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LAURA KASA/CONTRIBUTED

A mural by Monterey Signs at the Safeway in Aptos.

The art of ocean protection

With her windowsill serenade in "Breakfast At Tiffany's," Audrey Hepburn poured an unforgettable song into our hearts but more importantly, she reminded us how much we love art. So did Diego Rivera, who used large, expressive murals to convey messages that stuck with those who saw them.



DAN HAIFLEY

Our Ocean Backyard

More recently, a colorful and successful campaign to protect sea turtles took over strategic public spaces in Mexico. And just south of Half Moon Bay, a billboard briefly displayed a stylized protest

of the closure of nearby Martin's Beach. Art is a universal language.

Today, Save Our Shores is using that language on the stucco bricks at Safeway in Aptos to remind shoppers to bring their re-usable bags to carry their purchases. This reduces the reliance on single-use plastic bags, which can pose a danger as they land in creeks, rivers and storm drains on their way to the ocean.

The sea lion image in the Safeway mural is actually a printed decal that was pulled from the "Remember to bring your reusable bags!" banners that Laura Kasa, executive director of Save Our Shores, said was created by Monterey Signs using computer graphics. "Monterey Signs is concerned about helping our ocean, and they pushed me to try this decal as opposed to the traditional banner," she said. "They are doing this work for cost and doing some of the signs for free, and we are grateful for that."

The photo accompanying this column was taken the day the decals were installed after Santa Cruz County's single-use plastic bag ban went into effect in the unincorporated area on March 20. Kasa is now ready to take that message to other businesses throughout the county.

Save Our Shores has been focusing much of its energy over the last several years on beach cleanups, and single use plastic bags are a common item they find. They're also a chunk of the 14 billion pounds of waste that ends up in the ocean annually. 80 percent of that comes from land and 90 percent consists of plastics of various types.

Kasa estimates that fewer than 5 percent of single-use plastic bags are recycled and, as their name suggests, aren't reused for a second life in sufficient amounts to be considered "green." Save Our Shores worked on legislation a few years back to eliminate their use statewide, but that effort failed after a strong push by the American Chemistry Council. "Today we're focusing on local ordinances," Kasa said. Santa Cruz County Public Works Resource Planner Tim Goncharoff estimates there are more than 40 local ordinances in California.

SEE HAIFLEY ON C4

FATAL COLLISION

Teen dies in crash near La Selva Beach

Renaissance High junior Cynthia Madrigal identified as victim

By JESSICA M. PASKO
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LA SELVA BEACH — A Renaissance High School student died in a two-car crash shortly after she left school Friday.

Pajaro Valley Unified School District officials identified the student

as Cynthia Madrigal.

The teen was driving a Volkswagen Beetle on San Andreas Road around 1:20 p.m. when her car collided with a pickup between Watsonville and La Selva Beach, according to the California Highway Patrol.

"We're horrified," said Murry Schekman, the school district's assistant superintendent. "The principal is already in touch with her (the student's) family. We're going to get counselors for support for the kids on Monday."

No further information was available from the California Highway Patrol on Friday afternoon.

Madrigal, 16, was a junior at Renaissance High School, where she'd been enrolled since January.

"The students and the entire staff is shocked," Principal Artemisa Cortez said. "It's going to take time to heal and we're here to help the family in any way we can."

Late Friday afternoon, Cortez was working with staff and the school psychologist to set up plans

to provide support services at the school Monday.

Cortez described Madrigal as being "very successful, pleasant and hard-working."

Overnight thunderstorms left many roads throughout the county wet and slippery. CHP officials remind drivers to slow down during rainy conditions and allow more time for travel.

Follow Sentinel reporter Jessica M. Pasko on Twitter @jmpasko96.

CONSTRUCTION PROJECT MIMICS NATURE



SHMUEL THALER/SENTINEL

PLEASURE POINT — Concrete terraces are nearing completion at Pleasure Point Park along East Cliff Drive. The project is one of the last projects funded by the Redevelopment Agency. The terraces mimic the geostrata of the ocean shelves of the Monterey Bay and incorporate stained concrete fossil replicas that came from the bay, including a 5-million-year-old whale fossil, according to Tom Ralston of Tom Ralston Concrete, which is constructing the project.



SHMUEL THALER/SENTINEL PHOTOS

ABOVE: Tom Ralston works with his crew getting the terraced concrete 'shelves' along East Cliff Drive at Pleasure Point Park ready for completion on Friday.

LEFT: Real shells, shark teeth and sea glass are embedded in concrete 'shelves' from which there will be an uninterrupted view of surfers riding the Pleasure Point waves.

ELECTION 2012

People Power director to step down, enter council race



BILL LOVEJOY/SENTINEL

People Power's Micah Posner will run for a seat on the Santa Cruz City Council.

Micah Posner has been at the helm of bicycling advocacy group for 10 years

By J.M. BROWN
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SANTA CRUZ — Micah Posner, director of the vocal bicycling advocacy group People Power, announced Friday he is stepping down in July to run for the City Council.

Posner, 44, a resident of the Lower Ocean area, has been a fixture on the political scene in recent years, pushing for greater and safer bicycling on area roads and in parks. He hopes to parlay that grassroots profile into a council campaign focused

not only on alternative transportation, but also on affordable housing, the homeless and campaign financing of local elections.

"It's one thing among many, but not why I'm running for council," Posner said of bicycling access. "If I just wanted to keep working on transportation, I'd just stay where I am. I want to work on a wider variety of things."

Posner said he wants candidates for council to stick to the

SEE COUNCIL ON C4

