

Day Without a Bag Comes to San Diego

Paper or Plastic? No thanks, I brought my own.

On December 16th, I Love A Clean San Diego helped to coordinate the first ever regional Day Without a Bag campaign in San Diego County. Hopefully you remembered your reusable bag that day, or maybe you were one of the thousands of San Diegans to receive free reusable bags as part of our efforts outside local grocery stores.

The inaugural Day Without a Bag campaign was a huge success! A handful of environmental non profits in the region teamed up to coordinate a massive reusable bag giveaway stretching from Imperial Beach to Oceanside and Ocean Beach to El Cajon. Together, almost 250 volunteers from I Love A Clean San Diego, San Diego Coastkeeper, Surfrider Foundation, and the Solana Center gave away more than 30,000 reusable bags outside grocery stores and other retail locations. We had lots of help from almost all jurisdictions in San Diego County, including the cities of Oceanside, Encinitas, Lemon Grove, and Chula Vista. Our efforts were recognized

through a proclamation from the County of San Diego which applauded our work to encourage San Diegans to live greener.



Thanks to our efforts, over 30,000 San Diegans have at least one reusable bag to use in place of single use plastic or paper ones. The average San Diegan uses more than 500 plastic bags each year, so the single Day Without a Bag event could lead to 15 million less bags in our waste stream this year. Remember to mark your calendars for next year's Day Without a Bag (December 15th) and live every day without a disposable bag!

Mark Your Calendars – Creek to Bay Cleanup!

April 30, 2011 - 9AM to Noon at 60+ sites

ILACSD staff are busy planning for the 2011 Creek to Bay Cleanup. Once again, the cleanup will run from 9am - Noon at more than 60 cleanup sites throughout San Diego County.

Businesses, site captains, and VOLUNTEERS are needed to support this event. Visit the event website at www.creektobay.org for more information and to get involved. Online registration will open April 1st, so check the website for updates.

Creek to Bay Results:

Volunteers in 2010: **5,232**
Volunteers in Last 8 Years: **27,000**
Total Debris Collected in Last 8 Years:
1,000,000 lbs.

Help us continue these successes in 2011 by getting involved in ILACSD's signature event that makes such an impressive impact on San Diego's outdoor areas!

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From the Executive Director



If I only had one word to describe 2010 for I Love A Clean San Diego, it would be... GROWTH! The organization utilized its streamlined resources and grew in several areas – budget, staff, programs. We expanded into new communities with new partners, increased our appearance in the media, and launched into the social media realm by recruiting “followers” and “friends.”

As we outgrew our office on Pacific Highway, we found a new home at Liberty Station and settled into a civic hub that inspires collaboration among nonprofits. It's the perfect setting for an organization like ours, which excels at

collaborating with the community and building partnerships.

What's in store for 2011? We will continue to make sure San Diego stays beautiful for you and your kids by enhancing our successful programs. We will further engage San Diegans, not just to raise their awareness, but to inspire them to take advantage of our useful services and programs.

One example, ILACSD's one-stop recycling resource, www.wastefreesd.org. Not only do we want San Diegans to know about this website, which tells you the closest place to recycle your batteries or get rid of your old paint, but we want you to USE it... and tell your neighbor about it too!

ILACSD's signature event, Creek to Bay on April 30th is another great opportunity for you, your

friends and your family to come out and participate, perhaps even asking your company to sponsor this important event.

For those of you that attended our open house in February, it was great to reconnect with you. I hope you were able to learn a bit more about the strong work we do throughout all of San Diego County from the coast to inland.

We are so excited for the great things that lie ahead as we embrace another year of conserving and preserving the quality of life for all San Diegans, and we are excited that YOU will be a part of it, too.

Sincerely,

Pauline Martinson
Executive Director

2010: The Year in Numbers

30,054 volunteers | **506** education presentations reaching **30,147** people

19,214 requests for recycling information | **245** tons of debris removed from **176** cleanup sites

A Lesson on Watersheds

Water is essential for life. Think about it, we drink it, we bathe in it, we need it to grow the food that we eat, and, here in San Diego, we play in it! Clean water connects us all and in addition to being an important part of our well-being, it contributes to the survival of the unique plant and animal species that surround us. The things we do every day affect our water, but to understand our influence we need to understand our watershed.

We all live in a watershed and we are all connected to our neighbors and the larger community through a watershed. A watershed is an area of land that collects and carries (or sheds) rainwater toward a common water body, such as a lake, bay or ocean. This rainwater can travel either underground as groundwater or across the land as surface run-off, collecting in creeks and streams which connect to rivers which lead to a lake, bay, or ocean. San Diego has 11 watersheds that collect and shed their water to the West, either flowing into the Pacific Ocean or into the San Diego Bay.

A watershed acts like a funnel, containing the rainwater through the natural shape of the land with areas of higher elevation, like hills and ridge lines, along the outside edge, just like the outside edge of a funnel. The hillsides and contoured land shed the rainwater across the land or across sidewalks and streets into storm drains which connect directly to our local creeks and rivers without being cleaned.



We all live in a watershed, so what we do every day can affect health of our water. When we litter, let our leaky cars drip oil onto the street, carelessly use fertilizers and pesticides, or even leave pet waste behind, we are influencing the quality of the water we use every day. Watersheds provide us with water to drink and bathe in, food from fisheries and farms, and places to play and relax.

Often, we forget that we are a part of our surrounding environment and that our choices have effects on more than just ourselves. They affect our watershed.

John Muir said it best in *My First Summer in the Sierra*, “*When we try to pick out anything by itself, we find it hitched to everything else in the Universe.*”

If we keep our land clean, we can keep our creeks, rivers, bays and ocean clean, giving us the clean water that is essential for life.



Inspiring a New Generation of Eco-Ambassadors

ILCASD, together with **KFMB Channel 8** and **San Diego Gas & Electric** recently conducted an interactive environmental education contest. Local elementary school classes were given the opportunity to receive free environmental education from some of the best education programs in the region.



We chose to focus on four organizations doing great things for environmental education in San Diego County: **Chula Vista Nature Center**, **San Diego Botanic Garden**, **U.S.S. Midway Museum**, and **the Water Conservation Garden**. Each organization received a small grant from SDG&E to support their education outreach. KFMB aired commercials profiling each of the four organizations and asked San Diegans to vote for their favorite program.

With 6,300 votes cast, San Diego Botanic Gardens was the winner and received an additional donation. We then asked viewers to go online and nominate their class for a field trip to one, or all, of these environmental partners. Canyon View Elementary cast the most nominations and will be receiving free field trips to each of the four organizations! At least 20 other classes will have the opportunity to go on a field trip to the organization of their choosing, at no cost!

In a time when education resources are stretched thin, ILACSD is proud to be a prominent partner in the Eco Ambassador program. Through this program, more than 1,000 students will receive free environmental field trips. ***If you missed the opportunity to nominate your classroom, contact ILACSD's Education Dept. for an environmental education presentation at your school!***

Tracking Trash, One Watershed at a Time

A new program at ILACSD is paving the way for a healthier environment by tracking trash. I Love A Clean San Diego rolled out the Trash Trackers program last winter and is extremely pleased with its progress. As part of this program, the Community Events Department coordinates with small groups of dedicated and enthusiastic volunteers to get out there and get dirty to protect their environment.

"Every piece [of trash] picked up is one less opportunity to harm marine life or clog our waterways. It matters and it felt good to participate," said Trash Trackers volunteer Jennifer Connolly.

The groups track the types of trash found in five targeted watersheds within San Diego County. Whether these volunteers are painstakingly picking up the thousands of small pieces of Styrofoam cups and pellets or removing large auto parts from the waterway, they take great pride and care in recording this useful data. This information is used to identify annual trends in debris type, material, and source. It is also

cross-referenced with water monitoring data to further understand the connection between debris and impaired water bodies. Volunteers not only note what types of items and materials are found, they additionally record details about its source - whether the debris was littered nearby or traveled from an upstream location. These trends are shared with other nonprofit



organizations, government agencies and local media to spread awareness and inspire behavior change.

Trash Trackers encourages volunteerism while also promoting trash prevention and educational outreach to San Diegans. ILACSD staff enjoy getting to know each volunteer through these smaller scale cleanups. ILACSD is proud to add this program to the repertoire in partnership with San Diego Coastkeeper and other regional stakeholders. ***Contact the Community Events Dept. to get involved today!***

Recent Donors

- Ace Relocation Systems
- Nancy Acevedo
- Albertsons
- Bob Allen
- Allianz Global Investors Capital
- Jessica Auclair
- Keely Bamberg
- Janos Bayer
- Christina Bird
- BMW Car Club of America
- Marge Burgland
- Amy Carey
- Cecilia Carrick
- Angel Carroll
- Cheryl Cocco
- Ellen Browning Scripps Foundation
- Evanco Realty Advisors
- Fiesta Pacific Products
- Susan Graham
- Green Shredding
- Bill and Judy Haines
- Randy Hawley
- Karen Henry
- Hervey Family Fund
- Keep America Beautiful
- Barrie Kimball
- Daina Krigen
- Robert Ladner
- Elsie Marie Larson
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- M & M Movers
- Pamela Maher
- Pauline Martinson
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- Raul Olamendi Smith
- Our Lady of Grace
- Kathryn Phin
- Robert Pieper
- Leslie Rapp
- Michael Ray
- Natalie Roberts
- RSI Roofing
- Jessica Samaniego
- San Diego Gas & Electric

(Denotes a Business)

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Recent Donors *(continued)*

- Cynthia Seckman
- Seektech
- Kelly Seiler
- Barry Snyder
- Clinton Spangler
- L. Stein
- Amanda Sweet
- West Coast Office Systems
- Carey Winston

Coastal Cleanup Day 2010 Supporters

- Alaskan Brewing Company
- Bank of America
- Booz Allen Hamilton
- Bridgepoint Education
- California Coastal Commission
- California State 78th Assembly District
- City of El Cajon
- City of Escondido
- City of La Mesa
- City of San Diego - District 5
- City of San Diego - Think Blue
- County of San Diego
- DMax Engineering
- Dog Beach Dog Wash
- Ecology Auto Parks
- General Dynamics, NASSCO
- Harrah's Rincon Casino
- Kyocera America
- Lincoln Military Housing
- Markstein Beverage Company
- Novak Medical Group
- Paradise Point Resort
- Qualcomm
- REI
- San Diego County Regional Airport Authority
- Sanyo
- Sempra Energy Foundation
- Sony

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Donor Spotlight



ILACSD would like to recognize the Ellen Browning Scripps Foundation for their continued support of environmental education. Their assistance has meant that ILACSD is able to continue our involvement with the San Diego Children and Nature Collaborative, taking students outside the classroom to experience the environment. They have also helped make it possible for ILACSD to bring even more students to the beach for our annual Kids Ocean Day cleanup and aerial art formation. Thanks Ellen Browning Scripps Foundation for the many ways that you help to ensure the quality of life for San Diegans!

We'd also like to recognize San Diego Gas & Electric and the Sempra Energy Foundation for their commitment to beautification projects throughout the San Diego region. They have helped to fund everything from mural projects to storm drain stenciling to graffiti removal, park maintenance, planting and much more.



We appreciate the efforts of SDG&E and other companies who engage their employees in projects that truly give back to the community.

Welcome Aboard

ILCASP is proud to announce our newest additions to our Board of Directors: Jonathan Freeman, Scott Norris and Fred Ashford.

Jonathan Freeman will use his financial expertise as COO/CFO at Cassidy Turley BRE Commercial to advise the organization's finance committee. As a respected leader in the business community, his involvement with ILACSD will allow him to act as an ambassador of the organization.

Scott Norris has led residential real estate activities as the Executive Vice President of Real Estate Services at San Diego County Credit Union since 2005. Scott assisted ILACSD as a member of the finance committee before be-

coming a board member last fall. He currently serves as Board Treasurer.

Our newest board member, **Fred Ashford**, serves as the General Manager of Allied Waste, A Republic Services Company. Through his support, Allied Waste has acted as ILACSD's trash hauling partner since 2008, providing hundreds of dumpsters for cleanup events countywide.

ILACSD is delighted to welcome all three board members to the organization!

Come meet all of our great board members at the upcoming Creek to Bay Cleanup!

Landing in Point Loma's Liberty Station

ILACSD recently relocated to a larger office space in the Point Loma community of Liberty Station. In order to celebrate our 2010 accomplishments and introduce our committed supporters to the new office, ILACSD hosted an Open House. Around 100 people joined ILACSD staff and board on February 10th to tour our new home and reflect on recent successes. ***Thanks to all of you who attended!***



The Year in Pictures



april

ILACSD's Signature Event: The 2010 Creek to Bay Cleanup sets records once again! Volunteers were busy – each picked up around 30 pounds of trash.

may

Kids Ocean Day: San Diego youth helped to *Sustain Life* by picking up trash and creating this aerial art formation 1,000 kids strong!



september

Coastal Cleanup Day: Volunteers of all ages lent their support at our first-ever inland media site at Rose Creek.



november

Stay Classy Awards: Our Creek to Bay Cleanup received second place in the *Most Effective Awareness Campaign* competition among hundreds of non



profits in San Diego. ILACSD staff attended the awards ceremony hosted by Stay Classy.

november

National City Bulky Item Collection:

ILACSD hosted its first bulky item collection event where National City residents were able to dispose of 2.5



tons of trash for free, thanks to funding from The San Diego Foundation.

december

Keep America Beautiful's 57th National

Conference: Staff headed for the annual Keep America Beautiful conference in Orlando where we saw how ILACSD stacks up against other affiliates across the nation.



december

Day Without A Bag:

After receiving a proclamation from the County Board of Supervisors, ILACSD helped to give away 30,000+ reusable bags in just 2 hours!



Board of Directors

- Karen Henry, President
- Bill Haines, Vice President
- Scott Norris, Treasurer
- Jeff Caufield, Secretary
- Joan Heredia, Director
- Jonathan Freeman, Director
- Fred Ashford, Director

Staff

- Pauline Martinson
Executive Director
- Ann Hirsch
Director of Finance
- Morgan Justice-Black
Director of Development & Marketing
- Natalie Roberts
Director of Community Events
- Connie Glenn
Director of Education
- Tiffany Forsyth
Office Manager
- Amanda Sweet
Hotline Manager
- Kara Stevens
Development & Marketing Coordinator
- Roberto Garcia
Department Assistant
- Amanda Winn
Environmental Educator

Hours of Operation

- Monday-Friday: 8am-5pm

Contact Us

- 2508 Historic Decatur Rd., Ste 150
San Diego, CA 92106
Tel: 619.291.0103
Fax: 619.298.1314
www.cleansd.org

Recycling Resources

- 1.800.237.BLUE
www.wastefreesd.org



Please pass this newsletter on to a friend after reading it. EcoLogic is printed on 100% post-consumer content.

Trash Talk

What people are saying about I Love A Clean San Diego

"I have continued to volunteer with ILACSD because it gives me a sense of accomplishment. I've never been involved in extensive volunteer work before, so the volunteer work at ILACSD feels extremely rewarding."

■ *ILACSD intern*

"Thanks for being involved and setting up these events! The time and effort you put into organizing and planning the cleanup days is evident. The community owes you a huge debt of thanks."

■ *Chula Vista volunteer*

"ILACSD's watershed presentation has been a great addition to my curriculum. Thanks!"

■ *Mt. Miguel High School biology teacher*



ILACSD needs your support to continue our environmental outreach and work toward a sustainable future.

You can help make a difference! Give us a call at (619) 291-0103 or visit us online at www.cleansd.org.