

CALIFORNIA COASTAL COMMISSION

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**Tu 9B**

October 16, 1997

TO: Commissioners and Other Interested Parties

FROM: Peter Douglas, Executive Director
Christiane Parry, Public Education Coordinator

SUBJECT: Memorandum of Agreement with the California State Parks
Foundation
(For the meeting of November 4, 1997, in San Diego)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a Memorandum of Agreement to accept up to \$30,000 from the California State Parks Foundation for personnel expenses for the Adopt-A-Beach Program.

Staff Analysis: The California Coastal Commission (CCC) coordinates the Adopt-A-Beach Program in partnership with the California State Parks Foundation (CSPF). The CSPF serves as the fiscal agent for the Adopt-A-Beach Program. The Adopt-A-Beach Program is a statewide educational campaign to promote coastal conservation, recycling and litter reduction. The Program includes California Coastal Cleanup Day, an annual one day event that in 1997 drew over 50,000 volunteers to clean California beaches, lakefronts and waterways; the Year Round Adopt-A-Beach Program, in which groups pledge to clean a particular beach three times over the course of a year; and the Save Our Seas K - 12 ocean pollution curriculum.

The purpose of this agreement is to enable the CCC to retain a key staff member, the Outreach Coordinator, for the Adopt-a-Beach Program.