



Monterey County Planning Commissioners  
 RMA-Planning Salinas Permit Center  
 168 W. Alisal Street, 2<sup>nd</sup> floor  
 Salinas, CA 93901  
 Via email: Rotharmell@co.monterey.ca.us  
**RE: General Plan Update – PLN 070525**

February 24, 2009

Juntos, Planeando Nuestro Futuro • Together, Planning Our Future

[www.actionpajarovalley.org](http://www.actionpajarovalley.org)

Dear Chairman Vandever and Planning Commissioners,

Action Pajaro Valley (APV), focused on land-use issues in the Pajaro Valley, formed in 1998 initiated by a wide variety of community interests including business, government, agriculture, labor, education, health and environmental stakeholders. Representatives from these diverse interests came together as APV conducted a visioning and growth management strategy process. APV facilitated community outreach activities that were wide reaching and bilingual in nature throughout the Pajaro Valley.

The outcome of the process was a Growth Management Strategy for the Pajaro Valley that includes designated communities, growth policies, design principles and recommendations for implementation. One of the designated communities is the town of Pajaro. In APV's Growth Management Strategy document it recommends the following; "In conjunction with the Monterey County General Plan update process, the town of Pajaro shall pursue housing infill, redevelopment and expansion opportunities with a range of product types." APV's Growth Management Strategy was endorsed by a wide-range of stakeholders and is the basis for the continued success of our work as an organization facilitating long-range land use planning in the Pajaro Valley.

APV's broad-based Pajaro Subcommittee, who is evaluating the option of initiating a Pajaro Community Plan process, supports the Monterey County General Plan designation of Pajaro as a "Priority Community Plan Area." We are proud to have been a part of the work the Redevelopment Area Citizens Advisory Committee and we acknowledge the great work that has been done by the County to improve Pajaro and help plan for its future.

We recognize that flood protection and infrastructure improvements are important issues facing the entire Pajaro Valley. Action Pajaro Valley's Pajaro River Task Force is working diligently on finding a consensus solution to the Pajaro River Levee Reconstruction Project. We consider the Task Force's work as yet another way that Action Pajaro Valley is assisting with solutions toward a better future for Pajaro.

Again, on behalf of our Pajaro Subcommittee of our Growth Management Strategy Committee, we support the classification of Pajaro as a Priority Community Plan Area and look forward to working with the County in the future. If you need to contact me, you can reach me at 831 786 8536 ext. 103.

Sincerely,

Lisa Dobbins  
 Executive Director

Carlos Palacios, Co-Chairman  
 City of Watsonville  
 Mark Myers, Co-Chairman  
 Grunsky Law Offices  
 Lisa L. Dobbins, Executive Director

**Advisory Council**

**Agriculture:**  
 Miles Reiter, Driscoll Strawberry & Associates  
 Sam Earnshaw, Community Alliance with Family

**Farmers**  
 \*Darlene Din, Santa Cruz County Farm Bureau  
 \*Diane Cooley, Farmland Owner

**Business:**  
 \*Mark Myers, Grunsky Law Offices  
 Jerry Beyersdorff, Pajaro Valley Chamber of Commerce

**Commerce**  
 Mike Machado, SC County Business Council  
 \*Jorge Reguerin, Santa Cruz County Bank  
 \*William Ow, Ow Family Trust  
 \*Al Walters, Certified Public Accountant

**Community:**  
 Luis Alejo, La Raza Lawyers Assoc. of Santa Cruz County  
 La Manzana Family Resource Center  
 Randy Repass, West Marine  
 Lois Robin, Pajaro Valley Ohlone Indian Council  
 Willy Elliot McCrae, Second Harvest Food Bank  
 \*Sr. Rosa Dolores Rodriguez, St. Vincent de Paul Society  
 \*Dobie Jenkins, Freedom Neighbors  
 \*Chuck Carter

**Cultural:**  
 Pajaro Valley Arts Council

**Education:**  
 \*Rachel Mayo, Cabrillo College – Watsonville Campus  
 Rhea DeHart, Former PVUSD Trustee  
 Faris Sabbah, PVUSD Migrant Education

**Environment:**  
 \*Bob Culbertson, Watsonville Wetlands Watch  
 Jim Van Houten, River Advocates  
 Jim Rider, Santa Cruz County Land Trust

**Health Care:**  
 Salud Para La Gente

**Housing:**  
 \*Gretchen Regenhardt, Cal. Rural Legal Assist.

**Labor:**  
 \*Amy Newell, Monterey Bay Central Labor Council

**Monterey County:**  
 Lou Calcagno, Monterey County Supervisor  
 \*Jerry Hernandez, Monterey County Redev. & Housing Agency

**Housing Agency**  
 Diane Young, Together in Pajaro/Young's Tires

**Real Estate:**  
 Dana Sales, David Lyng Real Estate

**Santa Cruz County:**  
 Tom Burns, Santa Cruz County Planning Director  
 Tony Campos, Santa Cruz County Supervisor  
 \*Ellen Pirie, Santa Cruz County Supervisor

**Seniors:**  
 \*Betty Bobeda, Bay Village

**Transportation:**  
 Sandra Coley, Pajaro Valley Transportation Mgmt. Assoc.

**Water Supply:**  
 \*Dennis Osmer, PV Water Mgmt Board  
 Dave Kegebein, PV Water Management Agency

**Watsonville City:**  
 \*Carlos Palacios, City Manager

\* = Board of Directors

**Cc:** Monterey County Board of Supervisors- via Clerk of the Board  
 Wayne Tanda and Alana Knaster, Resource Management Agency  
 Mike Novo and Carl Holm, RMA-Planning Agency  
 Jim Cook and Jerry Hernandez, Redevelopment & Housing Agency  
 Curtis Weeks, General Manager, Monterey County Water Resource Agency