

# City of Capitola

## Commission on the Environment

### Regular Meeting Agenda

### Wednesday, April 16, 2025 – 6:00 PM



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

**Chair:** Michelle Beritzhoff-Law

**Vice-Chair:** Michael Maroney

**Commissioners:** Mayor Clarke, Dennis Norton

**Staff Representative:** Erika Senyk

---

#### 1. Call to Order and Roll Call

#### 2. Additions and Deletions to the Agenda

#### 3. Public 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. Staff Comments

#### 5. March 19, 2025 Regular Commission Meeting Minutes

Recommended Action: Review and approve minutes.

#### 6. General Business

##### A. Clean California Community Designation

Recommended Action: Provide a recommendation for the City of Capitola to pledge to pursue the Clean California Community Designation.

##### B. 2025 COE Workplan

Recommended Action: Discuss and approve a list of COE goals for calendar year 2025.

#### 7. Items for Future Agenda

##### A. COE Wharf Plan Review

#### 8. Adjournment

Next regular Commission meeting is scheduled for May 21, 2025.

**Agenda and Agenda Packet Materials:** The Commission on the Environment Agenda is available on the City's website: [www.cityofcapitola.org/](http://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, March 19, 2025 – 6:00 PM**



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

**Chair:** Michelle Beritzhoff-Law  
**Vice Chair:** Michael Maroney  
**Commissioners:** Mayor Clarke, Dennis Norton  
**Staff Representative:** Erika Senyk

---

1. **Call to Order and Roll Call** – Chair Beritzhoff-Law called the meeting to order at 6:05pm.  
Commissioners Present: Mayor Clarke, Dennis Norton, Michelle Beritzhoff-Law, Michael Maroney  
Absent: None  
City Staff Present: Erika Senyk (Environmental Projects Manager), Chief Sarah Ryan

2. **Swearing in of new Commissioners**  
Commissioner Norton was sworn in by City staff.

3. **Additions and Deletions to the Agenda**  
No additions or deletions to the agenda.

4. **Public Oral and Written Communications**  
No oral or written communications were made by members of the public at the meeting.

5. **Staff Comments**  
None.

6. **February 19, 2025 Regular Commission Meeting Minutes**  
Recommended Action: Review and approve minutes.

**Motion to approve the February 19, 2025 minutes:** Vice Chair Maroney  
**Seconded:** Chair Beritzhoff-Law  
**Motion passed 4-0-0**

7. **General Business**

- A. **Prohibited Sale of Filtered Tobacco Products**

Recommended Action: Receive a presentation from the Public Health Department of the Santa Cruz County Health Services Agency regarding the County Board of Supervisors' ordinance amending Santa Cruz County Code Ch. 5.60 to prohibit the sale of filtered tobacco products; and provide a recommendation to the Capitola City Council on whether to adopt a similar ordinance in Capitola.

The Commission received a presentation by representatives from the Santa Cruz County Public Health Department of HSA, Save Our Shores, and the Ciggy Board creator.

**Motion to recommend that City Council adopt a similar ordinance to Santa Cruz County's Ordinance No. 5461, prohibiting the sale of filtered tobacco products within the City of Capitola: Commissioner Norton**  
**Seconded: Mayor Clarke**  
**Motion passed 4-0-0**

**B. Regular Meeting Schedule**

Recommended Action: Approve the Commission's 2025 regular meeting schedule.

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

**Motion to approve the 2025 regular meeting schedule: Vice Chair Maroney**  
**Seconded: Chair Beritzhoff-Law**  
**Motion passed 4-0-0**

**C. 2025 COE Workplan**

Recommended Action: Discuss and approve a list of COE goals for calendar year 2025.

The Commission discussed potential goals for calendar year 2025, including continuing review of the City's Climate Action Plan, continuing to pursue projects related to Soquel Creek and Noble Gulch maintenance and native plant restoration, and supporting community preparedness for sea level rise and climate vulnerability.

Commissioner Norton stated his support for the Commission to continue reviewing the Climate Action Plan, while keeping sea level rise at the forefront of future discussions, and to consult with community experts regarding the impacts of sea level rise on Capitola.

Vice Chair Maroney stated his support for continuing the Commission's 2024 goals of reviewing the Climate Action Plan and pursuing projects related to Soquel Creek and Noble Gulch maintenance and native plant restoration into calendar year 2025.

The Commission continued the discussion of the 2025 COE Workplan to the April 16th, 2025 regular COE meeting.

**8. Items for Future Agenda**

The Commission requested that the following item be agendized for the April 16<sup>th</sup>, 2025 meeting:

- 2025 COE Workplan

**9. Adjournment**

The meeting was adjourned at 7:44pm to the next Regular Meeting of the Commission on the Environment on April 16<sup>th</sup>, 2025.

**ATTEST:**

---

Erika Senyk, Environmental Projects Manager

---

Michelle Beritzhoff-Law, Chair

DRAFT

# Capitola Commission on the Environment

## Agenda Report



**Meeting:** April 16, 2025

**From:** Public Works Department

**Topic:** Clean California Community Designation

---

**Recommended Action:** Provide a recommendation for the City of Capitola to pledge to pursue the Clean California Community Designation.

**Background:** In 2021, Caltrans implemented their Clean California Initiative program to expand trash removal from state highways and fund local beautification and litter abatement projects. The Clean California initiative is a \$1.2 billion, multi-year clean-up and public education effort led by Caltrans that removes trash, creates thousands of jobs, and joins with communities throughout the state to reclaim, transform, and beautify public spaces. The program also includes a public education campaign to foster a sense of shared responsibility for litter prevention to help protect our waterways, natural resources, public safety and health.

Keep California Beautiful (KBC) is a partner in the Clean California public education campaign. KBC is currently working with Caltrans to implement their new Community Designation Program (Program). The Program designates communities as Clean California Communities, recognizing and rewarding communities for their hard work in staying clean and beautiful through their commitment to zero-litter policies and regular local cleanups (Attachment 1). Any community within California is eligible to apply to the Program and the designation can be pursued by various entities including cities, towns, counties, municipal districts, military bases, tribal lands, neighborhood groups, school campuses, houses of worship areas, community group service areas, business improvement districts, watershed groups, and other unincorporated entities.

**Discussion:** The Program provides a roadmap for a community to make tangible improvements and reap the benefits of being a clean and beautiful environment. The first step to pursue the Clean California Community designation is to sign the pledge. A copy of the pledge is available in Attachment 2. As of March 5, 2025, 73 communities have signed the pledge (Attachment 3). After signing the pledge, communities are to begin the free designation process by engaging members of their community and working towards meeting at least 10 of the 15 checklist criteria within one year of signing (Attachment 4). The checklist includes actions such as conducting cleanups or recycling drives, planting trees or native plants, and educating the community or youth, among others. KCB will assist pledges with resources in order to complete the full designation process.

The first 100 communities to complete the process will receive a personalized sign and become Keep California Beautiful affiliates. KCB has also identified additional benefits that communities will enjoy from the official designation including the following:

- Personalized signage to be posted on-site with the Clean California Community designation seal.
- Recognition on state websites and social media posts, and state-partnered media outreach.
- Right to officially promote your community as a Clean California Community committed to the Zero Litter goal.
- Priority access to national grant opportunities, educational materials, and volunteer cleanup kits (while supplies last) from Keep America Beautiful, a Clean California partner.
- Automatic membership with state organization, Keep California Beautiful.

## Attachments

1. Program Summary
2. Clean California Community Designation Webpage:  
<https://cleanca.com/designation/>
3. Clean California Community Designation Pledge List  
<https://cleanca.com/wp-content/uploads/2025/04/CleanCA-Designation-Pledged-List-as-of-April-3-2025.pdf>
4. Community Designation Checklist

Report Prepared By: Erika Senyk, Environmental Projects Manager



# Make Your Community a Clean California Community!

Do you take pride in your community – and want to make it even better? Would you like your community to be recognized as a beautiful and clean place to live? Then help the place you love become a Clean California Community! Caltrans has launched a new statewide designation to reward communities for their hard work in staying clean and beautiful.

## Why become a Clean California Community?

Beyond the immediate benefits of beautification, your community – once designated – will also receive,

- ✿ Personalized “You Are Entering a Clean California Community” signage with the Clean California Community logo.
- ✿ Recognition on state websites and social media posts, and state-partnered media outreach.
- ✿ Access to national grant opportunities, educational materials, and volunteer cleanup kits (while supplies last) from Clean CA partner, Keep America Beautiful.

## What constitutes a “community”?

This can be incorporated geographic areas, such as cities, towns, counties, municipal districts, and military bases. It can also include neighborhood groups, school districts, houses of worship areas, community group service areas, business improvement districts, watershed groups, and other unincorporated entities. An organized entity with a leadership structure is a likely start. If you’re not sure about your community, reach out and ask!

## What is required to become a Clean California Community?

The designation process itself is **FREE**. Your community must commit to meet 10 or more of the following criteria and be able to provide records that they were completed – many of which you may already be doing:

- ✿ Your community’s leader must **sign the pledge**. For a town, this could be a mayor. For an organization, it might be the president or executive director, for a religious organization, it might be the minister, priest, imam, or rabbi.
- ✿ Establish an informal Clean CA committee or some other **advisory body**. This could be an existing committee that you leverage for Clean CA.
- ✿ Get **community input** through a public meeting, a survey, a special event, or some other means of gathering feedback from the public on your community’s approach.
- ✿ Conduct an initial **litter assessment** to establish your baseline.
- ✿ Hold regular **community cleanups**. We recommend at least 4 each year – big or small.
- ✿ Establish **metrics** and **measure** regularly to track your clean community’s progress.







# Make Your Community a Clean California Community!

- ✿ **Educate the community** by providing signage, community programs, or school lessons\* to clean up and prevent litter.
- ✿ Provide **K-12 educational programs\*** to help inform anti-littering behaviors among the youngest generations.
- ✿ Offer some form of **enforcement or deterrence** to prevent future littering.
- ✿ Create a **long-term plan** to ensure your community becomes and/or stays clean.
- ✿ **Place anti-litter infrastructure** in key locations, such as trash and recycling bins that are emptied regularly or utilize regular street sweeping to clean as you go.
- ✿ **Green and beautify your community** by planting trees, gardens, or flower beds, or create public art to make your community more vibrant.
- ✿ Schedule/host **collection drives** for hard-to-recycle items, such as “dump days” or “amnesty days.”
- ✿ Engage at least 5 local **business partners** to support your campaign.
- ✿ Provide **cigarette receptacles** to help contain the most widely littered item on the planet.

## How do I apply for this designation?

The first step is simple – the community must designate an authorized representative to sign a pledge stating that the community will pursue the designation. Then within the next year, the community must document that it meets at least 10 of the above criteria. Once you achieve this milestone, you can be designated as a Clean California Community!

Visit **CleanCA.com** to learn more about how your community can become a Clean California Community. You can download the pledge and access \*educational and designation resources [here](#).





# Community Designation Checklist

To attain designation, communities must meet at least 10 of these 15 criteria

## ○ Sign the Pledge

Designate a community leader to e-sign thepledge. For a town, this could be a mayor; for an organization it could be the Executive Director, for a school it could be a principal, for a district a supervisor, and so on.

## ○ Advisory Body

Establish an informal Clean CA committee or some other advisory body. This could also be an existing committee.

## ○ Community Input

Get community input through a public meeting, survey, special event, virtual call or another means of gathering feedback from the public on your community's approach.

## ○ Litter Assessment

Conduct an initial litter assessment to establish your baseline and identify litter hotspots in your community.

## ○ Cleanups

Organize community cleanups. We recommend at least 4 each year, big or small.

## ○ Measure Progress

Establish metrics and measure regularly to track your clean community's progress. Things to track include # of volunteers, # of cleanups, and pounds of litter removed.

## ○ Community Education

Educate the broader public on the impacts and solutions to litter by providing signage, educational programs, or other public awareness & behavior change strategies.

## ○ Youth Education

Provide K-12 educational programs to help inform anti-littering behaviors among the youngest generations. Communities can leverage the K-12 Clean CA educational resources to meet this requirement.

## ○ Infrastructure

Place anti-littering infrastructure in key locations. This can include trash and recycling bins that are emptied regularly, or utilizing street sweeping to clean as you go.

## ○ Enforcement

Establish policies, technologies or programs that prevent or deter future littering.

## ○ Long-term Planning

Hash out a long-term plan or strategy to ensure the sustainability of your efforts so that your community stays clean.

## ○ Greening & Beautification

Complement cleanups by implementing greening and beautification activities - plant trees, gardens or flower beds, or create public art to make your community more vibrant.

## ○ Collection Drives

Schedule or host collection drives such as "dump days" or "amnesty days" for hard-to-recycle or bulky items like mattresses, e-waste, or household appliances.

## ○ Partnerships

Engage local stakeholders and businesses to partner with you and support your campaign. We recommend partnering with at least 3-5 businesses.

## ○ Cigarette Litter

Provide cigarette litter receptacles to help contain the most widely littered item on Earth.



# Capitola Commission on the Environment

## Agenda Report



**Meeting:** April 16, 2025

**From:** Public Works Department

**Topic:** 2025 COE Workplan

---

Recommended Action: Discuss and approve a list of COE goals for calendar year 2025.

Background/Discussion: At the beginning of each calendar year, the Commission on the Environment discusses and approves a workplan or list of goals for the Commission to address by the end of that calendar year. The workplan is submitted to City Council for review and approval, and City Council may request additional information from the COE prior to workplan approval.

In July of 2024, the City Council approved the following workplan for the COE. The goals were ranked in order of priority for the COE to accomplish, with number one being the highest priority. Due to time limitations, goal number four was not visited by the Commission during 2024.

### **Commission on the Environment 2024 Workplan**

1. Support the update of the City's Climate Action Plan goals at COE meetings.
2. Pursue projects related to Soquel Creek and Noble Gulch maintenance and identify funding opportunities.
3. Improve enforcement of regulations prohibiting the use of plastic straws and plastic pollution.
4. Investigate a White Roof Rebate Program that incentivizes residents and business owners to reduce energy usage.

New members for the Commission on the Environment were sworn in at the February 19<sup>th</sup>, 2025 COE Meeting, and the Commission is to review the 2024 workplan and discuss potential new goals or initiatives for the remainder of calendar year 2025.

Report Prepared By: Erika Senyk, Environmental Projects Manager