



GRANT RECIPIENTS

2011 SIMA ENVIRONMENTAL FUND

The SIMA Environmental Fund has selected 20 environmental organizations as beneficiaries of the 2011 Waterman's Weekend. These organizations will dedicate the funds to programs that will address water quality and ocean pollution issues, defend beaches and surf breaks from development, or provide public education about ocean conservation.

RETURNING BENEFICIARIES

Alaska Wilderness League
Algalita Marine Research Foundation
Assateague Coastal Trust
Heal the Bay
KAHEA: Hawaiian-Environmental Alliance
North Shore Community Land Trust
Ocean Defenders Alliance
Ocean Institute
Orange County Coastkeeper
Paso Pacifico
Reef Check
Santa Barbara Channelkeeper
Santa Monica Baykeeper
Save the Waves Coalition
Seymour Marine Discovery Center
SINADES
Surfing Education Association
Surfrider Foundation
WILD Coast

NEW BENEFICIARY

Cook Inletkeeper

The following pages provide both photos and written highlights, provided by each beneficiary, of the type of work the returning beneficiaries have accomplished in the past year by using their SIMA Environmental Fund grant. You will also be introduced to our new beneficiary, Cook Inletkeeper, and the type of work they conduct.

The SIMA Environmental Fund Board of Directors thanks you for your continued support of the Waterman's Weekend and the beneficiaries' efforts to make a difference in the state of our beaches and waves.

ALASKA WILDERNESS LEAGUE

www.alaskawild.org



MISSION: Alaska Wilderness League leads the effort to preserve Alaska's Wilderness by engaging citizens, sharing resources, collaborating with other organizations, educating the public, and providing a courageous, constant, and victorious voice for Alaska in the nation's capital.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S SIMA ENVIRONMENTAL FUND GRANT: The League took a lead role in protecting the sensitive areas in the Arctic Ocean by pushing for a timeout on drilling. Our strong campaign helped build a strong, vibrant coalition made up of conservation, science and Alaska Native groups that made the case, through the media, litigation, lobbying, education and grassroots activities to stop any development in the Beaufort and Chukchi. Here are examples of some of the impacts from the result of the League's leadership in protecting the Arctic Ocean:

The League arranged and facilitated meetings with for Arctic tribal leader delegation with Assistant Secretary for Indian Affairs in the Department of the Interior Larry Echo Hawk; as well as House Natural Resources Committee Office of Indian Affairs staff, USCG, CEQ, and the White House.

We launched and coordinated a month-long earned media campaign to stop Shell's plans for drilling in the Arctic Ocean in the summer of 2010 in light of Gulf oil spill. Press materials were distributed at all Gulf spill congressional hearings and coverage was earned in all the major print outlets including *New York Times*, *Washington Post*, *Wall Street Journal*, *Los Angeles Times*, *AP*, *Reuters*, *Time*, *Mother Jones* and *Newsweek*. The league also coordinated TV coverage on *Voice of America*, *Fox News*, *Roll Call*, *Dan Rather Reports*, *Cleanskies.tv* and *VOA TV*.

We also participated in litigation that got the Alaska federal court to halt Lease Sale 193 pending further environmental review by the BOEMR.

This fall, we arranged and facilitated meetings with the Bureau of Ocean Energy Director Michael Bromwich, Deputy Assistant to the President for Energy and Climate Change Heather Zichal and EPA Environmental Justice staff for environmental organizations and arctic tribal leaders. We also drafted and assisted Chairman Jim Moran's (D-VA) staff in drafting a letter to Sec. of the Interior Ken Salazar asking him to reconsider approval of Shell's drilling plans in the Arctic and sent out an editorial board memo and made pitch calls, which resulted in a piece in the *New York Times* and a TV spot on KTUU (NBC-Anchorage).

The League, on our own, and working with coalition members, will continue to promote the need to call a time-out on development in the Arctic Ocean until more baseline information is obtained and protective conservation and energy plans are developed.



ALGALITA MARINE RESEARCH FOUNDATION

www.algalita.org



MISSION: The Algalita Marine Research Foundation is dedicated to the protection of the marine environment and its watersheds through research, education, and restoration.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S SIMA ENVIRONMENTAL FUND GRANT: GIS Mapping Project:

Algalita has created three different types of static maps to interpret the results of current marine plastic debris research by focusing on location, count density, and weight density for each of Algalita's seven voyages to the North Pacific Gyre. Each of these maps can be downloaded and printed from the Algalita website. These maps are created using ArcMap by Environmental Systems Research Institute Inc. Data from previous voyages is constantly being reviewed and interpreted, which will allow new maps to be developed and posted on the Algalita website. Future planned voyages to the South Atlantic Gyre, the South Pacific Gyre, and North Pacific Gyre will also be included in this project.

K/12 Education Program: Our Ship-2-Shore Education Program links students from around the world, with research as it is being conducted by Algalita scientists in the field. Students can follow each voyage, pose questions, and exchange information through a blog posted by the researchers and the Ship-2-Shore coordinator. In conjunction with the Ship-2-Shore program, the "Mapping Plastic Marine Pollution" curriculum was developed as an educator's guide to provide lessons that allow students (grades 4-12) to explore plastic pollution research in the North Pacific Ocean using free GoogleEarth software. Lesson plans are aligned with California Science Content Standards and are accompanied by printable activity sheets. Currently, our Ship-2-Shore program has more than 3,000 students signed up to participate.

Public Education Program: Algalita's on-going public education program is targeted to science centers, aquariums and other institutions where the general public can observe. In the past year, Algalita directly reached more than half a million individuals throughout the U.S. via its *Plastics Are Forever*, *Watershed Wonders*, and *JUNKraft/JUNKride* exhibits.



ASSATEAGUE COASTAL TRUST

www.actforbays.org



MISSION: Assateague Coastal Trust works to protect and enhance the natural resources of the Atlantic Coastal Bays watershed through advocacy, education and conservation.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S SIMA ENVIRONMENTAL FUND GRANT:

The purpose of the past year's SIMA grant was to provide general operating support for the Assateague Coastkeeper program by achieving three goals, which include:

Reducing Nutrient Inputs: The Waterkeeper Alliance and the Assateague Coastkeeper collaborated on several legal challenges to the states Concentrated Animal Feeding Operations regulatory regime. These legal challenges included a case hearing, which challenged Maryland's policy that denied the public access to poultry operation Nutrient Management Plans (NMP). This challenge was won so NMP's are now accessible to the public in the State of Maryland.

Reducing Storm Water Pollution: "Get the Dirt Out," a project to prevent and reduce storm water pollution across the Chesapeake Bay watershed was successfully launched. The primary focus of the Assateague Coastal Trust's efforts was to train and deploy citizen volunteers to monitor and report on erosion and sediment runoff control practices at construction sites in Worcester County and as necessary, to press for enforcement and remediation measures by appropriate local and state authorities. In each instance, the sites were cleaned up and further sediment pollution was stopped.

Monitor New Zoning Regulations: In an effort to generate interest and support for ACT's recommendations for revising the zoning code in Worcester County, ACT organized an outreach campaign to share the proposed zoning code and map changes with the citizens of Worcester County. ACT also implemented a media campaign to encourage citizen participation in the county public hearing. These efforts were successful, with nearly 400 people in attendance for the public hearing. As a result, the County Commissioners remanded the draft zoning code back to the Planning Commission and directed them to make the necessary changes to the zoning code. The revised zoning code has incorporated many of ACT's suggestions for more protective zoning districts and acknowledges the recognition of impaired waterways in the development process.



COOK INLETKEEPER

inletkeeper.org



MISSION: Cook Inletkeeper is a community-based nonprofit organization formed in 1995 to protect the Cook Inlet watershed and the life it sustains. Inletkeeper combines strategic organizing, communications and advocacy with hands-on research, monitoring and education to provide citizens with the tools and information they need to protect water quality and fish habitat for current and future generations.

NEW BENEFICIARY FOR 2011

EXAMPLES OF WORK TO BE DONE WITH THE 2011 SIMA ENVIRONMENTAL FUND GRANT:

Alaska provokes images of vast wilderness, stunning grandeur and abundant fish and wildlife. Few recognize Alaska, however, as a growing hotbed for surfing, standup paddleboarding, surf kayaking and kiting. Yet Alaska has a growing cadre of cold-water enthusiasts (see www.surfalaska.net) and it boasts perhaps the most unique "wave" in the United States: the Turnagain Arm bore tide near Anchorage.

The Turnagain Bore Tide is a product of Cook Inlet's extreme tidal fluctuations—the second highest in North America—with a series of often-rideable waves forming on the leading edge of the incoming tide for several days each summer month.

The bore tide, however, sits in close proximity to Anchorage's Asplund Sewage Treatment Plant, one of the few remaining treatment works in the nation to enjoy a Clean Water Act waiver from EPA for secondary treatment. Anchorage is Alaska's largest city, and the Asplund plant dumps upwards of 30 million gallons per day of primary-treated sewage into Upper Cook Inlet. While contact recreation in Upper Cook Inlet is increasing—with kites and bore-tide riders commonly sighted in its gray, glacially-influenced waters—it's also home to the Cook Inlet beluga whale, a federally protected endangered species whose numbers have plummeted from 1300 whales in the 1980s to roughly 340 individuals today.

To address this sewage dumping problem, Cook Inletkeeper will partner with local groups and Alaska Native Tribes to conduct the research needed to challenge the treatment plant's secondary treatment waiver under the Clean Water Act when it comes up for review in late 2011. This work will guide a coordinated organizing and outreach campaign to galvanize grassroots support for sewage dumping reforms, and to garner solid business and local government backing to close the sewage dumping loophole.



HEAL THE BAY

www.healthebay.org



MISSION: Heal the Bay is a non-profit environmental organization dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: A grant from the SIMA Environmental Fund supported Heal the Bay's Beach Report Card (BRC) program. The BRC remains the only comprehensive analysis of beach water quality in California. Over the last six months, SIMA grant funds enabled Heal the Bay to expand the BRC program to include the Oregon coastline and the Washington/Puget Sound region.

Heal the Bay worked diligently with state health agencies to re-establish state funding for water-quality monitoring along the California coastline. Overall the expansion into Oregon and Washington was a success. Important relationships with Pacific-Northwest health agencies and fellow non-profits were forged. These relationships enabled critical data sharing and BRC promotion. Additional work needs to be done in the coming year to expedite the data retrieval process and promote the BRC to beachgoers in Washington and Oregon.

One of the most notable BRC success stories of the year took place in Heal the Bay's backyard. The Santa Monica Pier had been one of the most polluted beaches in the state for a number of years. Due to extensive collaboration with Heal the Bay, the City of Santa Monica took aggressive action to fix the pollution problem at this location. Since early 2010, water quality has improved drastically at the pier from generally poor water quality to generally excellent water quality.

Heal the Bay is grateful for SIMA's support of its Beach Report Card program. Grant funds enabled the program to include the Oregon coastline and the Washington/Puget Sound region. The program has been instrumental in improving beach water quality, shaping policy, promoting environmental stewardship, mobilizing everyday citizens, and ultimately supporting Heal the Bay's mission of making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean for people and marine life.



KAHEA

www.kahea.org



MISSION: KAHEA: The Hawaiian-Environmental Alliance is a community-based organization working to improve the quality of life for Hawai'i's people and future generations through the revitalization and protection of Hawai'i's unique natural and cultural resources. We advocate for the proper stewardship of our resources and for social responsibility by promoting multi-cultural understanding and environmental justice.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Public Access To Sea & Shorelines: Today, Hawaii has approximately 319 total public-access sites for 360 miles of coastline, which is on average one access point every 1.1 miles. There are a number of laws protecting public access to Hawaii's shorelines, and local residents have relied upon these laws to uphold the public's right to open access. The result of inadequate enforcement is the erosion of the public's rights to access shorelines and inland recreational areas. With the generous support of SIMA, KAHEA spent 12 months working within the communities of ocean and shoreline users securing strong protections for Hawaiian marine and coastal resources. KAHEA released the first-of-its-kind citizen-driven report on access issues, a culmination of four years of citizen-reporting work done through the Eyes of the Ocean program. This report helps demonstrate the need for better protection for public access to our ocean and coastal resources. KAHEA continues to organize support for a new state law providing an important citizen suit provision to guarantee the right of public access to the sea and shorelines. Thanks to support from SIMA, KAHEA is very close to seeing this citizen suit provision become law in Hawaii.

Ocean Constituency: KAHEA continues to encourage ocean users to weigh in on measures designed to protect coastal and ocean resources and the public's right to access them. In just twelve months, KAHEA more than doubled membership in our Action Alert Network, which made over 4,200 individual actions in defense of ocean and shoreline protection—testifying at hearings, signing petitions, and sending letters to decision-makers. KAHEA is gathering a growing "ocean constituency" in which ocean users are informed and ready to act.

Thanks to support from SIMA, KAHEA was able to have staff and volunteers distributing brochures, collecting petition signatures, and making class presentations throughout Hawaii, including O'ahu, Kaua'i, Maui, and the Big Island.



NORTH SHORE COMMUNITY LAND TRUST

www.northshoreland.org



MISSION: The mission of the North Shore Community Land Trust (NSCLT) is to protect, steward, and enhance the natural landscapes, cultural heritage, and rural character of ahupua'a (watersheds) from Kahuku Point to Kaena Point.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: SIMA's support in the past year has allowed NSCLT to aggressively undertake our work to protect and restore special natural areas on the North Shore of Oahu. SIMA's support also helped build NSCLT's organizational capacity so that we have the continued ability to pursue voluntary land conservation through our innovative work with landowners, community groups, local government, and individuals. In the past year, NSCLT supported the conservation of 1,158 acres and worked toward the conservation of an additional 1,669 acres. NSCLT looks forward to protecting even more land in the future for the benefit of the public. NSCLT is a voluntary land conservation organization that works with landowners, community groups, local government, and individuals to conserve the rural character of the North Shore. The Pupukeya Paumalu Stewardship Fund is supporting the coordination of community planning and stewardship activities so that residents, visitors, and surfers from around the world will be able to enjoy the property in perpetuity. Through the work of the Fund, Pupukeya Paumalu is becoming a living example of the connection between coastal protection efforts and ocean water quality in one of the world's most recognized marine environments. In addition to the stewardship of Pupukeya Paumalu, NSCLT successfully participated in the community effort to encourage landowners and our local governments to pursue the protection of Turtle Bay, Sunset Ranch, and Kukaniloko. Other significant community assets that are benefiting from these conservation efforts include: surf breaks such as Waimea Bay, Pipeline, Ehukai, Rocky Point, and Sunset Beach; the Hawaiian Islands Humpback Whale National Marine Sanctuary; and the Pupukeya-Waimea Marine Life Conservation District. Importantly, at least 300 residents and at least 10 major landowners are now aware of voluntary land conservation as an opportunity for the North Shore. SIMA's support is continuing to help NSCLT make significant investments in strengthening the organization so that we will have a greater impact in voluntary land conservation. In the past year NSCLT hired its first full-time employee (Executive Director) so our organization has been able to build on our already excellent working relationships. We are also excited about our new communications tools such as an enhanced web presence, our newsletter and new database improvements. SIMA's support has directly led to NSCLT enhancing its operations and strengthening its capacity as we improve our ability to anticipate and adapt to change. These changes are directly improving our ability to conserve land and other natural resources.



OCEAN DEFENDERS ALLIANCE

www.oceandefenders.org



MISSION: Ocean Defenders Alliance (ODA) carefully restores vital marine habitat by safely removing abandoned and derelict commercial fishing gear and other man-made debris from deep-water natural and artificial reefs via our expertly trained all-volunteer SCUBA divers and boat crews.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Ocean Defenders Alliance (ODA) is proud and honored to receive our first SIMA Environmental Fund Grant in 2010 and be named a recipient for a 2011 grant. We thank SIMA and all their supporters for helping ODA and our fellow peer groups reach our fullest potential.

Since receiving our previous year's grant to help expand our range along the coast of Southern California and the Channel Islands, ODA has been very busy mitigating a number of sites that we can motor to and back from port within the same day aboard our flagship, "Clearwater". These repeated efforts have resulted in removing approximately 4,000 lbs of marine debris (mostly lost commercial nets) and in the process, allowing marine wildlife to reclaim their rightful habitat.

During the zenith of the 2011 dive season, ODA plans to apply the bulk of our 2010 SIMA grant on finishing our clean-up work off Catalina Island where in 2007 the commercial fisher "Infidel" infamously sank in 150 feet of water with its football field-sized net that unfortunately continues to occasionally claim the lives of marine mammals, birds and certain fish that become entrapped in the mindless maze.

The multiple trips to Catalina from LA Harbor will require large dedicated crews, moorings and accommodations in addition to large amounts of fuel and expensive special air mixes for our seasoned deep-water divers. To properly prepare for these difficult distant location dives, ODA has expanded our volunteer technical dive team and is mitigating a similar deep-water wreck off Palos Verdes.

In 2011, ODA will explore other opportunities to help mitigate additional distant sites located in and around the California Channel Islands as well as a very large abandoned fishing net located in the Coronado Islands in Mexican waters – our first international mission! To complement our physical activities, ODA frequently provides education and outreach to the SoCal dive community as well as schools and the general public.

ODA looks forward to working with SIMA's and other notable foundations on ODA's continuing endeavors to make the ocean cleaner and safer for its indigenous wildlife.



MISSION: The mission of the Ocean Institute is to inspire all generations through education to become responsible stewards of our oceans.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: The SIMA Environmental Fund's grant helped 1,970 primarily underserved fifth grade students participate in the Watershed Education Program with its in-depth ocean-based, marine science programs for no charge to the schools or the students' families. Seventy-two classes of fifth grade students from primarily Title I schools came to the Ocean Institute in September 2009. There were 28 schools from 18 cities that took part. Students were from thirteen different watersheds throughout Southern California. In January 2010, after three months of work as a class, students presented their ocean-environmental projects during the Kids' Conferences that ran for 11 days at the Ocean Institute.

The grant provided funding for marine science cruises on our research vessel R/V Sea Explorer, where each fifth grader in the program voyages out to sea and becomes an oceanographer. For most of the students, this is their first time on the open ocean with its intriguing educational potential.

During the Watershed Days, students learned about the earth, life, and physical sciences of the surf zone, unique aspects of watersheds, and the ways in which everyone's actions affect the ocean. Students came to the Ocean Institute for a four-hour field trip including a two-hour Surfscience Cruise on the Sea Explorer and a Field and Lab Program.

Back in the classroom, and with guidance from Ocean Institute instructors, students chose a current, regional environmental issue to research as a class-wide science project. In January, there were eleven days of Kids' Conferences on Watersheds where the students presented their environmental science projects to audiences of their peers, teachers and principals, scientists, city officials, and other community leaders.



MISSION: The Orange County Coastkeeper's mission is to protect and preserve the marine habitats and watershed of Orange County through education, advocacy, research and enforcement.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Coastal Water Quality Improvement Program: Now ending our eleventh year, Orange County Coastkeeper's Coastal Water Quality Improvement Program has produced, in measurable results, an improved and enhanced ocean water quality environment along Orange County's 42 mile coastline. The current grant partially funds Coastkeeper's coastal water quality initiatives that include advocacy, scientific marine pollution studies and enforcement.

Sewage Spills Are Decreasing: A major component of the program is Coastkeeper's on-going exclusive campaign focused on cities and sanitation districts to expedite inspections, repairs, and retrofitting of aging sewage collection systems. The goal is to eliminate sewage spills, thus reducing postings and closings of Orange County beaches. Through a combination of litigation, collaboration, and data monitoring, Coastkeeper applies constant pressure on cities and special districts to invest more capital in retrofitting collection systems.

Environmental Clean-up Allocation Committee Chair:

Coastkeeper alone persuaded and achieved OCTA's agreement to add a \$237.2 million fund for Water Quality Clean-Up funding program to the Measure M extension that was approved by the voters. This fund will provide approximately \$10 million each year to cities and special districts to fund projects that reduce pollutants from runoff before discharging to our waterways and ocean. As a result Coastkeeper will chair the Environmental Clean-up Allocation Committee of OCTA and will ensure funding goes to projects that improve coastal water quality. From 2011 through 2017 a total of \$57.5 million will be distributed to O.C. cities specifically to clean up water quality that is discharged to our coastal waters.

Elimination of Polluted Discharges: On-going collaboration with developers has generated the most sophisticated water quality management plans in the state that ensure new development will not pollute coastal waters. Through Coastkeeper's continual collaboration with developers, both coastal and inland developments have invested significantly more to ensure a higher level of water quality in their runoff discharges. As a result, Coastkeeper has caused polluted discharges to be eliminated along the Newport Coast and significantly reduced in many other coastal areas of the county.

Improving Water Quality for Surfing Orange County: Through data generated from Coastkeeper's scientific marine research program, we have scientifically monitored water and sediment quality in our harbors an identified toxic pollutants and their source. In April 2009, the Santa Ana Regional Water Quality Control Board added more O.C. waterways that discharge to the ocean to the Federal 303d list of impaired waterways, providing added regulatory protections and stricter water quality standards. This action was specifically the result of Coastkeeper's monitoring and scientific analysis data that was provided.



MISSION: Paso Pacifico's mission is to conserve and restore the threatened forest, coastal, and marine ecosystems along the Pacific coast of Central America.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Paso Pacifico is honored to be a SIMA Environmental Fund beneficiary. Through SIMA's support, we are capitalizing on the growing passion for surfing amongst young Nicaraguan surfers and channeling this energy into ocean conservation.

Building Awareness: Monthly educational workshops held in San Juan del Sur with the local surfing community are helping to raise awareness. Each meeting covers subjects ranging from marine debris and its impact on wildlife to watersheds and the role they play in feeding our oceans. Through a national press conference with Nicaragua's surf team during the Central American Surf Tournament, we were also able to spread our message to the general public. Top Nicaraguan surfers spoke about the value of the ocean for recreation, food, and the well-being of local communities, and urged the public to take action.

Empowering Nicaraguan Surfers: Local surfers are learning that together they can have an influence. When a developer closed access to an important surf break at Play Maderas, we provided legal counsel and organized a meeting with the municipal government so that surfers were able to successfully argue their rights and regain access to this beach. Through the educational workshops we organize, a core group of surfers who are committed to the ocean has developed. We are providing this group with organizational training and assisting them with the legal process to form the San Juan del Sur Surf Association.

Surfer Led Beach Clean-ups: Each ocean awareness workshop is accompanied by a clean-up event where surfers gather to clean up their favorite surfing sites and to share food and friendship. Each event targets a new location ranging from mangrove wetlands to unpopulated beaches. The surfing community has shown their ability to mobilize in the name of ocean conservation. During the 2010 International Coastal Clean-up held in Nicaragua, surfer-led clean-ups involved over 486 local volunteers and cleaned up over 2.5 km of beach, removing over four truck-loads of waste that would have ended up in the ocean.



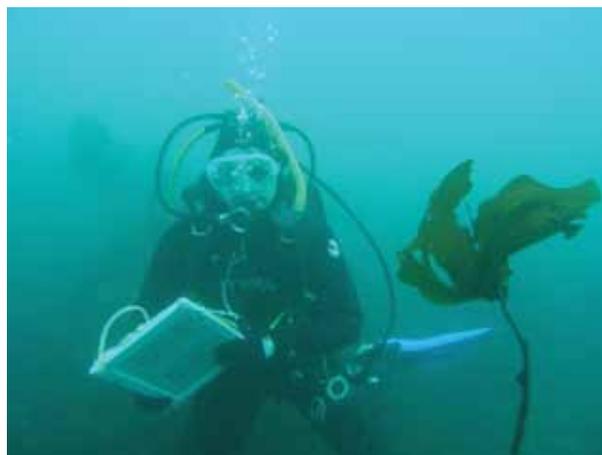
MISSION: Reef Check's mission is to conserve and rehabilitate reef ecosystems worldwide. It does so through 'citizen science' – a community-based, volunteer approach to integrating scientific research, public education, and marine conservation in order to effect change. Through volunteer monitoring, immersion learning and education, and public engagement, Reef Check helps produce informed decision-making, policy, and behavioral choices that protect, promote, and nurture reef ecosystems.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: The Reef Check Foundation's California (RCCA) Program has just completed five very successful years of improving marine management in California through education, training and community engagement. This very important benchmark could not have been reached without the support of partners such as the Surf Industry Manufacturers Association; our successes are a direct result of you very generous support over the past four years. Your grant allowed RCCA to expand its program and engage in in-depth educational and conservation activities throughout the state—it was, yet again, our most successful year to date.

The SIMA grant was used to support the continued expansion, development and growth of Reef Check's California program in 2010. As a result, RCCA continued to grow by certifying more divers and adding more survey sites to its statewide list of survey areas — an incredible feat in light of a very difficult economic and funding environment. RCCA trained 220 Reef Check divers statewide in 2010. The number of annual training classes increased by 33% compared to 2009 levels, thereby meeting and exceeding our objective of expanding the program. Almost every class was filled to capacity with enthusiastic new divers. These trainings were carried out through academic dive programs, dive clubs, and RCCA-led public training classes. In addition to the 122 new divers, RCCA recertified 98 divers in 2010 that had been previously trained in RCCA survey protocols—this is an 18% increase in recertifications, which directly correlates to higher volunteer retention. RCCA's goal is to average 33% retention per year of previously certified RCCA divers. Of the active RCCA divers in 2008, 32% were recertified in 2009, and of those 44% were recertified in 2010, a trend that will serve us well in the years to come.

Reef Check has now trained over 625 divers in the RCCA protocol and 77% of them have taken direct action to improve marine management in California by taking part in an RCCA Survey. Reef Check's growth continues with a steadfast commitment to annually monitor all initiated Reef Check sites to ensure that marine resource managers have the long term datasets and information they need to make informed sustainable decision for our living marine resources.



SANTA BARBARA CHANNELKEEPER

www.sbck.org



MISSION: Santa Barbara Channelkeeper is a 501(c)(3) non-profit organization whose mission is to protect and restore the Santa Barbara Channel and its watersheds through citizen action, field work, education and enforcement. Channelkeeper works on the water and in the community to monitor local waterways, restore aquatic ecosystems, advocate for clean water, enforce environmental laws, and educate and engage citizens in identifying and devising solutions to local pollution problems. Our goals are to eliminate industrial and other pollution to the Channel, eliminate beach closures, protect local wetlands, monitor water quality, and monitor and restore aquatic ecosystems.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S SIMA ENVIRONMENTAL FUND GRANT: Urban Runoff Pollution Prevention:

Thanks in large part to Santa Barbara Channelkeeper's (SBCK's) advocacy, the County of Santa Barbara revised its grading ordinance to address the impacts of construction and other soil disturbance activities on water quality. During the past year, SBCK also reviewed and submitted written comments on the City of Goleta's stormwater pollution control ordinance, the City of Buellton's draft Storm Water Management Program (SWMP), and the City of Carpinteria's final SWMP. Most of the recommendations we've made to improve these programs have been incorporated, serving to significantly strengthen local governmental efforts to reduce stormwater pollution.

We also continue to conduct field investigations to monitor compliance with SWMP requirements on the ground. Over the past year, we have identified, and documented with video, photographs and water samples, several incidences of illegal stormwater pollution, including at a rock mining quarry, a major CalTrans highway construction site, and two oil production facilities. We presented our evidence to the relevant governmental authorities and kept pressure on them until they took appropriate action to abate the pollution problems and bring the site operators into compliance.

Agricultural Pollution Regulation: SBCK is playing a lead role in advocating for a stronger program to regulate discharges from agricultural lands on the Central Coast. We served on a stakeholder panel to develop recommendations for an updated program, and co-authored one of three stakeholder proposals that the RWQCB is currently using to draft its updated program. SBCK and three other advocacy groups filed a formal petition to the State Water Resources Control Board appealing this extension, and our appeal is already serving to counter-balance the pressure from the agricultural industry on the RWQCB.

Disposable Bag Reduction: SBCK has conducted extensive advocacy and outreach to reduce the use of disposable shopping bags locally, partnering the City of Santa Barbara's Environmental Services Department to create and distribute educational materials and signage and enlisting ten local grocery stores to participate. We've distributed 3,100 free reusable bags, and testified before City Council and the County Board of Supervisors to advocate for legislation to reduce disposable bag use. Our action alerts generated 70 support letters for Assembly Bill (AB) 1998, including from the City and County. We also conducted two "Prize Patrols" this year, surprising customers using reusable bags at partner grocery stores with various prizes. These events were televised and aired on our local TV station. We're also hosting another "Day Without a Bag" on December 16th, tabling downtown and distributing information and free reusable bags to holiday shoppers.



SANTA MONICA BAYKEEPER

www.smbaykeeper.org



MISSION: Founded in 1993, the Santa Monica Baykeeper's mission is to protect and restore the Santa Monica Bay, San Pedro Bay and adjacent waters through enforcement, fieldwork, and community action. We work to achieve this goal through litigation and regulatory programs that ensure water quality protections in waterways throughout L.A. County.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Thanks in large part to the grant provided by the SIMA Environmental Fund, the organization has been able to envision a considerably more expansive program than was proposed in December 2009. The new program has been re-christened DrainWatch, and after an organization-wide strategic planning process, it is now emerging as a signature program and major organizational priority for Santa Monica Baykeeper.

We have continued targeted ongoing testing that has enabled supported legal operations, resulting in more rigorous standards and improved water quality generally. For instance, Baykeeper was able to bring about a long-fought victory before the State Water Board, which approved a prohibition of septic tanks in the City of Malibu. This will end the legacy of bacterial pollution that has long scourged Surfrider Beach and Malibu's other famous beaches. Our water quality monitoring program played a crucial role in this victory.

Other measurable impacts are yet to come, on a larger scale. Another project that began this past year aims to strategically test potential sources of pollution across the entire L.A. County coast, beginning in Year 1 with the 27-mile coast of Malibu and its creeks; in Year 2 with the stretch of coast between Ballona Creek and the Malibu border as well as Ballona Creek; in Year 3 with the remaining stretch of Santa Monica Bay coast, and in subsequent years the San Pedro Bay and the Los Angeles and San Gabriel rivers. We have secured key startup funding for this project; have hired key new personnel with water quality monitoring, program development, and water quality science expertise; and are beginning the volunteer recruitment and training process to build on the previous-year training protocols and roster.

The program development process funded under this grant has permitted the organization to begin to bring about a new level of defense against pollutants in L.A. County's bays and rivers, and by extension the Pacific Ocean.



SAVE THE WAVES COALITION

www.savethewaves.org



MISSION: Save the Waves (STW) is an environmental coalition dedicated to preserving the world's surf spots and their surrounding environments. Our goal is to preserve and protect surfing locations around the planet and to educate the public about their value. Save the Waves works in partnership with local communities, foreign and national governments, as well as other conservation groups to prevent coastal development from entering the surf zone.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: World Surfing Reserves (WSR) proactively designates and preserves outstanding waves, surf zones and their surrounding environments, around the world. The program serves as a global model for preserving wave breaks and their surrounding areas by recognizing the positive environmental, social, cultural and economic benefits of waves. The program accomplished the following goals in the past year:

Prioritization of the First WSRs: STWs with guidance from the WSR Vision Council prioritized a pipeline of reserves to establish, drawing from the 126 nominations that were submitted in 2009. Of these, sites in California, Hawaii and Australia were targeted to be the first WSRs dedicated and implanted.

Dedication of the Malibu World Surfing Reserve: In October 2010, the program reached its most important milestone thus far, the dedication of the very first World Surfing Reserve at Malibu, California. The event included coverage by the *LA Times*, *ESPN*, *Sports Illustrated* and *USA Today* to name a few.

WSR Website: A micro site was created to provide specific information on the WSR program.

Normal operations and goals for STW's Chile Program changed dramatically at the beginning of 2010, when the country was rocked on February 27th by a severe 8.8-magnitude earthquake and subsequent tsunami, with the epicenter just 5 kilometers from the STW/Maule Itata Coastkeeper program office. STW launched a major relief effort, leveraging our extensive network in coastal Chile. Led by a passionate volunteer ground team including professional surfers Ramon Navarro, Greg Long and Kohl Christensen, the relief efforts accomplished the following:

Clean Water for 10,000 Chileans: Tons of additional supplies were also delivered, including essentials such as tarps, blankets, tents, medical supplies, building supplies and much more.

Community Development: Phase two of the Chile relief efforts focused on community development projects in the Pichilemu, Constitucion, Curanipe, and Cobquecura regions. The projects included large scale beach cleanups to remove tsunami debris, and over 10 kilometers of coastline were cleared of debris.

Our Surfonomics program celebrated a major milestone when STW released its second study, "Value of a Wave" at Mavericks. An important goal of the project was to build a model that can inform decision makers in coastal communities with important waves around the world. Key findings included: The wave at Mavericks has an estimated minimum economic value to visitors of \$23.9 million per year. The average visitor is willing to pay a minimum of \$56.70 per trip to the Mavericks surf area. Surfers visit the area nearly five times more often than non-surfers and thus accrue more value from the area. Almost 90% of the respondents labeled surfing an ecotourism activity, and thus important to the cultural and environmental health of the community.



SEYMOUR MARINE DISCOVERY CENTER

http://seymourcenter.ucsc.edu



MISSION: The Seymour Marine Discovery Center is dedicated to educating people about the role marine science plays in the understanding and conservation of the world's oceans. Exhibit hall, aquarium, touch tank, and hands-on activities enhance the experience for more than 60,000 children and adults each year. Highlights include blue and grey whale skeletons, shark touch pool, guided tours of marine mammal areas, educational programs tailored for students of all ages, and an array of specialty programs focusing on different aspects of marine science. Action and conservation messages are integrated into all programs.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Public Lecture Series: The Public Lecture Series in the previous year focused on sea otter health. Titled, *Sea Otters - Barometers of Ocean Health*, this three-night series offered expert insight into a species in peril. It filled to capacity with more than 300 people. The dialogue between the guests and the speakers during the discussion period highlighted the eagerness of the public to learn both the facts and the conservation actions important for all to know.

Educator Workshop Series: The Educator Workshop Series served about 50 teachers/educators during the grant period. Workshops included Underwater Robotics, incorporating marine science. Next, the Watershed Cruzin' Workshops gave teachers the tools needed to study their local watersheds with students. An additional workshop focused on the rocky intertidal zone within walking distance of some area schools.

Family-Orientate Seasonal Programs: Events included: World Ocean Day with a thoughtful, new exhibit (*Running the Numbers*, focused on human consumption); Earth Day, a weeklong celebration with daily hands-on labs and free admission for everyone arriving by bike, walking or public transportation; Mother's Day (offering insights into "marine mommies" with special family tours/activities all afternoon; and the Marine Masquerade and Night of Scary Aquary, a Halloween evening featuring Davey Jones' Locker (learning about the skeletal structure of whales, dolphins, and other marine vertebrates). Exact participation in these family enrichments is difficult to gauge, however a conservative estimate based on our annual visitation of 60,000 is 15,000 participants.

Volunteer Enrichment Series: Finally, SIMA supported our Volunteer Enrichment Series helping us build our skilled volunteer corps and engendering camaraderie, enthusiasm, and stability. The aim is to empower our volunteers with knowledge and solutions. 75% of our active volunteers participated in one or more of these enrichment opportunities.



SINADES

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MISSION: To improve the quality of life of the inhabitants of rural communities through participating in environmental education programs. Realized through the implementation of workshops, training sessions, and the dispersion of resource materials, SINADES educates and empowers local residents to be in control of their natural resources. The ultimate goal is for community members to define and develop plans related to sustainable regional resource management that can be implemented at the local level.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: The SIMA Environmental Fund Grant helps fund the Young Environmental Ambassadors program. This program empowers local youth who are interested in surfing and ocean conservation to protect and enjoy their local surfing break, through field based environmental education and the development of necessary water safety and surfing/boogie boarding skills.

With the participation of more than 24 youth, ages 12-16, phase one was an introduction to regional biodiversity and coastal development through a month long course taught at the Pescadero middle school, using an interdisciplinary approach through art, photography and video. Phase two was the summer program, where every Saturday from June to August, participants were taken to Los Cerritos beach to swim and practice in boogie boarding and surfing. The students were given an orientation about beachfront development and how it impacts their local surfing break. The program also included walks in the arroyos near Los Cerritos beach with a focus on identifying and documenting native plants through the use of drawing, photography and video. Phase three was an intensive course about the Todos Santos / Pescadero watershed, which continued the theme of regional biodiversity introduced in phases one and two. The course also has a field-service learning component and uses interdisciplinary techniques with a focus on water conservation. The students learned about all aspects of water use in their region and signed a document written by the group, which outlined a personal commitment to water conservation.

In general the project has had a positive affect on the participants and their families, in terms of community empowerment. Students from previous years join the summer activities and also act as community representatives in regional and national forums, conferences and workshops. The participants have gained knowledge about local resources, the impact of beachfront development and the scarcity of water in the region in recent drought years. The emphasis on promoting the practical component of water conservation in their daily lives, gives the students and their families a more active role in the project.



SURFING EDUCATION ASSOCIATION

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MISSION: Dedicated to the preservation of our oceans, coral reefs, waves and beaches, water quality, shoreline and beach accessibility. Surfing Education Association (SEA) and Saves our Surf (SOS) shares with key people of other independent organizations, strategies for use in dealing with issues of mutual concern. SEA encourages leadership and people power in numbers, as well as encourages research before speaking on a subject.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: Surfing Education Association (SEA) has executed the following projects with SIMA funds to protect our oceans, beaches and waves.

Waikiki Beach: Waikiki Beach takes up 90 percent of our time and needs to be monitored continually. Two hotel property owners are seeking more beach sand to be placed, seaward of their property line. The Impact Statement for the growing project to date is not yet complete, so that part of the project has not started until this is done and publicly accepted by the public. The only portion of Waikiki change is limited sand replenishment at this time, which SOS has approved to date.

Kewalo Basin Boat Harbor: Commercial expansion of Kewalo Basin Boat Harbor is presently being held up due to planning. Our concerns are the surfing sites near the harbor entrance. We have a strong surfing group, watching this project, which we support with "people power," combined with political influence.

Shark Feeding: SEA has helped to stop the feeding of sharks for the purpose of reducing predator movement into shorelines, especially the North Shore – Oahu companies caught breaking laws.

We thank the SIMA Board of Directors and SIMA members, for their financial support and funding provided to SEA.



MISSION: The Surfrider Foundation is a non-profit grassroots environmental organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches, through conservation, activism, research and education.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: The generous grant from the SIMA Environmental Fund supported the Surfrider Foundation's grassroots campaigns and programs that enhance ocean and beach environments through clean water initiatives, surf preservation and access, and ocean conservation education. The primary focus of our work was the fight to stop the proposed Foothill Transportation Corridor South (FTC-South) project, known as the Save Trestles campaign.

We developed in 2005 defined success as achieving 150 coastal victories by the end of 2010. On December 1, 2010, we reached our goal when the Obama Administration announced a 7-year ban on domestic offshore oil drilling along the continental United States.

Save Trestles: The Surfrider Foundation has continued to monitor the TCA for any moves that would threaten Trestles and its surrounding watershed. So far, Trestles continues to be safe; yet we remain vigilant in our watch for threats. As a logical offshoot from the Save Trestles campaign, the Surfrider Foundation is encouraging its members to support California's state park system. Seven of the top ten most popular parks in California are located along our precious coastline, yet the system is in jeopardy because of decades of underfunding.

Los Angeles County Bag Ban: The LA County Board of Supervisors voted 3-1 (with one absent) to ban single-use plastic bags and put a 10-cent fee on single-use paper bags in the LA County area.

Clean Water At The 'Bu - Malibu Septic Prohibition: The California State Water Board voted unanimously (5/0) to support the Regional Water Board's prohibition of septic systems in the Malibu Civic Center area.

Restored Standup Paddleboarding Access: The Surfrider Atlanta Chapter took immediate steps to have the Standup Paddleboard ban lifted at Stone Mountain Park Lake. The ban was lifted and the Atlanta Chapter was invited to participate in clean up activities at the park.

No-LNG Island Victory in NY & NJ: The Atlantic Sea Island Groups, ASIG, withdrew their application to build a giant man-made island to serve as an LNG terminal in the Atlantic between NY and NJ. Surfrider's NYC Chapter, ably assisted by the Central Long Island and Jersey Shore Chapters, fought the proposal for years with the help of the NJ-based Clean Ocean Action.

With your generous grant, Surfrider Foundation Global supported these campaigns—and dozens more like them—by providing customized assistance and training to chapter leaders to enhance their abilities to attract, retain and expand an active membership base supporting the preservation of our fragile coastal environments.



PHOTO: JGOBCO.COM

MISSION: WILD COAST protects and preserves coastal ecosystems and wildlife in the California's and Latin America by building grassroots support, conducting media campaigns and establishing protected areas.

EXAMPLES OF WORK DONE WITH THE PREVIOUS YEAR'S

SIMA ENVIRONMENTAL FUND GRANT: WILD COAST has greatly advanced its efforts to preserve the endangered coastline and surf spots of the Baja California Peninsula. Over the past year, through direct purchases and conservation easement agreements, we achieved the protection of 19.4 miles and 18,175 acres of coastline on the Valle de los Cirios Pacific Coast in central Baja California. Additionally, we assisted Mexico's National Commission for Protected Natural Areas (CONANP) in the conservation of 299, 108 acres of federal lands on the Vizcaino Peninsula, 87,902 acres in the Valle de los Cirios and 290 miles of federally administered coastline around Laguna San Ignacio.

Private Lands Conservation on the Valle de los Cirios Pacific Coast: We carried out negotiations for 5,340 acres and 2.9 miles of coastline, an area that includes three of the region's most prominent points and significant riparian areas. Transactions have been completed for 1,183 acres and are pending for remaining properties.

Public Lands Conservation: In addition to private land acquisitions, WILD COAST has been working with Mexico's National Commission for Protected Natural Areas (CONANP) to strengthen the federally decreed protected areas of the Baja California Peninsula. WILD COAST is working with CONANP to obtain federal lands and ZOFEMAT conservation concessions in Cabo Pulmo, Bahia Magdalena, the Vizcaino Peninsula and the Valle de los Cirios, potentially placing hundreds of thousands of acres under CONANP's direct control and eliminating future development possibilities. To date, with WILD COAST's logistical and technical support to carry out the complex application process, CONANP has achieved concessions for 299,108 acres of federal lands in the Vizcaino Biosphere Reserve, 87,902 acres in the Valle de los Cirios and 290 miles of ZOFEMAT around Laguna San Ignacio.

Thanks to support from the SIMA Environmental Fund, the past year was an extremely successful year for WILD COAST. We exceeded our conservation goals and made significant progress in the comprehensive protection of the most pristine and threatened coastal areas on the Baja California Peninsula. Our efforts were recognized with feature editorials in *Surfer Magazine*, *Slide Magazine*, ESPN.com and other online and print publications. We look forward to continued support from the SIMA Environmental Fund as we make unparalleled advancements in the conservation of one of the world's most unique coastal regions.

