



BEACH SWEEPS

30TH ANNUAL REPORT: 2015

Clean Ocean Action (COA) is a coalition of 117 organizations dedicated to improve and protect the waters off the New Jersey and New York coasts, also known as the “NY/NJ Bight”.

Thirty years ago, Clean Ocean Action (COA) gathered 75 volunteers at Sandy Hook for the first Beach Sweeps with plans to rid the beaches of unsightly and harmful debris.

Since then the Beach Sweeps program has expanded to 70+ locations along NJ’s coastline, as well as inland rivers, lakes, bayshores, and streams with thousands of citizens from many diverse groups and businesses. It is New Jersey’s largest statewide environmental event.

The Beach Sweeps are held in the Spring and Fall when the beaches are not being cleaned daily by local municipalities, resulting in a true snapshot of pollution.

Jersey Pride. The success of the Beach Sweeps program illustrates the public’s support for a clean ocean, as well as the power of citizen action. The goal is to have naturally clean beaches where “clean-up” events are no longer needed.

Marine Debris is people-generated litter in a waterway. Approximately 80% of marine debris comes from land-based sources through runoff.

Citizen Scientists. Every Beach Sweeper becomes a “citizen scientist” as they record each piece of debris collected on the Beach Sweeps data cards. The data collection turns a one-day event into a legacy of information that can be used to identify sources of pollution and monitor trends.

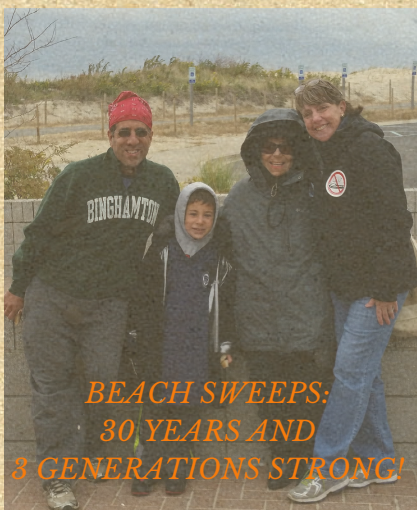
Participating Towns and Parks



This research helps us discover solutions to keep beaches clean and healthy, with federal, state, and local programs to reduce litter.

The Debris Free Sea Conference celebrated the 30th Anniversary of the Beach Sweeps in November at Brookdale Community College. (pg 5)

A special note from Cindy Zipf, Executive Director: *Over the thirty years of the Beach Sweeps, 111,836 volunteers have collected 5.7 million pieces of trash from the Jersey Shore. While the numbers are impressive, the greatest success of the program is the imparting of key lessons and values --- taking responsibility for the environment, making a difference, protecting what you love, teamwork, unity, and commitment. These ideals are the true-blue treasures of the Beach Sweeps. From the smallest to the tallest the power of the Sweeps resonates. Its power is passed down from generation to generation and is evident in the enduring dedication of Beach Captains, many who have volunteered for decades. To all of you and to the many sponsors, we send our gratitude and best wishes for clean beaches, naturally.*



Many multi-generational families participate in the Beach Sweeps, including the Raya Family at Sandy Hook Beach with Cindy Zipf. The Raya’s brought their son, Raymond, who is now bringing his son.

A DAY OF SERVICE, A LIFETIME OF DATA TO MAKE A DIFFERENCE

featuring

COA's Ocean Wavemakers

2015 Beach Captains: Allison Anholt, Wini Applegate, Tina Barreiro, Jesse Beutell, Denise Bruschie, Stephanie Campolo, Ralph Carloni, Cookie & Bill Cleary, Ann Commarato, Lisa Cordova, Nicolette Corrao, Jen Crow, Kira Dabby, Ron Dente, Brian DeStefano, Fran Donnelly, Brandi Endicott, Blake Epstein, Sandy Epstein, Lisa Ferguson, Margot Fernicola, Steve Fiedler, Julie Finnell, David Finter, Brian Fischer, Daria Fradkin, Nichole Franco, Kathleen Gasienica, Eric Gehring, Angelica Gero, Amanda Gorsegrner, Barbara Granda, Marianne Grant, Kyle Gronostajski, Eric Hanan, Joy Hudecz, Councilman Mark Haug, Harvey McKenzie, Frank Huza, Mary Judge, Andrew Kaplan, Moses Katkowski, Beth Kwart, Yvette LeFebvre, Marissa Magura, Joe Mairo, Kari & Joe Martin, Jeff Martin, Councilman Alex Martinez, Carol McCallum, Zach McCue, Demaris McManus, Charlotte Moyer, Jessica Mumford, Michael Palmisano, Peterson Family, Lynn Poinier, Diane Prendimano, Keith Rella, Joe Reynolds, Derek Riddle, Paul Rinear, Michael Rohal, Eric & Ben Sammarco, Leah Savia, Matt Schmidt, Bill Schultz, Jim Sharke, Steve Shearer, Doreen Silakowski, Kathy Sisle, Albert Siu, Francine Smith, Laura Smith, Josh Tennent, Councilman Chris Theodos, Bob Thibault, Scott Thompson, Susan Tudor, Andrew Tufts, Eugene Viereck, JJ Walsh, Kay Warren, Mandy Wheeler, Gretchen Whitman, Brian Williamson, John Wnek, Cash & Mark Woldseth, Ashley Woodward, Anita Zalom, Inna Zelepukina, and Adrianna Zito-Livingston.



(ABOVE) Noah and Chase at Island Beach State Park
(BELOW) Atlantic City Electric volunteers in AC



(RIGHT) Volunteers at Sandy Hook Beach



Astri and Dery Martin at Midway Beach

Civic Groups & Organizations: Americorps/NJ Watershed Ambassadors, Bayshore Watershed Regional Council, Bradley Beach Book Club, Brick Memorial Key Club, Brielle Surf Club, Brigantine Beach Green Team, Cape May Women's League, Cathy's Cause, Clean Communities, Coastal Jersey Parrothead Club, East Brunswick Youth Council, Edison Job Council, Edison Leons, Epicurean Club, Essex Hudson Jack & Jill, Freehold Township Octagon Club, Garden Club of LBI, Gidget Surf Club, Ideal Beach Community Association, Jersey Cares, Jersey Shore Roller Girls, Lavallette Regional Republican Club, Lavallette Friends of Beautification, Longport Green Team, Manasquan Beach Improvement Association, Manasquan Board Riders Club, Monmouth County Association of Realtors, NAPP 4H Club, Navesink Sea Scouts Ship 5, NJ Beach Buggy Association, NJ Education Foundation, Ocean Mental Health, Paddleout.org, Phlock of South Jersey, Point Pleasant Beach Key Club, Red Bank Humanists, Surfers Environmental Alliance (SEA), Sea Shepard Foundation, Surfrider Foundation, and Surfrider Foundation South Jersey.



Volunteers in Bradley Beach with mosaic created by Alexis Cuozzo for the Art Tour for the Shore

Faith Based Groups: Bay Head CCD, Chinese American Bible Church - Freehold, St. Marks of All Saints Church, St. Mary's Parish, and Trinity Presbyterian Church.



Comcast Volunteers in Long Branch

Elementary Schools: Bradley Beach, Deal, Deane Porter, Forrestdale, Herbertsville, Holy Cross, Lavallette, Monmouth Beach, Neshaminy, Oak Knoll, Ocean Avenue, Ocean Gate, Our Lady of Peace, St. Dominic, St. Joseph, St. Roberts Freehold, Washington Street, West Belmar, Whitehall, and Wildwood.



Volunteers from Montecalvo Material Recovery at Sandy Hook

Middle Schools: Bayshore, Central Regional, Galloway Township, Goetz, Howell, Neptune, Ocean Township, Pleasantville, and Wildwood.

High Schools: Absegami, Allentown, Atlantic City, Biotech, Bradley Beach, Brick, Brick Memorial, Cape May Regional, Cedar Creek, Central Regional, Christian Brothers Academy, Colts Neck, Monsignor Donovan Catholic, Egg Harbor Township, Freehold, Henderson, High Technology, Howell, Jackson, Keyport, Knollwood, Long Valley, Lacey Township, Lower Cape May Regional, Manasquan, Marine Academy of Science and Technology, Marine Academy of Technology and Environmental Sciences, Matawan Regional, Middletown North, Middletown South, Monmouth Regional, Neptune, Notre Dame, Oakwood School, Ocean Township, and Rumson-Fair Haven.



Snug Harbor site in Highlands

Cub Scout Packs: 158, 209
Boy Scout Troops: 162, 163, 219, 228, 241, 634

Girl Scout Troops: 60, 78, 149, 157, 172, 186, 302, 512, 601, 612, 716, 832, 863, 1231, 1671, 1765.

Businesses: Atlantic City Electric, Baine Contracting, Bank of America, Bayshore Hospital, Bayshore Recycling Corporation, Bloomberg, Camping World of NJ, Coca-Cola Company, Coldwell Banker Realtors of Holmdel, Comcast, DefinedLogic, Enterprise Rent-A-Car, Felis Fitness, First Bank of Sea Isle City, Gloria Nilson & Co. Real Estate, Golder Associates, Great Lakes Brewing Company, Jenkinson's Aquarium, Jersey Cares, Kohl's, Kole Capitan, Kran Sports, Meridian Health, Meridian Home of Eatontown, Met Life, Monmouth County Association of Realtors, Morgan Stanley, Network for Good, NJ American Water, NJ Natural Gas, Ocean City Home Bank, Ray Catena Motor Corp., Shore Point Distributors, Starbucks, Stone Harbor Property Owners Association, T&M Associates, Target Inc., The Pink House, Timberland Outlet, Torcon Inc., United Natural Foods Inc., United Teletech Financial, Urban Outfitters, Wakefern Food Corporation, Wawa, and Wayside Tech Group.

Colleges and Universities: Atlantic Cape May Community College, Brookdale Community College, Georgian Court University, Kean University, Middlesex County College, Monmouth University, Northeastern University, Ocean County College, Raritan Valley Community College, Rider University, Rutgers University, Seton Hall University, and Stockton University.



Bank of America Volunteers at Sandy Hook

(Please let us know if we have inadvertently omitted your group.)



By Any Name, A Problem for Our Ocean

When rain or melted snow travels over the ground it picks up and moves pollution as it flows into a storm drain which discharges into waterways and ultimately leads into the ocean. Runoff includes litter, fertilizers, pesticides, soil, and animal waste. This contaminated runoff is often called **pointless, people, and non-point source pollution**. It can be harmful—affecting the beauty and health of waterways for people and wildlife.

People Pollution



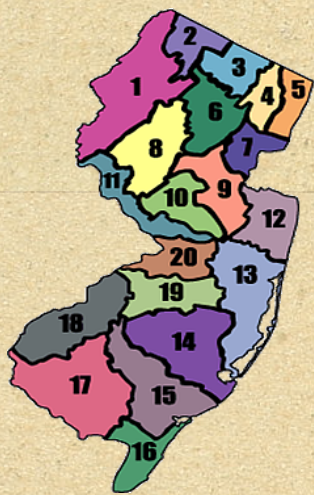
[ABOVE] Marine life, such as turtles and fish, can be harmed through ingestion of debris in the aquatic environment
(Photographs from thankyouocean.org)

What is a watershed?

A watershed is an area of land that drains to a particular waterbody. Water travels from the high points of the watershed, such as hills and mountains, to low points in the watershed, such as lakes, and ultimately the ocean.

Paved surfaces prevent the natural flow and infiltration of water into the ground and force rainwater and the pollution it transports to flow into the nearest water body. Rainwater travels through the watersheds and eventually drains to the ocean.

Everyone lives in a watershed! New Jersey has 20 watershed management areas. Do you know your watershed address? Follow water as it flows from your street or lake to the ocean—for more information on your specific watershed, such as water quality monitoring data and water use data, “Surf Your Watershed” at <https://cfpub.epa.gov/surf/locate/index.cfm>.



KICK YOUR PLASTIC HABIT!

It's clear that society today has a plastic addiction. As proof, data from the 2015 annual Beach Sweeps found that of the 260,624 plastic items collected (including foam), 70.6% were single use. Responding to the “epidemic addiction” of single use plastics, Clean Ocean Action launched a program in 2015 to help citizens reduce their dependence on plastics. Called “Kick Your Plastic Habit,” the program invites people to sign a pledge and provides a 12-step tip card of helpful ways to reduce plastic use. In addition, citizens who join receive a weekly email including fun and engaging tips, as well as information on how to reduce their dependence on single use plastics. The 12-Steps initiative was the highlight of the 25th Annual Clean Ocean Action Shore Tips (COAST), which is an annual public awareness program. Sign-up to Kick Your Plastic Habit! Visit CleanOceanAction.org.

For more information on how to get involved, contact Clean Ocean Action today!



Celebrating the Beach Sweeps - 30 Years Strong

Debris Free Sea Conference November 11, 2015 Brookdale Community College

Ever wonder why people litter or the truth about biodegradable plastics? Clean Ocean Action delved into such issues and more at our *Debris Free Sea* Conference on November 11th, 2015, at Brookdale Community College in honor of the 30th Anniversary of the Beach Sweeps. This event was a one-day symposium, highlighting the success of the program, the ocean advocates involved, and the data that has resulted. In addition, the conference discussed the larger issue of marine debris as it relates to science, policy, education, and citizen action.

Throughout the day representatives from various agencies, businesses, and organizations discussed plastics issues threatening our coast and environment. Additional topics included the state, sources and impacts of marine debris; single use solutions; educating to reduce; citizen science; a social science perspective on why people litter; and the science behind biodegradable plastic. Nearly 150 people, some as young as middle school, participated in the day's activities. The presentations are available on COA's website in the 'History' section on the Beach Sweeps page.



(LEFT) Attendees at conference (MIDDLE) Student attendees with the 'Bottle Cap Curtain' at the Debris Free Sea Conference (RIGHT) Community mosaic created by Stella Ryan on display

From Trash to Treasure

During the summer and fall months, COA worked with local artists and children in creating hands-on community mosaics using debris found on the beaches of New Jersey. COA specifically worked with Lucy Hovnanian Kalian (Sandy Hook), Stella Ryan (Sea Bright), Alexis Cuozzo (Bradley Beach) and Danielle Acerra and Amanda Gorsegner (Asbury Park). Artists gave debris found on Sandy Hook, Sea Bright, Bradley Beach, and Asbury Park beaches a new life with the creation of their seaside landscapes. The mosaics were displayed at the *Debris Free Sea* Conference to provide the attendees with a unique way to look at the vast litter problem.



(LEFT TO RIGHT) Community mosaics on display at the *Debris Free Sea* Conference from Sandy Hook (created by Lucy Hovnanian Kalian) and Asbury Park (created by Danielle Acerra and Amanda Gorsegner).



BEACH SWEEPS

DATA 2015

Items	Spring	Fall	Totals
Food, Candy Wrappers/Bags	14,398	19,007	33405
Store/Shopping Bags	5,648	5,160	10808
Trash Bags	1,420	1,377	2797
Other Bags	2,263	2,516	4779
Beverages/Soda Bottles	6,315	5,785	12100
Bleach/Cleaner Bottles	643	235	878
Other Bottles	1,254	1,065	2319
Buckets/Crates/Bins	1,474	396	1870
Cap/Lids	13,135	21,291	34426
Cap/Rings	2,563	1,839	4402
Filters	10,846	17,195	28041
Lighters	440	504	944
Packaging	746	869	1615
Cigar Tips	1,799	3,047	4846
Bait Bags/Containers	237	186	423
Cigar Tips	1,799	3,047	4846
Bait Bags/Containers	237	186	423
Line	506	501	1007
Lures,Floats	368	237	605
Nets - Small	123	109	232
Nets - Large	142	32	174
Cups	1,444	1,631	3075
Diapers	147	114	261
Forks, Knives, Spoons	1,642	2,236	3878
Light Sticks	344	143	487
Plastic Pieces	21,639	21,154	42793
Pens	631	807	1438
Ribbon/Tape (no balloon)	1,304	1,093	2397
Rope	758	906	1664
6-Pack Holders	138	171	309
Sheeting Tarps	496	114	610
Shotgun Shells	492	348	840
Strapping Bands	795	468	1263
Straws/Stirrers	7,885	11,748	19633
Syringes	147	176	323
Tampon Applicators	1,390	2,042	3432
Toys	850	1,373	2223
Vegetable Sacks	101	65	166
Other Plastics	2,664	1,857	4521
Building Materials	1,261	481	1742
Buoys/Floats	174	133	307
Fast Food Containers	639	458	1097
Foam Cups	1,499	1,353	2852
Packaging Materials	917	426	1343
Foam Pieces	6,744	6,097	12841
Foam Plates	741	310	1051
Other Foam Plastic	3,106	1,301	4407

Items	Spring	Fall	Totals
Beverage Bottles	2,398	2,555	4953
Other Bottles/Jars	432	327	759
Lights: Bulbs	74	62	136
Lights: Fluorescent Tubes	179	5	184
Pieces	5,727	3,006	8733
Other Glass	599	206	805
Balloons - Mylar	693	387	1080
Mylar With String/Ribbon	520	366	886
Balloons - Rubber	325	484	809
Rubber With String/Ribbon	296	465	761
Condoms	156	158	314
Rubber Bands	0	0	0
Gloves	291	297	588
Tires: Part	182	115	297
Tires: Whole	39	7	46
Beverages Cans	2,469	2,360	4829
Other Cans	256	176	432
Car Parts	59	38	97
Crab/Fish Traps	31	37	68
55 Gallon Drums: Old	31	7	38
55 Gallon Drums: New	1	1	2
Fishing: Hooks	59	51	110
Fishing: Sinkers	84	21	105
Foil	487	544	1031
Nails	815	623	1438
Pieces	846	579	1425
Pull/Pop Tabs	204	168	372
Wire	825	758	1583
Other Metal	472	473	945
Paper Bags	491	326	817
Cardboard	1,011	690	1701
Cartons/Boxes	305	220	525
Cups	801	789	1590
Newspaper/Magazines	842	392	1234
Pieces	3,555	3,559	7114
Plates	201	316	517
Other Paper	855	967	1822
Crab/Lobster Traps	21	25	46
Crates/Baskets	34	39	73
Ice Cream Spoon/Sticks	329	216	545
Lumber Pieces	5,059	4,367	9426
Pallets	183	161	344
Other Wood	1,306	1,043	2349
Blankets/Sheets/Towels	226	193	419
Clothing: Specify	364	426	790
Shoes/Sandals	306	429	735
String (No Balloon)	681	730	1411
Other Cloth	579	451	1030

	Spring	Fall	Totals
2015 Total Items	161,809	170,194	332,003
Number of Volunteers	3221	3154	6375

2015 ROSTER OF THE RIDICULOUS

Homesteading: metal spoon, toilet pieces, fence, trash can, house thermostat, roll of toilet paper, metal hair brush, electrical outlet, piece of a window, metal shower caddy, broom, damaged phone, flower pot, porcelain sink piece, kitchen sink, rug, mattress, vacuum cleaner, roll of toilet paper, shingles, pool skimmer, electric candle, flower pot, heart pillow, nail clipper, blankets, 15" square mosaic tile, paint brush.

Awash in Sports: baseball bat, beach ball, metal ball, container of chewing tobacco, wooden bat, body board, baseball, chewing tobacco, hockey stick, can of tennis balls, golf balls, ping pong balls, kite, fishing pole, helmet.

What the Heck: goose head stuffed animal, fuzzy caterpillar, pickle jar, industrial fan, sleeping bag with rags, vintage coke bottle, rat traps, safe (no treasure), mini-keg, mailbox, rubber brain, car mat.

Personally Speaking: size 13 sneaker, hair roller, pacifier, socks, bikini, parking ticket, half a dollar bill, underwear, sunglass part, dental floss holder, hair comb, shoe soles, birth control pills, floss, paint brush, beach toys, doll head, rubber ducky, barrette, baby shoe, full bottle of wine, sock.

2015 DIRTY DOZEN

The most commonly collected pieces of debris

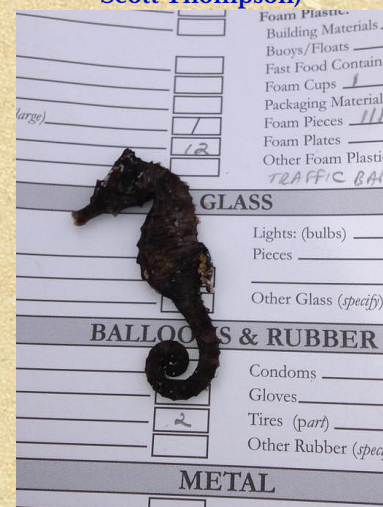
2015 Rank	Debris Items	2015	2014	2014 Rank	2013	2013 Rank	2012	2012 Rank
1	Plastic Pieces	42793	40880	1	39484	1	43777	2
2	Plastic Caps/Lids	34426	29804	3	32642	2	38349	3
3	Plastic Food, Candy Wrappers/Bags	33405	27381	4	30944	4	33162	4
4	Cigarette Filters	28041	30241	2	32303	3	49362	1
5	Straws/Stirrers	19633	18372	5	18161	5	22308	5
6	Foam Pieces	12841	13050	6	15692	6	22094	6
7	Plastic Beverage/Soda Bottles	12100	11775	8	9974	8	9715	7
8	Plastic Store/Shopping Bags	10808	8037	10	8371	9	6585	12
9	Lumber Pieces	9426	9235	9	13784	7	6713	11
10	Glass Pieces	8733	12703	7	7653	10	8155	9
11	Paper Pieces	7114	5560	12	4617	*	7044	10
12	Glass Beverage Bottles	4953	4467	*	6009	11	4017	*
	Percent of Total Debris	68%	67%		68%		71%	

* not part of the Dirty Dozen for indicated year



Volunteers at Ocean Grove with bags of trash collected.

Seahorse found at Ortle Beach (Photo courtesy of Scott Thompson)



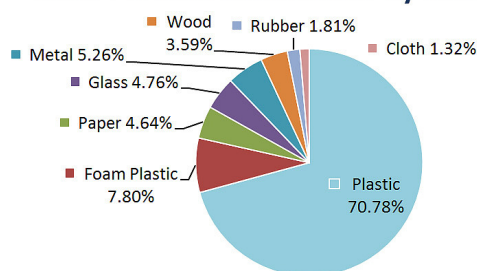
LOCAL DATA, GLOBAL NETWORK: Every October, COA submits the Fall Beach Sweeps data to the Ocean Conservancy, Washington D.C., to be included in their International Coastal Cleanup (ICC) Report. The ICC is an annual, global event held in over 100 countries and territories bordering every major body of water on Earth.

NOTES FOR USING BEACH SWEEP DATA: The Annual Beach Sweeps Report (available at CleanOceanAction.org) can be used to study and understand marine debris. When analyzing, whether annually or over time for trends, it is important to note that the amount of debris collected depends on a variety of factors, such as weather, tides, participants, and accuracy of data collections.

Breakdown by Category/Debris Type

2015 Totals	Spring	Fall	Total	% of Total
Plastic	107187	127797	234984	70.78%
Foam Plastic	15081	10559	25640	7.72%
Paper	8061	7259	15320	4.61%
Glass	9409	6161	15570	4.69%
Metal	9887	7455	17342	5.22%
Wood	6932	5851	12783	3.85%
Rubber	3096	2883	5979	1.80%
Cloth	2156	2229	4385	1.32%
Pieces of Debris	161,809	170,194	332,003	100%

2015 Percent Breakdown by Debris Type





2015 Statewide Sponsors



COMCAST NBCUNIVERSAL

2015 County Sponsors



2015 Site Sponsors

Atlantic City Electric, Baine Contracting, Brookdale Community College, Brookdale Public Radio 90.5FM, DIVE, Enterprise Rent-A-Car, Garden Club of LBI, Jenkinson's Aquarium, Surfrider Foundation South Jersey, Surfrider Foundation Jersey Shore.

Special Thanks

Bloomberg LP, Booskerdoo, Gateway National Recreation Area Sandy Hook Unit, Island Beach State Park, Jersey Printing, Marine Academy of Science & Technology, Marine Academy of Technology & Environmental Sciences, Monmouth County Park System, Middlesex County Park System, NJ Clean Communities Council, Ocean Conservancy, Rotary Club Interact.

For more information about sponsorship opportunities, reducing pollution, and to check out COA's past Annual Reports, please contact:



Clean Ocean Action
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CleanOceanAction.org
Info@CleanOceanAction.org
732-872-0111



Clean Ocean Action's 10 Tips for the Beach

- 1. Leave only footprints in the sand.** Dispose of your waste properly - use trash and recycling receptacles or take it home (carry in, carry out). Use your beach pail at the end of the day to collect litter. After enjoying the beach, organize family and friends for a cleanup, and join volunteers at COA's Spring and Fall Beach Sweeps (See tip #7).
- 2. Reduce, Reuse, Recycle.** Reduce your consumption of single-use disposable plastic, such as bags, water bottles, straws, and utensils. Buy only reusable or recyclable products. Recycling reduces solid waste and saves resources. If your beach does not have recycling bins, take your items home for proper disposal and contact the town to suggest the need for these bins.
- 3. Litter is lethal to marine life.** Avoid bringing disposable plastics to the beach. Plastics do not biodegrade and can kill fish, birds, whales, seals, turtles, and other animals through entanglement and ingestion. If you see an animal entangled, injured, or in danger, contact a lifeguard, local health department, or wildlife refuge center.
- 4. The beach is not an ashtray.** Never leave cigarette filters in the sand. They do not biodegrade and are highly toxic to marine life that mistake them for food.
- 5. Hold the line and never let it go.** Keep all fishing line for recycling and send to: Berkley Recycling, 1900 18th St, Spirit Lake, IA 51360-1099. If not possible bring to your local tackle shop or marina, or cut into small pieces and put in a trash can.
- 6. Report pollution.** Report any unusual beach conditions (garbage slicks, brown or red tides, fish-kills, dumpings). In New Jersey contact the Department of Environmental Protection by calling 1-877-WARN-DEP and contact COA. Take photos of the incident.
- 7. Conduct local beach clean-ups.** Visit the COA website (www.cleanoceanaction.org) for details on how to organize a beach clean-up or join other volunteers at COA's Annual Spring and Fall Beach Sweeps. Visit the website for dates.
- 8. Look, listen, and learn.** Observe wildlife from a distance. Do not frighten or disturb beach critters. Beachcomb for shells, listen for birdcalls, and look for plants. Leave only footprints in the sand.
- 9. Carpool, walk, bike, or use mass transit to the beach.** Cars are a leading source of air and water pollution. Turn off your car if idling for more than 30 seconds; this will conserve fuel, save money and reduce pollution.
- 10. Lead by example.** Pass tips along to other beach-goers. Together, we are the solution to ocean pollution!

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