

## Adopt a Beach Year End Summary Report 9 Months (April – December 2008)

### Our Mission:

To provide a healthy ocean/beach environment in San Clemente, by developing a community wide effort to improve the quality of our local waters.

### 2008 Objective:

To re-energize & build the Adopt a Beach program by focusing on the following 4 Strategies:

1. Publicity /Outreach
2. Volunteer Recruitment
3. Volunteer Retention
4. Data Collection/Reporting

### 2008 Results:

#### 1. Publicity Outreach

- 8 Events
  - Adopt a Beach Kickoff
  - Earth Day
  - Ocean Festival
  - July 5<sup>th</sup> Cleanup with Surfrider
  - AaB Team Social / Volunteer Recognition
  - Annual Coastal Cleanup
  - San Clemente Art Auction
  - Day without a Bag
- 8 Articles
  - Kickoff coverage (Sunpost News & SC Times)
  - Mayor Column SC Times
  - Sunrise Rotary Club Clean Up Photos SC Times
  - City Magazine Article & Photo
  - Full Page Ad – Adopt a Beach Teams Recognition – SC Times
  - AaB Team member Mark Aubrey saves drowning man – SC Times
  - Team Recognition/appreciation – SC Times
- 3 Presentations
  - SC Parks and Recreation Commission Meeting
  - SC Sunrise Rotary Club Meeting
  - AaB Team Recognition Celebration- Quarterly Status Report

#### 2 & 3. Volunteer Recruitment

- 49 Teams signed up
- 3 teams moved/requested to be taken off the list
- 8 Teams signed up but were never active
- 10 Teams had limited participation
- 8 Teams were consistently active

#### 4. Data Collection/Reporting

- **Record breaking number of clean-ups!**

- 2008 Data Totals:
  - 947 clean ups
  - 517 bags
  - 261 buckets
  - 537 hours
  - 15.5 teams (average each month)

- **High volume of trash removed (8 month period)**

- 17,950 plastic \*
- 1,505 glass
- 1,763 cans
- 27,593 cig. Butts \*
- 68 animal waste
- 9,001 straws
- 30,773 Styrofoam \*
- 11,628 paper
- 3,700 balloons

\*This was the number counted – many data sheets noted “too numerous to count”

**103,981** pieces of debris kept off of the beach and trail in the past 9 months by the AaB teams

## Other 2008 Accomplishments:

- Largest number of team sign ups in history of the program

- Record breaking number of cleanups – on our way to getting SC beaches upgraded from C to B class rating
- Introduced the Adopt a Beach blog
- Developed template for on-line monthly summary reports
- Created PDF fillable form for data collection information (thanks to Miller/Wood team)
- Initiated progress reporting – monthly, 6 month, year end
- Adopt a Beach in the news 8 times this year.
- Team Captain Mark Aubrey (aka Beachmaster) saved a drowning man during beach cleanup & became a local hero.
- Held first Adopt a Beach Celebration / team social
- Provided data and field observations/suggestions influencing public policy decisions
- Started evaluating our own processes for environmental impact & opportunities to “go greener”
- Identified need for documenting processes and succession planning for Adopt a Beach Leadership