

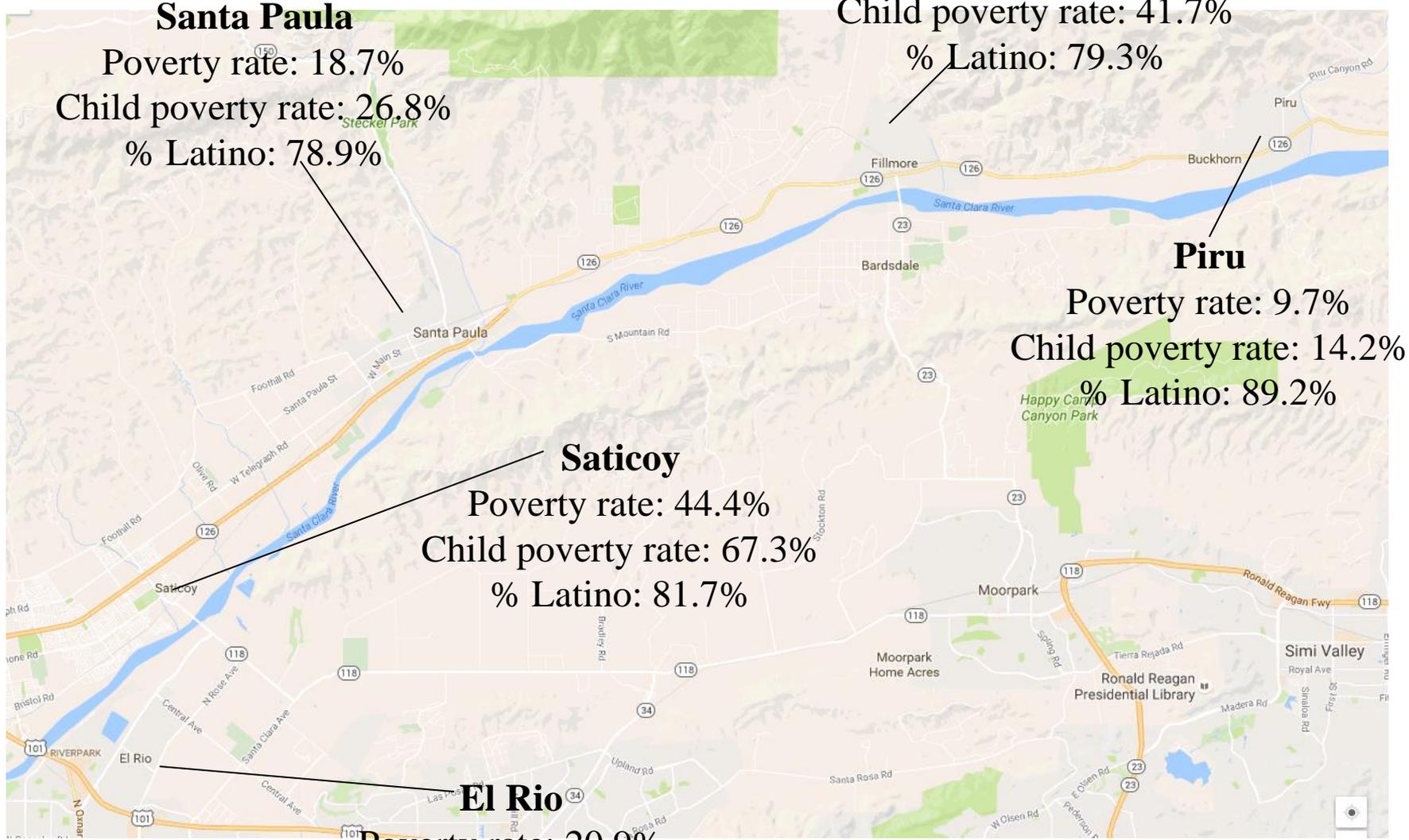
CAUSE Santa Clara River Action Project

CAUSE works for a fair economy, inclusive society and healthy environment in Ventura and Santa Barbara Counties

SCRAP is CAUSE's effort to organize, educate, and mobilize residents in Santa Paula and along the Santa Clara River. A key component is building the stewardship of communities along the river to protect and restore the river including through low impact public access.



What communities does the Santa Clara River run through?

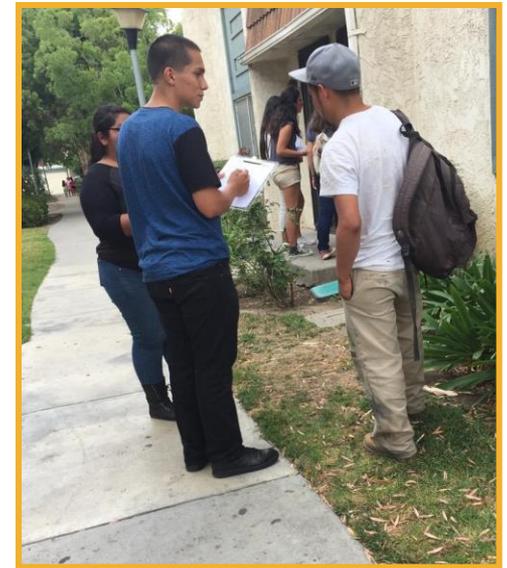


Source: 2010-2014 American Community Survey 5-Year Estimates



Public access and recreational needs survey

- The focus of our survey was on outdoor recreational needs.
- Completed 206 in person surveys in June and July of 2016 in Santa Paula.
- Seven CAUSE youth interns conducted the survey.
- Locations included Vons, Tres Sierras, Cruise Night, and door to door.



People are physical active in Santa Paula.

- 61% do recreational activities once a week or more.



Use of natural areas is highest when there is clear public access and the natural area is close in proximity

In the last year, Santa Paula residents surveyed had visited:

- River at Steckel Park 69.3%
- Lake Casitas 47.5%
- Punch Bowl 40.8%
- Lake Piru 37.4%
- Sespe Creek 21.2%
- Piru Creek 17.3%

The Santa Clara River is not very accessible to Santa Paula

Residents

- Only 39% of Santa Paula residents surveyed have been to the Santa Clara River.
- The majority who have visited the river, access it at the 12th street bridge.
- 35% of Latinos had visited the River while 49% of Whites had visited the River.



Youth lack opportunities in Santa Paula

- Where are the youth programs? The city normally spends about \$250k a year on "Recreation and Leisure Services." This category includes youth programs and also programs for families and seniors, so it's not really just youth. Out of a total budget for the city of about \$14 million, you could say spending on youth programs is less than 2% of the city budget.
- A new sales tax on the November ballot in Santa Paula is expected to generate over \$2 million per year-- so even if just 25% of that goes to youth programs, the \$500k would be much more than the city already spends on youth programs.



Strong support for a Santa Clara River Public Parkway with hiking trails and educational signs

- 94% of the 206 people surveyed said they would visit the parkway.



The restoration and protection of the Santa Clara River is vital to the future of Santa Paula and the other communities along the river

- Involvement of communities along the river in developing public access to Santa Clara River

More opportunities for youth

- More funding for youth programs in Santa Paula
- Youth involved in the restoration and protection of the Santa Clara River Watershed

Improving conditions for farmworkers while protecting Ag land and the environment

- Farmworker Bill of Rights

Thank you!

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