



# COUNTY OF SONOMA

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

## SUMMARY REPORT

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**Agenda Date:** 12/10/2024

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**To:** Sonoma County Board of Supervisors  
**Department or Agency Name(s):** Sonoma County Regional Parks  
**Staff Name and Phone Number:** Sarah Campbell, 707-565-2746  
**Vote Requirement:** 4/5th  
**Supervisorial District(s):** Fifth District

**Title:**

Cleaner California Coast Initiative Year 2

**Recommended Action:**

- A) Adopt a Resolution authorizing budgetary adjustment to Regional Parks' Fiscal Year 2024/25 adopted budget from the General Fund contingencies to increase appropriations and expenditures in the amount of \$145,000 in support of the Cleaner California Coast Initiative. (4/5th Vote Required)
  
- B) Authorize the Director of Regional Parks to execute a professional services agreement with the Leave No Trace Organization for coordination and implementation of the Cleaner California Coast Initiative, not to exceed \$145,000, effective for one year, with the option to extend the agreement for an additional 6 months.

(Fifth District) (4/5<sup>th</sup> Vote Required)

**Executive Summary:**

The Cleaner California Coast Initiative (Initiative), now in its second year, is a partnership between Sonoma, Marin and Mendocino counties, and the Leave No Trace Organization to reduce litter and waste along the counties' coastlines. With over 10 million visitors to the three counties annually and more than 55,000 pounds of litter collected from sensitive coastal environments in 2022 alone, the need continues for a collaborative approach to protect these important natural areas.

This Initiative encourages visitors and communities to align with Leave No Trace principles, for a cleaner and more sustainable coast. Sonoma County plays a key 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 Leave No Trace (LNT) Center for Outdoor Ethics is a 501(c)(3) nonprofit organization will oversee and administer the Initiative from Dec. 10, 2024, to June 30, 2025. The initiative will be managed by LNT in collaboration with a working group of stakeholders from the three counties, with a multi-county working group providing biannual progress reports to the Board of Supervisors.

LNT will seek to finance work beyond this requested contribution by securing non-county funds.

**Discussion:**

In Year 1, the Initiative launched extensive campaigns to reach visitors before and during their coastal visits, utilizing digital media, radio, TV, Google ads, streaming, and social media. These efforts, concentrated during the peak summer months, achieved an average of 4.6 million impressions across print, radio, social, and digital platforms from May through September 2024.

Year 1 advertising and outreach highlights include the establishment of new branding and logos, 833,761 impressions on digital screens along the 101 corridor and coastal areas, and nearly 23,000 website visits. Social media efforts grew to 535 followers, with cross-promotion by key partners and the development of English and Spanish toolkits, fact sheets and event collateral such as tote bags and banners. Approximately 35 events were promoted in Sonoma County, complemented by access to Leave No Trace 101 online trainings.

LNT has hired a dedicated Sonoma County Liaison to boost community outreach and increase stakeholder engagement. The multi-county working group has engaged California State Parks, the California Coastal Commission, and COASTWALK-California Coastal Trails Association, adding momentum to the Initiative and improving the benefits throughout the coastal areas. Sonoma County Regional Parks and Sonoma County Tourism work directly with LNT and the Cleaner California Coast staff to ensure strategic alignment with the ongoing Sonoma County Leave No Trace Coalition.

This past summer, the Cleaner California Coast Initiative transitioned to being administered by LNT and funding will continue to support staff work from Sonoma, Marin and Mendocino counties, along with a working group of stakeholders from across the three counties.

Year 2 programs and outcomes include launching a Partner and Supporter Program, developing newsletters, signage, and a pilot project for Gold Standard Site Designation at Doran Regional Park. The Initiative will also execute fall English and Spanish media plans, coordinate onsite events like Coastal Cleanup, and collaborate with partners to measure and track public behavior changes.

Additional projects are in development to support grant proposals and address specific challenges, including educational curriculums for federal, state and local educators, initiatives to manage oyster litter, compliance with SB1383, and partnerships with hospitality and Surfrider for ocean-friendly practices in hotels and restaurants.

**Strategic Plan:**

N/A

**Racial Equity:**

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

No

**Prior Board Actions:**

On November 28, 2023, the Board approved a professional services agreement with Environmental Action Committee of West Marin for the 2023-24 fiscal year supporting Sonoma County's participation in the Cleaner California Coast marketing, education and programming initiative along with a budget resolution authorizing funding from the District 5 Community Infrastructure Funds to Regional Parks.

On June 13, 2022, the Board adopted a resolution to provide visitor education, outreach and increased

collaboration to reduce the amount of trash in coastal watersheds in collaboration with Marin and Mendocino Counties and in coordination with other agencies, jurisdictions and local partners, including Sonoma County Tourism.

**FISCAL SUMMARY**

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

**Narrative Explanation of Fiscal Impacts:**

Regional Parks will utilize this funding by entering into a professional services agreement with Leave No Trace for coordination and implementation of the Cleaner California Coast Initiative, for an amount not to exceed \$145,000 for one year. As LNT plans to fundraise and seek non-county government funds for future efforts, county sources beyond this 2<sup>nd</sup> year participation are anticipated to be less by Regional Parks staff.

**Narrative Explanation of Staffing Impacts (If Required):**

None

**Attachments:**

- Budget Resolution
- Professional Services Agreement
- Agreement Appendix

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

NA