



CLEAN OCEAN ACTION 2010 ANNUAL REPORT

Friends of the Ocean,

2010 was a year that demonstrated the continued need for the strong coalition of Clean Ocean Action. With tremendous threats to the ocean, the *COAlition* was active, volunteers united, and your voice was heard.

Due to the tremendous pressure from your letters, Valentines, phone calls and public demonstrations, the ocean remains free of harmful industrial assaults. Two of three proposals for offshore liquefied natural gas (LNG) facilities were withdrawn by their sponsors. Efforts to shut down the third proposal are progressing well, and Governor Christie remains steadfastly opposed to their plans. We are also proud to have drafted and campaigned for the passage of the nation's strongest fertilizer bill. Finally, we celebrated the 25th anniversary of our Beach Sweeps with a record-setting 8,372 volunteers collecting and cataloging 475,321 pieces of trash from 70 sites along the Jersey Shore.

This success is a tribute to you—the more than 130 participating organizations, hundreds of concerned businesses, and thousands of concerned citizens. Protecting the quality of the marine environment is the core of what we do, and success illustrates that true change happens through the *power of the people*.

Waves of thanks for all you do,

Cindy Zipf
Executive Director



Cover photo of Asbury Park by Ryan Struck.

Insert photo: Forbes Asterias Starfish by Herb Segars

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



Clean Ocean Action will identify the sources of pollution and mount an attack on each source by using research, public education, and citizen action to convince our public officials to enact and enforce measures which will clean up and protect our ocean.





Gray seal resting on the beach in Long Branch, New Jersey. Photo by COA's Emily Hackett.

Creating a healthy marine environment and vibrant coastal economy

In 2010, Clean Ocean Action continued its commitment to oppose three proposed liquefied natural gas (LNG) import facilities off the New Jersey coast. Facilities proposed by Atlantic Sea Island Group, ExxonMobil, and Liberty Natural Gas would have created industrial complexes off the coast of Asbury Park, Sea Girt, and Long Island for the purpose of importing foreign natural gas. A single accident at just one of



these sites could have devastated the coastal ecosystem and the Jersey Shore economy.

Clean Ocean Action's "NO LNG" campaign included more than 80 organizations, 24 municipalities, and thousands of individuals. Students helped take the lead by sending more than 2,000 Valentines to Governor Christie encouraging him to sink plans for LNG facilities. In February 2010, the governor declared his opposition to offshore LNG and offshore oil drilling.

By the end of 2010, two of the

three LNG applicants withdrew their plans. Only Liberty Natural Gas pushed on for permits to begin construction. Clean Ocean Action prepared to go into public hearings with solid legal and scientific research along with the impassioned voices of citizens opposed to LNG.

Stopping Ocean Industrial Sprawl

While our main focus in 2010 was on stopping the plans for LNG, we continued to push for the Clean Ocean Zone and other measures to prevent the industrialization of the ocean through the exploration and extraction of

Fertilizer Bill Passes in NJ

On December 13, the New Jersey Legislature passed the nation's strongest fertilizer control law to reduce pollution from nutrients. This law is an important step and will reduce the amount of nitrogen that runs off individuals' lawns and into local marine waters. The bill has become a national model and is presently being introduced in Maryland, Pennsylvania, and Virginia.

Clean Ocean Action worked closely with Save Barnegat Bay, the American Littoral Society, and other organizations to improve the health of Barnegat Bay and other inlet bays. The fertilizer bill will be a major factor in bringing these marine waters back to life.

Executive Director Cindy Zipf with (right to left) New Jersey Governor Chris Christie, Department of Environmental Protection Commissioner Bob Martin and former New Jersey Governor Tom Kean at Christie's April press conference announcing his opposition to LNG facilities or oil drilling of the New Jersey coast.



offshore resources (oil, natural gas, fish and sea life, sand, etc.).

Shaping Public Policy

Our two staff scientists and coastal policy attorney researched critical ocean policy issues and presented their findings through publications, public comments, testimony and in meetings with lawmakers in Trenton, New York City, and Washington, DC.

Promoting Clean Energy

While encouraging energy conservation as the primary means of reducing our

dependence on fossil fuels, we continued to examine the many alternatives including wind, solar, tidal, geothermal, and others. An official policy on wind energy will be completed in 2011.

Making the Ocean Safe for Swimming (for people and fish)

Clean Ocean Action staff continued to fight for the implementation of its "Seven Simple Ways to Save Swimmers from Sewage," published in 2009. In 2010, New Jersey

Department of Environmental Protection Commissioner Bob Martin supported many of these including a pilot program for rapid testing methods that would give the public immediate information about water contamination at public beaches. Existing methods could take several days to inform the public that fecal contamination is at unsafe levels. COA will continue to push for the fastest means of public notification possible.



Creating solutions to ocean pollution

A young Beach Sweeper combs the beach for litter. Photo by Carrie Shepley.

Beach Sweeps Celebrates 25 Years!

85,000 volunteers

4.5 million pieces of trash

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. Twenty-five years later, the Beach Sweeps program has grown to include 70 sites along the New Jersey coastline and inland to include rivers, lakes and bays that empty into the marine waters.



A full report on the 2010 Beach Sweep data and highlights from more than 25 years of Beach Sweeps can be found on our website www.CleanOceanAction.org.

On March 13, Clean Ocean Action organized a symposium at Brookdale Community College highlighting 25 years of Beach Sweeps data. Over these years, 77,000 volunteers collected and catalogued more than 4 million pieces of trash.

In 2010 alone, a record 8,372 citizens turned out at 70 sites and removed more 475,321 pieces of trash.



Barnegat Bay Buddy Program

The Barnegat Bay Buddy Program continued to increase its momentum, adding 245 new “certified” Bay Buddies in 2010, a 57% increase over 2009.

The model program is a simple and easy way for citizens to earn points by taking environmentally friendly actions in everyday life. Citizens and businesses alike engage in waterway stewardship by reducing the amount of non-point source pollution from their homes or businesses.

All active “certified” participants receive an acknowledgment package which includes additional bay-friendly tips and an attractive, 100% recycled aluminum lawn medallion. Perhaps more importantly, the Bay Buddy Program identifies and cultivates activists who are more likely to take actions (write letters, show up at hearings, etc.) to protect the bay.

Bay Buddy Progress (since 2008)

Certified Bay Buddies 429

Actions Taken 7,644

Towns formally supporting
the Bay Buddy Program..... 16

(represents 48% of 33 municipalities
in the Barnegat Bay Watershed)



Above right: Students from Hope Academy Charter School join the Fall Beach Sweeps in Asbury Park. Photo by Sarah Blackburn.

Above Left: Data card used to record each piece of trash collected. Bottom left: Girl collects trash at Union Beach site.





Training tomorrow's advocates

A middle school student examines a horseshoe crab during the student summit. Photo from Asbury Park Press.

PRESENTATIONS

Clean Ocean Action staff and volunteers made classroom visits and public presentations to groups throughout the state. COA made more than 100 presentations, reaching various age and interest groups. COA information tables were set up at events from music festivals to malls.

STUDENT SUMMIT (Grades 5-8)

More than 600 students from schools across the state participated in the Student Summits. Schools from northern and central New Jersey met at Sandy Hook and schools in southern New Jersey met at Island Beach State Park 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 statewide gatherings a great success for the 22nd year.



Students seining at Sandy Hook under the watchful eye of naturalist and horseshoe crab expert Kathleen Gasienica. COA file photo.



Student Ocean Advocates from Monmouth County (above) plan their campaign, while Ocean County Advocates (right) work on campaign posters and materials. Photos by COA's Tavia Danch.

STUDENT OCEAN ADVOCATES (Grades 9-12)

Monmouth County Student Ocean Advocates

Project: Anti-LNG Campaign

Participation: 36 students from 10 schools

Students organized around the campaign to stop liquefied natural gas (LNG) facilities off the Jersey coast. After learning about the issues, students organized a Valentine write-in campaign to encourage Governor Christie to oppose the proposed LNG facilities. The SOA group generated more than 1,500 Valentines to the governor. On Earth Day, SOA students were addressed directly by the Governor who told them that he agreed with their position and would oppose LNG facilities on the Jersey Shore.



Ocean County Student Ocean Advocates

Project: Recruit Barnegat Bay Buddies

Participation: 7 students from 3 schools

Ocean County's first SOA program started in 2010 with a successful campaign, which recruited 249 new Barnegat Bay Buddies. The Bay Buddy program encourages individuals to take actions in and around their homes to reduce the amount of non-point source pollution entering the Barnegat Bay watershed.



Hands Across the Sand participants in Asbury Park. Photo by Robert Lisiesky.

Organizing Citizen Action



Oil-covered pelican caught in the BP spill.

"It is terrifying to think that the tragedy in the Gulf could one day happen along our coast. The ocean is not only our lifeline, but it is a precious resource that needs to be protected. As a lifelong resident of the Shore, and a local business owner, I feel we must do everything necessary to protect it from offshore drilling and industry."

— Marilyn Schlossbach
restaurateur/advocate

Disaster in the Gulf of Mexico

The BP oil blow out exposed the devastating dangers we face from drilling along our coasts. We watched as hundreds of millions of gallons of oil and dispersants poured into the Gulf. The long term ecological consequences are unknown. The loss of life and livelihoods continues to devastate the region. Along the Atlantic Coast, the spill served as a wake up call that we must remain vigilant in our opposition to offshore drilling.

Hands Across the Sand

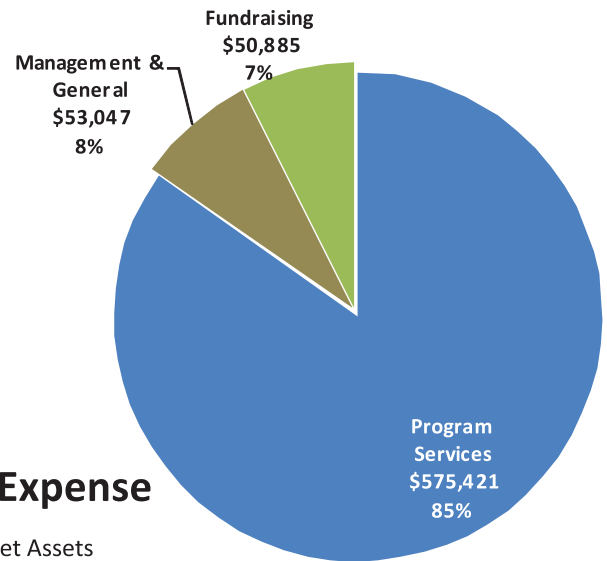
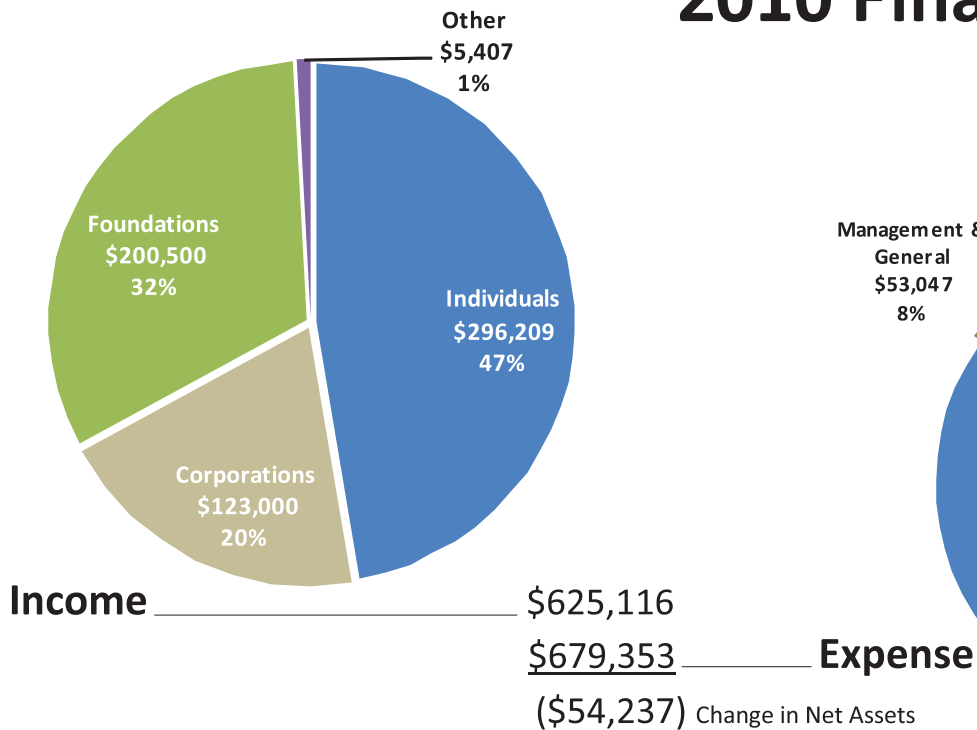
In response to the BP oil disaster in the Gulf of Mexico, COA joined groups around the world on June 26 by lining the beach from Ocean Grove to Convention Hall in Asbury Park with individuals opposing offshore oil drilling. Hand-in-hand, more than 1,300 people came out to oppose offshore drilling, stand in solidarity to those harmed in the Gulf, and support clean energy alternatives. The event highlighted one of COA's many

strengths: we bring together environmentalists and businesses in common cause.

COAST Internship

In 2010, COAST (Clean Ocean Action Shore Tips) Intern Anna Tweten led the successful campaign "Be the One: Because we only have one ocean, one future, and one fight to preserve it!" Through the campaign, Anna reached out to hundreds of businesses and citizens along the Jersey Shore collecting signatures and support.

2010 Financial Report & Ways to Give



Clean Ocean Action's 2010 audit was performed by German, Vreeland & Associates, LLP. Copies of the audited financial statements and Form 990 are available by request.

Ways to Give

Cash Donations

Your tax-deductible annual gifts are an important means of support for Clean Ocean Action's work and go directly to support our programs. You can donate in person, by mail, over the phone (732-872-0111) or online (www.CleanOceanAction.org).

Your Employer's Match

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

Monthly Giving

If you would like to make an annual pledge, but pay it monthly, please call the Clean Ocean Action office to discuss arrangements.

Planned Giving

Regardless of your age, please 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, or other celebration.

In-Kind Donations

Please contact our development staff if you would like to make an in-kind donation.

Learn more by calling 732-872-0111 or visiting our secure site www.CleanOceanAction.org.



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(above) Clean Ocean Action was chosen as Aveda's Northeast EarthMonth partner. Aveda salons, institutes, academies and Experience Centers raised over \$114,000 for Clean Ocean Action and millions worldwide for their clean water initiative.

2010 Memorial Internship Fund

We are honored to have received these gifts in celebration of life and love for the sea.

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the commitment, vision, and spirit of*

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We continue in his footprints.



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