

Heal the Bay

LA COUNTY WRAP-UP REPORT



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ALL MONTH	Coastal Cleanup Month
Wednesday 9/2	Instagram Live with Kelly Malka
Saturday 9/5	Instagram Live with Jessa Calderon
Tuesday 9/8	Instagram Live with California Coastal Commission
Tuesday 9/8	Panel: Mountains as Protected Spaces
Wednesday 9/9	Gotitas del Saber: arroyos de las montañas
Thursday 9/10	Knowledge Drop: Streams of the Santa Monica Mountains
Tuesday 9/15	Instagram Live with Urban Farms LA
Tuesday 9/15	Panel: Moving Beyond Extraction to Community Health
Wednesday 9/16	Instagram Live with Pela Case
Wednesday 9/16	Gotitas del Saber: Heal the Bay's Calificaciones del Río
Thursday 9/17	Knowledge Drop: River Water Quality and Recreation
Friday 9/18	Instagram Live with TreePeople
Tuesday 9/22	Instagram Live with Cadence
Tuesday 9/22	Panel: A Deep Dive into Trash-Free Water
Wednesday 9/23	Instagram Live with Marine Mammal Care Center
Wednesday 9/23	Gotitas del Saber: Angler Outreach Program
Thursday 9/24	Knowledge Drop: Protecting our Coastal Resources & People
Friday 9/25	Instagram Live with Tyler Chanel
Tuesday 9/29	Instagram Live with Heal the Bay Aquarium
Wednesday 9/30	Instagram Live with Black Girls Surf
Thursday 10/1	Instagram Live: CCM Recap & What's Next

COASTAL CLEANUP MONTH COORDINATORS

Coastal Cleanup Day is the largest volunteer event on the planet. It began in 1985 as an effort to combat the increasing marine debris along our shorelines, and it has flourished ever since with over 100 countries participating internationally.

Eben Schwartz of the California Coastal Commission organized the statewide effort for Coastal Cleanup Month. Every year, the Coastal Commission tasks coordinators within California's counties to oversee and ensure the success of their cleanup sites.

Heal the Bay has served as the Los Angeles Coastal Cleanup Coordinator for 31 years. We have led the local effort and created a community of environmental stewards to keep our waters and watersheds healthy. We love protecting the Santa Monica Bay, but it makes us even happier to expand these efforts with beach and neighborhood cleanups throughout the County.

Coastal Cleanup Day brings together Heal the Bay's science, education, and advocacy efforts that support our overall environmental mission.



CALIFORNIA
COASTAL
COMMISSION



Heal the Bay

A NEW TAKE ON 2020

2020 has been a year of hardships, adversity, and adjustments, but it's also been a year of immense growth, hope and unity. COVID-19 brought the world together and undeniably illustrated how closely we are all connected, from summit to sea.

Heal the Bay is dedicated to making the coastal waters and watersheds of Los Angeles safe, healthy and clean, but our top priority has always been the health and safety of our community. With this in mind, we executed a new vision for the annual Coastal Cleanup event. Our goal was to bring the community together for a good cause, while still adhering to health and safety guidelines.

Instead of site locations, we had regions. Instead of captains, we had ambassadors. And instead of one day, we had an entire month.

The new concept of Coastal Cleanup Month included individualized cleanups close to home and virtual programming to educate the community about the impacts of trash and how we can work together towards solutions.

At a time when we can feel alone or isolated, it was inspiring to see the community come together, from a distance, to protect what we love.

THE REGIONS



MOUNTAINS



WATERWAYS



NEIGHBORHOODS



REGIONAL AMBASSADORS



Anne Sacks



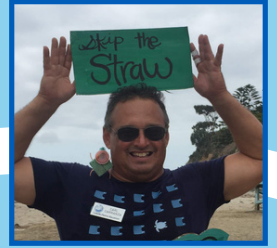
Art Salter



Barbara Gentile



Brittney Olaes



Carl Carranza



Catherine
Vargas



Claire
Thibodeaux



Cynthia
Kershaw



Dave Weeshoff



Erin Rogers



Fallon Rabin



Jay Fodor



Jeremy Wolf



Joan
Hernandez



Joleen
Deatherage



Karalyn Ramon



Kelsey
Reckling



Keyla
Treitman



La Mer Barko



Lauren Bergloff



Lendi Slover



Leslie Cortez



Mika Perron



Nick Shattuck



Patrick Tyrrell

2020 COUNTY CLEANUP IMPACT



2,334

People
Registered for
Cleanups

40,101

Pieces
of Trash
Collected

4,320

Total
Pounds
Collected

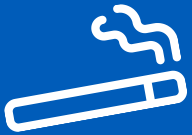
27,465,457

Total
Impressions

COMMUNITY SCIENCE AT WORK

This was the first initiative of this scale to track the impact of the improper disposal of single-use personal protective equipment (PPE) in LA County. In the first year of tracking this item, PPE was one of the top 10 items found by our volunteers, surpassing common items like glass bottles. We also found that plastic overwhelmingly made up the top 10 list of items, especially food-related items like utensils, cups, straws, takeout containers, and grocery bags. With indoor dining closed, takeout, delivery, and outdoor picnics have become much more popular, and the impacts of this can be seen in this data.

LA COUNTY'S TOP 10



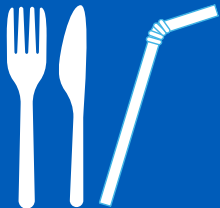
#1 Cigarette Butts



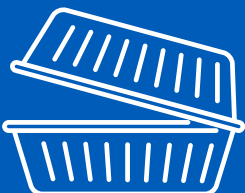
#2 Food Wrappers



#3 Bottle Caps



#4 Disposable Foodware Accessories



#5 Takeout Containers



#6 Plastic Bottles



#7 Plastic Grocery Bags



#8 Plastic Cups & Plates



#9 Beverage Cans



#10 PPE



CLEANUP
Fun!



Credit: Malibu Divers





WEEK 1: MOUNTAINS PANEL DISCUSSION

From the top of the mountains, our watersheds begin. The mountains around Los Angeles include the Santa Monica, Verdugo, and San Gabriel Mountains. These lands serve as important ecosystems for local flora and fauna, provide recreational activities, and are vital for the health of our community. While many of our mountain areas are protected, they are not immune from trash and other impacts.

MOUNTAINS AS PROTECTED SPACES



**SALLY GARCÍA,
MODERATOR**

Sally is a first generation Mexican/Salvadoran Los Angeles based creative. She is an advocate for sustainable lifestyle and outdoor access, and currently works as a park planner with MRCA.



**LAURA NAVAR,
NPCA**

As the Outreach Manager of the Pacific Region, Laura works to engage families and youth in urban communities to build a diverse base of leaders who support NPCA's local and national campaigns.



**KIMBERLY ORBE,
NATURE FOR ALL**

As Coalition Coordinator, Kimberly supports work that provides access to nature for all Angelenos. She is passionate about working with youth and exposing them to careers in conservation.



**KATY DELANEY,
NPS**

Katy is a wildlife ecologist at Santa Monica Mountains National Recreation Area, where she monitors landbirds, amphibians, and reptiles. She holds a Ph.D in Ecology and Evolutionary Biology from UCLA.

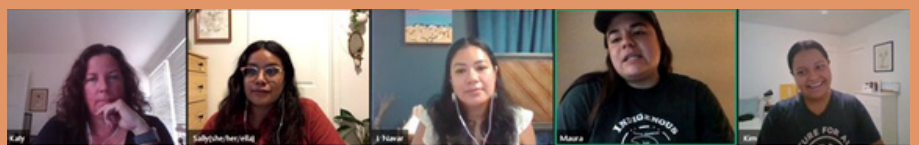


**MAURA SULLIVAN,
SACRED PLACES**

Maura is a tribal member of the Coastal Band of the Chumash Nation. She is the director of The Just Transitions program for Sacred Places Institute for Indigenous People.

The panelists discussed the importance of mountains as open spaces and efforts to protect, restore, and connect people to our local mountains.

24 attendees





WEEK 2: NEIGHBORHOODS & WATERWAYS PANEL DISCUSSION

We need nature to survive, and our water sources are integral to community health. From the mountains, through our streets, rivers, and channels, and eventually down to the ocean, our watershed connects us throughout LA County. How does our built environment affect the health of our waterways and communities?

RETHINKING INFRASTRUCTURE: MOVING BEYOND EXTRACTION TO COMMUNITY HEALTH



**MIGUEL LUNA,
MODERATOR**

Miguel is a leader in watershed awareness and social & environmental justice issues, and in empowering people to foster their participation in local and regional planning.



**ANNIE MENDOZA,
SACRED PLACES INSTITUTE**

Annie is the creator and director of "The Aqueduct Between Us", a docuseries about water in LA from an indigenous perspective, and director of Indigenous Water Programs for Sacred Places Institute for Indigenous Peoples.



**BRUCE HAMAMOTO,
LA COUNTY**

Bruce is a Senior Civil Engineer in the Stormwater Quality Division at the County of Los Angeles Public Works. He helps oversee the efforts to address the impacts of storm water and urban runoff.



**MARTHA ARGUELLO,
PSR-LA**

Martha is committed to making the voice of physicians a powerful instrument for transforming LA into a more healthy place. For 32 years, she has served as an advocate, community organizer, and coalition builder.

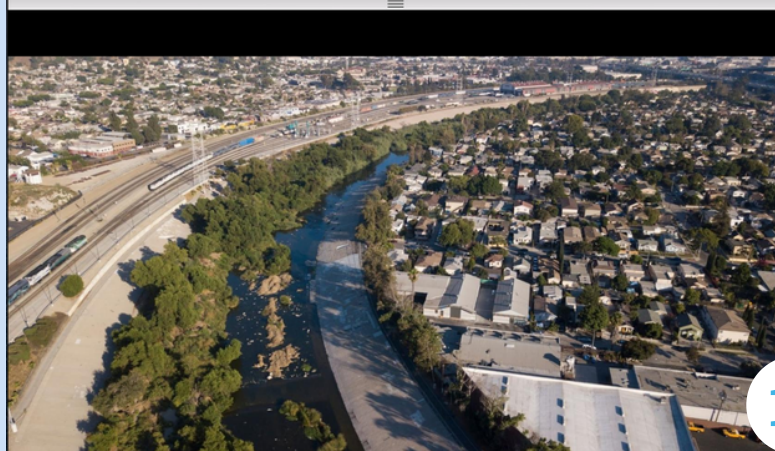


**LILIANA GRIEGO,
FOLAR**

Lilliana is the Director of Policy at FoLAR, where she connects her community with the environment and provides a voice for the River. She has always had a passion for working with the environment,

The panelists discussed how we can better protect our neighborhoods and improve the health of our communities.

94 attendees





WEEK 3: WETLANDS & BEACHES

PANEL DISCUSSION

Who is responsible for the trash that litters our neighborhoods, rivers, beaches, and ocean? The blame frequently gets placed on people who litter, but we have to consider the broader issue of waste management. Through the Clean Water Act, cities are responsible for the trash (and other pollution) that makes its way from streets to the ocean through the storm drain system.

FROM SOURCE TO SEA: A DEEP DIVE INTO TRASH-FREE WATER



**SHELLEY LUCE,
MODERATOR**

As President & CEO of Heal the Bay, Shelley is responsible for determining policy priorities, forming smart strategic alliances, and growing public participation across greater Los Angeles.



**ARTHUR PUGSLEY,
LA WATERKEEPER**

Arthur has extensive experience in environmental issues, including water quality and water rights issues, as both an attorney and as a government environmental administrator.



**CORINNE BELL,
NRDC**

Corinne works on the Healthy People & Thriving Communities Program. She focuses on stormwater runoff and green infrastructure as well as the water-related impacts of climate change.



**MATT FRARY,
LA COUNTY**

Matt leads the LA County Flood Control District's efforts in integrated water resources planning, including implementing the Safe Clean Water Program. He has experience in all projects related to water infrastructure.

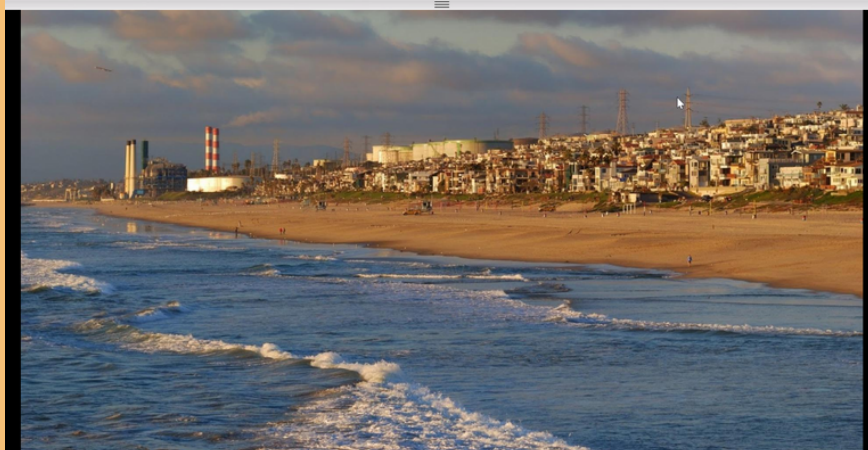


**FELIPE ESCOBAR,
PACOIMA BEAUTIFUL**

Felipe supports the community organizing team to work with and engage community members around environmental justice issues that impact the Northeast San Fernando Valley.

The panelists discussed how trash is regulated, who is responsible, and if regulations are working.

46 attendees





KNOWLEDGE DROPS

summit to sea educational webinars



Streams of the Santa Monica Mountains

River Water Quality and Recreation

How to Protect our Coastal Resources & People



GOTITAS DE SABER

seminario web educativo de montañas a mar

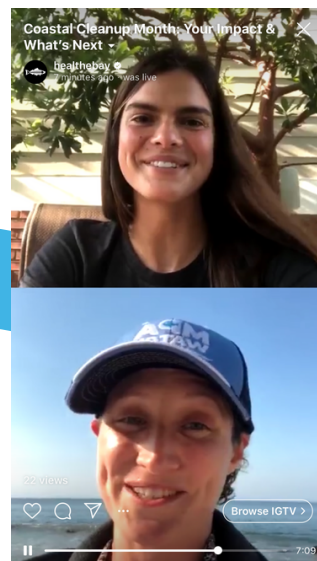
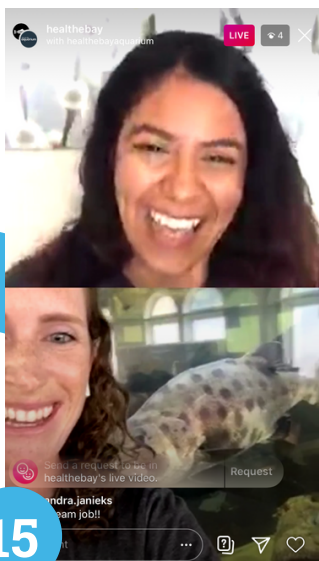
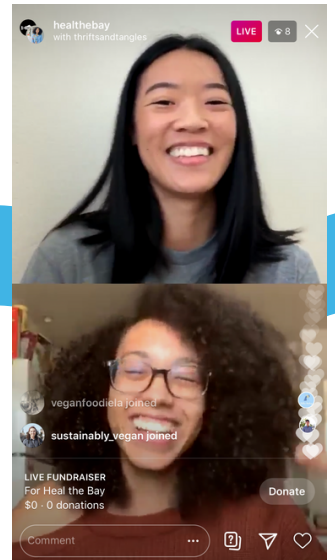
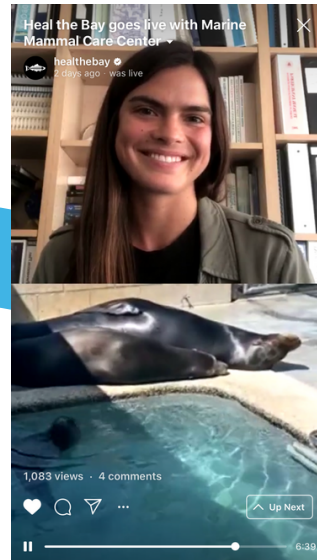
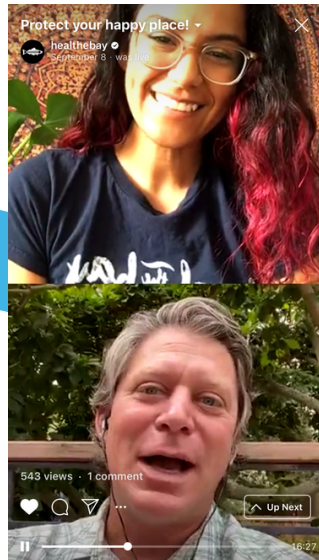
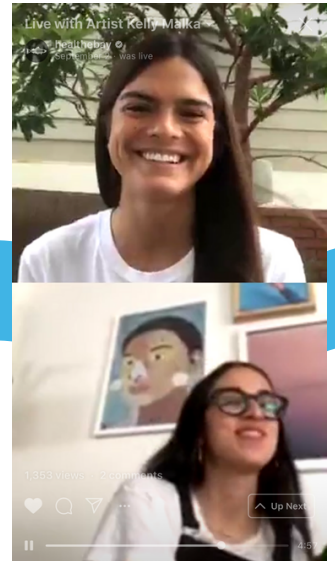
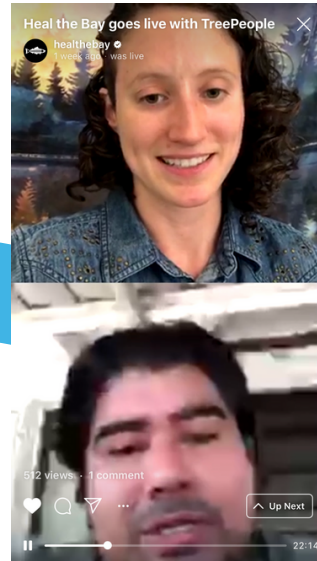


Arroyos de las montañas de Santa Mónica

Heal the Bay's Calificaciones del Río

Muelles de pesca de Angler Outreach Program

LET'S GO LIVE

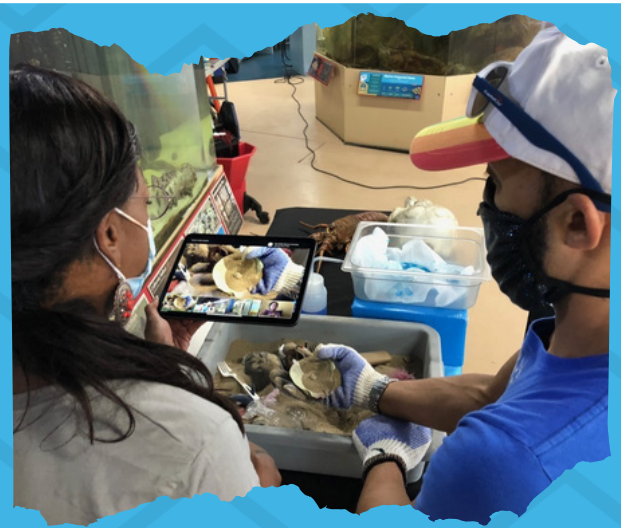


9,407
COLLECTIVE
VIEWS

EDUCATION: KNOWLEDGE IS POWER!

Children are the future, and it's important to instill a love and appreciation for the natural world in the younger generation. Through education, we hope to foster a future generation of ocean stewards and environmental activists.

This year, we hosted the first Virtual Coastal Cleanup Education Day. 437 students, between 1st and 6th grade, joined the programming via Zoom. Our team of Educators led different interactive sessions that illustrated how watersheds connect natural habitats to our communities, explained the impacts of pollution on marine habitats, and led students in a virtual beach cleanup.



EDUCATIONAL CURRICULUM

Our curriculum incorporates stories, art, reading comprehension, and math to teach students in grades 4-8 about the value of keeping our local habitats safe, healthy, and clean. It is modular and available for teachers to download online.

HABITATS OF THE MOUNTAINS AND UPPER WATERSHEDS



Coastal Sage Scrub

Short, soft, sage scrub of the Santa Monica Mountains have adapted to be heat- and drought-resistant. A signature species, the California Sagebrush, known for its aromatic scent as "Cowboy Cologne," can live for over 100 years and creates chemicals that relieve pain.

This community of sturdy, evergreen shrubs grows in thin, rocky soils at low and medium elevations. It is the most abundant habitat in L.A. When not too dense, its understory is made of coastal sage scrub. The Chaparral Yucca, a common sight, creates white flowers on a stalk that can grow 10 ft high. They rely on the help of a symbiotic moth to reproduce.

Mixed Chaparral

Home to the Ponderosa Pine, whose bark smells like butterscotch and vanilla, the forests of the San Bernardino Mountains support a mixture of pine and fir trees with trunks that can grow as large as 3-4 feet across. The forest understory is the evolutionary birthplace of mixed Chaparral and remains home to many species today.

Mixed Conifer Forests

Mountains

WILDLIFE OF OUR CREEKS, RIVERS, AND NEIGHBORHOODS

WESTERN SYCAMORE

This tree grows rapidly, sometimes more than 2 feet per year reaching heights of 100 feet! It has distinctive peeling bark and a sweet odor and have edible, maple-like sap. You'll most likely find them in canyons, floodplains, or along streams in Los Angeles. The sycamore is best known for its fuzzy seed balls that open to disperse seeds like dandelions.

COYOTE

Do you know how fast you can run or how many feet you can jump without your feet touching the ground? These incredible athletes can run 40 mph and jump 15 feet! They are brave, sometimes building their urban dens in the storm drains. They typically eat rodents, reptiles, and fallen fruit rather than pets or trash, despite their bad reputation!

PEACOCK

These colorful birds are one of the largest flying birds on the planet. They were brought to Los Angeles in 1879 from India and have gotten quite comfortable in our neighborhoods. You might know them best for their distinctive mating calls and tail feather displays. This can be observed from June through December.

CALIFORNIA BUCKWHEAT

This native flower is a pillar species for local butterflies. In one study, 31 different species of bee were identified visiting this plant. It grows well on dry slopes and canyons, as well as in your home landscaping!

STEELHEAD TROUT

The Arroyo Seco stream, a tributary to the LA River was once the mating grounds and birthplace for steelhead trout. These remarkable fish are adapted to both freshwater and marine environments and they are currently endangered. Each momma Steelhead has an average of 3,500 offspring!

BALD EAGLE

Bald Eagles used to be widespread across California and they have been reintroduced to the island of Catalina. DOT contamination of the waters around LA made required excessive human intervention in eagle reintroduction. Today the toxins have decreased to the point that eagles are hatching on their own on the island. Live stream videos of them and their nests have been available online since 2005.

Heal the Bay

Neighborhoods & Waterways

WILDLIFE OF THE BEACHES AND WETLANDS



GARIBALDI

This is the state marine fish of California. It gets its name from a 19th century Italian leader whose famous army wore flashy red/orange colors into battle!

Juveniles have sparkling spots of blue and blue-trimmed fins, while adults are fully bright orange.

CALIFORNIA GULL

These birds forage on foot, from the air, and from the water, eating everything from insects and fish to rodents!

BOTTLENOSE DOLPHIN

These dolphins usually swim in pods of 10-25, but have been seen in larger herds of several hundred.

They can dive as deep as 3,000 feet, but spend most of their time closer to shore so seeing them from the beach is a common sight!

CALIFORNIA SEA LION

They are members of the otariid pinniped family, meaning they have external ear flaps and large flippers that they use to "walk" on land.

Males can weigh over 1,000 pounds!

A big threat to this species is entanglement in discarded fishing gear.

GREAT BLUE HERON

The largest heron in North America, these birds wade slowly or stand statue-like until they find fish or other prey, then they strike with a lightning-fast thrust of the neck and head.

Climate threats, like spring heat waves, can endanger young birds in the nest.

Wetlands & Beaches



SOCIAL MEDIA BULL

INSTAGRAM



"With concrete counts & data, we can prove that single use plastics, disposables, & PPE need to be controlled at the source & production!"

@sustainabergie



@denisenpadilla



@nclincpalosverdes



COASTAL CLEANUP

"Although we cannot organize a larger beach cleanup due to COVID-19, if we all do our own solo cleanups a huge difference will be made."

@misscateenusa



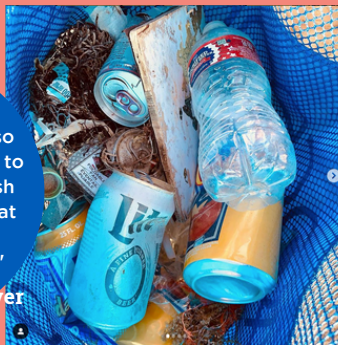
@furryfriendsfurrever



@roundhouseaquarium

"Today I did beach & trails cleanup and it was so fun! I am determined to keep picking up trash because I believe that one little thing can make a difference."

@melodytheorcalover



racheloffduty



alixxarellano

A successful social distancing beach cleanup for #CoastalCleanupMonth follow @healthebay for more info and cleanups coming up



shopcreativenative

WHO EVER SAID YOU HAVE TO BE AT THE BEACH IN ORDER TO DO A CLEAN UP?
[PROTECTING OUR OCEANS STARTS IN YOUR OWN NEIGHBORHOOD]
I INVITE YOU TO KEEP THE OCEANS CLEAN BY KEEPING THE STREETS CLEAN
#protectourcoast #keeptheoceanclean



catherinekaleel

I picked up 221 items/26 pounds of trash as part of the month long coastal clean up with @healthebay



September 27 2:25 PM

30 MINUTES / 446 PIECES OF TRASH
#COASTALCLEANUPMONTH



FACEBOOK & TWITTER



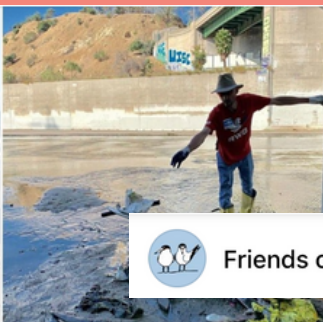
Malibu Divers



Nell Cross Beckerman ✨ Author 🌊 DOWN UNDER THE... · Sep 30
Before and after of the block my tween and I picked up 299 pieces of garbage on last day of **#CoastalCleanupMonth**. Thanks for a moment of light 🌟 **#CleanSwell** app @TeamOcean @SurfriderLA @HealTheBay @TheCACoast Every little bit counts 🌊💙



Our Regional Ambassadors used social media as a tool to spread the word and encourage registration. To stay connected, participants were encouraged to take it to socials when taking part in protecting their outdoor happy place across the County.



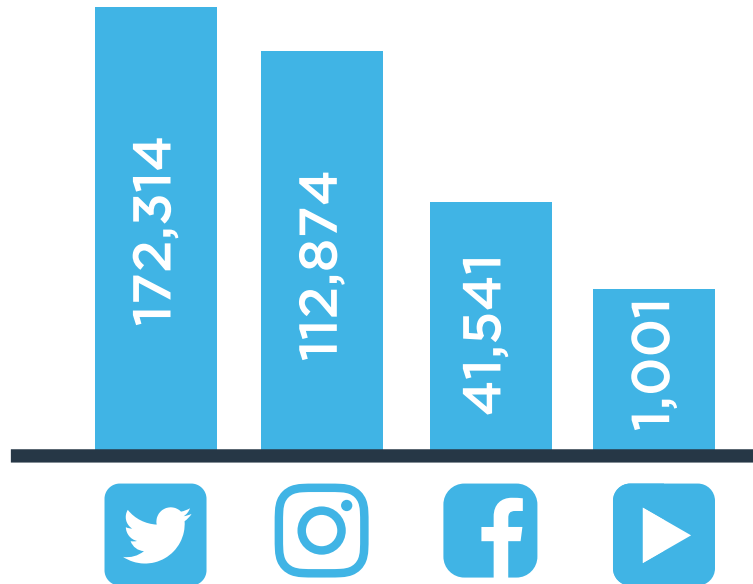
Friends of Ballona Wetlands

@healthebay #CoastalCleanupMonth



BY THE NUMBERS

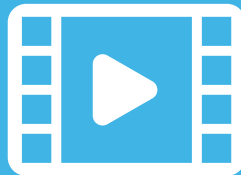
327,730
social media
reach



18,910
website clicks



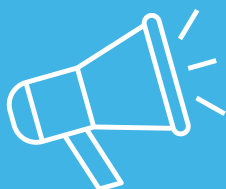
6,383
video views



18,378
newsletter
opens



27,091,525
PR impressions



Coastal Cleanup Month was mentioned across top broadcast, radio, and print/online outlets, including KTLA, NBC, KCRW, KCBS Radio, LA Times, LAist, Inhabitat, and SoCal News Group, among others.



THANK YOU TO OUR SPONSORS

FOR MAKING COASTAL CLEANUP MONTH POSSIBLE

Water for LA | Ford | K-Swiss | Blue Shield | West Basin



Blue Shield of California is proud to support Coastal Cleanup Month.

As a non-profit health plan, we are committed to building a better future. We thank Heal the Bay for your positive contributions to the community.

blueshieldca.com

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LA is Thirsty*



* IT TAKES **1,250 GALLONS** OF WATER
TO PRODUCE **1 REAM** OF PAPER



WATERFORLA.COM

THE FUTURE WON'T ARRIVE ON ITS OWN. IT MUST BE BUILT.

And to do that, our 260,000 Ford family members are putting trucks, SUVs, or whatever it takes in your hands so you can build a better tomorrow. Because this family doesn't just build vehicles. We also build the future. Built for America.



BUILT *Ford* PROUD



SAVE THE DATE

COASTAL CLEANUP EFFORT

SEPTEMBER
2021