

II. Overview of Roles

The Great Sierra River Cleanup (GSRC) is a huge production – thousands of people will be cleaning up scores of rivers and creeks during the event. It is being organized in conjunction with California Coastal Cleanup Day (CCD), which is the largest volunteer event in the state. Events like this have a lot of moving parts, including your own. Below is an overview of all the different players, from the Cleanup volunteers all the way up to the organizations running the statewide and international Cleanups.

A. Cleanup Volunteers

Volunteers are drawn from your communities. They are your audience and your workforce. During the event, volunteers will clean up trash from designated areas, separate trash for recycling, record what they find on data forms, and have some fun taking care of our rivers. Most important, they should walk away from the Cleanup with a better understanding of the amount of trash littering our environment, what its impacts are, where it might come from, and how they can help combat this problem.



B. Site Captains

Site Captains are high-level volunteers, working directly with their River Cleanup Coordinator and coordinating all logistics at their designated site, including:



- Greeting volunteers;
- Giving volunteers instructions on how and where to clean, safety precautions, how to use the data forms, how to recycle, and how to dispose of trash;
- Distributing bags and data cards;
- Collecting liability waiver forms;
- Weighing trash and recyclables;
- Calling the Cleanup Coordinator by the designated time on Cleanup Day with total pounds of trash and recyclables, number of volunteers, approximate number of miles cleaned up, and any unusual items; and
- Returning data cards, waiver forms, extra supplies, and Cleanup summary forms to Cleanup Coordinator.

C. Cleanup Coordinators

Cleanup Coordinators like you play a vital role in the GSRC. Each coordinator becomes the contact person at a local level for volunteers and acts as the liaison with the GSRC for supplies and logistics. The Cleanup Coordinators also work closely with Cleanup Site Captains to organize the event in their area. Specifically, the Cleanup Coordinator:

- Recruits Cleanup captains for specific sites.
- Arranges for Cleanup sites: coordinates with property owners (e.g., state, county, or city rangers or park attendants) or other agencies that operate the sites that are to be cleaned.
- Establishes a central staging area and/or meeting places, if necessary.
- Coordinates with GSRC staff at the Sierra Nevada Conservancy (SNC), the event sponsor.
- Supplies GSRC staff with a list of sites and captains involved in their Cleanup.
- Orders supplies from GSRC staff.
- Organizes Cleanup logistics in cooperation with their Cleanup captains.
- Holds meetings with captains to clarify procedures.
- Arranges for trash hauling and recycling with local companies.
- Distributes Cleanup supplies and promotional items to Cleanup captains.
- Acts as a central contact point for volunteers from region – name and affiliated organization appears in the statewide brochures and the state web site as a local contact for all prospective volunteers.
- Assigns volunteer groups to specific Cleanup sites.
- Gets local press and event publicity by placing posters, distributing brochures and flyers, giving presentations, issuing news releases, and securing proclamations.
- Secures local sponsorship and/or donation of promotional items, water, or food for Cleanup volunteers (optional).
- Arranges collection of Cleanup data cards from Site Captains on or after Cleanup Day.
- Reports results of Cleanup to the GSRC coordinator by 1 pm on the day of the Cleanup.
- Sends all data forms to the GSRC coordinator.

(Please see enclosed work plans in the Appendix for examples of how other coordinators have carried out these tasks.)



D. The Rest of the Cleanup Team...

The Sierra Nevada Conservancy:

- Sponsors the GSRC and works with the Coastal Commission to promote the event.
- Recruits and supports river Cleanups throughout the Sierra region.
- Seeks funding and in-kind support for Sierra Cleanups.
- Develops and provides Sierra-based materials.
- Provides Sierra-wide coordinator training.
- Publicizes the event to recruit volunteers.
- Maintains GSRC web pages and social media pages.
- Gathers results of the Cleanup and publishes a Sierra-wide report on the outcomes.



California Coastal Commission:

- Organizes statewide Coastal and Inland Cleanup.
- Recruits and supports County/Regional Coordinators.
- Seeks and manages major funding and in-kind support.
- Develops all collateral materials and Cleanup supplies for use on or leading up to CCD.
- Provides materials, supplies, and much other help to the GSRC.
- Publicizes event to recruit volunteers and promote the Cleanup's environmental message.
- Helps organize major publicity events related to CCD.
- Refers volunteers to coordinators.
- Maintains statewide CCD web site.
- Provides publicity and collateral materials to County Coordinators.
- Provides Cleanup supplies to all participants via County Coordinators.
- Gathers results of the Cleanup, publishes annual Recap Report on outcomes, and handles all post-event reporting to agencies, sponsors, and the media.



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The Ocean Conservancy:

The Ocean Conservancy coordinates the International Coastal Cleanup (ICC), in which the GSRC and California Coastal Cleanup Day play a major role. The ICC now includes all 50 of the United States and over 90 countries. The Ocean Conservancy:

- Encourages data collections during the annual Cleanup to determine sources of marine debris and establish trends.
- Publishes results of marine debris statistics in the ICC Annual Report.
- Implements recommendations of the California Marine Debris Action Plan, including those to increase marine user groups' involvement in the issue of, and education about, marine debris.
- Provides data cards and other supplies for volunteers.
- Provides nationwide publicity for the ICC.
- Links each Cleanup to the others, providing international perspective for local events.

