



Join us for our 2nd District Supervisor Candidate Forum

One of the missions of our association is to collaborate with our elected officials for the betterment of Seacliff. For our first quarter membership meeting we are hosting this forum for the candidates to learn more about our community and share how they hope to improve it and the rest of the 2nd district. Five candidates have accepted our invitation to speak, answer questions, and get to know us. We have hosted forums for this office previously and believe it is important for our members to meet the candidates before voting in the primary. Mark your calendar:

Date: President's Day - February 19, 2024

Time: 6 pm

Where: The Aptos Grange, 2555 Mar Vista Dr, Aptos

After the presentations, we'll break for a meet and greet with *Marianne's Ice Cream Sandwiches!*

Space is Limited so reservations are required! RSVP: info@seacliffimprovement.org



Tony Crane



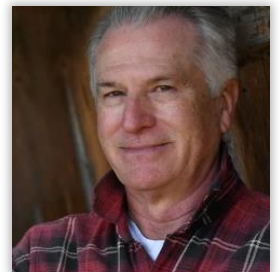
Kristen Brown



Bruce Jaffe



Kim De Serpa



David Schwartz

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

The association acts on behalf of our Seacliff neighborhood:

- Collaborating 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 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 newsletter and consider joining today. See page 8 for our membership application and *thank you!**



Artificial Intelligence Use Policy for County Employees

Zach Friend
Second District Supervisor

A few months ago, the Board of Supervisors unanimously supported an employee policy governing use of artificial intelligence (AI) systems based on an item I brought forward to create and implement an adaptable policy for the responsible and ethical use of AI systems by County employees. The goal is to build

frameworks around issues such as data privacy, cybersecurity, bias, and transparency, recognizing these tools are both here to stay and important elements of improving customer service. In essence, not to stifle innovation or AI's usage but to consider both the opportunities and risks posed by this new technology. Our county is the first in the country to create such a policy, and in just a few short months this has become a model at both the state and national level.

The policy emphasizes security, fairness, transparency, and continual learning in the use of rapidly evolving AI technologies and outlines principles and protocols for the responsible and ethical use of generative AI tools by County employees, contractors, and third parties. My focus was to create a values-based policy rather than an overly prescriptive one. Here are some elements:

- **Data Privacy and Security:** Comply with all data privacy and security standards to protect Personally Identifiable Information (PII), Protected Health Information (PHI), or any sensitive data in generative AI prompts.
- **Informed Consent:** Members of the public should be informed when they are interacting with an AI tool and have an "opt out" alternative to using AI tools available.
- **Responsible Use:** AI tools and systems shall only be used in an ethical manner.
- **Continuous Learning:** When County provided AI training becomes available, employees should participate to ensure appropriate use of AI, data handling, and adherence to County policies on a continuing basis.
- **Avoiding Bias:** AI tools can create biased outputs. When using AI tools, develop AI usage practices that minimize bias and regularly review outputs to ensure fairness and accuracy, as you do for all content.
- **Decision Making:** Do not use AI tools to make impactful decisions. Be conscientious about how AI tools are used to inform decision making processes.
- **Accuracy:** AI tools can generate inaccurate and false information. Take time to review and verify AI-generated content to ensure quality, accuracy, and compliance with County guidelines and policies.
- **Transparency:** The use of AI systems should be explainable to those who use and are affected by their use.
- **Accountability:** Employees are solely responsible for ensuring the quality, accuracy, and regulatory compliance of all AI generated content utilized in the scope of employment.

Creating AI policy is an iterative process and this is intended to be a living, evolving document. I appreciate hearing your thoughts about this or any other issue. Contact me at 454-2200.

I also maintain regular updates on social media at www.facebook.com/supervisorfriend

Seacliff State Beach News

Scott Rolf, Associate Park and Recreation Specialist, California State Parks - Santa Cruz District

Our coastal area including Seacliff and New Brighton State Beaches experienced another high wave event on December 28th, 2023. While less severe than the January 2023 event that had breaking wave heights between 20-30 feet, it was no less meaningful, with waves easily overtopping Seacliff's seawall and inundating roads and facilities below the bluffs.

The seawall on the day-use side experienced three new failures, causing loss of aggregate material and buckling of asphalt. These areas were quickly stabilized with material State Parks already had on hand. Recently, the day-use area was closed to aid in the clearing of sand deposited during the December waves. We will continue to implement public safety measures, such as metal barriers around hazardous areas in the day-use as conditions allow. There will be signage at beach stairs alerting visitors to the conditions, but due to the exposure of beach stairs to potential winter storm wave energy, handrails will likely not be installed until spring. The campground saw more aggregate loss that seemed to spread sideways behind intact portions of seawall. The Seacliff campground will continue to have closed area signage on sandwich boards alerting visitors to stay out of the damaged areas around the seawall. Please stay away from any areas of damage and follow the directions of State Park personnel.

Turning now to the ongoing Recovery and Resilience of Seacliff and New Brighton State Beaches project. In September and October of 2023, we conducted a visitor experience survey for both park units; the response was tremendous. We received 3,855 survey responses from all over the state: north to Siskiyou County, south to San Diego County, and all the way east to Tahoe. What were the top three responses heard? People overwhelmingly stated Seacliff's beauty is what they valued most. This was followed by the physical and mental benefits of visiting, and the activities one can engage in while at the park. Your feedback through surveys like this helps State Parks plan for a future that addresses the effects of sea level rise while continuing to support what our visitors value.

Moving into spring, State Parks will be starting a second push for public outreach and engagement focused on results of the vulnerability study and adaptation pathway alternatives, which are in development now. Future opportunities to be involved include a public workshop (details TBA), another survey, community and on-site tabling, and more. You can join our email list to sign up for project updates. Any questions about the project can be directed to seacliff.resilience@parks.ca.gov.



Storm surge at Seacliff State Beach.

County Conducting Sea Level Rise Vulnerability Assessment

David Carlson, Resource Planner Community Development & Infrastructure, County of Santa Cruz

We have witnessed firsthand just how powerful the Pacific Ocean can be, leaving its mark on our coastal communities. It is a stark reminder of the impact nature can have on our lives. Instances of destructive storm events are not isolated events – they are part of a pattern that is expected to intensify in the upcoming years and decades. Climate change and rising seas will exacerbate coastal hazards including flooding, bluff erosion, beach loss, and damage to homes and critical public infrastructure. To prepare for the future of our coast and adapt to the changes ahead, the County is conducting a sea level rise vulnerability assessment funded by a \$780,000 grant from the California Coastal Commission. As some community members might be aware, the County has been working on this issue with the Coastal Commission for several years.

The current project will involve technical analyses related to coastal hazard vulnerabilities, economics, and adaptation planning for the unincorporated Santa Cruz County coastline. The project will analyze adaptation approaches at the countywide and neighborhood scale, including phased adaptation pathways. The phased adaptation pathways involve analyzing planned steps and approaches that unfold over time to enhance resilience and address specific challenges along the way.



Storm damage clean up at Seacliff State Beach.

A robust community outreach effort will involve stakeholders including property owners, neighborhood groups, environmental non-profits, community-based organizations, businesses and representatives, surfers and ocean recreation participants, design and technical professionals. The outreach plan will include efforts to ensure participation by low-income, Indigenous, communities of color, and marginalized communities. The outreach plan will involve interviews, small to large group meetings, online workshops and tools, with outreach materials in English and Spanish to ensure the project is inclusive, equitable and reflects the needs of all members of the community.

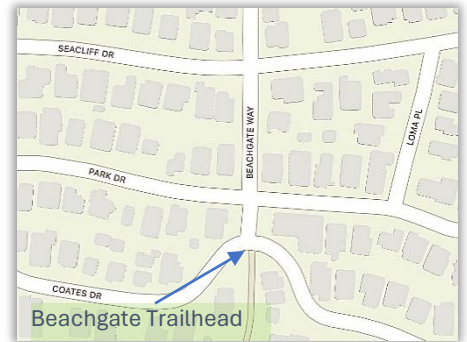
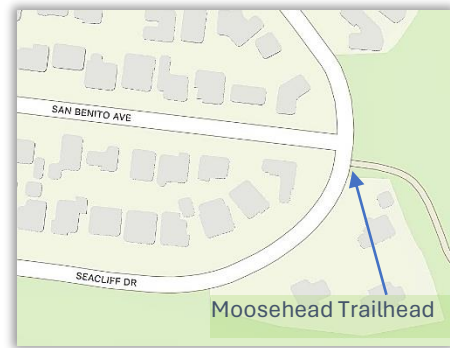
Based on the technical information and community input, a range of adaptation options will be analyzed and considered for each neighborhood, Seacliff, for example, and the County as a whole. The final phase of the project will include recommendations for policy and code updates that will be incorporated into an update of the County’s Local Coastal Plan (LCP) related to coastal hazards. The LCP update will be submitted to the Board of Supervisors for local approval and then to the California Coastal Commission for final approval.

The project kicked off on January 30, 2024, when the Board of Supervisors approved a contract for a consultant team to perform the study. After an initial period of information gathering and assessment, outreach to the community, including the Seacliff Improvement Association and other community stakeholders, will begin.

Around Seacliff This Winter

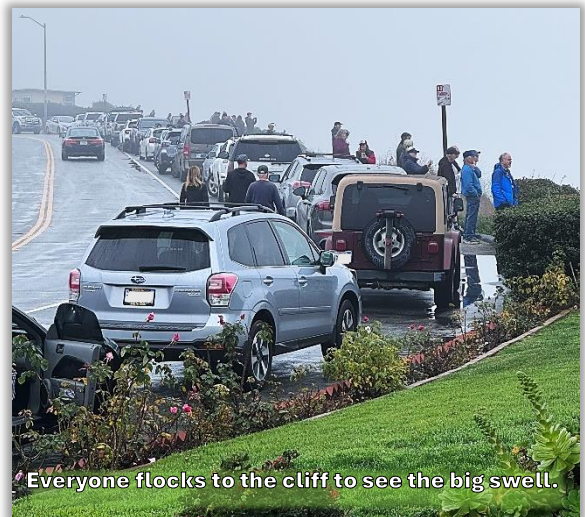
Emily Chorba and Rebecca Downing

In addition to the official entrances to Seacliff State Beach, there are two popular neighborhood beach trails in Seacliff. The Moosehead Trail, located next to 163 Seacliff Drive, connects Seacliff to Rio Del Mar near Aptos Creek, and the Beachgate Trail begins at the intersection of Beachgate Way and Coates Drive leading to Seacliff State Beach. In our Fall 2023 [newsletter](#), Jordan Burgess, Deputy District Superintendent for the Santa Cruz District of California State Parks wrote about how specific trail work on the Moosehead and Beachgate trails was being performed by Santa Cruz Mountains Trail Stewardship: [SCMTS](#) in partnership with the Friends of Santa Cruz State Parks [Friends](#).



Although it has rained quite a bit since this work was completed, the trails are holding. There is a small slide on the Beachgate Trail that we have requested State Parks to clear because it is on State Park property. For general pruning and maintenance on the upper section of the Beachgate Trail, GreenOuse Landscaping, our Seacliff Mini Park landscaper, visits monthly to keep the Beachgate trail open. Your dues and past donations to the Beachgate Trail funds this regular maintenance to keep a clear path on the county portion of this trail that has been around since 1925! Neighbor Steve Periera, our longtime Beachgate Trail caretaker, generously tackles the leaves on the top part of the Beachgate trail as needed. Thank you, Steve!

The Seacliff Mini Park, located along the edge of Seacliff Drive continues to be THE spot for watching all the action from surf and beach conditions to swells and storms. GreenOuse Landscaping visits twice each month to prune and weed and neighbors volunteer to remove trash and keep it tidy. You may notice something new this year... we are poppy bombing! GreenOuse owner, Michelle Ouse, along with association volunteers have been sowing poppy seeds throughout the park to beautify the open areas and encourage visitors to stay back from the cliff edge.



We hope these add a bright and cheerful complement to our colorful Ceanothus blossoms this spring. At the other end of the block, neighbors planted Fortnight Lilies, also found at the Mini Park, along the sidewalk to beautify the bluff near the County Park Commemorative Bench that provides a front row view of the bay. Please give these new plants a chance to grow and show us their beauty by staying on the paths and sidewalk. If you have a green thumb and wish to help at the Mini Park, please contact us to volunteer: info@seacliffimprovement.org

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: <ul style="list-style-type: none"> • Location and Color • Make and model • License plate number and length of abandonment 	Santa Cruz County Sheriff	Santa Cruz County Sheriff Vehicle Abandonment (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: California Highway Patrol
Animal Control/Barking	Santa Cruz Animal Shelter	Santa Cruz Animal Shelter
Code Compliance	Santa Cruz County Planning Department	Santa Cruz County Code Compliance



To report neighborhood concerns, including: potholes, bicycle and pedestrian hazards, encampments, or illegal dumping, use the My County App: [MyCountyApp](#)



Seacliff Community Contacts

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

Explore the Situational Awareness For Emergency Response S.A.F.E.R. Map application to aid your situational awareness using maps to bring you informative, timely, map-based information including traffic conditions, road construction sites, PG&E status, local weather, area shelters, and more to help you navigate or evacuate in emergencies: [SAFER Map](#)

Seacliff Improvement Association
2023 Treasurer's Report

	YTD
Ending Balance from Dec 2022	\$26,542.02
INCOME:	
Membership Dues	\$4,500.00
General Donations	\$3,162.39
Cantine Meeting	\$1,240.00
Wells Fargo Account Interest	\$9.78
TOTAL INCOME:	\$8,912.17
EXPENSES:	
Beachgate Trail	\$190.00
Cantine Meeting	\$1,671.35
Insurance	\$514.00
PayPal Transfer Fee	\$2.65
Membership Meetings	\$404.00
Membership Supplies	\$615.53
Mini Park	\$4,896.56
Newsletter	\$3,072.09
Post Box Annual Rental	\$194.00
Seacliff Street Fair	\$348.98
Website	\$350.00
Zoom Annual Subscription	\$149.90
Bill Reddington Memorial Donation	\$105.00
TOTAL EXPENSES:	\$12,514.06
ENDING CASH BALANCE:	\$22,940.13
Beachgate Trail YTD Balance:	\$5,425.62

*We thank all 333
member households and
friends for your continued support!*

To learn more about the association including our bylaws, activities, and newsletter archive visit: [Seacliff Improvement Association](https://seacliffimprovement.org)

Our membership meets quarterly, and our board of directors meets on the second Tuesday of the month. All are welcome.

Contact us if you wish to attend:
info@seacliffimprovement.org

Seacliff Improvement Association
2024 Officers and Board of Directors

President:	Emily Chorba
Vice President:	Dave Somerton
Secretary:	Open
Treasurer:	Rebecca Downing
Director:	Jivan Dhaliwal
Director:	Kelly Dillon
Director:	Adele Eberhart
Director:	Karen Grellas
Director	Brent Lay

Seacliff Improvement Association Receives Grant from

Rebecca Downing



Seacliffians love our walks and want them to be safe too. In 2019, we hosted a community stroll to the new Aptos Village Green to support village businesses, bring attention to the challenges of walking into Aptos Village from surrounding neighborhoods, and demonstrate the importance of creating safe passages for pedestrians throughout Aptos. Not much has changed for pedestrians since 2019 so we are hosting another stroll this summer. Our last event was very successful and, to expand on this success, we applied for and received a \$1,500 Community Change Grant from America Walks, a national nonprofit that advances safe, equitable, accessible, and enjoyable places to walk and move by giving people and communities the resources to effectively advocate for change. More than 200 organizations applied for one of 10 grants sponsored by the Centers for Disease Control, so we are honored to receive it and look forward to bringing the Aptos community together in the village this summer. We need volunteers so look for an email from us soon!

Seacliff Improvement Association

PO Box 533

Aptos, CA 95001-0533



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(s): (_____) _____ (_____) _____

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

Email: _____ Email 2: _____

Select Payment Method:

Zelle to: info@seacliffimprovement.org Check to the: Seacliff Improvement Association

PayPal from the link on our homepage: <https://seacliffimprovement.org/>

How did you hear about us? Invitation Letter from Us Nextdoor Someone told you about us

Complimentary Newsletter Membership Renewal Our website

Please include your check and mail to: Seacliff Improvement Association, P.O. Box 533, Aptos, CA 95001

