



Share This Email



City Manager's Weekly Update

June 19, 2025

City of Santa Cruz Advances Ban on Filtered Tobacco Products to Curb Plastic Pollution and Protect Public Health

The Santa Cruz City Council approved the first reading of an ordinance that would prohibit the sale of filtered tobacco products within City limits, making Santa Cruz one of the first cities in the nation to advance this public health and environmental policy.

The ordinance, which amends Chapter 6.07 of the Santa Cruz Municipal Code, aims to reduce tobacco product waste (TPW), a significant contributor to plastic pollution and environmental harm, particularly in coastal communities like Santa Cruz. Cigarette filters, made of non-biodegradable plastic such as cellulose acetate, are the most littered item on the planet. These filters break down into harmful microplastics, leach toxins into ecosystems, and pose serious risks to wildlife and human health.

The ordinance follows years of local and regional collaboration, including support from the County-led Tobacco Waste Ad Hoc Subcommittee and the Tobacco Education Coalition. Since 2017, extensive public education and community engagement, including school presentations, cleanups, surveys, and bilingual outreach campaigns, have laid the groundwork for this policy shift.

A 2023 National Oceanic and Atmospheric Administration study found that nearly a quarter of marine debris in the Monterey Bay National Marine Sanctuary is tobacco-related, with cigarette

"Santa Cruz is proud to lead on environmental protection and public health. This policy sends a clear message: we are committed to ending preventable pollution and supporting a healthier future for our residents. Local action like this reflects our values and contributes to global climate resilience."

**Shebreh Kalantari-Johnson
Vice Mayor, City of Santa Cruz**

filters comprising more than 94% of that waste. Locally, cleanup costs for tobacco litter in the City of Santa Cruz are estimated to exceed \$2 million annually.

The final adoption of the ordinance is scheduled for the June 24, 2025 City Council meeting. If adopted, the City will launch a coordinated outreach and education campaign to assist retailers and inform the public, in partnership with County agencies and community health organizations.

[Learn More](#)

City's Homelessness Response Team Partners With Community Action Board in Rental Assistance Program

Last year, the City received \$500K from the State of California to support our Rental Assistance Program. We are a proud partner with [Community Action Board](#)



Community Action Board
of Santa Cruz County, Inc.

(CAB) on this important service that helps low-income residents, families with children ages 0–17, temporarily or permanently disabled community members, and/or people 60 years or older living in Santa Cruz.

Our partnership with CAB recently served 5 City households, totalling 14 individuals, with \$15,980 worth of rental assistance.

Eligibility

- Resident of Santa Cruz County
- Have proof that aid will prevent eviction
- Provide an eviction notice from their landlord
- Have no other resources available
- Meet the income guidelines as defined by the Federal Poverty Guidelines
- Meet the Fair Market Rent guidelines
- Have a lease/rental agreement
- Be disabled, single, elderly, or a household with children

How to Apply

Eligibility is determined at the CAB Santa Cruz office by appointment. To apply for rent assistance, please call our office to schedule an appointment — Call 831-457-1741.

[Learn More About Rental Assistance](#)

Step Into a Fairytale with the Cinderella Ballet This Weekend!

Santa Cruz Dance Theater is delighted to present Cinderella, a breathtaking full-length ballet set to the exquisite music of Sergei Prokofiev. This enchanting production will take the stage at the Santa Cruz Civic Auditorium on June 21 and June 22, with performances at 1:00



p.m. and 4:30 p.m. each day.

Featuring a talented cast of local ballet students alongside accomplished professional dancers from across the state, Cinderella promises to be a spellbinding experience for audiences of all ages. Artistic Director Conrad Useldinger created a gorgeous new pas de deux for the show, and between the stunning choreography, dazzling costumes, and Prokofiev's lush, evocative score, this show is not to be missed.

Join us for an unforgettable journey as we follow Cinderella's transformation from rags to royalty, proving that kindness, courage, and a little bit of fairy dust can make dreams come true! Get your tickets now at santacruztickets.com

Murray Street Bridge Full Closure Begins June 23

Beginning the week of June 23, 2025, both the westbound and eastbound lanes of the Murray Street Bridge will be closed to vehicles, bicycles, and pedestrians to facilitate demolition and construction activities on the Seismic Retrofit and Barrier Replacement Project. These measures ensure public safety during potentially dangerous working conditions.

The full bridge closure is scheduled to last roughly seven and a half months and will reopen to eastbound vehicle and bicycle traffic in February 2026. The westbound lane will remain closed until the project is completed in January 2028. Two-way pedestrian access across the bridge will reopen in February 2026. Please note that these dates may change depending on project needs and utility work by PG&E and Comcast.

Vehicles will be detoured around the bridge closure through Soquel Ave. via Seabright Ave. and 7th Ave. Bicycles will be detoured across Arana Gulch/Broadway via Seabright Ave. and 7th Ave. Pedestrians will be detoured around the north harbor.

Seabright Businesses are open during construction!

View the detour map for full details and learn more at cityofsantacruz.com/msb.



Get the Details About Bridge Closure

Tuesday Night Live — Join Us for Live Music on the Wharf!

The 3rd Annual Tuesday Night Live series includes eight free shows on the second Tuesdays of each month from May to September, plus bonus concerts on the fourth Tuesdays of



June, July, and August. Presented by the Wharf Tenants, Parks & Recreation, Friends of Parks & Recreation, and Economic Development, all shows are free and start at 6 p.m. on the Wharf Common Stage.

Upcoming Shows

- June 24 — Extra Large
- July 8 — The Lost Boys featuring James Durbin
- July 22 — Fish Hook
- August 12 — The Joint Chiefs
- August 26 — Sweet VooDoo
- September 9 — Jive Machine

**See the Full 2025
Lineup**

Free Family Event — Woodies on the Wharf — Returns June 21

Celebrate the 29th annual Woodies on the Wharf on Saturday, June 21, from 10 AM–3:30 PM. Presented by City Parks & Recreation and the Santa Cruz Woodies, this free event showcases over 150 classic wooden cars, live surf music, hula dancing, surfboard shaping demos, local vendors, and more—right on the Santa Cruz Wharf!

Highlights include:

- Surf music & hula performances
- Surfboard shaping demos
- Woodies merch & meet-the-artist booth
- Dining, shopping & a support-the-Wharf raffle
- Woodie parade off the Wharf at 3:30 PM



Getting There: Wharf parking is limited. Visitors are encouraged to use the [Santa Cruz Shuttle](#), bike, or park off-site and walk. Free bike valet hosted by [Monterey Bay Salmon and Trout Project](#)

"We're thrilled to celebrate nearly three decades of Woodies on the Wharf," said Recreation Supervisor Annalise Bryant. "It's more than a car show—it's a celebration of craftsmanship and community." Don't miss this timeless Santa Cruz tradition!

**Check Out Woodies On the
Wharf**



SC Fire Crew Members Play in Hook & Ladder Football Tournament

A soccer team of players from Central Fire, Napa Fire, Hollister Fire, and Santa Cruz competed in the final game at the Hook & Ladder Football Tournament this weekend in Pleasanton. The team won 2/1 vs San Francisco Fire in the finals! Congrats on the great win!

The Hook & Ladder Football Tournament was a seven-on-seven one-day tournament played on turf fields to raise money for the local Firefighters Foundation.



Ride the Santa Cruz to Woodies on the Wharf!

The Woodies are taking over the Wharf on June 21 and the Santa Cruz is joining in on the fun! Starting at 9:00 a.m., the Santa Cruz will provide service to Woodies on the Wharf from the Del Mar Theatre and the Locust St. Garage in Downtown Santa Cruz, dropping off at the Marine Sanctuary Exploration Center. It's \$1 per ride, with a new cashless option available (just scan the QR code in the shuttle to pay and you're on your way!). Santa Cruz service ends at 5:00 p.m. which leaves plenty of time to watch the iconic Woodies parade and get downtown in time for dinner!



Development Proposed at 440 Frederick Street

The Planning Department recently received a preapplication to redevelop a lot located north of 440 Frederick Street, Santa Cruz Bible Church. The lot is located on the east side of Frederick Street, south of Hanover Street and north of Broadway. The project proposes 23 townhouse dwellings in five buildings — each unit will have its own two-car garage.

The formal application is likely to include requests for incentives, concessions and waivers — coastal permits and density bonuses are examples. These would require Planning Commission and City Council public hearings. A community meeting will be held in the next few months. Rina Zhou is the planner on the project.



Mixed Use Project to Move Forward at 2020 North Pacific Avenue and 113-115 Knight Street

On June 5, 2025, the Planning Commission conditionally approved the proposed redevelopment of 2020 North Pacific Avenue and 113-115 Knight Street. This decision allows construction to begin on a new, 169,791 square-foot mixed-use project. The development will include 178 residential units,

2,727 square feet of commercial/residential space, and 100 parking spaces. 30 affordable residential units are included in the project — 14 units at the very low income level and four at the low income level. An additional 12 units at the moderate income level are also included. The project applicant requested State Density Bonus Law (SDBL) waivers from eight development standards — seven were granted by the Planning Commission.



Save the Date for the Annual Secchi Dip-In on July 12

The Santa Cruz Water Department invites you to join the annual Secchi Dip-In on Saturday, July 12 from 11:00 a.m. – 12:00 p.m. The Dip-In is a special celebration of Lakes Appreciation Month at beautiful Loch Lomond! Enjoy a guided tour aboard the Newell Jewell, complete with hands-on water quality sampling and a closer look at what keeps our lake healthy. Space is limited. Call 831-335-7424 to reserve your spot today!



Free Santa Cruz Recycling Center Tours Available This Summer

The City of Santa Cruz is offering free tours of its Resource Recovery Facility, located at 605 Dimeo Lane, every Friday this summer beginning June 13 through August 22, at 10 a.m. and 1 p.m. These 90-minute tours provide the rare opportunity to go behind the scenes to view the City's recycling operations and learn the importance of prioritizing waste reduction.

Tour attendees will gain a comprehensive understanding of what happens to the 30 to 50 tons of material that Santa Cruz residents place into their blue recycle bins every day. They will also learn the importance of "recycling right," avoiding "wish-cycling," and how the new food scraps processing program reduces methane emissions from the landfill. Registration is required to attend. Learn more and register today!

Register for a Free Tour

**View a PDF Version of This
Email**



City of Santa Cruz
City Manager's Office
809 Center Street
Santa Cruz CA 95060
santacruzca.gov
831-420-5010

City of Santa Cruz | 809 Center Street | Santa Cruz, CA 95060 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!