



MARIN COUNTY
PARKS
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- OPEN SPACE DISTRICT
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April 19, 2022

Honorable Board of Supervisors
Marin County Civic Center
San Rafael, CA 94903

SUBJECT: RESOLUTION GUIDING THE PROVISION OF VISITOR EDUCATION AND OUTREACH TO SIGNIFICANTLY REDUCE THE AMOUNT OF TRASH AND LITTER IN THE COASTAL WATERSHEDS

Dear Board Members:

RECOMMENDATION: Adopt Resolution

SUMMARY: The Northern California Coastline, including the segment through Marin County, is known around the world for its scenic beauty, biological diversity, and recreational values. The coastal areas are enjoyed by local residents, Northern Californians, and visitors from around the world.

California Coastal beaches and public parks, including those in Marin County, are experiencing rises in visitation year over year as important outlets for mental and physical health. The 2021 Outdoor Participation Report found the outdoor participation rate increased 52.9 percent in 2020, up from 50.7 percent in 2019. Over the last three years, outdoor participation has continued to grow more than 3 percent annually. Here in Marin County, the Point Reyes National Seashore hosts more than 2.5 million visitors annually, Mendocino County's coastal areas hosts more than 1.5 million visitors, and in Sonoma County, coastal parks receive more than 5 million annual visits.

While it's wonderful to see so many folks out enjoying the natural wonders of the Northern California Coastline, this usage has come with an increased volume of trash and litter. Trash causes major impacts on our enjoyment of creeks, bays, and the ocean, and creates significant impacts on aquatic life and habitat in those waters. This trash eventually enters the global ocean ecosystem, where plastic persists in the environment for hundreds of years – if not forever. An average of 11,522 pounds of coastal trash is picked up annually in Marin County as part of the California Coastal Cleanup Day and an additional 2,500 pounds is removed annually during 'Litter Bugs Me Roadside Cleanup'.

During the COVID visitation surge in 2020, Supervisor Rodoni worked with the Coastal Supervisors of Sonoma and Mendocino counties to look for ways to collaborate and create long-term and coordinated responses to our shared concerns and resource impacts. While all three counties, local jurisdictions, agencies, cities, and many non-

profit entities have separate existing trash reduction efforts underway, this effort is intended to unify messaging and provide direction to the public to strengthen our collective impact. This "Leave No Trace" effort is a long-term commitment between Marin, Sonoma, and Mendocino Counties in collaboration with other jurisdictions and agencies, including the Federated Indians of Graton Rancheria, a sovereign nation whose ancestral territory includes Sonoma and Marin counties, and who has a profound interest in protecting, preserving, and supporting environmental stewardship along the coastline of Marin.

COMMUNITY BENEFIT: With the help from "Leave No Trace" and our community partners this initiative will be designed to leverage and complement existing land manager's and local nonprofit community partner's programs. The increase in coordination and collaboration between not only our all of our coastal communities in Marin but also through our neighboring counties to the north, will help offset some of the impacts of tourism to our coastal communities.

EQUITY IMPACT: The 3-County LNT initiative will have broad outreach and be as inclusive as possible.

FISCAL IMPACT: There is no impact to General Fund Net County Costs related to this item today. Previously, Parks has encumbered two contracts, one with West Marin Environmental Action Committee for \$18,000, and one with the Leave No Trace Organization for \$12,000 to develop and implement community outreach and educational strategies in concert with the other partners supporting this effort. Note: we are committing to significantly reducing coastal trash by July 1st, 2027; a three-county five-year commitment to this program. Therefore, additional similar costs may be expected.

Please feel free to contact us should you have any questions or concerns.

REVIEWED BY:	<input checked="" type="checkbox"/> County Administrator	<input type="checkbox"/> N/A
	<input type="checkbox"/> Department of Finance	<input checked="" type="checkbox"/> N/A
	<input type="checkbox"/> County Counsel	<input checked="" type="checkbox"/> N/A
	<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Respectfully submitted,

 Chris Chamberlain
 Assistant Director