



Progress Through

The Years

The San Diego Oceans Foundation

Promoting ocean stewardship since 1984.....



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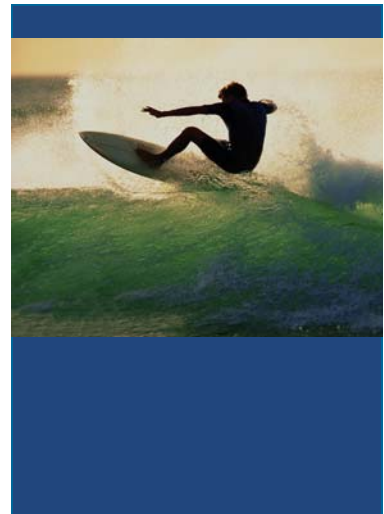


SDOF As a Neutral Arbitrator

The San Diego Oceans Foundation prides itself in traits we DO NOT possess: We do not use litigation as a scare tactic. We do not endorse political candidates to gain media exposure. We do not point fingers at gross polluters. Instead, we work as a neutral arbitrator to find SOLUTIONS to marine-related problems!

Lobster-Surfing Program

SDOF initiated public meetings to bring Surfers and Lobster Fishermen together. These meetings brought common resolution between the two groups regarding the placement of lobster traps in relation to surfing spots. Lobster fishermen agreed to identify, report and assist in the removal of traps in surf zones while surf organizations encouraged the development and use of a quick release surfboard leash. Lifeguards supported these efforts and returned lobster traps to their owners. As a result, surf zones remained lobster-trap free and no longer posed a threat to surfer safety.



Tuna Fishing and Dolphins in the Eastern Pacific

With direction from Advisor Roger Box, Melissa Groswald-Studer wrote a white paper in 1995 presenting the facts concerning the controversial tuna-dolphin debate. The SDOF mailed 1,700 copies of the paper throughout San Diego to educate rather than advocate. The objective of the paper was to facilitate consensus on this important subject.





SDOF As a Neutral Arbitrator

Marine Protected Areas

Members of our Board of Directors and Advisory Board work with policy makers to identify locations and situations in establishing where Marine Protected Areas would be the most benefit for marine life in San Diego. The next phase of the MPA hearings require more education and understanding to be effective. SDOF intends to be a leader in this effort.



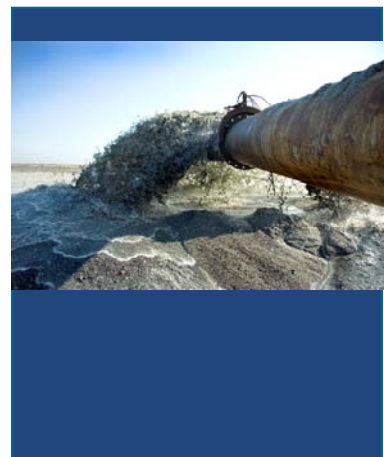
Rigs As Reefs

SDOF works closely with both the petroleum industry and marine biologists to better understand how marine life will be impacted from the removal of oil rigs from the Californian coast. SDOF intends to host symposiums on this topic in upcoming years.



Marine Pollution: It's All of Us

To develop community consensus on the status of San Diego marine pollution, SDOF produced a television show narrated by Walter Cronkite that used joint fact-finding techniques to develop a common view of the situation and the options available for a solution. The project culminated in a private preview attended by representative of participants interviewed for the production, then was aired in prime-time on local BS and CBS affiliates. Opinion pieces, editorials and news stories in the local media followed and continued the discussion.





Past Accomplishments

SDOF's mission is to promote ocean stewardship by leading community-supported projects. In the past two decades, we have put volunteers in the field, on the docks, in the ocean, and on our beaches to help promote ocean stewardship. Through our volunteer efforts, we have devoted thousands of hours to five major areas that have meaningful impact on the quality of our oceans: underwater research, fisheries enhancement, pollution prevention, marine science education, and boat mooring safety.

The following list highlights many of our accomplishments:

Bilge Sock Pollution Prevention

In partnership with the Unified Port District of San Diego, SDOF distributed 750 bilge socks to boaters in San Diego Bay during the 2005 boating season. Bilge socks are placed in the bilge compartment of boats to soak up oil and gas. It is estimated that the socks prevented over 300 gallons of petroleum from entering the bay.



Voyage to Gloom Island

SDOF developed this educational comic book on marine pollution featuring SeaWorld's Shamu, which provided a unique means of reaching more than 50,000 fifth graders annually.





Past Accomplishments

Provided four **FREE fish identification training** classes at the Birch Aquarium. (2006)



Coordinated an **underwater cleanup** at the La Jolla Shores as part of the California Coastal Cleanup Day. (2006)

Installed 200-ft of “boom” around the San Diego Bay white seabass pens (donated by Continental Maritime). Within six months, this boom helped protect 17,000 fingerlings from two major fuel spills that occurred in the Bay! (2006)

Hosted an educational children’s booth at Earth Fair. (2005)

Gave away 750 Bilge Socks to boaters in San Diego Bay in an effort to reduce oil pollution! Sponsored by the Port of San Diego. (2005)

Successful effort to **remove fishing line** from the NOSC tower, located in San Diego’s Wreck Alley. (2005)



Produced a 5-minute instructional video entitled, "How to Properly Stencil Storm Drains." (2005)

Teamed up with Bottom Bunch Dive Club to provide **“Marine Life” resource kits** to 118 San Diego County school libraries. These kits included a book on California’s Marine Life, a Shark DVD, and other helpful handouts. (2005)

Hosted an educational booth that highlighted **safe seafood eating** practices at the Fred Hall Show in Del Mar. SDOF distributed over 3,000 “Seafood Watch Cards.” (2005)



Implemented **“H2O: Home 2 Oceans” pollution prevention program** in an effort to educate homeowners about ways to prevent water pollution from entering our natural waterways. 6,000 residents received monthly-tip cards for one calendar year (72,000 cards total)! (2004-2005) www.sdoceans.org/h20





Past Accomplishments

Noelle Morris, received a scholarship to attend the Blue Vision Conference in Washington DC (sponsored by Blue Frontier Campaign, 2004). She met with Senator Bob Filner to discuss ocean conservation issues facing San Diego County.

Published a comprehensive DVD that highlights the **economic and environmental benefits of the HMCS Yukon**. Sponsored by CARE. (2004)

Created a **Read-A-Thon program** to encourage elementary children to learn about ocean conservation issues. (2004)

To help combat storm drain pollution, SDOF partnered with I Love a Clean San Diego and committed to stencil an additional **150 storm drains ANNUALLY** in San Diego County (2004 - present)



Hosted **World Ocean Day** with San Diego Padres at Petco Park in an effort to promote ocean stewardship. (2003 and 2004)

Presented "Reef Research Using Volunteer Scuba Divers" at the World Ocean Conference held in San Diego, CA. (2003)



Initiated a **Gill Net Removal** with the assistance from the Mexican Authorities ... saving marine mammals and sharks from possible death. (2003)



Implemented the **Wreck Alley Mooring Project** to help protect San Diego's shipwrecks from anchor damage. (2002 - present)

Implemented the "**Yukon Socioeconomic Study**" on local dive boats to measure the economical impacts of the Yukon to San Diegan tourism. This was the **first-of-its-kind study** in the U.S. (2002)



SDOF implemented the Ocean In Motion **marine science education program** to provide underserved youth an opportunity to learn about ocean issues. Annually we are able to educate over 600 youth! (2002 - present)

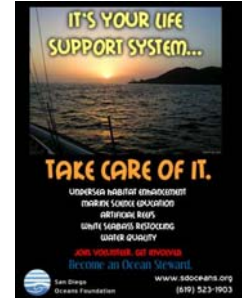


Past Accomplishments

Presented preliminary results of the **Artificial Reef Monitoring Project** at the International Conference for Reef Researchers Using Volunteer Scuba Divers. Conference was held in British Columbia and was represented by research groups all over North America. (2002)

SDOF promoted **Ocean Stewardship in Qualcomm Stadium** during football season. Nearly 40 posters were displayed to promote pollution prevention and ocean protection. (2002)

Formed a partnership with the San Diego Chapter of the Sierra Club to promote Canyon Stewardship by **leading guided nature hikes** through several high-risk canyons. (2002 - present)



Coordinated an **underwater cleanup** at the La Jolla Shores as part of the California Coastal Cleanup Day. (2002)

Developed the Canyon Watch Program with help from the City of San Diego's Metropolitan's Wastewater Department in an effort to **reduce canyon sewer pollution** (2001 - Present).



Designed and developed a **4-color brochure on Diving in San Diego**. The brochure encourages divers to experience the Yukon - San Diego's main diving attraction. The brochure was published with financial support from the local dive boat operators: Blue Escape, Lois Ann, Hydrodiver, Quest Charters, Dive Connections, and Horizon Charters. (2001)

Produced a 10-minute video entitled, "**Research Made Easy - How to Monitor the Yukon's Garden**" which will be distributed to all Volunteer Research Divers collecting data for the Artificial Reef Monitoring Project. (2001)

Hosted a **Great American Fish Count Seminar** for divers interested in collecting data to study the trends of fish populations around the country. Alex Score of REEF flew to San Diego from Florida to teach this informative and educational class. (2001, 2002)



Developed and implemented the Artificial Reef Monitoring Project on the Yukon to biologically **monitoring the growth of marine life over time**. (2001– 2005)





Past Accomplishments

Worked closely with Dr. Paul Dayton and Dr. Ed Parnell on the **La Jolla Ecological Reserve Study**. SDOF helped provide volunteers and conducted underwater research. (2001 - 2002).



Co-hosted the **International Dive-in Day with the Hammerheads** in an effort to break the world's record for the most divers in the water at one moment in time. This event raised ocean awareness and promoted ocean stewardship within the diving community. (2001)

Co-hosted with the Marine Technology Society and Artificial Reef Conference that had attendees from all over the world. (2000)



Purchased, cleaned and prepared an ex-Canadian Escort Destroyer for placement as a **diver recreation site and artificial reef**. The Yukon was sunk 1.85 miles off of San Diego's Mission Beach and is now home to many species of marine life. (2000)

Established a relationship with Eternal Reefs Inc. to create Artificial Reef Memorials in San Diego's Mission Bay Artificial Reef Enhancement Site (2001 - 2004).

Developed a **comprehensive approach for coordinating sewer agencies**, cities, San Diego County and others to improve water quality. (1999)



Initialized a large **White Seabass Growout Facility in San Diego Bay** financed by a grant from the Unified Port District, fish were released by 2003 from the new facility. (1999)

Installed an **artificial reef off Mission Beach** with 775 tons of concrete shapes from Maxwell Technologies (1999).

Initiated **Project Yukon**, which increased diver and fisherman opportunities that added millions of dollars to the coastal economy. (1998)

Installed a 500+ ton artificial reef off Mission Beach, which is serving as a model for the proposed 150-acre mitigation reef required of the owners of the San Onofre Nuclear Generating Station. (1998)





Past Accomplishments

Developed a **first of its kind Master Plan** for Habitat Enhancement for San Diego County. (1997-2000)

Awarded **Artists of the Year** for local talent whose creations reflect a greater appreciation of the ocean through their art. (1988-1998)



Published **White Paper "Tuna Fishing and Dolphin in the Eastern Pacific"** reviewing the fishermen's and the environmentalist's perspective of this controversial issue. (1995, revised 1997, Spanish edition 1998).

Published a special report on **Coastal Water Quality**, A Case Study of La Jolla Storm Drains. (1997)

Designed and built a **Mission Bay White Seabass Growout Facility** to raise hatchery provided fingerlings to a survivable length of 10 to 12 inches for restocking the coastal waters. (1995– Present)



Created **Sea Touch**, a touch screen interactive computer that displays **satellite-derived ocean maps and data** to answer questions about the ocean environment. First installations are at the San Diego Natural History Museum and the Stephen Birch Aquarium. Students and tourists interact with Sea Touch to learn about the ocean and its habitats including ocean currents, water temperatures and sea life migratory patterns. (1995– 2004)

Created a trilingual brochure "**The Marine Life and the Environment of La Jolla**" to assist visitors in understanding the wild life at La Jolla shores. (1995-1996). Japanese version created in 1999.



Mediated a voluntary agreement between the Surfrider Foundation and the California Lobster Association that greatly increased surfer safety in surf zones and avoided a regulatory solution that would have vastly decreased opportunities for lobster fishermen. (1993-1996)

Held dozens of public forums on issues from Mexican fisheries law to Magnuson Act Reauthorization. (1984-1996)



Past Accomplishments

Created a 4-color **brochure about non-point pollution** in conjunction with the Junior League entitled "Help Them...Help Ourselves." (1993-1994)

Conducted a two-day forum "The Fate of the Point Loma Wastewater Treatment Plant." (1993)

Conducted four "**Coastal Awareness Days**" along the San Diego Embarcadero. (1989-1993)

Conducted nearly **40 "San Diego and the Sea" Seminars** in cooperation with the University of San Diego's Marine Studies Program (1986-1992).



Created "Voyage to Gloom Island," an **educational comic on marine pollution** which was distributed to 50,000 San Diego area 5th graders. (1990-1996)

Created an exhibit of 40 photographs showing the history of **San Diego's relationship with the sea**. (1990)

Provided **\$10,000 to Hubbs-Sea World Research Institute** to study how human interactions with marine mammals can be avoided. (1989)

Produced "**It's All of Us - Marine Pollution in San Diego**." This 30-minute video, narrated by Walter Cronkite, aired on KPBS and CBS and was distributed to decision makers throughout the region. (1988)



Played a coordinating role in developing a bibliography on pollution in San Diego Bay. (1988)

Provided **\$10,000 to the University of San Diego** to establish an endowed marine scholarship in the San Diego Oceans Foundation's name. (1988)



Provided partial funding of a **Sea of Cortez Study**, which resulted in a report being hand delivered to the head of Mexico's Department of Fisheries. (1987)

In cooperation with Scripps Institution of Oceanography completed a "**Directory of San Diego Ocean Related Ocean Organizations**" which was published in SIO's publication "The Oceans and the Economy of San Diego." (1985-1986)