

Hands-on Approach: Coastal and Inland Cleanups



Derek D. Turbide, Executive Director
I Love A Clean San Diego, Inc.

Through outreach, community involvement and example, I Love A Clean San Diego leads and educates our community to actively conserve and enhance the environment.

I Love A Clean San Diego, Inc. (ILACSD)



Educational Campaigns

Recycling and HHW Hotline

Presentations and Community Outreach

Events

ILACSD's Cleanup History



1954: War Against Litter Committee

- County Board of Supervisors and San Diego City Council
- Neighborhood and Beach Cleanups
- "I Love A Clean San Diego"

Current Cleanup Programs



Adopt-A-Beach Program

Coastal Cleanup Day

ILACSD Beach/Inland Cleanups



Adopt-A-Beach Program



Cleanup Consulting

- ILACSD provides supplies and training

Ocean Day Kid's Cleanup

- Statewide cleanup event held on May 22
- Five coastal sites
- 5000 elementary school students
- Aerial art formation



Los Angeles Dockweiler State Beach

Coordinated
by the
Mailbu
Foundation



Humboldt County Manila Beach

Coordinated by
the North
Coast
Environmental
Center



Monterey County Marina State Beach

Coordinated by
the Chaffee
Zoological
Gardens



San Francisco Ocean Beach

Coordinated by
the Headlands
Institute



San Diego Oceanside City Beach

Coordinated
by I Love A
Clean San
Diego



San Diego Kid's Cleanup



- Participation from over 1000 students from eight different Elementary schools in Carlsbad, Escondido, Fallbrook, Oceanside, and Poway

- 40 volunteers from the US Navy and US Marine Corps

- Helicopter and aerial photography provided by US Coast Guard

- Live media coverage on KUSI morning show and additional coverage from FOX 6, Channel 10, Channel 8, the San Diego Union Tribune, North County Times and other community newspapers

2002 Coastal Cleanup Day



International Cleanup

- Saturday, September 21, 2002
- 118 Countries
- 55 US States and Territories
- Debris database

Inland and Coastal

- Approximately 45 Sites

ILACSD and SD Baykeeper

- Strategic partnership

Coastal Cleanup Day: Inland



California Coastal Cleanup Day 2002 will be ILACSD's first inland-focused cleanup effort.

Goals

- Raise awareness of connection to ocean
- Engage inland communities
- Empower people and instill a sense of responsibility
- Increase tonnage of debris collected

Inland Cleanup Sites



North

Carlsbad, Cardiff, Escondido, Fallbrook, Oceanside, Poway

South

Bonita, Chula Vista, Morena Village, San Ysidro

East

Cuyamaca, La Mesa, Lakeside, Santee

Central

City of San Diego, Lemon Grove

Safety First



Safety is always priority at any ILACSD cleanup event

- All participants must fill out waiver forms
- ILACSD works closely with lifeguards and park rangers
- All dead animals are flagged for removal by lifeguards
- ILACSD includes safety in site captain training

Site Captains

Captains and Co-Captains

- Each site has a captain and co-captain
- Captains and co-captains are volunteers
- Activists, Service org. members, colleagues

Responsibilities

- Sign-ins and supplies
- Safety talk/event debriefing
- Manage cleanup site
- Market cleanup



Getting the Word Out



Marketing and Advertising

- Posters and flyers
- Presentations and outreach events
- Recycling Hotline
- Mail (cards, inserts, newsletters)
- Paid or In-kind advertising
- Media pieces

Media



Public Service Announcements

Calendar Listing

News Releases

Media Advisory

Sponsorship



Title Sponsors

- US Filter, Sea World, Allstate Cellular, SD Union Tribune, Sprint, Fetzer and many more...

Site Sponsors

- SAIC, Solar Turbines, Cubic, Karl Strauss, Home Depot, Chicken of the Sea, REI, US Navy and many more...

Contributing Sponsors

- Trader Joe's, Whole Foods, Rite-Aid, Union Tribune, Sammy's Woodfired, Pat and Oscars and many more...

Give A Man A Fish...



Hands-On: Cleanup Events

- more than just beautification and protection
- Community action and involvement
- Education and awareness
- Empowerment

"Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime" - Author unknown