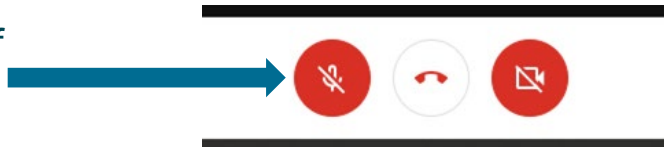


# Welcome!

## Consumer Debris Action Planning Workshop

- ☐ Use the **toolbar below** to mute yourself



- ☐ Please type the following into the **chat box** on the **right side bar**:

- ☐ Full name

- ☐ Affiliation

- ☐ State/region where you work

- ☐ What consumer debris item is your biggest priority into the chat box



- ☐ Please also use the chat box for any **technical issues**

- ☐ Web cameras are optional, but turning it off may increase connection speed

**We will get started at 9:30 AM**

A close-up photograph of various pieces of marine debris, including plastic fragments, a red buoy, a blue buoy, and a white buoy, all scattered together.

# **MID-ATLANTIC MARINE DEBRIS ACTION PLAN**

## **CONSUMER DEBRIS GOAL TEAM WORKSHOP**

**DECEMBER 2, 2020**







# Welcome + Opening Remarks




# Tech Tips and Ground Rules

- ❑ Please stay on **mute** unless we ask you to unmute
- ❑ In order to be placed into breakout rooms, you **MUST** have used the link provided and either joined via computer audio or one of the dial in options
  - ❑ *If you **ONLY** called in with a phone number, you must exit and rejoin with the link*
- ❑ Video is at your discretion
- ❑ This meeting will **NOT** be recorded
- ❑ Use the chat box for any **technology issues** or **questions**





# Poll #1: How far did you travel to attend this meeting?

Please use the  icon  
on the **right sidebar** to  
answer the poll question



# Workshop Agenda

**9:30 am** - Workshop kick off + introductions

**9:45 am** - Report out on Goals, strategies, and objectives

**10:00 am** - Breakout room instructions

**10:05 am** - Breakout room session (with short stretch break in between)

**11:05 am** - Wrap up + Next steps

**11:30 am** - Adjourn



# Workshop Objectives

- Strengthen Mid-Atlantic marine debris community and foster relationship-building
- Refine and prioritize the Objectives and Actions for your Goal Area
- Provide stakeholders an opportunity to provide input and feedback on the Actions
- Confirm organizational commitments as leads and support roles to implement the Actions





# Workshop Planning Team



**Christy Kehoe**  
Mid-Atlantic Regional Coordinator



**Amanda Dwyer**  
Marine Debris Program  
Specialist/Knauss Fellow



**Jason Rolfe**  
Response Coordinator



**Demi Fox**  
Northeast Regional Coordinator



**Ya'el Seid-Green**  
Communication and Policy  
Specialist





# **CONSUMER DEBRIS GOAL**

## **MID-ATLANTIC MARINE DEBRIS ACTION PLAN**

### **OVERVIEW - PROGRESS - NEXT STEPS**





# Mid-Atlantic Region

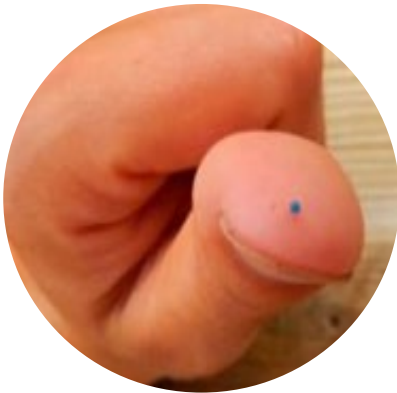
Delaware, Maryland, New Jersey, New York, Virginia, and Washington, DC





# Marine Debris in the Mid-Atlantic

**Marine Debris Definition:** Any persistent solid material that is manufactured or processed and directly or indirectly, intentionally or unintentionally, disposed of or abandoned into the marine environment or coasts.





# CONSUMER DEBRIS

Ubiquitous human-made materials and  
single-use plastic





# Sources



## Ocean-based

- Commercial and recreational fishing
- Offshore oil and gas
- Cargo ships
- Abandoned and derelict vessels



## Land-based

- Littering
- Dumping
- Poor waste management practices
- Stormwater discharge, run-off
- Extreme weather events



# Marine Debris Impacts



Photo: Blair Witherington

# Community



Photo: NOAA





A photograph of a large pile of marine debris, including plastic bags, bottle caps, and a pink shovel, with a central text overlay.

# Action Plan Overview + Background





# NOAA Marine Debris Program Role

Established in 2006 by Congress as the U.S. federal lead for marine debris. Reauthorized in 2018.

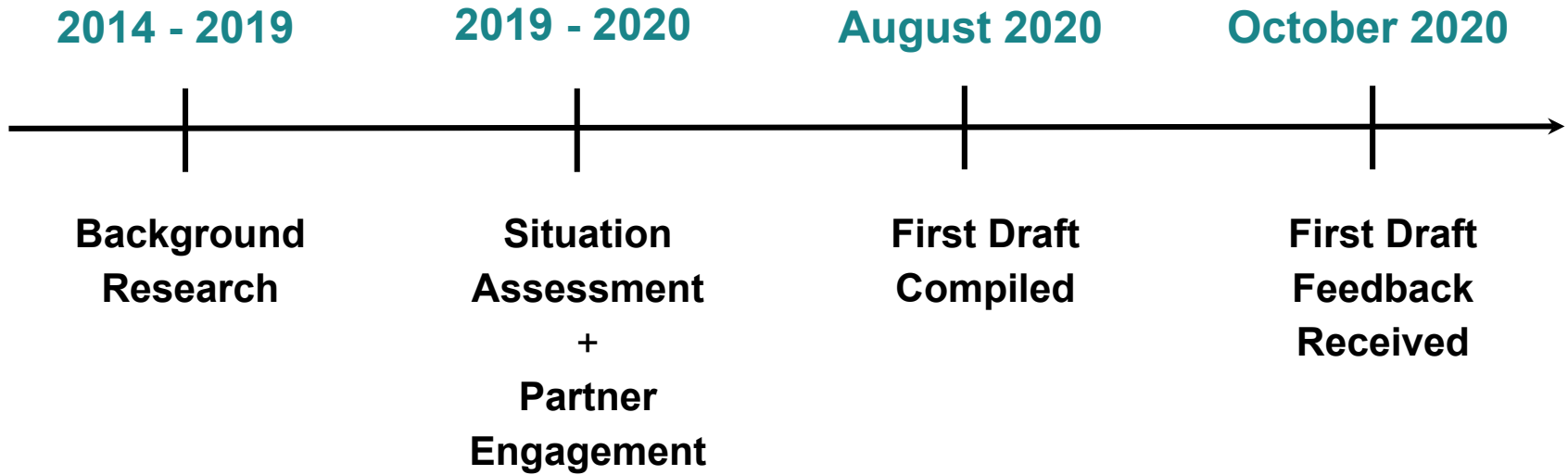
Mission: to investigate and prevent the adverse impacts of marine debris

5 Pillars: Regional Coordination

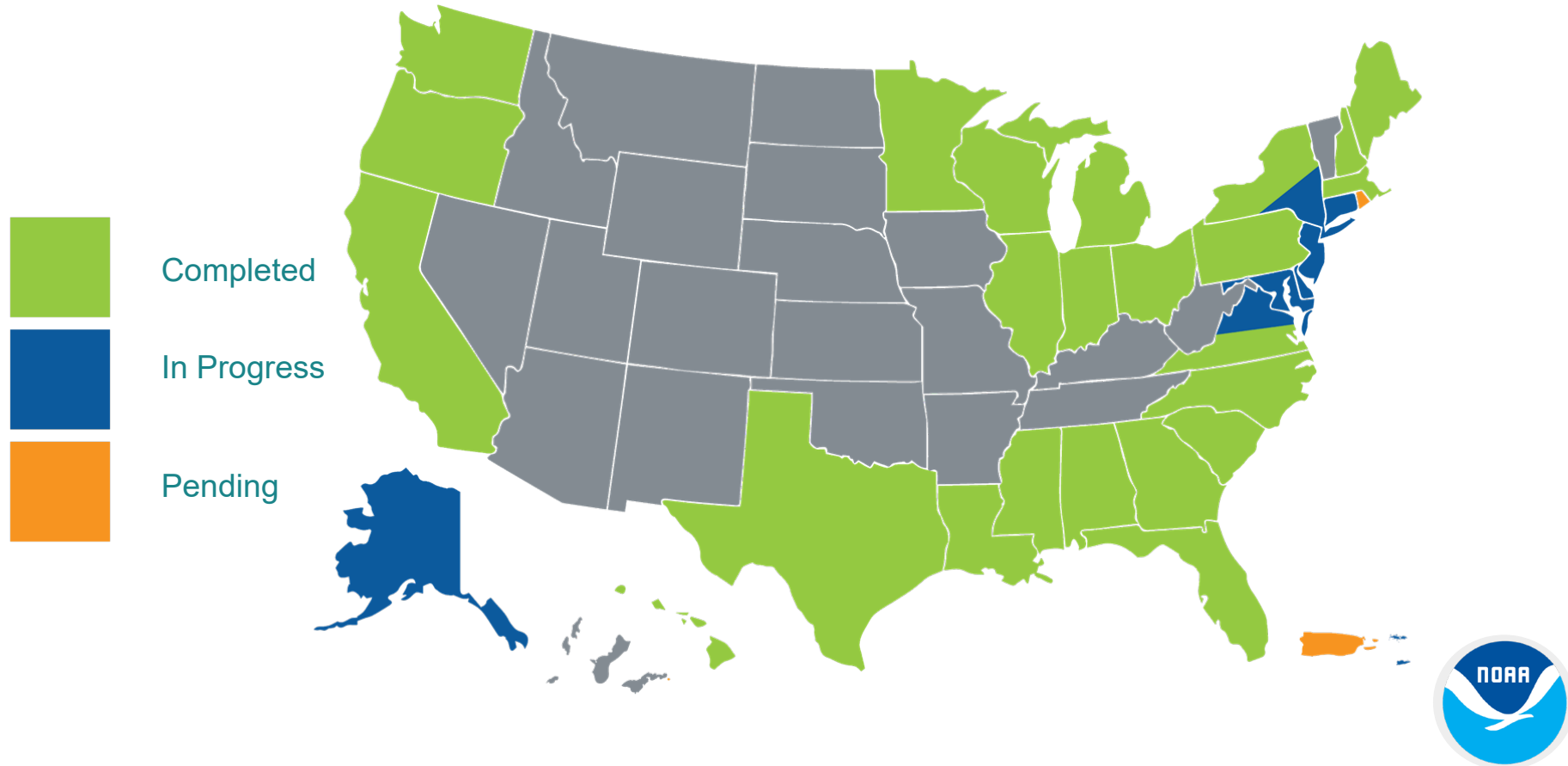
Regional Marine Debris Action Plans

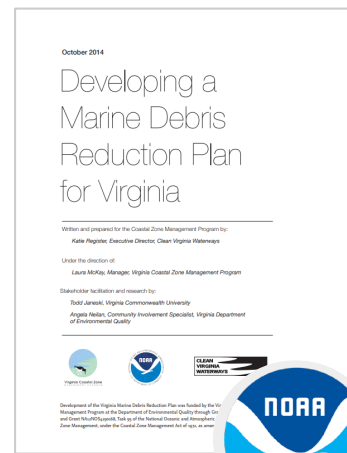
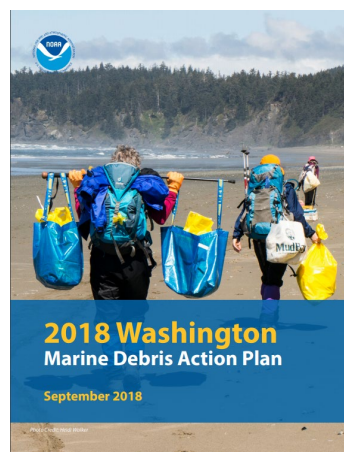
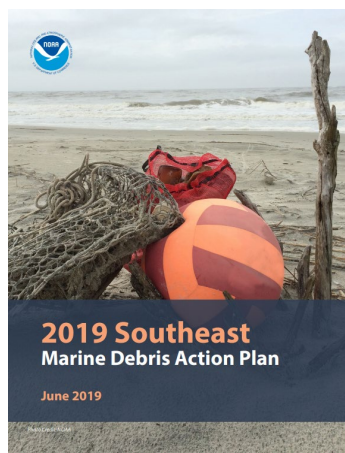
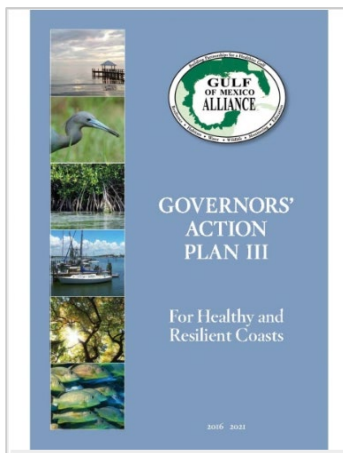
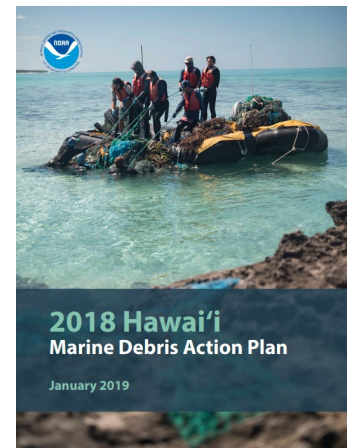
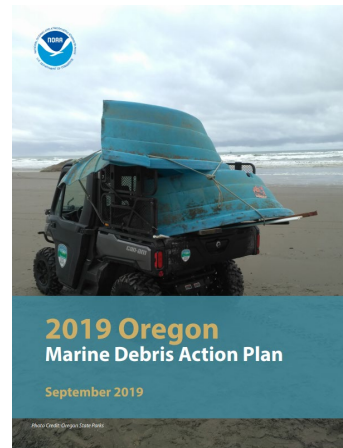
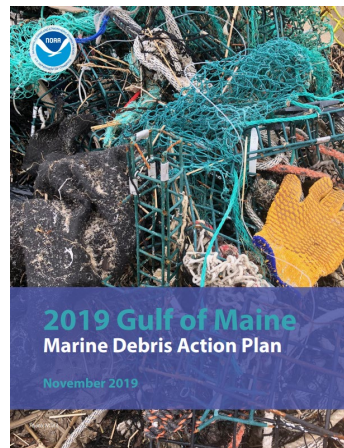
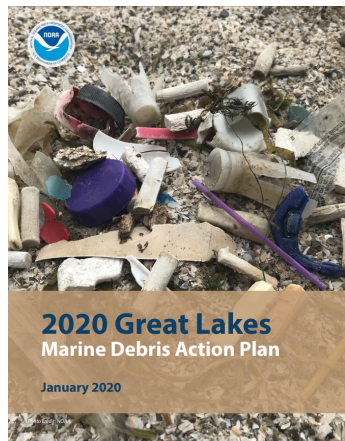
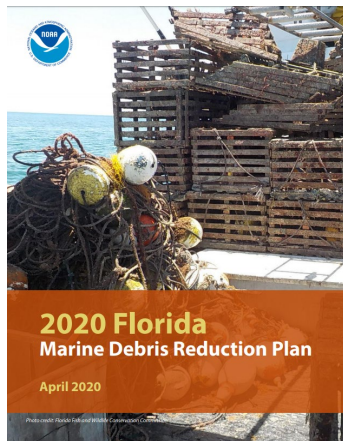


# Timeline + Progress



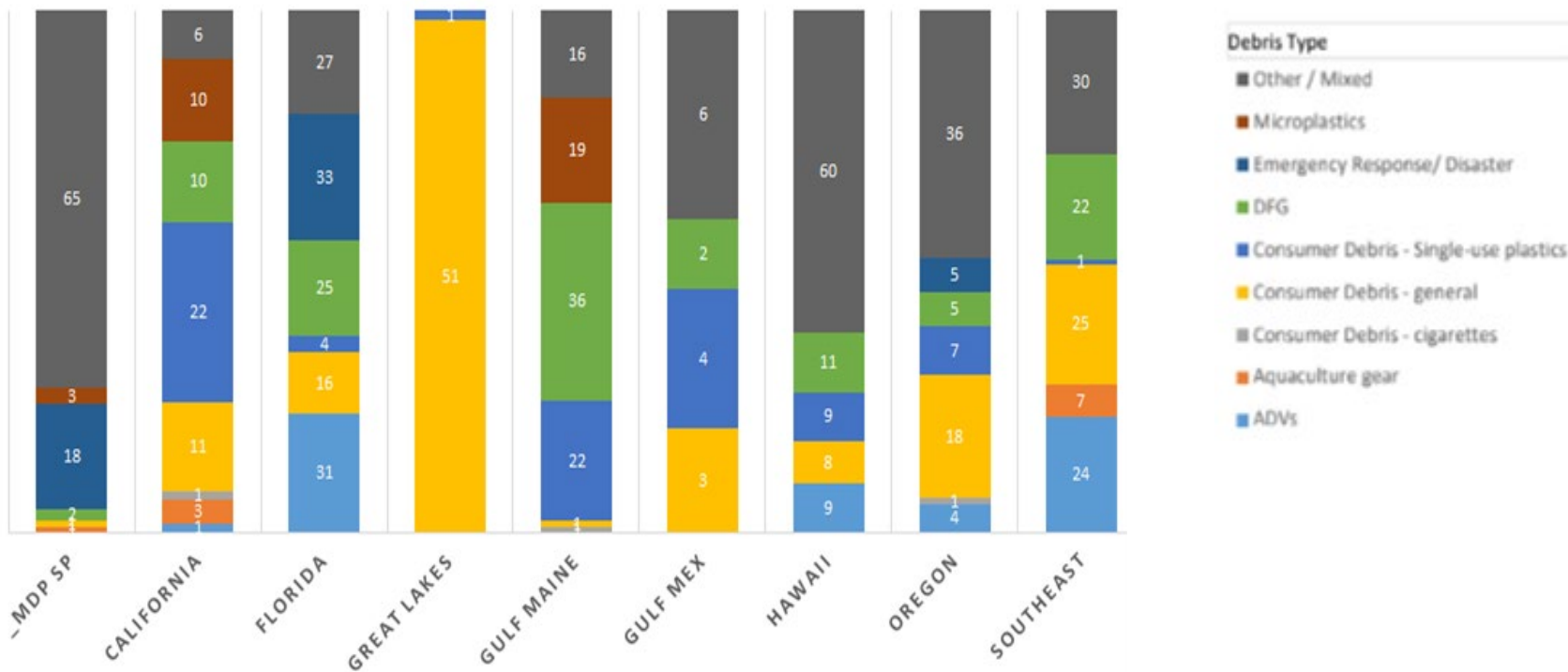
# Regional Action Plans







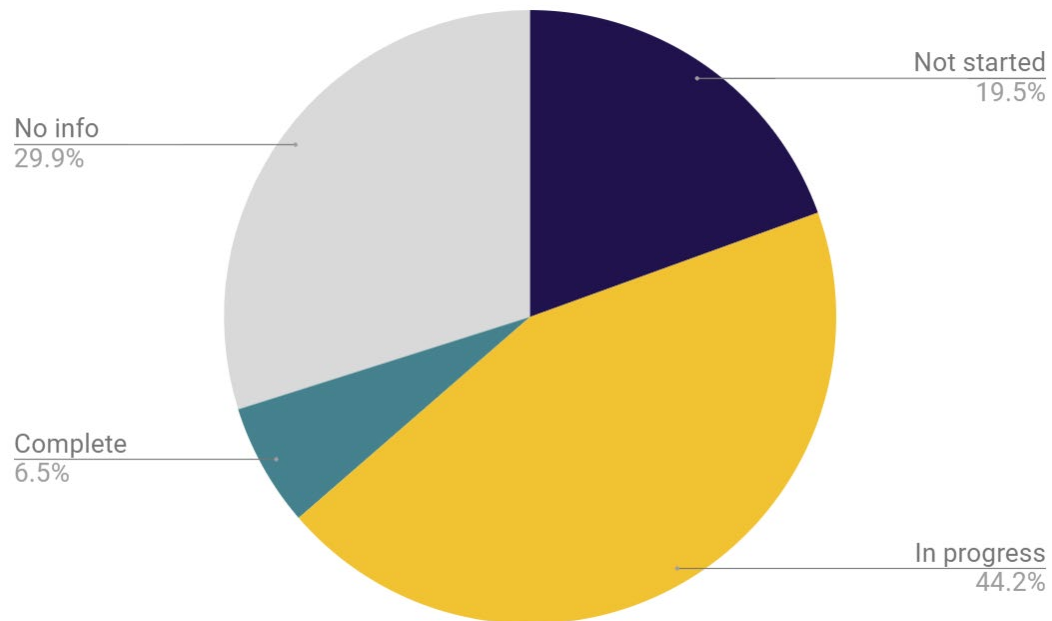
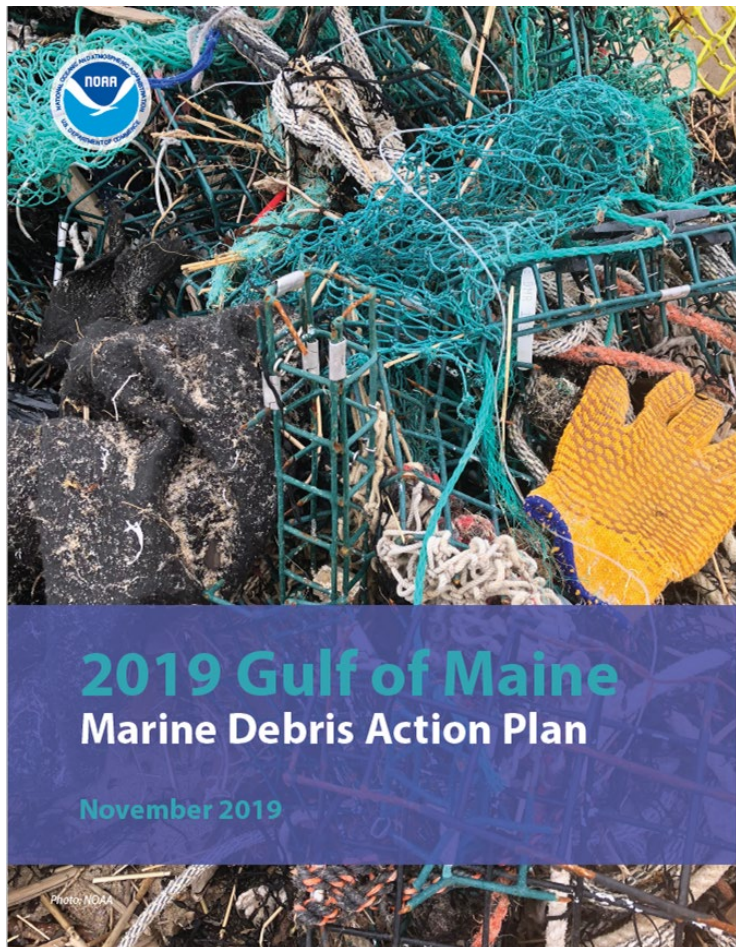
# Regional Action Plan Analysis - Debris Types



# Regional Action Plans Lessons Learned

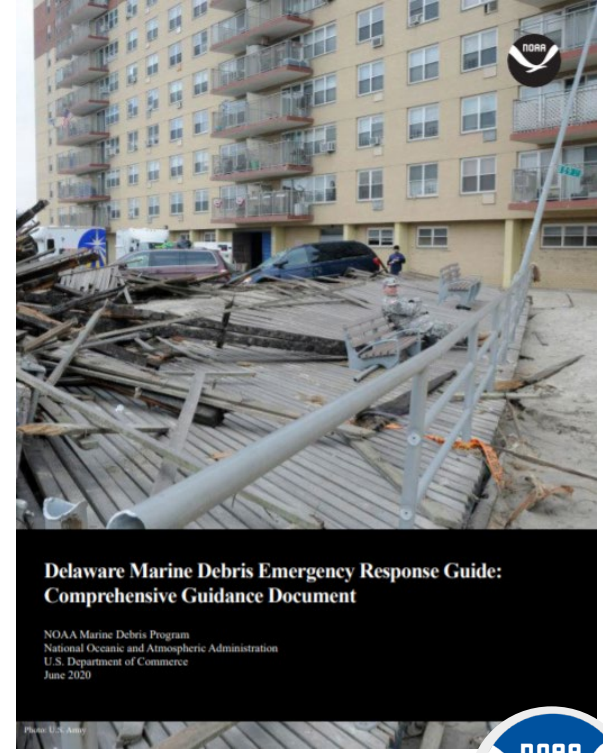
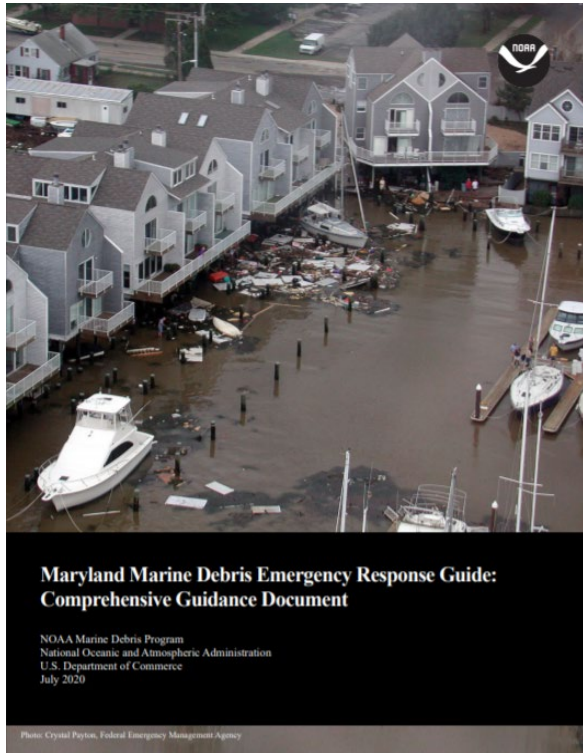


Photo: NOAA





# Marine Debris Emergency Response Debris Guides

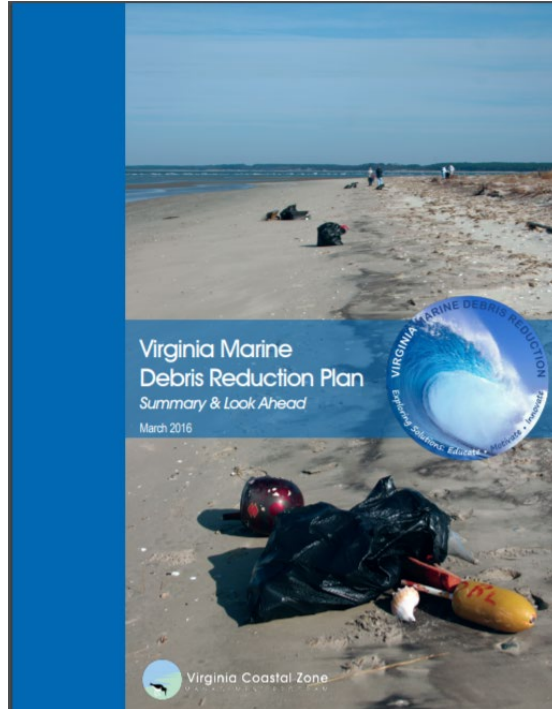


<https://marinedebris.noaa.gov/emergency-response-guides-and-regional-action-plans#pub-term-144>





# Alignment with Other Regional, State, Local Planning



October 2014

## Developing a Marine Debris Reduction Plan for Virginia

Written and prepared for the Coastal Zone Management Program by:

*Katie Register, Executive Director, Clean Virginia Waterways*

Under the direction of:

*Laura McKay, Manager, Virginia Coastal Zone Management Program*

Stakeholder facilitation and research by:

*Todd Janeski, Virginia Commonwealth University*

*Angela Neilan, Community Involvement Specialist, Virginia Department of Environmental Quality*



Development of the Virginia Marine Debris Reduction Plan was funded by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through Grant NA44NOS00022, Task 35.03 and Grant NA44NOS00022, Task 35.05 of the National Oceanic and Atmospheric Administration, Office of Coastal Zone Management, under the Coastal Zone Management Act of 1972, as amended.



# Sea Grant



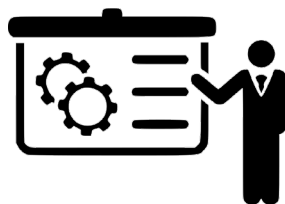
# Situational Assessment



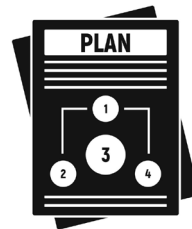
**Stakeholder  
Feedback**



**1:1 calls**



**Mid-Atlantic  
Meetings**



**Analyzed  
Regional Data**



**Collected  
Feedback**



# 2019 International Coastal Cleanup Annual Report Data

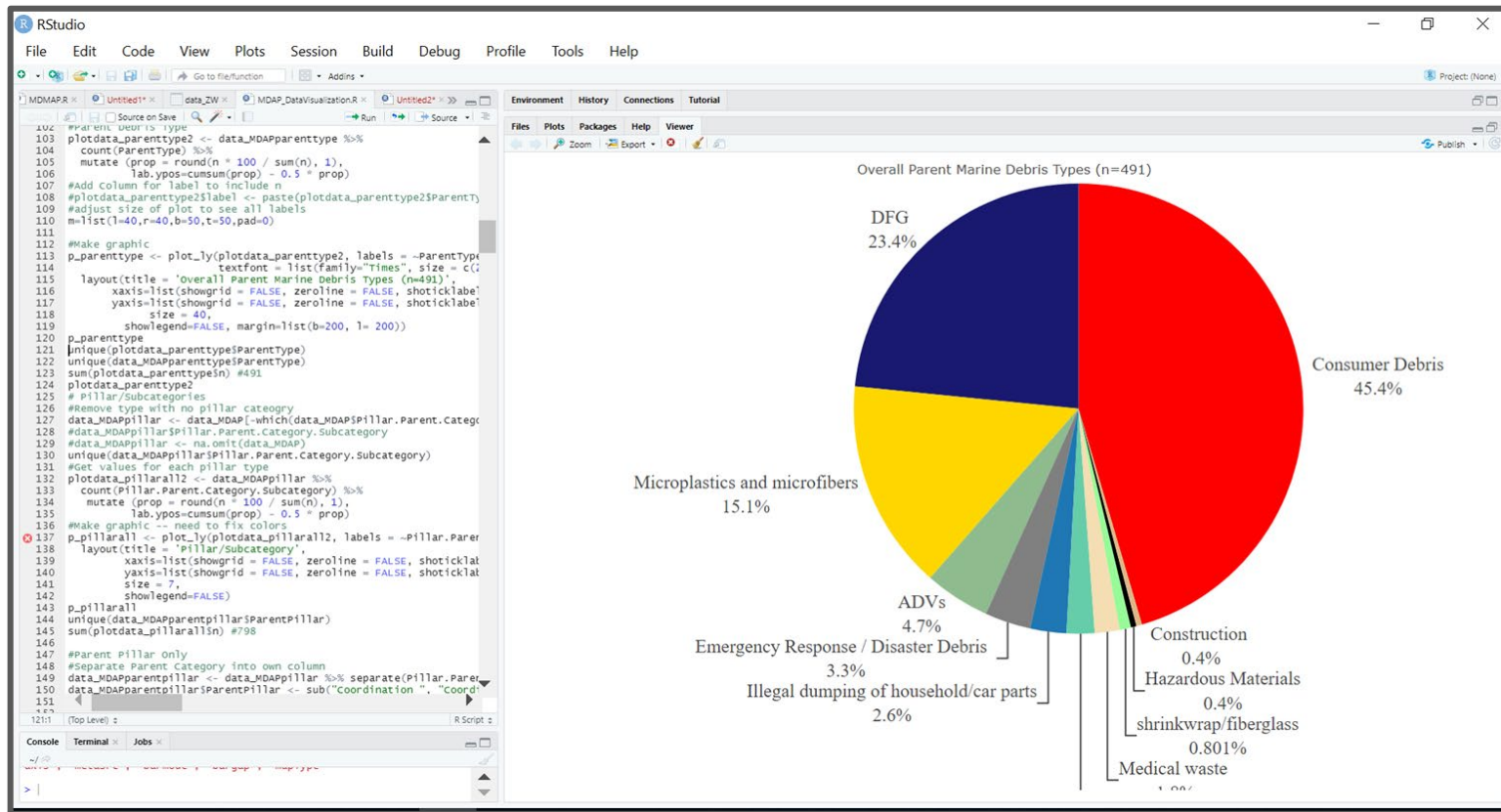
DC				NEW YORK				VIRGINIA			
Cour	Item	Total	Percent	Cou	Item	Total	Percent	Cou	Item	Total	Percent
1	Beverage Bottles (Plastic)	1341	33.42%	1	Cigarette Butts	62103	22.42%	1	Cigarette Butts	17162	13.60%
2	Food Wrappers (candy, chip)	508	12.66%	2	Food Wrappers (candy, chip)	32125	11.60%	2	Beverage Bottles (Plastic)	16535	13.10%
3	Bottle Caps (Plastic)	298	7.43%	3	Bottle Caps (Plastic)	31583	11.40%	3	Grocery Bags (Plastic)	13145	10.42%
4	Other Trash (Clean Swell)	284	7.08%	4	Straws, Stirrers	16988	6.13%	4	Food Wrappers (candy, chip)	13037	10.33%
5	Cigarette Butts	282	7.03%	5	Beverage Bottles (Plastic)	13906	5.02%	5	Beverage Cans	8569	6.79%
6	Beverage Bottles (Glass)	152	3.79%	6	Bottle Caps (Metal)	10964	3.96%	6	Other Plastic Bags	6270	4.97%
7	Beverage Cans	128	3.19%	7	Grocery Bags (Plastic)	8468	3.06%	7	Bottle Caps (Plastic)	6186	4.90%
8	Take Out/Away Containers	126	3.14%	8	Beverage Cans	8103	2.93%	8	Beverage Bottles (Glass)	4729	3.75%
9	Grocery Bags (Plastic)	124	3.09%	9	Other Plastic/Foam Packaging	7531	2.72%	9	Straws, Stirrers	3880	3.08%
10	Forks, Knives, Spoons	113	2.82%	10	Other Plastic Bags	7511	2.71%	10	Other Plastic/Foam Packaging	3464	2.75%

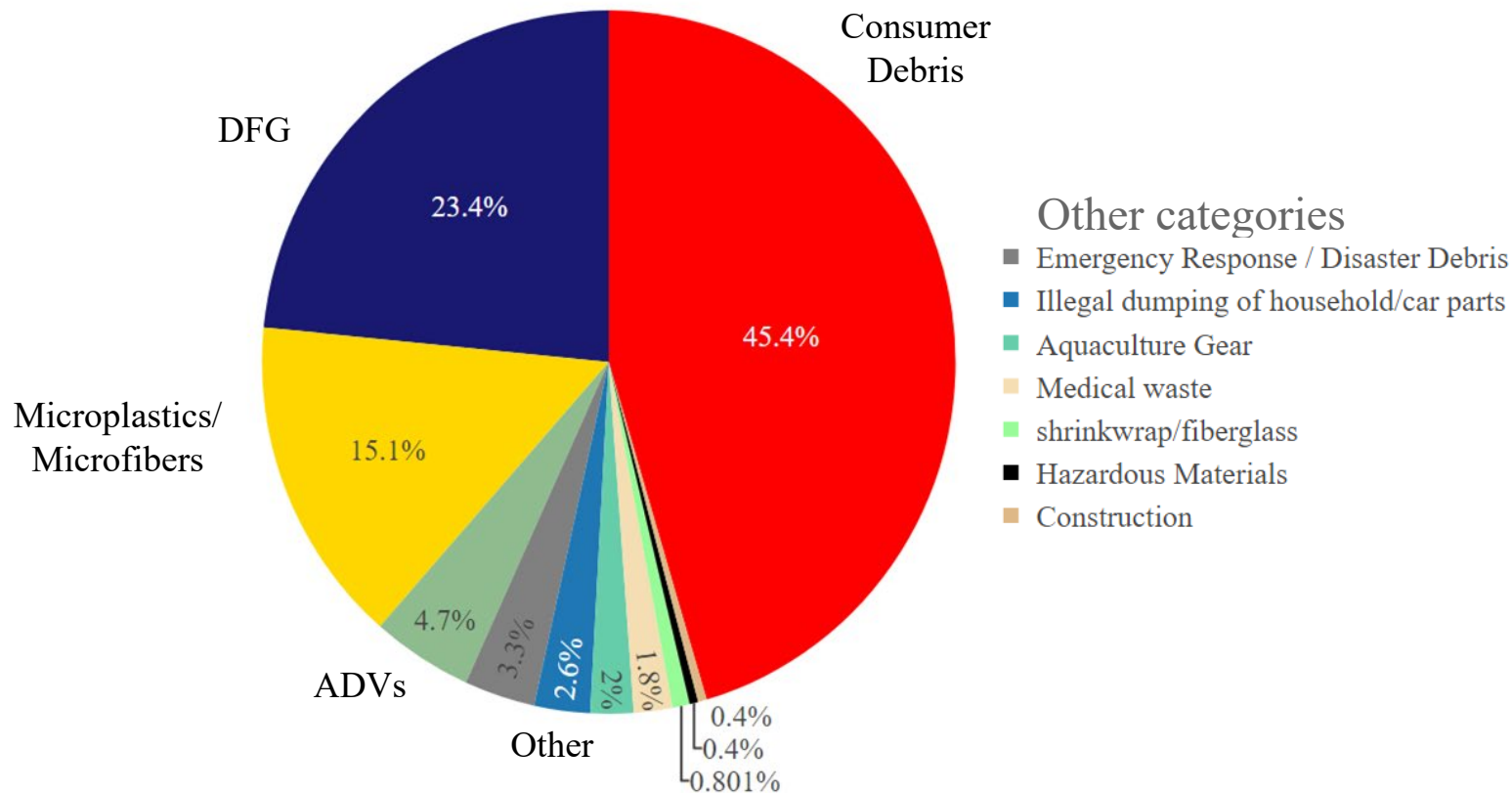
NEW JERSEY				MARYLAND				DELAWARE			
	Item	Total	Percent		Item	Total	Percent		Item	Total	Percent
1	Bottle Caps (Plastic)	41369	25.65%	1	Cigarette Butts	8719	15.59%	1	Cigarette Butts	13580	24.94%
2	Food Wrappers (candy, chip)	21613	13.40%	2	Bottle Caps (Plastic)	8577	15.34%	2	Bottle Caps (Plastic)	7258	13.33%
3	Straws, Stirrers	20071	12.45%	3	Beverage Bottles (Plastic)	7669	13.71%	3	Food Wrappers (candy, chip)	4740	8.70%
4	Cigarette Butts	19933	12.36%	4	Beverage Bottles (Glass)	6803	12.16%	4	Beverage Bottles (Plastic)	4346	7.98%
5	Beverage Bottles (Plastic)	6690	4.15%	5	Food Wrappers (candy, chip)	4677	8.36%	5	Beverage Cans	2735	5.02%
6	Cigar Tips	6081	3.77%	6	Straws, Stirrers	4342	7.76%	6	Straws, Stirrers	2627	4.82%
7	Other Plastic Bags	4572	2.84%	7	Beverage Cans	1692	3.03%	7	Lids (Plastic)	1604	2.95%
8	Grocery Bags (Plastic)	4377	2.71%	8	Other Trash (Clean Swell)	1614	2.89%	8	Beverage Bottles (Glass)	1531	2.81%
9	Beverage Cans	3781	2.34%	9	Lids (Plastic)	1320	2.36%	9	Other Plastic Bags	1349	2.48%



# R Data Analysis Tool



# Data Analysis- Top Debris Types - Goal Areas

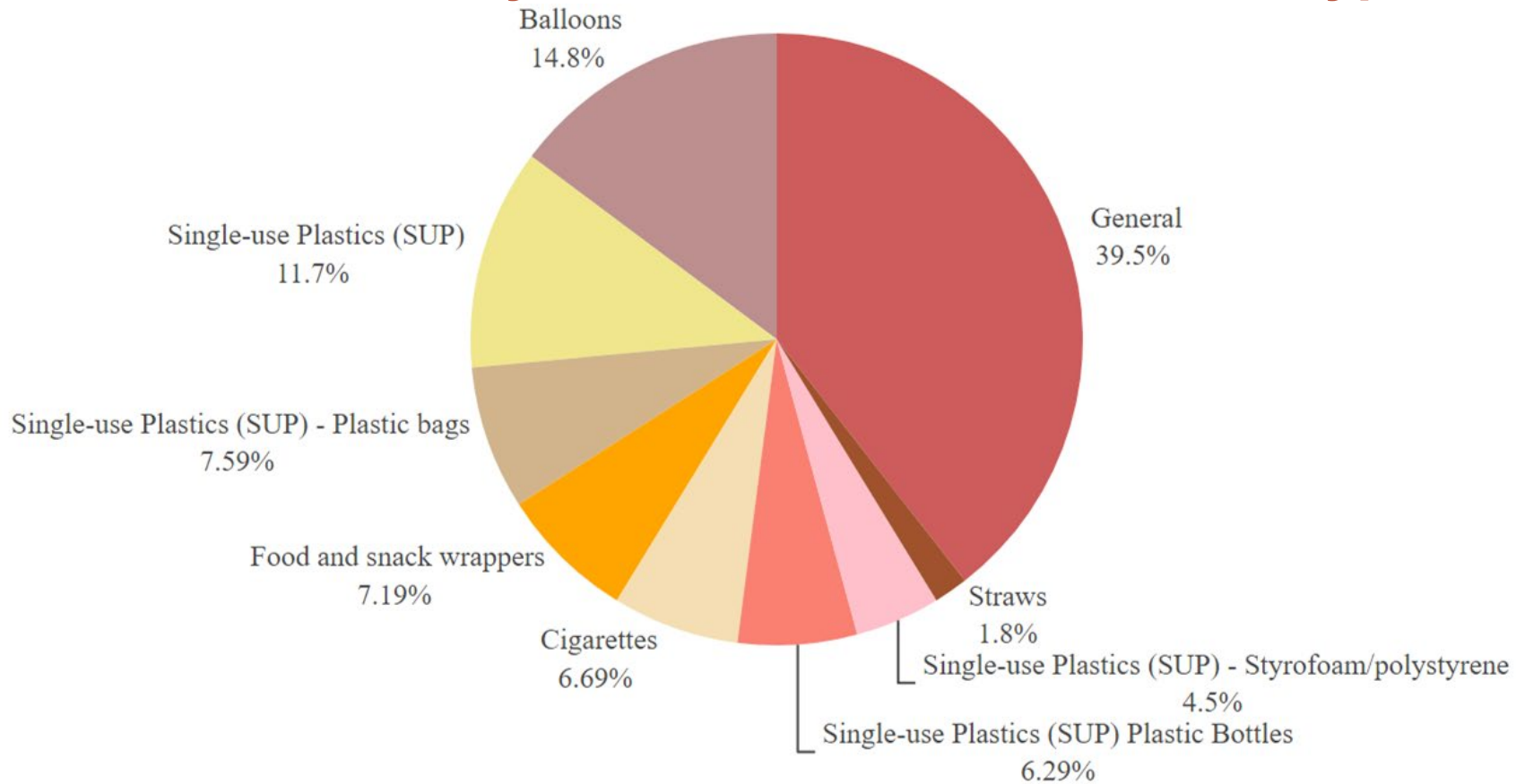


Footnote: This graph is a visual representation of feedback collected during one-on-one stakeholder calls with marine debris partners during the spring/summer 2020. This data serves as a snapshot into regional priorities to be regularly reviewed during future partner feedback periods of the Action Plan.





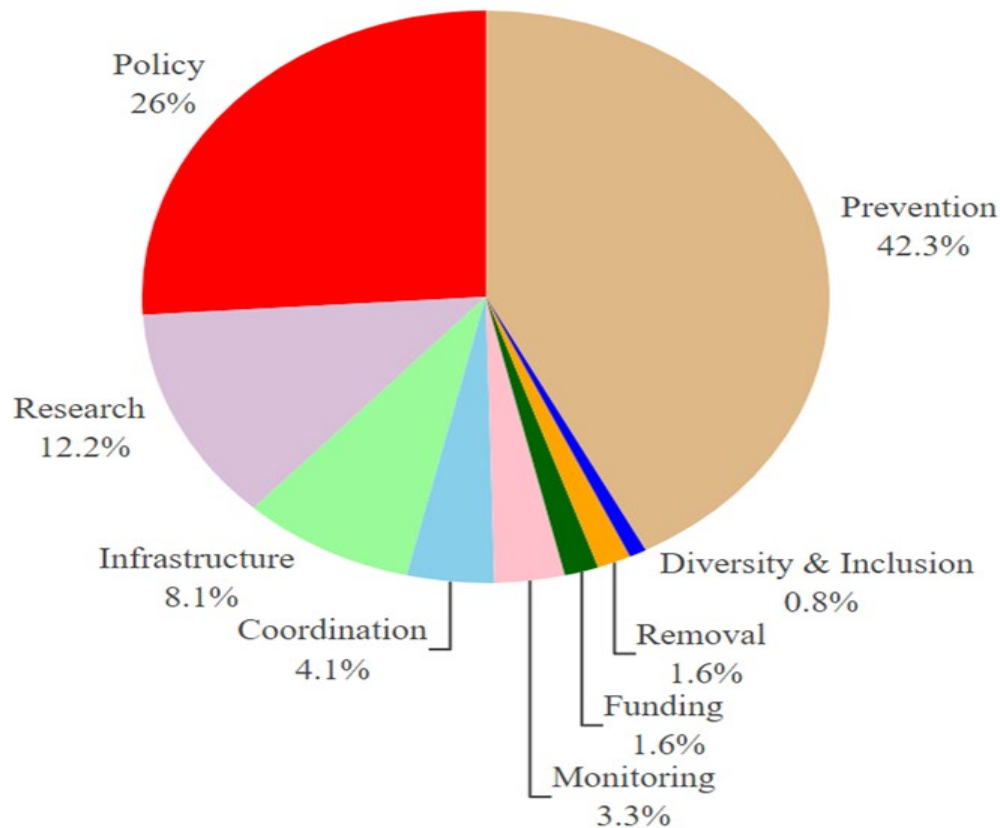
# Data Analysis - Consumer Debris Sub-Types



Footnote: This graph is a visual representation of feedback collected during one-on-one stakeholder calls with marine debris partners during the spring/summer 2020. This data serves as a snapshot into regional priorities to be regularly reviewed during future partner feedback periods of the Action Plan.



# CD Data Analysis - Priorities Strategies - Objectives



Footnote: This graph is a visual representation of feedback collected during one-on-one stakeholder calls with marine debris partners during the spring/summer 2020. This data serves as a snapshot into regional priorities to be regularly reviewed during future partner feedback periods of the Action Plan.





## **Mid-Atlantic Marine Debris Action Plan Draft**



# Action Plan Structure

**Vision:** To keep the Mid-Atlantic region, coasts, communities, habitats, wildlife, and our ocean free from the impacts of marine debris.

**Mission:** The Plan will reduce marine debris through strengthening regional partnerships to understand, prevent, and mitigate marine debris through increased research, preventative actions, reductions in impacts, and collaborative efforts of diverse groups.

*Fostering Diversity and Inclusion, Capacity Building, Communication, Coordination,*

**Timeline:** 2021 - 2026



# Mid-Atlantic Marine Debris Action Plan Structure

**Goals**

**Strategies**

**Objectives**

**Actions**



# Action Plan Goals Areas

**Consumer  
Debris**

**Derelict  
Fishing Gear**

**Microplastic +  
Microfiber**

**Abandoned +  
Derelict Vessel  
+ Vessel-  
Related Debris**





# Strategies

*1. Prevention, Education, Outreach*

*2. Research and Monitoring*

*3. Proper Disposal and*

*4. Removal*

*5. Policy and Management*



# Written Partner Feedback - Suggested Actions



## Mid-Atlantic Marine Debris Action Plan: Partner Written Feedback

Please complete this Partner Feedback Form to provide suggestions for Actions that you are leading, or willing to lead or support with the Mid-Atlantic marine debris community over the five years. Please submit your response by COB November 6, 2020.

Important Feedback Form Considerations, please read closely:

- This form is only for organizations working on marine debris in the mid-Atlantic.
- Please suggest SMART(specific, measurable, achievable, realistic, and time-sensitive) actions. Example: "By the end of the Action Plan, promote a plastic pollution awareness day in the region in both English and non-English languages."
- Please select the primary Goal Team you'd like your organization to participate in. You will then be directed to add your notes to that Goal Team's section of the Action Plan.
- Once submitted, you will be sent a confirmation email.

If you have any questions, please email [Christy.Kehoe@noaa.gov](mailto:Christy.Kehoe@noaa.gov).

\* Required



Specific

**S**  
**G**

What  
do you want  
to do?

Measurable

**M**  
**O**

How will you  
know when  
you've  
reached it?

Achievable

**A**  
**A**

Is it in your  
power to  
accomplish it?

Realistic

**R**  
**L**

Can you  
realistically  
achieve it?

Timely

**T**  
**S**

When exactly  
do you want to  
accomplish it?





# Action Leads and Partners

## Leads

Partners responsible for undertaking Actions that fulfill the objectives and reporting on the progress, challenges, and completion of the action.

## Partners


Responsible for supporting and undertaking Actions that fulfill the objective and for providing input on progress.

Objective 1.2. By 2025, address at least four identified research gaps and complete at least 20 research projects.	
Actions	Lead(s) [bold] and Partner(s)
1.2.1. By 2021, write a peer-reviewed research review paper on marine debris in the Great Lakes Region and identify key data gaps for the research community.	<b>University of Western Ontario</b> , University of Wisconsin-Superior, Penn State Behrend, University of Toronto, Rochester Institute of Technology, Wayne State University, Loyola University
1.2.2. Within the first two years of the plan, host one basin-wide workshop with researchers and stakeholders to seek input on research priorities.	<b>Old Woman Creek NERR, Penn State Behrend</b> , Great Lakes Sea Grant Network, Wayne State University, University of Western Ontario, NOAA MDP
1.2.3. By 2021, establish and test standardized metadata for various environmental media (water, sediment, biota).	<b>Penn State Behrend</b> , Pollution Probe, Council of the Great Lakes Region, Shedd Aquarium
1.2.4. By 2025, complete at least five studies on the sources and pathways of marine debris into the Great Lakes.	<b>University of Western Ontario</b> , Rochester Institute of Technology, University of Wisconsin-Superior, University of



# Action Plan - Monitoring

Goal 1: Understand, Prevent, and Mitigate the Impacts of Consumer Debris										
Strategy	Action	Metrics	Lead Organization	Partner Organizations	Contact	Email	Individual Status	Overall Status	Status Update	Notes
Strategy 1.1: Prevention, Education, Outreach										
Objective 1.1.1: By the end of 202X, promote information-sharing and support XX outreach and educational campaigns with coordinated messaging targeted at consumer debris items to raise public awareness of available science, data collection, research, laws and regulations.	1.1.1.1 By the end of 202X, support outreach and education campaigns against the intentional release of balloons using strategies developed and promoted through preventballoonlitter.org to reach at least XX individuals and XX relevant businesses and support local legislations.	# individuals engaged, # partners	Org A		NAME A	@org	In progress ▾	In progress	2/21/21	
				ORG B	NAME B	@org	In progress ▾		2/22/21	
				ORG C	NAME C	@org	Not started ▾		2/23/21	
				ORG D	NAME D	@org	In progress ▾		2/24/21	
				ORG E	NAME E	@org				
	1.1.1.2. By the end of the Plan, host at least XX regional workshops about consumer debris issues and impacts to mid-Atlantic regional species, habitat, and communities.	# workshop/webinars								
	1.1.1.3. By the end of Plan, promote a coordinate and promote a plastic pollution awareness day in the region in both English and non-English languages.	# event created								
	1.1.1.4. By the end of 202X, develop and expand zero waste awareness for Action Plan partner operations including practical strategies and actions for consumer debris reduction, as well as distribute it to at least XX partners in the region.	X partners engaged								
	1.1.1.5. Form a partnership with an inclusion, diversity, and equity expert to assist MDP with assessing the needs of underserved and underrepresented audiences	expert consultant hired, situational assesment complete								
	Objective 1.1.2: Increase number of XX youth and XX adults participating in formal and informal education by	1.1.2.1. Form a partnership with an inclusion, diversity, and equity expert to assist MDP with assessing the needs of								




### Mid-Atlantic Marine Debris Action Progress Update

Please reply to the following questions by [DEADLINE] Please accommodate updates on one action. If your organization is w please submit multiple forms, one per action.

Thank you!

\* Required

Email address \*



### Mid-Atlantic Marine Debris Action Plan: Action Progress Update

Please reply to the following questions by [DEADLINE] Please note, this form can only accomodate updates on one action. If your organization is working on multiple actions, please submit multiple forms, one per action.

Thank you!

\* Required

Email address \*

Your email

Name

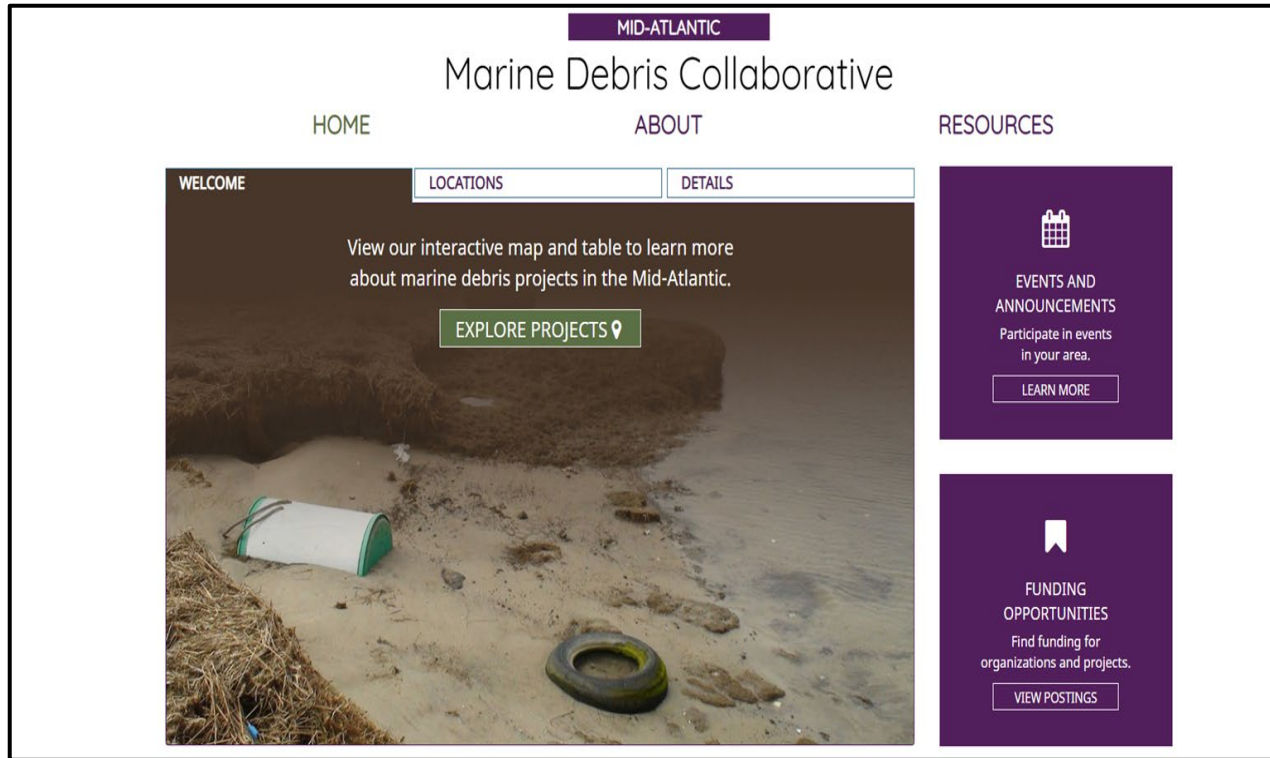
Your answer

Affiliation

Your answer



# Action Plan: Information-Sharing



<https://midatlantic-mdc.diver.orr.noaa.gov/>





A photograph showing three heavily rusted and damaged metal cans, likely from a shipwreck. The cans are held by three hands wearing blue and black nitrile gloves. The background is a body of water. A white rectangular box with the word "Questions" in red text is overlaid in the center.

# Questions

# Poll # 2

In the chat box, please enter:

**What topic you are most excited to  
discuss  
or learn about today**



# Breakout Room Instructions

**Based on your interest in goal STRATEGIES**

**Room 1:** Prevention, Education, and Outreach (6 actions)

**Room 2:** Research, Monitoring, & Policy and Management (6 actions)

**Room 3:** Proper disposal & Infrastructure, and Removal (6 actions)







Tech support needs, email:  
**[Jason.Rolfe@noaa.gov](mailto:Jason.Rolfe@noaa.gov)**





A close-up photograph of a pile of marine debris. The debris includes numerous colorful plastic straws in red, yellow, green, and orange, many of which are broken or bent. There are also pieces of cigarette packs, some with visible text like "cigarette, packaging, or color" and "interpreted to mean safer. Not". The debris is scattered on a dark, possibly sandy or muddy, surface. A white rectangular box with a dark blue border is centered over the image, containing the text "Goal Workshop Wrap Up + Next Steps".

## Goal Workshop Wrap Up + Next Steps

# Breakout Room Instructions

**Room 1:** Prevention, Education, and Outreach (6 actions)

**Room 2:** Research, Monitoring, & Policy and Management (6 actions)

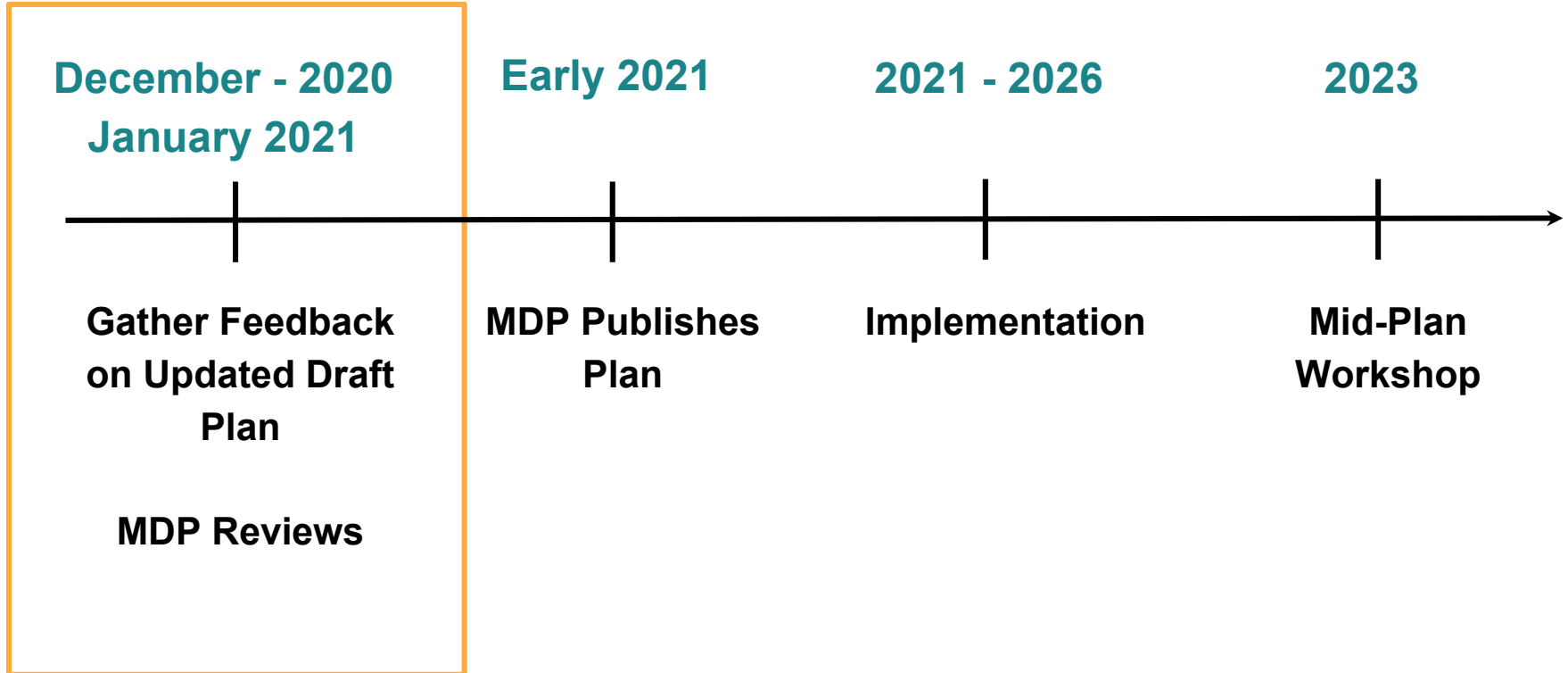
**Room 3:** Proper disposal & Infrastructure, and Removal (6 actions)

## Report Out

- # of actions (progress)
- Biggest challenges mentioned
- Creative solutions/trends



# Timeline + Next Steps



# Written Partner Feedback + 1:1 Calls

## Derelict Fishing Gear

Goal 1. Collaborate with industry to reduce impacts of DFG in the Gulf of Maine	
Objective 1. Understand and communicate the rates, quantities, and varieties of <u>fishing</u> gear loss	
Strategy 1.1: Identify reasons for gear loss	
Actions	Partner(s)
1. Analyze Maine DMR and Massachusetts DMF gear loss surveys and disseminate results to industry contacts	Center for Coastal Studies
2. Replicate Maine DMR gear loss survey considering updated gear specifications	
3. Create a summary report of the values and challenges of enforcing wet storage requirements 4. Work with the Northeast Regional Ocean Council to integrate any existing data on DFG/GFG into the Northeast Ocean Data Portal to map the debris and see if there are patterns of aggregate pollution; as the portal enables layering of data, analysis could layer data for vessel traffic, migratory species, etc to investigate the possible reasons for gear loss as well as identify possible issues for spatial use conflict (such as USCG, DOT, ACE, BOEM...), which could then help gain partner buy-in from other fed. agencies for identifying and advancing solutions.	
Strategy 1.2: Assess environmental/economic costs of DFG	
Action	Partner(s)
1. Replicate Massachusetts-based DFG mortality studies in Maine and New Hampshire 2. Examine DFG recovery data for economic implications (commercial or rec fishery, gear loss value, cost of disposal, etc.)	Center for Coastal Studies, Gulf of Maine Lobster Foundation NH Sea Grant/Blue Ocean Society?
Objective 2. Investigate alternative options for disposal of DFG, plastics, and vessel waste	
Strategy 2.1: Expand convenient shoreside/onboard disposal and recycling options	
Actions	Partner(s)
1. Continue to pursue programs to provide shoreside DFG recycling and disposal	National Fish and Wildlife Foundation NH Fish and Game?

food service establishments)"



**Sarah Kollar**  
1:48 PM Jun 14

Resolve

Sounds good! We can share our current messaging and also adopt/share agreed-upon messaging for this region specifically. Happy provide any of our current resources in the meantime



**Laura Ludwig**  
2:23 PM May 17



**Add:** ", Community Development Partnership (Cape Cod)"



**Blue Ocean Socie...**  
5:02 PM Jun 27



**Add paragraph**



**Blue Ocean Society for Marin...**  
5:03 PM Jun 27

Sustainable Seacoast - this is their mission and they are based in Portsmouth area. Has anyone reached out to them?



**Blue Ocean Socie...**  
5:03 PM Jun 27



**Add:** "Sustainable Seacoast"



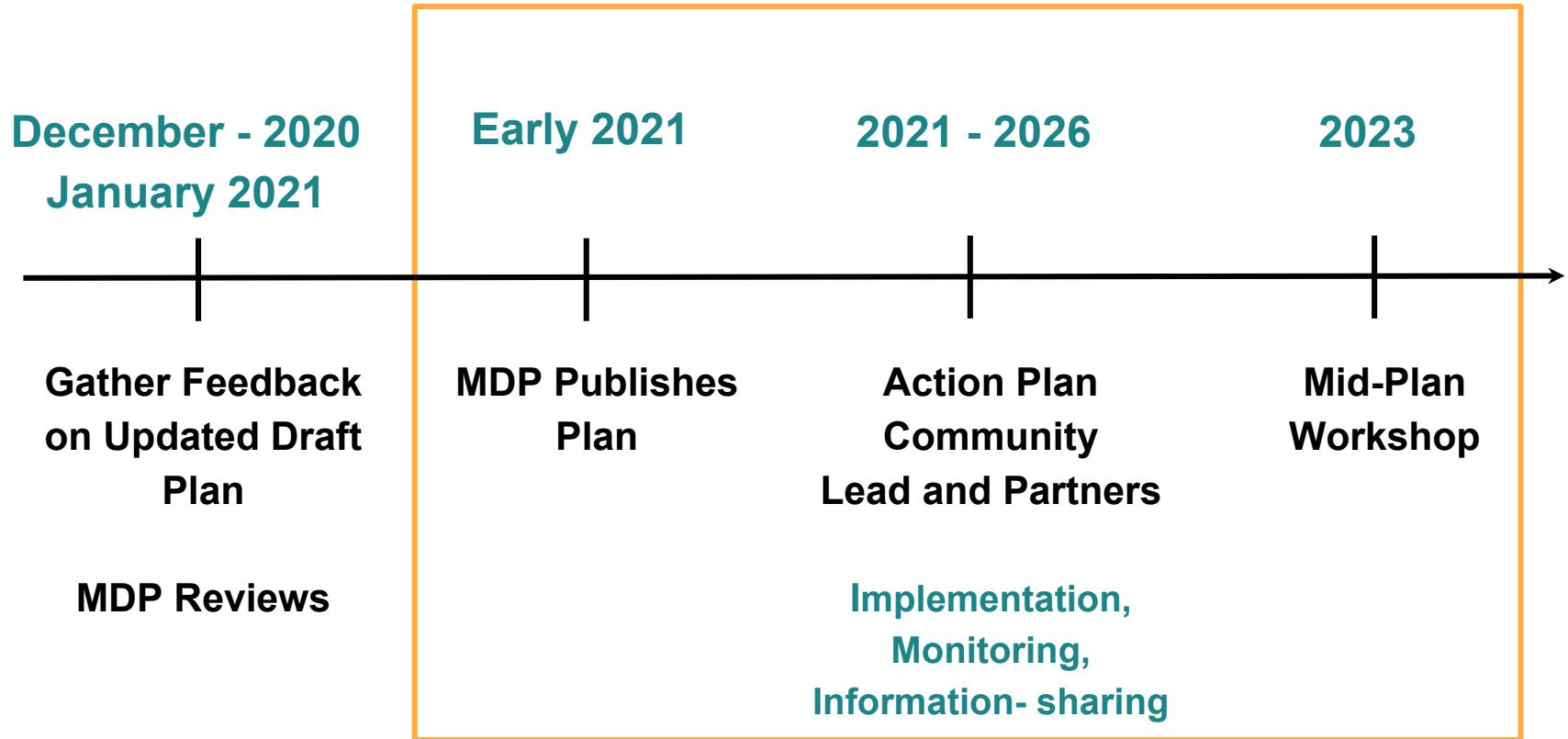
**Melissa Gates**  
3:39 PM Jun 28

Resolve

Note: Surfrider Foundation's OFR



# Timeline + Next Steps



# Monitoring

Goal 1: Understand, Prevent, and Mitigate the Impacts of Consumer Debris										
Strategy	Action	Metrics	Lead Organization	Partner Organizations	Contact	Email	Individual Status	Overall Status	Status Update	Notes
Strategy 1.1: Prevention, Education, Outreach										
Objective 1.1.1: By the end of 202X, promote information-sharing and support XX outreach and educational campaigns with coordinated messaging targeted at consumer debris items to raise public awareness of available science, data collection, research, laws and regulations.	1.1.1.1 By the end of 202X, support outreach and education campaigns against the intentional release of balloons using strategies developed and promoted through preventballoonline.org to reach at least XX individuals and XX relevant businesses and support local legislations.	# individuals engaged, # partners	Org A		NAME A	@org	In progress ▾	In progress	2/21/21	
				ORG B	NAME B	@org	In progress ▾		2/22/21	
				ORG C	NAME C	@org	Not started ▾		2/23/21	
				ORG D	NAME D	@org	In progress ▾		2/24/21	
				ORG E	NAME E	@org	In progress ▾		2/25/21	
	1.1.1.2 By end of the Plan, host at least XX regional workshops about consumer debris issues and impacts to mid-Atlantic regional species, habitat, and communities.	# workshop/webinars								
	1.1.1.3 By the end of Plan, promote a coordinate and promote a plastic pollution awareness day in the region in both English and non-English languages.	# event created								
	1.1.1.4 By the end of 202X, develop and expand zero waste awareness for Action Plan partner operations including practical strategies and actions for consumer debris reduction, as well as distribute it to at least XX partners in the region.	X partners engaged								
	1.1.1.5 Form a partnership with an inclusion, diversity, and equity expert to assist MDP with assessing the needs of underserved and underrepresented audiences	expert consultant hired, situational assessment complete								
Objective 1.1.2: Increase number of XX youth and XX adults participating in formal and informal education by	1.1.2.1 Form a partnership with an inclusion, diversity, and equity expert to assist MDP with assessing the needs of									



## Mid-Atlantic Marine Debris Action Plan: Action Progress Update

Please reply to the following questions by [DEADLINE] Please note, this form can only accommodate updates on one action. If your organization is working on multiple actions, please submit multiple forms, one per action.

Thank you!

\* Required

Email address \*

Your email

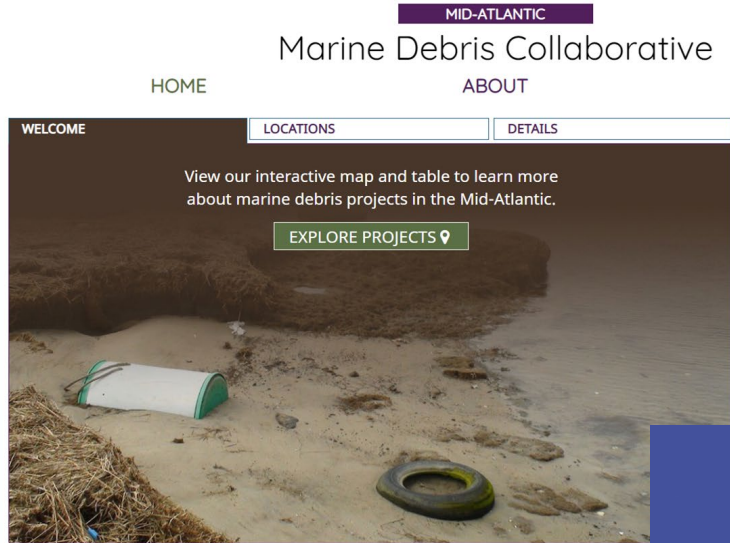
Name

Your answer

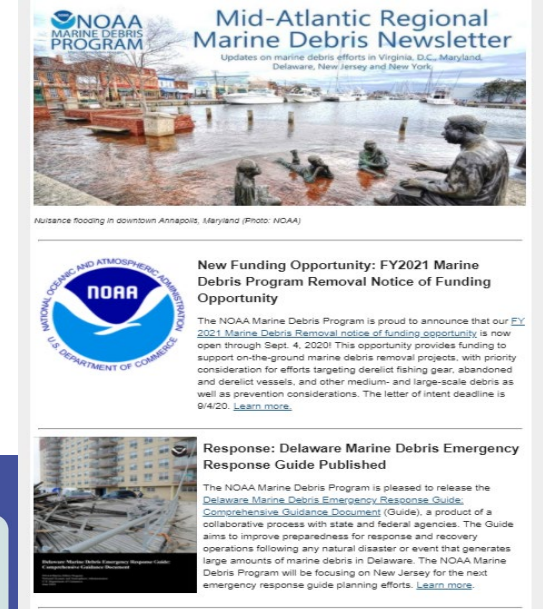
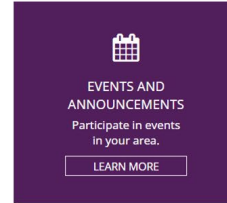
Affiliation

Your answer

# Information-sharing



## RESOURCES



# Funding Opportunities

MID-ATLANTIC

Marine Debris Collaborative

HOMEABOUTRESOURCES

FUNDING OPPORTUNITIES

Various grants and other funding opportunities for marine debris activities can be found below. Please navigate to e: on timeline, scope, and how to apply.

Search:  Refresh

BOATUS FOUNDATION AND BERKLEY RECAST & RECYCLE CONTEST

<https://www.boatus.com/news-room/release/enter-to-win-15000-boatus-foundation-and-berk>

FY21 NOAA MARINE DEBRIS PROGRAM FUNDING OPPORTUNITIES

<https://marinedebris.noaa.gov/funding/funding-opportunities>

NATIONAL FISH AND WILDLIFE FOUNDATION FISHING FOR ENERGY GRANTS

<https://www.nfwf.org/programs/fishing-energy>

Action Plans


Educational Resources

Funding Opportunities

Legislation

Outreach Materials

Research and Publications

ailed information

<https://midatlantic-mdc.diver.orr.noaa.gov/funding-opportunities>



# Mid-Plan Action Plan Update Workshop - 2023





**Thank you for your continued feedback, consideration,  
and interest in the Action Plan**



A background image showing a collection of marine debris, including pieces of white and yellow plastic, a red plastic cup, a white plastic bottle, and other unidentifiable fragments of trash, all floating in water.

## Questions/Comment/Suggestions?

**Please reach out to Planning Team coordinators below:**

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