

# Seacliff Improvement Association

# Winter 2015



Join us for our 1<sup>st</sup> Quarter Membership Gathering:

## Meeting at the Med

Tuesday, March 10<sup>th</sup>, 2015 - 7 pm

The Seacliff Improvement Association is hosting a meet and greet at  
The Mediterranean, 265 Center Street.



Second District Supervisor, Zach Friend  
and his analyst, Patrick Mulhearn  
will share the latest Seacliff, Aptos and  
County-wide news on issues important to our members.



Our new County Sheriff, Jim Hart, will talk about the current state of local law  
enforcement and community safety plans for 2015.

*(Must be 21 to attend)*

We will introduce our 2015 association officers, new board members and committee  
chairs. We will also vote for changes to our by-laws (see page 5) and share our plans  
for this year. Soft Drinks and munchies will be graciously provided by The Med. Parking  
is very limited so get your carpool together and mark your calendar *now*.

We look forward to seeing you!

This edition of the Seacliff Improvement Association newsletter is mailed to  
over 1,300 Seacliff Residents!

The Association works for you by:

- Publishing informative quarterly newsletters
- Hosting membership meetings about important Seacliff issues
- Sending email alerts informing you about local government developments that impact Seacliff
- Improving our Seacliff neighborhood, ultimately helping to increase your property values and make Seacliff an even greater place to live

*See the last page of the newsletter for our membership application.*

*Membership is open to all Seacliff residents and homeowners.*

*We hope you enjoy this issue and consider joining today.*



## Roads and Revenue

Zach Friend  
Second District Supervisor  
County of Santa Cruz

While we've had some recent success with road repairs in Seacliff, including McGregor, Mar Vista and the upcoming State Park Drive improvements, there is no question that many residential streets (including mine!) throughout our neighborhood are in need of repair. State and

federal road funds for county roads are limited to arterial roads, such as Soquel Drive, and are coupled with a local funding structure that provides a significantly lower percentage of tax proceeds to our county than neighboring counties. And now the big hit - because of large declines in gas tax revenues, due to lower pump prices and higher fuel efficiency, the likelihood of funding purely for residential streets is lower than it should be.

The County maintains over 600 miles of roads with over 200 miles located in our district alone - everything from the summit to Corralitos to residential roads in Seacliff. It's a massive amount of roads, bridges, culverts and more to maintain, especially with our current tax structure. The County recently completed an analysis of our local roads and found on a scale of zero (a failed road) to 100 (new road) the average Pavement Condition Index of Santa Cruz County roads is 57. This means that our roads are generally defined as being in "poor condition" by this measurement index. So where do your taxes go if not for roads?

The county has a different funding structure than cities. Over half of the county's revenues come from the state and federal government. These funds are generally pass-through funds to provide mandated services such as health or jail programs. These funds are restricted in their use and generally can't be used for local road repairs. Approximately 22 percent of the county revenue comes from local taxes. These taxes include property taxes, vehicle license fees, taxes paid at local hotels and sales taxes. While property taxes make up about half of that 22 percent, only 13 cents of every property tax dollar goes to the County.

So where does the rest of your property tax go to? The largest share, about 57%, goes to schools while another 18% goes to local special districts, cities and the libraries. Why does such a small amount stay with the county? The distribution is determined based on what our county was collecting the year before Proposition 13 was passed. This means that some counties, such as Santa Clara and San Mateo, keep between 2 and 4 times what we can keep. This is due to the fact that in 1978 their county was keeping more tax revenue for county government and distributing less to other entities. Imagine the possibilities if we could simply keep more of the taxes locally that we are assessed. Unfortunately, this would require modification to Proposition 13 to even become a possibility.

What about CSA 9D (the road assessment) on our property taxes? This assessment generates \$2.7 million annually. With over 600 miles of roads to maintain and over \$80 million in deferred maintenance, the \$2.7 million spread from Boulder Creek to Corralitos doesn't come close to meeting our road funding needs.

One way we can improve our situation would be state relief for more equitable distribution of property taxes. Simply put, we could do a lot more for roads if county government could keep more than 13 cents of your property tax dollar. Secondly, less reliance on the gas tax or a better mechanism than the gas tax (which is a large local road funding stream) would be welcome.

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Some neighborhoods have also successfully created road associations or County Service Areas (CSA) that raise funds to build, maintain and repair roads specific to that neighborhood. I hope this helps explain why funding for our neighborhood roads is a challenge. As always, please feel free to reach out with your thoughts at 454-2200.

## Seacliff Village Park News

Kate Minott, Santa Cruz County Parks & Recreation Commission

The progress of “Seacliff Village Park” continues to move forward. Late last year, the Board of Supervisors approved the Master Site Plan and coastal development permits for Seacliff’s first neighborhood park.

Phase I improvements of the 1.25-acre County park site at the corner of Searidge Road and McGregor Drive include grading for drainage and infrastructure, a new walkway along McGregor Drive, walkways throughout the park, a play area, a picnic area, parking and drought-tolerant landscaping. It’s anticipated that construction of this long-awaited park is likely to start in June.

Friends of Santa Cruz County Parks is now able to accept secure, on-line, tax-deductible donations through PayPal for a specific park project such as Seacliff Village Park. To donate or volunteer please contact FSCCoP at: Facebook: <https://www.facebook.com/fscop>, or on the Web: <http://fscop.weebly.com>  
FSCCoP is a non-profit 501(c)(3).



## Save the Date! May 9, 2015 For the 35th Annual Human Race

Deb Murray, SIA Fundraising Chair

Santa Cruz County’s 35th Annual Human Race Walkathon and Fun Run will take place on May 9, 2015. The Human Race is a nationwide community fundraising event where communities come together for a good cause and this event has become our association’s primary fundraiser.

The money we raise this year will be used for major refurbishment and maintenance of everyone’s favorite vista spot - the Seacliff Mini Park! The Mini Park will first receive a BIG haircut followed by some much-needed infrastructure improvements to the pathways, border frames, and native plant beds. We also plan to have it professionally landscaped on a regular schedule. It all depends on how much we raise this year - Our 2015 goal is \$3000+!

To reach this goal we will need your help. You can make a tax-deductible donation or you can participate in the event. We encourage all of you to walk (or run) with us. It’s a fun day and a beautiful walk along West Cliff Drive in Santa Cruz. For more information, contact me at: [dmurray@cruzio.com](mailto:dmurray@cruzio.com)





## Meet your CERT Team at The Med

Mary Edmund

If you plan to attend the membership meeting at The MED next month, check out the CERT Team Seacliff map outside. Locate your Division and learn the name and possibly meet your CERT neighborhood Leader. During a disaster, if you need help or want to provide help, they are the one to contact.

The Community Emergency Response Team Program is designed to help communities prepare for effective disaster response through training and pre-planning. The training covers basic skills that are important to know when emergency services may not be immediately available. Program material covers earthquakes, fires, floods, hazardous incidents and other general life threatening situations.

## Seacliff Final Easement and Undergrounding Update

Will Roblin

The Santa Cruz County Board of Supervisors approved lease agreements between the County and the California Department of State Parks for streetscape improvements on two small lots on the east side of State Park Drive just south of Center Avenue, often referred to as “the triangle and the dirt lot.” This agreement is an important step in the progress of the now decades-long downtown Seacliff streetscape improvement project.

Construction will follow the utility undergrounding project that includes placement of twelve telephone poles downtown. Final modifications of streetlight placement assignment are almost complete so AT&T, the lead utility, can then put the project out to bid again with current, revised undergrounding plans. Selection of a successful bid should set the wheels in motion for actual construction although there is no scheduled start date at this time.

### *Rain, rain come again another day, and soon please!*

Precious raindrops are so welcome now that it's time to yank those pesky weeds that are sprouting as our gardens awaken and begin to bloom. Luckily, there are still a couple of months to prepare before the Beautification Awards begin in June.

Members of the Beautification Committee nominate homes throughout Seacliff that have improved or continue to enhance our neighborhood. The committee then votes for their four favorites and the winners receive a \$25 gift certificate to Hidden Gardens Nursery and our award sign in their front yard. We give four awards in June and, then again, four awards in August.

If you wish to join our committee or nominate a home, please write to:  
[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)





## 2015 Local Contacts

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"> <li>• Location</li> <li>• Color</li> <li>• Make and model</li> <li>• License plate number</li> <li>• How long it has been since it was last moved, if known</li> </ul>	Santa Cruz County Sheriff	<a href="http://www.scsheriff.com/Home/AbandonedVehicles.aspx">http://www.scsheriff.com/Home/AbandonedVehicles.aspx</a>  454-3139
<ul style="list-style-type: none"> <li>• Car Blocking the street</li> <li>• Parking in a no parking zone</li> <li>• Non-injury accidents</li> </ul>	California Highway Patrol	796-2160
Animal Control/Barking	Santa Cruz Animal Shelter	<a href="http://www.scanimalshelter.org/complaint_process">http://www.scanimalshelter.org/complaint_process</a>
Code Compliance	Santa Cruz County Planning Department	<a href="http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx">http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx</a>
Graffiti Removal	Graffiti Hotline	427-0462
<b>Seacliff Community Contacts</b>		
Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/LaSelva Fire District	Fire Chief, Jon Jones	685-6690
Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Patrick Dimick	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500
Aptos Chamber of Commerce	Executive Directors: John and Karen Hibble	688-1467

## Seacliff Improvement Association

### Treasurer's Report January 2015

	January	YTD
Beginning Balance:	29,104.94	\$29,104.94
INCOME:		
Donations	\$56.37	\$56.37
Membership	\$420.00	\$420.00
<b>TOTAL INCOME</b>	<b>\$476.37</b>	<b>\$476.37</b>
EXPENSES:		
		\$0.00
<b>TOTAL EXPENSES</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>ENDING CASH BALANCE</b>	<b>\$29,581.31</b>	<b>\$29,581.31</b>

#### Special Association Projects

Monies in our account that are designated for:

Project	Amount
<b>Seacliff Park</b>	\$816.00
<b>Seacliff Mural</b>	\$3,550.00

Total funds required for Mural: \$7,000.

Our board of directors meets on the second Tuesday of the month. Our meetings are held at the Aptos LaSelva Fire station at 6:30 pm. All are welcome.

To learn more or join the  
Seacliff Improvement Association visit:  
<http://www.seacliffimprovement.org/>

Have a Seacliff Question? Write to us at:  
[info@seacliffimprovement.org](mailto:info@seacliffimprovement.org)

## Welcome New Members!

Sam and Dawn Bail  
Jerry and Mary Pat Lass

*We thank all 357 member households  
and friends for your continued support!*



## Nextdoor Seacliff

Many Seacliff neighbors have joined Nextdoor, a private social network for neighbors to build community connections. Aptos has several neighborhoods, including Seacliff, that have joined together to share information including:

- Neighborhood Events
- Babysitter recommendations
- Free Lemons
- Sharing a Beach Walk
- Seacliff Coyote Sightings

To learn more or join visit:

<https://nextdoor.com/>

### Seacliff Improvement Association 2015 Board of Directors

President:	Will Roblin
Vice President:	Coni Hendry
Secretary:	Rebecca Downing
Treasurer:	Mark Mauceri
Director:	Mona Daniels
Director:	Mary Edmund
Director:	Kathi Forman
Director:	Diana Hayden
Director:	Stacy Patyk

**Seacliff Improvement Association**  
**PO Box 533**  
**Aptos, CA 95001-0533**

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

**Membership Application/Renewal**

Annual Dues are \$20.00 (January– December)

Name(s): \_\_\_\_\_

Seacliff Address: \_\_\_\_\_

Mailing Address if different: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: (\_\_\_\_\_) \_\_\_\_\_

E-mail Address (for newsletters and bulletins):

Email: \_\_\_\_\_ Email 2: \_\_\_\_\_

Please send my Quarterly Newsletter via US Mail:  (check here)

The SIA does not give out membership lists or phone numbers except to a fellow member for valid membership purposes. If this policy does not provide sufficient privacy, please check one of the two choices following:

Consult me before giving out my address or phone number to any SIA member

Or

Do not give out my address or phone number to any SIA member

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