



**The California Coastal Commission's
Public Education Program**

2012 Annual Report

Table of Contents

Introduction	2
Coastal Cleanup Day	4
Adopt-A-Beach	6
Japan Tsunami Marine Debris Cleanups.....	7
Coastweeks	7
Whale Tail® License Plate.....	8
Whale Tail® Grants.....	8
Boating Clean and Green	9
Children’s Art & Poetry	11
Ocean Day Kids’ Cleanup and School Assemblies.....	11
Ocean and Coastal Photography Contest.....	12
Marine, Coastal and Watershed Resource Directory	12
Waves, Wetlands and Watersheds.....	13
Community-Based Restoration and Education Program	13
Coastal Stewardship	14
Beach Wheelchairs.....	15
West Coast Governors’ Agreement on Ocean Health	15
Marine Debris Action Coordination Team (MDACT).	15
Ocean Awareness and Literacy Action Coordination Team (OALACT).....	15
Marine Debris Policy and Statewide Coordination	16
Key Partnerships	16
Other Ways We Reach the Public.....	17

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 2012.

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.

The event continues to be the Commission's premier event, and since being recognized as the world's largest beach cleanup in 1993, the event has remained the state's largest single-day volunteer event. In 2012, 64,544 volunteers took part at one of over 850 cleanup sites around the state in 55 of California's 58 counties – the largest geographic reach the Cleanup has ever achieved.

In addition to its strong support in coastal counties, the Cleanup Program recruits participants from inland areas to clean creeks, rivers and lakes. These volunteers help to illustrate one of the event's messages – that we are all connected to the coast and ocean by our rivers, streams, and storm drains.



In 2012, 23,089 volunteers cleaned inland rivers and waterways, removing 435,365 pounds of debris, which far exceeded the amount of trash recovered at coastal locations. Combined with the coastal counties of the state, Coastal Cleanup Day volunteers removed over 760,000 pounds of debris from the state's coast and inland shorelines. 146,000 pounds of this debris was recycled – close to 20 percent of all debris - which points to a strengthening of our local coordinators' relationships with their trash haulers and recyclers, and indicates that the Program's year-round messaging about the need for greater recycling and reuse is taking hold.

Looking back over the history of the program helps to highlight the cumulative benefit of this program to the health of our coast and ocean. Since the Coastal Cleanup Day Program's inception in 1985, close to 1.2 million volunteers have helped remove over 19 million pounds of debris from California's coast, ocean, and inland shorelines.

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. This was made possible – in part – through a partnership with advertising agency ATTIK, who donated staff time and services to develop the 2012 Coastal Cleanup Day artwork campaign. Posters, postcards, bus back banners and t-shirts were printed with the tagline, "Every piece of trash you remove reveals something beautiful." This message emphasizes the impact a single individual or action can have on improving the quality and health of our coasts. The event also received expensive media coverage. Millions of television viewers are impacted by the image of 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.

Corporate Partners in CCD

The Coastal Cleanup Day Program has enlisted strong corporate partners, which have greatly assisted our outreach efforts. We continued our key, ongoing relationship with CG Roxanne, makers of Crystal Geysers Natural Alpine Spring Water. In addition to their financial support, CG Roxanne provided free water, primarily in large, gallon-size containers, in 46 Coastal Cleanup regions, covering almost all of the Cleanup volunteers. This is a crucial benefit that helps local coordinators immensely, especially during the 2012 Cleanup when the day of the event saw record temperatures throughout the southern California region. The Coastal Cleanup Day Program also enjoyed continuing support from Whole Foods Market, Oracle, the Whale Tail® Ecoplate, Nature's Path, Clif Bar, See's Candies, Bartlett Tree Experts, Anaheim Orange County Visitors and Convention Bureau, Union Bank, Lindamar Industries, and an array of in-kind and media support from partners around the state.

CCD Influence on Business Practices

An additional benefit of establishing Coastal Cleanup Day relationships with corporate partners is our ability to positively influence their business practices. One example of this is Whole Foods Market's move in 2008 to eliminate the use of plastic grocery bags at their stores, a decision that was influenced by their participation in Coastal Cleanup Day. Another example was introduced in 2010 by Crystal Geysers -- a completely recyclable bottle cap that stays attached to the water bottle, with no plastic parts that need be completely removed. Crystal Geysers developed this bottle cap

as a direct response to their involvement with Coastal Cleanup Day and at the urging of Commission staff, in recognition of the large contribution plastic bottle caps make to our overall marine debris problem and the impact they have on our environment. Crystal Geysers continues to innovate and find new ways to reduce waste in their manufacturing process, recently introducing the lightest weight water bottle on the market and eliminating all corrugated cardboard from their shipping processes.

BYO for CCD

The Commission staff launched a new program in 2010 that was expanded significantly in 2011 and 2012, known as "BYO for CCD." In recognition of the need to reduce the amount of waste created by the event itself, the Coastal Cleanup Day Program began asking volunteers to bring their own reusable cleanup supplies from home, rather than using the single-use disposable plastic items available at cleanup locations. Whenever possible, the Commission and our partners also provide reusable supplies like buckets and gardening gloves for volunteer use.



The initiative has been a great success, as over one-quarter of all cleanup participants brought at least one reusable item from home to the Cleanup in 2012. As a result, the Commission was able to order

57,000 fewer trash bags for the 2012 event than in 2010 when the BYO initiative was first implemented, and expects to lower those numbers even further in 2013. The initiative is helping to reduce the environmental footprint of the Cleanup while educating volunteers about simple lifestyle changes that cumulatively can have enormous, positive benefits to our coastal and marine environments.

Who are our Volunteers?

In 2012, we again conducted a survey of Cleanup participants to gain information about our volunteers and their experience of participating in the cleanup 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. We also use the survey to collect feedback and suggestions.

We used an on-line survey tool to collect over 800 survey responses. Since it was not a random sample, it is important to consider these caveats – not everyone heard about the survey (depending on local site coordinator communication), and not everyone is inclined to take an on-line survey. That said, some general trends can be discerned from the survey results. For example, almost all survey respondents (91% in 2012) report that participating in the event motivated them to take specific actions to protect the environment, such as educating others, picking up street and beach litter, reducing their use of single-use disposable items, etc.

In addition, the survey showed that participation in the Cleanup was educational, increasing respondents' assessment of their knowledge of the causes and impacts of marine debris. Eighty-eight percent of respondents considered themselves either "knowledgeable" or "very knowledgeable" about the causes of marine debris after the event,

as opposed to only 66% before the event, a 22% increase. Similarly, 86% of all survey takers considered themselves "knowledgeable" or "very knowledgeable" about the impacts caused by marine debris after the event, as opposed to 69% before the event, an increase of 17%. These findings indicate that the Cleanup is both educational and motivational for many participants.

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 31 Adopt-A-Beach partner organizations (see Attachment A for a list of organizations) who run the program locally. These Beach Managers provide cleanup supplies, training, and educational materials, arrange for trash pickup, and sometimes deliver supplemental educational programs and public recognition. 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 educate Adopt-A-Beach groups about the importance of keeping our water clean.

In 2012, the Commission staff continued to improve the Adopt-A-Beach Program, connecting volunteers with the resources they need to organize their own cleanups and become environmental stewards in their local communities. The program has strong participation in the 15 coastal counties and in recent years has expanded into Alameda and Contra Costa Counties. Each of our 48 Beach Managers assists groups in conducting beach cleanups at their “adopted” beach, with special recognition given to those who participate in three or more cleanups a year. CCC staff compiles the data that is collected at individual cleanups. Based on reports from Alameda, Los Angeles, Monterey, Orange, San Diego, San Mateo, Santa Cruz, and Sonoma Counties, over 40,000 people volunteered during one of the 886 Adopt-A-Beach Cleanups in 2012, contributing over 60,100 volunteer hours.

Recognition for Beach Adopters

Each group that participates in the Adopt-A-Beach program is recognized on our website as an official adopter. In addition to receiving web recognition, each adopting group is mailed a certificate recognizing their participation in the program and thanking them for their contribution.

Adopt-A-Beach Advisory Council

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.

Japan Tsunami Marine Debris Cleanups

A new project for the Coastal Commission in 2012 was work on the impending arrival of marine debris that resulted from the 2011 earthquake and tsunami in Japan. Debris from this tragedy began washing up along the West Coast of North America before the end of 2011, and has been washing up fairly regularly ever since. Anticipating the arrival of this debris in California, Coastal Commission staff began working with the California Emergency Management Agency, the lead agency in the state on this issue, and others to plan and prepare. Using funding from NOAA, CalEMA provided the Commission with \$50,000 in grant funding to conduct regular beach cleanups along the coast in order to remove any debris that may wash up and to get a better sense of when and where the tsunami debris is arriving.

Commission staff developed a new data card that focuses on debris items likely to indicate potential tsunami debris. Using this data card, local organizers in each coastal county will recruit volunteers to conduct four beach cleanups in 2013, one per season, with one coinciding with the 2013 California Coastal Cleanup Day. By comparing the data from these cleanups, the Commission hopes to establish trends that could alert CalEMA of where they need to be on the lookout for any large items that may potentially wash ashore. The data will also help determine where our volunteer resources are best directed.

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 2012, our on-line calendar included 324 events, a 40% increase over the previous year.

Whale Tail® License Plate

As of January 1, 2013, over 210,000 California drivers had purchased the Commission's Whale Tail® License Plate. Plate sales and renewal fees had raised \$71 million for environmental programs - \$21 million to the California Beach and Coastal Enhancement Account (CBCEA) and \$50 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.



In response to an order from Governor Jerry Brown, during the summer of 2012 staff from the California Department of Finance conducted a review of all the specialty license plates in the state. The purpose of the review was to determine whether fees collected from license plate sales are being spent in ways that comply with their authorized uses and limitations. We are pleased to report that the Department of Finance concluded that both the

Coastal Commission and the Coastal Conservancy are using revenues from the Whale Tail License Plate fully in accordance with the purposes outlined in the California Vehicle Code.

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, 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 2011/2012, for its competitive grants program, the

Commission received 132 grant applications for a total of \$2,231,396 and awarded 14 grants totaling \$186,000.



Some examples of the projects receiving funding in 2012 included: bilingual ocean education in the Santa Barbara and Ventura areas including field trips to the Channel Islands; docent education at Sonoma Coast State Parks; a traveling public exhibit highlighting plastic pollution in the oceans; marine conservation field trips and teacher trainings in Los Angeles; and science classes focusing on energy conservation and the water in San Francisco Bay aboard a hybrid ferry. In addition, the Commission awarded seven targeted grants, which totaled \$355,000. To date, the program has awarded \$8.1 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 2012, we developed and distributed 6,000 boater kits and conducted 10 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.

With support from the BoatUS Foundation, the program has installed a total of 79 monofilament fishing line recycling stations throughout the state since 2009. To date, approximately 755 pounds of fishing line have been collected and properly recycled. Stretched out, this line would stretch from San Francisco, California to Wichita, Kansas. Program staff is in the process of getting an additional 20 stations installed.

The San Francisco Bay Area Clean Boating Map was developed by staff in collaboration with the San Francisco Department of the Environment developing, and is distributed through a variety of mechanisms including boat shows and events. This year, the program distributed 10,000 free maps, which feature locations of marina-based pollution prevention services. In addition, this popular map was selected by the America's Cup Event Authority (ACEA) to be the official map for recreational boaters during the 2012 and 2013 races.

Staff also worked with the ACEA, the Port of San Francisco and the US Coast Guard providing information for the AC34 Boater Information Guide (BIG.) The purpose of BIG is to encourage boaters and marine facilities to utilize environmentally sound practices during the AC34 events. One thousand copies of the map and the AC34 BIG were distributed to marinas and boating facilities throughout the state. The map is also available at

the AC34, US Coast Guard and the Port of San Francisco websites.



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 2012, we distributed three issues (12,000 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 and Delta 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 year the working group finalized the Marinas and Yacht Clubs Oil Spill Response Toolkit. The Toolkit will help boating facilities access needed information in the event of an oil spill. Staff is currently working with working group members, US Coast Guard Auxiliary and several boating publications on the dissemination strategy for the Toolkit.

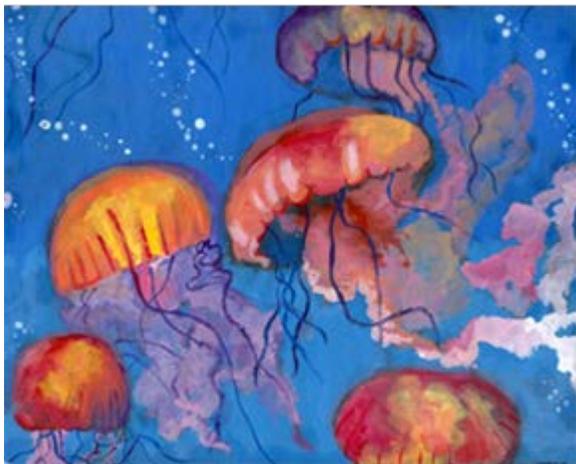
In partnership with the US Coast Guard, the group held a free 8-hour HAZWOPER training at the Vallejo Public Library which was attended by 40 marina and yacht club operators. Staff is currently planning a workshop to go over the Toolkit with the San Francisco County Office of Emergency Services (OES), their oil spill response personnel, and marine industry representatives from the Bay Area and Delta.

In 2012, Staff developed another 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. We based this toolkit on a pilot project conducted with two Yacht Clubs (Port Royal in Redondo Beach and Sequoia Yacht Club in Redwood City) during Coastal Cleanup Day 2011. In 2012, staff expanded the program. Twenty-three boating facilities participated in Coastal Cleanup Day, involving 827 volunteers who cleaned 53 miles of shoreline and collected approximately 7,893 pounds of trash and recyclables on land and from 199 non-motorized vessels.

Staff 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.



Every year, five winners each in art and poetry are selected, and around 30 honorable mentions are recognized. Since the contest began in 2003, over 19,000 entries have been received from students

from throughout California. In 2012, 2,340 entries were submitted to the contest. Following each contest, the winning and honorably mentioned pieces are exhibited at venues up and down the coast. The 2012 contest exhibit locations were Crystal Cove State Beach in Orange County, Channel Islands National Park Visitor Center in Ventura, Point Reyes National Seashore's Bear Valley Visitor Center in Marin County, and the Ford House Museum in Mendocino. Artwork from the Coastal Art & Poetry Contest is used in many Commission publications and throughout the Commission's website.

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 prompts 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 2012, Kids' Cleanups were held in early June in recognition of World Oceans Day (June 8th). Approximately 7,500 students cleaned six sites: Crown Point Shores in San Diego County (890), Bolsa Chica State Beach in Orange County (780), Dockweiler State Beach in Los Angeles County (4,324), Ocean Beach in San Francisco (678), Municipal Beach in Monterey (153 students from Fresno), and Humboldt Bay (765). 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 marine animals with shields and the caption, "DEFEND THE SEA."

Ocean and Coastal Photography Contest

In 2012 the Commission continued its partnership with the Thank You Ocean Campaign of the Natural Resources Agency, jointly holding an online contest accepting digital imagery of the scenic coast and Pacific Ocean off California, people at the California coast, and California ocean and coastal wildlife.



Fairmont Hotels & Resorts of California donated overnight stays at luxury hotels, and Hornblower Cruises & Events also donated yacht cruise tickets for the prize winners, which included two "Viewers'

Choice" winners based on online voting. A panel of judges also selected three prize-winning photographs from over 700 entries. The winning photographs, along with 13 honorable mentions, are featured on the contest website, <http://mycoastalphoto.com>.



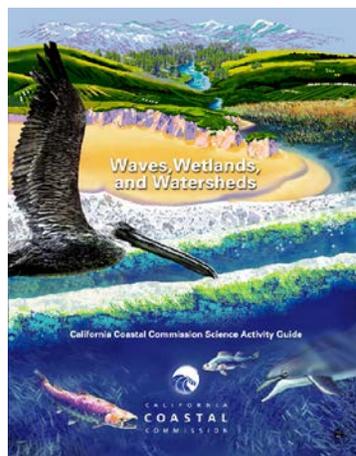
Marine, Coastal and Watershed Resource Directory

The Coastal Commission maintains the Marine, Coastal and Watershed Resource Directory. 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 more than 400 organizations.

Waves, Wetlands and Watersheds

In 2012, 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 2012, the Commission distributed more than 16,000 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 85 teacher workshops directly reaching 1,699 educators. The book can be downloaded from the Commission's website, and Spanish translations of the student handouts are available. In 2012, staff held 12 workshops, in San Rafael, San Diego, Carlsbad, Walnut Creek, Sausalito, San Jose, Santa Rosa, Ventura, Los Angeles, and Newport Beach, in partnership with the Bay Area Environmental



Education Resources Fair, the National Park Service, the Agua Hedionda Lagoon Foundation, Lindsay Wildlife Museum, Army Corps of Engineers, California Science Teachers Association, Sonoma

County Office of Education, and Friends of the Los Angeles River. Activities from the book have been adapted for numerous other publications and audiences, and *Waves* has been incorporated into many educator workshops held by other organizations.

Community-Based Restoration and Education Program



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 out of the Back Bay Science Center in Newport Beach, CBREP has an on-site native plant nursery that provides plants for volunteer restoration efforts. In 2012, volunteers at the native plant nursery propagated nearly 2,700 native plants.

The Program organizes a monthly volunteer restoration event at sites around the Upper Newport Bay, as well as weekly "Steward" gatherings to work in the nursery on plant propagation and other projects. To date, over 18,400 volunteers have removed over 80,100 pounds of invasive vegetation, grown and planted more than 21,500 native plants, and restored over 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.

Volunteers attending the restoration events in 2012 represented schools and corporations through such varied groups as DeutscheBank, Newport Bay Conservancy Naturalist Trainees, University of Redlands Alumni, and the Church of Jesus Christ of Latter-Day Saints. Public outreach regarding the Program was made through the Orange County Natural History Lecture Series. Commission staff also organized and facilitated the Community-Based Restoration Technical Session at the annual conference of the California Society for Ecological Restoration. Finally, Commission staff organized and facilitated, in conjunction with the Newport Bay Conservancy, a four-day intensive program entitled “Engage in STEM: Practical Experience in Ecological Restoration” for community college students.



CBREP continued to distribute “Digging In: A Guide to Community-based Habitat Restoration.” The Guide explains the basic steps of information gathering, site selection, project implementation,

monitoring, maintenance, and working with volunteers. In 2012, staff held a workshop based on the Guide to cultivate the field of community-based restoration at Elkhorn Slough National Estuarine Research Reserve near Monterey.

Coastal Stewardship

The Coastal Stewardship Pledge continued as an ongoing project in 2012, 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 2012, 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 \$101,000 to a variety of jurisdictions up and down the coast for the purchase of beach wheelchairs. By our count there are now 94 different California beaches that have chairs, and the Commission has provided funding for approximately 40% of those. The Commission also maintains a [webpage](#) that shows 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 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 workshops in Seattle, Portland, and San Francisco, to develop this strategy. The final strategy is now in draft form and should be completed and approved by summer, 2013. We anticipate the launch of the Marine Debris Alliance by fall, 2013.

The MD ACT launched the West Coast Marine Debris Database in 2012. This new database, which can compile historical data from all existing databases as well as accept new data directly, was seen as a critical component in helping to establish the baseline estimates of marine debris and derelict fishing gear that the ACT is charged with. The ACT hired Ecotrust, based in Portland, OR, to develop the database. ACT members worked closely with Ecotrust over the second half of 2012 to design and develop the database and to populate it with enough data to launch. The database was completed at the end of 2012, and is now live on the West Coast Governors' Alliance website. It can be viewed at debris-db.westcoastoceans.org.

Ocean Awareness and Literacy Action Coordination Team (OALACT).

The Ocean Awareness and Literacy Team is working as a region to better integrate marine science and ocean literacy principles into state science curricula, and to foster increased ocean awareness and conservation. In 2012, the group revised its work plan to reflect the findings from a 2011 educator needs assessment study, and changed circumstances at the state and federal level. The revised plan focuses on encouraging national efforts to support ocean literacy and

promotes collaborations with a wide range of partners to develop effective solutions. In addition, the OALACT participated in the process to develop the Next Generation Science Standards, urging that the standards reflect the need for students to understand the unique qualities and processes of the ocean. The OALACT also launched a [website](#).

Marine Debris Policy and Statewide Coordination

Research conducted by the Algalita Marine Research Foundation (AMRF) and others 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 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. The Implementation Strategy 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.

Although the Steering Committee was dormant for most of 2010 and 2011, the OPC re-launched the Steering Committee in 2012, in order to better communicate and collaborate among state agencies around pressing marine debris issues, highlighted by the Japan Tsunami Marine Debris that is beginning to make landfall in California. Coastal Commission staff participates in these 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. In addition to sending out press releases about upcoming events and other newsworthy activities, here are some other ways we keep the public informed:

WWW.COAST4U.ORG and Social Media

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 2012, the Public Education website received over 268,129 page views.

The Public Education program also uses social media to communicate with the public. We maintain a Facebook page called "the California Coast" with more than 1,800 fans, a Twitter account @cleanupday with over 2,000 followers, and a Pinterest Board. Through these avenues we engage in conversations with members of the public and other organizations and agencies about volunteer opportunities, visiting and enjoying the coast, and ways to protect our coastal resources through everyday activities. As a statewide organization, social media provides us with a way to connect on a personal level with people throughout California and beyond.

COAST4U Quarterly Newsletter

The Public Education staff produces a quarterly e-newsletter, titled COAST4U Quarterly. The purpose of the newsletter is 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 13,000 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 2012, we exhibited our education resources at 11 events and reached over 2115 people.

In addition, with the assistance of the Public Education Team, the Coastal Commission's Santa Cruz Office organized a special "First Friday" event for the Santa Cruz Museum of Art and History, in celebration of the 40th Anniversary of the Coastal Act. The event included a display of the past 27 years of Coastal Cleanup Day posters, coast and ocean-themed art and videos, hands-on activities, and live music. We also displayed a special poster to celebrate the Commission's 40th Anniversary.

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

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
CG Roxane Crystal Geyser Spring Water
Whole Foods Market
Whale Tail Ecoplate
Oracle
Nature's Path
Clif Bar

Monterey Bay National Marine Sanctuary
Marine Mammal Center
ATTIK
See's Candies
Union Bank
Bartlett Tree Experts
Keep California Beautiful

Whale Tail License Plate

Department of Motor Vehicles
California Automobile Association
3M Corporation

State Coastal Conservancy

Adopt-A-Beach

Ano Nuevo State Reserve
California State Parks
Channel Islands Beach Community Service
District
City of Berkeley Shorebird Park Nature Center
City of Huntington Beach
City of Long Beach El Dorado Nature Center
City of San Leandro
City of San Mateo
City of Santa Barbara, Creeks Division
City of Ventura, Partners in Progress for a
Beautiful Ventura
Coastwalk (Sonoma)
County of San Mateo Parks
Crystal Cove State Park
East Bay Regional Park District (Contra Costa
and Alameda)
Eco Warrior Foundation
Fort Ross State Historic Park
Heal the Bay (Los Angeles)

I Love A Clean San Diego
Marin County Parks and Open Space
Northcoast Environmental Center (Humboldt
and Del Norte)
National Parks Service
Oosurf.com (Orange)
Pacifica Beach Coalition
Point Reyes National Seashore
Rancho Guadalupe Dunes Preserve
Santa Barbara County Parks Department
Santa Cruz County Parks
Save Our Beach (Orange)
Save Our Shores and Clean Beaches Coalition
(Santa Cruz and Monterey)
Sonoma County Regional Parks
Surfrider Foundation (San Francisco)
The Watershed Project (Contra Costa)
Vandenberg Air Force Base
Ventura County Parks

Boating Clean and Green Campaign

CA Department of Boating and Waterways
CA Integrated Waste Management Board
Contra Costa County Public Works
Santa Monica Bay Restoration Foundation
SF Bay Conservation and Development
Commission
Northern CA Marine Association
Southern CA Marine Association
Pacific States Oil Spill Prevention Education
Team
Marine Recreation Association
Pacific Inter Yacht Club Association
San Joaquin County Department of Public
Works

The US Power Squadrons
The State Water Resources Control Board
The Boat US Foundation
SF Estuary Project
The US Coast Guard Marine Safety Offices
The US Coast Guard Auxiliary
Recreational Boaters of California
CA Port Captains and Harbormasters
Association
CA Department of Fish and Game - OSPR
Monterey Bay National Marine Sanctuary
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
I Love A Clean San Diego
Richardson Bay Audubon Center & Sanctuary
Orange County Coastkeeper

Fresno Chaffee Zoo
Friends of the Dunes
National Fisheries Conservation Center

Restoration Education

The Tides Center
Orange County Parks
City of Newport Beach
Newport Bay Conservancy
O.C.Coastkeeper

California Department of Fish and Game
U.C.C.E. Master Gardeners Program
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

Recent Grants Awarded From Sales of Whale Tail License Plate

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)		<p>Save Our Shores for a new Adopt-A-Beach program in Monterey County \$20,000</p> <p>The Watershed Project for a new Adopt-A-Beach program in Contra Costa County \$20,000</p>
<p>2011/2012 \$541,000 Total</p> <p>Funds avail. for targeted grants: \$355,000</p> <p>Funds avail. for competitive grants: \$186,000</p> <p>Requests received: 146 totaling \$2,586,396</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$40,000</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 \$25,600</p> <p>Tides Center for School-Based Marine Education Program \$82,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$80,500</p> <p>Rural California Broadcasting Corporation for the "Stories of the Coast" podcast series \$10,000</p>	<p>Millennial Tech Middle School in San Diego for a series of marine science lessons, labs, research projects, guest lectures, and field trips \$10,615</p> <p>The Ocean Foundation for the "Ocean Connectors" program in San Diego focusing on migratory ocean species \$8,500</p> <p>Crystal Cove Alliance for "Science and Nature at the Park," a variety of public education programs at Crystal Cove State Park \$9,500</p> <p>Los Angeles Conservation Corps for hosting inner-city students and training teachers to implement the SEA Lab "Key to the Sea" program \$9,855</p> <p>Boys and Girls Club of Greater Oxnard & Port Hueneme for the 2011-2012 MERITO Academy featuring hands-on bilingual ocean education \$32,000</p> <p>Sandrini Elementary School in Bakersfield for sixth-graders to attend a five-day environmental education camp in Montaña de Oro State Park \$8,230</p> <p>MEarth for underserved Monterey County students to participate in the Plastic Pollution Education Initiative at the Hilton Bialek Habitat in Carmel \$20,535</p> <p>Youth Community Service for at-risk teens from East Palo Alto and east Menlo Park to engage in stewardship program called "From the Creek to the Sea" \$9,500</p> <p>Aquarium of the Bay in San Francisco for the "Discover the Bay" program aboard a hybrid ferry \$9,995</p> <p>Farallones Marine Sanctuary Association for teacher workshops and evaluation of the LiMPETS program for Bay Area middle and high school students \$9,995</p> <p>Tuolumne River Trust for Stanislaus County students and San Francisco students to learn together about the Tuolumne River, its salmon, and its watershed \$5,000</p> <p>Stewards of the Coast and Redwoods for docent-led public education programs at State Parks on the Sonoma coast \$9,500</p>

2011/2012 (continued)		<p>Smith River Alliance for helping the North Coast Interagency Visitor Center to be built at the Crescent City Harbor \$10,000</p> <p>5 Gyres Institute for the “Last Straw West Coast Solutions Tour” comprised of many educational activities relating to plastic pollution in marine ecosystems \$32,000</p>
2012/2013 \$798,000 Total Funds avail. for targeted grants: \$369,540 Funds in temporary reserve: \$40,300 Funds avail. for competitive grants: \$388,160 Requests received: 128 totaling \$2,591,762	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$30,000</p> <p>Adopt-A-Beach School Assembly Program and Kids’ Cleanup Program \$95,600</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$27,000</p> <p>Tides Center for School-Based Marine Education Program \$88,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$80,000</p> <p>Beach Wheelchair Purchases \$18,940</p>	<p><i>To be selected at February 2013 Commission meeting</i></p>