



The California Coastal Commission's
Public Education Program

2011 Annual Report

Contents

Introduction	3
Coastal Cleanup Day	4
Adopt-A-Beach	5
Coastweeks	7
New Whale Tail® License Plate	7
Whale Tail Grants	8
Boating Clean and Green Program	9
Children’s Art & Poetry	10
Ocean Day Kids’ Cleanup and School Assemblies.....	11
Ocean and Coastal Photography Contest.....	11
Marine, Coastal and Watershed Resource Directory.....	12
Waves, Wetlands and Watersheds	12
Community-Based Restoration and Education	13
Coastal Stewardship.....	13
Beach Wheelchairs	14
West Coast Governors’ Agreement on Ocean Health.....	14
Marine Debris Policy and Statewide Coordination.....	15
Key Partnerships.....	16
Other Ways We Reach the Public	16

Appendix A: Partner Organizations

Appendix B: Recent Grants Awarded From Sales of Whale Tail License Plate

Introduction

The California Coastal Commission is dedicated to protecting, restoring and enhancing California's coastal and marine resources. Acting under State and Federal law, the Commission regulates land development; participates in a land use-planning program with coastal cities, counties, and ports; promotes public access to the shoreline; and carries out a public education program.

Education is an important feature of an effective Coastal Program. In the California Coastal Act, the California Legislature declared "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" (Section 30012 (a)). A knowledgeable population who values the coast and ocean is more likely to support environmental protection, and get involved in environmentally-beneficial activities, Individual behaviors, when considered cumulatively, can have a tremendous effect on the coast.

The Coastal Act directs the Coastal Commission to

"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" (Pub.Res.Code, Section 30012(b)(1)).

The Commission's Public Education Program is dedicated to educating citizens of all ages, ethnicities, and income levels, whether they live along the coast or inland, about the need to preserve and protect our coastal resources. We

involve the general public, schools, civic groups, and businesses in educational programs that promote responsible stewardship of California's coast and ocean.

We also support educational efforts to equip and inspire future generations to address the difficult environmental challenges of the future. Our approach is through collaboration – we work with a variety of government agencies, non-profit organizations, citizen groups and businesses to achieve common goals. See attachment A for a list of partner organizations.

In addition to running its own educational programs, the Commission provides educational materials, grants, workshops, and technical support to a wide range of organizations and individual educators. We seek to promote ocean literacy, and cultivate public education efforts on marine debris, ocean pollution, habitat restoration, and other marine and coastal topics.

The Commission emphasizes "experiential learning" – and provides opportunities for both school children and the public at large to experience the coast and ocean first hand. In 2011 we involved more than 427,000 people in coastal protection through public education programs and events.

The main funding source for our education programs is the Whale Tail License Plate. In addition, corporate contributions support the Coastal Cleanup Day Program through our partner, the California State Parks Foundation.

This report briefly describes the activities of the Commission's Public Education Program for the calendar year 2011.

Coastal Cleanup Day

Following the lead of the state of Oregon, California organized its first Coastal Cleanup Day in 1985. Since then, the idea for the event has spread throughout the nation and internationally. California is now part of the International Coastal Cleanup, organized by Ocean Conservancy (formerly the Center for Marine Conservation), with participation by 45 states and over 100 countries.



In 1993, the Guinness Book of World Records recognized California Coastal Cleanup Day as the world's largest beach cleanup. The event continues to be the Commission's premier event, and 2011 proved to be another incredible year. On September 17, 2011, almost 72,000 volunteers turned out for the Commission's 27th Annual Cleanup. Those volunteers removed 1,345,776 pounds of debris, over 40 percent of which was recycled, the highest percentage in the Cleanup's history. Additionally, Cleanup volunteers worked at over 800 sites spread through 53 counties, marking the widest geographic reach in the Cleanup's history. A major part of this growth was seen in the Sierra Nevada region, where a relatively new and continuing partnership with the Sierra Nevada Conservancy helped spread the reach of the Cleanup throughout the watersheds of the 22 counties covered by that Agency. As this partnership on the "Great Sierra River Cleanup" (the SNC's name for California

Coastal Cleanup Day) continues, we will undoubtedly see continued growth in volunteer participation throughout the area, helping an entirely new constituency realize their intimate connection to California's coast.

California Coastal Cleanup Day is coordinated by a huge network of volunteers who recruit participants and organize events in their regions. The Coastal Commission recruits the county and regional coordinators, provides publicity materials, cleanup supplies, and statewide organization, and manages the statewide marketing program for the event. The California State Parks Foundation serves as fiscal agent for the event, which is largely funded through corporate contributions.

Event Messages Reach Millions

In addition to educating participants, the event messages reach a large and diverse audience through extensive television, radio, newspaper, and web coverage, as well as social media. Millions of television viewers are impacted by the image of the thousands of volunteers spending the day cleaning the beaches, and by interviews with event organizers who help drive the pollution prevention message home. This also holds true for newspaper readers and radio listeners. The event was covered in over 400 newspaper, magazine, and on-line articles.

To assist these promotional efforts, the Commission developed a new publicity campaign in 2011. Working with The Phelps Group, a Los Angeles-based advertising agency working on the Cleanup pro bono, the campaign featured aquatic animals (fish, jellyfish, and a frog) composed of various items of trash. Using the slogan "Coming to a beach near you," the campaign highlighted to connection between trash in inland waterways and the impact of that debris once it reaches the coast. The agency also created on-line

tools, such as web banners and a digital public service announcement, that help increase the Cleanup's presence on-line significantly.

Cleaning Coastal Watersheds

In recent years, the Commission has expanded its efforts to recruit participants from inland areas to clean creeks, rivers and lakes. Most of these waterways form part of a coastal watershed. These volunteers help to illustrate one of the event's messages – that we are connected to the coast and ocean by our rivers, streams and storm drains, and that the solution to ocean pollution is in preventing or reducing pollution where it begins, rather than trying to clean it up where it eventually comes to rest.

In 2011, approximately 23,921 volunteers cleaned inland rivers and waterways. To date, the Commission has recruited coordinators in 53 of California's 58 counties, an effort greatly assisted by our partnership with the Sierra Nevada Conservancy, as referenced above.

BYO for CCD

Over the past two years, the Commission has undertaken a new initiative to try to reduce the amount of resources that our volunteers use during the Cleanup. Through this initiative, the Commission seeks not only to create less trash during the event itself, but also to reinforce the message that making the switch to reusable items throughout the year is a significant step in helping to reduce the amount of potential marine debris that is created year-round. Event organizers received donations of buckets and gardening gloves to use instead of the single-use plastic bags and gloves that the Commission provides to every Cleanup location.

The Commission also helped spread the "Bring Your Own" message through its collateral materials and media messaging leading up to the Cleanup. The results of this initiative have been

encouraging, as more than one-quarter of all Cleanup participants brought at least one reusable item from home to use during the Cleanup. As a result, the Commission was able to use 43,000 fewer plastic bags over the past two years, a significant reduction in our use of plastic. This campaign will continue to grow in the coming years as the BYO message spreads to both new and continuing Cleanup volunteers.



Mini-grants for Coastal Cleanup Day Coordinators

In 2011, through our Coastal Cleanup Day partner the California State Parks Foundation, the Commission awarded grants ranging from \$250 to \$4,000 to 22 of its partner organizations (see Attachment A), to cover event expenses ranging from advertising to trash disposal fees.

Coastal Cleanup Day Survey – Who Are Our Volunteers?

In 2011, we conducted a survey, mostly over the internet, of Coastal Cleanup Day volunteers to find out more about them – who they are, how they heard about the event, why they volunteer, and what they come away with. We conducted a similar survey in 2009 and 2010. Here are a few key findings.

The results give us insight into how best to do outreach. For example, we found that a large percentage of our volunteers come with a group of some sort – with their school, company, scout group, etc., indicating that contacting people through these affiliations is an effective way to recruit volunteers. Two-thirds of our volunteers are female. This finding has implications for targeting our messaging – both to continue to appeal to a female audience and to find ways to appeal to males who are not currently involved.

Volunteers reported that participating in the event increased their understanding of the problem of marine debris. In addition, 94% of volunteers (this has been consistent year to year) said participating in the event inspired them to do more to protect the environment. These findings indicate that the event has educational and inspirational value, and that volunteers are primed for ideas on ways to help the environment all year long. And 80% of respondents want us to keep in touch, which we accomplish through adding them to our COAST4U newsletter mailing list.

Adopt-A-Beach

The Adopt-A-Beach Program offers groups a way to help take care of a favorite stretch of the coast on a year-round basis. Volunteers pledge to clean their beach three times over the course of one year. School groups can fulfill the obligation with one cleanup. Over the past 20 years, tens of thousands of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California.

The Commission partners with 47 local Adopt-a-Beach Managers (see Attachment A for a list of organizations) who run the program locally. Beach Managers meet the group for a safety talk, provide cleanup supplies and educational materials, arrange for trash pickup, and sometimes deliver supplemental educational

programs. The Commission provides Beach Managers with promotional materials, garbage and recycling bags, and latex gloves. In addition, the Commission maintains a free video loan library, and provides curricula, posters, and other materials to teachers and others to help teach Adopt-A-Beach groups the importance of keeping our water clean.

In 2008, the Adopt-A-Beach program launched an on-line recognition program to provide some additional exposure for the groups of volunteers adopting our beaches, and some added incentive for prospective adopters. Our website currently lists 124 adopting groups for 2011.

The Adopt-A-Beach Advisory Council, created in 2008, continues to meet on a quarterly basis. The Advisory Council, which is made up of some of the more active local Beach Managers, assists the Coastal Commission in expanding and improving the program. In the past three years, the Advisory Council has developed a marine debris data card, Adopt-A-Beach bumper sticker, and shared environmental education activities. These tools will help the program continue to grow and increase awareness about marine debris prevention.

In 2011, we recruited The Watershed Project to develop an Adopt-A-Beach program in Contra Costa County, further expanding the reach of the program into the bay area. Commission staff also continued its recent practice of organizing an Adopt-A-Beach Regional Workshop. This year, the workshop was held in April, in Berkeley and was attended by nine Bay Area Adopt-A-Beach Managers. Staff used this opportunity to engage other groups organizing cleanups in the area and recruited them to be Beach Managers in the Adopt-A-Beach program. One such organization, Sea Scavenger, attended the workshop in this capacity. Beach

Managers shared Best Management Practices for successful Adopt-A-Beach programs and discussed regional collaboration on Cleanups. Topics discussed included the importance of data collection, successful publicity efforts, and successful volunteer management and organization. In addition, the group identified local sites in need of cleanups and coordinated how best to go about covering those areas.

Based on reports from Los Angeles, San Diego, Orange, San Mateo, San Francisco, Marin, Monterey and Santa Cruz Counties, (which represents only 15% of the 47 Beach Managers) over 40,000 volunteers participated in the Adopt-A-Beach program and cleaned up over 400,000 pounds of debris. We estimate that actual debris totals are much higher, as many of the volunteer groups did not record the weight of their trash. The Coastal Commission continues to refine the data collection system to encourage reporting and hope to see higher participation rates as a result.



Coastweeks

Coastweeks is a national celebration of our coastal resources. As the California coordinator for Coastweeks, the Commission maintains an on-line calendar and publicizes Coastweeks events. For three weeks (kicked off by Coastal Cleanup Day on the third Saturday in September) the public is encouraged to take part in activities that celebrate our coast and water resources, such as volunteer restoration days, beach hikes, ocean festivals, and scientific lectures. In 2011, the calendar included 231 events taking place throughout the state.

New Whale Tail® License Plate

We launched the new Whale Tail® License Plate design on August 2, 2011 with three simultaneous press conferences in San Francisco, Santa Monica, and Dana Point. The press conferences announced and honored the winning artists who collaborated on the new design, painter Elizabeth Robinette Tyndall of Bethel Island on the California Delta, and graphic designer Bill Atkins of Laguna Beach.

In addition, we announced a “whale of a deal” - \$25 off the purchase price, which was offered to the public on Ecoplates.com, between the August 2nd launch and California Coastal Cleanup Day, on September 17th. This deal was made possible by our Stewards of the Coast sponsor team, described below.

The launch garnered extensive media coverage. We also placed countertop displays in DMV offices and northern California Whole Food Markets, and heavily promoted the license plate in conjunction with the Coastal Cleanup Day event. Sales for that period were double our usual numbers.

In addition to underwriting the “whale of a deal”, Stewards of the Coast sponsors provided Coastal Cleanup Day participants with the chance to win getaways to beautiful California destinations or a \$1,000 gift certificate to Whole Foods Market. The Stewards of the Coast sponsor team was spearheaded by Anaheim/Orange County Visitor and Convention Bureau, and included the following additional major sponsors: the City of Dana Point and its partners the County of Orange, Dana Point Harbor Association, and Dana Point Chamber of Commerce; Santa Monica Convention and Visitors Bureau and its partners Pier Restoration Corporation, Pacific Park, and Office of Sustainability and the Environment, City of Santa Monica;

SeaWorld San Diego; and Waste Management WM EarthCare.

Supporting sponsors included Huntington Beach Marketing and Visitors Bureau (Surf City USA®), Laguna Beach Visitors and Conference Bureau, Long Beach Convention and Visitors Bureau, San Francisco Travel, Santa Barbara Conference and Visitors Bureau, Santa Cruz County Conference and Visitors Council, Sonoma County Tourism Bureau, Visit Newport Beach Inc., Aquarium of the Bay in San Francisco, Aquarium of the Pacific in Long Beach, SEA LIFE™ Carlsbad Aquarium at the LEGOLAND® California Resort, and Whole Foods Market.

We also partnered with AdVantageTec, a marketing company that places video screens in auto dealerships. The video displays devote 85% of the screen to live TV and use the remaining 15% for marketing and informational purposes. AdVantageTec's automotive dealership TV network is displaying the new specialty license plate in 80 showrooms and waiting areas throughout California, visually showing the new design on TVs while describing the benefits to our environment.

As of October, 2011, more than 200,000 California drivers had purchased the Commission's Whale Tail® License Plate, and sales and renewal fees had raised \$62.6 million for environmental programs - \$18.3 million to the California Beach and Coastal Enhancement Account (CBCEA) and \$44.2 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.

The Whale Tail License Plate provides a way for the public to contribute funds to protect and conserve California's coast and ocean. Prior to 1998, the Coastal Commission's Public Education Program was supported financially by unpredictable sources, e.g. one-time grants, corporate contributions, in-kind donations, and federal funds. In 1994, in response to the Commission's request for permanent funding for its public education programs, the Legislature passed and the Governor signed SB1411, to establish a special coastal environmental license plate to support the Commission's Adopt-A-Beach Program, Coastal Cleanup Day, and coastal and marine education. After DMV administrative fees are deducted, funds from Whale Tail License Plate sales and renewals go to the California Beach and Coastal Enhancement Account (CBCEA), and the Environmental License Plate Fund (ELPF).



Whale Tail Grants

Whale Tail Grants distribute funds from sales of the license plate and support programs that teach California's children and the general public to value and take action to improve the health of the state's marine and coastal environments. The program funds projects that foster environmental stewardship, and cultivate knowledge of and enthusiasm for marine science, with a focus on reaching communities that are poorly served in terms of marine and coastal education. Funding is provided in the following three categories: 1) Adopt-A-Beach programs; 2) Youth

programs; 3) Programs for the general public. Applicants must be either a non-profit organization or a government entity.

The need for Whale Tail Grants continues to far exceed the available funds. In Fiscal Year 2010/2011, for its competitive grants program, the Commission received 109 grant applications for a total of \$2,248,182 and awarded 15 grants totaling \$256,000.

Some examples of the projects receiving funding in 2011 included: starting new Adopt-A-Beach programs in Monterey and Contra Costa counties; promoting ocean-friendly gardens to homeowners and landscapers in Santa Barbara and Ventura; learning about marine ecology in Los Angeles; learning about watersheds in Escondido; and bringing coastal education to remote and rural schools in southern Humboldt and northern Mendocino counties. In addition, the Commission awarded seven targeted grants, which totaled \$330,500. To date, the program has awarded \$7.2 million in grants to various organizations. (See Attachment B – a table showing the grants that were awarded recently).

Boating Clean and Green

The Coastal Commission's Boating Clean and Green Program, which began in 1997, promotes environmentally sound boating through education and by working with marinas and local governments to increase availability of environmental services for boaters. In April 2006, the Department of Boating and Waterways (DBW) assumed a lead role in the Program. DBW and the Commission are now working in partnership to implement the program.

In 2011, the program developed and distributed 5,250 boater kits and conducted 7 statewide Dockwalker volunteer trainings where more than 150 new volunteers were trained to conduct

face-to-face boater education about clean and safe boating practices.

In partnership with the Santa Monica Bay Restoration Foundation, and Keep the Delta Clean Program (partners), we released the 2007 – 2009 California Boater Survey Final Report, based on a survey of motorized boaters about their attitudes, opinions, and knowledge of boating related issues. A total of 5,735 surveys were completed. Considering the survey results, Partners plan to focus future education and outreach efforts on preventative engine maintenance, use of pollution prevention tools and recognition of the used oil collection center and sewage pumpout logos, and sewage discharge regulations.

We continued to set up monofilament fishing line recycling stations in areas with the highest recreational fishing activity in the state, an effort that was launched in 2008, in partnership with the Boat US Foundation. Thirty-nine new stations were installed in 2011, for a total of 81 stations statewide. To date the stations have collected about 500 pounds of fishing line.

We distributed 10,000 copies of the San Francisco Bay Area Clean Boating Map at boat shows and boating events. Due to its popularity, a new updated map will be printed in 2012. This free map features locations of marina-based pollution prevention services.

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 2011, we distributed three issues (11,000 copies each). The newsletter focuses on new trends in clean boating practices and environmental services for boaters.

The Boating Program brought together several state and federal agencies, the California Department of Toxic Substances Control, CalRecycle, California EPA, CalEMA, San Francisco Department of Public Health and the Coastal Commission's Water Quality Unit, along with 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 for boaters in California.

It is important that the government agencies involved in preparing for and responding to an oil spill, engage with the representatives of the marinas and yacht clubs to garner their assistance and cooperation in the event of a spill. The Boating Program is leading a working group in the Bay Area to address this need, which is comprised of representatives from OSPR, the Coast Guard, Cal EMA, the Office of Emergency Services, 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.

This working group will help to develop a list of involved agencies and their contact procedures, and make this list and other resources available to marinas and yacht clubs. A long term goal for this group will be to plan a future oil spill drill for marinas and yacht clubs on the Bay. In partnership with the US Coast Guard, the group held a free 8-hour HAZWOPER training at the Bay Model in Sausalito, which was attended by 50 marina and yacht club operators.

In 2011, staff started participating in America's Cup 34 task forces to identify ways to encourage boaters and marine facilities to utilize environmentally sound practices for the

expected increase in business surrounding the events.

In 2011, staff conducted a pilot program partnering with two Yacht Clubs (Port Royal in Redondo Beach and Sequoia Yacht Club in Redwood City) during coastal Clean Up Day (CCD) 2011. The purpose was to collect information on how the program can be expanded in the future to involve more boating facilities. Combining the efforts from both yacht clubs, 63 volunteers collected 1,267 pounds of trash and recyclables. Staff is currently developing a Toolkit for marinas and yacht clubs that will assist these facilities in planning and organizing their participation in Coastal Cleanup Day and the Adopt-the Beach Program.

Staff also worked with the NOAA Marine Chart Division with the NOAA Marine Chart Division on including clean boating information in the California NOAA full-size print on demand charts and Pocket charts. A second component of this partnership involves staff developing a clean boating section for NOAA's Coastal Pilot Book, which covers the entire Pacific region. For the last 12-month period, people have downloaded the Coastal Pilot Book 8,084 times. In addition, 4,552 Coastal Pilot Book books are printed and distributed throughout the year. Distribution includes sales to the public, the military and government agencies.



Children's Art & Poetry

The Coastal Art & Poetry Contest is open annually to California students in kindergarten through 12th grade. The contest invites

students to submit poetry or art with a coastal or marine theme. 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.

In 2011, five winners in art and five in poetry were selected in several grade categories, and 38 honorable mentions were identified. The contest received 2,272 entries from students from throughout California. Winners and honorable mentions were displayed at the San Francisco Bay Model in Sausalito, the Ford House Museum in Mendocino, Cabrillo Marine Aquarium in San Pedro, and the Channel Islands National Park Visitor Center in Ventura.

Ocean Day Kids' Cleanup and School Assemblies

Since 1993, the Coastal Commission has worked with the Malibu Foundation for Environmental Education and other partners to conduct the Ocean Day Kids' Cleanup and School Assembly Program. The assembly shows students the way to cleaner beaches and oceans. By presenting slides and talking about recycling, the dangers of plastic and debris in the world's oceans, litter reduction and the storm drain system, the assembly motivates children to care for the marine environment. The children are then shown a way to help the environment – by doing a beach cleanup. The program focuses on underserved schools and provides grants to assist the schools with the costs of the beach trip.

In 2011, Kids' Cleanups were held in early June in recognition of World Oceans Day (June 8th). Approximately 8,700 students cleaned six sites: Crown Point Shores in San Diego County (819),

Bolsa Chica State Beach in Orange County (874), Dockweiler State Beach in Los Angeles County (5,453), Ocean Beach in San Francisco



(552), Municipal Beach in Monterey (167 students from Fresno), and Humboldt Bay (900). This year, as part of our “BYO” theme, a portion of the students in each city brought their own reusable cleanup supplies instead of depending on plastic trash bags. After cleaning the beach at each site, the students formed giant images and messages in the sand that were photographed from the air. This year's aerial images featured pictures of different fish with words coming out of their mouths, such as “Clean seas please,” “Turn the tide,” and “Kelp us!”

Ocean and Coastal Photography Contest

In 2011 the Commission completely revamped its annual amateur coastal photography



contest. Partnering with the Thank You Ocean Campaign of the Natural Resources Agency, the contest was held entirely online with digital images. This new format resulted in a doubling of participation in the contest.

Fairmont Hotels & Resorts of California donated overnight stays at luxury hotels for the prize winners, which included a “Viewers’ Choice” winner for the first time, based on online voting. A panel of judges also selected three prize-winning photographs from over 1,400 entries. The winning photographs, along with 13 honorable mentions, are featured on the new contest website, <http://mycoastalphoto.com>.

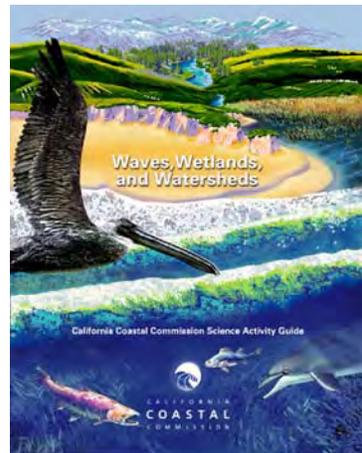


Marine, Coastal and Watershed Resource Directory

The Marine, Coastal and Watershed Resource Directory has been on-line since December 2001. This free directory contains detailed information on organizations that address the California coast and its watersheds. Included in each entry is the mission statement of the organization; contact information; a link to the organization’s website; and descriptions of educational materials, programs, internships and volunteer opportunities offered. The target audience of the Resource Directory includes formal and informal educators, students and the general public. In addition to being a valuable resource for these audiences, the directory serves as an effective way for the Commission to perform outreach to the participating organizations. The Directory contains approximately 400 organizations.

Waves, Wetlands and Watersheds

In 2011, outreach and distribution continued for Waves, Wetlands, and Watersheds, the Commission’s science activity guide for California teachers. This guide addresses such issues as marine debris, beach geology, water quality and conservation, endangered species, and wetlands protection. It presents lessons aligned to the California State Science Content Standards for grades three through eight and includes a “community action” chapter with activities that encourage students of all ages to take action to protect our coast. The connection between inland areas and the



ocean is emphasized throughout, so the lessons are relevant for students living in all regions of California.

Between February 2003 and December 2011, the Commission distributed more than 15,500 hard copies of *Waves, Wetlands, and Watersheds* (including 5,000 copies produced by the City of Los Angeles in 2004 for local distribution) and held a total of 73 teacher workshops. The book can be downloaded from the Commission's website, and Spanish translations of the student handouts are available. In 2011, staff held workshops in Redding, Novato, Suisun City, Santa Cruz, and Pasadena, in partnership with California State Parks, San Francisco Bay National Estuarine Research Reserve, California Science Teachers Association, Project WET (Water Education Foundation), and Project WILD (California Department of Fish & Game).

Community-Based Restoration and Education



The purpose of the Community-Based Restoration and Education Program (CBREP) is to facilitate community-driven coastal habitat restoration in California. The program began in 2001 to restore critical species habitat of the Upper Newport Bay through the work of community volunteers. Working at the Back Bay Science Center in Newport Beach, CBREP has an on-site native plant nursery that provides plants for volunteer restoration efforts. In 2011, volunteers at the native plant nursery propagated nearly 4,500 native plants.

At sites around the Upper Newport Bay, the Program sponsors a monthly volunteer restoration event as well as weekly “Steward”

gatherings to work in the nursery on plant propagation and other projects.

To date, nearly 17,200 volunteers have removed nearly 70,500 pounds of invasive vegetation, grown and planted more than 20,500 native plants, and restored nearly 14 acres of coastal habitat. The Commission implements the Program in conjunction with the Tides Center, and works closely with the land managers at Upper Newport Bay – the California Department of Fish and Game, Orange County, and the City of Newport Beach, as well as with the Newport Bay Conservancy, a non-profit volunteer group.

In 2011, the Program produced a poster entitled “Community-Based Habitat Restoration: Restoring California’s Natural Heritage One Volunteer at a Time”. The poster makes the case for CBREP to facilitate a community of restoration practitioners that will serve to increase the efficiency and effectiveness of community-based restoration programs throughout the state. This poster was displayed at the Convention on Biological Diversity Subsidiary Body on Scientific, Technical and Technological Advice in Montreal, Canada.

To support this community of practitioners, we held three workshops in 2011 – in San Pedro, Imperial Beach, and Santa Barbara, to promote our guide to community-based coastal habitat restoration programs, called *Digging In*. The guide was published in 2007, and helps organizations develop or improve programs that involve the public in habitat restoration. A total of 104 community-based restoration practitioners participated in the three workshops.

Coastal Stewardship

The Coastal Stewardship Pledge continued as an ongoing project in 2011, to provide a way

for Californians of all ages to commit to protecting our coast and ocean. In order to participate, a member of the public accesses the Coastal Stewardship page on the Commission's website and chooses from a wide-ranging list of suggestions on how to protect the coast. He or she then pledges to follow through and complete the chosen actions, at which time the participant becomes a "Coastal Steward" and is rewarded with a certificate and a Coastal Steward canvas tote bag to help with the "paper or plastic" dilemma. More than 1,700 Californians have taken the pledge online. The Public Education Program periodically emails this group with additional stewardship tips and announcements of upcoming programs and events. The Coastal Stewards Partners program engages other coastal and marine organizations to publicize the pledge. A non-internet version of the program is also available, as well as a version specifically for classrooms and youth groups, which includes teacher background information.

The Commission is a regional partner with the Monterey Bay Aquarium in its Seafood Watch Campaign. In 2011 the Commission distributed 38,500 Seafood Watch pocket guides, which are a convenient reference for making sustainable seafood choices. The guide is available in both Spanish and English.



Beach Wheelchairs

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 a total of \$77,000 to a variety of jurisdictions up and down the coast

for the purchase of beach wheelchairs. By our count there are now 89 different California beaches that have chairs, and the Commission has provided funding for nearly 40% of those. The Commission also maintains a webpage that includes a map showing the location of beaches with wheelchairs available for use by the public.

West Coast Governors' Agreement on Ocean Health

In 2006, Governors of Washington, Oregon, and California entered into an agreement to work together on ocean issues of mutual concern, called the West Coast Governors' Agreement on Ocean Health (WCGA). The agreement addresses a number of issues, including marine debris, and ocean awareness and literacy. The implementation of this agreement is to take place through tri-state teams of individuals from different levels of government, NGO's, academia, etc. working on issues of common concern. Coastal Commission Public Education staff serves as chair of the Marine Debris Action Coordination Team (ACT) for the WCGA, and as co-chair of the Ocean Awareness and Literacy Team.

Marine Debris Action Coordination Team (MDACT).

The MDACT is charged with establishing baseline estimates of marine debris and derelict gear along the West Coast and supporting state and federal policies that achieve marine debris reduction goals. At the beginning of 2010, the Marine Debris Team's work plan was approved by the Governors of the three West Coast states, and the Team began working on the development of a comprehensive West Coast Marine Debris Strategy. The Team has since held three workshops to develop this strategy. The first,

which addressed Derelict Fishing Gear, was held in Seattle, WA in March, 2010. The second, focused on land-based sources of marine debris, was held in February, 2011 in San Francisco, CA. The final workshop, aimed at completing the strategy and developing a new West Coast Marine Debris Alliance, which will oversee the implementation of the strategy and continue collaboration on marine debris issues along the west coast into the future, was held in October, 2011 in Portland, OR. The final strategy is now in draft form and should be completed and approved by summer, 2012. We anticipate the launch of the Marine Debris Alliance by fall, 2012.

Ocean Awareness and Literacy Action Coordination Team (OALACT).

The OALACT is charged with implementing two overarching actions. One addresses improving the ocean literacy of students in K-12 by expanding educational curricula and education content standards. The other main action deals with improving ocean awareness on the part of the general public and decision-makers, and enhancing the effectiveness of self-directed learning institutions and volunteer programs. Following the approval of its workplan by the Governors of the three west coast states in early 2010, the Team began to focus its efforts on improving ocean literacy for K-12 students. To this end, the Team worked with the Lawrence Hall of Science Center for Research, Evaluation and Assessment, and conducted a needs assessment of K-12 teachers in the three states and tribal areas, to better define the challenges and opportunities for integrating ocean literacy in K-12 classroom. The assessment included a survey and interviews. The OALACT also supported inclusion of ocean science in the Next Generation Science Standards, which are under development.

Marine Debris Policy and Statewide Coordination

Research conducted by the Algalita Marine Research Foundation (AMRF) has demonstrated that plastics are present on beaches and in coastal and in ocean waters in alarming quantities. In a 2000 study, AMRF found that degraded plastic pieces outweigh surface zooplankton in the central North Pacific by a factor of six to one (six pounds of plastic for every pound of zooplankton). In 2002, another AMRF study showed the average mass of plastic was two and a half times that of plankton on the surface of the coastal waters near Long Beach, California. These findings prompted the Coastal Commission to team with AMRF to conduct a project designed to assess and reduce sources of plastic in urban runoff and coastal waters. The project was funded by the State Water Resources Control Board and ended in April 2006.

In 2006, the project completed and distributed its statewide plan: “Eliminating Land-based Discharges of Marine Debris in California: A Plan of Action from the Plastic Debris Project.” The Plan of Action resulted in the formation of an Anti-Litter Task Force at the state level, and a resolution on the prevention of marine debris, passed by the California Ocean Protection Council in February, 2007. The resolution, based largely on a prioritization of the Plan of Action’s recommendations, called for the formation of a Steering Committee to develop an implementation plan for the various actions contained within the Resolution. Coastal Commission staff was assigned to serve as Chair of the Steering Committee. In 2008, the Steering Committee completed the Implementation Strategy, which was approved by the Ocean Protection Council in November 2008. Since this time, at least 12 different bills

have been introduced to the State Legislature that were based on the recommendations of the Implementation Strategy.

The Steering Committee has not met since mid-2010 due to OPC budget difficulties, but the Committee continues to communicate by email to enact the strategy, exchange information, and collaborate on programs where possible. We anticipate that the OPC will be re-launching the Marine Debris Steering Committee in early 2012, and Commission staff will again participate in those meetings.

Key Partnerships

Partnerships are essential to the work that we do. They enable us to leverage our resources and expand the impact of our programs. Some of our partnerships are mentioned in the descriptions of the various programs above; all are listed in Appendix A. In addition, we coordinate with other agencies conducting environmental education programs by participating in the California Environmental Education Interagency Network (CEEIN). CEEIN is a state government consortium of environmental educators representing departments, boards and commissions of the California Department of Education, California Environmental Protection Agency, and the Resources Agency of California. We also serve on the board of Keep California Beautiful and the Advisory Council to Community Resources for Science..

Other Ways We Reach the Public

A key aspect of the Commission's public education programs is spreading the word about what opportunities are available, and using these same channels to raise public awareness and encourage stewardship. Here are some other ways we keep the public informed:

Press Releases and Media Outreach

We periodically let the media know about upcoming programs, and other newsworthy events. In 2011, we held three press conferences to launch the new whale Tail license plate design.

WWW.COAST4U.ORG.

The Commission's web site for its public education programs describes all of the programs, contests, and resources that we offer to the public, including a Spanish language web page. In 2011, the Public Education website received almost 65,000 page views.

COAST4U Quarterly Newsletter.

In 2010, Public Education staff launched its quarterly e-newsletter, titled COAST4U Quarterly. The purpose of the newsletter is to develop and expand our core constituency, to keep people up to date on the various happenings in our programs, to educate them about the coast and how they can help the environment, and to inspire their continuing support and involvement. Ongoing features include "Whale Tail Dollars at Work" in which a Whale Tail License Plate grant recipient is spotlighted and the popular "Destination Series Quiz". Archived issues can be viewed under "Media Center" on www.coast4u.org. The newsletter is distributed to 11,000 subscribers.

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. In 2011, we attended 10 fairs, reaching over 1,680 people.

Partner Organizations

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

Coastal Cleanup Day

Current Local Coordinators:

Adopt-A-Highway CALTRANS Maintenance Program	League to Save Lake Tahoe
American River Parkway Foundation (Sacramento)	Mendocino Land Trust
Benicia Water Education Program	Napa Resource Conservation District
Big Bear Marina (San Bernardino)	Northcoast Environmental Center (Humboldt)
Bridgeport Elementary School (Mono)	Port of Oakland
Butte Environmental Council	Restore Our Sea (Imperial)
Cache Creek Conservancy	San Diegans for the Salton Sea
Calaveras Big Trees State Park	San Diego Coastkeeper
California State Parks (Statewide, Monterey and Merced counties)	San Joaquin County Public Works
City of Berkeley Shorebird Park Nature Center	San Joaquin River Parkway & Conservation Trust, Inc.
City of Fremont	San Mateo Countywide Water Pollution Prevention Program
City of Long Beach El Dorado Nature Center	Santa Clara Valley Water District
City of Milpitas	Save Our Shores (Santa Cruz & Monterey)
City of Oakland Watershed Improvement Program	Sierra Nevada Conservancy
City of Pleasanton	Silverwood Lake SRA
COASTWALK	Solano County RCD
Community Creek Cleanup Action Group (Redding, Shasta)	The Watershed Project
County of Orange/OC Parks Volunteer Services	Trails 4 All
County of Santa Barbara, Public Works Department, Resource Recovery & Waste Management Division	U.S. Army Corps of Engineers - Bay Model Visitor Center (Marin County)
Del Norte Unified School District, Crescent Elk M.S.	UC Merced
East Bay Regional Park District	U.S. Forest Service Orleans Ranger District (Siskiyou)
ECOSLO	Ventura County Coalition for Coastal & Inland Waterways
Environmental Health Institute	Yuba County Dept. of Environmental Health
Golden Gate National Parks Conservancy	
Heal the Bay (Los Angeles County)	
I Love A Clean San Diego	

Other Coastal Cleanup Day Partners:

California State Parks Foundation	Ocean Conservancy
Channel Islands National Marine Sanctuary	Cordell Banks National Marine Sanctuary
Gulf of the Farallones National Marine Sanctuary	Monterey Bay National Marine Sanctuary
Keep California Beautiful	Marine Mammal Center
Whole Foods Market	Axion Design
Crystal Geyser Spring Water	Oracle
Waste Management	See's Candies
Natracare	Nature's Path
KPMG	Fairmont Hotels & Resorts
California State Parks Foundation	KFOG Radio
	CBS San Francisco

Whale Tail License Plate

Department of Motor Vehicles	State Coastal Conservancy
California Automobile Association	
3M Corporation	

Adopt-A-Beach

Ano Nuevo State Reserve	I Love A Clean San Diego
California State Parks	LaConchita Community Organization (Ventura)
Channel Islands Beach Community Service District	Marin County Parks and Open Space
City of Berkeley Shorebird Park Nature Center	Mavericks Surf Ventures (San Mateo)
City of Huntington Beach	Northcoast Environmental Center (Humboldt and Del Norte)
City of Long Beach El Dorado Nature Center	Oosurf.com (Orange)
City of San Leandro	Pacifica Beach Coalition
City of San Mateo	Point Reyes National Seashore
City of Santa Barbara, Creeks Division	Rancho Guadalupe Dunes Preserve
City of Ventura, Partners in Progress for a Beautiful Ventura	Santa Barbara County Parks Department
Clean Water Now! Coalition (Orange)	Santa Cruz County Parks
Coastwalk (Sonoma)	Save Our Beach (Orange)
County of San Mateo Parks	Save Our Shores and Clean Beaches Coalition (Santa Cruz and Monterey)
Crystal Cove State Park	Sonoma County Regional Parks
East Bay Regional Park District (Contra Costa and Alameda)	Surfrider Foundation (San Francisco)
Fort Ross State Historic Park	The Watershed Project (Contra Costa)
Golden Gate National Recreation Area	Vandenberg Air Force Base
Heal the Bay (Los Angeles)	Ventura County Parks

Boating Clean and Green Campaign

CA Department of Boating and Waterways	The US Power Squadrons
CA Integrated Waste Management Board	The State Water Resources Control Board
Contra Costa County Public Works	The Boat US Foundation
Santa Monica Bay Restoration Foundation	SF Estuary Project
SF Bay Conservation and Development Commission	The US Coast Guard Marine Safety Offices
Northern CA Marine Association	The US Coast Guard Auxiliary
Southern CA Marine Association	Recreational Boaters of California
Pacific States Oil Spill Prevention Education Team	CA Port Captains and Harbormasters Association
Marine Recreation Association	CA Department of Fish and Game - OSPR
Pacific Inter Yacht Club Association	Monterey Bay National Marine Sanctuary
San Joaquin County Department of Public Works	Marinas and harbors (approximately 20)
	Seabird Colony Protection Program (National Marine Sanctuaries-Gulf of the Farallones)

Kids' Adopt-A-Beach School Assemblies and Ocean Day Cleanup

Malibu Foundation	Fresno Chaffee Zoo
I Love A Clean San Diego	Friends of the Dunes
Richardson Bay Audubon Center & Sanctuary	National Fisheries Conservation Center
Orange County Coastkeeper	

Restoration Education

The Tides Center	California Department of Fish and Game
Orange County Parks	U.C.C.E. Master Gardeners Program
City of Newport Beach	Bolsa Chica Conservancy
Newport Bay Naturalists & Friends	Bolsa Chica Land Trust
O.C.Coastkeeper	Orange Coast River Park
U.C. Irvine	
Society for Conservation Biology, Orange County Chapter	

Coastal Stewardship

Monterey Bay Aquarium

Back to Natives Restoration

Benicia Water Education

City of San Mateo

Coastwalk

El Dorado Nature Center

Heal the Bay

Shorebird Nature Center

I Love A Clean San Diego

San Joaquin County Public Works

Santa Cruz County Parks

Ventura County Resource Conservation District

Marine Debris Policy and Statewide Coordination

California Ocean Protection Council

California Integrated Waste Management Board

Department of Conservation

Department of Toxic Substances Control

California State Parks

State Water Board

State Coastal Conservancy

California Department of Environmental Protection

Caltrans

Keep California Beautiful

West Coast Governors' Agreement on Ocean Health Marine Debris Action Coordination Team

Oregon Dep't of Fish & Wildlife

Washington Dep't of Natural Resources

NOAA Marine Debris Program

NOAA Coastal Services Center

Surfrider Foundation

Port of Seattle

Heal the Bay

California Ocean Protection Council

Monterey Bay National Marine Sanctuary

Pacific States Marine Fisheries Commission

Northwest Straits Commission

Sea Grant Extension

Stillaguamish Tribe

Sea Doc Society / UC Davis

Oregon Fishermen's Cable Commission

West Coast Governors' Agreement on Ocean Health Ocean Awareness and Literacy Action Coordination Team

Oregon Sea Grant

Washington Sea Grant

National Park Service

COSEE West - Center for Ocean Sciences

Education Excellence

Washington State Dept. of Education

Oregon State Department of Education

California Environmental Protection Agency

COMPASS

Oregon Coast Aquarium

Lawrence Hall of Science, U.C. Berkeley

NOAA Cordell Bank National Marine Sanctuary

NOAA Olympic Coast NMS

Fiscal Year	Targeted Grants	Competitive Grants
2009/2010 (continued)		<p>Scott Valley Unified School District, Siskiyou County, for the “Klamath Connection” marine education and habitat restoration project \$9,800</p> <p>Tuolumne River Preservation Trust for adding a coastal component to the “Trekking the Tuolumne” river education program for Central Valley students \$20,000</p> <p>UC Berkeley, Lawrence Hall of Science for adding educational field trips to the marine science program at Oakland’s Ocean Sciences Academy \$26,605</p> <p>Clean Water Fund for zero-waste and marine debris prevention education targeting businesses in the San Francisco Bay Area \$9,999</p> <p>Fresno Chaffee Zoo for adding an ocean stewardship component to the Stingray Bay exhibition \$9,999</p> <p>Jacoby Creek Land Trust for a public workshop series featuring education on good land management practices when living upstream from Humboldt Bay \$9,914</p> <p>Los Cerritos Wetlands Authority for the Los Cerritos Wetlands Stewardship Program in Long Beach \$18,000</p> <p>Santa Barbara Museum of Natural History for a marine life exhibit with a “Superpowers” theme at the Ty Warner Sea Center \$9,500</p> <p>Watershed Discovery Foundation for converting a bus into a “Watershed On Wheels” program in San Mateo County \$20,000</p> <p>Trails4All for recruiting new public agencies to host Coastal Cleanup Day events in the Santa Ana watershed of San Bernardino and Riverside counties \$12,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2010/2011 \$586,500 Total</p> <p>Funds avail. for targeted grants: \$330,500</p> <p>Funds avail. for competitive grants: \$256,000</p> <p>Requests received: 122 totaling \$2,578,682</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$50,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$21,000</p> <p>Tides Center for School-Based Marine Education Program \$70,400</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$68,500</p> <p>Crystal Cove Alliance for Beach Wheelchair Purchase \$3,700</p>	<p>Children's Nature Institute for marine ecology and coastal wetlands education for young children and their families in inner-city Los Angeles \$9,999</p> <p>Farallones Marine Sanctuary Association for the LiMPETS program for Bay Area middle and high school students \$9,950</p> <p>Friends of the Dunes for coastal education and field trips for students in remote and rural areas of Humboldt and northern Mendocino counties \$30,000</p> <p>Golden Gate Audubon Society for expanding an environmental education program to underserved neighborhoods of San Francisco \$9,999</p> <p>Newport Bay Conservancy for full-day field trips at Upper Newport Bay for underserved high school students, and for training for their teachers \$10,000</p> <p>Oak Manor Elementary School, Ukiah, for students to research whales and attend a whale-watching field trip \$4,630</p> <p>San Elijo Lagoon Conservancy for a 3-year wetlands and watersheds program for elementary students in Escondido \$20,872</p> <p>Stanford University for the "Squids-4-Kids" program providing frozen giant squid for dissections (and related educational content) throughout California \$8,000</p> <p>YMCA Point Bonita for the Kids-to-Coast Project \$9,900</p> <p>Environmental Volunteers for a new webcam and recorded guided tour at the Palo Alto Baylands \$9,750</p> <p>Ocean Institute, Dana Point, for two new citizen science teaching stations \$32,900</p> <p>San Joaquin River Stewardship Program to educate Fresno area residents about salmon that will be restored to their local river \$40,000</p> <p>Surfrider Foundation for two series of Ocean-Friendly Garden workshops in Ventura and Santa Barbara counties \$20,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
2010/2011 (continued)		Save Our Shores for a new Adopt-A-Beach program in Monterey County \$20,000 The Watershed Project for a new Adopt-A-Beach program in Contra Costa County \$20,000
2011/2012 \$541,000 Total Funds avail. for targeted grants: \$339,000 Funds in temporary reserve: \$26,000 Funds avail. for competitive grants: \$176,000 Requests received: 144 totaling \$2,570,396	Foundation of California State University Monterey Bay for Camp SEA Lab \$40,000 Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900 Heal the Bay Adopt-A-Beach Program \$30,000 I Love A Clean San Diego Adopt-A-Beach Program \$25,600 Tides Center for School-Based Marine Education Program \$82,000 Tides Center for Community-Based Wetland Restoration and Education \$74,500	<i>To be awarded at February 2012 CCC meeting</i>