The logo for the Coastal Watershed Council is contained within a white oval with a green border, set against a blue circular background. The text "COASTAL WATERSHED COUNCIL" is displayed in a serif font, with "WATERSHED" in a larger, blue font and "COASTAL" and "COUNCIL" in a smaller, green font. A blue water droplet icon is positioned to the left of the word "WATERSHED".

COASTAL
WATERSHED
COUNCIL

Annual Report
2016



Community Stewardship: Adopt A Parklet

People like you are making a difference. In partnership with local civic groups and businesses, CWC is removing invasive species, planting water-wise natives and beautifying the Santa Cruz Riverwalk — the urban park along the lower San Lorenzo River. Pictured here is the Rotary Club of Santa Cruz, who planted California fuchsia that attracts pollinators and toyon that provides food for birds and bugs. Thank you to all those who have adopted parklets, including the Rotary Club of Santa Cruz, Plantronics and Ecological Concerns, Inc., for your committed work and partnership.



Water Quality Monitoring: Science Driving Policy



We're driven by data. Together with nonprofits, local agency staff and citizen scientists, CWC gathers scientifically valid data. With local experts as partners we use this information to make data-driven decisions to improve the water quality of local rivers, creeks and the Monterey Bay. In the last year we've used water quality monitoring results to identify the top San Lorenzo River bacteria sources and we've prioritized the top 20 best management practices to address them. Some of these solutions are refinements to municipal operations, others involve policy adjustments and some are solutions each of us can implement at home, work and school.

Education: Empowering Youth Now

Too often, environmental education programs prepare youth only for tomorrow's world. CWC is **empowering youth to take action today** through our unique and inspiring program Watershed Rangers. In the last year we collaborated with 2,431 students, teachers and school administrators to develop this curriculum that meets state science standards, the needs of local schools and empowers and inspires the next generation of local leaders. By taking action today, students are learning that they can be leaders, change-makers and influencers — right now.



Thank
you!

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

We share a special thank you with Leadership Circle members, who have given \$1,000 or more this year.

CWC donors like you are driving meaningful change for the Coastal Watershed Council, a healthy San Lorenzo River watershed, the next generation of environmental leaders and your community.

\$50,000+

City of Santa Cruz
City of Capitola
County of Santa Cruz
Helen and Wil Webster
Foundation

\$10,000+

Community Foundation of
Santa Cruz County (CFSCC)
The David and Lucile Packard
Foundation
Monterey Peninsula Foundation
Plantronics, Inc.
Rose Foundation for
Communities and the
Environment
Santa Cruz Beach Boardwalk
Sereno Group Santa Cruz

\$5,000+

Agriculture and Land-Based
Training Association
Rotary Club of Santa Cruz
SC Riverfront, LLC

\$1,000+

Abbott Square Market
Arts Council Santa Cruz County
Marilyn Calciano
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Crystal Birns, Tim Carson, J.M.
Brown, Greg Larson, Stuart
White, Randy Widera and CWC
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Pamela Strayer
Woutje Swets
Jim and Ginger Tolonen
Grace Voss
Jim and Carol Weisenstein

Read supporter
stories and see a full list
of CWC members online:
coastal-watershed.org



Jula Pethes

CWC Volunteer
of the Year

"Growing up in Bonn, Germany, taking a stroll on the riverbank or riding the ferry across the river was simply a part of life. Upon graduating high school, I had the chance to visit Santa Cruz and during this time, I wanted to try something new and maybe get an idea of a possible career. When I saw how CWC was revitalizing the San Lorenzo River - a river that's not simply a part of life for Santa Cruzans like my hometown river was for me - I knew I wanted to help.

With CWC I measured water quality in the San Lorenzo River watershed and worked with the resulting monitoring data. I reached out to the community at events like Open Streets Santa Cruz when I taught kids to use a microscope to identify water insects called benthic macroinvertebrates. What was most meaningful to me was inspiring the next generation of watershed stewards, visiting schools and engaging students in watershed protection. I even got some teaching experience - and enjoyed it a lot! I am now seriously considering becoming a teacher. On top of that, my work with CWC taught me each of us can truly make a difference!"



Susan O'Hara
Board Chair
 Civil Engineer & Policy Analyst,
 City of Santa Cruz



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



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

**2015 - 2016
 Board of Directors**



Lance Wexler
Board Treasurer
 Financial Advisor,
 Nexus Wealth Advisors



Greg Pepping
 Executive Director,
 Coastal Watershed Council



Hilary Bryant
 CMO & Co-Founder,
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Mike Rotkin
 Retired Educator, Civic Leader and Labor Negotiator



Greg Larson
 Advisor, Facilitator and Director
 Public Service Consulting



Randy Widera
 Principal,
 RW Widera Nonprofit Consulting



Stuart White
 Senior Director Tax & Treasury,
 Plantronics, Inc.

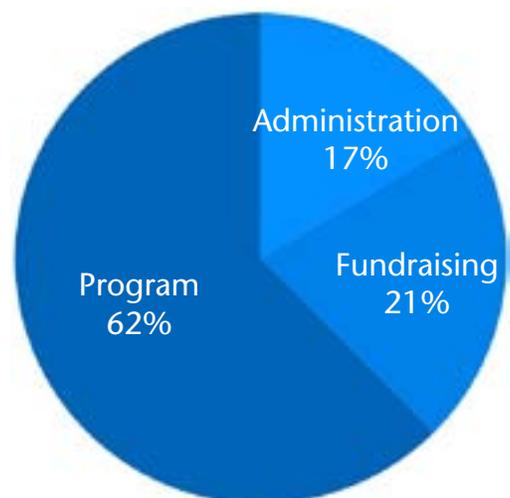
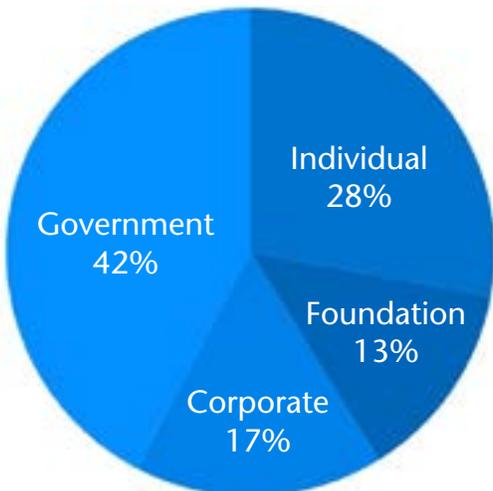


J.M. Brown
 Communications Strategist,
 Miller Maxfield, Inc.

Financial Report for July 1, 2015 through June 30, 2016

REVENUE	\$455,626 Total
Individual Contributions	\$127,170 (28%)
Foundation Contributions	\$60,460 (13%)
Corporate Contributions	\$75,056 (17%)
Government Grants & Contracts	\$192,940 (42%)

EXPENSES	\$424,326 Total
Administration	\$69,979 (17%)
Fundraising Program	\$89,381 (21%)
	\$264,966 (62%)



1



COASTAL-WATERSHED.ORG

*Preserving and protecting
our coastal watersheds*

Dear Friends and River Revelers,

What a gratifying year we've had at CWC. I'm proud that we're working at a scale of **impact** we have never reached before now. That's all because of you – whether you're a CWC volunteer, donor, partner or community supporter. Thank you!

In the last year we've grown our environmental education program, Watershed Rangers, to incorporate **leadership development so that youth feel empowered** to take action today. The impacts of this program extend well beyond the environment as Santa Cruz County youth feel empowered to take on any challenge that comes their way.

We've continued our **collaborative approach to improve water quality**, with long-standing First Flush, Urban Watch and Snapshot Day citizen science work and completing a second year of monitoring San Lorenzo River bacteria sources. Each program generates scientifically valid data so we can all implement best management practices to improve river health.

You've helped launch new projects like Adopt A Parklet where organizations commit to beautifying, enhancing and stewarding their own piece of the Santa Cruz Riverwalk; and many of you joined us for River Health Days, where we removed invasive species from the river's banks and planted native species as an investment in a **thriving river ecosystem**.

Education, monitoring and stewardship are the pillars of our work as we reconnect a healthy watershed to a vibrant community. CWC builds on our 21 year history while innovating and collaborating with diverse community partners to achieve lasting, **sustainable results** for local watersheds.

We pause at this time of year to reflect upon and celebrate the year's success and lessons – and then dive right back in for more impact that matters to all of your and our community. I'm deeply grateful for the opportunity to play a key role in this work and to grateful to you, because you make it possible, every bit of it. **Thank you.**

With gratitude,

Greg Pepping
Executive Director
Coastal Watershed Council



2



3



4



CWC events and programs pictured on left: 1: Riverwalk cleanup with the Emerging Leaders Circle 2: San Lorenzo River monitoring volunteers 3: Watershed Rangers at Santa Cruz City School District - Branciforte Middle School 4: Attendees of Meander 2016



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(831) 464-9200

Tax ID: 68-0368798



As part of the Coastal Watershed Council's bold commitment to spark meaningful change along the San Lorenzo River, we hosted Meander, a benefit dinner on the banks of the river. 200 attendees were re-introduced to this breathtaking natural resource that anchors our town in so many ways. We asked attendees to **make a promise** to themselves to contribute to this work in a personally meaningful way. Now, it's your turn. Fill in the blanks below, or try it Mad-Lib style with a friend!

Mad-Lib directions: 1) Find a friend 2) Without letting them see the paragraph, prompt friend to name a word for each part of speech specified for each blank. 3) Fill in blanks and read pledge

I pledge to _____ (*action verb*) the San Lorenzo River. I know that this _____ (*adjective*) river provides so much to our _____ (*noun*) including _____ (*adjective*) drinking water, a greenspace for _____ (*plural noun*) to gather in the heart of downtown Santa Cruz and critical habitat for _____ (*animal*) and _____ (*animal*). I know that we, like so many other _____ (*plural noun*), can have a river that we can be proud of. That's why I commit to _____ (*action verb*) for the San Lorenzo River, for my community and for me.

Meander



Thank you to presenting sponsors:

plantronics



and many thanks to the creative team:

Kendra Baker of The Glass Jar
Timmerie Gordon of Nielsen Architects
CWC Staff and Board