

COASTAL CLEANUP DAY



2017

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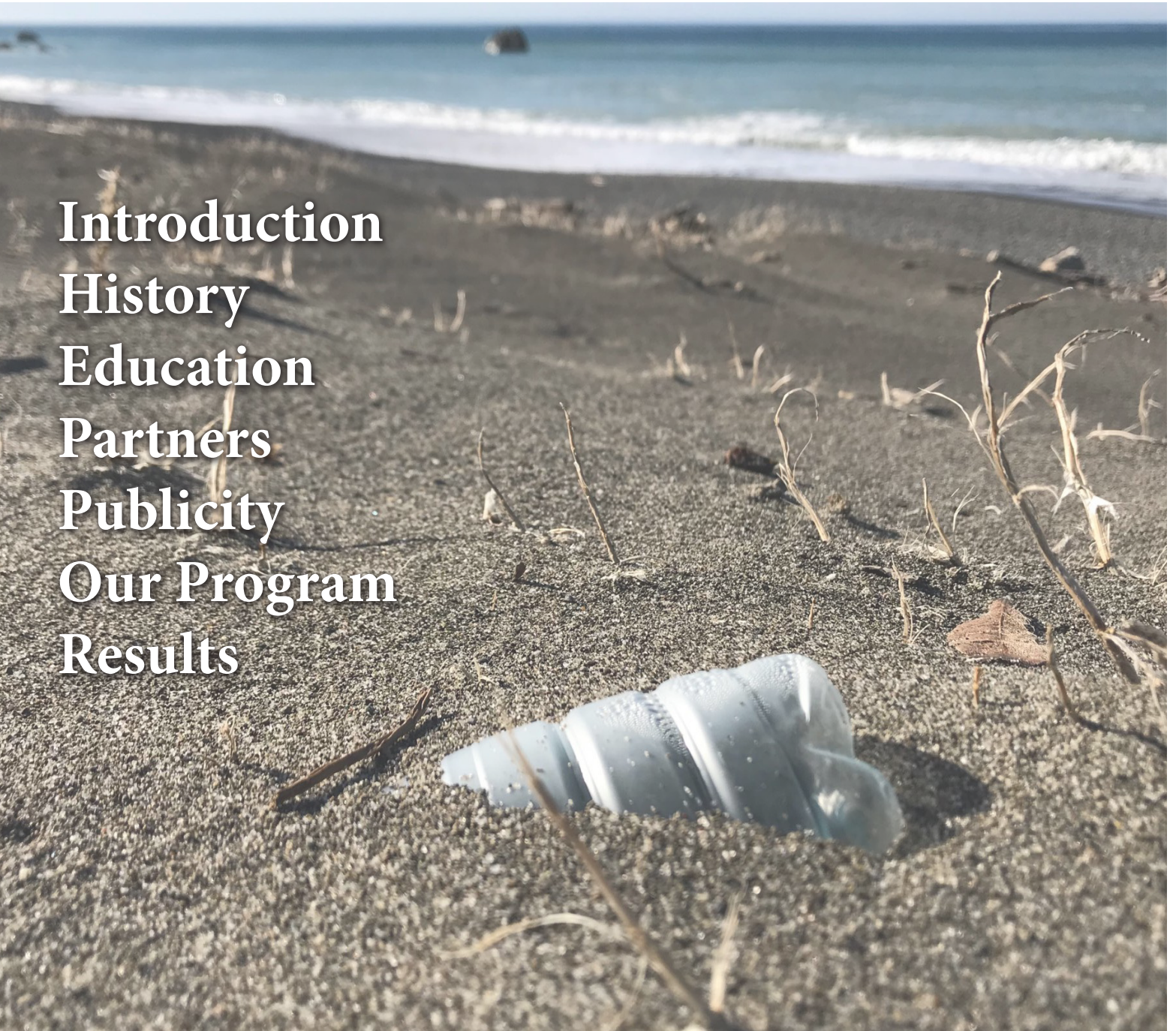
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Introduction

California Coastal Cleanup day has been bringing people together for thirty-three years – 1.5 million selfless individuals who volunteer their time to improve the places they cherish. This cleanup, the state's largest volunteer event, held every third Saturday in September, is about Californians who value California and its natural resources.

On that one day each year, Californians across every age, race, gender, and geographic location perform an incredible service by cleaning the places where we live, work, and play after a long summer of recreation. On Saturday, September 16, 2017, coordinators and captains at more than 1,000 sites welcomed 63,500 volunteers.

We recognize all volunteers, organizers, and sponsors for the effective removal of 800,000 pounds of trash and recyclables from California's coast and inland waterways – without you this event could not exist. The awareness and accountability fostered at the cleanup helps reduce and prevent pollution everywhere. Litter travels from streets to storm drains, from creeks to rivers, and eventually reaches the sea. California Coastal Cleanup Day is there at every stop along that route to pick it up and make sure that no harm comes to wildlife from the trash that we create.



“Participating in the Coastal Cleanup tends to jumpstart me. Gets me pumped up to keep going, keep cleaning, keep being a steward for the environment.”

2017 Cleanup Volunteer

History

Like many volunteer-driven efforts, this annual event grew from modest beginnings. In 1985, the California Coastal Commission organized the first Coastal Cleanup Day along California's coast from the border of Oregon to the border of Mexico. That year 2,500 volunteers enthusiastically kicked off the statewide cleanup effort, and the event grew and continues to grow. Over its 33-year history, 1.5 million volunteers have removed more than 23 million pounds of debris from our state's beaches, lakes, and waterways.

In 1986 the cleanup went international with the help of the Ocean Conservancy, who launched the International Coastal Cleanup (ICC). Now, more than 110 countries and 45 states within the US participate in the ICC. And California leads volunteer totals by a large margin, making up 32% of the US total, and 11% of the global total, in participation. Our cleanup adds to the international effort, and has helped the ICC become the world's largest volunteer event related to the marine environment.

With more cleanup data collected over time, organizers deepened their understanding of the sources and types of debris found on the coast and rely heavily on those findings. This data and analysis provides the general public and policy makers with the knowledge needed to make important decisions. For example, in response to the data collected during cleanups, the commission expanded the event to the inland waterways, lakes, and rivers recognized as the channels through which trash flowed from land into the ocean.

Cleanup data has also proven to be vitally important in developing debris reduction policies, such as the plastic grocery bag bans that have spread across California, the bans on expanded polystyrene foodware being established in many cities around the state, as well as the new storm water regulations recently put in place that aim to reduce the amount of trash leaving our storm water system to zero.



“The more things you do, the more the environment stays on your mind and reminds you to do more.”

2017 Cleanup Volunteer



Education

As the cleanup’s social and environmental impacts as well as our understanding of marine debris grows, we reinforce the educational value of the program through awareness campaigns, calls to action, and school-based cleanups. The commission’s “BYO for CCD” [Bring Your Own for Coastal Cleanup Day] initiative asks volunteers to bring reusable cleanup supplies from home, rather than use the single-use, disposable plastic items provided at cleanup locations. By influencing volunteers to bring reusable items, such as buckets or bags and gardening gloves, the commission has reduced the amount of new disposable materials needed to run the cleanup while educating volunteers about the benefits and ease of switching to reusable items. Many site captains and coordinators go the extra mile at their cleanups, providing reusable gloves and buckets, swapping out single-use plastics as available, and declaring their site a zero or nearly zero waste cleanup site.

In 2017, we again observed more than one-third of all participants brought one or more reusable item from home to use during the cleanup, and even more had access to reusable items like buckets at their cleanup location, bringing the total of volunteers going reusable during the cleanup to more than half of all participants. As a result, the commission has produced 200,000 fewer trash bags over the past four years alone, benefiting the environment, influencing the behavior and habits of a large group of volunteers, and making a change that our survey results tell us will likely integrate into their daily lives.

Partners

The California Coastal Commission oversees the cleanup but partnerships bring the event to life.

COUNTY COORDINATORS

County/Regional Coordinators become the contact person(s) at a local level for volunteers and act as the liaison with the commission for supplies and logistics. The county or regional coordinators work closely with Site Captains to organize the event in their area and handle all aspects of their local cleanups; from publicizing the effort, distributing supplies, training site captains, organizing trash pickup after the event, and submitting data after the cleanup to both the commission and Ocean Conservancy. It's a massive effort, and the role of the county coordinator is crucial to the success of the event. They deserve recognition and appreciation for their continued efforts.

STATEWIDE

In addition to local and regional partners, the cleanup benefits from the efforts of statewide organizational partners (See list on page 11). These larger partnerships can bring much-needed statewide publicity to the cleanup, such as the California State Parks efforts to post Coastal Cleanup Day posters and organize cleanups within many state parks. We also work closely with California State Parks Division of Boating and Waterways to organize on-the-water and shoreline cleanups in marinas and yacht clubs, discussed in detail below. Another important and growing effort is our partnership with the CalTrans Maintenance Program and their Adopt-A-Highway Program. In the week leading up to Coastal Cleanup Day, CalTrans staff and equipment like street-sweepers scoured more than 760 miles of by-ways and underpasses of California's highways, helping rid our state of hundreds of thousands of pounds of trash and illegally dumped material from difficult-to-access locations. In total, CalTrans mobilized resources valued at \$862,000 of in-kind support.



"I am now getting youth involved in cleanup events; organizing spring and fall cleanups for tribal community."

2017 Cleanup Volunteer

CORPORATE

The cleanup partners also include companies that provide the funding, marketing, and publicity capabilities, without which the cleanup could not take place. Coastal Cleanup Day takes pride in its sponsors, who lend their expertise, staff, products, as well as financial support, to the cause.



CG Roxane Crystal Geyser Alpine Spring Water, the cleanup's lead sponsor for the past eight years, donates water by request. Crystal Geyser supports the cleanup, meets with our team seeking feedback and suggestions through our partnership to become a leader in their industry. We are so appreciative of their continued support.

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

Union Bank continues a Coastal Cleanup Day partnership in 2017, extending their strong commitment to the environment to our statewide event. With its operating companies, they aim to be "the world's most trusted financial group" by responding flexibly to financial needs, serving society, and fostering shared and sustainable growth for a better world.

Amcor is new to Coastal Cleanup Day sponsorship this year and we are thrilled to welcome them. Amcor works to produce packaging that is more functional, appealing, and cost effective for their customers and more sustainable for the environment. In 2017, Amcor was recognized by the DuPont Awards for Packaging Innovation.

Salesforce began support of the cleanup this year. They are an innovative software company with a cloud-based platform dedicated to helping customers succeed. Salesforce leverages the power of their staff and products to reduce the impact made on the planet.

The lead sponsors are joined by the Whale Tail® Specialty License Plate, the Protect Our Coast and Oceans Fund, California State Parks Foundation, and Ocean Conservancy, with whom the cleanup has flourished.



Their contributions help provide the supplies, collateral materials, support, and funding needed for a successful cleanup. Special thanks to Argonaut, the masterminds behind the 2017 Coastal Cleanup Day campaign, for their hard work, enthusiasm, and creativity. We are grateful to all our sponsors and partners, whose backing is integral to the success of this event.

The commission is assembling a strong team of sponsors that will enjoy year-round cleanup opportunities and highlights as the year ends and look forward to the 34th Annual California Coastal Cleanup Day, which will take place on September 15, 2018.

Publicity

The Commission strives to provide our local partners with what they need to run their cleanups. Much of this arrives in the form of basic cleanup supplies: the trash and recycling bags, the gloves, the data cards and pencils to fill them out, etc. Equally important are ways to publicize the cleanup so that veteran volunteers are up-to-date and new volunteers know how to get involved. Each year, the commission works with a creative team in the development of a marketing campaign used to entice Californians to register and participate.

Based on feedback from previous campaigns, it struck our design team that the impact of trash on the environment and specifically on wildlife, needed to be emphasized. By focusing on the direct impact and interactions wildlife has with litter during this year's publicity campaign, our messaging resonated with both existing and new audiences.

This year's powerful imagery (examples below in Korean, Mandarin, and Tagalog), designed by ARGONAUT with many photographs taken by Mark Leibowitz, made this year's campaign both beautiful and instantly educational. The posters catch your eye while the tagline and marine debris facts explain how our trash and actions directly and indirectly impact wildlife such as whales, condors, seals, foxes, bears, sea lions and turtles. The posters provided marine debris facts on how specific marine animals are touched by our plastics problem.

Additionally, Argonaut developed a graphic design of turtles swimming through a sea of plastic bags with the tagline "Turn the Tide on Trash," for our volunteer t-shirts and postcards that helped to illustrate how important it is to remove these items on Coastal Cleanup Day. The shirt proved popular with our site captains and the public.

We mapped 1,006 confirmed cleanup sites on our state-wide map this year, providing volunteers a convenient way to locate a cleanup site, contact a coordinator or site captain, and find other cleanup sites nearby. The searchable map paints a larger picture: when you zoom out from your specific site you can see what an all-encompassing and expansive endeavor it is. We offer this tool to help streamline coordination and make volunteering easier and more meaningful.



COASTAL CLEANUP DAY ON THE WATER

For the past six years, the commission – in partnership with the California State Parks Division of Boating and Waterways – has conducted focused outreach to the boating community to engage them in on-shore and on-the-water boating cleanups at yacht clubs, marinas, and aquatic centers throughout California. This year saw a significant expansion of boater involvement in Coastal Cleanup Day, with double the number of boating facilities and boating groups participating and almost triple the number of volunteers. Sixty-four boating facilities participated, involving 1,966 volunteers, who cleaned 90.5 miles and collected 26,375 pounds of trash and recyclables on land and from 258 vessels.

“My first time participating in Coastal Cleanup Day was in 2015. Since then, I saw how easy it was to become involved. I now volunteer doing trail restoration and invasive species removal and encourage my peers to come along as well.”

2017 Cleanup Volunteer



Our Program

California Coastal Cleanup Day is a celebration of the environment, volunteers, and the commission's year-round efforts. Its success is made possible by the ongoing outreach and education that the commission's Public Education Program provides through its Marine Debris Program, which focuses on relationships with other state agencies and non-profit organizations to inform the public, influence policies, and support coastal cleanup programs (Adopt-A-Beach, Coastal Cleanup Day, and Schoolyard Cleanups).

In addition to these efforts, the commission supports coastal education throughout the year in an effort to build a constituency that will care for our coastal resources and preserve them for future generations. One of the commission's primary efforts is the Whale Tail® Grants Program. Using money from sales of the Whale Tail® license plate, the grants support projects that encourage our children and the general population to value and take responsibility for the health of the state's marine and coastal resources. This program's biggest emphasis is on reaching underserved communities, which we consider to be communities that lack access to marine education and coastal experiences, including low-income populations, English language learners, and inland and rural communities.

This program is supplemented by a voluntary contribution "checkbox" option on the state income tax form, listed under the "Protect Our Coast and Oceans Fund."

The commission offers curricula for teachers, including a new middle and high school resource, California Coastal Voices, and one for 3rd through 8th grades, Waves, Wetlands, and Watersheds, as well as free workshops to help teachers use the curricula. Among the many programs that the public education program runs, two in particular encourage creative expression: the annual Coastal Art and Poetry Contest for students and the annual Amateur Ocean and Coastal Photography Contest. The winning artwork and photographs have been displayed at a variety of venues, including visitor centers, aquaria, and art galleries statewide. To enhance the curriculum, the commission also circulates a video lending library, and offers free posters and other materials for educators.

In all of its efforts, the commission's public education program works to protect and restore California's coast and ocean by teaching, inspiring, and empowering the public to take positive action. California Coastal Cleanup Day is but the most visible part of a multi-faceted effort to reach these goals. Please join us, and lend your support. Call us at (800) COAST-4U, email us at coast4u@coastal.ca.gov, or find us on the web at www.coast4u.org.

"I use it to educate my children about respect for the natural environment. After the beach cleanup, we pick up trash wherever we see it... park, sidewalk, etc. We see it as our problem to solve, even if we didn't create the issue."

2017 Cleanup Volunteer

“I’ve noticed I’ve changed what I use around the house since I see where plastic bags and straws end up.”

2017 Cleanup Volunteer



“Over the years, I have grown to care very fondly about our one and only environment. So much so, I am on the path to law school hoping to become an environmental lawyer. Participating in these cleanups has opened my eyes even more to the tragedies of pollution and I would like to do everything possible to help protect it.”

2017 Cleanup Volunteer

Results

County and State

	Volunteers	Trash	Recyclables	All Debris
Statewide - Adopt-A-Highway	661	14,620	1,570	16,190
Multi-County - Sierra Cleanup	2,210	42,309	4,745	47,054
Schoolyard Cleanups	1,334	0	0	0
Alameda	5,673	54,505	5,489	59,994
Colusa	40	45	70	115
Contra Costa	2,300	7,600	200	7,800
Del Norte*	0	0	0	0
Glenn	18	59	11	70
Humboldt	600	10,000	0	10,000
Imperial*	0	0	0	0
Kern	15	600	0	600
Kings*	0	0	0	0
Lake*	0	0	0	0
Los Angeles	10,183	24,476	994	25,470
Marin	1,524	12,826	1,287	14,113
Mendocino	151	1,012	252	1,264
Monterey	924	4,204	454	4,658
Napa	449	2,783	1,024	3,807
Orange	7,546	76,282	1,933	78,215
Riverside	694	115,044	3	115,047
Sacramento	1,000	13,300	700	14,000
San Benito	40	2,800	1,023	3,823
San Bernardino	36	900	0	900
San Diego	7,500	150,000	0	150,000
San Francisco	2,102	11,982	0	11,982
San Joaquin	898	22,232	0	22,232
San Luis Obispo	1,370	4,994	1,449	6,443
San Mateo	4,447	23,811	4,895	28,706
Santa Barbara	1,253	4,125	1,325	5,450
Santa Clara	2,028	44,545	6,958	51,503
Santa Cruz	1,359	5,609	1,920	7,529
Shasta*	0	0	0	0
Siskiyou	7	0	120	120
Solano	2,662	43,776	1,697	45,473
Sonoma	822	6,129	364	6,493
Ventura	3,293	12,673	924	13,597
Yolo	488	13,938	2,331	16,269
Yuba	80	36,000	1,200	37,200
TOTAL	63,707	763,179	42,938	806,117

*Results not yet reported at time of publication

Partners

County Coordinators

Alameda County	Del Norte County
Alameda Resource Conservation District	Del Norte Unified School District, Crescent Elk M.S.
<i>Amy Evans</i>	<i>Ross Morgan</i>
City of Berkeley	
Shorebird Park Nature Center	El Dorado County
<i>Anthony DeCicco & Loren Rasmussen</i>	Sierra Nevada Conservancy
City of Fremont	<i>Theresa Burgess</i>
<i>Barbara Silva</i>	
City of Livermore	Fresno County
Water Resources Division, Adopt-A-Creek Spot Program	Sierra Nevada Conservancy
<i>Lynna Allen</i>	<i>Theresa Burgess</i>
City of Oakland Watershed Improvement Program	
Mike Perlmutter & Jen Stern	Humboldt County
East Bay Regional Park District	Northcoast Environmental Center
<i>Jeremy Saito</i>	<i>Madison Peters</i>
Port of Oakland	
<i>David Swartz</i>	Imperial County
	The EcoMedia Compass
Alpine County	<i>Kerry Morrison</i>
Sierra Nevada Conservancy	
<i>Theresa Burgess</i>	Inyo County
	Sierra Nevada Conservancy
Amador County	<i>Theresa Burgess</i>
Sierra Nevada Conservancy	
<i>Theresa Burgess</i>	Kern County
	Trails4All
Butte County	<i>Jim Meyer</i>
Sierra Nevada Conservancy	
<i>Theresa Burgess</i>	Kings County
	Environmental Health Institute
Calaveras County	<i>Keith Winkler</i>
Sierra Nevada Conservancy	
<i>Theresa Burgess</i>	Lake County
	Lake County Department of Water Resources
Colusa County	Carolyn Ruttan
Premiere Mushrooms	
<i>Kevin Foley</i>	Los Angeles County
	Heal the Bay
Contra Costa County	<i>Alys Arenas & Christina Jurrissen</i>
The Watershed Project	City of Long Beach
<i>Juliana Gonzalez & Paula White</i>	El Dorado Nature Center
	<i>Brooke Davis & Erin Kellogg</i>

Madera County	Orange County (Inland)
Sierra Nevada Conservancy	Trails4All
<i>Theresa Burgess</i>	<i>Jim Meyer</i>
Marin County	Placer County
US Army Corps of Engineers--Bay Model Visitor Center	Sierra Nevada Conservancy
<i>Joanne Jarvis</i>	<i>Theresa Burgess</i>
Mariposa County	Plumas County
Sierra Nevada Conservancy	Sierra Nevada Conservancy
<i>Theresa Burgess</i>	<i>Theresa Burgess</i>
Mendocino County	Riverside County
Mendocino Land Trust	Trails4All
<i>Meghan Smithyman</i>	<i>Jim Meyer</i>
Merced County	Sacramento County
UC Merced	American River Parkway Foundation
<i>Jim Greenwood</i>	<i>Jordan Powell</i>
Modoc County	San Benito
Sierra Nevada Conservancy	Accelerated Achievement Academy
<i>Theresa Burgess</i>	<i>Susan Bessette & Dee Slykas</i>
Mono County	San Bernardino County
Sierra Nevada Conservancy	Trails4All
<i>Theresa Burgess</i>	<i>Jim Meyer</i>
	California State Parks
Monterey County	<i>Anthony Boiano</i>
Save Our Shores	
<i>Matt Miller</i>	San Diego County
	I Love A Clean San Diego
Napa County	Lauren Short
Napa Resource Conservation District	
<i>Jemma Williams</i>	San Francisco County (East)
	SF Recreation & Parks Department
Nevada County	<i>Jadd Correia</i>
Sierra Nevada Conservancy	
<i>Theresa Burgess</i>	San Francisco County (West)
	Golden Gate National Parks Conservancy
Orange County (Coastal)	<i>Maria Durana</i>
OC Coastkeeper	
<i>Lauren Smith</i>	

San Joaquin County	Solano County
SJ County Public Works	Solano Resource Conservation District
<i>Danielle Barney</i>	<i>Marianne Butler</i>
Sierra Nevada Conservancy	Benicia
<i>Theresa Burgess</i>	Benicia Water Education Program
	<i>Susan Frost</i>
San Luis Obispo County	
Environmental Center of San Luis Obispo County	Sonoma County
<i>Mary Ciesinski</i>	Coastwalk California
	<i>Jo McCormick</i>
San Mateo County	
San Mateo Countywide Water Pollution Prevention Program	Stanislaus County
<i>Julia Au</i>	Sierra Nevada Conservancy
	<i>Theresa Burgess</i>
Santa Barbara County	
Explore Ecology	Tulare County
<i>Caroline Bargo</i>	Sierra Nevada Conservancy
	<i>Theresa Burgess</i>
Santa Clara County	
SC Valley Water District/Creek Connections Action Group	Tuolumne County
<i>Ricardo Barajas</i>	Sierra Nevada Conservancy
	<i>Theresa Burgess</i>
Santa Cruz County	
Save Our Shores	Ventura County
<i>Matt Miller</i>	Ventura County Coalition for Coastal and Inland Waterways
	<i>Lara Meeker</i>
Shasta County	
Sierra Nevada Conservancy	Yolo County
<i>Theresa Burgess</i>	Cache Creek Conservancy
Redding	<i>Gina Martin</i>
City of Redding - Community Creek Cleanup Action Group	
<i>Kim Niemer & Brenna Bowers</i>	Yuba County
	Yuba County Environmental Health
Sierra County	<i>Paul Donohoe</i>
Sierra Nevada Conservancy	
<i>Theresa Burgess</i>	State-wide Partners
	Adopt-A-Highway CALTRANS Maintenance Program
Siskiyou County	<i>Andy Morse & Dave Boggs</i>
Salmon River Restoration Council	
<i>Sarah Hugdahl</i>	



THANK YOU

Thank you for making California Coastal Cleanup Day possible!
Please save the date for the next one - September 15, 2018.



COASTALCLEANUPDAY.ORG