

CMP GRANTS PROGRAM CYCLE 15 FINAL REPORT

CAPTAIN CRAB CLEAN BEACH MEDIA AND EDUCATION CAMPAIGN & PUPPET SHOW



CONTRACT NO. : 11-005-000-4303

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VALLEY PROUD ENVIRONMENTAL COUNCIL (VPEC)

09/13/2012



Captain Crab at United Way's "A Day in the Park" in Harlingen

The Captain Crab Clean Beach Media and Education Campaign was developed in 1998 by multiple partners to educate residents of the Rio Grande Valley in Texas, 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. Valley Proud Environmental Council's (VPEC) "A Day at the Beach" video, was created in 2004. Since the puppet show's 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 at almost 150 school campuses. The "A Day at the Beach" video is viewed by students, and a brief survey is completed, prior to each performance of the puppet show. 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 education message throughout this bicultural region using television, a radio jingle and billboards in English and Spanish, local newspapers and fliers. In 2011 the video was updated into a DVD format and an mp4 file was made for the VPEC website. The mp4 file downloads in approximately 5 minutes, effectively bringing Captain Crab's message into the 21st Century. A litter bag containing our Captain Crab Deputy Pledge, Marine Debris Litter Fact sheet, environmental education activity booklet, ruler and marine life stickers has been provided to over 40,000 students viewing the performance reinforcing the message: "Trash Our Beach, Pay The Price". The puppet show audience has expanded to include a multitude of groups including civic functions and public events. During Cycle 15, the puppet show traveled to 43 events (other than schools) along the Gulf coast with over 37,000 people attending.

Final Report GLO Contract No. 11-005-000-4303

Task 1 – Project Organization:

VPEC solicited bids from three local advertising agencies (HUB) to oversee the Captain Crab Clean Beach Media portion of Cycle 15. WK Associates, Harlingen was awarded the contract. The Cycle 15 Captain Crab Clean Beach media campaign project utilized all forms of media, including paid TV (English/Spanish), radio jingle (English/Spanish), newsprint ads, billboards and flyers. 21 English & 21 Spanish billboards were placed during Cycle 15.

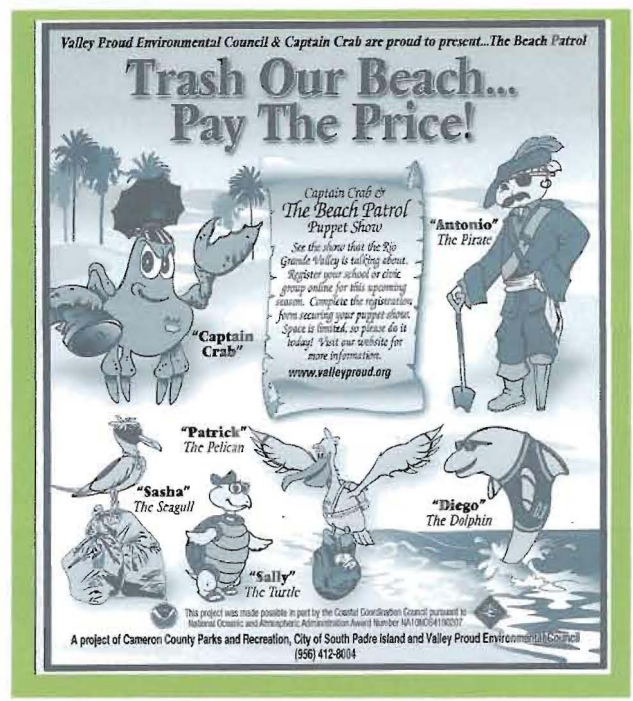
- 1) TV (English & Spanish) – KGBT , FTGV, XRIO-2, RGV and CW21.
- 2) Radio (English & Spanish) – KKPSFM
- 3) Newsprint Ads – Bargain Book, Los Fresnos News, Mid-Valley Town Crier, Mercedes Enterprise and the Valley Morning Star.
- 4) Billboards (English & Spanish) – Can be seen throughout the region.

Billboards were left in place after contract expired 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 15 were almost \$60,000.00! VPEC kicked in \$16,000 of our own funds to advertise in 2012! For a grand total of \$76,000 of in-kind advertising during Cycle 15.

BILLBOARD



VPEC's 2012



2011 Newspaper Ad

Task 2 – Education in the school and throughout the Rio Grande Valley region:

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. The updated puppet show skit, “The Three R’s,” was performed during this grant cycle at 29 campuses and 43 public events throughout the region. “The Three R’s” delivers a strong recycling message in addition to the beach litter deterrent message. VPEC also took Captain Crab to several public events throughout this grant cycle. In addition to handing out the student packets, Captain Crab and his compadres handed out Capt. Crab and the Clean Beach Patrol coloring sheets with crayon packets and repeatedly swore in new Capt. Crab Clean Beach deputies! Increased visibility of the Capt. Crab Clean Beach Media and Education Campaign raises awareness and fosters environmental stewardship to not just the youth of the region but for the adults as well.



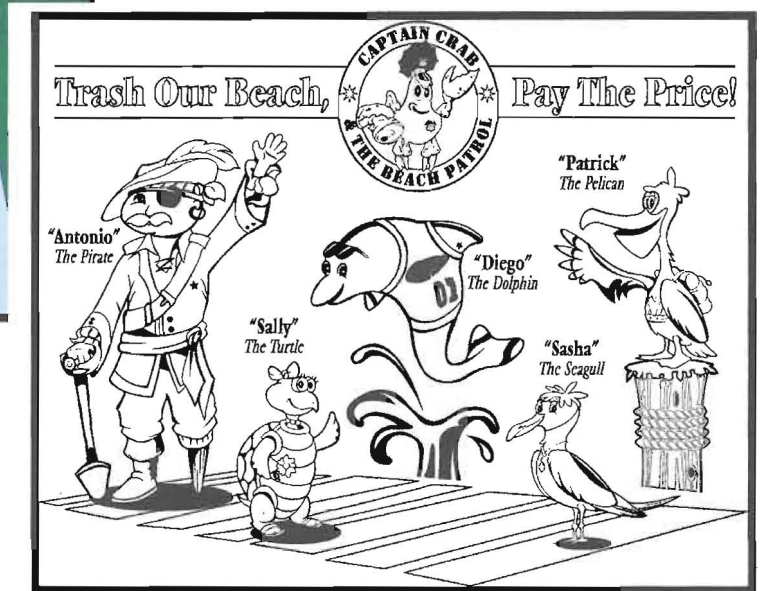
St. Alban’s Environmental
Stewardship Pep Rally



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 and 14. 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, during this grant cycle, has continued to supply coloring pages and crayons to Laguna Madre area restaurants, the South Padre Island Chamber of Commerce/Visitors Center and throughout the mid-valley to various sea food restaurants. 15,000 additional copies of coloring sheets and 15,000 4-packs of crayons were ordered during grant Cycle 15. VPEC also handed out almost 15,000 coloring sheets and crayon packs during this grant cycle. In addition to the regional restaurants VPEC handed out the coloring sheets and crayon packs to children at public events. Including the Bass Pro Shop “Night of Conservation” Grand Opening in Harlingen, The RVG Birding Festival, Vida Verde, the United Way’s “A Day in the Park,” and at several other events during 2010-2012. While attending this year’s “A Day in the Park” the VPEC Executive Director was told by several children attending the event that they had received the coloring sheet and crayon pack at restaurants while on South Padre Island and in Port Isabel. (Please see the Captain Crab Coloring Pages Distribution list attached to the end of this document.)

**Captain Crab & the Clean Beach Patrol
Coloring Sheets & Crayon Packs**



Additional supplies for student take home packets were ordered during Cycle 15. 15,000 of each: litter bag, ruler, stickers and activity books were purchased. The total cost was \$11,228 with \$5,000 being used from other VPEC funding, the cost to GLO was \$6,228.00. 8,000 school packets were handed out to schools during Cycle 15, with an additional 7,000 packets handed out during regional public events.

**Cycle 15
Student
Take Home
Packet**



**Captain Crab
Coastal Expo 2012**

Schools that would like to have the puppet show at their campuses receive a packet containing an information letter, the seven minute "A Day at the Beach" DVD, a VPEC newsletter and the Captain Crab logo and four question survey. The teachers now have the option to download the video from the VPEC Website. 15,000 of each half sheet, the Marine Debris fact sheet and the Captain Crab Deputy Crab Pledge, were ordered during this grant cycle. These half sheets are included in the student take home packet.

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 on our beaches and in our ocean! Common items like fishing line, strapping bands and six pack rings can hamper the mobility of birds and marine animals. Once entangled, animals have trouble eating, breathing or swimming. All of which can have fatal results! Birds, fish and marine mammals mistake plastic for food. Some birds even feed it to their babies. 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 90% 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 cut themselves on glass and metal left on the beach. 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 a part of the MARINE DEBRIS cycle, threatening people and wildlife. We should recycle, but what if we don't? Let's see how long the things we toss in the trash take to decompose:

Cigarette Butts	1 - 6 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 (956) 415-8054 www.valleyproud.org
 This Project is funded and made possible by the U.S. Dept. of Energy Cooperative Conservation Program for the National Oceanic and Atmospheric Administration Award Number NA16OCS4156207.

VALLEY PROUD ENVIRONMENTAL COUNCIL

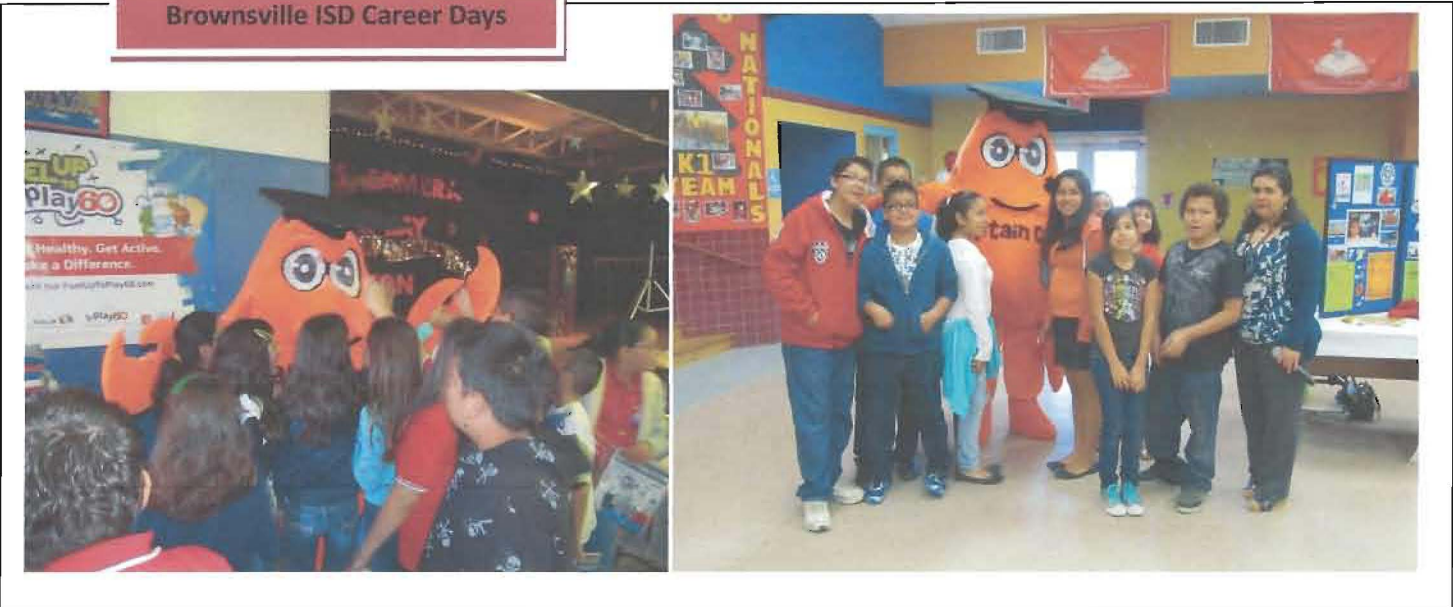
Captain Crab & The Clean Beach Patrol "Deputy" Pledge

I, Any Kid, 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 Any Kid Date 1/12/12

Valley Proud Environmental Council • (956) 415-8054 • www.valleyproud.org
 The U.S. Dept. of Energy provides funding for the U.S. Environmental Council's projects.
 This project is funded and made possible by the U.S. Dept. of Energy Cooperative Conservation Program for the National Oceanic and Atmospheric Administration Award Number NA16OCS4156207.

Brownsville ISD Career Days



The Captain Crab survey is ongoing from grant cycle to grant cycle. VPEC kept statistics for Cycle 15 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 prior to the puppet show performance. Students are poled again once they view the puppet show and asked if they are willing to help Capt. Crab and the Clean Beach Patrol keep our beaches clean and to reduce, reuse and recycle! Almost three quarters of the students were excited about helping to keep our environment clean! (please attached survey results.)

Captain Crab Clean Beach Campaign Survey Results

Cycle 15 (10/01/10-6/30/12)

29 schools surveyed

7,568 students responded (Attended performance/may not have participated in survey)

Questions in survey:

1. How many of you have heard of Captain Crab? **2,984 students/40%**
2. How many of you have seen him (show picture of Captain Crab) on billboards and beach signs? **3,069 students/41%**
3. How many of you have seen his commercial? **2,366 students/31%**
4. How many of you want to help Captain Crab stomp out litter? **5,536 students/73%**

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

Captain Crab’s ***“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.”*** Prior to the show a bucket is made available for donations. Sometime donations are just a few pennies or nickels, but the students that participate feel their contributions make a difference, and they most certainly do! Participation in ***“Bucks for The Beach”*** was strictly voluntary and schools campuses were not required to participate! Due to continued budget cuts in the regional school systems, donations were usually small. Regional school districts continue to appreciate this free program that often fits into the school’s current science curriculum. This free program not only saves the school the costs of paying for a first rate program, but saves the school from having to arrange for the bus transportation for students or pay the cost of the bus driver. Those saved costs can actually be applied towards a field trip to the beach!



During Cycle 15 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 2010-2012 (other than schools) Cycle 15


Captain Crab and the Beach Patrol Puppet Show

2010			
October	McAllen Green Living Festival, McAllen Sand Castle Days, South Padre Island Wild in Willacy, Raymondville	October (cont)	Sand Castle Days, SPI Valley Environmental Summit, McAllen Wild in Willacy, Raymondville Wild Tales, Brownsville
November	RGV Birding Festival, Harlingen McAllen Recycles Week, Recycling Center		
December	BISD Career Fair, Brownsville Resaca de La Palma Green Christmas, Brownsville	November	RGV Birding Festival, Hgn. BassPro Night of Conservation Harlingen Landers Marine Opening, Weslaco BISD Career Day, Brn.
2011			
January	Town & Country Garden Club, Camelot Harlingen	2012	
February	BISD Career Fair, Brownsville Coastal Expo, Edinburg	February	Coastal Expo, Edinburg Migrant Madness, San Benito
March	Elsa Public Library, Elsa Keep Mercedes Beautiful, Mercedes Derry Elementary, Port Isabel (video taping of award)	March	BISD Career Day, Brn. RGV Life Stock Show, Mercedes BISD Career Day, Brn. Pittman PTO, Raymondville
April	Quinta Mazatlan "Vida Verde," McAllen Port Isabel Earth Day, Port Isabel	April	Keep Mercedes Beautiful, Mercedes Nat'l Crime Victims Exo, Brownsville Port Isabel Arbor Day, PI
May	Idea Academy Health Fair, Donna		
June	Elsa Public Library, Ed Couch/Elsa Palm View Library, McAllen Fair Park Boy & Girls Club, Harlingen	May	LISD Career Day, Lyford
September	Oceanarium, Brownsville Zoo	June	Palm View Public Library, McAllen Elsa Public Library, Elsa United Way "A Day in the Park," Harlingen
October	Green Living Festival, McAllen Boys & Girls Club, Harlingen		



Port Isabel Continues to recycle: Captain Crab attended Port Isabel's 3rd Annual Earth /Arbor Day celebration passing out coloring sheets and crayon packs to all the kids attending. Captain Crab even deputized several future conservationists from the crowd.






Mayor Joe E. Vega & the Port Isabel City Commission present the
**3rd Annual
EARTH/ARBOR DAY CEREMONY**
Port Isabel Recycling Center
Saturday April 30, 2011
10:00 a.m.

Welcome:	Mayor Joe E. Vega
Invocation:	Father Jerry Barrett, Our Lady of the Sea Catholic Church
Proclamation:	Mayor Joe E. Vega
Port Isabel Recycling Center:	Baldemar Alaniz, P.I. Beautification Committee Chair
Benediction:	Commissioner M.J. Garza
Closing:	City Manager Ed Meza

**Special appearance by Captain Crab & H.E. Buddy
Hands on Activities - Boys & Girls Club of Laguna Madre &
Gulf of Mexico Foundation - Science and Spanish Club - bubble refills**

Sponsors: City of Port Isabel, Port Isabel Economic Development Corporation, Port Isabel Beautification Committee, Port Isabel Public Works Department, Valley Proud Environmental Council, Red River Corporation, Point Isabel Independent School District, H.E.B. & Boys & Girls Club of Laguna Madre



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. PIISD campuses received a total of 185 recycling bins of varying sizes. All campuses recycle: 1) white paper only in classroom containers, 2) newspapers and colored paper and 3) broken down and flattened cardboard, such as pizza boxes, cake and cupcake boxes, etc.

This past school year, during Cycle 15, in hopes of expanding their recycling program PIISD requested an additional 100 recycling bins. VPEC located and procured 100 18.5 gallon recycling bins, arranged for shipping and had additional Port Isabel Recycles stickers made for the bins. The 12 bins were placed at Garriga Elementary, 12 bins at Derry Elementary, 22 bins at the Port Isabel Junior High, 12 bins at the Port Isabel High School and 42 bins in the PIISD Central Office. Once VPEC received the bins, we broke them down and applied the stickers. The ED delivered the bins to the PIISD Receiving Center where they would be divided then delivered to their new homes within the PIISD school system and central office. It has been a pleasure to watch this recycling program grow, and to see the support the school district has received from the Port Isabel Recycling Center.



Beach litter deterrent and education program- Captain Crab and the Clean Beach Campaign is an ongoing beach litter deterrent project with VPEC purchasing beach and park signs for South Padre Island beach access points, Boca Chica beaches and Cameron County Parks within the CMP boundaries. South Padre Island in partnership with Cameron Co. has instituted a litter collection program at drive on beach access points. This message is reinforced by the VPEC “Trash Our Beach, Pay The Price!” anti-litter signs, posted in both English and Spanish.

Each vehicle that enters a beach access is charged a fee and given a litter bag. When the litter bag is filled and returned to the access entry booth the vehicle is refunded the fee. Code enforcement citations continue to be issued by the County Constable, but have dropped tremendously since this program was established in the summer of 2010. Cameron Co. Parks issued a press release in February of 2012 stating that over 240 tons of trash has been removed from the North County beaches. This is due in part to the Cash for Trash Return Refund Program and the County’s partnership with the Valley Proud Environmental Council. Cameron County was quoted as “having supported other successful methods to combat the litter problem, such as the Valley Proud Environmental Council-Captain Crab Clean Beach Program.”



NOTICE

TRASH BAG REFUND PROGRAM IMPLEMENTED

Prepare to pay an additional \$4.00 trash bag deposit at toll booth.

Return your bag **FULL** of trash along with receipt on same day for a \$4.00 refund when exiting before 7 pm.

\$4.00 Trash bag deposit
~~\$4.00~~ Day use fee
 \$8.00 Total entrance fee

!!! HELP KEEP OUR BEACHES CLEAN !!!

AVISO

PROGRAMA DE REEMBOLSO DE BOLSA DE BASURA IMPLEMENTADO

Prepare de pagar al cajero \$4.00 adicional para el depósito de la bolsa de basura.

Devuelva la bolsa **LLENA** de basura con el recibo y se le reembolsaran el depósito de \$4.00 el mismo día al salir antes de las 7pm.

\$4.00 Depósito de bolsa de basura
~~\$4.00~~ Cuota del día
 \$8.00 Total de entrada

!!! AYUDENOS MANTENER NUESTRAS PLAYAS LIMPIAS !!!

Task 3 – Education on the world wide web -The VPEC website (www.valleyproud.org) was continually updated to contain current Captain Crab Clean Beach program information and performance schedules, along with registration information for teachers, student survey forms, the Captain Crab Pledge in both English and Spanish, the Marine Debris Litter Fact Sheet in English and Spanish, Teacher Survey, Coloring Pages and the cumulative survey results. All these are downloadable. The Captain Crab calendar is continually updated to reflect all scheduled school and public shows. VPEC moved into the twenty first century by making the Capt Crab “A Day at the Beach” seven minute video available in an mp4 format that is easily downloadable. The video takes about five minutes to download, and towards the end of this grant cycle it seems this was the preferable method for teachers to acquire the video prior to the puppet show performance. The easier the information is to access makes it easier for the public to acquire, thus enhancing the VPEC Captain Crab and the Clean Beach Campaign education program, and delivering the simple concise message “Trash Our Beach, Pay The Price!” The highly effective Capt Crab Clean Beach Media & Education Campaign continues to endure and educate students, adults and tourists throughout the region!

VPEC Home Page

Valley Proud Environmental Council
 Home | News | Print | Events | Captain Crab | Membership | Sponsors | Awards | Board | Links | Contact

Captain Crab Puppet Show: Reservation
 Check the Captain Crab Show calendar for dates

Name: _____
 School: _____
 Address: _____
 Phone: _____
 City, State, Zip: _____
 Email: _____

Choose the Day of the week and the time of day you would like to have the presentation.
 Monday Tuesday Wednesday
 Thursday Friday
 Date/Time Requested: _____

Number of Students Attending: _____

Request as info Package/Video?
 Yes No
 Comments or Questions: _____

Headlines
 Don't Bag It
 Don't Bag It Flyer

Valley Proud Promotes Recycling Used Oil
 Trash Dump It, You Don't Pay

Valley Proud Wins Awards
 Texas Commission on Environmental Quality (TCEQ)
 Texas Environmental Excellence Award
 Civic/Community
<http://www.tceq.texas.gov>

Tree Counter
 Trees Planted as of December 2011
734,673
 Our Goal for this year is to plant 500,000 Trees. Help us reach our goal each year in kind and in time.

Mission Statement
 The mission of the Valley Proud Environmental Council, a non-profit 501 (c)(3) organization, is to preserve the natural beauty and environment of the Lower Rio Grande Valley of Texas and Mexico, by promoting education and public awareness projects, including those that encourage proper tree planting and maintenance, solid waste management and responsible behavior by all those who live and visit here. We fulfill our mission by forging partnerships between grass roots volunteer organizations and the public and private sectors, which support our projects and result in improving the quality of life, enhancing economic development and tourism, and which conserve public and natural resources.

Submit Form

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 This website was made possible in part by the Capital Campaign Council (grants) to the Valley Proud Environmental Council. For more information, please contact the Capital Campaign Council at 1100 N. 11th Street, Suite 201, Houston, TX 77002.

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Captain Crab

**"Trash our Beach, Pay the Price!"
 - Captain Crab**

Download Documents
 Marine Debris Facts Sheet (pdf)
 Marine Debris Facts Sheet (Spanish)
 Captain Crab Pledge (English)
 Captain Crab Pledge (Spanish)
 Student Survey (PDF)
 Captain Crab Logo (PDF)
 Teacher Show Registration
 Puppet Show Survey
 Puppet Show Calendar
 Cumulative Survey Results
 Coloring Pages

Captain Crab: A Day at the Beach
 -View Video

Submit Form

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Captain Crab Page

FEDERAL CMP BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	4,000.08	4,000.08	0.00
Fringe	0.00	0.00	0.00
Travel	3,814.82	3,811.82	3.00
Supplies	10,360.84	10,310.84	50.00
Equipment	0.00	0.00	0.00
Contractual	39,136.00	39,091.00	45.00
Other	8,888.26	8,050.42	837.84
Subtotal	66,200.00	65,264.16	935.84
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
FEDERAL			
TOTAL	66,200.00	65,264.16	935.84

LOCAL BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	4,667.00	6,331.92	99.08
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	43,200.00	59,921.12	0.00
Other	0.00	0.00	0.00
Sub Total	47,867.00	66,253.04	99.08
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
LOCAL			
TOTAL	47,867.00	66,253.04	99.08

McAllen Night Out



McAllen Night Out



Su Clinica, Health Fairs



United Way's "A Day in the Park!"



Bass Pro Night of Conservation

Casa Raymondville



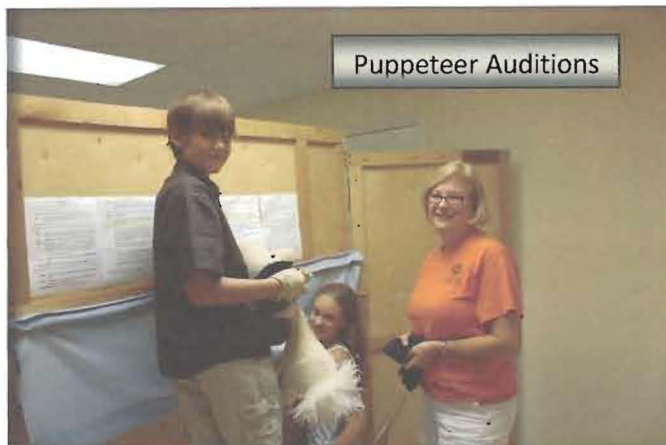
Bass Pro Night of Conservation



Vida Verde, McAllen



Puppeteer Auditions





COASTAL EXPO



Captain Crab Coloring Pages
Distribution: Sept 23, 2008- June 30, 2012

Date	Customer	Phone	Contact	Street	Cycle 13	Cycle 14	Cycle 15
23-Oct-08	Amber Jack's			doesn't want tables colored on			
6-Dec-08	America's	423-8361	America Rangel	W. Tyler, Harlingen	25		
23-Jul-10	Big Boys Wings	956-761-4379	Merrill Woods	1912 Padre Blvd.		500	
7-Jun-11		956-943-3340	George	wants 500			500
23-Oct-08	Big Donkey	956-761-4843	Maribelle	4215 Padre Blvd.	500		
11-May-09				no pages needed			
14-Jul-10			Yvette	wants 500		500	
7-Jun-11		956-943-3340	George	wants 500			500
23-Oct-08	Blackbeard's	956-761-2962	Cindy	103 E. Saturn	500		
4-May-09				no pages needed			
21-Jun-10				wants 500		500	
7-Jun-11			Billy Jean	Make their own now			
1-Nov-08	Blue Marlin	399-1783		San Benito	25		
9-Mar-09					50		
28-Feb-09	Blue Onion	447-0067	Josh	423 S. International, Weslaco	25		
17-Nov-09	Brownsville ISD Career Fair			Brownsville		30	
25-Aug-10	Captain Roys	956-761-9990		doesn't want pages			
23-Oct-08	Daddy's Seafood & Creole	956-761-1975		3409 Padre Blvd.	500		
11-May-09				no pages needed			
23-Jul-10			Joe	wants 500		500	
7-Jun-11		956-943-3340	George	wants 500			500
23-Oct-08	Dirty Al's Seafood Kitchen	956-761-4901	Dirty Al/George	Sea Ranch Marina	500		
4-May-09				no pages needed			
24-Jul-10				busy			
7-Jun-11	BBWings, B.Donkey, Daddy's,P Stat	956-943-3340	George	Call this phone # for all 5 (500)			500
23-Oct-08	D'Pizza Joint	956-761-7995	Joe	2413 Padre Blvd.	500		
4-May-09				closed due to Dolly			
23-Jul-10				call Joe at 9 - Mon/called not in			
20-Sep-10				called for Joe-not in			
8-Jun-11				Called 2x-left msgs			
23-Sep-08	Georgiana				125		
19-Nov-08			x	x	200		

Captain Crab Coloring Pages
Distribution: Sept 23, 2008- June 30, 2012

Date	Customer	Phone	Contact	Street	Cycle 13	Cycle 14	Cycle 15
23-Oct-08	Jake's Restaurant & Bar	956-761-5012	Larry Wagne/Amanda	2500 Padre Blvd.	500		
11-May-09				no pages needed			
3-Aug-09					500		
23-Jul-10				has pages; call in 2 months			
8-Jun-11			Laura	No pages needed			
23-Oct-08	Jessie's Cantina & Restaurant	956-761-4500	Jesse	2700 Padre Blvd.	500		
11-May-09				no answer			
26-Oct-09				closed Mondays			
23-Jul-10			Eric	did not want now/will call			
8-Jun-11			Carlos	wants 500			500
25-Jan-09	Lone Star Restaurant	423-8002		Bus 83, Harlingen	25		
23-Jul-10			Matt	call back/7-24 called back not in			
23-Oct-08	Lost Galleon			didn't want pages			
23-Oct-08	Louie's Backyard			didn't want pages			
11-Oct-08	McAllen Goes Green Fest				100		
17-Oct-09						250	
9-Oct-10							250
20-Nov-08	Manuel's Restaurant	956-943-1655	Jose Barrosa	Port Isabel	25		
23-Jul-10				call before 2pm			
22-Sep-10				person to decide not in			
8-Jun-11			Manuel	wants 500			500
23-Oct-09	Marcella's Italian Restaurant			didn't want pages			
23-Oct-08	Naturally's Health Food Store & Cafe	956-761-5332	Laura	3109 Padre Blvd.	500		
11-May-09				no pages needed			
26-Oct-09				no more pages			
23-Oct-08	Padre Island Brewing Co.	956-761-9585	Iran	3400 Padre Blvd.	500		
14-Jul-10			Jose	wants 500		500	
8-Jun-11			Jose	wants 500			500
2-Aug-10	Palm Street Pier	956-772-7256	Casey	wants 500		500	
8-Jun-11			Casey	wants 500			500
2-Aug-10	Palms on the Beach	956-761-1316		doesn't want pages/no kids			
2-Aug-10	Parrott Eyes	956-772-9040	Romaldo	wants 500		500	
8-Jun-11			Carina	wants 500			500
8-Jun-11	Pelican Station -Port Isabel	956-943-3340	George	201 S. Garcia, Port Isabel			500

Captain Crab Coloring Pages
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Date	Customer	Phone	Contact	Street	Cycle 13	Cycle 14	Cycle 15
10-Feb-09	Perez Elementary Pep Rally		Bertie Nasiff	McAllen	500		
21-Jun-10	Pier 19	956-761-7437				1000	
7-Jun-11			Dennis	don't need any right now			
6-Dec-08	Pirate's Landing (makes own copies	x	Scott Friedman	110 N. Garcia, PI, 78578	1		
17-Mar-09					1000		
3-Aug-09					500		
8-Oct-09						500	
12-Nov-09						1000	
17-Apr-10						1000	
22-Jun-10						2000	
8-Jun-11	Make their own copies		Scott Friedman	don't need any right now			
14-Nov-09	RGV Birding Festival		Laura Maxwell	Harlingen		225	
16-Nov-11	BassPro Grand Opening		Susan Hoehne	Harlingen			5000
22-Apr-12	Vide Verde		Susan Hoehne	McAllen			2000
30-Apr-12	Port Isabel Earth/Arbor Day		Susan Hoehne	Port Isabel			250
29-Jun-12	"A Day at the Park"		Susan Hoehne	Harlingen			500
6-May-09	Sanchez Elementary		Bertie Nasiff	2901 Incarnate Avenue, McAllen	485		
23-Oct-08	Scampi's Restaraunt & Bar	956-761-1755	Oldie	206 W. Aires	500		
11-May-09				no pages needed			
26-Oct-09				didn't answer on Monday			
21-Jun-10				no more pages/coloring tables			
2-Sep-09	School take home packets				802		
1-Oct-09						2036	
2-Aug-10	SPI Chamber/Visitor's Center	956-761-6433	Sylvia/manager	wants 500		500	
8-Jun-11			Sylvia/manager	wants 500			500
6-Nov-09	Sullivan Elementary Career Day		Marie Montalvo	San Benito, TX		150	
20-Jul-10	Sunset Café	956-761-2866		wants 500		500	
7-Jun-11				no answer-2 msgs.			
23-Jul-10	Tom & Jerry's Beach Grill	956-761-8999		no answer			
7-Jun-11			Jerry	wants 500			500
1-Aug-11							500
23-Oct-08	White Sands Restaurant	956-943-2414	Janie	418 Highway 100	500		
				just reopened no pages needed			
17-Apr-10						500	

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21-Jun-10				wants 500		500	
8-Jun-11			Jalisa	wants 500			500
23-Oct-08	Windjammers Beachfront Cafe	956-761-6511	David	500 Padre Blvd.	500		
11-May-09				closed due to Dolly			
23-Jul-10				no answer			
TOTAL					7888	13691	15000

CAPTAIN CRAB THE BEACH PATROL
SURVEY SUMMARY

CYCLE	DATE	SCHOOLS	HEARD OF CRAB	%	SEEN CRAB	%	SEEN TV	%	WANT TO HELP	%	TOTAL STUDENTS
9 & 10	1/2006 - 6/2006	37	2511	53%	2610	55%	1858	39%	3553	75%	4745
11	9/2006 - 6/2007	17	1346	38%	1839	52%	1450	41%	2869	82%	3519
12	9/2007 - 6/2008	16	2660	44%	2864	47%	2316	38%	4177	69%	6037
13	9/2008 - 6/2009	22	1793	20%	2127	23%	1633	18%	3760	41%	9149
14	9/2009 - 6/2010	28	3572	38%	3487	38%	2749	30%	7216	78%	9284
15	9/2010 - 6/2011	12	1515	36%	1573	37%	1144	27%	2805	67%	4199
	9/2011 - 6/2012	17	1469	44%	1496	44%	1222	36%	2731	81%	3369
TOTALS		149	14866	37%	15996	40%	12372	31%	27111	67%	40302