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Caltrans “Protect Every Drop” Campaign Supports Series of Shoreline Cleanups Throughout East Bay

Partnership Celebrated with June 25 Community Volunteer Event

June 29, 2016 – Encinal Beach in Alameda is cleaner, safer and ecologically healthier today after a Saturday cleanup event that drew more than 50 volunteers from Caltrans, the East Bay Regional Park District and the public to remove trash and debris.

The event kicked off a series of Bay Area community outreach efforts as part of *Caltrans’ Protect Every Drop* campaign, a three-year effort to educate the public about stormwater pollution and water quality in our streams, rivers, lakes and coastal waters. The campaign includes more cleanup events, environmental education for young people and transportation to shoreline field trips for low-income students.

“We value our partnership with East Bay Regional Park District to educate the public about the effects of storm water on our highways that drain into our waterways,” says Caltrans District Director Bijan Sartipi. “Our community coastal cleanup emphasizes that each one of us can help preserve our environment.”

“We’re thrilled to partner with Caltrans for this worthwhile cause,” said Juliana Schirmer, development director for the Regional Parks Foundation, a supporter of the campaign. “Working together, we hope to educate thousands of young people and their families about the importance of a clean, healthy shoreline.”

Volunteers collected more than six cubic yards of trash at Saturday’s event, and heard speeches by Bill Yarborough, chair of the Regional Parks Foundation board; David Zuckermann, Interpretive and recreation services manager for the East Bay Regional Park District; and Michael Charnofsky, a park district naturalist.

Caltrans is committed to environmental protection through stormwater pollution prevention via a stormwater permit regulated under the federal Clean Water Act, which requires public education and outreach. “Protect Every Drop” is Caltrans’ Stormwater Pollution Prevention Education and Outreach campaign. For more information, visit www.ProtectEveryDrop.com.

CBS EcoMedia is a partner which generates financial support for community programs through advertising.

The East Bay Regional Park District is a system of beautiful public parks and trails in Alameda and Contra Costa counties east of San Francisco Bay, established in 1934. The system comprises of 120,000 acres with 65 parks including over 1,250 miles of trails for hiking, biking, horseback riding and nature learning.

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