

2016 Ca. Coastal Cleanup Day Coordinator Workshops

Coastal Cleanup Day Materials

Feedback 2015

Poster

- Loved the creek/inland modifications
- Loved the Spanish options (maybe adding Chinese to some of our materials)
- It didn't transfer well to black and white; a bit dark (need higher contrast for print limitations?)
- The messaging is often a bit negative and can be overwhelming – Maybe having people 'doing' things to help.
- I love a Clean San Diego tailored the S.O.S. poster for their beaches, moving it to an easily recognizable beach nearby to resonate with their volunteers and their location.

Coastal Cleanup Day Site Map

- How can we make the organizations as easy to find as possible?
- Can we enter multiple organizations or organizers in one site location?
- Internet Explorer – Can this work well on ALL browsers (this was an issue in 2015)
- Are we able to embed the Site Map from CCD to the organizations' sites?

Leah to follow up with CCD Regional Coordinators on their sites (double-check last year and add new)

- Buckets for BYO cleanup can be tough on storage space: Use reusable grocery bags, sacks, or coffee bags donated by local roasters/shops

Themes & Changes

- BYO – Still like this as a theme, continue to encourage local groups to approach stores for "Bucket Borrowing/Donation"
- For both discussion now and Regional Coordinator Meetings later, Please add section or more information on how to do school/school district outreach

Waivers

- Heal The Bay – Struggled with online entry
Idea – use an iPad to enter name and email address onsite though physically sign one of the multi-sig pages as well (for our records/compliance)
- All wish online waiver was possible but sadly it isn't at this point in time (encourage 'print at home' to avoid lines)
- Advertise/include encouragement as to why registering online is a benefit but not a requirement (some coordinators use site estimates + 10% to order supplies) For Coordinators the benefit of including an online registration is for estimates and for post-cleanup follow up
 - Incentivize by using waivers for raffle (another option would be to use data card submissions as raffles)

Feedback 2016

Posters/Postcards

- Want customizable 'flicked' from/at/to/etc.
- Want to be able to tailor it on social media
- Like it, a bit sullen, but good
- Regional Coordinators want to be able to have flexible, digital options

T-Shirts & Bags:

- Enjoy the whimsy of the octopus and new colors
- Group liked the design, very fun
- To incentivize data collection; raffle off first returned data card

Group Discussion of Coastal Cleanup Day

City of Oakland "Creek to Bay"

Challenges

- Would like to build-in more CCD coordinator education

Successes and Program Tools

- 30 second videos [share with group]
- Reporting Tool: Track It Forward – Logging Volunteer Hours (data based application, small fee for org but free for volunteers) <https://www.trackitforward.com/>
- Social Network for Your Neighborhood: Word of Mouth via <https://nextdoor.com/>
- Target Schools before end School Year (May)
 - Find teachers, administrators, kids – any type of spokesperson to foster relationship

ECOSLO

Challenges

- Competing Events - Creek Cleanup Day and California Polytechnic State University move-in weekend is at the same time as CCD
- Would like to build strong partnership with Parks (Best SLO POC?)
- Homeless Encampment – leaving oversized items for disposal, need police/social services advice and alternate locations for kids cleanups (safety) – Match municipal groups with routes that could potentially house encampment, avoid that area, contact social services, or have parks do a sweep prior to the cleanup. Can Parks Department do a sweep of any specific spots before cleanup?
- VolunTOURism – Cleanups scheduled will be packed on Pismo Beach while other locations need more assistance

Successes:

- Volunteers enjoy Morning Yoga prior to the cleanup at 8am, partnering with organizations with overlapping interests has been a wonderful

The Watershed Project

Challenges:

- Would like prevention-focused materials for site captains (they use 10 tips for climate and water help)
- Would like an improved registration tool
- They use physical pledge books and follow up with them directly

Successes:

- When possible, they hire a dedicated photographer for the cleanup
- They rely mostly on interns for social media help and data entry
- They like the multiple signature pages and any documents in Spanish

The Port of Oakland

Challenges:

- A mobile app would improve data collection, as long as it was user friendly
- Would like to engage more with social media

NEC

Challenges:

- Adopt a Beach might be better for some remote areas, not all can make it to the right location on one Saturday
- Will use other group's formal letter to encourage volunteers, local people are not quite as plugged into social media in Humboldt City of Oakland - Binder passed around, share letter?

Challenges:

- Often meet at bar to pick up gear and for distribution (look for partnerships here)
- Will need to set aside additional time to train people on new app (Clean Swell)
- Inform volunteers about other programs like Adopt a Block (Arcadia just launched partnerships with businesses as they are responsible for sidewalks and streets)

Napa

Successes:

- Site captains sort, count, and are in charge of final tallies – it works for their sites
- Bucket donations & Bucket placements along cleanups (half way)
- Napa uses their own art AND the CCD Posters every year
- Facebook they love, Twitter they are not as enthused
- They use "Peach Jar" to reach schools – you can directly contact administrators and sometimes even parents/students <https://www.peachjar.com/>
- Napa retired 'dumpsters' and use only rolling bins now (meaning that large legacy trash is now at a new low)

- Strong partnerships with waste groups helps Napa communicate cleanup needs and make changes to their processes to make waste disposal faster and easier (Next goal: compost!)
- Idea: Use Health and Wellness as a new angle to gain partners, schools, enhance and expand messaging. "Cleaning up for one hour burns ~100 calories and you help the environment"

Marin County

Challenges:

- Wants to improve interagency connections (where do you start?)
- Struggles with Social Media/IT a bit but looks forward to CCD Map updates
- Recurring complaint: People want dirty beaches
- Schools want to host weekday cleanups (our event is on a Saturday)

CCD Map Successes:

- The 2015 CCD Map decreased phone calls and emails
- Marin Coordinator created a local map, which she recommends to all coordinators, if they've time
- The Bay Model "thank you" BBQ is always a fun way to congratulate the participants

San Francisco – Ocean Beach

Challenges/Goals:

- Starting early with promotion and recruitment
- Incentives for registering online
- Increase Eastside outreach

CCD Map suggestion:

- Would like a way to indicate a 'priority' or low attendance site

CCD Successes:

- Working with Recology, strong partnership with waste management locally, they bring a worker to help educate kids at Ocean Beach
- Junior Ranger involvement with education and year round cleanups

Santa Clara Valley Water District

Successes and Tools

- SCVWD uses Survey Monkey to ease data entry
- Volunteers use Eventbrite site (50+ sites) <https://www.eventbrite.com/>
 - Eventbrite helps make registering online easy. Which in turn helps order estimates aids to target social media (Ricardo makes targeted pushes in areas via social media and see the numbers of registrants go up as a result of that approach)
- For any text/phone communications he offers people a google number that is forwarded to his account so he can have the data immediately without any spam/overuse of his personal phone # (Volunteers can text the results directly)
- Plan to add the platform "Periscope" to his social media arsenal (<https://www.periscope.tv/>)

RCD

- Free bucket offer (5 gallon containers with lids from corporation)
- Local hardware stores offer discounts on certain supplies including; gloves and sticks
- Shrinking volunteer numbers
- Worries about the care used with homeless encampments, best approach – resources available on the CCD Coordinators' Corner – Local police can scout out site; we can match the right individual to the right site (Jordan to share literature on encampment issues with the group)

Adopt a Highway

- Slight dip in volunteer numbers
- 2,000 volunteer hours, 'used bags', do cleanups in both spring and fall
- Connect Theresa with Andy in Bishop – tribal community overlap
- Coordinators don't act like sit captains
- Hope to add more sites

Caltrans

- Creek, roadside, inland, upstream cleanups
- They use bag #s and 'cubic yards' as measurement and they do the work Monday-Friday (1 cubic yard =7 bags)
- Positive note: Supervisors have a good idea of where to go but Caltrans is open to any hot spots suggestions

Great American River Parkway Foundation

- 1500 volunteers – 25,000 lbs of trash in 2015
- Connect with local Sacramento groups and coordinate/get the data from those cleanups too – Eben can find more cleanups and organizers nearby. Has 23 sites and they are collecting data, are surrounding agencies also collecting data?
- Issue: Supply distribution – coordinate better with county, talk to coordinator in Solano, GSNCleanup
- Would like use of the Overpass volunteer signs
- Definitely need and fill up larger bags for big trash (might benefit from more rollaway dumpsters)
- Will happily enter CCD Site Map data in as 'lat.long.'

Delta Conservancy

- Biggest issue is that the county coordinators' involvement varies
- Ordering: Would like t-shirt art in advance or order the t-shirts at cost from us after the event as a keepsake
- Farmers in area are upset they are unable to participate (move it to November!)
- Currently using Central Cal Registration – regional option?
- Remind Nicole that she can use a google form or Eventbrite to plan a more organized cleanup
- Maybe specific agencies can use volunteers to help run their social media platforms

San Juaquin (first CCD)

GSR Cleanup

- Fewer volunteers this year but the total weight improved.
- The local chamber of commerce does advertising for CCD through their smaller county volunteer ops
- California Volunteers is another good resource; <http://www.californiavolunteers.org/>

Ventura

- Want group suggestions on best way to communicate with volunteers (Ventura had specific issue with site changes based on NRG's inability to run two sites this year, they are large and overbooked and they need to disperse folks)
- They need to boost online access and social media outreach and make sure they find a way to follow up with folks electronically next year (post signage this year and spread the word as best as they can) – create a year-round presence.

Heal the Bay

- Common Complaint: Conflicting Event - struggle to compete with the Zuma Beach Triathlon
- Receive 90% of their registration online (due to good campaigning as well as their volunteers wanting to avoid lines) & they use a platform called Classy: <https://www.classy.org/>
- They conduct captain training in addition to a separate time for handing out supplies.
- HTB wants to make a big splash with the November Plastic Bag Ban and wanted to make sure information was available in September so they can get the message out (focus: ballots; cigs, bags, etc.).
- Want to increase inland participation they have 50+ sites and 10,000+ volunteers
- Suggestion: Heal the Bay adds the HTB logo to the existing CCD t shirt (on the sleeve) great idea!

Santa Barbara

- Common Complaint: Conflicting Event - struggle to compete with Day of Caring a United Way event (scheduled by UW to specifically compete with CCD) Volunteers who would normally come to CCD DO attend DoC
- Overall they are finding less trash – volunteers finish too quickly and they offer them 'walkabouts'
 - The Regional team suggested – sifting for microplastic, trying to redistribute a percentage to a nearby beach to increase the amount the individuals find on Henry's beach. Providing sifting stations and microtrash education for "clean sites" – add new sites (which they are) and maybe a few inland/climbing sites "Lizards Mouth" or campus cleanups – they can use the School Yard plan too: <http://www.coastal.ca.gov/publiced/schoolyard/index.html>
- They use Volunteer Spot (<https://www.volunteerspot.com/>) for people to register for pickup dates, this is their first year using this specific platform – so far so good

- They launched a Photo Contest and received support via local sponsor donations, they are hoping to continue to partner with Jack Johnson (Share the CCD Spot with group please!)
- They schedule one or two pick up times and use it as a way for Site Managers to chat/be more communal

Orange County/Riverside

- Have found great success in showing a watershed map: "Thanking volunteers for coming to cleanup [enter far away up the watershed location]'s trash" When they look surprised this proves a good, shocking educational opportunity (thanks Jim!)
- Also seeing less trash but believes it is stuck in storm drains and would need the rain to wash it out, inland cleanups also reduce trash and those have been steadily growing
- Issue on volunteer engagement: Site Captains for this area are Storm water Engineers and are NOT community organizers, this may also contribute to a lack of data and sponsorships.
- Jim needs help finding and supporting an intern/volunteer to help with data: How can we better assist? (Matt Yurko & OC Coast Keepers?) May need a specific platform too.

Orange County Coast Keepers

- Coordinates with Jim, has success with smaller donors uses "Nation Builder" for calendar-based events and google sheets for the rest.
- They are unable to afford t shirts this year but hope to work on inkind donations over the next year or so.
- They have increased the amount of volunteers showing up for monthly cleanups and use targeted e-blasts to increase their reach – they have established a good network of people
- They offer a thank you party as well – Save Our Beach, CCD Huntington, Food Trucks/Raffles (party means permits)
- Volunteers are often found in local schools (National Honors Society, Key Club, 4 H, etc.)

I Love a Clean San Diego

- 107 sites, 70% inland, 1st year coordinator
- 7,600 volunteers removed 170k lbs. trash in 2015
- Online Registration – They use google forms as well.
- Complaint: Beaches are too clean * Similar advice for Santa Barbara
- Want Site Captains to do more outreach and have more local education, they want to motivate and inspire site captains.
- Local groups want more service project ideas/opportunities – Building Parks Department Relationships
- Targeted events:
 - Creek to Bay (6k)
 - CCD 2016 (8k)
 - They target based on geo, type of group, etc. and they get this from BYO pledges (a lot of success here) Campaign: Bling your bucket!

Social Media

- Share links from all organization (separate document), don't reinvent the wheel and make sure everyone is up to date with their maps, emails, and volunteer contacts
- Can we get a Geofilter for Coastal Cleanup Day on Snapchat?
- If you need assistance with graphics The Coastal Commission's PE Program will have collateral but you could run your own campaigns with the dedicated work and creativity of local university students (working on arts/graphics degrees)
- Make sure your entire program has a good elevator pitch for your mission
- Use humor, pick the platform that you can keep up with, follow all of the organizations at the Workshop!
- Planning ahead: Social Media Management Tools: Buffer, Hootsuite, Everypost, etc.
- Bandwagon on hashtags #litterati, #trashtag #coastalcleanupday2016
- Photo edit tool (free and online): PicMonkey & Canva (<http://www.picmonkey.com/>) <https://www.canva.com/>
- A campaign should last as long as your energy can or 2-3 months
- *Leah Henry and Ricardo Barajas would be happy to discuss specific platform questions, contact them directly. Nick will share entire presentation with the group* (should this be added to the Coordinators Corner?)*

Data and Sponsorship

Data - Clean Swell

- Add it to the coordinator corner online; if nearby locations are collecting how can we best and most accurately differentiate.
- Want immediate data - Need high level #s quotable to local news ASAP

- Need data to be easy to track
- Group name/Organization link
- Really liked the gamifying of the data collection (badges are cute)
 - Potential App Issue: Some people don't want to use location
 - How specific is "Group Naming" & should this be included on each site "GroupOCCoastKeepers2016"
 - Regional Coordinators know that they still provide Eben with the high-level stats
 - The zip code is an optional entry when you download the app, should this be mandatory and used as location default? Without the location is the data thrown out?
 - Suggestion: Create QR code that is easy to share on social media + downloading on signage for sites

Sponsorship

- We know what we want from the Sponsors, donations both monetary and in-kind But what do we offer
- Specific concern around 'Logo Resistance' of cities (t-shirts)

Values

1. Exclusivity/dedicated cleanup (Company and their volunteers)
2. Authenticity (Selective Sponsorship) A sense of honor
3. Flexibility in the type/style of donation
4. Advertising and Marketing – we expand their reach locally and through our websites and social media platforms
5. Morale Boosting – We provide this on an individual level as well as for groups, orgs, and corporations
6. Overlapping interests, if they are working to be greener, we can give them options, tools, and a big event to support their desire for a greener image

Other Resources:

- Orange County Economics Study Marine Debris:
- <https://marinedebris.noaa.gov/research/economic-study-shows-marine-debris-costs-california-residents-millions-dollars>
- Signs from Caltrans
- Relationships with CAL RECYCLE? (EPA – Point of Contact)
- Remind Coordinators about Rubio's Partnership (after party – small meetings, etc.)
- Adobepost: <https://spark.adobe.com/about/post>