

# Coastal Cleanup Day

## 2016



### ***INTRODUCTION***

Every year, on the third Saturday in September, people come together to take part in California's largest volunteer event, Coastal Cleanup Day. Saturday, September 17, 2016 was no different – more than 59,000 people removed over 700,000 pounds of trash and recyclable material from California's coast and inland waterways. Garbage can come from our homes, walkways, and streets, and travels through storm drains or other channels to reach the sea.

We had a record breaking 922 confirmed cleanup sites across the state and again cleaned more shoreline inland than on the coast.

### ***HISTORY***

Over its 32-year history, 1.4 million volunteers have removed more than 23 million pounds of debris from our state's beaches, lakes, and waterways.

California Coastal Cleanup Day began in 1985, when the Commission organized the first event at locations along the coast from the border of Oregon to the border of Mexico. The cleanup proved successful with Californians - over 2,500 attended that inaugural event. From humble beginnings and a successful kick-off, the Commission continued the

cleanup effort, and the event grew and continues to grow each year. In 1986 the Ocean Conservancy launched the International Coastal Cleanup and California Coastal Cleanup Day added its existing cleanup work and data to the effort, which quickly grew to become the world's largest volunteer event related to the marine environment.

As cleanup volunteers collected more and more data, organizers came to understand the sources and types of debris found on the coast and value those findings. This newfound understanding provides the general public and policy makers with the knowledge needed to make important decisions. For example, in response to the data collected during cleanups, the Commission expanded the event to the inland waterways, lakes, and rivers that we learned were the channels through which trash flowed from land into the ocean. Cleanup data has also proven vitally important in developing new policies to reduce the amount of debris created in the first place, such as the plastic grocery bag bans that have spread across California.

## ***EDUCATION***

The cleanup has matured in many ways. In addition to adding volunteers and cleanup sites, our understanding of marine debris has clarified and the Commission has taken steps to strengthen the educational value of the program. One such effort began in 2011, when the Commission introduced a "BYO for CCD" initiative that asks volunteers to bring reusable



cleanup supplies from home, rather than use the single-use, disposable plastic items provided at cleanup locations. This initiative builds on the realization that every disposable item could become marine debris. By shifting to reusable items, such as buckets or reusable bags and gardening gloves, the Commission has reduced the amount of new disposable materials it needs to run the cleanup while educating volunteers about the value and ease of switching to reusable items. A handful of site captains and coordinators are going the extra mile at their cleanups, providing reusable gloves and buckets, swapping out

any and all single-use plastics available then declaring their site a zero or *nearly* zero cleanup site.

In 2016, we again observed more than one-third of all participants brought one or more reusable item from home to use during the cleanup. As a result, the Commission has been able to produce about 150,000 fewer trash bags since the BYO program started in 2011, benefiting the environment overall and supporting behavioral change in a large group of volunteers – a change that our survey results tell us will likely carry over into other parts of their daily lives.

## ***PARTNERSHIPS***

The cleanup is run by the California Coastal Commission, but is made possible through the many partnerships that bring the event to life. Our partners include:

- County Coordinators
- Statewide Partners
- Corporate Partners



## COUNTY COORDINATORS

County/Regional Coordinators play a vital role in Coastal Cleanup Day. Each coordinator becomes the contact person at a local level for volunteers and acts as the liaison with the California Coastal Commission (CCC) for supplies and logistics. The County or Regional Coordinators also work closely with Site Captains to organize the event in their area. In addition, the County Coordinator handles all aspects of the cleanup locally, from publicizing the effort, distributing supplies, training Site Captains, organizing trash pickup after the event, and submitting data after the cleanup to both the Coastal Commission and Ocean Conservancy. It's a massive effort, and the role of the County Coordinator is crucial to the success of the event. They deserve recognition and appreciation for their continued efforts.



## STATEWIDE PARTNERS

In addition to local and regional partners, the cleanup benefits from the efforts of statewide organizational partners (See list on page 10). These larger partnerships can bring much-needed statewide publicity to the cleanup, such as the California State Parks efforts to post Coastal Cleanup Day posters and organize cleanups within many state parks. Another important and growing effort is the partnership the Commission has developed with the CalTrans Maintenance Program and their Adopt-A-Highway Program. This partnership brought out more volunteers as part of the Adopt-A-Highway program, but also saw CalTrans mobilizing a huge amount of resources, valued at over \$500,000 of in-kind support. In the week leading up to Coastal Cleanup Day, CalTrans staff and equipment like street-sweepers scoured more than 1,300 miles of by-ways and underpasses of California's highways all across the state, helping to rid some very difficult-to-access locations of hundreds of thousands of pounds of trash and illegally dumped material.

## CORPORATE PARTNERS

The cleanup program's partners also include those companies that provide the funding, marketing, and publicity capabilities for the effort, without which the cleanup could not take place. Coastal Cleanup Day takes great pride in its corporate partners and other sponsors, who lend their expertise, employees, and products, as well as their financial support, to the cause.



**CG Roxane Crystal Geyser Alpine Spring Water**, the cleanup's lead sponsor for the past seven years, donates water for every volunteer who asks. Crystal Geyser not only supports the cleanup, they actively work to learn from feedback and knowledge gained through their partnership with the Commission to become a leader in their industry. We are so appreciative of their continued support.



**California Office of Emergency Services and NOAA**, now a four-time sponsor of Coastal Cleanup Day, came on board in 2011 to help fund year-round cleanups of debris that may have originated from Japan during the March 2011 tsunami. Cleanups took place along all coastal counties throughout the year, one of which was Coastal Cleanup Day. This funding provided critical support to local efforts in all 15 coastal counties, helping to greatly expand cleanup programs across the coast.



**Oracle**, a Program partner for over 20 years, activates their employees as part of the Global Volunteer Day, highlighting Coastal Cleanup Day locations near each of their California offices.

Oracle's employee participation and their place as the cleanup's longest-standing partner highlight the commitment Oracle has to California's environment.



**Rubio's**, a third year partner of Coastal Cleanup Day, continuing to bring their "fresh-Mex" perspective to bear by providing every adult volunteer with a coupon for a free taco at one of Rubio's restaurants in California, and a bookmark good for a free kid's meal for every young volunteer. Their active social media approach helped to spread the word about Coastal Cleanup Day and other Commission Public Education Programs throughout the year.



**Union Bank** continues a strong recurring Coastal Cleanup Day partnership in 2016, extending their commitment to the environment to our statewide event. With its operating companies, they aim to be "the world's most trusted financial group" by responding flexibly to financial needs, serving society, and fostering shared and sustainable growth for a better world.



The lead sponsors are joined by the Whale Tail® Specialty License Plate, California State Parks Foundation, and Ocean Conservancy, with whom the Cleanup has flourished. Their funds help the Coastal Commission provide all of the supplies, collateral materials, support, and funding that is needed for the cleanup to take place. Special thanks to gyro, the masterminds behind this year's Coastal Cleanup Day campaign, for their creativity and support. We are grateful to all our sponsors and partners, whose backing is critical to the success of this event.

The Coastal Commission has already started to assemble a strong team of sponsors that will enjoy year-round cleanup opportunities and highlights as we wrap up 2016 and look to the 33<sup>rd</sup> Annual California Coastal Cleanup Day, which will be held September 16, 2017.

## ***PUBLICITY***

The Commission strives to provide everything (or as close as possible) that our local partners need to run the cleanup. Much of this is the basic supplies of a beach cleanup: the trash and recycling bags, the gloves, the data cards and pencils



to fill them out, etc. But equally important are ways to publicize the cleanup so that volunteers are informed about how to get involved. So each year, the Commission works with a creative team to develop a new marketing campaign to entice new and returning volunteers to sign up for the cleanup.

Based on data from past events, cigarette butts have always been the number one item picked up during Coastal Cleanup Day, usually accounting for close to 40 percent of the total number of debris items picked up. The Coastal Commission

decided to make cigarette butts the focus of this year's publicity campaign. With immense (and pro bono) help from gyro, this year's campaign highlighted cigarette butts on the beach or along an inland shoreline, and provided instant education on how trash travels through our watersheds by tagging each cigarette butt with a caption like "Flicked along the 405," or "Flicked along L Street." The campaign also highlights the toxic nature of cigarette butts, and how they can poison our aquatic environments. The posters and postcards, produced in both English and Spanish, were a helpful way

to educate smokers about proper disposal of their butts, all Californians about how trash dropped anywhere can harm our ocean, and how important it is for all of us to help remove these items on Coastal Cleanup Day.

Gyro also developed separate artwork for our volunteer t-shirts that was much more attractive than pictures of a cigarette butt. The shirts, which have an octopus graphic and the tag line “lend a hand or eight,” proved extremely popular with our Site Captains and the public.

We mapped 922 locations on our state Coastal cleanup website this year providing volunteers a convenient way to locate a cleanup site, contact a coordinator or site captain, and find others nearby. The searchable map in our recently updated website also shows each volunteer the entire scope of Coastal Cleanup Day, when you zoom out from your specific site you can see what an all-encompassing wonderful and expansive endeavor it truly is. We are excited to offer this tool to help make volunteering at Coastal cleanup day that much easier and more meaningful.

## COASTAL CLEANUP DAY ON THE WATER

For the past five years, the California Coastal Commission (CCC) – in partnership with the California State Parks Division of Boating and Waterways – has conducted focused outreach to the boating community to engage them in on-shore and on-the-water boating cleanups at yacht clubs, marinas, and aquatic centers throughout California.



Again this year the boating community showed its interest in this state and international effort. This year, 34 boating facilities participated in the event and 864 volunteers cleaned 43 miles and collected 10,847 pounds of trash and recyclables on land and from 64 vessels (kayaks, canoes and dinghies). 31% of the volunteers brought their own reusable cleanup supplies. Additionally, Dana Point Harbor in partnership with Dana Point Yacht Club conducted a very comprehensive cleanup not only on the shoreline but also underwater and on-the-water.

## OUR PROGRAM

California Coastal Cleanup Day is a celebration of the environment, volunteers, and the Coastal Commission’s year-round efforts. Its success is made possible by the ongoing outreach and education that the Commission’s Public Education Program provides through its Marine Debris Program, which focuses on relationships with other state agencies and non-profit organizations to inform the public, influence policies, and support Coastal Cleanup Programs (Adopt-A-Beach, Coastal Cleanup Day, and Schoolyard Cleanups).

In addition to these efforts, the Commission supports coastal education throughout the year in an effort to build a constituency that will care for our coastal resources and preserve them for future generations. One of the Commission’s primary efforts is the Whale Tail® Grants Program. Using money from sales of the Whale Tail® License Plate, the grants support projects that encourage our children and the general population to value and take responsibility for the health of the state’s marine and coastal resources. The program focuses on reaching communities that are underserved in terms of marine and coastal education. This program is supplemented by a



voluntary contribution “checkbox” option on the state income tax form, listed under the “[Protect Our Coast and Oceans Fund](#).”

The Commission also offers teachers a 3rd – 8th grade curriculum, *Waves, Wetlands, and Watersheds*, as well as free workshops to help teachers learn to use the curriculum. Among the many programs that the Public



Education Program runs, two in particular encourage creative expression: the annual Coastal Art and Poetry Contest for students and the annual Amateur Ocean and Coastal Photography Contest. The winning artwork and photographs have been displayed at a variety of venues, including visitor centers, aquaria, and art galleries statewide. To enhance the curriculum, the Coastal Commission also circulates a video lending library, and offers free posters and other materials for educators.

In all of its efforts, the Coastal Commission’s Public Education Program works to protect and restore California’s coast and ocean by teaching, inspiring, and empowering the public to take positive action. California Coastal Cleanup Day is but the most visible part of a multi-faceted effort to reach these goals. Please join us,

and lend your support. Find us by calling (800) COAST-4U or look us up on the web at [www.coast4u.org](http://www.coast4u.org).

## ***CALIFORNIA COASTAL CLEANUP DAY 2016 – COUNTY TOTALS***

<b>County</b>	<b>Volunteers</b>	<b>Trash</b>	<b>Recyclables</b>	<b>All Debris</b>
Statewide - Adopt-A-Highway	858	27,287	0	27,287
Multi-County - Sierra Cleanup	1,058	25,373	189	25,562
Schoolyard Cleanups	723	0	0	0
Alameda	4,037	48,241	5,823	54,065
Colusa	50	1,200	200	1,400
Contra Costa	2,300	16,000	650	16,650
Del Norte	500	4,900	0	4,900
Humboldt	140	2,804	0	2,804
Imperial	0	0	0	0
Kern	0	0	0	0
Kings	104	36,800	0	36,800
Lake	27	6,000	20	6,020
Los Angeles	9,556	28,087	1,548	29,635
Marin	1,097	13,073	3,162	16,235
Mendocino	300	5,400	350	5,750
Merced	0	0	0	0
Monterey	971	11,783	1,144	12,927
Napa	422	3,779	5,198	8,977
Orange	7,288	56,124	961	57,085
Riverside	852	0	0	0
Sacramento	1,636	32,485	3,250	35,735
San Benito	50	3,018	400	3,418
San Bernardino	0	0	0	0
San Diego	7,500	150,000	7,500	157,500
San Francisco	1,770	13,945	0	13,945
San Joaquin	950	31,691	0	31,691
San Luis Obispo	1,198	5,445	1,067	6,512
San Mateo	4,145	22,788	3,882	26,670
Santa Barbara	852	1,927	1,115	3,042
Santa Clara	1,883	48,809	6,133	54,942
Santa Cruz	3,101	21,155	2,216	23,371
Shasta	352	1,600	0	1,600
Siskiyou	8	632	42	674
Solano	1,834	19,011	2,762	21,773
Sonoma	301	904	344	1,248
Ventura	2,699	8,023	1,798	9,821
Yolo	477	10,624	2,119	12,743
Yuba	115	0	0	0
<b>TOTAL</b>	<b>59,154</b>	<b>658,908</b>	<b>51,873</b>	<b>710,781</b>

# COASTAL CLEANUP DAY PARTNERS

## COUNTY AND STATE COORDINATORS

### Alameda County

Alameda Resource Conservation District

*Amy Evans*

City of Berkeley  
Shorebird Park Nature Center  
*Patty Donald*

City of Fremont  
*Barbara Silva*

City of Livermore,  
Water Resources Division, Adopt-A-Creek Spot Program  
*Lynna Allen*

City of Oakland Watershed Improvement Program  
*Mike Perlmutter/Jen Stearn*

East Bay Regional Park District  
*Jeremy Saito*

Kaiser Permanente  
Walking Group  
*Mary Cranley*

Port of Oakland  
*Derek Lee/Luana Espana*

### Alpine County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Amador County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Butte County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Calaveras County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Colusa County

Premiere Mushrooms  
*Kevin Foley*

### Contra Costa County

The Watershed Project  
*Juliana Gonzalez*

East Bay Regional Park District  
*Jeremy Saito*

### Del Norte County

Del Norte Unified School District,  
Crescent Elk M.S.  
*Ross Morgan*

### El Dorado County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Fresno County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Humboldt County

Northcoast Environmental Center  
*Madison Peters*

### Imperial County

The EcoMedia Compass  
*Kerry Morrison*

### Inyo County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Kern County

Trails4All  
*Jim Meyer*

### Kings County

Environmental  
Health Institute  
*Keith Winkler*

### Lake County

Lake County Department  
of Water Resources  
*Carolyn Ruttan*

### Los Angeles County

Heal the Bay  
*Alys Arenas*

### Los Angeles County

City of Long Beach  
El Dorado Nature Center  
*Brooke Davis & Erin Kellogg*

### Madera County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Marin County

US Army Corps of Engineers--Bay  
Model Visitor Center  
*Joanne Jarvis*

### Mariposa County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Mendocino County

Mendocino Land Trust  
*Maghan Smithyman*

### Merced County

UC Merced  
*Jim Greenwood*

### Modoc County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Mono County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Monterey County

Save Our Shores  
*Matt Miller*

### Napa County

Napa Resource Conservation  
District  
*Eric McKee*

### Nevada County

Sierra Nevada Conservancy  
*Theresa Burgess*

### Orange County (Coastal)

OC Coastkeeper  
*Julia Williams*



#### Orange County (Inland)

Trails4All

*Jim Meyer*

#### Placer County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Plumas County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Riverside County

Trails4All

*Jim Meyer*

#### Sacramento County

American River Parkway

Foundation

*Jordan Powell*

#### San Benito

Accelerated Achievement

Academy

*Susan Bessette*

#### San Bernardino County

Trails4All

*Jim Meyer*

California State Parks

*Anthony Boiano*

#### San Diego County

I Love A Clean San Diego

*Lexi Ambrogi/Natalie Roberts*

#### San Francisco County (West)

Golden Gate National

Parks Conservancy

*Denise Shea/Maria Durana*

#### San Francisco County (East)

Aquarium of the Bay

*Maggie Ostdahl*

#### San Joaquin County

SJ County Public Works

*Kelly Villalpando/Lisa J. Smith*

Sierra Nevada Conservancy

*Theresa Burgess*

#### San Luis Obispo County

Environmental Center of San Luis

Obispo County (ECOSLO)

*Mary Ciesinski*

#### San Mateo County

San Mateo Countywide Water

Pollution Prevention Program

*Julia Au*

#### Santa Barbara County

Explore Ecology

*Mariana Cruz*

#### Santa Clara County

SC Valley Water District/Creek

Connections Action Group

*Ricardo Barajas*

#### Santa Cruz County

Save Our Shores

*Matt Miller*

#### Shasta County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Shasta County - Redding

City of Redding - Community Creek

Cleanup Action Group

*Kim Niemer/ Brenna Bowers*

#### Sierra County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Siskiyou County

Salmon River Restoration Council

*Sarah Hugdahl*

#### Solano County

Solano Resource

Conservation District

*Marianne Butler*

#### Solano County - Benicia

Benicia Water Education Program

*Susan Frost*

#### Sonoma County

Coastwalk California

*Jo McCormick*

#### Stanislaus County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Tulare County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Tuolumne County

Sierra Nevada Conservancy

*Theresa Burgess*

#### Ventura County

Ventura County Coalition for

Coastal and Inland Waterways

*Lara Meeker*

#### Yolo County

Cache Creek Conservancy

*Gina Martin*

#### Yuba County

Yuba County

Environmental Health

*Paul Donohoe*

#### State-wide Partners

Adopt-A-Highway CALTRANS

Maintenance Program

*Andy Morse*

California State Parks

*John Garlock*

# COASTAL CLEANUP DAY PARTNERS

## ON THE WATER: COUNTY COORDINATORS & PARTNERS

ALAMEDA COUNTY INDUSTRIES	GOLDEN GATE NATIONAL PARKS	PACIFIC INTER-CLUB YACHT
AMERICAN RIVER PARKWAY	CONSERVANCY	ASSOCIATION
FOUNDATION	HEAL THE BAY	PACIFICA BEACH COALITION
AQUA SAFARI	HUMBOLDT BAYKEEPER	SAN MATEO COUNTY WATER
AQUARIUM OF THE BAY	I LOVE A CLEAN SAN DIEGO	POLLUTION PREVENTION PROGRAM
AVILA KAYAKS	KAYAK CONNECTION	SAVE OUR SHORES
BAY MODEL VISITOR CENTER	MONTEREY BAY KAYAKS	SOLANO RESOURCE CONSERVATION
CALIFORNIA CANOE AND KAYAK	MONTEREY BAY SEA OTTERS DIVE	DISTRICT
CITY OF ALAMEDA	CLUB	SOUTHERN CALIFORNIA YACHTING
DANA POINT YOUTH FOUNDATION	NORTHCOAST ENVIRONMENTAL	ASSOCIATION
DELTA KAYAK ADVENTURES	CENTER	SUP SHACK PADDLE BOARD
DELTA PROTECTION COMMISSION	ORANGE COUNTY DANA POINT	THE BAY FOUNDATION
EL DORADO NATURE CENTER (CITY OF	HARBOR	THE CLEAN OCEANS PROJECT
LONG BEACH)	ORANGE COUNTY PARKS VOLUNTEER	US COAST GUARD AUXILIARY
ENVIRONMENTAL CENTER OF SAN LUIS	SERVICES	VALLEJO KAYAK AND BIKE CLUB
OBISPO	ORANGE COUNTY SEA SCOUTS	VENTURE QUEST KAYAKS

## MARINAS, YACHT CLUBS, AND OTHER BOATING FACILITIES

AEOLIAN YACHT CLUB	HALF MOON BAY YACHT CLUB	REDONDO BEACH YACHT CLUB
ALAMITOS BAY YACHT CLUB	HUMBOLDT AQUATIC CENTER	SAN JOAQUIN YACHT CLUB
BALLENA BAY YACHT CLUB	KING HARBOR YACHT CLUB	SAN LEANDRO MARINA AND SAN
BALLENA ISLE MARINA	KORTH'S PIRATES' LAIR DELTA LOOP	LEANDRO YACHT CLUB
CALIFORNIA YACHT MARINA	LAKE MERRITT INSTITUTE	SANDY BEACH PARK, RIO VISTA
DANA POINT HARBOR & DANA WEST	LAKE MERRITT BOATING CENTER	SANTA CRUZ WHARF AND HARBOR
MARINA	MARTINEZ MARINA	SEAL BEACH YACHT CLUB
DANA POINT YACHT CLUB	OAKLAND MARINAS	SEQUOIA YACHT CLUB
EBONY YACHT CLUB	OAKLAND YACHT CLUB	SHORELINE YACHT CLUB
GLEN COVE MARINA AND GLEN COVE	OWL HARBOR MARINA	STOCKTON YACHT CLUB
YACHT CLUB	PILLAR POINT HARBOR	SUN HARBOR MARINA
GRAND MARINA	PORT ROYAL MARINA	VALLEJO MARIN
	PORT ROYAL YACHT CLUB	

Save the date

# 33rd Annual Coastal Cleanup Day

September 16, 2017

***[CoastalCleanupDay.org](http://CoastalCleanupDay.org)***

