

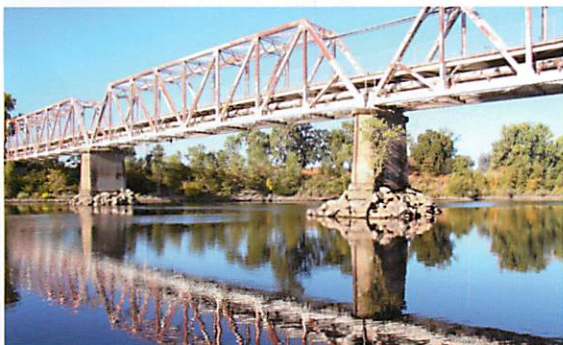
RIVER PARKWAYS AN OVERVIEW }



RIVER PARKWAYS BENEFIT PEOPLE, WILDLIFE, COMMUNITIES, BUSINESSES AND TOURISM BECAUSE THEY:

ATTRACT JOBS AND INVESTMENT.

By providing scenic and recreational areas for the public to enjoy, river parkways make communities more inviting for businesses, encouraging more job opportunities. Parkway can also increase property values in adjacent neighborhoods, or stimulate investment in once blighted areas.



BENEFIT THE LOCAL ECONOMY.

Parks and trails attract visitors who, in turn, support local businesses such as hotels, restaurants and recreation services. In fact, a recent study found the 23-mile American River Parkway in Sacramento brought 8 million visitors to the region every year and generated more than \$364 million in revenue annually for the local economy.



PROTECT FLOODPLAINS.

Conserving natural floodplains helps local government avoid the long-term costs of protecting property and infrastructure. Floodplains provide natural flood management, erosion control, groundwater recharge and natural storm water filtration, saving communities million of dollars over the years.



PROTECT HABITAT AND WATER QUALITY.

Rivers and stream banks are home to hundreds of species, including many threatened or endangered plants and animals. River parkways also protect biodiversity, restore wildlife corridors and improve water quality.

{ RIVER PARKWAYS AN OVERVIEW

the ventura river parkway



Greenways are linear parks or corridors of open space that follow natural or man-made features. River parkways are greenways comprised of the lands bordering a river and its floodplains. They're often our most important greenways, protecting and connecting biologically important ecosystems and offering vital gathering spots for recreation and relaxation.

RIVER PARKWAYS BENEFIT PEOPLE, WILDLIFE, COMMUNITIES, BUSINESSES AND TOURISM BECAUSE THEY:

PROVIDE CONNECTIONS.

Greenways link parks, historic sites, natural areas and neighborhoods. They provide migration corridors for wildlife and create trail networks that bring neighborhoods together. They connect communities to each other, and all of us to the natural world.



NURTURE A SENSE OF PLACE.

River parkways grow from local initiatives that reflect a consensus of community needs and values. They allow people to access natural areas and engage with the land. They ensure cherished places are protected and can be shared for generations.



CREATE OUTDOOR SPACES FOR PEOPLE.

Conserving lands along a river preserves them as scenic and recreational places for us all to enjoy. They provide ideal spaces for much-needed parks, fishing and rafting spots, trails, soccer fields and other recreational facilities.



RIVER PARKWAYS IN CALIFORNIA }



NAPA RIVER FLOOD PROTECTION PROJECT

This large-scale effort to restore the Napa River to its natural state provides a sustainable, non-structural solution to accommodate the river's chronic flooding. Steps include converting more than 18 acres of vineyards into flood terraces and riverbank habitat. When it's completed, the project will restore 650 acres of tidal wetlands, reconnect the river to its historical floodplain, sustain migrating fish and wildlife, create terraced riverbanks and bypass channels and reestablish the river as a natural system.



GUADALUPE RIVER PARK - SAN JOSE

Once a contaminated, little-known asset, the Guadalupe River now features a 250-acre park that winds along the river through the heart of downtown. It includes 27 plazas, playgrounds, tennis courts and other open space facilities for children and adults. The 2.6 miles of trails that meander through the park provide a critical link to the Bay-Ridge trail system that will eventually circle the entire Bay area. Importantly, this parkway was one of the first major park developments in the nation to incorporate flood protection measures.



OTAY VALLEY REGIONAL PARK CHULA VISTA AND SAN DIEGO

This 13-mile linear park, four miles north of the international border, will become the centerpiece of what is now one of the most underserved and park-poor areas of the region. A joint effort of San Diego County, the cities of Chula Vista and San Diego, and their community partners, the 8,000-acre park will provide a mesa-to-mesa corridor of habitat and recreational open space from South San Diego Bay to the Otay Lakes Region and Jamul Mountains.

These cities and regions have done great things. And we can, too. By forming partnerships and making ourselves heard, we can conserve and restore the Ventura River in a way that celebrates its special character and connects each of us to it.

{ RIVER PARKWAYS IN CALIFORNIA

the ventura river parkway



Up and down California, river parkway and other greenway projects are improving water quality, protecting and restoring critical habitat and creating recreational outdoor space for residents and visitors to enjoy.

Each project demonstrates how the right vision, leadership, and effort can transform a river corridor into a prime natural asset for a community. Because each river has its own history, geometry and community concerns, every project is different and requires tailored solutions.



BIG RIVER CONSERVATION PROJECT MENDOCINO

A vigorous community fundraising effort, coupled with \$18 million in state bond funds, helped in the acquisition of nearly 8,000 acres of the lower Big River watershed on the Mendocino coast, including its entire 8.2-mile estuary. The scenic property, now part of the Big River Unit of Mendocino Headlands State Park, links more than 100 miles of public trails and connects with 60,000 acres of wildlife habitat.



SAN JOAQUIN RIVER PARKWAY FRESNO AND MODESTO

This 22-mile regional greenway and wildlife corridor was the result of a 30-year community effort to protect open space along the San Joaquin. A mosaic of parks, trails and ecological reserves, the parkway offers a wide variety of recreational opportunities that have helped the Central Valley prosper.

THE FOLLOWING ARE TWO EXAMPLES OF HOW COMMUNITIES OUTSIDE CALIFORNIA HAVE **TRANSFORMED THEIR RIVERS INTO MAJOR ASSETS.** }



THE SOUTH PLATTE RIVER GREENWAY DENVER, COLORADO

In 1965, a disastrous flood of the South Platte River caused over \$375 million in damages. Instead of accepting a Corps of Engineers plan to create a structural channel for the river, a coalition of non-profits and government agencies came together to restore the river and create a river parkway through downtown Denver. Today, the South Platte River Greenway encompasses more than 150 miles of trails, boat launches, whitewater chutes and wildlife reserves. It has more than 20 pocket parks that provide venues for concerts, festivals, races and other community events. Reclaimed wetlands provide natural flood control and improved water quality. And the South Platte, once neglected and degraded, has made metropolitan Denver a national model for river parkway programs.

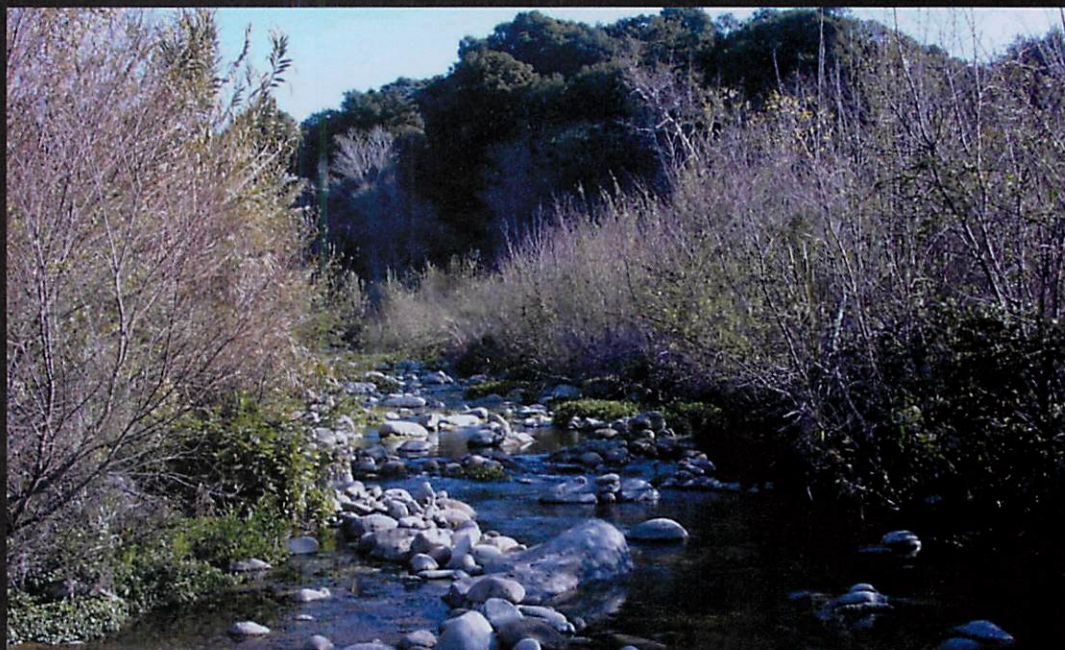
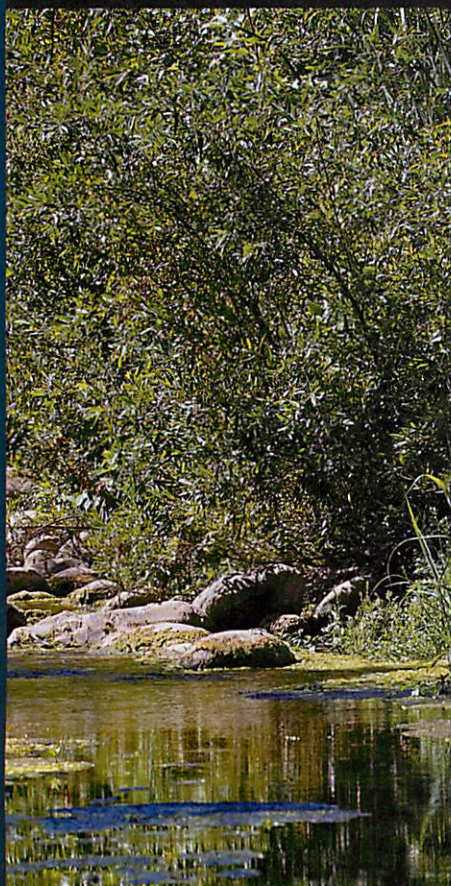


THE RIVERWALK CHATTANOOGA, TENNESSEE

The Riverwalk has been attracting residents and visitors for decades. A well-knit circuit of parks, trails and landmarks, this 20-mile greenway along the banks of the Tennessee River celebrates the city's cultural history and its unique relationship to the river. Preserving the greenway has enhanced the city's character physically and economically. A central park on the Riverwalk near downtown has spurred the development of a vibrant neighborhood that includes an aquarium, hotels, offices, apartments, museums and a marina.

{ RIVER RESTORATION **ACROSS AMERICA**

the ventura river parkway



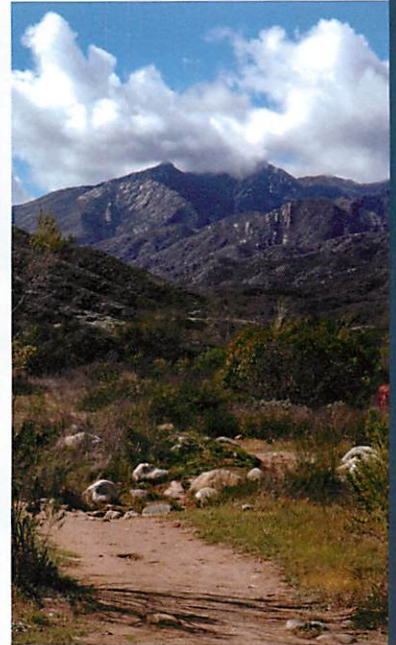
All over America, communities are rediscovering their rivers. Over the past three decades, more than 500 cities and towns have planned or implemented river parkway and other greenway projects. In communities large and small—such as Denver; Chattanooga; Springfield, Missouri and Suwanee, Florida—citizens, local agencies and non-profits have partnered to protect their river corridors for conservation and public recreation.

Each river parkway is unique, reflecting the community's particular needs and values. Parkway designers and planners consider the needs of all neighborhoods, ages and cultures of its users to build lively, diverse places that promote a sense of community and shared history.

Good river parkway design reinstates the riverbank as a place for people. It encourages each of us to experience the river both physically and visually. The Ventura River Parkway will provide access and engagement with this great resource. Contact any of the partners listed on the back to see how you can help.



A ROADMAP FOR THE FUTURE WHAT YOU CAN DO }



With your help, the Ventura River Parkway Vision can build on this legacy to reconnect our community to the river and assure public access along its entire length.

The public interest is there. As evidenced by the hundreds of community members who participated in vision and planning sessions organized by Cal Poly Pomona and UC Extension, we can unite to develop a constituency and consensus for action. Partnerships between government, businesses, civic organizations, developers, landowners and the residents of Ventura and Ojai Valley are the key to making this vision a reality.

There are many things you or your organization can do to help. Attend planning meetings. Participate in educational and interpretive programs about the river and the life it supports. Express your support for protection of the river to your elected officials. If you have ideas, contact your local officials or any of the sponsors of this program to learn more about how you can be involved.

{ VISION A LEGACY OF CONSERVATION

the ventura river parkway



LAND A century ago, Ventura's preeminent philanthropist, E.P. Foster, recognized the need to preserve the river for the public and donated the land for what are now Seaside Wilderness Park and the Ventura Fairgrounds, Emma Woods State Beach and Foster County Park. In the past decade, the Ojai Valley Land Conservancy and its partners have protected more than 2,000 acres of habitat preserves and recreational areas along the river thanks to community fundraising efforts and matching state bond funds.



TRAILS The river parkway features one of the first rails-to-trails projects in Southern California, the Ojai Valley Trail, completed in 1989. Its nine miles connect with the six-mile Ventura River Trail and Omer Rains Trail to create one of the finest multiuse trail networks in the region.



HABITAT Ongoing efforts to restore the river to a more natural state will culminate in the removal of the Matilija Dam. When the dam is gone, the river's steelhead trout will gain access to 17 miles of ideal habitat. Removing Matilija Dam will restore habitat along the stream bank and increase sediment flows downstream to replenish sand-starved beaches along the coast.