



Half Moon Bay Coastside Ecotourism Program Pledge

Half Moon Bay Coastside Chamber of Commerce & Visitors' Bureau

Encouraging responsible travel that helps to protect the natural areas of our magnificent coastline and the community that lives here.

Conform to environmental regulations and preserve the natural resources of the Coastside:

- Properly manage and recycle garbage and wastes, and keep natural areas litter-free.
- Do not pollute or disturb natural habitat areas including water bodies.
- Control visitors' behavior in and around sensitive wildlife habitat areas.
- Use native species to promote wildlife use.
- Use sustainable practices when harvesting natural products.
- Minimize impacts on the environment.

Protect the rich and unique cultural heritage of the Coastside:

- Conform to local architectural style and scale.
- Contribute to a sense of place and historic authenticity.
- Provide opportunities to learn about the Coastside's historic and current cultural characteristics.

Promote opportunities to learn through "hands-on" experiences and active participation:

- Offer visitors the opportunity to participate in onsite activities such as harvesting or processing farm products, monitoring wildlife, restoring natural areas, etc.
- Provide a safe environment for visitors.
- Enhance visitors' learning through education and interpretation.

Promote local economic opportunities through ecotourism:

- Engage Coastside residents.
- Promote Coastside ecotourism activities.
- Buy local products and support local businesses.
- Provide a quality experience.
- Help visitors learn how they can contribute to restoration and conservation of the Coastside's natural and cultural resources.

I _____, representative of _____ pledge to support and practice the above ecotourism principles in order to help create a sustainable tourism economy along the Half Moon Bay Coastside.

Signature _____ Date _____

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