



Santa Clara Valley Water District

File No.: 19-0762

Agenda Date: 9/10/2019

Item No.: 3.1.

BOARD AGENDA MEMORANDUM

SUBJECT:

Adopt Resolution Declaring September 21, 2019 as Coastal Cleanup Day in Santa Clara County.

RECOMMENDATION:

Adopt the Resolution DECLARING SEPTEMBER 21, 2019 AS COASTAL CLEANUP DAY IN SANTA COUNTY.

SUMMARY:

Trash in the creeks and waterways continues to be a significant impact to stream water quality and flooding risks in Santa Clara County. There are ongoing efforts to help educate the community and remove trash from the creeks. The last two countywide cleanups coordinated by the Creek Connections Action Group (CCAG) included a total of 103,388 pounds of trash from creeks. Additionally, partners of Santa Clara Valley Water District's (Valley Water) Adopt-A-Creek Program commit to cleaning their adopted creek section twice each year.

Coastal Cleanup Day is an opportunity to partner with cities, non-profit groups, and the community groups to raise awareness of the problem while removing trash from the county's waterways. The adoption of the resolution will declare September 21, 2019 as Coastal Cleanup Day in Santa Clara County and further encourage Santa Clara County communities and Valley Water employees to keep our local waterways clean.

Since 1995, Valley Water has been working with the Creek Connections Action Group (CCAG), a consortium of public agencies and non-profit organizations that share a goal of protecting Santa Clara County's waterways. CCAG coordinates the annual Coastal Cleanup Day in Santa Clara County to keep creeks and rivers clean to help improve the environment. The removal of trash improves water quality and benefits the natural habitat in and around these waterways.

Our role in the partnership is as Chair of CCAG, providing countywide coordination, various marketing efforts, gloves and trash bags for volunteers.

Public Outreach:

- Social media posts will be made leading up to the cleanup day (Facebook, Twitter, etc).

- “Save the Date” emails will be sent to over 3,000 past participants.
- Postcards, fliers and posters will be distributed at libraries, community centers, and chambers of commerce throughout the county.
- Fliers will be distributed to schools and community groups.
- Information is posted on the Creek Connections Action Groups home page (www.cleanacreek.org <<http://www.cleanacreek.org>>).
- A graphic/logo for the event will be featured on Valley Water’s home page/intranet.
- The event will be announced via Valley Water’s monthly e-news reaching 30,000 subscribers.
- A Nextdoor post will go out inviting the public to participate.
- An online virtual map will be created to simplify volunteer registration process.
- Volunteers will be recruited at public meetings and events.

Two Events Each Year

The CCAG coordinates two large countywide cleanups every year: National River Cleanup Day in May and Coastal Cleanup Day in September. The 2019 National River Cleanup Day cleanup event had 54 sites participating with 1,060 volunteers participating in the cleanup. They removed over 46,580 pounds of trash and 2,556 pounds of recyclable goods. On September 15, 2018, a total of 1,931 Coastal Cleanup Day volunteers removed over 48,266 pounds of trash and 8,542 pounds of recyclables from 47 locations throughout the county. Using volunteers to remove trash from creeks leverages Valley Water funds, provides stewardship opportunities for residents and helps keep our creeks and streams healthy and beautiful.

FINANCIAL IMPACT:

Staff estimates a \$15,000 expenditure associated with approval of this item. Funding for this item is included in the FY20 budget under Project 00061019 Support Volunteer Cleanup.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: Resolution

UNCLASSIFIED MANAGER:

Rick Callender, 408-630-2017