

CALIFORNIA COASTAL COMMISSION

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April 29, 2010

Douglas Bosco, State Coastal Conservancy Chair
1330 Broadway, Suite 1300
Oakland, CA 94612
Attn: Doug George

Dear Chair Bosco,

Please accept my letter of support for Save Our Shores' proposed Cigarette Litter Abatement Pilot Project. The proposed project has a strong probability of success and can provide the state with much needed information on the efficacy of cigarette pollution reduction efforts along the coast of California.

As manager of the state's Adopt-A-Beach and Coastal Cleanup Day programs, I have seen over the years how damaging cigarette butt pollution can be to our coastal environment. Cigarette butts annually represent 40 percent of all the litter our Coastal Cleanup Day volunteers remove from the state's beaches and waterways. The idea that almost half of the visible debris polluting our coast could be waylaid through better education and infrastructure directed at smokers speaks to the urgent need to test programs such as the one proposed by Save Our Shores.

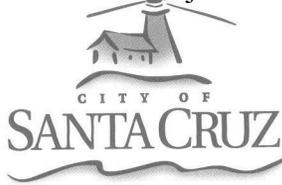
Save Our Shores has partnered with the California Coastal Commission on its Cleanup programs for more than ten years. In that time, the group has proven itself to be an innovator in the field of volunteer beach cleanups and in the larger world of marine debris policy and programs. Their expert staff has shown time and again their ability to develop inventive approaches towards solving intractable problems. They would be an excellent partner in this effort, and can share the results of their work broadly through their involvement in a number of statewide marine debris programs.

I am happy to offer my endorsement of Save Our Shores' proposal, and look forward to helping to spread the results of their work to other areas of need around the state.

Sincerely,

Eben Schwartz
Statewide Outreach Manager
California Coastal Commission

Exhibit 2: Project Letters



P A R K S & R E C R E A T I O N D E P A R T M E N T

April 13, 2010

To Whom It May Concern,

I am writing in support of Save Our Shores' proposal to place cigarette butt receptacles as well as create signage in the City of Santa Cruz. I feel that there can be great benefit from working with Save Our Shores on a project that is aimed at reducing cigarette butt litter in our community . I have met with Emily Glanville, Program Manager at Save Our Shores and identified high traffic locations that could benefit from increased receptacles and signage.

While Santa Cruz has already taken a number of steps to address the cigarette butt litter in Santa Cruz, there are still areas within the City where cigarette butt litter remains to be a problem. I support Save Our Shores' idea that more receptacles coupled with signage might serve to decrease this type of litter in specified locations.

I am willing to work with Save Our Shores to ensure that they place receptacles in the locations that need it the most and supply other information to them to ensure the project is most helpful to the City. For questions please contact

Best Regards,

A handwritten signature in black ink, consisting of several overlapping loops and a long, sweeping horizontal stroke at the bottom.



PUBLIC WORKS DEPARTMENT

809 Center Street, Room 201, Santa Cruz, CA 95060 • 831 420-5160 • Fax: 831 420-5161 • citypw@ci.santa-cruz.ca.us

April 22, 2010

Secretary Lester Snow
Ocean Protection Council
CA Coastal Conservancy
1330 Broadway, Suite 1300
Oakland, CA 94612

To Whom It May Concern,

I would like to express my support for the Save Our Shores (SOS) proposal to conduct storm water pollution education related to littering and cigarette butt disposal in the City of Santa Cruz. Public outreach is an important component in educating the public that cigarette butts are a significant source of litter on our beaches and in the marine environment, and that butts should be disposed of properly.

The City would be pleased to work with SOS to develop public education messages and media outreach materials in order to educate both residents and tourists visiting our community about the impact that littered cigarette butts have on the marine environment.

The City is currently working with SOS on beach and river cleanups, as well as a storm drain catch basin stenciling project. We look forward to working with SOS on this project if funding is granted. Please do not hesitate to call me at (831) 420-5131 should you have questions or need further information.

Sincerely,

A handwritten signature in blue ink that reads "Suzanne Healy". The signature is written in a cursive, flowing style.

Suzanne Healy
Environmental Projects Analyst



420 CAPITOLA AVENUE
CAPITOLA, CALIFORNIA 95010
TELEPHONE (831) 475-7300
FAX (831) 479-8879

April 27, 2010

Secretary Lester Snow, OPC Chairman
1330 Broadway, Suite 1300
Oakland, CA 94612

Dear Mr. Snow:

I am writing in support of Save Our Shores' proposal to place cigarette butt receptacles as well as create signage in the City of Capitola that is aimed at reducing cigarette butt litter on our beach and in our creeks and surrounding areas. I have met with Save Our Shores staff to identify possible locations for receptacle placement already and will work with SOS to implement this project.

Over the past several years the City of Capitola has taken several steps to try to eliminate cigarette butt litter on our beach and near beach areas. In 2004 Capitola prohibited smoking on Capitola Beach. In 2009 this smoking prohibition was extended to include near beach areas of Capitola Village, Capitola Wharf and all City owned properties including our parks. These efforts have included appropriate signage and enforcement activities. Just last month the City approved the development of artistic No Smoking signs for the Esplanade area where smoking seems to be most prevalent and created an educational brochure on Capitola's No Smoking Zones.

While there have been a number of steps already taken to address the cigarette butt litter in Capitola, this material remains to be a significant problem in particular areas of the City. I therefore feel that the City could benefit from placing additional receptacles coupled with educational materials on the impacts cigarette butts have on the marine environment.

I look forward to Save Our Shores implementing this project and hope that it will help combat cigarette butt litter in our community. For questions please contact me by phone at (831) 475-7300 or by email at sjesberg@ci.capitola.ca.us.

Yours truly,

Steven E. Jesberg
Public Works Director



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL OCEAN SERVICE
Monterey Bay National Marine Sanctuary
299 Foam Street
Monterey, California 93940

April 29, 2010

Douglas Bosco, Chair
State Coastal Conservancy
1330 Broadway, Suite 1300
Oakland, CA 94612
Attn: Doug George

Subject: Recommendation from the Monterey Bay National Marine Sanctuary (MBNMS) to support the Save Our Shores proposed Cigarette Litter Abatement Demonstration Project in Santa Cruz County

Dear Mr. Bosco,

As the Superintendent of the Monterey Bay National Marine Sanctuary for the past three years, I am very familiar with the work of Save Our Shores and their efforts to reduce trash entering our waterways that lead to the MBNMS. Save Our Shores has been organizing beach cleanups for the past 30 years so they are the local experts on what problems we face in the Bay as it relates to marine debris.

SOS not only organizes an average of almost 200 cleanups per year, they also have been tracking what trash they are collecting and this data is linked to SIMon (the Sanctuary's Integrated Monitoring Network). With an analysis of this data over the past three years, it is clear that cigarette butts are the number one item collected at every cleanup and the total number of cigarette butts collected since 2007 is an astounding 60,000.

Outreach to the general public that cigarette butts are harmful to marine life is essential if we are to reduce the amount of litter found in our coastal areas. Many people are not aware that the filters contain plastic which never fully breakdown and pose a threat to marine animals that can easily ingest them.

The program SOS is proposing would provide receptacles as well as provide outreach to the public about reducing cigarette butt litter. The Sanctuary is a strong supporter of this demonstration project and I encourage you to support it as it then may be a project that can be replicated in other areas within the Sanctuary's boundaries.

Thank you for your support of the Monterey Bay National Marine Sanctuary. Should you require any further information, please do not hesitate to contact me.

Sincerely,

Paul Michel
Superintendent