

State of San Francisco Bay 2011

Appendix L

STEWARDSHIP - Volunteer Effort

Technical Appendix

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Background and rationale: The success of local environmental conservation and restoration efforts relies in large part on public interest and involvement. Action by Bay Area residents to volunteer their time in local restoration activities is a direct expression of stewardship directed toward improving the health of the Bay. California's largest volunteer event is Coastal Cleanup Day, an annual event organized by the California Coastal Commission where volunteers collect debris from the state's marine environments, including the Bay Area's shoreline and waterways. The number of volunteers participating each year in the coastal cleanup event is presented in the State of the Bay report as an example indicator of volunteer effort.

Data sources: Data for this indicator was obtained from the California Coastal Commission, who maintain an electronic database of Coastal Cleanup Day results. The data can be viewed online at <http://www.coastal.ca.gov/publiced/ccd/ccd11.html>.

Methods and calculations: This indicator was measured as the total the number of volunteers participating in the Coastal Cleanup Day event in the nine-county region surrounding the San Francisco Bay (Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara, San Mateo, and San Francisco counties) for each year between 1998 and 2010.

Goals, targets, and reference conditions: The number of volunteers in 1998 is used as the reference condition, with the goal of increasing volunteer effort each year.

Results: Results are shown in Figure 1. Since 1998, Coastal Cleanup Day participation in the San Francisco Bay area has nearly doubled.

Summary: Volunteer participation in stewardship activities, as represented by Coastal Cleanup Day, has increased in the last decade. The interest shown by Bay Area residents in volunteering their time to take part in stewardship activities is an important outcome of public outreach and education. Continued outreach and education efforts, combined with stewardship opportunities, will likely strengthen volunteer participation in the future, which will contribute to the ecological health of San Francisco Bay.

Figure 1. San Francisco Bay Area Coastal Cleanup Day Participation 1998 - 2010

