



October 29, 2008

Eileen Maher
Environmental Services Department
Unified Port of San Diego
3165 Pacific Highway
San Diego, CA 92101

Dear Eileen,

Thanks to funding from the Unified Port of San Diego, thousands of San Diego area children and their families have learned about sea turtle conservation and the protection of other ocean and coastal wildlife. Your support of WILD COAST has resulted in steps being taken to assess and stop ocean pollution and to educate port-area residents as to the issues resulting from polluted ocean water.

Attached to this letter is our report detailing our work during the past 12 months funded by the Port through Grant #52481-01. We look forward to continuing our partnership during the next 12 months as we address the environmental challenges of the South Bay.

If you have questions or would like additional information, please call me at 619-423-86665, ext. 202.

Again, many thanks.

Sincerely,

Serge Dedina, Ph.D.
Executive Director

Enc: Report for Grant #52481-01
Summer 2008 WILD COAST newsletter
Tijuana River Valley Clean-up CD

Unified Port of San Diego
WiLDCOAST Grant Progress Report
#52481-01
October 15, 2008

With support from the Unified Port of San Diego, WiLDCOAST's Clean Water Campaign is working to provide outreach and water quality health education to underserved communities who regularly practice ocean recreation at South San Diego beaches, increase the number and leadership capacity of clean water advocates, and actively halt pollution sources in the Tijuana River watershed.

Through our "I Love San Diego Sea Turtles and Wildlife Project," WiLDCOAST has educated more than 900 kindergarteners and elementary school students through a partnership with Port-partner schools using our bilingual guide, "Wetlands Neighbors/Humdales Vecinos." In addition, thanks to funding from the Unified Port of San Diego, WiLDCOAST has educated thousands of port-area men, women and children through a media campaign utilizing Latino celebrity spokespeople, El Hijo del Santo, Los Tigres del Norte, and Maná'.

Objective 1: Bring the sea turtle education activities to over 1,000 Port-Partner kindergarteners, in addition to several other schools and community groups in and around San Diego Bay.

Milestones:

- Between September 2007 and June 2008, WiLDCOAST gave presentations and conducted hands-on activities to over 900 kindergarteners, elementary school students and community groups in and around San Diego Bay. The objective of these bilingual presentations was to raise awareness about endangered wildlife conservation in the region.
- The 2007-2008 "Defiende El Mar" campaign took advantage of high profile Hispanic and Latino celebrities to take the wildlife conservation message to the masses. WiLDCOAST partnered with Norteño music, Grammy winning idols, "Los Tigres del Norte," internationally recognized pop-rock superstars "Maná", and with the Mexican legendary wrestler, El Hijo del Santo, to reach a broad Latino audience and to make the campaign a successful and rewarding investment. During *Los Tigres del Norte* and *Maná* concerts in San Diego WiLDCOAST distributed more than 1,500 posters, 3,000 postcards and 2,000 stickers, reaching and estimated 15,000 people with "Don't Eat Sea Turtle" messages. WiLDCOAST reached close to 15,000 Maná fans during Maná's tour in San Diego.

- WiLDCOAST developed two educational comic books featuring El Hijo del Santo; one about storm water pollution and the other one about marine protected areas. More than 3,000 comic books and 3,500 posters and flyers have been distributed through partner organizations and public events in California, particularly in the San Diego – Tijuana border region.

Objective 2: Reach 2,500 3rd and 4th graders in the San Diego Bay area based on the “Wetland Neighbors” educational booklet and activities.

Milestones:

- Two thousand copies of the book and one thousand CDs with the book files in a PDF format were distributed throughout the region in partnership with San Diego Natural History Museum, the Chula Vista Nature Center, the Tijuana River Estuarine Reserve, schools in South San Diego Bay, Aquatic Adventures, schools in Tijuana and various popular events and environmental fairs.
- During 2008, WiLDCOAST reached out to more than 60,000 people in the local Hispanic population at community events such as Earth Fair in Balboa Park, Expo Latino at the San Diego Convention Center, the Imperial Beach’s 13th Annual Sandcastle Competition, Fiesta del Sol in Barrio Logan, Bahia del Sol at the Embarcadero, the Chula Vista Nature Center’s Wildlife Day Celebration and Expoambiente in Tijuana.

Objective 3: Conduct a community needs assessment to determine the level of awareness and prioritization of reducing the health threat of Tijuana River pollution.

Milestones:

- WiLDCOAST is working with San Diego State’s Graduate School of Public Health to test fish caught from the Imperial Beach Pier for contamination. We have submitted 7 samples and are anticipating the laboratory results by the end of December.
- We have worked with the County’s Department of Environmental Health to disseminate ocean illness surveys in English and Spanish through our website and the popular website Surflife.com.
- WiLDCOAST has collected a total of 352 ocean illness and fisher surveys from South San Diego ocean users in English, Spanish and Tagalog.

- WiLDCOAST completed the community phone survey and is in the process of analyzing the data and compiling the final needs assessment report. This survey measures the Imperial Beach community's knowledge of the environmental health issues resulting from Tijuana River pollution and how the community prioritizes this issue. A preliminary analysis of raw data indicates that more than 90% of residents surveyed believe that sewage contaminated ocean water is a "moderate" to "significant problem" in Imperial Beach for ocean users, local businesses, and the city's image and ability to attract visitors. More than 95% of those surveyed identified reducing water pollution as among the top three priorities for Imperial Beach.
- Working with community members, researchers, and city and county officials, WiLDCOAST developed an Issue Briefing document about Tijuana River pollution to use as an advocacy tool to support clean water policy recommendations at the local, state and federal levels. The issue briefing was distributed at community events, to local schools through presentations, and used to inform decision-makers on steps to reduce Tijuana River pollution and protect public health.

Objective 4: By the end of 2008, provide water quality health education and outreach to 10,000 South San Diego County ocean users.

Milestones:

- WiLDCOAST held six Clean Water Now! Public outreach events in English and Spanish in Imperial Beach, San Diego, and Coronado. These events included the Kids for Clean Water surf contest, The Dempsey Holder Ocean Festival and four cleanups in the Tijuana River Valley, Imperial Beach Pier, Tijuana Sloughs National Wildlife Refuge and Silver Strand State Beach. These events provided water quality health education and outreach to more than 1,800 people.
- WiLDCOAST is working with Kalusugan, a Filipino-American community organization, and a network of local health care providers, public health experts and local schools to develop educational outreach materials to ocean users. Outreach has been done with pier fishers, surfers, and swimmers about the health risks associated with contact with water contaminated by the Tijuana River.
- Through a partnership with the Imperial Beach Health Center (IBHC) and San Diego State's Graduate School of Public Health, we are working to organize a community event to vaccinate up to 1,200 ocean users who are at-risk for Hepatitis A.

- The Clean Water Campaign continues to do a monthly Spanish-language radio show in Tijuana. The show, *Mar Sin Fronteras*, provides the San Diego-Tijuana community ocean water quality health information and promotes best management practices to reduce ocean bound pollution in the Tijuana River watershed. The show has an estimated 30,000 listeners. WiLDCOAST co-hosted 9 “Mar Sin Fronteras” Spanish-language radio shows in 2008.
- WiLDCOAST helped produce a short 10-minute video, *Agua Peligrosa*, to serve as an educational tool for water quality outreach in local schools and for community groups. We adapted the video for our website and it is currently online at wildcoast.net.

OBJECTIVE 5: Identify, cultivate and build leadership capacity of 12 clean water advocates.

Milestones:

- WiLDCOAST led 15 tours of the Tijuana River Watershed for a total of 89 individuals, including policy-makers, stakeholders, and elected officials.
- WiLDCOAST has continued to be an active member of the stakeholder group working 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 on the Clean Beaches Initiative funded Source Identification Study of the Tijuana River. This project will better enable the County Department of Environmental Health to detect contamination events in real-time to protect ocean users. The \$2-million project will be completed in late 2009.
- From May 2008 to October, 2008 we have continued to work with the Tijuana River Citizens’ Council (TRCC), a dedicated group of 12 clean water advocates that represent a wide spectrum of the local community, including concerned parents, recreational fishers, local businessmen and high school surfers. More than 50% are bilingual/bicultural.
- On June 7, 2008 WiLDCOAST worked with the TRCC to organize a cleanup of the Tijuana River Regional Park. Over 200 residents from South San Diego removed over 5 tons of trash from the river park. Councilman Ben Hueso, Assembly member Mary Salas, and County Supervisor Greg Cox attended the event. In a press conference, the TRCC gave key recommendations to reduce the public health, environmental, and economic impacts of the notoriously polluted river. Participants included youth, families, individuals, and business owners.
- WiLDCOAST staff has continued to meet bi-monthly with the TRCC to discuss and develop strategies for addressing the health threat of exposure to pollution from the Tijuana River. In August, WiLDCOAST held a spokesperson training to teach the group key skills to advocate for clean water. A tour was

also held of the International Wastewater Treatment Plant with engineers from the International Boundary and Water Commission.

- We worked with the Institute for Public Strategies (IPS) to develop a clean water advocacy strategy based on the environmental prevention model. The Campaign followed this advocacy strategy as a work plan for engaging the community and decision makers to work towards solutions to address Tijuana River pollution.

Objective 6: Work through partnerships to eliminate 3 pollution sources.

Milestones:

- WiLDCOAST met with ranchers in the Tijuana River Valley to discuss best-management practices for manure disposal and the enforcement of the County Department of Agriculture.
- WiLDCOAST worked with the International Boundary and Water Commission, the Environmental Protection Agency and the Water Board to successfully advocate for increased collection and treatment of cross-border sewage at Smuggler's Gulch and Goat Canyon. Sub-contractors to the Department of Homeland Security are currently installing the new collector system.
- WiLDCOAST continues to help Engineers Without Borders and the Tijuana Estuary install a decentralized sewage treatment system for approximately 50 households in the Colonia of San Bernardo, Los Laureles, in Western Tijuana.
- WILDCOAST was also successful in working with coastal developers in Northern Baja California, Mexico to work with Tijuana's water agency to increase sewage treatment. In October, Tijuana inaugurated the Monte de los Olivos sewage treatment plant that will eliminate the direct sewage discharge onto the beach at San Antonio de los Buenos, just 5 miles south of the border.

Unexpected Successes and Challenges:

The level to which the Tijuana River Citizens' Council has engaged in advocacy work has been a great success of the Campaign. After being organized and launched by WiLDCOAST, the group developed a steering committee that has continued to hold weekly meetings through the present date.

One unexpected challenge has been the need to address the suspension of the County's recreational water quality monitoring and beach advisory program. The Clean Water Campaign has partnered very successfully with the County in collecting

beach water quality data and other information critical to understanding environmental health threats to local users and for developing an effective advocacy plan. The County suspended their program after the Governor vetoed the state funds they used to run their program. We are currently working to convene key stakeholders in the region to look at ways to restore funding for the program.

Changes in Program Staff:

Claudia Ornelas, who was working as the Program Assistant for the Clean Water Now Campaign, left WiLDCOAST to return to graduate studies at the University of San Diego.

Anticipated work for the next reporting period

The Sea Turtle program will continue to give presentations in Spanish and English to local member schools as required through out the year. New materials are currently being developed as handouts for students participating in the program. These will be work-posters reinforcing the presentation conservation message. The program will continue distributing the bilingual "Wetlands" workbooks and compact discs in conjunction with partner organizations.

The Clean Water Campaign will work with researchers from San Diego State and the Imperial Beach Health Center to analyze the health risk to local fishers from consumption of fish caught off the Imperial Beach Pier. Fish tissue analysis will be completed and the results used to set safe fish consumption guidelines. The guidelines will be distributed in educational health outreach in English, Spanish, and Tagalog.

Percentage of work complete

WiLDCOAST has completed 1/2 of the proposed objectives for the two-year grant period. We are on target to meet all of the grant objectives by October 2009.

Cumulative dollar costs incurred (to date)

	Grant	Expenditure
Personnel	\$7,000	\$3,500
Educational Materials	\$10,750	\$5,375
Equipment	\$2,500	\$1,250
Public Meetings and Events	\$5,250	\$2,625
Consultants	\$12,925	\$6,462.5
Program marketing	\$4,000	\$2,000
Staff and Partner Travel Expenses	\$7,575	\$3,788
Total	\$50,000	\$25,001

Additional Project Support

WiLDCOAST has secured grants for the Clean Water Now Campaign from The California Wellness Foundation through December 2010 and the California Endowment through 2009. The REI Foundation and the Surf Industry Manufacturers' Association (SIMA) have also awarded WiLDCOAST grants to support coastal water quality advocacy activities. Additionally, WiLDCOAST, in partnership with the Imperial Beach Health Center (IBHC) and San Diego State's Graduate School of Public Health, was chosen to receive a TIDES Foundation Community Clinics Initiative (CCI) grant. This two-year grant will support a community partnership between IBHC, WiLDCOAST, and San Diego State's Graduate School of Public Health to address water quality related health threats through data collection, community outreach/education and the provision of health services.

Additional documents:

We have attached the following "I love San Diego Sea Turtles and Wildlife" and "Clean Water Now" campaign materials to highlight the accomplishments so far:

- CD- Tijuana River Valley Cleanup video 6/9/08
- WiLDCOAST Summer 2008 newsletter