

Background

In 2009, the Sierra Nevada Conservancy (SNC) began coordinating the Great Sierra River Cleanup (GSRC) – a volunteer event focused on removing trash from the rivers, lakes, and streams of the Sierra Nevada. This project aimed to expand upon the cleanup efforts of numerous groups and organizations by establishing and supporting cleanups in watersheds throughout the Sierra Nevada Region. The Cleanup is done in conjunction with California Coastal Cleanup Day, which is organized by the California Coastal Commission.

During the first five years, the GSRC attracted nearly 19,000 volunteers and succeeded in removing nearly 600 tons of trash from more than 1,700 streamside miles. The event has consistently received support from California legislators, both those representing the Sierra and those from other parts of the state.

This year’s Cleanup, which occurred on September 20, 2014, was planned and coordinated in-house by SNC staff members.

Current Status

More than 5,600 volunteers attended the 2014 Great Sierra River Cleanup and removed over 90 tons of trash and recyclables from 22 different watersheds. Cleanups occurred at 176 different sites in coordination with 66 nonprofits and governmental agencies. Cleanups took place in the following watersheds:

Ahwahnee	Kings River	Southern Sierra
American River	Mariposa	S. Fork American River
Bear River	Merced River	Stanislaus River
Cosumnes River	Middle Sierra	Truckee River
E. Fork Carson River	Mokelumne River	Tuolumne River
E. Walker River	Owens River	Yuba River
Feather River	Sacramento River	
Kern River	San Joaquin River	

Sponsors for the 2014 Great Sierra River Cleanup included:

Monetary

- Sacramento Municipal Utility District
- Sierra Nevada Brewing
- Sierra Pacific Industries

In Kind

- Adventure Sports Journal
- California Conservation Corps
- California Ski Industry Association
- Camp-California!
- Danner Boots
- Jeanie’s Creekside Café

In Kind Continued

- Outdoor California Magazine
- Sierra Heritage Magazine
- YubaNet.com

Sixteen California legislators pledged their support for the event by becoming honorary co-chairs:

Senators

- Ellen Corbett (D – East Bay)
- Ted Gaines (R – Rocklin)
- Jim Nielsen (R – Gerber)
- Fran Pavley (D – Agoura Hills)

Assembly Members

- Luis Alejo (D - Salinas)
- Tom Ammiano (D – San Francisco)
- Rob Bonta (D – Oakland)
- Joan Buchanan (D – Alamo)
- Connie Conway (R – Tulare)
- Ken Cooley (D – Rancho Cordova)
- Beth Gaines (R – Roseville)
- Richard Gordon (D – Menlo Park)
- Richard Pan (D – Sacramento)
- Jim Patterson (R – Fresno)
- Henry Perea (D – Fresno)
- Susan Talamantes Eggman (D – Stockton)

Senator Gaines (R) worked to promote the event to his constituents through his newsletter.

Final results and data by cleanup site can be found on SNC's Great Sierra River Cleanup web page: <http://www.sierranevada.ca.gov/our-work/rivercleanup/2014GSRCresults>. Photos have been uploaded to the Great Sierra River Cleanup Facebook fan page, and the SNC Twitter account was used to tweet totals, facts, and interesting items found. Media coverage for the Great Sierra River Cleanup appeared in 23 print publications or online news sites, and was also provided by two radio stations and three television stations.

Next Steps

Next year's Great Sierra River Cleanup will be held on September 19, 2015, and initial planning has already started. Contracting with the Department of Water Resources for graphic design services is underway, and SNC staff will work to coordinate training sessions for Cleanup Coordinators in the spring of 2015. We will also focus on

expanding the number of cleanup sites with existing partners and groups in watersheds and communities that do not currently have established events.

Recommendation

This is an informational item only; no formal action is needed by the Board at this time, although Boardmembers are encouraged to share their thoughts and comments.