




February 9, 2017

To: Each Supervisor
From: Gary Jones, Director 
Subject: New Supervisorial District Programming

Caring for Your Coas

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Gary Jones
Director

Kerry Silverstrom
Chief Deputy

John Kelly
Deputy Director

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Deputy Director

I'm pleased to inform you of two new programs the Department of Beaches and Harbors (DBH) will be implementing to directly serve youth in each of your Supervisorial Districts. Our intent is to build on our already-existing programming to bring greater access to our beaches to an even wider array of youth, no matter where they live or their backgrounds. In furtherance of these efforts, specific to what we need from you at this point is merely designation of a point person from each of your staffs, who will help guide us in the planning and coordination process necessary to specifically serve youth from each of your Districts.

Our two programs in a nutshell are:

- (1) "District Days in the Marina" Program – We coordinate with the Los Angeles County Department of Parks and Recreation to bring youth from all parts of Los Angeles County each summer to experience a programmed day of water/beach activities in Marina del Rey. We intend now to take this program to the next level by working with each one of your Supervisorial Districts to implement "District Days in the Marina," targeting youth organizations and constituencies of your choosing. Our intent is to collaborate with your appointed point persons to identify your desired youth organization(s)/constituencies, which DBH will then work with to coordinate a Saturday or Sunday in the spring or fall of each year to bring out approximately 50 youth (grades 3 through 6) to participate in your particular District's "Day in the Marina" at Marina Beach. To the extent you would like to be present on your District's day, we would also work with your point person to identify a day that works for your calendar. We contemplate four modules, during which the children will be split into smaller groups and rotate between ocean safety/paddling, kayak and sailboat instructionals taught by the Fire Department's Ocean Lifeguards, as well as an educational module, which we are commencing discussions with other entities about now. We intend to initiate this program as early as this spring and anticipate being able to accommodate a minimum of five "District Days," one for each Supervisorial District, each fiscal year commencing in 2017-18. And, although only designated youth will be able to participate in the programming, chaperones/parents and other family members will be welcome to come along as well to enjoy a day at the beach.
- (2) "Trash Barrel Environmental Messaging" Campaign - This is a long-term campaign, inclusive of a contest similar to the County Public Library's Bookmark Contest, which we hope to launch on the beach by Summer 2019. Specific to our campaign, grade school children will be encouraged to enter into a contest to design environmental messaging for our trash barrels, which would be printed on wraps for our barrels, much as our public-private sponsorship program has wrapped advertising around the barrels during the last few decades. (Enclosed you will find an example of our trash barrel with ad signage.) As with the Public Library's Bookmark Contest, your offices will select the winners in your District (for our contest, two from each District, from each of two age groups: K-2 and 3-5), and these youth, along with their families, will be able to experience a celebration with all the other winners. Barrels with

their environmental messages affixed will also be on display throughout the year up and down the County's coastline on beaches DBH operates and maintains. You might also choose to recognize contest winners with a presentation at one of your Board meetings, as you do with the Public Library's Bookmark Contest winners.

The aim of this campaign is really two-fold:

- *Develop a Sense of Ownership of Our Beaches* - Our objective is to bring the beaches closer to home for our youth throughout the County and in all five Supervisorial Districts. It would give them both an opportunity to better engage with their current earth/ocean studies and a greater sense of ownership for the local beaches that we, LA County residents, are fortunate to have in such close proximity.
- *Environmental Education* - Another objective is to raise environmental/conservation/social awareness that these beaches and the Santa Monica Bay belong to everyone and all of us must care for them. With that in mind, we intend to include an educational component in connection with the contest, which we will be ferreting out in brainstorming sessions that we have just commenced with representatives from the Los Angeles County Office of Education, Public Library, Parks and Recreation, Arts Commission, and Public Works, as well as an Assistant Principal from an LAUSD school and a Community Engagement Coordinator with the Mountains Recreation and Conservation Authority. An added bonus is that these messages will also serve as public art on our public beaches!

As we define this education/messaging campaign, inclusive of the contest, we are working on finalizing an agreement we intend to bring to your Board for approval in the near future with our long-time trash barrel marketing sponsor, Adopt a Highway Maintenance Corporation (AHMC), pursuant to which we will be provided over the next two years a new and much-improved barrel that will be fabricated according to updated specifications we have dictated. In addition to these new barrels being better suited to our beach maintenance needs, they will also serve as a better "platform" than regular barrels for the environmental messaging that, again, we anticipate being able to launch in the summer of 2019. Additionally, via this agreement, we will be learning from AHMC how the wraps are fabricated, installed and then removed from the trash barrels.

We are excited about these new offerings and hope you will share in our enthusiasm. We remain dedicated to our core message of "Caring for Your Coast" in a meaningful way and equally committed to finding ways to bring greater access to our beaches for all communities throughout Los Angeles County. Thank you for your anticipated partnership with us in these two efforts in the coming years.

GJ:ks
Attachment (1)

c: Each Chief of Staff/Chief Deputy
Each Department Deputy