THE CALIFORNIA COASTAL COMMISSION'S PUBLIC EDUCATION PROGRAM

2015 ANNUAL REPORT

Table of Contents

Introduction 3
Coastal Cleanup Day 4
Adopt-A-Beach 7
Japan Tsunami Marine Debris Cleanups 7
Coastweeks 8
Check-off Box (Protect Our Coast and Oceans Fund) and Whale Tail® Plate 8
Whale Tail® Grants 9
Boating Clean and Green 10
Children's Art & Poetry 11
Ocean Day Kids' Cleanup and School Assemblies 12
Ocean and Coastal Photography Contest 13
Beach Wheelchairs 15
Marine Debris Policy and Coordination 15
Key Partnerships 17
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. This report briefly describes the activities of the Commission's Public Education (PE) Program for the calendar year 2015.

The Commission's PE Program supports the agency's mission by helping to build a knowledgeable and engaged constituency that understands, supports, and contributes to the protection, restoration, and enhancement of the coast.

As the California Legislature declared in the California Coastal Act, "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)).

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 providing Californians of all ages, ethnicities, and income levels, whether they live along the coast or inland, in urban or rural environments, the opportunity to learn about and connect with our remarkable coastline. Our program activities bring students and others to the coast for a firsthand experience, cultivate ecological understanding, and inspire stewardship. We involve the general public, schools, scouts, families, clubs, civic groups, and businesses in coastal stewardship activities.

The Commission also supports other organizations in providing education and coastal stewardship opportunities. To this end, the Commission staff provides curricula and other educational materials, grant funding, training, and technical support to a wide range of organizations and individual educators. We seek to promote ocean literacy, and an understanding of the issues of importance to the health of the coast such as marine debris, ocean pollution, and habitat restoration.

The main funding source for the Coastal Commission's education programs is the Whale Tail® License Plate. Corporate contributions support the Coastal Cleanup Day Program through our partner, the California State Parks Foundation. And beginning in 2014, the Protect Our Coast and Oceans tax check-off box has raised additional funds for Whale Tail® grants.

Coastal Cleanup Day

Following Oregon's lead, and beach clean up efforts on California's north coast, 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 2015, 68,353 volunteers took part at one of over 900 cleanup sites around the state in 54 of California's 58 counties.

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 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 2015, 24,318 volunteers cleaned inland rivers and waterways, removing 778,160 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 1,142,997 pounds of debris from the state's coast and inland shorelines. Almost 100,000 pounds of this debris was recycled.

Looking back at 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, almost 1.4 million volunteers have helped remove over 22 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 a Los Angeles-based photographer, Mark Liebowitz, and Radley Studios, which donated their creative skills and time pro bono to develop the 2015 Coastal Cleanup Day artwork. Posters, postcards, bus back

banners and t-shirts were printed with one of two advertisements to illustrate the notion that our environment is calling out for our help.

The message emphasizes the impacts that trash can have on our coastal and inland environments, and the need for all of us to participate in the effort to rid our state of debris. That message was reinforced by a powerful TV Public Service Announcement that ran on local television stations across the state.

The event received extensive coverage by local TV news crews in many locations. Millions of television viewers are effected by the image of thousands of volunteers spending the day cleaning their beaches, and moved by interviews with event organizers who help drive the pollution prevention message home. Newspaper readers and radio listeners also learned about the impact of the event, which was covered in over 200 newspaper and magazine articles, along with countless social media posts that helped bring volunteers out to the Cleanup and educate them about the results.

Corporate Partners in CCD

The Coastal Cleanup Day Program has enlisted strong corporate partners, which have greatly enhanced our outreach efforts. We continued our key, ongoing relationship with CG Roxanne, makers of Crystal Geyser Natural Alpine Spring Water. In addition to their financial support, CG Roxanne provided free water, primarily in large, gallon-size containers, to 28 regional Coastal Cleanup Day coordinators, covering almost all of the Cleanup volunteers. This is a crucial benefit that helps local coordinators and volunteers immensely.

The Coastal Cleanup Day Program also enjoyed continuing support from Oracle, Rubio's Restaurants (which provided coupons for free tacos to every cleanup volunteer), the Whale Tail® License Plate, the National Oceanic and Atmospheric Administration (NOAA) and the California Office of Emergency Services (in support of the Tsunami Debris Cleanup Project, which included Coastal Cleanup Day), and an array of in-kind and media support from partners around the state. The Cleanup Program received first-time support from Orchard Supply Hardware, which provided financial support and donated buckets for the Cleanup, helping us move closer to a waste-free event.

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 Geyser -- a completely recyclable bottle cap that stays attached to the water bottle, with no plastic parts that need to be completely removed. Crystal Geyser 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 Geyser 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 has expanded each year since, 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 asks 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 very successful. Staff estimates that over one-half of all cleanup participants brought at least one reusable item from home or had access to reusable items at their cleanup location in 2015. As a result, the Commission was able to order 150,000 fewer trash bags over the past three years than it otherwise would have. 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?

We conduct an annual 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.

In 2015, we collected 369 responses to our on-line survey. 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, the biggest source of motivation to survey respondents in coming to the event is their concern for marine debris, especially impacts to wildlife. Almost all survey respondents (86%) 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. 86% of respondents considered themselves either "knowledgeable" or "very knowledgeable" about the causes of marine debris after the event, as opposed to only 68% before the event, an 18% increase. Similarly, 85% of all survey takers considered themselves "knowledgeable" or "very knowledgeable" about the impacts caused by marine debris after the event, as opposed to 70% before the event, an increase of 15%. These findings indicate that the Cleanup is both educational and motivational for many participants.

Adopt-A-Beach

The Adopt-A-Beach Program offers groups an easy way to care for the coast. 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 plus years, tens of thousands of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California.

All 15 coastal counties, plus Alameda and Contra Costa County participate in the program. The Commission coordinates 48 Beach Managers from 33 Adopt-A-Beach partner organizations (see Attachment A for a list of organizations) who run the program locally. These Beach Managers give participants cleanup supplies and educational materials, provide instruction, arrange for trash pickup, and sometimes deliver supplemental educational programs and public recognition. Some Beach Managers hold regular "drop-in" cleanups that anyone may attend.

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

The Commission staff compiles the data collected at many of the individual Adopt-A-Beach clean-ups. Based on partial reports, over 30,000 people participated in an Adopt-A-Beach Cleanup in 2015, contributing nearly 69,000 volunteer hours.

Japan Tsunami Marine Debris Cleanups

The Commission continued a beach cleanup project focused on debris that originated with the 2011 earthquake and tsunami in Japan. Debris from this tragedy began washing up along the West Coast of North America towards the end of 2011, and continues to wash up fairly regularly. Anticipating the arrival of this debris in California, Commission staff worked with the California Office of Emergency Services (CalOES) and others to plan and prepare.

With financial support from the Japanese government via NOAA, CalOES provided the Commission with a $50,000 grant in 2013 to conduct regular beach cleanups along the entire coast. Commission staff recruited and provided mini-grants to local organizations to serve as cleanup coordinators in each coastal county. Local organizers, in turn, recruited volunteers to conduct quarterly beach cleanups in 2013, with one coinciding with California Coastal Cleanup Day, using a new data card focused on debris items likely to indicate potential tsunami debris.

The program proved to be so successful that CalOES renewed and increased the grant to $250,000 enabling the project to continue through June of 2016. This new round of funds began July 1, 2014, and to date, 14,788 volunteers have participated in one of the 156 cleanups that have taken place so far.

Cleanups are scheduled to continue through the end of June, 2016, after which a final report on the accomplishments of the program will be developed.

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 2015, our on-line calendar included 364 events.

Check-off Box for *Protect Our Coast and Oceans Fund*

Beginning in 2014, California taxpayers had the opportunity to check a box and make a donation to the Protect Our Coast and Oceans Fund in the voluntary contributions section of the state tax return.

PROTECT OUR COAST AND OCEANS FUND
CALIFORNIA COASTAL COMMISSION

These donations support marine and coastal education and stewardship, through the Whale Tail® Grants Program.

For the second year, Gyro, an award-winning advertising agency, worked pro bono with the staff to create a marketing campaign for the check-off box. Called "Check the Coast," the Campaign ran between February and May 2015 and featured a website (www.checkthecoast.org), banner advertisements on websites such as Sunset.org, OC Weekly, and Surfline, advertisements in BART stations in the Bay Area, banners at shopping malls, billboards in San Francisco, , and social media. In addition, numerous partner organizations expanded the Campaign's reach through social media posts and by distributing postcards. .

The effort raised $279,771 in 2015, donated by 24,625 taxpayers.

Whale Tail® License Plate

Sales of the Whale Tail® License Plate support coastal and marine education throughout California. As of January 1, 2016, 234,500 California drivers had purchased the Commission's Whale Tail® License Plate. Plate sales and renewal fees had raised $87.4 million for environmental programs - $25.2 million to the California Beach and Coastal Enhancement Account (CBCEA) and $62.2 million to the Environmental License Plate Fund (ELPF). In 2015, the Plate raised over $1.5 million for the CBCEA, and over $4 million for the 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 schools, nonprofits, and local agencies. The CBCEA also funds projects of the State Coastal Conservancy. The ELPF funds a variety of state environmental programs.

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. There is also a special subcategory for projects addressing climate change, sea level rise, or ocean acidification. Applicants must be either a school, a non-profit organization, or a government entity.

The need for Whale Tail Grants consistently exceeds the available funds. In Fiscal Year 2014/2015, for its competitive grants program, the Commission received 114 grant applications for a total of $2,529,537 and awarded 22 grants totaling $385,463.

In addition, the Commission awarded seven targeted grants, totaling $368,537. To date, the program has awarded $10.2 million in grants to a wide range of organizations (see Attachment B for a table showing the grants that were awarded recently).

Examples of projects funded in 2015 include: on-the-water ocean science field trips for underserved students from Lawndale, Port Hueneme, and Santa Cruz; a student-run aquarium in Santa Barbara County; a large interactive exhibit on ocean health at the State Fair; children from inner-city San Diego learning about the relationship between carbon dioxide emissions and the health of marine animals; after-school marine science studies in Kern and Orange counties; training for future ocean policy leaders in Monterey; educational storm drain murals in Arcata; and incorporating climate change education into public programming at The Marine Mammal Center in the San Francisco Bay Area.

Boating Clean and Green

The 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. The Commission implements the Program jointly with the California State Parks Division of Boating and Waterways.

Through the Dockwalker Program, staff provides volunteers with clean boating kits, training, and tools to conduct face-to-face boater education and distribute the kits. In 2015, the Boating Clean and Green Program conducted 11 statewide Dockwalker volunteer trainings in which more than 150 new volunteers were trained. These volunteers distributed 7,000 boater kits to the public.

In addition, staff directly connected with over 1,500 boaters through its participation in five boat shows and boating events, and by conducting four clean boating seminars.

With support from the BoatUS Foundation, the Program has installed 203 monofilament fishing line recycling stations throughout the state since 2009. To date, 1,084 pounds of fishing line have been collected and recycled. Stretched out, this line would stretch from San Francisco, California to Cloverdale, Indiana!

Staff worked in partnership with partner organizations to produce the Changing Tide, a quarterly publication of the three chapters of the CCBN (California Clean Boating Network – a forum of members from the boating industry, government agencies, and environmental groups). The newsletter focuses on trends in clean boating practices and environmental services for boaters.

From 2010 to 2012, staff led a working group in developing the Marinas and Yacht Clubs Spill Response Communication Packet. The Packet helps boating facilities access key information in the event of an oil spill. In 2015, staff, OSPR and CalOES conducted a workshop for boating facilities in Long Beach to introduce the packet. The workshop was attended by 30 marina and yacht club operators. Since 2014 over 100 facility operators have attended our workshops. Staff is currently planning additional workshops for Orange County and the Delta areas.

Staff developed a toolkit for marinas and yacht clubs that will assist these facilities in planning and organizing their participation in Coastal Cleanup Day (CCD) and the Adopt-a-Beach Program. In 2015, 38 boating facilities participated in CCD, involving 628 volunteers who cleaned 48 miles of shoreline and collected approximately 10,847 pounds of trash and recyclables on land and from 87 vessels (kayaks, canoes and dinghies).

Staff is working with the Stow It, Don't Throw It Project to distribute portable fishing line containers in California. Students create the containers using used tennis ball cans. The cans are then distributed to fishermen to hold old fishing line until they can get to a recycling collection site or a secure trash can. In 2015 students constructed 1,000 containers, which were distributed to fishermen by the students, staff, and partners.

Students building fishing line recycling containers

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 40 honorable mentions are recognized. Since the contest began in 2003, more than 26,300 entries have been received from students from throughout California.

In 2015, 2,529 entries were submitted to the contest. See the winners and honorable mentions at: www.coastal.ca.gov/publiced/poster/poster.html

Following each contest, the winning and honorably mentioned pieces are exhibited at venues up and down the coast. The 2015 contest exhibit locations were Channel Islands National Park Visitor Center in Ventura; Point Reyes National Seashore's Bear Valley Visitor Center in Marin County; the Ford House Museum in Mendocino; Birch Aquarium at Scripps in La Jolla; and outside the Governor's office at the State Capitol in Sacramento. A selection from the winning poetry was highlighted in Chapman University's *TAB – Journal of Poetry and Poetics*. You can listen to students reading their poems on the TAB website at this link: http://journals.chapman.edu/ojs/index.php/TAB-Journal/issue/view/74

Gianina Fan, 7th grade, Santa Rosa

Miranda Underwood, 1st Grade, Arcata

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 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 2015, Kids' Cleanups were held in May and early June in recognition of World Oceans Day (June 8th). Approximately 6,700 students participated at six sites: Crown Point Shores in San Diego County (760), Huntington State Beach in Orange County (1,325), Dockweiler State Beach in Los Angeles County (2,900), Ocean Beach in San Francisco (630), Municipal Beach in Monterey (200 students from Fresno), and Humboldt Bay (890).

In most locations, after cleaning the beach, the students formed giant images and messages in the sand that were photographed from the air. The following photos shows students getting in formation on Huntington Beach, and then the finished art as seen from the air.

All of the 2015 aerial images, as well as those from past years can be viewed at www.oceanday.net.

Ocean and Coastal Photography Contest

In 2015 the Commission continued its partnership with the Thank You Ocean Campaign, jointly holding an online contest featuring digital imagery of the California's scenic coast and ocean, people at the California coast, and California ocean and coastal wildlife.

1st Place winner, Mary Sheft

Fairmont Hotels & Resorts of California donated overnight stays at luxury hotels for the prize winners, which included first, second and third place winners selected by a panel of expert judges, and a "Viewers' Choice" winner based on online voting. The winning photographs, along with 13 honorable mentions, were selected from 1,000 entries, and are featured on the contest website, http://mycoastalphoto.com.

In 2015 staff continued to offer a traveling exhibit of a selection of winning photographs. The collection was displayed at the State Capitol Building, the Santa Maria Public Library, the Fairmont hotel in Newport Beach, and the Topanga *Public Library.*

Curriculum Resources

The Commission supports teachers in educating about our coast and ocean through curriculum resources in print and online. During 2015, the Commission's teacher webpages received more than 41,000 page views.

Waves, Wetlands, and Watersheds is a science activity guide for teachers, that addresses topics such as endangered species, marine debris, coastal geology, water use, and water quality. This popular guide is aligned to California State Standards for third through eighth grades, and includes Community Action lessons adaptable for all ages up to and beyond grade 12. Copies of *Waves* are available free to California educators. The book can also be downloaded from our website, as can Spanish translations of the student handouts. To date, more than 16,780 hard copies of the book have been distributed (including 5,000 printed and distributed by the City of Los Angeles). Commission staff has held a total of 89 workshops, directly reaching 1,800 educators.

In September 2014, staff launched the **Schoolyard Cleanup Program** to provide support to teachers and school groups in doing cleanups on their school grounds. Schools unable to take a field trip to the beach or river for Coastal Cleanup Day or an Adopt-A-Beach event are encouraged to do the important work of preventing litter at the source. Teachers may sign up for the program on the Commission's website, which includes extensive cleanup related lessons and teacher resources, detailed instructions,

and post-cleanup analysis guidance.

The activities of planning and carrying out the cleanup, collecting and analyzing the data, and communicating and acting on the results are directly aligned to the Next Generation Science Standards and support Common Core State Standards as well. Teacher workshops on the impacts of marine debris in the context of the Schoolyard Cleanup Program were held in 2015 at the Contra Costa County STEAM Colloquium in San Ramon, the California Science Teachers Association annual conference in Sacramento, and the California STEM Symposium in Anaheim. In 2015, teachers reported approximately 4,600 students taking part in this program.

Work continues on a **new high school curriculum** about coastal science, policy, and management in the context of the issues facing the California coast. The project-based learning units will be aligned to the Next Generation Science Standards and Common Core State Standards, and will be completed in 2016. A teacher workshop previewing material from the new curriculum was enthusiastically received at the California Science Teachers Association 2015 conference in Sacramento.

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.

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 22,500 volunteers have removed over 96,000 pounds of invasive vegetation, planted more than 32,000 native plants (most grown in the native plant nursery), and restored over 15 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 Wildlife, Orange County Parks, and the City of Newport Beach, as well as with the Newport Bay Conservancy, a non-profit volunteer group.

2015 programming focused on maintaining and expanding current restoration sites. Volunteers who attended restoration events represented schools, community groups, and corporations through such varied groups as Chapman University, Occidental University, PIMCO, Bank of America, Pacific Life, Master Gardeners, AP Environmental Science classes from local high schools, and Scouting troops.

Staff stepped up efforts to recruit and train college interns, who act as leaders at the habitat restoration events. These students receive training in volunteer event management, environmental education, and ecological restoration techniques. Making use of student interns has allowed the program to increase its regular program offerings to include an event specifically for high school students and a habitat restoration series that offers volunteers a series of ecological restoration and environmental science classes combined with restoration field work. Total events open to the public now number 10 each month not including exclusive programs scheduled upon request by school and corporate groups.

Program staff completed a restoration site monitoring report that details the first three years of data collected on our current active work site, called Newport Valley. The report included details about the successes and challenges of our restoration work, including native and invasive plant coverage, evidence of wildlife, human impacts, and soil quality. The staff will use these findings to adjust restoration plans to improve future success. The monitoring report will be updated each year as new data is collected.

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.

Staff also continued to distribute the CBREP high school curriculum "Our Wetlands, Our World". The curriculum focuses on the history and ecology of Upper Newport Bay; the effects of urbanization, invasive species and loss of biodiversity; and the importance of restoration and stewardship.

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 for public use. To this end, the Commission has awarded a total of $109,000 to a variety of jurisdictions up and down the coast for the purchase of beach wheelchairs.

By our count 102 California beaches now have beach wheelchairs that can be borrowed by members of the public, 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.
www.coastal.ca.gov/access/beachwheelchairs.html

Marine Debris Policy and Coordination

Research conducted by the Algalita Marine Research Foundation (AMRF) and others has demonstrated that plastics are present on beaches and in coastal and ocean waters in alarming quantities. In a ground-breaking 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 Commission to join with AMRF and other stakeholders to develop a statewide plan: "Eliminating Land-based Discharges of Marine Debris in California: A Plan of Action from the Plastic Debris Project." In 2007, the California Ocean Protection Council (OPC) passed a resolution based on the Plan of Action regarding the prevention of marine debris, and set up a Steering Committee chaired by Commission staff to develop an Implementation Strategy, which the OPC adopted in 2008.

The Implementation Strategy has been the basis of a number of subsequent policy efforts including legislation, such as state and U.S. laws banning plastic microbeads in personal care products passed in 2015. PE staff continues to coordinate with the OPC and other state agencies on the marine debris issue.

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). Commission staff chaired the Marine Debris Action Coordination Team (MDACT), which was 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 (see MDACT's strategy at: www.westcoastoceans.org).

To this end, the MD ACT launched the West Coast Marine Debris Database, which can compile historic data from existing databases as well as accept new data directly, and will help to establish baseline estimates of marine debris and derelict fishing gear.

In 2014, the MDACT officially transitioned to a new organization known as the West Coast Marine Debris Alliance (The Alliance), with a greatly expanded membership. While still under the auspices of the West Coast Governors' Alliance, the Marine Debris Alliance will work with greater independence than the MDACT.

The Alliance is designed to act as the entity that will carry forward the work suggested in the Marine Debris Strategy in the years to come. In 2015 the Marine Debris Alliance undertook several projects of importance to regional efforts on marine debris. Among these are a project focused on establishing the best practices for the removal of derelict fishing gear along the West Coast, and a project designed to encourage the adoption of effective public policies to reduce marine debris generated on land.

Environmental Literacy Task Force

Public Education staff participated in the Environmental Literacy Task Force (ELTF), established by Superintendent of Public Instruction Tom Torlackson. The ELTF was tasked with developing an Environmental Literacy Blueprint, which is designed to guide the state in improving students' environmental literacy. An environmentally literate citizen has the knowledge, skills, attitudes, motivation, and commitment to work individually and collaboratively toward solving current problems and preventing new ones. The task force began meeting in June 2014. The Blueprint was released in September 2015, and can be viewed here. It emphasizes that environmental education can no longer be considered "nice-to-have" and non-essential. It is a right of all students, and is vital to the future of the planet.

Key Partnerships

Partnerships are essential to the work that the Commission staff members do. They enable us to leverage our resources and extend 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 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 2015, the Public Education website received 353,728 page views.

The Public Education Program uses social media to communicate with the public. We maintain a Facebook page called "The California Coast" with more than 3,570 fans, a Twitter account @TheCACoast with 5,425 followers, a Pinterest Board and an Instagram page. Through these avenues we engage in conversations with members of the public, 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.

Website: www.coast4u.org
Facebook: www.facebook.com/CaliforniaCoast
Twitter: twitter.com/TheCACoast
Instagram: instagram.com/thecaliforniacoast
Pinterest: www.pinterest.com/coast4u/

Environmental Fairs and Events

Each year, staff hosts educational booths at a number of environmental fairs and events, handing out materials, and talking to attendees. This year, staff exhibited education resources and spoke to 3,201 people at 16 events.

Our 2015 list of events included Monterey Whale Fest, San Francisco International Ocean Film Fest, Berkeley Bay Festival, Ventura Earth Day, San

Diego EarthFair in Balboa Park, San Jose State Earth Day, Los Angeles Sanitation Districts Earth Day, Oakland EcoFest Sustainability Festival at Laney College, State Scientist Day at the State Capitol, California State Fair Beach Buddy Adventure in Sacramento, Sunset Elementary School Environmental Fair, Bureau of Land Management's Discover the Coast event in Point Arena, California Science Education Conference in Long Beach, the Bay Area Science Festival at AT&T Park, California's 48th Annual Native American Day, and the Plastic Pollution Symposium in Monterey.

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

Appendix A – Page 2

Other Coastal Cleanup Day Partners:

California State Parks Foundation
Channel Islands National Marine Sanctuary
Gulf of the Farallones National Marine Sanct.
CG Roxane Crystal Geyser Spring Water
Whale Tail® Ecoplate
Oracle
Rubio's
Orrick, Herrington & Sutcliffe LLP
Union Bank
Ocean Conservancy
Cordell Banks National Marine Sanctuary
Monterey Bay National Marine Sanctuary
Marine Mammal Center
See's Candies
Orchard Supply Hardware
NOAA
California Office of Emergency Services

Whale Tail® License Plate

Department of Motor Vehicles
State Coastal Conservancy

Adopt-A-Beach

Ano Nuevo State Reserve
California State Parks
Center for Natural Lands Management
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 Newport Beach
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
East Bay Regional Park District
Eco Warrior Foundation
Heal the Bay
I Love A Clean San Diego
La Conchita Community Organization
Marin County Parks and Open Space
Northcoast Environmental
National Parks Service
Oosurf.com
Pacifica Beach Coalition
Point Reyes National Seashore
Santa Barbara County Parks Department
Santa Cruz County Parks
Save Our Beach
Save Our Shores
Sonoma County Regional Parks
Surfrider Foundation
The Watershed Project
Vandenberg Air Force Base
Ventura County Parks

Boating Clean and Green Campaign

CA Division of Boating and Waterways
CalRecycle
Contra Costa County Public Works
The Bay 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
Save Our Shores
Southern CA Yachting Association
The US Coast Guard Auxiliary
The US Power Squadrons
The State Water Resources Control Board
The Boat US Foundation
SF Estuary Project
The US Coast Guard Marine Safety Offices
Recreational Boaters of California
CA Port Captains and Harbormasters Association
CA Department of Fish and Game - OSPR
Monterey Bay National Marine Sanctuary
Lake Berryessa Partnership
Marinas and harbors (approximately 20)
Morro Bay National Marine Sanctuary
San Francisco Dept. of the Environment
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

Tides Center
Orange County Parks
City of Newport Beach
Newport Bay Conservancy
Orange County Coastkeeper
Endemic Environmental Services, Inc.
ExplorOcean
Transformative Wellness Coaching
California Department of Fish and Game
U.C.C.E. Master Gardeners Program
U.C. Irvine
Society for Conservation Biology, Orange County Chapter
Institute for Conservation Research and Education

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
CalRecycle
Department of Conservation
Department of Toxic Substances Control
California State Parks
California Department of Public Health
State Water Board
State Coastal Conservancy
California Department of Environmental Protection
Environmental Protection Agency Region IX
Caltrans
Keep California Beautiful

West Coast Governors' Agreement on Ocean Health Marine Debris Alliance

Oregon Department of Fish & Wildlife
Washington Department 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

Protect Our Coast and Oceans Tax Check-off Box

Gyro SF
Heal the Bay
I Love A Clean San Diego
Orange County Coastkeeper
Save Our Shores
San Mateo County Environmental Health
Friends of the Dunes
Thank You Ocean
Pt. Reyes National Seashore Assn
Coastkeeper Alliance
Environment California
American River Parkway
Sierra Nevada Conservancy
O'Neill Sea Odyssey
Fresno Chaffee Zoo
Monterey Bay Aquarium
The Bay Foundation
SF Estuary Partnership
Solano Resource Conservation District
Penny Elia
Birch Aquarium
Warner Chabot
Aquarium of the Bay
Gulf of the Farallones NMS
Seabird Protection Network
Seymour Center
Aquarium of the Pacific
ExplorOcean
Crystal Cove Alliance
Save the Bay
Community Resources for Science
CREEC Network
Coastwalk California
5 Gyres
Surfrider Foundation
Ocean Institute
Back Bay Science Center (Dept. of Fish and Wildlife)
Institute for Conservation Research and Education
Newport Bay Conservancy
Muth Center (Orange County)
Malibu Foundation
City of Newport Beach (Marine Education Program)
The Watershed Project
California Audubon
Golden Gate Audubon
Richardson Bay Audobon
Contra Costa County Watershed Program
Humboldt BayKeeper
Northcoast Environmental Center
NAMEPA
Central Coast Aquarium
San Elijo Lagoon Conservancy

Appendix B – Recent Whale Tail® Grants

Year	Targeted Grants	Competitive Grants
2014/2015 $754,000 Total Funds avail. for targeted grants: $368,537 Funds avail. for competitive grants: $385,463 Requests received: 128 totaling $2,898,074	**Adopt-A-Beach School Assembly Program and Kids' Cleanup Program** **$95,000** **Heal the Bay** Adopt-A-Beach Program **$30,000** **I Love A Clean San Diego** Adopt-A-Beach Program **$29,550** **Coastwalk California** Adopt-A-Beach Program **$23,150** Tides Center for **School-Based Marine Education Program** **$100,700** Tides Center for **Community-Based Wetland Restoration and Education** **$47,500** **Beach Wheelchair** Purchase **$2,637** **California Exposition & State Fair** "Beach Buddy Adventure" **$40,000**	**Groundwork San Diego – Chollas Creek** for a climate change challenge program focusing on $C0_2$ emissions and the health of marine resources **$10,000** **Crystal Cove Alliance** for "SNAP!— Science and Nature at the Park," a variety of citizen science education programs and related public exhibits **$20,000** **ExplorOcean** for underserved Orange County middle and high school students to learn about and different threats to the ocean $**20,000** **El Monte Union High School District** for Arroyo High School students to learn about pollution and their local watershed along the length of the LA River **$5,640** **Lawndale High School** for teens in the Marine Science Academy to conduct ocean science studies during on-the-water boat trips **$10,000** **STAR, Inc.** for students from urban schools in Los Angeles to participate in environmental education lessons also featuring live rescued animals **$10,000** **Parkview Elementary School** for the "Ocean Ambassadors" project for fourth-grade students in Port Hueneme to take a series of marine education field trips **$9,992** **Cabrillo High School** in the Lompoc Unified School District for an expansion of the school's student-run aquarium **$25,000** **Central Coast Aquarium** in Avila Beach for students to participate in the Marine Life Monitoring Program, share their data, and learn about ocean stewardship **$14,912** **Community Action Partnership of Kern** for an after-school marine studies program featuring ocean science topics and prehistoric marine life fossils **$8,932** **Center for Ocean Solutions** at Stanford University for an intensive ocean policy and leadership course in Monterey for graduate students **$25,000** **Live Oak School District** in Santa Cruz County for 5th grade students to identify, investigate, and solve a real-life problem relating to Monterey Bay **$10,000** **O'Neill Sea Odyssey** for bus transportation to attend an environmental stewardship program aboard a 65-foot catamaran and at an educational center on land **$9,800** **Bay.org** for Aquarium of the Bay staff to lead year-round volunteer shoreline cleanups on San Francisco's east side and provide marine debris education **$30,000**

Appendix B

2014/2015 (continued)		**California Environmental Technology Education Network** for a digital sea level rise mapping project at Oakland Technical High School **$7,561** **KIDS for the BAY/Earth Island Institute** for elementary students at urban schools in Oakland and Richmond to take educational coastal field trips **$32,000** **Marin County Community Development Agency** for "Youth Exploring Sea Level Rise Science," offering a new curriculum on climate science and mapping **$28,900** **The Marine Mammal Center** for training volunteers and staff on climate change science and how to interpret the information to the visiting public **$32,000** **Fort Ross Conservancy** for a marine ecology program (including marine mammal census-taking) for students from Sonoma and Mendocino counties **$9,740** **City of Arcata** for local artists to create educational pollution prevention murals on four storm drains in town that lead to local creeks **$9,709** **Tolowa Dunes Stewards** to work with Del Norte County youth, with an emphasis on tribal youth, on habitat restoration and conservation career options **$20,000** **Lawrence Hall of Science, UC Berkeley** to align the widely used "MARE" marine education curriculum with the Next Generation Science Standards **$36,277**