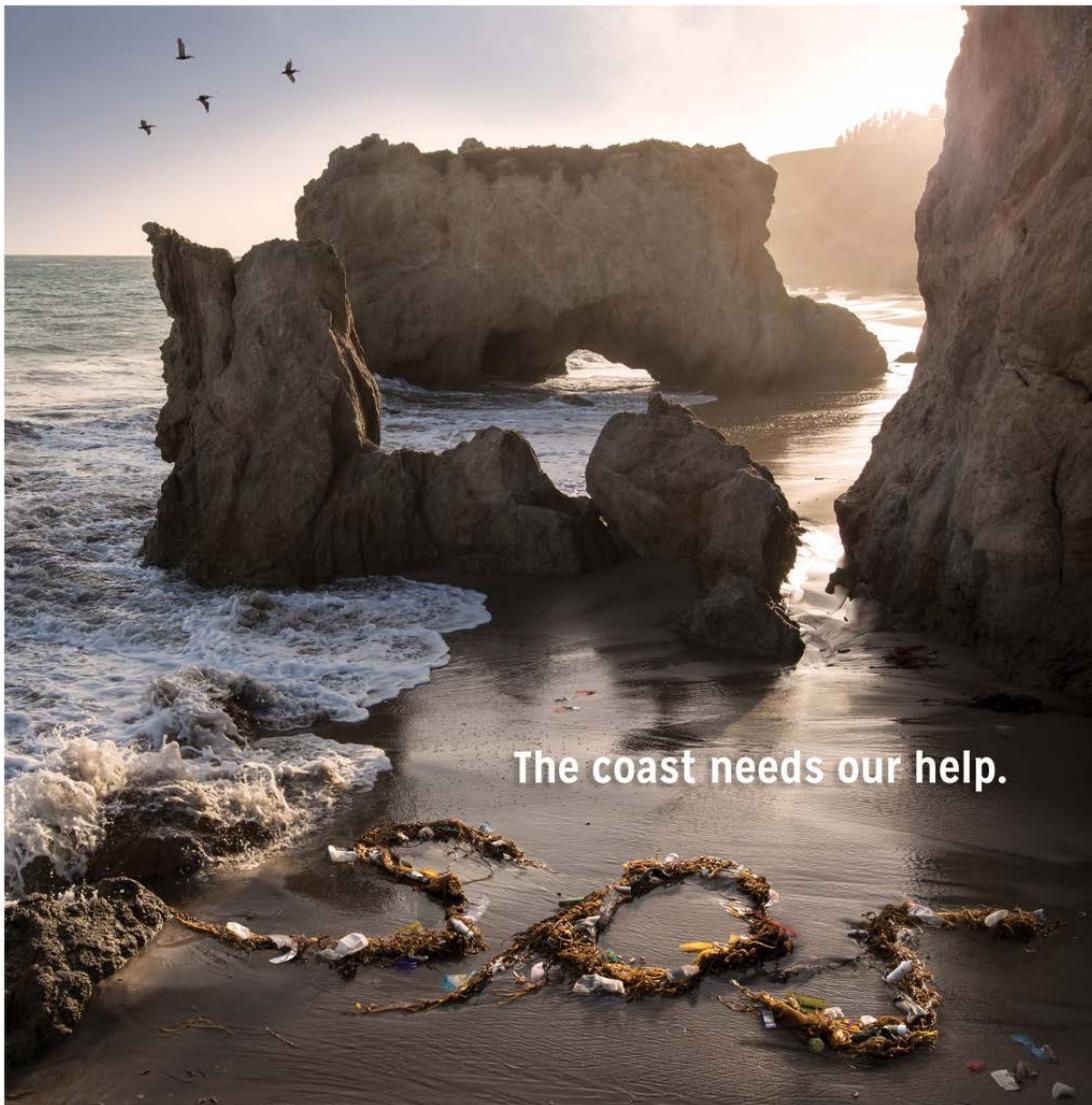


# *CALIFORNIA COASTAL CLEANUP DAY 2015*



## *INTRODUCTION*

Every year, on the third Saturday in September, people come together to take part in California's largest volunteer event, Coastal Cleanup Day. Saturday, September 19, 2015 was no different – more than 68,000 people removed 1,142,997 pounds of trash and recyclable material from California's coast and inland waterways. Garbage can come from our homes, walkways, and streets, and travels through storm drains or other channels to reach the sea.

This was the largest Cleanup - geographically - that the Commission has ever held, with more than 900 sites located in 54 counties across the state.

## HISTORY

Over its 31-year history, 1.3 million volunteers have removed more than 22 million pounds of debris from our state's beaches, lakes, and waterways.



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

From humble beginnings and with preliminary success, the Commission continued the Cleanup effort, and the event grew and continues to grow each year. In 1986 the Ocean Conservancy launched the International Coastal Cleanup and California Coastal Cleanup Day joined the worldwide effort to create and eventually become the world's largest volunteer event related to the marine environment.



As Cleanup volunteers collected more and more data, Cleanup organizers came to understand the sources and types of debris found on the coast and value those findings. This newfound understanding provides the general public and policy makers with the knowledge needed to make important decisions. For example, in response to the data collected during cleanups, the Commission expanded the event to the inland waterways, lakes, and rivers that we learned were the channels through which trash flowed from land into the ocean.

## EDUCATION

The Cleanup has matured in many ways. In addition to increases in volunteers and growth in trash totals, our understanding of marine debris has clarified and the Commission has taken steps to strengthen the educational value of the program. One such effort began in 2011, when the Commission introduced a "BYO for CCD" initiative that asks volunteers to bring reusable cleanup supplies from home, rather than use the single-use, disposable plastic items provided at cleanup locations. This initiative builds on the realization that every disposable item could become marine debris. By shifting to items, such as buckets or reusable bags, and gardening gloves, the Commission has been able to significantly reduce the amount of new disposable materials it needs to run the Cleanup while educating volunteers about the value and ease of switching to reusable items.

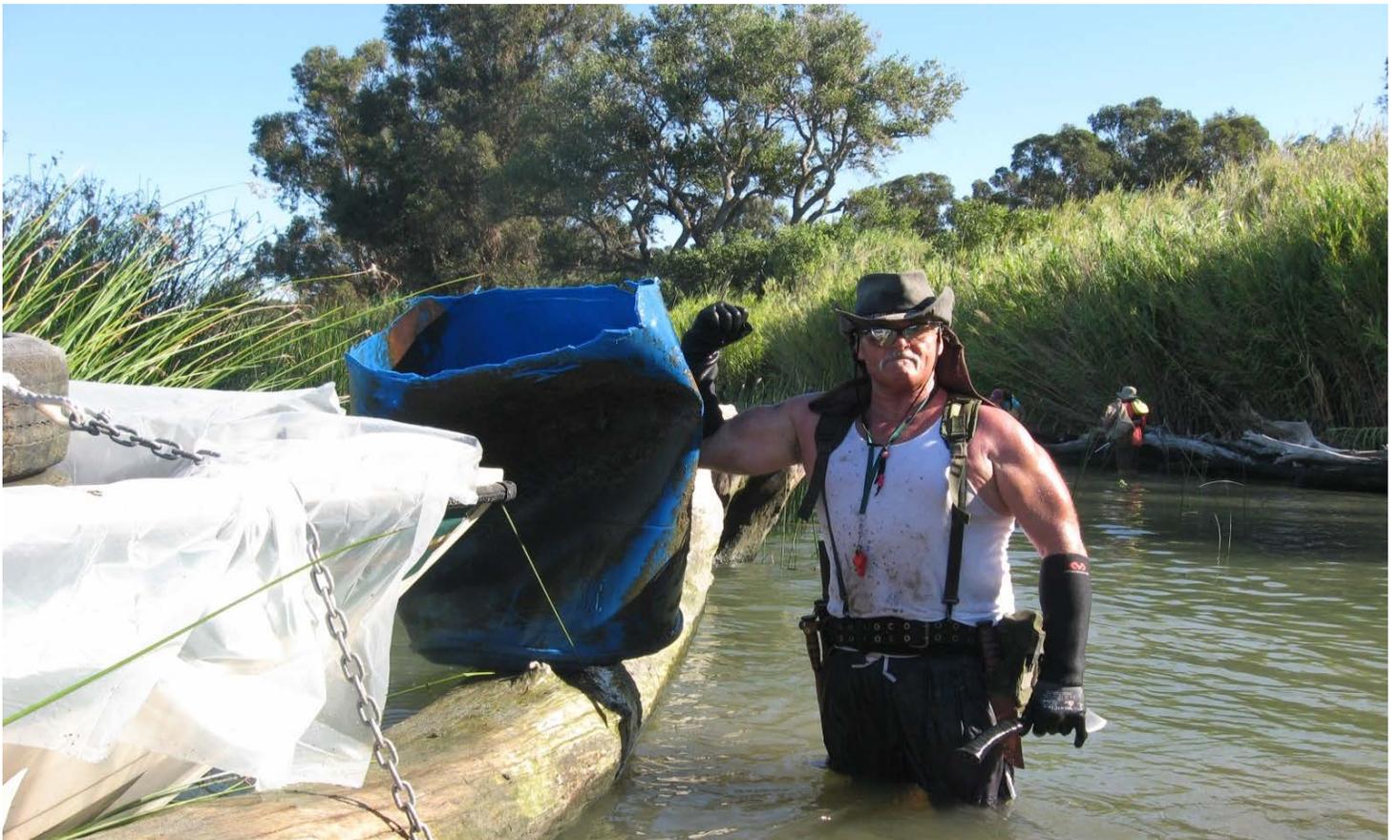


In 2015, Commission staff estimate that between one-third and one-half of all participants brought at least one reusable item from home to use during the Cleanup. As a result, the Commission has been able to produce about 150,000 fewer trash bags since the BYO program started in 2011, benefiting the environment overall and supporting behavioral change in a large group of Coastal Cleanup volunteers – a change that our volunteer survey results tell us will likely carry over into other parts of our volunteers' daily lives.









## PARTNERSHIPS

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

- County Coordinators
- Statewide partners
- Corporate Partners

### COUNTY COORDINATORS

County/Regional Coordinators play a vital role in Coastal Cleanup Day (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 or Regional Coordinators 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 region, issuing press releases, distributing posters and postcards and securing media placement on radio and TV whenever possible. 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 they deserve recognition and appreciation for their continued efforts.

### STATEWIDE PARTNERS

In addition to local and regional partners, the Cleanup benefits from the efforts of statewide organizational partners (See list on page 11). These larger partnerships can bring much-needed statewide publicity to the Cleanup, such as the California State Parks efforts to post Coastal Cleanup Day posters and organize cleanups within many state parks. Another important and growing effort is the partnership the Commission has developed with 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, valued at over \$500,000 of in-kind support. In the week leading up to Coastal Cleanup Day, CalTrans staff and equipment like street-sweepers scoured 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.

### 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 and other sponsors, who lend their expertise, employees, and products, as well as their financial support, to the cause.



**CG Roxane Crystal Geyser Alpine Spring Water**, the Cleanup's lead sponsor for the past six years, donates water for every volunteer who asks. Recently, 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**, now a three-time sponsor of Coastal Cleanup Day, came on board in 2011 to help fund year-round cleanups of debris that may have originated from Japan during the March 2011 tsunami. Cleanups took place along all coastal

counties throughout the year, one of which was Coastal Cleanup Day. This funding provided critical support to local efforts in all 15 coastal counties, helping to greatly expand cleanup programs across the coast.

**ORACLE** Oracle, a Program partner for over 20 years, activates their employees as part of the Global Volunteer Day, highlighting Coastal Cleanup Day locations near each of their California offices. Oracle's employee participation and their place as the Cleanup's longest-standing partner highlight the commitment Oracle has to California's environment.

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

**Orchard Supply Hardware** Orchard Supply Hardware joined as a Coastal Cleanup Day partner for the first time in 2015. OSH operates 73 neighborhood hardware and garden stores focused on paint, repair and the backyard in California. They are an ideal partner for the Cleanup, able to offer discounts on reusable cleanup supplies for our volunteers and even donating buckets whenever possible.



These lead sponsors are joined by a collective of partners, including the Whale Tail® Specialty License Plate, Union Bank, 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 that is needed for the Cleanup to take place. We are grateful to all our Coastal Cleanup Day sponsors and partners, whose support is critical to the success of this event.

As the Coastal Commission turns its sights to the 32<sup>nd</sup> Annual California Coastal Cleanup Day in September, 2016, it has already started to assemble a strong team of sponsors that will enjoy year-round cleanup opportunities and highlights.

## **PUBLICITY**

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



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

Building upon a campaign designed in 2014 by San Francisco-based advertising agency BBDO, the Commission worked with photographer Mark Liebowitz and Radley Studios, LA to create another piece of poster art for the 2015 Cleanup. By creating an environment where an easily recognizable symbol (in this case, an "SOS" sign) is created out of trash, the artwork for this year's Cleanup helped illustrate the impact that our debris is having on our landscape.

In 2015 the Commission also continued to use a video Public Service Announcement developed last year by BBDO that dramatized the impact we are having on our coastal environment (The video can be seen [here](#)). The PSA enjoyed broad viewership in major markets around the state, and continues to draw viewers to the Coastal Cleanup Day website.

A new effort to both publicize the Cleanup and help volunteers more easily find a site at which to volunteer was a comprehensive site map of all Coastal Cleanup Day locations. This proved to be a massive undertaking in identifying, plotting, and providing information for more than 900 locations in the state, including many that were added to the event in the weeks leading up to the event. With the help of a summer intern, we were able to cover just about every location in California, giving volunteers a powerful new way to not only locate a cleanup site, but to also better visualize just how massive an undertaking Coastal Cleanup Day is. With a solid database of locations now in hand, the site map will be significantly easier to update in future years, allowing us to better refine this exciting new tool.

## 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. Again this year the boating community showed its interest in this state and international effort. This year, 33 boating facilities participated in the event and 628 volunteers cleaned 48 miles and collected 10,847 pounds of trash and recyclables on land and from 87 vessels (kayaks, canoes and dinghies). 31% of the volunteers brought their own reusable cleanup supplies. Additionally, Dana Point Harbor in partnership with Dana Point Yacht Club conducted a very comprehensive cleanup not only on the shoreline but also underwater and on-the-water.

## OUR PROGRAM

California Coastal Cleanup Day is 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 personal income tax form, listed under the [“Protect Our Coast and Oceans Fund.”](#)

The Commission also offers teachers a 3rd – 8th grade curriculum, *Waves, Wetlands, and Watersheds*, as well as free workshops to help teachers learn to use the curriculum. Among the many programs that the Public Education Program runs, two in particular encourage creative expression: the annual Coastal Art and Poetry Contest for students and the annual Amateur 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 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](http://www.coast4u.org).

## CALIFORNIA COASTAL CLEANUP DAY 2015 – COUNTY TOTALS

County	Volunteers	Trash	Recyclables	All Debris
Statewide - Adopt-A-Highway	723	164,436	*	164,436
Multi-County - Sierra Cleanup	4,580	217,096	11,225	228,321
Schoolyard Cleanups	3,000	**	**	**
Alameda	4,618	29,937	3,497	33,434
Colusa	75	40	740	780
Contra Costa	3,716	34,040	1,010	35,050
Del Norte	550	100	100	200
Humboldt	403	11,135	2,300	13,435
Kern	10	2,000	*	2,000
Kings	91	45,840	*	45,840
Lake	13	300	20	320
Los Angeles	9,604	21,414	1,197	22,611
Marin	1,605	12,132	2,518	14,650
Mendocino	425	4,200	250	4,450
Monterey	1,254	7,583	*	7,583
Napa	400	6,080	1,212	7,292
Orange	7,278	74,205	1,831	76,036
Riverside	680	44,220	*	44,220
Sacramento	1,550	16,500	800	17,300
San Benito	105	2,176	20	2,196
San Bernardino	42	750	75	825
San Diego	7,599	159,732	28,811	188,543
San Francisco	1,998	9,400	9,400	18,800
San Joaquin	817	13,900	1,705	15,605
San Luis Obispo	981	5,274	163	5,437
San Mateo	4,339	27,245	3,740	30,985
Santa Barbara	1,029	2,876	1,348	4,224
Santa Clara	1,829	50,000	2,868	52,867
Santa Cruz	2,015	8,699	2,649	11,348
Shasta	610	1,000	*	1,000
Siskiyou	7	500	30	530
Solano	2,482	30,768	4,429	35,197
Sonoma	661	4,883	373	5,256
Ventura	2,830	8,180	2,295	10,475
Yolo	299	8,133	2,839	10,972
Yuba	135	30,780	*	30,780
<b>TOTAL</b>	<b>68,353</b>	<b>1,055,553</b>	<b>87,444</b>	<b>1,142,997</b>

*\*Recyclable totals included under Trash totals \*\*Trash and Recyclable totals not collected for these cleanups*

# COASTAL CLEANUP DAY PARTNERS

## COUNTY AND STATE

### Alameda County

Alameda Resource Conservation District  
*Coordinator: Amy Evans*

City of Berkeley  
Shorebird Park Nature Center  
*Coordinator: Patty Donald*

City of Fremont  
*Coordinator: Barbara Silva*

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

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

East Bay Regional Park District  
*Coordinator: Kevin Fox*

Kaiser Permanente Walking Group  
*Coordinator: Mary Cranley*

Port of Oakland  
*Coordinator: Derek Lee/Luana Espana*

### Alpine County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### Amador County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### Butte County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### Calaveras County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### 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: Ross Morgan*

### El Dorado County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### Fresno County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### Humboldt County

Northcoast Environmental Center  
*Coordinator: Dan Ehresman*

### Imperial County

Supervisor Benoit's Youth Advisory Council  
*Coordinator: Brittney Baird*

### Inyo County

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

### 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: Alys Arenas

[Los Angeles County \(Long Beach\)](#)

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

[Madera County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Marin County](#)

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

[Mariposa County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Mendocino County](#)

Mendocino Land Trust  
Coordinator: Maghan Smithyman

[Merced County](#)

UC Merced  
Coordinator: Jim Greenwood

[Modoc County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Mono County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Monterey County](#)

Save Our Shores  
Coordinators: Bronti Patterson/Rachel Kippen

[Napa County](#)

Napa Resource  
Conservation District  
Coordinator: Eric McKee

[Nevada County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Orange County \(Coastal\)](#)

OC Coastkeeper  
Coordinator: Courtney James

[Orange County \(Inland\)](#)

Trails4All  
Coordinator: Jim Meyer

[Placer County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Plumas County](#)

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[Riverside County](#)

Trails4All  
Coordinator: Jim Meyer

[Sacramento County](#)

American River  
Parkway Foundation  
Coordinator: Jordan Powell

[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: Lexi Ambrogi/Natalie Roberts

[San Francisco County \(West\)](#)

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

[San Francisco County \(East\)](#)

Aquarium of the Bay  
Coordinator: Maggie Ost Dahl

[San Joaquin County](#)

San Joaquin County Public  
Works  
Coordinator: Kelly Villalpando/Lisa J. Smith

Sierra Nevada Conservancy  
Coordinator: Theresa Burgess

[San Luis Obispo County](#)

Environmental Center of San  
Luis Obispo County (ECOSLO)  
Coordinator: Mary Ciesinski

[San Mateo County](#)

San Mateo Countywide Water  
Pollution Prevention Program  
*Coordinator: Julia Au*

[Santa Barbara County](#)

Explore Ecology  
*Coordinator: Mariana Cruz*

[Santa Clara County](#)

Santa Clara Valley Water  
District/Creek Connections  
Action Group  
*Coordinator: Ricardo Barajas*

[Santa Cruz County](#)

Save Our Shores  
*Coordinator: Bronti  
Patterson/Rachel Kippen*

[Shasta County](#)

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

[Shasta County - Redding](#)

City of Redding - Community  
Creek Cleanup Action Group  
*Coordinator: Kim Niemer*

[Sierra County](#)

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

[Siskiyou County](#)

Salmon River Restoration  
Council  
*Coordinator: Sarah Hugdahl*

[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: Jo McCormick*

[Stanislaus County](#)

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

[Tulare County](#)

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

[Tuolumne County](#)

Sierra Nevada Conservancy  
*Coordinator: Theresa Burgess*

[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 PARTNERS (CONTINUED)

### ON THE WATER: COUNTY COORDINATORS & PARTNERS

ALAMEDA COUNTY INDUSTRIES	HEAL THE BAY	PIER 39
AMERICAN RIVER PARKWAY FOUNDATION	I LOVE A CLEAN SAN DIEGO	SAN MATEO COUNTY WATER POLLUTION PREVENTION PROGRAM
AQUA SAFARI	KAYAK CONNECTION	SAVE OUR SHORES
AQUARIUM OF THE BAY	MONTEREY BAY KAYAKS	SOLANO RESOURCE CONSERVATION DISTRICT
AVILA KAYAKS	MONTEREY BAY SEA OTTERS DIVE CLUB	SUP SHACK
CALIFORNIA CANOE AND KAYAK	NORTHCOAST ENVIRONMENTAL CENTER	THE BAY FOUNDATION
CITY OF ALAMEDA	ORANGE COUNTY DANA POINT HARBOR	THE CLEAN OCEAN'S PROJECT
CITY OF LONG BEACH EL DORADO NATURE CENTER	ORANGE COUNTY PARKS VOLUNTEER SERVICES	US COAST GUARD AUXILIARY
DANA POINT YOUTH FOUNDATION	ORANGE COUNTY SEA SCOUTS	VALLEJO KAYAK AND BIKE CLUB
DELTA KAYAK ADVENTURES	PACIFIC INTER-CLUB YACHT ASSOCIATION	VENTURE QUEST KAYAKS
DELTA PROTECTION COMMISSION	PACIFICA BEACH COALITION	
ECOSLO		

### MARINAS, YACHT CLUBS, AND OTHER BOATING FACILITIES

ALAMEDA MARINAS	HALF MOON BAY YACHT CLUB	PORT ROYAL MARINA
AEOLIAN YACHT CLUB	HUMBOLDT AQUATIC CENTER	REDONDO BEACH YACHT CLUB
BALLENA BAY YACHT CLUB	HUMBOLDT YACHT CLUB	SAN JOAQUIN YACHT CLUB
BALLENA ISLE MARINA	KING HARBOR YACHT CLUB	SAN LEANDRO MARINA AND SAN LEANDRO YACHT CLUB
CALIFORNIA YACHT MARINA	LAKE MERRITT INSTITUTE	SANDY BEACH PARK, RIO VISTA
DANA POINT HARBOR	LAKE MERRITT BOATING CENTER	SANTA CRUZ WHARF AND HARBOR
DANA POINT YACHT CLUB	OAKLAND YACHT CLUB	SEAL BEACH YACHT CLUB
DEL REY YACHT CLUB	OWL HARBOR MARINA	SEQUOIA YACHT CLUB
EUREKA MARINA	PETER'S LANDING MARINA	SHORELINE YACHT CLUB
GLEN COVE MARINA AND GLEN COVE YACHT CLUB	PILLAR POINT HARBOR	SUN HARBOR MARINA
GRAND MARINA	PORT ROYAL YACHT CLUB	VALLEJO MARINA

# CCD2016



Save the date: **SEPTEMBER 17<sup>TH</sup>**

**CALIFORNIA COASTAL CLEANUP DAY**

