



## **SIMA ENVIRONMENTAL FUND**

### **2007 SIMA ENVIRONMENTAL FUND GRANT RECIPIENT REPORT CARDS**

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# REPORT CARDS

## 2007 SIMA ENVIRONMENTAL FUND GRANT RECIPIENTS

The following are report cards submitted by the ocean-environmental organizations that received a SIMA Environmental Fund Grant in 2007. These reports allow the grant recipients to share with Waterman's Weekend supporters how the grant monies have been used.

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**REPORT CARD SUBMITTED BY  
ALASKA WILDERNESS LEAGUE**

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[www.alaskawild.org](http://www.alaskawild.org)

***Who We Are:***

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.

The League's vision for the Arctic Ocean (which we call the Polar Bear Seas) is protection for the ecologically sensitive areas of the Arctic Ocean. The League's overarching goal for 2007 was to lead community activities to stop efforts to open virtually all of the Chukchi and Beaufort Seas to oil and gas development.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- **Expanded staff:** Hired a full-time staff person to develop and implement our western Arctic wilderness and Arctic Ocean campaign. David Dickson has a wealth of ocean expertise and is a veteran environmental advocate.
- **Stopped Offshore Development in the Beaufort Sea:** With several other environmental and Native groups we achieved victory in September, when the Ninth Circuit Court of Appeals ruled that Shell Oil could not proceed with offshore development until the court decides whether environmental harms were properly considered by the federal agency that gave Shell an exploration permit. The League has litigated against the 2007-2012 Leasing Program, the Chukchi Sea Lease Sale 193, and the Minerals Management 2007 approval of the Shell Offshore Exploration Plan in the Beaufort Sea.
- **Led a network of legal experts, scientists, Native leaders and conservation organizations:** The League sponsored four Alaska Native representatives to visit with key administration and elected officials. We hosted Wilderness Weeks in March and September that brought over 150 advocates from across the country and Alaska to lobby Capitol Hill on behalf of the Polar Bear Seas.
- **Urged the Administration to halt Offshore Development:** At the end of the 60-day congressional review period, House and Senate sign-on letters were delivered to Interior Secretary Dirk Kempthorne urging him to postpone leasing in the Arctic Ocean until the cumulative impacts of development on wildlife and native communities is assessed. Senator John Kerry (D-MA) was lead on the Senate letter with seven cosigners. Representative Jay Inslee (D-WA) was the lead on the House letter with 25 cosigners. Sen. Kerry sent another letter to Sec. Kempthorne requesting that all development offshore be delayed until the Department of Interior made their determination (required by law) regarding the listing of the Polar Bear under the Endangered Species Act.
- **Educated lawmakers:** Successfully urged the House Energy and Minerals Resources Subcommittee to hold an oversight hearing on the entire 5-year plan. The witness from Alaska represented the League and Pacific Environment. Recruited Senator Kerry (D-MA) to introduce legislation to protect the polar bear.

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**REPORT CARD SUBMITTED BY  
ALGALITA MARINE RESEARCH FOUNDATION**

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[www.algalita.org](http://www.algalita.org)

***Who We Are:***

The Algalita Marine Research Foundation (AMRF) is a non-profit 501(c)(3) organization dedicated to marine conservation, with published scientific articles emphasizing the impact of plastic marine debris on the ocean ecosystem. We recently completed our 6th expedition to the North Pacific Gyre to document the increasing accumulation of plastic in the waters between Hawaii and our home office in Long Beach, California. Closer to our coast, we have studied plastic leaving our local watershed down rivers and streams, and its movement through the near shore environment.

All of this science is complemented by our education programs. **Plastics Are Forever** and **Watershed Wonders** are our two principal programs. **Plastics are Forever** is a school program reaching out to six high schools this year. Each school is visited by AMRF education staff and given a presentation about plastic marine debris, followed by a hands-on activity investigating plastic particles ingested by the Laysan Albatross. These experiences prepare students to formulate their own local program. AMRF then supports schools in their own research projects, which have included: monitoring beach debris in Redondo Beach, Hermosa Beach and the Channel Islands; making bio-plastic; stream sampling for plastic debris in the local watershed, and facilitating the ban of plastic straws on the Santa Monica Pier.

Watershed Wonders began as an outreach program giving presentations to schools. Now it has grown to include an educational book and video series. The first episode, titled "Watershed Wonders," followed the path of plastic debris through the San Gabriel Watershed. The finished education materials were distributed to 1000 schools along the west coast. The second episode has been funded by SIMA.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- The second episode of Watershed Wonders is titled "California Coastal Wetlands and the Journey of Fluke. Fluke is a boat built using 800 plastic bottles for floatation, 1000 plastic bags for rope, and 30 polyester shirts for a sail. Fluke successfully sailed from Santa Barbara to San Diego in 2005, stopping in 11 ports, visiting 14 schools, 2 aquariums and 2 maritime museums. SIMA partially funded the journey of Fluke, which successfully raised public awareness about plastic marine debris the California coastal environment.
- In 2007 SIMA provided additional funds to AMRF, which have been partially used to complete educational materials about Fluke. The educational materials include a 48-page book about the journey, classroom activities and interviews with prominent scientists doing work in marine conservation. There is also a 15-minute documentary packaged with the book, which showcases four wetlands visited by Fluke during the 250-mile trip. 200 copies of the book and DVD have been made, of which 50 will be given to underserved schools in Los Angeles.

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**REPORT CARD SUBMITTED BY  
HEAL THE BAY**

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[www.healthebay.org](http://www.healthebay.org)

***Who We Are:***

Heal the Bay is a non-profit 501 (c)(3) environmental organization dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use research, education, community action and advocacy to pursue our mission.

Just over two decades ago, Santa Monica Bay was a dump site for barely treated sewage. Pollution from sewage and storm drains led to a decrease in the number and quality of fish in the Bay; dolphins had reproductive problems and were full of tumors; a large patch of the bottom of the Bay was essentially lifeless; and people who swam and surfed in the Bay complained about infections and other illnesses. In 1985, Heal the Bay founder Dorothy Green, along with a small group of concerned citizens, took it upon themselves to heal this troubled part of the ocean and the progress has been nothing short of remarkable.

Today, Heal the Bay is one of the most visible advocates in reclaiming the community's most precious natural resources by restoring and protecting watersheds and beaches, and addressing critical environmental issues that affect California's coastal waters. With the support of more than 12,000 members and 25,000 active volunteers, Heal the Bay has helped make the greater Los Angeles area and California's beaches cleaner, healthier and safer.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

**TMDL Research & Advocacy:**

TMDLs are numeric limits that dictate how much of a particular pollutant a certain waterbody can receive and still meet Clean Water Act standards. Support from the SIMA Environmental Fund enabled Heal the Bay to engage in the pursuit of improving water quality by advocating for the development, implementation, and enforcement of TMDLs for waterbodies located in Los Angeles and Ventura Counties.

Key accomplishments include:

- Heal the Bay utilized its Beach Report Card™ database to analyze bacteria levels throughout Los Angeles County to determine which beaches were out of compliance with the Santa Monica Bay Beaches Bacteria TMDL. Heal the Bay posted these results on the website and submitted letters and comments to the Los Angeles Regional Water Quality Control Board with this information. As a result, the Regional Board issued notices of violation to non-compliant cities. The notices and associated orders require cities to identify sources and undertake more aggressive actions to reduce pollution and runoff originating from their region.

The action follows years of behind-the-scenes work by Heal the Bay to enforce TMDLs. The Board may seek civil penalties if it determined that local cities have shirked their obligations spelled out in

the Los Angeles County Municipal Stormwater Permit. While some cities have made noticeable improvements in identifying and rectifying sources of ocean pollution, measures to fix chronically polluted beaches like Dockweiler and Surfrider have been inadequate.

- Heal the Bay provided written and oral technical review and comment to the Los Angeles Regional Water Quality Board on the following TMDLs in the past year: Los Angeles River Trash, Harbor Beaches of Ventura County Bacteria, Machado Lake Nutrients, Malibu Creek Trash, Calleguas Creek Trash (Revolon Slough & Beardsly Wash), Legg Lake Trash, Lake Elizabeth Trash. These comments resulted in several modifications to these TMDLs making them stronger and more protective of our region's water quality. Heal the Bay also testified at the State Water Resources Control Board on the final TMDLs when applicable to ensure that they were not weakened prior to final adoption.

- Heal the Bay tracked the Los Angeles Regional Water Quality Board regulatory actions, including the Ventura County municipal stormwater permit development. Heal the Bay is intent on ensuring that specific TMDLs are properly incorporated into the permit to better protect the region's waterbodies.

### **Speakers Bureau:**

Through Heal the Bay's Speakers Bureau program, well-trained volunteers provide engaging presentations that raise awareness about the causes and consequences of ocean pollution and inspire people to take action.

Last year, Speakers Bureau volunteers educated 24,087 people from schools, businesses, and community groups throughout Los Angeles County (4,000 were students attending Title 1 schools located in low-income communities).

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**REPORT CARD SUBMITTED BY  
KAHEA**

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[www.kahea.org](http://www.kahea.org)

***Who We Are:***

The Hawaiian-Environmental Alliance is a Hawaiian-led community-based organization working to protect natural and cultural resources throughout Hawai'i nei. The organization's core mission is rooted in the `oleo noeau (oral tradition): ho`okahi no ka `aina a me na kanaka, which says "the land and the people are one." The extinction of a species or destruction of a sacred site portends the ultimate demise of culture and place. KAHEA is committed to securing the strongest possible protections for some of Hawai'i's most ecologically unique and culturally sacred areas—from the snowy summit of Mauna Kea to the ancient coral reefs of Kure Atoll.

KAHEA brings together Native Hawaiian cultural practitioners, environmental advocates, scientists, students, and thousands of concerned individuals in a broad alliance actively engaged in the fight to protect Hawai'i's natural and cultural heritage. Ka hea translates as "the call."

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

Across Hawai'i, our oceans and shorelines are gathering places. Ocean is what connects us—between our islands and within our island communities. KAHEA's Ocean Laulima Project seeks to unite all who use our oceans around the cause of ocean protection—from conserving our remote and pristine "ocean wildernesses" to protecting the quality and character of our urban shorelines in Honolulu. We have had an exciting year so far. We have been working hard within our communities of ocean and shoreline users—paddlers, surfers, hula halau, anglers, and beach-goers.

Thanks to the support of the SIMA Environmental Fund, we have had some exciting successes in educating and uniting ocean-goers in Hawai'i around strong protections for the marine and coastal resources of Hawai'i nei:

- **Over 100 Attend Live the Legacy "Rally for Uncle John."** In December, KAHEA hosted Live the Legacy, in honor of prolific surfer and activist John Kelley, Jr. Uncle John and Save Our Surf (SOS) is credited with saving 140 surf sites on Oahu's south and leeward shores. In the midst of a tropical storm, over 100 people braved the weather to attend the evening event. A short tribute film compiled by David L. Brown was shown, and a panel of speakers, including surfer/activists Peter Cole, Katy Rose, and Andrea Bower, discussed traditions of activism in Hawai'i and the future facing stretches of the Oahu shorelines Uncle John fought so hard to protect. This event has been widely credited with renewing grassroots energy around shoreline and ocean issues.

- **Reports from surfers, swimmers, and divers through Na Maka O Ke Kai (Be the Eyes of the Ocean) Campaign used in Cruise Ship Industry Impacts Report.** Based on its strong advocacy for better regulation of cruise ships in Hawai'i, KAHEA was invited to comment on a cruise ship industry impacts report being compiled by the Hawai'i legislature. Over 20 ship-related reports of pollution incidents have been received from ocean users, and we are today expanding this citizen monitoring program to include reports of other types of illicit ocean discharge.

• **Hundreds rally across Hawaii for protected oceans and ocean access.** In partnership with the Surfrider Foundation and Beach Access Hawaii, KAHEA spearheaded an islands-wide rally in February for the protection of beach access and protected shorelines this past February. KAHEA created a two-page brochure outlining threats to shoreline resources and shoreline access, with educational information on existing legal protections for beach-goers. Together, the three organizations rented and filled a Waikiki trolley with surfers, paddlers, and other beach-lovers, and rallied from the state capitol to Hawaii Kai, greeted by honks and shakas by passersby. Public access to the ocean is a constitutional-right in Hawai`i, and sign-waving and protest picnics were held around the islands, as people came together to assert their right to hit the beach and express their desire to protect the ocean in which they surf, play, fish, hula, paddle, and swim. KAHEA live-blogged the events, and the rally received widespread press coverage and the endorsement by one of Hawai`i's major newspapers of stronger protections for shorelines and access, including efforts to save Kawela Bay (Turtle Bay) on Oahu's North Shore. KAHEA participates as part of the Koolauloa-North Shore Alliance, defending the unique ocean resources and rural character of the North Shore.

• **Over 1,500 new sign-ups for KAHEA's email Action Alert Network.** In the last six months, we have participated in at least 10 outreach events, including the 2-day Kokua Festival put on by Jack Johnson's Kokua Foundation, beach clean-up events, and Malama I Ke Kai's Earth Day restoration of a traditional fish pond on Mokauea Island. We gave hosted the question-answer portion of Kokua Foundation's screening of the BBC movie Message in the Waves, and assisted with the development of the Kauai Eco-roundtable. With the help of a graduate student in Hawaiian Language at University of Hawaii-Manoa, we created a four-panel display in both English and Hawaiian highlighting the cultural and natural importance of our oceans and threats facing them. We estimate that we have interacted with and reached well over 1,000 individuals through direct outreach. Thanks to these efforts, October, KAHEA has received over 1,500 new sign-ups for its email Action Alert Network. KAHEA is committed to keeping our network up-to-date and growing.

• **Communities respond to Environmental Assessment/Draft Management Plan for Papahānaumokuākea Marine Monument in the Northwestern Hawaiian Islands.** Together with a hui (coalition) of other organizations, KAHEA continues to press hard for implementation of the strongest possible protections for the fragile and unique “ocean wilderness” of the Northwestern Hawaiian Islands. Hawai`i's Governor Lingle has publicly recognized KAHEA's efforts in creating the highly protective state refuge rules for this area, and in the recent unveiling of the management plan for the new state-federal Papahānaumokuākea Marine Monument, the Governor again emphasized the role of public involvement in making this largest-of-its-kind marine protected area a reality. KAHEA and the hui helped collect over 50,000 public comments in support of strong protections leading up to the creation of the Monument. The public now has 75-days to make its voice heard on how the public's vision will be implemented. We are putting together community meetings with expert panels on “Conservation Perspectives on the Monument” and a four-page brochure highlighting key issues of which the public should be aware. We will be working hard over the next months to gather public testimony in support of the strongest possible implementation of protections, including a cumulative impacts assessment which limits human threats and impacts on this fragile Hawaiian reef ecosystem. These 1,200 square miles of kupuna islands constitute some of the last pristine, predator-dominated coral reef ecosystem on earth.

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**REPORT CARD SUBMITTED BY  
NORTH SHORE COMMUNITY LAND TRUST**

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[www.northshoreland.org](http://www.northshoreland.org)

***Who We Are:***

The North Shore Community Land Trust's (NSCLT) mission is to protect and restore special natural areas on Oahu's North Shore. NSCLT is a voluntary land conservation organization that works with landowners, community groups, local government, and individuals to conserve the rural character of the communities stretching from Kaena Point to Kahuku. As a land trust, NSCLT is a charitable organization that serves the public interest by preserving land, providing information to landowners and others on voluntary land conservation, and by serving as a resource for critical efforts to protect natural resources. NSCLT is an important North Shore organization serving essential roles in the protection of areas such as Pupukea Paumalu and Waimea Valley as well as in the planned protection of the 5-mile coastline surrounding Turtle Bay and Kawela Bay.

NSCLT's work creates on-going opportunities to safeguard and strengthen Oahu's near shore environment, cultural heritage, famous surf breaks and world-class beaches, and quality of life by permanently protecting an ecologically significant area that is highly used and appreciated by Hawaii residents and millions of visitors each year. The North Shore's 30-miles of coastline and over 60,000 acres of agricultural landscapes are under severe development pressure and this serves as added motivation to the community to mobilize the resources needed to protect these lands in perpetuity.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

NSCLT is successfully implementing the programs supported by the SIMA Environmental Grant Funds. Two critical NSCLT programs are:

1. Pupukea Paumalu Stewardship Fund
2. Land Owner Assistance and Coordination of Community and Environmental Organizations

After a 20-year effort and with the assistance of the Trust for Public Land and numerous others, including many in the surf industry, in 2007 NSCLT and the North Shore community successfully protected the 1,129 acre Pupukea Paumalu coastal bluff that overlooks some of the world's most famous surfing breaks on Oahu's North Shore. After successfully raising over \$8 million dollars for the conservation purchase, community members, multiple levels of government, and supporters from around the world are now working with the new owners of the property (the State of Hawaii and the City and County of Honolulu) to implement community stewardship of its unique resources.

Therefore, a key priority of NSCLT is the management of the Pupukea Paumalu Stewardship Fund that is assisting with the permanent protection of the Pupukea Paumalu property. The Stewardship Fund supports 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. As community plans for the area are developed, residents are energized by knowing the property is perfect for youth and family activities such as hiking, educational programs and nature study, biking, horseback riding, and agricultural and cultural resource restoration.

The Stewardship Fund also provides a mechanism to ensure that on-site activities include ground stabilization, minimizing erosion, and improving water quality in the near-shore waters. Through the work of the Fund, Pupukea 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 acquisition of Pupukea Paumalu, NSCLT successfully participated in the community effort to encourage our local governments to pursue the protection of Waimea Valley and Turtle Bay and has also implemented a successful beach right-of-way project surveying and cleaning beach right-of-ways along the North Shore's 30-mile coastline. Other significant community assets that will benefit 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 Pupukea-Waimea Marine Life Conservation District.

Building on the momentum created by these successes, NSCLT is heavily involved in the community planning for the protection of the 5-mile coastline surrounding Turtle Bay and Kawela Bay. Working with the Governor of the State of Hawaii, a coalition of groups including the NSCLT is coordinating an effort to conserve 1,000 acres of spectacular coastline as an alternative to the previously planned 5 new hotels and 3,500 additional condo, timeshare, and resort hotel rooms. The recently announced government support for the Turtle Bay conservation initiative is a major milestone in the effort to protect this resource and signals a turning point in the struggle to provide an alternative to the massive proposed development.

We are grateful that the conservation of Pupukea Paumalu and the North Shore benefits the community as well as the surf industry and the many visitors to this area each year. Thank you for SIMA's continued support for the efforts to protect the North Shore's unique coastline for the benefit of the public.

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**REPORT CARD SUBMITTED BY  
OCEAN INSTITUTE**

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[www.ocean-institute.org](http://www.ocean-institute.org)

***Who We Are:***

Since 1977, the Ocean Institute has worked to inspire all generations through education to be responsible stewards of our oceans. We educate over 115,000 K-12 students each year about the importance of protecting and preserving the ocean environment through hands-on, standards-based marine science and maritime history programs.

The SIMA Environmental Fund generously supports our **Watershed Education Program** that motivates fifth grade students, their peers, families, and communities to keep their local watersheds, the ocean, and beaches clean.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- The Watershed Education Program inspired 2,300 fifth graders from throughout Southern California to preserve and protect their local watersheds, the surfzone, and the ocean. Students from thirty-one schools came to the Ocean Institute from sixteen watersheds in Orange, Los Angeles, and San Diego counties.
- The fifth graders all voyaged out to sea on our research vessel Sea Explorer and became oceanographers for the day. For many of them, this program was their first visit to the ocean...even discovering that ocean water is salty!
- Then, during the Kids' Conference on Watersheds, students presented their ocean-research projects to large audiences of their peers, teachers, and community leaders. Each day, water-quality professionals were invited to attend and interact with the students to reinforce the importance of healthy watersheds and ocean.
- This behavior-changing environmental education program teaches that ocean water quality depends a great deal on what happens to the water before it reaches the ocean. The projects the students undertake help reinforce that because they take on an issue in their own communities and enlist the help of their families. They all gain new environmental awareness.
- One student said, "This program is very important because everyone is polluting our oceans and we don't want to swim in trash."
- As another student said, "Before this, I thought we lived too far from the ocean to hurt it...now I know that my behavior makes a big difference." After all, the fight against ocean pollution begins at home.

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**REPORT CARD SUBMITTED BY  
ORANGE COUNTY COASTKEEPER**

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[www.coastkeeper.org](http://www.coastkeeper.org)

***Who We Are:***

The Orange County Coastkeeper is a pro-active environmental organization dedicated to the preservation and protection of our coastline, marine habitats and watersheds through education, advocacy, research, and enforcement. With our subsidiary, the Inland Empire Waterkeeper, our programs extend beyond Orange County to cover the entire Santa Ana River Watershed. Affiliated with the Waterkeeper Alliance of 176 Keeper organizations, we maintain a water quality laboratory, two offices, boats, and a full-time staff of skilled professionals, including scientists and attorneys, to protect California's most precious natural resource-our coastline.

***Work Done With Previous SIMA Environmental Fund Grants:***

The Orange County Coastkeeper has built a reputation for promoting collaboration with stakeholders to develop solutions to the impacts of development and the continued polluting of our inland waterways and coastal waters.

- **Advocacy:** After negotiating with the Orange County Transportation Authority (OCTA) to establish the “Environmental Clean-Up Fund” portion of the Measure M extension, Coastkeeper's Garry Brown was appointed as Chair of the Allocation Committee, which will distribute \$243 Million for city projects to improve water quality before it discharges into our waterways and coastal waters.
- **Advocacy:** Coastkeeper continually advocates for strengthened policies and regulations affecting urban and stormwater runoff at all levels of government. We meet regularly with the Regional Water Quality Control Board and other regulatory agencies to assist develop specific programs that expand enforcement of and compliance with clean water laws.
- **Enforcement:** Coastkeeper has initiated a litigation campaign to force numerous polluting scrapyards throughout the watershed to comply with the Federal Clean Water Act. In a recent settlement, Honda has agreed to build a state-of-the-art scrap steel operation, which will stand as a model for the industry.
- **Enforcement:** In addition to litigating several food-processing operations in the City of Corona that were habitually violating their discharge permits, Coastkeeper consistently litigates development projects for Clean Water Act violations.
- **Development Standards:** Coastkeeper has worked with almost every major development project in Orange County to ensure that when built, the projects have no net increase of pollution. In most cases, the project's advanced water quality plans actually improve water quality conditions from where they were before the project was constructed. We also have worked with the development community to build standards that ensure water quality management plans will be operated and maintained beyond construction and far into the future.

- **Education:** Coastkeeper has an exciting high school watershed education program called “WHALES”, Watershed Heroes-Actions Linking Education to Stewardship. Through standard-based curriculum and a series of field trips, Coastkeeper fosters environmental stewardship and challenges students to think, speak and write critically about coastal protection issues. As the WHALES program grows in popularity at local high schools, we are expanding the program to reach more low-income schools each year.

- **Research:** Coastkeeper has initiated numerous research projects to quantify levels and types of pollution in our rivers, harbors and coastal waters. Our completed and current efforts include projects that measure specific pollutants in storm drains, runoff from nursery operations, copper and other toxic metals present in our harbors, and pollutants discharged into our coastal streams. Without exception, all of our research is utilized by regulatory agencies to develop regulations and policies to improve water quality.

- **South County Toll Road:** Coastkeeper has actively opposed the TCA's proposed 241 Toll Road extension in South Orange County. We participate in the organized steering committee to oppose the project on the merits of TCA's poor history of water quality stewardship on previous toll road projects, the destruction of a State Park, and the failure to adequately study the alternatives. Coastkeeper has also initiated a water monitoring study along the proposed route of the Toll Road to better understand current base line water quality conditions.

Orange County Coastkeeper publishes the high quality “Coastkeeper Magazine,” which has been frequently referred to as the “National Geographic” of Orange County. The goal of this publication is to educate the reader on Southern California's treasured resources and issues regarding conservation and preservation. With incredible photography and concise articles, coastal protection is the main theme of Coastkeeper Magazine.

With a reputation for “getting things done” with measurable results, Coastkeeper strives to fulfill its mission and represent the public's right to enjoy non-polluted water in our harbors and along our 42-mile coastline.

Thanks to SIMA's ongoing support of our efforts and programs, Orange County Coastkeeper continues to make a difference in our local watersheds.

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**REPORT CARD SUBMITTED BY  
REEF CHECK**

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[www.reefcheck.org](http://www.reefcheck.org)

***Who We Are:***

Reef Check is an international organization that works with communities, governments and businesses to scientifically monitor, restore and sustainably manage reefs worldwide. Reef Check's objectives are to: educate the public about the threats to the marine environment; create a global network of volunteer teams who regularly monitor and report on reef health; facilitate collaboration that produces ecologically sound and economically sustainable solutions; and stimulate local community action to protect remaining pristine reefs and rehabilitate damaged reefs.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

SIMA funding was used to partially support the expansion of Reef Check California programs in Southern California. In 2007, statewide RCCA conducted 7 trainings and have certified over 200 divers to collect scientifically robust data. The primary goals of RCCA are to improve marine management in California and build an informed constituency supportive of science-based management. We experienced rapid growth from 2006 to 2007 increasing the number of sites and surveys by 200% and the number of newly trained dives by 300%. SIMA support has been a key component of the RCCA budget and plays a role in directly effecting the improvement of ocean resource management in California.

SIMA funding was used to partially support our Tropical Program Manager and Database Manager who interact daily with Reef Check teams around the world and manage the data being collected from 90+ coral reefs countries. This support has been critical and has allowed us to continue to add eight new countries over the past year. The data from the program is currently being analyzed for publication in our Ten-Year Report and in a scientific paper on coral reef health available to the public.

SIMA funding was also used to partially support Reef Check Foundation's "Day at the Beach Ocean Festival in Malibu," in October 2007. This new annual educational and outreach event was held in Malibu Bluffs Park and involved the Director, Producer and staff of the Surf's Up film. Hundreds of children and their parents attended the celebration of the oceans, participated in games, and viewed displays from a wide variety of environmental groups. This event was covered widely in the local media and was aided by celebrity attendance including Kyle Swann of Nickelodeons's Ned's Declassified.

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**REPORT CARD SUBMITTED BY  
SANTA BARBARA CHANNELKEEPER**

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[www.sbck.org](http://www.sbck.org)

***Who We Are:***

Santa Barbara Channelkeeper is a local grassroots non-profit organization dedicated to protecting and restoring the Santa Barbara Channel and its watersheds through citizen action, education, field work 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 water pollution problems.

With generous support from the SIMA Environmental Fund, we have made great strides in addressing urban runoff pollution in Santa Barbara and Ventura counties, and have reached thousands of young people with our marine science education initiatives. Some examples of work we've done with our SIMA Environmental Fund grant are listed below.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- Channelkeeper secured significant improvements in Santa Barbara County's program to combat urban runoff pollution, our number one source of water pollution and beach advisories. In particular, our meetings with County officials, comment letters and testimony have served to significantly strengthen the County's stormwater discharge control ordinance and stormwater business inspection program, and to increase the County's budget allocation to water quality monitoring. We've also worked successfully with County officials to remove policy barriers that were impeding the implementation of Low Impact Development strategies, which help to reduce urban runoff.
- We provided expert testimony to the Central Coast Regional Water Quality Control Board to help them jumpstart their process of reviewing municipal stormwater permits in our region, a process which has been delayed for years and has left stormwater pollution from 93% of Central Coast municipalities completely unregulated. The Board issued a new municipal permit enrollment strategy that reflects many of Channelkeeper's recommendations, and the improved process of getting the unpermitted municipalities under regulation is now underway.
- We submitted detailed comments on two major development projects being proposed on the Santa Barbara oceanfront, one to develop and produce oil and natural gas from an onshore facility using extended reach drilling, and another to construct a massive luxury seaside resort, both of which would have significant adverse environmental impacts.
- We protected Solimar Beach (on the Santa Barbara/Ventura county line) from oil pollution by presenting evidence leading the Regional Water Board to issue clean up orders to a dirty upstream oil production facility.
- Through our routine pollution patrols in the field, we identified a local creek stretch that frequently

exhibits elevated levels of indicator bacteria, and we traced the source to a suspicious storm drain outfall discharging what appeared to be raw sewage. We notified Santa Barbara City officials, who are following up with inspections and tests to identify and eliminate the discharge.

- We presented evidence and legal arguments to convince the Regional Water Board and the US Army Corps of Engineers to pursue enforcement action mandating the clean up and restoration of an unpermitted creek bed alteration that illegally discharged sediment and other pollutants to a Hope Ranch creek in Santa Barbara.

- We documented severe ongoing ecological impacts resulting from operations at a mining facility along North Fork Matilija Creek in Ojai. We rallied local stakeholder support for our 40-page complaint letter, which we submitted to numerous regulatory agencies responsible for overseeing the facility's operations. These agencies are now cooperatively working on a solution to the fish passage barrier and stormwater pollution issues created by the facility.

- After observing polluted water draining from a pipe at a local auto repair facility into a storm drain, we notified the City of Goleta, who inspected the facility and found that the pipe was draining waste water from a cleaning system. The facility was ordered to cease its discharge and redirect the waste to the municipal sewer system for treatment.

- We've educated thousands of local youth about marine ecology and the effects of water pollution on the marine environment through interactive lessons and experiments in local schools. We've also reached hundreds of young people through our Channel WATCH (Watershed Activities for Teaching Coastal Health) project, teaching tomorrow's environmental leaders about the vital connections between human activities in their watershed and the marine habitats of the Santa Barbara Channel through field trips and hands-on experiments at the Santa Barbara Museum of Natural History's Ty Warner Sea Center.

- We treated 70 local high school students to a marine field trip to Santa Cruz Island, where they learned about the concept of a watershed and how watersheds work, conducted water quality monitoring experiments, explored the tidepools and conducted a beach clean-up. This was the first trip to the Channel Islands and on the Santa Barbara Channel for the majority of the students.

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**REPORT CARD SUBMITTED BY  
SAVE THE WAVES**

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[www.savethewaves.org](http://www.savethewaves.org)

***Who We Are:***

Save the Waves Coalition is a non-profit organization dedicated to the preservation of surf spots worldwide. Our goal is to protect the best surfing locations on the planet and to educate the public about their value. Save the Waves works in partnership with local communities, foreign governments and other conservation groups to prevent coastal development from entering the surf zone.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

The two primary projects that were supported by the 2007 SIMA grant were our Chile Program Initiative and Surf Market Research-an economic study on the value of the surfing wave in Mundaka, Spain.

**1) Chile Program Initiative**

Save The Waves Coalition had a very active year in Chile and continues its campaign to protect the Chilean coastline from water pollution.

- **Victory in Pichilemu** - Save The Waves and Chilean surfer-activists celebrated a huge victory in 2007 with the withdrawal of a proposed sewage pipeline in Chile's Surf City, Pichilemu. The Chilean regional water company ESSBIO announced the cancellation of its proposal to build a 1-kilometer waste pipeline that was to dump the town's sewage just offshore of the main surfing and recreational beach in downtown Pichilemu. Instead, they will invest in a tertiary treatment facility to adequately treat the town's sewage, built in an alternate location several kilometers away.
- **Legal Partnership** - Save The Waves strengthened its partnership with FIMA, a group of Chilean environmental lawyers, and it has reaped very positive results with the organization's pulp mill battle in southern Chile's 7th and 8th regions. This campaign to clean up the area's industrial pollution from the forestry industry and inform citizens of the problem has reached many people both nationally and internationally.
- **Legal Workshops** - Save The Waves and FIMA began a series of legal workshop training seminars with local fishermen, surfers, public servants and other Chilean coastal dwellers to inform regarding their rights and duties in the face of the Chilean pulp mills that threaten environment and society. The first workshop was held in Cobquecura in November 2007 and the next workshop is scheduled for the Austral Spring of 2008.
- **Pipeline Monitoring** - Save The Waves is also closely monitoring the construction of a massive pipeline that will dump forestry industry waste into the ocean; this monitoring includes legal action, filmmaking, media reality tours, local observation, and water quality testing by the Universidad Austral in Valdivia.

- Documentary Film - In 2007 Save The Waves produced and released the short documentary film Pulp, Poo and Perfection, profiling the pulp mill pollution issues in Chile. The film has been featured in 12 international film festivals and on Chilean national television. Save The Waves is also collaborating on a new feature-length film, All Points South, further investigating the pulp mill problem, due for release in 2009.

## **2) Surf Market Research: Economic Study on Mundaka, Spain**

Save The Waves Coalition commissioned and oversaw a study in 2007 to look at the economic impact of surf tourism on the local economy of Mundaka, Spain.

- Background - World-famous Mundaka Bay is located in Spain's Basque Country, and the high-quality surfing wave brings tens of thousands of surf tourists to the small village each year, along with the annual Billabong Pro surf contest. A river dredging project to allow for large ship transport resulted in significant degradation of the wave in 2005, forcing the cancellation of the contest, which in turn dealt a hard blow to the local economy. The wave has made a slow comeback over the last two years but if the ships being built upriver continue to grow in size, river dredging will once again become an issue. Without knowing the value of the wave or the impacts that surfing has on the local economy, the local surfing-related economy and culture has a difficult task fighting decisions that may affect it.

- Research Process - Surf market participants, both individuals and businesses, were surveyed over a 3.5-month period beginning September 2007. Data collected focused on surf tourist spending habits as well as personal and trip characteristics.

- Results - Preliminary analysis shows that surf tourists spend a significant amount of money per visit, and that most would not continue to visit if the wave was permanently degraded. Local businesses estimated a 50% drop in business due to the loss of the wave and contest.

- Final Study - Further analysis of the data will be conducted through the creation of an Economic Impact Analysis (EIA), to measure the actual and potential economic impact of surf tourism on the local economy. The final analysis will be finished by June 2008.

- Presentation - Save The Waves will present the study alongside several complementary studies at this year's Coastal Society Conference in Redondo Beach, CA, on July 2, 2008.

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**REPORT CARD SUBMITTED BY  
SEYMOUR MARINE DISCOVERY CENTER**

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<http://seymourcenter.ucsc.edu>

***Who We Are:***

Located in Santa Cruz on the bluffs overlooking Monterey Bay, the Seymour Marine Discovery Center provides exciting and engaging ocean education programs for the visiting public and for students of all ages. The self-funded Seymour Center is dedicated to educating youth, families, and the general public about the role science plays in the understanding and conservation of the world's oceans. The Center is open six days a week, year-round, and serves more than 53,000 people each year.

The Seymour Center focuses directly on marine science education, as we know that a scientifically literate population will make more informed decisions about managing and protecting our coasts and oceans.

THANK YOU, SIMA ENVIRONMENTAL FUND! In the 2007-08 fiscal year, the SIMA Environmental Fund helped us engage people from our own community and from the world far beyond Santa Cruz.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- Cared for more than 300 individual animals from 60 different species of fish and invertebrates housed on-site in aquarium tanks, sea water tables, wet-lab classroom, and holding tanks. All animals were treated with respect with animal health paramount, as is exemplified by the long-term care of the 18-pound, five-foot-long wolf eel in our care. When the eel failed to feed, we brought a team of veterinarians together, including a veterinary dental specialist, eventually leading to the extraction of two infected teeth. (The wolf eel is currently healthy.) Moon jellies were successfully cultured, a new sea slug exhibit was developed, all in addition to our ongoing 24-hour care regime. These animals provide a touchstone for tens of thousands of people to begin asking questions about, and gaining basic knowledge of our coasts and oceans.
  
- Planned, developed, and maintained interpretive signage, exhibits, and hands-on materials that serve as a backdrop for docent/public interaction. During this past year, the dynamic nature of our planet was exhibited through a colorful animated globe that helps tell visitors astonishing stories, including the affects of hurricanes, tsunamis, and the amazing travels of northern elephant seals and sooty shearwaters. Graphically displaying these ultra long-distance migrations across Earth's oceans is eye-opening for many visitors and helps them understand that actions across our globe affect all of us. Other exhibits SIMA helped support during the past year include a link to research work in the Antarctic seas displayed in the visitor hall, a photography exhibit based on that Antarctic work, a local photography exhibit of sea otters, as well as upgrades and improvements on all materials available to the public.
  
- Coordinated more than 200 ongoing volunteers, plus provided training for new volunteers working in all aspects of visitor education in the exhibit hall, aquarium, classrooms, through tours of the marine lab, and community outreach. The hallmark of the Seymour Center is the personal interaction

visitors have with our extraordinary volunteers. High-level training (over 80 hours, including field time) was provided for 35 new docents this year through direct interaction with marine scientists, conservationists, policy makers, and educators. More than 50 apprentice guides (many high school age) joined our program during the year; these individuals assist in the visitor hall, gaining skills and learning on-the-job about the oceans. School programs staff trained 20 volunteers who team teach our hands-on Discovery Labs for K-12 students; many of these volunteers are college-age students interested in careers in marine education. Husbandry volunteers worked in all aspect of animal care, including the intensive care provided for the wolf eel described above. SIMA funds support recruitment, training, and recognition supplies and materials for all programs. Special note: SIMA helped us provide free admission to the Seymour Center for all oil spill response volunteers from across the Monterey and San Francisco Bay Areas who assisted with the Cosco Busan oil spill last fall.

- Presented K-12 and community college school programs that engage students in age-appropriate, hands-on activities offering young people a sense of what it is like to be a marine scientist. Hands-on Discovery Labs were filled for the entire school year earlier than ever (fall), however self-guided visits, interactive tours, and the high school Sea Search program were able to provide opportunities to others for a total of just over 10,000 participants during the fiscal year. Special programs presented include the Marine Masterpieces art contest that builds bonds between families, the Seymour Center and the ocean; an underwater robotics workshop series for teachers and students; an exciting live link to a research expedition in Monterey Bay; and a new Seashell Science Kit developed with a local partner, the Santa Cruz Museum of Natural History. SIMA funding helped support all of these efforts, as well as our ability to mentor college students interested in science education/marine biology careers (as noted in the section above regarding volunteers).

- Planned and implemented Ocean Explorers, an annual 10-week series (one spring-break week and nine summer weeks) of extensive marine science camps for 118 children, ages 7-14. Programs were held at the Seymour Center and field sites around Monterey Bay including tide pools, sandy shore, wetlands, and estuaries. Full scholarships were available for children from low-income families. Students in these age-specific programs worked with researchers, educators, and college-age mentors. This in-depth experience (a total of 35 to 40 hours) builds confidence on and near the water through kayaking, snorkeling, swimming, and active exploration. SIMA funding helped us provide the program gear and equipment, better collaboration with our colleagues here at the laboratory and around the Monterey Bay, and continue to serve full-scholarship students.

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**REPORT CARD SUBMITTED BY  
SIERRA CLUB'S FRIENDS OF THE FOOTHILLS CAMPAIGN**

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[www.sierraclub.org](http://www.sierraclub.org)

***Who We Are:***

The Sierra Club's Friends of the Foothills Campaign ([www.friendsofthefoothills.org](http://www.friendsofthefoothills.org)) is dedicated to protecting the pristine San Mateo watershed, Trestles Beach, San Mateo Campground, and San Onofre State Beach from the proposed Foothill-South Toll Road. To achieve these goals, we have elevated the public debate to a statewide level because the threat to the state park and surf beach will set precedent for California's coast and parks. We have successfully mobilized the public to stand up for our state parks, clean water, and this renowned surf spot by opposing the Foothill-South Toll Road; and we continue to pursue litigation to ensure that the toll road complies with regulations and to highlight the legal shortcomings of the toll road proposal.

Our main goal for 2007 was realized in the early months of 2008. On February 6, 2008, the Foothill-South toll road was denied its Federal Consistency permit from the California Coastal Commission (CCC) by a vote of 8-2. We turned out over 3,000 activists to this hearing, which breaks all attendance records for the Commission since its inception over 30 years ago. This tremendous victory is a strong step to ensure that San Onofre State Beach is permanently protected from the Foothill-South toll road. We accomplished this goal with the help of the SIMA Environmental Fund.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

These are some of the activities that SIMA's grant to The Sierra Club Foundation for the Sierra Club's Friends of the Foothills Project helped support:

**Used Direct Mail:** Our direct-mail program is critical to generating large turnouts at hearings and maintaining an active, strong membership base. We regularly updated our database of residents, campers, and surfers who are concerned about the proposed toll road extension. The database enables us to create strategic direct-mail outreach pieces for select constituencies. In regards to the California Coastal Commission, we sent out nine direct mail pieces that were instrumental in informing people not only of the hearing, but of the public outreach events leading up to it. These mailers, along with the events, were very effective in committing people to attend the hearing. The mailers featured return postcards for people to commit to attending the hearing and to enable us to track them through our database.

**Educated Lawmakers:** In January, the Sierra Club took the capitol by storm. Thinking it likely that one of the Coastal Commission's appointing authorities might try some sort of last-minute interference in the process, we staged a Sacramento-based "visibility event" to push back on whatever might come out of Sacramento intending to influence the process. And indeed, just days before our event, Governor Schwarzenegger released a letter asking the Coastal Commission (one third of which he appointed) to approve the toll road through San Onofre State Beach.

Standing alongside the 161 tents that were pitched for the event, Sierra Club activists handed out fact sheets about our Friends of the Foothills campaign and the fight to save San Onofre State

Beach, along with S'more granola bars. We held a press conference on the steps of the capitol featuring speakers from the California State Treasurer's office, California State Parks Foundation, Sierra Club, and Surfrider. An environmental sign-on letter from leading California environmental organizations was presented to the California Coastal Commission at the press conference. Afterwards, Sierra Club volunteers and our coalition partners met with Assembly Speaker Fabian Nunez's office and representatives from the Senate Natural Resources Committee and the California State Parks Department. This event garnered media attention up and down the state and reached a Neilson audience of almost 1 million people.

**Organized Public Outreach Events:** We used public events to generate excitement and commit people to attend the CCC hearing. We had two rounds of events for the first hearing, originally scheduled for October 2007 but postponed to February 2008. Last fall, we hosted a community briefing featuring the Sierra Club's Coastal Director, Mark Massara, that 200 people attended. During that time we also hosted an Endangered Species Walk and Paddle Out with our friends at Surfrider Foundation that was attended by 150 people. Both of these events helped convince people that their participation at the hearing would make a difference, and prompted them to commit to attend. After the hearing was postponed, we held a thank you party for our volunteers that was attended by 65 people. We also held a holiday party in December for our members, attended by 55 people.

In January we began to drum up enthusiasm for the February CCC hearing through a series of events. The aforementioned Sacramento trip garnered extensive media attention. We also hosted two community briefings in Sonoma and Palos Verdes with Mark Massara. These cities lay in two swing commissioners' districts, and we used the events to encourage members to write to the commissioners. We hosted a community briefing in San Clemente featuring former Coastal Commission Chair Meg Caldwell; 215 people attended. This event got people excited about the hearing, answered their questions, and committed them to attend the hearing.

The weekend before the hearing we hosted a Sacred Sites hike with Sierra Club leader and Achejeman tribal member Rebecca Robles; 95 people attended. After the hearing we held a victory party at the beach, attended by 250 people.

**Activated the Grassroots:** We used e-action alerts to encourage our members to send letters to the California Coastal Commission, Governor Schwarzenegger, their local representatives, and their local papers.

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**REPORT CARD SUBMITTED BY  
SINADES**

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***Who We Are:***

Sinades, AC is a community based group dedicated to improving the life of rural and semi-rural Mexican residents through education and participation in various interactive programs. These projects primarily focus on changing daily habits that may be damaging to the environment into fostering sustainable practices that not only conserve resources, but save the participants time, money and energy. The ultimate goal is to empower community members so they may define and develop plans related to sustainable regional resource management that can be implemented at the local level.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- **The Young Environmental Ambassadors (YEA)** program involves twenty-five Todos Santos and Pescadero youth in an environmental education program that focuses on learning about dune and near shore ocean eco-systems through weekly visits to the Playa Los Cerritos. The Saturday morning sessions include an introduction to oceanography concepts, ocean ecology and eco-systems as well as water safety, surf/boogie board instruction and a weekly beach clean-up where garbage is separated for recycling. The students have witnessed, deforestation, dune modification and large scale beach front construction projects, experiencing first-hand the impact that foreign investment and foreign held beach front concessions have had on the Playa Los Cerritos. They have made critical cause and effect relationships between the selling of their family's Patrimonial lands and the subsequent restricted access to beaches and formerly open desert areas, as fences and gates go up. In the first year of the project, participants have seen the conversion of much of their public beach into a private exclusive "beach club" and the adjoining desert turned into a patchwork of fenced and cleared lots ready "for sale" to foreigners.
- **YEA Video Component** - The YEA project is now concentrating on documenting the rapidly changing profile of their town and its world class surfing breaks and has evolved into a video training ground for young environmental activists. Students are being trained in all aspects of video production from camera to sound. Since February 2007, several environmental sequences have been filmed using student actors and crew. Some students have found their calling in front of the camera and are encouraged to speak out about their community in the video.
- **Sustainability Workshop** - May 1-3, 2008, four students and project director, Patricia Baum, attended a workshop presented by Group Guaxoro, in La Sierra de La Laguna Biosphere Reserve. The students joined other young people from the region in this unique on-site educational experience at Guaxoro's forest camp where they learned about the Sierra's fragile "cloud forest" ecosystem. Guaxoro, who promotes sustainable use of the natural resources within the park, demonstrated various projects, including an endemic plant nursery and a composting toilet. This unique opportunity helped students "invest" themselves in this important protected area which is located within the boundaries of their town, Pescadero, and provides water for the entire region.

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**REPORT CARD SUBMITTED BY  
SURFING EDUCATION ASSOCIATION**

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***Who We Are:***

Surfing Education Association is a people's organization. Our mission is dedicated to the preservation of our ocean, beaches, waves, reefs, water quality and shoreline accessibility. We work with other organizations with similar goals. We encourage leadership within and promote the importance of individual power and the importance of research before speaking on a subject. We encourage help, but are cautious from whom.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

- **PROTECTING BEACH & SURF SITES IN WAIKIKI** - We continue to oppose Kyo-ya Hotels & Resorts plans to build a sand beach fronting the Sheraton Hotel and experiment with three and five ton rock groins which would be placed in the ocean, on the existing shoreline reef in the hopes that sand will not erode into the surf sites.
- **MAINTAINING SHORELINE ACCESSIBILITY** - With a coalition of organizations we stopped the state government from selling approximately eight acres of prime south shore property for \$50 million. If sold, the land located next to Kewalo Boat Harbor where two surf sites, Point Panic and Flys, exist would have become home to two 200 ft. tall condominiums. This project would have changed the entire park environment.
- **KEEPING SHORELINE PROPERTIES OPEN FOR THE PUBLIC** - Surfing Education Association continues to work with individuals on the North Shore of Oahu to “keep the country, country.” Presently we are waiting for legislation supporting our Governor's interest in purchasing the entire Turtle By Hotel and land area, of which present owners are facing a bank loan foreclosure.
- **PROTECTING PUBLIC USE OF SURF SITES** - Surfing Education Association along with Friends of Kewalo Basin Park Association worked on a plan to keep all parties (event sponsors, event directors, public users, state land area owners and area administrators) to adhere to an acceptable plan for a one year limited surf contest use.
- **KEEPING TRACK OF STATE AND CITY LEGISLATION** - Surfing Education Association testified against state legislation bill HB2323, HB2 relating to beaches. We were successful with our testimonies to having this bill tabled. The bill requested that the state pay for new sand to be placed on Waikiki's privately owned beaches, in this case the Kyo-ya project.

We thank the SIMA Environmental Fund Board of Directors and contributing Waterman's Weekend participants for the funding provided to Surfing Education Association!

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**REPORT CARD SUBMITTED BY  
SURFRIDER FOUNDATION**

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[www.surfrider.org](http://www.surfrider.org)

***Who We Are:***

Founded in 1984 by a group of visionary surfers, today the Surfrider Foundation is an international grassroots non-profit environmental organization dedicated to the protection and preservation of the world's oceans, waves and beaches, for all people, through conservation, activism, research and education. Our national staff of about 25 professionals supports Surfrider Foundation's grassroots chapter network from headquarters in San Clemente, California, with eight regional and field staff positions operating on-the-ground in Southern and Central California, Oregon, Washington State, Florida and the East Coast. With 80 community-based chapters and over 50,000 dedicated grassroots members worldwide, Surfrider Foundation has been building a united voice for long-term ocean protection and coastal preservation for the past 24 years.

The Surfrider Foundation's greatest strength is our grassroots, community-based focus and our ability to educate and empower our activists to protect their local coastal areas. Last year alone, Surfrider Foundation activists:

- Tested ocean water nearly 9,000 times and worked in their communities to identify solutions to poor water quality.
- Implemented over 200 outreach campaigns to involve the community in coastal issues.
- Presented coastal educational programs over 900 times to thousands of school age children.
- Coordinated over 600 cleanups on U.S. beaches.
- Took an official position on nearly 800 issues affecting local beaches and coastal areas.
- Donated volunteer hours valued at over \$2.6 million all applied directly to our beaches.

The Surfrider Foundation continues to further our global impact. Our network of international affiliates and chapters is growing at record pace, and we are working to implement our integrated mission in all corners of the globe. Surfrider Foundation activists around the world are addressing coastal issues in an increasingly coordinated message, strengthening the voice - now in a half dozen languages - for coastal environmental stewardship.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

The generous Waterman's Weekend grant from the SIMA Environmental Fund has enabled the Surfrider Foundation to expand the depth and breadth of our programs and campaigns to protect and preserve oceans, beaches and waves throughout our global network. This "report card" describes who we are and highlights several action-oriented campaigns implemented throughout our grassroots chapter network to address surf break protection and enhancement, clean water and ocean environmental education initiatives.

## Action-Oriented Programs and Campaigns: Surf Break Protection

- **Save Trestles** -Surfrider Foundation volunteers and staff alike continue this highly-charged battle to stop the proposed sixteen-mile extension to the existing 241 toll road in southern Orange County, California. If constructed, not only would this project directly threaten the world class surf break at Trestles (including Uppers, Lower, Middles, Church and Cottons), it would also result in the obliteration of Southern California's last remaining pristine coastal watershed and substantially degrade habitat that is critical for the survival of at least seven endangered species, including the Southern Steelhead trout.

With SIMA's support, we are working on all levels to win this campaign. From participating in high-level press conferences, to turning out thousands of citizens to crucial meetings and hearings, to local grassroots rallies to increase awareness of the issue, to maintaining a website ([www.savetrestles.org](http://www.savetrestles.org)) exclusively to provide information and updates about the campaign and provide ways for increased involvement, to generating an impressive amount of print, online and broadcast media for the Save Trestles campaign, Surfrider and our partners are committed to fighting the long battle to Save Trestles.

While not yet a final victory, Surfrider Foundation activists scored a tremendous milestone earlier this year in the Save Trestles campaign. On February 6, the California Coastal Commission voted 8-2 to deny the Transportation Corridor Agencies' (TCA) application for a Coastal Permit to build the Foothill South (Highway 241) toll-road extension, thus protecting Trestles and San Onofre State Beach. Approximately 3,500 citizens turned out for this historic meeting in Del Mar - with over half attending on behalf of the Save Trestles campaign, and most of those staying for the entire 14-hour session - making it clear to the Commissioners that the destruction of state parks and coastal resources is unacceptable. The record-breaking crowd was composed of a diverse cross-section of beach users including surfers, students, families, seniors, fishermen as well as a large number of Native American tribal representatives. Also on hand was a massive contingent from the surf industry, including various manufacturers, shapers, media representatives and pro athletes. While this decision is not the death knell for the toll road we would like - the TCA has already filed an appeal of the Coastal Commission's decision with the US Department of Commerce - the TCA faces a major uphill battle. Surfrider Foundation and our partners will continue to counter their every move in the fight to Save Trestles.

In addition to the financial support provided by the SIMA Environmental Fund to the Save Trestles campaign, we greatly appreciate your recognition of our work. These accolades provide tremendous opportunities to further our goals and leverage even more support for the protection and preservation of Trestles and the entire San Mateo Creek watershed.

## Clean Water

- **Newport, Oregon** - Over the course of two years of water quality testing through Surfrider's Central Coast chapter's Blue Water Task Force program, our activists discovered that bacteria concentrations at the Agate Beach Wayside were often elevated well above the public health advisory level. The chapter's campaign focus was to source and mitigate the bacterial pollution as well as provide the public with better information about the contamination on the beach and incorporate the site into the state's Beach Monitoring Program. Through persistent work with the state, the chapter succeeded in adding this beach site to the state's monitoring program, and signage was implemented to inform the public of the advisories when issued. Further inspection of the upper watershed by the chapter led to the discovery of manholes located along Big Creek (which

outfalls at Agate wayside) that were occasionally overflowing with raw sewage. The chapter began working with the city and encouraged residents to demand an investigation as to the cause of the overflows in an effort to solve the problem. In the fall of 2007, the city finally conducted infiltration and visual inspections of the sewage lines along Big Creek. The inspections led to the discovery of two infiltration breaches that were allowing significant amounts of stormwater to enter the sewer line, spilling sewage out of the manholes and into Big Creek. The breaches were repaired through a patching method that preserved the riparian area around the creek, thus protecting fragile habitat while simultaneously improving water quality in Big Creek and Agate Beach.

### **Surf Enhancement**

- **Oahu, Hawai'i** - The scenic bluffs on Oahu, overlooking the famous North Shore waves of Sunset Beach, Rocky Point and Pipeline, were under threat of development from a large multinational corporation. Towards the end of the lengthy development approval process, the corporation decided to put the property up for sale for \$12 million. Surfrider Foundation chapter volunteers in Hawaii and leaders of our Surfrider Japan affiliate worked tirelessly with an all-volunteer coalition of citizens and business leaders, and with the Trust for Public Land spearheading the purchase process, the land was purchased for \$8 million and saved from development (with additional backing from the state, the city, the military and federal agencies.) Fundraising for the Pupukea-Paumalu area continues today to support the coordination of community planning and stewardship activities so that residents, visitors and surfers from around the world will be able to enjoy these breathtaking resources in perpetuity.

### **Ocean Environmental Education**

- **Santa Barbara, California** - After a long nine-year battle, the Surfrider Foundation, in partnership with other environmental organizations, finally compelled a California agency to force the removal of individual septic tanks at Rincon Point in Santa Barbara, and replace them with a comprehensive sewage system under the jurisdiction of the local sanitation district. At a homeowners' cost of about \$88,000 per home, the implementation was not an easy sell. Through education and advocacy, Surfrider and its partners convinced residents that protection of the coast and ocean from potential sewage spills is a crucial need in the community.

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**REPORT CARD SUBMITTED BY  
WILDCOAST**

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[www.wildcoast.net](http://www.wildcoast.net)

***Who We Are:***

WiLDCOAST protects and preserves coastal ecosystems and wildlife in the Californias and Latin America by building grassroots support, conducting media campaigns and establishing protected areas. WiLDCOAST's Clean Water Campaign, launched in 2005 with support from SIMA, works to reduce environmental threats to Southern California and Baja California coastal communities and ecosystems.

***Examples of Work Done With Previous SIMA Environmental Fund Grants:***

WiLDCOAST has been leading the charge to address the serious environmental threats to surf breaks and coastal communities in Southern California and Baja, Mexico. In 2007, WiLDCOAST's Clean Water Campaign met the following objectives:

- **Educated ocean users, policy makers, agency officials and community organizations of the environmental health threats of cross-border pollution from the Tijuana River.**

Through multi-lingual presentations, meetings, and community events, WiLDCOAST reached over 5,000 ocean users with water quality health information. WiLDCOAST launched an international media campaign with El Hijo del Santo, Mexico's top lucha libre star, to clean up the Tijuana River and increase ocean awareness among Latinos living along the border. The Clean Water Campaign magnified its conservation message through more than 30 print, television, and radio media sources.

- **Successfully advanced clean water solutions to reduce the health threat to ocean users in Imperial Beach, Coronado, and Tijuana associated with exposure to contaminated water from the Tijuana River.**

Due to WiLDCOAST's advocacy efforts, the U.S. Congress included \$66 million for additional sewage treatment at the International Wastewater Treatment Plant in the 2008 budget that was signed into law. Once this plant is upgraded, the 25 million gallons of effluent discharged daily off Imperial Beach will finally meet national Clean Water Act standards.

WiLDCOAST partnered with the City of Imperial Beach, The Tijuana Estuary, The San Diego County Department of Environmental Health, The Regional and State Water Boards and Scripps Institute of Oceanography to actively advocate for State Clean Beaches Initiative funds for a source identification study of the pollution affecting beach water quality. The goal of this project is to identify specific pollution sources in order to develop solutions to reduce beach closures. By installing an improved flow gauge in the Tijuana River, the project would also assist in the real-time detection and public notification of contamination events. The \$2 million project will be initiated in late 2008.

- **Increased leadership capacity to address coastal pollution in the U.S./Mexico border region.**

Strategic efforts by staff and partners have successfully focused the attention as on the ecological and environmental health threats of contaminated water and unsustainable developments. More than 30 media outlets reported the issues this year. Our Tijuana River Watershed Tours, carried out in partnership with the Tijuana River Estuary's Coastal Training Program, have brought nearly one hundred local, state, and federal decision makers to see the issues up close and from the community's perspective. Through outreach to media and stakeholder groups, WILD COAST helped shape effective clean water policy decisions that reflect the environmental and public health needs of our coastal communities.

- **Trained local San Diego and Baja California youth as ocean activists to oppose environmental threats to surf breaks, communities and ecosystems in coastal Southern California and Baja, Mexico.**

WILD COAST was active in opposing irresponsible developments in both Southern and Baja California. WILD COAST was active in coalition efforts to protect Trestles and San Onofre State Park from the development of the 241 Toll Road. Efforts resulted in a large outpouring of community support. In a letter writing campaign, WILD COAST collected and sent 117 hand-written letters from south San Diego youth to the California Coastal Commission in opposition to the 241 Toll Road. In Northern Baja California, WILD COAST organized local residents of Los Laureles, Tijuana, to participate in an innovative wastewater treatment project designed by Engineers Without Borders. WILD COAST organized three ocean festivals for communities in Imperial Beach, California and Punta Abreojos, and Bahia Tortugas, Baja California Sur, Mexico. With over 500 youth participants, the events served to support the efforts of local activists to reduce ocean pollution and halt destructive coastal development.