

Heal the Bay

Coastal Cleanup Day 2022

LA COUNTY WRAP-UP REPORT



PROTECT
WHAT YOU
LOVE!

TABLE OF CONTENTS

Coordinator Letter	2
Coastal Cleanup Day Sponsors	3
Coastal Cleanup Day Site Captains	4
Coastal Cleanup Day 2022 Results	5
Top 5 of 2022	6
Coastal Cleanup Education Day	7-8
Inland Heroes	9
Inell Woods Park	10
Water for LA	11
On the Web	12-13
Coastal Cleanup Day in Photos	14-16
Thank You	17
Photo Index	18

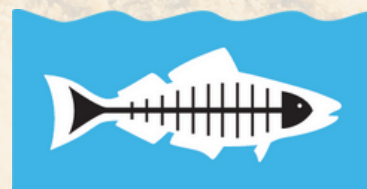
COASTAL CLEANUP DAY LA COUNTY COORDINATOR

Coastal Cleanup Day has its roots on the Oregon Coast, starting in 1984. By 1985, the California Coastal Commission joined and expanded the cleanup efforts to include all of California, with close to 2,500 Californians participating in the first year. The event has grown to span more than 100 countries, with over 17 million volunteers collecting more than 348 million pounds of trash over the past 37 years.

Under guidance from the California Coastal Commission, Heal the Bay has served as the Coastal Cleanup Day coordinator for all of Los Angeles County for the past 33 years. Dedicated volunteers and community leaders help us host cleanup sites from the mountains to the coast in neighborhoods, trails, parks, and creeks. These cleanups empower a growing community of environmental stewards and connect all Angelenos to our ocean ecosystems by way of our local watersheds.

Heal the Bay continues to help protect our local coastal waters and natural resources because of the outpouring of support from our communities. 2022's Coastal Cleanup Day saw a great return to in-person participation. It was spectacular to be integrated into our home communities and work hand-in-hand to continue to improve our local watersheds.

Heal the Bay's wrap-up report is dedicated to all who promoted, organized, donated, and participated in our Coastal Cleanup Day this year. We are so grateful for you!



Heal the Bay

LA COUNTY COASTAL CLEANUP DAY SPONSORS



PACIFIC PREMIER BANK



KAISER PERMANENTE



SUBARU



Heal the Bay would like to thank our Sponsors:

Audacy

California Coastal Commission

City of Santa Monica

Kaiser Permanente

Laird

Los Angeles County

Ocean Conservancy

Pacific Premier Bank

Subaru

COASTAL CLEANUP DAY SITE CAPTAINS



A BIG WAVE
OF THANKS
FOR ALL THAT
YOU DO!

Adam Parra
Addis Gonzalez
Alexandra Tower
Alixandra Lomas
Art Liem
Art Salter
Barbara Gentile-Crary
Beth Beltramo
Brian Lee
Candace Nafissi
Carl Carranza
Catherine Vargas
Crystal Barajas
Dane Lazarus
David Haake
David Weeshoff
Deborah Gregory

Don Nipper
Emily Parker
Erin Rogers
Frankie Orrala
Grace Young
Jay Fodor
Jennie Willens
Jessica Cairncross
Joan Hernandez
John Reyes
Karalyn Ramon
Kathleen O'Halloran
Kathy Seal
Katie Moran
Kevin Lui
Lendi Slover
Leslie Cortez

Lois Brunet
Luke Ginger
Maria Orellana
Marissa Wu
Matthew Billinghamurst
Meghan Sahli-Wells
Monica-Sarah Roldan
Nick Shattuck
Norma Lira
Patrick Tyrrell
Patty Jimenez
Robert Santo
Stephen Mejia
Sunny Lai
Supriyaa Singh
Tarry Kang
Terumi Toyoshima
Tevin Schmitt
William Preston Bowling

Coastal Cleanup Day would not have been possible without the
leadership of our site captains in LA County.



COASTAL CLEANUP DAY 2022 RESULTS

LOS ANGELES COUNTY

39 CLEANUP SITES

4,583 VOLUNTEERS

11,298 POUNDS OF TRASH

313 POUNDS OF RECYCLABLES

STATE OF CALIFORNIA

27,185 VOLUNTEERS

220,861 POUNDS OF TRASH

29,702 POUNDS OF RECYCLABLES

THE TOP 5 OF 2022



MOST VOLUNTEERS

LONG BEACH	1,150
DOCKWEILER TOWER 55	405
SANTA MONICA PIER	395
TORRANCE BEACH	303
WILL ROGERS STATE BEACH	250

MOST TRASH COLLECTED

LEWIS MACADAMS PARK	1,200
ARROYO SECO	748
BALLONA CREEK BIKE PATH	600
OVERLAND AVE	
BALLONA CREEK BIKE PATH	500
SEPULVEDA AVE	
BALBOA LAKE	495

COASTAL CLEANUP EDUCATION DAY!



In honor of Coastal Cleanup Day, 254 third-, fourth-, and fifth-grade students from three Los Angeles County Title 1 schools visited our Heal the Bay Aquarium at the Santa Monica Pier for Coastal Cleanup Education Day on September 14, 2022. Students participated in hands-on activities and learned about local marine life, how vital the ocean ecosystem is as a habitat, the effects of pollution in our watersheds, and how it ends up on the beach and in the ocean.



ED DAY BY THE NUMBERS:



Schools:

3

Students:

254

Stations:

**Beach Exploration
Aquarium Tour
Beach Cleanup
Fatal Food Relay**



INLAND HEROES

Every year, Heal the Bay finds that, while coastal sites are often more popular, a greater impact (by weight) is made per volunteer at inland sites, such as Inell Woods Park and Lewis McAdams Riverfront Park. These sites pulled 400 lbs and 1,200 lbs, respectively, though only having 17 and 67 volunteers per site, respectively. We typically have 0.5-1 pound of trash collected per volunteer at our coastal sites, but we often collect over 10 pounds per volunteer at our inland sites. Although public attendees participate at coastal sites in higher numbers, volunteers at inland site cleanups often have a strong connection to that specific place and wish to contribute to the community beautification efforts of our inland areas. The large amount of trash found and removed from inland sites further highlights that the source of trash at our beaches is a watershed-wide problem. Over the coming years, Heal the Bay hopes to bring more focus to inland sites and better emphasize the positive impact these specific cleanups have throughout the greater Los Angeles area and local waterways.

LA River- Encino

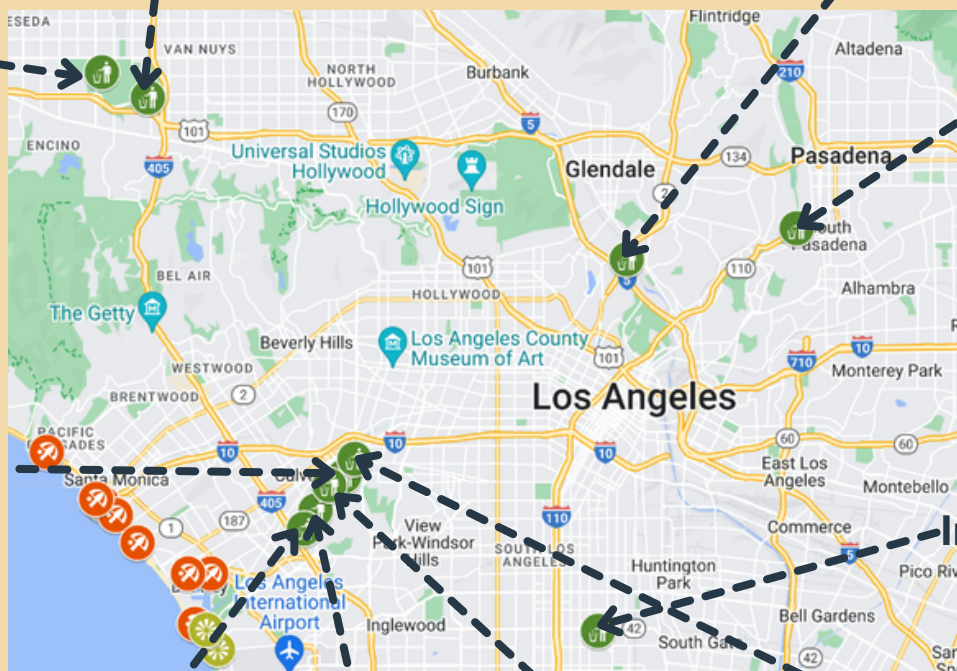
- 7 Volunteers
- 178 lbs of Trash
- 24.4 lbs/volunteer

Lewis McAdams Riverfront Park

- 67 Volunteers
- 1,200 lbs of Trash
- 17.9 lbs/volunteer

Balboa Lake

- 25 Volunteers
- 495 lbs of Trash
- 19.8 lbs/volunteer



Arroyo Seco

- 53 Volunteers
- 748 lbs of Trash
- 14.1 lbs/vol

Baldwin Hills Overlook

- 8 Volunteers
- 45 lbs of Trash
- 5.6 lbs/volunteer

Inell Woods Park

- 17 Volunteers
- 400 lbs of Trash
- 23 lbs/volunteer

Ballona Creek Bike Path:

Sepulveda Blvd

- 34 Volunteers
- 500 lbs of Trash
- 14.7 lbs/volunteer

Overland Ave.

- 39 Volunteers
- 600 lbs of Trash
- 15.4 lbs/volunteer

Duquesne Ave.

- 21 Volunteers
- 44 lbs of Trash
- 2.1 lbs/volunteer

Syd Kronenthal Park.

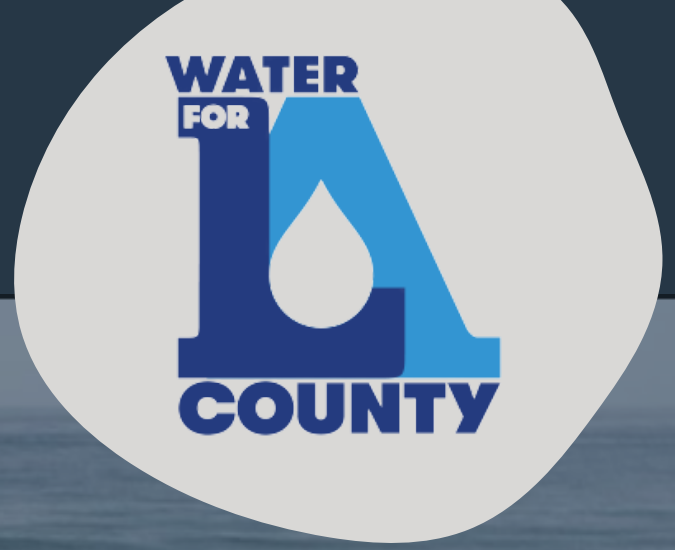
- 77 Volunteers
- 415 lbs of Trash
- 5.4 lbs/volunteer

INELL WOODS PARK

Community joined together once again for a neighborhood cleanup around the site of Heal the Bay's future Inell Woods Park, South LA's smart water park. Heal the Bay is committed to improving water quality in Los Angeles County's watersheds through the creation of more green space. This park will also function as an essential multi-benefit stormwater solution. It will improve local water quality, increase water reuse and supply, sequester carbon, and mitigate heat island effect. Construction is due to begin in early 2023.



SPOTLIGHT: WATER FOR LA



This year, our title sponsor Water for LA joined Heal the Bay at our Santa Monica Pier cleanup site. As part of Los Angeles County Department of Public Works, Water for LA helps Angelenos conserve water and keep local waterways safe and clean by building projects that help collect, filter, and reuse water right in Los Angeles County. They also work to help reduce the impacts that polluted runoff from streets and storm drains has on our environment and coastal waters. You can read more about this program at: <https://waterforla.lacounty.gov/>.

Thank you, Water for LA, for joining Heal the Bay's Coastal Cleanup Day efforts!



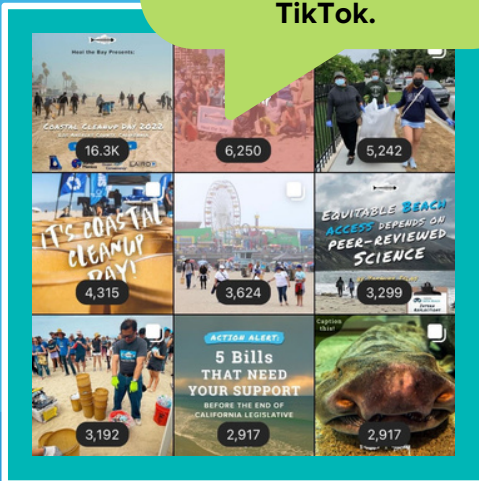
*Photos taken by Water for LA



WE MADE AN IMPRESSION

Over 30,000 impressions were garnered on Coastal Cleanup Day promotional posts across Instagram, Facebook, Twitter, and TikTok.

40 unique outlets mentioned Coastal Cleanup Day activities including top broadcast, radio, and print/online outlets, including KTLA, NBC, KCRW, KCBS Radio, LA Times, LAist, and SoCal News Group, among others.



79 hilariously witty commenters entered our Stussy #SharkWeek Caption Contest Giveaway

8 New Blog Articles attracted 3,560 pageviews.

Top Articles Included:

What the Passage of SB 54 means for California's Plastic Pollution & Waste Crisis - 1,322 views

One-Year Anniversary of the Hyperion Plant Spill - 486 views

5 Bills that Need Your Support Before the End of California Legislative Season - 242 views

Heal the Bay Blog



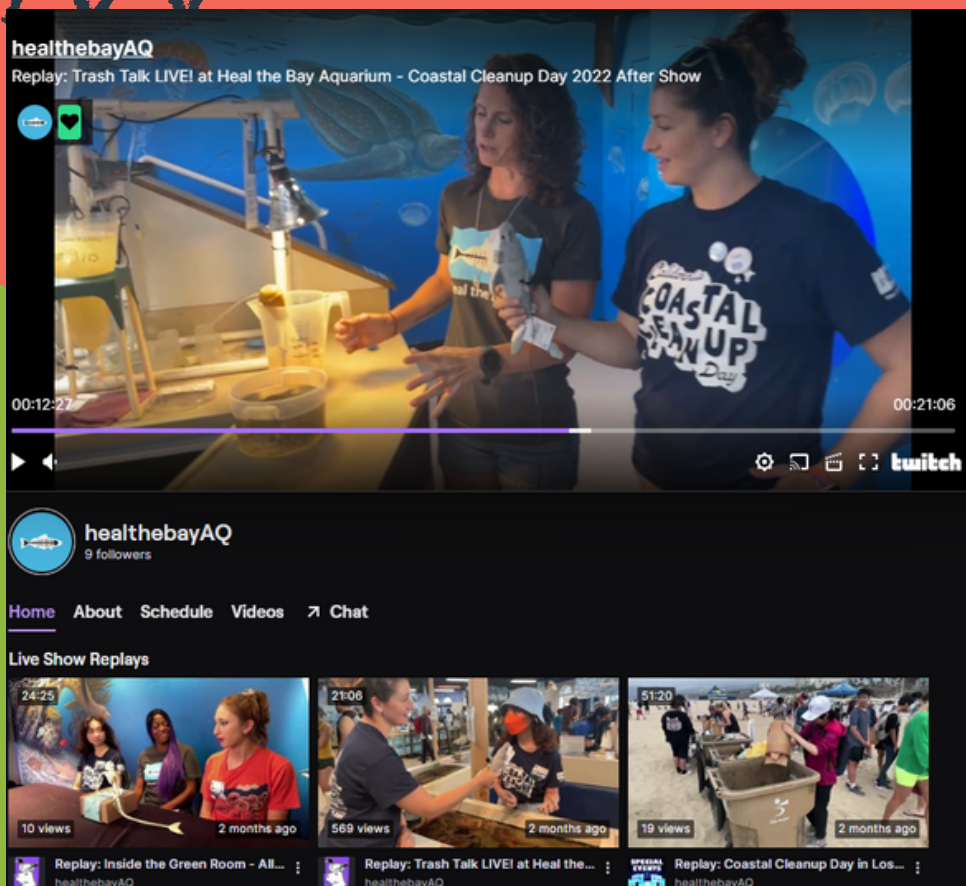
This year, folks utilized many platforms to share in all #CCD fun online.

Over 600 Trash Talk LIVE viewers tuned into the initial broadcast and the recorded replay of our new #CoastalCleanupDay After Show on Twitch.tv.

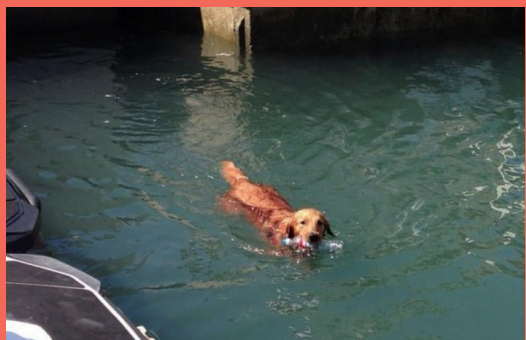


Be sure to check out the fun at twitch.tv/healthebayaq.

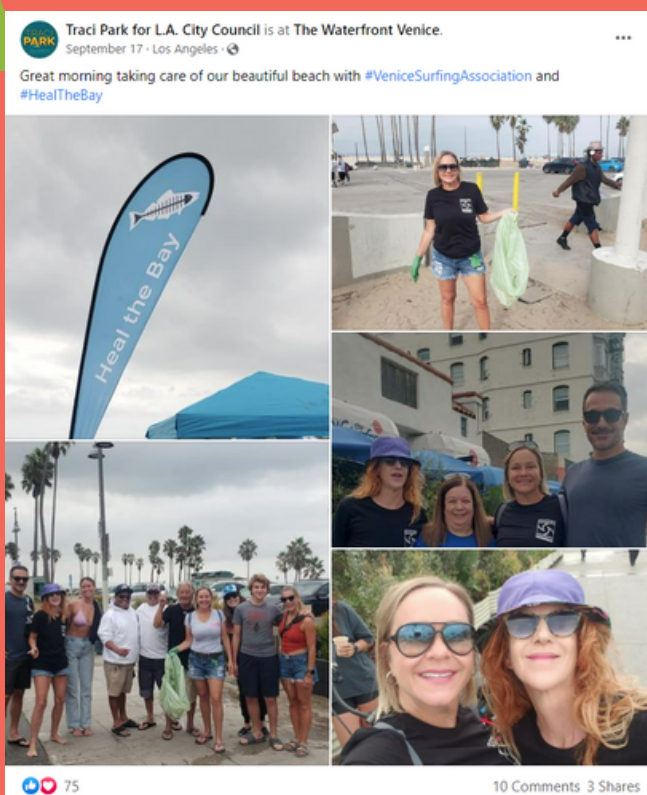
SOCIAL SPOTLIGHT



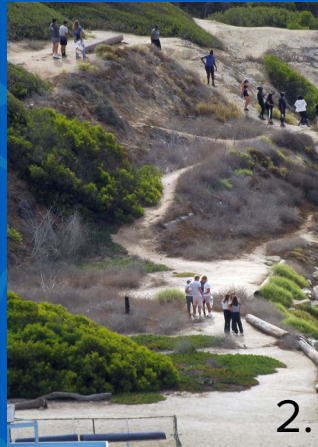
ms.v_2nd Another #healthebay coastal cleanup! It's so good to be friends with coworkers who are also great humans! Added bonus: I got to try out my cool broom-strainer invention!



griffintheferriswheeldog Jus doin my part to keep bay cleen. #griffintheferriswheeldog #goldenretriever #dogsofinstagram #healthebay



Traci Park for L.A. City Council is at The Waterfront Venice.
September 17 · Los Angeles ·
Great morning taking care of our beautiful beach with #VeniceSurfingAssociation and #HealTheBay





11.



12.



13.



14.



15.



16.



17.



18.



19.



20.



21.



22.



23.



24.

Dear Coastal Cleanup Communities,

If Heal the Bay's Coastal Cleanup Day 2022 were to be summarized in one word, it would be COMMUNITY. Communities from throughout the County came together to help protect our local waterways, green spaces, and coastal waters to prove that Angelenos' commitment to their home and neighbors can persevere. The energy and passion from our site captains, the outpouring of support from local community leaders, and the dedication of every volunteer could be felt back at CCD headquarters in Santa Monica. We were so happy to see a nearly full return to the in-person event's former glory. To all who took part, thank you does not even begin to cover it.

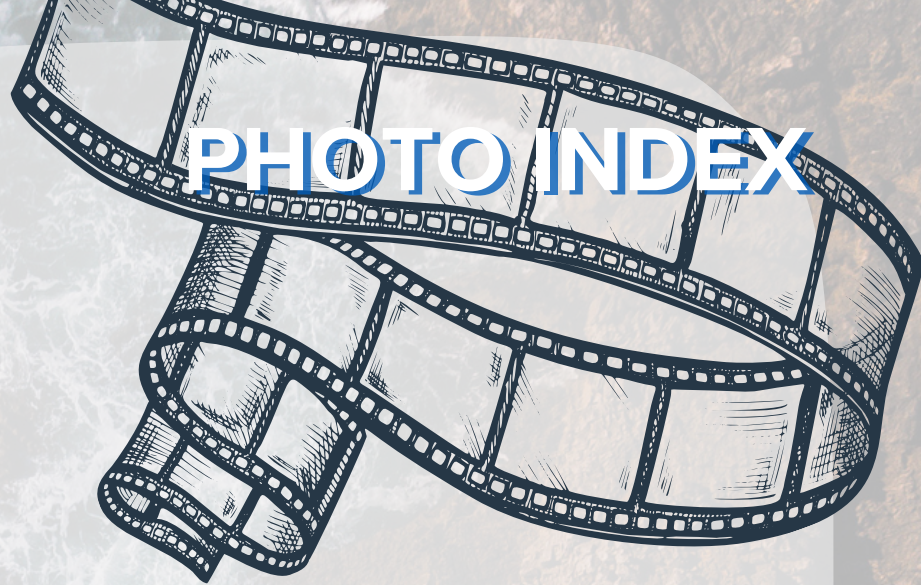
Along with beach cleanups and community beautification, Coastal Cleanup Day is one of the ways we come together to learn about our population's impact on the environment and what steps we can take to help lessen that impact. In Los Angeles, 80% of the debris found on the beach originates away, sometimes miles, from the coast. Cleaning our local creeks, parks, and neighborhoods can help prevent this trash from reaching the ocean, but more solutions exist even further upstream. Refusing, reducing, and reusing the plastic we use on a daily basis can help eradicate would-be marine debris before it has a chance to pollute our local waterways.

Coastal Cleanup Day is our annual reminder that the beach starts at our front doors. We at Heal the Bay wish for all who participated, volunteered, or got involved virtually to continue taking action to protect public health and our collective natural resources. We encourage you to stay up to date with Heal the Bay's events throughout the year, such as our monthly Nothin' But Sand cleanups, Earth Month activities in April, and more. You can spend even more time with us at our Aquarium or out on the beach by taking advantage of our more robust volunteer opportunities. Lastly, we ask you to join us in demanding systemic change and advocating for multi-benefit solutions to take bolder climate action locally and globally.

No matter how you're involved, we'd like to thank you for your continued support for Heal the Bay and your commitment to helping protect what you love. Your time, effort, and energy make it possible for us to help make the coastal waters and watersheds in Greater Los Angeles safe, healthy, and clean. Great work, everyone! We are greatly looking forward to Coastal Cleanup Day 2023!

Your Coastal Cleanup Day Team,
STEPHANIE, JACLYN, AND LARINAH

THANKS FOR
CAPTURING
THE MOMENT!



(Site, photo credit)

1. Malibu Pier, Barbara Gentile-Crary of Malibu Divers
2. Abalone Cove, City of Rancho Palos Verdes
3. Santa Monica Tower 26, Chris Coke
4. Redondo Beach, Bria Royal of Heal the Bay
5. Heal the Bay Aquarium, Marni Ayers of Heal the Bay
6. Manhattan Beach Pier, Nancy Shrodes of Heal the Bay
7. Torrance, Leslie Cortez of the City of Torrance
8. Santa Monica State Beach at Bay St., Katherine Pease of Heal the Bay
9. Santa Monica State Beach at Bay St., Katherine Pease of Heal the Bay
10. Santa Monica State Beach at Bay St., Katherine Pease of Heal the Bay
11. Dockweiler State Beach Tower 54, Terumi Toyoshima
12. Lewis McAdams Riverfront Park, William Preston Bowling
13. Heal the Bay Aquarium, Marni Ayers of Heal the Bay
14. Santa Monica State Beach at Bay St., Katherine Pease of Heal the Bay
15. Malibu Pier, Barbara Gentile-Crary of Malibu Divers
16. Manhattan Beach Pier, Nancy Shrodes of Heal the Bay
17. Abalone Cove, City of Rancho Palos Verdes
18. Torrance, Leslie Cortez of the City of Torrance
19. Santa Monica State Beach-North Beach Pier, Marni Ayers of Heal the Bay
20. Malibu Pier, Barbara Gentile-Crary of Malibu Divers
21. Torrance, Leslei Cortez of the City of Torrance
22. Dockweiler State Beach Tower 54, Terumi Toyoshima
23. Heal the Bay Aquarium, Marni Ayers of Heal the Bay
24. Lewis McAdams Riverfront Park, William Preston Bowling

SAVE THE DATE

COASTAL CLEANUP DAY LA COUNTY 2023



SATURDAY, SEPTEMBER 23, 2023

will be the 34th Coastal Cleanup Day
for Heal the Bay!

Plan to be a part of this special event.

HEALTHEBAY.ORG/CCD



Heal the Bay