

**SANTA BARBARA COUNTY
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:

Prepared on: 4/20/06
Department: Parks
Budget Unit: 052
Agenda Date: 5/2/06
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors

FROM: Parks Department
Terri Maus-Nisich, *Terri Maus-Nisich*
Assistant County Executive Officer, County Executive Office

STAFF CONTACT: Jim Isaac,
Deputy Director, Park Department

Al Rodriquez,
Assistant Director, ADMHS Department

John Jayasinghe,
Administrative Analyst, County Executive Office

COUNTY OF SANTA BARBARA
CLERK OF THE
BOARD OF SUPERVISORS
2006 APR 20 AM 11:50

SUBJECT: One year update on the resolution prohibiting the use of alcohol in the areas commonly known as Butterfly Beach and Hammond's Meadow within the community of Montecito.

Recommendation(s):

Receive one year update report on the prohibition of the use of alcohol in the areas commonly known as Butterfly Beach and Hammond's Meadow within the community of Montecito.

Alignment with Board Strategic Plan:

The recommendation is primarily aligned with Goal No. 5 – A high quality of life for all residents; and with Goal No. 2 – A safe and healthy community in which to live, work and visit.

Executive Summary and Discussion:

In April of 2005, the Board of Supervisors adopted a resolution prohibiting the use of alcohol at Butterfly Beach and Hammond's Meadow. It is now one year since the resolution was implemented by the Parks Department, with enforcement being provided by the Sheriff's Department. The Montecito Association, along with County staff, believes that the new ordinance has greatly reduced concerns related to the use of alcohol at Butterfly Beach and neighboring areas.

The resolution to prohibit the use of alcohol at Butterfly Beach and Hammond's Meadow was adopted in response to concerns raised by the Montecito Association. There had been an increase in alcohol related incidents including large gatherings, vandalism, public inebriation, urination and increased trash and debris. Butterfly Beach and Hammond's Meadow are not formally designated as County beach parks and therefore, do not have appropriate facilities for large crowds or gatherings.

Last May, the Parks Department posted permanent signs in English and Spanish at Butterfly Beach informing the public that alcoholic beverages were prohibited. Temporary informational public notices were also posted stating: "The Santa Barbara County Board of Supervisors adopted Resolution No. 05-107 at its meeting on April 5, 2005, which bans alcohol on Butterfly Beach and Hammond's Meadow. The Resolution will be enforced by local law enforcement. A violation is considered an infraction." Notices were also placed in local news papers.

At the end of May, the Sheriff's Department began progressive enforcement of the new resolution. In order to educate beach visitors, written warnings were given to violators during the first two weeks. A zero tolerance period followed where citations were issued. The Sheriff's Department was able to use the prohibition of alcohol as a valuable tool to prevent other inappropriate beach incidents.

After one year of implementation of the alcohol ordinance, the results have been positive:

- Less trash, litter and broken glass have been removed from Butterfly Beach by Parks staff;
- No alcohol related incidents have been reported to the Parks Department in the last year;
- A greater than 50% reduction in criminal cases (public intoxication, burglaries, vandalism, possession of illegal drugs, etc) occurred during the first year of implementation of the ordinance dropping from 19 to 9;
- 19 alcohol citations were issued in the first 3 months of implementation, tapering to zero for the remainder of the one year period;
- The Montecito Association has reported that since alcohol has been prohibited, the beach has a more responsible and family oriented crowd. Out of the thousands of calls that the Association has received in the last year, there have been no negative calls regarding the ban of alcoholic beverages. Their organization believes that the beach and the surrounding neighborhood have been significantly improved. See the attached letter.

In addition, a meeting was held with representatives from the County Executive Office, Parks Department, Alcohol, Drug and Mental Health Services, Sheriff's Department and the Montecito Association to discuss any modifications to the existing alcohol ordinance. As a result of the above data and experiences, each of the organizations supports the continuation of the existing resolution prohibiting alcoholic beverages at Butterfly Beach and Hammond's Meadow.

Mandates and Service Levels:

The recommendation does not affect mandates or service levels.

Fiscal and Facilities Impacts:

The recommendation does not have fiscal or facilities impacts.

Concurrence:

Sheriff's Department



MONTECITO ASSOCIATION

Committed to leading the community in the preservation of Montecito

COUNTY ADMINISTRATOR

ROUTE 101

2006 APR 19 AM 11:46

RETURN INSTRUCTIONS

April 12, 2006

Salud Carbajal
Supervisor, First District
County of Santa Barbara
105 East Anapamu
Santa Barbara CA 93101

2006 OFFICERS:
ROBERT COLLECTOR
President
JACK OVERALL
1st Vice President
TED SIMMONS
2nd Vice President
RICHARD SHAIKEWITZ
Secretary
DANA NEWQUIST
Treasurer

Dear Supervisor Carbajal;

As we come up on the first anniversary of the controlled use of alcohol on Butterfly Beach, we understand the Board of Supervisors intends to review the current ordinance. We would like to take this opportunity to update you on Butterfly Beach conditions, let you know how successful the control has been, and compliment the County on their inter-departmental collaborative efforts in this endeavor.

DIRECTORS:
ELISA ATWILL
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Since the controls were initiated there seems to be a strong community consensus that the beach is vastly improved. The Montecito Association has not received even one complaint about alcohol control and, to the contrary, many Montecito citizens have noted the improved conditions at Butterfly Beach. The Montecito Association has heard of no opposition to alcohol control from the community-at-large or the local Butterfly Beach neighborhood. Additionally, there has been no negative media reports or opposing letters to the editor in our local paper.

HONORARY DIRECTORS:
DAN EIDELSON
SALLY KINSELL
NAOMI SCHWARTZ
BARRY SIEGEL
JOAN WELLS

Our local community beach seems to have returned to a community park, once again used mainly by families with children. We have noted other significant behavior changes at this beach. Gone is the rowdy, inconsiderate, and often inebriated conduct that we saw in the summer of 2004—the motivating factor in the community's request for alcohol control.

Since the constraints were established, beach-goers have demonstrated more responsible behavior resulting in a cleaner beach, a safer beach and a more sanitary beach. Beach-goers use trash cans more often, there is less glass and litter found on the beach, sanitary conditions have improved immensely and loud intrusive music has, for all practicality, been eliminated. While the beach is still popular, even parking is less irritating to nearby residents—visitors appear to be more polite in their parking choices, avoiding neighborhood landscaping and no longer blocking driveway access.

The Sheriff's Department and the Parks Department did an excellent job of education and enforcement in conjunction with this ordinance. Right after the control was implemented there was heavy police monitoring, good signage, many verbal warnings issued, and a fair amount of citations written. But, as word got out, citations dropped significantly and, we understand that since August, there has not been even a single citation issued on the Butterfly Beach. We are also very happy to report the rowdy crowds did not relocate to less controlled beaches in the Montecito area.

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Simply put, the Montecito Association believes for the time being our community difficulty has been solved. We are very pleased with the results of the ordinance and we have no recommendations for change. At this review time, we would like to compliment the many County departments that worked together to produce these excellent results. It was a pleasure to work with all of them and to witness their creative problem solving skills and their unanimity of mission. While we celebrate the collaborative County departmental action, our special acknowledgment and gratitude, of course, goes to the First District for your expert leadership and rapid response to our community concerns.

Sincerely,



Robert Collector
President

✓ c.c. Michael Brown, Chief Executive Officer (Attn: J.Jayasinghe)