

City Manager Report

March 25, 2025



Legislative Meeting

The City hosted a Legislative Meeting with Federal, State, and Local Representatives to discuss key issues affecting Watsonville and collaborate on meaningful solutions.



Main Street Sidewalk Update



California Transportation Commission approved the emergency funding last Friday, and the sidewalk reconstruction is moving forward.

Sign Replacement

The Traffic Operations crew has been focusing on replacing faded or damaged signs around the city. This will be an ongoing effort to update signs.

So far, crews have replaced the following:

- Chevron Arrows at the curbs of Bridge St.
About 20 signs.
- Terminal Truck Access Signs.
9 signs around the industrial area.
- 1HR and 2HR parking signs around downtown.
26 signs so far.
- No truck parking signs at Westridge Dr.
7 signs.
- Directional signs.
3 signs at different locations.





Landfill Re-Opening

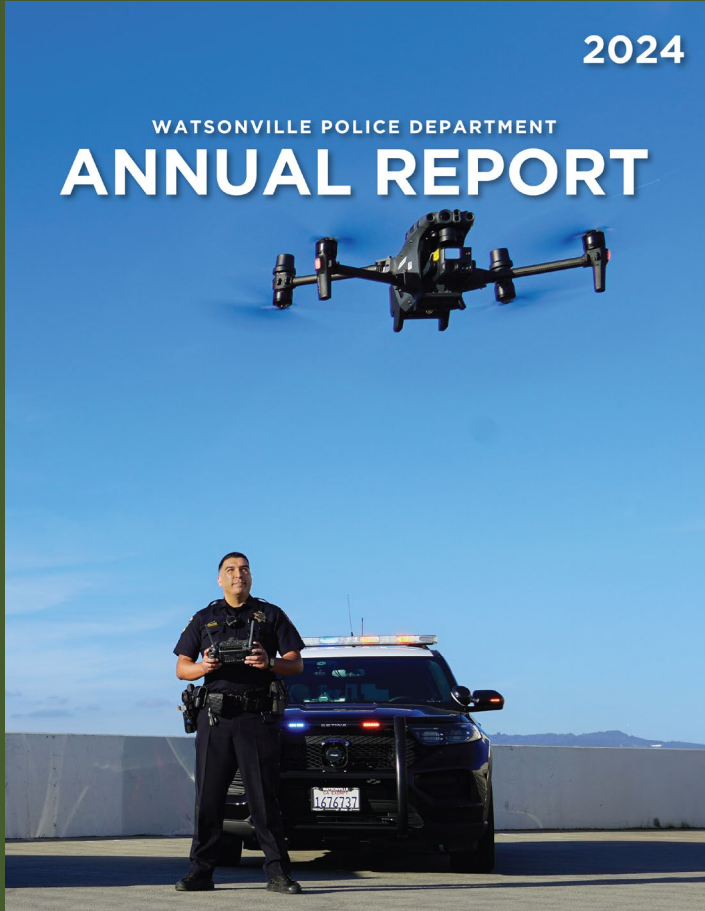
Grand Re-Opening - April 15 at 11am

Reopening the Watsonville landfill offers significant benefits to the community. Previously, after the city's original landfill reached capacity in 2017, waste had to be transported approximately 20 miles to the Marina landfill, incurring additional transportation costs and time.

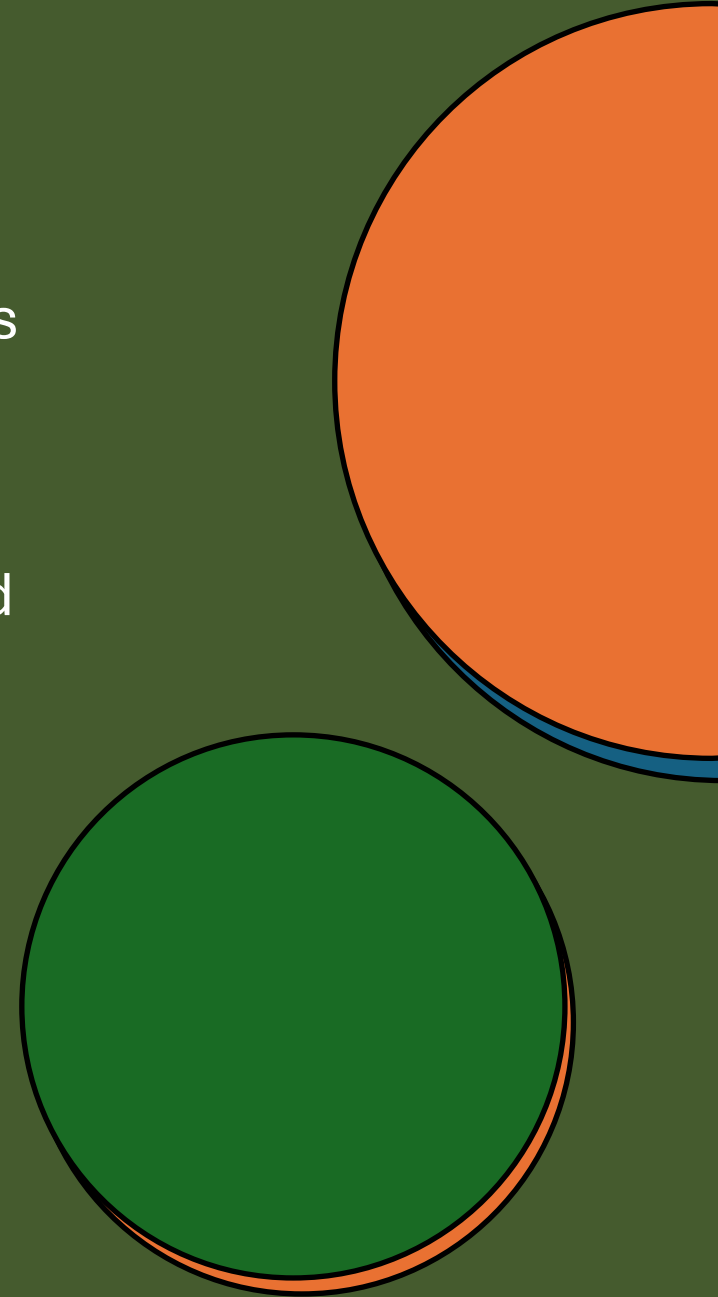
The landfill is projected to serve the community for the next 25 to 35 years, offering a long-term solution for waste disposal.

Overall, the reopening of the Watsonville landfill represents a strategic investment in the city's infrastructure, benefiting residents and business owners alike by enhancing efficiency and promoting environmental responsibility.

PD Annual Report



One of the highlights from this report is the drop in crime across several categories, such as property crime going down 2% compared to 2023 and violent crimes by 4%, with no homicides reported in 2024. This progress shows the Officers' dedication and the partnership between the Watsonville Police Department and our community.



Fire Department Hiring Campaign



Seeing the success of the PD campaign, we have started working with the Fire Department to launch a similar effort aimed at attracting firefighters and paramedics.

This initiative will mirror other successful campaigns by leveraging social media outreach, digital advertising on platforms and other media means.

We aim to generate strong engagement, increase interest in fire service careers, and ensure Watsonville continues to build a dedicated and skilled public safety team.

Spring Break Activities



**KEEP YOUR KIDS OFF THE SCREEN
THIS SPRING BREAK**

Full day & half day camps

April 7-11, 2025

- Camp WOW Fun Fitness Featuring Archery
- Multi-Sport Camp Skatedogs Skateboarding Camp
- Basketball Camp Volleyball Camp
- Flag Football Camp

For prices, times, and locations, visit

watsonvillerec.com

231 Union St, Watsonville or call (831)768-3240



Wine, Beer & Art Walk

Saturday, May 31 • 1 - 5pm

This event will be held in Beautiful, Historic Downtown Watsonville.

This event is a great way for locals and people from out of town to experience great local wines, craft beers, delicious food and artwork made by talented local artists while they stroll our historical downtown.

This event is extremely popular and sells out each year.

Get your tickets early! Early bird pricing ends on 4/1.

Early Bird Ticket Price: \$40



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