



**Morro Bay National Estuary Program  
Community Grant Application Cover Sheet**

**Project Title:**

**Applicant:**

**Address:**

**Contact Person(s):**

**Phone:**

**Fax:**

**Email:**

**Grant Amount Requested (cannot exceed \$5,000):**

**Total Estimated Project Cost:**

**Amount & Source of Other Funding (if relevant):**

**Project Description Summary (fill in here or attach additional document; word limit 300):**



**Check off the Comprehensive Conservation and Management Plan Priority Issue(s) addressed by the proposed project:**

Sedimentation.

Bacterial contamination.

Elevated nutrient levels.

Toxic pollutants.

Scarce freshwater resources.

Preserving biodiversity.

Environmentally balanced uses.

Briefly describe how your project addresses the priority issue(s) you checked above.

The proposed project must work to implement at least one of the Action Plans that address the Priority Issues listed above. The Action Plans are detailed beginning on page 23 of the Management Plan, which can be found at [MBNEP.org](http://MBNEP.org).

In the space below, please list the relevant Action Plan(s) and briefly describe how they will be addressed by this project.



350 Mitchell Drive • Los Osos, CA 93402 • 805-528-7014

**Narrative Information Section for:**

**Education for Eradication of Sahara Mustard & Spiny 3-Corner Jack**

**Organization:** *Celebrate Los Osos/ Los Osos Community Organization*

**Contacts:** Any one of our executive committee members can respond to questions:

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**Background:**

Sahara mustard (*Brassica tournefortii*) and spiny threecornerjack (*Emex spinosa*) are highly aggressive invasive weeds that have been designated as two of the most injurious to natural habitats and the overall ecosystem. They are top non-native invasive plants of concern. They are now invading Los Osos with a vengeance. The sewer construction project, which involved digging up nearly every street in Los Osos, provided the transportation for the seeds on equipment arriving from contaminated areas. Three years ago they sprang forth. Both weeds are robust, fast-growing, drought-tolerant winter annuals that prefer sandy soils. Plants are located along street right-of-ways, and in residential yards.





Sahara mustard (top two images) self-pollinates, and one large plant can produce 16,000 seeds. Sahara mustard easily and quickly outcompetes the native plants that nourish our wildlife. Spiny three-corner jack (lower two images), has abundant seed production with high dispersal capability; the plants can be harmful to native fauna. For both species, the seeds have the potential to remain viable for many years in the soil, enabling the species to persist through long periods of unfavorable conditions.

For the past two years, Celebrate Los Osos has attempted to inform Los Osos residents, through social media postings and with flyers, asking them to identify the weeds and pull them. We found where the weeds were pulled early in their growth cycle, they did not return the following year. But when they are allowed to go to seed, they spread rapidly. While total eradication may not be feasible, by removing as many as possible each year, we hope to prevent the further spread throughout Los Osos, the green belt, the Elfin Forest, Sweet Springs Nature Preserve and Montaña de Oro State Park. As we control the weeds, weed seeds in the soil will be slowly depleted. This will result in fewer weeds over time.

**Goal:** to inform and educate Los Osos residents about these two highly invasive weeds and encourage them to remove whatever they find in their own yards.

**Project Description:** **a simple and effective 6-step, multi-level informational outreach program in early January 2018, with the goal of continuing to control these weeds and stop their spread.**

- 1) In late 2017, direct mail 6,500 postcards (5"x7") to each residence and all absentee property owners. This will include information, photos to identify the weeds, and explain how to pull and dispose of them.
- 2) Insert 2,760 (8"x3.3") flyers into the water bills of the LOCSO's Water Company. S&T Mutual Water Company will print a brief message on their water bill and Email an informational piece that we prepare with MBNEP's help, to all of their customers. These all will include the same information and photos as the postcard.
- 3) Place 200 (8.5"x11") informational posters, with photos, throughout the Los Osos/Baywood Park retail areas.
- 4) Place informational countertop cards (4"x6") in all local retail outlets and nurseries, to be picked up by shoppers. Retailers were very receptive to accepting cards for distribution in the past.
- 5) Aggressive, strategic and repetitive use of social media to inform and educate Los Osos residents by using: multiple Facebook pages, e-blasts and Nextdoor (a social networking service), to broaden the outreach.
- 6) The Land Conservancy of SLO; San Luis Obispo Weed Management Area and California Invasive Plant Council; California Native Plant Society (SLO Chapter); and others have agreed to partner with us by



broadening the outreach to their members and social media followers. The Bay News will print an article with photos and information to assist in the campaign.

It is possible to contain these environmental scourges, but the longer we wait, the harder and the more expensive the process will be. With this grant, we hope to halt the invasion of the noxious weeds before they escape into the wild lands and it is too late.

**Community Engagement:** As with our similar efforts over the past two years, CLO has the many volunteers (a list of 300) distribute information to local businesses; the venues for posters, such as the Chamber of Commerce; the participating water companies; plus people willing to post on Nextdoor and Facebook, and announce the project at both the Los Osos CSD and LOCAC meetings. The information will be prominent on our website and will be distributed in Email blasts to our extensive list of supporters. We anticipate reaching the majority of adult Los Osos residents in these ways.

**Budget breakdown/details:**

Expenses	Retail Cost	Offsets	Grant Needed
Design, photography, electronic prepress	\$ 785.00	\$ 785.00	
Printing: postcards, flyers, posters and inserts	\$ 690.00		\$ 690.00
Bulk mail services and postage, 6,500 pieces	\$ 1,418.00		\$ 1,418.00
<b>TOTAL</b>	<b>\$ 2,893.00</b>	<b>\$ 785.00</b>	<b>\$ 2,108.00</b>

**Contractor:** Co-Color Printing, a high quality, full color printer “for trade only” providing discounts to designers and print buyers.

**Sources of project funding:** None, beyond the in-kind services of CLO’s professional graphic designer, Pandora Nash-Karner.

**Examples of the informational poster, flyer, direct mail postcards and a water bill insert used in the past.**



We have worked with a number of agencies in the past and know it is important to follow the protocol of each agency. That’s why we would like to work with the Morro Bay Estuary Program to develop language for the informational pieces that is uniform, concise and appropriate, and will result in the maximum amount of weeds pulled.

As an example, we are currently working with the MBNEP on finalizing the language for an interpretative sign to be placed along Pasadena Drive in Baywood Park.

**Evaluation:** Observation by CLO members in early summer will determine if our message has been heeded. We did find in past years, areas that had been infested were clear where the weeds had been pulled prior to going to seed. We can contact project managers in Sweet Springs and the board for S.W.A.P. for their observations. Only time and reports from the greenbelt and Montaña de Oro will reveal the success of the project in those areas.

**Qualifications:** *Celebrate Los Osos/Los Osos Community Organization* is a 501 (c)(3) non-profit corporation. We are dedicated to making a difference, one project at a time, through highly visible work

projects engaging volunteers who want to get their hands dirty “doing good work” for the benefit of Los Osos residents and visitors. We utilize volunteers to beautify, build, plant, paint, pull weeds, repair, refurbish, remodel, restore and maintain projects that directly involve and engage community members in order to stimulate community pride, encourage camaraderie, and leave a legacy for all to enjoy. Any grant funds that we acquire are used exclusively for materials and equipment, and not for paying community volunteers or staff.

In 1989, a small group of people formed the Los Osos Community Organization. This group created murals, landscaped the mural grounds, organized Holiday Parades, re-discovered and refurbished the Los Osos Schoolhouse float originally built for the 1969 Los Osos Bicentennial, rebuilt fences, created Fun Runs at Montaña de Oro State Park, and sponsored the Los Osos Christmas parade.

Over the course of time this group became *Celebrate Los Osos* and since 2008 we have completed a wide range of projects:

**(1)** repaired, refurbished and repainted the two iconic bridge bear statues at the entrances to Los Osos and Baywood Park; **(2)** replanted, restored and re-plumbed the 1100 linear foot median strip along Los Osos Valley Road with drought tolerant plants; **(3)** painted the Little League Snack Shack at Monarch Grove Elementary School; **(4)** designed and built a new fence to dramatically enlarge the family picnic area in the Los Osos Community Park; **(5)** planted 100 oak trees along the fence in #4; **(6)** replanted the divider in the parking lot of the California State Oaks Preserve on Los Osos Valley Road with drought-tolerant plants; **(7)** partnered with Cal Poly Landscape Architecture Department and the Friends of the Library to design a future drought-tolerant demonstration garden in front of the Los Osos Library; **(8)** produced two large concerts as fund raisers; **(9)** organized a community “Thank You” BBQ party for the wastewater construction workers, which included utilizing children’s artwork and poetry, a local band, and the Kiwanis Club; **(10)** restored the two large iconic hand-carved redwood welcome signs into Los Osos; **(11)** restored the Portola’s Sacred Expedition Community Mural; **(12)** coordinated the annual clean up event at Cuesta Inlet, a popular 11-acre parcel used by locals and visitors as a passive park and boat launch, and installed six permanent signs with usage information; **(13)** worked with the Baywood Navy and local contractors to restore the Baywood Pier; **(14)** installed two permanent benches made of lpe and concrete, at popular scenic locations for the public to enjoy; **(15)** A SLO County infrastructure grant was awarded for a new interpretive sign at the public coastal access site at Pasadena Drive between Santa Ysabel and Baywood Way. This interpretative sign will illustrate the cultural and geological history of the location, describe the Pacific Flyway, tell how humans impact the bay, and inspire visitors to take action.

**Thank you for your consideration of our project!**