

CALIFORNIA COASTAL COMMISSION

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January 20, 2022

To: Commissioners and Alternates

From: John Ainsworth, Executive Director
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Annie Kohut Frankel, Grants and Education Coordinator
Eben Schwartz, Statewide Outreach Manager
Vivian Matuk, Environmental Boating Program Coordinator
Matt Yurko, Restoration Education Program Manager
Luna Taylor, Management Services Technician

Re: 2021 Public Education Program Update

At the Coastal Commission meeting of Wednesday, February 9, 2022, the staff of the Public Education Program will update the Commission with a summary of program activities and accomplishments for the past year. The attached report provides additional information on 2021 activities.

2021 Annual Report



**Public Education Program
California Coastal Commission**

Great Blue Heron in Eelgrass, Sands Beach, Santa Barbara By Susan Cook

California Coastal Commission Public Education Program

2021 Annual Report

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Public Education Program 2021

Introduction

The California Coastal Commission's Public Education Program provides Californians of all ages, ethnicities, and income levels, whether they live along the coast or inland, in urban or rural environments, the opportunity to learn about and connect with California's remarkable coastline. An important focus is on reaching communities that face barriers in terms of access to the coast.

2021 was another year of adaptation and creative response to changing and uncertain circumstances as staff, our partner organizations, and our grantees continued to navigate the repercussions of the COVID-19 pandemic on education programs. In some cases, more in person programming was able to resume, in other cases virtual programming and self-guided stewardship activities continued, and in most cases, there was a hybrid combination. A bright side of the COVID-safe strategies is that they were often not constrained by geography, expanding accessibility for some programs and providers.

This report describes how 2021 unfolded. Additional information about most of the programs described in this report can be found [online](#).

Background

The California Coastal Act lays out the foundations of the Coastal Commission's Public Education Program. **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." The Coastal Commission's public education programs take many forms including impactful and fun outdoor experiences, stewardship activities, community field science, and artistic expression. The Coastal Commission also supports other organizations engaged in this work by providing resources for educators, grant funding, and training.

There are several funding sources for these programs. The Whale Tail® License Plate has supported core program activities and Whale Tail® Grants since 1997. Since 2014, the Protect Our Coast and Oceans check-off box on the state tax return has added to the pool of funds

available for Whale Tail® grants. And in 2021, the state budget allocated additional funds for Whale Tail® grants, to be distributed over the next five years. Corporate contributions and individual donations support the Coastal Cleanup Day Program through our partner, the California State Parks Foundation.

2021 Highlights

- As restrictions on gatherings lifted, local organizers started resuming clean-up activities in some locations. The 37th annual [California Coastal Cleanup Day](#) took place on September 18th and marked the Commission's return to an in-person event after the 2020 hiatus. While limited in scope and capacity, coordinators around the state organized over 450 cleanup sites, and hosted 36,289 volunteers on the traditional third Saturday of September. In addition, the Commission continued to encourage neighborhood cleanups of streets, local parks, and other natural areas throughout the month, an effort that began in 2020. The neighborhood cleanup model helped the Commission reach new areas of the state and engage new participants. Hundreds more cleanups were recorded, and California again leads the world in cleanup activity over the month of September.
- As many 2019-20 [Whale Tail® grant](#) recipients had to revamp and extend their projects in response to COVID-19 pandemic challenges, the competitive grants cycle took a pause in 2020. Public Education Program staff used the hiatus to work with Justice Outside to review and revise the grant process to increase accessibility and equity for California organizations. Revised guidelines were launched this fall, with 168 proposals received by the November 5th deadline. Proposals were evaluated over the winter and recommendations will come before the Commission in February.
- The Whale Tail® Grants Program received \$10 million in additional funding through the 2021-22 State Budget, to be spent over five years. This allowed the Commission to allocate over \$3 million for 2021-22 Whale Tail® competitive grants, which is more than three times the amount of funding available in recent years.
- [Whale Tail® License Plates](#) sales combined with renewal fees for existing plates provided over \$4.4 million for environmental programs in 2021. Of this total, \$1.2 million went to the Coastal Commission's California Beach and Coastal Enhancement Account, which funds the Commission's public education programs, and \$3.2 million went to the statewide Environmental License Plate Fund for a range of environmental conservation projects.
- The [Protect Our Coast and Ocean fund](#) received \$470,505 in donations from 31,169 individuals in 2021, who "checked the coast" on their state tax forms. These donations support marine education and stewardship through Whale Tail® Grants.
- "[California Coast: Within Sight, Scent and Sound of the Ocean](#)" won the Los Angeles Area Emmy Award in the category of Independent Programming. This 60-minute film was directed and produced by Rigler Creative and is the culmination of a five-year project funded by the Whale Tail® License Plate Grant program.

Coastal Cleanup Day and Month

On September 18th, 2021, thousands of Californians turned out to over 460 cleanup sites throughout the state for [California Coastal Cleanup Day](#). While both the number and capacity of sites were limited for safety reasons, there was a lot of excitement in the air as volunteers relished the opportunity to again gather in-person. In addition to the Coastal Cleanup Day event, the Commission continued to promote self-guided [neighborhood cleanups throughout the month of September](#), encouraging volunteers to clean their streets, local parks, creeks, and shorelines. These neighborhood cleanups, an effort that started during 2020, helped expand the cleanup effort to include new areas of the state and new volunteers for whom the Saturday group cleanups may have been inaccessible.

Despite being scaled back this year, the Cleanup remains the California's most popular annual volunteer event. Reports from around the state continue to filter in, but as of this writing 36,289 volunteers took part in at least one cleanup during the month, helping to remove over 363,719 pounds of trash and recycling.

Coastal Cleanup Day enjoyed strong volunteer turnout in both coastal counties and inland areas. Inland cleanups illustrate one of the event's most important messages – that we are all connected to the coast and ocean by our rivers, streams, and storm drains. About one-third of the total volunteers and two-thirds of the debris was from inland cleanups. On-the-water participation continues to grow among boating facilities and boating groups. Thirty-nine boating facilities and groups participated in the event with 1,160 volunteers collecting 17,708 pounds of trash and recyclables on land and from 169 kayaks, canoes, and dinghies.

In addition to cleaning up, volunteers tracked the trash they removed using either a paper data card or the [Clean Swell app](#). Developed by Ocean Conservancy, Clean Swell provides a convenient alternative to the paper cards for both self-guided and group cleanups, building on the 33-year record of cleanup data. The data feeds into a map-based database, so Commission staff were able to receive real-time feedback on where and when cleanups were taking place and provide weekly updates to the public on our progress. Over 2,500 California cleanups were reported on the Clean Swell app, which is far more than any other state or country recorded for the International Coastal Cleanup.

Data Tells a Story

Data collection has played a pivotal role in advancing our understanding of the challenge of plastic pollution and supporting state and local policies to curb single use plastics. The data gathered during this year's cleanup helped tell the story of the pandemic's impact on our environment. For the second year in a row, Personal Protective Equipment (masks and gloves) made up a substantial amount of the items removed, landing at number 14 on the list at more than 4,500 individual pieces. The top ten items removed remained as typically expected with two notable exceptions: plastic grocery bags remained in the top ten following last year's increase, and the percentage of food wrappers/containers increased significantly, accounting

for 15% of all items removed. These two items speak to the dramatic increase in the use of to-go and delivery services brought on by the pandemic.

Event Messages Reach Millions

In addition to catalyzing participation, the event messages and stories raise awareness by reaching millions of Californians through extensive coverage in local newspapers, television and radio announcements and stories, and on social media and other on-line sites. The Coastal Commission also continued its tradition of producing unique event posters, postcards, and t-shirts. Luna Taylor of the Commission staff designed new images (see posters below) that continued the “Protect Your Happy Place” campaign developed by San Francisco-based ad agency Mekanism in 2020. The messaging emphasized that we can help protect our natural places no matter where we are.



Corporate Partners in CCD

The Coastal Cleanup Day Program continued to enjoy support from corporate sponsors, which help fund the event and enhance event outreach efforts. A key, ongoing partner is CG Roxanne, producers of Crystal Geyser Natural Alpine Spring Water, whose financial support is critical to the success of the program. The cleanup also received support from Oracle and the Whale Tail® License Plate, and in-kind support from the California State Parks Foundation and GreenPolly, who donated 100,000 trash bags made with 94% post-consumer recycled plastic.

Volunteers Reflect on their Experience

With assistance from local coordinators, the Commission conducts an annual survey of Coastal Cleanup participants to gain insight into their cleanup experience (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). The survey is also a way for volunteers to provide feedback and suggestions. We usually provide an incentive – this year it was a free taco courtesy of Coastal Cleanup partner Rubio's, which also provided coupons for Chips and Guac to Coastal Cleanup Day volunteers.

Over 460 volunteers took the on-line survey. Most people picked their cleanup location to improve their neighborhood or community and expressed strong concern over the impact of plastic pollution on wildlife. A big takeaway is that the event is inspiring – 93% of respondents say that participating in the cleanup makes them want to do more to protect the environment, including actions like continuing to pick up trash, recycling more; and using fewer single-use plastic items. The majority (67%) of respondents are return volunteers who participated in past Coastal Cleanup Days, and the survey asks how the cleanup changed them over time. Many expressed that participating made them a more conscientious consumer. As one commenter explained, “seeing plastic pollution pushes me to buy less plastic packaging and plastic with fast food.”



Coastal Cleanup volunteers at Jack London Square in Oakland

Volunteers also wrote about how much they enjoyed the event and that it felt good to participate. One person wrote “Litter clean-up is so satisfying.” Another person remarked that “these events help restore my faith in humans.” One volunteer summed it up as follows, “I think just seeing all the trash that gets collected and being out there in nature, helping to beautify it. It all feels good.”



Coastal Cleanup volunteers in Bishop

Adopt-A-Beach

Over the past 21 years, hundreds of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California. The [Adopt-A-Beach Program](#) offers groups an easy way to care for the coast by pledging to clean their beach three times over the course of one year. School groups can fulfill the obligation with one cleanup.

Covid-19 continued to limit many Beach Managers' ability to run organized cleanup programs. Participation was largely dependent on county-specific safety guidelines. As with Coastal Cleanup Day, many Adopt-A-Beach coordinators promoted individual cleanups and virtual programming as alternative ways to get involved. For example, Heal the Bay, Pacific Beach Coalition, and Coastwalk promoted self-guided Adopt-a-Beach cleanups for individuals and households.

In a normal year, all 15 coastal counties, plus Alameda and Contra Costa, participate in the program. The Commission coordinates 16 Beach Managers from partner organizations who run the program locally (see Appendix A for organization list). Beach Managers give participants cleanup supplies and educational materials, provide instruction, arrange for trash pickup, and sometimes offer supplemental educational programs and public recognition. Some hold regular "drop-in" cleanups that anyone may attend.

The Commission provides Beach Managers with promotional materials, garbage and recycling bags, disposable gloves, data cards, and pencils. In addition, the Commission offers Adopt-A-Beach groups curricula, activities, and other materials about the importance of keeping our water clean.

Kids' Ocean Day

For more than 25 years, kids from throughout California have taken part in Kids' Ocean Day, which included classroom presentations on our connection to the ocean and how we can protect it, a fun field trip to the coast and a beach cleanup, and aerial art creations on the sand. In 2021, this event was reimagined for the world of distance learning. Led by Friends of the Dunes, the Marine Science Institute, the Malibu Foundation for Environmental Education, Orange County Coastkeeper, and I Love A Clean San Diego, and sponsored by the California Coastal Commission and the Whale Tail® Grants Program, more than 4,500 students engaged in online activities that culminated in an art contest. Each entry became part of a giant online picture mosaic unveiled on June 8th for World Ocean Day, with the statewide first-place winning artwork (shown below) as the main mosaic image. You can view the 2021 Kids' Ocean Day Picture Mosaic, an animation video of the art, and the other winning artwork at OceanDay.net.



Protect Our Coast and Oceans Fund Tax Check Off

Beginning in 2014, California taxpayers had the opportunity to check a box and donate to the [Protect Our Coast and Oceans Fund](#) in the voluntary contributions section of the state tax return. Donations support marine education and coastal stewardship through the Whale Tail® Grants Program. In 2021, contributions to the Protect Our Coast and Oceans Fund totaled \$470,505 from 31,169 individuals, a 13% increase over last year's totals.

This year's "Check the Coast" marketing campaign once again featured activist influencers such as 2021 Inaugural Poet Amanda Gorman; 3-Michelin-Star chef Dominique Crenn; and journalist, film producer, and environmentalist, Sachi Cunningham. We also revived and highlighted some favorites from past campaigns, such as volleyball player Kerri Walsh Jennings, gardener Ron Finley, TV journalist Lisa Ling, and chef Nik Sharma. Photography was donated by Mark Leibowitz (Gorman, Jennings, Finley), Smallz + Raskind (Ling), Bill Reitzel (Crenn and Cunningham), and Dan Escobar (Sharma). We also ran ads using a beautiful photo of a whale tail by photo contest winner Tom Stahl, as well as other select nature photos.

The campaign ran between February and July and included advertisements on Facebook and Instagram. In addition, numerous partner organizations helped to spread the word to their constituencies to extend the campaign's reach.



Whale Tail® License Plate

In 2021, California drivers purchased 4,908 [Whale Tail® License Plates](#), which combined with renewal fees from existing plates, resulted in over \$4.4 million in revenue for environmental programs. Of this amount about \$1.2 million went to the California Beach and Coastal Enhancement Account (CBCEA), and \$3.2 million went 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, the Whale Tail® Grants Program, and other coastal and marine education programs. The CBCEA has also provided funds to the State Coastal Conservancy. The ELPF funds a variety of state environmental programs. Since its 1997 launch, 265,663 California drivers have purchased the Whale Tail® License Plate, and sales and renewal fees have contributed about \$117 million to environmental programs (\$33 million to the CBCEA and \$84 million to the ELPF).

Over the 24 years of the Whale Tail® Plate's history, it has been among the top-selling specialty plates, and sales and renewals have provided a steady source of revenue for Coastal Commission education programs and Whale Tail® grants. In recent years, annual sales have declined, reducing the overall revenue available for grants and other educational efforts. This decline is likely due to a combination of factors including the COVID-19 pandemic, the length of time the plate has been on the market, and stiff competition from other specialty license plates, particularly the orange and black Legacy Plate.

In 2021, the Commission contracted with Loma Media to market the Whale Tail® License Plate, launching a campaign in September.



In addition to traditional marketing, an important tool for public awareness is seeing the license plate on others' cars. We greatly appreciate all those who have supported this cause by purchasing a Whale Tail® Plate and encourage everyone to participate. Whale Tail® Plates can be purchased at ecoplates.com.



Whale Tail® Grants

The [Whale Tail® Grants Program](#) supports experiential education and stewardship of the California coast and its watersheds. Grants are awarded to non-profit organizations, schools, government entities, and Tribes throughout the state, and emphasize reaching communities that have historically received fewer opportunities for coastal and marine education and stewardship, and applicant organizations based in and composed of the communities they are engaging. Funding is provided in four categories (youth programs, programs for the general public, climate change education and stewardship, and shoreline cleanup and enhancement), and comes from sales and renewals of the [Whale Tail® License Plate](#), from voluntary contributions to the [Protect Our Coast and Oceans Fund](#) on the state tax form, and from a 2021 General Fund budget allocation.

In the 23 years since the program began in 1998, the Whale Tail® Grants Program has awarded \$14.7 million to 756 different projects. With most of the FY 2019/20 Whale Tail® grant recipients extending their grant periods to deal with the challenges and uncertainties of the COVID-19 pandemic, no competitive Whale Tail® Grants cycle was offered in FY 2020/21. In 2021, in addition to helping guide current grantees through necessary changes in their grant projects, Public Education Program staff worked with Justice Outside to review and revise the grant process to increase accessibility and equity for California organizations. Revised guidelines were launched in the fall and 168 proposals were received. The Commission will vote on the staff recommendation at the February 2022 meeting.

Although there was no competitive grants cycle for FY 2020/21, special targeted grants were offered to a group of local organizations to address increased plastic pollution in their

communities due to the impacts of COVID-19. These grants are supporting six organizations to address the problem in a manner appropriate to their circumstances and expertise, while increasing data collection of debris items for the same database that is used during Coastal Cleanup Day events. The recipient organizations were Urban Tilth in Richmond, Lake Merritt Institute in Oakland, Pacific Beach Coalition in Pacifica, Save Our Shores in Santa Cruz and Monterey Counties, Pacoima Beautiful in the San Fernando Valley, and OC Coastkeeper in Orange County.



Pacoima Beautiful organizes volunteers in a community cleanup for Earth Day 2021



Tribal Resource Specialist Rudy Lopez speaks with Tolowa Dee-ni' youth during a forest excursion with FY2019/20 Whale Tail® Grant recipient Tolowa Dunes Stewards.

Boating Clean and Green

This [Boating Clean and Green Program](#) is a partnership with California State Parks that educates boaters about clean and safe boating practices and provides technical assistance to increase environmental services for boaters. The program serves approximately 8,000-10,000 boaters and water enthusiasts annually. Program staff continue to implement new educational strategies in 2021 to deal with COVID-19 constraints.



California Boater Kit

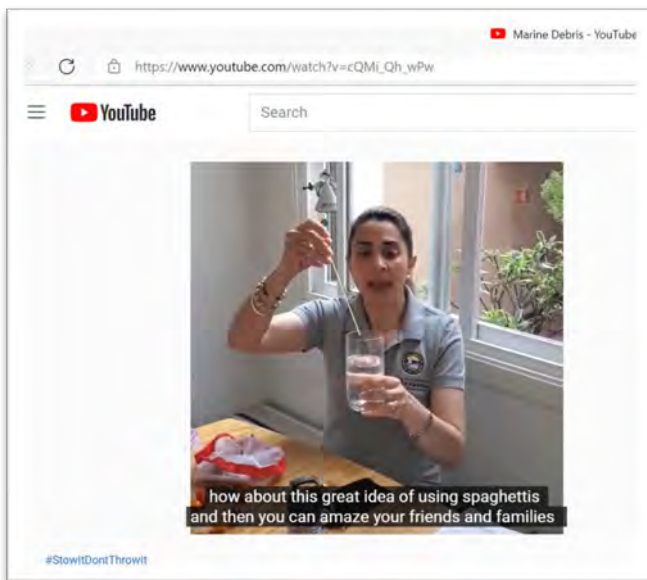
Virtual Trainings

Staff hosted 13 virtual Dockwalker trainings for 226 participants. In addition, staff and partner Dockwalkers distributed 6,000 California Boater Kits. Boater Kits provide boaters with the know-how and tools to reduce their environmental impact including information on clean boating practices, an oil absorbent pillow, an oil absorbent sheet, and a fuel bib.

Online Educational Offerings

With in-person boat shows and events canceled, staff continued to focus on online educational campaigns and webinars. Staff conducted one educational meeting about clean and safe boating practices and five clean boating seminars and presentations, which altogether reached 374 participants.

In addition, eight short videos (1-2 minutes) promoting [clean boating tips](#), [oil](#) and [fuel spill prevention](#), [hazardous waste](#), [sewage](#) and [marine debris](#) management were created and shared via social media platforms garnering over 183,000 views.



The Program held a five-week online quiz campaign during August and early September 2021. The quiz challenged recreational boat owners to test their clean and green knowledge about preventive practices related to oil, fuel, hazardous waste, sewage, and marine debris. Weekly incentives included California Clean Boater Kits for randomly selected participants. This year, 4,116 boaters took the quiz.

The program distributed three issues of the [Changing Tides newsletter](#) in 2021. The newsletter focuses on new trends in clean boating practices and environmental services and is published by the three chapters of the California Clean Boating Network.

Fishing Line Recycling

The program received a mini-grant from the National Oceanic and Atmospheric Administration's Marine Debris Program and the National Marine Sanctuary Foundation to install 50 new fishing line recycling stations, which brings the total number to 322 active stations statewide. Through this recycling program, 2,446 pounds of fishing line have been

collected and recycled. Stretched out, this line would extend from San Francisco to Río Puré National Park in Colombia!



Resources for Educators and Students

In 2021, the Public Education Program continued to promote and share its collection of curricular resources. As part of this effort staff led professional development trainings for a new Environmental Justice unit at the Inland Empire's Environmental Education Collaborative Symposium, the Association for Environmental and Outdoor Educators' annual conference, and the annual conference of the California Association for Science Educators (CASE). Staff also presented at the CASE conference on how educators can use California King Tides Project to teach students about sea level rise.

In March 2021, staff and a panel of outside expert judges selected [winners](#) in the second annual [Climate Video Challenge](#), answering the question, "What does climate justice mean to you?" The next challenge, due March 31, 2022, invites middle and high school students to respond to the question, "What is your vision for a thriving future?" The challenge webpage includes entry details, brainstorming ideas, videography tips, and extensive climate change resources.

The 19th year of the Coastal Commission's [Coastal Art & Poetry Contest](#) saw 1,332 entries from K-12 students throughout the state. Ten [winning entries](#) and 38 [honorable mentions](#) were displayed on the Commission's website and featured across social media. In April, Public

Education staff hosted an online poetry reading and gallery opening for the recognized students, parents, and teachers. The poetry was published in the May 2021 issue of Chapman University's [*TAB—The Journal of Poetry and Poetics*](#). The next contest entry deadline is January 31, 2022.

Find these and other Coastal Commission educational resources and activities [here](#).



Two Elephant Seals, by Cara Li, Grade 6.



Venice Wind, by Antonia Richardson, Grade 10

California King Tides Project

The [California King Tides Project](#) is part of an international effort to help visualize sea level rise by photographing the highest high tides of today. The Coastal Commission engages partner organizations and members of the public in this community science project, which is building a vast photo archive used to visualize the impacts of future sea level rise in a community, document current flood risks, ground-truth and validate climate change models, and serve as a living record of change for future generations.

During the most recent King Tides season in December 2021 and January 2022, members of the public uploaded over 1,400 photos that staff [mapped](#) for ease of viewing by planners, scientists, media, students, and other members of the public. Media outlets up and down the coast covered the story. The project website includes [resources for educators](#) to incorporate King Tides and sea level rise into their lessons.



King Tides near Pacifica Pier

Ocean & Coastal Photography Contest

After being cancelled in 2020, the annual [Ocean and Coastal Amateur Photography Contest](#) returned for its 22nd year. Amateur photographers throughout California submitted more than 800 photos of the people of the California Coast, ocean and coastal wildlife, and the scenic coast. A panel of professional photographers and naturalist judges selected [three prize winners and thirteen honorable mentions](#). The public also voted to select one Viewer's Choice winning photo.

Staff continues to offer a traveling exhibit of winning photographs from the contest. The exhibit was shown at the Pacific Grove Art Center in January and February 2021 and was on display at the Crab Cove Visitor Center in Alameda through December 2021. Exhibit venues for 2022 include the Watsonville Main Library in January-February 2022, and the Ray D. Prueter Library in Port Hueneme in March-April 2022.



Moss Landing Sunrise, Monterey County by Mark Bickerstaff

Project Grow

In 2021, [Project Grow](#) restarted volunteer-driven habitat restoration activities at the Upper Newport Bay. Modified programming, involving small groups with COVID-19 precautions in place, was resumed with assistance from OC Habitats, a partner organization that managed volunteer recruitment during the restart phase.

Student interns helped re-establishing program momentum and kept projects on track during this uncertain time for public events. Project Grow's Environmental Leader Program engaged 28 interns from the UC Irvine Center for Environmental Biology, Chapman University, and Saddleback College, who were trained in ecological restoration techniques, environmental education, and leading public events. When public programs were reduced due to COVID-19, interns transitioned to conducting direct field work to maintain and expand restoration sites.

Project Grow's restoration work focused on riparian habitats in tributaries that empty directly into Newport Bay. In addition, eradication of a non-native, invasive salt marsh plant, Algerian Sea Lavender (*Limonium ramosissimum*), is a priority for this program's restoration efforts. Work to remove Algerian Sea Lavender and restore riparian habitats will continue to be the primary focus of the program's work through the end of 2021 and into 2022.

High school programs were restarted in the fall of 2021. In this program, nearly 100 students from two high schools receive instruction and direct experience in ecological research and ecological restoration techniques. The students will each visit the Upper Newport Bay on six field trips over the course of the 2021-2022 school year to continue their data collection and help progress the restoration sites toward success.

Staff continued to distribute the high school curriculum [Our Wetlands, Our World](#) which focuses on the history and ecology of Upper Newport Bay and the role of restoration and stewardship. Staff also distributes [Digging In: A Guide to Community-based Habitat Restoration](#).

Since its inception in 2001, Project Grow has engaged over 27,000 volunteers, who together have restored more than 15 acres of coastal salt marsh, riparian, and coastal sage scrub habitats. Volunteers have planted over 28,000 native plants (propagated in an on-site native plant nursery) and removed over 55 tons of invasive plants (not including material left on site).



Project Grow volunteers clear brush in preparation for planting of native riparian species. Photo by Stacey Chartier-Grable.

Marine Debris Policy & Coordination

Public Education staff began a new project to support the incorporation of marine debris reduction measures into the Commission's ongoing permit, planning, and enforcement work. Funded by a NOAA grant through Section 309 of the Coastal Zone Management Act, staff will be working over the next five years to develop guidance, training, and public outreach. Initial steps for this project involve forming an internal staff task force that will assist and guide the project over its first years. Staff anticipates bringing the guidance to the Commission for review and approval by the end of the 3rd year of the project, with an additional two years of implementation and training. The project will include a robust outreach program to raise public awareness of Commission actions to help prevent marine debris from polluting our coast and ocean.

In October of 2020, Eben Schwartz, the Commission's Marine Debris Program Manager, was appointed to a National Academy of Sciences committee tasked with studying the U.S. Contribution to Global Ocean Plastic. The committee worked throughout 2021 to produce a report on the subject, which was released to the report's sponsor (NOAA), the U.S. Congress, and the public in November.

In addition, staff continued working to advance marine debris policy and coordination in conjunction with other agencies and stakeholder groups. Staff is actively involved in implementation of the California Ocean Litter Prevention Strategy, which is coordinated by the California Ocean Protection Council. Several policy accomplishments have emerged from this effort, such as state and U.S. laws banning plastic microbeads in personal care products. Staff also continues to serve as the Commission's representative to the Ocean Protection Council's Plastic Pollution Steering Committee, a collection of state agencies working collaboratively to address plastic pollution across multiple jurisdictions and authorities. A parallel, regional effort involves the states of Washington, Oregon, and California and is called the West Coast Marine Debris Alliance. The Alliance works to facilitate communication and collaboration by highlighting state actions and sharing "lessons learned" among stakeholders.

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 can move across soft sand, are widely available. To this end, the Commission has awarded nearly \$148,000 over the years for the purchase of beach wheelchairs and storage lockers. The Coastal Conservancy also provides funding for beach wheelchairs.

The Commission maintains a [webpage](#) that includes a map showing the location of beaches with wheelchairs and how the public can borrow them.



Other Forms of Public Outreach

With most in-person fairs and other activities canceled, staff expanded its outreach activities over virtual platforms.

Coast4u.org. The Commission's Public Education web pages provide detailed information on all the programs, contests, and resources offered to the public. They include Coastal Cleanup Day and Adopt-A-Beach information, downloadable curricular materials; a video library; a page in Spanish highlighting available Spanish language resources; Whale Tail® Grant guidelines and application; how to purchase a Whale Tail® License Plate or donate to the Protect Our Coast and Ocean Fund; and interactive maps on topics such as Whale Tail® Grant-funded project locations and beach wheelchair availability. In 2021 Public Education Program webpages had more than 1,056,000 page views.

Social Media. Commission social media platforms provide the public with a way to keep apprised of opportunities and events and to interact on topics of mutual interest. Staff uses social media to raise awareness, share content, invite participation, communicate about programs, and help build a constituency centered on coastal stewardship and conservation. Through social media, staff builds and strengthens connections with other like-minded organizations and keeps our supporters engaged. Staff shares partners' posts, provides key information, and thanks sponsors and supporters.

Our numbers are growing on every platform:
(numbers are as of January 7, 2022)

- [Facebook](#): 46,000 followers
- [Twitter](#): 15,782 followers
- [Instagram](#): 4,740 followers
- Constant Contact: 68,209 contacts

Email News Blasts. Using the Constant Contact email service, staff maintains a mailing list of subscribers who have signed up via events, Coastal Cleanup Day, and our website to keep in touch. Our targeted messages include newsletter updates, grant opportunities, cleanup events, contest announcements and awards, as well as new program initiatives and education materials.

Appendix A: Partner Organizations

Note: If you are aware of an omission or correction, please contact us.

<p>Coastal Cleanup Day</p> <p><u>Current Local Coordinators:</u></p> <p>Accelerated Achievement Academy Adopt-A-Highway CALTRANS Maintenance Program Aeolian Yacht Club Alameda County Resource Conservation Department Alameda Marinas Alameda County Clean Water Program American River Parkway Foundation (Sacramento) Ballena Bay Yacht Club Ballena Isla Marina Benicia Water Education Program Big Bear Marina (San Bernardino) Bridgeport Elementary School (Mono) Butte Environmental Council Cache Creek Conservancy Calaveras Big Trees State Park California State Parks City of Berkeley Shorebird Park Nature Center City of Fremont City of Livermore Water Resources Division City of Long Beach El Dorado Nature Center City of Milpitas City of Oakland Watershed Improvement Program City of Pleasanton City of Redding – Community Creek Cleanup Action Group</p>	<p>City of San Leandro COASTWALK Community Creek Cleanup Action Group (Redding, Shasta) County of Orange/OC Parks Volunteer Services County of Santa Barbara, Public Works Department, Resource Recovery & Waste Management Division Delta Conservancy East Bay Regional Park District ECOSLO Environmental Health Institute Explore Ecology Grand Marina Golden Gate National Parks Conservancy Golden Gate National Recreation Area Heal the Bay (Los Angeles County) I Love A Clean San Diego Lake County Department of Water Resources League to Save Lake Tahoe Literacy for Environmental Justice Mendocino Land Trust Napa Resource Conservation District Northcoast Environmental Center (Humboldt) Oakland Marinas Oakland Yacht Club Orange County Coastkeeper Orange County Volunteer Services Port of Oakland</p>
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<p>Premier Mushrooms</p> <p>Putah Creek Council</p> <p>Salmon River Restoration Council</p> <p>San Francisco Department of Public Works</p> <p>San Joaquin County Public Works</p> <p>San Joaquin River Parkway & Conservation Trust, Inc.</p> <p>San Mateo Countywide Water Pollution Prevention Program</p> <p>Santa Clara Valley Water District</p> <p>Save Our Shores (Santa Cruz & Monterey Counties)</p> <p>Sierra Nevada Alliance</p> <p>Sierra Nevada Conservancy</p> <p>Silverwood Lake SRA</p> <p>Smith River Alliance</p> <p>Solano County RCD</p> <p>The EcoMedia Compass (Imperial County)</p> <p>The Watershed Project</p> <p>U.S. Army Corps of Engineers - Bay Model Visitor Center (Marin County)</p> <p>U.S. Army Corps of Engineers – Black Butte Lake (Glenn County)</p>	<p>UC Merced</p> <p>U.S. Forest Service Orleans Ranger District (Siskiyou)</p> <p>Ventura County Coalition for Coastal & Inland Waterways</p> <p>Yuba County Dept. of Environmental Health</p> <p><u>Other Coastal Cleanup Day Partners:</u></p> <p>CSU East Bay: Pioneers for Change</p> <p>CSU Channel Islands: Center for Community Engagement</p> <p>CG Roxane Crystal Geyser Spring Water</p> <p>California Department of Public Health, Tobacco Control Program</p> <p>California State Parks Foundation</p> <p>Whale Tail® Ecoplate</p> <p>Oracle</p> <p>Ocean Conservancy</p> <p>Channel Islands National Marine Sanctuary</p> <p>Gulf of the Farallones National Marine Sanct.</p> <p>Cordell Banks National Marine Sanctuary</p> <p>Monterey Bay National Marine Sanctuary</p> <p>Marine Mammal Center</p>
<p>Adopt-A-Beach®</p> <p>Año Nuevo State Reserve</p> <p>California State Parks</p> <p>Center for Natural Lands Management</p> <p>Channel Islands Beach Community Service District</p> <p>City of Berkeley Shorebird Park Nature Center</p> <p>City of Huntington Beach</p> <p>City of Long Beach El Dorado Nature Center</p> <p>City of Newport Beach</p>	<p>Boating Clean & Green Program</p> <p>CA State Parks Division of Boating and Waterways</p> <p>CalRecycle</p> <p>Contra Costa County Public Works</p> <p>The Bay Foundation</p> <p>SF Bay Conservation and Development Commission</p> <p>Pacific States Oil Spill Prevention Education Team</p> <p>Marine Recreation Association</p> <p>Pacific Inter Yacht Club Association</p>

<p>(Adopt-A-Beach cont.)</p> <p>City of San Leandro</p> <p>City of San Mateo</p> <p>City of Santa Barbara, Creeks Division</p> <p>City of Ventura, Partners in Progress for a Beautiful Ventura</p> <p>Coastwalk</p> <p>East Bay Regional Park District</p> <p>Eco Warrior Foundation</p> <p>Golden Gate National Recreation Area</p> <p>Heal the Bay</p> <p>San Diego</p> <p>La Conchita Community Organization</p> <p>Marin County Parks and Open Space</p> <p>Northcoast Environmental Center</p> <p>National Parks Service</p> <p>Oosurf.com</p> <p>Pacifica Beach Coalition</p> <p>Point Reyes National Seashore</p> <p>Santa Barbara County Parks Department</p> <p>Santa Cruz County Parks</p> <p>Save Our Beach</p> <p>Save Our Shores</p> <p>Sonoma County Regional Parks</p> <p>Surfrider Foundation</p> <p>The Watershed Project</p> <p>Vandenberg Air Force Base</p> <p>Ventura County Parks</p>	<p>(Boating Clean and Green cont.)</p> <p>San Joaquin County Department of Public Works</p> <p>Save Our Shores</p> <p>Southern CA Yachting Association</p> <p>The US Coast Guard Auxiliary</p> <p>The US Power Squadrons</p> <p>The State Water Resources Control Board</p> <p>The Boat US Foundation</p> <p>SF Estuary Project</p> <p>The US Coast Guard Marine Safety Offices</p> <p>Recreational Boaters of California</p> <p>CA Port Captains and Harbormasters Association</p> <p>CA Department of Fish and Wildlife - OSPR</p> <p>Monterey Bay National Marine Sanctuary</p> <p>Lake Berryessa Partnership</p> <p>Morro Bay National Marine Sanctuary</p> <p>San Francisco Dept. of the Environment</p> <p>Seabird Colony Protection Program (National Marine Sanctuaries-Gulf of the Farallones)</p> <p>US Fish and Wildlife Service</p> <p>Teacher Workshops</p> <p>California Environmental Education Interagency Network</p> <p>California Association of Science Educators</p> <p>Association of Environmental and Outdoor Education</p> <p>Environmental Education Collaborative (Inland Empire)</p>
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<p>Adopt a Beach School Program and Kids' Oceans Day</p> <p>Malibu Foundation for Environmental Education</p> <p>I Love A Clean San Diego</p> <p>Marine Science Institute</p> <p>Orange County Coastkeeper</p> <p>Community Action Partnership of Kern</p> <p>Friends of the Dunes</p> <p>National Fisheries Conservation Center</p>	<p>Project Grow</p> <p>Tides Center</p> <p>Orange County Parks</p> <p>City of Newport Beach</p> <p>Newport Bay Conservancy</p> <p>Orange County Coastkeeper</p> <p>CA Department of Fish and Wildlife</p> <p>U.C.C.E. Master Gardeners Program</p> <p>U.C. Irvine Center for Env. Biology</p> <p>OC Habitats</p> <p>OC Coastkeeper</p> <p>Institute for Conservation Research and Education</p> <p>Chapman University</p> <p>Saddleback College</p>
<p>Marine Debris Policy and Statewide Coordination</p> <p>California Ocean Protection Council</p> <p>CalRecycle</p> <p>Department of Toxic Substances Control</p> <p>California State Parks</p> <p>California Department of Public Health Tobacco Control Program</p> <p>State Water Resources Control Board</p> <p>State Coastal Conservancy</p> <p>CalEPA</p> <p>California Department of Fish and Wildlife</p> <p>California Fish and Game Commission</p> <p>California Office of Environmental Health and Hazards Assessment</p> <p>Caltrans</p> <p>NOAA Marine Debris Program</p> <p>Surfrider Foundation</p>	<p>Marine Debris Alliance</p> <p>Oregon Department of Fish & Wildlife</p> <p>Washington Dept. of Natural Resources</p> <p>NOAA Marine Debris Program</p> <p>NOAA Coastal Services Center</p> <p>Surfrider Foundation</p> <p>Port of Seattle</p> <p>Heal the Bay</p> <p>California Ocean Protection Council</p> <p>Monterey Bay National Marine Sanctuary</p> <p>Pacific States Marine Fisheries Commission</p> <p>Northwest Straits Commission</p> <p>Sea Grant Extension</p> <p>Stillaguamish Tribe</p> <p>Sea Doc Society / UC Davis</p> <p>Oregon Fishermen's Cable Commission</p> <p>Environmental Protection Agency Region IX</p>

