

**CALIFORNIA COASTAL COMMISSION**

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# W7

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To: Commissioners and Alternates

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RE: 2013 Public Education Program Update

At the Coastal Commission meeting of December 11, 2013, the staff of the Public Education Program will update the Commission on our program activities and accomplishments for the past year. This memo provides a summary of these activities and accomplishments.

## Background

The Coastal Act lays out the foundations of the Commission's Public Education (PE) Program. The Coastal Commission's Strategic Plan articulates current goals and objectives.

**Coastal Act, Section 30012**, states that "an educated and informed citizenry is essential to the well-being of a participatory democracy and is necessary to protect California's finite natural resources, including the quality of its environment. Through education, individuals can be made aware of and encouraged to accept their share of the responsibility for protecting and improving the natural environment." This section of the Coastal Act further states that "the Commission shall carry out a public education program that includes outreach efforts to schools, youth organizations, and the general public for the purpose of promoting understanding of, fostering a sense of individual responsibility for, and encouraging public initiatives and participation in programs for, the conservation and wise use of coastal and ocean resources. Emphasis shall be given to volunteer efforts such as the Adopt-A-Beach program."

The Coastal Act also addresses funding for the PE Program. 30012 (c) states that "the commission is encouraged to seek funding from any appropriate public or private source and may apply for and expend any grant or endowment funds for the purposes of this section without the need to specifically include funds in its budget."

**The Commission's Strategic Plan** addresses PE Program objectives and actions in several sections. Where relevant, this document will point out programmatic links to the Strategic Plan.

## 2013 Activities

In 2013, the Public Education Program continued to carry out its core programs, while adding enhancements and developing new initiatives. Working collaboratively with a wide array of organizations and individuals, including non-profits, government entities, schools and other educational institutions, citizen groups, recreational associations, visitor-serving facilities, and businesses, these programs seek to educate and involve Californians of all ages, ethnicities, and income levels, whether they live along the coast or inland. Topics addressed include ocean pollution (including marine debris), habitat restoration, climate change, sustainability choices, wildlife, and ocean literacy. Some PE Programs reach the public directly; while others provide coordination support, educational resources, grants, training, and technical assistance to others.

The following description organizes PE Programs according to audiences, beginning with programs that target specific audiences, followed by programs for schools and educators, and programs for general public audiences. The final sections address PE work that involves policy and coordination, and developing funding sources.

## Program Activities and Accomplishments 2013

### *Programs for Specific Audiences*

#### **Beach Wheelchairs**

The Coastal Commission is committed to helping *all* visitors to the coast experience the beach firsthand. The Commission's beach wheelchair program aims to ensure that these chairs, which have wide, balloon tires that are able to move across soft sand, are widely available. To this end, the Commission has awarded over \$100,000 to a variety of jurisdictions up and down the coast for the purchase of beach wheelchairs. The Commission also maintains a webpage that includes a map showing the location of beaches with wheelchairs available for use by the public.

#### **Boating Clean and Green Program**

This program is a partnership with the California State Parks-Division of Boating and Waterways (DBW). The program educates boaters and provides technical assistance to marinas and local governments to increase the availability of environmental services for boaters.

**Boater Kits and the Dockwalker Program.** In 2013, the Boating Clean and Green Program developed and distributed 6,500 boater kits and conducted 11 statewide Dockwalker volunteer trainings in which more than 150 new volunteers were trained to conduct face-to-face boater education about clean and safe boating practices.

**Fishing Line Recycling Stations.** With support from the BoatUS Foundation, the program has installed a total of 118 monofilament fishing line recycling stations throughout the state since 2009. To date, approximately 870 pounds of fishing line have been collected and properly recycled. Stretched out, this line would stretch from San Francisco, California to Rocky Ford, Oklahoma.

**Changing Tide Newsletter.** The Changing Tide is the quarterly publication of the three chapters of the CCBN (California Clean Boating Network – a forum of members of from the boating industry, government agencies, and environmental groups). In 2013, the program distributed three issues (12,000 copies each). The newsletter focuses on new trends in clean boating practices and environmental services for boaters.

**Marine Expired Flares Working Group.** Staff is working with the California Department of Toxic Substances Control, CalRecycle, California EPA, California Office of Emergency Services, San Francisco Department of Public Health and the Coastal Commission's Water Quality Unit, and Orion (the biggest marine flare producer in California) to explore options for the boating community on where to properly dispose of expired flares. With an estimated 174,026 out-of-date flares generated annually by boaters in California, it is essential to find proper and convenient disposal options. The working group is currently exploring the idea of holding a pilot marine flare collection event in southern California, which would be conducted in partnership with a local county bomb squad.

**Marinas and Yacht Clubs Oil Spill Preparedness Workshops.** From 2010 to 2012 Boating Clean and Green staff led a working group comprised of representatives from OSPR, the Coast Guard, California Office of Emergency Services (CalOES), the Port Captains and Harbormasters Association, Marina Recreation Association, the Clean Marinas Program, Pacific Inter-Yacht Club Association and the San Francisco Bay Conservation and Development Commission, which among other things developed the Marinas and Yacht Clubs Spill Response Communication Packet. The Packet is designed to help boating facilities access needed information in the event of an oil spill. In 2013, staff, OSPR and CalOES conducted a workshop for boating facilities in the Bay Area and Delta to introduce the packet. The workshop was attended by 40 marina and yacht club operators. Staff is currently planning a series of regional workshops for San Diego and Los Angeles/Long Beach areas. In addition, staff is planning a boom training in partnership with OSPR and CalOES for the Bay Area and Delta marine industry representatives. (Strategic Plan Action 2.3.2)

**Coastal Cleanup Day for Boating Facilities.** Program staff developed a toolkit for marinas and yacht clubs that will assist these facilities in planning and organizing their participation in Coastal Cleanup Day (CCD) and the Adopt-the Beach Program. We based this toolkit on a pilot project conducted in 2011 and experiences from 2012. This year, twenty-eight boating facilities participated in CCD, involving 673 volunteers, who cleaned 42 miles of shoreline and collected approximately 9,102 pounds of trash and recyclables on land and from 257 non-motorized vessels. (Strategic Plan Actions 7.2.4 and 7.3.1)

**Aquatic Invasive Species Workshops.** In 2012, program staff worked with the California Department of Fish and Wildlife, U.S. Fish and Wildlife Service, the University of California ANR/Cooperative Extension, and the Sea Grant Extension Program to conduct aquatic invasive species workshops in Sacramento, Marina Del Rey, and San Pablo Reservoir. The workshops taught participants how to identify aquatic invasive species; understand their economic costs and operational impacts, and how watercraft and fishing gear inspections can reduce the spread of invasive species in California waterways. Sixty-six people attended the workshop.

**Clean Boating Videos.** This year, the Boating Clean and Green Program produced two clean boating videos in partnership with the San Francisco Estuary Partnership, the Keep the Delta Clean Program and the Bay Foundation. The purpose of these videos is to increase

environmental awareness and clean boating practices related to oil and fuel management. The videos are posted on YouTube and on the Program's website [www.BoatingCleanAndGreen.com](http://www.BoatingCleanAndGreen.com) (look for DBW TV).

## ***Programs for Schools and Educators***

### **Waves, Wetlands and Watersheds**

*Waves, Wetlands, and Watersheds* is a science activity guide for teachers, developed by Commission staff in 2003, that addresses topics such as endangered species, marine debris, coastal geology, water use, and water quality. The guide is aligned to the California State Science Content Standards for third through eighth grades, and includes Community Action lessons adaptable for all ages up to and beyond grade 12. Copies of *Waves* are available free to California educators. The book can also be downloaded from our website, as can Spanish translations of the student handouts. To date, more than 16,300 hard copies of the book have been distributed (including 5,000 printed and distributed by the City of Los Angeles). Coastal Commission staff has held a total of 89 workshops, directly reaching 1,800 educators. In 2013, staff held 5 workshops, in Santa Rosa, Sausalito, Berkeley, and Palm Springs, in partnership with the CalSERVES afterschool programs, U.S. Army Corps of Engineers, the Bureau of Land Management/California Coastal National Monument, the City of Berkeley, and the California Science Teachers Association. Activities from the book have been adapted for numerous other publications and audiences, and *Waves* has been incorporated into many educator workshops held by other organizations. During 2013, staff completed correlations of this material to the new Common Core State Standards and the Next Generation Science Standards. During 2014, work will begin on revisions to fully align to these new standards, and to include new subject matter such as climate change and ocean acidification. (Strategic Plan Actions 3.3.3 and 7.3.3)

### **Coastal Art & Poetry Contest**

This contest is open annually to California students in kindergarten through 12th grade. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, we hope to inspire a greater sense of stewardship for these natural places. Every year, five winners each in art and poetry are selected, and around 30 honorable mentions are recognized. Since the contest began in 2003, nearly 21,500 entries have been received from students from all over California. Following each contest, the winning and honorably mentioned pieces are exhibited at venues up and down the coast. The 2013 contest exhibit locations were Channel Islands National Park Visitor Center in Ventura; Point Reyes National Seashore's Bear Valley Visitor Center in Marin County; the Ford House Museum in Mendocino; and, through January 20, Birch Aquarium at Scripps in La Jolla. Artwork from the Coastal Art & Poetry Contest is used in many Commission publications and throughout the Commission's website.

## **Kids' Ocean Day Adopt-A-Beach Cleanup**

This program takes place in six locations— San Diego, Huntington Beach, Los Angeles, Monterey (where students are bused from Fresno), San Francisco, and Humboldt. In all of the locations, the emphasis of this program is on involving students from underserved schools. The Program includes a school assembly about the ocean, marine debris, and pollution prevention as well as a beach cleanup event. Approximately 6,700 students participated in the 2013 cleanup event, and even more saw the assembly. Formations created by the students on the beaches and photographed from the air featured images of sea animals or children with sea shells to their ears, listening to messages from the ocean, which is telling the world that it's in trouble and needs our help. Photos of the aerial images can be viewed at [www.oceanday.net](http://www.oceanday.net).

## **Whale Tail Grants Program**

As of June 2013, the Whale Tail Grants Program has awarded \$8.6 million in grants to 500 different projects. Whale Tail Grants fund schools, nonprofit organizations, and public agencies to conduct a wide variety of coastal and marine education projects. The program targets children and the general public with an emphasis on reaching underserved communities.

There are two categories of Whale Tail Grants: competitive and targeted. Competitive grants are awarded once a year in the early spring and are selected from a large number of proposals that are submitted from all over California. Each proposal is evaluated by staff using 12 criteria previously approved by the Commission. These projects tend to be one to two years in duration. Typically there is enough funding for approximately 15% of the total dollars requested. We recently solicited proposals for the 2013/14 round of competitive grants. With Commission approval, we are piloting a new subcategory for projects addressing climate change and/or ocean acidification. (Strategic Plan Action 3.3.3)

Targeted grants are awarded once a year in the fall. These grants are for projects that are important to the Coastal Commission because they are outgrowths of Commission programs and/or fulfill key organizational priorities, yet exceed the capacity of the Commission Public Education staff. In order to extend our capacity to implement priority projects, the Commission partners with high-capacity grantees with aligned missions to carry out these key programs.

In Fiscal Year 2012/2013, the Commission awarded \$798,000 to 39 different projects. Examples of funded activities included: marine science labs for middle school students in Lakewood; a new Oceans unit for the Junior Rangers program for urban youth in Los Angeles; a new curriculum about wetlands as the way third-grade students in Watsonville will learn science; recruiting Spanish-speaking docents at the Seymour Marine Discovery Center in Santa Cruz; dune restoration by youth in Del Norte County; marine debris cleanups on San Francisco Bay by kayak; and citizen scientists SCUBA diving to measure fish populations in Marine Protected Areas and searching for rare flora in coastal regions for the California Native Plant Society.

In 2013, PE completed a guidebook to assist grantees in conducting program evaluation. The guide is titled "Making Your Program Evaluation Work for You – A Manager's Guide to Evaluating Coastal and Marine Education Programs." The guide will be posted on the our website <http://www.coastal.ca.gov/publiced/plate/forgrantees.html>.

## ***Programs for the General Public***

### **California Coastal Cleanup Day (CCD)**

Over the past several years, the Commission staff has expanded outreach and significantly grown the participation in the annual California Coastal Cleanup Day event. The results of this expanded outreach have been spectacular – in 2013, the Coastal Cleanup Day program enjoyed strong turnout and remained the state’s largest single-day volunteer event. A total of 56,271 volunteers took part at one of over 850 cleanup sites around the state in 54 of California’s 58 counties – one of the largest geographic reach the Cleanup has ever achieved. (Strategic Plan Actions 7.2.5 and 7.3.1)

In addition to its strong support in coastal counties, the Cleanup Program continues to recruit participants from inland areas to clean creeks, rivers and lakes. These volunteers help to illustrate one of the event’s messages – that we are all connected to the coast and ocean by our rivers, streams and storm drains. In 2013, 16,694 volunteers cleaned inland rivers and waterways, removing 330,664 pounds of debris, which exceeded the amount of trash recovered at coastal locations. Combined with the coastal counties of the state, Coastal Cleanup Day volunteers removed over 644,000 pounds of debris from the state’s coast and inland shorelines. This equaled 11.5 pounds of debris per volunteer, which continues a trend in recent years’ cleanups showing volunteers picking up less debris in every part of the state, an encouraging trend that could indicate our year-round educational efforts on marine debris are having an impact. 73,000 pounds of the debris was recycled, which points to a strengthening of our local coordinators’ relationships with their trash haulers and recyclers, and indicates that the Program’s year-round messaging about the need for greater recycling and reuse is taking hold.

Looking back over the history of the program helps to highlight the cumulative benefit of this program to the health of our coast and ocean. Since the Coastal Cleanup Day Program’s inception in 1985, close to 1.3 million volunteers have helped remove over 19 million pounds of debris from California’s coast, ocean, and inland shorelines. (Strategic Plan Action 7.2.5)

**Corporate Partners in CCD.** The Coastal Cleanup Day Program has enlisted strong corporate partners, which have greatly assisted our outreach efforts. We continued our key, ongoing relationship with Crystal Geyser Alpine Spring Water. In addition to their financial support, Crystal Geyser provided free water, primarily in large, gallon-size containers, in 51 Coastal Cleanup regions, covering almost all of the Cleanup volunteers. This is a crucial benefit that helps local coordinators immensely. The Coastal Cleanup Day Program also enjoyed new support from NOAA, CalOES, Chipotle, Ocean Conservancy, and Bank of America, as well as continuing support from Whole Foods Market, Oracle, the Whale Tail® Ecoplate, Nature’s Path, Clif Bar, See’s Candies, Union Bank, Lindamar Industries, California State Parks Foundation, and an array of in-kind and media support from partners around the state.

**BYO for CCD.** The Commission staff launched a new program in 2010 that was expanded significantly in 2011, 2012, and 2013 known as “BYO for CCD.” In recognition of the need to reduce the amount of waste created by the event itself, the Coastal Cleanup Day Program began asking volunteers to bring their own reusable cleanup supplies from home, rather than using the single-use disposable plastic items available at cleanup locations. Whenever possible, the Commission and our partners also provide reusable supplies like buckets and gardening gloves for volunteer use. The initiative has been a great success, as over one-quarter of all

cleanup participants brought at least one reusable item from home to the Cleanup in 2010, 2011, and 2012. In 2013, that number was raised to one-third of all participants. As a result, the Commission was able to order 50,000 fewer trash bags for this year's event than we did in 2010, and expects to lower those numbers even further in 2014. The initiative is helping to reduce the environmental footprint of the Cleanup while educating volunteers about simple lifestyle changes that cumulatively can have enormous, positive benefits to our coastal and marine environments. (Strategic Plan Action 7.3.2)

**CCD Survey.** In 2013, we again conducted a survey of Cleanup participants to gain information about our volunteers and their experience of participating in the cleanup e.g. how they heard about the event, whether participating in the event raised their awareness, and how they expect the experience to affect future behavior regarding the environment. We also use the survey to collect feedback and suggestions.

We used an on-line survey tool to collect over 500 survey responses. Since it was not a random sample, it is important to consider potential biases of the survey – not everyone heard about the survey (depended on local site coordinator communication), and not everyone is inclined to take an on-line survey. That said, some general trends can be inferred from some of the very strong results. For example, almost all survey respondents (97.5% in 2013) report that participating in the event motivated them to take specific actions to protect the environment, such as educating others, picking up street and beach litter, reducing their use of single-use disposable items, etc.

In addition, the survey showed that participation in the Cleanup dramatically increased respondents' assessment of their knowledge of the causes and impacts of marine debris. 80% of respondents considered themselves either "knowledgeable" or "very knowledgeable" about the causes of marine debris after the event, as opposed to only 60% before the event, a 20% increase. Similarly, 87% of all survey takers considered themselves "knowledgeable" or "very knowledgeable" about the impacts caused by marine debris after the event, as opposed to 62% before the event, an increase of 15%. These findings indicate that the Cleanup is both educational and motivational for many participants.

### **Adopt-A-Beach Program**

The Commission staff has continued to improve the Adopt-A-Beach Program, connecting volunteers with the resources they need to organize their own cleanups and become environmental stewards in their local communities. The program has strong participation in the 15 coastal counties and in recent years has expanded into Alameda and Contra Costa Counties. Each of our 48 beach managers assists groups in conducting beach cleanups at their "adopted" beach. CCC staff compiles the data that is collected at individual cleanups. Based on reports from Alameda, Contra Costa, Humboldt, Los Angeles, Orange, San Diego, San Francisco, San Mateo, Santa Cruz, Sonoma, and Ventura Counties, over 40,700 people volunteered during one of the 751 Adopt-A-Beach Cleanups in 2013, contributing over 75,700 volunteer hours. Although not every group tracks the weight of their trash and recyclables removed, those who did collectively removed 31,721 pounds of trash and 3,201 pounds of recycling from our coast and shorelines. (Strategic Plan Action 7.2.5)

**Recognition for Beach Adopters.** Each group that participates in three or more cleanups (or just one cleanup for school groups) through the Adopt-A-Beach program is recognized on our website and receives a certificate acknowledging their participation in the program and thanking

them for their contribution. One hundred fifty-seven groups officially adopted a beach in 2013 and received these recognitions.

**Adopt-A-Beach Advisory Council.** Commission staff met quarterly with its Adopt-A-Beach Advisory Council, a group of Adopt-A-Beach Managers, to discuss publicity; outreach; and new ways to engage, recognize, and retain volunteers.

The January meeting focused on developing “Do-It-Yourself” beach cleanup stations. Several of the Adopt-A-Beach Program partners, including I Love A Clean San Diego, Save Our Shores, and City of Berkeley’s Shorebird Park Nature Center are in various stages of developing pilot programs for these stations, which are stocked with cleanup supplies such as bags and gloves. Subsequent meetings focused on effective messaging and marketing practices and how to recruit, recognize, and retain volunteers.

## **Coastweeks**

Commission staff serves as the California coordinator for Coastweeks. California celebrates Coastweeks starting on Coastal Cleanup Day and over the following three weeks. The staff creates an online calendar of events that are connected to the ocean, coast, and waterways, occurring throughout the state. In 2013, our on-line calendar included 360 events, more than in any previous year.

Coastweeks is celebrated just after California Coastal Protection Week, which now takes place during the second week of every September. The California Senate established this event in 2012 through Resolution 84, recognizing the 40<sup>th</sup> anniversary of the passage of Proposition 20.

## **Community-Based Restoration and Education Program (CBREP)**

The Commission staff continued its work on the Community-Based Restoration and Education at Upper Newport Bay, begun in 2001. To date, the program has engaged over 20,000 volunteers, who together have restored more than 15 acres of coastal salt marsh, riparian and coastal sage scrub habitats. Volunteers have planted 22,718 native plants (over 3/4 of which were propagated in an on-site native plant nursery) and removed over 43 tons of invasive plant material (not including material left on site).

In 2013, we worked on maintaining and expanding current restoration sites. Volunteers attending our restoration events represented schools, community groups, and corporations through such varied groups as Sheppard Mullin, PIMCO, Our Lady Queen of Angels Mothers Group, Big Brothers Big Sisters of America, students participating in Future Farmers of America, Michigan State Alumni, and Girls Inc., a youth empowerment organization. By leveraging partnerships with like-minded organizations such as ExplorOcean, we were able to host student groups from as far away as Riverside. These connections provide inland students with an opportunity to experience the coast (often for the first time) as well as learn about and participate in our efforts to protect and restore it. We also reached out directly to the community through a presentation at the Orange County Natural History Lecture Series.

With the help of a part-time volunteer Restoration Coordinator, we implemented a new restoration site monitoring protocol this year. The protocol was designed to evaluate our current progress in the restoration site while also providing data that will inform our future restoration decisions. The data was collected and analyzed by volunteers. Our Restoration Coordinator



also presented our findings to local volunteer groups in an effort to share our protocol and encourage a discussion about how to best use volunteers in site monitoring activities.

The program is implementing a fundraising plan that was developed in 2012. As part of this plan, the program is in the process of recruiting for a part-time restoration coordinator to assume certain responsibilities for events at Upper Newport Bay, which will enable the program manager to devote additional time to implementing the fundraising plan.

**CBREP High School Curriculum.** Staff continued to distribute the CBREP high school curriculum, called “Our Wetlands, Our World”. The curriculum is aligned to the State Science Content Standards, and focuses on the history and ecology of Upper Newport Bay; the effects of urbanization, invasive species and loss of biodiversity; and the importance of restoration and stewardship. We continued to make available “Our Wetlands, Our World” activity kits to allow teachers to borrow materials needed for each activity, and to support use of the curriculum in the classroom and at the Upper Newport Bay.

**Digging In Guide and Workshops.** The CBREP also continued to distribute “Digging In: A Guide to Community-based Habitat Restoration.” The Guide explains the basic steps of information gathering, site selection, project implementation, monitoring, maintenance, and working with volunteers.

### **Coastal Stewardship Pledge**

The Coastal Stewardship Pledge is an online program that encourages Californians to make a commitment to taking specific personal actions to protect our coast and ocean. They can take a “quick pledge” (with five pre-selected steps anyone can take) or create a personalized pledge action list. Once they have followed through on their commitment, they receive a certificate of participation and a free canvas tote bag. The goal is to encourage people to consider the health of the coastal environment in all their choices throughout the day. The Pledge can be reached through the Commission’s Public Education website at [www.coastforyou.org](http://www.coastforyou.org). 1,900 Californians have taken the pledge online. A special pledge is available for classes and youth groups that include teacher background for each action. Some of the participating student groups are featured on the Commission’s web site.

### **Coastal Photography Contest**

In 2013 the Commission continued its successful partnership with the Thank You Ocean Campaign to co-host the 15<sup>th</sup> Annual California Ocean & Coastal Amateur Photography Contest. The contest is held entirely online with digital images. Fairmont Hotels & Resorts of California donated overnight stays at luxury hotels for the winners, and Hornblower Cruises & Events donated a prize for a yacht cruise. A panel of judges selected three winning photographs, and online voters selected their top two favorites as “viewers’ choice” winners. This year there was a 40% increase in participation over last year, with a total of 1,011 entries submitted. The winning photographs, along with 14 honorable mentions, are featured on the contest website, <http://mycoastalphoto.com>. In 2013, we also continued to exhibit a selection of winning photographs, which were displayed at the Arts Arcata open galleries event for the month of October and the main branch of the Humboldt County Library in Eureka.

## **On-line and Direct Outreach**

**[COAST4U.ORG](http://COAST4U.ORG)**. The Commission's public education web site provides detailed information on all of the programs, contests, and resources that we offer to the public. It includes downloadable curricular materials and hard-copy request forms; a video lending library; a page in Spanish detailing and linking to our many Spanish language resources; and interactive Google maps on topics such as Whale Tail Grant locations, beach wheelchair availability, fishing line recycling stations, and available Adopt-A-Beach sites. In the first 10 months of 2013, the Public Education website received more than 75,000 visits.

**New Creeks to Coast Directory.** This year, the Commission updated its online Marine, Coastal, and Watershed Resource Directory. The new directory, called the Creeks to Coast Directory, is now a fully searchable resource for organizations active in marine, coastal and/or watershed issues within California. Approximately 400 organizations are in the database, including information on their mission, programs, volunteer opportunities, and links to their website and contact details. Organizations can edit their own entries and new organizations can input their data, which is approved by Commission staff before going live on the website. Through 2014, staff will work to further build up the database to be a comprehensive collection of organizations that will be useful to researchers, educators, students, and those seeking volunteer opportunities within their community. The Creeks to Coast Directory is on our website at [www.coastal.ca.gov/publiced/creekstocoast](http://www.coastal.ca.gov/publiced/creekstocoast). (Strategic Plan Action 7.3.3)

**Environmental Fairs and Events.** Each year, we attend a number of environmental fairs and events, where we staff an educational booth, hand out materials, and talk to attendees. This year we exhibited our education resources and spoke to 1,890 people at 11 events. Our 2013 list of events included Morro Bay Winter Bird Fest, Berkeley Bay Festival, San Jose State Earth Day, Los Angeles Sanitation Districts Earth Day, Santa Barbara Earth Day, HP Earth Day Vendor Fair in Cupertino, San Diego County Fair in Del Mar, State Scientists Day in Sacramento, Beneath the Waves Film Festival in Santa Cruz, California Science Teachers Association Conference in Palm Springs, and the Friends of San Leandro Creek Environmental Forum.

In addition, with the assistance of the Public Education Team, the Coastal Commission's Santa Cruz Office organized the second annual "Coastal Cleanup First Friday" event for the Santa Cruz Museum of Art and History. The event included a display of the past 27 years of Coastal Cleanup Day posters, a Coastal Community Art Show with seven local artists, a tabling area with eleven environmental organizations represented, hands-on activities, and live music.

## ***Policy and Coordination***

Public Education staff participates in a number of groups that focus on policy and broad topics of mutual concern related to environmental education, marine debris, and other issues. Participation in these efforts are helpful in a variety of ways – strengthening and expanding networks, sharing ideas and practices, learning about key trends and initiatives. These groups include the California Environmental Education Interagency Network, Community Resources for Science, and the West Coast Governors Alliance on Ocean Health.

The Marine Debris Action Coordination Team (MDACT) of the West Coast Governor's Alliance on Ocean Health, for example, has been active this past year, completing the West Coast

Marine Debris Strategy, which will serve as a blueprint for actions to be undertaken by a proposed West Coast Marine Debris Coalition that the MDACT is also working to create. Unified by a comprehensive strategy for addressing marine debris along the entire West Coast, the Marine Debris Coalition will be able to support actions at local, state, and regional levels that will have positive results in dealing with the challenge of marine debris. The MDACT also focused on the enhancement of the Marine Debris database, which will help standardize marine debris data collection across the west coast, establish a baseline of marine debris levels, and allow for evaluation of future efforts to address marine debris in the region. The MDACT is now working on incorporating the database into the West Coast Regional Data Framework that is under development. (Strategic Plan Action 2.2.10)

### ***Funding Sources***

All of the funding sources described in this section implement Strategic Plan Action 7.4.6.

#### **Whale Tail<sup>®</sup> License Plate**

As of October 2013, a total of 217,837 California drivers had purchased the Commission's Whale Tail<sup>®</sup> License Plate, and sales and renewal fees had raised \$75 million for environmental programs - \$21.9 million to the California Beach and Coastal Enhancement Account (CBCEA) and \$53.1 million to the Environmental License Plate Fund (ELPF). Each year, the legislature appropriates funds from the CBCEA to the Coastal Commission to carry out Coastal Cleanup Day, Adopt-A-Beach, and other coastal and marine education programs, including grants to nonprofits and local agencies. The CBCEA also funds projects of the State Coastal Conservancy. The ELPF funds a variety of state environmental programs.

#### **Corporate Sponsorships**

The Public Education Program raises funds for California Coastal Cleanup Day through corporate partners. A list of corporate partners for Coastal Cleanup Day 2013 is included in the section of this report on Coastal Cleanup Day, on page 6.

#### **New Check-off Box for "Protect Our Coast and Oceans Fund"**

The Governor signed AB 754, authored by Assemblymember Al Muratsuchi, into law on September 21st, 2013. Beginning in 2014, California taxpayers will have the opportunity to check a box and make a donation to the Protect Our Coast and Oceans Fund in the voluntary contributions section of the state tax return. Funds donated to the Protect Our Coast and Oceans Fund will be administered by Coastal Commission staff, and will go to the Whale Tail grants program, described on page 5.

In the Fall of 2013, the Public Education staff approached Gyro, an award-winning advertising agency with an office in San Francisco, to create a marketing campaign for the check-off box pro bono. Gyro staff enthusiastically agreed. The campaign is scheduled for February to April 15, 2014. The specifics of the campaign are in development.

## **Other Fundraising Efforts**

In 2013, the Surfrider Foundation hosted a screening of the film “Heroes of the Coast,” a documentary by Janet Bridgers of Earth Alert that chronicles the events that led to the adoption of the Coastal Act and the creation of the Coastal Commission, as a fundraiser for California Coastal Cleanup Day. The event was held on October 15<sup>th</sup> at the Ocean Institute in Dana Point, and included featured speakers Assemblymember Al Muratsuchi, and Jim Moriarty, CEO of Surfrider Foundation.

In addition, the Public Education Program added to its “Donate/Shop for the Coast” page on the Coast4u.org website. In addition to making a donation, the public can peruse our art gallery and purchase prints of selected winners of our photo contest and art contest through a website called Fine Art America. A portion of the proceeds from these sales goes to the Coastal Commission’s Adopt-A-Beach account at the California State Parks Foundation.