



San Diego Coastkeeper Email Alert

Thursday, November 5, 2009

In the News

- [Coastkeeper Rallies Hundreds to Support Marine Protected Areas](#)
- [Metro Water District to Decide on Subsidies for Damaging Desal Project](#)
- [Coastkeeper Intern Presents to Natural Resources and Culture Committee](#)
- [Coastkeeper Welcomes Director of Marketing and Communications](#)

Volunteer Opportunities

- [Cardiff State Beach Cleanup](#)
- [November Water Monitoring](#)
- [Coastal Cleanup at Lake Hodges](#)

Upcoming Events

- [Big Screen Viewing of FLOW](#)
- [Free Movie Premiere of Tapped](#)

In the News

Coastkeeper Rallies Hundreds to Support Marine Protected Areas



More than 1,500 members of the public attended the South Coast [Blue Ribbon Task Force \(BRTF\)](#) meeting in Long Beach, on October 20 - 22, to speak about our coastline. Thanks to the hundreds of San Diegans who joined us in supporting strong protections along our coast! Unfortunately, the BRTF delayed a final decision because they couldn't get through the whole study region to craft what they will term the "Integrated Preferred Alternative." In addition, San Diego was left almost wholly unresolved, with the unfortunate potential for leaving

South La Jolla unprotected. The BRTF will reconvene on [November 10](#) in the Los Angeles area, where we can expect final development of an "Integrated Preferred Alternative" to forward onto the Fish and Game Commission at the December meeting. While public testimony will not be allowed at the November BRTF meeting, we would love to see a large San Diego contingent sporting "I ♥ YMPAs" t-shirts. Contact currie@sdcoastkeeper.org for details.

Metro Water District to Decide on Subsidies for Damaging Desal Project

San Diego's Action List

Step #1

Prepare for Rain

San Diego's rainy season is fast approaching. Prep your home to lessen its impact by [following these tips](#).

Step #2

Fan us on Facebook

Become our [fan on Facebook](#) to get your daily dose of Coastkeeper alongside random musings about our oceans.

Step #3

Become a Member of Coastkeeper Today!

Join [San Diego Coastkeeper](#) today and support Coastkeeper's efforts to protect San Diego's bays, beaches, watersheds and ocean.

San Diego Coastkeeper is a member of:



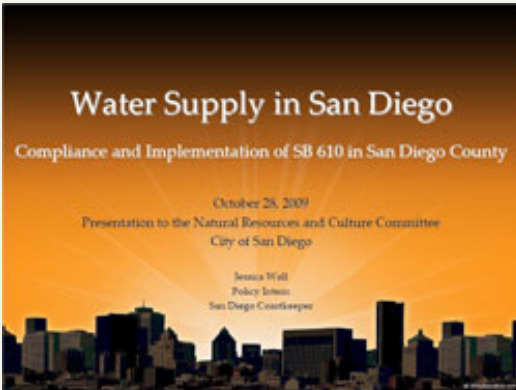


Photo: Matthew Meier Photography/Lighthawk

Poseidon Resources is seeking a \$250 per acre foot subsidy from Metropolitan Water District (WMD) for its Carlsbad Desalination Project, amounting to nearly \$14 million annually. Providing \$350 million over the life of the project is not the solution, merely exacerbating global warming at ratepayers' and the ocean environment's expense. Coastkeeper urges the MWD to prioritize funding for public projects that provide regional water independence and are environmentally sustainable and fiscally

responsible. Projects such as water reclamation, rainwater harvesting and conservation measures are more energy efficient and cost-effective. The MWD votes on these subsidies at its November 9 and 10 hearings in Los Angeles.

Coastkeeper Intern Presents to Natural Resources and Culture Committee



Jessica Wall, former [Coastkeeper Environmental Law & Policy Clinic](#) intern, presented to the [Natural Resources and Culture Committee](#) of the San Diego City Council on Wednesday, October 28. Jessica completed research on Water Supply Assessments as a joint effort of her Coastkeeper internship and her UCSD Environmental Systems senior year research project. Jessica's presentation focused on how water needs for large-scale projects in San Diego are assessed, concluding that our

regional 'water budget' plans must be elevated to a higher level of scrutiny to ensure that we continue to make smart water choices. The presentation was well-received by the Committee, which called for the issue to be brought back for a further session in early 2010.

Coastkeeper Welcomes Director of Marketing and Communications



[Jamie Ortiz](#) joined Coastkeeper this month as the director of marketing and communications. In her newly created position, Jamie will develop and implement a comprehensive communications strategy for Coastkeeper focusing on the organization overall as well as individual campaigns. Previously with San Diego-based creative agency [Bailey Gardiner](#), Jamie led award-winning marketing, public relations and social media strategy for national clients like [Electra Bicycles](#), [Vet-Stem](#), [Del Mar Racetrack](#) and [NTN Buzztime](#). She has been volunteering with Coastkeeper's marketing department for nearly two years and commuting by bicycle for six.

[to top](#)

Volunteer Opportunities

Cardiff State Beach Cleanup

When: Saturday, November 14, from 9 a.m. - 11 a.m.

Where: Meet on the sand north of Charlie's restaurant



Join us for a beach and street cleanup at Cardiff State Beach to prevent marine debris from entering the ocean.

[Click here](#) for directions and a map.

November Water Monitoring

When: Saturday, November 21, at 8:45 a.m.

Where: Point Loma (San Diego Coastkeeper Offices)



San Diego Coastkeeper is looking for members of the community interested in helping us gather data to improve and protect San Diego's waters. If you are interested in collecting [water quality samples](#) and taking basic water chemistry measurements on a regular basis for our monthly water monitoring events, email [Sarah Blakeslee](#). Due to limited space and high volunteer interest, we are asking that volunteers register by Wednesday, November 18, to participate.

Coastal Cleanup at Lake Hodges

When: Saturday, November 21, from 9 a.m. - noon

Where: Meet at the main boat dock launch near the concession stand. Look for the tables and canopies for registration.



Join us for a shore and trail cleanup at Lake Hodges. [Click here](#) for directions and a map. Parking is available in a lot close to the registration area. Drive through the gate and continue on Lake Drive to the large paved parking lot. Bring a friend!

[to top](#)

Upcoming Events

Big Screen Viewing of FLOW

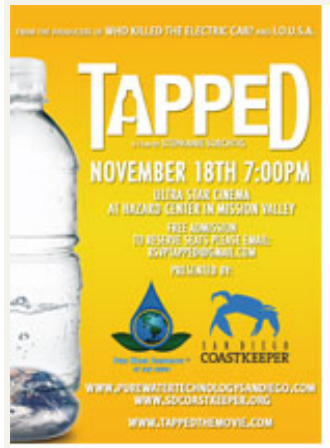
When: Tuesday, November 10. Open house and appetizers from 5 p.m. - 6:30 p.m.
Screening begins at 6:30 p.m. and a panel discussion will take place at 8:30 p.m.
Where: UC San Diego Price Center East Ballroom, 9500 Gilman Drive, La Jolla, CA 92093



Come out and celebrate water conservation month at Tuesday's screening of Irena Salina's award-winning documentary on the global water crisis, [FLOW](#). This film is an investigation into what experts label the most important political and environmental issue of the 21st Century - the world water crisis. Join Coastkeeper's Watershed Program Director Karen Franz at the screening and learn how Coastkeeper is working to protect our [local fresh water resources](#).

Free San Diego Movie Premiere of Tapped

When: Wednesday, November 18, at 7 p.m.
Where: Ultra Star Cinema at Hazard Center in Mission Valley



From the producers of Who Killed the Electric Car and I.O.U. S.A, this documentary is a behind-the-scenes look into the unregulated and unseen world of the bottled water industry. Bottles and caps often end up as floating debris in our waterways and ocean. Join us for San Diego's premiere presented by [Pure Water Technology](#) and [San Diego Coastkeeper](#).

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[to top](#)

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