



OCEAN PROTECTION COUNCIL

Wade Crowfoot | Secretary for Natural Resources | Council Chair
Jared Blumenfeld | Secretary for Environmental Protection
Eleni Kounalakis | Lieutenant Governor | State Lands Commission Chair Ben
Allen | State Senator
Mark Stone | State Assemblymember
Michael Brown | Public Member
Jordan Diamond | Public Member

Informational Item September 14, 2021

Prop 68 Climate Resilience Miniseries

Kathryn Beheshti, PhD, Sea Grant Fellow

Proposition 68, or the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access for All Act of 2018, was passed by voters in 2018, issuing \$4B in bonds to be allocated to projects around conservation, water, and parks. This miniseries, which is a collection of short videos that highlight the impactful coastal resilience work happening in California, focuses on the fifteen projects (\$8,056,761) approved at the February Council meeting earlier this year, under Chapter 10 of Prop 68 – ‘Climate Preparedness, Habitat Resiliency, Resource Enhancement, and Innovation.’

The intent of this miniseries is to: 1) highlight the collaborative and interdisciplinary work that resulted from the disbursement of the Prop 68 funds, and; 2) effectively communicate to all Californians how voter support for Prop 68 has advanced the state’s efforts to protect and restore critical wetland habitat, use nature-based solutions to protect our developed shoreline, and improve coastal access and safety. Our hope is for this miniseries to showcase the many individuals behind these Prop 68 projects and the diversity of voices and expertise that are making this work possible.

The miniseries, which was led from conception to execution by Dr. Kat Beheshti, one of OPC’s 2021 Sea Grant Fellows, launched on August 17, 2021. Videos and their accompanying blog are released each week on Tuesday and Thursday. OPC’s Policy and Communications Manager Jennifer Savage has led the dissemination campaign and has increased engagement across all social media platforms (e.g. the number of accounts reached on Instagram is up 62% and Twitter impressions have increased to 14.3K, since the miniseries began). OPC has partnered with California Sea Grant’s Communication Team, led by Caitlin Scully, to improve visibility. The miniseries is slated to end in mid-October. Once complete, OPC plans to release a newsletter dedicated to the miniseries which will be shared widely.



Figure 1. YouTube thumbnails from the subset of the project videos slated for release ahead of the September Council Meeting. The first video, released on August 17th, was a primer on OPC and Prop 68 ([Episode 0: Who is OPC? What is Prop 68](#)). Shown above (top left to right) are [Episode 0](#), [Episode 1](#), and [Episode 2](#) and (bottom left to right) [Episodes 3](#), [Episode 4](#), and [Episode 5](#). Social Media Toolkits are assembled each week and sent out to the grantee team for use on their own platforms and websites. Videos were edited and produced by California Sea Grant State Fellow Kathryn Beheshti. For accessibility reasons, Kathryn wrote an accompanying blog piece for each video.