



Preserving the Wonder™

Spring 2020

**KSB's Quarterly
Environmental
Message:**

**In Sedona,
the Environment
...IS...the Economy.**

Keep Sedona Beautiful's mission is to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area



KSB Event Cancellations

Due to the COVID-19 virus, KSB is postponing or cancelling a number of upcoming events.

- The **KSB Speaker Series event** scheduled for April 8 is postponed until further notice.
- The **Native Plant Workshop** scheduled for April 18 is postponed until further notice.
- The **KSB Speaker Series event** scheduled for May 13 is postponed until further notice.

KSB Office and Meeting Rooms: We are planning for the KSB office to remain fully operational but closed to the public. We ask that our members, volunteers and the community email or call for assistance.

Groups renting our space will be postponed, rearranged, or cancelled.

As the situation evolves, we will keep you informed.

KSB believes that one of the very best sources of information on COVID-19 is the Centers for Disease

Control's website [cdc.gov](https://www.cdc.gov).

**10,000+ VOLUNTEER HOURS
OVER 5,000 HOURS
LITTER LIFTING**

Yes! We are relevant and will continue to be so as long as stewardship, preservation, quality of life and caring for our community are important to our daily lives and future generations.



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PRESIDENT'S MESSAGE:

TEMPUS FUGIT. These words are commonly inscribed on the face of quality mechanical Grandfather clocks. Latin for the English "time flies", this is a given and accepted physical reality in our world.

It has been said that time flies faster as we age because, incrementally, it's a smaller segment of our lifespan. Thought provoking. Time flies especially fast when we see the advancing effect of the human "footprint" on climate, plants, animals and our remaining special environments. Remedial and corrective actions, including effective protections for our entire environment, must occur at a higher pace. Although some hold out hope for a magic cure to the problem, most of us know that small corrective steps do matter and that they accumulate.

To the point, have you stopped using the little plastic veggie bags at the market, and have you been using your personal bag for groceries? We can do a lot voluntarily together. You could totally stop consuming plastic bottled water, for instance.

For some good news - Kroger, a large food retailer with 2800 US stores, including Fry's in Arizona, is voluntarily phasing out use of plastic bags, starting with Seattle outlets. We need to get them to start now in Arizona, and for other retailers to follow their lead. You can let Kroger know that you support their initiative at their [Contact Us](#) web page.

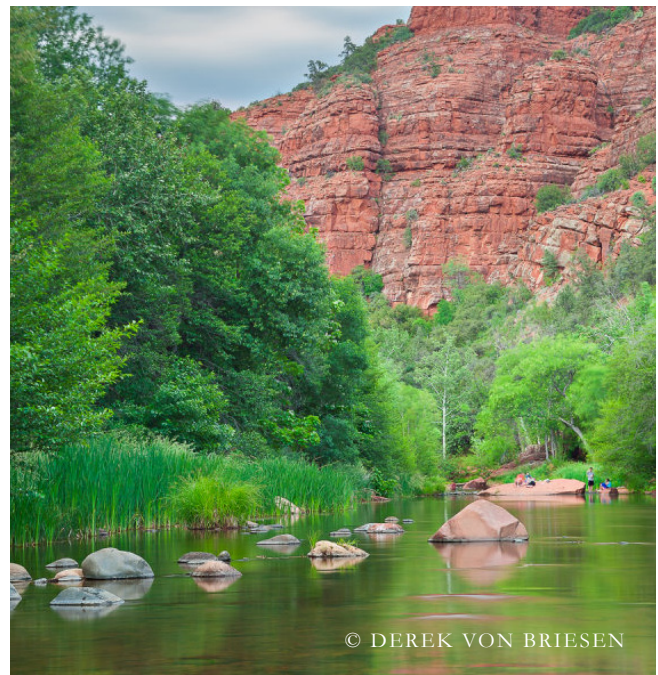
New York State just implemented a plastic bag ban, joining 7 other States. Soon, maybe we'll reach 13. Unfortunately, that's the number of States (Arizona included) that have prohibited any ban on plastic bags. In light of the plastic environmental crisis, many find it impossible to understand this "ban on a ban" mentality. Maybe your Arizona elected representatives have the

answer? Solutions are slow as "time flies" on by.

Are you educating yourself about all that is going on around us? To make a difference, you need to learn about the issues, raise your voice and/or your pen, and communicate your choices.

SPRING ARRIVES (Tempus Fugit). Are you prepared to deal with the early weeds and grasses? I just started. Please remember that effective non-toxic sprays are now available from your favorite online retailer. Of course, use spray only after digging out the weeds you can. Contact KSB if you have questions.

Sincerely,
Bill Pumphrey, *President*



SUPPORT KEEP SEDONA BEAUTIFUL ON AZ GIVES DAY

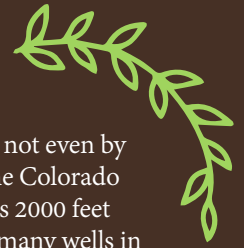


Keep Sedona Beautiful (KSB) will participate in AZ Gives Day 2020, on Tuesday, April 7th ... for the fifth year in a row. All donations to KSB help the organization protect the unique landscape of the Greater Sedona Area and to continue KSB's mission of environmental stewardship. How do we do this? Through activities that range from education and advocacy to hands-on tasks, such as littler lifting, and through preserving the quality of Oak Creek and maintaining Sedona's dark, star-studded night skies.

Our goal? Reach \$1000 by midnight on that day.

But don't wait until April 7, it's possible to donate, now, by clicking [here](#).

SPRING CREEK RANCH AND OUR GROUND WATER SUPPLY



The [Spring Creek Ranch](#) development proposal remains a main focus for KSB, touching so many strands that make up the fabric of our community's quality of life. The reasons why we choose to live here are of course the same for those who want to move here. And those reasons drive the population growth in the Verde Valley.

However, this being a high desert area, we have to keep in mind that our water resources are finite. Water is the prime limiting factor for us humans and for the biological world.

When planning for population growth we must therefore consider our water resources. The problem is, we're in rural Arizona, and our drinking water in the Verde Valley comes primarily from groundwater wells, private and municipal. We lack a quantitative measure of both our total groundwater resources and our aggregate withdrawal from those resources. This is because the State does not and will not collect data on groundwater usage or the groundwater table from private wells. Such data might give information about the groundwater aquifers' physical extent, capacity, and ability to be recharged by rain and snowmelt.

We don't even have an estimate of how many wells pump from the finite aquifers that are not rechargeable by rain or snowmelt. These finite aquifers are natural water reservoirs that are enclosed by impermeable rock and that have accumulated over tens or even hundreds of thousands of years. We also lack sound scientific information about the capacity, extent, and interconnectivity of these finite aquifers.

We do not know the rate of water withdrawal, not even by the huge industrial farms now operating on the Colorado Plateau west of Flagstaff, which sink their wells 2000 feet down through the rock. But we do know that many wells in Northern Arizona are running dry.

In the Verde Valley and Greater Sedona area, the water-use equivalent to mega farms are mega developments of thousands of new residential units, like the Spring Creek Ranch proposal for 2100 housing units on 282 acres. This development would increase our local population by about 4,200. Sedona's population is 10,336 on 12,200 acres. This development alone would pump over 40% of the groundwater quantity the City of Sedona pumps now.

Approval of the Spring Creek Ranch rezoning would signal to other developers that they, too, can construct mega-developments regardless of groundwater concerns.

Apart from the groundwater concern, Spring Creek Ranch is a uniquely valuable riparian area that would severely suffer by both construction of the high-density housing units and high continuous human activity. A rezoning to such high density as asked for in the Spring Creek Ranch proposal should be vigorously opposed. If you have not yet done so, please register your opposition to Yavapai County by emailing planning@yavapai.us, stating your concerns. Remember to include your name and address.

It takes all of us to keep Sedona beautiful.



LITTER LIFTERS WELCOME 2020

Keep Sedona Beautiful (KSB) rang in the New Year by welcoming 10 new Litter Lifters to the program. These new KSB volunteers join others that are truly dedicated to keeping Sedona beautiful:

- Chantel Fried
- Al Kauzlaric
- John and Jackie Moorman
- Paula Potter
- Carol and Roger Redenbaugh
- Josh Tenbrink
- Betty Uhrig
- Mary Ann Undrill

In addition to welcoming new litter lifters to the program, we implemented a new quality control measure: Carolyn Peterson has volunteered to help monitor State Route 179 for large items and report on stretches of neglected roadway. In 2019, litter lifters overwhelmingly asked that the KSB Lifter program provide a quality control aspect to our efforts. This new measure has been in existence for more than



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a year and really helps keep our roads in a balanced state.

If you are a litter lifter and plan on leaving the area for an extended time, please contact Wendy in the KSB office. KSB has volunteers who will cover your mile. When volunteering and removing litter, remember to wear either the ANSI-rated shirt or zippered vest, as both the Department of Transportation and Yavapai County require them.

Thanks to the 75+ litter lifter volunteers who keep our local roads free of litter and ask for nothing in return. YOU are the real story!

Interested in joining our industrious group? There is currently a route available on State Route 89A, near Airport Road. To learn more, email ksb@keepsedonabeautiful.org or call 928-282-4938.

COMPOSTABLE SINGLE USE ITEMS: GREENWASHING AT BEST, DANGEROUS AT WORST

There is a growing trend in the single use items space that is foisting compostable single use items on an unsuspecting public. You've certainly been to an establishment where they proudly serve compostable cups, cutlery or to go containers. The business honestly believes it is doing right by the planet, and patrons feel good that they're using a compostable single use item.

In fact, compostable materials aren't compostable in just any ordinary environment. They require specific conditions to break down. If they end up in the landfill, they won't turn into useable soil. If they end up in a recycling facility they can contaminate the finished product. And by the off chance they end up at an industrial composting facility (the closest one is in Phoenix), they have to run through the process at least twice before breaking down. Even then they add no vital nutrients back into the finished compost.

There is no industrial composting facility in northern Arizona, and it's unlikely there ever will be. The population density isn't here to support a multi-million dollar investment in a facility that in turn wouldn't be able to sustain itself. So, each and every compostable item in all of Northern Arizona cannot be composted properly. Yet we still have these products turning up just about everywhere. What gives?

We believe it boils down to a 'greenwashing' tactic by the suppliers of these products. They push the products on local businesses, telling the owners that it will appeal to customers and help meet sustainability goals for their establishment. The suppliers don't mention that they cannot be composted within a 100 mile radius. In numerous conversations with business owners, their jaws hit the floor when they learn this. These compostable products cost more AND they can't be composted locally. This is the very definition of greenwashing.

The nightmare that is compostable single use items doesn't stop there. Most of these products are corn-based bioplastic. This means that we're using fresh water to grow corn that we don't eat, so that we turn it into a cup, so we can use it for ten minutes and then toss it away. This seems like a terrible waste of a valuable commodity just so we can sip a cold drink at the local cafe.

It can't be stressed enough - these items are environmentally unfriendly on the front end, and environmentally unsustainable on the back end.

The good news is there is a simple solution. We can all take personal responsibility for the Earth's future by being prepared when we go out. You can bring your own mason jar and stainless steel straw to get your favorite smoothie, and you can bring a glass to go container if you plan on grabbing something quick for lunch. Most coffee shops will gladly fill your reusable mug or thermos.

These may seem like small shifts, but they have a massive impact by helping the single-use industry get the message that compostable items aren't something that we want as a community. The more we can make informed decisions and change our behavior the more we can all but eliminate these products from being a viable option.



MEXICO'S ENVIRONMENTAL LAW INCLUDES REGULATION OF LIGHT POLLUTION

In November 2019, the Senate of Mexico unanimously endorsed legislation that classifies light pollution as a form of environmental pollution. This is the first instance of a country explicitly defining light pollution as an environmental pollutant. Light pollution is now subject to regulation under existing environmental laws in Mexico. The law is unique in that it amends previously existing legislation that regulates air, water, and soil quality to include regulation of light pollution.

The IDA congratulates the hard work of IDA Mexico Chapter leader, Fernando Ávila Castro, and the country of Mexico for its historic and progressive law on light pollution. It is amazing the work that IDA Mexico Chapter leader, Fernando Castro, has done. With years of hard work behind this issue, Fernando Castro did it ... evidence of how one person can make a profound difference. For more information about Mexico's new environmental law that includes light pollution regulation, visit [this IDA link](#).



SUSTAINABLE SOLUTIONS: CLIMATE & FOOD OFFERED BY THE SUSTAINABILITY ALLIANCE

Is it possible to connect the dots between our food supply and choices and climate change? The Sustainability Alliance believes we can and will offer a new speaker series, Sustainable Solutions, in conjunction with Northern AZ Climate Change Alliance and OLLI, to explore how this is possible. The first set of presentations this year will address the climate / food relationship and provide answers to these questions:

- How do we secure our food supply in the face of a changing climate?
- How can we adapt our food choices and its preparation to reduce greenhouse gases?
- How can we ensure everyone has access to nutritious food?

Each week the presentation will address solutions that apply on a different scale: home community, state and national/ international.

**Planet-friendly snacks provided by Healthy World Sedona*

While our initial presentations have now been cancelled, please check the Sustainability Alliance website for details on when these sessions will be held:

www.sustainabilityallianceaz.org/sustainable-solutions



WATER WATER NOWHERE AND NOT A DROP TO DRINK

A recent The Arizona Republic series on water and a PBS Horizon television program both highlighted the rural families' struggles to access groundwater. Out-of-state corporations are removing large quantities of ground water from water basins to grow hay, corn, pistachios, and other crops; and, in some rural areas, the water table has dropped 300 feet. There are about 20 water basins in Arizona with multiple sub-basins, according to Sarah Porter, Director, Kyl Center for Water Policy at ASU's Morrison Institute for Public Policy.

According to an The Arizona Republic and USA Today article on Jan 19, 2020 by Ian James, entitled "Ducey defends AZ record on water," managed areas need to ensure a "long-term balance between the water that's pumped out and the amount going back into aquifers" and these areas are "not on track to achieve this target or struggling to get there."

There are two types of water management in Arizona: 1. Irrigation non-expansion areas and 2. Active management

areas (which includes a mix of cities, like Prescott, Prescott Valley, and Chino Valley). The issue is the state is not addressing future well development outside these active management areas.

While multi-million-dollar investments in industrial farms or large developments will be able to dig deeper and deeper wells, it could be cost prohibitive for rural residents surrounding these developments. Ms. Porter indicates this crisis in rural Arizona "can be fixed," but the Director of the Arizona Department of Water Resources needs more authority in developments outside these active management areas of the state. This will allow the department to consider likely, future demand and not just current demand, which is the case today.

In Yavapai County's rural areas, where dense housing is up for debate and water issues are not allowed in the conversation to persuade Planning and Zoning Commissioners and County Supervisors, water level management is a concern to many.

KSB Gratefully Acknowledges New Business Sponsors

With a reminder to all KSB members to patronize our sponsors whenever possible, Keep Sedona Beautiful welcomes this new sponsor:

THUNDER MOUNTAIN (\$1000)



Clark's Market is a conventional grocery store that features natural, organic, and gourmet products. Clark's gives people the product mix they seek and products that help them stretch their dollars. Located at 100 Verde Valley School Road, in the Village (Sedona, AZ). 928-284-1144 • clarksmarket.com/sedona

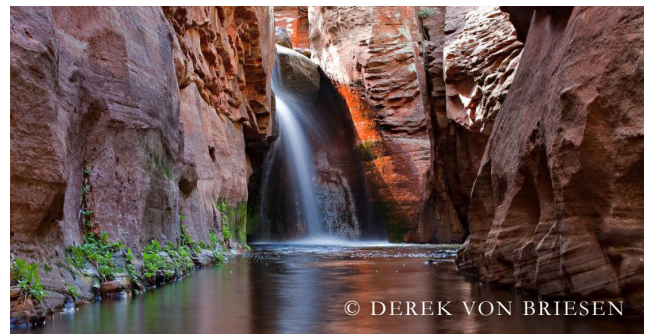


COURTHOUSE BUTTE (\$500)

Aquatic Gardens, Products & Maintenance LLC is a landscaping firm that offers ground improvement, decorative landscaping, and much more. Call Ronnie Koontz at 928-451-1657 to learn more about their services.

Keep Sedona Beautiful

Reminds all members
to patronize our generous sponsors.



GOOD NEWS FROM AROUND THE GLOBE

Good things happening globally ... greater levels of consciousness about our environment, the energy we source, and personal care products that could be considered “toxic.” Here’s just a sampling of what Keep Sedona Beautiful has learned ...

Harness the power of the wind!

From Denmark:

In 2019, Denmark sourced 47% of its electricity from wind power, which is up from the previous two years. Learn more at [this link from The Globe and Mail](#).

Ban the bags!

From Thailand:

Thailand kicks off the year 2020 with its ban on single-use plastic bags at major stores. Learn more at [this link also from The Globe and Mail](#).

From China:

By the end of the calendar year 2020, China has declared it will ban the use of plastic bags in major cities, which is significant, considering that China is the “most populous

country in the world;” China’s population exceeds 1.4 billion. This is in keeping with the United Nations’ declaration that single-use plastics are one of the world’s biggest environmental challenges. Learn more at [this link from NBC News](#).

Save the coral reefs!

And, from the small Pacific Island nation of Palau:

Palau has become the first nation the world to prohibit use of sunscreens considered “toxic” to the island’s coral reefs. With the nation’s popular dive sites regularly packed with tourists, it became concerned that the buildup of chemicals in sunscreens would irreparably harm the reefs, which would have an impact on those who depend on the reefs to sustain life. Read more at [this Euronews link](#).

If you want to share a story of what you're doing in the Sedona area to address our greatest environmental challenges, please submit your success story to Keep Sedona Beautiful at KSB@keepsedonabeautiful.org.



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JOIN/RENEW

Keep Sedona Beautiful
Environmental Stewards Since 1972

Keep Sedona Beautiful, Inc. is a 501(c)(3) organization.
Contributions are tax deductible within the limits of the law.

Please print this page and mail it along with a check for your membership

dues to: Keep Sedona Beautiful
360 Brewer Road
Sedona, AZ 86336-6012

NAME(S): _____

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<input type="checkbox"/> Individual	\$35	<input type="checkbox"/> Protector	\$500
<input type="checkbox"/> Family	\$50	<input type="checkbox"/> Preserver	\$1000
<input type="checkbox"/> Promoter	\$100	<input type="checkbox"/> Steward	\$2500
<input type="checkbox"/> Conserver	\$250	<input type="checkbox"/> Sustainer	\$5000

(KSB is an environmental organization. To conserve paper, ink and other natural resources, and to reduce our carbon footprint, we communicate electronically whenever possible.)

_____ I prefer to remain anonymous in public membership lists

_____ I am interested in volunteering. Please contact me.

Keep Sedona Beautiful, Inc.

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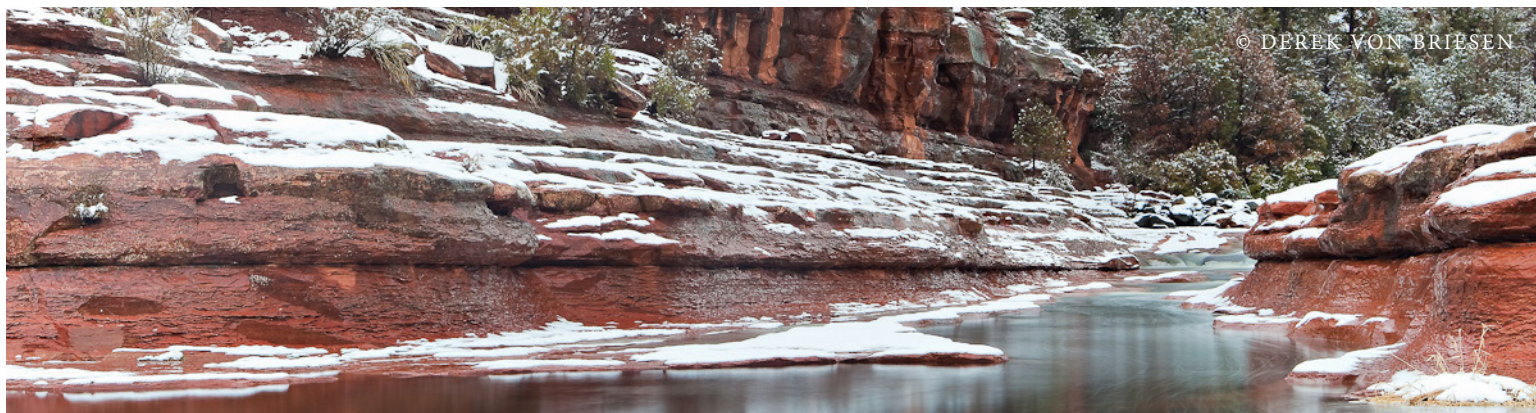
K E E P S E D O N A B E A U T I F U L
360 BREWER ROAD, SEDONA, AZ 86336

INVITATION TO OUR MEMBERS:

If You Care About the Beautiful Nature that Surrounds Sedona, THEN IT'S YOU WE ARE LOOKING FOR!

Put your special volunteer talents to work for the greater good of Preserving the Wonder™!

www.KeepSedonaBeautiful.org or call KSB at 928-282-4938



THANKS TO KSB's 2020 BUSINESS SPONSORS WHOSE FINANCIAL SUPPORT HELPS US TO MAKE A DIFFERENCE

