

SOLV SPRING OREGON BEACH CLEANUP 2011 Final Report



It's Our Nature To Volunteer

Legacy Sponsors:

Fred Meyer



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Tektronix

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Alaskan Brewing's Coastal CODE Fund



Coordinated By:



Local Coast Haulers:

Bandon Transfer & Recycling, Cart'M Recycling, Central Coast Disposal, City Sanitary Service, Curry Transfer & Recycling, Dahl Disposal, Les' Sanitary, Nestucca Valley Sanitary Service, North Lincoln Sanitary and Recycling Service, R Sanitary Service, Thompson's Sanitary Service, and Western Oregon Waste.

Additional Support:

City of Yachats, SOLV Members

TABLE OF CONTENTS

Executive Summary & History.....page 3

Cleanup Highlights.....page 4

Beach Zone Captains.....page 5

Partners..... page 6

Publicity.....page 11

Photo Gallery.....page 12

EXECUTIVE SUMMARY

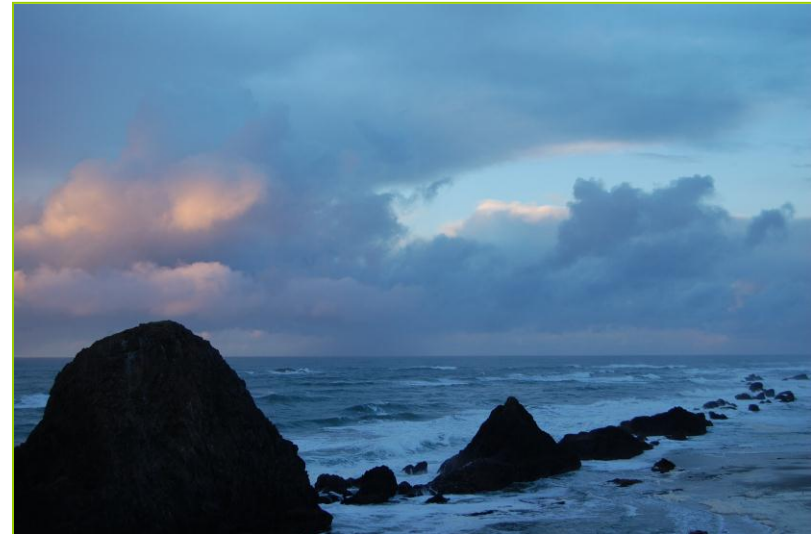
Over 3,402 volunteers headed to the Oregon Coast for the SOLV Spring Oregon Beach Cleanup to clean up trash washed ashore by winter storms. Armed with raingear, gloves, bags, buckets, and colanders volunteers removed an estimated 52,617 total pounds of trash from our beaches including 4,627 pounds of recycled and re-used materials and 47 tires.

The most common item reported up and down the coast was bite-sized pieces of plastic. Some types of plastic may never fully degrade, but instead break down into smaller and smaller pieces which can threaten the health of birds, turtles and marine mammals if ingested. Other common items reported included cigarette butts (which also contain plastic), food containers, bags, ropes, flip flops, buoys, and tires. There was an unusual amount of boat-related gear reported this year including large blocks of Styrofoam, and nets. Ropes and nets can entangle and kill seabirds, fish and marine mammals; as well as clog boat propellers and engines. Bottles, bottle caps, and lighters with Korean, Japanese, Russian and Chinese lettering were also picked up which serves as a reminder that we all live in one watershed!

HISTORY

The first statewide volunteer coastal cleanup was held in Oregon in 1984, after Oregon Department of Fish & Wildlife (ODFW) employee, Judie Hansen and Eleanor Dye of the Oregon Refuse & Recycling Association were inspired to rid the state's beaches of litter. Judie became concerned about litter after reading an article in Alaska's Fish & Game magazine about the untimely death of a brown bear. An autopsy revealed the bear's stomach held the remains of 13 Styrofoam cups, likely leading the bear to assume a full stomach and starve. Judie had no idea small bits of plastic could harm wildlife, and began asking wildlife managers about plastic pollution in the environment. The dream of an Oregon Beach Cleanup began to take root.

Many people stepped up to make the beach cleanup possible including Eleanor Dye who organized haulers up and down the coast. Local coast haulers have been donating their services to properly dispose of the trash picked up by volunteers now for 27 years! That is no small service, as in the first year alone 26 tons of trash were picked up by 2,100 volunteers. SOLV began coordinating the cleanup in 1986. The cleanup has since grown into an Oregon tradition, with thousands of people working together each year to protect the health of our oceans, wildlife, and coastal economies.



CLEANUP HIGHLIGHTS

Litter recycling effort – Seaside, Cannon Beach, Manzanita, Newport and Florence:

Seaside, Cannon Beach, Manzanita, Newport and Florence Zone Captains went the extra mile this year and added recycling stations to the beach cleanup. It was a highly cooperative effort with volunteers from the Surfrider Foundation and Oregon Beverage Recycling Cooperative sorting recyclables as volunteers hauled in trash bags off the beach, and local coast hauling companies like Western Oregon Waste, Cart'M Recycling, and Central Coast Disposal accepting trash and recyclables free of charge. Two beach cleanup sites in Manzanita recycled more trash than was taken to a landfill!

Litter re-use effort – Newport, Reedsport, Bandon, Port Orford:

Bandon artist Angela Haseltine Pozzi worked with the Surfrider Foundation and Oregon Parks and Recreation Department Zone Captains in Newport, Reedsport, Bandon, and Port Orford to re-use all of the trash collected in educational art projects. Ms. Pozzi directs the Washed Ashore Project, an effort to engage community volunteers in collecting, restoring, and reusing marine debris from the beach to make art and sculpture projects that raise awareness of marine debris and plastic in the ocean.

Brookings Welcome Center - Brookings:

The community of Brookings pulled together to take care of debris on the beach, including the remains of a yacht that was shaken loose from the tsunami surge on March 11th. Over 85 volunteers in Brookings, including 45 youth, removed about 1,800 pounds of trash and debris, including fiberglass, antennae's and huge blocks of Styrofoam.



ZONE CAPTAINS

The success of each project depends on a well-organized Zone Captain. These are the volunteer leaders who, with support and technical assistance from SOLV, contact local garbage haulers, help recruit Beach Captains for each registration site, encourage the community to participate, check beach access points for problems, determine and order supplies, oversee the work, and ensure the safety of volunteers at all sites on the day of the event. Many Zone Captains, co-coordinators and team leaders are Oregon Parks and Recreation staff. Members of the Surfrider Foundation also led several check-in sites along the coast.

2011 Spring Zone Captains

Zone 1	Dane Osis
Zone 2	Coral Cook, Jenee Pearce-Mushen
Zone 3a	Shelley Parker
Zone 3b	Dolores Stover - Rockaway only
Zone 4a	Jennifer Holderman
Zone 4b	Travis Sisco - Sand Lake only
Zone 5	Scott Duncan
Zone 6	Mark Saelens
Zone 7	Charlie Plybon
Zone 8	Doug Sestrich
Zone 9	Trisha Wymore
Zone 10	Michael Northrop
Zone 11	Robin Sears
Zone 12	Eric Cook
Zone 13	Greg Ryder
Zone 14	Angela Stewart



Cannon Beach Zone Captain, Jenee Pearce-Mushen (left), with Beach Captains including Mike the DJ who kept the cleanup upbeat.

Partners: A SPECIAL THANK-YOU to our partners, sponsors, individual volunteers, & in-kind donors who make this event possible.

Coordinating Sponsors:

Oregon Parks and Recreation Department
Local Coast Haulers: Bandon Transfer & Recycling, Cart'M Recycling, Central Coast Disposal, City Sanitary Service, Curry Transfer & Recycling, Dahl Disposal, Les' Sanitary, Nestucca Valley Sanitary Service, North Lincoln Sanitary and Recycling Service, R Sanitary Service, Thompson's Sanitary Service, and Western Oregon Waste. Tillamook County, Lane County and other solid waste departments also provided no-fee disposal certificates.

Legacy Sponsors:

Fred Meyer
The Standard Insurance Company

Sustaining Sponsor:

Tektronix Foundation

Media Sponsor:

AM 620 KPOJ

Supporting Sponsor:

Alaskan Brewing's Coastal CODE Fund

Additional Support Provided By:

SOLV Members
The City of Yachats



Fred Meyer volunteers clean up at Seaside.



Western Oregon Waste volunteers at Fort Stevens. WOW donated disposal and recycling services at several North Coast sites

Volunteer Groups:

"The Pursuits" - Church group from Grants Pass
3A Oregon
ABC Doula Service
Alpha Kappa Omicron chapter of Phi Theta Kappa
Altair Ski & Sports Club
AmeriCorps
Angel Ink Tattoo
Angell Job Corps
Arizona State Alumni
Astoria Animal Hospital
Atkinson Memorial Church
Auriel Awareness
Bald Peak 4-H
Bank of America
Bank of Astoria
Bay Shore Women's Club
Belloni Shelter Care
Bethel Congregational United Church of Christ
Blue Element Scuba
Boy Scouts of America
By Our Powers Combined
Bybee Neighborhood
CAL Capstone
Calvary Korean Presbyterian Church
Capital Pacific Bank
Cascade Cruisers, Inc.
Celebration Center
Center for Cultural Interchange Exchange Students
Century Health Services
CH2M HILL
Change Takes Action PDX
Chemawa Indian School - Marion County
Chinook Winds Casino Resort
Clackamas Fire District
Clatsop Community College
ClearEdge Power
CoastWatch - A program of Oregon Shores
College of Oceanic and Atmospheric Sciences at OSU
Confederated Tribes of the Umatilla Indian Reservation (CTUIR) - Wildlife
Coos Citizens for Cleaner Beaches
Corvallis Odd Fellows
Cub Scouts
Danville Services of Oregon, LLC
David Douglas School District
David Evans and Associates, Inc
Democratic Party
Duniway Middle School
EnviroMedia Social Marketing
Environmental Law Caucus at Lewis and Clark Law School
Fantastic 4-Hers
First Baptist Church
First Lutheran Church
First United Methodist Church - Portland
Flat Broke & 4 Wheelin'
Florence Massage and Spa
For the Kingdom
Fred Meyer
Friends of Beaverton Creek
Friends of Netarts Bay Watershed, Estuary, Beach and Sea (WEBS)
Girl Scouts of the USA
Gold Beach Skate Park
Hands on Greater Portland
Hauser Dunes Riders
Heritage High School Science Club
Heritage High School Science Club
Hewlett-Packard Company
Hillsboro National Honors Society
Hoplite Sports
HSBC - North America
IBM - Lender Business Process Services
Intel Corporation
Interact
Interface Engineering
Internal Revenue Service
Jones & Roth CPA
Kaiser Permanente
KGW News Channel 8
KONE Inc.

Lincoln County
Lions Club
Louisiana-Pacific Corp
Lower Nehalem Watershed Council
Lucky Longneck Llama 4-H Club
MagnumWerks, Inc.
Manzanita Neah-Kah-Nie Dunes Management Association Inc.
Maple Star Oregon
Mead & Hunt, Inc
Meridian Rainbow Assembly
Metro
Metropolitan Learning Center
Mt Tabor Veterinary Care
National Charity League Blue Heron Chapter
National Charity League Sunnyside Chapter
National Honor Society
Nedonna Beach Neighbors
Netarts Beach & Bay Alliance
Northwest Quadriders
Northwest Steelheaders
Northwest Trail Alliance
Obsidians, Inc.
Oregon Beverage Recycling Cooperative
Oregon Bow Hunters
Oregon Bridge Delivery Partners
Oregon Coast Aquarium
Oregon Dunes Patrol
Oregon Equestrian Trails
Oregon Foundation Quarter Horse Club
Oregon Hunters Association
Oregon Marine Construction
Oregon Parks and Recreation Department
Oregon State University Extension Service
Oregon Volunteers Dune Patrol
Organizers Northwest
Our Redeemer Lutheran Church
Outdoor Industry Association
Pacific Alarm Systems
Partnership in Community Living
Phi Theta Kappa

Planned Parenthood Columbia Willamette
Ponzi Vineyards
Port of Portland
Portland General Electric
Portland State University
Portland State University Kickboxing
Prince Family Earth Cleaners
Providence ElderPlace
Qualxserv
Rachel Carson Environmental Middle School Green Team
Raleigh Hills Ward
Randall Group
Raven Off Road
Recology Portland
Reedsport Rotary
Ring Container Technologies
Rockaway Beach Lions Club
Rockaway Shores Home Owners Association
S.S. Gals
Salem Sand Club
Sauvie Island Community Association
Save the Riders Dunes
Scenic Middle School
Schwabe, Williamson & Wyatt, P.C.
Seaside International Hostel
SEIU - Service Employees International Union
Singles of The Church of Jesus Christ of Latter Day Saints
Siuslaw Bank
Skipanon Brand Seafood
Skipanon Watershed Council
SOLV
Spm Inc.
Starbucks
State Farm Insurance Companies
Stone River Community
Sunny Oaks Inc
Surfrider Foundation
Sutherlin High school
Swipe Inc
Target Stores

Team Coast Guard
Technology Conservation Group
Tektronix
The Church of Jesus Christ of Latter-day Saints
The Lodge at Gearhart
The Randall Group
The Standard Insurance Company
The Sunrisers Kiwanis Club
The Turnaround Market
The Yahoo! Employee Foundation
Tillamook Bay Community College
Tillamook Bay Watershed Council
Timber Linn 4X4
University of Portland
US Bank
US Coast Guard
US Coast Guard Steadfast
US Forest Service
USCGC Fir
Vestas Americas
We Know DV
Wells Fargo
West Hills Unitarian Universalist Fellowship
Western Oregon Waste
Yachats Chamber of Commerce
YAYAS
Young Earth Human Alliance
Youth Enviro Squad-OSU Extension Service
Zumba

Beach Captains:

Alsea Bay Bridge Interpretive Center
Beth Hawkyard
Billi-Jo Wills
Cape Lookout State Park Management Unit
Carl G. Washburne Memorial State Park Hosts
Chinook Winds Casino and Resort
Cindy Hanson
David Matthews
Dawnell Wright

Denise Lofman
Faith Steinlicht and family
Florence Chamber of Commerce
Fort Stevens State Park Management Unit
Frank De Filippis
Gus Gates
Ian Jarman
Jacque Rodriquez
John Anderson
Lisa Lynch
Lower Nehalem Watershed Council
Mark Person
Mike McDaniel
Miranda Barb
Nehalem Bay State Park Hosts
Oregon Beverage Recycling Cooperative
Oregon Parks & Recreation Department
Pelican Pub
Peter Snell
Phil Barbour
Rockaway Beach Lions Club
Rudi Miranda
Russel Wymore
Sheryll Loftin
Siuslaw Valley Bank
Stephanie Miller
Steve Snow
Surfrider Foundation – Newport
Surfrider Foundation – Portland Chapter
Surfrider Foundation – Siuslaw Chapter
Tillamook Bay Community College
Tillamook Bay Watershed Council
Travis Korbe
Tristan Fields
Yachats Chamber of Commerce

In-Kind Donations Provided to SOLV:

Overleaf Lodge
Rick Schafer Photography, LLC
Sandstrom Partners

In-Kind Donations Provided to Individual Zones/Projects:

City of Cannon Beach

City of Seaside

Coos Bay District Bureau of Land Management

Lane County Solid Waste Department

Reedsport Rotary Club (raffle prizes)

Tillamook County Solid Waste Department (disposal fees)

WorldMark by Wyndham



PUBLICITY

The 2011 Spring Beach Cleanup solicited statewide media coverage to tell the local SOLV stories. The following is a sampling of the many newspapers, publications, television, radio stations and web based media that ran stories, notices, and calendar items.

PRINT

Asian Reporter	circulation: 20,000	The Oregonian	circulation: 268,512
Bandon Western World	circulation: 2,423	Seaside Signal	circulation: 3,000
Curry County Report	circulation: 2,806 x 2	Siuslaw News, Florence	circulation: 6,571
Democrat Herald (Albany)	circulation: 16,932	Statesman Journal, Salem	circulation: 193,900
Douglas County Mail	circulation: 1,831	Tillamook Headlight Herald	circulation: 7,500
The Daily Astorian	circulation: 8,421 x 5	The Umpqua Post, Reedsport	circulation: 5,500
Newport News-Times	circulation: 10,873	The World, Coos Bay	circulation: 10,250

TELEVISION, RADIO STATIONS and SOLV PROMOTIONAL

Media Sponsor: AM 620 KPOJ

Radio: SOLV staff and Zone Captains conducted multiple interviews on radio stations across the state, including 1190 KEX, KXL News, KPAM AM 860, and KCST Radio.

Television: The SOLV Spring Oregon Beach Cleanup was covered by KGW, KOIN TV, KMTR News and other stations.

Brochures & Posters: Printed and distributed 10,100 brochures and posters to all sponsors and coordinators statewide. Additionally, 3,776 people received an e-version of the poster, and 1023 beach cleanup participants with email were sent an e-thank you.

Brochure designed by Sandstrom Partners, photo by Rick Schafer, and printed by Image Pressworks.

Additional Coverage: Advertised in the SOLV e-update, circulated to approximately 11,344 members and volunteers.

Banners: Featured all major & zone sponsors and were displayed at select sites.

SOLV Website: The Spring Beach Cleanup web page provided opportunities for viewing program information and sponsor logos. The beach cleanup site had nearly 7,000 unique visitors in the months leading up to the cleanup.

PHOTO GALLERY



Students help out in Bandon



Passing on a legacy of stewardship



SOLV SPRING OREGON BEACH CLEANUP

Program Description:

Every year in the spring and fall, volunteers clean the entire Oregon coastline of litter to protect the health of people, wildlife and coastal economies. The fall cleanup is now called the Beach & Riverside Cleanup and includes watershed restoration activities across the state. From the first fall cleanup in 1984, over 202,304 people have removed an estimated 107,822,180 pounds of trash from Oregon's beaches.



SOLV brings Oregonians together to improve the environment and build a legacy of stewardship

Your tax-deductible contribution can support SOLV's programs.

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