
RIO DEL MAR

Improvement Association

Fall 2025 Newsletter



RDMIA Semi-Annual Fall Meeting:
Rio Sands Hotel Meeting Room
Wednesday, October 15th, 2025, at 6:30 PM

REMEMBER TO RENEW YOUR MEMBERSHIP NOW FOR 2026
The annual Membership Fee is \$30 (Use the enclosed form or pay online)

Fall 2025 RDMIA Newsletter Highlights:

- Updates from District 2 County Supervisor, Kim De Serpa
- Special Report on Needs and Services for Seniors in Santa Cruz County
- RDMIA History and Membership Information



Fall Newsletter

**The Semi-Annual meeting of the RDMIA will be held on
Wednesday, October 15th**

Rio Sands Meeting Room, 6:30 pm. Doors open at 6:00 pm.

Speakers will include:

Kim De Serpa, District 2 Supervisor

Updates on all manner of projects and initiatives throughout the District.

Scott Rohlf, California State Parks Associate Parks and Recreation Specialist

Scott is our local expert on the history, current condition, and plans for local area parks and beaches.

Sergeant Travis Huntsman, Aptos Service Center, County Sheriff Department

Sergeant Huntsman will share updates on safety and enforcement matters for Rio Del Mar and take questions from attendees

The meeting is free to attend and open to all RDMIA residents!

♡ Thanks go out to our new sponsor, Aman at Mountain Mike's Pizza!

Thank you to Robert Graham for bringing cookies to our Fall meeting. ♡

Updates for my friends and neighbors in Rio Del Mar!

Kim De Serpa Second District Supervisor

As we head into fall, I'm reminded how lucky we are to live on the Central Coast. The beaches calm down, the days stay warm and clear, and our neighborhoods feel a little less hectic. It's also a good time to reflect on what we've accomplished this year and what's still on the horizon in the Second District.



Transportation has been a major theme—and not always for good reasons. But this year brought some important progress. Earlier phases of the Highway 1 project, including new auxiliary lanes between 41st Avenue and Soquel Drive and the Chanticleer Avenue bike and pedestrian bridge, are already making travel easier and safer. The Soquel Drive Buffered Bike Lane & Congestion Mitigation Project is essentially complete, with new buffered lanes, upgraded crosswalks, ADA ramps, and modernized signals. And in July, the Regional Transportation Commission secured a record-breaking \$128.7 million state grant—the largest in its history—to build on that momentum. The funds will extend Highway 1 improvements from State Park to Freedom Boulevard, add four new Rail Trail overcrossings, continue upgrades along Soquel Drive, and bring Metro riders better shelters and real-time arrival signs. Construction could begin as early as 2026. Meanwhile, work continues on storm-damaged road repairs. Delays tied to FEMA and contractor shortages have slowed things down, but getting our roads back in shape remains a top priority.

Housing has also been a major focus. Earlier this year, the Board adopted updates to the short-term rental ordinance that directly affect Seacliff, Aptos, and La Selva. The aim is to keep neighborhoods livable and preserve long-term housing, while still allowing responsible vacation rentals that welcome visitors and support our local economy.

When it comes to public safety, we're working to give the Sheriff's Office the tools it needs to deal with abandoned and derelict vehicles that create safety and environmental problems, while also requiring meaningful outreach when someone may be living in a vehicle. That balance—firm enforcement paired with real options for people in need—is how we protect neighborhoods, avoid lawsuits, and handle issues in a way that reflects our values. I'm also collaborating with health and safety officials on new ordinances aimed at protecting community health. These proposals are still being developed, but I look forward to sharing more with the Rio del Mar community soon.

This year also reminded us why emergency preparedness matters. A tsunami warning and a brief power outage didn't cause lasting harm, but they were clear reminders of how quickly circumstances can shift. If you haven't already, sign up for CodeRED alerts, keep basic supplies handy, and check on neighbors who might need help. The County's Office of Response, Recovery & Resilience (OR3) has excellent resources at www.santacruzcounty.us/oes.

There have been bright spots as well. After years of effort, the Cotoni-Coast Dairies National Monument finally opened to the public. Thanks to the persistence of our congressional delegation, local leaders, and nonprofits, this extraordinary stretch of coast is now available for everyone to enjoy—and yes, dogs on leash are welcome.

Through all of this, staying connected with you has been my priority. This summer I held office hours in Aptos, La Selva Beach, Corralitos and Capitola, and this fall I'll be adding a session in Rio del Mar. These gatherings are a chance to talk face-to-face about what's working, what isn't, and what we can do better. If you don't already receive my monthly newsletter, email me at second.district@santacruzcountyca.gov to get signed up—or check out past issues at www.santacruzcountyca.gov/district2.

As the year winds down, my focus is steady: building safer smarter infrastructure; supporting housing policies that protect neighborhoods; strengthening public safety; and making sure every part of District 2 has a seat at the table. Thank you for trusting me with this role—it's an honor to serve, and I look forward to the work ahead and to seeing you around the community this fall.

SUPERVISOR OPEN OFFICE HOURS:

Office hours will take place at various locations throughout the district to ensure accessibility for all constituents. No appointments are required, but if you wish to reserve a specific time, please contact our offices. All community members are encouraged to attend.

Topics of discussion may include local government services, public safety, housing, infrastructure, and other community concerns. Supervisor De Serpa welcomes input from all constituents and encourages residents to bring their questions and ideas.

For more information or to reserve a specific time at office hours, please contact us at second.district@santacruzcountyca.gov or call us at (831)454-2200.

I'm deeply committed to this work, and I look forward to continuing to learn, grow, and serve our community together.

Warmly,

Kim De Serpa

<https://www.santacruzcountyca.gov/Government/BoardofSupervisors/District2.aspx>

Special Report on Needs and Services for Seniors

Important information and resources

Santa Cruz County is aging at a faster rate than the rest of the country and state

By 2030, one in five (20%) in the nation and one in four (25%) in CA will be over age 60, while in Santa Cruz County, that will be one in three (30%)

In 2020, 25.1% of county residents live alone, 36.9% of those 60+ live alone

According to the Homeless Management Information System (HMIS), 29% of the known unhoused population is 65 years of age or older.

In the Central Coast region, 20% of physicians are 65 years of age

or older, which means when they retire our physician shortage will be sooner than the rest of the state (UCSF Health Force Center 2021).



California for All Ages: Why a Master Plan for Aging?

Aging is changing and it's changing California. California's over-60 population is projected to diversify and grow faster than any other age group. By 2030, nearly 10 million Californians will be an older adult, making up one-quarter of the state's population.

California's Master Plan for Aging (MPA) affirms the priority of the health and well-being of older Californians and people with disabilities. It is a "blueprint" for state government, local government, the private sector, and philanthropy to prepare the state for the coming demographic changes and continue California's leadership in aging, disability, and equity.

The Master Plan for Aging outlines five bold goals to build a California for All Ages by 2030. It also includes a MPA Data Dashboard to measure our progress and a Local Playbook to drive partnerships that help us meet these goals together.

Master Plan for Aging: Five Bold Goals:



GOAL one: Housing for All Ages & Stages

We will live where we choose as we age in communities that are age-, disability-, and dementia-friendly and climate- and disaster-ready.

[Read More](#)



GOAL two: Health Reimagined

We will have access to the services we need to live at home in our communities and to optimize our health and quality of life.

[Read More](#)



GOAL three: Inclusion & Equity, Not Isolation

We will have lifelong opportunities for work, volunteering, engagement, and leadership and will be protected from isolation, discrimination, abuse, neglect, and exploitation.

[Read More](#)



GOAL four: Caregiving That Works

We will be prepared for and supported through the rewards and challenges of caring for aging loved ones.

[Read More](#)



GOAL five: Affording Aging

We will have economic security for as long as we live.

[Read More](#)

Source: <https://mpa.aging.ca.gov/>



Engage@aging.ca.gov



Local Resources: [Age Well Santa Cruz County:](#)

The Santa Cruz County Human Services Department is dedicated to the well-being of older residents and people with disabilities throughout Santa Cruz County.

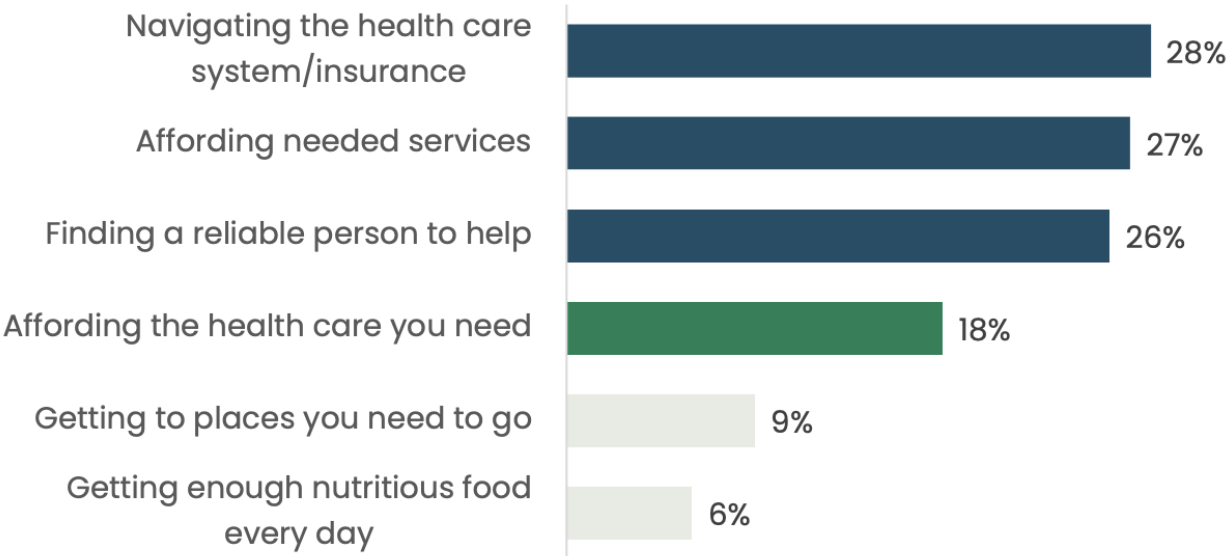


The Age Well Santa Cruz County initiative is our county's collaborative process for developing a local Master Plan on Aging. This plan, or "MPA" will be the blueprint we use to help ensure people of all ages and abilities in our county are engaged, valued, and afforded equitable opportunities to thrive as they age, how and where they choose.

Key Unmet Needs:

Among respondents 60 and older, accessing the health care system and their health insurance, affording the services that they need, and finding reliable helpers were the primary areas of difficulty.

Figure 5. Respondents 60+ were most likely to flag navigating the health care system/insurance as difficult.



[Source: Santa Cruz County MPA Community Needs Assessment Report FINAL July 2025](#)

Where to find more information for Santa Cruz Residents

https://aging.ca.gov/Find_Services_in_My_County/My_County/?cc=SCR

- [Get home delivered meals](#)
- [Find a nutrition or exercise class](#)
- [Digital Resources](#)
- [Apply for Medi-Cal](#)
- [Get help with Medicare](#)
- [Determine the best housing option for me](#)
- [Get help with my landlord](#)
- [Get legal assistance](#)
- [Make home modifications so that I can safely stay in my current home](#)
- [Get help dealing with memory problems](#)
- [Learn more about hearing, vision, and speech assistive technology](#)
- [Get transportation to appointments](#)
- [Learn more about safe senior driving](#)
- [Get paid to take care of a family member](#)
- [Open an Adult Day Care Center](#)
- [Report elder abuse or neglect](#)

Organizations that provide services for seniors:

Seniors Council of Santa Cruz and San Benito Counties:

(831) 688-0400

<https://seniorscouncil.org/>

Medicare Counseling (HICAP):

(831) 462-5510, (831) 637-0630

<https://seniornetworkservices.org/health-insurance-counseling-and-advocacy-program-hicap/>

Senior Citizens Legal Services:

501 Soquel Avenue, Suite F, Santa Cruz, CA 95062

<https://seniorlegal.org/>

Community Bridges Elderday

(831) 458-3481

<https://communitybridges.org/elderday/>

If you or a loved one needs more information, write to us at info@rdmia.org

What is the Rio Del Mar Improvement Association?

The Rio Del Mar Improvement Association (RDMIA) is a non-profit, community-based organization in Aptos, California, that has been active since its founding in 1941. It's the second-oldest neighborhood association in California. The association works to represent residents and improve the quality of life in the Rio Del Mar area through beautification, community engagement, and advocacy.

Key functions and activities

- Community representation: RDMIA advocates for community interests to Santa Cruz County government officials regarding local matters like flooding, sewage, and development.
- Neighborhood projects: The organization initiates and supports beautification projects to enhance the neighborhood. Recent and ongoing projects include:
 - Renovating the Esplanade roundabout and moving the "Bird in Flight" sculpture.
 - Maintaining landscaping on medians.
 - Making improvements to Hidden Beach Park.
 - Organizing beach cleanup events.
- Communication: RDMIA facilitates communication through its website, newsletters, and biannual meetings where members can voice their ideas and concerns.
- Historical context: The association was founded by property owners and has been involved in significant community development projects over the years, including the Deer Park Shopping Center and the Rio Highlands subdivision.

Membership and funding

- The RDMIA is funded through membership dues and donations.
- Anyone who lives, owns property, or operates a business within the specified Rio Del Mar boundaries is eligible to join.

Become a member!

We revised membership options. A Lifetime Membership can now be passed to a non-family member in the same household. Other forms of membership include a Joint Membership that applies to all household members, an Associate Membership for people not living or owning property in the district, and Honorary Memberships bestowed on individuals who have demonstrated exemplary service to the community.

The RDMIA Updated By Laws and Expanded Service Area Map are online:

https://www.rdmia.org/files/ugd/c30a45_8090ede1eee541728581d6b9499f2343.pdf

RDMIA Appreciates New Members and Renewals!

Thank You to those who have already paid their 2025 dues 😊



Current Board members:

- President: Barry Scott
- Vice President: Jerry Cannella
- Treasurer: Patricia Perry
- Secretary: Christine DeLapp
- Director: Linda Neuman
- Communications: Joseph Foster

Renewal time is upon us for members to contribute for 2025!

Dues enable RDMIA to maintain area landscapes, improve local parks and engage in community interests.

2025 RDMIA highlights in the community.

- *Whaley Sculpture restoration campaign*
- *Tree trimming for solar lighting enhancement.*
- *Continued landscape care – renovated median landscapes.*
- *Ongoing communication and outreach*



Thank you, Business Sponsors!



Thank you, Aptos Chamber of Commerce & Aptos History Museum!



<http://aptoschamber.com/>



<https://aptoshistory.org/>

Rio Sands HOTEL

100 steps to the beach...

- Spacious king rooms with patios
- 24/7 Guest Services/Business Center
- Year-round heated swimming pool
- Complimentary WiFi and HBO

FREE ON-SITE PARKING

ALLEN PROPERTY GROUP, INC. 116 Aptos Beach Drive | Aptos, CA 95003 | riosands.com | Reservations: 800.826.2077

RDMIA is extending our gratitude to the many sponsors who grace our newsletter with their advertisements. It is a win-win for all. The community learns of our supportive businesses in the area and the community will, hopefully, return the favor by supporting those partners. In the past, it has been customary to ask for a donation from those businesses that advertise in the newsletter.

Sponsors may contribute \$100 per year or a service to the Rio Del Mar Community in the form of landscaping services, raffle prizes, of food and drinks for our members meetings, which includes ad space on our website and in this newsletter.

We look forward to a continued partnership!

Rio del Mar Improvement Association

PO Box 274
Aptos, CA 95001-274

