

CMP GRANTS PROGRAM CYCLE 14 FINAL REPORT

CAPTAIN CRAB CLEAN BEACH MEDIA AND EDUCATION CAMPAIGN & PUPPET SHOW



CONTRACT NO. : 10-044-000-3740



“A publication (or report) of the Coastal Coordination Council pursuant to National Oceanic and Atmospheric Administration Award No. NA09NOS4190165.”

VALLEY PROUD ENVIRONMENTAL COUNCIL (VPEC)

06/16/2011



Captain Crab at the Port Isabel Recycling Center

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 120 school campuses. A litter bag containing our Captain Crab Pledge, Litter Facts sheet, environmental activity booklet, ruler and marine life stickers has been provided to over 32,700 students viewing the performance reinforcing the message: "Trash Our Beach, Pay The Price". During Cycle 14, the puppet show traveled to 21 events (other than schools) along the Gulf coast with over 14,900 people attending.

Final Report GLO Contract No. 10-044-000-3740

Task 1 – Project Organization:

VPEC solicited bids from three local advertising agencies (HUB) to oversee the Captain Crab Clean Beach Media portion of Cycle 14. WK Associates, Harlingen was awarded the contract. The Captain Crab Cycle 14 project utilized all forms of media, including:

- 1.) TV (English/Spanish)—KRGV-TV(ABC) - 33- 30 second spots Paid-\$1,980/33- 30 2nd spots – N/C-\$9,475 value
Fox- TV/KSFE-TV- 54-30 second spots Paid-\$1,200/108- 30 2nd spots –N /C-\$2,267 value
- 2.) Radio (Spanish)—KKPS-FM/KNVO-FM-28-30 second spots Paid(\$800)/139 – 30 2nd spots – N/C-\$3,590 value
- 3.) Billboards- 20 English & 20 Spanish billboards- Paid-\$16,000 – 55 billboards- N/C \$51,300 value
- 3.) Newsprint ads – Bargain Book, Brownsville Herald, La Feria News, Mid-Valley Town Crier, Mercedes Enterprises, San Benito News and the Valley Morning Star – No charge - \$4,954 value.

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 14 were over \$71,500.00!

BILLBOARD



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 28 campuses and at 21 events throughout the region. The one complaint we received was that Captain Crab looked “so mean”. We ordered a second Captain Crab (using VPEC funds) from a local manufacturer. This new design allowed us to change Captain Crab’s expressions as necessary.

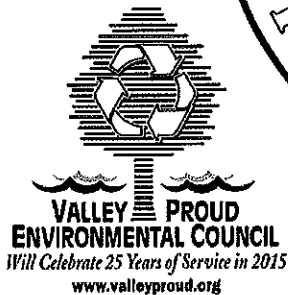
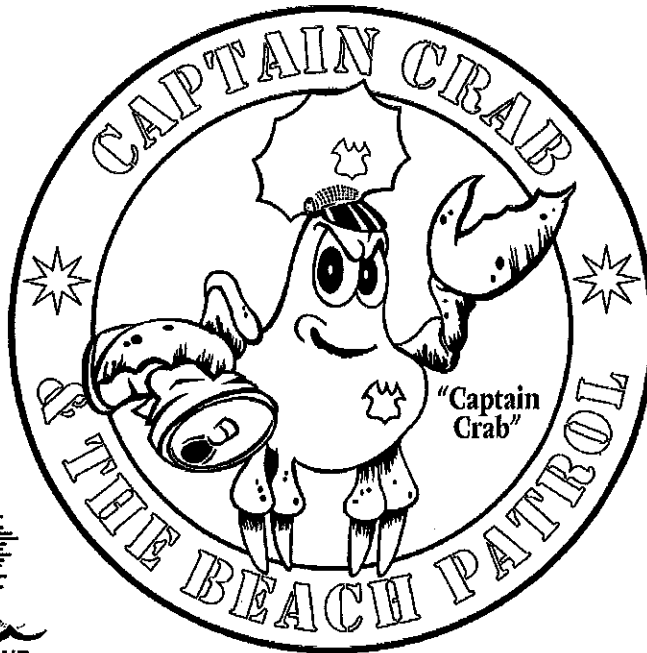


Presenting the NEW Captain Crab!!



Captain Crab and The Beach Patrol Coloring Page:

The creation and reproduction of the Captain Crab and The Beach Patrol coloring page (two-sided) was a great success. During Cycle 13, 10,000 copies (in bundles of 500) were made and 10,000 four packs of crayons were ordered. During Cycle 14 12,500 additional copies and crayons were ordered. VPEC has delivered over 21,500 coloring pages and crayola's to over 21 Laguna Madre area restaurants, the South Padre Island Chamber of Commerce/Visitors Center 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.



Fines Up To \$2,000.00 For Littering Our Beach!



A project of Cameron County Parks and Recreation Dept, Town of South Padre Island and Valley Proud Environmental Council
This project was made possible in part by the Coastal Coordination Council pursuant to National Oceanic and Atmospheric Administration Award Number NA05NOS4190458



Student take home packets containing a litter bag, ruler, stickers and activity book were not ordered during this grant Cycle. Over 9,000 packets were stuffed during Cycle 14 by the puppet team, several winter Texan parks and local volunteers. 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 may need to be ordered during Cycle 15.

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) for student take home packets:

CAPTAIN CRAB "TALKIN' TRASH"

What is MARINE DEBRIS???

MARINE DEBRIS is anything that is not natural to the beach or ocean. It is anything that is not part of the natural environment. It is anything that is not part of the natural environment. It is anything that is not part of the natural environment.

**TRASH OUR BEACH
PAY THE PRICE!**

Fines up to \$2,000 for trashing our beach!

How MARINE DEBRIS Harms People

Beaches are not just for fun and relaxation. They are also important for the economy. They are also important for the environment. They are also important for the health of the people who live near them.

REDUCE - REUSE - RECYCLE

For every person who lives on a beach, it is important to keep the beach clean. It is important to keep the beach clean. It is important to keep the beach clean.

1 quartie bottle	1 year
1 plastic bag	10-20 years
1 piece of paper	50-60 years
1 tin can	50 years
1 piece of pack bubble	100 years
1 aluminum can & lid	500 years
1 glass bottle	1,000 years
1 plastic bottle & cap	450 years

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 _____

San Benito ISD Career Day



The Captain Crab survey is ongoing from grant cycle to grant cycle. VPEC kept statistics for Cycle 14 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.

Captain Crab Clean Beach Campaign Survey Results

Cycle 14 (10/01/09-6/30/10)

28 schools surveyed

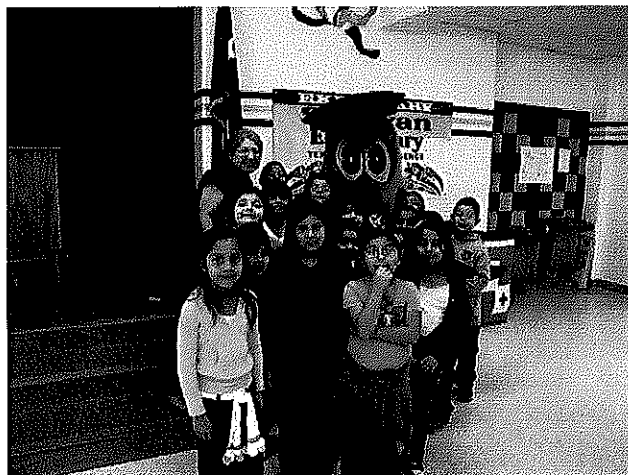
9,284 students responded (Attended performance/may not have participated in survey)

Questions in survey:

1. How many of you have heard of Captain Crab? 3,572 students/38%
2. How many of you have seen him (show picture of Captain Crab) on billboards and beach signs? 3,487 students/38%
3. How many of you have seen his commercial? 2,749 students/30%
4. How many of you want to help Captain Crab stomp out litter? 7,216 students/78%

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 2010-2011 school year, but VPEC received donations (all under \$100 each) from a few campuses, which was exciting!



During Cycle 14 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 09-10 (other than schools) Cycle 14

Captain Crab and The Beach Patrol Puppet Show

October	UTPA/HESTEC, Edinburg McAllen Goes Green, McAllen Llano Grande State Park, Weslaco
November	Sullivan Elementary Career Day, San Benito Port Isabel Recycles Day, Port Isabel RGV Birding Festival, Harlingen Brownsville ISD Career Fair, Brownsville
March	Coastal Expo (2 days), Edinburg Boys & Girls Club Block Party, Harlingen Bonita Park Boys & Girls Club, Harlingen
April	Trash Bash parade, SPI
June	Family Exploration, Quinta Mazatlan, McAllen Boys & Girls Club, Harlingen Main Unit SBISD GT Program Ceremony Elsa Public Library, Ed Couch/Elsa
July	Brownsville Children's Museum
August	Su Clinica Health Fair, Harlingen Su Clinica Health Fair, Raymondville McAllen Police Night Out, McAllen
September	Oceanarium Brownsville Zoo Brownsville ISD Career Fair, Brownsville

The Captain Crab Teacher Survey was circulated to teachers that requested and viewed the performance. During Cycle 14, 33 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 in 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) _____
2. How many attended? Adults 5 Children 39
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 _____
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 video, 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: Wonderful Presentation! Extremely Educational & Formative & Creative!

Name Alma M. Salazar Address 901 E. Filmore St
 (Please Print)
 Title 4th Grade Teacher Location/City Resaca Elementary
 Name of Campus Resaca Elementary Brownsville, TX 78520
 Telephone Number (956) 952-2100
 Date 2/13/10 Email amsalazar@bisd.us



Port Isabel's Recycle Center Opening and Dedication – Texas Recycle Day, Saturday, November 14, 2009



**PORT ISABEL'S
RECYCLE CENTER OPENING
AND DEDICATION**

Texas Recycle Day, PIISD Recycling Program
Port Isabel Recycling Center
Saturday November 14, 2009 10 a.m. to 12 noon

- 1010 a.m. **Welcome and Opening Remarks: Mayor Joe E. Vega**
- 1015 a.m. **Invocation: Father Jerry Barrett, Our Lady of the Sea Catholic Church**
- 1030 a.m. **Proclamation: Mayor Joe E. Vega**
- 1035 a.m. **Port Isabel Recycling Center: Baldemar Alaniz, P.I. Beautification Committee Chair**
- 1040 a.m. **Poem presented by Rudy Garcia**
- 1045 a.m. **Benediction: P.I. Commissioner M.J. Garza**
- 1050 a.m. **Closing: City Manager Ed Meza**

Activities 10:30 a.m. – 12:00 noon

- Derry Choir**
- Captain Crab**
- DJ – Lupita Gonzalez**
- Hands on Activities – Girl Scout Troop 377**

Sponsors: City of Port Isabel, Port Isabel Economic Development Corporation, Port Isabel Beautification Committee, Valley Proud Environmental Council, Texas General Land Office, Red River Corp., Point Isabel Independent School District, Wal-Mart, H.E.B.



Point Isabel Independent School District (PIISD) pilot recycling program – During Cycle 14, VPEC assisted the PIISD in the implementation of a pilot recycling program. Two of the campuses had already been collecting recyclables but needed containers and direction. Beginning in September of 2008 the VPEC executive Director met with the PIISD superintendent, Dr. Estela Pineda. She approved the pilot program and referred VPEC to Ms. Ana Holland, PIISD, Assistant Superintendent of Curriculum and Instruction.

VPEC, Ms. Holland and various other principals, teachers and the Port Isabel Recycling Center director attended several planning sessions prior to the launching of this pilot program. VPEC and the PI Recycling Center director conducted mandatory training of all PIISD staff and maintenance during January and February of 2010. After each training session recycling containers were passed out. Garriga Elementary received 50, 18.7 gallon classroom recycle bins and two 35 gallon containers. Derry Elementary School received 30, 18.7 gallon classroom bins and two, 35 gallon containers. PI Junior High School received 40, 18.7 gallon classroom bins and three, 35 gallon containers. PI High School received 55, 18.7 gallon classroom bins and three, 35 gallon containers. Decals have been applied to all classroom bins and 35 gallon containers. Derry Elementary is the school where the first Captain Crab Clean Beach Pledge was taken. It was really neat going to each campus and speaking to the staff etc. All campuses were so enthusiastic and excited especially about the 18.7 gallon classroom recycling containers that replaces Quiznos paper bags that had been donated. All campuses except the PIISD Junior High campus had already been recycling. All campuses will recycle; 1) White paper only in classroom containers, 2) newspapers and colored paper and 3) cardboard that has been broken down and flattened (cardboard pizza boxes, cupcake boxes etc will not be accepted).



Decals for containers

PORT ISABEL RECYCLES!
Raising awareness and involvement in recycling.

NON

VALLEY PROUD ENVIRONMENTAL COUNCIL

PORT ISABEL

PIISD

This project is funded in part by a grant from the Coastal Conservation Association and the Port Isabel Recycling Center. For more information, contact VPEC at 409.484.1900.

New Captain Crab and the Beach Patrol soundtrack --“The Three R’s” – During Cycle 14 a new soundtrack with a recycling component was created. This soundtrack was paid for with VPEC funds because all Cycle 14 funds were expended before the soundtrack was completed. An extension was granted to allow for the extra time that it took to produce this soundtrack.

Citations/Statistics for beach litter - VPEC has consistently pursued the City of South Padre Island (CSPI) and the Cameron County Parks & Recreation Dept (CCPRD), attempting to compile ongoing statistics concerning beach litter/glass citations. VPEC contacted the CPSI 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 has served on the Keep South Padre Island Beautiful Committee (KSPIBC) since March of 2009. After expressing concern to the KSPIBC committee concerning the lack of accountability for Beach litter/glass citations, the CSPI Code Enforcement Supervisor, Victor Baldovinos, agreed to revise the CSPI Code Enforcement Citation (this is different from the City Police Dept. citations). In 2009, 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.

I contacted the CCPRD requesting the reports from October 2009 through November 2010 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 on numerous occasions last November and kept getting the run around. Below is a copy of the newly revised CSPI Code Enforcement Citation:

SOUTH PADRE ISLAND VIOLATION		
DATE	TIME	
LOCATION	CITY BEACH	
DEFENSE		
LAST NAME	MI	
FIRST NAME	MI	
STREET NAME	DIR	
MAILING ADDRESS		
CITY	ST	ZIP
PHONE		
VEHICLE	ST	STATE LICENSE
VIOLATION		
SEC 34	TRESPASSING	
SEC 63	DEFENDING PROHIBITED	
SEC 812	TOWNSHIP DISTRICTS AND CLEAN PREMISES	
SEC 122	NOBANS - LEAD BOTTLE PASSAGE	
SEC 127	CLASSIFIED FIELD OFFENSES	
SEC 137	COMMERCIAL ACT PROHIBITED - BEACHES	
SEC 138	COMMERCIAL ACT PROHIBITED - HIGHWAY	
SEC 139	COMMERCIAL ACT PROHIBITED - AIRPORT PROPERTY	
SEC 142	COMMERCIAL ACT PROHIBITED - VEHICLES/JOBS	
OTHER	SEC	
OTHER	SEC	
OTHER	SEC	
NOTE: THESE VIOLATIONS ARE SUBJECT TO THE CITY OF SOUTH PADRE ISLAND'S POLICE DEPARTMENT AND THE CAMERON COUNTY PARKS & RECREATION DEPARTMENT. FOR MORE INFORMATION, CONTACT THE POLICE DEPARTMENT AT 361-748-2222.		
COMMENTS		
SIGNATURE: _____ HIS IS NOT A VALID SIGNATURE		
DATE: _____ TIME: _____ OFFICE: _____		

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 13 and has been used more consistently during Cycle 14, to assist teachers, individuals and organizations with the puppet show reservation process. The calendar was updated on a regular basis as shows were scheduled.

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	2,557.49	2,557.49	0.00
Supplies	4,423.57	4,423.57	0.00
Equipment	0.00	0.00	0.00
Contractual	30,564.00	30,564.00	0.00
Other	10,454.94	10,454.94	0.00
Subtotal	52,000.00	52,000.00	0.00
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
FEDERAL			
TOTAL	52,000.00	52,000.00	0.00

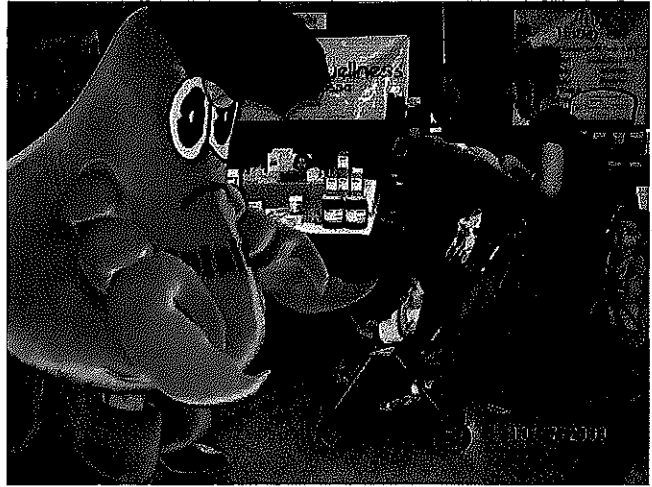
LOCAL BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	4,667.00	6,692.00	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	30,000.00	72,229.38	0.00
Other	0.00	0.00	0.00
Sub Total	34,667.00	78,921.38	0.00
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
LOCAL			
TOTAL	34,667.00	78,921.38	0.00

Port Isabel Recycling Center



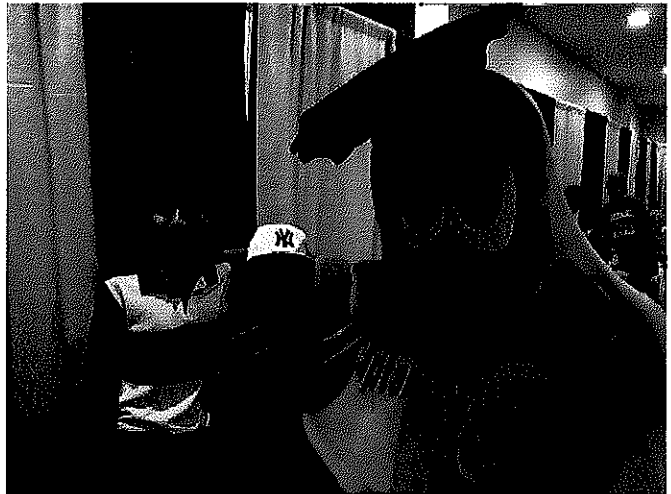
McAllen Green Living Festival



Captain Crab bustn' a move!!



Rio Grande Valley Birding Festival

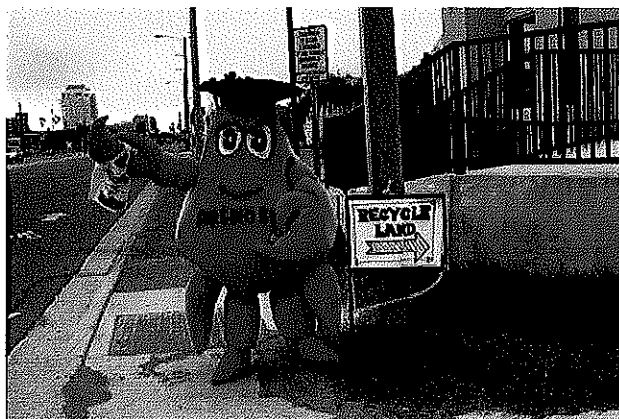


Point Isabel ISD Pilot Recycling Program



Harlingen Boy's & Girls Club

Keep SPI Beautiful Recycle Land



Brownsville ISD Career Day

Town & Country Garden Club, Harlingen

