

Seacliff Improvement Association



Come Fly A Kite at the Seacliff Ice Cream Social

Saturday, June 22, 2024 - 2 pm

Seacliff Village Neighborhood Park

At the corner of Sea Ridge, Canterbury, and McGregor Drives

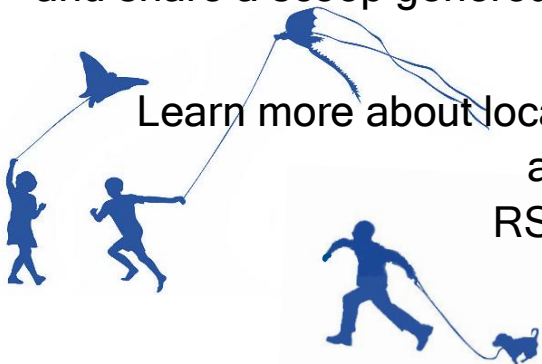
Bring your kites, kids, parents, friends, and dogs on leash to our Second Quarter Meeting and share a scoop generously provided by...

Marianne's
♦ ICE CREAM ♦
Santa Cruz

Learn more about local organizations and our association including the announcement of our 2024 Beautification Awards!

RSVP by June 15th with the number in your party to:

info@seacliffimprovement.org



March with Seacliff in the 4th of July Parade!

This year we will march with our Seacliff Improvement Association banner in the "World's Shortest Parade" in Aptos.

We invite you to join us wearing your **Red**, **White** and **Blue**.

Grab your dog, your kids, your bike, your flag, your wagon, and your bunting, to celebrate Independence Day with your neighbors and the community.

Show your Seacliff pride!

Stay tuned for email details and RSVP later this month...





Review of a Challenging County Budget

Zach Friend
Second District Supervisor

In late May and early June, the Board of Supervisors held budget hearings to review the elements of the over \$1 billion County budget. County departments presented their proposed programmatic investments, challenges surrounding the state budget that the County is deeply connected to, and

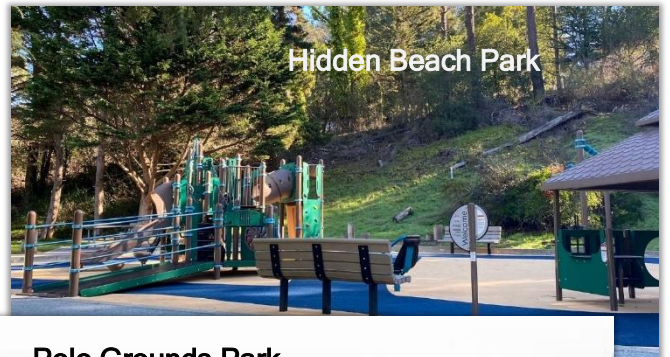
opportunities for the coming fiscal year. Over the last year, the County has maintained strong reserves and a top tier bond rating that helped provide some liquidity for the response to this year's storms. However, significant unreimbursed disaster costs, new state mandates, especially in the health and human services spaces, and potentially significant state budget cut, which may result in large cuts to counties, are all part of this coming year's budget reality.

What are the key accomplishments this year?

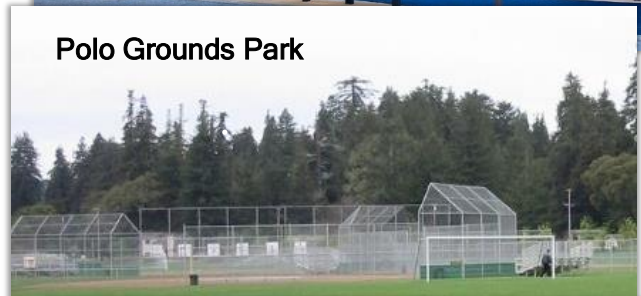
Starting with the good news, here are some highlights of the countywide accomplishments this year. We opened the new South County Government Center, which will provide a significant level of access to services for south county residents and also remove a number of cars from the road because many south county employees will be able to work from this new Watsonville location. The County's Housing Element was also certified, something communities throughout the state have struggled to achieve.

For behavioral health, significant investments were made in the development of the new Children's Crises Residential unit and a partnership for youth in crises services at Watsonville Hospital. To increase services and reduce homelessness, new navigation centers, with lower access barriers to finding permanent supportive housing, are being developed to make it easier to care for those in need. In our district, there were major investments in parks including a new baseball field Polo Grounds, Hidden Beach - new restrooms coming soon, and the reimagining of Willowbrook Park honoring Sergeant Damon Gutzwiller.

The County recently reopened the Recovery Center, which provides a safe space and point of connection for residents who may be struggling with substance use disorder, while freeing up valuable public safety resources. The Sheriff's DNA Laboratory is also nearing completion and, once accredited and fully staffed, will help speed the delivery of justice for sexual assault survivors and others impacted by crime.



Hidden Beach Park



Polo Grounds Park



Willowbrook Park

What are the major challenges facing the budget?

Two of the biggest challenges facing this year's budget are unreimbursed disaster costs and state mandates (on-going responsibilities with either one-time state funding or state funding cuts).

Unreimbursed Disaster Costs: The County faces stiff financial challenges due to storm repair costs from seven federally declared disasters since 2017, with \$144 million in unreimbursed costs that is roughly the equivalent of an entire year of General Fund property tax revenues. This has left the County with little capital to address new and emerging challenges and requires bonding (borrowing) an estimated \$85 million to maintain cash balances and assure the continuity of services to the community. One concern that was expressed during budget time was that this removes nearly all available funding for emerging road repairs and, in particular, future storm damage.

Behavioral Health Initiatives: In the coming year, the County will be implementing significant behavioral health initiatives and state-mandated changes. The Community Assistance, Recovery, and Empowerment (CARE) Act and CalAIM, California's transformation of the Medi-Cal system, are two significant changes intended to provide help to individuals with behavioral health issues including substance use disorder.



[Learn more about the CalAIM Transformation](#)

In addition, the state has imposed a cap on the number of annual referrals a county may make to the Department of State Hospitals system for individuals charged with a felony but ruled Incompetent to Stand Trial. Proposition 1 will also bring new challenges, with Gov. Gavin Newsom promising an accelerated implementation of the significant changes included in that measure. Proposition 1 will have major impacts to the County's allocation of Mental Health Services Act funds with the County anticipating funding losses in key programs we currently provide.

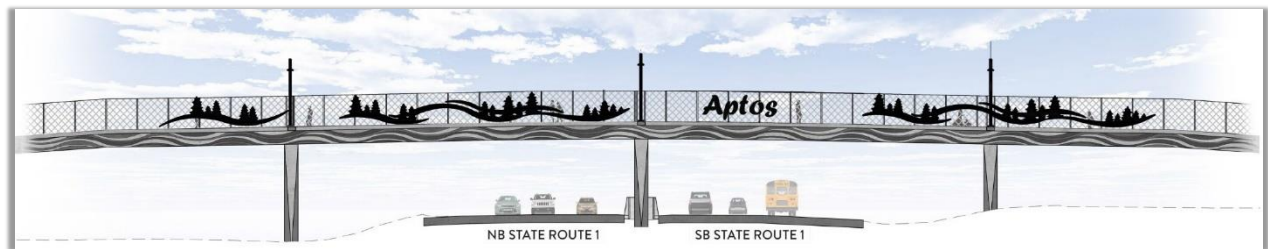
State Budget Deficit: The recent updates by the Governor, Department of Finance and the Legislative Analyst's Office (LAO) show a remarkably challenging state budget deficit. Estimates average between \$50-60 billion with the LAO projecting a deficit of \$73 billion. Regardless of the ultimate number, there will be cuts to programs and services that the County provides. According to the state, the budget deficit is largely because of a decline in expected income tax revenues due to cuts in the tech industry and high-income earners. Given how dependent the state is on income tax revenues it's difficult to predict when revenues might rebound and, therefore, how long these cuts will impact us locally.

As always, I appreciate any feedback you may have on the County budget or any other County issue. I maintain regular updates on social media at www.facebook.com/supervisorfriend and you can always call me at 454-2200.

Mar Vista Bridge and Highway Construction Finally Begins!

Rebecca Downing

Seacliff residents are very excited about installation of the new auxiliary lanes on Highway 1 and especially the construction of the Mar Vista Bridge. Those who planned and built the freeway in the 1940's and 50s probably didn't realize, at the time, how important a safe pedestrian passage across the freeway would be for our community. While we are grateful there is a sidewalk on the State Park Drive Overpass, the Mar Vista Bridge will create a safer and shorter route for more Seacliff residents to walk or bike to destinations including Mar Vista Elementary School, Cabrillo College and the Aptos Library. Parents in Seacliff can soon send their children to school more safely, without driving them there, taking more cars out of the morning commuter traffic. It will also reduce travel times for bus riders who will be able to walk over the bridge to the nearby bus stops on Soquel Drive.



Cross section rendition of the Mar Vista Bridge

We are grateful to everyone who labored for decades advocating for this vital connection including our County Supervisors, Ellen Pirie and Zach Friend, and the Aptos neighbors who participated in public meetings encouraging its construction, and the Santa Cruz Regional Transportation Commission staff who helped the agency seek and receive \$107 million award for the Highway 1 Bay and Porter to State Park Drive auxiliary lane, bus-on-shoulder improvements that also include the Mar Vista Bridge. We also appreciate the work and dedication of those involved in the planning and approval processes required to expand the Aptos section of the highway so daily commuters will see that staying on Highway 1 will be a better choice than clogging Seacliff residential roads that were not built for freeway traffic volumes. Finally, we are grateful for the Santa Cruz Regional Transportation Commission planner, Sarah Christensen, who spent several years on this project and always kept Seacliff neighbors apprised of the latest developments and sought our input in its design and aesthetic features.

Completion of the bridge will change our travel patterns, so the Soquel Drive safety and congestion mitigations, currently under construction, will hopefully improve the way for those traveling to and from the bridge along this busy road. Pedestrian improvements are also planned at the intersection of Mar Vista and McGregor Drives in Seacliff, making it safer for those traveling to the oceanside, including many beach walkers who will likely change their route, from the State Park Drive overpass to the Mar Vista Bridge to reach the beach.

Seacliff is full of pedestrians, cyclists, dog walkers and families who stroll and play in our streets. When we design infrastructure that make our residents a priority, we improve mobility and access for everyone and support our county's pedestrian safety goals. Building this bridge expands both accessibility and social connections, and creates happier neighborhoods.



Take our Pedestrian Survey then... Stroll With Us to Aptos Village on Saturday, August 3rd, 2024!



In our last newsletter we announced that we received a \$1,500 Community Change Grant from America Walks, a national nonprofit that advances safe places to walk by providing the resources to effectively campaign for change. The SIA is investing these funds to increase attendance at our stroll this August so more Aptos neighbors can learn how to advocate for improvements that will make it safer for us to walk or cycle to Aptos Village.

How to Participate:

Take our pedestrian survey today. You may recognize some of the questions from a similar survey we conducted in 2017 that generated so many responses that we decided to host our stroll in 2019. Ask your neighbors to take it too. The more participants in the survey, the better picture we have of our community's pedestrian safety priorities. The survey is open until July 5, 2024, so feel free to share the link with your Aptos neighbors: [2024 Aptos Pedestrian Survey](#)

Next - Invite your local friends, families, and neighbors to join in the stroll or cycle to the Aptos Village Green on the morning of August 3rd, 2024.

CHOOSE YOUR ROUTE then WALK or BIKE SAFELY...

When you arrive, take a brief stroll survey, enjoy a snack from our event sponsor, New Leaf Community Market, and enter to win prizes from Aptos Village merchants. We will give you some tools and directions to audit your return trip so you can report pedestrian, bike and road hazards.

Welcome at 10:00 am, prize drawing at 11:00!

Meet with representatives from these local agencies working on pedestrian safety:



We had a great volunteer kickoff meeting with many members signing up to volunteer for the stroll. We have more opportunities if you want to help. We still need volunteers:

On Stroll Day

- ▼ Set Up
- ▼ Teardown
- ▼ Supplies
- ▼ Hosting

Promotion

- ▼ Put up Neighborhood Posters
- ▼ Post on Social Media

Sponsorships

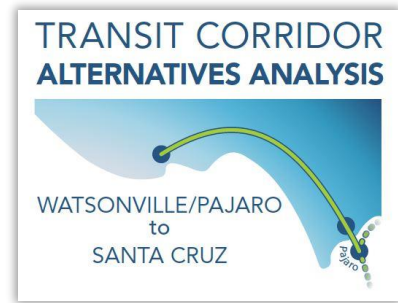
- ▼ Collect and hand out Prizes



You can volunteer at: info@seacliffimprovement.org



RTC to Host Community Open Houses for Zero Emission Passenger Rail and Trail Project



The Santa Cruz County Regional Transportation Commission (RTC) is hosting two community open

houses to solicit the public’s feedback on the next phase of development for the Zero Emission Passenger Rail and Trail Project. The project proposes new high-capacity passenger rail service and stations on approximately 22 miles of the Santa Cruz Branch Rail Line from the City of Santa Cruz through Seacliff to Pajaro, as well as 12 miles of Coastal Rail Trail from Rio Del Mar Boulevard through the community of La Selva Beach and the City of Watsonville.

Community members are invited to attend the upcoming in-person and virtual open houses to learn about proposed rail transit vehicle types and the initial conceptual alignment and share your input with RTC staff and consultants.

In-Person Meetings:

Monday, June 24, 2024
6:00 to 7:30 PM
Civic Plaza
Community Room
275 Main St., Watsonville

Tuesday, June 25, 2024
6:00 to 7:30 PM
Live Oak Grange
1900 17th Ave., Santa Cruz

If you are unable to attend in person, you can participate online at <http://www.zeprt.com> from June 6 through July 18, 2024.

To Be Perfectly Frank

Rebecca Downing

Just in time for the summer crowds, a new gift shop has opened in Seacliff. I stopped in to meet the owner, Kristy Kent and found a wide assortment of items that appeal to everyone. Kristy calls the shop “Frank” as a play on words meaning “to be frank.” The store is fun, eye catching and bold. She loves Seacliff for the old school sweetness it holds and showcases many local artists, fun vintage beach décor, recycled pieces, and necessities for playing at the beach.



Kristy Kent, owner of FRANK, is ready for business!

Kristy wants the store to evolve with every season. Currently, she is making plans to host workshops with artists that will be held once a month. This 4th of July the shop is sponsoring a breakfast burrito competition before the parade with proceeds going to a local charity.

Current hours are Wed-Sat 11-5 and some evenings. Learn more about the latest happenings, new items, hours and local artist events on Instagram, @frankinteriors.

Seacliff Improvement Association 2024 Treasurer's Report

	YTD
Ending Balance from Dec 2023	\$22,940.13
INCOME:	
Membership Dues	\$2,515.59
General Donations	\$1,017.54
Beachgate Trail Donations	\$100.00
Wells Fargo Account Interest	\$0.97
America Walks Grant	\$1,500.01
TOTAL INCOME:	\$5,134.11
EXPENSES:	
Membership Reimbursement	\$100.00
Beachgate Trail Expenses	\$475.00
Mini Park	\$475.00
Newsletter	\$1,653.58
Seacliff Street Fair	\$250.00
Website Hosting, Security and Admin	\$1,428.64
Zoom Annual Subscription	\$159.90
Aptos Village Stroll Fee	\$100.00
TOTAL EXPENSES:	\$4,642.12
ENDING CASH BALANCE:	\$23,432.12
Beachgate Trail YTD Balance:	\$4,950.62

Welcome New Members!

Kevin Flynn & Melissa Milburn
Tina Downey & Jesse Plautz

**We thank all 265
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

Report neighborhood concerns now with the *new* desktop version of the My Santa Cruz County App. This enables you to connect to local officials and various County departments and to report and track the progress of quality-of-life issues such as abandoned vehicles, graffiti, illegal encampments and dumping, pests, dead birds, environmental health complains, and more.

You can also register to vote, view or pay property tax bills, view parcel information, check out restaurant inspection report, search county jobs and explore the County's parks system at: [My Santa Cruz County](https://mysantacruzcounty.com)

You may also download the mobile app:

[Apple Store](#)
[Google Play](#)



Notice of Membership Vote on SIA Dues

The SIA Board of Directors will soon ask members to vote to increase our annual dues from \$20 to \$25. Dues have not changed since 2010 but the cost of everything else has risen exponentially during the last 14 years.

As you can see in the treasurer's report above, we have spent your dues on activities and work that members value and support, according to the membership survey we conducted last year.

When you receive notice of the voting dates and link to the ballot, please submit one vote per household in accordance with Article III, Section 3 of our: [Seacliff Improvement Association Bylaws](#)

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

