Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it’s the only thing that ever has.

Margaret Mead

Dear Friends of the Ocean,

These words of Margaret Mead couldn’t ring more true today as we highlight some of COA’s 2017 success stories, no matter how challenging. Triumph against the odds is the hallmark of COA’s creed — “we find a way forward.” We trust you’ve come to rely on our creativity, tenacity, and vigilance to keep your watery world and quality of life healthy and thriving.

Each of us holds a uniquely personal and special connection with the sea. It can be a place to read a book, go for a walk, picnic with your family, discover a favorite critter, hunt for treasures, boat, sail, fish, surf, or just stand at the water’s edge, deeply breathe the salty air and unwind.

Clean Ocean Action works full-time to defend these joys and thanks to your support, these year-round seaside adventures are possible for all to enjoy. You hold the keys to our success with your dedication and support. As you review these brief highlights from 2017, know that you are behind every action, program, presentation, event, and moment. Together, we work to ensure that the sea is healthy and can continue to cast its spell of wonder on future generations.

We are inspired by you, Clean Ocean Action’s coalition partners, supporters, volunteers, and friends.

Waves of thanks for all you do,

Cindy Zipf

A note from the Executive Director
Clean Ocean Action is a broad-based coalition of over 115 active boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women’s groups.

The mission is to improve the degraded water quality of the marine waters off the New Jersey/New York coast.

The coalition identifies sources of pollution and mounts attacks on each source by using research, public education, and citizen action to empower people and convince our public officials to clean up and protect our ocean.

Long Island Surf Fishing, Montauk, NY. Photo by Rav Friedel
Success Story: Rally for the Navesink

A Project of Clean Ocean Action
In 2016, COA launched Rally for the Navesink, a watershed-wide campaign to improve and protect the degraded Navesink River. It is a call to action to restore the Navesink River by 2020. The grassroots alliance includes over 25 organizations. The “find it-fix-it, no-blame-game” approach engages citizens, communities and companies to take actions to reduce pollution.

2017 Project Coordination:
- Garnered support from federal, state, and local government agencies for water quality testing
- Shared Rally for the Navesink model at the national 28th Annual Nonpoint Sources Pollution Conference
- Organized 16 public meetings to keep local residents informed about initiatives to improve and protect the Navesink River and participated in 12 Navesink River Municipalities Committee Meetings

Find It!
- Conducted first two investigations with human waste sniffing dogs from Environmental Canine Services and identified four “areas of concern” validated by NJDEP
- Launched a Citizen Water Quality Monitoring Program in partnership with the NJDEP to help track down sources of pollution in June 2017 that consists of 20 water monitoring stations that are monitored weekly throughout the year until June 2018 by 45 trained citizen volunteers

Fix It!
- Identified and fixed four sources of human waste in Red Bank
- The Two Rivers Water Reclamation Authority fixed a damaged sewer pipe at Fourth Creek in Fair Haven
- A major source of horse manure was identified and removed
- Rumson fixed a sewage break that was washing into the watershed
- Worked with Monmouth County Freeholders to nearly double the hours and extended the season of the Royal Flush sewage pump-out boat

COA presented "Rally for the Navesink" at a national conference
In the 1980’s, New Jersey was known as the Ocean Dumping Capitol of the World with eight ocean dumpsites just miles off the NJ coast. In 1988, almost a century after people began dumping waste off the coast of New Jersey, Clean Ocean Action’s coalition of more than 100 groups against ocean dumping began to see movement from the government to close the dump sites. Fall 2017 marked the 20 Year Anniversary to the End of Ocean Dumping. Despite many challenges, the coalition has held firm against harmful ocean industrialization, resulting in a healthier ocean. This milestone was celebrated in December 2017 at Clean Ocean Action’s Annual Gala.

**Rally for the Navesink Alliance - Coordinated by Clean Ocean Action (COA):**
- American Littoral Society
- Bayshore Anglers Association
- Bayshore Regional Watershed Council
- Conserve Claypit Creek
- Hartshorne Woods Association
- Monmouth Boat Club
- Monmouth Conservation Foundation
- Navesink Business Group
- Navesink Maritime Heritage Association
- Navesink River Rowing Club
- NJ Friends of Clearwater
- NY/NJ Baykeeper
- Oceanport Water Watch Committee
- Oceanic Free Library
- Pirates Care
- Recreational Fishing Alliance
- Red Bank Business Alliance
- River Rats
- Riverview Medical Center
- Rumson Garden Club
- Shrewsbury Sailing & Yacht Club
- Sierra Club-Shore Group
- Surfrider-Jersey Shore Chapter
- WATERSPIRIT

**Reached 20-year Milestone: Ocean Remains Dumpsite Free**

- Worked with Shadow Lake Village to environmentally reduce invasive species
- Helped plan several rain gardens in Red Bank and Fair Haven, which will help to reduce the amount of stormwater runoff that enters local waterways
- A sewer main that was severed was found and fixed in Fair Haven

**Instilling Watershed Mindfulness**

- Adviser with the Navesink River Municipalities Committee; participated in monthly meetings with representatives of all seven towns in the watershed

**Rally for the Navesink**

A project of Clean Ocean Action

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- Helped plan several rain gardens in Red Bank and Fair Haven, which will help to reduce the amount of stormwater runoff that enters local waterways
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Source tracking with Environmental Canine Services pollution sniffing dogs
Opposing Offshore Oil & Seismic Testing

- Celebrated President Obama’s rejection of oil and gas exploration in the Atlantic Ocean, and seismic testing in January.

- Took decisive action when President Trump reversed the decision six months later by garnering support and collaboration from elected officials; educated the public via fact sheets, petitions, press conferences and community events; and held several rallies and surfers’ protests.

- Submitted powerful and compelling scientific and legal comments in opposition to seismic testing, offshore drilling, and weakened offshore oil & gas regulations as proposed by several Trump Executive Orders.

On May 10, at the Blue Vision Summit, over 150 seaweed rebels from 25 states hit the halls of Congress and met with over 130 US Senators and Representatives to bring a 3 part message—no offshore drilling, reduce plastic pollution, and fully fund ocean and environmental agencies and programs.

On June 19 Congressman Frank LoBiondo, Vicki Clark, and Cape May Chamber of Commerce hosted a press conference in partnership with the New Jersey Tourism Industry Association, and the Business Alliance for the Protection of the Atlantic Coast against ocean blasting and seismic testing in Avalon, NJ.

Thursday, August 10 Paddle Out and Rally to Oppose Offshore Drilling on Shark River

Jack Johnson, environmentalist and avid surfer, signs the New Jersey flag in opposition to offshore oil and gas drilling at the June 10 concert in Camden, NJ as part of Jack’s All At Once 2017 tour’s donation matching program.
Reducing Poo-llution: Rally for the Waterways

- Reduced several sources of human waste in the Navesink River in record time with innovative “no blame game, find it/fix it” approach.

- Launched a weekly volunteer citizen monitoring program to track sources of poo-llution with NJ DEP, local towns, and 45 dedicated citizens.

- Organized and coordinated involvement of 26 organizations, resulting in 6 new eco-friendly projects in the Navesink watershed.

- Launched “Sniff and Ship” program in Deal Lake with Deal Lake Commission and Environmental Canine Services poo-llution sniffing dogs to track down pollution in Deal Lake. Environmental Canine Services (ECS), based in Maine, uses scent-trained canines to detect failing sewer and septic infrastructure.
Stemming the Flow of Litter

Beach Sweeps

In 1985, Clean Ocean Action launched the first Beach Sweep at Sandy Hook. That year, 75 volunteers gathered to rid the beaches of unsightly and harmful debris. Thirty two years later, the Beach Sweeps program has grown to include nearly 70 sites along the New Jersey coastline and inland to include rivers, lakes, and bays that empty into marine waters.

Every Beach Sweeper becomes a “citizen scientist” as they use our data cards to record each piece of debris collected. The data collection turns a one-day event into a legacy of information that can be used to identify sources of pollution, monitor debris trends, and for research. This data is then tabulated in an annual report. During the year, COA works to find solutions to keep beaches clean, create federal, state, and local programs to reduce litter in the environment, and protect the public and marine life.

In 2017, the most frequently collected items were plastic. A record 84.46% of the items collected were plastic or foam plastic. The “Dirty Dozen” resembles previous years, with persistent and harmful plastic dominating the top twelve list. Eight of the Dirty Dozen are single use, disposable plastic items, accounting for 66% of the total items collected. This demonstrates plastic prevalence and society’s growing dependence on disposables. The total amount of Dirty Dozen is 74% of all trash removed, a record amount.
Corporate Beach Sweeps

Founded in 2005, COA’s Corporate Beach Sweeps program is modeled after our successful statewide beach cleanups and offers a creative team-building experience wrapped in a day of service at the Jersey Shore. From June through September, employees from small to large corporations come to Sandy Hook, NJ, and become part of the Beach Sweeps legacy - removing harmful debris from the beaches of Sandy Hook and collecting valuable data while learning about the sources and solutions to ocean pollution.

In 2017, 445 volunteers from 14 corporations, removed a remarkable 33,161 pieces of debris. Some of the most unusual items found during the 2017 Corporate Beach Sweeps include fireworks, a pool noodle, test tube, ink cartridge, tooth brushes and a canopy.

Delaware River Beach Sweeps: Targeting Sources of Debris

- Piloted a shoreline cleanup program along the NJ side of the Delaware River where litter has been accumulating for decades. COA collaborated with Dr. Jay Kelly from Raritan Valley Community College, who identified the Friends of the Taylor Wildlife Preserve (FTWP) to work on the clean-ups. The purpose of the clean ups are to investigate, assess, remove and characterize debris accumulation, especially plastics, along tidally impacted regions of the Delaware River.

- Directed 5 private cleanups in 3 different locations, including Lamberton Rd. near Trenton, NJ; Taylor Wildlife Preserve in Cinnaminson, NJ; and Palmyra Cove Nature Park in Palmyra, NJ; removing a total of 32,854 pieces of debris!

- Collected archival evidence of the plastic blight evolution, as well as suspect debris such as large amounts of combs and sports balls, indicating potential sources for track down.

Before and after photographs from Taylor Wildlife Preserve where 40 students from Raritan Valley Community College removed 3,908 plastic bottles twisted among other debris, lumber, and driftwood in April, 2017. A total of 7,917 pieces of debris, 90.8% being plastic were collected in just two hours.
Reducing the Plastic Plague

Anti-Straws Revolution: Targeting a “Bane of the Beach”

- Supported national and regional anti-straw campaigns.
- Provided evidence from COA’s Beach Sweep data with straws as a “Dirty Dozen” mainstay.

Microplastic Assessment and Reduction Leader

- Leading national and regional collaborative to assess and identify solutions to microplastics.
- Conducting research into scope and magnitude of microplastics on NJ beaches and ocean.
- Developed programs for kids to become detectives by collecting and tracking microplastics on the beach.

A Plastic Ocean

- COA along with Lighthouse International Film Festival, Alliance for a Living Ocean, the Garden Club of LBI, ReClam the Bay and Long Beach Township debuted a screening of A Plastic Ocean on Long Beach Island to a full crowd, followed by a Q & A Panel Discussion.

A Plastic Ocean is a feature-length adventure documentary that brings to light the consequences of our global disposable lifestyle. The screening sparked a plastic bag ban movement on LBI.
Educating to Protect Water Quality

Be the Sea Change

• Provided inspiring, enhanced pollution prevention programs based on Joel Harper’s book, *Sea Change* to over 2500 students.

Local volunteers and COA staff visited elementary schools to share the inspiring story of how one young child can make a difference in his/her marine environment.

• Inspired students to reject single use straws.

Third graders from George L. Catrambone School in Long Branch, NJ pledged to ban straws after attending the “Be the Sea Change” presentation. Eventually the whole school banned straws as an action for their Green Ribbon application and won an award in 2017.

Amerigo A Anastasia School’s third graders wrote letters to the Long Branch City Council and Congressman Pallone requesting that the beachfront concessions offer straws only by request.

“Watershed Mindfulness” Principle

• Developed a new, tangible innovative approach to improving local waterways to ensure small and tall citizens understand we are connected to and responsible for the health of our vast network of waterways that ultimately leads to the ocean.

• Developed highly acclaimed “Soak It Up” and “Know Your Water Address” lessons. Students leave this unit of study with a deeper appreciation and understanding of the problems that the river faces and how they and their families can make a big difference in the health of the river.

Clean Ocean Action has reached over 3,500 kindergarten through university students in 2017!
**NJ Student Summits (Grades 5-8)**

- More than 1000 students from northern and central NJ schools attended COA’s 29th Spring Student Summit at Sandy Hook on May 17 and 18 for workshops and field trips designed to engage them in marine studies.
  Students from the Marine Academy of Science and Technology (MAST), along with dozens of Clean Ocean Action volunteer naturalists helped make the event a huge success.

- On October 5 over 200 student “scientists for the day” from all around South Jersey gathered in Island Beach State Park with their teachers, chaperones and local naturalists to participate in the 29th Annual Free Fall Student Summit.
  Students learned about marine science and environmental issues from MATES (Marine Academy of Technology and Environmental Sciences) students who led mini-lessons at the Environmental Roundtables.
in addition to hosting 1,256 students in New Jersey, the successful seaside symposium was held as a pilot program in New York with long-time partner Natural Resources Protective Association where 50 students attended along with Deputy Borough President and 10 organizations.

COA teamed-up with longtime friends and Participating Organization, the Natural Resources and Protective Association (NRPA), for the first New York Student Summit on October 25 at the Great Kills Park on Staten Island. The School for Civic Leadership and Staten Island Academy students and their teachers were treated to a morning of outdoor hands-on lessons about local ecology.
Organizing Citizen Action

Clean Ocean Action’s success is due to the power of people — citizens like you who care for the ocean and dedicate time and effort to ensure progress toward protection.

COA’s citizen action volunteers participate in many ways — from logistical help in developing and sending monthly newsletters to planning parties, events, and advocacy meetings.

Throughout the year, Clean Ocean Action was represented at festivals and events. Volunteers were actively engaged in advocacy work and helped raise funds.

Social Media

COA’s social media presence grew significantly in 2017, reaching the milestone of over 10,000 followers, as COA’s Facebook, Twitter and Instagram accounts continued to provide a vital role in the local and global ocean loving community, motivating and educating citizens and politicians to take actions that protect the ocean from pollution and industrialization.

Beach Act

NJ Department of Environmental Protection’s Cooperative Coastal Monitoring Program (CCMP) administers weekly monitoring on the water quality in NJ. These tests analyze water samples for the presence of Enterococci, which is a type of bacteria in animal and human feces. The bacteria counts from water monitoring are used to see if our recreational waters present a health hazard. Throughout the 2017 summer, Clean Ocean Action continued to provide updates on beach monitoring results, advisories and closings on public beaches along the coast of New Jersey.

Blue Star

COA’s Municipal Blue Star Program was established in 2014 to encourage towns in coastal regions and beyond to prioritize water quality protection measures, while achieving Sustainable Jersey Certification.
2018 Highlights

- Bi-partisan NJ elected leaders, NJ’s leading environmental groups, 250 concerned citizens representing NJ’s leading environmental, fishing, business, and public interest organizations rallied and testified at a press conference and Citizen’s Hearing to reject President Trump’s offshore oil and gas plan on February 14, 2018.

- NJ Law Leads the Nation to STOP Offshore Drilling when NJ Governor Murphy signed into law the STOP – Offshore Oil and Gas Act, the strongest state law in the country.

- Record numbers released in 2017 Beach Sweeps Report at a press conference indicating that over the past 32 years, a total of 6,288,576 pieces of debris were collected by 123,242 volunteers.

- COA received an IDEXX Equipment Loan Grant from the EPA Region II Citizen Science Program that serves to evaluate EPA’s recommended IDEXX testing method for ambient pathogen monitoring.

- Navesink River Water Quality Monitoring Program kicked off year two on June 13, 2018 after having completed a full year of water quality sampling in which over 900 water samples had been collected.

- On June 2, 2018, COA hosted the inaugural Rally for the Rivers Eco-Fest at Victory Park in Rumson, NJ in partnership with the Rumson Environmental Commission, and Rally for the Navesink Alliance members, made possible by the Marta Heflin Foundation. Hundreds of attendees enjoyed educational kid’s crafts, face painting, live music, river seining, yoga, ribbon dancing, and more.

- On Saturday, June 9th, hundreds of ocean lovers took to the streets to rally in support of healthy oceans at the first ever “March for the Ocean”, organized by Blue Frontier Campaign.
2017 Event Highlights

Aveda Earth Month
Throughout April, COA partnered with local Aveda salons to raise important funds for clean water with fun events including a Walk for Clean Water across the Brooklyn Bridge, cocktail parties, Catwalk for Clean Water, Cut-A-Thons and donation based spa treatments.

Shore Paddle
On May 17 over 125 paddleboard, prone, kayak, outrigger, and surfski paddlers helped raise awareness and funds for COA’s year-round water quality programs on the Shrewsbury River at the Shrewsbury Sailing & Yacht Club (SSYC).

Sandy Paws
Over 100 dogs took to the beaches on Sunday, October 15th at COA’s 3rd Annual Sandy Paws event! Sandy Paws dogs helped to raise important funds to support COA’s year-round work to protect and improve the marine environment.

Jersey Shore Thing
Businesses throughout the region support the Jersey Shore Thing campaign to raise funds and awareness for ocean protection through events, percent nights and cocktail parties.

On Mother’s Day, thousands of runners, families, friends, volunteers, and ocean advocates of all ages celebrated their mothers and Mother Ocean at the sold out Run the Hook!

On September 28, 2017 2nd Jetty hosted an End of Summer Happy Lobster Party in celebration of their Happy Lobster Special from which $1 of each dish purchased benefits COA!

On Saturday, December 2, 2017 at Windows on the Water in Sea Bright, NJ over 250 guests danced under the stars at COA’s annual celebration, “Dancing in the Moonlight” in honor of the 20th anniversary of ending ocean dumping at Windows on the Water.
2017 Financial Summary and Ways to Give

Income
$769,360 (2017)

Expenses
$581,461

Net
$187,899

Clean Ocean Action’s 2017 audit was performed by German, Vreeland and Associates, LLP. Copies of the audited financial statements and Form 990 are available on COA’s website, Charity Navigator and by request.

Ways to Give

Clean Ocean Action is a registered 501(c)3 organization and all donations are tax deductible as allowed by law.

Direct Donations
All donations are much appreciated. Monetary gifts are accepted in the form of cash, checks, Visa, MasterCard, and American Express. They can be sent in the mail or may be made online at CleanOceanAction.org.

Employer’s Match
Your company may match your charitable cash donations or the time you volunteer with Clean Ocean Action. Ask your human resources department for more information.

Monthly Giving
Invest in the ocean with a scheduled monthly gift to help lock-in protections for good.

Planned Giving
Consider naming Clean Ocean Action as a beneficiary in your will or insurance policies. This is an easy step you can take to ensure that your efforts to keep the ocean clean will continue long into the future.

Tributes
Make a contribution in memory of a friend or family member’s passing or in honor of a birthday, wedding, bar-bat mitzvah, or other celebration.

In-Kind Donations
Gifts of goods or services help minimize COA’s expenses while providing a tax deduction to the donor.

Learn more by calling 732-872-0111 or by visiting COA’s secure website www.CleanOceanAction.org.
Corporate Matching Gifts and Corporate Beach Sweeps

Thank you to these corporations who match their employees’ commitment to the ocean!

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Special thanks to corporations that took part in our 2017 Corporate Beach Sweeps!

- AstraZeneca
- Bloomberg LP
- Edrington Americas
- Grant Thornton
- Goldman Sachs & Co
- iCims
- KPMG
- Leo Pharma
- Neuberger Berman
- Royal Bank of Canada
- Red Bank Smiles
- TerraCycle
- Two River Community Bank
- UBS Financial Services

2017 Memorial Internship Fund

A donation made in memory or in honor of a loved one or friend helps support the Internship Program, which was established to promote and motivate new leaders in ocean advocacy. Each year, we select students studying science, law, education, or public policy to work with us on projects specific to their academic programs. Your donation will help these students gain experience in pursuit of their career goals and will support COA’s important ocean protection programs. Over the years interns have made positive improvements to our programs and have achieved admirable careers.

In memory of...

- Steve Aitkins
- Eileen Bassler
- Dery Bennett
- Joseph Bernocco
- Joe Blazejewski
- Edward Casaretti
- Betty Ann Farro
- Bill Feinberg
- Grady Fitzgerald
- Addie Gabel
- Joan C. Hall
- Ben Hamilton
- Teena Hartung
- Ryan Hoblitzell
- Ed Horgan
- Will Jakubecy
- Ethel, George, & Ronnie Jensen
- Ted Josberger
- Samuel Karinja
- William Lavin
- Linda Lees
- Justine W. Lincoln
- Peggy McNulty
- Abby Litwin Mooney
- Evelyn Murphy
- Carlotta Niles
- Joseph Osinski
- Justin Pumphrey
- Carol Anne Ross
- Karen Shatto
- David Shaughnessy
- Lillian Sustick
- Caroline V Trostel
- Billy Welbourn
- Michael Werner
- Kit Rowett White
In honor of...
Amis Amants Clothing LLC
Ava & Jack
Catherine Ball
Roger Bove
Gordon Sverre Bublitz
V. Lee Burgess & Stephen Pinchac
VJ Carbone & Michael Trusnovec
Gene Casazza
Margo & Mingchich Chiu
Clean Ocean Action Staff
Kristine Crowe
Gary Deisher
Carl DeMuth
Elaine & Doug Denman
William Dillman
Joel Dixon
Ray Dodd
Steven Donohue
Carlotta Emmons
Dana & Jim Fisher
Sam Friedman
William Gardner
Deborah Geiger
Peter Harrington
Deborah & Richard Herr
Emily Huresky
Allison Isherwood
Joy & Jack
Mikayla & Jacob Kaneff
Janine Karoly
Josh Keller
Ian Levine
Gordon Litwin
Colin Loch
Thomas E. Lynch
Valerie Montecalvo & Family
Nancy Mosquera
Sandy & Bob Nott
James Oliveira
Nicole Pavlin
Tara Paxton
Emily Pedersen
Ken Roberts
Chloe Ross
Norman Silva
Dorothy Spreeman
Sid Srivatsan
Tom Stein
Mary-Beth & Scott Thompson
Nick Usechak
Tina Walling
Erin Elizabeth & Jake Weinberg
Amanda Wheeler
Eileen Wisor
Tory Woods
Cindy Zipf

A gift protecting the ocean with its beauty and rich bounty is a wonderful tribute and COA is honored to have received these gifts in celebration of life and love for the sea.
“The sea, once it casts its spell, holds one in its net of wonder forever.”

- Jacques Yves Cousteau

Clean Ocean Action
18 Hartshorne Drive, Suite 2, Highlands, NJ 07732
(732) 872-0111 info@CleanOceanAction.org