

PROCLAMATION

THE BOARD OF SUPERVISORS
COUNTY OF SAN MATEO, STATE OF CALIFORNIA
PROCLAMATION COMMEMORATING SEPTEMBER 21, 2024 AS

COASTAL CLEANUP DAY

WHEREAS, in 1985, the California Coastal Commission organized the first statewide “California Coastal Cleanup Day,” that involved 2,500 Californians and, in its 40th year, it has become the state’s largest annual volunteer event dedicated to cleaning both bayside and coastsides shorelines, bringing in more than 1.6 million volunteers and removing over 26 million pounds of trash from beaches and inland waterways across the state; and

WHEREAS, the data from this annual collection that has shown most trash as cigarettes, food containers, plasticware, straws, and plastic bags has been important to inform policy both on a state and local level, leading to bans on single-use plastic grocery bags, plastic straws, polystyrene food ware, and marketing campaigns around cigarette disposal; and

WHEREAS, in 1997, residents gathered to clean up Linda Mar Beach on Coastal Cleanup Day; this gathering evolved into a monthly tradition of beach cleanups and eventually the creation of the Pacific Beach Coalition, a local organization whose mission is to advocate, educate, protect, and preserve the ocean, beaches, creeks and native habitats; and

WHEREAS, in 2022, Coastal Cleanup Day brought in 27,000 volunteers who picked up more than 220,861 pounds of trash in San Mateo County; one month prior to Coastal Cleanup Day, the Pacific Beach Coalition held a “Butt Blitz,” which yielded the collection of 92,000 cigarette filters; and

WHEREAS, the County of San Mateo is committed to raising awareness and calling to action the residents to protect the health of bay and ocean coastlines, and the Pacific Beach Coalition, which emerged from Coastal Clean Up Day and continues to organize cleanups that have made such a difference to the health, safety and beauty of San Mateo County,

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of San Mateo, State of California, hereby proclaims September 21, 2024 as Coastal Cleanup Day in San Mateo County and encourages residents to sign up and participate at a clean up site on September 21st!

Dated: September 10, 2024

Supervisors:

WARREN SLOCUM, PRESIDENT

DAVE PINE

NOELIA CORZO

RAY MUELLER

DAVID J. CANEPA

Attest: Deputy Clerk of the Board of Supervisors