



COASTAL
WATERSHED
COUNCIL

Annual Report
2015



Twenty years of preserving and protecting coastal watersheds through community stewardship, education and monitoring

Dear Friends,

It's been twenty years since the Coastal Watershed Council (CWC) first performed water quality monitoring in Santa Cruz County. And now, twenty years later, some of our original volunteers are bringing their kids to test water quality. More of us are paying more attention to our water supply and to water quality – one positive of this prolonged drought – and we're learning more about what we can do, individually and together, to address these serious challenges.

I'm excited that in the last year we expanded our summer camps for disadvantaged youth to a year-round program. We've also proven, with partners, that bacteria in the lower San Lorenzo River are mostly related to birds, not humans. That information will help us solve the problem rather than simply studying it. Most importantly, CWC has shown leadership in convening key partners working on the San Lorenzo River. Collectively, our community is engaged in a more positive, hopeful conversation about the river.

That's a key shift as we work to **reconnect a healthy watershed to a vibrant community**. As we work on that together, the benefits for our community go far beyond water or the environment. We're creating the capacity in this community to remain in challenging conversation and move forward – so that Santa Cruz can fulfill even more of its potential, as a rewarding, magical place to live, work and play.

Thank you for driving this positive community change! We pause briefly to reflect upon and celebrate the year's triumphs and lessons and then race ahead for more impact that matters to all of us. I'm deeply grateful for the opportunity to play a key role in this work, and to you, because you're making it possible as a member of the CWC family. Onward and upward we go, together!

With gratitude,



A handwritten signature in black ink that reads "Greg Pepping".

Greg Pepping
Executive Director
Coastal Watershed Council



CWC staff pictured on left: Stewardship Coordinator Laurie Egan (top), Monitoring Coordinator Debie Chirco-Macdonald (middle, bottom)

Thank You!

The Coastal Watershed Council thanks all of our partners, dedicated volunteers, generous members and amazing supporters for another successful year.

We share a special thank you to Leadership Circle members, who have given \$1,000 or more each year. These donors choose to lead the way by investing in a healthy San Lorenzo watershed connected to a vibrant community.

To see a full list of CWC members visit www.coastal-watershed.org.

Guardian \$1,000+

Drew & Edith Meyer
Ow Family Properties
Josh Fodor, Ecological Concerns, Inc.
CWC Executive Director Greg Pepping
Jaimi Ellison, Santa Cruz Core Fitness + Rehab
Robert N. and Florence Slinger Fund, Stocker Family Fund and
Craig L. & Harriet Isom Miller Fund at
Community Foundation Santa Cruz County
CWC Board Members Susan O'Hara, Lance Wexler, Tim Carson
Randy Widera, Greg Larson, Pam Strayer and families
Monterey Bay Aquarium Research Institute
Mark Mesiti-Miller and Donna Murphy
Cliff Hodges, Adventure Out LLC
Pacific Gas & Electric Company
John Deere Foundation
Hula's Island Grill
Jeff Pepping

Visionary \$45,000+

Agriculture and Land-Based
Training Association
Helen and Will Webster Foundation
County of Santa Cruz
City of Santa Cruz
City of Capitola

Change-maker \$10,000+

Santa Cruz Beach Boardwalk
Monterey Peninsula
Foundation
Plantronics, Inc.

Trail-blazer \$5,000+

Devcon Construction, Inc.
100 Women Who Care
Rotary Club of Santa Cruz
Patagonia Outlet
Santa Cruz



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Board Chair
Civil Engineer & Policy
Analyst,
City of Santa Cruz



Crystal Birns
Board Vice Chair
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Assistance Manager,
Arts Council Santa Cruz
County



Tim Carson
Board Secretary
Project Manager,
Regional Water
Management
Foundation, Community
Foundation Santa Cruz
County

2015 Board of Directors



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Board Treasurer
Financial Advisor,
Nexus Wealth Advisors



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Executive Director,
Coastal Watershed
Council



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Former Mayor & City
Councilmember,
City of Santa Cruz



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Leader and Labor
Negotiator



Greg Larson
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Planning Director,
City of Los Gatos



Randy Widera
Principal,
RW Widera Nonprofit
Consulting



Pamela Strayer
Senior VP and Chief
Financial Officer,
Plantronics, Inc.



J.M. Brown
Communications
Strategist,
Miller Maxfield, Inc.

The San Lorenzo River is Cleaner Than You Might Think

Bacteria are everywhere – in the environment and in our bodies. Many of them are beneficial; some not so much. The San Lorenzo River has historically had high levels of fecal indicator bacteria, but how much of that is due to human sources? The Coastal Watershed Council and partners in the San Lorenzo River Alliance released a technical memo in June 2015 indicating little to no human contribution to bacteria levels in the lower San Lorenzo River.

Results from six months of testing from May to October 2014 showed that bacteria associated with human sewage was rarely if ever present. Additional testing is warranted to verify these results under varying conditions, but the findings represent a challenge to the notion held by many that the river and watershed supplying two-thirds of Santa Cruz's drinking water are badly polluted.

The Alliance's ongoing efforts include source identification and control and reduction of bacterial contaminants, with an emphasis on human and other anthropogenic sources that are deemed to be controllable.

The goal is to eliminate human bacteria inputs to the river. This ongoing effort is another example of Alliance members working together to improve the San Lorenzo River.



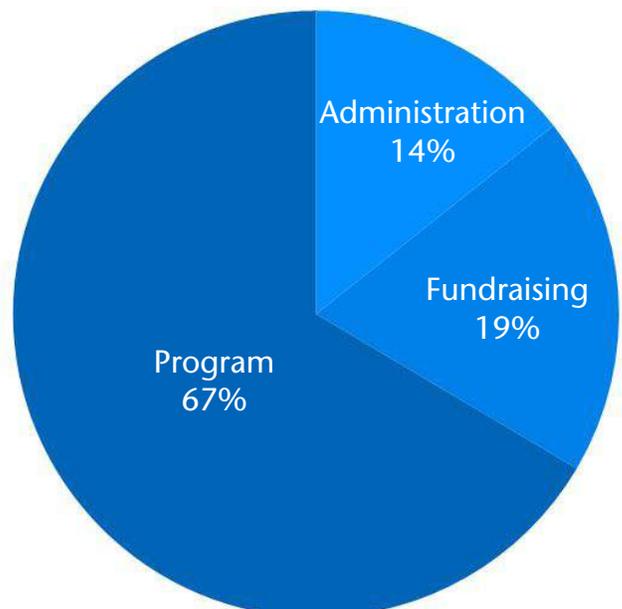
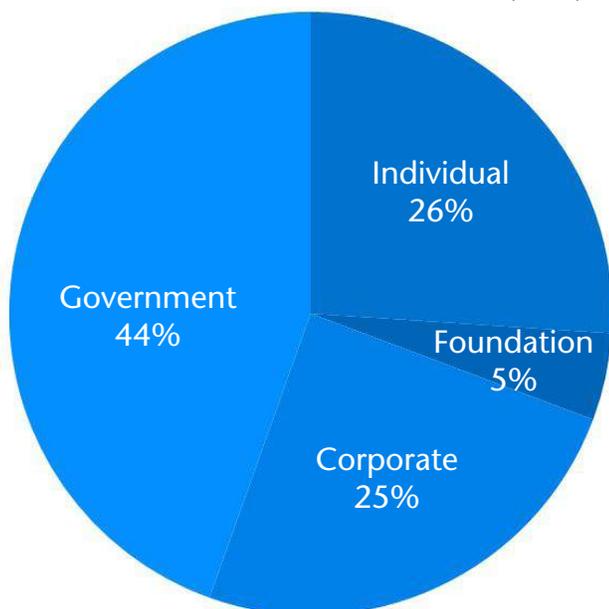
When organizations work collaboratively, we can learn more than would be possible with a piecemeal approach. That's what the San Lorenzo River Alliance is about.



Financial Report for July 1, 2014 through June 30, 2015

REVENUE	\$409,961 Total
Individual Contributions	\$106,768 (26%)
Foundation Contributions	\$19,168 (5%)
Corporate Contributions	\$101,408 (25%)
Government Grants & Contracts	\$182,617 (44%)

EXPENSES	\$385,879 Total
Administration	\$55,335 (14%)
Fundraising	\$73,966 (19%)
Program	\$256,578 (67%)



Meander

As part of the Coastal Watershed Council's bold commitment to spark meaningful change for the San Lorenzo River, we hosted Meander, a first-ever benefit dinner on the banks of the San Lorenzo River in June 2015. This special event showed Santa Cruz what is possible for the San Lorenzo River. It was a magical evening that inspired us all thanks to a creative team including Kendra Baker of the Glass Jar, Timerie Gordon of Nielsen Studios and Karissa Paxton of Coastside Couture. Many thanks to sponsors Plantronics, Inc., Santa Cruz Beach Boardwalk, Devcon Construction, Inc. and Pacific Gas & Electric Company.



"I first became involved with CWC by attending monthly water tours. I loved learning about local river history, ecology and the thriving amount of nature we have here. The passion and love that was shown by tour leaders who work every day to protect our natural world was inspiring. It made me want to become active and do my part to help protect and preserve our natural world.



Sean Crawford
CWC Volunteer of the Year

I am finishing up college coursework in Park Management and Geography, a major that fits well with my passion for the outdoors. I started volunteering at events with CWC to help promote watershed stewardship and to share news about the San Lorenzo River Alliance. I also worked with CWC to remove invasive species along the San Lorenzo River.

My work with CWC helped me get a job with the Santa Cruz City Parks and Recreation Department where I now work to clean up and protect habitat along the San Lorenzo River and Branciforte Creek. My goal is to become a Park Ranger and do more work to help protect and serve our natural world and help the public enjoy it as much as I do."



Josh Fodor
Founding Member, CWC Leadership Circle

"My passion for local ecology and community drew me to CWC in 1996 as a donor, volunteer and eventually as a board member from 2004-2007. I'm a firm believer in the idea that healthy lands create healthy people who, in turn, create healthy communities.

For almost three decades, my passion for local ecology has shown through my native plant nursery Central Coast Wilds' mission: to nurture ecological relationships, cultivate community partnership and build sustainable business practices in order to protect and restore biological diversity. Once the nursery was well-established I used my knowledge of horticulture and observations of the growing community to start Ecological Concerns Incorporated, a habitat restoration consultancy and ecological landscape contracting firm.

I joined the CWC Leadership Circle to further my commitment to habitat restoration along the Central Coast and contribute to restoration efforts on the San Lorenzo River. I'm proud to support an organization working for healthy watersheds and healthy communities in Santa Cruz for my business, our team of 40 employees and my family."



COASTAL-WATERSHED.ORG
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Thanks
for being a
supporter!

92,000

Santa Cruz area water users relying on the San Lorenzo River for clean drinking water

3,334

students taught by Coastal Watershed Council staff from Boulder Creek to Beach Flats

964

data points collected for the San Lorenzo River by Coastal Watershed Council staff and volunteers

13

partner organizations in the San Lorenzo River Alliance

1

You. And people just like you. Each individual who has committed their time, money and ideas to revitalizing the San Lorenzo River. It's happening.



The Coastal Watershed Council founded the San Lorenzo River Alliance to create a healthy watershed connected to a vibrant Santa Cruz community.



**SAN LORENZO
RIVER ALLIANCE**