

CALIFORNIA COASTAL COMMISSION

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W11b

November 17, 1999

TO: Commissioners and Other Interested Parties

FROM: Christiane Parry, Public Education Program Manager
Steve Scholl, Deputy Director

SUBJECT: Memorandum of Agreement with the California State Parks Foundation
(For the meeting of December 11, 1999, in Marin County.)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a Memorandum of Agreement to accept up to \$15,000 from the California State Parks Foundation for personnel expenses for the Adopt-A-Beach Program.

Staff Analysis: The California Coastal Commission 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 1999 drew over 45,000 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 Kindergarten to grade 12 ocean pollution curriculum.

The purpose of this agreement is to enable the Coastal Commission to hire an intern for the Adopt-A-Beach Program.