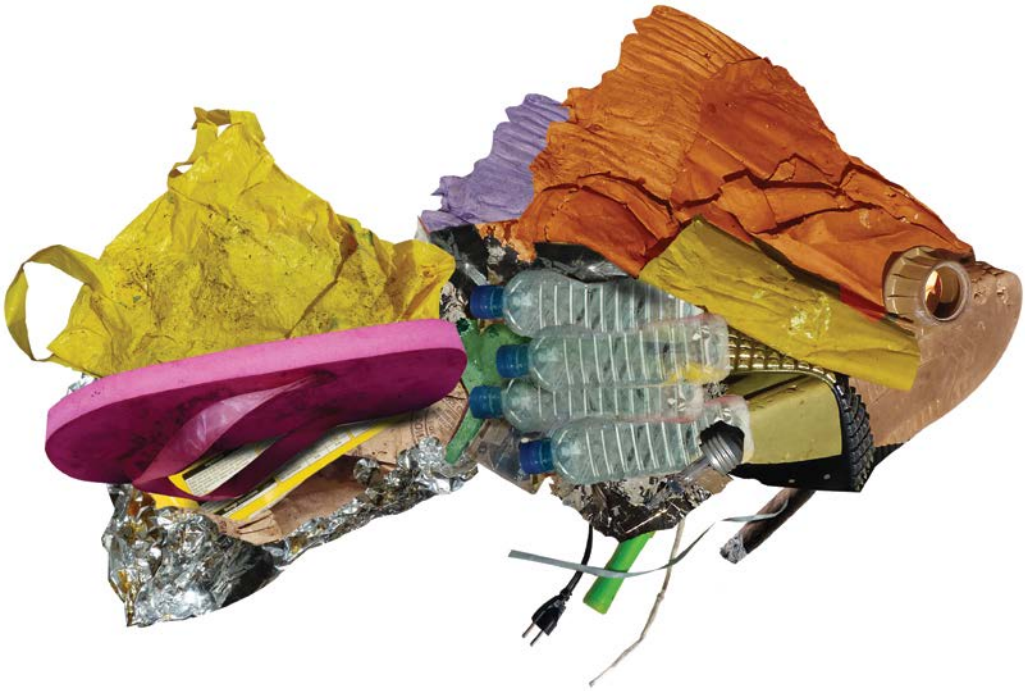
Yacht Club and Marinas
Site Captain Guide



California
Coastal Cleanup Day 2012

TABLE OF CONTENTS

I. Introduction.....3

II. Overview of Roles..... 4

III. How-To Guide..... 7

IV. **APPENDIX:**

a. Sample Day-Of Cleanup Timeline..... 15

b. Orientation Introduction, Marine Debris and Safety Talk..... 16

c. Marine Debris Facts and Information 18

d. Cleanup Captain Checklist..... 20

e. Cleanup Day Supply Checklist..... 21

f. Site Captain Summary Sheet..... 22

g. Sample Letter To Request Cleanup Product Donations..... 23

h. Coordinators Contact Information.....24

i. Marine Debris Power Point Presentation 26

YACHT CLUBS AND MARINAS

SITE CAPTAIN GUIDE

INTRODUCTION

Welcome to California Coastal Cleanup Day! Now entering its 28th year, Coastal Cleanup Day is the premiere marine-related volunteer event in California. Each year, thousands of volunteers turn out to California's beaches, lakes, and waterways to help remove hundreds of thousands of pounds of accumulated debris. This year's event, which will take place on Saturday, September 15th from 9 AM to Noon, promises to be our biggest yet – thanks primarily to you and your fellow Site Captains. The Site Captain's job is the heart of the Cleanup effort. You are the face of the Cleanup, helping to organize everything from pre-event publicity to post-event celebrations.

This year we have a special Site Captain Guide especially for yacht clubs and marinas based on a pilot project the California Coastal Commission and the California Department of Boating and Waterways conducted in 2011 in partnership with Heal the Bay, the San Mateo County Water Pollution Prevention Program and two enthusiastic yacht clubs: Port Royal in Los Angeles County and Sequoia Yacht Club in San Mateo County. Please take some time to read through this Guide now, and refer to it as needed during your planning process. The beginning will take you through the basics of how to run a cleanup in your yacht club or marina on Coastal Cleanup Day. At the end, you will find a number of helpful forms – an appendix where you can check off tasks as you complete them, checklists, reporting forms, and a script for a safety talk on Coastal Cleanup Day. Of course, experience is always the best teacher, so if you come across any obvious mistakes, or if you have a great idea that you think should be added to this Guide, please let us know!

THANK YOU AND GOOD LUCK WITH COASTAL CLEANUP DAY!

Any questions or concerns? Please contact your County Coordinator or the Statewide Coastal Cleanup Director:

Vivian Matuk
Environmental Boating Program Coordinator
California Department of Boating and Waterways
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(415) 904-6905
vmatuk@coastal.ca.gov

Shannon Waters
Program Assistant, Public Education Program
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(415) 904-5214
swaters@coastal.ca.gov

OVERVIEW OF ROLES

California Coastal Cleanup Day is a huge event – the largest volunteer event in the state, in fact. Events like this have a lot of moving parts, including your own. Below is an overview of all the different players, from the cleanup volunteers all the way up to the organizations running the statewide and international cleanups.

Cleanup Volunteers

Volunteers are drawn from your communities. They are our audience and our workforce. In the case of boating facility cleanups, they may be tenants of your marina, yacht club members, or other boating enthusiasts. Volunteers will initially contact the CCC, a County Coordinator, or a Site Captain, depending on how they heard about the Cleanup. One of these contacts should tell the volunteers where to go at the start of Coastal Cleanup Day and what to wear. For that reason, it's essential that you work closely with your County and Statewide Coordinators to ensure that accurate information is relayed to your volunteers.

A group of volunteers help with the cleanup in Sacramento County

During the event, volunteers will clean up trash from designated areas, separate trash for recycling, record what they find on data cards, and hopefully have some fun taking care of our marine environment. Most importantly, they should walk away from the Cleanup with a better understanding of the amount of marine debris littering our environment, what its impacts are, where it might come from, and how they can stop the spread of marine debris every day.

Site Captains

Site Captains, working directly with their County/Regional Coordinator, coordinate all logistics at their designated site, including:

Site Captain at Whiskeytown Lake in Shasta County gives instructions to volunteers

Before the event:

- Recruit volunteers, including support volunteers like data captains and a media contact person;
- Solicit donations from local stores, yacht club members or marina tenants for special clean up items such as extended pole pool skimmers, handheld skimmers, bait nets, roadside picker with nails and grabbers and scales;
- Solicit members to bring their own kayaks, dinghies or standard paddleboards, if available;
- Help with local promotion;
- Organize post-cleanup activities (barbecues, parties, raffles, volleyball, etc.) if desired;
- Solicit donations of goods, food, and promotional items if not provided by the State or County Coordinator.
- In order to reduce the event's carbon footprint, encourage volunteers to bring their own clean up items (ex: reusable water bottles, coffee mug, buckets, bags, grabbers, gloves, bait nets and skimmers)

On the day of the event:

- Greet volunteers;
- Give volunteers instructions on how and where to clean (develop a map of the clean up site area), safety precautions, how to use the data cards, what to recycle, and how and where to dispose of trash;

- Give volunteers a short marine debris presentation (Refer to Appendix i). This information will provide volunteers with background information about marine debris, its impacts, and future practices people can implement to reduce marine debris.
- Distribute bags, buckets, data cards and other cleanup items, as available;
- Collect liability waiver forms;
- Weigh trash and recyclables;
- Call County Coordinator by 1:30 PM (or other time designated by County/Regional Coordinator) on Coastal Cleanup Day with total pounds of trash and recyclables, number of volunteers, approximate number of miles cleaned up, and any unusual items; and
- Send data cards, waiver forms, extra supplies, and cleanup summary sheets to County Coordinator.

County/Regional Coordinator

Site captains interact with their county or regional coordinator in a variety of ways. The County/Regional Coordinator is the contact person at a local level for volunteers and acts as the liaison with the California Coastal Commission (CCC) for supplies and logistics. Most California counties have a County Coordinator – in some cases there are several Regional Coordinators in one large county. These coordinators work closely with Site Captains to organize the event in their area. Specifically, the County Coordinator:

Things to consider when choosing sites:

- Who owns the site?
- Will they give you permission to access it?
- Do you need a key or combination to a lock to get into the site?
- Is there safe access to the site?
- Is it a suitable site for children?
- How easy will it be to get the trash out?
- Who will take the trash and recycling to the landfill?
- What help do you need from agencies or other organizations?
- Do you need special equipment like 4WD vehicles, helicopters?
- How many volunteers are needed for a site of this size?

- Recruits cleanup captains for specific sites.
- Arranges for cleanup sites: coordinates with beach property owners (e.g. state, county, or city rangers or park attendants) or other agencies that operate the beaches that are to be cleaned.
- Establishes central staging area and/or meeting places, if necessary.
- Coordinates with the California Coastal Commission (CCC).
- Supplies CCC with list of sites and Captains involved in CCD.
- Orders supplies from CCC.
- Organizes cleanup logistics in cooperation with their Site/cleanup Captains:
    - holds county/regional meetings with Captains to clarify procedures;
    - arranges for trash hauling and recycling; and
    - distributes cleanup supplies (provided by the Coastal Commission) and promotional items to cleanup Captains.
- Acts as a central contact point for volunteers from region – name and affiliated organization appears in statewide promotional materials and on the state web site as a local contact for all prospective volunteers.
- Assigns volunteer groups to specific cleanup sites.
- Gets local press and event publicity by placing posters, distributing brochures and flyers, giving presentations, issuing news releases, and securing proclamations.
- Secures local sponsorship and/or donation of promotional items, water, or food for Cleanup volunteers (optional).
- Arranges collection of cleanup data cards from cleanup Captains on or after CCD.
- Arranges for recycling and trash disposal with local companies.

Coordinators at the conference in Monterey participate in a beach cleanup

- Reports results of Cleanup to the statewide coordinator by 2 PM on the day of the Cleanup.
- Sends data cards to Ocean Conservancy.

The Rest of the Cleanup Team…

The Cleanup has been a growing success each year thanks to literally thousands of people each doing their part. Here is how the rest of the responsibilities divide up:

California Coastal Commission – Statewide Coordinator:

- Organizes statewide Coastal and Inland Cleanup.
- Recruits and supports County/Regional Coordinators.
- Seeks and manages major funding and in-kind support.
- Develops all collateral materials and cleanup supplies for use on or leading up to CCD.
- Publicizes event to recruit volunteers and promote the Cleanup's environmental messages.
- Helps organize major publicity events related to Coastal Cleanup Day.
- Refers volunteers to coordinators or cleanup Captains.
- Maintains statewide Coastal Cleanup Day website.
- Provides publicity and collateral materials to County Coordinators.
- Provides cleanup supplies to all participants via the County Coordinators.
- Gathers results of the Cleanup, publishes annual Recap Report on outcomes, and handles all post-event reporting to agencies, sponsors, and the media.

Ocean Conservancy

Ocean Conservancy coordinates the International Coastal Cleanup (ICC), in which California Coastal Cleanup Day plays a major role. The ICC currently includes 45 of the United States (including the District of Columbia) and over 100 countries. Ocean Conservancy:

- Encourages data collections during the annual cleanup to determine sources of marine debris and establish trends.
- Publishes results of marine debris statistics in the ICC Annual Report.
- Provides data cards and other supplies for volunteers.
- Provides nationwide publicity for the ICC.
- Links each cleanup to the others, providing international perspective for local events.

"HOW-TO" GUIDE: WHAT YOU NEED TO KNOW

BEFORE THE CLEANUP

1. Work with your County/Regional Coordinator

It is important to stay in close contact with your County or Regional Coordinator (see Appendix G for a complete listing) while planning for and reporting on Coastal Cleanup Day. S/he will need all the details about your planned Cleanup, including location (provide maps, if possible), start time, special events or circumstances at your site, and any other important details that volunteers might need to know ahead of time. Be sure to provide your County/Regional Coordinator with accurate contact information (current address, phone number, and e-mail address) so that they can be in touch easily.

Cleanups should start at 9 AM, subject to local tides and circumstances. Work out a specific location at your site for volunteers to meet and develop a list of the items you may need including tables, chairs, banners, etc. Based on the number of volunteers you may have at the event (check No. 4 below to learn how to recruit volunteers), develop a list of supplies required. Some of the cleanup supplies (ex: bags, medical gloves) might be provided by the County/Regional Coordinator. A good guideline for ordering supplies is to add 10 percent, for expected growth, to the number of volunteers registered for the event or to those that participated the previous year (consult with your County Coordinator if you need help estimating these numbers). Order the appropriate amount of supplies for this new number. Please note, that in an effort to cut back on waste generated by Coastal Cleanup Day this year, we will again be spreading a message to "Bring Your Own" (bag, bucket, glove, etc).

2. Contact the Responsible Officials and Set Arrangement for Cleanup Day

Well in advance of Coastal Cleanup Day make sure to contact the Land Managers who have jurisdiction over your cleanup site for approval of your Coastal Cleanup Day event (if applicable – your County Coordinator may have already addressed this). Introduce yourself and keep them informed as you prepare for the cleanup. For help determining who may have jurisdiction over your cleanup site, contact your County Coordinator.

3. Scout Your Cleanup Site

Visit your cleanup site at a time when the tides are similar to those anticipated during the scheduled cleanup (9 am to 12 p.m.). Plan how you will physically organize the cleanup groups; for instance, placing the pre-registered groups at the north and south ends of the facility and leaving the middle section available for walk-in volunteers.

Your site may have specific circumstances that can affect your Cleanup event. Prior to the Cleanup, conduct a site visit and determine needs for the following:

- A central meeting site for volunteers on Coastal Cleanup Day.
- Parking – preferably free – for volunteers.
- How to deal with any emergencies or injuries.
- What to do about any hazardous items (like syringes or waste drums) or injured animals.
- Hazardous areas to be avoided.
- Particularly dirty areas to be targeted.
- The availability of restrooms – and making sure they will be unlocked.
- A map of your cleanup site for the County Coordinator to provide to volunteers. You may want to use Google maps to create a map of your facility showing the potential cleanup sites
- Arrangement for pick-up of filled trash and recycle bags. (Discuss what plans are already in place with your County Coordinator).
- Arrangement for any post-cleanup festivities you may plan.

4. Recruit Volunteers

Help carry out the plan you and your Coordinator will develop for publicizing the cleanup, including the distribution of posters and brochures. Follow up with groups who have contacted your Coordinator about your site. Get volunteers to help you with your responsibilities before and during the cleanup. Below is a long, but not exhaustive list of ways to recruit volunteers:

- Develop your own yacht club or marina cleanup flier.
- Develop a sign up sheet so you will have a better idea of how many people are planning to participate in your event.
- Write an article for your yacht club or marina newsletter about the event.
- Organize a "Pre-Coastal Clean Up day" event/meeting/dinner 60-90 days before the event. Talk to your yacht club members or marina tenant colleagues about marine debris (refer to the Marine Debris PowerPoint Presentation, Appendix I), its impact, the event, its importance and motivate your members to get involved. You may also want to use this event to request donations to purchase the cleanup items you need.
- Reach out to all ages. Participation in Coastal Cleanup Day can count as community service hours for students.
- Reach out to the sailing youth members, local United State Coast Guard Auxiliary and US Power Squadrons working with your facility.
- Reach out to existing contacts or email those in an existing database.
- Ask Board Members to recommend potential helpers.
- Internet mailings.
- Spread the word on social media (Facebook, Twitter, etc).
- Develop a press release and contact your local media including newspapers, radio and TV stations .
- Post flyers at community colleges, churches, community centers, and other locations around town.
- Ask businesses to buy ads in local papers to promote the Cleanup.
- Notify court referral programs of your volunteer needs.
- Promote your event in your yacht club or marina website .

5. Secure Your Clean Up Materials

Your County Coordinator will be supplying you with trash and recycle bags, latex gloves, waiver forms, data cards, pencils, t-shirts for two site captains at your site, posters, postcards, and optional additional promotional materials. However, due to the nature of a shoreline and watercraft cleanup (think wet and muddy), you may consider securing additional materials and tools. Below is a list of suggestions.

- Based on a pilot project conducted at two yacht clubs during Coastal Cleanup Day 2011, some items that are ideal for on the water cleanups include:
    - Extended pole pool skimmers
    - Handheld skimmers
    - Bait nets
    - Road side pickers or grabbers
    - Fishing gaffs
    - Fishing or luggage scale (for weighing your trash)
- Partner with your City's Maintenance Department. They might be willing to let you use some of the cleanup materials like buckets, grabbers, etc.
- Consider soliciting donations from your yacht club members or marina tenants to purchase the cleanup items needed. Remember these items can be used every year during Coastal Cleanup Day or year-round during other cleanup events.
- Request cleanup product donations from local stores. These items are often found at local hardware and pool supply stores such as Home Depot, West Marine, Leslie Pool Supply stores, and Sport Chalet. A sample donation request letter is included in this document (Appendix G) for your convenience.

If you plan to conduct watercraft cleanups, experience shows that kayaks and/or canoes work best. To limit the amount of coordination you have to do, invite yacht club and marina volunteers to bring their own kayak, dinghies or paddleboards to the event. Create a signup sheet for this purpose so you know how many to expect and can plan accordingly. You may also want to partner with local kayak rental companies for discount to cleanup volunteers on kayak rentals.

6. Promote Bring Your Own (BYO) Cleanup Materials Concept

In an effort to decrease the amount of waste created by the event, we ask that you help encourage volunteers to bring Cleanup supplies from home (in 2009, 130,000 plastic trash bags were produced and printed for Coastal Cleanup Day. It is estimated that the production of 130,000 plastic bags used in 2009 alone requires about 67 barrels of oil, in energy and raw material).

- Suggested BYO supplies include the following:
  - Buckets (preferred) or reusable bags for picking up trash (canvas works best)
  - Gardening gloves
  - Pool skimmers
  - Fishing gaffs
- For more information about our effort to reduce waste through the Bring Your Own (BYO) campaign, please visit our website at http://www.coastal.ca.gov/publiced/ccd/ccd28.html

7. Make Safety a Priority

Make safety the key factor in the event operations. If you have prior contact with volunteers, advise them to wear sun block, work or gardening gloves, appropriate sturdy shoes, a jacket, and to bring their own water/beverage bottle. During the orientation and safety precaution talk, tell your group to always keep an eye on the sea or waterway, avoid over-exertion, and stay in teams of at least two. Emphasize that children must be supervised by adults at all times.

Liability Waiver Forms

Make sure groups and individuals who contact you prior to the event will bring their completed liability waiver forms to the cleanup. If they haven't received one from the County Coordinator, send them one. Waiver forms can also be downloaded from the Coastal Commission's website at http://www.coastal.ca.gov/publiced/ccd/ccd5.html. On the day of the cleanup, you can use copies of the liability waiver forms provided by your County Coordinator. **Everyone participating in the Cleanup must have signed a waiver. Children under 18 will need a parent's or guardian's signature as well.**

7. Confirm your Logistics

Work closely with your County Coordinator on these details:

A. Flags, banners, or signs to identify your meeting place and to direct volunteers to the cleanup area. The County Coordinator will issue Site Captains Coastal Cleanup Day t-shirts for easier identification.

B. Your County Coordinator will be supplying you with trash and recycle bags, latex gloves, waiver forms, data cards, pencils, t-shirts for two site captains at your site, posters, postcards, and optional additional promotional materials. Secure additional supplies, as needed (see #5 in this section above)

C. Identify a centralized location for volunteer to bring back the trash and recyclables.

D. Make arrangements for reporting your results to your County Coordinator by 1:30 p.m. (see below "Day of" subtitle for details).

7. Assign a Press Contact

Someone at your yacht club or marina should be available to greet press and any special guests. Go over your event logistics with this person so that s/he is well informed to answer questions on procedures of the cleanup or about marine debris.

8. Attend Coordinator Meeting and Pick Up Supplies

Go over last minute information with your Coordinator.

9. **Optional:** Plan a raffle for cleanup participants, a Cleanup BBQ or party!

DAY OF THE CLEANUP

10. Plan to **show up to the Cleanup site at least one hour before** scheduled Cleanup begins!

11. Make sure you have all the necessary **supplies** (Use checklist provided).

12. **Meet with any people you have assisting you** in organizing the cleanup on your site.

13. Greet and **sign up** Volunteers, collect waivers and **distribute supplies**
Make sure all volunteers read and sign the liability waiver form. LEGIBLE names and addresses are critical, so please stress this to your volunteers.

Form teams of at least two (do not allow people to go off individually), and preferably three (one can carry the trash bag, one can carry the recycle bag, and another can mark the data card). Emphasize the importance of working in teams to facilitate the process of both collecting trash and the information for the data cards. Hand out the color-coded trash and recyclable bags and data cards. Maintain control of your supplies so that the surplus can be picked up and used for other cleanup programs. Be sure to tell volunteers where to leave bags and when to come back to the check-in site.

Some Tips for Participants who will be Using Kayaks, Dinghies or Paddleboards:

Based on information collected during the 2011 pilot project and information provided by the Santa Monica Bay Restoration Foundation[1], below please find some recommendation on how participants who will be using kayaks, dinghies or paddleboards can collect both trash and data:

- Do data collection on-shore. Concentrate your efforts on collecting trash and recyclables first. Bring the collected trash to the meeting location and catalogue data for data cards.
- Work in teams. The person in the kayak/paddleboard/dinghy will collect trash and recyclables and his/her partner on land will receive the trash and do the data collection. The shoreside volunteer can also collect trash while waiting for the kayaker/paddleboarder/dinghier.

Give the Orientation, Marine Debris and Safety Talk

See the "Orientation, Marine Debris and Safety Talk" script in the appendix (Appendix B) of this guide, but please keep in mind the following:

- Cleanup Site Captains should have a phone number of who to call in case anyone finds syringes or injured/dead animals. Post this number at the walk-in site and make it available to groups not at a walk-in site prior to the cleanup.

- In the case of syringes, instruct the volunteers not to touch the syringe at all but if possible leave a marker citing the location and tell the Site Captain or other cleanup organizer so that they can take control of the situation.

- In the case of dead or injured animals, a volunteer should NEVER try to pick-up, attempt to treat, or move the injured or dead animal. Again, instruct volunteers to notify the site captain or other cleanup organizer. Options for dealing with an injured or dead animal vary according to county; however, most counties have a chapter of the Humane Society or an Environmental Health Department. Check out

[1] The Santa Monica Bay Restoration Foundation has been conducting kayak cleanups in Marina Del Rey (Los Angeles County) as part of Coastal Cleanup Day for 7 years.

other certified environmental organizations in your community, like the Marine Mammal Center in Marin. Many of them would be happy to assist in the rescue or removal of a marine mammal.

- Please note that all participants should wear gloves, sunscreen, and most importantly, shoes. Glass and metal pieces are common debris items and are not easily seen.

- All sites should be equipped with a well-stocked first aid kit at the least, and preferably with a first aid station/person as well. Point out the first aid person and notify the volunteers that aid is available.

- The areas being cleaned, as already mentioned, should be scouted at least two weeks prior to determine if there are any areas that should be off-limits the day of the cleanup. Clearly post signs in any hazardous areas and tell all your Captains and walk-in participants about places to avoid. Rip rap, beneath piers, and similar areas are dangerous areas but often tend to collect trash. Use your discretion and experience to determine safety of cleanup in those areas.

- No one should ever go in the water (unless you are running a dive cleanup), turn their back on the ocean, or leave children unsupervised.

- Dunes and other ecologically sensitive areas can't always take the stress of human activity. The small organisms that inhabit a sand dune and its vegetation are easily killed by footsteps alone. Precautions should therefore be instituted for such areas.

- To protect all of the organizations involved in the cleanup as well as our sponsors, all volunteers, including the Cleanup Captains and County Coordinators, must sign the liability waiver forms. In the case of minors, the parents or guardians must sign the liability waiver form. Stress the importance of signing this form to everyone involved in Coastal Cleanup Day.

If you want to talk in more detail about marine debris, please use some of the information and resources found in Appendix C.

In addition, be sure to highlight any specific information about the following:

Unusual Finds
Unusual finds should be brought back to the Site Captain, the contact information for the volunteer who found it should be kept, and the item photographed if possible. Each year, the Coastal Commission runs a "Most Unusual Item" contest. If an item found at your site is selected, the Coastal Commission will need the volunteer's name and contact information to award them their prize. A photo would be a boon for media outreach.

Filled Bags
Make sure you tell all participants what to do with their filled bags, consistent with what you have worked out with your waste hauler or city/county authority. Preferably bring the bags to a single place in order to get an estimate of total weight of trash and recyclables.

Data Collection
Reinforce the message that **data collection is just as important as the trash collection.**
In order to increase the use of data cards you may want to consider the following option: Ask volunteers to collect data as they pick up trash or to focus on collecting trash, return to the meeting location and catalogue data there for data cards.

Return Time
Let everyone know when to return to the starting point to turn in their data card and enjoy any post-party, awards, and/or group photo opportunity with all the collected trash. Ask participants to start heading back to the meeting location around 11:30 am.

Cleanup Sites
As mentioned before, it is important to develop a map of your cleanup site. During the **Orientation, Marine Debris and Safety Talk** show participants where they should go. In order to avoid overlapping, you may want to designate cleanup areas to volunteers so event participants are busy during the length of the event. Remember: Make it easier on the volunteers!

14. Start the Cleanup!

15. Media
You or your media contact person should talk to any member of the media (reporter or photographer) who shows up. Speak from your own experience with the cleanup. Try to arrange for interviews with volunteers, as well as with any elected officials or VIPs who may be attending your cleanup.

Take Photos for your website, newsletter and share them with the County and Statewide Coordinators.

AFTER THE CLEANUP

16. Thank participants and tell them that each year, we count on them as volunteers to make this event a success.

17. Collect Data Cards
As volunteers return, collect their data cards and any unusual items they found.

18. Report Results
Tabulate the amount of trash and recyclables collected, list the most unusual items, and count the number of participants. Report these findings to the County Coordinator. Time is of the essence! We can't stress enough how important it is for the Coastal Commission to be able to tell the story of the cleanup to the media by their afternoon deadlines. It gives them incentive to run the story and helps get the cleanup message out to millions of Californians. It also provides data to compare locations and previous years.

The information needed immediately is:

- The number of participants at your sites
- The weight of trash and recyclables
- The number of miles cleaned (estimated). You may use Google maps to estimate this value.
- The most unusual items found
- The number of people who brought their own supplies from home (please keep track of this at volunteers check in)

Actual weight, rather than estimated weight, would be ideal. Having all the filled bags in one location will facilitate this. Some disposal companies can weigh the total amount of debris collected using their services. Find out if yours has this capability and make arrangements for the cleanup. You can also do this yourself by bringing a luggage or fish scale to the cleanup. Luggage or fish scales allow you to hang the bag from the scale to easily measure its weight. If you don't have luggage scales, consider bringing a bathroom scale to the cleanup. Have a volunteer stand on the scale without a bag (record the weight), and then again while holding trash or recycling bags. Subtract the individual's weight from his/her weight while holding the bags to get the weight of the trash or recyclables. Repeat as necessary. You can either do this for every bag or average a few for an estimate. Get an accurate count of the number of each type of bag filled at the end of the cleanup (perhaps arrange for a volunteer to have this specific responsibility) and multiply by the average for recycling and trash (they are usually different) to get a total for each.

If you can not reach your County Coordinator by 1:30 p.m., call your results in directly to the California Coastal Commission at 800-COAST-4U, leaving your name, phone number, county, boating facility name, and your cleanup information. We will be checking off cleanup locations against our master list.

Please get your totals to your County or Regional Coordinator by 1:30 p.m. on Coastal Cleanup Day so they can call the results in to the California Coastal Commission.

19. Site Cleanup
Make sure all the bags of recycling and trash have been picked up from all your beaches and your site is in better condition than when you arrived.

20. Please send data cards and waiver forms to your County Coordinator right after the Cleanup, but no later than October 31, 2012.

21. Please fill out the Cleanup Captain's summary results sheet. This is important and can be done only by you. It is simple to fill out and critical for our records. Please send this directly to your Coordinator or the Coastal Commission.

22. Supplies. Within a few days after the cleanup, please inform your County Coordinator of the amount of surplus supplies you have available: bags, posters, data cards, etc.

Cleanup Raffles and Celebrations (optional)

More than a few cleanup coordinators have expressed the need for ideas regarding post-cleanup barbecues or fairs. The following are suggestions that may be helpful in increasing participation and data collection. A celebration is by no means required, but can be a nice thank you to volunteers and fosters a sense of community and accomplishment after the cleanup.

Some coordinators choose to have some sort of ceremony before and after the cleanup. The first ceremony may announce the cleanup procedures, promotional distributions, and remind people of the party afterwards. It is a time to reward volunteers with juice, donuts, muffins, bagels, coffee, etc. before the cleanup begins. The pre-cleanup ceremony is also a great time to introduce important figures that may be in attendance, like politicians or celebrities. Often local bakeries and markets are generous with providing breakfast foods on the day of the cleanup. Start inquiring now for September.

Most cleanup parties occur after the cleanup. The challenge is getting people to stay until noon when the party is scheduled to begin. One solution is to entice participants to stay with a raffle or an awards ceremony. Raffle off prizes like whale watching cruises, a Coastal Cleanup Day t-shirt, posters, dinners at local restaurants, or maybe a scuba or surfing lesson. Or you can give awards out to the biggest group, the group that collected the most trash, or the finder of the most unusual item. Try to get prizes donated by supporting business in the community. Raffle tickets are available in most stationary stores.

Get the waiver signed by people who want to participate in the raffle or receive lunch at the end of the Cleanup. Alternatively, you could give volunteers a raffle ticket when they turn in their data cards and trash bags after cleaning up. At the party afterwards, give volunteers the option of buying more (which can be a great fundraiser for Cleanup costs).

Great Ideas for a Post Celebration:

- prizes for best item found, largest group, etc.
- free BBQ/picnic lunch
- donated drinks - including soda, juices, beer (don't forget an alcohol license)
- musicians/band
- ice cream social
- raffle - sell additional tickets at party
- raffle drawing for those volunteers who bring an item from home such as a bucket, pool skimmer, gardening glove, water bottle, etc); this encourages the zero waste event concept
- special speakers, mayor, board supervisors, etc.
- your organization's booth and other local environmental groups' booths
- kids' activity area -crafts, rock climbing wall, bounce house, etc.

Important Things to Remember:

- pick a good venue - convenient for volunteers to get to
- purchase/arrange event insurance/permits/alcohol licenses
- order/get donated enough food/drinks
- create supply list for all party needs
- properly thank & acknowledge all donors/sponsors
- rent a PA system if needed (if you hire a musician, use their system for announcements)
- arrange for a team of volunteers to help with set up, serving, sales, clean up of party
- invite your sponsors/special guests/media

APPENDIX A
SAMPLE DAY-OF CLEANUP TIMELINE

7:45 -8:00 a.m. -Arrive at central meeting point to set up

Bring:
- Tables
- Sponsor thank you signs
- Waiver forms and pencils
- Data collection forms
- Trash and recycling bags
- Food and drinks and ice (if applicable)
- Cell phone number for County Coordinator
- Map with the cleanup sites

9:00am
- Welcome volunteers
- Sign in volunteers as they arrive
- Distribute data cards, pencils, gloves & bags or buckets, and other supplies. Request volunteers to gather in a designated area to go over the safety and marine debris talk
- Give safety talk
- Give instructions for data cards
- Divide group into pairs or groups of 3 for data and trash collection
- Point out any off-limit areas
- Point out where to drop off full trash bags
- Remind volunteers of any post-cleanup party (if applicable)
- Send volunteers out to clean-up the site

9:00am-12:00pm
- As volunteers begin to return full trash/recycle bags, direct them where to go, have them weigh their trash, and collect their data cards
- Take photos

12:00pm
- Thank your volunteers
- Tally everything so you can record it on your Site Captain reporting form
- Hold after-party, conduct raffle (if applicable)

1:30pm – Call your County Coordinator with all data information - Remember to keep a copy of all the forms or record the data so that you can compare numbers next year.

APPENDIX B
ORIENTATION INTRODUCTION, MARINE DEBRIS & SAFETY TALK

Welcome to California Coastal Cleanup Day! Thank you for being part the largest volunteer event in the state! You are the most important part of this effort. You're going to be spending the next few hours cleaning up the trash that has accumulated over the past summer – stuff that has washed off our city streets or down from inland creeks, trash left by beachgoers, and debris washed up from the ocean. All of it poses a threat to marine wildlife, so do your best to pick up everything you find that's man-made.

California Coastal Cleanup Day, the state's largest annual volunteer shoreline cleanup event, helps to encourage Californians to act on behalf of their local beaches, shorelines, and inland waterways while raising awareness about the connection between pollution along our coastal and inland shorelines and the overall health of our ocean.

Trash in the ocean and waterways is a growing problem, and most of the marine debris that dirties ours beaches and fouls our ocean and waterways originates from land-based sources. Garbage that is not collected may end up in the oceans where it can endanger wildlife and human health. Coastal Cleanup Day addresses the need for individuals to take responsibility for the garbage that we produce each year, while providing an educational opportunity for all Californians. Last year over **_____ (INCLUDE UPDATED INFORMATION) volunteers participated in the event statewide and removed more than ____ (INCLUDE UPDATED INFORMATION) million pounds of trash and recyclables from our beaches, lakes, and waterways!**

By participating in this event you are already making a difference. However, it is important that after you leave today you continue to be part of the solution, some recommendations include:

- Reduce, reuse and recycle at home, work and school.
- Buy products made from recycled materials with little or no packaging.
- Keep storm drains clean - they drain to beaches.
- Keep cigarette butts off streets and beaches.
- Properly dispose of fishing lines, nets and hooks.
- Participate in the Coastal Commission's programs, call (800) COAST-4U:
- Volunteer for Coastal Cleanup Day, the third Saturday in September.
- Volunteer for the year 'round Adopt-A-Beach® program.
- Buy a "WHALE TAIL®" license plate.
- Become a "California Coastal Steward."

Everyone should have filled out a waiver form already. Has anyone not filled out a waiver? **WAIT FOR RESPONSE – IF ANYONE HAS NOT SIGNED A WAIVER, SEND THEM BACK TO THE CHECK-IN TABLE.**

Here are some safety rules for you to follow as you take part in the Cleanup:

1. Wear a glove on the hand you're picking up trash with and closed toe shoes at all times, and have clothing and sun-block to protect you from the sun.
2. Don't touch or pick up dead animals, or attempt to move injured animals. Make your cleanup Captains aware of the animals and where they are.
3. Don't pick up syringes, needles, or any sharp objects. Mark the area and notify the cleanup Captain or local official of their location.
4. Always stay in teams of at least two.
5. Be cautious and aware of sensitive habitat areas (i.e. sand dunes).
6. Avoid over-exertion, sunburn, heat exhaustion, and dehydration. When in doubt, come in early.
7. All children need to be supervised by an adult at all times.
8. Don't lift anything too heavy; when in doubt, don't try!
9. Do not go near any hazardous materials (large drums, etc.)

WHAT TO PICK UP
We pick up only human-created matter (plastics, metal, glass, Styrofoam, etc.). Natural debris (algae, kelp, driftwood, etc.) is part of the natural system we are working to restore and should be left alone. Avoid disturbing plants and animals. Much of the trash you will find is small, so keep your eyes out for smaller pieces of trash. The smaller pieces can be mistaken for food by marine animals.

A word about the recycling bags – the recycling bags are for cans and bottles only. Nothing else you find on the beach today can be recycled, so please only deposit cans and bottles in the recycling bag.

DATA CARDS
The information volunteers collect on data cards is used to revise national maritime disposal policies, and is used to advance environment-protecting legislation.

- Although there is not a space to list every single piece or type of trash we expect to see during the cleanup, volunteers should still pick up every piece of debris they find.
- When filling out cards, count items in groups of five (as shown in the example on the card), and record the total in the box.
- Do not write the words “lots” or “many.” Count every piece and be specific! Only actual numbers of items can be used. If you get tired of counting, even an estimate with a real number is better than nothing.

Some Tips for Participants who will be Using Kayaks, Dinghies or Paddleboards:
- Do data collection on-shore. Concentrate your efforts on collecting trash and recyclables first. Bring the collected trash to the meeting location and catalogue data for data cards.
- Work in teams. The person in the kayak/paddleboard/dinghy will collect trash and recyclables and his/her partner on land will receive the trash and do the data collection. The shoreside volunteer can also collect trash while waiting for the kayaker/paddleboarder/dinghier.

Make sure you start heading back to the meeting location by 11:30 am

APPENDIX C

Marine Debris Facts and Information

Marine debris can cause enormous harm to our fragile marine ecosystems, and poses a rapidly growing threat to our world's oceans.

Marine animals can be harmed, even fatally, by marine debris. Plastic marine debris affects at least 267 species worldwide, including 86 percent of all sea turtle species, 44 percent of all sea bird species, and 43 percent of marine mammal species. The most common impacts are brought on by entanglement or ingestion. Common items like fishing line or nets, strapping bands, and six-pack rings can hamper the mobility of marine animals. Once entangled, animals have trouble eating, breathing or swimming, all of which can have fatal results. Plastic debris poses an especially large problem, since it take hundreds of years to break down, and may never fully biodegrade. Meanwhile, it may continue to trap and kill animals year after year. In addition, birds, fish, and mammals often mistake plastic and other debris for food. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. Gray whales have been found dead with plastic bags and sheeting in their stomachs. Some birds even feed it to their young. With debris filling their stomachs, animals have a false feeling of being full, and may die of starvation. Plastic debris also acts as a sponge for toxic, hormone-disrupting chemicals (like PCBs and DDT) that reside in seawater, and the chemical components of plastics themselves may also be a potential source of other toxins that find their way into the food chain.

There are no estimates as to exactly how much marine debris currently resides in the ocean. However, when Californians can remove more than 1.6 million pounds of debris during a three-hour Cleanup on a single day in September, or when estimates that show weight ratios of plastic to plankton in certain parts of the Pacific Ocean to be 6:1 or higher, a natural question to ask is, "Where is all this trash coming from?" Well, look around the next time you walk down the street. When it rains, trash on sidewalks and streets accumulates in the gutter and is swept into your city's storm drain system. Most storm drain systems discharge directly into the nearest waterway, which eventually flows to the ocean. So much trash reaches the ocean through our storm drain systems that NOAA estimates that 60-80% of all marine debris originates from land-based sources. Trash may also be dumped directly into the ocean by recreational and commercial boaters, and it is often left on the beach by beachgoers.

What can be done? With so much debris entering our ocean every year, it seems an almost insurmountable challenge to address. Improving this dire picture is going to require change on the part of individuals as well as institutions and society as a whole. There is no easy fix; however, there are many ways that we can confront this problem at its source. The phrase, "Reduce, Reuse, Recycle," still provides the best guidance, but reduction is the key. The growing amount of trash in our ocean corresponds to the growing amount of debris that we create -- in 2001, Americans used an average of 223 pounds of plastic and, according to the plastics industry, will use 326 pounds per capita by the end of the decade. We can break this cycle by choosing to purchase items that are more durable, and with little or no packaging, so that there will be that much less waste leftover that could potentially become marine debris. For every other item we recycle or reuse, there is one less piece of trash that could become a part of the marine debris cycle threatening people and wildlife.

Be Part of the Solution

The debris that we collect from our beaches is a symptom of a much larger water pollution problem that is caused by everyday people doing every day things. Rain scours oil from parking lots, fertilizer from lawns, pet droppings from sidewalks and other contaminants from "non-point" sources and transports this toxic stew down storm drains and over land into the ocean. These toxins are poisoning marine life and our water sources. We can all be part of the solution by recycling used motor oil and repairing car leaks, picking up after our pets and switching to non-toxic products and improve other everyday practices to help keep our waterways clear and clean. Everyone that lives in a coastal home, whether it be sea otters, plankton or you and me, is vulnerable to the hazards of ocean pollution. The California Coastal Commission's Adopt-A-Beach program is dedicated to helping Californians work together to create solutions to a problem that affects us all.

HOW CAN I HELP?

- Reduce, reuse and recycle at home, work and school.
- Buy products made from recycled materials with little or no packaging.
- Keep storm drains clean – they drain to beaches.
- Keep cigarette butts off streets and beaches.
- Properly dispose of fishing lines, nets and hooks.
- Participate in the Coastal Commission's programs, call (800) COAST-4U:
  - Volunteer for Coastal Cleanup Day, Saturday, September 19, 2009.
  - Volunteer for the year 'round Adopt-A-Beach program.
  - Buy a Coastal Whale Tail License Plate.

RESOURCES

California Coastal Commission
Adopt-A-Beach Program
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(800) COAST-4U
www.coastforyou.org

National Park Service
Pacific West Region
www.nps.gov

1-800-CLEAN-UP
Call for information on where to recycle and how to dispose of household hazardous waste

The Ocean Conservancy
1300 19th Avenue, NW
8th Floor
Washington, DC 20036
www.oceanconservancy.org

The Marine Mammal Center
www.tmmc.org
(415) 289-7335

For "Green" shopping:
National Green Pages
www.greenpages.org

NOAA Marine Debris Program
http://marinedebris.noaa.gov/info/pdf/mdinfo.pdf
http://marinedebris.noaa.gov/marinedebris101/mdinfo.html
http://marinedebris.noaa.gov/info/pdf/faqs.pdf

APPENDIX D
CLEANUP CAPTAIN CHECKLIST

___ Contact your County Coordinator

___ Contact the necessary land managers and make arrangements for the cleanup (if applicable)

___ Scout your site

___ Recruit volunteers

___ Make safety the priority

___ Solicit donations of cleanup supplies such as nets and skimmers

___ Distribute and collect liability waiver forms

___ Confirm your logistics

___ Assign a press contact

___ Optional: Plan a post-cleanup party

___ Attend coordinator meeting and pick up supplies

___ Arrive at site one hour before cleanup

___ Sign up drop-in volunteers

___ Organize volunteers for the cleanup

___ Give orientation and safety precaution talk

___ CLEANUP

___ Respond to the media

___ Take photos

___ Collect data cards

___ Report # of volunteers, trash, and recyclables by 1:30 p.m.

___ Thank your volunteers

___ Give data cards and waiver forms to County Coordinator

___ Fill out cleanup summary and give to your Coordinator or send directly to the Coastal Commission

___ Assess surplus supplies

APPENDIX E
CLEANUP DAY SUPPLY CHECKLIST

(This is a suggested list of useful items – not all items are supplied by the California Coastal Commission - CCC)

GENERAL:

____ Banners	____ Trash Bags (supplied by CCC)
____ Recycling Bags (supplied by CCC)	____ Posters (supplied by CCC)
____ Promotional Items	____ T-shirts (supplied by CCC)
____ Liability Waiver Forms (supplied by CCC)	____ Pencils (supplied by CCC)
____ Data Cards (English and Spanish-supplied by CCC)	____ Data Detective Posters (supplied by CCC)
____ First Aid Kit	____ Scale
____ Gloves (supplied by CCC)	____ Sign-in Table
____ Folding Chair(s)	____ Any additional needed signage
____ Extended pole pool skimmers	____ Handheld skimmers
____ Bait nets	____ Fishing gaffs
____ Roadside Picker with mails or Grabbers	

Additional Items

____ Camera and Film

____ Food and Drinks

____ Prizes

____ Raffle Tickets

____ Tape, Scissors, Clipboards, Paper, and Paperweights

____ Party Supplies

____ Sign describing which items are recyclable

____ Sun shade for sign-in table

____ Extra Supplies

____ Sunscreen, hand sanitizer

____ Calculator to tally data

APPENDIX F
SITE CAPTAIN SUMMARY SHEET

Your information is critical to the success of Coastal Cleanup Day. After the cleanup, please fill out this summary sheet and return it to your County Coordinator along with the liability waiver forms and data cards. Please return all these forms promptly at the end of the Cleanup.

Cleanup Location: _____

Site Captain: _____

Captain's Address:_____

Circle One: Land Cleanup Underwater Cleanup Marina/Yacht Club Cleanup

Circle One: Coastal Cleanup Inland Cleanup

STATISTICS

Total number of Cleanup volunteers: _____

Total mileage/ area cleaned by participants: _____

Volume Collected: Trash _____Recyclables_____

TOTAL WEIGHT* _____ _____
*you may weigh a typical random sample and multiply the average weight per bag to get the total, or actually weigh all the bags. Please indicate how you got your total:

( ) Estimated Weight ( ) Measured Weight

Total number of bags used 2012: _____ 2011 (if known, if this is a new site, do not include this information): _____

Number of volunteers who brought their own reusable cleanup supplies: _____

Most unusual items found:

Please report any events, cleanup parties, contests, or other unusual occurrences that happened at your cleanup:

After phoning in your totals, please return this summary sheet, the liability waivers, and data cards to your County Coordinator.

Thank you for participating in the 27th Annual Coastal Cleanup Day!

APPENDIX G

SAMPLE LETTER TO REQUEST CLEANUP PRODUCT DONATIONS

(Please adapt as needed)

(DATE)

(STORE ADDRESS)

To Whom It May Concern,

We are writing to request a tax-deductable product donation for our _____ (YACHT CLUB OR MARINA NAME) California Coastal Cleanup Day on (EVENT DATE).

California Coastal Cleanup Day, the state's largest annual volunteer shoreline cleanup event, helps to encourage Californians to act on behalf of their **local beaches, shorelines, and inland waterways** while raising awareness about the connection between pollution along our coastal and inland shorelines and the overall health of our ocean. It is a one-day effort that promotes year-round action by Californians in all of their local communities. We strive to engage every population in our state in this vital effort. The California shoreline is one of the most magnificent in the world, yet each year thousands of tons of garbage settle on its beaches. Trash in the ocean is a growing problem, and most of the marine debris that dirties ours beaches and fouls our ocean **originates from land-based sources**. Garbage that is not collected may end up in the oceans where it can endanger wildlife and human health. Coastal Cleanup Day addresses the need for individuals to take responsibility for the garbage that we produce each year, while providing an educational opportunity for all Californians. Last year over _____ (CCC WILL BE ABLE TO PROVIDE YOU WITH THIS INFORMATION) volunteers participated in the event state-wide and removed more than ____ (CCC WILL BE ABLE TO PROVIDE YOU WITH THIS INFORMATION) million pounds of trash and recyclables from our beaches, lakes, and waterways!.

Our _____(YACHT CLUB OR MARINA NAME) is seeking to **engage more the local boater community** in these cleanup efforts. Boaters posses access to generally inaccessible areas and allow us to expand the Cleanup effort to the water's surface as well as on the shoreline. It is with this effort in mind that we are seeking a product donation from your establishment for _____ (LIST ITEMS REQUIRED). Equipped with these tools, our volunteers will be more effective in removing debris from hard-to-access areas, like creeks, ravines, and rocky shorelines, and will increase the effectiveness of the Cleanup overall.

Below you will find a list of items in need. Your contribution in whole or in part of the requested items is much appreciated.

(LIST THE CLEANUP ITEMS YOU NEED-USE THE STORES CATALOG AS A REFERENCE)

In return for your generosity, we would be happy to publicize your in-kind sponsorship on our (YACHT CLUB OR MARINA WEBISTE), which can be found at _____

We thank you in advance for your consideration of this request.

Kind Regards,

SIGNATURE
TITLE
ADDRESS

APPENDIX H

COASTAL CLEANUP DAY 2012

Coordinators Contact Information

Alan Sharp
San Bernardino
Big Bear Marina
(909) 866-8185
ALAN@BIGBEARMARINA.COM

Alicia Glassco
San Diego
San Diego Coastkeeper
(951) 334-9890
alicia@sdcoastkeeper.org

Ana Clayton
San Mateo
San Mateo Countywide Water Pollution Prevention Program
(650) 372-6214
amclayton@co.sanmateo.ca.us

Andrew Hoeksema
Santa Cruz & Monterey
Save Our Shores
(831) 462.5660 x3
andrew@saveourshores.org

Angeline Soto
Orange
OC Parks
(714) 566-3035
angeline.soto@occr.ocgov.com

Bob Hemus
Siskiyou
US Forest Service
(530) 627-3286
bhemus@fs.fed.us

Brian Lorimer
Alameda - Pleasanton
City of Pleasanton
(925) 931-5511
blorimer@ci.pleasanton.ca.us

Brittany Juergenson
Sierra Nevada Region
Sierra Nevada Conservancy
(530) 823-4686
bjuergenson@sierranevada.ca.gov

Brooke Davis
Los Angeles – Long Beach
City of Long Beach El Dorado Nature Center
(562) 570-4876
brooke.davis@longbeach.gov

Bryn Samuel
Alameda - Oakland
City of Oakland Watershed Improvement Program
(510) 238-6227
bsamuel@oaklandnet.com

Hannah Faire Scott
Sonoma
COASTWALK
(707) 829-6689
events@coastwalk.org

Flavia Sordelet
Placer
League to Save Lake Tahoe
(530) 541-5388
cozette@keeptahoeblue.org

Cynthia Madrid
San Joaquin
San Joaquin County Public Works
(209) 468-3073
cgmadrid@sjgov.org

Denise Shea
San Francisco
Golden Gate National Parks Conservancy
(415) 561-3010
dshea@parksconservancy.org

Erin Kellogg
Los Angeles
City of Long Beach El Dorado Nature Center
(562) 570-4876
erin.kellogg@longbeach.gov

Eveline Bravo
Los Angeles
Heal the Bay
(310)451-1500 x148
ebravo@healthebay.org

Gina Martin
Yolo
Cache Creek Conservancy
(530) 661-1070
admincrk@yolo.com

Ingrid Vigeant
Imperial
San Diegans for the Salton Sea
(619) 231-7456
alcazar_11@cox.net

Jeanette Green
Monterey, San Benito, and Santa Cruz
Adopt-A-Highway
(831) 372-1132
Jeanette_Green@dot.ca.gov

Jeff Jones
Alameda - Oakland
Port of Oakland
(510) 627-1360
jjones@portoakland.com

Jeffrey Simeon
Santa Barbara
County of Santa Barbara
(805) 882-3618
jsimeon@cosbpw.net

Jezreela Anderson
Mendocino
Mendocino Land Trust
(707) 962-0470
janderson@mendocinolandtrust.org

Jim Greenwood
Merced
UC Merced
(209) 228-2582
jgreenwood@ucmerced.edu

Jim Meyer
Orange, Los Angeles, Riverside, San Bernardino and Kern
Trails4All
(310) 344-9229
jmeyert4a@aol.com

Joe Gillespie
Del Norte
Del Norte Unified School District, Crescent Elk M.S.
(707) 464-0320
jgillespie@delnorte.k12.ca.us

Joshua Ertl
San Bernardino
Silverwood Lake SRA
(760) 389-2303
jertl@parks.ca.gov

Juliana Gonzalez
Contra Costa
The Watershed Project
(510) 759-1203
juliana@thewatershedproject.org

Kate Slama
Santa Clara
Santa Clara Valley Water District/Creek Connections Action Group
(408) 265-2607 x2739
kslama@valleywater.org

Kathy Machado
Santa Clara
Santa Clara Valley Water District/Creek Connections Action Group
(408) 265-2607 x2331
kmachado@valleywater.org

Keith Winkler
Kings
Environmental Health Institute
(559) 584-1411
pimo@att.net

Kelly Hahs
Ventura
Ventura County Coalition for Coastal and Inland Waterways
(805) 658-4375
kelly.hahs@ventura.org

Kevin Fox
Alameda & Contra Costa
East Bay Regional Park District
(510) 544-2515
KFox@ebparks.org

Lina Valenzuela
Fresno & Madera
San Joaquin River Parkway & Conservation Trust, inc.
(559) 248-8480 x157
linav@riverparkway.org

Maria Kelly
San Luis Obispo
Environmental Center of San Luis Obispo County
(805)544-1777
info@ecoslo.org

Marianne Butler
Solano
Solano Resource Conservation District
(707) 301.5778
Marianne.Butler@Solanorcd.org

Mary Muchowski
Butte
Butte Environmental Council
(530) 891-6424
marym@becnet.org

Natalie Roberts
San Diego
I Love A Clean San Diego
(858) 414-6269
nroberts@cleansd.org

Patty Donald
Alameda - Berkeley
City of Berkeley Shorebird Park Nature Center
(510) 981-6721
pdonald@cityofberkeley.info

Randall Smith
Shasta, City of Redding
Rotary Club of Redding
(530) 243-1428
randall_smith@charter.net

Rick Davis
Imperial
Restore Our Sea
(760) 996-0747
wrenchhand9@hotmail.com

Ruthie Schafer
Humboldt
Northcoast Environmental Center
(707) 822-6918
ruthie@yournec.org

Sarah Parkes
Fresno & Madera
San Joaquin River Parkway & Conservation Trust, inc.
(559) 248-8480 x 107
Sparkes@riverparkway.org

Stacy Carlson
Sacramento
American River Parkway Foundation
(916) 486-2773
volunteer@arpf.org

Stephanie Kendall
Yuba
Yuba County Environmental Health
(530) 749-5450
skendall@co.yuba.ca.us

Stephanie Turnipseed
Napa
Napa Resource Conservation District
(707) 252-4188 x 111
steph@naparcd.org

Steve Smith
Santa Clara
City of Milpitas
(408) 586-2640
ssmith@ci.milpitas.ca.gov

Susan Frost Alfeld
Solano, City of Benicia
City of Benicia
(707) 980-1895
watereducation@att.net

Suzanne Scholl
Mono
Bridgeport Elementary School
(760) 932-7441
sscholl@qnet.com

Tammi Skalitzky (Downs)
Marin
US Army Corps of Engineers--Bay Model Visitor Center
(415) 289-3027
Tammi.M.Skalitzky@usace.army.mil

Terri Patterson
Statewide
Adopt-A-Highway CALTRANS Maint. Program
(916) 654-6426
Terri_Patterson@dot.ca.gov

Val Blakely
Alameda
City of Fremont
(510) 494-4570
vblakely@fremont.gov

APPENDIX I. Marine Debris Presentation

Marine Debris

How Trash Enters Our Waterways and
How We Can Prevent It

CALIFORNIA COASTAL COMMISSION

BOATING CLEAN & GREEN

CALIFORNIA DEPARTMENT OF BOATING AND WATERWAYS

Introduce Yourself

Marine debris is essentially litter that ends up in the ocean or marine environment.

Debris is everywhere – found around every major body of water on the planet, and below water as well.

Marine Debris is a global pollution problem that impacts human health and safety, endangers wildlife and aquatic habitats, and costs local & national economies millions in wasted resources and lost revenues.

Sources of Marine Debris

- Storm water discharges
- Combined sewer overflows
- Beach visitors
- Ships and other vessels

Photo Credit: Ocean Conservancy

- Solid waste disposal and landfills materials such as garbage and medical waste
- Offshore oil platforms
- Industrial activities
- Illegal dumping or littering

US EPA, August 2002. *Assessing and Monitoring Floatable Debris,* Washington, D.C. p. 2-2.

Litter and trash arrive in our waterways in a number of different ways. Trash on our beaches and shorelines can be a result of faulty sewer or storm water discharges, careless beach-goers, illegal dumping, or fishing-related activities.

Many people assume that if trash exists in the ocean, it must be that fishermen and the shipping industry is to blame. But in fact, only 20% of the items found in the ocean can be linked to ocean-based sources, like commercial fishing vessels, cargo ships (discharge of containers and garbage), or pleasure cruise ships.

The remainder (80%) is due to land-based sources, like litter (from pedestrians, motorists, beach visitors), industrial discharges (in the form of pellets and powders), and garbage management (ill-fitting trash can lids, etc).

So…What Is It Made Of?

Shoreline Debris (i.e. found on beaches and shores) is mostly **plastic**

Item	Count	Percentage
Cigarettes/Cigarette Filters	305,697	35.78%
Food Wrappers/Containers	128,510	15.04%
Caps, Lids	68,692	8.04%
Bags (Plastic)	64,085	7.50%
Cups, Plates, Forks, Knives, Spoons	36,704	4.30%
Straws, Stirrers	33,138	3.88%
Glass Beverage Bottles	26,024	3.05%
Beverage Bottles (plastic - 2 liters or less)	25,898	3.03%
Bags (Paper)	24,317	2.85%
Beverage Cans	19,998	2.34%
Top Ten Total	**733,063**	**85.79%**

Statistics from California Coastal Cleanup Day 2011, California Coastal Commission and Ocean Conservancy

When we look at what this trash is made of, we find that most of it is plastic. Based on data collected at Coastal Cleanup Day in 2011, 60 percent of shoreline debris (i.e. was collected from beaches and shorelines in CA) is composed of plastic.

So…What Is It Made Of?

Ocean Debris

Plastic accounts for over 3/4 of all debris found in the marine environment

Photo Credit: 5 Gyres Institute

In the ocean, this number is even higher. Plastic accounts for over 75% of items found in the open ocean, and 90% of litter found floating on the surface is plastic.

Plastic is prevalent in at all depths, from the surface of the ocean through the water column and in sediments (Southern CA Coastal Water Research Project); however, much more on surface than sub-surface.

This can have huge impacts on ocean and human health, as we'll discover in just a minute.

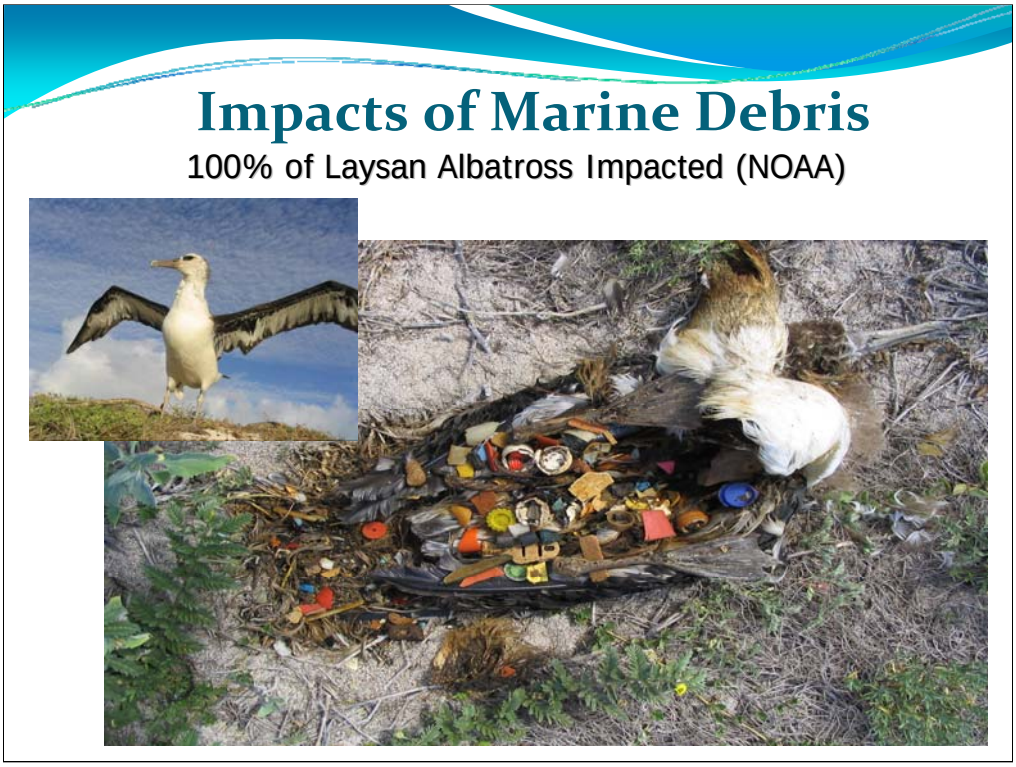
Marine debris is a problem for many reasons. First, these hazardous items present a danger to human health. Nails, glass, syringes on the beach can cause physical harm to beach-goers. Additionally, trash in our waterways increases the amount of pathogens and chemicals in the water, leading to water quality issues.

Marine debris is also a hazard to California's economic health. Fishing line and nets can entangle propellers causing damage to boats. Unsightly trash on the beaches detracts from tourism. The Asia-Pacific Economic Cooperation released a report valuing different marine debris abatement measures and found that the loss of tourism from littered beaches in APEC region was $622 million/year. The damage to Fishing Industry totaled $364 million/year. The damage to the shipping industry was $279 million/year, and the total cost of marine debris on APEC Region totaled 1.265 billion/year.

* APEC Region does not include California, but an estimate can be drawn from the comparison. The APEC Region has a $207 billion marine economy; California has a $46 billion marine economy.

Marine debris also causes hazards to marine wildlife through ingestion and entanglement. 36% of green sea turtles washed up on shores of Australia had died from marine debris.

In Puget Sound, more than 200,000 marine animals, representing over 200 species, were killed as by-catch since 2002. “Average” Fulmar (a bird) in the North Sea flies around with 0.6 grams of plastic in its stomach, which equates to 30 grams of plastic in a human-size stomach – basically a full lunchbox! There is increasing evidence of the transfer of toxic, endocrine-disrupting chemicals from plastics in the marine environment to tissues of animals that feed on them (and potentially to us, as we eat fish and other marine animals).

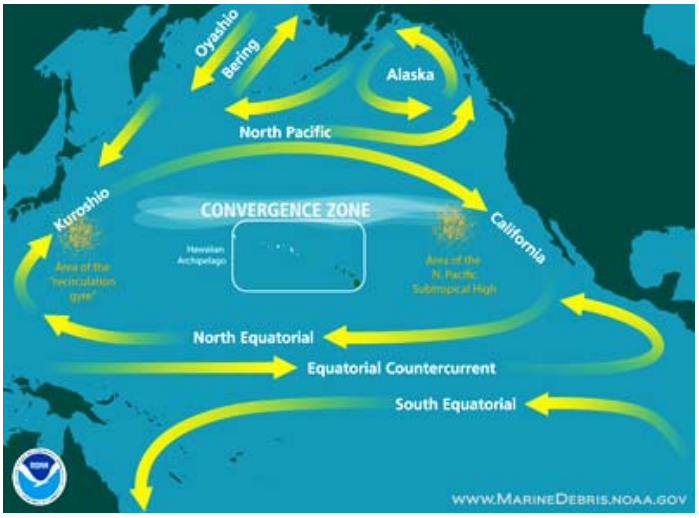


Laysan Albatross live on islands of the Northwest Hawaiian Island Chain (Midway Atoll), a very remote location. They scavenge for food on the ocean's surface. Adults find and eat brightly colored plastic, mistaking it for food, then feed it to their young. 100% of Laysan Albatross carcasses found on Midway Atoll had plastic in their stomachs.

Impacts of Marine Debris

Plastic Debris Impacts All Levels of the Marine Ecosystem

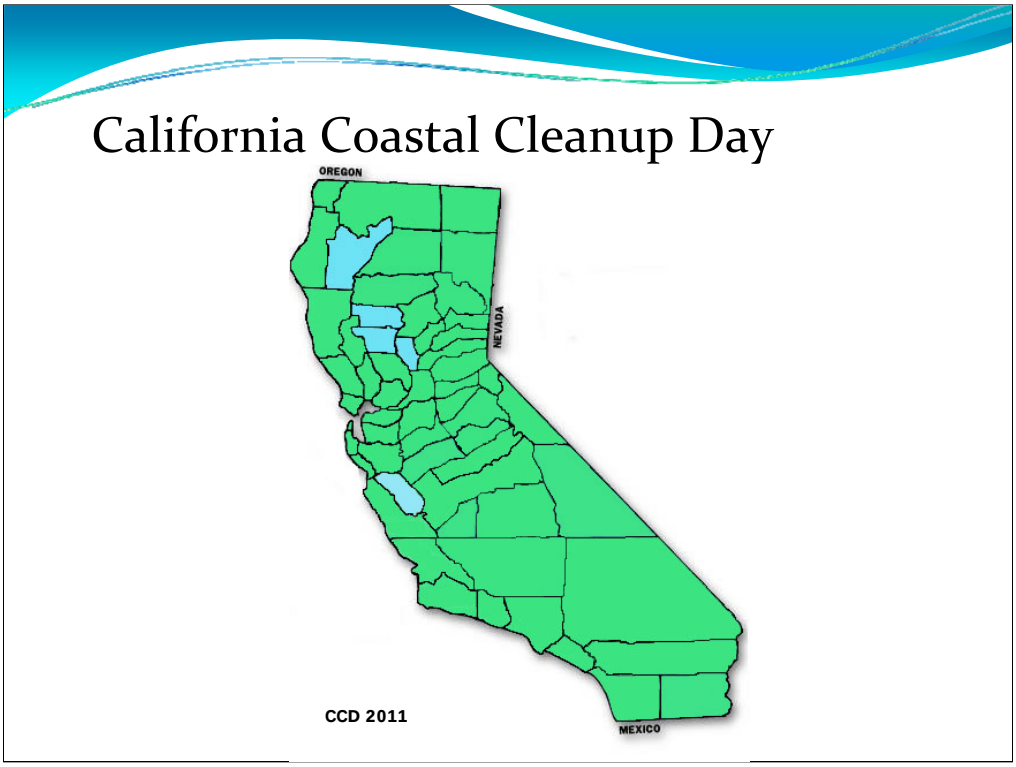
North Pacific Gyre



When plastic debris enters the marine environment, it can get caught up in ocean currents which propel the debris towards the North Pacific Gyre. A gyre is an area formed by circular ocean currents which concentrate plastic and other materials. In all gyres, density of plastic particles increases closer to center. In North Pacific Gyre, the number of plastic particles on surface increased over 1,000% between 1972-2010. In North Atlantic, researchers found 130,000 plastic pieces/KM^2. The highest sampling showed 26.3 million pieces/KM^2.

California Coastal Cleanup Day (CCD) is one way to combat against the rising number of trash and litter on our beaches and shorelines. CCD is an annual beach and shoreline cleanup event that engages tens of thousands of people every year and encourages them to think about litter and how we all can play a part in developing solutions.

The first major Coastal Cleanup took place in 1984 along the Oregon Coast. In 1985, California ran its first CCD – all 15 coastal counties participated. 2,500 volunteers turned out for first event.



In 2011, 53 of California's 58 Counties participated in the Cleanup, from San Diego County near the Mexico border, all the way to Modoc County which borders Oregon on the north and Nevada on the east, there are cleanup being held along California's coasts, in mountain ranges, and valleys. Over 71,000 people participated!

Coastal Cleanup Day

Results and Solutions

2011 Results (CA)

- 71,794 volunteers
- 1,345,776 pounds of debris removed
- Over 1,750 miles of shoreline cleaned

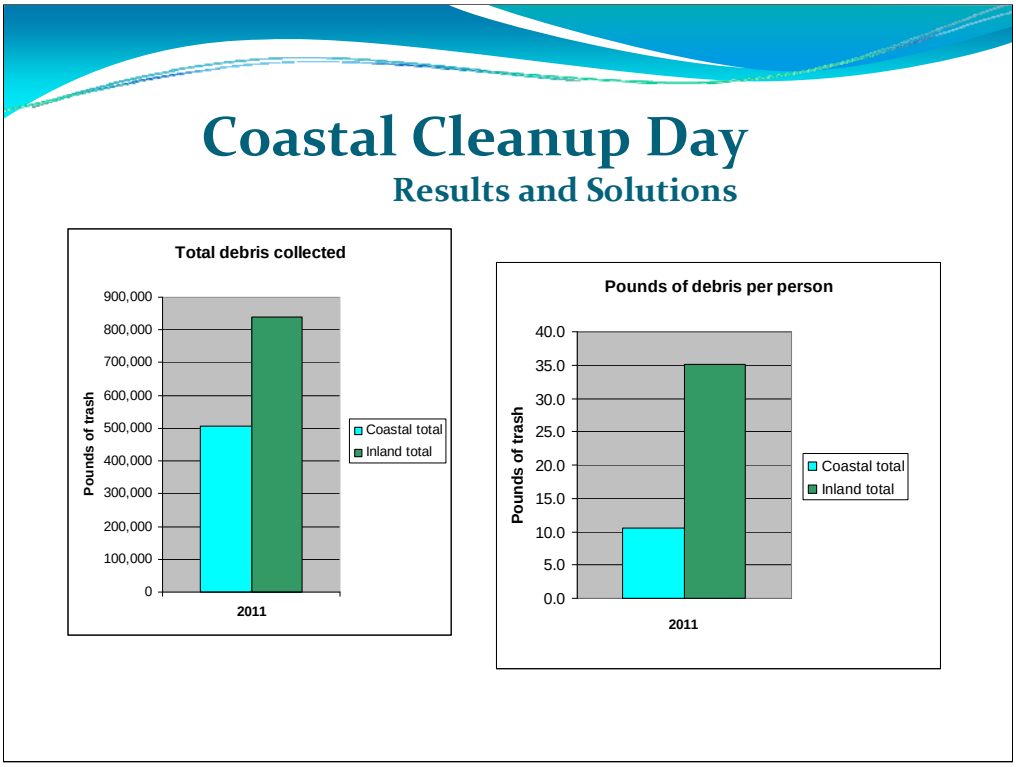
2010 Results (world-wide)*

- **615,407 volunteers**! (California accounts for nearly 12% of worldwide total, and almost 45% of US total.)
- **114 participating countries**
- Nearly **9 million pounds of debris**. (California accounts for over 15% of worldwide debris.)
- **~15,000 linear miles** of shoreline cleaned.
- Nearly **2 million cigarette butts** removed.
- **488 entangled animals** found.

* Most recent world-wide statistics

71, 794 people volunteered on Coastal Cleanup Day in California, which represents about 12% of total volunteer participation worldwide). These dedicated volunteers removed over 1.3 million pounds of trash, which translates to nearly 19 pounds per person! Much of what was collected was recycled.

Each of the 15 coastal counties has been active in Coastal Cleanup Day since 1985.



Since The Ocean Conservancy began tracking the sources of marine debris, it has been obvious that the majority of the debris comes from inland sources. Ocean Conservancy and the U.N. both estimate that between 60-80% of all debris picked up on CCD comes from inland sources.

Here are graphs illustrating this point as it relates to California. The graph on the left shows the total amount of debris collected for the coastal versus inland counties. As you can see, the majority of what was collected (according to weight) came from inland waterways (over 800,000 compared to 500,000). When those totals are compared to participation rates, what we see is that with fewer volunteers participating in inland areas, inland volunteers collect nearly 35 pounds per person versus a coastal volunteer who collects about 10 pounds per person.

Coastal Cleanup Day

Results and Solutions

- Reduced wasteful use of bags and gloves
- Provided reusable buckets and gloves
- Encouraged volunteers to “Bring Your Own”

By promoting a Bring Your Own philosophy, we’ve encouraged volunteers to bring buckets and gardening gloves from home, drastically reducing the number of virgin bags and gloves needed for the event. To illustrate – we produced 30,000 less bags in the 2010 cleanup than we did in the 2009 cleanup and 15,000 fewer gloves, even as participation increased by nearly 2,000 volunteers.

Coastal Cleanup Day

Results and Solutions

- Expanded the Cleanup to boater community
- 2 yacht clubs participated
  - 71 volunteers total
  - 1,265 pounds of debris

In 2011, the Coastal Commission, working with the Department of Boating and Waterways, developed a pilot program to engage participation in Coastal Cleanup Day from the boating community. Cleanup events were held at two locations: Sequoia Yacht Club in San Mateo County and Point Royal Yacht Club in Los Angeles County. Together these two yacht clubs involved 71 volunteers in the Event and collected 1,265 pounds of debris! Due to the success of the pilot program the Coastal Commission and the Department of Boating and Waterways will be expanding on this program in the future.

Coastal Cleanup Day 2012 is just around the corner, on September 15th. We hope you will join us!

Photo Credit: 5 Gyres Institute

Shannon Waters
Program Assistant,
Public Education Program
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(415) 904-5214
swaters@coastal.ca.gov

Vivian Matuk
Environmental Boating Program Coordinator
California Department of Boating and Waterways
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(415) 904-6905
vmatuk@coastal.ca.gov

For any questions or to learn how to get involved, please contact Shannon Waters or Vivian Matuk, Boating Program Coordinators for Coastal Cleanup Day. Thank you!