

Heal the Bay

winter

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volume 27 number 3

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currents

Healing Waters

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The Aquarium's A-Team • Community Heroes • Our Goals for 2013



MELISSA CASTRO

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Looking for a meaningful way to commemorate a wedding, birthday or holiday? Dedicate a gift to Heal the Bay on behalf of a couple, or an individual. For more information, visit healthebay.org/dedicate.

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

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A Stroke of Fortune

A kayak trip down the L.A. River reminds us why things are looking up for clean water.

Winter is my favorite time of year. There's a chill in the air ... at least by mild Southern California standards. And as the holidays approach, my friends and family gather to reflect and give thanks. It's a time for all of us to celebrate the special people and moments that make our lives so rich.

This year, as acting Executive Director of Heal the Bay, I've been fortunate to work with hundreds of people committed to protecting what they love — Santa Monica Bay. But there's one moment from 2012 that I'd like to share with you: The afternoon I spent kayaking the L.A. River with members of our Education department.

During our 90-minute tour, dragonflies were everywhere. We saw Black-Necked Stilts, Snowy Egrets, a Great Blue Heron and Great Egret fishing in a rocky outcropping (the egret caught two fish while we snapped pictures).

I'm sure you have a favorite place to soak up some nature, a place you want to protect — be it Leo Carrillo State Park, El Porto beach or Compton Creek. I ask today that you continue to protect what you love and further our work in 2013.

The river was not at all what one thinks of when they conjure up images of the L.A. River. Most think of the Hollywood version of a high speed car chase down a solid concrete storm drain. The banks were filled with Sycamores and Willow trees that touched the water's edge. The air smelled like sage — the same scent you get while hiking in the Santa Monica Mountains. The temperature was hot, but the water was cool to the touch. We quickly unwound from work mode and started joking and laughing and enjoying the exercise and the little known treasure that is the L.A. River, a vital part of our regional watersheds.

I'm sure you have a favorite place to soak up some nature, a place you want to protect — be it Leo Carrillo State Park, El Porto beach or Compton Creek. I ask today that you continue to protect what you love and further our work in 2013.

Over the past 27 years, those of you who have supported Heal the Bay have supported a clean river, a clean Bay and a clean ocean — whether you've volunteered with us,



Members of Heal the Bay's staff in front of our Aquarium.

donated to us or joined us in one of our effective advocacy campaigns.

In this issue, you will read about many of the water quality gains you helped achieve. We have a lot more to do before we can enjoy the pristine waterways and coastal vistas we expect as Angelenos. For instance, dischargers are still looking to weaken pollution limits that we all have fought so hard to enact.

Your year-end gift will ensure that we can continue to motivate and inspire your fellow citizens to care for our natural resources — such as our Bay, our local watersheds and the L.A. River.

With thanks and best wishes for the coming year,

—Alix Hobbs, Acting Executive Director

The Perfect Time to Protect What You Love

Celebrate the wonders of the ocean this giving season with Heal the Bay.

- Give the Gift of a membership
Among the benefits: FREE passes to our Santa Monica Pier Aquarium (SMPA)
- Dedicate a Gift to Heal the Bay
Show someone you love that you care about the ocean as much as they do!
- "Adopt" a marine animal from our SMPA.

Donate now at healthebay.org/donate/more-ways-to-give

Mixed Greens

Guiding Right

Learning about fresh water, ocean, energy and climate change just got easier for California students, with Heal the Bay and National Geographic partnering to launch innovative environmental literacy guides for use in public classrooms statewide.

The science-based instructional materials are the result of the Education and the Environment Initiative (EEI), a 2003 state law that Heal the Bay sponsored to bring environmental concepts and principles — in line with academic standards — to all California students.

Available at no cost to K-8 classrooms across California, the guides and accompanying videos provide educators with background knowledge, activities, and teaching resources on topics from feedback loops in global cycling systems and ocean currents to alternative energy solutions and sustainable fisheries.

“While the guides are written for upper elementary to middle school teachers, they are so accessible that I feel I could recommend them to all elementary to high school teachers, and everyone would get something out of them,” says Heal the Bay Education Director Tara Treiber.

The guides were made possible via generous funding from the David and Lucile Packard Foundation, Southern California Edison, Clean Harbors Environmental Services and Annenberg Learner.

► **CONNECT** Teachers can visit healthebay.org/educate to view and download the free guides.



Rockin' Reusables

At Heal the Bay, we're always seeking ways to go even greener. So for our October Nothin' But Sand beach cleanup we decided to take the plunge and challenge cleanup organizers to be Zero Waste and eliminate the disposable gloves and bags used in the past.

Even our intrepid Beach Captains were at first a little reluctant. Schlepping heavy buckets and tons of garden gloves to the beach and back, not to mention getting every item returned and cleaned, initially seemed too challenging.

Turns out that not only were the Beach Captains eventual Zero Waste converts, so were the 500 folks who joined us at Venice Beach that day. We only used 13 garbage bags, versus the 200 we would normally use for a cleanup that size.

“The hope is that when the public sees our commitment to practicing what we advocate for — minimizing trash — they'll also go reusable in their daily lives,” said Eveline Bravo, our Beach Programs Manager, who's leading our Zero Waste initiative.

► **CONNECT** Join us for the next Zero Waste beach cleanup, scheduled for January 19. Remember to bring your own bucket and gloves to make our resources go a longer way. Find out more at healthebay.org/volunteer.

CLASS ACT

We have to protect what we have,” 15-year-old Jocelyn U. testified in front of an intimidating phalanx of Regional Water Board members and an audience full of consultants in business suits. “We can't live without water. We have to take care of it.”

Jocelyn and 12 of her fellow AP environmental science students from Apex Academy in Hollywood, showed up on October 5 to testify at the public hearing in support of a stronger stormwater permit in Los Angeles. Their teacher, Ralph Gomez, had already led his class to a cleanup and has been a frequent participant in our Speakers Bureau program, which sends environmental educators all over L.A.

Gomez had also spent a recent Saturday attending our four-hour “Take L.A. by Storm” youth summit, learning how pollution regulations and laws work. Attendees learned “what engagement in this issue looks like, and how they can be a part of spreading the brand of clean water,” said Eddie Murphy, Heal the Bay's Secondary Education Coordinator.



we did a great job at setting the main points for why we should protect our water.”

► **CONNECT** Stay current on our grassroots campaigns, follow us on Twitter for real-time updates at twitter.com/HealTheBay

Gomez spent the week before the hearing prepping his pupils. “Most of my students didn't really know what their relationship with water was, so it was tough explaining to them why it was important,” he said. “When it came time for us to testify, I think

LESSON PLAN

Here's what we learned on the policy front in 2012 – both good and bad.

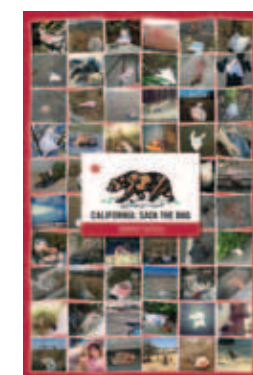
BAG BANS

The Issue: Protecting our waterways and inland communities from plastic pollution and litter via AB 298, a bill introduced this summer that would have banned single-use plastic bags and dis-incentivize the use of paper bags statewide.

The Challenge: Sometimes making an environmental argument just isn't enough. We need to show that plastic bags come with costs that are passed on to our communities and taxpayers.

The Solution: Broadening the message. We knew we had to appeal to as many groups as possible. We also had to galvanize support from small and large businesses (including the state grocers association) as well as organizations like Azul, a Latino leadership group.

The Result: While we came close to passing the bill, it did not make it through the state legislature. But we would not have gotten that far without a coalition



of support from entrepreneurs, and from Azul (which produced Spanish-language marketing materials, including a PSA).

What's Next: While a state-wide ban did not pass, we continue to push on this issue and identify new partners. In the meantime, we'll sustain our momentum towards the L.A. City bag ordinance that moved forward in May.

STORMWATER REGULATION



The Issue: Convincing the Regional Water Quality Control Board to place strong, numeric pollution limits (TMDLs) and Low Impact development requirements into a newly adopted municipal stormwater permit.

The Challenge: Stormwater regulation is hard to understand. But we're talking about protecting water quality, which is essential to public health and the environment. How do we energize people to testify on behalf of strong regulations at the board hearing?

The Solution: Conjure up a relatable campaign. We came up with “Take L.A. by Storm” and a complementary logo to relate to both stormwater and the health of Angelenos. We informed people what was at stake through traditional and social media. Meanwhile, our Programs and Education departments integrated the message into their advocacy and outreach work.

The Result: We provided the board with nearly 2000 petitions signed by concerned members of the public. In addition, we were able to call upon business owners and high school students from Hollywood, to testify in front of the board for strong pollution limits. We were able to discredit two basic arguments from the other side: “Regulations are too expensive” and “Clean water is just a Westside issue.”

What's Next: Passing the L.A. County Clean Beaches/Clean Water funding measure tops our list. We'll apply what we learned from this campaign.

CLIMATE CHANGE

The Issue: Climate change is a reality. It's happening now and will affect all Californians, especially the 85% of residents who live or work along bay and coastal areas.

The Challenge: It's time to directly address how we'll adapt to the effects of climate change. We need to adjust our approaches to development and conservation policies in the face of negative impacts on our coastal topography as well as to our water supply, due to higher sea levels, extreme high tides, storm surges, and inland flooding.

The Solution: For years, we have included climate change education and ways for each of us to cut back on our CO2 emissions through our outreach programs, but recently we've begun devising ways to help Southern California prepare for adapting to immediate alterations in our coastal environment due to climate change.

The Result: We successfully implemented a low-impact development measure in the city of L. A. to infiltrate rain water and runoff, which helps protect and improve water quality, as well as increase water supply. The establishment of Marine Protected Areas (MPAs) also goes a long way toward helping our oceans adapt to climate change.

What's Next: Watch for us as we advocate for protection, restoration, and buffering of beach, dune and wetland habitats to protect coastal communities from sea level rise, and restoring natural supplies of sand to the coast. We'll continue to evaluate development permits and state policies with an eye on public safety and environmental protection.

► **CONNECT** Stay involved with our issues by visiting healthebay.org/take-action or following us on Twitter (twitter.com/HealTheBay).

The Aquarium's A-Team

Meet the animals that call the Santa Monica Bay their home.

Power to the Fish!

For years, Aquarium staff closed our marine science center at the end of each day with the gnawing feeling that disaster could strike at any minute. It sounds ominous, but on any given night a power outage could have wiped out whole exhibits and destroyed many of our animals that are the true ambassadors for a healthy Bay. The life support system requires electricity, and if power were lost for even a small amount of time, the results could have been catastrophic.

As of October 5, staff sleeps more soundly. The Aquarium's quest to have a fully functional back up generator finally became a reality. If the Aquarium loses power, the generator will automatically restart the life support system—keeping the water flowing, the aerators blowing, supplying the animals with oxygen and allowing the chillers to keep the water at a perfect 57 degrees.

A 2007 California Coastal Conservancy grant provided the funding to purchase the generator. The journey to install and fire up the natural gas-powered back up energy source proved a bit laborious. But with the test run complete, the animals — and staff—can all sleep a little more soundly.

THE PHENOMS

SWELL SHARKS/SWELL SHARK EGGS
(*CEPHALOSCYLLIUM VENTRIOSUM*)

HOME TURF: From Central California to Mexico. At the Aquarium, these developing eggs are on display in our shark nursery.

KEY STATS: Our baby swell sharks are home-grown. The female swell sharks in our Shark Exhibit lay the eggs, protected in a drawstring-like pouch, which are sometimes called "mermaid's purses." In the ocean the female would lay her eggs, often two at a time, in rocky outcroppings or seaweed. The casing is attached to long tendrils that act as an anchor for the egg. And then the mother's job is complete; she swims off and the egg is on its own.

What begins looking like a tiny tadpole only a fraction the size of the yolk becomes a fully developed baby shark — about six inches long and known as a pup — that breaks out, often first swimming upside down as it gets its bearing in its first hours out of the egg casing.

DID YOU KNOW?: About 50 pups have been born at the Aquarium in the past few years.



THE ROOKIE

WOLF-EEL (ANARRHICHTHYS OCELLATUS)

HOME TURF: Occasional throughout Southern California, abundant from central California northward. Our young wolf-eel, which resides in the Kelp Forest exhibit, can be found peering out of a rocky outcropping or cruising around the tank at feeding time (Tuesday and Friday afternoons).

KEY STATS: Now almost three-feet long, our wolf-eel will grow to be about seven feet. The fish is eel-shaped, with a grayish-indigo colored body patterned with gorgeous dark spots. With an overbite only an orthodontist could love, the wolf-eel has sharp, pointed teeth in front and two rows of large, rounded molars farther back to crush through the shells of their favorite prey: crabs and snails.

DID YOU KNOW?: Neither wolf nor eel, the wolf-eel is related to other varieties of wolffishes.



THE MARQUEE PLAYER

PACIFIC SEAHORSE (HIPPOCAMPUS INGENS)

HOME TURF: The Pacific seahorse is one of the largest of the 35 known species, and the only one found along the California coast. Our seahorses were born and raised in captivity at the Cabrillo Marine Aquarium in San Pedro.

KEY STATS: This fish always attracts a crowd: swimming gracefully and vertically through the water column, tiny fins fluttering at a rate of 35 times per second, prehensile tail majestically curled. Spines around the eyes accentuate its face and cheeks; spines on the top of its head resemble a crown, which is why it's referred to as a coronet. Each individual has a distinct coronet, much like a human fingerprint. Bony plates cover the seahorse's body. There are no scales on this fish!

DID YOU KNOW?: The male seahorse has a heavier burden than most fathers. Their female counterparts deposit eggs in the male's pouch, where the eggs are fertilized and carried until the "fry" — sometimes hundreds of tiny replicas of the adults — hatch a few weeks later.



SUPPORTING LINEUP California Moray Eel, Garibaldi, Moon Jelly, Ochre Sea Star, Octopus, Adult Swell Shark, Red Sea Urchin

Swell Gift Ideas

The Santa Monica Pier Aquarium boasts a roster of more than 100 species of marine animals and plants. All of the animals on this page are available to adopt through our Aquadoption program. Please note: The wolf-eel is offered for a limited time, only available through December 31.

Benefits vary depending on the adoption level chosen and can include guided Aquarium tours or an opportunity to feed an adopted animal. All year-

long aquadoptions feature a personalized packet with an adoption certificate, photo, fact sheet and two free passes to the Aquarium. Check out the range of levels and associated benefits: healthebay.org/aquadoptions. Questions? Call: 310.393.6149 x102.

If you haven't already, please come visit! We're on the Santa Monica Pier, just under the carousel. For details, visit: healthebay.org/smpa

PHOTOGRAPHS: MELLISA CASTRO; LILLIE GROSSMAN; TARA CROW; DANNA RODDA

A Clean Slate

A look at local environmental projects your support will make possible in the coming year.



A "Yes" for Clean Beaches

Protecting public health, among other benefits.

In the new year, you will be asked to help Heal the Bay mobilize support for the Clean Waters, Clean Beaches funding measure, which will drive an extensive and multi-faceted water quality clean up and conservation program in Los Angeles County. The measure will go before voters this spring. If passed, the proposed measure would address contaminated drinking water, polluted stormwater runoff as well as toxins and trash in the L.A. and San Gabriel rivers, among other challenges.

Combating the perils of harmful and wasteful runoff is an essential duty. Every year more than 500,000 children and adults contract a gastrointestinal disease after swimming at an L.A. County beach or lake. Not only is this dangerous, it's expensive, contributing to \$13-\$15 million annually in healthcare costs.

Teach Your Children Well

Inspiring the next generation of environmental stewards.

In 2013, we'll expand our environmental education outreach to more communities and to a wider range of age groups. Through our partnership with the Discovery by Nature program, we'll be able to reach classrooms in underserved communities, where public education in the sciences, as well as field trips, are limited. We'll also increase the number of youth summits to one a quarter, targeting high school and college age students with advocacy training.

Key to our growth as an environmental advocacy group is educating young kids about the perils of pollution and demonstrating to high school students how to run a community-wide campaign to help rid their neighborhood waterways of litter. We'll be targeting youth whom we believe can take on the leadership roles needed to galvanize support for our clean water campaigns.

Finally Bagging a Bag Ban in L.A.

Ending the blight and waste of plastic pollution.

Thanks to your hard work, Heal the Bay has played a leadership role in advocating for a single-use bag-ban ordinance for the City of Los Angeles consistent with policies adopted by local governments in the area. We'll continue our community outreach efforts (see p.3) to ensure that a final policy is adopted that eliminates single-use plastic bag usage in L.A. at grocery stores, pharmacies, and convenience stores, and greatly reduces paper bag distribution from these locations.

Before the L.A. County bag ban took effect in 2011, each county resident consumed approximately 433 single-use plastic bags per year. Now we are seeing a 95% reduction in single-use bag usage. Due to their lightweight nature and indefinite life spans, these bags often end up as litter, clogging our storm drains and the L.A. River, frequently ending up in our Bay, harming animals and costing taxpayers who foot the bill for litter cleanup as well as prevention and enforcement efforts.



More than 30 families joined our fall festival at WAYS park this October.



A Park, and So Much More...

Empowering an underserved community to green itself.

At the intersection of McKinley Avenue and 87th Street in South Los Angeles, 4000 square feet of City land lay asphalted and unused near Wisdom Academy for Young Scientists (WAYS) Charter School. Now Heal the Bay has partnered with WAYS to complete the construction of the WAYS Reading & Fitness Park on the site in 2013. This park will be on the leading edge of green technology, recycling street water to irrigate its own landscape.

This ground-up, grassroots effort evolved from and, at the same time, directly supports a local neighborhood. The members of this community conceptualized and designed the project. Next, they will build and then ultimately maintain the park, taking full ownership of what was previously an abandoned site and turning it into a model for local sustainability and community revitalization.

State of Malibu Creek

Highlighting hot spots for improvement.

By the end of 2012, Heal the Bay plans to release its State of the Malibu Creek Watershed Report, which highlights hotspots where water quality and habitat improvement efforts are needed. Based on 12 years of water quality and biological monitoring by our Stream Team program, we will educate and collaborate with local partner groups and management agencies. Our goal is to prioritize and implement recommendations detailed in the report aimed at improving local stream and watershed health.

MPA and Fisheries Assessment

Helping marine life recover from decades of overuse and restore our fisheries.

Many of your fellow Heal the Bay volunteers are now helping staff gauge the impact of Marine Protected Areas (MPAs), the new underwater parks in Malibu and Palos Verdes that were formally set aside for conservation in January 2012. Tracking human uses in these new MPAs is important as the data can be used with ecological surveys to help give a more complete picture of ecosystem health, as well as inform education and enforcement actions.

Simultaneously, we are informing and evaluating the development of management plans for key fisheries, as well as working with local and statewide partners to educate about and advance local and state policies promoting sustainable seafood.

Urban Water 101

Educating the 75,000-80,000 visitors to the Aquarium about water conservation.

The Santa Monica Pier Aquarium plans to overhaul its Green Room, named after Heal the Bay's founding president Dorothy Green, with a new exhibit in her honor. The current education room will include interactive, bilingual exhibits on watershed education and the urban water cycle, as well as a space dedicated to Dorothy's accomplishments and inspirational vision.

This three-dimensional water display will broaden our reach with hands-on educational projects that teach where our water comes from, how to limit its usage, and how our water usage affects the overall health of our ocean.

Watershed Monitoring in Santa Monica Mountains

Improving local stream and watershed health.

Some of L.A.'s most popular beaches such as Surfrider have suffered from perennial water quality problems due to urban runoff and other issues in the Malibu area. There are also pollution issues upstream in the Malibu Creek Watershed. Our Stream Team will identify pollution problems and participate in restoration efforts to improve this exceptional area.



2011-2012 BY THE NUMBERS

632 Cleanups, from Nov. 1, 2011-Sept. 20, 2012

36,400 Cleanup Volunteers

2,107 Most volunteers at single event location (Santa Monica Beach on April 21)

9,323 Coastal Cleanup Day Volunteers on Sept. 15, 2012

In 2011-2012, Heal the Bay's Education programs hosted:

299 Field trips to the beach and Aquarium

11,623 Students

181 Schools from **23** school districts, **57%** from underserved communities

MPA WATCH:

52 Average number of monthly surveys of Point Dume and Malibu MPAs

STREAM TEAM:

200+ Volunteers who assisted with removal of non-native plants in the Malibu Creek watershed

40 New water chemistry monitoring volunteers, averaging

10 per monthly event

PIER ANGLER OUTREACH PROGRAM:

10th Anniversary of Heal the Bay educating pier anglers about the health risks of consuming DDT and PCB contaminated fish caught from between Santa Monica and Seal Beach piers.

Heal the Bay, Create Jobs

What's good for our environment, is also good for our economy.

We've heard it all before. Almost by rote, it's assumed that if an environmentalist group supports an issue — say banning Styrofoam or enforcing strong stormwater regulations—it must be bad for the economy. Not true, we say. Here are three examples of environmental programs that also create good green-collar jobs.

Getting the Sack

"Banning plastic shopping bags creates demand for locally made reusable cloth bags," Jim Cragg, told a crowd gathered before the L.A. City Council meeting in May that eventually passed a plastic bag ban in Los Angeles, the largest in the nation.

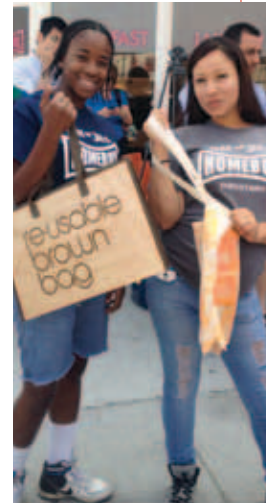
One of our key supporters as we sought a bag ban in L.A. (as well as statewide, see p. 3) Cragg is president and chief executive of Special Operations Technologies Inc., a defense contractor that specializes in military survival gear. He also founded Green Vets L.A. in 2009, which employs military veterans to sew reusable bags. "If you place an order for 100,000 reusable bags, you've created 20 jobs for five-six months," he told bag ban supporters in May.

Raul Diaz, from Homeboy Industries (another state and citywide bag ban supporter) can see dollar signs at the mere mention of a 100,000 reusable bag order. While Green Vets LA recruits from the Veterans Affairs'

West Los Angeles Medical Center, Homeboy gets its employees from the streets. The largest gang intervention program in the U.S., Boyle Heights-based Homeboy operates a silk-screening business, which custom silk screens and embroiders reusable bags.

Right now, Homeboy customizes bags for Earthwise, employing a crew of four or five per 200-bag order. Diaz envisions actually sewing the bags for Earthwise (the company currently manufactures its bags in China) would which would mean employing a crew of 15-20 here in Los Angeles.

"By making these types of (reusable) bags, we're providing employment, we're providing hope, we're providing income for someone's family," he said.



The L.A. River, the Anti-Freeway

When we fight for stronger pollution limits and a ban on plastic bags in L.A., it's not just because we don't like getting sick or looking at plastic bags in trees. Clean water, especially a clean L.A. River can also create jobs. First, as a result of the revitalization of its shore with restaurants and shops, but also actually on the river itself.

Writer D. J. Waldie has called the Los Angeles River the "anti-freeway," due to its potential to pull L.A. together. Hopefully the river will live up to this potential, with the new Los Angeles River Expanded Public Access Bill that takes effect January 2013. The new law will allow

more people to experience this little known treasure.

The new law further broadens the river's capacity as a job generator. More than 30 crew members — employed by the L.A.

Conservation Corps — were needed this summer to lead kayak expeditions down a 1.5-mile stretch of the river for the 1,200 people lucky enough to purchase tickets, which sold out in two days via the pilot "Paddle the LA River" program.

"Next summer we're hoping that the U.S. Army Corps grants us the permit to lead additional expeditions through the Glendale Narrows," said Mike Mena, L.A. Conservation Corps spokesman. Such an expansion would create 30 more summer jobs for young adults, but Mena says the LA Conservations Corps has even bigger plans. "Our goal is to make this a viable tourist attraction just like Disneyland and Knotts Berry Farm."

But in order to compete with Disneyland, efforts to keep the river clean, according to Mena, need to be bolstered. "Let's face it, this is not a beautiful, pristine trip. Parts of it are fantastic, but you're paddling through the second-largest city in America, and most of it is in urgent need of care. The most amazing sign of neglect is the plastic bags up in the trees."



California, Here They Come

Tourists love visiting our Santa Monica Bay, many of them lured here by the beauty of our beaches. Nowhere is this more apparent than when you look at the geographic reach of Heal the Bay's Santa Monica Pier Aquarium. A survey of this year's visitors revealed that we hosted tourists from as far away as Kazakhstan and Kenya.

And tourism plays a huge role in the Los Angeles County economy. According to the NOAA Coastal Services Center, of the nearly 400,000 jobs in our region that are ocean-related, 85% are within the tourism sector.

Santa Monica alone hosts 6.7 million visitors a year from outside of LA County, according to the Santa Monica Convention & Visitors Bureau. These visitors pump 1.39 billion dollars into our local economy and support 11,400 Santa Monica jobs. These jobs include hotel and restaurant workers, but also the people who run the dive, surf and bike shops along the shore.

The California Travel Association gave Heal the Bay an award last summer in recognition of the important connection between a clean, healthy coastal environment and tourism. "The US Department of Commerce reported that beyond visiting friends and relatives, going to the beach is the top activity for travelers to California," said Santa Monica Convention & Visitors Bureau (SMCVB) president and CEO Misti Kerns. "Our beaches and the experience they offer to visitors are important assets. Keeping our beaches clean and safe is essential, not just for locals, but for people who choose to travel here from all over the world."



the oceans cleaner, which is good for business," he said. "And when you stop to think that three-quarters of our planet is covered in ocean water, then clean water is good for the planet too."

And it's not just our beaches that need to be clean of debris and pollution, so do our ocean waters. "Taking people to go dive in sewage doesn't work too well," said Ken Kurtis, owner of Reef Seekers Dive Co. Kurtis estimated that he takes approximately 200 people a year to dive our local waters. He joined Heal the Bay to testify in favor of strong pollution limits on stormwater at the Regional Water Quality Board meeting on October 5 (see p. 3).

"Anytime you can do anything for clean water, that keeps



Farewell Tour

This holiday season could mean the end of plastic bags in L.A.

The time has come to finally kick the plastic bag habit and start using those reusable bags stashed in your closet or in the trunk of your car. We know Angelenos can do it, so we're partnering with local retailers to get folks ready for a plastic bag-free L.A. We're hoping that the 2012 Day Without a Bag on December 20 will be our final one.

Loyal partners Albertson's and Ralphs will offer rewards that day to their customers who use reusable bags and other retailers will also offer incentive programs.

Once the city of Los Angeles completes the bag ordinance the city council approved in May, 30% of California will officially be zoned as plastic bag-free. Chances are you're going to need to bring a reusable bag to the market from now on, so it's time to prepare.

Don't be the last person in L.A. left holding a plastic bag.

Find out more at healthebay.org/DWAB

Local Heroes

A selection of folks we'd like to thank for inspiring our work and championing our shared cause.

We got our start as a grassroots organization founded by Dorothy Green, who believed that one person can make an incredible difference in our community. Almost 30 years later, we still rely on concerned Angelenos to help us sustain the quality of the Santa Monica Bay, our beaches and neighborhoods. Now meet some of our hardest-working supporters.

ALEK BARTROSOUF

Co-founder, Coalition for a Green Glendale



Last year Alek single-handedly organized eight reusable bag giveaway sites for our annual Day Without a Bag (DWAB) in Los Angeles and distributed more than 1,500 bags. It was in large part due to the efforts of Alek and

the Coalition for Green Glendale that the city of Glendale passed a bag ban.

It was Alek's interest in the underlying issues of pollution that drew him to partner with us. "While I live nearly 20 miles from the nearest beach I know that my community has a direct impact on the oceans we rely on as a food and recreation source. I also see the direct impact that pollution has on the Los Angeles river," he said. "As I ride my bicycle on the river path I see the river littered with trash, mostly plastics, that are swept in from street gutters and drains."

On December 20, Alek and the Green Coalition will once again join us for Day Without a Bag. "We hope to educate the people of Glendale and distribute 2,500 bags. Glendale is making strides in becoming a greener community and I am happy to be just one of the players in making this happen."

LESLIE TAMMINEN

Director, Ocean Program at Seventh Generation Advisors



Leslie "gets" our work and mission, having worked as our Legislative Director and staff attorney for 11 years. With a passion for ocean and water issues, Leslie remains a solid colleague, who can be consistently relied upon to provide moving, convincing testimony, whether she's supporting our "Take L.A. by Storm" or bag ban campaigns.

In fact, Heal the Bay's campaign against plastic bags began while Leslie was on staff. "Early on, we realized it was a gateway sustainability regulation, that it would be something people could understand, do and begin to positively change their overall consumer behavior," she said. "I continue that work now with Seventh Generation Advisors."

REI

Outdoor Recreation Company

If you love to get outside as much as we do, you're probably familiar with outdoor outfitter REI. But maybe you don't know that the company supports Heal the Bay's Stream Team program, bolstering efforts to train volunteers to conduct water testing in the Malibu Creek Watershed.

In addition, REI has partnered with us on our Coastal Cleanup Day and Earth Month kayak cleanups, as well as helping to promote our events throughout their stores and communication channels.

"We want to help mobilize our communities to preserve and enhance the places and waters where they spend time outside," said REI's Peter Streit, adding that the company partners with Heal the Bay because we "empower individuals to take action, volunteer and be part of the solution."



DAVE WEESHOFF

Board Chair, International Bird Rescue Research Center

Dave has worn many hats since he began supporting Heal the Bay in 2005, including serving as an ambassador for the organization at tabling events, educational presentations, and beach cleanups. As a bird enthusiast and expert, he is a particularly fluent trash talker, and has used humor and stories about his work with International Bird Rescue, Algalita and Audubon to drive home the importance of plastic pollution prevention. Dave also cares a lot about conservation, and served with Heal the Bay staff on the stakeholder group that helped design Southern California's MPAs.

"I enjoy my work with Heal the Bay because it helps improve habitat for birds, and birds are my main focus," said Dave. "I appreciate the opportunity to get out and talk to youngsters and oldsters about what they can do as individuals and groups to improve water quality."

A popular spokesman, Dave estimates his reach through our Speakers Bureau program at more than 3,000 people a year. Dave said: "I can't think of a better way to engage kids about the various life forms in the ocean and why they should care about it. We're giving them a chance to understand and to ask questions."

More HtB Heroes



Smart

RICK BLOCKER, Founder of *Blacksurfing.com*

Not only did Rick testify in support of a strong stormwater permit at a meeting of the L.A. Regional Water Quality Board, he also galvanized support for our Bay Street site on Coastal Cleanup Day.



Somerhalder

JEFF CHACE, Program Director, Catalina Island Marine Institute (CIMI) at Toyon Bay

Since 1997, CIMI staff has generously shared their prime Catalina Island dive spots with us, escorting us to where we can collect animals such as angel sharks for our Aquarium and hosting us while we stay on the island.



Williams

INCUBUS AND MAKE YOURSELF FOUNDATION, advocacy partners

Multi-platinum album selling rock band *Incubus* will help Heal the Bay fund our anti-marine debris advocacy programs through their Make Yourself Foundation.

REZA IRANPOUR, Heal the Bay Science and Policy Committee

Reza shares more with us than just his 20 years of expertise in water quality and aquatic life. He also shares the bounty of his rain garden, often bringing samples to share with our staff.



Iranpour

KROQ-FM, media partner

Over the past few years, our friends at KROQ-FM have contributed nearly a quarter million dollars to HtB through proceeds from Weenie Roast ticket sales.

AMY SMART, actress

This glamour gal's been in our corner for nearly 20 years, fearlessly speaking up against plastic pollution, such as advocating for a Los Angeles plastic bag ban. She also serves on our board and finds all kinds of creative ways to support our work.



Blocker

IAN SOMERHALDER, actor

The Vampire Diaries star demonstrated he has a stake in saving the planet, joining us for our Earth Month Nothin' But Sand cleanup. The day before Earth Day, Ian and his foundation presented a group of swooning Compton High students with a grant for their new vegetable garden.



Simplehuman

SIMPLEHUMAN, corporate partner

Consistent supporters of our Beach Report Card, simplehuman employees also demonstrated their environmental stewardship by joining us for a Corporate Healer Beach Cleanup

LUANN WILLIAMS, Owner, *Over the Top Productions*

A member of our board since 1997, Luann's contribution to our day-to-day work cannot be exaggerated. Whether it's leading a tour of our Aquarium, or helping out with a grant proposal, we appreciate all she does behind-the-scenes for Heal the Bay.

GOOD COMPANY

Heal the Bay's Corporate Healer program sparks enviro spirit.



Employees from Feit Electric recently joined our Corporate Healer program to clean the beach in Hermosa, ridding our ocean of 35 pounds of trash and 2.5 feet of cigarette butts, as measured on our Butt-o-meter.

Come to a Heal the Bay cleanup and you'll discover that it's more than just picking up cigarette butts. What you learn about pollution from our education presentation, and as you scan the beach for pieces of plastic and Styrofoam, will follow you back to your homes and workplaces, inspiring recycling and other sustainability programs.

Professional services firm PwC sponsored a Corporate Healer Beach Cleanup this July at Toes Beach in Marina del Rey. More than 350 volunteers safely disposed of 460 pounds of trash and 17 pounds of cigarette butts (filling seven feet of our Butt-o-meter cylinder).

Meanwhile, 100 Disney VoluntEARS scoured Will Rogers beach in September, bagging approximately 50 pounds of trash, but no cigarette butts! Appropriately enough, the event was themed to Disney/Pixar's *Finding Nemo*. By the end of a cleanup, volunteers will really understand that "every drain leads to the ocean."

CORPORATE HEALER



Bring HtB to Your Workplace

- Cleanups are a great way to promote environmental responsibility, strengthen your team, and build corporate spirit. Heal the Bay's offers a number of sponsorship opportunities for our Corporate Healers.
- Invite Heal the Bay to present at your office: Heal the Bay's Speakers Bureau program can send trained speakers to your business to give a 45-minute presentation on why it's important to keep our oceans clean, and how you can help.
- Lend a hand: Local business owners can also support our mission by donating in-kind goods or services, sponsoring one of our public programs, becoming a Benefit Partner, or serving as a member of Heal the Bay's board.

CONNECT Find out more at healthebay.org/chbc

Thank You

Bay Champions

The following list represents gifts from July 1, 2012 through October 31, 2012.

\$50,000+

Edison International
Grousbeck Family Foundation
KROQ-FM
Tom & Janet Unterman

\$25,000 - \$49,999+

California Coastal Commission
California State Coastal Conservancy
Diana & Robert Friedman
National Fish and Wildlife Foundation
Jean & Stephen Kaplan
Resources Legacy Fund
Foundation
City of Santa Monica

\$10,000 - \$24,999

The Campbell Foundation
EarthShare of California
Employees Community Fund (ECF) of Boeing California
Mattel Children's Foundation
The Rose Hills Foundation
Michael & Leanne Segal
Dwight Stuart Youth Fund
simplehuman®

\$5,000 - \$9,999

Anonymous
Cause Media Group
Disney VoluntEARS
Ernst & Young
The Hexberg Family Foundation
Conrad N. Hilton Foundation
Don & Kristy Kinsey
Los Angeles Marathon, LLC
Northrop Grumman Corporation
PCGCampbell
Pipkin Family of the Pipkin Charitable Foundation
Time Warner Cable
Wells Fargo Foundation
Yvonne & David Zaro

\$1,000 - \$4,999

213 Ventures
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Florence Azria
Penny & Chris Black
Susannah Blinkoff & Jordan Corngold
The Capital Group Companies Charitable Foundation
Children's Nature Institute
Cheryl & Terry Crow
The Willametta K. Day Foundation
DIRECTV
Cliff & Amy Gladstein
Good Works Foundation
Grant Thornton
Bethany & Chip Herwegh
Christopher Hordan
Daryn Horton
Nili Hudson
David Henry Jacobs
Chris Karkenny
Charlotte & Russ Lesser
Christy & Mike Lowe
Macerich
Andrew Miller
Meredith Murad
Neutrogena
Norcross Wildlife Foundation
Pardee Properties
Patrick Molloy's
Christopher Pernin
Jody & Thomas Priselac
PVH
Rachel Pally, Inc.
Resident Asset Management
Erin & Andrew Sloves
Southern California Coastal Water Research Project
The Strickland Family Foundation
Swimmer Family Foundation
Curtis Tamkin
Robert Tanahashi
Robert & Tama Taub Family Fund
UMeTime Corporation
M. Wallace Wolodarsky

\$500 - \$999

Anonymous
Sally & David Cook
Nancy & John Edwards
Marianna & David Fisher
Susan French
Georgian Bay Productions
Tom Georgis
Global Management Company
Ethan Globber
Earl Goldberg
Google Matching Gifts
Liz Heldens & Andrew Delaney
Daniel Hovenstine
Patricia & David Hunt
Margaret Hyde
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Steven Kuritz
Steven Lafferty
David Landsberg
Tim McCaffrey
Wynn Miller
Michele & Mark Nasatir
Sean Neel
Bob Nunn
Firooz Pak
Janice & Ezekiel Perlo
Cynthia Pett
Phinny's Green Marine Co., Inc.
Phins Water Sports Club
Roll Giving
Nancy & Donald Schort
Joyce Zaitlin

CORPORATE HEALERS

AmWINS Insurance Brokerage of California
Direct TV
Disney VoluntEARS
Feit Electric
Grant Thornton
Macerich
Magento
Neutrogena
Northrop Grumman
PVH
UMeTime Corporation

AQUADOPTION

Aquadoptions at Heal the Bay's Santa Monica Pier Aquarium are a great way to express a special connection with the marine life of Santa Monica Bay.

Ethan Beane	Zoe Kandel
Macy Benson	Sophia Landry
Miles DeHaven	Michelle Liu
First United Methodist Church	Anders Manderscheid
of Malibu Vacation Bible School 2012	Alex Nohe
First United Methodist Church	Northridge Universal Methodist Church 2012
of Santa Monica Vacation Bible School 2012	Children's Mission
Eva Garon	Angel Olsen
Grayson Graham	Hunter Payton
	Claire Robinson
	Rod Roddenberry

To arrange your own Aquadoption, please visit www.healthebay.org/aquadopt

IN HONOR OF

A wonderful way to make a holiday gift, commemorate a special occasion, milestone or birthday for friends or family is to make a donation to Heal the Bay in their honor:

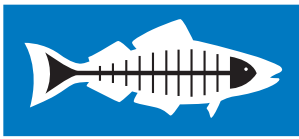
Melissa & Scott Amberg	Gale Anne Hurd
Kieran Andersen	Bertan & Willow Kalatchi
Cassidy & Justin Carpinter	Ellen Kircher
Reid Chariton	Walter Koenig
Franny Flackett-Levin	Sadie Lapidus
Jorja Fox	Zara Majumdar
Ellison Friesse	Brian O'Malley
Mark Gold	Chris Peterson
Alex, Michelle, Max & Bea	Drue Rutledge
Gorodetzki	Paula Shuman
Brian Hart	

IN MEMORY OF

Donations have been made to Heal the Bay in memory of the following people who have recently passed away. We at Heal the Bay extend our sympathies to the family and friends of:

Sarah Chester	Dora Pucci
Owen Furey	Zane Stotesbury
Gabriel Moore	Brian Thompson

To dedicate a gift, please visit www.healthebay.org/dedicate



Heal the Bay

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'Tis the Season
to Go Bag-Free
A Day Without a Bag
December 20
healthebay.org/dwab



Beauty for the Bay

DECEMBER 18, 5-8 P.M.

ALCHEMIE SPA
2021 MAIN ST.,
SUITE B IN SANTA MONICA

FOOD, DRINKS AND RAFFLE TICKET FOR \$10 TICKET/ENTRANCE FEE
(100% DONATED TO HEAL THE BAY)

FEATURING \$30 MINI TREATMENTS AND A SILENT AUCTION.

For the latest
Heal the Bay events,
including benefit parties,
volunteer trainings
and education opportunities,
go to www.healthebay.org
or
www.facebook.com/healthebayfans.