Introduction

The City of Santa Barbara Creeks Restoration and Water Quality Improvement Division (Creeks Division) was established in January 2001, after City voters overwhelmingly approved Measure B – a 2% hotel bed tax increase used to fund creek restoration and clean water projects and programs.

Since that time, the Creeks Division has completed many creek restoration and water quality improvement projects, conducted significant water quality monitoring and research, and engaged thousands of community members in educational events and volunteer activities. This report identifies a representative cross-section of the work that has been done.

The Creeks Division has also been very successful leveraging local Measure B dollars with federal, state, and private grant funds to get the greatest possible benefit for our community. Creeks Division projects and programs have been awarded over $12 million in competitive grants since 2001. Over the past five years, grants have paid for 55% of major construction projects.

The key to the Creeks Division’s success has always been found in the ongoing collaboration with a broad range of critical partners including federal, state and local agencies, nonprofit organizations, local businesses, and Santa Barbara residents. We are grateful for their hard work and substantial contributions, and for their commitment to creek restoration and improved water quality.

We hope you enjoy this report.
The Creeks Division’s programs and various City operations are compliant with the City’s Storm Water Management Program (SWMP), which includes a series of Best Management Practices and measurable goals designed to protect local creek and ocean water quality.

The City began implementing a draft version of the SWMP in 2006, and in November 2008 the Central Coast Regional Water Quality Control Board approved the SWMP. Formal implementation of the five-year permit began in January 2009.

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 and the State Water Board requirements through enforcement of runoff pollution rules, construction site runoff management, storm water management requirements for new and redevelopment, pollution prevention plans for City facilities, and public education and community participation.

Each year the Creeks Division compiles data from City staff to complete a comprehensive Annual Report, which is submitted to the Regional Water Quality Control Board. The Report analyzes the SWMP’s effectiveness throughout the year, and includes any proposed modifications that are necessary to improve the program.

In March 2012, the State Water Board released a draft revision to SWMP requirements, with updated regulations proposed to be in effect by the end of the year. New regulations aim to increase benefits to water quality, leverage existing programs, and simplify the annual reporting process.

**Technical Guidance Manual**

In 2008, the Creeks Division developed a Storm Water BMP Guidance Manual (Manual), designed to assist developers, designers, architects, and homeowners in the design and implementation of Best Management Practices (BMPs) for storm water.

The Manual provides guidance on how to capture and treat storm water runoff from development and redevelopment projects in order to meet the requirements of the City’s SWMP. The Manual and the SWMP are available online at www.sbcreeks.com.

A ribbon driveway at a local home improves water quality by allowing water and pollutants to soak into the ground rather than running off into storm drains, creeks and the ocean.
Non-point source pollution comes from a number of common residential and commercial activities throughout the City. Storm water (rain) and urban runoff from landscape irrigation, car washing on the street, and parking lot and sidewalk washing, pick up pollutants and carry them into storm drains.

When these pollutants, such as sediment, pet waste, trash, oil, and other auto fluids reach the storm drain, they flow directly to our creeks and ocean untreated, posing a threat to water quality.

Ongoing programs such as creek and ocean water quality monitoring, creek clean-ups, water quality regulation enforcement, and street sweeping, along with larger water quality improvement projects, are the primary methods the Creeks Division utilizes to improve local creek and ocean water quality.

Water Quality Monitoring
Creeks Division staff regularly sample creek and ocean water at various locations, and during rainstorms.

Water Quality Improvement
Sediment testing is also conducted to investigate potential toxicity from pollutants like pesticides and heavy metals.

The information gathered from ongoing monitoring helps to direct Creeks Division projects and programs, identify trends and emerging pollutants of concern, gauge the success of completed projects, and refine research questions. Annual water quality reports are produced and posted online at www.sbcreeks.com.

Water Quality Pollution Enforcement
The Creeks Division responds to complaints about water quality pollution in the City, and employs one Code Enforcement Officer who responds to reports from the community via the City’s Water Quality Enforcement Hotline at (805) 897-2688.

Common code violations include dumping of wash water, cleaning solvents, oil, paint, cement, and construction site runoff. When these materials are dumped on or allowed to flow into the street, they...
can quickly reach storm drains, creeks, and the ocean.

Once the Code Enforcement Officer has been notified of a violation, the scene is investigated to determine whether a polluted discharge has occurred. Staff provides education on strategies to prevent polluted runoff from entering waterways, and a Notice of Violation is sent to the property owner and/or polluter. If the same or similar type of violation is observed within 12 months of the initial violation, a fine is issued.

**Creek Clean-Ups**
Each week, the Creeks Division sends a contractor to remove trash and debris from several known problem sites for trash and dumping in the creeks.

Approximately 50 tons of material is removed from these locations each year, ranging from small litter items like bottles, cans, plastic bags and candy wrappers, to household electronics, couches, bicycles, and mattresses.

**Westside SURF**
In 2006, an ultraviolet light facility was installed in the Westside storm drain at Bohnett Park to treat urban runoff during dry weather on-site. The Summer Urban Runoff Facility (SURF) removes pathogens and cleans runoff from the surrounding neighborhood before it is released into Old Mission Creek.

**Storm Drain Diversions**
Also in 2006, two storm drain diversions were installed at locations known to have high levels of indicator bacteria, which contributes to poor creek and ocean water quality. During dry weather, urban runoff is diverted away from the storm drain and into the sanitary sewer system on Haley Street in the Mission Creek Watershed, and on Hope Avenue in the Arroyo Burro Watershed.

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**Enforcement Calls by Fiscal Year**

[Graph showing enforcement calls by fiscal year]

**Pounds of Trash and Debris Removed from Creeks by Fiscal Year**

[Graph showing pounds of trash and debris removed by fiscal year]
Storm water and runoff from impervious (hard) surfaces are major sources of creek and ocean water pollution. Low Impact Development aims to improve water quality by mimicking predevelopment conditions, usually by containing or slowing storm water, and allowing it to soak into the ground.

In 2011, the Creeks Division worked with City Facilities and Engineering Divisions to replace the MacKenzie Park Parking Lot, installing permeable pavers in all the parking stalls and part of a path leading through the park. The pavers are placed on layers of compacted rock, which allows space for water generated from a one inch rain storm to be detained and soak into the ground, rather than washing pollutants on the ground directly into storm drains and local creeks.

Monitoring wells were installed in order to measure the depth of water underneath the permeable pavers throughout the wet season to gauge project performance. Monitoring results have shown that the permeable pavers have captured all of the intended runoff from the MacKenzie Park parking lot. After every storm this season, all of the storm water completely infiltrated into the subsurface soil within 72 hours.

Before the permeable pavers were installed, the parking lot would experience flooding due to excessive runoff and poor drainage. Since the completion of the project, the flooding problem has not occurred. This is due to the water now being allowed to naturally soak into the soil instead of overwhelming the storm drain system.

In 2012, the project was awarded the California Park and Recreation Society’s District 8 Facility and Park Planning Award, received a proclamation from the Regional Water Quality Control Board, and received an Honorable Mention from the American Public Works Association’s California Central Coast Chapter for environmental projects under $2 million.

In 2011, the Creeks Division completed a two-year project to install screens on storm drains throughout the City. The screens help to improve water quality by preventing trash and debris from entering storm drains, which flow to our creeks and ocean untreated.

The screens are designed to hold litter and debris at the curb, and to allow it to be picked up by street sweepers. To prevent flooding, the screens retract during heavy rain to allow storm water to flow through into the storm drain.

The screens have been performing as designed thus far. A monitoring study was conducted to determine changes in trash found in a sample section of creek and a sample of catch basins. A 74% reduction of trash was observed in the creek section over four years. A four year study of catch basin inlets resulted in a 70% reduction in trash, and a follow up study of additional catch basins revealed a 49% reduction in trash over two years.

The Creeks Division will continue to monitor the study areas to gain more insight into project effectiveness.
DNA-Based Water Quality Research

Since 2004, the Creeks Division has partnered with the University of California, Santa Barbara to conduct DNA-based microbial source tracking. This research 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.

Once certain storm drains were confirmed to contain signals of human fecal input, the Creeks Division and UCSB developed and tested advanced techniques to determine where contamination entered storm drains.

Using dye studies, flow gauges, field fluorometers, closed-circuit cameras, and canine-scent tracking, several locations were found where untreated sewage leaked from sewer pipes into storm drains. All of the problems were remedied within hours of their discovery.

Sewage-Sniffing Dogs

The dogs are trained to alert on the scent of human sewage and detergents, and were taken to known “hotspots” where previous research had found human DNA markers in the storm drain system.

Over the course of seven days, the dogs and researchers visited 133 storm drain sites, walked approximately one mile on Sycamore Creek investigating storm drain outfalls, and investigated recreational vehicles parked along 10 City blocks.

A highlight of the project occurred when the dogs discovered a site where a broken sewer main crossed over and leaked into a storm drain pipe, which was repaired by City Wastewater crews immediately.

Results from the project showed that the dogs’ abilities correlated with DNA-based results. The dogs were also used successfully when water sampling was not feasible, such as identifying leaking RV bilge tanks, where puddles were not deep enough to collect water.

In 2011 the project won a California Stormwater Quality Association (CASQA) award for Outstanding Stormwater Research Project.
Creek restoration is an important component of the Creeks Division’s programs, which helps to improve creek health and water quality. Goals for restoration projects include removal of invasive plants, restoring riparian vegetation and habitat, and improving water quality through natural filtration.

When possible, the community is invited to participate in restoration efforts at both large and small scale restoration projects. Volunteers have participated in native planting days, invasive plant removal, and clean-ups at various sites throughout the City over the last several years.

The Creeks Division has established several small creek restoration sites with the ongoing help of community volunteers and organizations. On Sycamore Creek, restoration sites at Punta Gorda Street, Liberty Street, and Cacique Street provide opportunities for local school children and community members to participate in planting efforts.

At Stevens Park on San Roque Creek, staff teamed up with the Santa Barbara Botanic Garden and Santa Barbara Beautiful to develop a native plant demonstration garden. On Vernon Road along Mission Creek, staff worked with neighbors to remove invasive plants and restore a City owned creek side property.

Old Mission Creek at Bohnett Park
In 2003, the Old Mission Creek Restoration at Bohnett Park was completed. The first restoration project implemented by the Creeks Division, the effort included the construction of two bioswales, creek bank improvements, creek crossings, and the installation of 3,000 native plants.

Native Plant Nursery
In 2002, the Creeks Division established its own native plant nursery on Soledad Street at Sycamore Creek. The property provides space for plants to be grown and stored for various restoration projects and the Creek Tree Program.

Soledad Street Bioswale
Just outside the Nursery on Soledad Street is a bioswale planted with native plants. Constructed by a Creeks Division intern and participants in the City’s Youth Apprentice Program in 2008, the project is designed to slow and treat urban runoff before it enters Sycamore Creek.

Invasive Plant Removal Program
Giant reed, also known as *Arundo*, is one of the most prolific invasive plants along creeks in Southern California. The Creeks Division is working on a long term project to remove this plant from Santa Barbara’s creeks.
and surrounding areas in order to improve wildlife habitat and water quality, while also improving flood and fire protection.

**Santa Barbara Zoo/Bird Refuge Restoration**
In 2011, the Creeks Division teamed up with the Santa Barbara Zoo, Channel Islands Restoration, and the Southern California Wetlands Recovery Project to remove over four tons of invasive giant reed from Zoo property adjacent to the Andree Clark Bird Refuge.

The non-profit Channel Islands Restoration is restoring the areas formerly covered by giant reed with a diverse mix of native willows, trees, and shrubs to benefit the many bird species found along this portion of the City.

**Creek Tree Program**
In 2008, the Creeks Division initiated a new “Creek Tree Program.” Designed to improve habitat and riparian canopy, the program is available to creek side property owners throughout the City.

The voluntary program provides the installation of native trees and irrigation at no cost to the homeowner for projects costing up to $1,000. For projects up to $5,000, the first $1,000 is covered by the Creeks Division, and the homeowner is asked to contribute 25% of the remaining cost (for a maximum homeowner contribution of $1,000).

In 2011, one enthusiastic community member rallied several of her neighbors along Arroyo Burro to join together for a large scale Creek Tree Program project, where invasive trees were removed and 47 native trees were planted.

At the time of this printing, 14 property owners have participated in the program, resulting in a total of 158 native trees planted on creek side properties throughout the City.

**401 Las Positas Road**
In late 2010, the Creeks Division purchased a 1.56 acre vacant property on Las Positas Road next to Arroyo Burro. The property is directly upstream of the Creeks Division’s Arroyo Burro Estuary and Mesa Creek Restoration Project, and adjacent to several acres of public property along Las Positas Road.

The property will be an important part of a future Lower Arroyo Burro Restoration Project, which is included in the Creeks Division’s long-range Capital Improvement Program. While a concept design for the restoration project at the site has not yet been developed, this purchase provides an important opportunity to preserve and restore undeveloped creek side property.
The Southern California Steelhead Trout is a remarkable species that lives in both freshwater and ocean environments. Steelhead are hatched in streams and rivers, migrate to the ocean where they spend most of their adult lives, then return to freshwater streams and rivers to spawn.

Steelhead trout are native to streams and rivers along the Pacific Coast from Mexico to Alaska, but populations in the southern portion of their range have been severely reduced. It is estimated that Southern California steelhead populations have been reduced to less than one percent of their historic population size.

Mission Creek is considered the most viable stream for steelhead restoration in the City of Santa Barbara. Mission Creek has an existing population of rainbow trout (the freshwater version of steelhead), contains high quality spawning and rearing habitat within the stream channels in the mid and upper watershed, and has a documented historic run of steelhead trout.

Although steelhead are frequently spotted in Mission Creek, they are unable to migrate upstream and spawn due to barriers within the creek channel. The Creeks Division has been working with the California Department of Fish and Game and the National Oceanic and Atmospheric Association for several years to remove three of these barriers, located at the Lower and Upper Caltrans Channels, the Tallant Road Bridge, and the Highway 192 Bridge.

Once these barriers are removed, steelhead will have access to 3.9 miles of creek channel, which includes two miles of moderate to high quality spawning and rearing habitat.

**Tallant Road Bridge**

Completed in 2010, the Mission Creek Restoration Project at the Tallant Road Bridge included the removal of over 2,000 square feet of concrete from the creekbed, relocation of an aging sewer line, and the installation of a series of large riffles.
and pools. The bridge was modified to include a low flow channel that allows steelhead to migrate upstream during periods of low to medium flows.

**Upper and Lower Caltrans Channels**
The concrete lined flood control channels known as the “Caltrans Channels” have long been major barriers to steelhead migration.

The wide flat concrete channels create flow conditions that are too fast and depths that are too shallow for steelhead to swim upstream. The Creeks Division has developed an innovative design that includes a low flow channel with resting areas at specific intervals to allow fish to swim upstream during and/or following rain events.

The Creeks Division began construction on the Upper Caltrans Channel during the summer of 2011, with the final stretch to be completed during the summer of 2012. The upper channel is approximately 0.3 miles long, extending between Los Olivos and Pedregosa Streets. Observations during recent rains have shown that the modified channel is performing as designed, with flow rates and depths that are acceptable for steelhead passage.

The Lower Caltrans Channel is approximately 0.8 miles long, extending between Arrellaga and Canon Perdido Streets. The Creeks Division plans to begin construction on the lower channel during the summer of 2013, utilizing the same design as the upper channel.

**Highway 192 Bridge**
The Highway 192 Bridge barrier consists of a large concrete grade control structure similar to the one that was removed at the Tallant Road Bridge. The structure protects a large 36” water main operated by the Cachuma Operation and Maintenance Board (COMB) that runs below the creek. The Creeks Division developed design plans for a fish passage project at this site, and COMB is currently working on permitting and final construction plans for replacing the water line and removing the steelhead migration barrier.
In early 2010, the Creeks Division completed construction of the Upper Las Positas Creek Restoration and Storm Water Management Project. Located in the Arroyo Burro watershed and surrounded by the Santa Barbara Golf Club, residential neighborhoods, Adams Elementary School, and the Earl Warren Showgrounds, the project has the capacity to detain and naturally treat over 4 million gallons of storm water and urban runoff.

Prior to project construction, winter storms contributed to erosion at the site, and carried sediment, hydrocarbons, and other pollutants into Las Positas Creek, Arroyo Burro, and the Arroyo Burro Estuary.

To combat these issues, project elements included the construction of large detention basins, bioswales, pocket wetlands, erosion control efforts, runoff diversion pipes, and the installation of over 10,000 native plants.

Following completion of the project, monitoring at the site has shown that the treated water can safely be released into Las Positas Creek. Tests revealed that dissolved oxygen concentrations were high, there was no toxicity of the water, and fecal indicator bacteria were below recreational criteria. Staff will continue to monitor the project’s performance in both dry and wet weather.
Adams Elementary School Bioswale

As part of the Upper Las Positas Creek Restoration Project, a bioswale was constructed on the neighboring Adams Elementary School campus.

The bioswale helps to slow and naturally treat storm water that flows onto the campus from Las Positas Road, which previously moved quickly along the edge of campus via an asphalt channel and onto the golf course, contributing to erosion at the site and poor water quality downstream.

Over 600 Adams Elementary School students participated in educational activities at the project site before and after construction, tested water quality at the bioswale, and helped install hundreds of native plants.

The site is now used weekly as an outdoor science classroom, and is adjacent to the school’s edible garden, which was constructed shortly after the bioswale was completed.

UCSB Awareness Survey

In June 2010, students in Professor Simone Pulver’s Environmental Studies 106: Critical Thinking About Human-Environment Problems and Solutions course at the University of California, Santa Barbara conducted an awareness survey of 141 visitors to the Santa Barbara Golf Club.

The survey asked whether the participants were aware of the Upper Las Postias Creek Restoration and Storm Water Management Project and its purpose, and gauged their awareness of water quality issues and their relation to the golf course. The survey showed that while 74% the visitors surveyed were aware of the project, and 66% liked the changes to the course, only 50% correctly answered that the course was located in a watershed. Despite this confusion about the term “watershed,” 114 respondents answered that water that flows from the course eventually ends up in the ocean.

Is the Santa Barbara Golf Club located in a Watershed?

<table>
<thead>
<tr>
<th>Option</th>
<th>Number of Respondents</th>
</tr>
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<tr>
<td>Yes</td>
<td>107</td>
</tr>
<tr>
<td>No</td>
<td>17</td>
</tr>
<tr>
<td>Don’t Know/No Answer</td>
<td>6</td>
</tr>
</tbody>
</table>

Where does water that flows through the golf course go?

- Absorbed by ground: 12
- To a creek: 4
- Wastewater treatment plant: 3
- To the ocean: 77
- To a storm drain: 2
- Kept on site: 5

Arroyo Burro Estuary and Mesa Creek Restoration Project

The Arroyo Burro Estuary and Mesa Creek Restoration Project, completed in 2006, is one of the Creeks Division’s most visible projects.

Located near the intersection of Cliff Drive and Las Positas Road, the Arroyo Burro Estuary was selected for a restoration project because it was highly degraded in terms of water quality and wildlife habitat.

The estuary had been greatly reduced in size, from over 500 feet wide in the early 1900s to approximately 50 feet wide prior to project construction. A large portion of Mesa Creek had been diverted into a cement pipe, and invasive plants had colonized disturbed areas within the estuary.

The project included the daylighting of Mesa Creek and installation of a footbridge leading to the Douglas Family Preserve, expansion of the Arroyo Burro Estuary, and fish passage improvements under the Cliff Drive Bridge. A total of 5,200 native plants were also installed at the site.

The Arroyo Burro Estuary and Mesa Creek Restoration Project was awarded the 2008 Santa Barbara Beautiful Open Space Award, and the 2007 California Park & Recreation Society’s District 8 Facility Design and Park Planning Award.
The Creeks Division is in the early planning stages of an upcoming Mission Lagoon Restoration Project. Mission Creek and Laguna Creek come together on East Beach just southeast of Cabrillo Boulevard and State Street to form the Mission Lagoon.

One of the City’s most visible wetlands, the Lagoon suffers from poor water quality and very little plant diversity. Despite this poor water quality, the Lagoon provides important habitat for endangered species like the Southern California Steelhead Trout and the Tidewater Goby, who will benefit from the eventual project.

The Creeks Division is currently working with an environmental consulting firm to conduct technical studies and initial design work for the project.

Project goals include improving water quality, improving native plant and wildlife habitat, maintaining or improving flood control, and improving aesthetics at the site.
Community Outreach and Education

Educating and involving the community in water quality improvement and creek restoration activities is essential to the long-term health of our creeks and beaches.

The Creeks Division often enlists community volunteers to participate in planting days, creek and beach clean-ups, storm drain marking, and more.

Educational programming and field trips are provided to school-age youth in the City, presentations are given to local community groups and organizations, and the Creeks Division provides informational tables at various events throughout the year.

Volunteer Efforts
Volunteers play a large role in keeping our creeks and beaches clean. Various community organizations, school groups, and individuals have volunteered their time to help install native plants at creek side locations, participate in creek clean-ups, and install storm drain markers throughout the City.

Adopt-a-Beach
Since 2007, the Creeks Division has worked with the California Coastal Commission to act as the Adopt-a-Beach Manager for beaches within the City of Santa Barbara. Groups can adopt a local beach by committing to three clean-ups in a year.

Recent participants in the program include Santa Barbara Urban Creeks Council, Santa Barbara Channelkeeper, Macy’s Partners in Time Program, the Chumash Maritime Association, Hyatt Santa Barbara, Brooks Institute, and the Ty Warner Sea Center. These groups have donated hundreds of volunteer hours removing litter and debris from our beaches.

Community Events
Community events and festivals provide a great opportunity for Creeks Division staff to interact with community members on a one-to-one basis. Each year staff provides informational tables at various events, including the Earth Day Festival, the Harbor and Seafood Festival, and many more.

Creek Week
Each year, the Creeks Division partners with the County of Santa Barbara Project Clean Water, the City of Goleta, the City of Carpinteria, and UCSB to organize Creek Week, a week-long series of events to help build awareness and stewardship of local creeks and watersheds.

Community members dedicate their time and energy...
to beach and creek clean-ups, help with native planting efforts, attend educational presentations, and enjoy bird walks and nature tours.

Creek Week has grown each year in the number of events as well as the number of participants. September 2011 marked the 12th annual Creek Week, kicking off with the 26th annual Coastal Cleanup Day on Saturday, September 17th. More than 1,500 community members participated in 28 events throughout the week.

Creek Week 2012 is scheduled for September 15th – 23rd. Interested community members are invited to visit www.sbcreekweek.com or www.facebook.com/sbcreekweek to learn more.

Community Forum
Each year, the Creeks Division hosts a community water quality forum. In 2011, the forum featured local historian Neal Graffy, who told the story of “The Search for Water” in Santa Barbara. A wealth of information and historic photos, Neal provided insight into early Santa Barbarans’ reliance on and relationship with local creeks.

Previous years have included presentations from Scott Reynolds of Environmental Canine Services (see Sewage-Sniffing Dogs on Page 6), Dr. Marcus Eriksen of the Algalita Marine Research Foundation, and Holly Lohuis of Jean-Michel Cousteau’s Ocean Futures Society.

The presentations are filmed by and aired on City TV, and archived online at www.sbcreeks.com in both English and Spanish.

Looking Good Santa Barbara
Since 2009, the Creeks Division has participated in the City Environmental Services Division’s “Looking Good Santa Barbara” Community Clean-Up.

Over the past few years, community volunteers have installed native plants, participated in creek clean-ups, and replaced storm drain markers.

This year’s event took place on Saturday, June 2nd. Four volunteers participated in a creek clean-up, removing approximately 75 pounds of trash and debris from Old Mission Creek at Bohnett Park.

Another 15 volunteers cleaned and replaced 100 storm drain markers in the Ortega Park neighborhood. To learn more or get involved in the next Looking Good Santa Barbara event, community members are invited to visit www.lookinggoodsb.com.
Clean Water Business Program

In 2005, the Creeks Division began the Clean Creeks Certified Business Program. The Program identifies businesses within the City that have the potential to contribute to storm water pollution, with the objective to achieve voluntary compliance with clean water regulations.

The program began with inspecting and certifying restaurants and automotive businesses, and has since expanded to include mobile washers, such as auto detailing services and carpet cleaners.

Once a business is certified, they receive a window decal for their place of business or vehicle, and a certificate from the Mayor identifying them as a Clean Creeks Business. They are also promoted on the Creeks Division’s website and Facebook page, in the monthly E-News, and in print ads in The Independent and Food and Home Magazine.

At the time this report went to print, a total of 112 businesses were participating in the program, including 71 restaurants, 29 automotive businesses, and 12 mobile washers.

The Creeks Division plans to focus next on expanding the program to include the construction industry and retail businesses.

Business Assistance Program

As part of the Certified Business Program, the Creeks Division launched the Business Assistance Program in 2008. This small grant program provides businesses with special equipment, free of charge, to help protect water quality. Since the program’s inception, 26 businesses have been provided with equipment.

Certified Businesses

Youth Education

The Creeks Division contracts with Art From Scrap’s Green Schools Program to provide in-class watershed education to students throughout the City, as well as field trips to the Watershed Resource Center at Arroyo Burro Beach and various creek locations.

Over 3,000 students per year learn about sources and effects of water pollution, and what they can do to help protect local creek and ocean water quality.

MERITO

Each year, the Creeks Division partners with the Channel Islands National Marine Sanctuary’s Multicultural Education for Resource Issues Threatening Oceans (MERITO) program. The program brings students from local schools to a nearby creek to test water quality and help with restoration efforts by installing native plants.

The students learn about common pollutants and their impacts on water quality and habitat, and the benefits of native plants. Because the projects take place in the students’ neighborhoods, they are able to revisit the site and see their plants growing over the years.

Parks & Recreation Programs

The Creeks Division works with the Parks & Recreation Department’s Summer Nature Camp, Afterschool Opportunities for Kids (A-OK!), and Recreation Afterschool Program (RAP) to provide educational programs for participants.

Over the past few years, these presentations have included native planting efforts, restoration project tours, and water quality testing.
The Creeks Division conducts an extensive outreach campaign each year, running public service announcements (PSAs) on television and radio, placing print advertisements in local newspapers, and running ads on the interior and exterior of MTD buses.

In 2010, the Creeks Division worked with City TV to produce a series of television PSAs featuring the slogan “The Ocean Begins on Your Street,” which featured beach activities taking place at the storm drain on a residential street.

In 2011, the Creeks Division’s “The Ocean Begins on Your Street” public service announcement was awarded a Regional Emmy® Award. Produced by City TV and starring Creeks Supervisor George Johnson, the ad featured a surfer catching a wave at the storm drain. Print, radio, and bus ads also included the same images and messages.

In 2012, the Creeks Division will launch a new series of television PSAs with the theme “Don’t Let Litter Ruin Your Scene” featuring recreations of famous movie scenes that have been impacted by litter.

Media Campaigns

Creeks Supervisor George Johnson surfs the storm drain in the “Favorite Surf Spot” PSA.

A print ad from “The Ocean Begins on Your Street” campaign.

2009 interior MTD bus ad created by Youth CineMedia.
SBCreeks.com
In early 2003, the Creeks Division launched www.sbcreeks.com. The website provides a great deal of information on projects and programs, as well as links to various reports and studies prepared by and for the Creeks Division.

SBCreekWeek.com
In 2009, www.sbcreekweek.com was added to the City’s website, providing a central location for Creek Week events, updates, and photos.

Streaming Video
Since July 2007, the City has worked with Granicus, Inc. to provide live streaming and video archiving of Creeks Advisory Committee meetings on the website, as well as allowing staff to upload public service announcements and programs produced by City TV for the Creeks Division.

Email Newsletter
The Creeks Division’s E-News is sent to over 615 subscribers each month, and includes updates on projects, programs, events, and volunteer opportunities. To sign up for the newsletter, visit www.sbcreeks.com.

Facebook
In January 2011, the Creeks Division launched a Facebook page. This has provided a new venue for staff to reach out to the community, announce certified Clean Water Businesses, and promote events. To view or “Like” the Creeks Division’s page, visit www.facebook.com/sbcreeks.

Online Advertising
The Creeks Division is beginning to venture into online advertising, with banner ads placed on local news and community websites.

Creeks Advisory Committee

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 Parks and Recreation Commission, and City Council on creek restoration and water quality programs funded by Measure B.

The Committee is made up of seven volunteers, appointed by City Council, representing the hotel and lodging industry, ocean users, environmental and land use experts, and the community at large.

Liaisons from the City Council, Planning Commission, Parks and Recreation Commission, and Youth Council also participate.

Monthly meetings are broadcast on City TV Channel 18, streamed live online, and archived online at www.sbcreeks.com. Members of the public are encouraged to attend the meetings, and are invited to sign up for E-Subscriptions at www.santabarbararaca.gov to receive email notice prior to each meeting.

Meeting schedules, agendas, minutes, and information on how to apply to be a member of the Committee are also available online at www.sbcreeks.com.

Current Committee Members & Liaisons

Paul Bullock
Danielle DeSmeth
Leeanne French
Natasha Lohmus
Stephen MacIntosh
Lee Moldaver
Betsy Weber
City Council Liaison
Frank Hotchkiss
Parks & Recreation Commission Liaison
Chris Casebeer
Planning Commission Liaison
Michael Jordan
Youth Council Liaison
Annie Marroquin

Former Committee Members & Liaisons

Rob Almy
Brian Barnwell
Sheri Benninghoven
Cameron Benson
Greg Boller
Myfanwy DeVoe
Iya Falcone
Karen Feeney
Wayne Ferren
Steve Fort
W. Michael Hackett
Daniel Hochman
Linda Hughes
Bob Jewell
John Jostes
Eric Kelley

Bruce Klobucher
Beebe Longstreet
Sharyn Main
Harriet Miller
Margie Niehaus
Matthew O’Brien
Jeff K. Phillips
Thomas Phillips
David Pritchett
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Michael Self
George Weber
Das Williams
Daniel Wilson
Else Wolff
Dale Zurawski
Budget and Funding

The City of Santa Barbara operates on a two-year budget cycle. Each year, the Creeks Division plans the coming year's budget for operating expenses related to day-to-day activities. The operating budget includes funding for water quality monitoring, capital project maintenance, outreach efforts, and much more.

The Creeks Division also revisits its Six-Year Capital Improvement Program (CIP) annually. The CIP provides a means for the Creeks Division to plan and set aside funds for upcoming projects over the long-term. The Creeks Division’s Fiscal Year 2013 – 2018 CIP includes 19 projects in various stages of planning and implementation. A reserve of approximately $3 million is set aside for ongoing and future water quality improvement and creek restoration projects, matching funds for grants, and budget shortfalls.

The Creeks Division has been successful at leveraging Measure B funds to secure over $12 million in grant funding for various projects over the last ten years; from local grants of $5,000 for small restoration projects, up to million dollar federal grants for large-scale capital projects.

Fiscal Year 2011 Budget

In Fiscal Year 2011 (July 2010 through June 2011), the Creeks Division received $2.49 million from Measure B, the 2% tax on hotel visitors approved in 2000. These funds were supplemented by interest income of $167,425, and grant awards totaling over $1 million.

Of $3.52 million in program expenditures, approximately 53% was invested in water quality improvement efforts, 22% in creek restoration projects, and 26% in community outreach and education programs.

Fiscal Year 2012 Budget

In Fiscal Year 2012 (July 2011 through June 2012), the Creeks Division is projected to receive $2.85 million from Measure B, $140,600 in interest income, and grant awards totaling more than $2.5 million.

Of $3.54 million in projected program expenditures, approximately 50% is budgeted for water quality improvement, 26% for creek restoration, and 24% for community outreach and education.