

**IN RECOGNITION OF  
THE PACIFICA BEACH COALITION**

**WHEREAS**, the Pacifica Beach Coalition was founded in 1998, a project of Pacifica's Environmental Family; and

**WHEREAS**, the Pacifica Beach Coalition hosts five regular Beach cleanups each month from Pillar Point to Mussel Rock and four regular cleanups each month at Manor District - near Mazzetti's. They also host a habitat restoration event at Linda Mar State Beach each month and assist with the Beach Planting on the 3<sup>rd</sup> Saturday of January; and

**WHEREAS**, the Pacifica Beach Coalition has hosted corporate, school, group beach cleanups and habitat restoration outings for people from all over the Bay Area and teach participants about the harms of litter and the benefits of habitat restoration and native plants. They also host educational evenings and events featuring movies and speakers in conjunction with the Pacifica Library; and

**WHEREAS**, the PBC has continued the work of Clark Natwick to remove almost all of the ice plant from Linda Mar State Beach and enlist hundreds of volunteers to restore the native plants there; and

**WHEREAS**, the PBC enlists and educates students to take action and teach them about the ocean, wildlife, marine life, the flow of litter to the ocean, and how to be an Earth Hero through Earth Day and Coastal Cleanup and Adopt a Beach cleanups; and

**WHEREAS**, a winner of the Chicken of the Sea 100 years of Gratitude, \$10,000 award recipient of the Cox Conserves, \$10,000 award when Lynn Adams won the top honor for her work with the Pacifica Beach Coalition; and

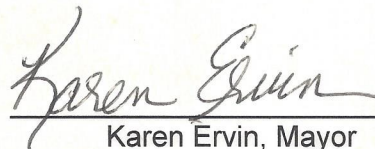
**WHEREAS**, the PBC successfully created and inspired many volunteers around the world to take the "**TRASH BUCKET CHALLENGE**" and successfully advocated for the Styrofoam and plastic bag bans; and

**WHEREAS**, the PBC held two wildly successful city wide cleanup events each year for Earth Day and Coastal Cleanup Day involving thousands of volunteers and covering nearly all of Pacifica's streets, parks, shopping centers, and all of the beaches and bluffs; and

**WHEREAS**, the PBC monitors Pacifica's beaches for Japanese Tsunami Marine Debris through a program with NOAA and California Coastal Commission and enlist and inspire thousands of volunteers each year to become everyday Earth Heroes.

**NOW, THEREFORE, I Karen Ervin, Mayor**, on behalf of the entire City Council do hereby honor and thank the Pacifica Beach Coalition and the dedicated citizens of our community who give so freely of their valuable time, energy and abilities.

**DONE**, this 10<sup>th</sup> day of August, 2015.

  
Karen Ervin, Mayor

