

# Rio del Mar Improvement Association Fall 2019 Newsletter

## Fall 2019 RDMIA Newsletter Highlights:

- Members are the Heart of the Association
- Zach Friend, 2<sup>nd</sup> District Supervisor, Community Updates
- RDMIA Community Efforts - ACC Success & No Parking Signs
- Member Spotlight
- RDMIA Health & Safety Committee Update
- CERT Update



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***Members & Public Invited – Join in  
A conversation with Public Works Director,  
Matt Machado and Supervisor Zach Friend plus  
An Update from SC Parks -Eric Sturm, Superintendent  
Rio del Mar Improvement Association  
Fall Semi-Annual Meeting***

*Please RSVP to [info@rdmia.org](mailto:info@rdmia.org)  
Wednesday, November 6th – 6:30 – 8pm  
Rio Sands Hotel, 116 Aptos Beach Dr., Aptos*

*Please note: the usual October meeting has been  
rescheduled to November 6<sup>th</sup>. We hope to see you there!*

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## Membership Renewal and Information Update

The Rio del Mar Improvement Association annual membership per household is \$30 by check or \$32 by PayPal (includes \$2 PayPal fee). A \$500 lifetime membership is also offered.

### **Ways To Join**

- Complete membership form online at [www.rdmia.org](http://www.rdmia.org) and pay via PayPal (\$30 + \$2 = \$32)
- Complete membership form online at [www.rdmia.org](http://www.rdmia.org) and mail check payable to RDMIA (\$30)
- Print out membership form, complete along with check payable to RDMIA (\$30) and mail

Please mail to **RDMIA, P.O. Box 274, Aptos, CA 95001-0274** along with your payment. Your contact information is used solely for newsletter and RDMIA communications, and is not shared with any other member or 3<sup>rd</sup> party.

### **Membership Information**

Please print legibly – thank you

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Rio del Mar Address (if different) \_\_\_\_\_

Primary Email \_\_\_\_\_ Secondary Email \_\_\_\_\_

Telephone number \_\_\_\_\_ I have no computer access \_\_\_\_\_

\_\_\_\_ New Member \_\_\_\_ Renewing Member Referred by \_\_\_\_\_

Please send the RDMIA Newsletter by email to save printing/mailling costs Yes \_\_\_\_ No \_\_\_\_

### **Get Involved?**

\_\_\_\_ I want to volunteer or contribute (time, \$, or in-kind) for RDMIA projects. Please call or email me

\_\_\_\_ I am interested in becoming a RDMIA Board member

**What do you value most about RDMIA?** (check all that apply)

#### ***Community Outreach***

\_\_\_\_ RDMIA newsletter membership \_\_\_\_\_ General membership semi-annual meetings

\_\_\_\_ RDMIA website \_\_\_\_\_ Presenting interesting speakers

#### ***Community Advocacy***

\_\_\_\_ Interfacing with local government \_\_\_\_\_ Updating RDMIA Facebook

\_\_\_\_ Information concerning local issues such as transportation/roads

#### ***Beautification***

\_\_\_\_ Public area landscape improvements and maintenance

\_\_\_\_ Helping to maintain our beaches

## RDMIA Members are the Heart of the Association

***Thank you to the over 160 members who support the RDMIA's mission to beautify, advocate and are a part of community engagement.***

***2020 is right around the corner and you can get a jumpstart on the New Year. We hope you will join or renew today!***

***Dues help sustain the association's commitment to landscape maintenance in addition to the special projects on tap in Rio del Mar.***



### Ways to Join:

Complete [online membership form](#) and pay via PayPal (\$30 + \$2 = \$32) using Donate button

Complete [online membership form](#) and mail check payable to RDMIA (\$30)

[Print out membership form](#) and complete along with check payable to RDMIA (\$30) and mail

Forms and fees should be mailed to  
RDMIA, P.O. Box 274, Aptos, CA 95001 – 0274.

Thank you!

## ***Enhancing our neighborhoods through beautification, advocacy and engagement***



RDMIA continues the work of maintaining landscapes throughout Rio del Mar  
[Learn more](#)



RDMIA hosts community public meetings during the year with local officials sharing current events and news to keep you informed.  
[Learn more](#)



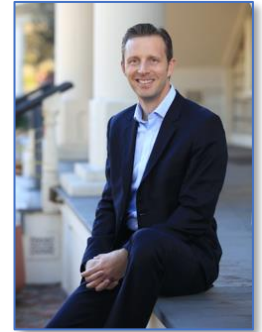
RDMIA volunteers continue to dedicate time and engagement to Save Our Shores beach clean-ups, Hidden Beach Park improvements, and our neighborhoods. [Learn more](#)

# Community Updates from Zach Friend

2<sup>nd</sup> District County Supervisor

## Measure D and Highway 1 Update

Rio Del Mar recently received the entirety of the \$900,000 allocation for our district for Measure D road repairs. As the work was being completed, I received a number of calls asking about the criteria for selecting roads and why certain roads were chosen and, for example, the road that the resident lived on wasn't chosen. Since, historically, road work has been few and far between it makes sense to ask this.



### So how were the streets selected for repair?

Roads were chosen through a set of criteria - some of it scientific, some of it geographic and some of it simply what's possible with the funding amount. First, this funding is focused on neighborhood roads (as opposed to arterial roads such as Soquel) since those roads haven't received any funding in quite some time. Second, every road has a Pavement Condition Index (PCI) score. As you can imagine, our PCI scores aren't that great. Roads with a failing PCI are much more expensive to repair (since they require a rebuild) than roads with a higher PCI.

While construction costs are constantly fluctuating, one thing that is constant is that it's much cheaper to maintain a road in good condition than to repair and rebuild a road in poor condition. According to Public Works, here are the costs per mile for doing road work on a road in good, fair, poor and failed condition.

For a road in good condition, to do a single layer seal with no digouts, it costs approximately \$141,000 per/mile. For a road in fair condition (with a PCI somewhere in the 50-70 range for example), it would cost about \$352,000 per/mile for a multilayer seal with digout work. This is the average range for our arterial roads.

For a road in poor condition, \$563,000 per/mile and includes a full overlay and digouts. Many of our local roads and some of our collectors fall into this category. For a road in failed condition, which includes some in RDM, full reconstruction is close to \$1.1 million per/mile.

As a result, you can fix a lot more roads that are actually in average to good condition than you could roads in poor or failing condition - preserving those roads from falling into poor or failing condition. Very roughly speaking you can repair about 4 times the amount of distance in average to good condition roads than you could in failing roads with the same amount of money. Either way, the nearly \$900,000 share we receive in our district from Measure D is essential, but also doesn't go as far given the condition of the roads.

We started with the goal of doing as many roads as possible in RDM. We reviewed the PCI (that's the science part) to determine which roads we could preserve and how many we could rebuild with the amount of funds we had. We then looked at adjacency - meaning, once equipment is mobilized it's cheaper to do the cross street (even if we wouldn't normally have done it based on PCI) than it would be if we did it on its own. That is the geographic part. All of this was combined with input we've received (and Public Works has received) historically about road work that's needed and also roads that are within our Capital Improvement Program for long term investments as well as through multiple discussions at Rio Del Mar Improvement Association meetings. These three elements led to the selection of roads that were completed.

## **What about Venetian and Cliff?**

Venetian was listed on the signs for repair and residents, understandably so, were frustrated when it wasn't done. Unfortunately, it was listed in error as the start and end points of repair hit Venetian. The good news is, however, that the Sanitation District has work that needs to be done on Venetian (pipe replacement) and as a result of digging up the road for that work we can use those funds to repair the road at that time. A timeline isn't set yet but it's in the planning stages.

Cliff was originally planned but also needs some Sanitation District (pipe) work and as a result will be done at that time - that way we don't pave the road just to dig it back up for the pipe work.

I know that much more needs to be done. We have years of deferred maintenance on our local roads (in fact in some areas - including my own street we have decades of deferred maintenance). Measure D alone won't fix all of these roads in my district (about 200 square miles worth) but it did provide a much needed infusion. I know that local road repair is a priority for many in my district and Measure D will be able to pave more roads in RDM in the coming years.

## **When will Highway 1 be addressed?**

The Regional Transportation Commission (RTC) along with Caltrans and the Federal Highway Administration prepared a combined Environmental Impact Report and Assessment for the Highway 1 corridor, which was certified in January. The final design and right-of-way phases are underway for the auxiliary lane project between Soquel and 41st. The plans, specifications and engineer's estimate were submitted to Caltrans this month. The project is expected to begin construction in 2020 (next year). This phase also includes a new bike and pedestrian overcrossing at Chanticleer.

Earlier this year the RTC awarded a contract for the preliminary engineering and environmental components for the Bay/Porter to State Park auxiliary lanes project (which will be the next project phase). This project will include new north and southbound lanes, pavement improvements, new drainage, retaining walls and soundwalls as well as a new overcrossing at Capitola Avenue. Traffic studies and preliminary design elements have begun and environmental work is expected to be completed in mid-2021. Construction is expected to begin in 2022. Separate from this project (but in a similar timeline) will be the addition of a new bike/pedestrian overcrossing at Mar Vista (expected to begin in early 2023).

As always, I appreciate your feedback and questions. Feel free to call me at 454-2200 or visit me in my office hours at our new office in the Aptos Village that we share with the Sheriff's Office, District Attorney's Office and Probation.





## RDMIA Semi-Annual Fall Meeting

Join the conversation with Supervisor Zach Friend and Director of Public Works, Matt Machado plus an update from SC Parks Superintendent, Eric Sturm



Wednesday, November 6<sup>th</sup> 6:30 - 8:00 pm  
Rio Sands Hotel, 116 Aptos Beach Dr., Aptos

RDMIA is excited to host both Supervisor Friend and Director Machado for a discussion of community interests and updates to Measure D road improvements.

Matt Machado is the Deputy County Administrator/Director of Public Works. He began his career as a Civil Engineer in 1994 in the City of Ripon. For 13 years, he spent his career building and developing water systems, wastewater systems and roadway projects. His last seven years in Ripon he also served as the City Engineer.

In early 2007, Matt Joined the Stanislaus County Public Works team as the Director. As a licensed Land Surveyor Matt was also the County Surveyor. He recently was the president of the California County Engineers Association and is still on the Board.

Matt has a B.S. in Civil Engineering from California State University, Fresno and an MBA from California State University, Stanislaus. He enjoys calling Aptos home and is a resident of Seacliff.



Matt will speak, along with Zach, providing an informative discussion about the current road improvements and the status of Measure D projects.

In addition, SC Parks Dept. Parks Superintendent, Eric Sturm will highlight the departments improvement plans for Hidden Beach Park and get feedback from attendees.

Our meetings, open to members and the public, are an opportunity to learn more about current events and the status of ongoing projects. The association strives to bring relevant speakers and the community together for an open discussion about Rio del Mar. We appreciate all who participate and attend.



## Annual Coastal Clean Up Success with RDMIA and Save Our Shores

Rio del Mar Improvement Association continues its commitment to keep our beaches free of trash!



Volunteers from local neighborhoods and beyond, even as far as Orangevale, CA gathered at our Aptos local beaches including Hidden Beach, Beer Can Beach and Rio del Mar Beach to participate in the largest volunteer effort of the year to collect trash of all kinds! Many thanks to all of you who spent your Saturday morning participating in keeping our wonderful beaches the best that they can be.



The Annual Coastal Clean is a statewide effort to conduct the biggest endeavor on the planet to remove tons of trash from the coastline every year. For more details about this year's event, visit the RDMIA event page.



Thank you ACE Hardware of Rancho del Mar Shopping Center for the donation of clean up buckets!

***RDMIA is excited to bring the community together to be a part of the solution to ocean pollution!***

## RDMIA Addresses Unwanted Vehicle Parking

New **No Overnight Parking** signs have been installed along Moosehead Drive in the Rio Flats.

The signs restrict overnight parking for recreation vehicles. After observing several recreational vehicles parked for living purposes on Moosehead Drive longer than allowed by law, the RDMIA contacted Sheriff Jordan Brownlee with concerns about the use of this street. He contacted Santa Cruz County Public Works Department to determine if something could be done to eliminate this problem.

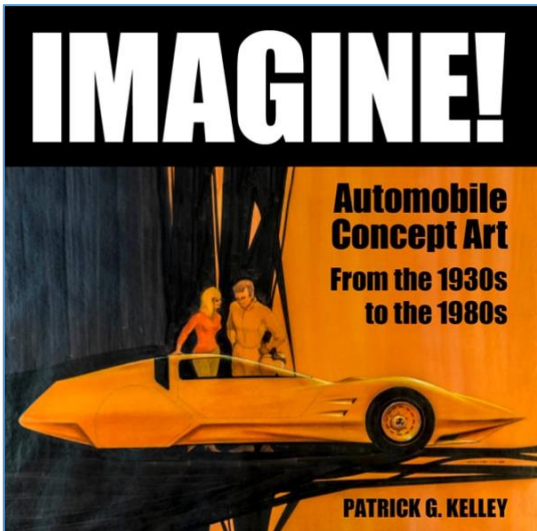
The result was the signs being installed on Moosehead Drive. Sheriff Brownlee stated the restriction approved by the County only includes recreational vehicles because an all vehicle overnight restriction requires a Coastal Commission permit.

There are no parking signs for overnight use for all vehicles in the Esplanade parking lot. These have been there for numerous years.

Many thanks to Sheriff Brownlee and the Public Works Department for supporting the community concerns and addressing the problem.



## RDMIA Member Spotlight



RDMIA is lucky to have so many wonderfully talented members in the Association. Member Spotlight is an acknowledgement of their exciting achievements. 😊

To kick start our member news, we are thrilled to share about our Past Board Director and current member, Patrick Kelley becoming a published author in his recent release, *IMAGINE – Automobile Concept Art from the 1930s to the 1980s*.

After a lifetime of fascination with all things automobile, Patrick Kelley shares his love for cars and art. About 15 years ago, he stumbled onto what would soon be a new passion, the collection of original automobile concept art by many of the finest designers and stylists working in and around Detroit. These were drawings

and paintings of what future automobiles might look like. Patrick felt that the story of this futuristic work that came out of art schools across America and ultimately the 'Big Three' automobile companies had to be told. You can hear more about his endeavor on the podcast, [Cars Yeah](#).

RDMIA wishes Patrick great success – let's take a page out of his book and remember ***Everything is possible if you use your imagination!***

For more information about the book please visit Patrick's site [here](#).

***If you have a special achievement or know of someone in the community with news to share, we would love to hear from you. Please reachout to [info@rdmia.org](mailto:info@rdmia.org)***



## Landscape Maintenance Project Update



RDMIA continues its work, along with Assured Landscape for landscape maintenance at the medians on Rio del Mar Blvd, Sumner Blvd, Treasure Island and Spreckles Drive and the Roundabout and planters at the Flats. One particularly challenging median is located at RDM and Sumner Blvd. After careful consideration, the decision was made to hardscape the median. This solution will cut down weed abatement and make for a good line of sight at the intersection. RDMIA Board member and Vice President, Jerry Canella is working with Public Works and has acquired the donation of pavers for this project. Overtime, the pavers will be

moved on site.

RDMIA is looking for an installer who could lay the pavers, after preparing the space with removal of plantings.

If you or someone you know are interested in this project, please contact Jerry at [vicepresident@rdmia.org](mailto:vicepresident@rdmia.org) for more details.



## RDMIA Health and Safety Committee - Focus on Illegal Fireworks



The RDMIA Health and Safety Committee formed last May to address illegal fireworks use and the negative impact on people, pets and the environment. Our goal was to help achieve a meaningful reduction in Rio del Mar illegal fireworks activity. The strategy entailed engaging with local law enforcement and political representatives and recommending specific actions we felt were reasonable and achievable. These actions were listed in the Summer 2019 Newsletter.

Deputy Jordan Brownlee and Supervisor Zach Friend were especially helpful with their engagement, ideas and efforts to mitigate fireworks. Thank you gentlemen!

Results are challenging to quantify but the Sheriff's Office has compiled enforcement stats since 2017. Compared to last year, fireworks calls were down over 50%, fireworks citations about the same, and County jail books more than doubled.

Anecdotal feedback to Board members can be summarized as "activity seemed less than previous years" and "didn't seem to go on as long". Seemingly positive results, but we understand that is little consolation if you or pets are negatively impacted by any fireworks activity.

## CERT News

Have you received one or more of those notices from PG&E lately about the need to prepare for an extended power outage? The fact of the matter is disaster is always right around the corner.

Case in point, the Watsonville Community Emergency Response Team (CERT) assisted at the Gilroy Garlic Festival after the recent mass shooting. These trained volunteers helped drive people to their cars and connect people with their lost items. One never knows what kind of emergency is going to require CERT activation, but it's comforting to know that some of your friends and neighbors are ready to respond should the need arise.

The Santa Cruz County CERT is organizing into teams. The Aptos/La Selva Branch Team, led by Doreen O'Donovan, now has 182 CERT certified residents. A subset of that branch, the newly forming **Rio Del Mar squad** already has 12 CERT certified residents. Anyone who would like to help organize or join this squad should contact Doreen at [AptosLaSelvaCert@gmail.com](mailto:AptosLaSelvaCert@gmail.com).

Another subset, the **Rio Del Mar Flats CERT squad** has 16 CERT certified residents. We have eight neighborhoods with CERT trained captains but we are still in need of captains for four more neighborhoods: #2-Treasure Island Dr., #4-W Bennet/Hainline, #9-Lake Ct., and #12-Creek Dr. Check out the free training opportunities at [www.SantaCruzCountyCert.org](http://www.SantaCruzCountyCert.org).

Our Flats squad now includes two certified ham radio operators! This will allow us to communicate with the Command Center at the Aptos Firehouse during an emergency even if the phone system is down. For any questions please contact RDMIA Vice President Jerry Canella [Jerry@alijers.com](mailto:Jerry@alijers.com).

## RDMIA Appreciates New Members and Renewals

Welcome to our new members and thank you for your support!

- Dr. Cameron Jackson
- Peter Neuwald
- Stacey Barros
- Diana & Lew Laurent



Many thanks to our 2019 members and our already renewed 2020 members and especially to our 15 Lifetime Members.

***Get a jumpstart on 2020 and pay your dues now! It's easy!***  
***Visit [RDMIA.org](http://RDMIA.org) to [renew or join today](#).***

## Board Member Outreach and Volunteer Call Out

***The Association welcomes members that are interested in volunteering time and expertise to fulfill the mission to “enhance our neighborhood through beautification, advocacy and engagement.”***

The RDMIA Board meets once a month on the first Wednesday. Most work is completed by committee thru email communications with updates provided at the Board meetings. All are welcome to attend Board meetings and become involved in whatever capacity you choose. Please contact any Board member to discuss.

We especially need your skills in these areas:



- Treasurer
- Secretary
- Social media
- Landscape coordinator
- Project coordinator

Current Board members:

- President: Dan Rothenbush [president@rdmia.org](mailto:president@rdmia.org)
- Vice Pres: Jerry Canella [vicepresident@rdmia.org](mailto:vicepresident@rdmia.org)
- Treasurer: open [treasurer@rdmia.org](mailto:treasurer@rdmia.org)
- Secretary: open [secretary@rdmia.org](mailto:secretary@rdmia.org)
- Director: Donna Townsend [info@rdmia.org](mailto:info@rdmia.org)
- Director: Peter Townsend [website@rdmia.org](mailto:website@rdmia.org)

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