

**Briefing for
Santa Cruz
City Council**

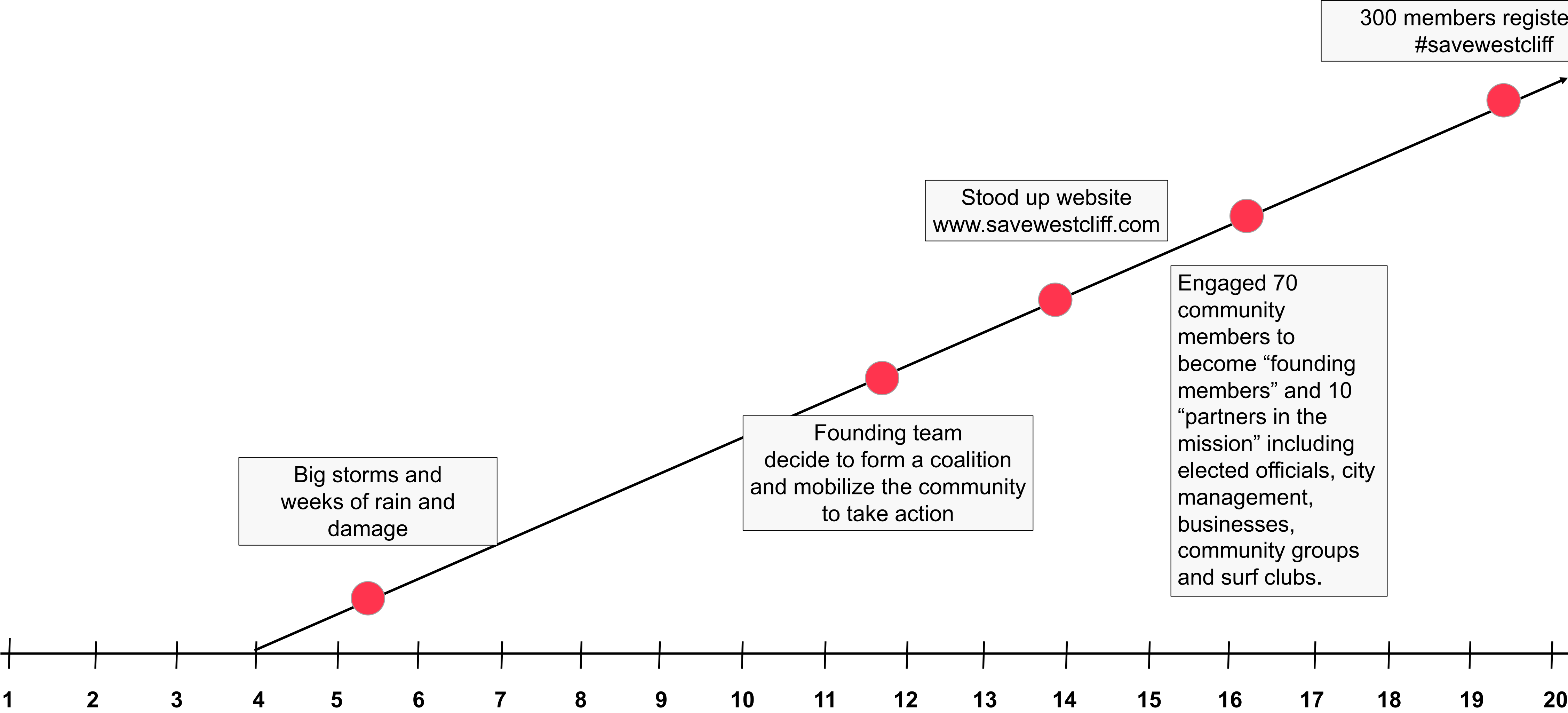
Feb. 28th, 2023

S A V E

W E S T

C L I F F

Founding Timeline



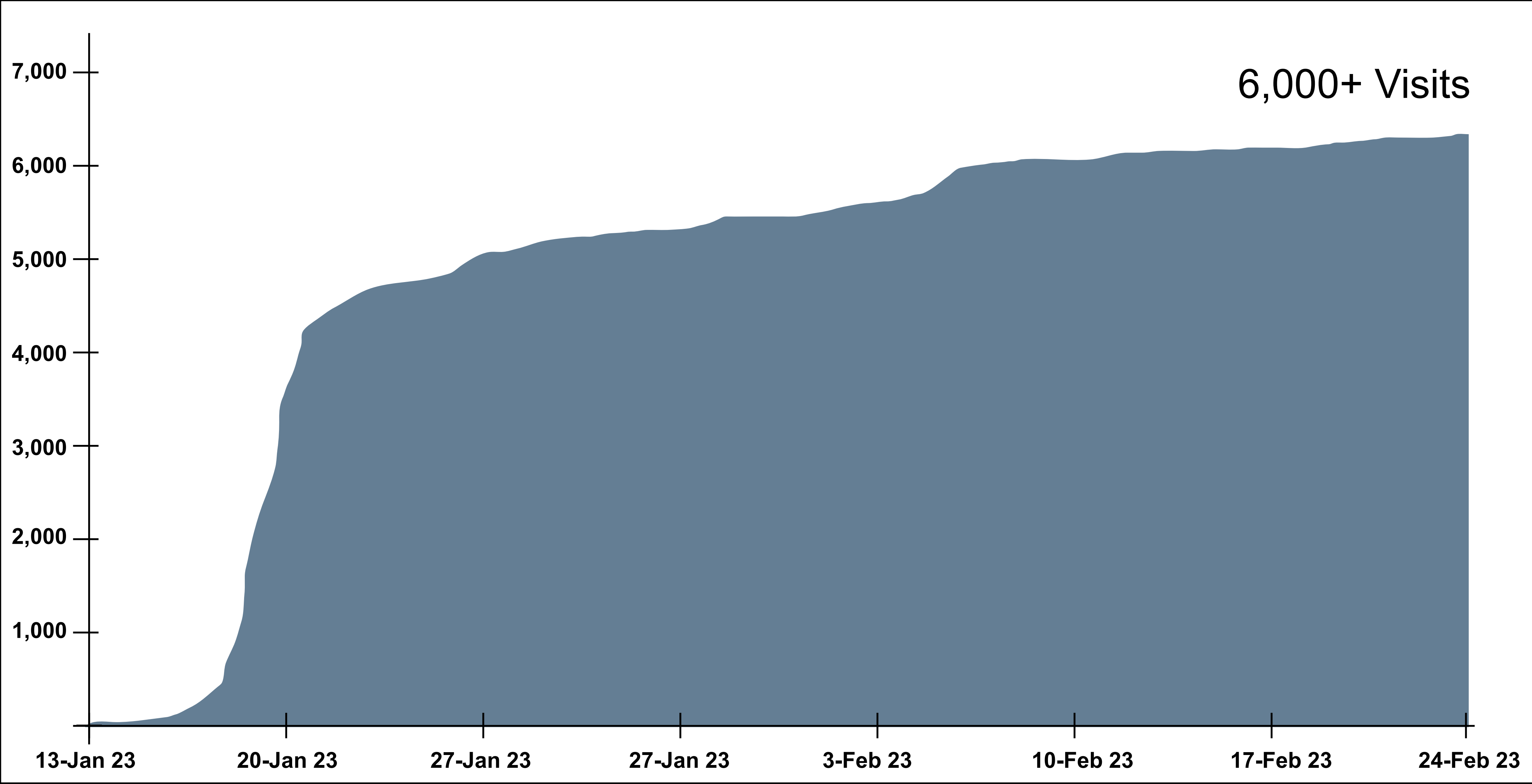
January

With a Founding Mission



“We are convening a group called Save West Cliff to help our community develop a plan for the West Cliff Recreation Area in conjunction with the City and County of Santa Cruz and local nonprofits that will make our kids and grandkids proud.”

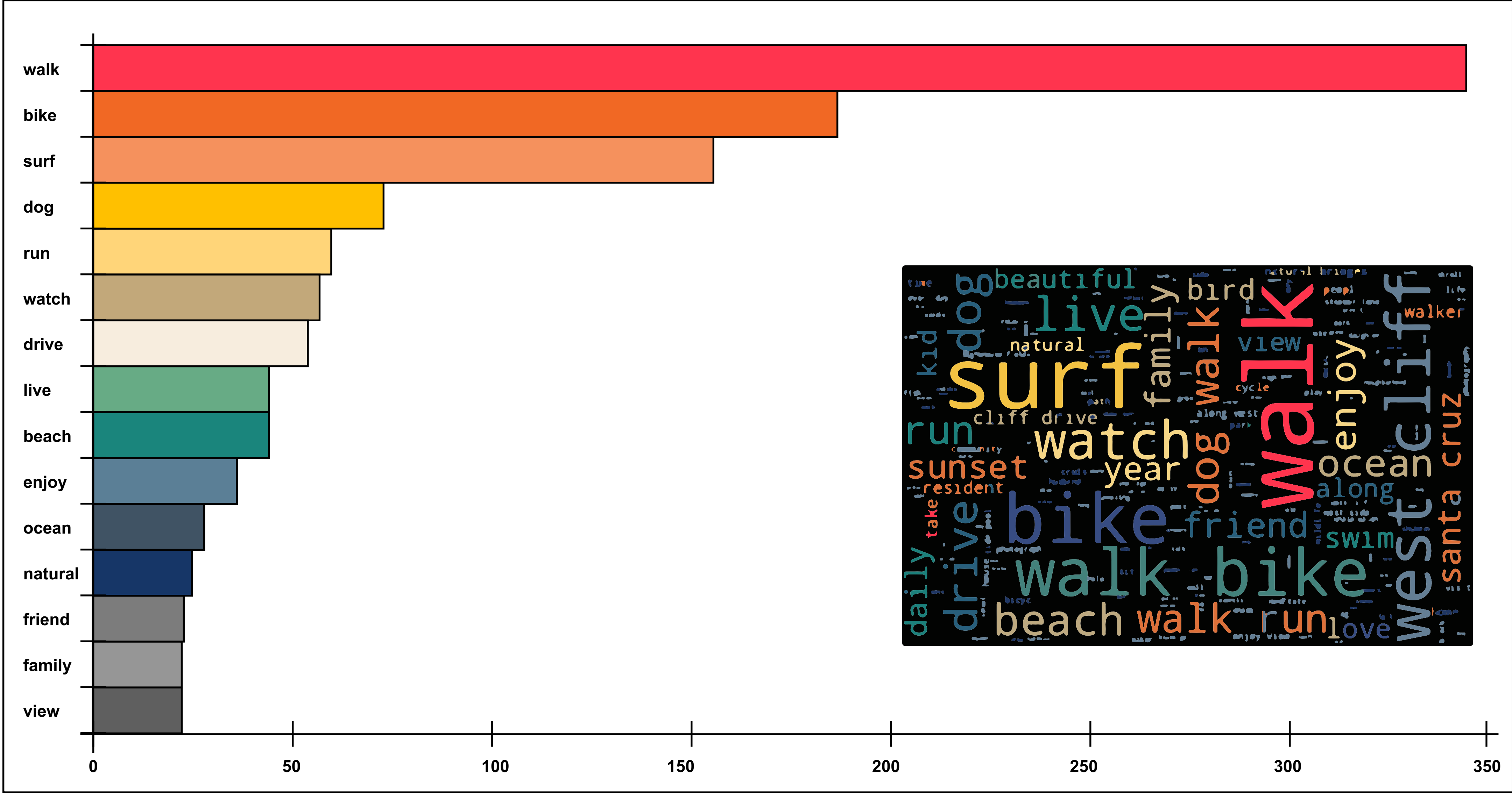
Overwhelming Response from Our Community



savewestcliff.com visits



Revealing Community Insights



Generating Local, State, and National Press

Santa Cruz Sentinel
 Wednesday, February 8, 2023
LOCALS UNITE TO 'SAVE WEST CLIFF'
 Former Mayor Hilary Bryant co-founded the group

Biden says the US is 'unbowed, unbroken'

TEMBLOR
Fears grow for untold numbers buried by Turkey earthquake

NEWS
Newborn, toddler saved from rubble in Syria

CRIME
Suspected fentanyl overdose leaves 2 dead

SPORTS
Down Jones

OBITUARIES
Santa Cruz Sentinel videos on YouTube

Santa Cruz Sentinel
"It's one of those places that we all have an attachment to for whatever reason," said Bryant. "We all feel very passionate about it and want to protect and preserve the area for future generations."

2/13/23, 5:09 PM
 Winter storms destroyed Santa Cruz's promenade. Is it worth fixing?

Most Popular

1. S.F. to battle wildfire in District street over sea work 'out of control'...
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5. 'It's never been like this': Latest Bay Area crime news is targeting...

CLIMATE
'It's a losing battle': Storms shattered Santa Cruz's iconic promenade. Is it worth fixing?

Kurtis Alexander
 Updated: Feb. 4, 2023 2:08 p.m.

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1 of 6

Winter storms destroyed Santa Cruz's promenade. Is it worth fixing? Workers repair the cliffside on West Cliff Drive in Santa Cruz, Calif., on Jan. 12.
 Chris Neill/Getty Images for The Chronicle

SANTA CRUZ — Days after last month's storms blasted the Santa Cruz coast, Debra Szecei was savoring the now-sunny surroundings at her home on the city's West Cliff Drive.

The popular oceanfront promenade in front of her house was bustling with the usual walkers, runners and bicyclists. Surfers, sea lions and sailboats basked in the shimmering sea. A warm, salty breeze blew beneath a clear blue sky. It was paradise, Surf City-style.

<https://www.sfchronicle.com/climate/article/santa-cruz-storm-promenade-damage-17752621.php>

San Francisco Chronicle
"This is an inflection point," said Hilary Bryant, "If we decide to not do anything, then we will have nothing"

California Today: What's next for Santa Cruz's most iconic promenade
 2/13/23, 11:19 AM

View in browser | nytimes.com

The New York Times
California Today
 February 13, 2023

By Soumya Karlamangla
 California Today, Writer

HAZARDOUS CLIFF!
 The ground may break off without warning and cause serious injury or death. Stay back from this edge.

SANTA CRUZ — West Cliff Drive is not a typical neighborhood thoroughfare.

High above the glittering blue waters of Monterey Bay, where surfers and seals bob in the waves, the small two-lane road hugs the surprisingly close edge of the

<https://messaging-custom-newsletters.nytimes.com/template/oakv27p...230213suri-nytl/newsletter/6f659a34-3d5f-596c-ad40-e1b33142bdf3> Page 1 of 10

New York Times
"This was sort of a wake-up call," said Gary Griggs, "I've never seen this much damage this quickly in my 55 years here. So, it's time to step back and say, 'This is what's coming.'"

SAVE WEST CLIFF

Raising the Stakes for All

Whether we like it or not, Santa Cruz will be an example of how a community and its city government respond.

We can either run from it; or run to it. It is our choice.

The Opportunity Ahead

It is bigger than West Cliff Drive and the infrastructure under it.

It is about the ecosystem and history that surrounds our West Cliff Recreational Area.

It is about surf breaks, bike paths, walking trails, endangered species, and the sheer joy of the vantage point across one of the world's wonders – Monterey Bay.

It is about preserving our coastline for future generations and becoming a model for other California communities.

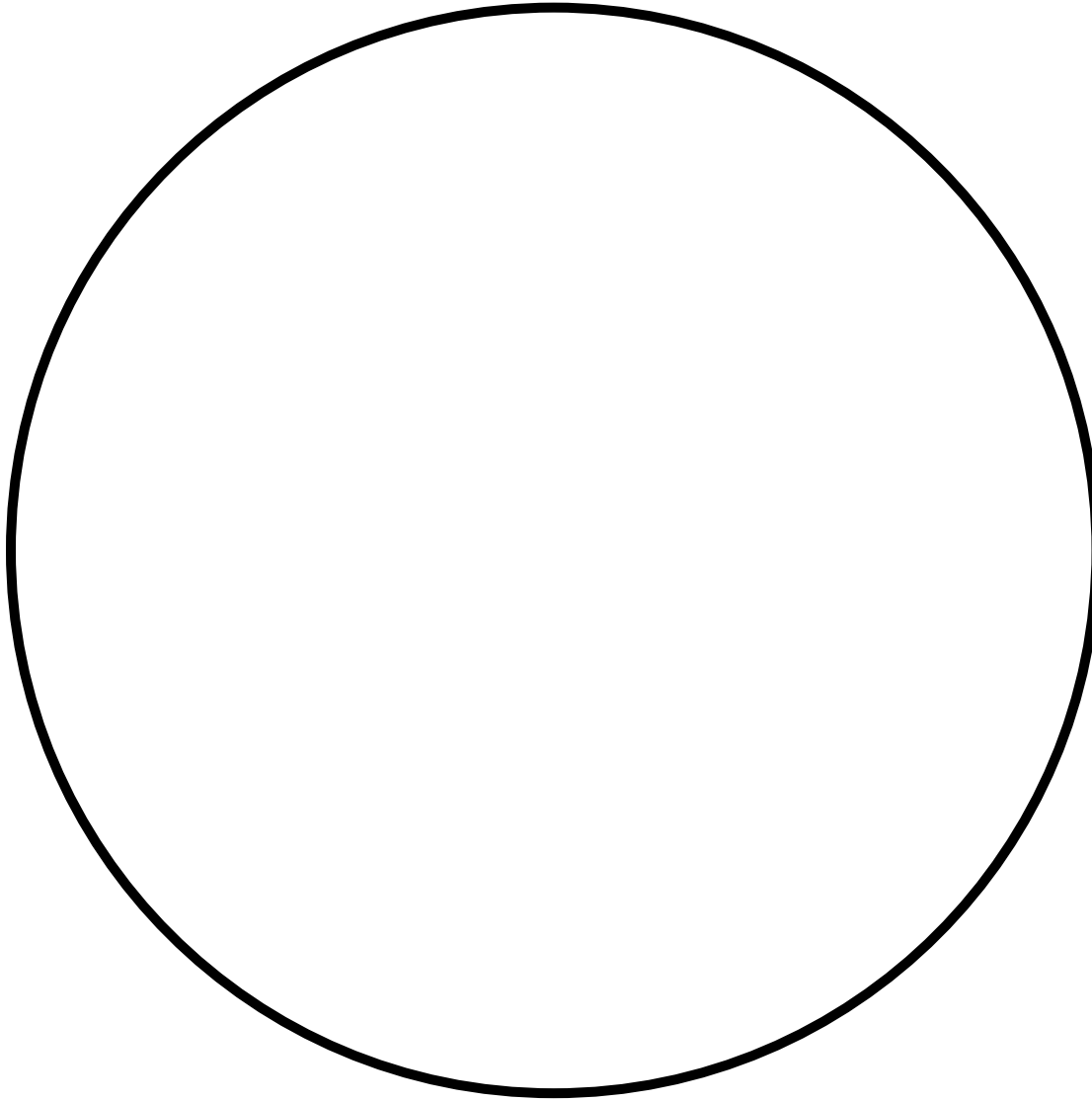
The Journey Will Require a New Approach

FROM: “Us vs. Them”

TO: “We The Community...”

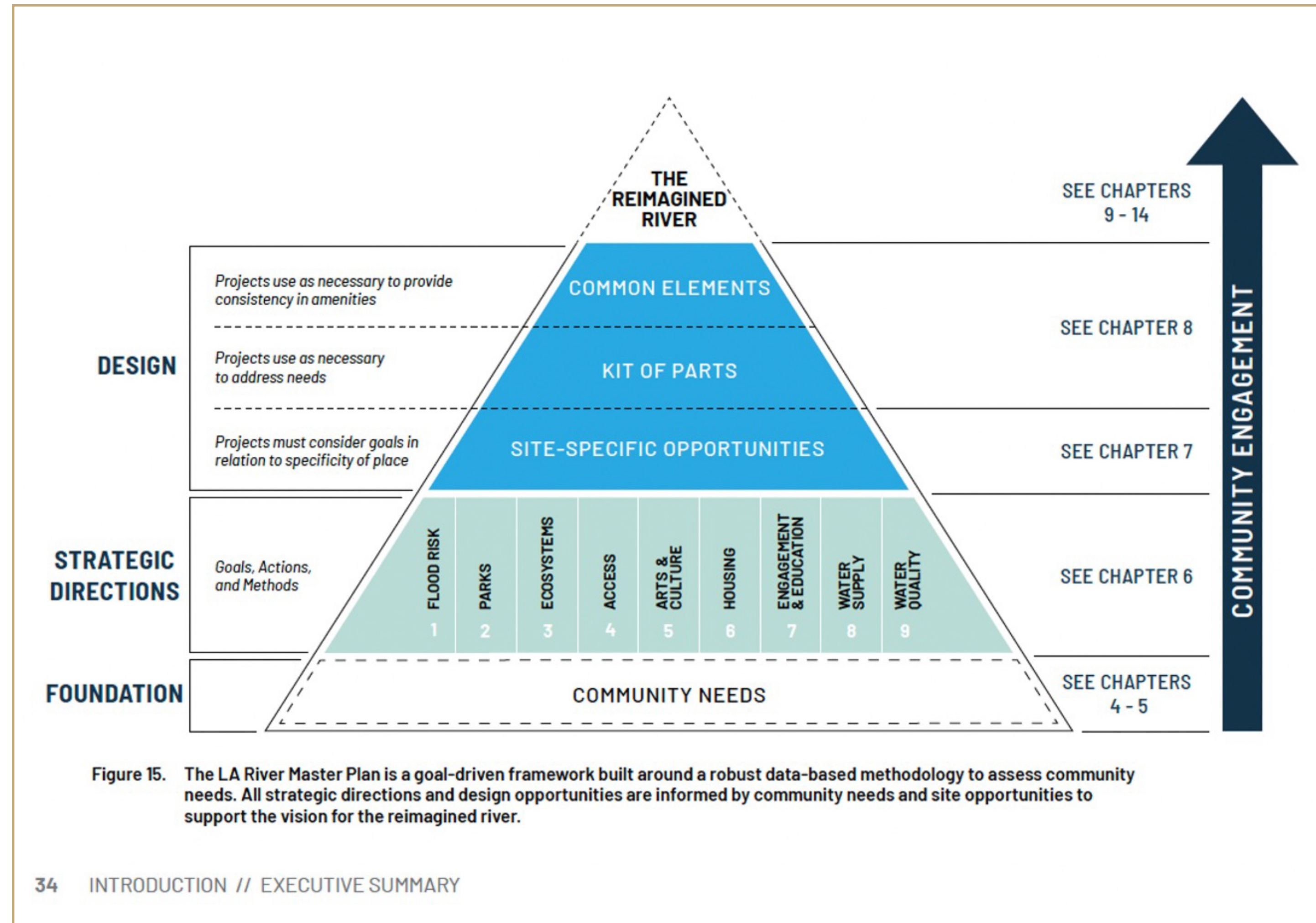


Fight across the line



Inclusive Circle Driven by a Process

Inspired by Other Communities



HIGH LINE

<https://www.thehighline.org/>



**LA RIVER
MASTER PLAN**

<https://larivermasterplan.org/>

LANDS END

<https://www.nps.gov/goga/learn/management/upload/-1430-Final-Report-Coastala-Trail-at-Lands-End.pdf>

LA River Master Plan Framework

Come join us.

#savewestcliff

www.savewestcliff.com



APPENDIX

Member Feedback

A Diverse Set of Magic Skills Volunteered by Members

Waterfront/Marine Civil Engineer & Commercial Diver - PAUL

I am a Senior Computer Science student at UCSC and would love to be part of building or designing systems to protect Westcliff.
- SOREN

I'm a product manager at Meta, responsible for an area with ~250 engineers. Good at organizing people, establishing strategy, goals, and work plans, driving project execution.
- TOBY

just knowledge of being raised here in SC and connected to the ocean for 60 years. - ANTHONY

Financial planning, project planning
- MAY

Have a hydraulic dump trailer, arborist skills, a strongish back (52 years old 😊), love for my community
- JR

California Native Plant Society certified Field Botanist: I currently work managing a Native Plant Nursery specializing in habitat restoration, including but not limited to erosion control projects throughout Santa Cruz and the Bay Area.
- MATT

I'm decent at wrangling volunteers.
- BROOKE

I am great at connecting others and have a varied community of friends and professionals who could be a great help - ELYSE

Associate degree marine technology Is bachelor degree marine Zoology University of Hawaii Manoa
- JAMES

I'm a general contractor familiar with residential and commercial construction familiar with precast concrete also worked on mini tilt ups, retaining walls, erosion control
- RANDY

I have energy and respect, and love for the space and others who love west cliff - AMY

I'm an artist and activist having worked many years w/UNEP on public outreach. I also write books on art & the environment. I've run an NGO for 25 years educating youth on the environment and art.
- BARBARA

Notetaking, data organization & analysis. Currently working for the City of San Jose's Climate Smart (climate action) program as a data analyst. Into illustrating & drawing comics.
- YAEL

I was born and raised on west cliff, like most of our community I've spent countless hours exploring our cliff habitat. I currently work as a professional forester in the Santa Cruz Mountains, specializing in road construction and erosion control.
- ALEX

I drive truck and haul dirt, also do heavy hauling moving large equipment. I know how to run excavators, dozers, skid steers, loaders and a lot more. Would love to help out in any way. - JACK

I have an over 30-year career in San Francisco Bay Area local government; with a focus on long-range and strategic planning.
- NANCY

Enthusiasm, love of nature, free time on weekends
- ROMAN

I am a social psychologist and focus on individual and systems level transformation. I have string facilitation skills and also have been studying the principles of effective movements of change. I'd be happy to share more. - LUCY

Looking forward to helping in any way. Magic happens all the time.
- SANDRA

With a Love for West Cliff

Passionate about saving the soul of our neighborhood, especially West Cliff Drive, for future generations. - STEVE

I walk two times daily on West Cliff and have done so for the past 32 years - rain or shine. I have raised my adult children on the cliff and my dogs have spent almost every day of their lives on it. I meditate, pray and breathe deep in the same spot each day. West Cliff heals and provides me my sanity. - CARRIE

I care about preserving the natural beauty of this roadway at the edge of the continent. - BOB

Thank you for carefully considering all that we love. - SHERI

Thank you for the work you are doing. It is very important and will have generations of impact. - DEBORAH

West Cliff is a sacred place for a lot of local residents and visitors. It's a safe place to go when you need to take a break from life. A place to clear your mind from your everyday grind and a place to honor loved ones we have lost along the way. This stretch of coastline is Magical. - PAUL

I also was born at Sisters Hospital , I still have a lot of Family there , there is no place like home , I remember many years ago when a piece of west cliff collapsed, due to erosion , East cliff has diminished through the years as well , I wish you all success - JULIE

Good to see so many members of the community on this website already. Hope we can turn the energy into some real on the ground action! - RYAN

Thank you all for organizing !! West Cliff Drive is the source! - TONY

You have assembled a great group of people! Let's do this! - CARRIE

Anything to help preserve our great coastal resource. - MICHAEL

Preserving west cliff drive is paramount to the long-term development of our community. My interest focuses on the creation of a greenbelt area connecting Lighthouse Field with Natural Bridges State Park. - JENNIFER

I have limited mobility but I drive WC in my EV almost daily. I would like to have WC keep at least some vehicular access. Other than that I have no ideas, skills or training to offer. Just 50 years of loving West Cliff. - EDWARD

Willing to do anything needed to save West Cliff drive! - KEITH

West Cliff Drive is an iconic symbol for Santa Cruz that reaches far beyond us as locals. I would be happy to support and work for the betterment and longevity of West Cliff and its environs. - CATHY

In addition to loving west cliff drive I am Renee Golder's proud Mother. - LORETTA

Deeply touched by the impacts of the recent storm and hoping to help. - DIEGO

My parents still live "around the corner" from West Cliff and my young children love to visit them. We now live out of the area but I would love to follow what you do and help when I can. Thank you for doing this! - CATHERINE

PLEASE save West Cliff!!!! - MARIE-FRANCOISE