

CMP GRANTS PROGRAM CYCLE 13 FINAL REPORT

CAPTAIN CRAB CLEAN BEACH MEDIA AND EDUCATION CAMPAIGN & PUPPET SHOW



CONTRACT NO. : 09-029-000-3346



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VALLEY PROUD ENVIRONMENTAL COUNCIL (VPEC)

10/06/2009



Maizy, Mieree and Rhiannon Snyder

The Captain Crab Clean Beach Media and Education Campaign and Puppet Show was developed in 1998 by multiple partners to educate residents of the Rio Grande Valley in Texas and northern Mexico and visitors to the beaches of South Padre Island and Boca Chica Beach that it is unhealthy and unlawful to litter our beaches. This multi-media, bilingual project and one-of-a-kind puppet show's purpose is to change irresponsible behavior through environmental education. It is the only on-going educational beach litter deterrent program being conducted consistently in the region throughout the year. VPEC continues to present this important environmental message throughout this bicultural region using television, a radio jingle and billboards in English and Spanish, local newspapers and circulars. VPEC's "A Day at the Beach" video, created in 2004, is viewed by students, and a brief survey is completed, prior to each performance. The puppet show audience has expanded to include a multitude of groups including civic functions. Since its inception in January of 2006, Captain Crab, a life-size mascot and the Beach Patrol puppets, a pirate, sea gull, sea turtle, pelican and dolphin, have performed in over 92 school campuses as well as traveling to events along the Gulf coast. A litter bag containing our Captain Crab Pledge, Litter Facts sheet, environmental activity booklet, ruler and marine life stickers has been provided to over 23,000 students viewing the performance reinforcing the message: "Trash Our Beach, Pay The Price".

Final Report GLO Contract No. 09-029-000-3346

Task 1 – Project Organization:

VPEC solicited bids from three local advertising agencies (one HUB) to oversee the Captain Crab Clean Beach Media portion of Cycle 13. WK Associates, Harlingen was awarded the contract. The Captain Crab Cycle 13 project utilized all forms of media, including paid TV (English/Spanish, radio jingle (English/Spanish), newsprint ads, billboards and flyers. 21 English & 20 Spanish billboards were placed during Cycle 13. Four English & Four Spanish beach signs were ordered for the Town of South Padre Island. Eight English & four Spanish beach signs and one English & one Spanish park sign were ordered for Cameron County. Billboards were left in place between grant cycles as additional in-kind contributions to VPEC. This continuity also generates reinforcement of Captain Crab’s message to those who recognize the familiar image while still being eye-catching to those who have not seen it before. The message is clear: “TRASH OUR BEACH, PAY THE PRICE! FINES UP TO \$2,000.00 FOR LITTERING OUR BEACH!” Media In-Kind totals for Cycle 13 were over \$61,800.00!

BILLBOARD



BEACH SIGN

NEWSPAPER AD

CAPTAIN CRAB



Task 2 – Education in the school:

The Captain Crab and The Beach Patrol Puppet Show debuted in January of 2006. There are five permanent puppeteers that contract with VPEC during each grant cycle. Two high school students are contracted to assist on weekends and after school as needed. This year the puppet show performed at 32 campuses and at 25 events throughout the region. There were some issues with the wireless headset that Captain Crab wore and it was replaced. Captain Crab and two puppets were returned for maintenance and some much needed repairs. We ordered a second Captain Crab (using VPEC funds) from a local manufacturer that should be completed by the end of October 2009. This new design will allow us to change his expressions as necessary. VPEC funds were used to purchase a generator that will be used at outdoor events where access to electricity is limited.



The creation and reproduction of the Captain Crab and The Beach Patrol coloring page (two-sided) was a great success. During Cycle 12, 10,000 copies (in bundles of 500) were made and 10,000 four packs of crayons were ordered. During Cycle 13 10,000 additional copies and crayons were ordered. VPEC has delivered over 7,900 coloring pages and crayola's to 15 Laguna Madre area restaurants and throughout the mid- valley to various sea food restaurants. Several hundred coloring page/crayons were substituted in the student take home packets once sticker supply was depleted.

Captain Crab and The Beach Patrol Coloring Page:



Student take home packets containing a litter bag, ruler, stickers and activity book were not ordered during this grant Cycle. We ran out of stickers during Cycle 13 and substituted coloring pages and crayons. Over 9,000 packets were stuffed during Cycle 13 by the puppet team, several winter Texan parks, church youth groups and the Harlingen Boys & Girls Club. The Captain Crab student "Good Citizen" packet contains the Captain Crab seven minute video, "A Day at the Beach", the 5.5 x 8.5 pledge and litter fact sheet and the VPEC newsletter. One student is chosen by teachers to receive this award. Additional videos will be ordered during Cycle 14. New schools that would like to have the puppet show at their campuses receive a packet containing an information letter, the seven minute video, a VPEC newsletter and the Captain Crab logo and four question survey.

Captain Crab Pledge and Litter Fact sheet (5.5 x 8.5), ordered 15,000 during Cycle 13 for student take home packets:

CAPTAIN CRAB "TALKIN' TRASH"

What is MARINE DEBRIS???

MARINE DEBRIS is any one useless and in our oceans! Discovers items like fishing line, strapping bands and six pack rings can harm the mobility of birds and marine animals. Discarded, unrecycled, unrecycled have terrible effects: harming or swarming all of water's sea life! (Sticks, fish and mammals often mistake plastic for food. Some birds even die if they swallow. With plastic in their stomachs, animals have a false feeling of being full and may die of starvation. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. About 50% of floating MARINE DEBRIS is plastic. Because plastic floats and can take hundreds of years to decompose, it is especially harmful to birds and marine life!

**TRASH OUR BEACH
PAY THE PRICE!**
Fines up to \$2,000 for trashing our beach!

How MARINE DEBRIS Harms People

Beachgoers can get themselves or their pets tangled in the trash. MARINE DEBRIS also endangers the safety and livelihood of fishermen and recreational boaters. Nets and fishing line can get caught in propellers and plastic bags can block the boat's cooling system. Such damage is hazardous and costs money in terms of repair and lost fishing time.

REDUCE - REUSE - RECYCLE

For every item we recycle or reuse, that's one less piece of trash that can become part of the MARINE DEBRIS crisis threatening people and wildlife. We should recycle, but what if we don't? Let's see how long the things we use in the trash take to decompose:

Cigarette Butts	1 - 5 years
Plastic bags	10 - 20 years
Nylon fabric	30 - 40 years
Tin cans	50 years
Plastic 6-pack holders	100 years
Aluminum cans & tabs	500 years
Glass bottles	1,000 years
Plastic bottles & styrofoam	Indefinitely!!

Valley Proud Environmental Council (VPEC) 412-8004 www.valleyproud.net
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 Revised Content and Presentation Subcommittee Report Number 09-029-000-3346

VALLEY PROUD ENVIRONMENTAL COUNCIL

Captain Crab & The Clean Beach Patrol "Deputy" Pledge



I _____, solemnly swear that
 I will do my part to keep the beaches of Texas safe,
 clean and beautiful for the enjoyment of all people
 today and in the future.

Signed _____ Date _____

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The Captain Crab survey is ongoing from grant cycle to grant cycle. VPEC kept statistics for Cycle 13 and cumulative statistics were tallied and made available for review on the VPEC website. Elementary campuses that scheduled the puppet show viewed the seven minute video and teachers completed a brief four question survey with their students (teacher holds up a picture of Captain Crab and asks four questions and by a show of hands records the results) and gave surveys to Bonnie Waller, Captain Crab Puppet Show, Program Director, prior to viewing the puppet show. 22 out of 32 schools participated in the survey during Cycle 13.

Captain Crab Clean Beach Campaign Survey Results

Cycle 13 (11/01/08-6/30/09)

22 schools surveyed

9,149 students responded (Attended performance/may not have participated in survey)

Questions in survey:

1. How many of you have heard of Captain Crab? 1,793 students/20%
2. How many of you have seen him (show picture of Captain Crab) on billboards and beach signs? 2,127 students/23%
3. How many of you have seen his commercial? 1,633 students/18%
4. How many of you want to help Captain Crab stomp out litter? 3,760 students/41%

During Cycle 12, VPEC introduced **“Bucks For The Beach”**, a new school campaign to help offset some of the puppet show expenses. Each puppet show costs approximately \$300 to perform.

Captain Crab’s new **“Bucks For The Beach”** promotion encourages teachers to announce the puppet show for one week prior to the Beach Patrol’s performance. Children were asked to help the Beach Patrol by bringing donations to aid Captain Crab’s friends in cleaning up the beach – **“Bucks For The Beach”**. As the children entered the show, a bucket was made available for depositing their donations. Participation in **“Bucks For The Beach”** was strictly voluntary and schools were not required to participate. A donation of any amount was encouraged, if at all possible. Most campuses budgets were already set for the 2009-2010 school year, but VPEC received donations (all under \$100 each) from a few campuses, which was exciting!



South Padre Island Mayor Robert Pinkerton, Jr.

During Cycle 13 VPEC and the Captain Crab and The Beach Patrol Puppet Show continued to see an increase in organizations scheduling the show for their events.

EVENTS LIST 08-09 (other than schools) Cycle 13

Captain Crab and The Beach Patrol Puppet Show

August	Su Clinica Familiar – Harlingen
September	Oceanarium, Brownsville Zoo
October	McAllen Goes Green, McAllen Beyond Translation Forum, McAllen (Sponsored by EPA) Sand Castle Days, SPI Pirates of Llano Grande, Weslaco
November	Su Clinica Health Fair, Brownsville RGV Birding Festival, Harlingen Texas Recycles Days, McAllen Recycling Center
December	Resaca de la Palma State Park, Brownsville
January	FCCLA, Sharyland High school, Mission
February	Ocelot Festival, Harlingen
March	Festiba UTPA, Edinburg
April	Trash Bash parade, SPI Earth Day, Quinta Mazatlan, McAllen
June	Family Exploration, Quinta Mazatlan, McAllen Harlingen Boys & Girls Clubs – <u>Four units</u> Children’s Museum of Brownsville
August	Su Clinica Familiar, Harlingen Weslaco Museum
September	Oceanarium Brownsville Zoo SPI World Birding Center Grand Opening



Captain Crab at SPI World Birding Center



SPI Mayor Pro Tem Jo Ann Evans

The Captain Crab Teacher Survey was circulated to teachers that requested and viewed the performance. During Cycle 13, 39 teachers returned the survey!! This survey is available to download from the VPEC website.



Captain Crab and The Beach Patrol

PUPPET SHOW SURVEY

We greatly appreciate Captain Crab and his Beach Patrol being permitted to perform at your campus. Please take a few moments to complete this survey. Your participation will help us better understand the needs of the school districts in this region. Your opinion is valued and will be used to shape future performances. Thank you.

1. What Grade Level (s) attended the Captain Crab Puppet Show?
 PK - 1st 2nd - 3rd 4th - 5th _____
 Other (please explain) Sp. Ed. self-contained
2. How many attended? Adults 49 Children 573
3. Would you recommend this puppet show to other teachers/campuses/organizations?
 Yes No _____
 If not, Why not? _____
4. Where did you hear about the Captain Crab Puppet Show?
 Principal _____ Newspaper _____ Friends _____ Other Esper Llano Grande state Park - Spooky Science Night - 10/2008
5. Did your students view the Captain Crab "A Day At the Beach" video and complete the brief student survey prior to the performance? Yes No _____
6. Was the performance appropriate for your students/classes? Yes No _____
 If not, Why not? _____
7. Were the videos, puppet show and take home packets easily integrated into your classroom schedule?
 Yes No _____
 If not, Why not? _____
8. Did the performance stay within the specified timeframe? Yes No _____
9. Were the performers friendly and professional? Yes No _____
10. Comments: This puppet show far exceeded my expectations. It was so professionally presented. The sound track was EXCELLENT, all the words clearly pronounced & slow enough for

Name <u>Karen V. Boward</u> <small>(Please Print)</small> Title <u>Librarian</u> Name of Campus <u>Airport Elementary</u> Date <u>June 23, 2009</u>	Address <u>410 N. Airport Dr.</u> Location/City <u>Weslaco, Tx</u> Telephone Number <u>(956) 969-6770</u> Email <u>kboward@wisd.us</u>
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 This survey was made possible in part by the Coastal Coordination Council pursuant to
 National Oceanic and Atmospheric Administration Award Number 84A99054 (88C7)

in fo@valleyproud.org

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!: He ones fo understand
 they were a perfect audience
 because it had
 their attention
 completely
 "Thank You"
 75. Costumes
 + puppets
 wonderful

Jun 30 2009 8:46AM HP LASERJET FAX

Task 3 – Education on the world wide web -

The VPEC website (www.valleyproud.org) was updated to contain current Captain Crab Clean Beach program information and performance schedules, available for download, along with a registration form for teachers to reserve programs, etc. A link to the Captain Crab and The Beach Patrol puppet show student survey results and questionnaire were made available to anyone to download. The teacher survey was sent to various entities, individuals and schools during this grant cycle to further assist VPEC in determining the effectiveness of this campaign. A calendar was created during Cycle 12 and has been used more consistently during Cycle 13, to assist teachers, individuals and organizations with the puppet show reservation process. The calendar was updated on a regular basis as shows were scheduled.



Special Award Conditions Cycle 13– Compiled results must be included in final progress report including data obtained from *local governments*.

VPEC has consistently pursued the Town of South Padre Island (TSPI) and the Cameron County Parks & Recreation Dept (CCPRD), attempting to compile ongoing statistics concerning beach litter/glass citations. VPEC contacted the TPSI Police Dept. requesting information on beach litter/glass citations. The TSPIPD secretary informed VPEC that citations are combined and there was no way to obtain separate statistics for beach litter/glass. Laura Maxwell, VPEC Exec. Director was selected to serve on the Keep South Padre Island Beautiful Committee (KSPIBC) this past March, 2009. After expressing concern to the KSPIB committee concerning the lack of accountability for Beach litter/glass citations, the TSPI Code Enforcement Supervisor, Victor Baldovinos, agreed to insert check boxes stating: BEACH (1)Litter and 2) Glass, when citations are reprinted. On February 19, 2009, 10 CCPRD rangers were reassigned to the constable's office precincts one and four. CCPRD had been providing VPEC with citation reports for prior grant cycles. Below is a list of CCPRD citations from October 2007-September 2008.

Cameron County Parks & Recreation Dept. report from October 2007-September 2008

Oct. 07 = 22
Nov. 07 = 0
Dec. 07 = 0
Jan. 08 = 1
Feb. 08 = 24
Mar. 08 = 179
Apr. 08 =88
May 08 = 100
June 08 = 43
July 08 = 2
Aug. 08 =22
Sept. 08 = 18

There were no citations specified for littering.

I contacted the CCPRD requesting the reports from October 2008 through September 2009 and was told that since the park rangers had been reassigned to the Constables office all records pertaining to Beach litter/glass citations had been submitted to the Constables office. I contacted Constable Oracio Zamora's office requesting citation information and was told that all citations are sent to Judge Benny Ochoa's office in Port Isabel and entered into their computer system, but not broken down by category. I contacted the Constables office, requesting that the secretary review all citations from February 2009 through September 2009(she stated that citations from October 2008 through January 2009 are not available, what a mess!) and email me the results. The results are listed below:

Cameron County Constables office report 2009

February-Glass container-4 - no littering
March- open container-8 - no littering
April - Glass - 6 - no littering
May- Glass- 4- no littering
June- Glass-2 - no littering
July- Glass-8 - no littering
August- Glass-4 - no littering
September- Glass- 2- no littering

Special Award Conditions Cycle 13– Compiled results must be included in final progress report including data obtained from *Adopt-a-Beach coordinators.*

VPEC created a list of South Texas Beach Cleanups beginning in Cycle 12. This list contains each event, websites, contact information and statistics on quantities of litter collected at each event. In Cycle 12(2008) seven events were scheduled and over 165,230 pounds of trash was collected. During Cycle 13, a total of nine cleanups were held with over 269,000 pounds of trash collected. There is definitely a new awareness in our area for the need to keep our beaches clean. The VPEC office received phone calls and emails concerning trash and glass on the beach on a much more frequent basis than in previous grant cycles. Please refer to the lists below for 2008 and 2009 South Texas Beach Cleanups:

SOUTH TEXAS BEACH CLEANUPS FOR 2008 – Cycle 12

February 2008

- 2/09/08 – KOA World's Largest Surf Fishing Tournament and Beach Cleanup
South Padre Island www.fishacrosstexas.com, (956)238-9746/ (956)371-4099
(Collected over 18,000lbs)
- 2/15/08 - Winter Texan Cleanup – Adopt-a-Beach/Texas General Land Office
www.texasadoptabeach.org/1-877-txcoast (892-6278)
(Collected 26 tons/5,250 lbs.-Boca Chica and C. County beaches)

April 2008

- 4/5/08 – Bahia Grande/Laguna Madre Cleanup – Gulf of Mexico Foundation
www.gulfmex.org/multiculture.htm, Richard Gonzales, 1-800-884-4175
(No stats provided)
- 4/26/08 - Spring Cleanup – Adopt-a-Beach/Texas General Land Office
www.texasadoptabeach.org/1-877-txcoast (892-6278)
(Collected 30.82 tons/61,640 lbs.-Boca Chica and C. County beaches)

September 2008

- 9/6/08 - Beach Cleanup – South Padre Island/Sea Turtle Inc.
www.seaturtleinc.org (956) 761-4511
(No stats provided)
- 9/27/08 - Fall Beach Cleanup – Adopt-a-Beach/Texas General Land Office
www.texasadoptabeach.org/1-877-txcoast (892-6278)
(Collected 4.01 tons/80,340 lbs.-Boca Chica and C. County beaches)

November 2008

- 11/8/08 - Bahia Grande/Laguna Madre Cleanup – Gulf of Mexico Foundation,
www.gulfmex.org/multiculture.htm, Richard Gonzales, 1-800-884-4175
(No stats provided)

Seven Beach Cleanups scheduled in 2008
165,230 lbs. of trash collected (not all stats provided)

SOUTH TEXAS BEACH CLEANUPS FOR 2009 – Cycle 13

February 2009

- 2/21/09 – KOA World's Largest Surf Fishing Tournament and Beach Cleanup
South Padre Island
www.fishacrosstexas.com, (956)238-9746/ (956)371-4099
(Estimated 20,000 lbs)
- 2/20-21/09 - Winter Texan Cleanup – Adopt-a-Beach/Texas General Land Office
www.texasadoptabeach.org/1-877-txcoast (892-6278)
(Collected 2.5 tons/5,000 lbs.-Isla Blanca & Andy Bowie Parks)

April 2009

- 4/4/09 – Bahia Grande/Laguna Madre Cleanup – Gulf of Mexico Foundation
www.gulfmex.org/multiculture.htm, Richard Gonzales, 1-800-884-4175
(Approximately 2,500 lbs. collected along Hwy. 48)
- 4/25/09 - Spring Cleanup – Adopt-a-Beach/Texas General Land Office
www.texasadoptabeach.org/1-877-txcoast (892-6278)
(Collected 47.9 tons/95,800 lbs.-Boca Chica and C. County beaches)

May 2009

- 5/2/09 Beach Cleanup – South Padre Island/Sea Turtle Inc.
www.seaturtleinc.org (956) 761-4511
(Collected 3.75/7,000 lbs. tons –SPI Jetties)

August 2009

- 8/9/09 – Barefoot Wine Beach Rescue Project – (Barefoot Wine & Surfriders
Foundation) www.republic.barefootwine.com/events
(No stats provided)
- 8/23/09- Schlitterbahn Strandfest Beach Clean-up
www.schlitterbahn.com/spi (956)772-7873
(Over 37,500 lbs collected-north end of beach)

September 2009

- 9/26/09 - Fall Beach Cleanup – Adopt-a-Beach/Texas General Land Office
www.texasadoptabeach.org/1-877-txcoast (892-6278)
(Collected 50.6 tons/101,200 lbs.-Boca Chica and C. County beaches)

November 2009

- 11/09 - Bahia Grande/Laguna Madre Cleanup – Gulf of Mexico Foundation,
(No date has been set for this year)
www.gulfmex.org/multiculture.htm, Richard Gonzales, 1-800-884-4175

Nine Beach Cleanups scheduled in 2009

269,000 lbs. of trash collected (not all stats provided)

VPEC will continue to do its part to collect and compile results concerning beach litter and glass by communicating with local beach cleanup event coordinators, TSPID and the Constables office. It is our hope that in the near future everyone will be able to provide consistent reports and cumulative results will be much easier to obtain.

FEDERAL CMP BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	4,000.00	4,000.00	0.00
Fringe	0.00	0.00	0.00
Travel	2,231.38	2,231.38	0.00
Supplies	1,308.03	1,308.03	0.00
Equipment	0.00	0.00	0.00
Contractual	40,715.06	40,715.06	0.00
Other	745.53	745.53	0.00
Subtotal	49,000.00	49,000.00	0.00
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
FEDERAL TOTAL	49,000.00	49,000.00	0.00

LOCAL BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	2,000.00	2,144.00	0.00
Fringe	0.00	0.00	0.00
Travel	0.00	0.00	0.00
Supplies	0.00	0.00	0.00
Equipment	0.00	0.00	0.00
Contractual	32,000.00	61,859.90	0.00
Other	0.00	0.00	0.00
Sub Total	34,000.00	64,003.90	0.00
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
LOCAL TOTAL	34,000.00	64,003.90	0.00

SPI World Birding Center



Sound man, Kenny Jaeger



Harlingen Boys & Girls Club



Children's Museum of Brownsville



Weslaco Museum



SPI World Birding Center



Oceanarium- Brownsville Zoo



Senator Eddie Lucio, Jr.

Sharyland FCCLA, Mission



Ocelot Festival, Harlingen

Lamar Elementary, Harlingen

Ocelot Festival, Harlingen

