



Goals for 2012

Science

Marine Protected Areas

In 2012, Heal the Bay will broaden its MPA Watch program to include monitoring human use of the coast and ocean within and outside of the Palos Verdes marine protected areas (MPAs). We will also continue efforts to partner with other monitoring entities and educate ocean users about southern California's new MPAs.

Creek Stewards

Heal the Bay plans to build its volunteer force in the Santa Monica Mountains by training new volunteers to serve as stewards of the Malibu Creek Watershed by assessing and documenting activities that may be contributing to habitat and water quality degradation. We will also work with partner groups to educate stakeholders in the watershed about best practices to protect water quality and stream habitat.

Malibu Creek Watershed

In 2012, Heal the Bay will educate stakeholders in the Malibu Creek Watershed about the findings of our 2011 State of the Malibu Creek Watershed report. We will also work with local partners to implement recommendations outlined in the report to help protect stream habitat and water quality.

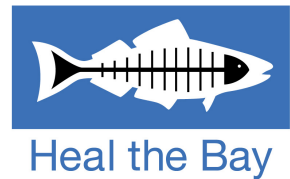
Education

Santa Monica Pier Aquarium

Our Aquarium is developing a new interactive exhibit that will educate visitors about the urban water cycle, various water sources and solutions that individuals can make in their daily lives to conserve water. This new hands-on display is set to debut in spring 2012.

Classroom Enrichment

Heal the Bay's educational efforts will continue to expand through curriculum, field experiences, professional development, and new programs. This year we focus our efforts on three areas: engaging high school students through our Creek Education Programs, revising the National Geographic Teacher Literacy Guides and professional development materials, and building a unique multi-visit learning experience by combining Speakers Bureau and our Key to the Sea, K-5 hands-on curriculum.



Community Action

South Bay Expansion

In 2012, Heal the Bay will host its first ever South Bay Speakers Bureau training in Manhattan Beach. We hope to develop armies of volunteers and voices that can advocate for ocean-friendly policies and improved environmental protections within their own communities, as well as the larger Heal the Bay community.

WAYS Reading & Fitness Park

Heal the Bay and its South L.A. community partner Wisdom Academy for Young Scientists, with the support of Councilwoman Jan Perry, will coordinate the construction of the WAYS Reading & Fitness Park. The park will be on the leading edge of green technology, and will capture urban runoff and use recycled water for irrigation.

Vermont Median

In 2012, Heal the Bay and its community partner Association of Communities United of South L.A. (ACUSLA) will coordinate with County Board Supervisor Mark Ridley-Thomas to construct a much-needed green space for the local community of South L.A.'s Manchester and Vermont Avenue along a traffic median. This greening project will represent a first phase of similar efforts along the Vermont corridor that will seek to not only provide recreational spaces for local residents, but will also incorporate proven technologies to fight urban runoff pollution.

Advocacy

Statewide Policy on Toxic Waters

Heal the Bay will advocate for a strong statewide policy on toxicity. Toxicity means that tests have found that certain aquatic life dies or is adversely impacted when exposed to the water. Unfortunately, throughout the state, many water bodies struggle with toxicity. After many years of asking the State Board to issue the policy, they finally released several drafts this past year with many promising elements. We are hopeful the policy will be passed in 2012.

L.A. County Stormwater Permit

The L.A. County Stormwater Permit is a key regulatory tool for keeping polluted runoff out of our rivers and creeks and off of our beaches. The current permit is more than five years overdue, and Heal the Bay will be advocating for a strong and effective permit to be in place before the summer of 2012.

Plastic Bag Bans

In 2012, Heal the Bay will sponsor statewide legislation to ban plastic bags in California. We also will continue our work on plastic bag bans in the City of Los Angeles and other local communities.