

1. Name of the project: Washington CoastSavers: Rebuilding of Online Volunteer Registration System and Expanding Outreach

2. Lead Organization and Contact:

Washington Clean Coast Alliance/CoastSavers program

Fiscal agent: National Marine Sanctuary Foundation

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3. Start and end dates for your project:

January 1st, 2022 - April, 2023

4. Deliverables:

- The updates to the Washington CoastSavers website (www.coastsavers.org) will create a streamlined, user-friendly volunteer registration tool for CoastSavers cleanup events. The updated CoastSavers website and volunteer registration process will be in place in advance of the April 2022 cleanup.
- A mini-documentary, approximately two to three minutes in length, will be created following the journey of a piece of marine debris from its collection at one of our coastal cleanups through its end-of-life. This documentary will be featured prominently on the Washington CoastSavers website and YouTube account, as well as in an e-newsletter, press release, social media posts, and it will be submitted to the Rivers and Oceans film festival organized by Washington SeaGrant. It will also be promoted by our new partners at the Ocean Legacy Foundation and Net Your Problem LLC. The film will be completed by April 2023.
- A StoryMap will be produced showcasing the location and history of multiple CoastSavers cleanup locations. The StoryMap will be embedded into the Washington CoastSavers website, but will also be shared as a stand-alone educational tool through our e-newsletter and social media posts. It will be completed by December 2022.
- An MRC newsletter article, photographs and end of project presentation to the MRC could be completed upon request by the NPC MRC anytime after the first year of funding under this grant, when significant progress has been made on other deliverables.

5. Project staff:

Following the departure of the previous CoastSavers coordinator, the Washington Clean Coast Alliance (WCCA) is in the process of and anticipates hiring by December 2021 a new coordinator for the CoastSavers program. This coordinator will be the lead on this NPC MRC grant. Until a new program coordinator is in place, Nicole Harris is the lead contact for the WCCA and liaison to the National Marine Sanctuary Foundation, which serves as the fiscal sponsor for Washington CoastSavers. The new CoastSavers coordinator will be supported throughout this transition and into the future by the WCCA Steering Committee, in addition to two Washington Service Corps members serving at the Olympic Coast National Marine Sanctuary.

6. Partners:

Over \$240,000 in labor is contributed annually by agency and organization staff and volunteers preparing, training, coordinating and implementing different elements that make CoastSavers cleanups a success. See the attached description of these in-kind contributions. From hosting BBQs and registration stations, to collecting and transporting trash and recyclables, there is a tremendous amount of teamwork and coordination that occurs every year to make these events efficient and effective ways of reducing marine debris on our beaches. Some of the many partners that support the beach cleanups include:

- Heather Stephens, Olympic National Park Volunteer Coordinator: primary contact with the NPS.
- Nicole Harris, Olympic Coast National Marine Sanctuary (OCNMS) Education Specialist: primary contact with the Foundation and OCNMS.
- Jessica Norton, Washington State Parks Volunteer Coordinator: primary contact with State Parks and the liaison with local state park staff.
- Local Washington State Parks Staff: Park Site Coordinator David Linthakhan, Rangers Jason Bearden and Jared Liening, Volunteer Program Assistant Roxie Stancil.
- Amelia Brown, Surfrider Foundation: assist with beach registration, BBQs and volunteer recruitment.
- Roy Morris and Nancy Messmer, Lions Club International: assist with beach registration, volunteer recruitment and coordination.
- Scott Mazzone, Quinault Indian Nation Shellfish and Marine Biologist: primary contact for Quinault Indian Nation; coordinates CoastSavers cleanups on the Quinault Reservation.
- Wendy Murry, Grassroots Garbage Gang: represents the Long Beach Peninsula volunteer-led efforts.
- Sara Grant, Outreach and Projects Coordinator, Pacific Coast Shellfish Growers Association
- Lisa Chissus, WA Executive Director of Pacific Northwest Four Wheel Drive Association.
- Rich Osborne, UW Olympic Natural Resource Center

Other partners include NOAA Marine Debris Program, the Makah Tribe, Hoh Tribe, Quileute Tribe, Grays Harbor County, City of Ocean Shores, Seabrook Community Association, and Joyce Depot Museum.

7. Geographic Area: Over fifty beach segments/locations from the Columbia River to Cape Flattery plus over a dozen beaches on the Strait of Juan de Fuca east to Port Townsend will be addressed with beach cleanups. Volunteers will be recruited to remove marine debris from approximately 70% of the outer coast (estimated that 30% of this project area is not conducive to volunteer powered cleanups). Volunteers are recruited from throughout the Puget Sound area and Olympic Peninsula, and our proposed outreach materials will reach this broader audience.

8. Permits: No permits are required to conduct the beach cleanups as most of the shoreline is public lands. In advance of each cleanup event, permission for volunteer access is confirmed from landowners and managers, including Olympic National Park, Washington State Parks, Quinault Indian Nation, Hoh Tribe, Quileute Tribe, and Makah Tribe. Public health considerations, such as COVID, may restrict beach segments addressed with each event.

9. Project Narrative (up to 5 pages not including attachments):

a) **Abstract:**

Funding from the NPC MRC will be used to support the costs of rebuilding the CoastSavers online registration system and expanding our outreach materials. The updated registration system will help to streamline communication between CoastSavers and volunteers, resulting in a more user-friendly volunteer experience and enhanced recruitment for our multiple coast-wide cleanups. The expanded outreach materials, including a mini-documentary and a StoryMap, will engage the public on the issue of marine debris and the CoastSavers mission of keeping Washington's beaches clean.

b) **Background and Context:**

Washington CoastSavers was formed in 2007 to continue coordination of volunteer groups and individuals that had been cleaning up Washington's Pacific Coast as far back as 1971. Our signature annual event, the Washington Coast Cleanup (WCC), started as a series of independent beach cleanups held every April in celebration of Earth Day. Today under CoastSavers coordination, an average of over 1,300 volunteers participate in this cleanup and remove more than 34,000 pounds of marine debris each April.

In September 2013, Washington CoastSavers began coordinating volunteers for the International Coastal Cleanup (ICC) held each September. Together, the WCC and ICC coordinated by Washington CoastSavers engage more than 2,000 volunteers annually to

remove as much as 100,000 pounds of marine debris from Washington's Pacific coast each year.

In 2021, Washington CoastSavers, in collaboration with the National Marine Sanctuary Foundation (the Foundation), Net Your Problem, and the Ocean Legacy Foundation received a NOAA Marine Debris grant to support six cleanup events over the next two years and aid in the prevention of marine debris on Washington's outer coast. Introducing new partners Net Your Problem LLC and the Ocean Legacy Foundation to CoastSavers operations will support optimized recycling of the collected material and use of recycled plastic in a novel way to produce a product, demonstrating this material's value to manufacturers.

With NOAA grant funding, a new relationship between the Foundation and WCCA is being established with a new program coordinator in place and the WCCA assuming control of the CoastSavers website and on-line registration process (formerly managed by the Foundation). Website revisions enacted in the 2019-2021 timeframe made the online registration process less user friendly, and less useful for volunteer management and data extraction by the CoastSavers coordinator. To continue our legacy of coordinated beach cleanups, Washington CoastSavers needs to revise its website and is seeking opportunities for expansion in volunteer engagement and public outreach efforts.

The website revisions will focus on cleanup registration. Under recent management, the online registration portal is awkward to use and has an unpleasant focus on fundraising. The new registration process will capture volunteer information, create automated, editable email responses to registrants, and allow site coordinators to access site-specific registration data.

The other two proposed deliverables focus on education and outreach. A mini-documentary will be created to educate the public on CoastSavers' mission of keeping Washington's beaches clean. This documentary will follow the journey of a piece of marine debris from its collection at one of our coastal cleanups through its end-of-life. For example, a piece of polypropylene yellow rope used in oyster aquaculture may be removed from the beach during a cleanup; the mini-documentary would then follow the rope from the beach to one of our debris sorting and recycling stations, and then to British Columbia where it will be turned into a reusable crab gauge for fishermen.

The second of our two education and outreach projects is a StoryMap featuring a number of CoastSavers coastal cleanup locations. This multimedia storytelling tool will integrate maps, legends, text, photos, and videos into a functional, streamlined experience to help audiences explore our mission on Washington's Pacific coast. The goal of this product will be to engage our audiences with narratives from our site stewards and volunteers while bringing our educational resources on the effects of marine debris on Washington's coastal environment to an easily shareable digital platform.

The Washington CoastSavers program has consistently proved itself to be a good steward of grants awarded by the coastal MRCs, and we would like to continue this productive partnership into the future while finding new ways to grow the impact of our cleanup efforts.

c) **Benchmarks:**

Funding Washington CoastSavers' revised website for volunteer engagement and expanded public outreach efforts will help North Pacific Coast MRC reach all of their benchmarks:

We believe that revitalizing our website's registration system to improve volunteer engagement and retention will help maintain or even expand the scale and efficacy of our beach cleanup programs. This will benefit **Marine Habitats**, as beach cleanups help protect marine and coastal habitats from the deleterious effects of plastic and other debris on ecosystem health. By removing trash, our volunteers help restore marine habitats to a more natural state. Those efforts to remove trash from beaches will also support **Marine Life**, as ocean debris endangers many animals either by ingestion, starvation, or entanglement. All marine life relies on clean oceans and beaches to thrive.

Washington CoastSavers supports **Sound Science** by encouraging volunteers to document the types and amount of debris collected. Under the NOAA grant starting in Spring 2022, CoastSavers will be piloting the use of data cards developed by the Ocean Legacy Foundation to standardize data collection among those engaged in remote cleanups. The data collected will be shared with the West Coast Marine Debris Database, NOAA's Marine Debris Program, and the Ocean Conservancy.

Our two proposed outreach projects aim to expand Washington CoastSavers' **Education and Outreach** presence on digital platforms— making it possible to engage more deeply with a worldwide audience. The mini-documentary following the life cycle of a piece of marine debris will also support **Marine Water Quality** by promoting prevention messaging about reducing plastic pollution and reducing contaminants by removing debris from the beach before it breaks up into smaller pieces. The proposed StoryMap will not only function as an educational tool, but will also support **Coastal Communities** by showcasing unique values of different cleanup locations and their surrounding communities. The StoryMap will encourage the public to visit communities and beaches they may not have been to otherwise, while centering the narratives on local site stewards and volunteers.

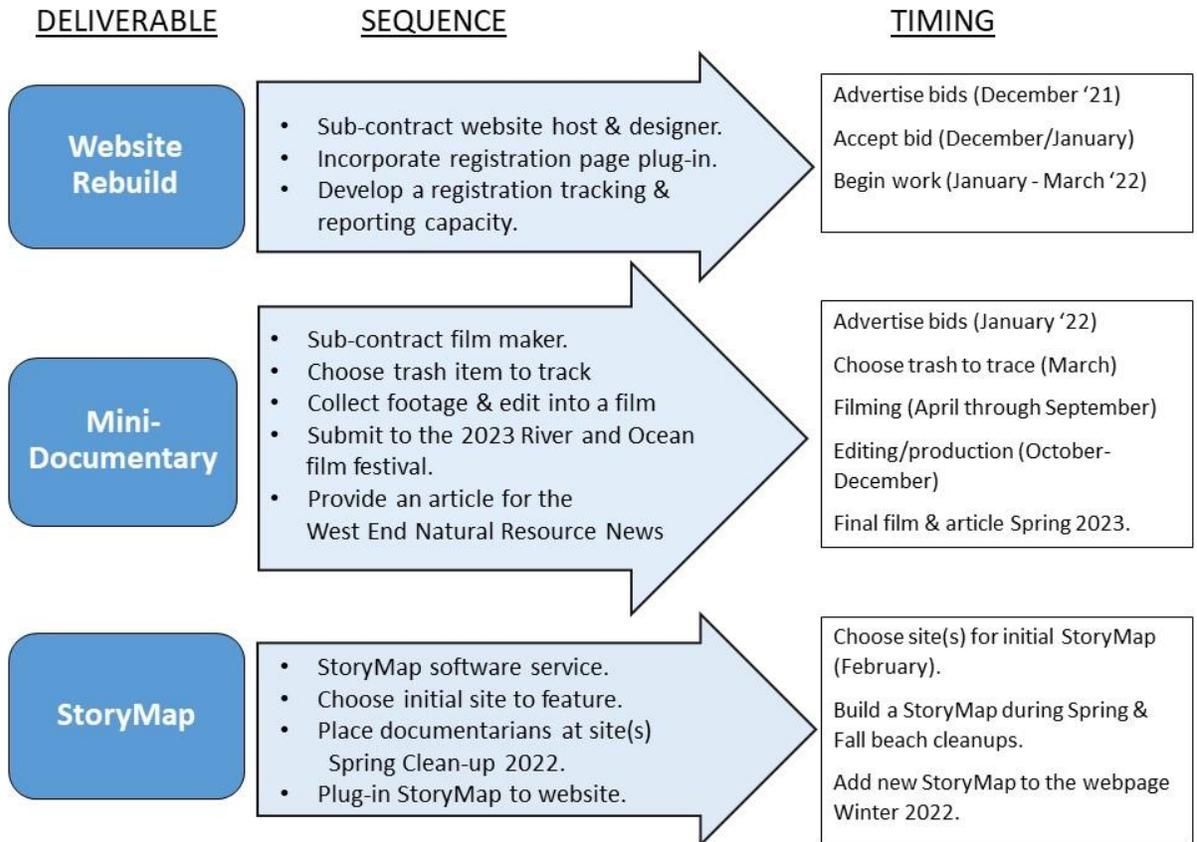
d) **Objective(s):**

The objective of rebuilding the CoastSavers website registration tool is to create a streamlined, user-friendly volunteer registration process for cleanup events. We anticipate

that an updated system will streamline communication between CoastSavers and volunteers, with the intended outcome of increased volunteer recruitment and retention. Our goal is to have a web system that is readily managed by the CoastSavers coordinator without continued reliance on professional web services.

The objective of both the mini-documentary and the StoryMap is to expand our education and outreach efforts. Enhancing our digital presence will broaden our audience and create more awareness of our programs. These proposed projects are intended to support our overall mission of engaging the citizens of Washington State in marine conservation and to actively address the issues of plastic pollution and marine debris.

e) **Timeline**



f) Methods

Professional web design services will be required to modify and upgrade the CoastSavers website and volunteer registration system. Publicly available web design software will be used.

For the documentary, professional videography services will be contracted to develop the narrative, create audio and visual content, and provide editing services, with input and guidance from the CoastSavers Steering Committee and Coordinator as needed.

The StoryMap will require the professional services of someone fluent in ESRI StoryMap development, with possible professional photography services to acquire quality imagery to insert in the map. The Coordinator and wider Steering Committee can guide said contractor(s) to the appropriate site coordinators and volunteers to compile information on the beaches to be spotlighted in the StoryMap. The final product will be publicly available and hosted in a way that will allow CoastSavers to modify and edit the map over time.

g) Extent or Impact:

With the help of an anticipated 2,000 volunteers annually, Washington CoastSavers events will clean approximately 150 miles of beaches in Jefferson and Clallam counties alone. Not only will beaches be cleaner after these events, but volunteers will have a positive environmental stewardship experience that may affect their long-term perspective and behaviors. The projects outlined above are all intended to increase our impact in the hope of creating and sustaining real change in the amount of plastic pollution and marine debris originating from local sources and stewardship efforts required to maintain Washington's beautiful and valuable coastal ecosystems.

h) Indicate if there are plans to continue the project into the future:

Although the proposed projects only require one-time funding, the completed products will be highly durable digital tools that last long into the future. Since its inception in 2007, Washington CoastSavers has proved itself to be a sustainable and effective program with support from a variety of funding sources, including the North Pacific Coast and Grays Harbor MRCs as well as other grants and private donations. Our beach cleanups and outreach programs will continue as long as volunteers remain passionate about protecting Washington's coast.

10. Project Budget (Please use the budget template provided in Appendix C).* Include the following categories:

APPENDIX C
Estimated Budget Template and Instructions

Category	Detail	MRC Request	Matching Contribution (not required)	Total
Salaries and Benefits or hourly wages	CoastSavers Coordinator - oversight of web revisions (3h@\$30/h)	\$90	\$210	\$1500
	CoastSavers Coordinator - Mini-documentary (20h@\$30/h)	\$600		
	CoastSavers Coordinator - StoryMap (10h@\$30/h)	\$300	\$300	
Contracted services	Web designer - 46 hours@\$75/hr	\$3,500		\$9,000
	Filmmaker (mini-documentary)	\$4,000		
	StoryMap - 20 hrs @ \$75/hr	\$1,500		
Indirect expenses <i>(itemized.)</i>				
Matches	Image curation by volunteers, \$25/Hr for 12 volunteer hours	0	\$300	
Other		0		
Totals		\$9990	\$810	\$10,800

