

CLEANER CALIFORNIA COAST

PRACTICING LEAVE NO TRACE IN COASTAL COMMUNITIES

Five Year Stewardship Action Framework | 2023-2027





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OVERVIEW



How to Use This Plan

This Five-Year Stewardship Action Framework is a guiding resources to support a Cleaner California Coast, an education initiative that encourages all of us to practice Leave No Trace when spending time in coastal communities across Marin, Sonoma and Mendocino Counties. Specific audiences for the initiative include: day-users, overnight visitors and coastal residents who spend time outdoors.

Cleaner California Coast was developed through a partnership between Marin County, Sonoma County, Mendocino County and the Leave No Trace organization, with the support of federal and state agencies, federally and non-federally recognized tribes, local jurisdictions and land managers, Sonoma County Tourism, and other community-based groups across all three counties. Future expansion of the education initiative may welcome other coastal California counties to join these efforts to further

promote responsible recreation and visitation that improves the health of outdoor spaces and adjacent coastal communities.

A communications working group, made up of 15 individuals from the aforementioned groups met over several sessions and as a result articulate the following components of a Stewardship Action Framework—

This plan provides a vision for a cleaner California coast through four key Imperative categories. Each of these Imperatives is supported by Activities (tactics), as well as both short-term (12 month) and long-term (3-5 year) outcomes for monitoring the initiative's progress. This resource also includes dashboard views of the strategic vision for all stakeholders, as well as a targeted view of Activities for the first 12-month period to be utilized by the action group that will carry the work forward.



STRATEGIC CLARITY



VISION

We are empowered to create a cleaner and healthier California coast by practicing Leave No Trace.



IMPERATIVES

- **Reducing impacts to natural resources and adjacent coastal communities.** From trash and litter to water contamination and human waste, reducing recreation and visitation related impacts to coastal areas is the primary affect of this education initiative.
- **Consistent messaging shared by a coalition of stakeholders, businesses and communities.** While coastal areas and communities may face unique impact challenges, consistent and frequent Leave No Trace messaging will help keep people engaged in their role to support a cleaner California coast.
- **Reach people with Leave No Trace messaging.** The arc of the visitor experience provides innumerable opportunities to get messaging in front of people who desire to spend time outdoors or in communities across the three counties.
- **Cleaner California Coast is a leading, popular voice for promoting responsible visitation to California's coastal areas.** The 24-hour content cycle provides both challenges and opportunities to reach visitors; the initiative will succeed if consumers believe the initiative to be a leading and welcoming voice for promoting responsible recreation and visitation.



REPUTATION

Marin, Sonoma and Mendocino Counties will be known for:

- Fostering and supporting a stewardship education initiative that demonstrates their commitments to protect coastal natural areas and communities.
- Their leadership in promoting Leave No Trace to visitors and residents.
- Parks and protected areas that can support user carrying capacity without increasing negative impacts.



RESOURCES

Initiative Partners:

Marin County
Sonoma County
Mendocino County
Leave No Trace

Supporting Partners:

Sonoma County Tourism
Federal and state agencies
Federally and non-federally recognized tribes
Local jurisdictions and land managers
Community-based groups across all three counties

County/Region Stakeholders:

Local county communities
Business partners
Residents
Friends-of groups

Creative and Communications Agency Partners:

Various contractors

Funding

Annual budget shared by Marin, Sonoma and Mendocino Counties

Marketing Channels:

Social channels
Paid media sponsors
Media contacts

Initiative Resources:

Cleaner California Coast Leave No Trace messaging
Digital assets
Marketing Plan

Project Management and Evaluation:

Project manager supporting county representatives and a small working group.

Websites:

Cleaner California Coast website

Cleaner California Coast 2023-2027 Strategic Framework

Our strategic vision is that we are empowered to create a cleaner and healthier California coast by practicing Leave No Trace.

OUR IMPERATIVES

 <p>Reducing Impacts to Natural Resources and Adjacent Coastal Communities</p>	 <p>Consistent Messaging Shared by a Coalition of Stakeholders, Businesses and Communities</p>	 <p>Reach People with Leave No Trace Messaging</p>	 <p>Cleaner California Coast is a leading, popular voice for promoting responsible visitation to California's coastal areas.</p>
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LONG-TERM OUTCOMES (3-5 YEARS)

<p>California's coastal areas and communities in Marin, Sonoma and Mendocino Counties are healthier as a result of the visiting public practicing Leave No Trace.</p>	<p>The visiting public encounters consistent and frequent Leave No Trace messaging while visiting coastal areas and communities in Marin, Sonoma and Mendocino Counties.</p>	<p>The visiting public practice Leave No Trace when spending time in coastal areas and communities in Marin, Sonoma and Mendocino Counties.</p>	<p>Cleaner California Coast is a leading, popular voice for promoting responsible visitation to California's coastal areas.</p>
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SHORT TERM OUTCOMES (12-MONTHS)

<p>California's coastal environments and adjacent communities in Marin, Sonoma and Mendocino Counties experience a reduction in negative recreation impacts as a result of the visiting public practicing Leave No Trace.</p>	<p>Stakeholders, land managers (state, tribal, federal) and coastal communities regularly promote messaging and assets to visitors, guests, clients and residents.</p>	<p>The visiting public:</p> <ul style="list-style-type: none"> encounters Leave No Trace messaging ahead of- and during their visit. is aware of how practicing Leave No Trace helps reduce impacts. feels empowered to protect coastal areas by practicing Leave No Trace. feels more connected to the natural world. are more respectful of the various, legal ways that people spend time in coastal areas. 	<p>The visiting public, stakeholders, land managers (state, tribal, federal), and coastal communities:</p> <ul style="list-style-type: none"> can recognize the Cleaner California Coast initiative brand. support the Cleaner California Coast initiative. believe that initiative contributes to reducing negative recreation impacts to California's coastal environments and communities. <p>Messaging appeals to a diverse audience of coastal area users</p>
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Cleaner California Coast 2023-2027 Strategic Framework

Our strategic vision is that we are empowered to create a cleaner and healthier California coast by practicing Leave No Trace.

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ACTIVITIES (TACTICS)

<ul style="list-style-type: none"> Finalize with land managers and local communities what sets of indicators are most available and effective for monitoring the health of coastal areas and communities for items related to trash and litter, human waste, water pollution and other negative impact issues. 	<p>Campaigns:</p> <ul style="list-style-type: none"> Press Release Multiple, ongoing touch points with stakeholders to 'join' Cleaner California Coast and begin using messaging/assets with their consumers. <p>Assets to Develop:</p> <ul style="list-style-type: none"> Website infrastructure Assets for non-traditional activation locations like gas stations, liquor stores, etc. Places where people are in and out. Stickers (maybe for each principle?), rack cards and other print activations. Digital assets for partners to use in their own print work (e.g. visitor guides). An incentive program for consumers to use at local businesses and stakeholders. Create an engaging social media packet for partners to share with unique, relevant hashtags. 	<p>Campaigns:</p> <ul style="list-style-type: none"> Press Release "Introduce Cleaner California to the visiting public" "Know Before You Go" "Cleaner California Coast Pledge" "What are the impacts that are taking place?" Cleaner California Coast shares out people's social media pictures and videos (celebrates visitor behaviors)*** "Educate the visiting public about use of coastal resources and the connection to people's community identities." "The many faces of the California Coast" Outlets: radio, TV, Google ads, blog-a-torial (SF Gate, local Get Aways, North Bay Biz Journal, Sonoma Coast & Marin Coast Guide, etc...); short form video. <p>Assets to Develop:</p> <ul style="list-style-type: none"> Define the coastal pledge incentives Three county coastal map that is ad supported (print resource) A checklist of things to remember while visiting. (e.g. bring a reusable water bottle, download maps digitally.) Create a video talking about how to be a coastal steward in California that is accessible on-line. 	<p>Campaign guidance:</p> <ul style="list-style-type: none"> Multiple languages Accessibility and inclusion <p>Campaign themes:</p> <ul style="list-style-type: none"> Universal messaging Fun for families; an adventure Anti-racism and inclusion <p>Assets to Develop:</p> <ul style="list-style-type: none"> Branding, logo, website Explore what a spokesperson for Cleaner California Coast could do for popularizing the campaign Efficacy of map with more history, something that you might hold onto, something that is fun Explore the efficacy of land managers using a platform like Twitter to make updates about parking lot information (that would than be embedded onto the Cleaner California Coast web page). Is there heat map technology that could indicate a volume of visitors in a certain area? Visitor counter (cars) at some parks currently. Do other parks have something like this? Is there an on-line dashboard?
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 **LEAVE
NO TRACE**