

*Participating  
Towns & Parks*

Allenhurst  
Asbury Park  
Atlantic Highlands  
Atlantic City  
Avalon  
Avon-By-the-Sea  
Barnegat  
Bay Head  
Beachwood  
Belmar  
Bradley Beach  
Brick  
Brigantine  
Cape May  
Corbin City  
Deal  
Del Haven  
Elberon  
Forsythe Wildlife  
Refuge  
Glen Ridge  
Harvey Cedars  
Higbee Beach  
Ideal Beach  
Island Beach St. Park  
Keansburg  
Keyport  
Lakewood  
Lavallette  
Leonardo  
Loch Arbour  
Long Branch  
Longport  
Manasquan  
Mantoloking  
Margate  
Monmouth Beach  
Normandy Beach  
Ocean City  
Ocean Gate  
Ocean Grove  
Ortley Beach  
Port Monmouth  
Pt. Pleasant  
Pt. Pleasant Beach  
Raritan Bay  
Waterfront Park  
Sandy Hook  
Sea Bright  
Sea Girt  
Sea Isle City  
Seaside Heights  
Seaside Park  
Seven Presidents  
Park

So...ark



## ***2008 Annual Report***

### ***Sweeping Toward a Clean Ocean***

Clean Ocean Action (COA) is a coalition of 125 organizations working to improve and protect the waters off the New Jersey and New York coasts. In 1985, COA launched the region's first Beach Sweeps program to rid beaches of unsightly and harmful debris. The program is one of the longest running cleanups of its kind in the United States and has grown from 75 people at one site in 1985, to 5,163 volunteers at 115 sites in 2008.

COA hosted the 23<sup>rd</sup> Annual Spring and Fall Beach Sweeps in 2008 in New Jersey. Volunteers gathered from Raritan to Delaware Bays and along the ocean to clean beaches and waterways. They joined as groups (community, school, business, and organization), families, and individuals. Participants collected and recorded valuable data about debris, which is presented in this report and is used to advance federal, state, and local programs to reduce litter.



*Volunteers collect data, an integral part of the Beach Sweeps Event.*

### ***Litter is Harmful, Unsightly, & Costly***

Fish, whales, birds, and other animals often mistake litter for food or become victim to drifting debris. As a result, animals eat items, such as plastic bags, cigarette filters, and/or become ensnared by fishing line or nets, with deadly results. For example, cigarette filters mimic fish and have been found in the stomachs of birds and larger fish, blocking and affecting their digestion. Also, the filters are made of plastic fibers and trap carcinogenic (cancer-causing) chemicals that are introduced into animals' bloodstreams.

Moreover, plastic litter takes a few years to several hundred years to break down into smaller pieces, threatening wildlife for decades. Litter in waterways can also foul boat motors and propellers, resulting in costly repairs.

Finally, littered beaches can ruin a day at the beach. Garbage slicks and wash-ups close beaches to swimming and are detrimental to tourism and the coastal economy.

### ***You are the Solution***

The goal of the Beach Sweeps is to help reduce and eliminate sources of litter. The Beach Sweeps events are more than people picking-up trash from beaches. This program builds community support for solutions, as well as raises awareness about the negative impacts of litter on wildlife and the ocean. Citizens learn about the types and quantities of debris found along the coast and the shorelines of rivers, lakes, and streams.

#### ***2008 Spring & Fall Beach Sweeps Totals***

- 5,163 volunteers at 115 sites
- 2,860 bags of trash removed
- 289,976 items collected
- 36,041 pounds of debris removed

### ***A Legacy for Action***

Most importantly, the data collected during the Beach Sweeps turns a one-day event into a legacy of information to combat litter and other sources of pollution by identifying and monitoring trends. The information helps find solutions to keep beaches clean and healthy for citizens and marine life. Indeed, the data has been used to help create federal, state, and local programs and laws to reduce litter in the environment.

Finally, the data from the COA Fall Beach Sweeps is submitted to the Ocean Conservancy in Washington, DC, as part of its international database on marine debris and global campaigns against ocean pollution. For more information and to learn how to be the solution to ocean pollution, go to [www.CleanOceanAction.org](http://www.CleanOceanAction.org).

#### ***WHAT'S INSIDE:***

- ***Sponsors & Highlights (pg. 2)***
- ***NJ's Dirty Dozen & Roster of the Ridiculous (pg. 3)***
- ***Data & Trash That Lasts (pg. 4-5)***
- ***"Flip Your Lids" Plastic Cap Recycling Campaign (pg. 6)***

# Sponsors

## Site Sponsors

Adventure Aquarium - Ventnor  
 Claremont Care Center - Point Pleasant  
 J. Knipper & Co. - Seaside Heights  
 Enterprise Rent-A-Car - Sea Bright  
 Keyport Business Alliance - Keyport  
 Lower Cape May Regional Education Association - Cape May  
 Monmouth County Association of Realtors - Sea Bright  
 Panasonic - Sandy Hook  
 Surfrider Foundation Jersey Shore Chapter, in memory of Daniel Clune - Point Pleasant Beach

*"Many of our members and employees spend their summers at the Jersey Shore, so they understand and appreciate the benefits of clean beaches."*  
 -United Teletech Financial, Sponsor

## Statewide Lead Sponsors



## Support Provided By

Divers Two, Inc. ~ Dunkin' Donuts ~ Gateway National Recreation Area, Sandy Hook Unit ~ International House of Pancakes ~ Island Beach State Park ~ Jenkinson's Aquarium ~ Jersey Printing ~ Jersey Shore Coffee Roasters ~ Larabar ~ Lower Cape May Regional H.S. ~ Marine Academy of Science & Technology ~ NJ Community Water Watch ~ Ocean Conservancy ~ Rain Forest Cafe ~ Sovereign Avenue Elementary School ~ Starbucks Coffee Company ~ Turning Point Cafe ~



*In 2008, more than 300 Comcast volunteers participated in the Beach Sweeps.*

# Highlights

## Monmouth/Middlesex

### SPRING:

**Belmar** – Students from Marlboro, Neptune, Allentown, Howell, and Freehold Township High Schools, along with Girl Scout Troop #1674 and the Young Professionals Group picked-up 1,000 pounds of trash.

**Sandy Hook** – 421 people collected nearly 2,500 pounds of trash.

**South Amboy** – The Church of Latter Day Saints-Scotch Plains, Middlesex County Conservation Corps, Middlesex County 4H EcoManiacs, and the Jersey Barons Baseball Club cleaned one mile of the Raritan Bay shorelines, collecting nearly 2,250 pounds of debris!

### FALL:

**Asbury Park** – Volunteers found a bunch of baby crabs caught in a plastic bag.

**Sea Bright** – At four sites, 306 volunteers collected 1,893 cigarette filters, 1,838 plastic caps, 1,293 plastic bags/food wrappers, and a live kitten!

## Ocean County



*Maxon Avenue Point Pleasant Volunteers*

### SPRING:

**Point Pleasant Beach** – A volunteer found a 1977 Bradley Beach Badge.

**Ocean Gate** – Volunteers from the Borough and the Beach and Boardwalk Committee collected 1,911 of the total 41,900 cigarette filters collected at the Beach Sweeps.

### FALL:

**Barneget** – Volunteers observed a dead bird entangled in string.

**Normandy** – Boy Scouts and volunteers from Labrador Lounge collected 39 rubber ballons.

**Seaside Park** – 90 volunteers collected 141 pieces of lumber at five sites.

## South Jersey

### SPRING:

**Cape May Point** – Volunteers found a sofa and a reclining chair.

**Ocean City** – 136 volunteers swept five miles of the beach and removed 860 pounds of debris.

**Ventnor** – Students from St. James School and Chelsea Heights School and the Boardwalk Brawlers Roller Derby Team removed 500 plastic bags from the beach.



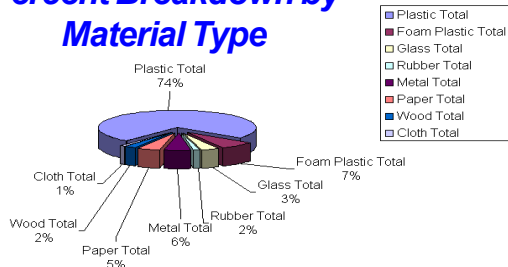
### FALL:

**Oceanville** – 250 volunteers from the Forsythe Wildlife Refuge collected 1,250 pounds of garbage.

**Higbee Beach** – Volunteers experienced the negative impacts of marine debris on wildlife when they saw a dead seagull entangled in netting.

# Snapshot of Results

## Percent Breakdown by Material Type



***It's a bird, It's a plane...  
No...It's a Plastic Bag!***

It is evident that plastic bags have become a dreadful and imposing threat to our environment and our ocean. Every year, many marine animals including whales, dolphins, seabirds, and turtles suffer painful injuries and deaths from entanglement or ingestion of plastic bags. Countries such as Australia, Bangladesh, Ireland, Italy, South Africa, Taiwan, India, and China have taken action to ban or reduce the use of plastic bags.

On March 27, 2007, San Francisco became the first city in America to ban non-compostable plastic bags. Other municipal efforts include promoting plastic bag recycling. Of course the best solution is to bring your own bags-- especially reuseable bags-- to the store.

Write to your town's mayor and council today and urge them to adopt a plastic bag ordinance to reduce plastic pollution and to save resources!

Remember, "Plastic Bags Blow." Visit [Reusablebags.com](http://Reusablebags.com) for actions to reduce plastic bags.

## New Jersey's Dirty Dozen

Item	2008 Ranking	2007 Ranking	2006 Ranking
41,900 Cigarette Filters	1	1	3
33,282 Plastic Caps & Lids	2	2	1
31,145 Plastic Food Wrappers/Bags	3	3	2
19,616 Plastic Pieces	4	4	5
17,957 Plastic Straws & Stirrers	5	5	6
12,416 Foam Plastic Pieces	6	6	7
11,474 Plastic Beverage/Soda Bottles	7	7	4
6,679 Plastic Cigar Tips	8	8	12
5,757 Paper Pieces	9	11	*
5,523 Plastic Store/Shopping Bags	10	*	8
4,867 Beverage Cans	11	*	*
4,675 Plastic Cap Rings (from bottles)	12	12	10
<b>195,291 Total</b>	<b>67% of Total Items Collected</b>		

*\*Did not qualify for "Dirty Dozen"*

The "Dirty Dozen" are the top 12 items most frequently collected and recorded. These items accounted for 67 percent of the debris collected. Overall, plastic items top the list, and cigarette filters hold strong as the #1 piece of garbage found -- 3,881 more than 2007.

***"Beach Sweeps are no more complex than having to clean my room. Plus it is a super fun opportunity to help clean and protect a place that I love so much...the ocean."  
-Leland Kohere, Rumson Fair-Haven High School student***

## Roster of the Ridiculous

***While all the debris collected from our beaches should be considered unusual or unnatural, the items below are some items that were specifically listed by volunteers as the most unusual found on the beach:***

- |                                 |                          |
|---------------------------------|--------------------------|
| Tool Box                        | High Chair               |
| Comforter and Sheet             | 2 Sewage Cakes           |
| Bar of Soap                     | Plastic Truck-Bed Liner  |
| Plastic Crate of Broken Toys    | Bottle of Holy Water     |
| 1977 Beach Badge-Bradley Beach  | American Flag            |
| Chritmas Tree Lights            | 20 Bags of Dog Poop      |
| 30 Feet of Construction Fence   | Vacuum                   |
| Refrigerator Door               | Bowling Ball             |
| Exxon Drum/Barrel               | E-Z Chair                |
| Easter Basket with Plastic Eggs | 500 Pounds of Lumber     |
| Large Noose                     | Containers from Asia     |
| Gas Fume Mask                   | Whole Jar of Mayonnaise  |
| Inhaler                         | \$1 & \$20 Bills         |
| Jumpsuit                        | Ballerina Tutu           |
| Deer Leg                        | Beer Keg                 |
| Canoe                           | Packaging from Scotland  |
|                                 | Ship Brace from Old Ship |



*A collection of ridiculous items found in Sea Bright.*

***"The Beach Sweeps keep New Jersey's parks clean and accessible and is an integral part of providing a great park experience to the public."  
-Rick Lear, Beach Captain, Raritan Bay Waterfront Park***

# Clean Ocean Action's 2008 Beach Sweeps Results & Data\*



## PLASTIC

	Spring	Fall	Total	Percent of Total
6-Pack Holders	234	130	364	0.13%
Food Wrappers/Bags	21,688	9,457	31,145	10.7%
Store/Shopping Bags	3,347	2,176	5,523	1.90%
Trash Bags	1,394	765	2,159	0.74%
Other Bags	2,274	1,406	3,680	1.27%
Beverage/Soda Bottles	7,354	4,120	11,474	3.96%
Bleach/Cleaner Bottles	331	100	431	0.15%
Milk/Water Bottles	945	389	1,334	0.46%
Motor Oil/Lube Bottles	244	79	323	0.11%
Tan Oil/Lotion Bottles	284	193	477	0.16%
Other Bottles	759	666	1,425	0.49%
Buckets/Crates/Bins	280	198	478	0.16%
Caps/Lids	15,418	17,864	33,282	11.5%
Cap Rings	3,134	1,541	4,675	1.61%
Cigarette Filters	19,781	22,119	41,900	14.4%
Cigarette Lighters	626	441	1,067	0.37%
Cigarette Packaging	864	509	1,373	0.47%
Cigar Tips	3,203	3,476	6,679	2.30%
Cups	3,031	1,331	4,362	1.50%
Diapers	93	36	129	0.04%
Fish Bait Bags/Cont.	286	173	459	0.16%
Fishing Line	471	239	710	0.24%
Fishing Lures, Floats	208	229	437	0.15%
Fishing Nets (small)	110	55	165	0.06%
Fishing Nets (large)	9	6	15	0.01%
Fork, Knives, Spoons	2,727	1,683	4,410	1.52%
Light Sticks	148	231	379	0.13%
Pieces of Plastic	11,703	7,913	19,616	6.76%
Ribbon/Tape (no balloon)	1,056	694	1,750	0.60%
Rope (short)	810	353	1,163	0.40%
Rope (long)	178	35	213	0.07%
Sheeting & Tarps	99	21	120	0.04%
Shotgun Shells	362	303	665	0.23%
Strapping Bands	616	296	912	0.31%
Straws & Stirrers	10,654	7,303	17,957	6.19%
Syringes	87	78	165	0.06%
Tampon Applicators	1,981	1,338	3,319	1.14%
Toys	888	806	1,694	0.58%
Vegetable Sacks	82	31	113	0.04%
Other Plastic	2,190	2,085	4,275	1.47%
<b>PLASTIC TOTAL</b>	<b>119,949</b>	<b>90,868</b>	<b>210,817</b>	<b>72.7%</b>

## FOAM PLASTIC

	Spring	Fall	Total	Percent of Total
Building Materials	463	317	780	0.27%
Buoys & Floats	240	196	436	0.15%
Cups	2,394	1,635	4,029	1.39%
Egg Cartons	88	29	117	0.04%
Fast Food Containers	643	380	1,023	0.35%
Meat Trays	230	89	319	0.11%
Packaging Material	1,268	460	1,728	0.60%
Pieces of Foam Plastic	8,041	4,375	12,416	4.28%
Plates	334	206	540	0.19%
Other Foam Plastic	1,700	1,012	2,712	0.94%
<b>FOAM TOTAL</b>	<b>15,401</b>	<b>8,699</b>	<b>24,100</b>	<b>8.31%</b>

## METAL

	Spring	Fall	Total	Percent of Total
Appliances	9	2	11	0.00%
Batteries (car)	7	1	8	0.00%
Batteries (other)	69	60	129	0.04%
Bottle Caps	2,162	1,751	3,913	1.35%
Cans - Aerosol	164	205	369	0.13%
Cans - Beverage	2,690	2,177	4,867	1.68%
Cans - Food	206	112	318	0.11%
Cans - Other	121	67	188	0.06%
Car Parts	62	23	85	0.03%
Crab/Fish Traps	21	6	27	0.01%
55 Gallon Drums (old)	2	4	6	0.00%
55 Gallon Drums (new)	2	0	2	0.00%
Fishing Hooks	59	34	93	0.03%
Fishing Sinkers	29	20	49	0.02%
Foil	446	311	757	0.26%
Nails	702	1,225	1,927	0.66%
Pieces of Metal	277	169	446	0.15%
Pull & Pop Tabs	204	162	366	0.13%
Wire	323	247	570	0.20%
Other Metal	304	196	500	0.17%
<b>METAL TOTAL</b>	<b>7,859</b>	<b>6,772</b>	<b>14,631</b>	<b>5.05%</b>

## RUBBER

	Spring	Fall	Total	Percent of Total
Mylar Balloons (only)	571	305	876	0.30%
Mylar Balloons (w/string)	391	206	597	0.21%
Rubber Balloons (only)	960	372	1,332	0.46%
Rubber Balloons (w/string)	933	279	1,212	0.42%
Condoms	504	152	656	0.23%
Gloves	240	168	408	0.14%
Tires (part)	90	56	146	0.05%
Tires (whole)	28	5	33	0.01%
Other Rubber	366	346	712	0.25%
<b>RUBBER TOTAL</b>	<b>4,083</b>	<b>1,889</b>	<b>5,972</b>	<b>2.06%</b>

# Clean Ocean Action's 2008 Beach Sweeps Results & Data\*

## GLASS

	Spring	Fall	Total	Percent of Total
Beverage Bottles	2,496	1,852	4,348	1.50%
Food Jars	165	64	229	0.08%
Light Bulbs	33	25	58	0.02%
Light Tubes - Fluorescent	24	3	27	0.01%
Pieces of Glass	1,836	1,952	3,788	1.31%
Pieces of Tile & Ceramic	365	69	434	0.15%
Other Glass	199	113	312	0.11%
<b>GLASS TOTAL</b>	<b>5,540</b>	<b>4,275</b>	<b>9,815</b>	<b>3.38%</b>



Beach Sweeping in action, "Plastic cap, straw and cigarette butt." One person collects data while the others collect trash.

## PAPER

	Spring	Fall	Total	Percent of Total
Bags	540	458	998	0.34%
Cardboard	583	344	927	0.32%
Cartons/Boxes	351	183	534	0.18%
Cups	1,005	742	1,747	0.60%
Newspapers/Magazines	934	620	1,554	0.54%
Pieces of Paper	3,328	2,429	5,757	1.99%
Plates	273	174	447	0.15%
Other Paper	775	650	1,425	0.49%
<b>PAPER TOTAL</b>	<b>7,789</b>	<b>5,600</b>	<b>13,389</b>	<b>4.62%</b>

## WOOD

	Spring	Fall	Total	Percent of Total
Crab/Lobster Traps	27	12	39	0.01%
Crates & Baskets	34	18	52	0.02%
Ice Cream Spoons/Sticks	548	427	975	0.34%
Lumber Pieces	2,826	1,783	4,609	1.59%
Pallets	42	40	82	0.03%
Other Wood	892	525	1,417	0.49%
<b>WOOD TOTAL</b>	<b>4,369</b>	<b>2,805</b>	<b>7,174</b>	<b>2.47%</b>

## CLOTH

	Spring	Fall	Total	Percent of Total
Blankets/Sheets/Towels	179	109	288	0.10%
Clothing	461	295	756	0.26%
Shoes & Sandals	247	297	544	0.19%
String	873	479	1,352	0.47%
Other Cloth	884	254	1,138	0.39%
<b>CLOTH TOTAL</b>	<b>2,644</b>	<b>1,434</b>	<b>4,078</b>	<b>1.41%</b>

## GRAND TOTALS

	Spring	Fall	Total
Items	167,634	122,342	289,976
Volunteers	2,681	2,482	5,163
Items Collected			
Per Person	63	49	112
Pounds of Debris Removed	23,681	12,360	36,041

\*Additional volunteers picked-up debris without completing and returning COA's data cards. Therefore, the numbers in this report are considered conservative.

*"It isn't just getting people out for a day to pick up trash - citizens are getting involved in the scientific process, collecting important information, and making people think about the kinds and quantity of debris and where it comes from,"* Cara Muscio, Beach Captain, Ortle Beach

### TRASH THAT LASTS...

It takes weeks, decades, and generations for litter to break-down in the ocean, harming marine life and polluting our oceans and beaches. Plastics never disappear, but break down into smaller pieces.



**Newspaper:** 6 weeks



**Plastic bag:** 10-20 years



**Cigarette filter:** 1-5 years



**Foam plastic cup:** 50 years



**Aluminum can:** 80-200 years



**Disposable diaper:** 450 years



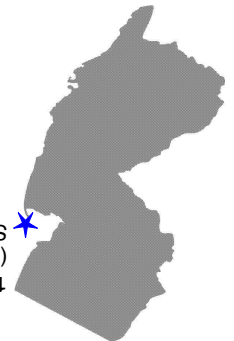
**Plastic bottle:** 450 years



**Fishing line:** 600 years

Source: Pocket Guide to Marine Debris, The Ocean Conservancy © 2003.

Visit COA at [www.CleanOceanAction.org](http://www.CleanOceanAction.org)



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 SandyHook@CleanOceanAction.org

## Citizens “Flip Their Lids” to Improve the Planet

Did you know that most plastic bottle caps are not recycled? Plastic bottle caps are tossed away, filling landfills or becoming litter that often ends-up on beaches and in waterways. Clean Ocean Action (COA) and Aveda, a global leader in environmental sustainability, have launched a simple and easy program, called “Flip Your Lids:” a plastic cap recycling campaign, to engage schools, groups, businesses, families, and individuals to help reduce pollution by collecting plastic caps to be recycled. From these, Aveda creates new 100% post-consumer caps for their products.

# AVEDA

the art and science of pure flower and plant essences

Why caps? They may be small...but their numbers add up. For instance - in just six hours during COA's 2008 Beach Sweeps, volunteers removed 33,282 plastic caps and lids from the beaches of NJ. It makes caps the #2 beach litter problem in 2008! Birds and other marine life mistake them for food with tragic consequences.

In the past, COA had no other option but to send the massive amount of plastic cap debris to the landfill, but with the innovative Aveda program the caps are now recycled and reused.

The program also educates citizens about pollution and inspires them to reduce litter, engage in recycling initiatives, and advocates the need to reduce plastic use.

For information about the program, please contact:  
 (732) 872-0111 or [citizens@cleanoceanaction.org](mailto:citizens@cleanoceanaction.org).



Students from Marine Academy of Science and Technology display their collection of plastic bottle caps from COA's 2008 Fall Beach Sweeps.

### WAVES OF THANKS IN 2008 TO:

- \* Beach Sweeps Sponsors and Contributors
- \* Nearly 70 Beach Sweeps Captains
- \* 60 New Jersey Towns and Parks
- \* Thousands of Dedicated Volunteers