

OPEN SPACE AND CONSERVATION ELEMENT

REVISED KIOSK CONTENT

01/09/09

CONSERVATION PANEL

What is Conservation?

Conservation is the management, preservation, and wise use of natural resources and landscapes. It is the way we take care of our environment including land, air, water, plants, and animals to ensure that future generations can use and enjoy them.

[highlight key words, support with artwork]

General content

Descriptive photos/diagrams

Pictures of major resources and major ways we use the resource (these can be “stock” photos from MIG’s resources, but others can be used):

- water/water tap
- energy/light switch
- air/exhaust pipe
- land/housing and food
- forest and paper and other products
- natural open space

Why is Conservation important?

We are protecting nature so that it protects us.

Humans and nature have an interdependent relationship – we need each other to survive. Humans protect and restore natural areas and systems. In turn, plants, trees, and wildlife give us: clean air, water, shade and beauty.

[CIRCLE DIAGRAM: Built environment on one side, natural environment on other. This would show how our built environment and actions impact the natural environment. Such as protected natural open space filtering rainwater to provide the City with drinking water instead of rainwater draining to the streams and ocean.]

What can we do to conserve?

[supporting artwork/photos]

- Walk, ride bike or take the bus to work or school to reduce greenhouse gases and get in shape
- Plant a tree! Trees reduce storm water runoff, erosion, add oxygen, provide shade, habitat for wildlife, and increase property values.
- Water your plants before 10am or after 5pm and only once every three days
- Choose energy efficient appliances

“Did You Know?” Facts (choose a few to “pepper” the display panel)

Water

...typically 50% or more of household water is used for outdoor irrigation.

Trash

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...a plastic bag takes hundreds of years to decompose? if Californians cut their plastic bag waste in half, it would save over two thousand barrels of oil a day (over 800,000 barrels a year) and keep 73,000 tons of rubbish out of our landfills.

How is Pasadena supporting efforts to conserve?

Pasadena is working to become a green and sustainable community of residents, neighbors, workers, and visitors who strive together to balance ecological, economic, and social needs to ensure a clean, healthy and safe environment for everyone and for generations to come.

Recently, Pasadena has:

Expanded the city's green fleet by 45 vehicles.

Turned six trash trucks to dual diesel/CNG vehicles

Introduced solar powered trash compactors on City streets

Launched a drought tolerant landscape program for City facilities.

Established an Environmental Advisory Commission

Offered 100% Green Power derived from wind to PWP customers

In addition, Pasadena plants hundreds of trees every year, runs City Hall with green power, and makes it easier to get around without a car. Do your part to help Pasadena conserve the environment!

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OPEN SPACE PANEL

What is Natural Open Space?

Natural Open Space areas are places where we can go to watch birds and animals, hike or just relax. Pasadena is lucky to have many areas of natural open space like Eaton Canyon and the Arroyo Seco. Some natural open space exists simply as a habitat for wildlife and plants or to allow rainwater to soak back into the ground.

[Photos of examples of natural open space – mountain, stream/arroyo, canyon, etc]

Why is having Natural Open Space important?

Natural open space enhances the quality of life for all Pasadenans. Natural open space provides a multitude of benefits that we all need and enjoy such as water storage, wildlife habitat, recreation, and protection from floods and wildfires. These areas provide a place for young and old to study and learn about wildlife, habitats and geology, as well as learning to be responsible for the environment.

Where are Pasadena's natural Open Spaces?

Map of existing identified open spaces (with acreage/square mileage statistics if available)

Interactive games:

Guess which of the images below was photographed in the City of Pasadena? (photos can show range of images, but the "right answer" should be that ALL were shot here – a trick question, but surprising for probably everyone)

Guess what part of Pasadena is shown in the historic photograph below? ("answer" will be shot of same area today – perhaps from video that Laura bought)

"Did You Know?" Facts (choose a few to "pepper" the display panel)

...a single tree will absorb approximately one ton of carbon dioxide during its lifetime?

...less open space means less local water. Only 46% of our water comes from our underground aquifers.

...Pasadena has over 61,000 street trees, 25,000 park trees and 118,000 trees on private property?

...Thirty acres of oak woodlands and equestrian facilities have been recently added to Hahamongna Watershed Park in the Arroyo Seco?

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PROCESS PANEL

Get Involved...

To help conserve our environment and natural open spaces, Pasadena is updating part of its General Plan with an Open Space and Conservation Element. This is your opportunity to share your thoughts, ideas, and hopes for Pasadena as we plan for the future. There are many ways to get involved.

Let us know what you think [artwork of pencil, paper]

Fill out the questionnaire and share your thoughts about Pasadena's natural open space and its efforts in conservation. Your comments will help us develop priorities for the Element. Complete the questionnaire today and drop it in the slot, or mail it in to the address on the sheet.

Share your favorite photograph [image/artwork of camera, photos] ["take one" pocket with takeaway card for instructions to submit photo via email, date for Community Fair, contact information]

Understanding how and where we see natural open space makes it easier to plan to preserve, research, and acquire areas of open space. Share with the community your favorite photograph of a natural open space area in Pasadena today. It can be a well-known area like the Arroyo or any other area you love – these might even be areas that are not thought of today as permanent open space. Feel free to show nature, scenery, animals, wildlife, or whatever you think is surprising or amazing about our environment here in Pasadena. Photos submitted will be displayed at the Community Fair, where you and fellow residents will guess where photos were taken. Winners will take home prizes! Take a card below and submit your photograph via email.

Community Fair and Workshops [artwork of "festival"-looking public event – booths, etc]

Plan to come to the Open Space and Conservation Community Fair! We'll have an exciting, inspirational discussion followed by the opportunity to visit with many organizations and City departments, and to participate in interactive games, even for the kids. This is your chance to learn all there is to know about our local resources and the benefits to you as a Pasadena resident. It will also be your opportunity to share your hopes and desires for Pasadena's future as we begin developing the goals and policies for the Open Space and Conservation Element.

When: February 28, 2009 9am-12pm

Where: Pasadena City Hall Rotunda and Courtyard

Later in the spring, there will be a workshop to begin prioritizing your ideas for how Pasadena will protect and expand its natural open space and its conservation measures. Be sure to include your contact information on the questionnaire so we can stay in touch about these and other upcoming events!