



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 11/28/2023

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Sonoma County Regional Parks

Staff Name and Phone Number: Sarah Phelps, 707-565-2041

Vote Requirement: 4/5th

Supervisorial District(s): Fifth

Title:

Cleaner California Coast Initiative

Recommended Action:

A) Approve the ratification and execution of a professional services agreement by the Director of Regional Parks with Environmental Action Committee of West Marin for coordination and implementation of the Cleaner California Coast Initiative, not to exceed \$145,000, effective for one year with the term ending September 30, 2024, and with the option to renew or extend if needed, unless terminated earlier.

B) Adopt a resolution authorizing budgetary adjustment to Regional Parks' Fiscal Year 2023/24 adopted budget from the District 5 Community Infrastructure Fund to increase appropriations and expenditures in the amount of \$145,000 in support of the Cleaner California Coast initiative. (4/5th Vote) (Fifth District)

Executive Summary:

The Cleaner California Coast initiative is a collaboration among Marin, Sonoma and Mendocino counties and the Leave No Trace organization to address environmental threats posed by litter and waste along the counties' coastlines. With over 10 million annual visitors to the region and over 55,000 pounds of litter collected from sensitive coastal environments in the three counties in 2022 alone, there's a pressing need for coordinated action to protect and preserve the area's natural beauty.

The initiative centers on empowering individuals and communities to adopt Leave No Trace principles in order to support a cleaner and more sustainable coastal environment. By minimizing their impacts, visitors will help safeguard delicate ecosystems for future generations.

The County of Sonoma plays a pivotal role in leading this effort as it owns and operates 12 coastal parks, beaches and marinas. As visitors and trash travel beyond county lines, the collaborative nature of this initiative will implement best practices and strategies across jurisdictions.

The department is requesting Board authority to execute an agreement with Environmental Action Committee of West Marin (EAC) to coordinate and administer the Cleaner California Coast initiative during the contract period of Oct. 1, 2023 to Sept. 30, 2024. The initiative will be managed by Leave No Trace (LNT) in collaboration with a working group of stakeholders from the three counties consisting of staff from Sonoma County Tourism, Sonoma County Regional Parks, Marin County Parks, Marin Convention and Visitors Bureau,

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District 4 Marin County, EAC West Marin, National Park Service, District 2 Mendocino County, and Visit Mendocino County. Stakeholders will provide biannual progress reports to the Board of Supervisors, ensuring transparency and accountability in achieving the initiative's goals.

Discussion:

The Cleaner California Coast Initiative seeks to combat coastal pollution via coordinated messaging for community and visitor engagement, education and training. After a year of collaborative planning involving the three counties, public/private partners, government entities including representatives from National Park Service, California State Parks, tribal entities, Leave No Trace and pollution-prevention stakeholders, the working group jointly developed a Cleaner California Coast Strategic framework as seen in the attached Strategic Plan.

Administered by the Environmental Action Committee of West Marin, initiative funding contributed by Sonoma County will support identified Sonoma County liaisons, a share of the EAC Project Coordinator and LNT staffing costs, Sonoma County marketing expenses, and a working group that co-develops widespread, equitable solutions that promote and expand existing programs and services by aligning with the Cleaner California Coast Initiative. The County of Marin executed a contract for this initiative with EAC on Aug. 22, 2023. The proposed contract with EAC in Sonoma County is intended to become effective in tandem with the action by the County of Marin. The County of Marin selected EAC for its portion of the collaborative effort, and staff is recommending the Board approve this contract with EAC on a sole-source basis, as approved by County Purchasing, because of its intended role to work with multiple agencies pursuant to the Memorandum of Understanding with Sonoma, Marin and Mendocino Counties under Board direction of June 13, 2022. Mendocino County has committed to engagement moving forward and as funding is identified.

This united effort enhances existing programs like the [Sonoma County Tourism-Leave No Trace Initiative <https://www.sonomacounty.com/leave-no-trace-seven-principles>](https://www.sonomacounty.com/leave-no-trace-seven-principles), the [West Marin Stewardship Guide <https://www.eacmarin.org/stewardship-guide>](https://www.eacmarin.org/stewardship-guide) and the [Marin County Reusable Foodware Ordinance <https://www.marincounty.org/depts/cd/divisions/environmental-health-services/reusable-foodware-ordinance>](https://www.marincounty.org/depts/cd/divisions/environmental-health-services/reusable-foodware-ordinance).

This effort was initiated by coastal district Supervisors from Marin, Sonoma and Mendocino counties in 2022, and involves multiple organizations and tribes with the shared goal of reducing litter. The [CleanerCoast.org <https://cleanercoast.org/>](https://cleanercoast.org/) website launched by this Cleaner California Coast initiative in the summer of 2023 with unified messaging for educating and influencing visitors. Partners can share bilingual Leave No Trace resources and access a stewardship education series addressing Northern California coastline concerns. The Cleaner California Coast initiative brings together counties, organizations, and communities for a cleaner coast.

Strategic Plan:

This item directly supports the County's Five-year Strategic Plan and is aligned with the following pillar, goal, and objective.

Pillar: Climate Action and Resiliency

Goal: Goal 3: Make all County facilities carbon free, zero waste and resilient

Objective: N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

June 13, 2022 - Passed a resolution for County of Sonoma with Marin and Mendocino Counties and in coordination with other agencies, jurisdictions and local partners, including Sonoma County Tourism, to provide visitor education, outreach and increased collaboration to reduce the amount of trash in coastal watersheds. Also, the Board authorized the signing of a memorandum of understanding (MOU) for the coastal initiative.

FISCAL SUMMARY

Expenditures	FY23-24 Adopted	FY24-25 Projected	FY25-26 Projected
Budgeted Expenses			
Additional Appropriation Requested	\$145,000		
Total Expenditures	\$145,000		
Funding Sources			
General Fund/WA GF	\$145,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$145,000		

Narrative Explanation of Fiscal Impacts:

Regional Parks is requesting additional appropriations to cover the cost of the professional services agreement with Environmental Action Committee of West Marin for coordination and implementation of the Cleaner California Coast initiative, for an amount not to exceed \$145,000.00 for one year. This item will be funded by Community Infrastructure Funds, District 5.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None

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Attachments:

Budget Resolution
Contract
Scope of Work
Strategic Plan

Related Items "On File" with the Clerk of the Board:

None