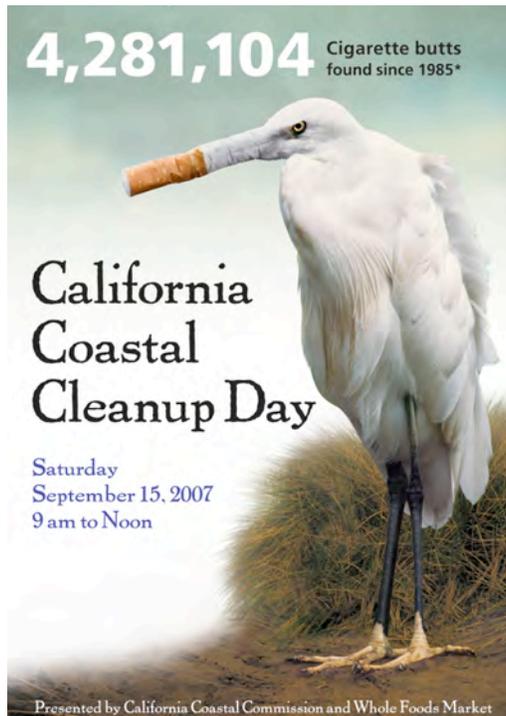


The California Coastal Commission's Public Education Program

2007 Annual Report



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

2007 Annual Report

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The California Coastal Commission's Public Education Program

2007

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)). In addition, individual behaviors, when considered cumulatively, have a tremendous effect on the coast. The impact can be either positive, as with a beach cleanup, or negative, as with dumping motor oil down a storm drain. Public education can help tip the scales so that individual actions have an overall positive impact 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. Our approach is through collaboration – we work with a variety of government agencies, non-profit organizations and businesses to achieve common goals. See attachment A for a list of partner organizations.

The Commission provides educational resources, grants and technical support to local programs and teachers to 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 2007, we involved more than 200,000 people in coastal protection through public education programs and events, including sending 45,841 students on field trips to the coast.

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 2007.

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 the Ocean Conservancy (formerly the Center for Marine Conservation), with participation by all 50 states and 75 countries.

In 1993, the Guinness Book of World Records recognized California Coastal Cleanup Day as the world's largest beach cleanup. The event continues to be the Commission's premier event, and 2007 proved to be another record-breaking year. On September 15, 2007, 61,122 volunteers turned out for the Commission's 23rd Annual Cleanup, representing a 20 percent jump over the previous record for volunteer turnout. Those volunteers removed 903,566 pounds of debris from over 750 sites spread through 48 counties, marking the widest geographic reach in the Cleanup's history. Of enormous assistance in this record-breaking event was a new partnership with Whole Foods Market. As the Cleanup's new Presenting Sponsor, Whole Foods Market donated five percent of the profits generated on June 19th, 2007 from all 40 of its California stores to the Cleanup effort. In addition, all of the stores advertised the Cleanup throughout the summer, greatly enhancing turnout by motivating its customer base to participate.

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

Event Messages Reach Millions. In addition to educating participants, the event messages reach a large and diverse audience through extensive television, radio, and newspaper coverage. Millions of television viewers are affected by the image of the thousands of volunteers spending the day cleaning the beaches, and by interviews with event organizers who help drive the pollution prevention message home. This also holds true for newspaper readers and radio listeners. The event was covered in over 400 newspaper articles in over 40 newspapers and magazines. More than 20 radio stations throughout the state ran public service announcements, had on-the-beach coverage, and/or carried live interviews with coordinators, and many more television stations carried the broadcast PSA we had created to go along with the "Non-Native Species" campaign theme.

Cleaning Coastal Watersheds. In recent years, the Commission has expanded its efforts to recruit participants from inland areas to clean creeks, rivers and lakes. Most of these waterways form part of a coastal watershed. These volunteers help to illustrate one of the event's messages – that we are connected to the coast and ocean by our

rivers, streams and storm drains, and that the solution to ocean pollution is in preventing or reducing pollution where it begins, rather than trying to clean it up where it eventually comes to rest. In 2007, approximately 19,650 volunteers cleaned inland rivers and waterways. To date, the Commission has recruited coordinators in 48 of California's 58 counties. In addition to each of the 15 coastal counties, those areas participating in Coastal Cleanup Day include: Alameda, Alpine, Amador, Butte, Calaveras, Contra Costa, El Dorado, Fresno, Imperial, Inyo, Kern, Kings, Lake, Madera, Mariposa, Merced, Modoc, Mono, Napa, Nevada, Placer, Riverside, Sacramento, San Bernardino, San Joaquin, Santa Clara, Shasta, Siskiyou, Solano, Tehama, Trinity, Yolo, and Yuba counties.

Minigrants for Coastal Cleanup Day Coordinators. In 2007, through our Coastal Cleanup Day partner the California State Parks Foundation, the Commission awarded grants ranging from \$200 to \$3,000 to 30 of its partner organizations (see Attachment A), to cover event expenses ranging from advertising to trash disposal fees.

Adopt-A-Beach Program

The Adopt-A-Beach Program offers groups a way to help take care of a favorite stretch of 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 19 years, tens of thousands of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California.

The Commission coordinates about 50 local Adopt-a-Beach Managers (see Attachment A) who run the program locally, meeting the group on the beach for a safety talk, arranging for trash pickup, and sometimes doing supplemental educational programs. The Commission provides Beach Managers with garbage and recycling bags, and latex gloves. In addition, the Commission maintains a small video and slide show loan library (free of charge) as well as curriculum, posters, compendium and other materials that are available to teachers and others to help teach Adopt-A-Beach groups about the importance of keeping our water clean.

In 2007, the Adopt-A-Beach program launched an on-line recognition program to provide some extra credit for the groups of volunteers adopting our beaches, and some added incentive for new adopters. Our website currently lists 48 adopting groups. . We also formed an Adopt-A-Beach Advisory Committee, made up of some of the more active local Beach Managers. With the help of this group, we are in the process of revising all training and outreach materials and developing new pieces in order to bring more people into the program. This year over 30,000 volunteers participated in Adopt-A-Beach and cleaned up over 125,000 pounds of debris.

In addition, the Commission is participating in an effort resulting from the San Francisco Bay oil spill. In recognition of the need to better prepare for the outpouring of volunteer

support that showed itself in the wake of the spill, the Adopt-A-Beach Program has been asked to be part of the team developing a new volunteer training and support program that can be put in place and incorporated into county emergency action plans.

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 2007, the calendar listed more than 200 events taking place in 24 counties.

Whale Tail License Plate

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

As of January 2008, more than 167,000 California drivers had purchased the Whale Tail plate, and sales and renewal fees had raised over \$39.6 million for environmental programs - \$11.9 million to the CBCEA and \$27.7 million to 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 nonprofits and local agencies (see Whale Tail Grants, below). Whale Tail funds remaining in the CBCEA after the Coastal Commission's appropriation can be allocated to the State Coastal Conservancy. In 2004, the legislature amended Vehicle Code Section 5067, to clarify how this allocation works.¹

¹ The code was amended, effective August 16, 2004, to state that the money in the CBCEA is to be allocated as follows:

- (a) "**First**, to the California Coastal Commission for expenditure for the Adopt-A-Beach Program, the Beach Cleanup Day Program, coastal public education programs, and grants to local governments and nonprofit organizations for the costs of operating and maintaining public beaches related to these programs.

Funds from Whale Tail Plate sales deposited in the ELPF can be used for a broad range of environmental purposes.²

The Whale Tail Plate is one of the most popular specialty license plates that the DMV offers. Marketing help spread the word that the plate is available, how to buy it, and what the money will be used for. In 2007, Commission staff initiated a new marketing campaign with the Hive Advertising Agency. The campaign is mainly internet-based and targets a demographic that could be described as “ocean lovers”. Ads began appearing on major regional websites in coastal areas – such as SFGate and LATimes.com – in December 2007.

Whale Tail Grants

Whale Tail Grants 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 distributes funds from sales of the Whale Tail License Plate and focuses 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 2007, for its competitive grants program, the Commission received 109 grant applications for a total of \$5,508,032 and awarded 31 grants for \$460,760 (28% of the proposals received funds). In addition, the Commission awarded seven targeted grants, which totaled \$247,240. To date, the program has awarded \$4.5 million in grants to various organizations. (See Attachment B – a table showing all grants awarded to date).

Boating Clean and Green Campaign

The Coastal Commission’s Boating Clean and Green Campaign promotes environmentally sound boating. The program began in 1997. In April 2006, the

(b) *Second, from funds remaining after the allocation required under subparagraph (A),* ** to the State Coastal Conservancy for coastal natural resource restoration and enhancement projects and for other projects consistent with the provisions of Division 21 (commencing with Section 31000) of the Public Resources Code.”

The amendment added the phrases in italics, above, and at the point indicated ** deleted the phrase “Any funds remaining in the CBCEA at the end of a fiscal year shall be allocated by the Controller, after appropriation by the Legislature,”

² A January 2005 report by the Legislative Analysts Office recommended that the Legislature consider specifying conditions on how Whale Tail License Plate funds deposited in the ELPF are used. The report suggests that using a portion for coastal mitigation related activities would be consistent with the eligible uses of ELPF funds.

Department of Boating and Waterways (DBW) assumed a lead role in the Campaign. DBW and the Commission are now working in partnership to implement the program.

In 2007, the Campaign continued the public education tasks that are the mainstays of the Campaign – Dockwalkers, boater kits, the California Clean Boating Network (CCBN) and the quarterly Changing Tide newsletter. The Campaign staff planned and produced 5,000 boater kits to be distributed in the 2008 boating season. Boater kits contain educational material and promotional items that promote clean and safe boating practices such as a free oil absorbent pillow. The boater kits will be distributed at boat shows, boating events and through volunteer Dockwalkers (volunteers trained by the Campaign to conduct face-to-face boater education). More than 60,000 kits have been developed and distributed statewide in the past years. Campaign staff also worked on planning the 2008 Dockwalker trainings. To date, the program has trained over 500 Dockwalkers throughout the state.

The Campaign also developed five clean boating posters to promote clean and safe boating practices throughout the state. Five hundred copies of each poster were distributed to marinas, marine supply stores, and yacht clubs in 2007.

The Campaign continued developing the northern California insert of the “Changing Tide” newsletter. The Changing Tide is the quarterly joint publication of the three chapters of the CCBN (California Clean Boating Network – a forum of members of boating and environmental communities that work together to increase the quality and quantity of clean boating education in California). In 2007, three issues were developed and distributed (10,000 copies each). The newsletter focuses on new trends in clean boating practices and environmental services for boaters. Each issue showcases a different boating destination. The Campaign also facilitates the quarterly meetings of two of the three chapters of the CCBN.

The Campaign continued providing technical assistance to marinas and local governments in identifying the need for and in installing pollution prevention services for boaters. The Campaign also updated the GIS-based state-wide marina map, tracked the status of environmental services at marinas and other locations and maintained and updated boater resources such as the Campaign website, the earth911 website, and the 1-800 CLEANUP hotline.

Recognizing a need to improve fishing line collection and recycling, the Campaign started a partnership with the Boat U.S Foundation to set up free monofilament fishing line recycling stations in areas with the highest recreational fishing activity throughout the California coast. Seventeen stations will be set up in 2008.

The Campaign established a partnership with Contra Costa County in 2007, to assist the County in implementing the second phase of its marinas and boating program: the ‘Keep the Delta Clean Program’. Due to the shared technical and environmental goals

encompassed within the Delta program and the Campaign, this partnership will enhance both programs. The second phase of this program includes the direct installation of needed pollution prevention services at key marinas in the Delta region, in addition to a strong boater education program. The Delta program is funded by a grant from the State Water Resources Control Board (Proposition 40).

Children's Coastal Art & Poetry Contest

The Coastal Art & Poetry Contest is open annually to California students in kindergarten through 12th grade. The contest invites students to submit poetry or art with a coastal or marine theme. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, we hope to inspire a greater sense of stewardship for these natural places.

In 2007, four winners in art and four in poetry were selected in several grade categories, and 32 honorable mentions were identified. The contest received 1,864 entries from students from throughout California. Winners and honorable mentions were displayed at the Moorpark Art Festival, the Sanchez Art Center in Pacifica, the Muth Interpretive Center in Newport Beach, and the Cabrillo Marine Aquarium in San Pedro. Some of the children's artwork is currently on display at CCC's main office and several district offices.

Ocean Day Kids' Cleanup and School Assembly Program

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, buying recycled products, the dangers of plastic and debris in the world's oceans litter reduction and the storm drain system, the assembly motivates children to care for the marine environment. The children are then shown ways to help the environment – by participating in recycling and 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 2007, Kids' Cleanups were held on May 22nd, now dubbed "Ocean Day" in California. Approximately 6,659 kids cleaned seven sites: Silver Strand State Beach in San Diego County (997), Huntington State Beach in Orange County (1,000), Dockweiler State Beach in Los Angeles County (2,336), Ocean Beach in San Francisco (1,238), Cayucos State Beach in San Luis Obispo County and Municipal Beach in Monterey (355 students from the Central Valley), and Humboldt Bay (733). After cleaning the beach at each site, the California students joined counterparts in Mexico, British Columbia, and Alaska and formed giant whale images to create a "human whale migration" traveling up the west coast of North America.

Coastal Commission Photography Contest

In 2007, the Commission held its ninth annual photography contest. A panel of judges selected five prize-winning photographs. The winning photographs, along with 13 honorable mentions, are featured on the Coastal Commission's website.

Marine, Coastal and Watershed Resource Directory

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

Waves, Wetlands and Watersheds

In 2007, 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 to take action to protect and preserve 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 2007, the Commission distributed approximately 12,900 hard copies of *Waves, Wetlands, and Watersheds* (including 5,000 copies produced by the City of Los Angeles in 2004 for local distribution). The book can also be downloaded from the Commission's website, and Spanish translations of the student handouts are available.

Community-Based Restoration and Education

The purpose of the Community-Based Restoration and Education Project (CBREP) is to facilitate community-driven coastal habitat restoration in California. The program began in 2001 with in Upper Newport Bay. The project serves the vital purpose of restoring critical species habitat of the Upper Newport Bay through the work of community volunteers. Working at the Back Bay Science Center on Shellmaker Island, the Upper

Newport Bay CBREP has an on-site native plant nursery that provides plants for volunteer restoration efforts. In 2007, volunteers at the native plant nursery propagated over 5,500 native plants.

The Project sponsors a monthly volunteer restoration event, as well as weekly “Steward” gatherings to work in the nursery on plant propagation and other projects. To date, over 8,500 volunteers have removed over 48 tons of invasive vegetation, grown and planted more than 12,000 native plants, and restored nearly 211 acres of coastal habitat. The Commission implements the Project in conjunction with the Tides Center, and works closely with the land managers at Upper Newport Bay – the Department of Fish and Game, Orange County, and the City of Newport Beach, as well as with the Newport Bay Naturalists and Friends, a non-profit volunteer group.

In 2007, the Coastal Commission completed final drafts of a “How-To Guide” to help nurture the development of new community based coastal habitat restoration programs in other locations, and to assist existing programs. After publication in early 2008, the Commission will launch the guide through a series of regional workshops on community-based restoration, which will be held at different venues on the California coast.

Partnerships with other southern California organizations demonstrated that CBREP has become a resource for community habitat restoration. These included an advisory role on the creation and development of a native plant nursery at the Orange Coast River Park, a partnership with the County of Orange to offer restoration and education programs to a local high school, and a relationship with the Society for Conservation Biology (Orange County Chapter) to help university students increase their knowledge of ecological restoration.

Promoting Coastal Stewardship

The Coastal Stewardship Pledge continued as an ongoing project in 2007, 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 tote bag to help with the “paper or plastic” dilemma. 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.

The Commission is a regional partner with the Monterey Bay Aquarium in its Seafood Watch Campaign. In 2007, the Commission distributed over 17,500 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 \$76,000 to a variety of jurisdictions up and down the coast for the purchase of beach wheelchairs. By our count there are now 89 different California beaches that have chairs, and the Commission has provided funding for 40% of those. The Commission also maintains a webpage that includes a map showing the location of beaches with wheelchairs available for use by the public.

Plastics Debris Rivers to Sea

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

In 2006, the project completed and distributed its statewide plan: "Eliminating Land-based Discharges of Marine Debris in California: A Plan of Action from the Plastic Debris Project." The plan was developed by the project in collaboration with the Marine Debris Work Group, and with the guidance of the project's Advisory Board. The Marine Debris Work Group is comprised of the plan's potential implementers – a wide range of government agencies, legislators, representatives from the plastics industry, environmental NGOs, and research institutes.

The Plan of Action resulted in the formation of an Anti-Litter Task Force at the state level, and a resulting 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, calls for the formation of a Steering Committee to develop an implementation plan for the various actions contained within the Resolution. The Coastal Commission is chairing this Steering Committee, which expects to complete its work by May, 2008.

Partnerships and Coordination

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 participate in the Sanctuary Education Panel for the Monterey Bay National Marine Sanctuary, and serve on the board of Keep California Beautiful.

Outreach

The Public Education Program uses a variety of techniques to conduct outreach for its programs. Some methods are specific to the programs, and are discussed above. We maintain mailing lists of interested parties and organizations, which help us to spread the word about our programs. We also rely on press releases and media contacts to help us inform the public about opportunities for involvement.

Another important outreach technique is the coastforyou.org website, which describes our programs and how to get involved. This year we added an oil spill education page, spurred by the November San Francisco Bay oil spill, which was very well received by educators. Finally, we attend a number of environmental fairs and events throughout the year, where we staff a booth. In 2007, we attended 9 fairs, which put us in contact with 7,350 people.

Coastal Commission Public Education Program Partner Organizations

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

Coastal Cleanup Day

Current Local Coordinators:

CalTrans Adopt-A-Highway Program	Heal the Bay (Los Angeles County)
California State Parks (Statewide, Monterey and Merced counties)	El Dorado Nature Center (Long Beach)
City of Berkeley	Bay Model Visitor Center (Marin County)
City of Fremont	City of Vacaville
Port of Oakland Estuary	Shasta Roots & Shoots
City of Oakland	League to Save Lake Tahoe
Shorebird Nature Center (Alameda)	Orange Cty, Dpt. of Harbors, Beaches & Parks
City of Pleasanton	Trails 4 All
East Bay Regional Park District	American River Parkway Foundation
City of Antioch	I Love A Clean San Diego
City of Concord	Santa Barbara County, Dept. of Public Works
Del Norte Unified School District	Creek Connection Action Group
Clean Tahoe Program (El Dorado)	City of Milpitas
San Joaquin River Parkway & Conservation Trust, Inc.	Orleans Ranger District (Siskiyou)
Northcoast Environmental Center (Humboldt)	Lake County Office of Economic Development
South Yuba River Citizens League (Nevada)	Butte Environmental Council
Sierra Nevada Adventure Co. (Alpine)	Yuba County Dept. of Environmental Health
Literacy for Environmental Justice (San Francisco)	Ventura County Coalition for Coastal & Inland Waterways
Golden Gate National Parks Conservancy	Millerton Lake State Rec. Area (Fresno)
Putah Creek Council	Big Bear Marina (San Bernardino)
Yolo County Public Works	San Mateo Countywide Pollution Prevention Program
San Joaquin County Public Works	ECOSLO
Save Our Shores	American River Conservancy
San Diego Coastkeeper	Calaveras Big Trees State Park
Central Modoc River Center	Rivertree Volunteers, Inc
Mendocino Land Trust	Bridgeport Elementary School
San Diegans for the Salton Sea	Benicia Water Education Program
Friends of the Inyo	Monterey Bay National Marine Sanctuary
Environmental Health Institute (Kings)	FoCus (Calaveras)
Cub Scout Pack 154 (Tehama)	Napa County RCD
Coastwalk	Contra Costa County Board of Supervisors
	Yosemite Climbing Association

Other Coastal Cleanup Day Partners:

California State Parks Foundation	Ocean Conservancy
Channel Islands National Marine Sanctuary	Cordell Banks National Marine Sanctuary
NOAA's Gulf of the Farallones National Marine Sanctuary	Monterey Bay National Marine Sanctuary
Keep California Beautiful	Marine Mammal Center
Earth's 911	Goodby, Silverstein & Partners
	Axion Design

Whale Tail License Plate

Department of Motor Vehicles
California Automobile Association
3M Corporation

Wyland Foundation
Coastal Conservancy
California Tahoe Conservancy

Adopt-A-Beach

California State Parks
Gualala Region County Park
Point Reyes National Sea Shore
Marin County Parks
Golden Gate National Recreation Association
Golden Gate National Parks Conservancy
San Leandro Marina
City of Berkeley
East Bay Regional Park District
Northcoast Environmental Center (Humboldt)
Surfrider Foundation
Coastwalk (Sonoma County)
Sonoma County Parks
City of San Mateo
Pacifica Beach Coalition
San Mateo County Parks
Santa Cruz Department of Parks and Rec.

Santa Cruz County Parks
Save Our Shores (Santa Cruz County)
Rancho Guadalupe Dunes Preserve
Vandenberg Air Force Base
City of Santa Barbara Parks and Rec.
Channel Islands Community Services Dist.
Ventura County Parks
La Conchita Community Organization
Heal the Bay (Los Angeles County)
Los Angeles County Beaches and Harbors
El Dorado Nature Center (Long Beach)
Clean Water Now! Coalition
City of Huntington Beach
Save Our Beach (Orange County)
I Love A Clean San Diego

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)

Adopt-A-Beach School Assemblies and Ocean Day Cleanup

Malibu Foundation
I Love A Clean San Diego
Headlands Institute
Orange County Coastkeeper
U. S. Coast Guard
International Humanities Center

L.A. Conservation Corps
Golden Gate National Recreation Area
Chaffee Zoo, Fresno
Friends of the Dunes
Morro Bay National Estuary Program

Restoration Education

The Tides Center

Orange County Parks
City of Newport Beach
Ocean Institute
Newport Bay Naturalists & Friends
Earth Resource Foundation
O.C.Coastkeeper
U.C. Irvine
Society for Conservation Biology, Orange
County Chapter

California Department of Fish and Game

U.C. Master Gardeners Program
Bolsa Chica Conservancy
Bolsa Chica Land Trust
Orange Coast River Park
Huntington Beach Wetlands Conservancy
Cabrillo Marine Aquarium
Sea and Sage Audobon Society

Coastal Stewardship

Monterey Bay Aquarium
Benicia Water Education
El Dorado Nature Center

Shorebird Nature Center
I Love A Clean San Diego
San Joaquin County Public Works

In addition, the Coastal Commission participates in the California Environmental Education Interagency Network (CEEIN), 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.