Agenda Item No._____

File Code No. 540.14

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 29, 2008

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Creeks Restoration And Water Quality Improvement Division – 2008 Report

RECOMMENDATION:

That Council receive a presentation on the Creeks Restoration and Water Quality Improvement Division 2008 Report (2008 Report).

DISCUSSION:

The Creeks Restoration and Water Quality Improvement Division (Creeks Division) was created after the passage of Measure B in November 2000. Since that time, the Creeks Division has been making progress toward achieving the City's goals of clean water in our creeks and at our beaches, and restoration of our natural areas. The 2008 Report provides a summary of recently completed, and future, Creeks Division projects and programs.

The 2008 Report documents projects and program activities from July 2003 through the present. It includes program revenue and expenditure information, as well as progress reports on clean water activities, creek restoration projects, and community education programs. The presentation to Council will highlight these activities.

The 2008 Report is attached to this staff report, and will be available for review on the Creeks Division website (www.sbcreeks.com). Hard copies of the 2008 Report will be available at the Council meeting, and the Creeks Division office. The 2008 Report will be available in English and Spanish.

SUSTAINABILITY IMPACT:

The mission of the Creeks Division is to improve creek and ocean water quality and restore natural creek systems through storm water and urban runoff pollution reduction, creek restoration, and community education programs. The 2008 Report provides a summary of recent Creeks Division progress towards achieving these goals. The 2008 Report is printed on recycled paper.

ATTACHMENT: Creeks Restoration And Water Quality Improvement Division – 2008 Report.

PREPARED BY: Cameron Benson, Creek Restoration/Clean Water Manager

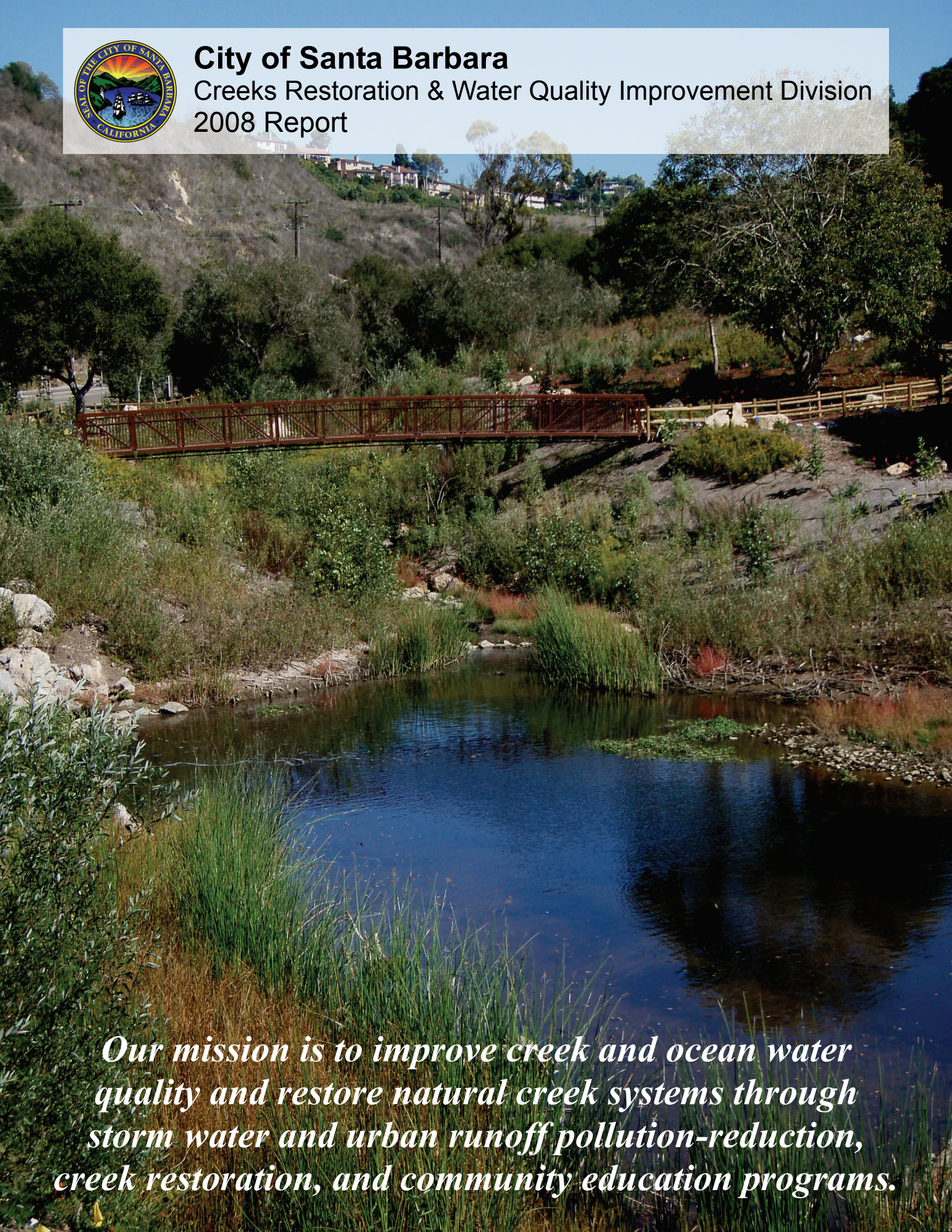
SUBMITTED BY: Nancy Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office

City of Santa Barbara

Creeks Restoration & Water Quality Improvement Division

2008 Report



Our mission is to improve creek and ocean water quality and restore natural creek systems through storm water and urban runoff pollution-reduction, creek restoration, and community education programs.

Clean Creeks
HEALTHY BEACHES
CITY OF SANTA BARBARA

Creeks Restoration & Water Quality Improvement Division
620 Laguna Street
Santa Barbara, California 93101
(805) 897-2658
www.sbcreeks.com
July 2008

This report was paid for by hotel visitors through Measure B.

Printed on recycled paper

Introduction

This report offers readers a summary of the progress made by the City of Santa Barbara Creeks Restoration & Water Quality Improvement Division (Creeks Division) between 2003 and 2008.

The report describes a number of capital projects designed to restore Santa Barbara's creeks and improve water quality. It includes information about ongoing programs to prevent and reduce water pollution, such as creek clean-ups, water quality monitoring, community outreach and education programs, and code enforcement.

Finally, the report identifies several upcoming projects including the construction of the Santa Barbara Golf Club Storm Water Management Project, Westside Storm Drain Debris Screens, Mission Creek Steelhead Passage Project, Low Impact Development Demonstration Project, Microbial Source Tracking Research, and the Invasive Plant Removal Program.

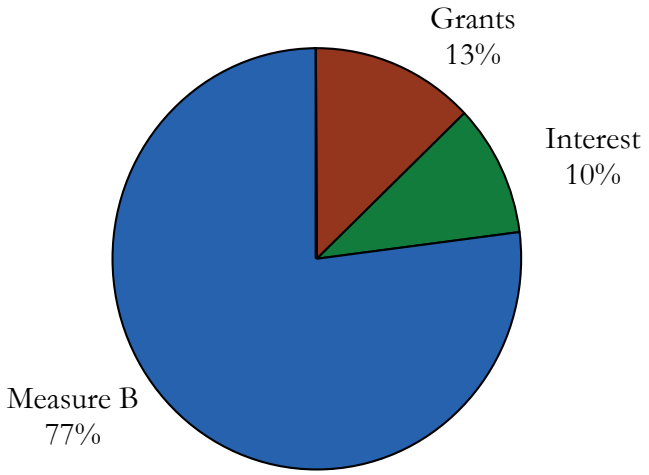
Key to the success of these projects and programs is the ongoing collaboration among Santa Barbara residents, businesses, community organizations, neighborhood associations, County of Santa Barbara Project Clean Water, and other City departments including Airport, Community Development, Fire, Parks and Recreation, Public Works, Wastewater, and Waterfront.

Fiscal Year 2008 Revenues

The Creeks Division is funded primarily through a voter-approved 2% tax on visitor stays in local hotels (Measure B).

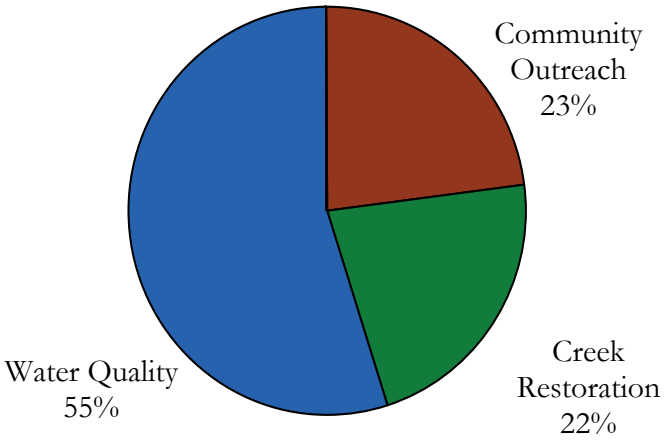
In Fiscal Year 2008 (July 2007 through June 2008), the Creeks Division received nearly $2.6 million from Measure B. These funds were supplemented by interest income of approximately $341,000 and grant appropriations of $446,000.

Overall, over $3.3 million in new funds became available for Creeks Division projects and programs in Fiscal Year 2008.



Fiscal Year 2008 Expenditures

Of the $2.4 million in program expenditures during Fiscal Year 2008, approximately 55% was invested in water quality improvement efforts, 22% in creek restoration projects, and 23% in community outreach and education programs. Funds left unspent at the end of each fiscal year are set aside for ongoing and future creek restoration and water quality improvement projects. Currently the reserve balance is approximately $4 million.



Water Quality Monitoring

The purpose of the Water Quality Monitoring Program is to collect information about the quality of our creek and ocean water, conduct scientific analysis, and provide information to the public.

Water quality monitoring information helps direct Creeks Division projects and programs. Water quality reports provide an opportunity to identify trends, track progress, and refine research questions.

Creeks Division staff regularly sample city creek and ocean water, storm events, and sediments. Water quality monitoring reports, including the Five-Year Water Quality Report (2001-2006), are available online at www.sbcreeks.com.

Microbial Source Tracking Research

Since 2004, the City has partnered with University of California Santa Barbara scientists to conduct DNA-based microbial source tracking. This multi-phase project was designed to determine the presence, potential origins, and fate of human waste in the Mission Creek and Arroyo Burro watersheds.

Indicator bacteria, including fecal coliform and enterococcus, are always present at high levels in human waste and sewage, however, many other sources of indicator bacteria exist, including bacteria that grow in the environment naturally. Beach warnings are posted based on indicator bacteria even though the correlation between indicator bacteria and the presence of human waste and risk to human health is unclear.

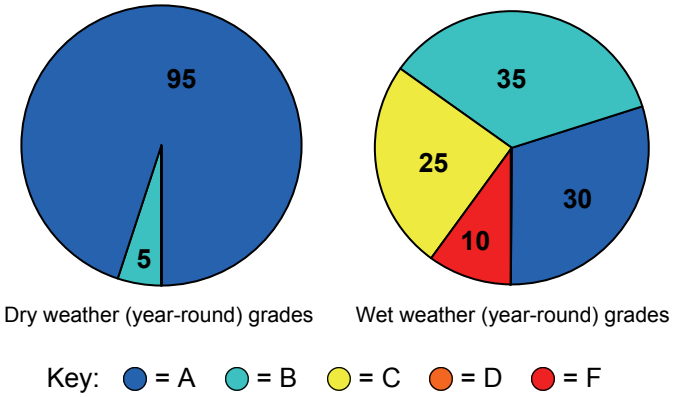
Thanks to grant funding from the State of California's Clean Beaches Initiative, the next phase of the research project will include specific DNA-based testing in the Mission Creek watershed. This research project will ultimately provide a set of "tools" that coastal communities throughout the state can employ to identify, track, and eliminate sources of harmful microbial contamination.

Beach Report Card

The Annual Beach Report Card from Heal the Bay (available online at www.healthebay.org) provides water quality information to the millions of people who swim, surf, or dive in California's coastal waters. While the 2007-2008 Beach Report Card showed improved water quality for most California beaches, Santa Barbara's water quality was "well above" the statewide average, exhibiting the best water quality the county has seen since 2003-2004.

Water quality this year beat the county's four-year average for both wet and dry weather. It is important to note, however, that the results of this study were likely influenced by the historic drought experienced throughout Southern California during the winter of 2006-2007.

Reprinted with permission from Heal the Bay.



Low Impact Development

Low Impact Development (LID) is a term used to describe a land planning, engineering, and design approach to managing storm water runoff, emphasizing conservation and use of on-site natural features to treat polluted runoff and improve water quality.

LID techniques are based on the premise that storm water management should not be viewed as storm water disposal. Instead of collecting, conveying, and releasing storm water using large and costly infrastructure, LID addresses storm water through small, cost-effective landscape features located at the parcel level; such as bioswales, pervious concrete, green roofs, detention basins, and rain barrels.

The Creeks Division plans to design and construct several new LID projects over the next 2-3 years to demonstrate how runoff from public facilities can be captured and treated.

Water Pollution Code Enforcement

The Creeks Division employs two Water Resources Specialists who respond to and resolve reports of water quality violations that are reported to the City's Water Quality Enforcement Hotline at (805) 897-2688.

Enforcement of the City's water pollution prevention rules increased by 40% from 2003 to 2008. Common code violations include dumping of wash water, cleaning solvents, oil, paint, cement, and construction site runoff, all of which end up in the storm drains, creeks, and ocean.

Laguna Channel Watershed Study

The purpose of the Laguna Channel Watershed Study is to improve water quality in Laguna Creek and at East Beach. The study, started in summer 2008, is primarily funded through a state Clean Beaches Initiative grant.

Flow from Laguna Creek is known to contribute to high bacteria levels and associated beach warnings at East Beach. The overall goals of the study are to quantify the sources of water and loads of pollution entering Laguna Creek, and identify projects that will improve water quality.

The feasibility analysis will include a cost-benefit study that considers total project cost, lifetime maintenance costs, power consumption, degree of pollutant reduction, and ease of construction.

Auto Samplers

In June 2008, the Creeks Division installed a flow gauge and auto-sampler on Arroyo Burro Creek for the purpose of taking continuous flow measurements and repeated water samples during storm events. The flow gauge will allow flow-weighted sampling to assess the total pollution load generated by storm events. The Creeks Division plans to install two additional units on Mission and Sycamore Creeks.

Creek and Beach Clean-Ups

The Creeks Division removes trash and other debris from our local creeks on a weekly basis. Unfortunately, a large amount of trash still makes its way into the creeks.

Items typically collected include take-out food containers, bottles, cans, bicycles, appliances, furniture, human feces, drug paraphernalia, and many other miscellaneous items.

Volunteers also play a large role in creek and beach litter removal. The California Coastal Commission and the City of Santa Barbara collaborate to support various organizations and groups who volunteer to collect trash at different beach locations on a monthly or semi-annual basis.

The Santa Barbara Urban Creeks Council, Horny Toad Clothing Company, Word of Life Church, Surfrider Foundation, Santa Barbara Channelkeeper, and the Boys and Girls Club of Santa Barbara, along with many individuals, have volunteered on a regular basis over the last several years.

Trash Removed from City Creeks per Fiscal Year

FY 2003 Total	44,680 lbs
FY 2004 Total	76,160 lbs
FY 2005 Total	41,840 lbs
FY 2006 Total	53,930 lbs
FY 2007 Total	82,170 lbs
FY 2008 Total	81,080 lbs

379,860 pounds of trash have been removed from City Creeks between 2003 and 2008!

Over five days in September and October of 2007, teams made up of Creeks Division staff and community volunteers walked the entire length of Arroyo Burro, Mission, and Sycamore Creeks, removing ***over 8,500 pounds of trash*** *before it could be washed into the ocean.*

Items removed included plastic, metal, glass, mattresses, shopping carts, computers, and even a motorcycle!

The following organizations and individuals assisted with this clean-up effort: *Community Environmental Council, Environmental Defense Center, Innovo Energy Solutions Group, The Ocean Conservancy, Santa Barbara Channelkeeper, Marborg Industries, and Al Leydecker.*

Street Sweeping

Prior to January 2003, the Public Works Department swept 80 of the City's 476 curb miles on a weekly basis. With the addition of Measure B funds and other revenue, the program has expanded nearly every year since, with the final expansion taking place in July 2008.

Following the July 2008 addition of the San Roque neighborhood, a total of 385.9 curb miles (81% of the City's paved streets) will be swept on a regular basis, ranging from once every two weeks to five times per week, depending on the neighborhood and need.

Public Works staff estimates that 20,700 curb miles will be swept and over 4 million pounds of debris will be removed from City streets during Fiscal Year 2009.

Santa Barbara Golf Club Storm Water Management Project

The purpose of the Santa Barbara Golf Club Storm Water Management Project is to detain and treat storm water and incidental runoff at the Santa Barbara Golf Club in order to improve water quality downstream in Las Positas Creek, the Arroyo Burro Estuary, and Arroyo Burro Beach.

The project will also reduce peak storm flows by detaining runoff from the San Jose neighborhood, Las Positas Road, and Adams School. The Creeks Division is currently in the final design stage of the project, and expects to begin the first phase of construction in October 2008.

As part of the project, grant funding from the Southern California Wetlands Recovery Project will be used to construct an outdoor living classroom at Adams School to teach students about water quality, biology, and habitat restoration. Totaling approximately 8,050 square feet, the project will consist of removing an asphalt storm water channel, constructing a natural storm water treatment system and conveyance channel, and planting native vegetation.

Clean Water Business Program

The Creeks Division began a clean water business certification program in 2003 with automotive service and repair businesses. Developed in collaboration with the Automotive Service Council, businesses volunteer for an inspection to determine whether their practices contribute to water pollution problems. Since then, the Clean Water Business Program has expanded to include restaurants and mobile businesses.

Currently 27 restaurants and 23 auto businesses are participating, for a total of 50 local businesses. All 50 businesses are committed to improving local creek and ocean water quality by implementing a range of water pollution prevention practices.

Clean Creeks
HEALTHY BEACHES
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CERTIFIED BUSINESS

Clean Water Certified Restaurants:

Aldo's Italian Restaurant • Arigato Sushi
Café Buenos Aires • California Pizza Kitchen
Elements Restaurant & Bar • El Paseo Restaurant
Garrett's Whale Tail Deli • Harbor Restaurant
Le Bon Café • Left at Albuquerque
Los Arroyos Downtown • Los Arroyos Montecito
Louie's California Bistro • Mondial/Quantum Restaurant
The Natural Café Hitchcock • The Natural Café State
Pizza Mizza • Rusty's Downtown Pizza
Rusty's Lighthouse Pizza • Rusty's Upper State Pizza
Savoy Café • Shalhoob's Restaurant
Shoreline Beach Café • Sojourner Café
State & A • Super Cucas • Via Maestra 42

Clean Water Certified Automotive Service and Repair:

A's Automotive • Ayers Automotive Repair
Blanquette Automotive • Bowman's Auto Repair
Clark Motors Inc. • The Engine Company
Fast Lane 10 Minute Lube & Oil Change
HP Autowerks • Imported Auto Service
Jess Union Service • Lang Motors
Lara Auto Repairs • Muller & Goss
Munoz's Auto Repair • Powell Garage
Precision Automotive & Smog
Richard's Accurate • Schneider Autohaus
Smog It • Superior Brake & Alignment
Swedemasters • Tire Pros

Storm Water Management Program

The proposed citywide Storm Water Management Program (SWMP) was submitted to the California Regional Water Quality Control Board in July 2003, with subsequent updates submitted in 2006, 2007, and 2008. The SWMP is required to comply with the National Pollutant Discharge Elimination System (NPDES) regulations of the Federal Clean Water Act.

The Creeks Division administers the SWMP and coordinates implementation with other City departments. The SWMP describes how the City will comply with federal clean water regulations through enforcement of runoff pollution rules, construction site runoff management, storm water management requirements for new development, pollution prevention plans for City facilities, and public education and community participation.

Technical Guidance Manual

In order to help City staff and private project applicants meet the SWMP storm water standards, the City has developed a Storm Water BMP Guidance Manual (Manual). The Manual is designed to assist developers, designers, architects, and homeowners in the design and implementation of best management practices (BMPs) for post-construction storm water management. Completed in July 2008, the Manual offers guidance on how to capture and treat storm water runoff from development and redevelopment projects, thereby improving water quality and reducing erosion and flooding.

Water Quality Improvement Projects

Between 2004 and 2007, a number of significant water pollution control projects were completed. Located in areas of high bacteria levels and poor creek water quality, and funded in part through State Water Resources Control Board Clean Beaches Initiative Grants, the purpose of these projects is to remove or treat polluted dry weather urban runoff prior to discharge into Arroyo Burro and Mission Creeks.

Urban water runoff is diverted away from the storm drain at Hope Avenue in the Arroyo Burro watershed, and at Haley Street in the Mission Creek watershed. The diverted water is directed to the sanitary sewer system and treated at the El Estero Wastewater Treatment Facility.

The Westside storm drain was retrofitted with an ultraviolet light facility to treat runoff water on-site as part of the Summer Urban Runoff Facility (SURF - *see photo at left*), to remove pathogens and clean the water before it enters Old Mission Creek at Bohnett Park.

Storm Drain Screens and Filters

As part of the comprehensive effort to improve water quality in the Old Mission Creek Watershed, storm drain screens and filters will be installed in fall 2008 throughout the Westside neighborhood to prevent litter, leaves, and other debris from entering the creeks.

Additionally, more than 100 storm drain filters were installed in the State Street, Cabrillo, and Eastside areas. Maintained regularly by the Streets Division, these filters keep sediment, hydrocarbons, and other pollutants out of the storm drains, creeks, and the ocean.

Invasive Plant Removal

Scientific research has shown that invasive species can cause the extinction of native species, increase fire and flooding hazards, alter the food web, increase erosion rates, and change natural hydrology.

The purpose of the Invasive Plant Removal Program is to remove key invasive plant species at various locations along the creek corridors and open space areas within the city. The program also includes revegetation with native plants. Initial program efforts will be focused primarily on the invasive giant reed *(Arundo donax - see photo at left)* and pampas grass, but will eventually address other common invasive species.

Working with public and private landowners, the Creeks Division will develop watershed specific programs to remove giant reed and pampas grass along creek channels and tributaries in the Mission, Arroyo Burro, and Sycamore Creek watersheds.

Soledad Bioswale

A bioswale at Soledad Street, constructed by youth apprentices and UCSB interns working with the Creeks Division during the summer of 2007, captures and treats urban runoff before it enters Sycamore Creek.

Many pollutants are removed as the storm water slows down and soaks into the ground, or is filtered by native plants.

Community Stewardship Projects

In collaboration with Santa Barbara Beautiful, the Creeks Division supports a number of community stewardship activities intended to build awareness of the importance of healthy riparian habitats and encourage local residents to take part in the beautification of their neighborhood open spaces.

Stewardship sites include Old Mission Creek in Bohnett Park on the Westside, San Roque Creek in Stevens Park, and Sycamore Creek near Cacique, Soledad, and Punta Gorda Streets on the Eastside. Over 300 volunteers planted 2,500 plants at these sites in the last five years.

Native Plant Nursery
The City's native plant nursery is used to grow plants for most of the restoration projects within the City, and for neighborhood creekside replanting projects.

Over 10,000 plants *have been grown at the nursery for restoration and replanting projects.*

Arroyo Burro Estuary and Mesa Creek Restoration Project

The Creeks Division completed the Arroyo Burro Estuary and Mesa Creek Restoration Project in January 2007. Located within the Douglas Family Preserve, the project was funded by Measure B and grants from the State Coastal Conservancy, Coastal Resources Enhancement Fund, US Fish and Wildlife Service, California Wildlife Conservation Board, California Habitat Conservation Fund, and the US Department of Housing and Urban Development.

The project included "day-lighting" Mesa Creek, increasing estuary and riparian habitat, building a fish ladder at the Cliff Drive Bridge, planting 500 native plants, and creating a footbridge and new trail connection.

The Arroyo Burro Estuary and Mesa Creek Restoration Project provides educational opportunities for local schools and park users, and serves as a demonstration project for other communities interested in restoring creeks.

The project improves water quality within the creek, estuary, and the surf zone at Arroyo Burro County Park, and expands and improves important wildlife habitat. In addition, the new trails and bridge increase recreational use of the area.

Mission Creek Fish Passage Project

The Creeks Division, with support from the Environmental Defense Center (EDC) and the California Department of Fish and Game (CDFG), is working to restore steelhead trout in Mission Creek. Mission Creek is considered the most viable stream for steelhead trout restoration in the city, and currently has an existing population of rainbow trout (freshwater version of steelhead trout) in the upper watershed.

In each of the past 5 years, steelhead trout have attempted to migrate upstream without success due to barriers in the stream channel. The most significant steelhead passage barriers in Mission Creek are the Caltrans Concrete Channel, the Tallant Road Bridge, and the Highway 192 Bridge. Removing these barriers would provide access for steelhead trout to 4.86 miles of creek channel, including 2 miles of moderate to high quality spawning and rearing habitat. These 3 barriers are the primary focus of steelhead restoration efforts on Mission Creek.

Installation of Creek Signs

In 2004, the Creeks Division began a coordinated effort to place identification signs along selected creek crossings within the city. Prior to this project, one of the most essential pieces of community information about local creeks - the creek name - was missing from City signage.

Installing creek name signs provides an important message to promote greater appreciation and awareness of Santa Barbara's creeks. The signs note the creek's connection to the ocean, and include an anti-pollution message. By including these secondary messages within the sign, we hope to foster a sense of value, connection, and stewardship toward our creeks.

Watershed Education

Working collaboratively with the Santa Barbara School District, Art From Scrap, and the County of Santa Barbara, the Creeks Division watershed education program reaches over 2,500 elementary-age school children each year.

Education programs including field trips to the South Coast Watershed Resource Center, hands-on demonstrations, and creek walks teach students the importance of clean water and how to prevent pollution.

SBCreeks.com

The Creeks Division website, launched in early 2003, provides community members with easy-to-access information about our projects, programs, community events, creek clean-up and enforcement activity, advisory committee meetings, and related documents.

The site is regularly updated, and includes live streaming video of committee meetings, and an on-demand video library of meetings, public service announcements, and water quality programs.

Public Opinion Research

In 2008, a public opinion survey was conducted by Goodwin Victoria Simon Research as a follow-up to the City's 2002 survey regarding creek and ocean water quality. The purpose of this follow-up survey was to measure the current level of public awareness regarding water quality and storm water issues, evaluate the effectiveness of current and past outreach methods and activities, and recalibrate outreach and education approaches to maximize effectiveness.

Overall, the survey results indicate positive achievements for the community's efforts to improve creek and ocean water quality. Some of the key findings of the 2008 survey include:

City residents have an increased understanding of how personal actions can create storm water pollution.

- Proportion who knew runoff from washing cars causes pollution grew from 32% in 2002 to 53% in 2008.
- Proportion who knew dog waste is a serious water quality problem grew from 44% to 63%.

City residents expressed an increased willingness to take action to prevent pollution, and interest in doing so.

- Proportion who would sweep their driveway rather than washing it down increased from 36% to 42%.
- Proportion who would use non-polluting alternatives to pesticides and fertilizers grew from 37% to 45%.

While the community has made considerable progress in reducing pollution of storm water, additional outreach is needed to increase understanding of how the storm drain system works.

- Proportion who knew storm drain water is not treated before entering the creeks fell from 54% to 42%.
- Proportion who knew storm water and sewage go in separate pipes fell from 56% to 51%.

Youth Apprentice Program

As part of the City's Parks and Recreation Department Youth Apprentice Program, the Creeks Division hires local youth to work part-time over the summer to help restore local creeks, improve habitat and water quality, and remove trash and invasive weeds in and around riparian areas.

In 2007, under the direction of Creeks Division staff and a UCSB student intern, youth apprentices constructed a bioswale at the end of Soledad Street to slow and treat storm water before it reaches Sycamore Creek. In addition, students removed graffiti, cleared out trash and debris, and eradicated invasive weeds at Bohnett Park.

Students participating in Youth CineMedia's Clean Water Lab Media Project documented the Youth Apprentice Program to create two short films, one of which was incorporated into a creek documentary produced by City TV, and the other played at the 2008 Santa Barbara International Film Festival.

Speak for the Creeks

During the summer of 2007, the Creeks Division collaborated with local educator and poet Sojourner Kincaid Rolle to offer a new art and poetry program called "Speak for the Creeks." The objective was to encourage local youth to increase their connection to, and appreciation of, their neighborhood creek.

Over 50 students visited a local creek with Ms. Rolle and a guest naturalist to learn, observe, sketch, and take photos. The creek walks were followed by a creek collage and poetry writing sessions. The initial after-school project involved students in the City's Recreation Afterschool Program (RAP).

To celebrate Creek Week 2007 and showcase student collages and poems, a multi-media exhibit was created at the Central Library. Receptions with poetry readings were hosted for the RAP students as part of Santa Barbara's Lights On Afterschool celebration.

Creek Week

The Creeks Division partners with the County of Santa Barbara's Project Clean Water each year to produce Creek Week, now in its 9th year. Community events are planned with numerous partnering agencies and organizations throughout the week including creek and beach clean-ups, restoration and stewardship projects, youth education activities, and a community forum on a water quality-related topic.

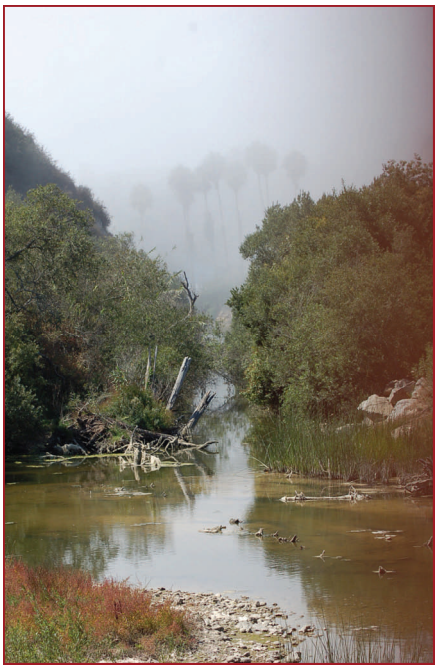
During Creek Week 2007, over 500 people participated in events which resulted in the following achievements:

- **Over 4 tons of trash was removed from 11 local creeks and beaches.**
- **More than 300 native plants were planted at creek restoration sites.**
- **150 youth celebrated Creek Week and learned more about local watersheds through creek clean-ups, photography, poetry, art, and educational events.**

Youth Enrichment Pilot Project

In a new program focused on local teens, Youth CineMedia participants receive multi-media technology training and develop their broadcast communication skills, while learning about local creeks and ocean water quality.

Youth CineMedia, a program of Zona Seca, teaches teens ages 11-18 photography, recording, film, and other multi-media arts. The Creeks Division provides these youth with paid stipends to produce photographs, posters, and public service announcements for television, print, and radio.



Water Quality Program Series

The Creeks Division has been working closely with City TV in the creation of a series of water quality programs designed to provide more in-depth education to residents about creek and water quality issues.

These 20 minute programs, available for viewing on the Creeks Division website, www.sbcreeks.com, provide background about local watersheds, water quality challenges and opportunities, and clean water habits that individuals can adopt at home to improve water quality.

Program topics include: Creeks through Time, What's in the Water?, Creeks as Habitat, and Creek Stewardship and Restoration.

The first program, "Creeks through Time", began airing in May and gives a historical look at the four watersheds within the city including historical photos *(see photo at left of a rescue effort on Mission Creek, 1952)* and interviews with local residents.

Print, Radio, and Television Advertising

In order to raise public awareness about the sources and solutions to water quality pollution, the Creeks Division sponsors annual radio, television and print campaigns. In 2007, the Creeks Division launched a new awareness campaign centered around the slogan "It All Flows to the Ocean". Images borrowed from Westchester County, New York, were incorporated into print and bus ads.

Print and electronic ads focusing on pet waste, fertilizer, and car washing ran in local newspapers and magazines. New bi-lingual radio ads were created in April 2007 and are running on several local radio stations.

In 2007, the Creeks Division, working with Blue Ocean Productions and bi-lingual consultant Rocio Lozano, completed filming of three Spanish TV Public Service Announcements (PSAs) to educate the community on the difference between storm drains and sewers, household clean water habits, and hazardous waste disposal. Air time for the PSAs is jointly funded by the Creeks Division, the County of Santa Barbara, and the City of Goleta.

City TV recently completed production of a series of television PSAs based on the imagery and message from the "It All Flows to the Ocean" campaign for broadcast on local television stations (*photo at right*).

Commitment to Community Involvement

In December 2000, the City Council established the Creeks Restoration and Water Quality Improvement Citizens Advisory Committee (Creeks Advisory Committee) to advise City Staff, the Park and Recreation Commission, and the City Council on creek restoration and water quality programs funded by Measure B.

The Creeks Advisory Committee meets one Wednesday of each month at 5:30 pm in the David Gebhard Public Meeting Room at 630 Garden Street. Members of the public are encouraged to attend the meetings to address items on the agenda. The meetings are also broadcast and replayed on City TV's Channel 18, streamed live online, and then archived online at www.sbcreeks.com. The meeting schedule and the monthly agendas and packet information are posted online at www.sbcreeks.com, where you can also sign up for E-Subscriptions to receive e-mail notice prior to each meeting.

Current Members of the Creeks Advisory Committee

Daniel Hochman, Chair, Hotel/Lodging Industry
Michael Jordan, Business Community
Lee Moldaver, Environmental/Land Use Expertise
Roger Schlueter, Community at Large
George Weber, Environmental/Land Use Expertise
Daniel Wilson, Business/Community at Large

Liaisons

Iya Falcone, City Council
Das Williams, City Council (Alternate)
John Jostes, Planning Commission
Beebe Longstreet, Park and Recreation Commission

Creeks Restoration & Water Quality Improvement Division, Parks and Recreation Department

Creeks Division staff is actively engaged in a range of projects that seek community input and involvement. In addition to community events, site tours, workshops, planting days, Creek Week activities, and after school programs, we are always available to meet and work with community groups, residents, and business associations.

Creeks Division Staff

Cameron Benson, Creeks Restoration/Clean Water Manager
George Johnson, Creeks Supervisor
Amy Burgard, Planning Technician
Tim Burgess, Water Resources Specialist
Leigh Ann Grabowsky, Water Quality Monitor
Autumn Malanca, Water Resources Specialist
Jill Murray, Water Resources Specialist
Jill Sarick Santos, Outreach Coordinator
Liz Smith, Program Assistant
George Thomson, Creeks Planner

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