioner	Feb 2020	April 2020	May 2020	Aug 2020	Oct 2020	Dec 2020
1 st District Supervisor John Leopold	Gilberto Reyes Vice Chair	P	MEETING CANCELED FOR COVID-19 PANDEMIC	P	P	P	P
2 nd District Supervisor Zach Friend	Abbygale Gonzalez	P		E	E	P	E
3 rd District Supervisor Ryan Coonerty	Ayde Guerrero Rosas	P		E	-	-	-
4 th District Supervisor Greg Caput	Christina Granados	P		P	P	P	E
5 th District Supervisor Bruce McPherson	Leo Gomez	P		P	P	E	P
City of Santa Cruz	Rebecca Hernandez	E		P	P	P	P
	Diana Alfaro Chair	P		P	P	P	P
City of Watsonville	Rebecca Garcia	P		P	P	P	P
	Patricia Guevara	P		P	P	P	E
LATINO AFFAIRS COMMISSION 2021 ATTENDANCE REPORT							
District/ Supervisor	Commissioner	Feb 2021	April 2021	June 2021	Aug 2021	Oct 2021	Dec 2021
1 st District Supervisor John Leopold	Gilberto Reyes Vice Chair	P	-	-	-	MEETING CANCELED FOR LACK OF QUORUM	-
1 st District Supervisor Manu Koenig	Guadalupe Alvarez Garcia	-	-	P	E		-
	Yadira Flores- Martinez	-	-	-	-		-
2 nd District Supervisor Zach Friend	Abbygale Gonzalez	P	P	E	P		A
3 rd District Supervisor Ryan Coonerty	Fe Silva-Robles	-	-	-	-		P
4 th District Supervisor Greg Caput	Christina Granados	P	P	P	P		A
5 th District Supervisor Bruce McPherson	Leo Gomez Vice Chair	P	P	P	P		P
City of Santa Cruz	Diana Alfaro Chair	P	P	P	P		P
	Rebecca Hernandez	P	E	P	P		P
City of Watsonville	Rebecca Garcia	P	P	P	P		P
	Patricia Guevara	P	-	-	-	-	
	Sylvia Mendez	-	-	P	A	P	
Attendance:		P=Present	A=Absent	E=Excused	(-) = Not Seated		

Submitted:



 Kaite McGrew
 Commissions Manager

December 1, 2021

 Date