



Santa Barbara
CHANNELKEEPER®

SANTA BARBARA CHANNELKEEPER

Strategic Framework 2023-2027

Strategic Goals



1. Defend the right to clean water and protect the health of the Santa Barbara Channel and its watersheds.

- Defend and enforce the Clean Water Act and other environmental laws.
- Mobilize community members and advocate to reduce pollution impairing waterways.
- Establish stronger partnerships with communities facing disproportionately harmful impacts from water pollution.
- Monitor local waterways to identify pollution sources and respond to pollution reports from community members.
- Protect the Ventura River and other waterways by ensuring sufficient flows to sustain fish and wildlife habitats, recreational opportunities, and other public trust resources.
- Work with California Coastkeeper Alliance to establish water quality standards in existing state Marine Protected Areas.
- Maintain preparedness to take actions on emerging issues affecting Santa Barbara Channel watersheds.



2. Avoid and minimize adverse impacts to the Santa Barbara Channel from commercialization.

- Reduce the risk of negative impacts of cruise ship activity in the Santa Barbara Channel.
- Ensure aquaculture in the Santa Barbara Channel is managed with strong environmental standards and effective protections.
- Advocate for strong environmental safeguards to govern all existing offshore oil and gas activities, including platform decommissioning, and oppose new oil and gas development in the Channel.
- Collaborate with local partners to remove marine debris and derelict fishing gear that has washed ashore on mainland and Channel Island beaches.
- Monitor and evaluate emerging issues and prepare for action on these issues, if required.



3. Build awareness and resilience to the impacts of climate change in the Santa Barbara Channel and its watersheds.

- Build resilience to drought by advocating for advanced water recycling, sustainable groundwater management, and increased conservation.
- Advocate for coastal management responses to sea level rise that preserve coastal ecosystems and natural processes.
- Protect marine ecosystems by supporting efforts to meet objectives of existing Marine Protected Areas.
- Monitor the Channel and its watersheds for climate-related changes, such as acidification, increased storm and wildfire activity, and loss of habitat and wildlife and use this information for action and advocacy.
- Support federal and California state legislation to advance climate change mitigation, adaptation, and resiliency policies and programs.



4. Inspire community engagement and stewardship for the Santa Barbara Channel and its watersheds.

- Continue to serve as an educational resource to local students and the broader community.
- Motivate and mobilize volunteers to become watershed stewards through hands-on actions.
- Support and share results of collaborative, regional research and monitoring on issues related to the health of the Santa Barbara Channel.
- Deepen existing partnerships and build new, diverse partnerships with individuals and organizations to protect the Channel.
- Increase use of our boat to educate community members and build greater appreciation about the Channel and its watersheds.



5. Build organizational health, capacity, and sustainability.

- Implement major donor and planned giving programs.
- Embed diversity, equity, inclusion, and environmental justice principles throughout our work, our people, and organizational practices and systems.
- Invest in Channelkeeper's staff and infrastructure.
- Strengthen Board governance through enhanced diversity of Board members, succession planning, and other best practices for non-profit boards.