

Seacliff

Winter 2022

Improvement Association



Announcing our First Quarter Membership Zoom Gathering

Tuesday, March 15th, 2022, at 6:00 pm

Our guest is **Matt Machado**, Santa Cruz County Deputy CAO, and Director of Public Works



Matt will describe the merger of the Planning and Public Works departments and how this will improve their processes and our interactions with the new department. He will also brief us on local infrastructure projects.

With **Zach Friend**,
Santa Cruz County
Second District
Supervisor

Zach will provide an update of 2nd District issues, June ballot measures, and answer our questions.



Afterward, we will ask our members to vote to approve refurbishment of the paths at the Seacliff Mini Park. This amount exceeds the amount our board of directors may spend on one expenditure so requires a membership vote. See page 3 for details.

As a community service, the Seacliff Improvement Association sends this newsletter to over 1,000 Seacliff Households!

The Association acts on behalf of our neighborhood by:

- Working with local governmental agencies to improve Seacliff
- Publishing informative quarterly newsletters and hosting membership meetings about important Seacliff issues; sending email alerts informing you of local government developments
- Improving our Seacliff neighborhood, increasing your property values and making Seacliff an even *greater* place to live

*Membership is open to all Seacliff residents, businesses, and property owners. We hope you enjoy this issue and consider joining today. See page 8 for our membership application and *thank you!**



Funding Measures on the June Ballot and Prop 13 Formula Funds

Zach Friend
Second District Supervisor
County of Santa Cruz

This June, voters will have an opportunity to weigh in on a handful of funding measures for the unincorporated County that includes the Seacliff neighborhood. Following is an overview of the proposals, their purpose, and estimated revenues these would provide to the County.



Transient Occupancy Tax

Transient Occupancy Tax (TOT) is imposed by most cities and counties on hotels, motels, inns, and similar lodging establishments on persons staying overnight for thirty days or less. Typically, the lodging provider collects the tax from the guests and turns the funds over to the County or City. The County currently imposes an 11% TOT, which was approved by voters as a general tax. Together with local cities, TOT has been levied locally for more than two decades.

The last increase to the TOT was passed by voters in 2012, increasing the TOT in the unincorporated area from 9.5% to 11%, a figure arrived at after discussion with the Santa Cruz County Hospitality and Lodging Association and the Cities of Santa Cruz and Capitola.

Similar outreach was conducted this year to consider an increase in the TOT. If approved by voters, and with an effective date of January 1, 2023, this proposal would increase the County's TOT rate for hotels, motels, and inns from 11% to 12%, generating approximately \$160,000 in the first year and add \$440,000 to the base for FY 2023-24. For vacation rental properties, this proposal would increase the TOT rate from 11% to 14%, generating approximately \$700,000 in the first year and add \$1.9 million to the base for FY 2023-24. The additional revenue would be treated as part of the General Fund resources used to fund mandated programs and critical services that are not fully funded, such as public safety, parks, and public health operations.

Single-Use Cup Funding

The County currently imposes a single-use cup fee of twenty-five cents. This fee stays with the business that collects it - none of the funding reaches the County for environmental or other programs. The purpose of this ballot item is to propose splitting the fee so that half would stay with the businesses and half would go to the County.

This would not create a new or additional fee - but is simply asking voters if they support having 12.5 cents of the twenty-five cent charge return to the County for general environmental purposes including clean water protection, waste reduction, wildfire prevention, trash and litter clean up, maintenance of parks and public areas, environmental education, and other general services.

Property Tax Revenue From Proposition 13

I often receive questions about property taxes and how much of your property tax dollar remains in our county. Due to the current Proposition 13 formula, the County of Santa Cruz retains some of the lowest amounts of property taxes of any other in the state. Only 13% of your property tax

Prop 13 continued

dollars end up back with County government to fund our local services. On average, this equates to \$463 of property tax dollars per resident. By comparison, Santa Clara County, under the same formula, retains \$10,831 of property tax dollars per resident, San Mateo County about \$4,500 and Napa County about \$4,000. Approximately 50 percent of residents live in our unincorporated county compared to approximately 4.5% in adjacent Santa Clara County.

As you can imagine, we hear questions about why in other California county's roads or services seem better, and one of the simplest answers pertains to how much of your property tax money stays with County government. If the Proposition 13 formula were to change in the future, unincorporated residents could see significant improvements to services and infrastructure without increased taxes by simply having more of your local property tax dollars stay with local County government. As always, I would love to hear your questions or feedback on this or any other County issue. Feel free to call me at 454-2200.

Action Required: Vote to Approve Seacliff Mini Park Path Refurbishment

Rebecca Downing



It is time to redo the decomposed granite paths at the Seacliff Mini Park. We have patched holes and cracks for decades, and last Fall, the association board voted to put the job out for bid. The lowest estimate from The Landscape Company is \$3,767 so we are seeking approval for up to \$4,000 to cover unforeseen expenses.

Voting will take place at our first quarter membership meeting on March 15th, 2022, after our guests speak. See page one for RSVP instructions. We hope, with your approval, to install the new paths later this spring. We invite you to visit the Mini Park before the vote so you can see the current state of the pathways. Your dues also pay for periodic weeding, pruning, new plants and mulch. The last major project here was the replacement of wooden benches in 2013. The Seacliff Mini Park is located across the street from 162-170 Seacliff Drive above the state beach near the Moosehead trailhead leading to Aptos Creek.



Seacliff Neighborhood Yard Sale

Emily Chorba

Hello Seacliff Neighbors! Please join us for the first annual Seacliff Neighborhood Yard Sale on April 30th, 2022, from 9 am to 1 pm.

Let's combine our garage and yard sales to a once-a-year event, drawing in more customers, reducing individual efforts, lessening the need for individual yard sales. To participate as a seller, contact SIA member, Janet Perry with your name and address and be prepared to set up your own yard sale by 9am on April 30th. We will provide signs and advertising. We will also include donation pickup afterwards for any unsold items. Spread the word to your neighbors, friends, and family. We hope to make this an annual event! For more information or to register, contact Janet Perry at janetperry50@gmail.com.



Seacliff CERT Needs You

Mary Edmund

Seacliff CERT was formed 12 years ago when members of the SIA Board took the certification training. It is now comprised of 14 residents and 2 nonresidents with training in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations.



MURS V-1 Radio Kit

CERTs may assist others in their neighborhood following a disaster when professional responders are unavailable. In the event of a disaster, our Command Post will be located in the Community Center at Blue Pacific Mobile Home Park located on Mar Vista Drive. The park also maintains a building with our prepositioned equipment and supplies.

Currently, the Seacliff CERT team is working to establish a neighborhood communication network to support us when normal means of area communication fail. All you need is a MURS radio programmed to CERT frequencies. We are hosting talks and equipment

tests every Sunday evening at 7 pm and are working to establish coverage throughout Seacliff. You need not be a CERT member to operate the radio. Get a radio and join us in planning now and for the future. These programmed radios are available for \$50 from Team Leader, Mary Edmund at: medmund4@gmail.com

There are 10 CERT regions in Seacliff, each with approximately 250 homes. Full coverage requires 6-10 CERT trained neighbors, and with only 16 Seacliff volunteers, we need more coverage to adequately address emergencies. Our new CERT page on the SIA website: <http://seacliffimprovement.org/c-e-r-t-community-emergency-response-team/> includes a map of these regions and the number of volunteers in each area. Please locate your region and consider joining the team. Training information and requirements are also located on this webpage. Having CERT volunteers acting as immediate responders to supplement fire, law and medical services is a vital resource in the case of natural disaster.

Start Planting NOW for our 2022

Beautification awards

Brent Lay



In celebration of Seacliff community members whose beautiful landscaping brightens our neighborhood and puts a smile on our faces, the Beautification Committee members will be selecting four deserving homes to receive this year's Beautification awards.

Winners are announced at our Ice Cream Social in June. They will receive a \$50 gift certificate to Dig Gardens and a sign to display the award in their yard for all to see. Committee members will be nominating and voting during the next couple of months. If you have always wanted to win, now is the time to show your garden some love, this could be your year!

Rail Corridor Issues Create Confusion Ahead of June Ballot Measure

Rebecca Downing

The Santa Cruz Branch Line, also known as the rail corridor, runs through Seacliff, and is used by many as a trail to reach Aptos Village and beyond. Formerly owned by Union Pacific Railroad, the line was purchased in 2012 by the Santa Cruz County Regional Transportation Commission, an autonomous planning agency that sets priorities for major improvements for our county transportation infrastructure. Initially purchased for a recreational trail and limited tourist train, the last ten years have seen numerous passenger rail studies for the entire line while freight traffic declined. Storms in 2016-2017 damaged bridges and other supporting structures disabling the route for rail use north of Watsonville. Estimated repair costs between \$40-60 million exceed current and future funding sources. Meanwhile, some segments of the trail have been built alongside the rail line in Santa Cruz and Watsonville.

For our association members registered to vote in Santa Cruz County, the upcoming election will include a local measure amending the county General Plan language regarding rail. The initiative focuses on pages 3-13 to 3-14, of the Streets and Highway section in the Circulation Chapter of the plan. It proposes use of the Santa Cruz Branch Line as an interim trail using existing rail structures for personal transit and recreation while preserving future rail options. Currently, the general plan language in this section primarily supports rail. The association has not polled our members to take a position on this issue, knowing there are many residents supporting both sides of this ballot measure. It has become very contentious and confusing for voters. One way to easily see the changes in the General Plan is to read them on the County Clerk Elections Department webpage:

<https://www.votescount.us/Home/InitiativeandReferendum/GreenwayInitiativePetition.aspx>

On this page are the Notice of Intention to Circulate Petition and Certificate of Sufficiency for the Greenway Initiative Petition, named after the organization sponsoring the ballot measure.

Railbanking, a procedure used by freight line owners to legally use their corridors for other, non-freight purposes, is not part of this ballot measure. Railbanking is currently being evaluated by the Santa Cruz Regional Transportation Commission as an option to allow the trail to be built on private land eased to the commission for freight traffic only. More information about this can be found at:

https://sccrtc.org/wp-content/uploads/2021/10/Railbanking-Fact-Sheet-and-FAQ_final.pdf



Remi on Gopher Patrol

Next time you stroll through the Seacliff Village Neighborhood Park... be sure to give a smile and nod of thanks to our newest park volunteer, Remi, a people-friendly, black-haired kitten who spends his nights with his human family in the Canterbury Townhomes. His mission is to flush gophers out of their burrows, finish them off, and have a bit of cat-like fun while doing so. Remi is a strategic and ferocious hunter, crouching towards a promising burrow where an unsuspecting gopher has been tossing up dirt clods. He peers straight into the burrow. The gopher's hours are numbered. Remi can wait.

Keep this handy reference list for neighborhood issues

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide:		https://www.scsheriff.com/Home/SelfHelp/AbandonedVehicles.aspx
<ul style="list-style-type: none"> • Location and Color • Make and model • License plate number and length of abandonment 	Santa Cruz County Sheriff	(831) 454-7602
<ul style="list-style-type: none"> • Car Blocking the street • Parking in a no-parking zone • Non-injury accidents 	California Highway Patrol	796-2160 or visit: https://www.chp.ca.gov/notify-chp
Animal Control/Barking	Santa Cruz Animal Shelter	https://www.scanimalshelter.org/filing-a-complaint/
Code Compliance	Santa Cruz County Planning Department	http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx



To report the above and other neighborhood concerns, including: potholes, bicycle and pedestrian hazards, encampments, or illegal dumping use the My County App: <https://sccappstore.co.santa-cruz.ca.us/>



Seacliff Community Contacts

Santa Cruz County Representative	2nd District Supervisor, Zach Friend	454-2200
Central Fire District	John Walbridge Fire Chief	479-6842
The Aptos Village Safety Center	Sergeant Kyle Matson	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500

Seacliff Improvement Association Final 2021 Treasurer's Report

	YTD
Ending Balance from Dec 2020	\$22,970.81
INCOME:	
Membership Dues	\$11,494.72
General Donations	\$6,279.24
Cantine Meeting	\$1,500.00
TOTAL INCOME:	\$19,273.96
EXPENSES:	
Annual Meeting Expenses	\$2,502.16
Gardening	\$997.44
Insurance	\$568.00
Membership Meetings Expenses	\$495.37
Membership Supplies	\$661.49
Newsletter	\$3,529.98
Post Box Annual Rental	\$146.00
Website Hosting, Security and Admin	\$807.76
TOTAL EXPENSES:	\$9,708.20
ENDING CASH BALANCE:	\$32,536.57
Beachgate Trail Total on Jan 1, 2021:	\$5,585.62

Seacliff Voice on the Metro Santa Cruz Board



Rebecca Downing

If you advocate for something long enough you might get the opportunity to create the change you seek. For me, that opportunity comes in appointment to the board of Directors for the Santa Cruz County Metropolitan Transit District.

This board administers public transportation for Santa Cruz County. During my four year term I hope to hear from you and other neighbors with your ideas and advice about transit opportunities in our community.

Welcome New Members!

Sam Nazzal

Ann Olof

Dell Vossbrinck

Pam Crooke & Michelle Winner

**We thank all 361
member households and
friends for your continued support.**

Seacliff Improvement Association 2022 Officers and Board of Directors

President:	Emily Chorba
Vice President:	Will Roblin
Secretary:	Gregory Peinado
Treasurer:	Rebecca Downing
Director:	Kelly Dillon
Director:	Brent Lay
Director:	Dave Somerton

To learn more about the association visit:

<http://www.seacliffimprovement.org/>

If you have a suggestion or a Seacliff question, write to us at:

info@seacliffimprovement.org

Our board of directors meets on the second Tuesday of the month. We currently have two board seats open and waiting for neighbor participation.

We also need a new treasurer who loves numbers and Excel. Contact us if you are interested or wish to attend our meeting. All are welcome!

Seacliff Improvement Association

PO Box 533

Aptos, CA 95001-0533

Save the Date for the
Seacliff-wide
Yard Sale April 30th!
Details on Page 3



Share your newsletter with a neighbor and invite them to join!

Membership Application/Renewal-Newsletter

Annual Dues are \$20.00 (January– December)

Name(s): _____

Seacliff Street Address: _____

Mailing Address if different: _____ State: _____ Zip: _____

Telephone Number: (_____) _____

E-mail Address (for newsletters and bulletins only):

Email: _____ Email 2: _____

Amount enclosed: \$ _____ Annual Dues \$ _____ Additional Donation Total: \$ _____

