



BEACH SWEEPS

29th ANNUAL
2014 REPORT

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”.

In 1985, 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.

Twenty-nine years later, 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 (see pages 2-3).

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.



Red Bank Regional Environmental group

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 our *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. This research helps us discover solutions to keep beaches clean and healthy, create federal, state, and local programs to reduce litter in the environment, and protect the public and the marine environment.

This year, Clean Ocean Action is partnering with Bloomberg LP Philanthropy to analyze the *Beach Sweeps’* data set. This analysis will be the first of its kind in *Beach Sweeps* history. The goal is to more accurately monitor trends throughout the years and eventually link those trends with various legislation that has been enacted, as well as consumerism, weather, and industry changes. The information will be made available in time for the 30th Anniversary *Beach Sweeps* Conference in the fall of 2015. Additionally, the overarching *Dirty Dozen* will be released at this time.

PARTICIPATING TOWNS AND PARKS

Aberdeen, Allenhurst, Asbury Park, Atlantic City, Atlantic Highlands, Avalon, Avon-By-The-Sea, Barnegat, Bay Head, Belmar, Berkeley, Bradley Beach, Brigantine, Cape May, Deal, Del Haven, Forsythe Wildlife Refuge, Gateway National Park at Sandy Hook, Galloway, Glen Ridge, Highlands, Island Beach State Park, Kearsburg, Keyport, Lakewood, Lavallette, Loch Arbor, Long Branch, Longport, Manasquan, Margate, Middlesex County Park System, Middletown, Monmouth County Park System, Normandy Beach, North Wildwood, Ortley Beach, Point Pleasant, Point Pleasant Beach, Red Bank, Sea Bright, Sea Girt, Seaside Heights, Seaside Park, South Amboy, Spring Lake, Stone Harbor, Toms River, Union Beach, Ventnor, West Long Branch, Wildwood.

**Don't see your town?
Organize a cleanup
with COA!**

For more information about available resources and the upcoming 30th Annual Beach Sweeps conference, visit www.CleanOceanAction.org

*A day of service,
a lifetime of data to
make a difference!*

SPECIAL THANKS TO COA'S OCEAN WAVEMAKERS

2014 BEACH CAPTAINS: Kait Ackerman, Franz Adler, Laura Bagwell, Tina Barreiro, Jesse Beutell, John Bonino, Deise Bruschi, Ralph Carloni, Bill & Cookie Cleary, Ann Commarato, Lisa Cordova, Frank Corrado, Ron Dente, Fran & Peter Donnolly, Brooke Donzelli, Patricia Doyle, Natalia Duran, Morgyn Ellis, Steve Feidler, Lisa Ferguson, Margot Fernicola, Justine Ferretti, Nichole Franco, Kathleen & Leo Gasienica, Eric Gehring, Amanda Gorsegner, Marianne Grant, Kyle Gronostajski, Eric Hanan, Carole Hart, Walter Huresky, Frank Huza, Kari Martin & Ted Jermansen, Mary Judge, Mayor Paul Kennedy, Shelley Kirk, Kevin Kusion, Beth Kwart, Yvette LeFebvre, Danni Logue, Kamile Lukosiute, Marissa Magura, Joe Mairo, Jeff Martin, Melissa & Hohn McAleer, Carol McCallum, Steve Mullen, Jessica Mumford, Cara Muscio, Scott Myler, Devin North, Cassandra Ornell, Christina & Mark Palmieri, Michael Palmisano, Bob Peck, Peterson Family, Diane Predimano, Keith Rella, Joe Reynolds, Derek Riddle, Michael Rohal, Marilyn Roy, Ben Sammarco, Leah Savia, Matt Schmidt, Bill Schultz, Catherine Schweir, Tammy Schweir, Serena Sedlacek, Kathryn Sellers, Jim Sharkey, Steve Shearer, Doreen Silakowski, Albert Siu, Laura Smith, Michael Sokoler, Councilman Chris Theodos, Bob Thibault, Susan Tudor, Andrew Tufts, Eugene Viereck, JJ Walsh, Mandy Wheeler, Gretchen Whitman, John Wnek, Mark Woldseth, Ashley Woodward, Anita Zalom, and Adrianna Zito-Livingston.

ELEMENTARY SCHOOLS: Bradley Beach, Cedar Grove, Deal, Henry Hudson Regional, Lavallette, Lewis School—Princeton, Oak Knoll, Our Lady of Mercy, Ranney, Red Bank Charter, Red Bank Primary, River Plaza, Rutgers Prep., St. Rose of Lima, Whitehall.

MIDDLE SCHOOLS: Atlantic Christian, Del Haven, Goetz, Hillsborough, Holy Cross, Howell, Jackson-Goetz, Knollwood, Matawan-Aberdeen, Middletown, Neptune, Point Pleasant, Rumson Country Day, Terrill, Thorne, Toms River Intermediate School, Vets Memorial (VMMS), Wildwood.

HIGH SCHOOLS: Absegami, Academy of Notre Dame de Namur, Allentown, Atlantic City, Barnegat, Bound Brook, Brick Township, Calvary Academy, Cedar Creek, Central Regional, Donovan Catholic, Edison, Elizabeth, Essex County, Freehold Township, Henderson, Henry Hudson Regional, Howell, Hunterdon County Polytech, Indian Hill Memorial, Keyport, Linden, Lower Cape May Regional, Manasquan, Marine Academy of Science and Technology, Marine Academy of Technology and Environmental Sciences; Middletown South, Middletown North, Monmouth Regional, Monroe, Ocean Township, Palisades Park, Paramus Catholic, Pennsbury, Pt. Pleasant Borough, Raritan School, Red Bank Catholic, Red Bank Regional, Rumson-Fair Haven Regional, Somerville, South Brunswick.



LEFT: Aveda volunteers at Glen Ridge

SWEEPS SNAPSHOTS



Father and Son at Sandy Hook, holding Superstorm Sandy debris



Volunteers at Lavallette



BNY Mellon Volunteers at Convention Hall in Asbury Park



LEFT: Girl Scout Troop 777 at Bradley Beach

ABOVE: Rider University at Seven Presidents Park, Long Branch

RIGHT: Erin O'Neill, Student Coordinator for MAST, at Sandy Hook

COLLEGES: Bergen Community College, Brookdale Community College, Centenary College Evergreen Group, Drew University, Kean University, Mercer County Community College, Middlesex County College, Monmouth University, Montclair State University, Ocean County College, Raritan Valley Community College, Rider University, Rutgers University, Seton Hall University, Stevens Institute of Technology, Stockton College, Temple University.

GOVERNMENT AGENCIES: Borough of Glen Ridge, Brick Environmental Commission, Cape-Atlantic Marine Corps League, Clean Communities, Coast Guard Auxiliary #711, Keyport Environmental Commission, Manasquan Environmental Commission, National Park Service, Red Bank Environmental Commission, Sea Isle City Environmental Commission.

ORGANIZATIONS: Alliance for a Living Ocean, Allentown Leo Club, Brown Wood's Preserve, Caring Kids Club, Cathy's Cause, Centenary College Evergreen, Character Club, Coastal Jersey Parrot Head Club, Earth Shepherds, East Brunswick Youth Council, Galloway Democratic Club, Galloway Elks Lodge #2845, Jersey Cares, Keyport Democrats, Lavallette Business Association, Lavallette Republican Club, Middlesex County Park System, Miss Southern County Scholarship Pageant, Monmouth County Board of Realtors, Nature Center of Cape May, Neighbors at Wexford-Galloway Four Seasons Community, Paying it Forward Foundation, Phlock of South Jersey, Raritan Riverkeeper, Rotary Club of Long Branch, Sea Shepherds—Philadelphia, PA, South Jersey Mariners Swim Team, South Monmouth Board of Realtors, Surfrider Foundation, The Nature Conservancy.

BUSINESSES: Atlantic City Electric, Aveda, Bank of America, Baine Contracting, Bayshore Recycling, Becton Dickinson, Bloomberg, BNY Mellon, Coldwell Banker Realtors, Comcast, Defined Logic, East Coast Diving Center, Enterprise Rent-a-Car, Gloria Nilson Realtors, Jenkinson's Aquarium, Kohls Cares, Labrador Lounge, Langosta Lounge, New Jersey Shore Life Magazine, Plymouth Rock Assurance, People to People, Provident Bank, Ray Catena Motor Corporation, RICOH, Sickles, ShopRite, SHPE-SIT, Timberland, United Teletech Financial, Yoga Dog.

FAITH-BASED GROUPS: Church of Jesus Christ of Latter Day Saints, Light of the World Family Worship Church, St. John's Church—Trenton, St. Mark/All Saints Church, St. Rose of Lima.

CUB SCOUTS: 4, 31, 209, 11068.

BOY SCOUTS: 18, 26, 36, 47, 65, 76, 101.

GIRL SCOUTS: 92, 104, 170, 186, 236, 285, 286, 304, 314, 343, 352, 374, 382, 383, 451, 499, 521, 592, 777, 860, 1264, 1805, 11068, 13816.



Sea Shepherd—Philadelphia at Cape May Nature Center

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

NON-POINT SOURCE PEOPLE POLLUTION

Nonpoint source pollution (NPSP) is “people pollution.” When rain or melted snow travels over the ground it picks up and moves pollution as it flows into a waterway and ultimately into the ocean. Runoff includes litter, fertilizers, pesticides, soil, and animal waste. This polluted runoff is referred to as “stormwater.” NPSP can be harmful—negatively affecting the beauty and health of waterways for people and wildlife.



SEAGULL

DOG

HORSE



MAN

Photo from Greenpeace Australia Pacific Twitter (@GreenpeaceAustP)

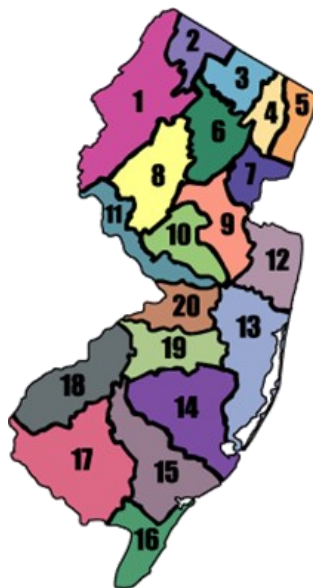
Puzzled about pollution? Challenge yourself with COA's *How Trashy* crossword puzzle found at CleanOceanAction.org/BeachSweeps

What is a watershed?

A watershed is an area of land that drains into a particular body of water. When litter accumulates on streets and sidewalks, precipitation will transport the items to the nearest stormdrain, which then often drains into a waterway and ultimately into the ocean. Oil, grease, pet waste, fertilizer, pesticides, bacteria, trash, and other pollutants end up in our waterways and finally into our ocean, usually untreated.

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, you can “Surf Your Watershed” at <http://cfpup.epa.gov/surf/lcate/index.cfm>



NJ has 20 watersheds—*where do you live?*

RECYCLING—TRUE OR FALSE

1. Anything plastic with a recycling logo can be put in the recycling bin!

False: The number inside the arrows determines whether you can recycle the item. Check with your town today!

2. There are economic benefits for recycling.

True: Recycling saves money for manufacturers by reducing energy costs. In NJ, it was calculated that the lower energy costs saved \$570 million in 2014. In the same year, \$26 million was saved by NJ towns from avoiding disposal costs.

3. There are companies that give trash a new life.

True: Montecalvo Material Recovery Facility, a branch of Bayshore Recycling, manufactures a variety of products for reuse and energy sources, such as bio-fuel. Such products include recycled clean stone and recycled concrete aggregate. Additionally, groups such as TerraCycle give trash a new life through upcycling programs (see below).

WASTE GETS A NEW LIFE

Founded in 1995, **Bayshore Recycling** has clientele in the construction, municipal, residential, commercial and environmental sectors. Their NJ facility has become the destination for recycling concrete, asphalt, brick, bulky waste and other diverse materials, which would otherwise be sent to the landfill. Their goal is to use the materials that are recycled to create renewable energy.

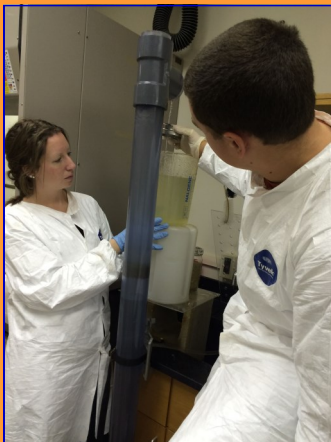
BAYSHORE
Family of Companies

Founded in 2001, **TerraCycle** proposes a new recycling perspective through its upcycling program. Upcycling gives trash a new identity by using every component of the trash and remaking it into something new. This innovative method of handling trash not only creates items such as home, office, and school supplies, and bags and toys, but additionally helps the environment by reducing the carbon footprint that results from garbage thrown into landfills or incinerators.



Want to learn more about Bayshore's recycling program and TerraCycle's upcycling program along with ways you can get involved? Visit BayshoreRecycling.com and TerraCycle.com.

COA'S MICROPLASTIC RESEARCH



TOP TO BOTTOM: Sampling location in Brigantine, NJ, Sand sampling methodology, Student volunteer collecting a water sample, Laboratory sand processing methodology

OVERVIEW

To document the scope and magnitude of microplastics on New Jersey beaches, in waterways, along the coastline, and in marine life, COA put together a committee of international and national scientists in January 2014 in order to establish a model for marine ecosystems. In collaboration with this research team, specifically the National Oceanic and Atmospheric Administration (NOAA), COA launched the first microplastics research study in New Jersey with initial sampling beginning in the Spring of 2014.

Initial sampling was conducted in the Spring of 2014 and engaged specially trained high school students and citizen volunteers. The first phase involved nearly 200 samples of sand and water that were collected along the coast of New Jersey and processed and analyzed at the micron level in consultation with NOAA scientists.

MICROPLASTICS THREATEN MARINE LIFE

Researchers have estimated that globally, plastic comprises 60-80% of marine anthropogenic debris. One of COA's most successful programs, the twice-annual *Beach Sweeps*, has engaged thousands of volunteers in cleaning up beaches across New Jersey and recording information on the types of trash found, including plastic. Over the past 5 years, an average of 71.4% of the marine debris collected during COA's *Beach Sweeps* were plastic. In 2014, 13% were small, unidentifiable plastic pieces. Given the high proportion of collected plastic beach debris, and the propensity for plastic to continuously break down into smaller pieces and its potential to harm marine life and perhaps humans, it is important to document the presence of microplastics in the New Jersey coastal environment. This research is especially relevant given that microplastic pollution is caused either directly or indirectly by human activity and New Jersey is downstream of the most densely populated area of the United States. Once microplastics presence has been documented, COA intends to continue its research into the impacts of microplastics on marine life and, importantly, to reduce the sources of these coastal pollutants.

RESEARCH AGENDA

COA will assess microplastics on New Jersey beaches and waterways, while also promoting citizen action (i.e., educated purchasing decisions and legislation) while establishing a model for marine ecosystems. COA proposes to accomplish this by:

1. Documenting the presence and abundance of microscopic microplastics on NJ beaches, in waterways, and along the coastline.
2. Documenting the presence (and abundance) of visible plastic < 5mm on New Jersey beaches, in waterways, and along the coastline.
3. Documenting the presence and abundance of microplastics in the intestinal tract of common, low-trophic level New Jersey coastal fishes.
4. Engaging citizens in reducing microplastics through education/advocacy.

PHASE ONE

COA selected 32 sampling locations in New Jersey from the list of over 70 *Beach Sweeps* sites. The sites span Monmouth, Ocean, Atlantic, and Cape May Counties and vary in several physical and use characteristics. Field sampling occurred from July to October 2014. Data analysis has been ongoing since July 2014 and will be completed by the fall of 2015.

Learn more about COA's microplastics study by downloading a copy of our Research Agenda available at CleanOceanAction.org



BEACH SWEEPS

DATA 2014

| | Items | Spring | Fall | 2014 | % of Total |
|---------------------|---------------------------|--------|-------|-------|------------|
| Plastic | Food, Candy Wrappers/ | 14358 | 13023 | 27381 | 8.69% |
| | Store/Shopping Bags | 5190 | 2847 | 8037 | 2.55% |
| | Trash Bags | 1571 | 761 | 2332 | 0.74% |
| | Other Bags | 2600 | 2179 | 4779 | 1.52% |
| | Beverages/Soda Bottles | 6542 | 5233 | 11775 | 3.74% |
| | Bleach/Cleaner Bottles | 416 | 153 | 569 | 0.18% |
| | Other Bottles | 1116 | 1035 | 2151 | 0.68% |
| | Buckets/Crates/Bins | 462 | 203 | 665 | 0.21% |
| | Cap/Lids | 15152 | 14652 | 29804 | 9.46% |
| | Cap/Rings | 2369 | 1338 | 3707 | 1.18% |
| | Filters | 13855 | 16386 | 30241 | 9.60% |
| | Lighters | 492 | 399 | 891 | 0.28% |
| | Packaging | 894 | 787 | 1681 | 0.53% |
| | Cigar Tips | 2420 | 3946 | 6366 | 2.02% |
| | Bait Bags/Containers | 227 | 175 | 402 | 0.13% |
| | Line | 554 | 475 | 1029 | 0.33% |
| | Lures, Floats | 147 | 241 | 388 | 0.12% |
| | Nets - Small | 143 | 108 | 251 | 0.08% |
| | Nets - Large | 40 | 33 | 73 | 0.02% |
| | Cups | 2082 | 1651 | 3733 | 1.18% |
| | Diapers | 115 | 98 | 213 | 0.07% |
| | Forks, Knives, Spoons | 2061 | 1814 | 3875 | 1.23% |
| | Light Sticks | 278 | 478 | 756 | 0.24% |
| | Plastic Pieces | 22221 | 18659 | 40880 | 12.97% |
| | Pens | 649 | 389 | 1038 | 0.33% |
| | Ribbon/Tape (no balloons) | 1117 | 1100 | 2217 | 0.70% |
| | Rope | 861 | 623 | 1484 | 0.47% |
| | 6-Pack Holders | 144 | 86 | 230 | 0.07% |
| | Sheeting Tarps | 171 | 95 | 266 | 0.08% |
| | Shotgun Shells | 224 | 284 | 508 | 0.16% |
| | Strapping Bands | 1466 | 470 | 1936 | 0.61% |
| | Straws/Stirrers | 9093 | 9279 | 18372 | 5.83% |
| | Syringes | 118 | 79 | 197 | 0.06% |
| Tampon Applicators | 1859 | 1315 | 3174 | 1.01% | |
| Toys | 926 | 1127 | 2053 | 0.65% | |
| Vegetable Sacks | 79 | 64 | 143 | 0.05% | |
| Other Plastics | 1847 | 1989 | 3836 | 1.22% | |
| Foam Plastic | Building Materials | 1348 | 704 | 2052 | 0.65% |
| | Buoys/Floats | 128 | 114 | 242 | 0.08% |
| | Fast Food Containers | 686 | 456 | 1142 | 0.36% |
| | Foam Cups | 1689 | 1248 | 2937 | 0.93% |
| | Packaging Materials | 833 | 681 | 1514 | 0.48% |
| | Foam Pieces | 7205 | 5845 | 13050 | 4.14% |
| | Foam Plates | 409 | 369 | 778 | 0.25% |
| | Other Foam Plastic | 1687 | 1374 | 3061 | 0.97% |

| | Items | Spring Total | Fall Total | 2014 Total | % of Total | |
|---------------------|---------------------------|----------------|----------------|----------------|----------------|-------|
| Glass | Beverage Bottles | 2590 | 1877 | 4467 | 1.42% | |
| | Other Bottles/Jars | 353 | 191 | 544 | 0.17% | |
| | Lights: Bulbs | 70 | 25 | 95 | 0.03% | |
| | Lights: Fluorescent Tubes | 4 | 3 | 7 | 0.00% | |
| | Pieces | 8565 | 4138 | 12703 | 4.03% | |
| Rubber | Other Glass | 535 | 426 | 961 | 0.30% | |
| | Balloons - Mylar | 638 | 524 | 1162 | 0.37% | |
| | Mylar With String/Ribbon | 440 | 411 | 851 | 0.27% | |
| | Balloons - Rubber | 450 | 491 | 941 | 0.30% | |
| | Rubber With String/Ribbon | 295 | 299 | 594 | 0.19% | |
| | Condoms | 266 | 297 | 563 | 0.18% | |
| | Rubber Bands | | 188 | 188 | 0.06% | |
| | Gloves | 306 | 327 | 633 | 0.20% | |
| | Tires: Part | 106 | 119 | 225 | 0.07% | |
| | Tires: Whole | 39 | 22 | 61 | 0.02% | |
| Metal | Other Rubber | 750 | 785 | 1535 | 0.49% | |
| | Appliances | 17 | 25 | 42 | 0.01% | |
| | Batteries: Car | 6 | 8 | 14 | 0.00% | |
| | Batteries: Other | 89 | 74 | 163 | 0.05% | |
| | Bottles Caps | 2252 | 1499 | 3751 | 1.19% | |
| | Aerosol Cans | 131 | 120 | 251 | 0.08% | |
| | Beverages Cans | 2288 | 2025 | 4313 | 1.37% | |
| | Other Cans | 253 | 175 | 428 | 0.14% | |
| | Car Parts | 95 | 81 | 176 | 0.06% | |
| | Crab/Fish Traps | 25 | 24 | 49 | 0.02% | |
| | 55 Gallon Drums: Old | 3 | 3 | 6 | 0.00% | |
| | 55 Gallon Drums: New | 1 | 1 | 2 | 0.00% | |
| | Fishing: Hooks | 37 | 32 | 69 | 0.02% | |
| | Fishing: Sinkers | 16 | 20 | 36 | 0.01% | |
| | Foil | 526 | 731 | 1257 | 0.40% | |
| | Nails | 1267 | 352 | 1619 | 0.51% | |
| | Pieces | 755 | 499 | 1254 | 0.40% | |
| | Pull/Pop Tabs | 210 | 110 | 320 | 0.10% | |
| | Wire | 589 | 408 | 997 | 0.32% | |
| | Other Metal | 557 | 350 | 907 | 0.29% | |
| | Paper | Paper Bags | 529 | 352 | 881 | 0.28% |
| | | Cardboard | 1107 | 669 | 1776 | 0.56% |
| Cartons/Boxes | | 346 | 332 | 678 | 0.22% | |
| Cups | | 1195 | 819 | 2014 | 0.64% | |
| Newspaper/Magazines | | 707 | 405 | 1112 | 0.35% | |
| Pieces | | 2355 | 3205 | 5560 | 1.76% | |
| Plates | | 358 | 227 | 585 | 0.19% | |
| Wood | Other Paper | 626 | 962 | 1588 | 0.50% | |
| | Crab/Lobster Traps | 55 | 47 | 102 | 0.03% | |
| | Crates/Baskets | 60 | 23 | 83 | 0.03% | |
| | Ice Cream Spoon/Sticks | 273 | 339 | 612 | 0.19% | |
| | Lumber Pieces | 6385 | 2850 | 9235 | 2.93% | |
| Cloth | Pallets | 163 | 142 | 305 | 0.10% | |
| | Other Wood | 2224 | 1048 | 3272 | 1.04% | |
| | Blankets/Sheets/Towels | 263 | 202 | 465 | 0.15% | |
| | Clothing | 399 | 408 | 807 | 0.26% | |
| | Shoes/Sandals | 288 | 295 | 583 | 0.18% | |
| | String (No Balloon) | 528 | 490 | 1018 | 0.32% | |
| Other Cloth | 516 | 569 | 1085 | 0.34% | | |
| | 2014 Total Items: | 170,745 | 144,409 | 315,154 | 100.00% | |

2014 ROSTER OF THE RIDICULOUS

Life is a Highway: parking meter, car bumper, car dashboard, headlight, FM transmitter, car fender, oil can.

Electronics: hearing aid, half a cell phone, TV remote, headphones, telephone cord.

Toys and Us: rubber alligator, plastic army men, kiddie pool, whoopee cushion, plastic lobster, swing set, badminton racket.

Holiday Decorations: Christmas bells, fire crackers, fireworks, light-up snowman, Dracula teeth, Christmas lights.

Home Essentials: laundry basket, 3 umbrellas, 2 large pillows, hearing aid, bathroom tiles, piece of a countertop, broomstick, sleeping bag.

Beauty Scene: wig, bra padding, tooth in a container, hair weave, hair brush, bobby pins, hair ties, bath towels, soap.

#WhatTheCOA: stun gun, power line transformer, ski pole, saw blade, electrical socket, clay statue of baby Jesus, bowling ball, human poop, Wegman's Reward Card, engagement announcement, bag of arcade tickets, wooden chair parts, aerosol can, snow fence, rubber street mat, shark tooth.

2014 DIRTY DOZEN

The most commonly collected pieces of debris

| 2014 Rank | Debris Items | 2014 | 2013 | 2013 Rank | 2012 | 2012 Rank | 2011 | 2011 Rank |
|-----------|--------------------------------|-------|-------|-----------|-------|-----------|-------|-----------|
| 1 | Plastic Pieces | 40880 | 39484 | 1 | 43777 | 2 | 63117 | 1 |
| 2 | Cigarettes Filters | 30241 | 32303 | 3 | 49362 | 1 | 33633 | 5 |
| 3 | Plastic Caps/Lids | 29804 | 32642 | 2 | 38349 | 3 | 58612 | 2 |
| 4 | Food, Candy Wrappers/Bags | 27381 | 30944 | 4 | 33162 | 4 | 45757 | 3 |
| 5 | Straws/Stirrers | 18372 | 18161 | 5 | 22308 | 5 | 35640 | 4 |
| 6 | Foam Pieces | 13050 | 15692 | 6 | 22094 | 6 | 21834 | 6 |
| 7 | Glass Pieces | 12703 | 7653 | 10 | 8155 | 9 | 8993 | 8 |
| 8 | Plastic Beverages/Soda Bottles | 11775 | 9974 | 8 | 9715 | 7 | 17981 | 7 |
| 9 | Lumber Pieces | 9235 | 13784 | 7 | 6713 | 11 | 8130 | 11 |
| 10 | Plastic Store/Shopping Bags | 8037 | 8371 | 9 | 6585 | 12 | 8245 | 9 |
| 11 | Cigar Tips | 6366 | 4842 | 12 | 8621 | 8 | 7700 | * |
| 12 | Paper Pieces | 5560 | 4617 | * | 7044 | 10 | 7000 | * |
| | Number of Volunteers | 6863 | 6658 | | 6926 | | 7575 | |

*not part of the Dirty Dozen for indicated year



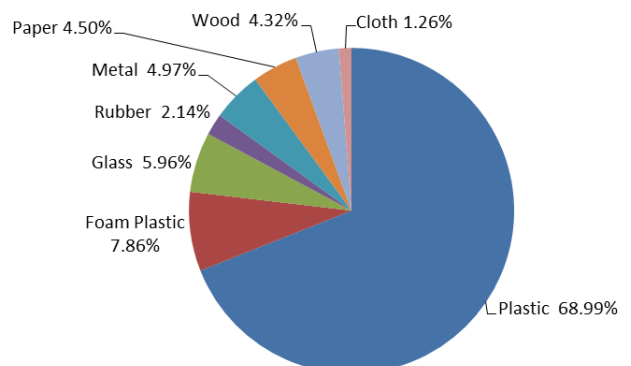
Boy Scout Pack #36 at Island Beach State Park

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.

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.

| Breakdown by Category/Debris Type | | | | |
|-----------------------------------|----------------|----------------|----------------|---------------|
| 2014 Totals | Spring | Fall | Total | % of Total |
| Plastic | 113859 | 103574 | 217433 | 68.99% |
| Foam Plastic | 13985 | 10791 | 24776 | 7.86% |
| Glass | 12117 | 6660 | 18777 | 5.96% |
| Rubber | 3290 | 3463 | 6753 | 2.14% |
| Metal | 9117 | 6537 | 15654 | 4.97% |
| Paper | 7223 | 6971 | 14194 | 4.50% |
| Wood | 9160 | 4449 | 13609 | 4.32% |
| Cloth | 1994 | 1964 | 3958 | 1.26% |
| Pieces of Debris | 170,745 | 144,409 | 315,154 | 100.0% |
| Volunteers | 3,813 | 3,050 | 6,863 | |

PERCENT BREAKDOWN BY DEBRIS TYPE



2014 STATEWIDE SPONSORS

Bank of America

AVEDA



Bloomberg



2014 COUNTY SPONSORS



COMCAST NBCUNIVERSAL



2014 SITE SPONSORS

Advil, Allergan Foundation, Baine Contracting, Brookdale Community College, Brookdale Public Radio, Barefoot Wine, Enterprise Rent-A-Car, Jenkinson's Aquarium, Kohl's, Montecalvo Material Recovery Facility, New Jersey Natural Gas, Ricoh Americas, Paying It Forward, Surfrider Foundation South Jersey Chapter, United Teletech Financial.

SPECIAL THANKS

The following have contributed important resources:

Dunkin Donuts, Gateway National Recreation Area Sandy Hook Unit, Island Beach State Park, Jersey Printing, Marine Academy of Science & Technology, Marine Equipment and Supply Co., Monmouth County Park System, Middlesex County Park System, NJ Clean Communities Council, Ocean Conservancy, and Rotary Club Interact #7540.

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



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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, or 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 animals that mistake them for food.

5. Hold the line and never let it go. Keep all fishing line for recycling and send to: Pure Fishing America, Attn: 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) to appropriate state and federal agencies. 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. Identify what you find with a field guide.

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!

