

CLEANUP COORDINATOR'S GUIDE 2016

The beach can't take any more.



JOIN OVER 60,000 CALIFORNIANS AS WE COME TOGETHER TO CLEAN UP OUR STATE'S BEACHES AND WATERWAYS

Table of Contents

Introduction.....	2
Overview of Roles	3
“How To”	6
Appendices:	
A. Coordinator Timeline	12
B. Cleanup Day Supply Checklist.....	13
C. Reporting Forms	14
D. Sample Site Captain Letter	15
E. Sample Resolution.....	16
F. Sample Workplans:	
El Dorado County.....	17
Los Angeles County	18
G. More Great Cleanup Ideas.....	23
H. Dive Cleanups with Project AWARE.....	25

I. Introduction

California Coastal Cleanup Day 2016 County Coordinator Guide

The California Coastal Cleanup Day Program, organized by the California Coastal Commission and cooperating organizations throughout the state, gives all Californians the opportunity to learn about and actively participate in conserving coastal resources.

This guide is designed to help County and Regional Coordinators organize Coastal Cleanup Day activities. Within its pages you will find step-by-step information on running the event – from recruiting your cleanup team to reporting your results and every step in between. We have tried to make this guide as helpful and complete as possible, so whether you are new to the Cleanup program or have been participating since its inception in 1985, you will find this guide useful in planning your Cleanup. We welcome any feedback you might have on the guide, its contents, and its usefulness to you during your planning process.

Our oceans and waterways have historically been a dumping ground for waste. Over 18 billion pounds of plastic pollution enters the world's oceans each year, and oceans don't obey country and state boundaries; prevailing winds and currents carry these materials all over the world. No matter where it originates, the impacts of marine debris are significant: risks to human health and safety, death and injury to animals through entanglement and ingestion, terrible economic and aesthetic impacts, and habitat destruction. The Coastal Commission is dedicated to providing your volunteers and groups with resources to work on these issues in your community. Together, we can help raise awareness about issues of ocean and coastal conservation, fight litter, encourage reduction, promote recycling, and bolster community pride.

For going on 32 years, California Coastal Cleanup Day has been the state's premier effort to involve the public in the stewardship of our inland waterways, coast, and ocean. Through the growth of the Cleanup, we have helped convince many across the state and around the world to join the fight. Now, we find ourselves in the happy position of seeing new initiatives, fresh energy, and renewed enthusiasm around California for better research and innovative solutions to marine debris. The movement towards real solutions has begun, and the foundation for that movement is Coastal Cleanup Day. Thank you for joining us in this effort.

**Welcome and good luck on the 32nd annual
California Coastal Cleanup Day!**

Eben Schwartz
Outreach Manager
(415) 904-5210
(800) COAST-4U
eben.schwartz@coastal.ca.gov
www.coast4u.org

II. Overview of Roles

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

Cleanup Volunteers

Volunteers are drawn from your communities. They are our audience and our workforce. Volunteers will initially contact the CCC, a County Coordinator, or a Site Captain, depending on how they heard about the Cleanup. One of these contacts should tell the volunteers where to go on Coastal Cleanup Day, what to wear, and what to bring.

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

Site Captains

Site Captains are often the most critical component of Coastal Cleanup Day, performing the vital role of serving as the public face of the Cleanup (they're so important, in fact, that we've developed a separate coordinating manual just for them). Site Captains work directly with their County/Regional



A group of volunteers help with the cleanup in Sacramento County



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

Coordinator to coordinate all logistics at their designated site, including:

Before the event:

- Recruit volunteers, including support volunteers like data Captains, media contact person, and assistant captains, if needed;
- Help with local promotion;
- Promote strategies, like the Bring Your Own Campaign;
- Organize post-cleanup activities (barbecues, parties, volleyball, etc.) if desired; and

- Solicit donations of goods, food, and promotional items if not provided by the State or County Coordinator.

On the day of the event:

- Greet volunteers;
- Give volunteers instructions on how and where to clean, safety precautions, how to use the data cards, what to recycle, and how and where to dispose of trash;
- Collect liability waivers and distribute cleanup supplies;
- Weigh trash and recyclables;
- Take pictures of the event in progress, especially of any items to be entered into the Statewide Most Unusual Item contest;
- Call County Coordinator on Coastal Cleanup Day with total pounds of trash and recyclables, number of volunteers, approximate number of miles cleaned up, any unusual items, and any other information requested by the Coordinators; and
- Send data cards, waiver forms, extra supplies, and cleanup summary sheets to County Coordinator.

County/Regional Coordinator

County/Regional Coordinators play a vital role in Coastal Cleanup Day (CCD). Each coordinator becomes the contact person 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 – also recruits and works closely with Site Captains to organize the event in their area. Specifically, the County Coordinator:

Things to consider when choosing sites:

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

- Recruits cleanup Captains for specific sites;
- Arranges for cleanup sites: coordinates with beach property owners (e.g. state, county, or city rangers or park attendants) or other agencies that operate the sites;
 - Establishes central staging area and/or meeting places, if necessary;
 - Coordinates with the Coastal Commission;
 - Supplies CCC with list of sites and Captains involved in CCD;
 - Orders supplies from CCC;
 - Organizes cleanup logistics in cooperation with their Site/cleanup Captains;
 - Holds county/regional meetings with Captains to clarify procedures and distribute supplies;
 - Arranges for trash hauling and recycling;
 - Acts as a central contact point for volunteers from region;

- Assigns volunteer groups to specific cleanup sites;
- Generates local press and event publicity by placing posters, distributing brochures and flyers, giving presentations, issuing news releases, and securing proclamations;
- Secures local sponsorship and/or donation of promotional items, or food for Cleanup volunteers (optional);
- Arranges collection of cleanup data cards from cleanup Captains on or after CCD;
- Reports results of Cleanup to the statewide coordinator by 2 PM on the day of the Cleanup; and
- Uploads data to the Ocean Conservancy's on-line database or sends data cards to the Ocean Conservancy.



Coordinators at the conference in Monterey participate in a beach cleanup

(Please see enclosed work plans for examples on how other coordinators have carried out these tasks.)

The Rest of the Cleanup Team

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

California Coastal Commission – Statewide Coordinator:

- Coordinates Cleanup logistics statewide;
- Recruits and supports County/Regional Coordinators;
- Seeks and manages major funding and in-kind support;
- Develops all collateral/publicity materials and cleanup supplies;
- Publicizes event to recruit volunteers and promote the Cleanup's environmental messages;
- Helps organize major publicity events related to Coastal Cleanup Day;
- Refers volunteers to Cleanup Coordinators or Site Captains;
- Maintains statewide Coastal Cleanup Day website;
- Provides publicity and collateral materials to County Coordinators;
- Provides cleanup supplies to all participants via the County Coordinators;
- Gathers results of the Cleanup, publishes annual Recap Report on outcomes, and handles post-event reporting to agencies, sponsors, and the media; and
- Implements recommendations of the California Marine Debris Action Plan, including those to increase marine user groups' involvement in the issue of and education about marine debris.



CALIFORNIA
COASTAL
COMMISSION

Ocean Conservancy

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

- Encourages data collection during the annual cleanup to determine sources of marine debris and establish trends;
- Publishes results of marine debris statistics in the ICC Annual Report;
- Provides data cards and other supplies for volunteers;
- Provides nationwide publicity for the ICC;
- Links each cleanup to the others, providing international perspective for local events; and
- Manages the [ICC Data Collection & Reporting Tool](#), where data collected on CCD is stored and can be analyzed for trends in changes over time, seasons, and locations.



Ocean
Conservancy

Adopt-A-Beach Managers

The Adopt-A-Beach Manager is the local contact person for the statewide Adopt-A-Beach program. S/he oftentimes represents the local, state, federal, or private agency that owns or manages a particular beach, and/or has an existing network of eager volunteers who participate year-round in beach cleanup programs. Beach Managers often also serve as Site Captains or County Coordinators on CCD. County Coordinators are encouraged to connect with their local AAB Manager to see how they can coordinate efforts and assist one another. A list of beach managers can be found on the Coastal Commission's web site at www.coast4u.org.

III. “How To” For County/Regional Coordinators

With over 30 years of history and more than 16,000 individual cleanups during that time, taking place from the coast out to Lake Tahoe, and almost everywhere between the borders of Oregon and Mexico, all with different geography, circumstances, and challenges, it should go without saying that there is no one “right” way to organize Coastal Cleanup Day. However, there are some basics that should be covered in order to make your job as County Coordinator a little easier. What follows is a step-by-step guide on organizing the Cleanup. There are many details left out, mainly on purpose. Each county will be faced with different circumstances, and these should be dealt with individually. This guide can get you started, but your fellow County Coordinators and the statewide director of the program are always available for any specific questions.

Recruiting and Getting Your Cleanup Team in Place

There are two distinct ways to get started on organizing Coastal Cleanup Day in your area. You can choose to either: 1) select the sites you want to clean first, and then recruit Site Captains for those specific areas; or 2) find your group of Site Captains first, and then select the areas to clean next. We recommend that you seek out Site Captains first. These Captains are generally committed, local volunteers who will immediately become your best resource for finding and selecting those sites in your community that need the most attention. Finding your Site Captains first also keeps you from over-reaching – you will be forced to only choose enough sites to fit the number of Captains you have, rather than scrambling to find potential Captains at the last minute for sites that you have already advertised.

Each cleanup site must have a Site Captain (County Coordinators often captain an individual site, as well). The Captain is the person in charge at each site, greeting and directing volunteers, watching out for everyone’s safety, and keeping the event running. They can also help you manage much of the cleanup preparation and logistics. The step-by-step Site Captains’ Cleanup Guide can be downloaded on the [“Coordinator’s Corner”](#). Please make a copy for each of your Captains. It can be helpful to go over this guide, especially with new volunteers, at your Site Captains Meeting. This is your guide, too – you can use the checklist to keep tabs on each cleanup Captain’s progress on the assigned tasks.



Volunteers are hungry after a day of cleanups! Site Captains help coordinate activities like this one in El Dorado.

Site Captains can be recruited from Adopt-A-Beach groups, local or regional park groups, service organizations, local businesses, previous participants, the County Coordinators’ contacts or staff, or anyone else with an interest in the program. Most regions have a core group of dedicated Captains, some of whom have been participating in CCD for many years. These Captains serve as a solid foundation upon which to build and expand your cleanup into new or needed areas.

Regular meetings with your Cleanup Captains are very helpful. At least one meeting of the entire group is essential in order to distribute cleanup materials and supplies, introduce any new initiatives that you have undertaken for the year, and to help place the Cleanup in a broader perspective (i.e. their cleanup is

just one of several occurring within your region, which is one of 60 cleanup regions across 54 counties in California, which in turn is only one of the 45 states (plus District of Columbia) in over 100 countries taking part in the International Coastal Cleanup, etc...). However, the more communication

between you and your Captains, the better. You do not want to overwhelm anyone, but involving your volunteers early and often can help them feel more connected to the program, can help you get done what needs to be done, and can help the event to run much more smoothly for everyone.

Arrange for Cleanup Sites

Choosing sites for the Cleanup can involve a variety of factors: how popular the site is within the community, how dirty the site is, how accessible the site is for volunteers, and more. Tradition also plays a big role in site selection – in many coastal areas especially, volunteers are accustomed to turning out to the same beach, year after year, and would be sorely disappointed if that site were not active again. Work with your Site Captains to put together a list of potential cleanup locations in your county. Then, contact the appropriate authorities at each cleanup site to secure permission and make arrangements for the cleanup. Every cleanup site is under some organization's management, whether it's in private or public ownership. It's best to contact



Creeks such as this one make for an excellent location for your cleanup, even though it's not on the beach.

these managers well in advance of the Cleanup – usually this takes nothing more than a quick phone call or e-mail to let the landowner know on which day Coastal Cleanup Day is taking place this year, but some sites have more complicated permitting requirements.

There are a variety of locations and types of cleanups that you can arrange for Coastal Cleanup Day – not all of the sites have to be specific to a certain beach! Organizing neighborhood cleanups near streams or storm drains that flow to the coast, for example, will help illustrate that many of the pollutants that harm the ocean originate on land. Some cities or counties have storm drain stenciling programs (marking storm drains with the slogan “No Dumping-Drains to Sea” or similar message). You can contact your county's Pollution Prevention Program to find out if such an effort is underway in your region and invite them to run stenciling programs on Coastal Cleanup Day. Similarly, you can organize underwater dive cleanups, as well as boat, canoe, or kayak cleanups. The Professional Association of Dive Instructor's [Project AWARE](#) organizes the dive cleanups that take place during the International Coastal Cleanup – there may already be a dive cleanup going on in your area. Visit their website, or check out the information in Appendix I for more details.

Habitat restoration days or other similar environmental stewardship events can also be scheduled on CCD. Ideally, the planned activity would involve removing trash from a water body, but any activity that lends itself to the concepts of clean water and healthy aquatic and marine ecosystems is welcome to become part of the Coastal Cleanup Day effort. Download the Habitat Restoration Guide on the [Coordinators Corner](#) for more information.

If parking is not normally free at the beaches or sites in your region, try to arrange for free parking permits on the day of the cleanup for all participants. Most land managers are more than happy to accommodate such requests for special events. This can be a wonderful incentive to get people to turn out to the Cleanup.

As soon as you have your list of cleanup sites and activities ready, please send them to the Coastal Commission. We can help direct volunteers and media attention to your sites, but only if we know where they are!

Coastal Cleanup Day Site Map

The Coastal Commission will produce a comprehensive Cleanup Site Map for the entire state, with your help! Watch for emails from Coastal Commission staff requesting your site list and other information. Once we have your information and the site map is published to the Commission's website, you will be able to “pin” a map of just your county's site to your own website. This will be a helpful and powerful way for volunteers to not only find their local cleanup site, but also to recognize the incredible scope of the statewide event. Thank you for your help in making the site map a success!

Establish Central Staging Location (optional)

You may want to plan to designate one or more sites (as needed) as staging areas for groups and individual volunteers that have not been assigned to a specific cleanup. The staging area provides a location for the media or a press conference, as well as a drop-in site for last-minute volunteers. Be sure to select a cleanup location that can handle a large number of volunteers, in case of large turnout. The site(s) should be easily accessible for registration and pre- or post-cleanup activities with good public transportation and/or (preferably free) parking.

Organize Cleanup Logistics with your Captains.

Survey your Site Captains early on for their anticipated supply needs for the event. A good rule of thumb for estimating supplies is to add 10 percent to the previous year's turnout to account for growth, and order the supplies needed for that new number. However, your Site Captains may have additional information about their specific needs. Please note that we are focusing efforts to reduce the amount of trash generated by the event. Encourage your volunteers to Bring Your Own (bag, bucket, glove...) and anticipate smaller orders for trash and recycling bags as a result. Once the numbers are compiled, turn in your material order form to the statewide coordinator.

Arrange for trash and recycling pick-up. You will need to contact your local trash hauler to make special arrangements for the day of the Cleanup, as there will be a lot more trash than they are accustomed to and will have to be prepared to help. Some haulers make special pickup runs or drop off dumpsters at designated collection sites. Your trash hauler will need a complete list of your cleanup locations, so have that ready before you make the call.

Assign volunteers to cleanup sites.

Once volunteers start calling and e-mailing, you will need to have information ready about how they can participate. Here are some tips for how to handle these volunteer requests:

- Assign large school, corporate, and religious groups. (Note: large groups might be the best to put at remote sites because they are organized and usually have group transportation.)
- Provide maps, like the one for your staging area, for all your sites. You can send the map with liability waivers and safety information to groups calling to register.
- Keep an ear out for any volunteer who may be interested in greater involvement. These volunteers could become new Site Captains, especially those who have an interest in a site that you are not currently planning on cleaning up. Always seek to expand your cleanup, if at all possible. There's a lot of trash out there!

If you haven't worked with your local recycling center before and do not know how to contact them, call 800-CLEANUP or visit www.earth911.com to find your local facility. Even if you have arranged for trash pickup with another agency, these centers may be a good avenue for recruiting volunteers to pick up the recycling bags or to sort the recyclables. Sanitation Departments, non-profit recycling groups, local Conservation Corps, and park rangers can also help with recycling.

Hold meetings to clarify procedures, allocate supplies and exchange information on cleanup techniques – both successes and failures. Go over the Site Captains Guide with your team so everyone knows what's expected and can prepare. Survey your Captains to determine which cleanup sites can handle large numbers of last-minute volunteers, and then compile these sites into a list of "drop-in sites" as a way to easily direct volunteers to a cleanup in the last days leading up to the event. In particular, please work out how your Captains will get results to you from each cleanup site so you can phone the CCC with the county totals by 2 p.m. on CCD. Finally, end the meeting by distributing cleanup supplies and collateral materials to your Captains.

Respond to Volunteer Contacts and Calls

The statewide promotion efforts are designed to recruit as many volunteers as possible for your cleanups. We receive calls and e-mails as a result of emails, articles, press releases, web sites, Public Service Announcements (PSAs), and radio and television appearances. Once we are contacted, we will send the caller to your website, if you are registering volunteers there, or we provide your name, phone number, and e-mail address. If your sites are on our site map, we can help direct volunteers to a cleanup site without having to direct them to you first (if that is what you would like).

During the last week before the Cleanup, it is often difficult for volunteers to get in touch with you due to the increase in phone calls. During this period, in addition to passing on your information to volunteers, we will send directions and instructions for your staging area or drop-in sites to any volunteer who contacts us. Consider leaving an auto-reply on your email that includes any directions or last-minute registration info to volunteers to reduce the amount of time you have to spend emailing.

Register Your Volunteers Online!

Some Cleanup groups are going high tech when signing volunteers up for the Cleanups. This is a good way to save time and phone calls and eliminates the need to contact everyone individually.

One (free) way to do this is using Google to create a form for your volunteers to use. You will need a Gmail account for email to do it this way, but if you don't already have one it's easy to create. Once you have your email set up with Google, the main page will have 5 blue links in the top left corner (Start page, Mail, Calendar, Documents, Sites). Click on the "Document" link. You will be brought to the main Documents page. There is a blue menu bar near the top and you will need to choose "New" and then "Form". The instructions are really straightforward from there. You will be asked to enter all questions you want included in your form and you can choose to create multiple choices, etc. At the end you can choose to publish your form and you can paste it directly into your website.

Publicity and Promotion

The CCC is responsible for statewide promotion of Coastal Cleanup Day, but as much as we may try, we can't have as great an impact as you in promoting the event in your local community. We try to provide all of the tools you will need to help spread the word about Coastal Cleanup Day. Along with all of your cleanup supplies, the Coastal Commission will provide posters, postcards, sample press releases, sample proclamations (available later in this guide), the website, digital files to post to social media and on your own websites, and other promotional materials – all of these items can be extremely helpful in raising awareness about the Cleanup. Coastal Cleanup Day is open to everyone, so let's get everyone to help us on Coastal Cleanup Day! There is a complete media guide included in this binder, but in addition, here are some tips for how to publicize the Cleanup:



Proclamations and press conferences can generate media attention for your event.

City and County Official Proclamations – Many local governments are willing to issue a proclamation honoring the Cleanup in official session. This provides an opportunity for "official" sanctioning of your efforts, as well as local press coverage. A sample letter to be presented at your local council meeting can be found in this guide. In addition to seeking a proclamation, encourage your local officials to actively participate on the day of the Cleanup.

Media – Coastal Cleanup Day garnered hundreds of articles and announcements in California newspapers last year, as well as countless spots on radio and TV coverage. Most of this attention is generated by local organizers contacting the media through press releases, media advisories, and phone calls during the month leading up to the Cleanup. The Coastal Commission will send out public service announcements to television stations throughout the state. We will also send scripts of radio PSAs to stations statewide. In areas where we have a sponsor station, customized PSAs will be aired. However, local television and radio stations, as well as local newspapers, are much more likely to air a story or PSA about the Cleanup if the information comes from a member of their local community – YOU! Please use the sample materials you'll find in this binder to help you develop your own press release or PSA – and then fax or e-mail it to every media outlet in your area. We will also be



TV news and film crews are a common sight at Coastal Cleanup Day events. Be ready to point out a few key volunteers for them to interview.

sending our releases to each of you prior to releasing them to the media. You can adapt these using your local information so that you can issue a concurrent release – as long as the release states that your event is “part of the statewide California Coastal Cleanup Day.” This will help avoid confusion and place your event in a wider context. Follow-up phone calls will go a long way towards helping your press release get noticed in the newsroom.

The preliminary results release that the Coastal Commission sends out on Coastal Cleanup Day is the big payoff – the media is anxious to publicize this information, and it helps get the core message about the cleanup to millions of people. The success of this release is dependent on the information you provide, so please gather your results quickly so that you can call us with your county totals by 2 p.m. on Cleanup Day.

Finally, we do realize that it’s not always possible to get all of your results in by the day of the cleanup. We will do a final “Cleanup Results” release at the end of September, so we will need your **final totals by September 30th**.

Poster Distribution – Each year the Coastal Commission works with an ad agency or designer to create posters, postcards, t-shirts, and artwork for the Cleanup. We try to make these collateral pieces as interesting and encompassing as possible, with an eye towards spreading the message about what we are trying to accomplish and why. (The artwork found on the cover of this guide is an example of our publicity campaigns.) We ask that you distribute the posters as soon as possible, with a deadline of having everything in place by Labor Day weekend. There is space provided on the posters for your contact information, so that volunteers can contact you directly. Beach Managers, Site Captains, youth and service groups are especially helpful in distributing and posting these materials. Coffee shops, community boards and other public areas are ideal places to display the posters, as are schools. Ask a volunteer to deliver posters to schools in your area. Otherwise, most districts have a central mailing area, to which you can deliver a stack of posters and they will be distributed to all of the district’s schools and teachers.

Involving Local Business – In addition to asking local merchants to display our posters in their stores, you may also wish to ask them for donations of food and materials for Coastal Cleanup Day.

Day of the Cleanup

A complete run-down of our suggested “Day of the Cleanup” activities is included in the “Site Captain Guide,” also found in this binder. If you are running a specific cleanup site in addition to coordinating your region, please review the Site Captain guide for more information. If not, here are a few tips to make the day of the Cleanup run as smoothly as possible:

- (1) Provide your Site Captains with multiple phone numbers for you so that they can reach you if emergencies come up, if they run out of supplies, or if they want to report their results.
- (2) Designate someone in addition to yourself to field calls from the media. If all goes well, you should be receiving more media calls than you can handle at one time!
- (3) Have at least one or more volunteers standing by with extra supplies in case one or more of your Site Captains runs out during the Cleanup. These volunteers should have cars that are loaded with extra supplies so that they can make a re-supply run if called upon.
- (4) Have the phone numbers for your local police and fire departments, hospitals, and marine mammal or stranded animal rescue facilities at the ready. If Cleanup volunteers find stranded animals or hazardous waste, you will need to know who to contact immediately in order to take care of the problem. Provide these numbers to your Site Captains, as well.
- (5) Make arrangements for easy communication with all of your Site Captains on the day of the cleanup. Make a list of all of your Captains’ cell phone numbers (and encourage those without cell phones to borrow one for the day). Alternatively, some regions have amateur short-wave radio groups that can aid in communication. Any of these methods will help you stay in communication with your Captains throughout the day, making sure everything is running smoothly and enabling you to get results that much faster.

Post Cleanup

- (1) Fill out the reporting forms called “County Coordinator Reporting Form” found on the Coordinators Corner under the section called “REPORTING FORMS”. **We need this information by 2PM on Coastal Cleanup Day, September 17th, 2016.** Please also fill out the form titled, “Cleanup Reporting Spreadsheet” found in the same section in the Coordinators Corner. We do not need that information until the September 30th.
- (2) Volunteer data cards should be added up and summaries recorded onto a coordinator card. Coordinators are asked to enter this information into the [ICC Data Collection and Reporting Tool](#) by **11/30/16 at the latest!** If you cannot enter in this data by then, please mail your cards directly to Ocean Conservancy by 11/15/16. Mail all waiver forms to the Coastal Commission ASAP but no later than 12/31/16. Please consider using Ocean Conservancy’s new data collection app, [CleanSwell](#), instead of the paper data cards for easier uploading and faster access to your data!
- (3) Inventory your remaining supplies so that you can adjust your order for next year.
- (4) The statewide coordinator will send you an evaluation survey soon after the event. Please fill out this survey as completely as possible. Your comments are helpful for ongoing program evaluation and to help us continue to improve the program.
- (5) Send thank you certificates to your cleanup Captains, beach managers, and sponsors.

Please see the two sample work plans, included in this binder, for more information on how to organize Coastal Cleanup Day in your area.

APPENDIX A

COUNTY COORDINATORS TIMELINE

Suggested Range of Dates	Activity
April – ongoing through summer	Recruit Site Captains
By May 4	Order supplies from the California Coastal Commission (CCC)
April - September	Coordinate with CCC for shipment of supplies, water, and updating information for the website, among other things
May	Attend Regional Workshop organized by the CCC
By end of May	Send flyers to school districts to recruit their participation before the end of the school year.
June 1	Submit site lists to CCC
By August 1	Arrange cleanup sites for Coastal Cleanup Day (CCD)
By August 1	Establish central meeting place (if necessary)
August 1 – September 17	Hold Site Captain meetings/organize cleanup day logistics
Ongoing	Respond to volunteer calls and contacts / Assign volunteers to specific sites
August 1 – September 17	Arrange for publicity and promotion / Distribute posters and brochures
August 15 – September 17	Issue press releases and media advisories / place public service announcements
9/19	CLEANUP – Saturday, September 17, 2016, 9 a.m. to Noon – TAKE PHOTOS!
9/19	Report results to CCC by 2 PM.
9/19	Thank your volunteers, site captains, sponsors
9/30	Final results due to CCC
By 10/31	Fill out feedback survey
By 10/31	Assess surplus supplies; send extras back to CCC or keep them for use at other cleanup events you organize
By 11/15	Mail data cards and/or summary cards to the Ocean Conservancy (if you aren't able to enter them into the database directly).
By 11/30	All data from data cards should be entered into the ICC Data Collection and Reporting Tool database.
By 12/31	Mail all waiver forms to the California Coastal Commission.

APPENDIX B

CLEANUP DAY SUPPLY CHECKLIST

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

- _____ Banners
- _____ Trash Bags (supplied by CCC)
- _____ Recycling Bags (supplied by CCC)
- _____ Posters (supplied by CCC)
- _____ Promotional Items (i.e. brochures that promote your year-round programs)
- _____ T-shirts (supplied by CCC)
- _____ Liability Waiver Forms (supplied by CCC)
- _____ Pencils (supplied by CCC)
- _____ Data Cards (English, Spanish, Summary) (supplied by OC/CCC)
- _____ First Aid Kit
- _____ Scale
- _____ Gloves (supplied by CCC)
- _____ Sign-in Table
- _____ Folding Chair(s)

Additional Items

- _____ Camera and Film
- _____ Food and Drinks
- _____ Prizes
- _____ Tickets
- _____ Tape, Scissors, Clipboards, Paper, and Paperweights
- _____ Party Supplies
- _____ Sign describing which items are recyclable
- _____ Sun shade for sign-in table
- _____ Reusable Buckets and/or Bags
- _____ Reusable Gloves

APPENDIX C

COUNTY COORDINATOR SUMMARY SHEET

Your information is critical to the success of Coastal Cleanup Day. After the cleanup, please fill out this summary sheet and fax or email it along to Eben at eben.schwartz@coastal.ca.gov or Fax (415) 904-5216. Please mail your waivers to Eben.

GENERAL INFORMATION

County: _____

County Coordinator's Name: _____

Coordinator's Phone Number: _____ Email: _____

Circle One: Coastal Cleanup Inland Cleanup

In your county, did volunteers clean up (check all that apply):

- On Land On the Water (in a kayak, canoe, etc) Underwater (i.e. dive cleanup)

If your county had on-the-water cleanups, (approx.) how many vessels (kayaks, canoes, etc) were used? _____

STATISTICS

Total number of Cleanup volunteers: _____

Total mileage/ area cleaned by participants: _____

How much trash and recycling did you remove?

	TRASH	RECYCLABLES
VOLUME (optional)		
WEIGHT *		

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

- Estimated Weight Measured Weight

Total number of bags used 2016: _____ 2015: _____

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

Most unusual items found:

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

After phoning in your totals, please return this summary sheet to Eben (info above).

Thank you for participating in the 32nd Annual Coastal Cleanup Day!

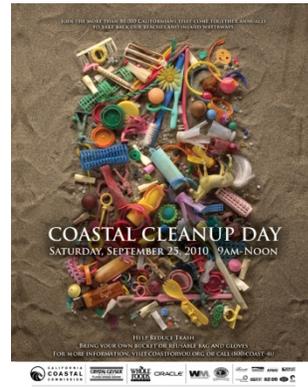
APPENDIX D

Sample letter to confirm support from past Site Captains (Please adapt as needed)

DATE

Site Captain
Adopt-A-Beach
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105

Dear Site Captain,



Summer is drawing near and that means families and friends are soon going to be playing along some of the most beautiful spots in our state in larger and larger numbers. Unfortunately, our beaches and waterways are in rough shape, as urban run-off and littering continues to increase along the streams, creeks, rivers, lakes, and shorelines of our state. The point of this letter is to invite you to again help stop this flow of trash by participating in **Coastal Cleanup Day on Saturday, September 17, 2016.**

Last year, your commitment helped set records! **Together, we brought over 68,000 people out on Coastal Cleanup Day! Those volunteers removed nearly 1.2 million pounds of trash!** Help us achieve even more this year as we expand farther inland. Please join our team again by serving as a Captain for one of the beaches or waterways in our county.

If your hands are full with too many projects and you are unavailable to assist us in this wonderful event, perhaps you could suggest other energetic individuals that you know who would be excited and willing to be a Captain. The rewards are many.

In either event, please contact me at ###-####. I look forward to speaking with you in the near future. Thank you for your commitment to a cleaner coast.

Sincerely,

County Coordinator

APPENDIX E

Sample Resolution

California Coastal Cleanup Day

Whereas, the State of California has a varied coastline of sandy beaches, rocky shores, productive estuaries, marshes, tidal flats, urban areas, and harbors; and

Whereas, the natural resources of the coastal zone are among California's most important environmental and economic resources; and

Whereas, the marine environment is one of the most valuable resources for recreation, tourism, fishing, and other coastal industries; and

Whereas, the City of _____ is strongly committed to the wise management of the coastline to ensure that the environmental and economic value of the coastal zone will be sustained; and

Whereas, preserving the productivity and quality of coastal resources requires public awareness, support, and an understanding that protection of the coast is a responsibility shared by individual citizens, the business community, and public institutions; and

NOW, THEREFORE, BE IT RESOLVED, that individual citizens, businesses, groups, and public institutions are encouraged to observe Coastal Cleanup Day on the 3rd Saturday of September this year and every year and to participate in appropriate activities designed to promote a healthy and productive coastal environment for the benefit of the people of _____, California, and the Nation.

Approved: _____

Signed: _____

Name: _____

Title: _____

SEAL

APPENDIX F

SAMPLE WORK PLANS

Clean Tahoe Program, El Dorado County Coastal Cleanup Day 2008 Work Plan

- Ongoing: Distribute volunteer forms for Cleanup Day at all Clean Tahoe events such as Earth Day (April 20th) and Community Cleanup Day (June 7th), and at all presentations to community service clubs.
- Late May 2008: Contact the Lake Tahoe Unified School District and make arrangements to distribute materials for teachers to give out to their classes before summer vacation.
- Late May 2008: Contact local service groups and other community organizations regarding making presentations about Coastal Cleanup at their upcoming summer meetings.
- Late July 2008: Mail a request letter to past Beach Captains and previous volunteers to solicit their participation and organization of volunteer groups again in 2008. Follow-up letter with phone calls.
- Late July 2008: Mail volunteer request letter to selected community groups and individuals explaining Coastal Cleanup Day and requesting they join existing cleanup groups or start their own. Follow up with phone calls. Explore new opportunities and community groups to increase awareness of the event.
- Mid-August 2008: Create a Coastal Cleanup press release/fact sheet for distribution to all area media, including newspapers, radio, and television. Make initial contacts with media representatives.
- Late August or Early September 2008: Hold the Beach Captains' Meeting. Distribute materials and explain Cleanup Day logistics and reporting procedures. Follow-up as needed with Beach Captains unable to attend.
- Early September 2008: Re-contact local environmental reporters for preparation of both pre- and post-Cleanup Day articles in local newspapers. Set up on-air appearances on local TV and radio stations.
- Early September 2008: Clean Tahoe Program Staff, Board members, or Coastal Cleanup Beach Captains appear on local radio and TV stations. Give presentations to local service groups as requested.
- Two Weeks and One Week before Cleanup Day: Coastal Cleanup Day display ads appear in both the Tahoe Daily Tribune and the Tahoe Mountain News to announce the day and recruit volunteers.
- September 13, 2008: DO THE CLEANUP and submit initial data by phone to the Coastal Commission
- As Requested by the Coastal Commission: Submit additional follow-up data to the Coastal Commission and the Ocean Conservancy. Be sure that all necessary forms have been returned by the Beach Captains.
- Late September/Early October 2008: Send thank you letters and Certificates of Participation to volunteers as requested.



**Los Angeles County
Heal the Bay's
Coastal Cleanup Day 2007**

1. Goals and Objectives

Coastal Cleanup Day, one of the largest volunteer events on the planet, is more than just a day of picking up trash from our local waterways. Over 10,000 volunteers are expected to help remove thousands of pounds of trash and recyclables from over 50 locations along L.A. County's beaches and rivers. To enhance the positive impact that Coastal Cleanup Day has on the Los Angeles community and environment, Heal the Bay's goals include:

- Raising public awareness about issues that affect the health of the Santa Monica Bay those who use it.
- Helping students, residents, community groups, businesses and municipalities to understand the impacts of ocean pollution and why these issues are so important.
- Promoting active stewardship by local residents.
- Helping people to realize that the beach is closer than we think—even inland areas are connected to the ocean via the storm drain system.
- Targeting inland areas such as Compton, the San Fernando Valley, East Los Angeles, the San Gabriel Valley, and South Central Los Angeles.
- Instilling a greater sense of community among participants and strengthen their ties to our natural resources.
- Enriching the lives of Coastal Cleanup Day volunteers through the discovery that they can make a difference.

2. Scope of Work

January

- Establish overall schedule for Coastal Cleanup Day 2007 preparations.
- Compile a list of potential sponsors/donors.
- Develop sponsorship package.
- Recruit new Speakers Bureau members.
- Hire intern for spring semester to help with early Coastal Cleanup Day preparations.
- Review and refresh databases for Coastal Cleanup Day 2007 contact management.
- Meet with County Beaches and Harbors to begin permit process.

February

- Send out sponsorship packages.
- Make follow-up contact with potential sponsors.
- Train new Speakers Bureau members to help with ocean pollution education and Coastal Cleanup Day outreach.
- Write position descriptions for seasonal Coastal Cleanup Day Coordinator and Coastal Cleanup Day interns.
- Encourage school and community groups that participate in Speakers Bureau and Key to the Sea to sign up for Coastal Cleanup Day.
- Send out final quarterly report to Regional Water Quality Control Board.
- Hold inland Speakers Bureau training to identify Captains/participants for inland sites

March

- Develop school and community outreach and education plans.
- Continue Adopt-A-Beach cleanup events, with a special focus on inner-city groups, to promote year-round awareness about ocean pollution and to encourage adopters to participate in Coastal Cleanup Day.
- Continue Speakers Bureau educational presentations, with a special focus on inland and inner-city areas.
- Encourage school and community groups that participate in Speakers Bureau, Adopt-A-Beach and Key to the Sea to sign up for Coastal Cleanup Day.
- Continue preparations for Earth Day Cleanups in Malibu Creek and Compton Creek, which will be used to garner community support for Coastal Cleanup Day.
- Begin search for seasonal Coastal Cleanup Day Coordinator and Coastal Cleanup Day interns.
- Review different types of liability waivers with staff attorney.
- Update liability waivers.
- Develop and print Save the Date outreach flyers and postcards in English and Spanish.
- Develop working plan for the Activity Guide/television special.
- Send out Adopt a Bus request letters.

April

- Establish major goals of media promotion.
- Create street plan for pole banners and begin design meetings.
- Encourage people at Earth Month events to attend Coastal Cleanup Day.
- Host Earth Day Cleanups at Malibu Creek State Park, Venice Beach, Medea Creek and Compton Creek in April, 2007. Promote Coastal Cleanup Day at these events.
- Continue outreach through Adopt-A-Beach cleanups, Key to the Sea classes and Speakers Bureau presentations.
- Continue search for seasonal Coastal Cleanup Day Coordinator and Coastal Cleanup Day interns.
- Begin recruiting volunteers to be Coastal Cleanup Day Site Captains.
- Begin meetings with education committee for CCD Activity Guide.
- Begin planning for 30 K-8 schools going to Education Day at Santa Monica Beach -send in permit.
- Secure buses for schools to attend Coastal Cleanup Day.
- Request Mountains Recreation commitment of buses to CCD.

May

- Hire first and second Coastal Cleanup Day outreach interns
- Hire seasonal Coastal Cleanup Day Coordinator.
- Send letters extending a free bus to specific schools for CCD Education Day.
- Recruit inland and inner-city schools to attend Coastal Cleanup Day.
- Develop first draft of detailed media promotion plan.
- Continue outreach through Adopt-A-Beach cleanups, Key to the Sea classes and Speakers Bureau presentations.
- Meet with major coordinating groups and municipalities to kick-off Coastal Cleanup Day efforts.
- Continue recruiting volunteers to be Coastal Cleanup Day Site Captains.
- Continue Coastal Cleanup Day outreach through community events.
- Rough draft of pole banner design for permitting.
- Continue building Activity Guide curriculum. Meetings to include television and County representatives.
- Send letters of invitation to other environmental groups to participate in the education component of Education Day.
- Continue to work on Activity Guide curriculum.

June

- Continue to recruit inland and inner-city schools to attend Coastal Cleanup Day.
- Continue building Activity Guide curriculum.
- Meet with public relations firm to finalize media promotion plan.
- Continue outreach through Adopt-A-Beach cleanups, Key to the Sea classes and Speakers Bureau presentations.
- Site-check northern Coastal Cleanup Day locations.
- Continue to recruit Coastal Cleanup Day Site Captains.
- Begin development of Coastal Cleanup Day Community Groups Packet.
- Continue Coastal Cleanup Day outreach at community events and at Heal the Bay's Bay Days festival.
- Meet with other Compton Creek Watershed Cities to develop relationship and potential cleanup Site Captains.
- Attend Coastal Cleanup Day Conference.
- Update Spanish Website

July

- Hire third Coastal Cleanup Day intern.
- Site-check southern Coastal Cleanup Day locations.
- Plan ideas for new Compton Creek Watershed sites.
- Develop new English and Spanish outreach flyers with complete list of cleanup sites.
- Find English/Spanish media partners to help promote event and awareness about ocean pollution issues.
- Send out calendar listings to long-lead publications.
- Work with Heal the Bay's the staff to develop attractive e-mail reminders for volunteers.
- Begin press conference plans.
- Continue to recruit inland and inner-city schools to attend Coastal Cleanup Day.
- Continue outreach through Adopt-A-Beach cleanup events and Speakers Bureau presentations.
- Recruit new Speakers Bureau members.
- Continue to recruit Coastal Cleanup Day Site Captains.
- Continue Coastal Cleanup Day outreach at community events.
- Confirm translation source for Activity Guide
- Continue building Activity Guide curriculum.
- Finalize ad's for Activity Guide Sponsorship
- Begin development of Coastal Cleanup Day evaluation materials.
- Finalize banner sites
- Update Spanish Website

August

- Meet with hotel and agencies that will help coordinate Compton Creek site efforts.
- Establish connections with Compton community groups.
- Continue outreach through Adopt-A-Beach cleanup events and Speakers Bureau presentations.
- Train new Speakers Bureau members to help with ocean pollution education and Coastal Cleanup Day outreach.
- Make arrangements for as many Coastal Cleanup Day schools and groups as possible to have a Speakers Bureau educational presentation in September.
- Assemble Coastal Cleanup Day supplies and first-aid kits.
- Revise Site Captain Training Guide and train Coastal Cleanup Day Captains.
- Continue Coastal Cleanup Day outreach at community events.
- Develop education plan for children attending Kids' Cleanup at Dockweiler Beach.
- Finish and send out Coastal Cleanup Day Education Packets, evaluation materials, Community Groups Packets.

- Make logistical arrangements for things such as permits, parking, dumpsters, etc.
- Increase promotion of Coastal Cleanup Day using flyer, along with brochures, posters and t-shirts supplied by California Coastal Commission.
- Send out first e-mail reminder to contacts on August 25.
- Work with partner organizations to encourage more participation in Coastal Cleanup Day.
- Press conference for the Pacific American Volunteer Association's involvement in Compton.
- Secure promotional opportunities with TV and radio stations.
- Send out calendar listings to short-lead publications.
- Write PSAs, press releases and media advisories in both English and Spanish.
- Continue press conference plans.
- Send out second quarter report to Regional Water Quality Control Board.
- Pole Banners go up.
- Update Spanish Website

September

- Confirm with schools receiving a free bus to attend Coastal Cleanup Day.
- Continue Coastal Cleanup Day outreach through community events and the Adopt-A- Beach program.
- Continue to send out Activity Guides to school districts.
- Work with Lynwood Neighborhood Block Captains to establish new cleanup sites.
- Train speakers to manage the special educational needs of Coastal Cleanup Day participants.
- Send speakers to give educational presentations to Coastal Cleanup Day schools and community groups.
- Do TV and radio interviews to promote public awareness about Coastal Cleanup Day and ocean pollution issues.
- Send out second e-mail reminder to contacts on September 15.
- Send Speakers Bureau members to largest cleanup sites to help educate participants.
- Hold Coastal Cleanup Day press conference before the event to generate more interest.
- Host Coastal Cleanup Day on Saturday, September 15, 2007 from 9:00 am-Noon.
- Provide Coastal Cleanup Day results to the press and to the California Coastal Commission.
- Remind teachers and Site Captains to fill out evaluation forms.

October

- Thank key volunteers, sponsors and partner organizations for 2007 CCD.
- Continue outreach to schools and community groups after their participation in cleanup.
- Use Coastal Cleanup Day results in Speakers Bureau presentations to new community groups and new Adopt-A-Beach groups.
- Collect evaluation forms.

November

- Use Coastal Cleanup Day results in Speakers Bureau presentations to new community groups and new Adopt-A-Beach groups.
- Analyze evaluation forms for feedback.
- Use feedback to begin planning for Coastal Cleanup Day 2008.
- Begin writing final summary book.
- Send out third quarter report to Regional Water Quality Control Board.

December

- Use Coastal Cleanup Day results in Speakers Bureau presentations to new community groups and new Adopt-A-Beach groups.
- Finish evaluation analysis.
- Finish and send out final summary book for Coastal Cleanup Day 2007.
- Begin plans for Coastal Cleanup Day 2008.

Assessment and Evaluation

The success of the project goals are assessed through the following:

- Tracking the number of participants at each site including, when possible, where they live
- Tracking the number of school children participating
- Recording on data sheets the amount of trash and recyclables collected at each site including a breakdown of the type of trash, i.e. glass, paper, plastic, etc., and reporting results to the California Coastal Commission
- Tracking the publicity generated by the event
- Evaluation of the event by Site Captains through the completion of a questionnaire
- Evaluation of impacts through brief random interviews with participants and follow-up questionnaires with teachers and students who participate.

Education and Outreach

Based on the success of the 2003 curriculum packets we have created a 24 page Activity Guide to work as a Coastal Cleanup Day companion piece. The Guides are complete with background materials and activities for students to do both in the classroom and at the beach. The lessons are designed to bring greater meaning and purpose to Coastal Cleanup Day. Many teachers incorporated additional environmental conservation lessons and activities into the classroom, and several noted an increased awareness about pollution issues among their students and the students' parents. The 50,000 Activity Guides will be distributed throughout Santa Monica, Malibu, South Gate, Compton, Torrance and Culver City School District for teachers to use in the classroom.

To help ensure that the message of environmental conservation is heard, most cleanup sites will be supported by at least one Heal the Bay speaker, whose role is to educate volunteers about ocean pollution and how to run a safe cleanup. Our Speakers Bureau members also visit many school groups either before or after Coastal Cleanup Day to teach the students even more about the impact of trash on their communities as well as the coast, and what individuals can do to make a difference. Additionally, part of the Kids' Cleanup at Dockweiler Beach features fun "Key to the Sea" beach ecology activities for 1,000 elementary students. Heal the Bay provides buses to 20 inland Title One schools in order for them to participate in Coastal Cleanup Day.

APPENDIX G

MORE GREAT CLEANUP IDEAS

Data

- Designate data collectors for each cleanup site.
- Fax final results to local government. Highlight items of local concern.
- Post your data online so it's available to students for research purposes.

Kids

- Create signs at parking lot telling parents that they need to stay with kids that are 13 or younger.
- Create site maps that designate areas that are kid friendly.

Using your website to make life easier

- Make waiver form available online.
- Require volunteers to initial the safety talk online before they can participate.

Non-English speaking volunteers

- International clubs at colleges, volunteers, and local newspaper can be a great resource for translating.

Volunteer ideas

- Boy scouts are required to help in their own community. Contact the troop and encourage staying in their community. You can use Boy Scouts as Life Guards (those certified) for your Cleanup.
- Get kayakers, boaters, and SCUBA divers involved. Dive shops donate air.
- Design a Cub Scout patch.
- Involve juvenile probation teams in cleanups as their service requirements.
- Get community service lists from city. Your County Sheriff has a work alternative service.

Recruitment Ideas

- The County can send fliers advertising the Cleanup to all schools in the district.
- Put an ad on your local bus.
- Make printed fliers with maps to be given out at city events or inserted into garbage and water bills.
- Use www.evite.com to email invitations to participants.
- Get your local Chamber of Commerce help with advertising
- www.craigslist.com can be used to advertise and recruit volunteers.

Recognition

- Create certificates of recognition for city and county officials.

Sponsors

- Create a wrap-up book to send to sponsors and Site Captains. It is one last opportunity for sponsors to get their name out there by putting their logos in the wrap-up book.

Fun Stuff

- After the cleanup do a pop quiz to see who can remember the safety talk. Prizes are given to those who answer correctly.

Trash Disposal

- Partner with your local waste hauler to provide dumpsters and weigh the trash after the Cleanup.

Supplies

- At the meeting site, at the end of the Cleanup, have designated boxes for all the supplies that your Site Captain return with. Makes for easy organizing.

Go Green - BRING YOUR OWN!

The CA Coastal Commission will again be promoting a “Bring Your Own Bag” campaign this year to help reduce the number of plastic bags that are made specifically for Coastal Cleanup Day (we’ve cut our order of bags for California from 150,000 per year to 80,000 per year!). Here are some ideas to help with this:

- Have volunteers bring old grocery bags or their own buckets to use when picking up trash (this info will need to be communicated to volunteers when they are told what to bring)
- Use 5 gal. buckets and have central dump stations at each cleanup site
- Most communities have Public Works departments that have tons of buckets, ask to borrow them for the day
- Have people in the community donate old gardening gloves that can be used on cleanup day
- Ask for bucket donations from restaurants
- Get burlap sacks donated from local coffee shops or grocery stores, they can be washed and reused the next year
- Encourage volunteers to get into teams and share a trash bag
- Encourage volunteers to take only 1 glove per person to reduce the number of gloves that are thrown away

But also make your entire event as green as possible - be a model event for your community:

- Use compostable or real serving ware - or ask that volunteers bring their own serving ware
- Serve local, organic food
- Eliminate plastic water bottles and encourage volunteers to bring aluminum water bottles (and supply water coolers at event)
- Offer recycling & compost stations at event - have clear signs to remind people where their waste goes/what bins to use
- Encourage carpooling/cycling/walking/mass transit
- Save paper, use recycled paper & paper products
- If you have any vendors at the cleanup, ask them to respect your green practices
- Invite your local recycling department to speak
- Make sure volunteers understand to separate all trash & recyclables and what the difference between them is.

APPENDIX H

Dive Cleanups with Project AWARE

Project AWARE's year-round data and debris collection program Dive Against Debris aims to reduce the devastating impacts of marine debris each time we dive. The program goes beyond a cleanup: it is a marine debris survey, and the data collected by your divers will drive real changes that lead to a permanent reduction in rubbish entering the ocean. It's easy to get your divers involved:

5 Steps to Dive Against Debris:

1. Begin with the [Dive Against Debris Self Study Guide](#) – it provides all the info you need to successfully complete your data and debris collection dives.
2. Download a [Dive Against Debris Data Card](#) and other resources to support your debris collection efforts.
3. Put your activity on the [AWARE Action Map](#). Invite and manage volunteers by creating a [My Ocean](#) profile.
4. Go diving and [report your data](#)! Your local actions will contribute to a better future for the ocean. Check out our new interactive map displaying the results of global submission - <http://www.projectaware.org/DiveAgainstDebrisMap>
5. Help improve the Dive Against Debris program by sharing your [feedback](#) with us.

All Dive Against Debris Resources including a How to Organize a Dive Against Debris plus tools to help promote your Dive Against Debris activity like event posters, press release template and banners can be downloaded from <http://www.projectaware.org/resource/dive-against-debris-event-organizer-kit>

Also, be sure to get set up on My Ocean. Go to www.projectaware.org/myocean and create your account. You'll be able to blog, post photos, manage your events and make dive buddies in our online environmental platform. By listing your cleanup actions, divers all over the world will see what you are doing and even have the opportunity to volunteer to help. **Adding actions to My Ocean allows us to readily feature your events and actions.**

Don't forget to take lots of photos and post them to your My Ocean profile!