



# Adopt a Beach Celebration!

August 2008



# Remembering... The Vision



# Remembering...

## 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.*

# Re-energizing...

## Adopt a Beach Program

### **4 Strategies:**

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

So...how are we doing?

# 1. Publicity/Outreach

- **5 Events**

- Kickoff
- Earth Day
- Ocean Festival
- July 5<sup>th</sup> Cleanup
- AaB Team Social

- **6 Articles**

- Kickoff Coverage (SunPost News and SC Times)
- Mayors Column SC Times
- Sunrise Rotary Club Clean Up photos SC Times
- City Magazine Article and Photo

- **2 Presentations**

- SC Parks & Recreation Commission Meeting
- SC Sunrise Rotary Club Meeting

# 2. Recruitment/Retention

- **Record breaking enrollments!**
  - 46 teams (for 22 sections of beach/trail)
  - 8 Sections maxed out (triple coverage)
- **Enhanced Communication**
  - Created Adopt a Beach Blog
  - Developed templates to streamline response to inquiries, monthly reporting
  - Created online distribution groups & spreadsheets for team contact info
  - Monthly updates / photos of events
  - Opportunity to provide feedback/recommendations
- **Recognition / Appreciation**
  - Monthly progress reports linked to blog
  - Quarterly recognition – team socials!

Now, for the REALLY fun and  
EXCITING part...!

Your Amazing Accomplishments  
Over the Past 4 Months...

# 3. Data Collection/Reporting

- **Record breaking number of clean-ups!**
  - 442 clean ups
  - 225 bags
  - 123 buckets
  - 268 hours
  - 15.5 teams (average each month)
- **High volume of trash removed (4 month period)**
  - 6,013 plastic
  - 783 glass
  - 708 cans
  - 9,975 + cig. Butts
  - 16 animal waste
  - 4,982 straws
  - 5, 198 Styrofoam
  - 3, 347 paper
  - 2, 609 balloons

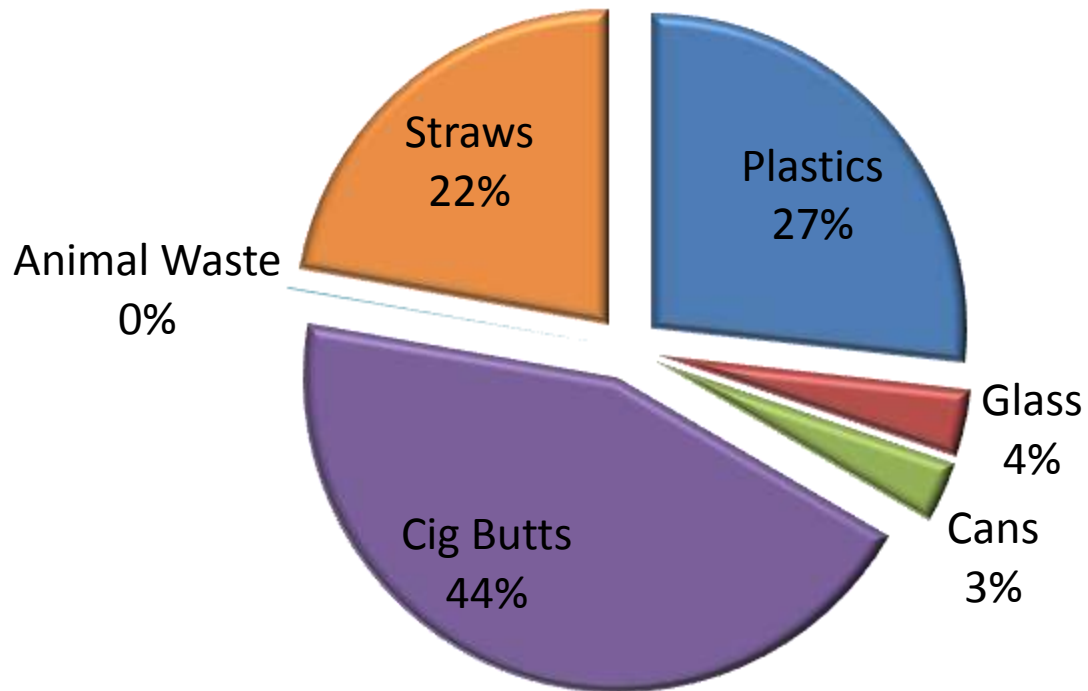
# Top Offenders

Trash Removed by Adopt a Beach Teams



# Breakdown in Percentages

## Trash



# Future Opportunities

- Going Green
- Automate data collection reporting
- Sponsorships
- Increased visibility
- Increase communication/idea generation

# Recognition and Appreciation

- **Contributors to this event**

- Bill Hart (fearless leader)
- Ron Perugini (event sponsor!)
- Nanci Mavar (event organizer)
- Mary Vondrak (invitations, projector & more)
- Vernon Johnson (slide show, tech wizard, ongoing support)

- **YOU! Adopt a Beach Teams**

- **Original**
- **Consistent**
- **Dedicated**

**and speaking of dedicated...**

A special acknowledgement goes out to the  
BEACH MASTER

# Summary

- It has been a wild and wonderful first quarter for the Adopt a Beach Program. A true team effort in so many ways. Thank you for working with me to keep Stephanie Dory's vision alive. Thank you for supporting the mission of the Watershed Taskforce. Thank you for keeping San Clemente beaches and trails clean and safe. Thank You for making a difference.