COASTAL WATERSHED COUNCIL

Annual Report 2017

COASTAL WATERSHED COUNCIL

COASTAL-WATERSHED.ORG

Preserving and protecting our coastal watersheds

Dear Friends and River Revelers,

What a difference you have made in your community this year! You have contributed your time, energy, donations and ideas towards a healthier, cleaner, safer and more vibrant San Lorenzo River, for everyone. You've worked alongside the Coastal Watershed Council (CWC) and partners to begin a transformational shift in the way your community connects to your river. **Thank you!**

I'm proud of how many of you supported the Watershed Rangers service learning program. Imagine how powerful it is for youth to find their voice, to **build a personal connection to nature** and to realize that they can make a difference, not someday in the distant future, but today! You made that happen for 943 youth who were sworn in as Rangers after learning about local rivers and taking steps to protect local watersheds at school and at home. Overall last year, **CWC inspired 3,452 youth** through a variety of environmental education settings. These youth inspire us, and I'm so energized to see the shift from investing in youth for tomorrow, to **empowering them to take action today**.

Your support has also shifted the way we use data. With Water Quality Working Group partners from the City and County of Santa Cruz, Regional Water Quality Control Board and Surfrider Foundation, CWC has continued the careful scientific process of collecting and analyzing water quality data to determine what types of pollutants are affecting local waterways. Together we then selected and promoted **best practices that individuals can take** because, when we all know what we can do, each of us can make a difference. We're proud to be a part of this collaboration of diverse stakeholders **using science to drive stewardship and collective action**.

Three years ago CWC realized that as a powerful but small organization, the best way to create impact was to focus – and for us that meant dedicating much of our attention to the San Lorenzo River. This re-focusing has paid off in multiple ways, including in volunteer and donor commitments and most importantly, in increased attention on the river throughout the community. This year CWC's Board of Directors and stakeholders began our **next phase of strategy development**, deciding to double down on the San Lorenzo River, particularly the lower river. Having this sharp focus allows for more strategic implementation of activities to improve the health of the San Lorenzo River and surrounding parks and as a result, create greater impact for your river.

Every day, Santa Cruz is shifting the way we see the river, from a problem to solve to an opportunity for enhanced habitat, public safety and **community pride**. We're shifting from seeing the Santa Cruz Riverwalk as a back alley to cherishing it as part of our front yard. I'm proud of those shifts and proud to include you as a partner on this journey. I hope you feel proud too. Thank you.

With gratitude,

Greg Pepping
Executive Director
Coastal Watershed Council

943 Watershed Rangers Sworn In

To become a sworn Watershed Ranger is no small feat. First, you explore your watershed, learning how you rely on and impact it. Then, you audit your school campus, conduct scientific tests at your local creek or build an engineering model. With your newfound knowledge, you take action, discussing with your classmates how you'll make a difference. Finally, you pledge to continue to explore your local environment and share with others what you know. A total of 943 youth completed this rigorous program alongside CWC educators this year and proudly earned their Watershed Ranger badge. You might've even heard the message of Watershed Rangers. One cohort of Watershed Rangers chose to create a public service announcement describing the top ten ways you can protect the San Lorenzo River that aired on a local radio station.

Over 17,000 Residents Reached

For over two decades, CWC has been a leader in improving water quality in Santa Cruz County. In 2013, CWC launched the Water Quality Working Group, uniting municipal and nonprofit partners to develop a collaborative approach to reducing bacteria in the San Lorenzo River. Water quality monitoring data developed by the Working Group has identified top bacteria sources in our community. This spring, CWC and the City of Santa Cruz launched a campaign reaching over 17,000 people, promoting the following actions to address bacteria sources: 1) keep street gutters dry, 2) inspect and repair leaks in private sewer laterals and 3) always pick up pet waste. Every person and every action makes a difference in improving water quality in the San Lorenzo River. That includes you! Thank you for your efforts.

1,645 Square Feet of Invasives Removed

River Health Days are more than just river restoration volunteer days. At these community events, teams of volunteers from diverse backgrounds unite in a common goal: improving the habitat of the lower San Lorenzo River. They learn from native plant experts and CWC staff about the riparian ecosystem, they develop a deeper appreciation for the river and they build connections with new friends and neighbors. Together volunteers like you remove invasive plants, pick up trash and pet waste and plant native species. Last year, River Health Days engaged 61 volunteers over four events to remove 1,645 square feet of ice plant from the lower river and planted perennial, native wildflowers in their place.

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 to Leadership Circle members, who have given $1,000 or more this year.

It's CWC donors like you that are driving meaningful change for the San Lorenzo River, for the next generation of environmental leaders and for your community. Thank you!

$50,000+
City of Capitola
City of Santa Cruz
County of Santa Cruz
Helen and Will Webster Foundation
The David and Lucile Packard Foundation

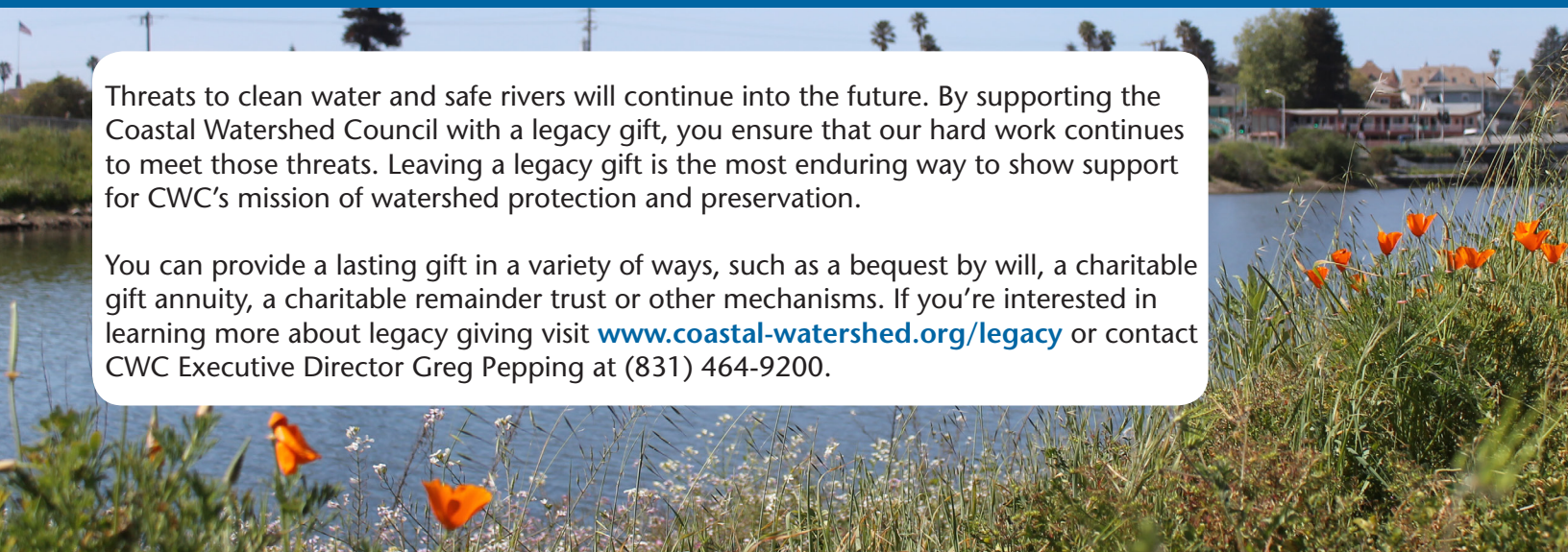
$10,000+
Community Foundation of Santa Cruz County (CFSCC)
Monterey Peninsula Foundation
Plantronics, Inc.
Rose Foundation for Communities and the Environment
Santa Cruz Beach Boardwalk

$5,000+
Bonnie Keet
Pacific Gas & Electric Company
Patagonia.com & Patagonia, Inc.
productOps
Rotary Club of Santa Cruz
SC Riverfront, LLC
The Holland Sustainability Project Trust, James Weisenstein Trustee
Whole Foods Market

$1,000+
Arts Council Santa Cruz County
Balance Hydrologics, Inc.
Bud and Rebecca Colligan
Cathy Schlumbrecht
Clif Bar Family Foundation
Cliff Hodges of Adventure Out, LLC
CWC Board Members Greg Larson, Tim Carson, Drew Meyer, Stuart White, Randy Widera, Gail Evans, Greg Pepping and families
Dee and Mark Tannenbaum
Doug and Robin Engfer
Grace Voss
Ian McRae of Hula's Island Grill
Jack O'Neill
Jaimi Ellison of Santa Cruz Core Fitness + Rehab
Jeff and Leslie Pepping
John and Linda Burroughs
John Deere Foundation
Josh Fodor of Ecological Concerns, Inc.
Julia Sauer
Lighthouse Bank
Mark Mesiti-Miller and Donna Murphy
Mark Stephens of Mark Stephens Yoga
Ow Family Properties
Pamela Strayer
Patrice Boyle and Enda Brennan
Robert N. and Florence Slinger Fund @ CFSCC
Robert Stephens Nonendowed Donor Advised Fund @ CFSCC
San Lorenzo Valley Water District
Scott Joly of Thunderbird Real Estate
Sid Slatter of Slatter Construction
Stocker Family Fund @ CFSCC
Susie and Matt O'Hara
West Marine
Woutje Swets

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

Leave a lasting legacy of healthier watersheds, today and into the future...



Threats to clean water and safe rivers will continue into the future. By supporting the Coastal Watershed Council with a legacy gift, you ensure that our hard work continues to meet those threats. Leaving a legacy gift is the most enduring way to show support for CWC's mission of watershed protection and preservation.

You can provide a lasting gift in a variety of ways, such as a bequest by will, a charitable gift annuity, a charitable remainder trust or other mechanisms. If you're interested in learning more about legacy giving visit **www.coastal-watershed.org/legacy** or contact CWC Executive Director Greg Pepping at (831) 464-9200.

2016 - 2017 Board of Directors

Greg Larson
Board Chair
Advisor, Facilitator and Director
Public Service Consulting

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

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

Greg Pepping
Executive Director
Coastal Watershed Council

Hilary Bryant
CMO & Co-Founder
Buoy Labs, Inc.

Gail Evans
Retired Dean of Undergraduate Studies
San Francisco State University

Andrew Meyer
Head of Cloud Storage Product Marketing
Amazon Web Services

Mike Rotkin
Retired Educator, Civic Leader and Labor Negotiator

Cindy Rubin
Community Relations Consultant
Santa Clara Valley Open Space Authority

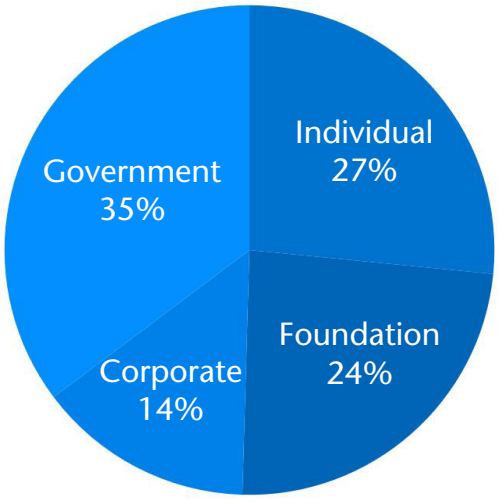
Randy Widera
Principal
Blue Oak Consulting

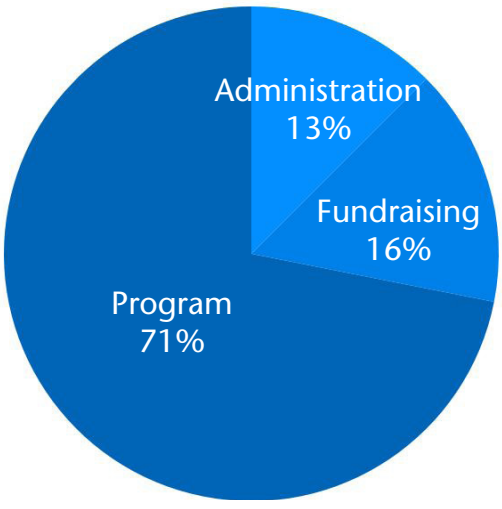
Financial Report for July 1, 2016 through June 30, 2017

Diversified revenues and positive net income ensure that the Coastal Watershed Council can serve the community as a strong and sustainable organization for generations to come.

REVENUE	$541,848 Total
Individual Contributions	$143,911 (27%)
Foundation Contributions	$129,512 (24%)
Corporate Contributions	$77,377 (14%)
Government Grants & Contracts	$191,048 (35%)

EXPENSES	$502,594 Total
Administration	$62,809 (13%)
Fundraising	$78,477 (16%)
Program	$361,308 (71%)





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COASTAL-WATERSHED.ORG
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(831) 464-9200
Tax ID: 68-0368798

Thanks for being a supporter!

Like you, CWC knows that revitalizing the San Lorenzo River truly takes a village. Every single day people are working hard to keep its waters clean, help fish and birds thrive, keep our community safe from floodwaters and maintain the parks surrounding the river. CWC would like to acknowledge the City of Santa Cruz for all that they've accomplished along the San Lorenzo River and Santa Cruz Riverwalk in the past year, including:

- Investing over $217,000 in public safety improvements along the Santa Cruz Riverwalk,
- Completing the five-mile Santa Cruz Riverwalk loop with the construction of the Branciforte Creek Bike/Pedestrian Bridge,
- Uniting over thirty change-makers for a Riverwalk Engagement Summit,
- Approving the creation of a River Coordinator position at the City, a top recommendation resulting from the summit,
- Preparing a city-wide ordinance requiring the inspection of private sewer laterals upon the sale of a home or business, preventing faulty sewer spills from contaminating the river,
- Maintaining the levees as floodwaters tested their strength during strong winter storms, and
- Investing in programming and events to reconnect people like you to the San Lorenzo River.

We're fortunate to have City leaders who listen. You've made your voice heard and City leadership has responded. Now, please join CWC in acknowledging and thanking the City of Santa Cruz for their ongoing commitment to a cleaner and healthier San Lorenzo River for everyone. Email citycouncil@cityofsantacruz.com with your thanks and appreciation today. You make a difference!

Thank you City of Santa Cruz for your investments in the San Lorenzo River and Santa Cruz Riverwalk!

Many city departments work hard to keep the San Lorenzo River and Santa Cruz Riverwalk clean, healthy and vibrant. Thanks to the City of Santa Cruz:

Mayor Cynthia Chase
Vice Mayor David Terrazas
City Councilmembers Chris Krohn, Cynthia Mathews, Martine Watkins, Richelle Noroyan and Sandy Brown
City Manager's Office
Economic Development Department
Parks and Recreation Department
Police Department
Public Works Department
Water Department