

CALIFORNIA

2018



COASTAL CLEANUP DAY

INTRODUCTION

California Coastal Cleanup day brings people together. On Saturday, September 15, 2018, the cleanup celebrated its thirty-fourth year with coordinators and captains working at more than 1,000 sites and welcoming 71,756 volunteers, bringing the historical total of selfless individuals volunteering to improve the places they cherish to almost 1.6 million.

This, the state's largest volunteer event, is held every third Saturday in September, and it is about Californians valuing California. People across every age, race, gender, and geographic location perform an incredible service by cleaning the places where we live, work, and play. We recognize and thank all volunteers, organizers, and sponsors for the effective removal of over 800,000 pounds of trash and recyclables from California's coast and inland waterways this year – 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 the route to pick it up and make sure that no harm comes to wildlife from the trash we create.

"We now take our orange buckets and tongs everywhere we go. We have the grandkids thinking cleaning up is what you do at the beach!"



HISTORY

Like many volunteer-driven efforts, this annual event grew from modest beginnings. In 1985, California's Coastal Cleanup Day, which stretched along the coast of California from the border of Oregon down to Mexico, ignited 2,500 volunteers for the statewide cleanup effort. The event grew rapidly in the subsequent years: Over its 34-year history, almost 1.6 million volunteers have removed more than 24 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 cleanup 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 bans on plastic grocery bags and on expanded polystyrene foodware, as well as the new storm water regulations recently put in place that aim to eliminate the amount of trash leaving our storm water system. California is also the first state in the nation to take action to reduce the number of plastic straws given away in restaurants, an action driven in part by straws' seemingly permanent place in the top ten items volunteers remove from beaches each year. And in the coming years, cleanup data will prove an important metric for measuring the effectiveness of trash reduction policies enacted by the state.

EDUCATION

As the cleanup's social and environmental impacts and 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 reminding 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 2018, we estimate that more than one-third of all participants brought one or more reusable item from home for 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. 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 be integrated into their daily lives.

PARTNERS

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

COUNTY

County/Regional Coordinators become the contact person(s) at the local level and act as the liaison with the commission for supplies and logistics. The coordinators work closely with Site Captains to organize the event and handle all aspects of their 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 coordinators is crucial to the success of the event. They deserve recognition and appreciation for their continued efforts (list on page 10).

"It's a reminder of what we need to do."



STATEWIDE

In addition to local and regional partners, the cleanup benefits from the efforts of statewide organizational partners. These larger partnerships bring much-needed statewide publicity to the cleanup, such as the California State Parks efforts to share Coastal Cleanup Day posters and organize cleanups within state parks. We also work closely with California State Parks Division of Boating and Waterways who 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 889 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 \$978,000 of in-kind support.

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 Geysers Alpine Spring Water, the cleanup's lead sponsor for the past eleven years, donates water by request. Crystal Geysers 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.



Tobacco Free CA is new to Coastal Cleanup Day sponsorship this year and we are thrilled to welcome them. The California Tobacco Control Program works diligently to keep tobacco out of the hands of youth, help tobacco users quit, and ensure that all Californians can live, work, play, and learn in tobacco-free environments.



Salesforce began support of the cleanup last 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.



Union Bank continues a Coastal Cleanup Day partnership, extending their strong commitment to the environment in 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.



Visa and its employees are passionate about volunteering their time and expertise to causes in which they strongly believe. We are fortunate to welcome their support and spirit of volunteerism during the 2018 Cleanup.



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.

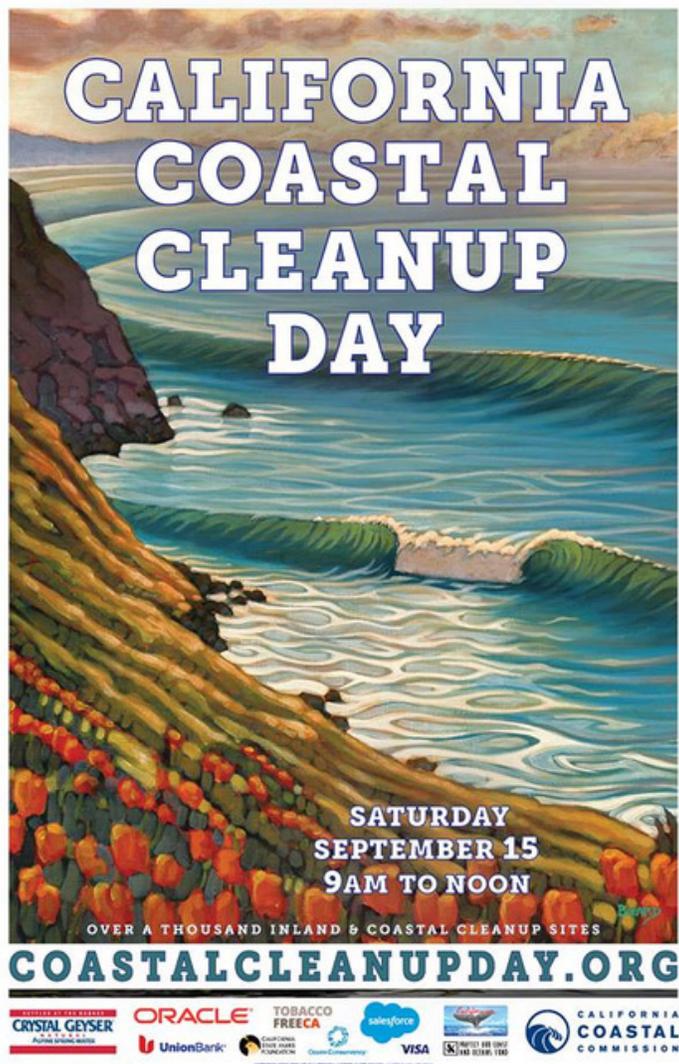
All contributions help provide supplies, event materials, and funding needed for a successful cleanup. Special thanks to Matt Beard, for allowing us to use your artwork to fuel our 2018 Cleanup campaign. We are grateful to all our sponsors and partners, whose backing is integral to recovering trash from the environment, inspiring and educating the public, and for making the thirty-fourth annual event special.

We look forward to the 35th Annual California Coastal Cleanup Day, which will take place on Saturday, September 21, 2019.

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.

This year's iconic imagery original art by Matt Beard and poster layout by the Public Education Program's own Luna Taylor, reminded Californians why they protect our coast and ocean. The sweeping landscapes Beard paints all along the California coast, served as an excellent backdrop to the inspiration to 'keep it that way' to pitch in to prevent litter and marine debris from marring our natural resources and threatening our local wildlife and habitat. For our volunteer t-shirts and postcards, Luna Taylor created a message that everyone can get behind and that helped clearly identify what our Site Captains were doing that day.



We confirmed more than 1,000 cleanup sites on our state-wide map again this year; providing volunteers a convenient way find and navigate to a particular cleanup site and contact a coordinator or site captain. An intuitive, simple google map helps streamline coordination and eases volunteering and connection.

ON THE WATER

In partnership with the California State Parks Division of Boating and Waterways the boating community hosts on-shore and on-the-water boating cleanups at yacht clubs, marinas, and aquatic centers throughout California. Boater involvement in Coastal Cleanup Day continues to flourish with 1,951 volunteers, who cleaned 141 miles and collected 13,369 pounds of trash and recyclables on land and from 258 vessels.

"This was the most fun service project they had ever done. What could be better than splashing around on kayaks, while doing good for the environment?"



THE CELEBRATION

California Coastal Cleanup Day is a celebration of the environment, volunteers, and the communities' year-round efforts. Ongoing outreach and education provided by the commission's Marine Debris Program, which informs the public, influences policies, and supports cleanup programs (Adopt-A-Beach, Coastal Cleanup Day, and Schoolyard Cleanups) makes this event successful and amplifies those efforts with the help of other state agencies and non-profit organizations.

The commission's public education program is building a constituency that will care for our coastal resources and preserve them for future generations. Our Whale Tail® Grants Program, for example, uses money from sales of the Whale Tail® license plate to fund grant 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 option on the state income tax form, listed under the "Protect Our Coast & Oceans Fund."



"This is my beach. I surf here. I clean here. I live here."

The commission offers curricula for teachers, including a new middle and high school resource, California Coastal Voices, and 'Waves, Wetlands, and Watersheds' for 3rd through 8th grades, as well as workshops to help teachers use the curricula. Two public education programs in particular encourage creative expression: the annual Coastal Art and Poetry Contest for students and the Amateur Ocean and Coastal Photography Contest. The winning artwork and photographs are displayed at a variety of venues statewide including visitor centers, aquaria, and art galleries. To enhance the curriculum, the commission also 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.

SAVE THE DATE : SEPTEMBER 21, 2019

CALIFORNIA COASTAL CLEANUP DAY

California Coastal Cleanup Day is the most visible part of a multi-faceted effort to reach our collective goals. Please join us, and lend your support. Call us at (800) COAST-4U, email us at coast4u@coastal.ca.gov, or find us online at www.coast4u.org.



WWW.COASTALCLEANUPDAY.ORG

PARTNER ORGANIZATIONS

STATEWIDE

California Coastal Commission coastalcleanupday.org
CALTRANS Adopt-A-Highway www.dot.ca.gov/maintenance/adopt-a-highway
California State Parks www.parks.ca.gov

COUNTY

Alameda

Alameda County Clean Water Program
Castro Valley Creek
www.cleanwaterprogram.org

East Bay Regional Park District
www.ebparks.org/getinvolved/volunteer/events

City of Berkeley
Shorebird Park Nature Center
www.cityofberkeley.info/shorelinecleanup

City of Fremont
environment@fremont.gov

City of Livermore
Living Arroyos
<http://livingarroyos.org/>

City of Oakland
www.oaklandcreektobay.org

Port of Oakland
www.portofoakland.com/environment

Alpine

Sierra Nevada Conservancy
www.sierranevada.ca.gov/our-work/rivercleanup

Amador, Butte, Calaveras

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Colusa

Premier Mushrooms
kfoley@premiermushrooms.com

Contra Costa

The Watershed Project
juliana@thewatershedproject.org
paula@thewatershedproject.org

Del Norte

Northcoast Environmental Center
www.yournec.org
Del Norte Unified School District
rmorgan@delnorte.k12.ca.us

El Dorado

Sierra Nevada Conservancy
www.sierranevada.ca.gov/our-work/rivercleanup

Fresno

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Glenn

US Army Corps of Engineers
Miranda.N.Peters@usace.army.mil

Humboldt

Northcoast Environmental Center
www.yournec.org/coastalcleanup/coastalcleanupday

Imperial

The EcoMedia Compass
ecomediacompass@gmail.com

Inyo

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Kern

Trails4All
www.trails4all.org
Sierra Nevada Conservancy
www.sierranevada.ca.gov

Kings

Environmental Health Institute
pimo@att.net

Lake

Clear Lake Environmental Research Center
Carolyn.ruttan@clerc.co

Lassen

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Los Angeles

Heal the Bay
www.healthebay.org/get-involved/volunteer/cleanups

Long Beach

El Dorado Nature Center
www.longbeach.gov/naturecenter

Madera

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Marin

US Army Corps of Engineers
Bay Model Visitor Center
www.spn.usace.army.mil/Missions/Recreation/BayModelVisitorCenter/CCCD.aspx

Mariposa

Sierra Nevada Conservancy
www.sierranevada.ca.gov/our-work/rivercleanup

Mendocino

Mendocino Land Trust
msmithy@mendocinolandtrust.org

Modoc, Mono

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Monterey

Save Our Shores
saveourshores.org/volunteer/

Napa

Napa County Resource Conservation District
naparcd.org

Nevada

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Orange

Orange County Coastkeeper
www.coastkeeper.org
Trails4All
www.trails4all.org

Placer, Plumas

Sierra Nevada Conservancy
www.sierranevada.ca.gov

PARTNER ORGANIZATIONS (CONTINUED)

Riverside

Trails4All
www.trails4all.org

Sacramento

American River Parkway Foundation
arpf.org

San Benito

Accelerated Achievement Academy
sbessette@hesd.org
pslykas@gmail.com

San Bernardino

California State Parks
Tim.Harden@parks.ca.gov
Trails4All
www.trails4all.org

San Diego

I Love A Clean San Diego
www.cleanupday.org

San Francisco

East
SF Recreation & Park Department
<https://sfrecpark.org>
West
Golden Gate National Parks
Conservancy
www.parksconservancy.org/get-involved/volunteer/

San Joaquin

San Joaquin County Public Works
www.sjcleanwater.org/cleanup.htm
Sierra Nevada Conservancy
www.sierranevada.ca.gov

San Luis Obispo

Environmental Center of San Luis
Obispo County (ECOSLO)
ecoslo.org/coastal-cleanup-day

San Mateo

San Mateo County
Environmental Health
www.smchealth.org/ccd

Santa Barbara

Explore Ecology
<https://exploreecology.org/coastal-cleanup-day/>

Santa Clara

Santa Clara Valley Water District
www.cleanacreek.org

Santa Cruz

Save Our Shores
saveourshores.org/volunteer/

Shasta

Sierra Nevada Conservancy
www.sierranevada.ca.gov
Redding
Community Creek Cleanup Action
Group
arodriguez@cityofredding.org

Sierra

Sierra Nevada Conservancy
www.sierranevada.ca.gov

Siskiyou

Salmon River Restoration Council
sarah@srrc.org

Solano

Solano Resource Conservation District
recycle.solanocounty.com
City of Benicia
watereducation@att.net

Sonoma

COASTWALK
coastwalk.org/volunteer/coastal-cleanup-day/

Stanislaus, Tehama, Tulare, Tuolumne

Sierra Nevada Conservancy
www.sierranevada.ca.gov/our-work/rivercleanup

Ventura

Ventura County Coalition for Coastal
& Inland Waterways
www.vccoastcleanup.org

Yolo

Cache Creek Conservancy
www.cachecreekconservancy.org

Yuba

Yuba County Environmental Health &
Recology
www.co.yuba.ca.us/Departments

Sierra Nevada Conservancy
www.sierranevada.ca.gov/our-work/rivercleanup

THANK YOU