

Donations from June to mid-September 2011

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The Buttery
The Spokesman Bicycles
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Uncommon Brewers
True Olive Connection
Whole Foods Market
Woodstock Pizza

In-Kind Gifts

99 bottles of Beer on the Wall
A Taste of Monterey
Adventure Sports Unlimited
Bagelry
Bargetto Winery
Cold Stone Creamery
Community Printers
Crow's Nest Restaurant
Mark DiOrio
Elkhorn Slough Safari
Engfer Pizza Works
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Good Times
Hula School of Santa Cruz
Ideal Bar & Grill
L'Atelier Day Spa
Little Mermaid Glass Bottom Boat Co.
Logos Books & Records
Michael's on Main
Monterey Bay Aquarium
Monterey Bay Whale Watch
Nickelodeon
O My Sole
O'Neill Surf Shop
Outdoor World
Pacific Cookie Company
Pacific Edge Indoor Climbing Gym
Pacific Trading Co.
Patagonia Inc
Penny Ice Creamery
Petroglyph
Pizza My Heart
Portola Hotel & Spa
Sanctuary Cruises
Santa Cruz DJ
Santa Cruz Glass & Gifts
Santa Cruz Mountain Brewing
Shanda Schwind
Seahorse Swim School
Seascape Resort & Conference Center
Streetlight Records
The Buttery
The Spokesman Bicycles
Toadal Fitness
Trader Joes
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Uncommon Brewers
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Save Our Shores

Awareness **Advocacy** **Action**
Fall 2011 Vol. 28 No. 3

Local victories against plastic pollution are celebrated at SOS. Find out more inside.

Annual Coastal Cleanup Day 2011 Santa Cruz County Takes Action for the Ocean

On Saturday, September 17th, in Santa Cruz and Monterey Counties, 4,584 Save Our Shores volunteers participated in the single-largest volunteer event on the planet — Annual Coastal Cleanup Day.



At 81 different cleanup sites from Wadell Creek in the north to the Big Sur coast in the south, and spanning over 157 miles of beach, river, creek, slough, lake, and even underwater — our volunteers were a force to be reckoned with. The combined efforts in both counties cleaned up over 17,500 pounds of pollution, including over 23,000 cigarette butts and 4,300 plastic bags!

In Santa Cruz County alone, nearly 3,000 volunteers banded together to prevent over 12,400 pounds of pollution from entering the Monterey Bay National Marine Sanctuary during the three-hour event.

Volunteers were joined by United States Congressman Sam Farr at Carmel Beach, California State Assemblymember Luis Alejo and Watsonville Mayor Daniel Dodge at Pajaro River Park, and Santa Cruz City Council Members David Terrazas and Hilary Bryant at Cowell Beach — all showing their support for community action and the health of our ocean that day.

This year, nine classrooms managed their own cleanups, John Ribble celebrated his 18th year of being a Site Captain, a Proclamation declaring September 17, 2011, as **Save Our Shores Day** in the City of Santa Cruz was presented to SOS at Cowell Beach, and a heartfelt SCUBA cleanup took place with the friends and family of Aqua Safaris in honor of the Houghton family.

A special thanks to the California Coastal Commission for managing the statewide effort, where more than 63,000 volunteers removed nearly 600,000 pounds of pollution on this one day in ocean protection history. And congratulations to all of the volunteers, Members, local leaders, and supporters who worked together to make Annual Coastal Cleanup Day such a huge success!



See our photo album:
<http://on.fb.me/ACCD-pics>



↑ Top: Jannis Fullan combs the river mouth by the Santa Cruz Beach Boardwalk. Bottom: SOS' Laura Kasa, Carmel City Councilmember Jason Burnett, and Congressman Sam Farr (holding Sebastian, Burnett's son) take to Carmel Beach on September 17. → Right: Family and friends of the David Terrazas and Hilary Bryant clans join us for Save Our Shores Day September 17! Far right: The JAMS group joined forces for Annual Coastal Cleanup Day on Cowell Beach.



Taking the Lead in Ocean Conservation on Monterey Bay

Join the 2012 class of Sanctuary Stewards!

Sanctuary Stewards are the volunteer leaders of Save Our Shores. They manage beach cleanups, outreach efforts, and environmental education programs throughout the year. Each February, our new class of Stewards begins a dynamic spring training session that provides them with the knowledge and skills they need for an exciting season of leadership on behalf of our marine environment.

We want you to join our committed team of volunteer leaders.

For more information on the Sanctuary Steward program, please visit <http://saveourshores.org/stewards>.

If you are interested in applying or have questions, contact Andrew Hoeksema, Coordinator of Volunteer Programs, andrew@saveourshores.org.

Volunteers ages 16 and up are encouraged to apply.

Your New Membership Gift Doubled!

New Members of Save Our Shores who join before December 31 will have their membership gift **DOUBLED** by the Sutherland Fund! All you have to do is become a Member of SOS today to see your efforts to Save Our Shores double in value by the year's end.

A special thank you to the Sutherland family for offering SOS this wonderful opportunity and to all of our new Members who help us take advantage of it. → saveourshores.org/Donate

Why I Save Our Shores by Justin Trinh-Halperin

As an educator, I am frequently posed with the question, "What is the most critical environmental concern facing our planet?" A pretty tough question to discuss with middle school students, so in turn, I ask my students, "What connects us all on this planet?" Their response is almost always the same: water and air.

Our oceans provide a tangible example of how our planet shares this valuable resource. And our children want to have a sense of belonging to this planet and feel they can have a positive impact on the Earth. Save Our Shores' educational program allows my students to take ownership in caring for our streams and oceans. Students see themselves as part of the solution to healing our fragile watersheds.

From Camille Poritzky, one of Justin's students at Tierra Pacific Charter School, "The beach is a beautiful habitat, that is, if it's clean. Careless people throw garbage and other things that don't belong onto streets, which lead to storm drains, which then lead to the ocean. So why do we Save Our Shores by doing street and beach clean ups? We do those clean ups for the benefit of everyone and everything that loves and enjoys the beach."

Justin Trinh-Halperin teaches 7th and 8th grade at Tierra Pacific Charter School
Camille Poritzky is one of his students



⇒ Top: Justin's students get up close and personal with the marine environment while paddling Monterey Bay. Bottom: Justin teaches environmental education to his students on the shorelines of our Marine Sanctuary.



SAVE OUR SHORES

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The Endless Summer at Save Our Shores

At-a-glance highlights from one of our busiest summers on record

- **Pollution Prevention over the 4th of July weekend:** 300 volunteers took pollution prevention into their own hands and spread the Clean Beaches message to nearly 5,000 beach-goers!
- **The Toast to the Coast Beach Party on August 21:** Beautiful weather, toes in the sand, dolphins playing offshore, delicious food and drink, great company, outstanding raffle prizes, and incredible entertainment from the Hula School of Santa Cruz, the Victor Ohana Band, and Santa Cruz DJ — what more can we say? The Toast went off with a bang! Congratulations again to Dan Haifley, our 2011 Ocean Hero, Charlie Hong Kong, our Business of the Year, and Scott Malsom, our Volunteer of the Year.
- **Citizen Action and grassroots organizing lead to two major victories in the advocacy arena.** Read all about Salinas and Santa Cruz on the following pages.
- **Annual Coastal Cleanup Day 2011 removed over 17,000 pounds of pollution from 81 cleanup sites in three hours.** Details and highlights are in our cover story.



A 10-Year Success Story for MPAs

A recent study from the Scripps Institution of Oceanography, UC San Diego, examined the Cabo Pulmo National Park, a Marine Protected Area in Mexico. They saw a 463% increase in total fish biomass, the largest measured increase in MPA history! This study provides evidence that Marine Protected Areas truly work toward the goal of revitalizing ecosystems and replenishing depleted populations of marine life. Here in California, 49 new Marine Protected Areas in Southern California will be implemented on January 1, 2012. The area spans from Point Conception in Santa Barbara County down to the U.S./Mexico border, protects 354 square miles of state waters, and accounts for about 15% of the waters in that region.

Welcoming Ronn Rygg to the SOS Board of Directors

Ronn first came to the Monterey Bay while touring California during his college years, later settling in Monterey to teach at the Naval Postgraduate School. Ronn began a second career in non-profits when he became the founding Executive Director of a homeless veterans program at the former Fort Ord. Ronn is currently the Director of 2-1-1, a program of United Way Monterey County.

A relationship and access to the sea has always been important to Ronn, and Save Our Shores allows him to become much more active in promoting its welfare for the benefit of all. Prior to joining the Board he began his service with SOS as a Sanctuary Steward in 2011. His teenage son Travis, who also loves the oceans and its inhabitants, joins him in many SOS activities.

Ronn is truly one of a kind. He has already been a huge help to SOS, be it through advocating for a bag ban in Monterey, sharing his photography skills, or helping out at our two largest beach cleanups of the year in Monterey County! Ronn is pictured with Laura Kasa, Executive Director of Save Our Shores.



How Santa Cruz County Banned the Bag

A letter from Mark Stone, Chair of the Santa Cruz County Board of Supervisors and California Coastal Commissioner

A couple of years ago, Laura Kasa and I were lamenting the fact that the California Legislature, yet again, was failing to move forward on a much-needed ban of plastic bags. I asked Save Our Shores to help draft the basic requirements that would go into a ban for the unincorporated areas of Santa Cruz County — not necessarily an easy task.

Local bans had brought lawsuits from plastic proponents so we needed a ban that would withstand judicial scrutiny and set the stage for all of the cities in our county to follow suit. Our ban went further than other bans by proposing that all retail stores prohibit use of plastic bags, put a fee on paper bags, and encourage reusable bags instead.

In 2010, Assemblywoman Julia Brownley introduced AB 1998. The bill had an incredible level of energy behind it and was supported by such unlikely candidates as then-Governor Arnold Schwarzenegger and the California Grocers Association. Just as it appeared that California was poised to become the first state in the nation to ban single-use plastic bags, AB 1998 suffered an astonishing defeat that shifted the campaign back to the local level.

On the legal front, a lawsuit filed by the Save the Plastic Bag Coalition against Manhattan Beach asserted that Manhattan Beach failed to comply with the California Environmental Quality Act by not conducting a full Environmental Impact Report prior to adopting the ban. Thankfully, on July 14, 2011, a unanimous California Supreme Court decision ruled in favor of Manhattan Beach's bag ban, and the path was made clear for us to proceed.

Then, on September 13, 2011, after receiving public testimony overwhelmingly in support of the ordinance, the Santa Cruz County Board of Supervisors voted unanimously to approve a ban on single-use plastic bags in all unincorporated areas of Santa Cruz County.

The detrimental impacts of single-use plastic bags are indisputable. From the oil needed to manufacture and transport bags around the planet to the massive amount of plastic trash

Upcoming Events

NOVEMBER 12

10AM – NOON
Monterey Monthly Beach Cleanup,
Fort Ord Dunes State Park

NOVEMBER 19

10AM – NOON
Santa Cruz Monthly Beach Cleanup,
Cowell and Main Beach

DECEMBER 10

10AM – NOON
Monterey Monthly Beach Cleanup,
Moss Landing State Beach

DECEMBER 17

10AM – NOON
Santa Cruz Monthly Beach Cleanup,
Twin Lakes State Beach

JANUARY 21

10AM – NOON
Monterey Monthly Beach Cleanup,
Del Monte/ Monterey Municipal Beach

JANUARY 21

10AM – NOON
Santa Cruz Monthly Beach Cleanup,
Seacliff State Beach

JANUARY 28

10AM – NOON
Winter Soquel Creek Cleanup

FEBRUARY 11

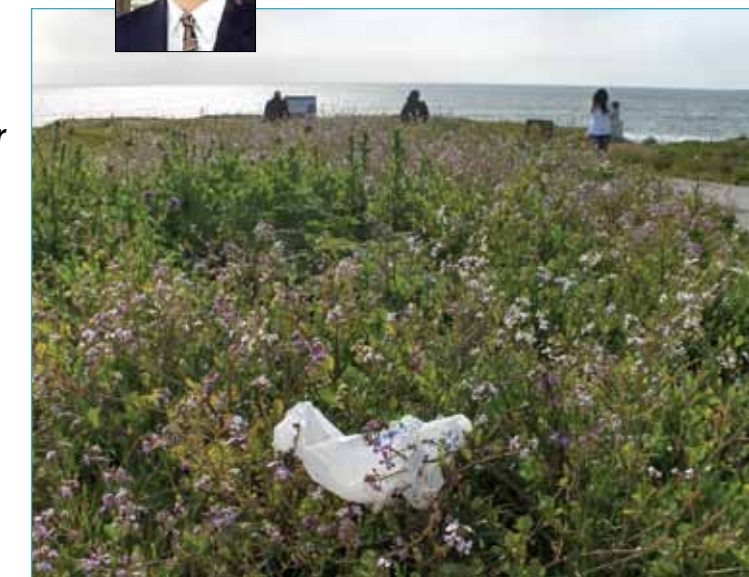
10AM – NOON
Monterey Monthly Beach Cleanup,
Monterey State Beach (North of Best
Western)

FEBRUARY 18

10AM – NOON
Santa Cruz Monthly Beach Cleanup,
Seabright State Beach



“Our health, and the health of this beautiful planet, hinges on our ability to kick the plastic bag habit.”



destroying our oceans, threatening marine life, and contaminating our food web, this relic of the past is a wasteful contributor to pollution.

Join the fight against plastic pollution.
Become a Member at saveourshores.org/donate today!

The policy Santa Cruz County has enacted is a smart, pragmatic approach to a real and seemingly insurmountable problem. It's an approach shaped by diligent County staff, Save Our Shores, and a coalition of other environmental groups, businesses, and individuals. Our health, and the health of this beautiful planet, hinges on our ability to kick the plastic bag habit.

Immense thanks to Laura Kasa and Save Our Shores for your tremendous input and unfailing advocacy. By taking action now, we're continuing our county's leadership in sustainable living and making an investment in our future.

These beautiful, new educational panels were recently installed on the Santa Cruz Wharf thanks to a generous donation from Lisa Orser, friend and supporter of Save Our Shores for many years.



FEBRUARY 25

10AM – NOON
San Lorenzo River Cleanup at Hwy 1,
End of Felker Street off Ocean Street
Extension

It Takes a Village Growing young minds through the SOS Marine Education Program

The goal of Save Our Shores' school program is to help children in the Monterey Bay area make the connection between their everyday lives on land and the expansive, vast life of our oceans. Through teaching students about this connection — from the food web to the impacts of plastic pollution — students are educated about the greater picture and the role we all play in shaping the health of our planet. At EA Hall Middle School in Watsonville, CA, where 85% of students come from low-income families, the SOS Marine Education Program is expanding young minds and offering a unique, hands-on experience that is in high demand. For the past two years, we have had the opportunity to bring this program to all of the 6th grade students at EA Hall Middle School, but due to cuts from the Federal government, this funding was recently suspended. This means that fewer low-income students will learn about the importance of our watershed and Marine Sanctuary in the coming years, and we don't want this to happen.

Carol Cloud, a teacher at EA Hall Middle School says, “SOS provides a very important component to the environmental science piece in our classrooms. The activities are engaging and aligned to our grade level science standards. Students who have participated in the SOS program become more mindful of their actions and understand how this awareness can lead to healthier oceans. For the past two years, Emily, SOS Program Manager, has provided dynamic and insightful lessons that include scientific inquiry,



data collection, data analysis, and numerous activities about the oceans and their importance to our world.”

Our new goal is to keep at least part of this program running without our regular source of funding, but we can't do it without YOU. Please help us educate the youth with our positive environmental program. **DONATE to our Education Fund at saveourshores.org/donate.**

The Story of Salinas When grassroots organizing took a city by storm

By Wallace J Nichols, PhD



Four years ago, I stood in line at a Capitola City Council meeting with my friend Laura Kasa, the brand new Executive Director of Save Our Shores. We were waiting our

turns to share our comments about why a polystyrene (Styrofoam) ban made sense for the city, for our oceans, and for kids, parents, restaurateurs, marine biologists, and ocean advocates alike. The Capitola City Council then voted to make its 18-year-old voluntary ban mandatory.

Four years later, Laura Kasa stood in front of the Salinas City Council as they considered their own ban on polystyrene take-out containers. And while most would have said that the inland, agricultural community of Salinas would be one of the last places to adopt such a ban, Save Our Shores was determined to make that happen.

A month prior, the meeting to hear this ordinance had been postponed. It was rumored that plastic industry lobbyists were trying to get closed door meetings with the mayor of Salinas. And DART, one of the biggest manufacturers of polystyrene take-out containers, was trying to convince the council members to tour their recycling facility.

That delay turned out to be just what Kasa and Save Our Shores needed. Through serendipity, she met Matthew Spiegl at a film screening, who introduced her to folks at the Chamber of Commerce, the Old Town Salinas Association and several Councilmembers. A letter writing campaign, non-stop grassroots organizing, and a flood of media attention followed.

At the Salinas City Council meeting on August 16, 2011, 22 people spoke in support of the ban. The mayor was surprised — he had rarely seen the council chambers so full with members of the public.

“For the first time in five years of attending these meetings, the American Chemistry Council and the California Restaurant Association did not show up. The council

voted 6–1 to pass it and I'm still in shock. It just goes to show you that sometimes a grassroots effort is the only way to organize a community into action,” said Kasa.

The Salinas City Council meeting was an important tipping point in the fight to keep plastic pollution out of the ocean. In a city where jobs and budgets are tightly guarded, industry lobbyists' voices are loud, issues more urgent than Styrofoam abound, and environmentalists are few and far between, a clear decision was made to vote for health, community and a cleaner planet.

In the future, when your grandkids ask you: “What was Styrofoam?” Tell them about how plastic used to pollute the ocean and wind up in the stomachs of baby albatross and sea turtles. Then tell them how people got organized to clean up our planet, how scientists and engineers figured out how to make biodegradable containers. Tell them about fearless and tireless advocates for our environment. And show them by example how to support the advocates, activists and decision-makers who lead us in the right direction.