

CALIFORNIA COASTAL COMMISSION

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February 23, 2000

TO: Commissioners and Other Interested Parties

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

SUBJECT: Memorandum of Agreement with the California State Parks Foundation
(For the meeting of March 14, 2000, in Monterey.)

Recommendation: Staff recommends that the Commission authorize the Executive Director to amend its Memorandum of Agreement with the California State Parks Foundation, to accept up to an additional \$5,000 for personnel expenses for the Adopt-A-Beach Program.

Motion: I move that the Commission authorize the Executive Director to amend its Memorandum of Agreement with the California State Parks Foundation to accept up to an additional \$5,000 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 original agreement was for \$15,000, to employ a program assistant for the Adopt-A-Beach Program. The purpose of this amendment is to add up to \$5,000 to the original agreement to extend the timeframe for employing the program assistant.