

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400



To: Senator Darrell Steinberg, Senate President Pro-tempore
John Pérez, Assembly Speaker
California State Legislature

From: Peter Douglas, Executive Director

Subject: Annual Report on Public Education Activities

The California Coastal Act directs the California 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.” (Public Resources Code, Section 30012(b)(1)).

Section 30012(3) of the Public Resources Code states that “the Commission shall submit to each house of the legislature an annual report describing the progress it is making in carrying out this section.” The purpose of the enclosed report is to fulfill this requirement. The report covers the calendar year 2009.

The California Coastal Commission's Public Education Program

2009 Annual Report



25th
ANNIVERSARY

**CALIFORNIA COASTAL
CLEANUP DAY**

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Since 1985, California Coastal Cleanup Day volunteers have removed over 14,000,000 pounds of trash from our coast and shorelines.

California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(415) 904-5200

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

2009 Annual Report

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The California Coastal Commission's Public Education Program 2009

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, citizen groups 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 2008, we involved more than 293,000 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 2009.

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 90 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 2009 proved to be another record-breaking year. On September 19, 2009, 80,622 volunteers turned out for the Commission's 25th Annual Cleanup, a new record for volunteer turnout and representing a 60 percent jump in participation over the past three years. Those volunteers removed 1,387,541 pounds of debris. Additionally, Cleanup volunteers worked in close to 800 sites spread through 53 counties, marking the widest geographic reach in the Cleanup's history. Of enormous assistance in this record-breaking event was a continuing partnership with Whole Foods Market. As the Cleanup's Presenting Sponsor, Whole Foods Market donated five percent of the profits generated on September 22nd, 2009 from all 27 of its Northern 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 impacted by the image of the thousands of volunteers spending the day cleaning the beaches, and by interviews with event organizers who help drive the pollution prevention message home. This also holds true for newspaper readers and radio listeners. The event was covered in over 400 newspaper 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. Coastal Cleanup Day also had a significant presence on social networking sites such as Facebook, MySpace, and YouTube.

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 2008, approximately 25,255 volunteers cleaned inland rivers and waterways. To date, the Commission has recruited coordinators in 53 of California's 58 counties. Efforts to further develop ties to California's inland communities were assisted greatly by a new partnership that the Commission developed with another state agency, the Sierra Nevada Conservancy. Through this new partnership and the creation of the "Great Sierra River Cleanup," – a new component of Coastal Cleanup Day that will be coordinated in the coming years by the Sierra Nevada Conservancy – California Coastal Cleanup Day increased its reach from 45 to 53 counties, and from 16 cleanup events in the Sierra Nevadas to 46 in 2009.

Mini-grants for Coastal Cleanup Day Coordinators. In 2009, through our Coastal Cleanup Day partner the California State Parks Foundation, the Commission awarded grants ranging from \$230 to \$5,000 to 32 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 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 coordinates 50 local Adopt-a-Beach Managers (see Attachment A for a list of organizations) who run the program locally. Beach Managers meet the group on the beach for a safety talk, provide cleanup supplies and educational materials, arrange for trash pickup, and sometimes deliver supplemental educational programs. The Commission provides Beach Managers with 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 2008, the Adopt-A-Beach program launched an on-line recognition program to provide some additional exposure for the groups of volunteers adopting our beaches, and some added incentive for new adopters. Our website currently lists almost 350 adopting groups for 2009. 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, assist the Coastal Commission with the

development and implementation of materials and resources to expand and improve the program. In the past 2 years, the Advisory Council has developed a marine debris data card, Adopt-A-Beach bumper sticker, and shared environmental education activities. These tools will allow the program to continue to grow and provide a forum for increasing awareness about marine debris prevention. This year, with only 14% of Beach Managers reporting, over 36,500 volunteers participated in the Adopt-A-Beach program and cleaned up over 209,000 pounds of debris. In late 2009, the Coastal Commission developed a system aimed at capturing more complete data for this program, and will continue to encourage Beach Managers to report on the results of their local programs.

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 2009, the calendar listed more than 200 events taking place throughout the state.

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 2010, 187,629 California drivers had purchased the Whale Tail plate, and sales and renewal fees had raised over \$51.4 million for environmental programs - \$15.4 million to the CBCEA and over \$36 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 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 helps spread the word that the plate is available, how to buy it, and what the money will be used for. In 2009, we continued to produce a flyer in conjunction with six other specialty license plates that is mailed to all California drivers with registration renewal packets. We also entered into a contract with One World Communications for a marketing campaign. The campaign is under development. .

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 Fiscal Year 2008/2009, for its competitive grants program, the Commission received 144 grant applications (an increase of over 60% from the year before) for a total of \$3,277,045 and awarded 27 grants totaling \$431,000. In addition, the Commission awarded six targeted grants, which totaled \$312,000. To date, the program has awarded nearly \$6.3

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.
- (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 (that are not part of the CBCEA) are used. The report suggests that using a portion for coastal mitigation related activities would be consistent with the eligible uses of ELPF funds.

million in grants to various organizations. (See Attachment B – a table showing all grants awarded to date).

Boating Clean and Green Program

The Coastal Commission's Boating Clean and Green Program promotes environmentally sound boating. The program began in 1997. 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 2009, the program continued its statewide boater education, developing and distributing 6,000 boater kits and conducting nine statewide Dockwalker volunteer trainings where more than 134 new volunteers were trained to conduct face-to-face boater education about clean and safe boating practices. The program also developed educational materials to promote clean and safe boating practices throughout the state. New resources include a booklet titled "The Environmental Boating Laws Every Recreational Boater Should Know", and a statewide list of locations where boaters and the general public can properly dispose of expired flares. More than 80,000 kits have been developed and distributed statewide in the past years. To date, the program has trained over 500 Dockwalkers throughout the state.

The Boating Program continued producing the northern California insert of the "Changing Tide" newsletter. 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 2009, we distributed three issues (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 Program also plans and facilitates the quarterly meetings of two of the three chapters of the CCBN.

The Program continued providing technical assistance to marinas and local governments in identifying the need for and in installing pollution prevention services for boaters. The Program 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 Program 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. In 2008, 32 monofilament fishing line recycling stations were installed. Over 200 pounds of fishing line were collected in 2009.

In response to the impact of aquatic invasive species in California waterways, the Boating program, in partnership with the Sea Grant extension program, the US Fish and Wildlife Services, and California Department Fish and Game, is conducting a series of invasive species workshops throughout the state to promote practices to prevent the spread of these species. We have held eight workshops with more than 280 participants to date.

The Boating Program continued its two-year partnership with the Santa Monica Bay Restoration Foundation. One of the main components of this project was to install pollution prevention services at marinas in southern California, including two oil absorbent exchange centers in Long Beach – at the Alamitos Bay Marina fuel dock and the Shoreline fuel dock. The program also worked on improving the existing City of Los Angeles oil absorbent collection centers at the San Pedro and Wilmington marinas.

In 2009, the Boating Program assisted the City and County of San Francisco Department of the Environment to implement a California Intergraded Waste Management Board Used oil Grant. The main components of this partnership were to: 1) Establish four free oil absorbent exchange centers in San Francisco at Hyde Street Pier, San Francisco Marina, South Beach Harbor and Fisherman's Wharf and 2) develop 2,000 boater kits and 12,000 copies of the new San Francisco Bay Area Clean Boating Map.

The Boating Program completed its partnership with Contra Costa County in implementing the second phase of its marinas and boating program: the 'Keep the Delta Clean Program'. The second phase of this program included the direct installation of needed pollution prevention services (certified used oil collection centers, oil absorbent exchange centers, cigarette butt containers, recycling bins, pet waste stations and informational kiosk), at key marinas in the Delta region, in addition to a strong boater education program. To date, the estimated amounts of hazardous materials collected through the pollution prevention services mentioned above, are: 10,535- gallons of used oil (not including oil filters and oil absorbents); 6,390 – pounds of used oil filters; 3,787 – pounds of used oil absorbents; 1,126 - pounds of oil absorbent polypropylene fiber recycled; 320 - gallons of used oil reclaimed from used oil absorbents; 166 - additional gallons of used oil reclaimed from used oil filters and 1,527 marine engine batteries collected.

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 2009, four winners in art and four in poetry were selected in several grade categories, and 33 honorable mentions were identified. The contest received 1,636 entries from students from throughout California. Winners and honorable mentions were displayed at the Moorpark Art Festival, the Ford House Museum in Mendocino, 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 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 2009, Kids' Cleanups were held on June 4th, in celebration of World Ocean Day (June 8th). Over 7,200 students cleaned six sites: Coronado City Beach in San Diego County (971), Bolsa Chica State Beach in Orange County (775), Dockweiler State Beach in Los Angeles County (4,141), Ocean Beach in San Francisco (470), Municipal Beach in Monterey (100 students from Fresno), and Humboldt Bay (800). After cleaning the beach at each site, the students formed giant images and messages in the sand that were photographed from the air. The theme of this year's messages was "SAVE OUR OCEAN" with images of different sea animals, based on a fourth grade student's winning design from a student art contest.

Coastal Commission Photography Contest

In 2009, the Commission once again held its annual amateur coastal photography contest. A panel of judges selected five prize-winning photographs (including one in a new humor category) from 700 entries. The winning photographs, along with 14 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 approximately 400 organizations.

Waves, Wetlands and Watersheds

In 2009, 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 2009, the Commission distributed approximately 14,270 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. In 2009, the Commission held six *Waves* workshops, directly reaching 113 educators. More than 1,160 educators have participated in Coastal Commission workshops since the start of the program.

Community-Based Restoration and Education

The purpose of the Community-Based Restoration and Education Program (CBREP) is to facilitate community-driven coastal habitat restoration in California. The program began in 2001 in Upper Newport Bay in order to restore 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 2009, volunteers at the native plant nursery propagated over 3,500 native plants.

The Program sponsors a monthly volunteer restoration event, as well as weekly "Steward" gatherings to work in the nursery on plant propagation and other projects. To date, over 13,300 volunteers have removed over 50,000 pounds of invasive vegetation, grown and planted more than 16,800 native plants, and restored 13.3 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 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 2009, we held three workshops – in Long Beach, Santa Barbara, and Oakland, to promote our guide to community-based coastal habitat restoration programs, called *Digging In*. The guide was published in 2007, and helps organizations develop or improve programs that involve the public in habitat restoration. Additional workshops will be held in 2010.

2009 was a year in which the program took two large steps toward greater capacity. First, the program hired a part time Restoration Program Assistant. Her main duties focus on native plant nursery management and volunteer management for the weekly Steward Day events.

Second, in cooperation with the California Department of Fish and Game (CA DFG), a new nursery space was built to grow plants specifically for restoration around the Upper Newport Bay, including the Upper Newport Bay Ecological Reserve, which is managed by CA DFG. The new nursery was designed to incorporate more volunteers into the process of propagating native plants and has enough capacity to supply the entire program's native plant needs throughout each planting season.

Promoting Coastal Stewardship

The Coastal Stewardship Pledge continued as an ongoing project in 2009, 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, which includes teacher background information.

The Commission is a regional partner with the Monterey Bay Aquarium in its Seafood Watch Campaign. In 2009 the Commission distributed over 22,000 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 nearly 40% of those. The Commission also maintains a webpage that includes a map showing the location of beaches with wheelchairs available for use by the public.

Marine Debris Policy and Statewide Coordination

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

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

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.

In 2008, the Public Education Program staff was invited to serve on two Action Coordination Teams for the Western Governor's Agreement on Ocean Health – the Marine Debris Team and the Ocean Awareness and Literacy Team. The staff chairs these teams and is working with representatives from the states of Washington, Oregon, the federal government, and other organizations to develop work plans for regional approaches to addressing shared interests on these topics.

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 a new page of kindergarten-level classroom activities to assist teachers in addressing global warming and water supply issues with their students. Finally, we attend a number of environmental fairs and events throughout the year, where we staff a booth. In 2009, we attended 9 fairs, which put us in contact with 1,970 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)
Sierra Nevada Conservancy	Bay Model Visitor Center (Marin County)
City of Berkeley	Solano County RCD
City of Fremont	Shasta Roots & Shoots
Port of Oakland Estuary	League to Save Lake Tahoe
City of Oakland	Orange Cty, Dpt. of Community Resources
Shorebird Nature Center (Alameda)	Trails 4 All
City of Pleasanton	American River Parkway Foundation
East Bay Regional Park District	I Love A Clean San Diego
City of Antioch	Santa Barbara County, Dept. of Public Works
City of Concord	Creek Connection Action Group (Santa Clara)
Friends of Marsh Creek	City of Milpitas
The Watershed Project	U.S. Orleans Ranger District (Siskiyou)
Del Norte Unified School District	Butte Environmental Council
Clean Tahoe Program (El Dorado)	Yuba County Dept. of Environmental Health
San Joaquin River Parkway & Conservation Trust, Inc.	Ventura County Coalition for Coastal & Inland Waterways
Northcoast Environmental Center (Humboldt)	Millerton Lake State Rec. Area (Fresno)
South Yuba River Citizens League (Nevada)	Big Bear Marina (San Bernardino)
Sierra Nevada Adventure Co. (Alpine)	San Mateo Environmental Health Department
Literacy for Environmental Justice (San Francisco)	ECOSLO
Golden Gate National Parks Conservancy	American River Conservancy
Putah Creek Council	Calaveras Big Trees Association
Yolo County Public Works	Rivertree Volunteers, Inc
San Joaquin County Public Works	Bridgeport Elementary School
Save Our Shores (Santa Cruz)	Benicia Water Education Program
San Diego Coastkeeper	Napa County RCD
Central Modoc River Center	Contra Costa County Board of Supervisors
Mendocino Land Trust	Yosemite Climbing Association (Mariposa)
San Diegans for the Salton Sea	East Bay Municipal Utility District
Friends of the Inyo	Restore Our Sea (Imperial)
Environmental Health Institute (Kings)	UC Merced
Coastwalk	City of Redding

Other Coastal Cleanup Day Partners:

California State Parks Foundation

Channel Islands National Marine Sanctuary
NOAA's Gulf of the Farallones National Marine
Sanctuary

Keep California Beautiful

Whole Foods Market

Crystal Geyser Spring Water

Sunset Magazine

Ocean Conservancy

Cordell Banks National Marine Sanctuary
Monterey Bay National Marine Sanctuary

Marine Mammal Center

Axion Design

Oracle

Aquarium of the Bay

Nature's Path

Whale Tail License Plate

Department of Motor Vehicles
California Automobile Association
3M Corporation

State Coastal Conservancy

Adopt-A-Beach

California State Parks
Channel Islands Beach Community Service
District
City of Berkeley Shorebird Park Nature Center
City of Huntington Beach
City of San Leandro
City of San Mateo
City of Santa Barbara, Creeks Division
City of Ventura
Clean Water Now! Coalition (Orange)
Coastwalk (Sonoma)
County of San Mateo Parks
East Bay Regional Park District
El Dorado Nature Center (Los Angeles)
Heal the Bay (Los Angeles)
I Love A Clean San Diego

La Conchita Community (Ventura)
Marin County Parks and Open Space
Mavericks Surf Ventures (San Mateo)
National Park Service
Northcoast Environmental Center (Humboldt
and Del Norte)
Oosurf.com (Orange)
Pacifica Beach Coalition
Rancho Guadalupe Dunes Preserve
Santa Barbara County Parks Department
Santa Cruz County Parks
Save Our Beach (Orange)
Save Our Shores (Santa Cruz)
Sonoma County Regional Parks
Surfrider Foundation (San Francisco)
Vandenberg Air Force Base
Ventura County Parks

Boating Clean and Green Campaign

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

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

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

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 Audubon Society

Coastal Stewardship

Monterey Bay Aquarium
Back to Natives Restoration
Benicia Water Education
Coastwalk
El Dorado Nature Center

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

Marine Debris Policy and Statewide Coordination

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

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.

**Grants Approved to Date
From Sales of Whale Tail License Plate**

Fiscal Year	Targeted Grants	Competitive Grants: Whale Tail Grants for Coastal Education	Competitive Grants: Adopt-A-Beach Grants
<p>1998/1999</p> <p>\$130,000 Total</p> <p>Funds avail. for targeted grants: \$87,000</p> <p>Funds avail. for competitive grants: \$43,000</p> <p>Requests received: 88 totaling \$578,441</p>	<p>California State Parks Foundation for Coastal Cleanup Day mini-grant program \$11,500</p> <p>Malibu Foundation and I Love a Clean San Diego for Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program in LA, SF and San Diego \$28,000</p> <p>Foundation of CA State Monterey Bay for start-up funds for S.E.A. Lab, Monterey Bay \$25,000</p> <p>Los Angeles County to purchase nine beach wheelchairs \$22,500</p>	<p>Cal. State Parks and Recreation Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp for "At Risk" Youth \$6,238</p> <p>Slide Ranch for the Kid's Ecology Learning Project (KELP), Muir Beach, Marin County \$10,000</p> <p>Palisades Charter High School for its Marine Education and Advocacy Program, Los Angeles \$2,417</p> <p>Surfrider Foundation, Santa Cruz Chapter for its Education Outreach Expansion Program \$4,345</p>	<p>Yosemite National Institutes for its Adopt-A-Beach Program in the Marin Headlands \$6,670</p> <p>Northcoast Environmental Center for its Adopt-A-Beach Outreach and Enrollment in Humboldt County \$6,650</p> <p>Heal the Bay for its Adopt-A-Beach Program in Los Angeles County \$6,680</p>

Fiscal Year	Targeted Grants	Competitive Grants: Whale Tail Grants for Coastal Education	Competitive Grants: Adopt-A-Beach Grants
<p>1999/2000</p> <p>\$130,000 Total</p> <p>Funds avail. for targeted grants: \$84,500</p> <p>Funds avail. for competitive grants: \$45,500</p> <p>Requests received: 55 totaling \$366,304</p>	<p>Foundation of California State Monterey Bay for S.E.A. Lab, Monterey Bay \$45,000</p> <p>California State Parks Foundation for Coastal Cleanup Day mini-grant program \$11,500</p> <p>Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program \$28,000</p>	<p>Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp \$9,993</p> <p>Chaffee Zoological Gardens, Fresno for the Wild Connections Lab, Oceans Component \$7,230</p> <p>San Mateo Office of Outdoor Education for Ocean Odyssey \$7,842</p> <p>Solana Recyclers, Encinitas for the Student Environmental Action and Leadership Program \$5,968</p>	<p>Department of Parks and Recreation, San Onofre State Beach \$5,840</p> <p>Heal the Bay, Los Angeles \$8,627</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2000/2001</p> <p>\$359,000</p> <p>Total</p> <p>Funds avail. for targeted grants: \$187,000</p> <p>Funds avail. for competitive grants: \$172,000</p> <p>Requests received: 122 totaling \$2,582,569</p>	<p>Foundation of CA State University Monterey Bay for S.E.A. Lab, Monterey Bay \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program \$40,000</p> <p>New School Curriculum Project \$50,000</p> <p>Restoration Education Program in Newport Bay \$15,000</p> <p>California Dept. of Forestry and Fire Protection for updating the Environmental Education Compendium for Natural Communities \$10,000</p> <p>Monterey Bay Sanctuary Foundation for Citizen Watershed Monitoring Network \$10,000</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$2,000</p>	<p>Calif. State Parks, Gaviota Sector for the Adopt-A-School Program and Educator's Workshop \$9,890</p> <p>O'Neill Sea Odyssey, Santa Cruz, for Project Discovery \$10,000</p> <p>Orange County CoastKeeper for the Marine Ecosystem Education Program \$7,000</p> <p>Farallones Marine Sanctuary Association, San Francisco for the Sanctuary Explorers Camp \$8,495</p> <p>Mayo Elementary School, Compton for community environmental awareness and ocean conservation education \$5,655</p> <p>Sunnyside High School, Fresno for beach and ocean education \$6,220</p> <p>Calif. State Parks, Doheny State Beach Lifeguards for the Youth Awareness Program \$25,200</p> <p>Glendale Public Library for "A Whale of a Tale" \$9,300</p> <p>Upper Sacramento River Exchange, Dunsmuir for a "Headwaters to Sea" public exhibit \$9,000</p> <p>Chula Vista Nature Center for interpretive elements at bay/wetland exhibit \$6,000</p> <p>University of Southern California Sea Grant Program for the Parent Child Education Program \$21,870</p> <p>Guadalupe-Nipomo Dunes Center for youth and seniors exchanging cultural and natural history \$13,380</p> <p>Creative Environmental Conservation for Return of the Natives at Moss Landing Dunes State Beach \$10,000</p> <p>Heal the Bay for its Adopt-A-Beach Program in Los Angeles County \$15,000</p> <p>Northcoast Environmental Center for the Marine Debris Education Project in Humboldt County \$4,990</p> <p>Ocean Song Farm and Wilderness Center, Sonoma County for watershed education field trips \$10,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2001/2002</p> <p>\$359,000</p> <p>Total</p> <p>Funds avail. for targeted grants: \$150,500</p> <p>Funds avail. for competitive grants: \$208,500</p> <p>Requests received: 122 totaling \$2,347,530</p>	<p>Foundation of CA State University Monterey Bay for S.E.A. Lab, Monterey Bay \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$54,000</p> <p>Creative Environmental Conservation for Return of the Natives at Moss Landing Dunes State Beach \$10,000</p> <p>California Dept. of Forestry and Fire Protection for updating the Environmental Education Compendium for Natural Communities \$10,000</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$2,000</p> <p>Crystal Cove Interpretive Assn. for tidepooling education video \$6,500</p> <p>"Save Our Seas" curriculum update \$8,000</p>	<p>Discovery Museum for exhibits at the Eureka City Boardwalk \$9,400</p> <p>Mattole Restoration Council for the Ecological Education Program in rural Humboldt County \$10,000</p> <p>Northcoast Environmental Center for the Marine Debris Education Project in Humboldt County \$2,520</p> <p>Ocean Song Farm and Wilderness Center, Sonoma County for watershed education field trips \$10,000</p> <p>Estuary Action Challenge for Bay-Coast Action Projects in urban schools in the San Francisco East Bay \$20,000</p> <p>New Perspectives - East Palo Alto for a watershed project featuring field trips and lessons \$10,000</p> <p>Literacy for Environmental Justice for salt marsh education and restoration at Heron's Head Park in Bayview-Hunters Point, San Francisco \$20,000</p> <p>Morro Bay National Estuary Program for education programs at the visitor center and schools in the Central Valley \$4,820</p> <p>Peoples' Self-Help Housing Corporation for coastal field trips for youth living in permanent rental housing developments \$10,000</p> <p>University of Southern California Sea Grant Program for the Parent Child Education Program \$28,155</p> <p>George Porter Middle School, San Fernando Valley, to study natural and human impacts on seashore environments \$9,950</p> <p>Los Angeles Conservation Corps for the "Eels on Wheels" mobile marine van \$23,200</p> <p>Boys and Girls Clubs of Garden Grove for the "Marine Corps" program \$10,000</p> <p>Solana Recyclers, Encinitas for the Student Environmental Action and Leadership</p>

		Program Calif. Dept. of Fish and Game for an early childhood education component of the Project WILD Aquatic curriculum	\$31,455 \$9,000
Fiscal Year	Targeted Grants	Competitive Grants	
2002/2003	Foundation of CA State University Monterey Bay for S.E.A. Lab, Monterey Bay \$60,000	Aquatic Adventures , San Diego, for the S.E.A. Series Program	\$14,800
\$509,000	Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$85,500	I Love A Clean San Diego for the Adopt-A-Beach Program in San Diego Co.	\$20,000
Total	Heal the Bay Adopt-A-Beach Program \$30,000	Urbita Elementary School , San Bernardino, for studying the Santa Ana River, oceans, and watersheds	\$8,965
Funds avail. for targeted grants: \$229,000	River of Words Coastal Art & Poetry Contest \$17,000	Children's Nature Institute for The Malibu Lagoon Discovery Project for Los Angeles County children and families	\$9,550
Funds avail. for competitive grants: \$280,000	California Environmental Education Interagency Network for the Environmentality Project \$4,000	Elizabeth Learning Center , Cudahy, Los Angeles Co., for educational and service-oriented coastal field trips	\$8,000
Requests received: 180 totaling \$3,354,777	Beach Wheelchair Purchases \$9,000	Mountains Restoration Trust for a watershed education program at Cold Creek Canyon Preserve in the Santa Monica Mountains	\$8,410
	"Save Our Seas" curriculum \$23,500	Ralph J. Bunche Elementary School near Compton for a tide pool education program	\$7,850
		Western National Parks Association for San Fernando Valley students to conduct lagoon and creekside habitat restoration in the Santa Monica Mountains	\$17,100
		Ontiveros Elementary School , Santa Maria, to study "Island of the Blue Dolphins" as a springboard for learning about the ocean and its importance	\$6,180
		Peoples' Self-Help Housing Corporation for coastal field trips for youth living in permanent rental housing developments	\$10,000
		Santa Barbara Audubon Society for the Snowy Plover Docent Program	\$20,000
		Exploring New Horizons Outdoor Schools , Santa Cruz Co. for "Mysteries of the Sea"	\$5,340
		Save Our Shores for the Seal Lion Steward Marine Education Program at Moss	

		<p>Landing \$9,850</p> <p>Watsonville Wetlands Watch for a wetlands stewardship program for Pajaro Valley students \$12,745</p> <p>Stonehurst Elementary School, East Oakland, for a school-wide ocean-immersion program \$40,000</p> <p>Hostelling International for overnight marine science programs at coastal hostels in northern and southern California \$24,000</p> <p>Point Reyes Bird Observatory Conservation Science for a seabird awareness program \$9,975</p>
2002/2003 (continued)		<p>Occidental Arts and Ecology Center, Sonoma Co., for the “Basins of Relations” program to train leaders to watershed groups in their own communities \$25,000</p> <p>Foothill Horizons Outdoor School , Sonora, for an interactive Tuolumne River watershed map \$1,365</p> <p>Chico Creek Nature Center for a “Jammin’ Salmon” nature camp theme \$870</p> <p>Ecological Preservation and Restoration Education Program (Eco-PREP) for an enrichment program for at-risk teens at Humboldt community schools \$20,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2003/2004</p> <p>\$740,000</p> <p>Total</p> <p>Funds avail. for targeted grants: \$359,000</p> <p>Funds avail. for competitive grants: \$381,000</p> <p>Requests received: 161 totaling \$3,488,908</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$84,700</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>Keep California Beautiful for Marine Debris Education Campaign \$48,000</p> <p>Tides Center for School-Based Marine Education Program \$88,400</p> <p>Beach Wheelchair Purchases \$9,300</p> <p>Coastal Watershed Council for coordinating Snapshot Day statewide \$10,100</p> <p>Tides Center for the Community-Based Restoration and Education Program \$20,000</p>	<p>San Diego BayKeeper for the Project SWELL water education curriculum \$35,000</p> <p>Sherman Heights Community Center, San Diego, for the <i>Viva Ciencia</i> Environmental Education and Beach Conservation Program \$9,900</p> <p>Ocean Institute, Dana Point, for a watershed education program for Orange Co. students living 5-20 miles from the coast \$10,000</p> <p>Sierra Club Foundation for Inner City Outings for Santa Ana teens \$2,080</p> <p>Algalita Marine Research Foundation for the "Plastics are Forever" program for Environmental Charter High School students in Lawndale, Los Angeles Co. \$18,647</p> <p>California State Parks Foundation for the field studies component of the "Coast Alive!" curriculum for southern California students \$25,000</p> <p>Center for Environmental Education at Antioch University for the Peer Partners program among high school and elementary students in Los Angeles \$15,125</p> <p>Concerned Resource and Environmental Workers (The CREW), Ojai, for employing rural teens and young adults to restore steelhead trout habitat \$35,000</p> <p>Santa Barbara Audubon Society for the Snowy Plover Docent Program \$10,000</p> <p>Roosevelt School, Salinas, for native plant restoration and watershed education \$6,627</p> <p>Ecological Farming Association for the Farms and Fishes Bus Tour on the Central Coast \$3,867</p> <p>Sustainable Fishery Advocates for a seafood sustainability education campaign in the San Francisco Bay Area \$10,000</p> <p>Watsonville Wetlands Watch for a wetlands stewardship program for Pajaro Valley students \$9,380</p>

Fiscal Year	Targeted Grants	Competitive Grants
2003/2004 (continued)		<p>Coyote Point Museum for Environmental Education, San Mateo, for the “Sounds of the Sea” traveling exhibit and a coastal discovery room \$25,000</p> <p>Golden Gate Audubon Society for the Inner-City Marine Ecology Project for Families in East Oakland \$10,000</p> <p>Lawrence Hall of Science, Berkeley, for a program on marine invasive species \$39,350</p> <p>Aquatic Outreach Institute, Richmond, for the Bayshore Stewardship Program \$9,884</p> <p>Marin Conservation Corps for “Youth Service for Our Oceans” \$10,000</p> <p>Point Reyes National Seashore Association for a snowy plover docent program \$10,000</p> <p>YMCA Point Bonita for the Kids-to-Coast Project \$10,000</p> <p>Circuit Rider Productions, Sonoma County, for the Youth Education and Restoration Project \$35,000</p> <p>Arena Union Elementary School District for “Clean Waves, Clean South Mendocino Beaches” \$10,000</p> <p>Redwood Community Action Agency for water quality monitoring and education \$26,740</p> <p>California State Parks, Mendocino District for a teacher’s guide to the ecology of Mendocino tidepools \$12,900</p>

<p>2004/2005 \$789,000 Total</p> <p>Funds avail. for targeted grants: \$306,500</p> <p>Funds avail. for competitive grants: \$482,500</p> <p>Requests received: 157 totaling \$3,027,308</p>	<p>Foundation of CA State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$88,500</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 \$81,700</p> <p>Beach Wheelchair Purchases \$9,300</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$4,000</p> <p>Watts Garden Club for coastal road trips \$6,000</p>	<p>American Lung Association of San Diego and Imperial Counties for the "Hold Onto Your Butts!" Campaign \$10,000</p> <p>ECO-LIFE Foundation for the San Diego Bay Watershed Stewards program \$21,800</p> <p>Pro Peninsula for an educational program about the endangered green sea turtles of South San Diego Bay \$10,000</p> <p>Bolsa Chica Conservancy for habitat restoration and education at the Bolsa Chica Ecological Reserve \$35,000</p> <p>Glendale Public Library for a dramatic arts project by teens about the ocean and coastal awareness \$14,580</p> <p>Santa Monica Mountains Natural History Association for improvements and bilingual education at Point Dume, Malibu \$9,999</p> <p>STAR, Inc. for the Watershed and Marine Education Outreach Program in Los Angeles \$29,709</p> <p>Channel Islands Harbor Foundation for improvements to the marine science laboratory aboard the Tall Ship SSV <i>Tole Mour</i> \$10,448</p> <p>Santa Barbara Museum of Natural History for education programs at the Ty Warner Sea Center at Stearns Wharf \$10,000</p> <p>UC Cooperative Extension, Santa Barbara County for developing the <i>Los Pescadores/Agua Pura</i> curriculum \$35,000</p> <p>Camp Ocean Pines for a marine science environmental education camp in Cambria \$10,845</p> <p>Sierra Middle School, Bakersfield to study marine life and raise awareness about ocean protection \$4,600</p> <p>Defenders of Wildlife for a sea otter protection program on the Central Coast \$10,000</p> <p>Moss Landing Marine Laboratories for the Seal Lion Steward Marine Education Program \$9,992</p> <p>Return of the Natives for habitat restoration at Carmel River Lagoon \$35,000</p> <p>Santa Cruz County Resource Conservation District for developing the <i>Watershed Cruzin'</i> activity guide for grades 4-12 \$35,000</p> <p>Pescadero Elementary and Middle Schools for adopting nearby Pescadero Marsh \$7,000</p> <p>California State Parks Foundation/Bay Youth for the Environment for community wetland restoration at Candlestick Point \$10,000</p>
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Fiscal Year	Targeted Grants	Competitive Grants
2004/2005 (continued)		<p>San Joaquin Outdoor School to support equipment purchases for coastal and marsh studies in San Mateo County \$9,998</p> <p>Golden Gate Audubon Society for the Eco-Oakland Environmental Education Program for students and families in East Oakland \$10,000</p> <p>KIDS for the BAY for the Coastal Watershed Action Program for 40 classes in Alameda and Contra Costa counties \$40,000</p> <p>Save the Bay for watershed education, canoe trips, and wetland restoration for middle and high school students \$10,000</p> <p>Oikonos – Ecosystem Knowledge for the Adopt-A-Seabird program \$7,000</p> <p>Environmental Education Council of Marin for teen reporters to produce news stories on current issues in coastal ecology \$20,000</p> <p>Headlands Institute for hosting youth and teachers from Fresno County \$25,000</p> <p>The Marine Mammal Center for the career-oriented Marine Science Discovery Program for Bay Area high school students \$10,000</p> <p>Friends of the Dunes for the “Share the Beach” Campaign to protect the threatened Western Snowy Plover at Humboldt County beaches \$9,949</p> <p>Algalita Marine Research Foundation for creating and distributing a video/DVD about plastic debris to 1,000 schools in California \$11,580</p> <p>Wyland Foundation for building an educational, interactive maze about water pollution for the Ocean Challenge 2005 Tour \$20,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2005/2006</p> <p>\$778,000</p> <p>Total</p> <p>Funds avail. for targeted grants: \$393,000</p> <p>Funds avail. for competitive grants: \$385,000</p> <p>Requests received: 120 totaling \$2,567,248</p>	<p>Foundation of CA State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$88,500</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$25,000</p> <p>Tides Center for School-Based Marine Education Program \$80,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$79,800</p> <p>Beach Wheelchair Purchases \$9,700</p> <p>Watsonville Wetlands Watch for the Wetlands Education Resource Center \$20,000</p>	<p>Aquatic Adventures, San Diego, for the S.E.A. Series Program \$9,500</p> <p>Birch Aquarium, San Diego, for second-graders and their teachers to learn about and visit sandy beach ecosystems \$30,000</p> <p>Lakeside's River Park Conservancy for a community project cleaning up the San Diego River both inland and at its mouth at Ocean Beach \$8,895</p> <p>San Diego Coastkeeper for the Project SWELL water education curriculum \$13,500</p> <p>Sierra Club Foundation for Inner City Outings for Garden Grove teens \$6,530</p> <p>Algalita Marine Research Foundation for the "Plastics are Forever" program for Environmental Charter High School students in Lawndale, Los Angeles Co \$26,060</p> <p>Animo Leadership High School for students to conduct bilingual community outreach about safe seafood consumption in Lennox, Hawthorne and Inglewood \$9,990</p> <p>Bell Gardens High School for students to visit and report on Newport Back Bay and make presentations to elementary students \$3,425</p> <p>Downtown Magnets High School, Los Angeles, for a Los Angeles watershed analysis project \$6,703</p> <p>Santa Monica Baykeeper to train citizens on enforcing the Clean Water Act \$25,000</p> <p>Wishtoyo Foundation in Ventura County for the Ormond Beach Wetlands Restoration and Education Project \$9,800</p> <p>Santa Barbara Channelkeeper for inland middle school students to grow eelgrass in the classroom to be used in a restoration program \$9,900</p> <p>Pacific Cetacean Group for students in San Benito, Monterey, and San Cruz counties to learn about whale and dolphin communication and imitate their callings through percussion \$6,700</p>

Fiscal Year	Targeted Grants	Competitive Grants
2005/2006 (continued)		<p>Return of the Natives for habitat restoration and debris removal in creeks in the City of Salinas \$40,535</p> <p>Coyote Point Museum for Environmental Education, San Mateo, for stewardship programs and bilingual hikes at Shoreline Parks \$26,000</p> <p>Farallones Marine Sanctuary Association, San Francisco for the Sanctuary Explorers Camp \$9,230</p> <p>SF Unified School District’s Environmental Science Center for the “Conservation Connection” project \$17,540</p> <p>Youth Employment Partnership, Inc. for coastal, marine, and waterway education and cleanups within the Team Oakland Environmental Education Program \$13,550</p> <p>YMCA Point Bonita for the Kids-to-Coast Project \$10,000</p> <p>Yolo County Office of Education “From Creek to Sea” focusing on the local creek, the Bay/Delta, the ocean, and migrating salmon \$9,987</p> <p>CoastWalk, Sonoma County, for linking the CoasTrek hiking and leadership training program for teens with the Adopt-A-Beach program \$17,340</p> <p>Ocean Discovery!, Sonoma County, for a northern California student symposium on the health of our oceans \$25,315</p> <p>Rural California Broadcasting Corp. for preparing a television documentary on saving the Marin and Sonoma coasts for open space and agriculture \$7,500</p> <p>California State Parks, Mendocino District for equipment to allow visitors live video viewing of MacKerricher Underwater Park \$22,000</p> <p>Manila Community Services District for an native coastal dune plant interpretive garden on the Samoa Peninsula in Humboldt County \$10,000</p> <p>Mattole Restoration Council in rural Humboldt County for a hands-on environmental education program focusing on salmon \$10,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
2006/2007 \$708,000 Total Funds avail. for targeted grants: \$245,240 Funds avail. for competitive grants: \$462,760 Requests received: 122 totaling \$2,753,272	Foundation of CA State University Monterey Bay for Camp SEA Lab \$60,000 Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$107,740 Heal the Bay Adopt-A-Beach Program \$30,000 Tides Center for School-Based Marine Education Program \$35,500 San Francisco Ocean Film Festival for the 2007 Film Festival \$10,000 California Environmental Education Interagency Network for the Environmentality Project \$2,000	Batiquitos Lagoon Foundation for a day at the coast for desert kids \$9,000 Pro Peninsula for an educational program about the endangered green sea turtles of South San Diego Bay \$17,240 WiLDCOAST for the "Defiende el Mar" ("Defend the Sea") campaign \$11,200 Ocean Institute for the LegaSea Project providing marine education to senior citizens in southern California \$9,700 Orange County Coastkeeper for the WHALES Program for high school students in Riverside and inland Orange Counties \$14,500 Aquarium of the Pacific for a short film about scientific and conservation issues associated with beaches and waves \$15,000 Bell Gardens High School for students to study and report on Newport Back Bay and make presentations to elementary students \$9,990 Children's Nature Institute for the Coastal Discovery Project for Los Angeles County children and families \$8,824 Los Serenos de Point Vicente for the Whale of a World program for students from underserved schools in Los Angeles County \$9,940 La Conchita Community Organization for a community beach project \$5,177 Art From Scrap , Santa Barbara, for the "Flows to the Ocean" project \$8,450 Cleveland Elementary School , Santa Barbara, for stream studies by the Channel Island Explorers Club \$3,200 Santa Barbara Museum of Natural History for the Channel WATCH program for students from Santa Barbara and Ventura counties \$9,950 Aquarius Aquarium Institute , Fresno, for the "Ocean Connection" program for students living near the San Joaquin River in Fresno and Madera counties \$11,654 California Institute for Biodiversity for the Coast Alive! Monterey Bay Institute for high school teachers \$10,000 Monterey Bay Aquarium Foundation for the "WATCH" habitat conservation program for Watsonville area teens \$25,000

Fiscal Year	Targeted Grants	Competitive Grants
2006/2007 (continued)		<p>Save Our Shores for improving the Adopt-A-Beach program in Santa Cruz County \$12,000</p> <p>Watsonville Charter School of the Arts for an outdoor watershed science lab \$21,160</p> <p>Gilroy High School for an ocean stewardship research and film festival project \$14,071</p> <p>City of Oakland, Office of Parks and Recreation for the Sailing into Science Program at Lake Merritt \$9,900</p> <p>Save the Bay of Oakland for the “Keep it Clean!” pollution prevention outreach campaign \$27,000</p> <p>The Watershed Project of Richmond for the Kids in Marshes program \$36,652</p> <p>Richardson Bay Audubon Center in Tiburon for the Bay Science and Stewardship Program for underserved Marin County youth \$10,825</p> <p>Salmon Creek Middle School in Occidental for a stormwater management study and implementation project for the school campus \$36,374</p> <p>Mendocino Land Trust for abalone diver outreach and education \$9,999</p> <p>Friends of the Dunes for improving different school education programs \$9,940</p> <p>Karuk Tribe of California for the “Journey to the Sea” salmon education program \$9,997</p> <p>Etna Union Elementary School District, Siskiyou County, for the “Crest to Coast” marine education and habitat restoration project \$9,950</p> <p>Tolowa Dunes Stewards for restoration, education, and monitoring projects in the area of Tolowa Dunes State Park, Lake Earl, and Point George \$48,850</p> <p>Algalita Marine Research Foundation for translating educational materials about plastic marine debris into Spanish \$12,217</p> <p>Rio Films for producing a documentary entitled “Channel Islands—A California Adventure” \$15,000</p>

		SF Unified School District's Environmental Science Center for the "Conservation Connection" project \$16,087 Golden Gate Audubon Society for the Eco-Oakland Environmental Education Program \$9,999 EarthTeam Environmental Network for the Aqua Team program for Richmond teens \$22,144
Fiscal Year	Targeted Grants	Competitive Grants
2007/2008 (continued)		Fort Ross Elementary School District , Sonoma County, for new marine education programs \$9,510 PRBO Conservation Science , Petaluma, for printing a pocket guide to coastal birds of California \$10,000 City of Arcata Environmental Services Dept. for a youth project creating murals illustrating the importance of preventing storm drain pollution \$9,975 Humboldt State University for education in the community of Trinidad about the California Coastal National Monument \$11,560 American Cetacean Society for an international conference in Monterey about whales \$13,000

Fiscal Year	Targeted Grants	Competitive Grants
2008/2009 \$743,000 Total	Foundation of California State University Monterey Bay for Camp SEA Lab \$60,000 Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900 Heal the Bay Adopt-A-Beach Program \$30,000	Chula Vista Elementary School District for science education at the Chula Vista Nature Center \$22,454 San Diego Canyonlands for the Coastal Canyon Education and Restoration Project \$8,350 Boys & Girls Clubs of Tustin for the SeaTech program \$26,700 California State University, Fullerton for an ocean science program for the Anaheim Union High School District \$41,500
Funds avail. for targeted grants: \$337,000 Funds avail.	I Love A Clean San Diego Adopt-A-Beach	Newport Bay Naturalists and Friends for full-day field trips at Upper Newport Bay

for competitive grants: \$406,000	Program \$26,100 Tides Center for School-Based Marine Education Program \$62,000	for underseved high school students \$9,900 Laguna Ocean Foundation for tidepool education for the public at Heisler Park Marine Reserve \$8,350
Requests received: 158 totaling \$3,591,045	Tides Center for Community-Based Wetland Restoration and Education \$45,000 California Environmental Education Interagency Network for the Environmentality Project \$2,000	Orange County Coastkeeper for a new eelgrass laboratory at the Back Bay Science Center in Newport Beach \$15,120 Pacific Marine Mammal Center , Laguna Beach, for the Pinniped Pollution Project \$9,975 Algalita Marine Research Foundation of Long Beach for a new website mapping marine debris in the Pacific Ocean \$8,350 Camino Nuevo Charter Academy , in the Westlake neighborhood of Los Angeles, for seventh-grade students to visit and research Santa Catalina Island \$5,000 El Dorado Nature Center for the Adopt-A-Wetland program at Golden Shore Marine Reserve in Long Beach \$5,000 Surfrider Foundation, West Los Angeles/Malibu Chapter for a water quality testing laboratory and program at Santa Monica High School \$39,135 Central Coast Natural History Association for a middle school marine science program at San Luis Obispo County state parks \$9,918 Monterey Bay Aquarium Foundation for training teachers in Watsonville on integrating ocean conservation and science education into their curriculum \$35,000 Pacifica Beach Coalition for involving children at Pacifica’s after-school programs in the Adopt-A-Beach Program \$23,000

Fiscal Year	Targeted Grants	Competitive Grants
2008/2009 (continued)		<p data-bbox="863 318 1948 386">San Mateo County Resource Conservation District for workshops about the San Vicente Creek watershed \$9,999</p> <p data-bbox="863 407 1948 475">KIDS for the BAY for the Watershed Action Program for eight elementary school classes in Oakland \$27,000</p> <p data-bbox="863 496 1948 565">Golden Gate Audubon Society for the Eco-Richmond Environmental Education Program for students and families in north Richmond \$7,500</p> <p data-bbox="863 586 1948 654">The Watershed Project in Richmond for community restoration and monitoring of native oyster beds in San Francisco Bay \$25,000</p> <p data-bbox="863 675 1948 743">Robla Elementary School District, Sacramento, for sixth grade students at Glenwood Elementary to attend the Headlands Institute in Marin County \$9,363</p> <p data-bbox="863 764 1948 833">Point Reyes National Seashore Association for the Urban Youth Marine Science Education Program \$16,000</p> <p data-bbox="863 854 1948 922">Stewards of the Coast and Redwoods for strengthening the volunteer tidepool docent program at Sonoma state beaches \$8,208</p> <p data-bbox="863 943 1948 1011">Sequoia Park Zoo Foundation for a new exhibit at the Sequoia Park Zoo in Eureka about urban impacts on salmon \$17,958</p> <p data-bbox="863 1032 1948 1101">Wiyot Tribe for a marine education program for young tribal members at the Table Bluff Reservation in Humboldt County \$8,432</p> <p data-bbox="863 1122 1948 1190">Del Norte County Unified School District for the Redwood Coast Curriculum Project for students in grades 4-6 \$9,998</p> <p data-bbox="863 1211 1948 1279">Keep California Beautiful for beach litter reduction outreach in the Monterey and Long Beach areas \$9,840</p> <p data-bbox="863 1300 1948 1369">National Marine Sanctuary Foundation for creating a Spanish-language website for the “Thank You Ocean” Campaign \$15,000</p>

