

Adopt-a-Median Program

The County of Santa Barbara Public Works Department, under the direction of The County Board of Supervisors, has created an innovative program that beautifies and maintains our medians along the Hollister Avenue, Patterson Avenue, Turnpike Road, and Cathedral Oaks corridors. This program is a unique opportunity for neighborhood associations, garden clubs, businesses, churches, organizations, or individuals to enhance the aesthetics of their community.



The Adopt-a-median Program was created as an innovative solution to share the costs of repairing, landscaping and maintaining the parkways in the center of our streets. Medians are important not only in keeping our streets looking aesthetically pleasing, but also in helping improve the amount of trees, shrubs, and green space in our county which helps absorb carbon dioxide and pollutants from the air, provides shade, reduces heat and glare from the concrete, helps reduce erosion and storm water runoff, and provides economic value to our neighborhoods

For an annual cost of \$1000, sponsors receive a recognition plaque on their median as a powerful symbol of the pride they take in their community. There are over 200,000 cars per week at most locations! Adoptions last 1 year and can be renewed annually.

Recognition plaques are architectural grade signs that are hand crafted in Santa Barbara County. Full color photos, logos or your business name text may go on these high quality signs.



Program Guidelines

- Each sponsor signs a one-year agreement
- Sponsors make payment on the date of signing the initial contract
- The medians are landscaped and continued maintenance of the site shall be performed
- Each adoption shall include one sign which prominently display the sponsor's name to oncoming traffic

The Adopt-a-Median program is a proactive way to promote voluntary enhancement to the right-of-way in order to promote safe travel with a cleaner environment and an improved visual experience.