

“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 to provide to volunteers. You may want to use Google maps to create a map of your facility showing the potential cleanup sites. The following link will show you a video that will teach you how to create a map using Google Maps:
<http://support.google.com/maps/bin/answer.py?hl=en&answer=62843>
- 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. Invite your marina and yacht club staff and members to help you with specific tasks before, during and after CCD (check specific tasks below – **Items 15-19**). The more help you get for CCD, the better the results will be.

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 J), 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, Sea Scouts, fishermen groups, Aquatic Centers, kayak, rowing and canoe clubs, local United State Coast Guard Auxiliary and US Power Squadrons working with your facility. Appendix I provides you a list of some of these organizations and their websites.
- 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 and begin collecting registrations from interested volunteers. See Appendix K for a step-by-step guide on creating a Google registration form to embed in your 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 or luggage scale, or bathroom scale (for weighing your trash and recyclables)
- 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 boating facility members or 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, inflatable boats, row boats, rafts and/or canoes work best. To limit the amount of coordination you have to do, invite boating facility 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. Set up Trash & Recycling Collection

You will need to ensure that the trash and recycling collected at the cleanup is disposed of accurately and in a timely manner (if full trash bags sit around too long after the cleanup, they can get picked at by birds, or become an eyesore to your club/facility members). In many cases, your County/Regional Coordinator will work with your local waste hauler to make arrangements. However, that is not always the case and you will need to contact your local waste hauler directly. Work with your County/Regional Coordinator early on to ensure that waste hauling has been set up for the event.

7. 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 and bait nets
 - Kitchen mesh strainers
- 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>

8. 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. **It is important that Coastal Cleanup Day volunteers conducting on-the-water cleanups wear life jackets at all time. More detailed information about life jackets and their importance is found in Appendix B.**

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/bring.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.**

9. 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. Banners and signs are highly recommended. You may consider requesting a donation from a local printing company for these items.
- 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).

10. Assign a Press Contact

Someone at your boating facility 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.

11. Attend Coordinator Meeting and Pick Up Supplies

Go over last minute information with your County Coordinator, if needed.

12. Optional: Plan a raffle for cleanup participants, a Cleanup BBQ or party! Check the section below entitled “Cleanup Raffles and Celebrations (optional)” for some post-event ideas.

Keep the Weather in Mind. We recommend you to have an alternative plan in case there is rain during Coastal Cleanup Day. Rain or shine the event will take place!. Thus, it is a good idea to have an alternative plan in case we get rain the day of the event.

DAY OF THE CLEANUP

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

14. Make sure you have all the necessary **supplies** (Use checklist provided Appendix E).

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

16. 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, Inflatable Boats, Row Boats, Rafts or Paddleboards:



Based on information collected during the 2011 pilot project and information provided by the Santa Monica Bay Restoration Foundation¹, 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/dinghyer.
Remember to encourage on-the-water cleanup volunteers to wear life jackets at all time.

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 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.
- In the case of hazardous waste, (i. e. used oil, used oil absorbents and oil filters, fuel, diesel, antifreeze, paint, batteries, varnishes, thinners, adhesives, fluorescent bulbs, cleaners, sprays, propane tanks) these products require special care when you dispose of them. These items should be disposed of at the County local household hazardous waste (HHW) collection center. Many HHW facilities offer free drop-off for residents. Contact your County Coordinator or call 1-800-CLEANUP or visit www.earth911.org for more information about the HHW centers in your area and hours of operation.
- 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.

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 8 years.

- 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.

Keep Safety in mind. It is important that Coastal Cleanup Day volunteers conducting on-the-water cleanups to wear life jackets at all time. More detailed information about life jackets and their importance is found in Appendix B.

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

17. Start the Cleanup!

18. 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.

Please Remember to Credit Your Sponsors and Supporters!

CCD is an excellent example of the concept “think globally, act locally.” Therefore, it is helpful and important to identify your local cleanup as part of the larger California Coastal Cleanup Day event whenever possible. (Plus, we always appreciate the acknowledgement!) When writing press releases, announcements or articles for newsletters, newspapers, your website and the social media outlets, it is important that you always credit all your partners and sponsors.

We would appreciate you crediting the **California Coastal Commission** (statewide leader), the **California State Parks Division of Boating and Waterways** (statewide co-leader in the boating facilities and boating community effort). Please contact us for agency logos. Additionally, don't forget your County Coordinator (see page 24 for a list) and local sponsors, which include in-kind donations.

AFTER THE CLEANUP

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

20. Collect Data Cards

As volunteers return, collect their data cards and any unusual items they found.

21. 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.

22. 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.

23. Collect waiver forms and mail them to the Coastal Commission directly. Our mailing address is:

California Coastal Commission
Attn: Coastal Cleanup Day
45 Fremont St, Suite 2000
San Francisco, CA 94105

24. Collect all “Volunteer” data cards and add up the totals on the “Coordinator” data card. Submit those totals on the Ocean Conservancy website www.coastalcleanupdata.org, or mail the “Coordinator” card to the Coastal Commission at the address above before November 1, 2013. Please recycle the “Volunteer” cards – we do not need to keep them if your site totals are included on the “Coordinator” card.

24. 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.

25. 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