CALIFORNIA COASTAL CLEANUP DAY 2014

INTRODUCTION

California Coastal Cleanup Day, the state's annual beach and inland waterway cleanup, rolled on again in 2014, celebrating its 30th anniversary in style. Thousands of volunteer site captains greeted tens of thousands of volunteers at more than 850 Cleanup locations on the morning of September 20th, 2014, turning this past Coastal Cleanup Day into one of the largest ever held.

Coastal Cleanup Day's "Dirty 30th" saw huge jumps in volunteer participation and pounds of debris removed. 66,844 volunteers participated in the event, which marked a 15 percent jump in volunteer participation over 2013. Those volunteers removed 1,190,065 pounds of trash and recyclable material from the state's coast and inland waterways, an even more dramatic 59 percent jump over what was hauled away in 2013. (One side effect of California's ongoing drought – and one we would gladly trade for more rain – is that Coastal Cleanup Day volunteers were able to access sections of lakes and rivers that are normally under water, allowing them to remove legacy debris that had never before been seen.) Over its 30-year history, over 1.3 million volunteers have removed more than 21 million pounds of debris from our state's beaches, lakes, and waterways.

California Coastal Cleanup Day began in 1985, when the California Coastal Commission organized the first event at locations along the coast from the border of Oregon to the border of Mexico. The Cleanup proved an immediate success with Californians - over 2,500 turned out to that inaugural event, scouring coastal locations along all 1,100 miles of the California coast.

Since the initial Cleanup was such an enormous success, the Commission repeated the effort, and the event grew substantially in the years that followed. When **Ocean Conservancy** launched the International Coastal Cleanup in 1986, California Coastal Cleanup Day joined the worldwide effort to help create the world's largest volunteer event related to the marine environment.

As Cleanup volunteers collected more and more data (one of the unique elements of Coastal Cleanup Day: volunteer data collection) Cleanup organizers came to understand that the vast majority of debris along California's coast was coming from land-based sources – NOT from the ocean, as had been originally suspected. In response, the Coastal Commission undertook a massive expansion of the event to the inland waterways, lakes, and rivers that were transporting trash to the coast. This new emphasis helped the Cleanup grow quickly, both in volunteers and geographic reach, to the point where California Coastal Cleanup Day now stands as the *state's largest annual volunteer event*.

EDUCATION

The Cleanup has grown in more ways than just volunteers and trash totals, though. Over the years, as our understanding of marine debris has clarified, the Coastal Commission has taken steps to try to increase the educational value of the program while decreasing its environmental footprint. 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 every cleanup location. This initiative builds on the realization that every disposable item holds the potential for becoming marine debris. By shifting to reusable items, such as buckets or washable reusable bags, gardening gloves, and similar items, the Coastal Commission has been able to significantly reduce the amount of new disposable materials it needs to produce each year to run the Cleanup. **In 2014, Commission staff estimate that between one-third and one-half of all participants brought at least one reusable item from home to use during the Cleanup.** As a result, the Commission was able to produce **52,000 fewer trash bags** than it did in 2011, resulting in a significant benefit to the environment overall and supporting behavioral change in a large group of Coastal Cleanup volunteers – a change that our volunteer survey results tell us will likely carry over into other parts of our volunteers' daily lives.

California Coastal Cleanup Day 2014 – County Totals

County	Volunteers	Trash	Recyclables	All Debris
Statewide - Adopt-A-Highway	723	193,092	1,332	194,424
Multi-County - Sierra Cleanup	5,650	165,135	15,273	180,408
Alameda	3,152	27,709	2,147	29,855
Butte	450	54,710	5,312	60,022
Colusa	50	1,336	334	1,670
Contra Costa	2,384	21,424	151	21,575
Del Norte	355	1,410	45	1,455
Humboldt	1,000	15,000	0*	15,000
Kern	12	800	0*	800
Kings	170	6,900	0*	6,900
Lake	55	8,500	200	8,700
Los Angeles	11,275	43,881	999	44,880
Marin	1,526	5,590	1,346	6,936
Mendocino	450	5,300	575	5,875
Monterey	1,296	9,013	907	9,920
Napa	425	2,493	2,485	4,978
Orange	7,053	64,037	3,638	67,675
Riverside	751	84,645	0*	84,645
Sacramento	1,475	21,905	0*	21,905
San Benito	90	4,196	0*	4,196
San Bernardino	38	400	100	500
San Diego	7,606	170,157	37,755	207,912
San Francisco	2,345	9,080	9,080	18,160
San Joaquin	1,100	3,200	0*	3,200
San Luis Obispo	1,100	3,300	280	3,580
San Mateo	4,265	15,612	3,608	19,220
Santa Barbara	1,176	5,283	1,408	6,691
Santa Clara	1,654	49,029	4,872	53,901
Santa Cruz	2,588	9,793	2,266	12,059
Shasta	412	1,080	0*	1,080
Solano	2,508	32,409	2,715	35,124
Sonoma	470	2,084	479	2,563
Ventura	2,785	7,290	1,174	8,464
Yolo	330	8,172	1,080	9,252
Yuba	125	31,540	5,000	36,540
TOTAL	**66,844**	**1,085,505**	**104,559**	**1,190,065**

***** *Denotes regions where Recyclable totals were included with Trash totals or were not counted.*

Partnerships and Publicity

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

Local Cleanup Coordinators

These are the not-for-profit organizations, volunteers, and government agencies who organize the Cleanup on local, county, or regional scales. These partners are vital to bringing the Cleanup to life in communities throughout the state, providing local knowledge of conditions that need to be addressed, access to community and volunteer groups, and local resources and media outreach that can be brought to bear. These groups range in size and capacity, but they share the Commission's mission of a clean and healthy coast and ocean. (The complete list of partnering organizations is available on page 19.)

Statewide Cleanup Coordinators

In addition to local and regional partners, the Cleanup benefits from the efforts of statewide organizational partners (See list on page 19). 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 organizes cleanups within many state parks. Another important and growing effort is the partnership the Commission has developed with CalTrans and their Adopt-A-Highway Program. This partnership not only brought out more volunteers as part of the Adopt-A-Highway program, but also saw CalTrans mobilizing a huge amount of resources to support the event. In the week leading up to Coastal Cleanup Day, CalTrans staff and equipment like street-sweepers scoured the 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.

I pledge to pick up
litter wherever I see it
#CleanContraCosta
#CCD2014

Carnegie Mellon

CHINA WEST MARINA

DanaPointHarbor
Saturday, Sept. 20, 2014
DANA POINT HARBOR
UNDERWATER CLEANUP!

VOLUNTEE
VOLUNTEER

Ucla

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. The Coastal Cleanup Day Program takes great pride in its corporate partners, 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 five years, donates water for every volunteer who asks. CG Roxane has been offering water in 1 gallon containers (for filling those reusable water bottles!), which has greatly helped reduce the amount of plastic that needs to be recycled after the event.

California Office of Emergency Services and NOAA, a first-time sponsor of Coastal Cleanup Day in 2013, came on board to specifically help fund year-round cleanups of debris that may have originated from Japan during the March 2011 tsunami. Cleanups took place along all 15 coastal counties throughout the year, one of which was Coastal Cleanup Day. CalOES and NOAA were so pleased with the results of the first round of funding for this program that they have renewed funding for an additional two years, covering both the 2014 and 2015 Coastal Cleanup Days.

Oracle, a Program partner for 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.

Orrick, Herrington & Sutcliffe LLP, a first-time partner for the Cleanup, came on board as a way to help their firm celebrate their 150th Anniversary, a fitting (although significantly bigger!) milestone to pair with Coastal Cleanup Day's 30th Anniversary. Orrick organized fantastic volunteer participation during the Cleanup in San Francisco, bringing many of their international visiting guests to the beach to celebrate our mutual milestones.

Rubio's, also a first-time partner of Coastal Cleanup Day, brought 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. They also brought their social media might to bear, helping to spread the word about Coastal Cleanup Day and other Commission Public Education Programs throughout the year.

These lead sponsors are joined by a collective of partners, including **the Whale Tail Specialty License Plate, See's Candies, California State Parks Foundation, and Ocean Conservancy,** with whom the Cleanup has grown to great size and success. Their funds help the Coastal Commission provide all of the supplies, collateral materials, support, and funding (much of the tsunami debris cleanup funding was distributed to local partners through non-competitive mini-grants) that is needed for the Cleanup to take place. We are grateful to these lead sponsors and all our Coastal Cleanup Day partners, whose support is critical to the success of this event.

As the Coastal Commission turns its sights to the 31st Annual California Coastal Cleanup Day in September, 2015, it has already started to assemble a strong team of sponsors that will enjoy year-round cleanup opportunities and highlights as part of our team.

PUBLICITY

The Commission strives to provide everything (or as close as possible) our partners would 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 know about it, know when it is, and how to get involved. So each year, the Commission works with designers or ad agencies to develop a new marketing campaign designed to entice new and returning volunteers to sign up for the Cleanup. In 2014, the Commission worked with a new team from San Francisco-based advertising agency **BBDO**. The agency team developed a fantastic new way to help communicate the impact our trash is having on the environments we treasure by creating posters that illustrate easily recognizable symbols (A white "surrender" flag, a frowny face) formed from trash interacting with the environment. (See examples below.) The taglines for these posters: "the beach can't take any more," and "our waterways could use a pick-me-up" helped to convey both the impact our trash is having as well as the ways in which we can help solve the problem.

ÚNETE A LOS MÁS DE 60,000 CALIFORNIANOS QUIENES NOS REUNIREMOS PARA LIMPIAR NUESTRAS PLAYAS Y CUERPOS DE AGUA

DÍA DE LIMPIEZA DE LAS COSTAS DE CALIFORNIA

SÁBADO, 20 DE SEPTIEMBRE 2014

CALIFORNIA COASTAL COMMISSION

9AM *a* 12PM | *Para más información visite* COASTALCLEANUPDAY.ORG *o llame* (800) COAST-4U

BOTTLED AT THE SOURCE CRYSTAL GEYSER NATURAL ALPINE SPRING WATER · NOAA · CAL OES · Rubio's · ORRICK · ORACLE · PROTECT OUR COAST AND OCEANS FUND · California · Ocean Conservancy · CALIFORNIA STATE PARKS FOUNDATION

BBDO built up on the strength of this campaign by developing a video Public Service Announcement that dramatized the impact we are having on our coastal environment. (The video can be seen here.) In addition to developing, filming, and producing the PSA, the agency also worked to place it during the week leading up to Coastal Cleanup Day. Thanks to their efforts, the PSA enjoyed broad viewership and great placement in the San Diego, Los Angeles, and San Francisco Bay Area markets in the week leading up to Coastal Cleanup Day.

The Coastal Cleanup Day Program's social media efforts also ramped up in the weeks leading up to the Cleanup. In an effort to tell the story of Coastal Cleanup Day in a more personal way, the Commission launched a campaign called "Faces of Coastal Cleanup." We posted a picture of a different Cleanup volunteer or partner every day, along with their story about why they participated in the Cleanup, or what it meant to them. The answers that they provided gave us, and our followers on Facebook and Twitter, an intimate look at the impact that this incredible event has had on Californians over the past 30 years. Here's one example, from Site Captain David Sondergeld at Thornton Beach in Daly City:

Back in 1986, I started cleaning up the park, the beach, and the area as it is across the street from where I live in Daly City. My first coordinated cleanup with others started in 1989 before the Adopt-A-Beach program was launched, and I combined the cleanup with Coastal Cleanup Day when I first heard of it. This will be my 24th year as the beach captain running cleanups at Thornton Beach in Daly City. I love to bring my kids who are now young adults. They have been with me at cleanups from birth to adulthood and it is great to see the passion in them.

As with the promotional posters and PSA, the Faces of Coastal Cleanup campaign proved extremely popular – so much so, in fact, that the Commission continued to run the campaign on a daily basis well after the Cleanup ended, and will continue to do so periodically throughout 2015.

OUR PROGRAM

California Coastal Cleanup Day is certainly one of the highlights of 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 collaboration with other state agencies and non-profit organizations to affect change in policies and programs that relate to coastal pollution as well as major cleanup programs like Coastal Cleanup Day and the year-round Adopt-A-Beach Program. 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 new Whale Tail® Ecoplate, 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 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 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 and slide show lending library, posters, compendia, 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. Coastal Cleanup Day, embarking on its 31th year, is only 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**.

COUNTY COORDINATORS

County/Regional Coordinators play a vital role in Coastal Cleanup Day (CCD). 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 Coordinators – or in some cases Regional Coordinators where sub-county areas are involved – also work closely with Site Captains to organize the event in their area. In addition, the County Coordinator lead the effort to publicize the Cleanup in their County, issuing press releases, distributing posters and postcards and securing media placement on radio and TV, as available. When additional funding or in-kind donations are needed, the County Coordinator works to secure sponsors for their local Cleanup efforts. After the Cleanup, the County Coordinator submits data on the Cleanup to the Coastal Commission and the Ocean Conservancy. The data is compiled and analyzed for debris trends over time or in a particular geographic area. The role of the County Coordinator is crucial to the success of the event, and the County Coordinators deserve recognition and appreciation for their continued efforts to organize this event.

COASTAL CLEANUP DAY 2014

County Coordinators and Organizations

Alameda County

Alameda Resource
Conservation District
Coordinator: Amy Evans

City of Berkeley
Shorebird Park Nature Center
Coordinator: Patty Donald

City of Fremont
Coordinator: Gene Waddell

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

City of Oakland Watershed
Improvement Program
Coordinator: Christine Ralls

East Bay Regional Park District
Coordinator: Kevin Fox

Kaiser Permanente
Walking Group
Coordinator: Mary Cranley

Port of Oakland
Coordinator: Jeff Jones

Alpine County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Amador County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Butte County

Butte Environmental Council
Coordinator: Maggi Barry

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Calaveras County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Colusa County

Premiere Mushrooms
Coordinator: Kevin Foley

Contra Costa County

The Watershed Project
Coordinator: Juliana Gonzalez

East Bay Regional Park District
Coordinator: Kevin Fox

Del Norte County

Del Norte Unified School
District, Crescent Elk M.S.
Coordinator: Joe Gillespie

El Dorado County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Fresno County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Humboldt County

Northcoast
Environmental Center
Coordinator: Dan Ehresman

Imperial County

West Shores Salton Sea
Growth Association
Coordinator: Christina Lange

Inyo County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Kern County

Trails4All
Coordinator: Jim Meyer

Kings County

Environmental
Health Institute
Coordinator: Keith Winkler

Lake County

Lake County Department of Water Resources
Coordinator: Carolyn Ruttan

Los Angeles County

Heal the Bay
Coordinator: Eveline Bravo

Los Angeles County (Long Beach)

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

Madera County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Marin County

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

Mariposa County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Mendocino County

Mendocino Land Trust
Coordinator: Alyson Blair

Merced County

UC Merced
Coordinator: Jim Greenwood

Modoc County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Mono County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Monterey County

Save Our Shores
Coordinators: Brad Hunt & Rachel Kippen

Napa County

Napa Resource Conservation District
Coordinator: Stephanie Turnipseed

Nevada County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Orange County (Coastal)

OC Community Resources
Coordinator: Matthew Le

Orange County (Inland)

Trails4All
Coordinator: Jim Meyer

Placer County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Plumas County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Riverside County

Trails4All
Coordinator: Jim Meyer

Sacramento County

American River Parkway Foundation
Coordinator: Meghan Kane

San Benito

Accelerated Achievement Academy
Coordinator: Susan Bessette

San Bernardino County

Trails4All
Coordinator: Jim Meyer

California State Parks
Coordinator: Anthony Boiano

San Diego County

I Love A Clean San Diego
Coordinator: Natalie Roberts

San Francisco County (West)

Golden Gate National Parks Conservancy
Coordinator: Denise Shea & Maria Durana

San Francisco County (East)

Sea Scavenger Conservancy
Coordinator: Lorraine Palmer

San Joaquin County

San Joaquin County Public Works
Coordinator: Cynthia Madrid

Sierra Nevada Conservancy
Coordinator: Marji Feliz

San Luis Obispo County

Environmental Center of San Luis Obispo County (ECOSLO)
Coordinator: Michael Heater

San Mateo County

San Mateo Countywide Water Pollution Prevention Program
Coordinator: Julia Au

Santa Barbara County
County of Santa Barbara
Coordinator: Sam Dickinson

Santa Clara County

Santa Clara Valley Water District/Creek Connections Action Group
Coordinator: Kate Slama & Kathy Machado

Santa Cruz County

Save Our Shores
Coordinator: Brad Hunt & Rachel Kippen

Shasta County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Shasta County - Redding

City of Redding - Community Creek Cleanup Action Group
Coordinator: Vickie Marler

Sierra County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Siskiyou County

US Forest Service
Coordinator: Bob Hemus

Solano County

Solano Resource Conservation District
Coordinator: Marianne Butler

Solano County - Benicia

Benicia Water Education Program
Coordinator: Susan Frost Alfeld

Sonoma County

Coastwalk California
Coordinator: Stephanie Picard Columb & Hannah Faire Scott

Stanislaus County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Tuolomne County

Sierra Nevada Conservancy
Coordinator: Marji Feliz

Ventura County

Ventura County Coalition for Coastal and Inland Waterways
Coordinator: Kelly Hahs

Yolo County

Cache Creek Conservancy
Coordinator: Gina Martin

Yuba County

Yuba County Environmental Health
Coordinator: Paul Donohoe

State-wide Partners

Adopt-A-Highway CALTRANS Maint. Program
Coordinator: Andy Morse

California State Parks
Coordinator: John Garlock

Coastal Cleanup Day On The Water

For the past 4 years, the California Coastal Commission (CCC) – in partnership with the California State Parks Division of Boating and Waterways (DBW) – 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. Developed initially in 2011 as a pilot project with the Sequioa Yacht Club in San Mateo and the Point Royal Yacht Club in Los Angeles, the effort has been embraced by the boating community In 2014, working through the established network of regional boating organizations like the Pacific Inter Club Yachting Association (PICYA) and the Southern California Yachting Association (SCYA), CCC and DBW staff enlisted the support of 35 facilities. Over 815 people turned out for these boating cleanups, many of them cleaning up on-the-water with more than 155 vessels like kayaks, paddleboards, dinghies, and canoes involved. These volunteers removed over 7,000 pounds of trash and recycling from shorelines and waterways throughout California. We are very grateful to our partners who participated in boating cleanups this year and excited to bring a new community of water-enthusiasts to the Coastal Cleanup Day Program.

Aquatic Park and Pier 39

Aeolian Yacht Club

Alamitos Bay Yacht Club

Ballena Bay Yacht Club

Ballena Isle Marina

Berkeley Yacht Club

Dana Point Harbor

Dana Point Yacht Club

Del Rey Yacht Club

Emeryville Yacht Club

Eureka Marina

Grand Marina

Half Moon Bay Yacht Club

Humboldt Aquatic Center

Humboldt Yacht Club

Lake Merritt Institute

Lake Merritt Boating Center

Mare Island Rowing Club

Oakland Marinas

Oakland Yacht Club

Owl Harbor Marina

Pillar Point Harbor

Port Royal Marina

Port Royal Yacht Club

Redondo Beach Yacht Club

Santa Cruz Wharf and Harbor

Seal Beach Yacht Club

Sequoia Yacht Club

Shoreline Yacht Club

Sun Harbor Marina

UCLA Marina Aquatic Center, Kurmalliance/Santa Monica Windjammers Yacht Club, Pro SUP Shop

Vallejo Marina

CCD2015CCD

Mark Your Calendars!

SEPTEMBER 19TH

CALIFORNIA COASTAL CLEANUP DAY

CALIFORNIA COASTAL COMMISSION