

SOLV BEACH & RIVERSIDE CLEANUP

Final Report 2011

Presented by:



It does good things™



It's our nature to volunteer.

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It's our nature to volunteer.



Volunteer in Estacada keeping riversides clean

Cover photo: Enthusiastic volunteers comb the Oregon Coast for trash



EXECUTIVE SUMMARY

Despite looming rainclouds more than 4,650 volunteers turned out for the statewide SOLV Beach & Riverside Cleanup to remove trash and improve watersheds. Volunteers worked at 147 sites including river cleanups along the Deschutes, Columbia, Willamette, Umpqua, Rogue and Wilson Rivers to name a few, as well as picked up trash along all of Oregon's beaches. Doing double duty to clean up trash from inland sources, before the fall rains wash it out to sea and onto our beaches supports the health of our local waterways, wildlife, people and tourist economies. The difference each volunteer made in their community is reflected by the following statewide accomplishments:

- ▶ Removed over 64,700 lbs. of litter & illegally dumped waste (including 33,542 lbs. removed from Oregon's beaches alone by 2,334 volunteers!)
- ▶ Improved watershed health by removing 599,155 sq. ft. of non-native, invasive plants.
- ▶ Worked to restore watershed health by planting 487 native trees and shrubs.
- ▶ Recycled 129 tires, 1,439 lbs. of glass, paper and plastic, and 1,105 lbs. of scrap metal.
- ▶ Conducted watershed education, restoration, site maintenance and monitoring.

Unusual items discovered by volunteers included an open safe, a pool table, toilet and 1/2 of a fishing pole in the Clackamas River. Cigarette butts are generally the most common items found by volunteers throughout the state and at cleanups worldwide, and can be highly toxic if accidentally ingested by children, pets or wildlife. Cigarette filters are composed of a plastic that not only persists for

years in the environment, but also leaches hazardous chemicals like nicotine and heavy metals. Most products made out of plastic do not biodegrade but instead break down into tiny pieces that can be harmful to fish, birds, and marine mammals.

While litter, illegal dumps, and marine debris continue to impact Oregon, the thousands of SOLV and partner volunteers that participated in the Beach and Riverside Cleanup prove that together, we make a big difference. For 28 years, SOLV volunteers, sponsors and partners have created an effective, ongoing way to improve the environment and build a legacy of stewardship.



Cleanup on the Willamette River

HISTORY

It was 1984, and Judie Hansen was working for the Oregon Dept. of Fish & Wildlife. One day she flipped through an issue of Alaska's Fish & Game magazine which had been delivered by mistake to her office. She landed on an article about the untimely death of a brown bear, an autopsy of which revealed that the bear's stomach held the remains of 13 Styrofoam cups, likely leading the bear to assume a full stomach. Judie had no idea small bits of plastic could harm wildlife, and began asking wildlife managers about plastic rubbish 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 represented the North Coast Refuse Haulers. She organized haulers up and down the coast, who have been donating their services to properly dispose of the trash picked up by volunteers now for nearly three decades! That is no small service, as in the first year alone 26 tons of trash were picked up by 2,100 volunteers. 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.

This is the second year, since 1984, that volunteers acted statewide to clean and restore inland waterways in addition to the Oregon Coast. The newly expanded event comes in recognition of recent estimates that 60% – 80% of marine litter comes from inland sources. Due to lower river levels in the fall and higher outdoor use by the public in the summer, volunteers have stepped up to take care of both rivers and the coast.

ABOUT SOLV



As Oregon's largest environmental non-profit volunteer organization, SOLV provides more than 40,000 volunteer opportunities every year. This year, SOLV volunteers and projects continue to benefit more than 170 communities throughout Oregon.



Keeping Cannon Beach trash-free



PHOTO GALLERY



Cleanup along the Necanicum River, Seaside



Volunteers remove English ivy in Vancouver, WA



The little pieces of trash matter too!



Volunteers at Springwater Corridor in Portland



Volunteers go the extra mile



A good days work



BEACH & RIVERSIDE CLEANUP SPONSORS AND PARTNERS

Thank you for your support! We attribute the success of the event to the tremendous support of our sponsors, partners, volunteers, property owners/managers and in-kind donors—without whose support this event would not have been possible.

Presenting Sponsor

Oregon Lottery

Coordinating Sponsors

Local Coast Haulers
Oregon Parks and Recreation
Department

Sustaining Sponsor

Metro

Major Sponsors

AAA of Oregon
Alaskan Brewing Co. & Columbia
Distributing
Chevron Company
Fred Meyer
Portland General Electric
Wells Fargo

Media Sponsor

AM 620 KPOJ

Supporting Sponsors

Clean Water Services
IBM
Pacific Power
TLC Federal Credit Union

Site Sponsors

City of Yachats
Resnick, Ruediger, Castner, Clark and
Associates, Ameriprise Financial

The following local coast haulers donated their services

Central Coast Disposal
City Sanitary
County Transfer & Recycling
Curry Transfer & Recycling
Dahl Disposal
Les' Sanitary
Nestucca Valley Sanitary Service
North Lincoln Sanitary Service
Southern Oregon Sanitation
Thompson's Sanitary Service
Tillamook County Solid Waste
Western Oregon Waste

Additional Support

SOLV Members



Getting the next generation started early in caring for Oregon



PROJECT PARTNERS/VOLUNTEERS/IN-KIND SUPPORTERS

3Degrees
AAA Oregon
Adidas
AFS Intercultural Programs
Agilyx
Aglow International
Anyone Can Join!
Ashcreek Neighborhood Association
Association of Northwest Steelheaders
Atkinson Memorial Church
Bad Fish P.R.O.D.
Bank of America
Bear Creek Watershed Education Partners
Bear Cub Scout Pack
Black & Veatch Corporation
Boy Scouts of America
Bridge City Friends Meeting
Bureau of Land Management
Cascade Cruisers
Cascade High School
Cascade Packgoat Club
CASEE
Cedaroak Park Primary School
CH2M Hill
Charleston Community Enhancement Corporation
Chinook Winds Casino & Convention Center
Christ United Methodist Church
Church of Christ / Igelsia ni Cristo
Church of Jesus Christ of Latter-day Saints
Citizens Graphic Arts, Inc.
City of Bandon
City of Beaverton
City of Coos Bay
City of Corvallis Parks & Recreation
City of Portland
City of Portland Bureau of Parks & Recreation
City of Portland Bureau of Planning & Sustainability
City of Salem Parks & Recreation
City of Tualatin
City of Umatilla
Coast Fork Willamette Watershed Council
CoastWatch - Oregon Shores
Columbia County Master Gardeners
Columbia Distributing Co.
Columbia Riverkeeper
Columbia Sportswear
Confederated Tribes of the Umatilla Indian Reservation - Wildlife
Coos Bay Board of Realtors
Corbett Middle School
Cottage Grove High School Key Club
Crook County Garden Club
Cub Scouts
Curves
Dallesport Elementary School
David Douglas School District
Dorsay & Easton, LLP
Earth Crusaders
Environmental Law Caucus at Lewis and Clark Law School
Ethics Point
Fall Creek Park Association
Five Oaks / Triple Creek Neighborhood Association Committee
Florence Marine Construction
Forest Heights Homeowners Association
Fort Rock Grange #758
Friends of Beaverton Creek
Friends of Maddax Woods
Friends of the Children
Genentech
Girl Scouts of the USA
Glenn Gibson Creek Watershed Council
Gold Beach Moose Lodge
Hillsboro Parks & Recreation
Holland & Knight, LLP
HSBC - North America
IBM
Intel Corporation
International Student Exchange
Jackson Bottom Wetlands Preserve
Jones & Roth, CPA's and Business Advisors
KeyBank
Keystone Youth Group
Lauren Young Tire Center
Lincoln County Solid Waste District
Living Wisdom School
Longview Hills Fishing Club
Lower Nehalem Watershed Council
MagnumWerks, Inc.
Manzanita / Neah-Kah-Nie Dunes Management, Inc.
Mary S. Young Volunteers
Maupin Area Chamber of Commerce
McKenzie Books
Medford Crater Lions Club
Metro



Metro Regional Parks and Greenspaces
Metropolitan Learning Center
Meyer Memorial Trust
Molalla High School Green Team
Moose Lodge
National Charity League
Neah-Kah-Nie School District
Nearby Nature
Necanicum Watershed Council
New Thought Center for Spiritual Living
North Coast Watershed Association
North Gresham Neighborhood Association
Northwest Forest Conservancy
Northwest Solo Boaters
Oakland High School
OakTree Digital
OCHIN Research
OptumHealth
Oregon City Service-Learning Academy
Oregon Clothing-Optional Beach Alliance
Oregon Coast Aquarium
Oregon Coast Broadcast Center
Oregon Department of Environmental Quality
Oregon Department of Forestry
Oregon Dunes Patrol
Oregon Equestrian Trails
Oregon Parks and Recreation Department
Oregon Public Broadcasting
Overleaf Lodge
Pacific Power
Pacific University
Papé Family Foundation
Partnership for Umpqua Rivers
PC Trask and Associates, Inc.

Perkins Coie, LLP
Phi Theta Kappa
Phoenix School
PIVOT Job Corps
Pleasant Valley Elementary School
Port Orford Jubilee
Port Orford Parks Commission
Port Orford Watershed Council
Portland General Electric
Portland Oaks Bottom Lions Club
Portland Parks & Recreation
Radio Disney Portland AM 1640
Raven Off-Road 4x4 Club
Resnick, Ruediger, Castner, Clark and Associates,
Ameriprise Financial
Rockaway Beach Lions Club
Safelite Autoglass
Salmon Creek Watershed Council
Sam Barlow High School
Sanyo Solar
Seaside Lions Club
Seven Seas Scuba
Shepherd of the Valley Lutheran Church
Shilo Oceanfront Hotel & Restaurant - Newport
Skyline Elementary School
SolarWorld
South Slough National Estuarine Research
Reserve
Stanley Hydraulic Tools
Starbucks Coffee Company
State Farm Insurance Companies
Surfrider Foundation
Tazo Tea Co.
The Boeing Company

The Coca-Cola Company
The International School
The Umpqua Community College Upward
Bound Program
The Wetlands Conservancy
The Yahoo! Employee Foundation
Tigard High School
Tillamook Bay Watershed Council
Tokyo International University of America
Tri City Lions Club
Tualatin Hills Park & Recreation District
Tualatin River Watershed Council
Tualatin Riverkeepers
U.S. Army Corps of Engineers
U.S. Forest Service
Umpqua National Forest
Underwood Conservation District
Unity of Salem Church
Upper Deschutes River Natural Resources
Coalition
Upward Bound
Vancouver Watersheds Council
Voodoo Donuts
Warrenton Trails Association
Washington Department of Fish and Wildlife
Wells Fargo
West Coast Bank
West Hills Unitarian Universalist Fellowship
West Multnomah Soil & Water Conservation
District
Wildwood/Mahonia
Women in the Environment
Youth in Black



PROJECT COORDINATORS

The success of each project depends on well-organized zone captains for beach cleanups, and event coordinators for cleanups and restoration projects on inland waterways. These are the volunteer leaders who, with support and technical assistance from SOLV, identify community needs for projects, act as team leaders, contact local garbage haulers, help recruit and supervise volunteers, encourage the community to participate, order project materials, oversee the work and ensure the safety of volunteers.

Coastal Zone Captains

<i>Zone 1</i>	Dane Osis
<i>Zone 2</i>	Coral Cook and Jenee Pearce-Mushen
<i>Zone 3</i>	Shelley Parker and Dolores Stover
<i>Zone 4</i>	Jennifer Holderman
<i>Zone 5</i>	Scott Duncan and Travis Sisco
<i>Zone 6</i>	Mark Saelens
<i>Zone 7</i>	Matt Hawkyard
<i>Zone 8</i>	Doug Sestrich
<i>Zone 9</i>	Trisha Wymore
<i>Zone 10</i>	Shane Gill
<i>Zone 11</i>	Stephanie Miller
<i>Zone 12</i>	Eric Cook
<i>Zone 13</i>	Greg Ryder
<i>Zone 14</i>	Angela Stewart



All ages pitch in to clean up Vancouver



EVENT COORDINATORS OF CLEANUP & RESTORATION PROJECTS ACROSS THE STATE

<u>Site:</u>	<u>Coordinator(s):</u>	<u>Site:</u>	<u>Coordinator(s):</u>
“The Barn,” Bandon City Park	Michelle Hampton	Greenway Park	Melissa Marcum
Alton Baker Park	Erin Lamb	Hamby Park	Kristi Wilson
Astoria Riverwalk	Jesse Jones, Jim Scheller	Hazeldale Park	Melissa Marcum
Austin Hot Springs	Mike Rysavy	Hedges Creek Wetland	Chanda Stone
Autumn Ridge Park	David Kamin, Melissa Marcum	Jewett Elementary School	Kim Elmer
Baltimore Woods	Danica Clesceri, Jack Stockton	Kelley Point Park	Margaret Vining
Battle Rock State Wayside	Peter Walczak	Knez Wetland Preserve	Jennifer Wilson
Bear Creek Park	Rebecca Slosberg	Lower Deschutes River, Maupin	Dawna Justice-North
Beaver Creek	RosAnna Noval	Maddax Woods	Claudia Davis
Beaver Creek State Natural Area	Brian Fowler	Mary S. Young State Park - Site 1	David Munoz
Big River Campground	Carl Jansen	Mary S. Young State Park - Site 2	Lorie Griffith
Bluffs Park	Melissa Marcum	McCuddy’s Landing	Nancy Olsen
Bonneville Lock and Dam	Tim Darland	Mill Pond Park	Melyssa Graeper
Broughton Beach	Resa Allen	Milo McIver State Park	Jocelyn Duffy
Browns Camp -Tillamook Forest	Stephanie Beall	Necanicum Drive	Melyssa Graeper
Bruce Starker Arts Park	Steve McGettigan	Oak Island	Joseph Taylor
Buffington Park	Jim Billings	Orchard Park	Scott Crowell
Camp Meriweather	Kerry Alford	Oregon Trail Elementary School	Eva Weyers
Cedar Mill Creek - Forest Heights	Susan Weedall, Mary Logalbo	Pleasant Valley Elementary School	David Scharfenberg
Chambers Bridge Vicinity	Maggie Drews	Portland Spirit Office	Jerry Herrmann
Champoeg State Heritage Area	Michael Niss	Powers Marine Park	David Hill
Charleston Marina RV Park	Kathleen Hornstuen	Red Sunset Park	Tia Hough
Chinook Winds	Billie Jo Wills	Fowler Street Parking Lot	Ariel Hiller
Collins Beach - Sauvie Island	Don Zirbel	Renewable Energy & Technology Center	Brad Nanke
Columbia River - North end of Bonneville Dam	Janelle Stanton	Rivers Edge Park	Justin Stegall
Dorman Pond	April Olbrich	Salmon Creek Greenway	Maury Harris
Downtown Milwaukie	Elizabeth McCoy	SE Industrial Neighborhood	Scott Rimer
Empire Docks	Deborah Rudd	South Umpqua High School	Mark Garcia
Fall Creek Park	Maggie Osgood	Southridge High School	Mel Schultz
Fort Rock, City of	Jana Kittredge	Springwater Corridor Trail	Susan Hawes
Gales Creek at Roderick Rd	April Olbrich	Stanley Marsh	Melyssa Graeper
Goat Island	Meghan Ballard	Tillamook Forest Center	Jay Humphrey



Site:

Coordinator(s):

Tolovana Wayside

Lisa Harkins

Tryon Creek - Lewis & Clark Property

Carine Arendes, John Gibbon

Tualatin River - 99W Boat Ramp

Lori Kruse

Umatilla and

Columbia River Convergence

Ismael Caballero

Vancouver Lake Park

Gary Bock, Emily Hirschman,

Eileen Stone

Wallace Marine Park

Tibby Larson, Dorald Stoltz

Wallowa Lake State Park

Madeline Lau

White Salmon River Mouth

Adrienne Zuckerman, Emily Plummer

Willamette Park - Portland

Marissa Dorais

Willamette River -

South Waterfront District

Jim Luke





EVENT HIGHLIGHTS

Seaside

Over 300 volunteers in Seaside picked the beach clean, as well as worked inland along the Necanicum River, Stanley Marsh and Mill Ponds to pick up trash before it reached the beach. Seaside Zone Captain, Coral Cook, has been leading the beach cleanup since 1984! Melyssa Graeper with the Necanicum Watershed Council led the riverside cleanups for the first time as part of this event.

Waldport

Doug Sestrich, with the Oregon Parks and Recreation Department, led beach cleanups from South Beach to Yachats. In addition to the statewide cleanup, Doug has gone above and beyond to support volunteers in picking up trash everyday by building a litter bag dispenser and organizing marine debris fireside talks at campgrounds.

Willamette River

Youth volunteer, Joseph Taylor, led a cleanup on Oak Island in the Willamette River as part of his Eagle Scout project with the Boy Scouts of America. Ten volunteers removed 800 pounds of trash and cleared 40 yards of harmful plants from this ecologically and culturally rich island.

Umatilla

Ismael Caballero with the U.S. Army Corps of Engineers led a river cleanup at the confluence of the Umatilla and Columbia Rivers in partnership with the Confederated Tribes of the Umatilla Indian Reservation. Sixty volunteers worked to clear one acre by removing three pickup loads of the invasive shrub False indigo to improve riverside habitat.

Roseburg

Sixty-five dedicated volunteers from all parts of Douglas County cleaned up over 20 sites over the course of two weeks removing 500 pounds of trash and 85 tires. The event was supported by multiple groups including The Partnership for Umpqua Rivers, Bureau of Land Management, Umpqua National Forest, Phoenix school and the Dave Schaan/Lauren Young Les Schwab Tire Centers.

Bend

Over 30 volunteers cleaned up stretches along 20+ miles of riverbank on the Upper Deschutes removing 600 pounds of trash, including a car bumper, broken fish tank and shredded tires. Local event coordinator, Carl Jansen, commented on the 4th annual cleanup that “the amount of trash appears to be getting smaller each year.”

Vancouver

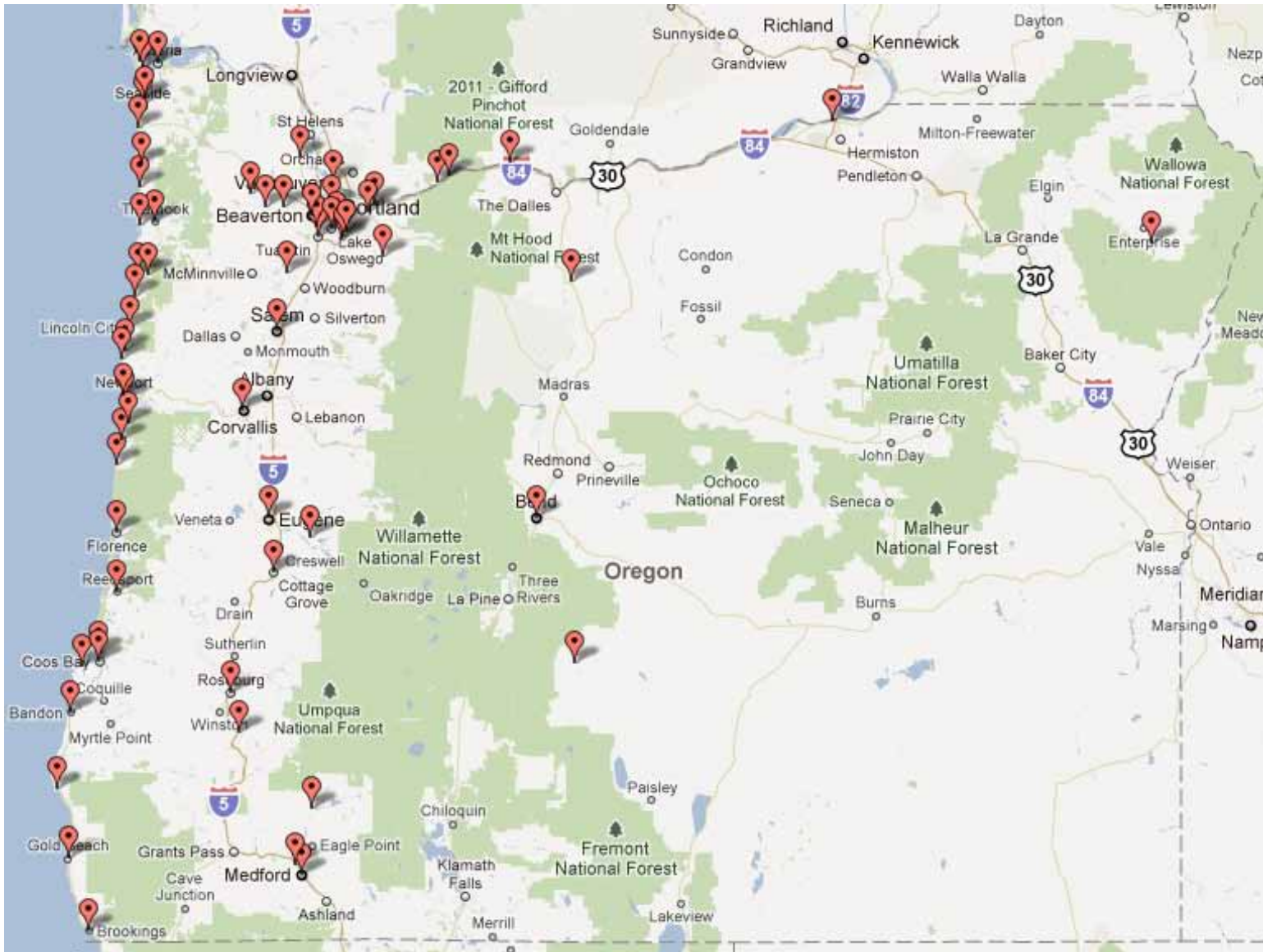
The Vancouver Watershed Partnership led a large cleanup this year with 500 volunteers cleaning up Vancouver Lake and several Columbia River shoreline sites of 8,000 pounds of trash. Local organizers, Gary Bockman, Eileen Stone, and Emily Hirschman are proof that the extra efforts of just a few people can inspire hundreds towards a positive impact.



International Coastal Cleanup

The SOLV Beach & Riverside Cleanup is held in conjunction with the International Coastal Cleanup led by the Ocean Conservancy. Over the last 25 years, volunteers in all 50 states and over 100 countries have collected enough cups, plates, and utensils to host a picnic for 2 million people.

PROJECT MAP





PUBLICITY

THE BEACH & RIVERSIDE CLEANUP RECEIVED STATEWIDE MEDIA COVERAGE TO TELL THE SOLV STORY. THE FOLLOWING IS A SAMPLING OF THE MANY NEWSPAPERS, PUBLICATIONS AND RADIO STATIONS THAT RAN STORIES, NOTICES AND CALENDAR LISTINGS THROUGHOUT OREGON.

PRINT

Coast Explorer	circulation: 165,000 x 1
Coast On Over	circulation: 8,250 X 2
Corvallis Gazette-Times	circulation: 10,284 x 1
Creswell Chronicle	circulation: 836 x 1
Daily Astorian	circulation: 7,166 x 2
Eugene Register Guard	circulation: 57,068 x 1
Gresham Outlook	circulation: 6,616 x 1
Headlight-Herald	circulation: 7,486 x 1
Herminston Herald	circulation: 2,128 x 2
News Times	circulation: 8,250 x 3
Oregon Coast Today	circulation: 15,000 x 3
Seaside Signal	circulation: 1,130 x 3
Siuslaw News	circulation: 5,281 x 2
St. Helens Chronicle	circulation: 4,372 x 2
Statesman Journal	circulation: 38,099 x 4
South Lincoln County News	circulation: 10,500 x 2
The Columbian	circulation: 49,726 x 1
The Oregonian	circulation: 239,071 x 3

RADIO STATIONS

AM 620 KPOJ
AM 750 KXL
KLCC FM Public Radio
1190 KEX

TV

KATU Channel 2
KGW Channel 8
KPTV Fox 12



Volunteers removed 360 pounds of trash from Stanley Marsh near Seaside.



SOLV PROMOTIONAL OUTREACH

Flyers:

Printed and distributed 16,500 flyers and posters. Created electronic editable flyers for event coordinators and event group contacts to print and distribute. All flyers included all sponsors. Special thanks to Rick Schafer and the Ray Atkeson Image Archive, and Sandstrom Partners Inc. for donating the brochure image and design.

SOLV Website:

The Beach & Riverside Cleanup web page provided opportunities for viewing program information and sponsor logos, as well as an opportunity to apply for project support and volunteer registration.

Email:

An e-card with follow-up information and sponsor logos was sent to thank 1,000 event coordinators and volunteers.

Additional Coverage:

SOLV publicized the Beach & Riverside Cleanup in the SOLV E-Update circulated to 10,000 subscribers.

Ocean Conservancy includes SOLV cleanup results and major sponsors in their annual report.

Beach & Riverside Cleanup news was included in numerous print and social media by SOLV and other partner organization newsletters, web sites and community calendars.

VOLUNTEER EDUCATION

Pre-Event Education

Topical education web pages were developed and posted on the SOLV website. Volunteers who registered online were provided a link to the education web pages on illegal dumping; non-native and invasive plants; native plants; and marine debris. Garden Smart Guides were distributed to project volunteers to provide information about non-native and native plants.

Day-of-Event Education

Educational litter or invasive plant boards were displayed at project sites. Event coordinators were encouraged to discuss the issues surrounding the four project types: illegal dumpsites and litter; non-native and invasive plants; planting native trees/shrubs; and monitoring and maintenance of watershed restoration sites.

VOLUNTEER EVALUATIONS

Volunteer Evaluations

Post-event volunteer surveys were sent to community event coordinators, teachers and episodic volunteers to gather information about their volunteer experience. Results from these surveys will help SOLV improve future volunteer opportunities.

SOLV BEACH & RIVERSIDE CLEANUP

Program Description

Every year in the spring and fall, thousands of volunteers clean the entire Oregon coastline of litter, returning the coast to its pristine condition for visitors and wildlife. In 2010, the fall cleanup expanded to include litter and invasive vegetation removal, planting native trees and shrubs, monitoring and maintenance of watershed restoration activities along waterways across the state. Projects were coordinated by local organizations, agencies, businesses and individuals.

The first beach cleanup in the nation was held here in Oregon in 1984. Since then, annual beach cleanups have spread to 45 states and territories, as well as over 108 countries and sovereign territories.

Beach & Riverside Cleanup Coordinator

Rachael Pecore

As Oregon's largest non-profit volunteer organization, SOLV provides over 40,000 volunteer opportunities annually. SOLV volunteers and projects benefit more than 170 communities throughout Oregon each year.

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

You can support SOLV programs by donating to SOLV. Visit our website at www.solv.org and make a contribution today!

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