



Santa Clara Valley Water District

File No.: 19-0409

Agenda Date: 5/14/2019

Item No.: 3.2.

BOARD AGENDA MEMORANDUM

SUBJECT:

Resolution Declaring May 18, 2019, as National River Cleanup Day in Santa Clara County.

RECOMMENDATION:

Adopt the Resolution DECLARING MAY 18, 2019, AS NATIONAL RIVER 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 104,161 lbs. of trash from creeks. Additionally, partners of the District's Adopt-A-Creek Program commit to cleaning their adopted creek section twice each year.

National River 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 May 18, 2019 as National River Cleanup Day in Santa Clara County and further encourage Santa Clara County communities and District employees to keep our local waterways clean.

Since 1995, the Santa Clara Valley Water District 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 National River 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:

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- 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 the District’s home page/intranet.
 - The event will be announced via the District’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 Creek Connections Action Group coordinates two large countywide cleanups every year: National River Cleanup Day in May and Coastal Cleanup Day in September. The 2018 National River Cleanup Day cleanup event had 48 sites participating with 1,354 volunteers participating in the cleanup. They removed over 45,269 pounds of trash and 2,084 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 District funds, provides stewardship opportunities for residents and helps keep our creeks and streams healthy and beautiful.

FINANCIAL IMPACT:

Funds are allocated in the FY 2019-20 budget for the “Support Volunteer Cleanup” project. No additional funding is requested.

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