# City of Capitola Commission on the Environment Regular Meeting Agenda Wednesday, April 17, 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 March 20th, 2024 Regular Commission Meeting

Recommended Action: Approve minutes.

# 5. General Business

A. Invasive Riparian Vegetation Removal

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

B. Capitola Wharf Interpretive Signage

<u>Recommended Action:</u> Provide input to staff on proposed themes for educational signage on the new Capitola Wharf.

C. COE Goals Presentation

<u>Recommended Action:</u> 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.

# 6. Items for Future Agenda

# 7. Adjournment

Next regular Commission meeting is scheduled for May 15, 2024.

**Agenda and Agenda Packet Materials:** The Commission on the Environment Agenda is available on the City's website: <a href="www.cityofcapitola.org/">www.cityofcapitola.org/</a> 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 20, 2024- 6:00 PM

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

Chair: Michelle Beritzhoff-Law Vice Chair: Jason Shepardson Council Member: Margaux Morgan

Commissioners: Anthony Lacenere, Peter Wilk

Youth Member: Tucker Graessle



Commissioners Present: Michelle Beritzhoff-Law, Jason Shepardson, Margaux Morgan, Anthony

Lacenere, Peter Wilk

Absent: Tucker Graessle

City Stoff Proport: Erika Sc

City Staff Present: Erika Senyk

# 2. Additions and Deletions to the Agenda

No additions or deletions to the agenda.

# 3. Oral and Written Communications

Goran Klepic, Santa Cruz County resident, spoke about concerns related to suspected activity of dealing of illegal substances in Capitola Village.

# 4. Consider the minutes from the February 21, 2024 Commission on the Environment Meeting

Motion to approve the minutes: Commissioner Wilk

Seconded: Commissioner Lacenere

Motion passed 5-0-0

## 5. General Business

# A. Selection of 2024 Chair and Vice Chair

<u>Recommended Action</u>: Nominate and select the Chair and Vice Chair of the Commission on the Environment for 2024.

Motion to nominate Jason Shepardson for Chair of the Commission on the Environment for calendar year 2024: Commissioner Wilk

**Seconded: Commissioner Morgan** 

Motion passed 5-0-0



Motion to nominate Anthony Lacenere for Vice Chair of the Commission on the Environment for calendar year 2024: Commissioner Wilk

**Seconded: Chair Shepardson** 

Motion passed 5-0-0

## **B.** Soquel Creek and Noble Gulch Maintenance

<u>Recommended Action:</u> Discuss potential projects related to the Soquel Creek and Noble Gulch Maintenance Plan and identify funding opportunities.

Staff presented 2024 updates to the Implementation Matrix for the Soquel Creek Lagoon Management Enhancement Plan Update for the Fish Habitat Restoration/Protection, Riparian Vegetation Enhancement, and Funding Sources sections.

The Commission discussed potential projects and funding sources for Soquel Creek environmental improvement projects such as volunteer invasive riparian vegetation removal and habitat improvement projects for juvenile Steelhead.

The Commission discussed potential funding opportunities such as the COE pursuing available grants and leveraging unutilized funds from the ESHA Riparian Vegetation Planting Reimbursement Program.

Motion to close the Environmentally Sensitive Habitat Area (ESHA) Riparian Vegetation Planting Reimbursement Program on July 1, 2024, to leverage unutilized funds for other riparian projects: Commissioner Morgan Seconded: Commissioner Beritzhoff-Law Motion passed 5-0-0

# 6. Items for Future Agenda

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

- Invite George McMenamin, the City's consultant for invasive riparian vegetation removal, to discuss potential projects for the COE or community volunteers to participate in.
- Discuss a potential White Roof Rebate Program that incentivizes residents and business owners to reduce energy usage.
- Discuss ideas for improving enforcement of regulations prohibiting the use of plastic straws and plastic pollution.

# 7. Adjournment

The meeting was adjourned at 7:22 pm to the next Regular Meeting of the Commission on the Environment on April 17<sup>th</sup>, 2024.

ATTEST:		
Erika Senyk, Environmental Projects Manager	Jason Shepardson, Chair	

Commission on the Environment

March 20, 2024 Minutes

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# **Capitola Commission on the Environment Agenda Report**

Meeting: April 17, 2024

From: Public Works Department

**Topic:** Capitola Wharf Interpretive Signage



<u>Recommended Action</u>: Provide input to staff on proposed themes for educational signage on the new Capitola Wharf.

<u>Background</u>: The City of Capitola is currently constructing the Capitola Wharf Resiliency and Public Access Project [https://www.cityofcapitola.org/publicworks/page/capitola-wharf-resiliency-project]. As part of the project, the City is developing and installing interpretive signage to support public education, increase community engagement, and inspire environmental stewardship. In support of the Capitola Wharf Interpretive Signage Project (Project), the Monterey Bay National Marine Sanctuary Foundation provided a grant reward in the amount of \$40k, largely contributing to the Project's anticipated success.

Following the release of an RFP for a design services contract for the Project (Attachment 1), the City entered contracts with <a href="SkyDesign">SkyDesign</a> and <a href="WeidnerCA">WeidnerCA</a> for signage design and fabrication/installation, respectively. Additionally, NOAA Office of National Marine Sanctuaries entered an MOA with the City to assist with signage content development and provided \$5k of additional funding to be used towards signage detailing the Sanctuary's designation and a topographic map of Monterey Canyon.

To incorporate community involvement in signage content development, the City released a Capitola Wharf Interpretive Signage Project Public Survey and the results can be viewed in Attachment 2. Based on the results of this public survey, staff is proposing a list of educational signage themes detailed in Attachment 3. These themes will be used to draft content for 4 low-profile signs overlooking nearshore Capitola and Monterey Bay and 3 or 4 panels on an orientation kiosk to be installed on the Capitola Wharf in Fall of 2024. To increase accessibility and diversify the user experience, the signs will also incorporate bilingual text and provide tactile graphic elements to assist the visually impaired.

<u>Discussion</u>: The Project aims to promote the Monterey Bay National Marine Sanctuary (MBNMS) by installing educational signage at Capitola Wharf. Primary goals of the Project include raising awareness about the MBNMS, educating the public on the importance of conserving the marine environment, and informing visitors of the historical significance of the Wharf. The Project also seeks to provide engaging and informative content that inspires Capitola residents and visitors to pursue daily actions that leave a thriving MBNMS for future generations. As the City's advisory body on matters of environmental concern, staff is requesting feedback from the COE on the proposed themes for the educational signage and their compatibility with the Project's overarching goals. The COE's feedback will be implemented during the next phases of the Project, including content drafting and design development.

Report Prepared By: Erika Senyk, Environmental Projects Manager

## Attachments:

- 1. RFP Capitola Wharf Interpretive Signage Project Design
- 2. Results of Capitola Wharf Interpretive Signage Project Public Survey
- 3. Proposed Capitola Wharf Educational Signage Themes

# REQUEST FOR PROPOSALS FOR THE CITY OF CAPITOLA



# Capitola Wharf Interpretive Signage Project Design

# **DEADLINE FOR SUBMISSION:**

Proposals are due prior to 11:00am February 23, 2024

City of Capitola Public Works Department 420 Capitola Avenue Capitola, CA 95010

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#### I. GENERAL INFORMATION & SCHEDULE

This Request for Proposals (RFP), issued by the City of Capitola (City), invites responses from qualified, experienced professional design consultants or design firms to develop visual elements, layout, and structural design components of signage for the Capitola Wharf Interpretive Signage Project (Project).

Questions concerning this RFP must be made via email per the schedule outlined below. Responses to all submitted questions will be posted at https://www.cityofcapitola.org/rfps.

Issue date: Tuesday, January 30, 2024, 8:00 AM
Questions due: Tuesday, February 13, 2024, 12:00 PM
Submittals due: Friday, February 23, 2024, 11:00 AM

Inquiries/submissions to: Erika Senyk

**Environmental Projects Manager** 

City of Capitola

420 Capitola Avenue, Capitola, CA 95010

esenyk@ci.capitola.ca.us

(831) 475-7300

#### II. BACKGROUND

The City of Capitola is currently constructing the Capitola Wharf Resiliency and Public Access Project [https://www.cityofcapitola.org/publicworks/page/capitola-wharf-resiliency-project], aimed at repairing damage and improving the longevity of the historic Capitola Wharf (Wharf). Situated in Monterey Bay, the Wharf has been a cherished landmark since its construction in 1857. In addition to the Resiliency Project, the City has collaborated with local community volunteers on the Capitola Wharf Enhancement Project (CWEP) to enhance the user experience at the Wharf. The City has committed to preserving these enhancements for a minimum of 20 years. As part of the project, the City plans for the development and installation of interpretive signage to support public education and community engagement.

The Capitola Wharf Interpretive Signage Project (Project) aims to promote the Monterey Bay National Marine Sanctuary (MBNMS) by installing educational signage at Capitola Wharf. The project will raise awareness about the MBNMS, its wildlife, habitats, and conservation efforts. By providing engaging and informative content, the signage will inspire visitors to become stewards of the sanctuary, while also highlighting the historical significance of Capitola Wharf. Through this project, the City seeks to leave a thriving MBNMS for future generations, fostering a deeper connection between the public and the sanctuary's valuable marine ecosystem.

This project is primarily funded by the MBNMS Foundation's Partnership Program and will be supported and subject to review by MBNMS staff.

## III. PROJECT SCOPE, SCHEDULE & COST

### Project Scope

The City of Capitola (City) is seeking to hire an individual or entity to provide professional services for designing, fabricating, and installing educational signage for the Capitola Wharf in Capitola, CA. The content development for the signage will primarily be undertaken by MBNMS staff, who will be responsible for creating the text, language, and imagery.

The consultant shall utilize the site information provided by the City to develop interpretive sign designs. The consultant shall work with the City to create a preliminary conceptual design for interpretive signage that captures the project's vision and character. Based on feedback from the City, the consultant shall prepare a final conceptual design and interpretive signage for the proposed project. The consultant will provide fabrication and installation services for all interpretive signage, with materials, signage placement, and methods for installations being approved by the City.

Five distinct locations on the wharf have been tentatively identified for signage placement, including four low-profile signs that won't obstruct the view, and one kiosk-style multi-sided sign at the wharf's entrance (see Attachment 1). If feasible, the City desires one of the low-profiles signs to be a bathymetric display of the Monterey Bay Canyon (by separate contract). Potential themes for the signage include local and migratory marine flora and fauna, marine habitat types and importance of preservation, recreational uses of waters offshore Capitola, and the history of Capitola Wharf. An overarching conservation theme is desired to be integrated into the signage to inform residents and visitors of anthropogenic impacts on coastal environments and how we can do our part to help protect the Sanctuary for future generations. Inspiration images of views from the wharf and signage examples for reference below.



View from the front of Capitola Wharf



View from Capitola Wharf looking at the Village



Example "kiosk" signage



Examples of bathymetric displays

# Artwork and design work required:

- Develop thematic motif and color palate for interpretive signs and kiosk orientation panel
- Incorporate elements to increase accessibility (e.g., tactile elements)
- Final type-set and layout
- Provide digital files for fabrication
- Provide fabrication and installation services of interpretive signage

## Schedule

The City anticipates the selection of the consultant in February 2024 and the completion of all design related work by July 2024. Installation is anticipated for Fall 2024 and is dependent on the progress of the Wharf Resiliency Project.

## **Budget**

For fee proposal purposes, the Consultant should assume the available budget for the total design effort is approximately \$15,000 and that approximately \$30,000 will be available for sign fabrication (inclusive of mounting) and installation (\$45,000 project total). Upon selection of a qualified consultant, the scope and fee shall be negotiated.

#### IV. RFP SUBMITTAL

Reponses to this RFP must be not more than 24 pages in length (12 double-sided or 24 single-sided pages) and include the following:

# 1) Qualifications Detail consisting of:

- a) Cover letter including statement of understanding & approach to this project; the statement should describe the applicant's understanding of the project and the special skills and innovative thinking that the team would bring to the project.
- b) Proposed Project Team Members: A description of the applicant's organizational composition, disciplines, and the primary role of each individual/firm on the team. Organizational charts may be included, if appropriate. Clearly indicate the applicant's designated team leader for the project as well as the specific individuals who will be assigned to the work and their respective expertise in such work.
- c) Specific Project Experience: Descriptions detailing completed, similar or relevant project experience that the applicant has executed. Include graphic representation. Links to similar or relevant projects are encouraged.
- d) List of References: Provide a minimum of three client references with which the applicant has provided similar design/build services within the last ten years. Include the name and telephone number of the contact person and a description of the role and services provided to that contact.

# 2) Technical Proposal consisting of:

- a) A description of the approach to be taken toward completion of the project, an explanation of any variances to the proposed scope of work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal;
- b) A scope of work that includes steps to be taken, including any products or deliverables;
- c) A summary of estimated labor hours by task that clearly identifies the project team members and the number of hours performed by each sub-contractor by task;
- d) A proposed scheduled that indicates project milestones and overall time for completion; expedited schedules will receive a higher ranking;
- e) Any other information deemed necessary to address the requests of this RFP.

# 3) Cost Proposal consisting of:

- a) A composite schedule by task of direct labor hours;
- b) An itemized schedule of all expenses, including both labor and direct expenses. If the use of sub-consultants is proposed, a separate schedule of hours and expenses must be provided for each sub-consultant);
- c) A maximum budget amount inclusive of all fees and expenses.

One electronic submittal of the proposal in .PDF format shall be emailed to <a href="mailto:esenyk@ci.capitola.ca.us">esenyk@ci.capitola.ca.us</a> with the email subject line stating "RFP— Capitola Wharf Interpretive Signage Project Design". Proposals will not be opened publicly.

To be considered, electronic submission of the proposal must be received by the City of Capitola via email by 11:00 a.m. on February 23, 2024. Late proposals will not be considered.

#### V. ANTICIPATED PROJECT SCHEDULE

The City reserves the right to amend dates. While the timeline may be subject to change, all participating parties will be notified. The anticipated schedule is as follows:

January 30, 2024 RFP issued

• February 13, 2024 12:00 PM Deadline for questions

February 23, 2024
 11:00 AM Proposals Due

• February 26 – March 1, 2024 Review of Proposals and Contract Negotiation

Week of March 4, 2024 Notice to Proceed

#### VI. ADDITIONAL INFORMATION

### Communications

It is extremely important that all respondents are given clear and consistent information. Therefore, all respondents are required to submit any questions related to this project or RFQ process via email.

Responses to all submitted questions will be posted on the City of Capitola's website at: <a href="https://www.cityofcapitola.org/rfps">https://www.cityofcapitola.org/rfps</a>. Questions concerning this RFQ must be received via email per the schedule outlined on page 2. Inquiries received after this date will not be considered or answered.

Respondents should not communicate with any City department or employee during the submission process except as described above. In addition, no communications should be initiated by a respondent to any City Official or persons involved in evaluating or considering the statement of qualifications. Communication with any parties for any purpose other than those expressly described herein may cause an individual firm, or team to be disqualified from participating.

# Other terms

Costs for preparing the Statement of Qualifications in response to this request are solely the responsibility of the respondent. The City of Capitola reserves the right to accept or reject any or all Statement(s) of Qualifications, with or without cause, and to waive immaterial defects and minor irregularities in responses. All decisions related to this solicitation by the City will be final. The City reserves the right to request clarification of information submitted and to request additional information of one or more respondents. All materials submitted in response to this RFQ will become the property of the City upon delivery. This solicitation in no way obligates the City of Capitola to award a contract.



# LEGEND

- 1 Enhanced Entry Monument
- 2 Restrooms
- 3 Benches
- 4 Informational Kiosk
- **5** Pavers
- 6 Public Art
- 8 Binoculars

- 9 Shaded Picnic Table
- 10 Floating Dock
- 11 Donor Wall
- 12 Fish Scavenger Hunt
- 13 Educational Signage
- 14 Shower and Surfboard Rack

SHARE THE VISION

- 15 Bike Rack 7 Lighting
  - 16 Accessible Ramp

# 17 Fish Cleaning Station

- 18 Jet Ski Storage
- 19 Skiff Storage Rack
- 20 Existing Seasonal Dining
- 21 Retaining Seat Wall
- 22 Drinking Fountain + Bottle Filling Station

9 -

- 23 Trash Receptacles
- 24 Boat Hoist



13 9 8





CAPITOLA BOAT AND BAIT









TRASH RECEPTACLE

BINOCULARS

WHARF HOUSE

# Results of Capitola Wharf Interpretive Signage Project Public Survey

**Table 1. Educational signage public survey theme results.** Participants were asked to select their top five themes that they would like to see incorporated into educational signage on the Capitola Wharf from a list of 12 possible themes. 34 public survey responses were collected and recorded.

Educational Signage Theme	# of Votes from Public Surveys
Local and migratory wildlife	26
Ecological importance of marine habitats	23
Climate impacts and resiliency	20
Human impacts and pollution	19
Importance of Monterey Bay's designation as a National Marine Sanctuary	17
History of Capitola Wharf	15
Local ocean conservation efforts	15
Ocean depth map of Monterey Submarine Canyon	15
Physical oceanography	5
Recreational and commercial fishing	4
Surfing at Capitola Beach	4
Marine tourism	0

**Table 2. Other themes for Capitola Wharf signage.** Participants were asked to provide additional themes they would like to see incorporated into Capitola Wharf educational signage that were not included in the list of 12 themes above.

Other Themes
Indigenous knowledge of the region (talking with local tribes to share their knowledge/history)
Maybe pointing to facets of the ecosystems that are under researched or we don't understand
Information about local groups and/or activities that are part of the bay
Ways to get involved in local conservation organizations
Historical photographs of the residents, businesses, and events that have shaped the culture
Climate change
All sound good and appropriate, each could be a sign along the length of the wharf
Local sea life

**Table 3. Public comments.** Participants were asked to provide their general comments on educational signage themes for the Capitola Wharf Interpretive Signage Project.

Comments
Please prioritize climate change education and also please involve the local indigenous tribes in
your signage
Hope there are cool pictures!
Thank you for working on this to preserve the history
Interactive signage? Perhaps with a pledge to honor sea life as we see life
History of the wharf is extremely important. How about a small museum on the wharf?

# Proposed Signage Themes for the Capitola Wharf Interpretive Signage Project

The following are proposed content themes for public educational signage on the Capitola Wharf:

- 1. History of the Capitola Wharf and indigenous peoples of Capitola
- 2. NOAA Office of National Marine Sanctuaries and California's Marine Protected Area (MPA) Network\*
- 3. Monterey Bay National Marine Sanctuary designation and bathymetry map of the Monterey Canyon\*
- 4. Monterey Bay National Marine Sanctuary Foundation and local conservation groups
- 5. Local marine wildlife and species identification
- 6. Local marine habitat types and ecological importance
- 7. Recreational uses of Capitola's marine environment (e.g., surfing, fishing, diving, marine tourism)
- 8. Anthropogenic and climate impacts to the marine environment; daily actions we can take to promote Sanctuary conservation and longevity

<sup>\*</sup> indicates signage that will be funded by the National Oceanic and Atmospheric Administration (NOAA)

# **COMMISSION ON THE ENVIRONMENT FISCAL YEAR 2023-25 GOALS**

- 1. Support the update of the City's Climate Action Plan goals at COE meetings.
- 2. Pursue projects related to the Soquel Creek and Noble Gulch Maintenance Plan 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.