

City of Capitola

Commission on the Environment Regular Meeting Agenda

Wednesday, June 19, 2024 – 6:00 PM



Capitola City Hall, Community Room
420 Capitola Avenue, Capitola, CA 95010

Chair: Jason Shepardson

Vice-Chair: Anthony Lacenere

Council Member: Margaux Morgan

Commissioners: Michelle Beritzhoff-Law, Peter Wilk

Youth Member: Tucker Graessle

PLEASE NOTE THIS IS AN IN-PERSON MEETING NO REMOTE ACCESS WILL BE PROVIDED

1. Call to Order and Roll Call

Commissioners: Chair Jason Shepardson, Vice Chair Anthony Lacenere, Michelle Beritzhoff-Law, Margaux Morgan, Peter Wilk
Youth Member: Tucker Graessle

2. Additions and Deletions to the Agenda

3. Oral and Written Communications

The Chair may announce and set time limits at the beginning of each agenda item. The Committee Members may not discuss Oral Communications to any significant degree but may request issues raised be placed on a future agenda.

4. Consider the minutes from the May 15th, 2024 Regular Commission Meeting

Recommended Action: Approve minutes.

5. General Business

A. Santa Cruz World Surfing Reserve

Recommended Action: Recommend that the City Council adopt a resolution incorporating Capitola into the Santa Cruz World Surfing Reserve.

B. Save our Shores FY 24-25 Contract

Recommended Action: Staff presentation on the City's proposed contract renewal with Save Our Shores for FY 24-25.

C. Plastic Pollution Enforcement

Recommended Action: Discuss ideas for improving enforcement of regulations prohibiting the use of plastic straws and plastic pollution in Capitola.

6. Items for Future Agenda

7. Adjournment

Next regular Commission meeting is scheduled for July 17, 2024.

Agenda and Agenda Packet Materials: The Commission on the Environment Agenda is available on the City's website: www.cityofcapitola.org/ on Friday prior to the Wednesday meeting. If you need additional information, please contact the Public Works Department at (831) 475-7300.

Americans with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

City of Capitola

Commission on the Environment Meeting Minutes

Wednesday, May 15, 2024– 6:00 PM



Capitola City Hall, Community Room
420 Capitola Avenue, Capitola, CA 95010

Chair: Jason Shepardson
Vice Chair: Anthony Lacenere
Council Member: Margaux Morgan
Commissioners: Michelle Beritzhoff-Law, Peter Wilk
Youth Member: Tucker Graessle

- 1. Call to Order and Roll Call** - Chair Shepardson called the meeting to order at 6:01 pm.
Commissioners Present: Jason Shepardson, Anthony Lacenere, Margaux Morgan, Michelle Beritzhoff-Law
Absent: Peter Wilk, Tucker Graessle
City Staff Present: Erika Senyk
- 2. Additions and Deletions to the Agenda**
No additions or deletions to the agenda.
- 3. Oral and Written Communications**
- 4. Consider the minutes from the March 20, 2024 Regular Commission on the Environment Meeting**

Motion to approve the minutes: Council Member Morgan
Seconded: Commissioner Commissioner Beritzhoff-Law
Motion passed 4-0-1
- 5. General Business**

A. Invasive Riparian Vegetation Removal

Recommended Action: Discuss potential projects and identify funding sources for the removal of invasive vegetation along Soquel Creek and Noble Gulch.

The Commission spoke with George McMenamin, the City's contractor for invasive riparian vegetation removal, and agreed to attend a 2-3 hour volunteer training session with Mr. McMenamin to learn proper techniques for invasive plant removal. The Commission directed staff to coordinate a date, time, and location for the training in late spring/early summer 2024.

B. Capitola Wharf Interpretive Signage

Recommended Action: Provide input to staff on proposed themes and key messages for educational signage on the new Capitola Wharf.

Erika Senyk, Environmental Projects Manager, presented the staff report.

The Commission reviewed and discussed the proposed signage themes for the Capitola Wharf Interpretive Signage project and provided the following feedback to staff:

- The welcome kiosk signage should include information on how to have 'good etiquette' while visiting the wharf (e.g., how to use this space safely, where to clean your fish)
- Include water safety information on the welcome kiosk signage
- Keep the theme of Capitola consistent throughout signage messaging
- Include a reminder that we are in the wildlife's home and those animals were here first
- Could include a photo of City staff meeting President Biden on one of the signs
- Use terminology that is easy for the general public to comprehend, keep guidelines simple, and keep content understandable and relatable.

C. COE Goals Presentation

Recommended Action: Discuss a presentation by the COE for an upcoming City Council meeting to provide additional information on the COE's proposed goals for FY 2023-25.

The Commission agreed that Chair Shepardson and Commissioner Beritzhoff-Law would present the proposed COE bylaws and goals at the May 23, 2024 City Council Meeting.

6. Items for Future Agenda

The Commission requested that the following items be agendized for a future meeting:

- Discuss ideas for improving enforcement of regulations prohibiting the use of plastic straws and plastic pollution.

7. Adjournment

The meeting was adjourned at 7:47 pm to the next Regular Meeting of the Commission on the Environment on June 19th, 2024.

ATTEST:

Erika Senyk, Environmental Projects Manager

Jason Shepardson, Chair

Capitola Commission on the Environment

Agenda Report



Meeting: June 19, 2024

From: Public Works Department

Topic: Santa Cruz World Surfing Reserve

Recommended Action: Recommend that the City Council adopt a resolution incorporating Capitola into the Santa Cruz World Surfing Reserve.

Background: At the June 12, 2014 Capitola City Council meeting, Council's consideration for applying for the World Surfing Reserves Status for Capitola was included as an item on the agenda (Attachment 1). To date, Capitola is not included in the [Santa Cruz World Surfing Reserve](#) (WSR).

City Staff met with a representative from the Save the Waves Coalition on May 24, 2024 to learn more about the process of including Capitola in the Santa Cruz WSR. Staff were informed that Capitola's City Council would need to adopt a resolution incorporating Capitola into the Santa Cruz WSR. At the June 13th City Council meeting, Council Member Clarke requested that the topic of incorporating Capitola into the Santa Cruz WSR be brought to the June 27th City Council meeting.

The Save the Waves Coalition is an international nonprofit that identifies, designates, and preserves surfing ecosystems around the world. The Santa Cruz WSR, the official fourth WSR in the world, was designated on April 28, 2012 and is located on the northern side of Monterey Bay. The Santa Cruz WSR currently includes 7 miles of coastline from Natural Bridges to the Opal Cliffs, just east of Pleasure Point. At least 23 consistent surf breaks are sited along this coastline and the breaks are used by surfers throughout the year.

Discussion: Surfing is a significant part of Capitola's local culture and the City's incorporation into the Santa Cruz WSR will highlight Capitola's outstanding surf breaks, help to preserve our surfing ecosystems, and increase recognition of Capitola's community as an ecological tourist attraction. The Commission on the Environment is the City's advisory body on matters of environmental concern. If the COE is interested in Capitola being included in the Santa Cruz WSR, the COE is to make a recommendation that the City Council adopt a resolution incorporating Capitola into the Santa Cruz WSR.

Fiscal Impact: None.

Report Prepared By: Erika Senyk, Environmental Projects Manager

Attachments:

1. City Council Agenda Report (Meeting of June 12, 2014)



CITY COUNCIL AGENDA REPORT

MEETING OF JUNE 12, 2014

FROM: DEPARTMENT OF CITY MANAGER

SUBJECT: CONSIDER APPLYING FOR THE WORLD SURFING RESERVES STATUS
FOR CAPITOLA, AND SUBMITTING A LETTER OF INQUIRY

RECOMMENDED ACTION: Council discretion to consider directing staff to send a letter of inquiry to the Save the Waves Coalition pertaining to the City applying to be included in the World Surfing Reserve for Santa Cruz County.

BACKGROUND: The World Surfing Reserves (WSR) was founded in 2009 by an international group of surfers, scientists and environmentalists and is operated by the Save the Waves Coalition that identifies, designates and preserves outstanding waves, surf zones and their surrounding environments around the world.

On April 28, 2012, approximately seven miles of the Santa Cruz City and County coastline became the official fourth World Surfing Reserve in the world. The WSR currently extends from Natural Bridges State Park to Opal Cliffs. In April of this year Mayor Storey was invited to attend the Annual Santa Cruz World Surfing Reserve Summit in Santa Cruz, after which time he directed staff to agendize the consideration of extending the WSR to include Capitola.

Surfing is a significant part of the Capitola's local culture and the designation of a WSR will highlight Capitola's surf breaks and increase the visibility of our community as an ecological tourist attraction.

DISCUSSION: If the City Council is interest in Capitola being designated a WSR, the first step would be to submit a letter of inquiry to Save the Waves Coalition.

FISCAL IMPACT: None

ATTACHMENTS: None

Report Prepared By: Susan Sneddon
City Clerk

**Reviewed and Forwarded
By City Manager: _____**

Capitola Commission on the Environment

Agenda Report



Meeting: June 19, 2024
From: Public Works Department
Topic: Save Our Shores FY 24-25 Contract

Recommended Action: Staff presentation on the City’s proposed contract renewal with Save Our Shores for FY 24-25.

Background: In FY 23-24, the City contracted with Save Our Shores to conduct four quarterly scheduled Capitola Beach cleanups between August 2023 and May 2024 (Attachment 1). In total, the four cleanups were attended by 176 volunteers who collected 648 pounds of trash and 8.5 pounds of recycling on Capitola Beach (Attachment 2).

Save Our Shores contacted City staff with contract renewal options for FY 24-25 including estimated expenses for conducting 4 quarterly beach cleanups, 6 beach cleanups, and the option to include a Capitola Business Outreach and Business Survey Development component as outlined below:

1) Total estimated expense of 4 quarterly beach cleanups

Invoice per event 2024- 2025		
	Price per event	4 events (annual total)
Beach Cleanups	\$1,326	\$5,304
Flyer Prep	\$120	\$480
Total	\$1,446	\$5,784

2) Total estimated expense of 6 beach cleanups

Invoice per event 2024- 2025		
	Price per event	6 events (annual total)
Beach Cleanups	\$1,326	\$7,956
Flyer Prep	\$120	\$720
Total	\$1,446	\$8,676

3) Additional expense estimations for Capitola Business Outreach and Business Survey Development

Invoice per event 2024- 2025		
	Price per event	3 events (annual total)
Business Outreach	\$1,179	\$3,536
Total	\$1,179	\$3,536

Save Our Shores also provided the following statement to be considered by City staff and the COE pertaining to the addition of a Capitola Business Outreach and Business Survey Development component to either 4 or 6 scheduled Capitola Beach cleanup events during FY 24-25:

“We would love to work with Capitola to collect data/information that is valuable to reduce single-use disposable items and reduce the amount of litter that ends up on beaches and in outdoor spaces. If there is an environmental ordinance you need data collected that aligns with our mission, we would certainly like to explore the possibilities with you. Here is the description of what we are proposing to do, consisting of work done in two phases:

SOS will conduct three outreach events to City of Capitola businesses during the 2024-2025 fiscal year; outreach events will be held once every four months. Phase one outreach will consist of connecting with businesses in advance to ensure their willingness to engage in a dialogue around ways to reduce single-use disposable items, followed by in person conversations. During outreach SOS will request business owners and/or managers to complete a short survey to identify each businesses concerns and areas of potential improvement. Each business will be provided an informational flier sharing tips for green business practices aimed at reducing single-use waste and invited to join future cleanup events at Capitola Beach. With contract renewal with the City of Capitola we will implement phase two of business outreach work. Based on the survey results executed within the first phase, phase two will entail further engagement with select businesses to implement initiatives designed to identify and reduce point source pollution and waste.” – Erica Donnelly-Greenan, Executive Director

Discussion: Capitola Beach cleanup events are a success in that they remove substantial amounts of debris from Capitola Beach, help to reduce the impacts of plastic pollution in Monterey Bay, and foster environmental stewardship among Capitola residents and the surrounding community. These litter abatement efforts also support the City’s Municipal Stormwater Program and compliance with the City’s MS4 General Permit with the California State Water Resources Control Board. As the City’s advisory body on matters of environmental concern, staff is requesting feedback from the COE on the proposed contract renewal options with Save Our Shores for FY 24-25.

Report Prepared By: Erika Senyk, Environmental Projects Manager

Attachments:

1. Save Our Shores Scope of Work FY 23-24
2. Capitola Beach Cleanups FY 23-24 Annual Report



Save Our Shores and City of Capitola: 2023-2024

Project Description:

Save Our Shores (SOS) will coordinate and host four public beach cleanup events at Capitola Beach during the 2023-2024 fiscal year. Beach cleanup events will be held once per quarter and SOS will recruit community members to serve as volunteers at each event. SOS will manage volunteer registration, creation, logistical planning of advertisements in local periodicals, and promote each cleanup event on the SOS website events calendar. Each event will be led by a trained SOS representative (staff or Sanctuary Steward) who will provide volunteers with a safety talk, engage volunteers and the public in marine conservation topics, train volunteers in data collection, and properly sort and dispose of all collected debris. SOS will notify City of Capitola contacts of the date of the event in advance to ensure there are no conflicts with other scheduled events at or near Capitola Beach.

The Executive Director is responsible for overseeing the overall success of this project by checking in regularly with the Program Manager. The Program Manager will create a schedule of events for the year, provide oversight of the project, and ensure that the project is achieving all deliverables. The Volunteer and Outreach Coordinator will facilitate logistics for all beach cleanups and volunteer recruitment. The Communications Manager is responsible for creating ads, social media postings, and ensuring there is an ongoing awareness in the community about the need for the project. The Director of Finance and Operations will direct the Financial and Operational Administration as well as ensure the program meets the compliance and Financial Reporting Requirements.

SOS will provide the City of Capitola with a summary report including the number of events held, number of volunteers recruited, pounds of debris collected, and itemized trash data by June 30th each year. Quarterly invoice(s) shall include a cleanup and outreach summary (i.e. number of volunteers and the mass, types, number and categories of trash collected) for event(s).

SOS will create an informational flier (PDF) branded for the City of Capitola that the City can provide to community members and businesses interested in volunteer and team building opportunities.

Reporting Metrics

1. Dates events were conducted.
2. The number of volunteers recruited.
3. Amount/pounds of litter and recyclables removed from Capitola outdoor spaces.

4. Trash data by number collected for each category and material type

Desirable Outcomes

1. Public engagement in all cleanup activities and recruitment of new community member involvement.
2. Overall reduction in litter recovered from outdoor spaces and reduction in single-use consumer plastics recovered over time.
3. Develop a local business outreach component targeting single-use items identified in the cleanup data for inclusion in following year's contract renewal (FY 24/25).

Costs of Services

	Price per event	4 events (annual total)
Beach cleanups	\$1,280	\$5,120
Flyer Prep	\$120	\$480
Total	\$1,400	\$5,600

Invoiced quarterly. See budget breakdowns below.

Estimated Expenses Breakdown

	Hours	Rate per hour	Totals	NOTES
Executive Director	2	\$68.00	\$ 136.00	
Finance Director	4	\$48.00	\$ 192.00	
Prog. Manager	8	\$40.00	\$ 320.00	
Development & Comm. Director	16	\$51.00	\$ 816.00	
Education Coord.	16	\$32.00	\$ 512.00	
Volunteer & Outreach Coord.	8	\$29.00	\$ 232.00	
subtotal labor	54		\$ 2,208.00	Staff
			\$ 398.00	@18% Overhead
Subtotal Labor & overhead			\$ 2,606.00	
<i>Additional costs</i>				
Advertisements in Local Periodicals			\$ 2,200.00	
Clean Up Supplies			\$ 200.00	
Reusable Glove Laundry			\$ 50.00	
Hauling			\$ 600.00	
Total			\$ 5,656.00	total

BREAKDOWN					
Proposed Capitola Programs:	Save Our Shores Staff	Staff Hours Per Event	Hours 4 Events	Staff Rate	Staff Per Program
Beach Cleanups	Executive Director	0.5	2	68	\$34.00
	Finance Director	1	4	48	\$48.00
	Prog. Manager	2	8	40	\$80.00
	Development & Comm. Director	2	8	51	\$102.00
	Education Coord.	4	16	32	\$128.00
	Volunteer & Outreach Coord.	2	8	29	\$58.00
Capitola Business Outreach Events					
	Executive Director	0	0	0	\$0.00
	Finance Director	0	0	0	\$0.00
	Prog. Manager	0	0	0	\$0.00
	Development & Comm. Director	0	0	0	\$0.00
	Education Coord.	0	0	0	\$0.00
	Volunteer & Outreach Coord.	0	0	0	\$0.00
One Time Costs					
Business Survey Development	Executive Director	0	0		
	Prog. Manager	0	0		
	Development & Comm. Director	0	0		
Event flyers	Development & Comm. Director	2	8	51	\$102.00
Totals		13.5	54		



Save Our Shores
345 Lake Ave. Suite A
Santa Cruz, CA 95062



Capitola Beach Cleanups Fiscal Year 2023-2024

Prepared by: Save Our Shores
Prepared for: City of Capitola
Attn: Erika Senyk



Overview

In 2023 Save Our Shores (SOS) and the City of Capitola partnered to host quarterly public cleanup events at Capitola Beach throughout the 2023-2024 fiscal year. The four beach cleanup events recruited **176 community volunteers** who participated to aid in debris removal and the collection of community science data by recording the types and quantity of trash items collected. In total, we removed and prevented **656.5 pounds** of debris from littering Capitola Beach and entering the Monterey Bay National Marine Sanctuary.



Event Details

Save Our Shores is the Monterey Bay regional leader in coordinating and hosting highly successful and impactful community beach cleanup events. Our team consists of experts in beach cleanup and safety protocols, data collection, and knowledge of the sites in need of cleanup around the bay. Our history, expertise, and operating procedures allow us to successfully engage diverse members of the public in stewardship of clean shores and healthy marine ecosystems of the Monterey Bay.

Save Our Shores hosted one beach cleanup per quarter at Capitola Beach during the fiscal year. Cleanups were prioritized to take place on weekends to recruit the most volunteers and engage with higher numbers of beach visitors. At each event, Save Our Shores staff and volunteers collected debris and recorded community science data on the types and quantities of litter found using the Save Our Shores Marine Tally mobile app or SOS paper data cards. The SOS cleanup leader began each event by delivering a welcome and safety talk to introduced participants to the concept of marine debris and its impact on the Monterey Bay National Marine Sanctuary, discuss the land to sea connection (watersheds), and marine debris prevention techniques. Participants received important safety information and instructions for proper data collection before cleanup activities commenced. Volunteers then proceeded to clean the beach for the duration of the event and return with the items and data they collected. At the end of the event, the cleanup leader hosted a debrief to discuss the categories of items collected and brainstorm techniques for litter prevention. Finally, the cleanup leader sorted, weighed, and disposed of all debris collected.

Outreach and volunteer recruitment for all cleanup events was conducted via the Save Our Shores website events calendar, SOS supporter monthly e-newsletters, paid advertisements in the Good Times, promotional flyers for City of Capitola newsletter distribution, and SOS social media posts and stories. Advanced volunteer registration for all events was required. The publicized event description and registration confirmation emails detailed how volunteers can prepare to participate and informed them of the meeting location, accessibility, and services available at the cleanup site.



Save Our Shores
345 Lake Ave. Suite A
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Beach cleanup events serve as an excellent outreach and recruitment tool for cleanup and coastal stewardship activities in our communities. Visitors to the beach frequently participate unplanned and many mentioned how convenient it was that we were set up at the entrance with all the supplies available for people to use. These actions demonstrated the power of community engagement, and how conducting these events can attract attention and inspire action in the present and for future events. This incidental outreach paired with the direct messaging delivered to cleanup volunteers ensures that these events are meaningful and potentially transformative to both participants and observers.

Event Metrics & Cleanup Data

The data collected from these events follow the historic trends we see across all sites around Monterey Bay. The data continues to highlight a need to shift away from single-use plastic, disposable packaging in the food and beverage industry by prioritizing refill stations, incentivizing the use of reusable food ware, and developing sustainable packaging solutions.

Data was entered into the Save Our Shores debris database and analyzed to determine the most common trash items and identify items of concern. The data indicates that 4 of the top 5 items collected during these cleanups consisted of plastic materials. The top 5 items collected were: paper pieces (949), plastic pieces (912), plastic food wrappers (546), cigarette butts (430), polystyrene pieces (422).

Across all 4 cleanup events a total of 4,483 individual pieces of trash were removed from the environment. The results of our project suggest the continued need for beach cleanups to remove litter and prevent land-based trash from becoming harmful marine debris.

Table 1: Cleanup event metrics including number of volunteers (adults/youth) and pounds of debris collected (trash/recycling).

#	Event Date	# of Adults	# of Youth	Pounds of Trash	Pounds of Recycling
Totals		114	62	648	8.5
1	8/19/2023	14	2	26	0
2	11/12/2023	25	19	57	0.5
3	3/16/2024	36	20	173	7
4	5/11/2024	39	21	392	1



Table 2: Itemized cleanup data collected per event and the totals across all cleanup events.

Date of Cleanup	8/19/2023	11/12/2023	3/16/2024	5/11/2024	TOTALS
Common Items					
Cigarette Butts	18	224	28	160	430
Plastic Pieces	122	316	228	246	912
Plastic Food Wrappers	52	180	137	177	546
Polystyrene Pieces (foam)	21	270	43	88	422
Plastic To-Go Items	13	75	57	58	203
Paper Pieces	67	550	177	155	949
Plastic Items					
Shopping bags	7	5	2	4	18
Balloons	2	2	3	2	9
Plastic Bottles	7	8	23	9	47
Bottle Caps and Rings	11	33	3	8	55
Polystyrene Foodware (foam)	3	26	1	1	31
Straws and stirrers	3	35	14	11	63
Toys and Beach Accessories	2	16	12	0	30
Glass Items					
Glass Bottles	5	4	8	11	28
Pieces and Chunks	3	28	63	23	117
Paper Items					
Cardboard	0	24	1	5	30
Food containers, cups, plates, bowls	18	9	7	10	44
Metal Items					
Beer Cans	15	6	11	8	40
Soda Cans	2	1	24	4	31
Bottle Caps	3	15	14	13	45
Hazardous Items					
Band aids	1	4	2	4	11
Batteries	0	3	0	0	3
Personal Hygiene	0	8	3	9	20
Disposable lighters	0	0	0	0	0
Syringes or needles	0	0	0	1	1
Vape items/ E-smoking devices	0	0	0	0	0
Smoking, tobacco (not e-waste or butts)	0	24	4	0	28
Bagged Pet Waste	0	0	3	2	5



Save Our Shores
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Personal Protective Equipment (masks, gloves)	0	0	5	2	7
Other Items/Misc.					
Wood pallets, pieces, and processed wood	1	40	19	47	107
Fishing gear (lures, nets, etc.)	0	4	8	8	20
Clothes, cloth	0	28	24	14	66
Other, large	0	1	2	2	5
Other, small	5	17	75	63	160

Appendix

Figure 1: Example of promotional flyer created for City of Capitola newsletter distribution.



Figure 2: Example of paid event advertisement placed in the Good Times.

