



South Coast Wildlands

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February 28, 2011

U.S. Fish and Wildlife Service
Ventura Fish and Wildlife Office
Attn: Denise Steurer
2493-B Portola Road
Ventura, California 93003

Subject: Final Status Report FWS Agreement Numbers:
Santa Clara River Touring Exhibit 81440-5-G002

Dear Denise,

The Santa Clara River Touring Exhibit: Wildlands of the Santa Clara River Watershed was displayed at a total of nine venues over the course of the agreement, which include Valencia Public Library, Acton Community Center, Fillmore Public Library, Ojai Public Library, Ventura County Government Center, Canyon Country Jo Anne Darcy Library in Santa Clarita, Aqua Dulce Civic Association, College of the Canyons, and at an SCV Green event.

The Grand Opening Reception at each event followed a similar format. As people arrived, they were provided with one of the stewardship brochures produced as part of the Santa Clara Outreach Campaign Project (81440-5-G001). We then invited them to enjoy some refreshments, observe the exhibit, and let them know when the presentations would begin.

The first presentation provided information about what a watershed is and why it's important to protect it. This presentation was designed to encourage residents of the watershed to become active stewards of the land and reduce penetration of undesirable effects into natural areas. Topics addressed in the presentation included but were not limited to, water conservation, urban runoff, composting, landscaping with natives, planting trees, etc. It also included elements from our Watershed Stewardship Sheets on living lightly in the watershed, which each audience member received at the event.

The second presentation was a Wildlife Education Program presented by Molly Hogan with the Nature of Wildworks (photos attached). These presentations reinforced the messages on stewardship in the first presentation and included live wild animals to inform residents about

how to be good neighbors to wildlife. The animal ambassadors can't be returned to the wild because of injury, too much human contact or an inability to hunt. This presentation with the animal ambassadors was designed to help instill a respect for wildlife, and an understanding about the animals' habits and habitats, and why they may come in conflict with people and what steps can be taken to reduce conflicts. The program offers lifestyle choices and advice to help keep wildlife in the wild. Many new residents in the watershed moved to the area to escape crowded, hectic city life. They move to rural areas for their beauty and solace, but often they bring city habits with them. Many of these practices do not work well in communities "on the edge" between developed and undeveloped land. Both presentations were enthusiastically received by the host of the venues and the attendees of the opening night receptions. Written materials from Nature of Wildworks' On the Edge program and the Santa Clara River Watershed Stewardship brochure further enhanced the message and additional brochures were left near the exhibit at each venue while it was on display.

The first venue was the Valencia Public Library where the exhibit was on display from July 23 to August 31, 2008. The Grand Opening Celebration was held on July 23, 2008 from 7:00 to 8:30 p.m. We had approximately 50 attendees, with the majority being children below the age of 12. The attendees asked several questions about what they could do to help protect the watershed and we had numerous questions about each animal during the live animal presentation.

The second venue was at the Acton Community Center where the exhibit was on display from October 6 through the 16, 2008. The Grand Opening Celebration was held on October 8, 2008 from 7:00 to 9:00 p.m. We had approximately 20 attendees, most of which were adults. The "Welcoming Wildlife" and "Around the House" portions of the presentation were not as well received primarily because this crowd had specific needs regarding wildlife conflicts they are having with horse and livestock protection.

The third venue was at the Fillmore Public Library where the exhibit was on display from October 16 through November 6th, 2008. The Grand Opening Reception was held on Saturday October 18th at 1:00 p.m. The event went very well. Several wildlife ambassadors were presented; a snake, baby squirrel, Barn Owl, Red Tailed Hawk, Opossum (baby and adult), Skunk, and Fox. The 30 or so attendees asked numerous questions about each animal.

The fourth venue was at the Ojai Public Library where the exhibit was on display from November 6 through December 1, 2008. The Grand Opening Reception was held on Thursday November 6th at 6:00 p.m. There were about 25 attendees, most of which were children. The event went very well. All attendees were especially thrilled to see all of the wildlife.

The fifth venue was at the Ventura County Government Center where the exhibit was on display from February 27 to March 20, 2009. The display was highly visible to the general public in the entrance to the Hall of Administration. We scheduled the reception for 2 weeks after the start of the exhibit on March 11, 2009 from 6:00 to 8:00 p.m. We had approximately 20 attendees all of which were adults. There were some employees from Ventura County as well as community members. They asked questions about what they could do at home to help out the native wildlife. Many people interested to learn more about the animals they hear in their neighborhood and what to do if they encounter them.

The sixth venue was at the Canyon Country, Jo Anne Darcy Library in Santa Clarita where the exhibit was on display from April 6 through May 4, 2009. The opening reception was on April 6, 2009 from 5:30 to 7:30 p.m. We had approximately 25 people in attendance, half of which were children under the age of twelve. The warmer weather provided the opportunity to bring along the bobcat and a few other animals that were unable to attend the last reception. We had a few people asking “what is a watershed” and many people were interested in water conservation and what they could do to help with the current drought.

SC Wildlands contracted with SCV Green to complete two additional venues in September of 2009. SCV Green organized the events, helped present the material and it was also an opportunity for SCV Green to present itself to the community as a new stewardship organization in the watershed. One venue was in Santa Clarita at the College of the Canyons, and the other was in Agua Dulce at a Civic Association meeting. Approximately 40 people were present for the presentation in Santa Clarita and 8 were present for the meeting in Agua Dulce. Participants gave input about watershed stewardship to SCV Green in both forums.

The exhibit was also on display on February 13, 2010 at a wine and chocolate reception and a Plein-Air art silent auction hosted by SCV Green. The art auctioned featured local works illustrating our region’s natural beauty. Santa Clarita’s All Corked Up provided the wine pairings. This inaugural fundraising event for SCV Green was designed to appeal to both the conservation community and the real estate/business community of Santa Clarita. The art and maps from the exhibit were on display but not for sale. No presentations were given at this event.

Flyers were developed and posted at various places (e.g., coffee houses, libraries, community boards) in the vicinity of each exhibit location; an example is attached. Press releases were also distributed for each venue to various media outlets; an example is attached. The exhibit received press in the Ventura County Star, The Signal of Santa Clarita Valley and the City of Santa Clarita website.

Please let me know if you have any questions or need any further details on the project.

Best regards,



Kristeen Penrod
Conservation Director

Attachments:

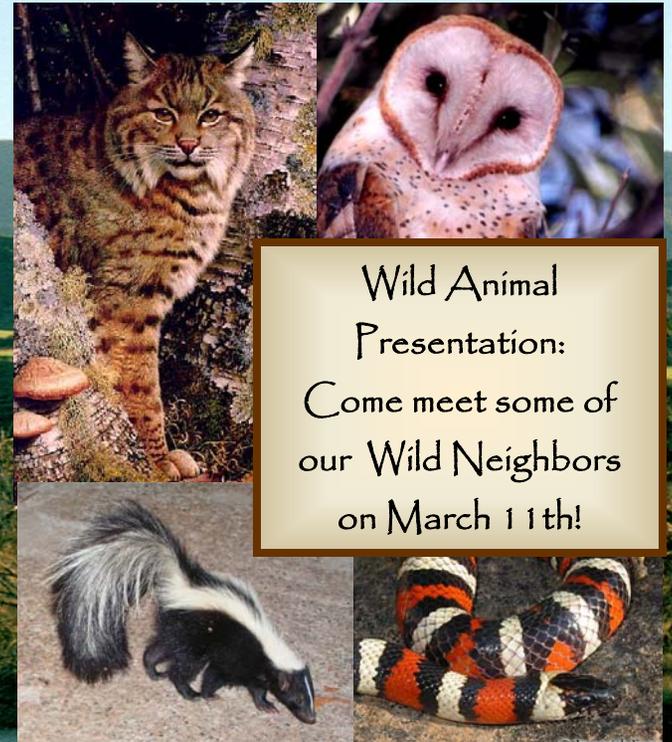
Example Flyer

Example Press Release

Press for events: Ventura County Star, The Signal, Santa Clarita

Example Photos of Events

Wildlands of the Santa Clara River Watershed



Wild Animal
Presentation:
Come meet some of
our Wild Neighbors
on March 11th!

What: A breathtaking visual journey through the Santa Clara Watershed

Where: County of Ventura Government Center, Hall of Administration Entrance,
800 S. Victoria Avenue, Ventura.

When: Exhibit On display February 27 through March 20, 2009

Reception: Wednesday March 11th, 6:00 p.m. Public fountain outside of the Hall of Administration



VisualJourneys^{net}
www.visualjourneys.net

With the generous support of the
Santa Clara River Trustee Council



Press Release



Contact: Kristeen Penrod, Conservation Director, South Coast Wildlands (626) 497-6492

Andrew Harvey, Photographer/Director, Visual Journeys (818-469-1185)

FOR IMMEDIATE RELEASE

LEARN ABOUT THE WILDLANDS OF THE SANTA CLARA RIVER WATERSHED

South Coast Wildlands and Visual Journeys, along with the Santa Clara River Trustee Council, invite you to come and learn more about one of California's most diverse watersheds. Come take a journey through the Santa Clara River Watershed with a visual and educational exhibit designed to ignite passion and appreciation, and encourage the protection of the Santa Clara River Watershed. This exhibit provides an opportunity for the community to learn about how their lives are entwined with the survival of a wild and healthy river.

Our Journey through the watershed begins with an overview of the natural history of the watershed. Viewers will learn about one of Southern California's last free flowing rivers, the Santa Clara River. The exhibit explains what a watershed is and why they require protection. Emphasis is placed on the role of this watershed in providing habitat for over 100 endangered, sensitive, or threatened species. Viewers are also informed about regionally important wildlife movement corridors in the watershed.

Equipped with an understanding of the Santa Clara River ecosystem, viewers are then invited to see how they can help protect the river's watershed and the species that live there. Why care about wildlife and habitat? Protecting the health and diversity of our natural lands in the watershed increases quality of life for all residents, both human and animal. A healthy ecosystem that sustains wildlife lessens the probability of wildlife conflicts. People can enjoy living next to wilderness without having nature move into their homes. With information and action, homeowners can help ensure the safety of families, pets and livestock. And residents can maintain the health and quality of our natural areas that we depend on for recreation, education, tranquility, and inspiration for many years and generations to come. Come hear how we can build a brighter future for people and wildlife together.

**Location: County of Ventura Government Center, Hall of Administration Entrance,
800 S. Victoria Avenue, Ventura.**

Date: Exhibit On display February 27 through March 20, 2009

Reception: Wednesday March 11th, 6:00 p.m. Public fountain outside of the Hall of Administration



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Santa Clara River in new light

Exhibit features photos, animals

By [Zeke Barlow](#) ([Contact](#))

Saturday, October 18, 2008



Courtesy of Andrew Harvey This image by Andrew Harvey is part of a traveling exhibit featuring the Santa Clara River ecosystem. The aim of the exhibit is to inform residents about the diversity of the watershed and the threats to it. It opens today at the Fillmore Library.

Sometimes, the Santa Clara River seems like a misnomer.

For much of the year, the largest river in Ventura County is a sandy wash devoid of water, with brown grass matching the dun-colored earth.

But the watershed is very much alive, with a menagerie of native wildlife and plants that create an important ecosystem within one of the largest wild rivers in Southern California.

Starting this weekend, an environmental group wants to show how unique the area is, complete with an exhibit of live birds, descriptive maps and a photo display of the river.

"The main purpose is to inform and educate folks in the Santa Clara River watershed about the diversity of the watershed and the threats to it," said Kristeen Penrod, conservation director for Science & Collaboration for Connected Wildlands.

The exhibit opens at 1 p.m. today at the Fillmore Library, 502 State St., and the opening will include a display of live hawks, bobcats and owls that are common along the river.

The photo and map exhibit continues through Nov. 6, and Penrod said she plans to hold it in other cities along the river next year.

Andrew Harvey, who took the photos in the display, said shooting the Santa Clara was challenging because it defies what normally is thought of as a beautiful riparian ecosystem. But that's also what makes it so unique and wonderful in its own right, he said.

"I have a great appreciation for it being one of the last free-flowing rivers in Southern California," he said. "Despite its first appearance, it's extremely important to preserve it."

He shot photos of the river when it was dry in the summer and raging in the winter.

He traveled to the headwaters and snapped images of the cottonwoods lining the burbling brook and then took photos of the development along the northern stretch of the river.

Put all the images together and you have a good picture of what makes the river so unique and so important to protect, he said.

The Fillmore Gazette

Newspaper of Record for the City of Fillmore

FILLMORE
GAZETTE

Thursday,
October 2, 2008

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Santa Clara River Watershed Opening Reception & Live Animal Presentation

South Coast Wildlands and Visual Journey's, along with the Santa Clara River Trustee Council, invite you to come and learn more about one of California's most diverse watersheds. Come take a journey through the Santa Clara River Watershed with a visual and educational exhibit designed to ignite passion and appreciation, and encourage the protection of the Santa Clara River Watershed. Also come out and meet some of the creatures that share the watershed with us. This exhibit and presentation will provide an opportunity for you and your community to learn about how your lives are entwined with the survival of a wild and healthy river.

Our Journey through the watershed begins with an overview of the natural history of the watershed. Viewers will learn about one of Southern California's last free flowing rivers, the Santa Clara River. The exhibit explains what a watershed is and why they require protection. Emphasis is placed on the role of this watershed in providing habitat for over 100 endangered, sensitive, or threatened species. Viewers are also informed about regionally important wildlife movement corridors in the watershed.

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families, pets and livestock. And residents can maintain the health and quality of our natural areas that we depend on for recreation, education, tranquility, and inspiration for many years and generations to come. Come hear how we can build a brighter future for people and wildlife together.

Location: Fillmore Library - 502 Second Street, Fillmore, CA 93015

Date: Exhibit on display October 16 through November 6th, 2008

Opening Reception: Saturday October 18th 1:00 pm.

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Photos taken at Ventura County Government Center:



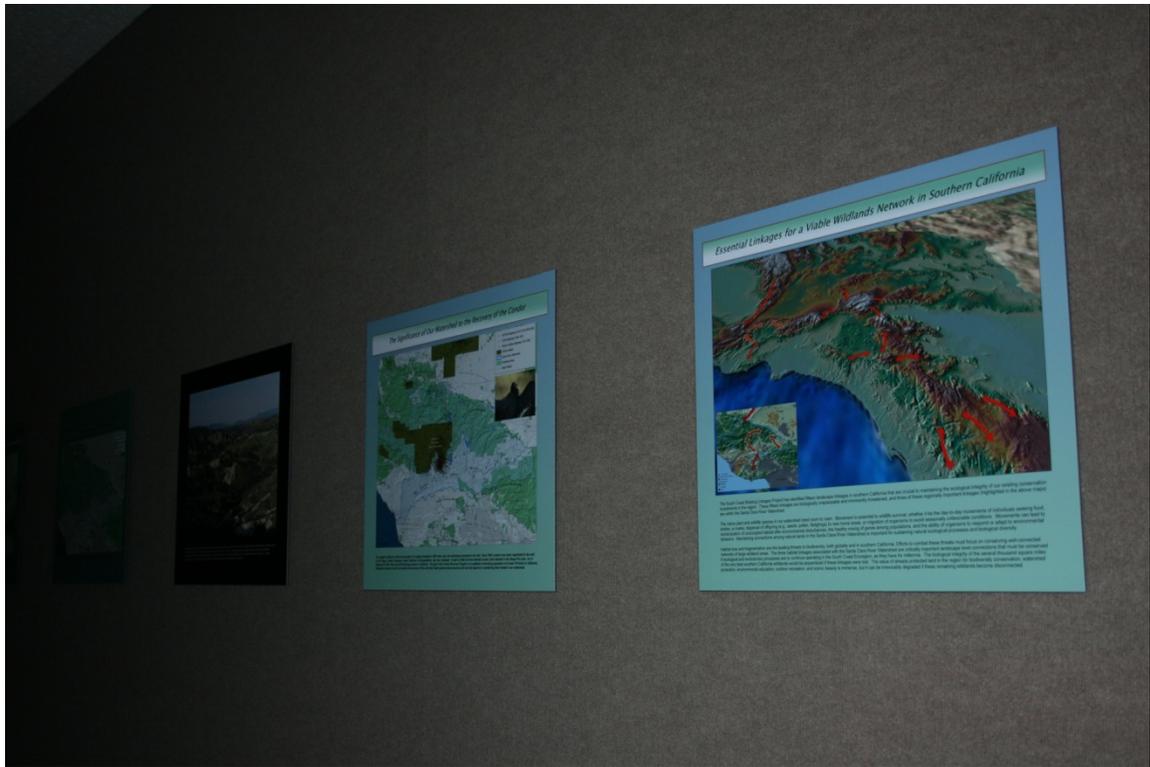












Photos at Canyon County Library:





