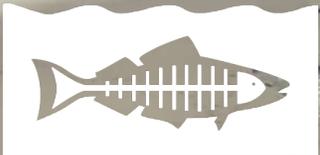


# COASTAL CLEANUP DAY

L.A. COUNTY RESULTS | SEPTEMBER 16, 2017



Heal the Bay

# CONTENTS

**pg.3**

## IT'S A TEAM EFFORT

There's no I in team, and CCD 2017 wouldn't have been possible without our coordinators, sponsors, and captains

**pg.7**

## WE CLEANED THE BEACH

From inland to wetland, see the results of this year's cleanups, our top 5 sites, and winners of our Golden Seastar challenge

**pg.6**

## ENGAGING YOUNG ADVOCATES

Children are the spokespeople of the future, and we engage schools all around LA in Coastal Cleanup Education Day

**pg.11**

## REFLECTIONS

As we plan for CCD 2018, we reflect on this year's memories, successes, and community support



# COASTAL CLEANUP DAY COORDINATORS



Ocean Conservancy®

The Ocean Conservancy is the leading agency responsible for the international effort, Coastal Cleanup Day. They ran their first Coastal Cleanup Day in Texas with 2,800 volunteers back in 1986. 12 million people and counting have been a part of the world's biggest volunteer effort to protect the ocean all over the planet.



CALIFORNIA  
COASTAL  
COMMISSION

Eben Schwartz of the California Coastal Commission organizes the statewide effort in California. The first Coastal Cleanup in the California occurred in 1985 and has flourished ever since. Each year, the Coastal Commission tasks local coordinators within California's counties to oversee and ensure the success of their cleanup sites.



Heal the Bay

Heal the Bay has served as the Los Angeles Coastal Cleanup Day Coordinator for 28 years. We have led the local effort and created a community of environmental stewards as part of our efforts to keep our waters and watersheds healthy. We love being able to clean our beloved Santa Monica Bay, but it brings us great pleasure to support local neighborhood cleanups as well. Coastal Cleanup day is the perfect link between Heal the Bay's science, education, community action, and advocacy efforts that support the organization's overall environmental mission.

THANK YOU!

# COASTAL CLEANUP DAY



Nicola Buck

SATURDAY, SEPTEMBER 16 | 9 A.M. TO NOON

## L.A. COUNTY CCD SPONSORS



CALIFORNIA  
**COASTAL**  
COMMISSION



City of  
**Santa Monica**<sup>®</sup>



### SPECIAL THANKS TO:



# Coastal Cleanup Day Site Captains

*"Be the change you  
wish to see in the  
world"*  
- Mahatma Gandhi

Anthony Bemberger  
Art Salter  
Barbara Gentile-Crary  
Barrie Pivko  
Beth Beltramo  
Betty Perez  
Brittany Gutierrez  
Brittney Olaes  
Candace Norville  
Carissa Wright  
Carl Carranza  
Carly Clark  
Caroline Kim  
Caryn Stanton  
Catherine Vargas  
Chip McCarthy  
Claire Oh  
Dave Weeshoff  
Debbie Wasserman  
Deborah Gregory  
Diane Jeong  
Dolores 'Dolly' Gamble  
Don Nipper  
Doug Wiita  
Dulce Stein  
Elijah Pak  
Ellen Vahan  
Eric Frasco

Erin LaBrie  
Fallon Rabin  
Ferris Kawar  
Grace Kim  
Gretchen Boria-Perez  
Ignacio Caceres  
India Holland  
Jay Fodor  
Jean Garrett  
Jennifer Mascola  
Jeremy Wolf  
John Bayless  
Ji Sun Park  
Ji Won Kim  
John Thomlinson  
Jonathan Chong  
Joy Cernac  
Julie Coll  
Kanna Jones  
Karalyn Ramon  
Kat Zimmerman  
Katie Osaki  
Kelley Chang  
Kevin McNulty  
Keyla Treitman  
Kyle Delicata  
Kym Buzdygon  
Lauren Bergloff

Laz Serrano  
Lee Jester  
Lendi Slover  
Leslie Cortez  
Lisa Nichols  
Megan Roy  
Meghan Sahli-Wells  
Meredith 'Mer' Claire  
Mithsy Hernandez  
Mithsy Hernandez  
Nick Shattuck  
Nicole Strong  
Opal Garibay  
Patrick Tyrrell

Patty Jimenez  
Richard 'Rich' Thomas  
Robert Santo  
Rod Abbott  
Roger Waiters  
Sara Rubin  
Sawyer Stein  
Shirley de Man  
Siva Paramanandam  
Terumi Toyoshima  
Zoë Scott



# COASTAL CLEANUP DAY 2017 TOTALS

## LOS ANGELES COUNTY

- 10,200 volunteers
- 61 cleanup sites
- 11.5 tons of trash



ABOVE: CCD VOLUNTEERS POSE WITH MARINE DEBRIS PICKED UP AT SURFRIDER BEACH IN MALIBU.

**Over 10,000 volunteers got a dose of Vitamin Sea across 61 sites in Los Angeles County**

## STATE OF CALIFORNIA

- 42,036 volunteers
- 158 tons of trash
- Over 23,000 lbs of recyclables



ABOVE: CCD CAPTAIN AND VOLUNTEERS STRIKE A POSE AFTER THEIR CLEANUP IN PELICAN COVE.

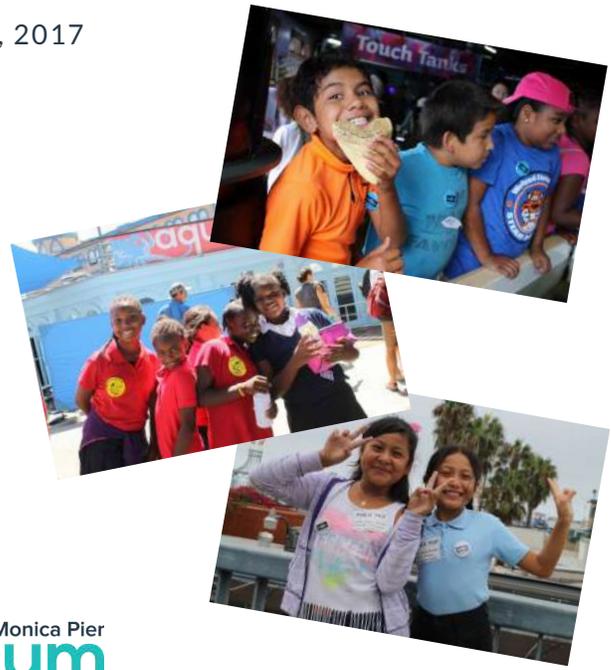


# COASTAL CLEANUP EDUCATION DAY

SEPTEMBER 13, 2017

616 2nd through 5th grade students from the greater L.A. region ventured to our Santa Monica Pier Aquarium for a day of education and fun at our 13th annual Coastal Cleanup Education Day. With the amazing support from the CA Coastal Conservancy, students participated in hands-on activities to learn about the ocean, marine life, and ocean pollution. Kids rotated through four stations led by dedicated Heal the Bay staff and volunteers.

Through this educational field trip, we hope to foster the future generation of ocean stewards. For some students, this was their first time visiting the beach, touching the sand, hearing and seeing the waves crash on the beach, and we helped inspire them to take care of what they love!



*"Science is simply the word we use to describe a method of organizing our curiosity"*  
-Tim Minchin

**Beach Exploration:**

Students dug in the sand, looked for animals, and got their feet wet all while learning how important the beach is to the ocean ecosystem and how we depend on it in our daily lives. From finding help to sand crabs on the beach, kids learned about marine animals and their natural habitat.

**Santa Monica Pier Aquarium:**

Students got "up close and personal" with local animals found in the Santa Monica Bay—an opportunity to meet and respect critters, encouraging stewards for our ocean environment.

**Marine Debris Cleanup:**

After interacting with aquarium animals and learning the threats organisms face from pollution, students participated in their own cleanup for a chance to make a difference! Hard at work, they collected nearly 1,600 cigarette butts—yuck!

**Fatal Food Relay:**

In this race, no matter how fast, students' fate lies in the hands of the unmarked bags they are racing after. Each bag contains either delicious seafood or "fatal food." This relay shows how easily and unknowingly animals mistake trash for food, which can be "fatal."



The key to preventing ocean pollution starts in the community. Heal the Bay hosted 12 inland sites to engage communities in cleaning up their local parks. Avalon Gardens - WAYS park, Balboa Lake, and Arroyo Seco had over 225 volunteers combined, and participants collected over 1,420 lbs of trash. By removing waste from these inland sites, volunteers helped keep it out of our waterways and storm drain system.



# FROM INLAND



# TO WETLAND

Wetlands are a vital part of L.A.'s watershed and coastline, providing habitat for many animals and a pit stop for migratory birds, but greater L.A. has lost nearly 95% of its coastal wetlands over time due to development in the area. Friends of Ballona Wetlands and the Bay Foundation helped bring awareness to the importance of these ecosystems by engaging the public in restoration projects at both the Ballona Wetlands and LAX Dunes.



Photo Credit: Nicola Buck

# TOP FOR CCD 2017

## # VOLUNTEERS

- 991** Santa Monica State Beach Pier North
- 800** Dockweiler State Beach
- 670** Venice Pier Beach
- 600** Santa Monica State Beach Pier South
- 457** Torrance County Beach

## POUNDS PER VOLUNTEER

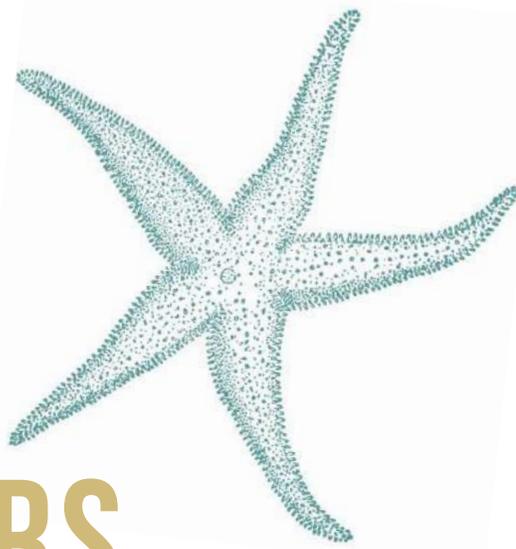
- 100** 3 vol Avalon Gardens - WAYS Park
- 29** 175 vol Agoura Hills/Medea Creek
- 15** 65 vol Redondo County Beach | Dive
- 12** 6 vol Marina Del Rey - Marquesas Way
- 11** 50 vol LAX Dunes

## TOTAL POUNDS OF TRASH

- 4,997** Agoura Hills/Medea Creek
- 946** Redondo County Beach | Dive
- 850** Ballona Creek @ Duquesne Ave
- 660** Malibu Surfrider Beach
- 649** Arroyo Seco



# BEACH QUEST: GOLDEN SEASTARS



While the community came out in force to hunt down and remove over 11 tons of trash from Heal the Bay's sites, we added some treasure to reward our vigilant beach cleaners. Hidden among sand and underbrush at several of our coastal and inland sites were our "Golden Sea Stars" (replicas, of course!) for participants in the cleanup to find while scouring their sites for debris. Winners redeemed sea stars for fantastic prizes from REI and North Face.

At our Santa Monica at Ocean Park Blvd cleanup, two girls (top picture to the right) pulled one of the stars from the sand at the same time to share the awesome prize of an REI tent for four! Other sites gave winners REI daypacks and Nalgene reusable water bottles, and our awesome beach captain, John Reyes, was able to get some great prizes from The North Face to give away at his Sunnynook River Park site (bottom picture at right).



"For a first timer, it was such an amazing experience and opportunity."

"Made a huge difference on how I perceive using plastic and trash."

# IN THEIR OWN WORDS

## CCD 2017 Participant Feedback

"There was a family of dolphins that swam by that was really fun to see."

"Free beach parking is a definite plus."

"OMIT PLASTIC GLOVES AND BAGS!"

"An eye opener about how really dirty our beaches are."

"We look forward to join in again next year and making this a new family tradition."

"I loved it all. Thank you so much."

"A Zero Waste booth with examples of non-plastic alternatives would be an excellent addition!"

"Great team captains!"

"Maybe have a bit of a contest or a race for which group can pick up the most in a short amount of time?"

**"THE DATA ORIENTED APPROACH MADE ME SMILE."**

"The information was awesome."

"Wonderful community event. Educational and inspirational!"

## By The Numbers



Social Media  
Reach:  
104,243 People



Social Media  
Engagement Rate:  
4.8%



Online Traffic:  
33,280  
Page Views



Net Promoter  
Score:  
64 (Excellent)

## Top Ranked Areas of Interest Among Participants



- Climate Change
- Safe and Clean Recreational Water
- Plastic Pollution
- Protecting Local Animals
- Marine Protected Areas

**#CoastalCleanupDay**

# COASTAL CLEANUP DAY '17

## Some Real Finds



Author: [Matt King](#)

*Spending time with some exceptional students at the 28th annual Coastal Cleanup Day serves as a real pick-me-up for Communications Director Matthew King.*

After 10 years at Heal the Bay, I've become a bit jaded about our cleanups. I see the same mounds of trash every time I head to a site – cigarette butts, plastic water bottles, fast-food wrappers, you name it.

In the time I've worked here, our cleanup volunteers have removed more than 2.6 million items of man-made debris from L.A. County shorelines. That astounding figure stirs mixed emotions. It's saddening to realize that we still treat our natural places as trash dumps, but it's also reassuring to know so many Angelenos still care enough to donate a Saturday morning to protect what they love.

Coastal Cleanup Day 2017 was no different. Under pleasantly overcast skies, volunteers stretching from Compton to Malibu collected roughly 23,000 pounds of trash in just under three hours. To put that in perspective, that's about the weight of two enormous T. Rex dinosaurs!

Beyond the usual suspects, we found a few oddball items this year – a drone that must have crash landed underneath the Redondo Pier, a whole set of unopened men's dress shirts resting forlornly on the sand at Will Rogers State Beach, and a jock-strap and cup in Palos Verdes. (Props to whoever had the nerve to pick it up!)

It's also revealing to see what we didn't find. A veteran site captain at Sepulveda Basin Wildlife Reserve was astounded how few plastic bags they found at this L.A. River location, which has historically been visibly choked with plastic bags. It's a good sign that the recently passed state ban is working!

In all, more than 9,600 volunteers joined us at 61 sites across the County today. We always mobilize a cross-section of greater L.A., both the famous and not-so-famous. I've met professional surfers, NBA centers, All-Star outfielders and Oscar-winning actors. But it's usually the everyday folks like you and me who have interesting stories to tell.



Photo Credit: Nicola Buck



Take the inspiring group of six students from Bell Gardens High School who served as site captains for our beach cleanup in Playa del Rey today, under the caring guidance of teacher Patty Jimenez. The youth brigade — Angel Diaz, Christopher Linares, Heidi Lara, Kimberly Gonzalez, Otzara Villalobos and Vanexi Jaramillo — mobilized 342 volunteers, who collected 235 pounds of ocean-bound debris.

I first met four of these kids last Wednesday morning at a KTLA Channel 5 news shoot to promote today’s cleanup. They had all arisen at 3 a.m., clambered into Patty’s sedan and traveled 23 miles in darkness to do a series of live interviews at the Del Rey Lagoon. With the bright lights of the camera staring them down as dawn broke, they spoke passionately and endearingly on live TV about their desire to curb cigarette-related pollution. Patty beamed at each of her charges, nodding as they offered simple but powerful testimony.

But what really touched me that chilly morning had come a half hour earlier. I had approached Patty’s car to give the group a heads-up and to share some media tips. A gaggle of kids sat quietly inside, dressed in their teen uniform of denim, hoodies and Vans tennis shoes.

And then I saw something beautiful that made me well up.

In the cramped back seat, two students scanned textbooks, using their mobile phones to illuminate the pages in the dark. They were doing their math homework — in an unfamiliar neighborhood, hours before their school day would start and hours before most of their peers would even be awake.

I told Patty how moving the sight had been and she shared that that these students’ work ethic and optimism keep her motivated when she faces obstacles at school. She shared that this same group of students played a lead role last month in convincing the Bell Gardens City Council to adopt its first ban on smoking in parks and recreation areas.

The simple scene in the car gave me a moment of hope about the public school system, and Patty’s story gave me hope about the next generation of environmental stewards. This is why I work at Heal the Bay, to help my colleagues create leadership opportunities for students like Patty’s, to connect people from all across our region to their watersheds and to each other.

That to me is the real gift of Coastal Cleanup Day.



# IT TAKES A COMMUNITY!

This event cannot be done without local support

Alpha Phi Omega – Greater Los Angeles, American Honda, Arroyo Seco Foundation, Audubon Society, Ballona Creek Renaissance, Bay Foundation, Bell Garden High School, Big Joe Contractor Bags, Black Surfers Collective, Brothers Burritos, Cabrillo Marine Aquarium, California Department of Fish and Wildlife, California Department of Recreation and Parks, California Department of Transportation, Chase Bank, City of Agoura Hills, City of Compton, City of Culver City, City of Hermosa, City of Long Beach, City of Los Angeles, City of Manhattan Beach, City of Palos Verdes Estates, City of Pasadena, City of Redondo Beach, City of Thousand Oaks, City of Torrance, Council Districts of LA, Crystal Casino, Culver City Bicycle Coalition, Dive N' Surf, Eco Dive Center, El Dorado Nature Center, Encino Neighborhood Council, Friends of the Ballona Wetlands, Groundworks Coffee, Gruen Associates, Hedgehog Handworks, KIND Snacks, Kiwanis International, LA Black Underwater Explorers, LA Bureau of Sanitation, LA County Board of Supervisors, LAcarGUY, Los Angeles County of Department of Beaches and Harbors, Los Angeles Department of Water and Power, Los Angeles Waterkeeper, Malibu Divers, Malibu Surfers Association, Old Venice, Fresh Brothers, Pacific American Volunteer Association (PAVA @ PAVA Jr.), Playa Vista Mothers Group, REI, ResonateLA Church, Roundhouse Aquarium, Sandpipers, Santa Monica College, Santa Monica Conservancy, SEA Grant, SEA Lab, Sepulveda Basin Wildlife Area Steering Committee, Sierra Club, Simple Dumpsters, Santa Monica High School, Starbucks, The North Face & Trader Joe's.



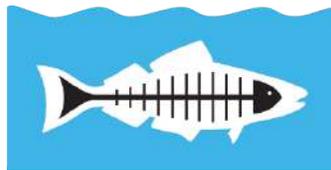
# THANK YOU





# COASTAL CLEANUP DAY 2018

SATURDAY SEPTEMBER 15, 2018 | 9 AM - NOON  
[HEALTHEBAY.ORG/CCD](http://HEALTHEBAY.ORG/CCD)



Heal the Bay

