

Heal the Bay

L.A. COUNTY WRAP-UP

SEPTEMBER 15, 2018



Coastal

HOLLYWOOD

Orange
PICK UP YOUR COMMUNITY

Orange

CONTENTS

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GRATEFUL FOR OUR SPONSORS

CCD 2018 wouldn't have been possible without their support.

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WE CLEANED THE BEACH

From inland to wetland, see the results of this year's cleanups, our top 5 sites.

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OH CAPTAIN, MY CAPTAIN

Our Captains and Co-Captains mean the world to us! Coastal Cleanup Day simply couldn't happen without them.

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CONNECTIONS

"Can you hear me now?" Heal the Bay's social media reach.



COASTAL CLEANUP DAY COORDINATORS



CALIFORNIA
COASTAL
COMMISSION

Eben Schwartz of the California Coastal Commission organized the statewide effort in California. The first coastal cleanup in 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 29 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!



L.A. COUNTY CCD SPONSORS



SPECIAL THANKS TO:



COASTAL CLEANUP DAY SITE CAPTAINS

Addison Davis
Alexandra Tower
Alic Abrego
Ana Schmidt
Ann Dalkey
Art Liem
Art Salter
Ayten Kahya
Beatriz Perez
Beth Beltramo
Branden McBirney
Brett Bovard
Brian Debbie
Brittany Goldsmith
Brittany Gutierrez
Brittney Olaes
Brooke Davis
Carl Carranza
Carly Clark
Caroline Kim
Casper Richardson
Catherine Vargus
Christie Woo-
Thibodeaux
Cindy Castañeda

Claire Thibodeaux
Claire Wiegand
Danielle Furuichi
Darcey Nourayi
David Weeshoff
Dayana Molina
Deborah Gregory
Denise Reyes
Devon Corlew
Diego Ortiz
Dolores Gamble
Don Nipper
Edgar Angulo
Eliana Bono
Elijah Pak
Ellen Vahan
Enjoli Ferrari
Eric Frasco
Erik Sode
Erin Politz
Fallon Rabin
Frank O'Brien
Frankie Orrala
Geoff Walsh
Gisselle Martinez

Grace Kim
Greg Donnan
Gretchen Boria Perez
Haley Feng
Heather Henderson
Isabel Delgado Betz
Isha Shah
Jasmine Elbarbary
Jay Fodor
Jean Garrett
Jen Mascolo
Jeremy Joo
Jeremy Wolf
Jerry Flores
Ji Hyun Park
Ji Sun Park
Ji Won Kim
Joan Satt
Johanna Hackett
John Readyhoff
John Reyes
John Thomlinson
Joleen Deatherage
Jonilyn Brown
Joshua Castro
Joy Cernac
Joyce Fredericks
Ju Hee Kim
Julie Coll
Karalyn Ramon
Karen Barnett
Kat Zimmerman
Kelly Chang
Kelly Kelly
Kevin McNulty
Keyla Treitman
Kyle Delicata
La Mer Barko
Lauren Bergloff
Lauren Padick
Lendi Slover
Leslie Cortez
Lois Brunet

Luis Rodriguez
Maria Moncada
Martin Betz
Melissa Aguayo
Melissa Munguia
Melodie Grubbs
Miguel Luna
Mikol Greene
Mithsy Hernandez
Nick Shattuck
Nicolette Escobar
Nonalisa Reynoso
Patrick Tyrrell
Presilla Kim
Reymundo Bravo
Rich Thomas
Robert Hardcastle
Robert Santo
Roger Waiters
Ron Orr
Sara Ford
Seha Kim
Shannon Ross
Shea Cunningham
Shirley de Man
Simone Jackson
Siva Paramanandam
Tarry Kang
Terumi Toyoshima
Themis Glatman
Yesenia Cruz



COASTAL CLEANUP DAY 2018 TOTALS



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

LOS ANGELES COUNTY

- 13,464 volunteers
- 78 cleanup sites
- 29.8 tons of trash

Over 13,000 volunteers got a dose of Vitamin Sea across 74 sites in L.A. County

STATE OF CALIFORNIA

- 57,812 volunteers
- 252 tons of trash
- Over 47,000 lbs of recyclables



ABOVE: CCD CAPTAIN AND VOLUNTEERS STRIKE A POSE AFTER THEIR CLEANUP AT WILL ROGERS.



COASTAL CLEANUP EDUCATION DAY

SEPTEMBER 12, 2018

425 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 14th annual Coastal Cleanup Education Day. With the amazing support from the CA Coastal Conservancy & the City of Santa Monica, 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, along with our Key to the Sea partners Roundhouse Aquarium, The SEA Lab, and USC Sea Grant.

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, and we helped inspire them to take care of what they love!



Beach Exploration:

Students dug in the sand and looked for animals beneath their feet, while learning how important the beach is to the ocean ecosystem and how we depend on it in our daily lives. Exploring kelp and sand crabs students 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 our local critters, encouraging future 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, students' fate lies in the hands of the unmarked bags they are racing after. Each bag contains either seafood or “fatal food.” This relay shows how easily and unknowingly animals mistake trash for food.



*Ambassador School of Global Education
Castelar Elementary
Christopher Dena Elementary
First Street Elementary
Holmes Elementary
Kennedy Elementary
Soto Street Elementary
Weigand Avenue Elementary*

HEALTHY NEIGHBORHOODS...

The key to preventing ocean pollution starts with healthy neighborhoods. Heal the Bay & partners hosted 29 inland sites to engage communities in cleaning up their local neighborhoods. Avalon Gardens, Compton Creek, Balboa Lake, and Arroyo Seco had over 2,412 volunteers combined, and participants collected over 42,260 lbs of trash. By removing trash from these inland sites, we improve the health of the neighborhoods and keep it out of our waterways and storm drain system. Win, win.

...HEALTHY ENVIRONMENT



TOP 5 FOR CCD 2018

VOLUNTEERS

- 1,276** Santa Monica Pier North
- 819** Venice Pier
- 773** Torrance County Beach
- 650** Dockweiler State Beach
- 587** Manhattan Beach Pier

POUNDS PER VOLUNTEER

- 598** Avalon Gardens
10vol
- 170** LA River Bowtie
35 vol
- 100** LAX Dunes
65 vol
- 91** LA River Arroyo Seco Confluence
74 vol
- 36** Pacoima Wash
210 vol

TOTAL POUNDS OF TRASH

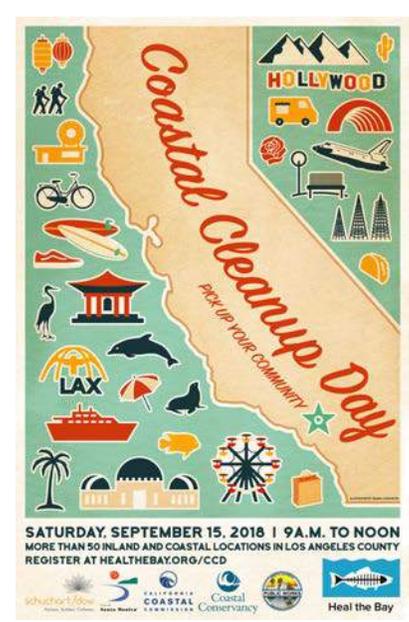
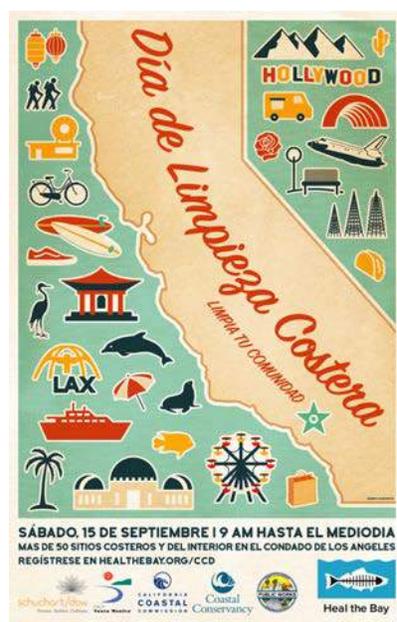
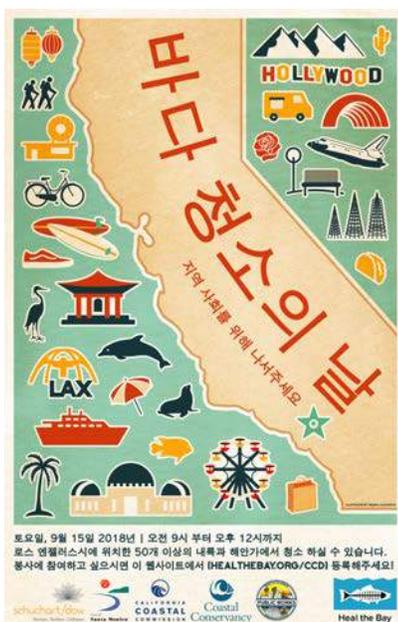
- 7,480** Pacoima Wash
- 6,740** LA River-Arroyo Seco Confluence
- 6,485** LAX Dunes
- 5,980** Avalon Garden
- 5,948** LA River Bowtie



ENVIRONMENTAL CLEANUP & AWARENESS EDUCATION PROGRAM

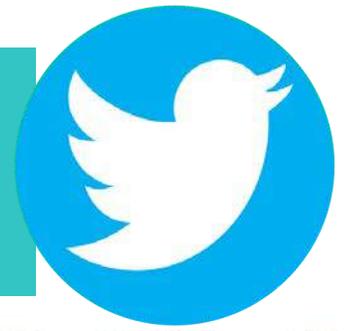
Thanks to LA Sanitation for the opportunity to partner with these amazing organizations to broaden the reach of Coastal Cleanup Day:

- Grant Housing & Economic Development, Compton Creek
- Anahuak Youth Sports Association, LA River - Arroyo Seco Confluence
- TreePeople, Marvin Braude Mulholland Gateway Park
- LA Waterkeeper, Dockweiler State Beach
- Ballona Creek Renaissance, Ballona Creek - Overland Avenue
- Friends of Ballona Wetlands, Ballona Wetlands Ecological Reserve
- Surfrider South Bay Chapter, Redondo County Beach
- Audubon Center at Deb's Park, Elysian Valley Gateway Park
- Pacoima Beautiful, Pacoima Wash
- Koreatown Youth & Community Center, Hoover Street Elementary School
- California Greenworks, Hyde Park Boulevard



IN THEIR OWN WORDS

CCD 2018 Tweets



Heal the Bay @HealTheBay Follows you

Heal the Bay Retweeted **Caroline** @cher90 · Sep 15
damien_spartans are here cleaning up the beach with @healthebay
#CoastalCleanUp #HealtheBay #Spartans 🍷🍷🍷 @ Santa Monica, California
instagram.com/p/BnwS4hnBmBiU...

Heal the Bay Retweeted **Lisza Darling** @LiszaDarling · Sep 15
#healthebay #coastalcleanup #recycle #stoplittering @ Tower 53 Dockweiler State Beach
instagram.com/p/BnwLj6UnNmX/...

Heal the Bay Retweeted **Renee** @starbright31 · Sep 15
Did a little beach clean up this morning #coastalconservancy #beanoceanhero
#healthebay @ Will Rogers State Beach instagram.com/p/BnwYmmdB-Yt/...

Heal the Bay Retweeted **Wei Houng** @WeiHoung · Sep 15
Another gorgeous day at the #beach cleaning up in the annual #healthebay
#coastalcleanup #2018 event at #torrancebeach sponsored by the #TACC aka
#torranceareachamberofcommerce

#ilovewhereilive #lifebydesign #appreciation #gratitude @ Torrance State Beach

Tweets 28.2K Following 31.4K Followers 47.1K Likes 21K

Heal the Bay Retweeted **TreePeople** @TreePeople_org · Sep 15
Today's the day! We're out in the Santa Monica Mountains learning about how restoring a local park can make our watershed healthier as it connects to the sea for #CoastalCleanupDay! @HealTheBay

BY THE NUMBERS



Social Media Reach:
106,276 People



Website Event
43,666 Page Views



#CoastalCleanupDay



Ocean Conservancy®

The Ocean Conservancy is the leading agency responsible for the global effort, International Coastal Cleanup day. They ran their first Cleanup 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.



Top Items Collected Internationally



1. Cigarette Butts 
2. Plastic Beverage Bottles
3. Food Wrappers
4. Plastic Bottle Caps
5. Straws, Stirrers 
6. Other plastic bags
7. Glass Beverage Bottles 
8. Plastic Grocery Bags 
9. Metal Bottle Caps 
10. Plastic Lids

TRASH QUIZ



Bag it or leave it?



Moon snail egg mass.
Leave it.



Horn shark egg. Leave it.



Dried kelp. Leave it.

IT TAKES A COMMUNITY!

This event cannot be done without local support



Agencies

LA Sanitation, LA County Board of Supervisors, LA County Department of Public Works, LA County of Department of Beaches and Harbors, Water Replenishment District of Southern California

Corporations

American Honda Motor Co, Inc, Chase Bank, Crystal Casino, Dive N' Surf Inc, E3 Vehicles Inc, Eco Dive Center, Esprit Marina Del Rey, Gruen Associates, Japan Business Association of Southern California, Kaiser Permanente Walking Group, KIND Snacks, Recreational Equipment, Inc, Schuchart/Dow Inc, Terranea Resort, Universal Studios

LA County Communities

Oak Park, City Council Districts of Los Angeles City of Agoura Hills, City of Compton, City of Culver City, City of Hawthorne, City of Hermosa Beach, City of Long Beach, City of Los Angeles City of Malibu, City of Manhattan Beach, City of Palos Verdes Estates, City of Pasadena, City of Rancho Palos Verdes, City of Redondo Beach City of Santa Monica, City of Torrance, Marina Del Rey

Schools

Echo Horizon School, Oak Park Unified School District, Valley Academy of Arts & Sciences, Bell Gardens High School, Santa Monica College, California State University, Northridge

State of California

California Coastal Commission, Coastal Conservancy, Department of Fish & Wildlife, Department of Parks & Recreation, State Parks Foundation

Marinas/Yacht Clubs

California Yacht Marina, King Harbor Marina, King Harbor Yacht Club, Port Royal Yacht Club, Redondo Beach Marina, Redondo Beach Yacht Club, Santa Monica Windjammers Yacht Club



NGO's

Anuhak Youth Sports Association, Mountains Restoration Trust, National Charity League, Alpha Phi Omega – Greater LA, Antelope Valley Desert Divers, Malibu Divers, Arroyo Seco Foundation, Audubon Center at Deb's Park, Ballona Creek Renaissance, BikeCulverCity, Black Surfers Collective, California Greenworks, Cabrillo Marine Aquarium, California Yacht Club, Del Rey Yacht Club, El Dorado Nature Center, Friends of Ballona Wetlands, Grant Housing and Economic Development, Keep the Esplanade Beautiful, Kiwanis International, Los Angeles Waterkeeper, Korean Youth & Community Center, Los Serenos De Point Vicente, Marine Mammal Care Center, Palos Verdes Peninsula Land Conservancy, Pacoima Beautiful, PAVA World, Roundhouse Aquarium, Save Our Shores, Sierra Club, Santa Monica Conservancy, Surfrider, South Bay Cares, Tree People, The Bay Foundation, The Neighborhood Church, The SEA Lab, The SeaChange Agency, The Watershed Project, Trails4All, Waterfront Education

We



Volunteers!



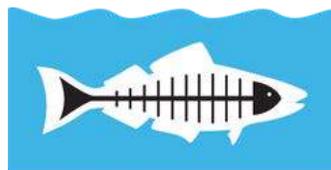
SAVE THE DATE

COASTAL CLEANUP DAY 2019



#30

SATURDAY, SEPTEMBER 21, 2019 will be our 30th Anniversary coordinating Los Angeles County's Coastal Cleanup Day efforts. Plan to be a part of this special event. HEALTHEBAY.ORG/CCD



Heal the Bay

