

SAN DIEGO  
COASTKEEPER®

2017 ANNUAL  
**REPORT**

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**ADVOCACY IN ACTION**

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# A NOTE FROM OUR LEADERSHIP

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## Dear Friends,

Welcome to San Diego Coastkeeper's 2017 Annual Report. We are pleased to share many of the successes that made this year one of the strongest, most advocacy-driven years in our 22-year history. To our numerous supporters, donors, sponsors, volunteers, staff, board members, and friends who made our 2017 programs, initiatives, and events possible – THANK YOU!

As we look back on our accomplishments for 2017, it is important to recall that the year started in a climate of uncertainty. Early on, a profound and disappointing shift in national environmental priorities became abundantly clear. The new administration took swift and sweeping action to undercut hard-won environmental protections. The Waters of the United States rule – designed to provide protections to wetlands and waterways across the country – has been delayed and may still be dismantled. Add to that concerted efforts to eliminate or weaken the citizen-suit provision of the Clean Water Act, budget proposals that would severely undercut the ability of the EPA to implement clean water protections, and rollbacks of the protections for public lands, and you have a landscape of unpredictability and regression. Protecting the environment has never been easy, but starting in 2017, it got a lot harder. Our gains of the past two decades suddenly faced new and alarming threats.

In the midst of all of this, one thing became very clear: 2017 would require San Diego Coastkeeper to double down and fight harder than ever to protect our waters. In the absence of federal-level environmental stewardship, locking in local and California-level protections became imperative. We responded to the call for local action by ramping up our advocacy efforts to make sure San Diego's waters are protected from degradation, overuse, and destruction. 2017 brought with it a renewed sense of dedication to our mission, and we strengthened our resolve to protect what we believe is a fundamental right of all San Diegans: clean water.

Over the past year, we've been instrumental in improving the outlook for clean water and smart water supply decisions in our region. We've built new relationships, strengthened partnerships, and collaborated with businesses, communities, individuals, and other non-profits to move the needle on clean water issues right here in our own backyards. While we continue to engage in scientific, educational, and outreach work in earnest, some of our biggest highlights of 2017 have been in the advocacy arena.

Our advocacy accomplishments are highlighted on page 4, and we hope you'll take a look.

# 02

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New challenges bring new opportunities, and that's the mindset we committed to in 2017. Throughout the year we worked to implement new strategies and efficiencies that have strengthened our operational and financial situation and 2018 outlook. We continue to realize our greatest asset is our passionate, dedicated, and tireless staff, and by drawing upon their experience we significantly outperformed our 2017 budget.

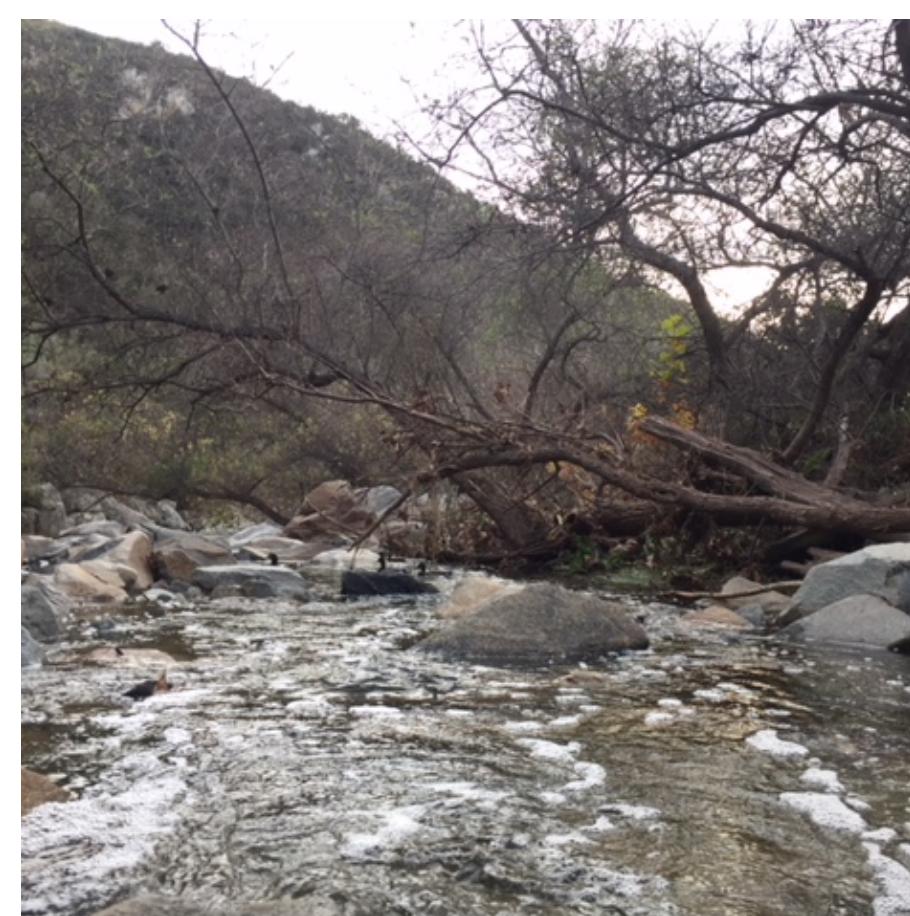
Of course, we couldn't have done any of it without our supportive and engaged community. It is Coastkeeper's devoted board of directors, 249 intrepid water quality monitors, dozens of event volunteers, fantastic interns, and thousands of beach cleanup participants who keep us connected, inspired, and moving toward our goals. Our members, donors, and friends fuel this entire movement with their dedication and support, and for each of them we are incredibly grateful.

We hope you'll find this report informative and inspiring. Thank you for all you've done to make each of our 2017 successes possible!

**For fishable, swimmable, and drinkable waters,**



**Taya Lazootin**  
Board President



**Matt O'Malley**  
Executive Director and  
Managing Attorney



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"You cannot separate progress from advocacy. If you believe in clean water, you must be willing to fight for it."

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# 04

## 2017 ADVOCACY HIGHLIGHTS

### PURE WATER MOVES FORWARD

In a near ideal confluence of water quality and water supply improvement, 2017 saw our 17 years of dogged advocacy efforts pay off with the approval of EPA and Coastal Commission permits for the Pure Water wastewater recycling project which will reduce polluted ocean discharges while meeting nearly one-third of San Diego's drinking water supply needs.



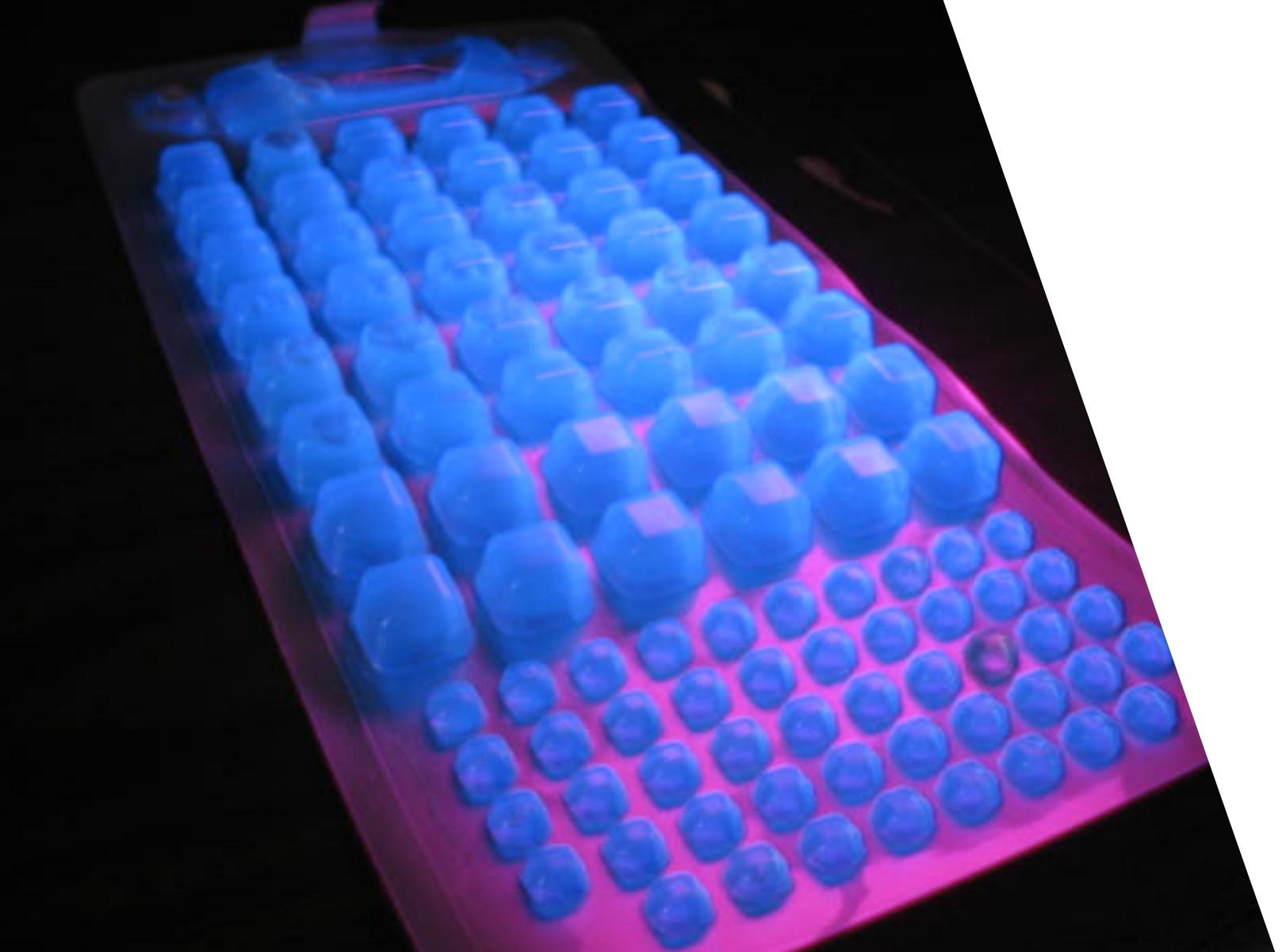
### IMPROVED TRASH MANAGEMENT

In order to secure protections for local waterways - including Escondido Creek and the San Diego River - we successfully negotiated four Clean Water Act cases that will protect and restore our waterways from pollution associated with trash and trash management throughout the county.



### WATER CONSERVATION FOR CALIFORNIA

To further our ongoing efforts to build climate resiliency through smart local water supply management, we worked with partner groups to advocate for statewide water conservation and efficiency legislation.



### ADVOCATING FOR UP-TO-DATE DATA

In advocating for the management of our waters to be based on the best possible science, we filed a lawsuit against our State Water Resources Control Board to ensure state agencies are using up-to-date, accurate data in developing protection and restoration plans for our rivers streams, bays, and coastlines. Prior to this, they'd been basing these impactful decisions on outdated, stagnant data nearly a decade old.

# 05

## PROGRAM HIGHLIGHTS

### BY THE NUMBERS

In 2017, our education team provided water science education and training to 2,768 students and 109 teachers in San Diego through [Project SWELL](#). We reached an additional 834 students, educators, and community members through our free informal education program, [Water Education For All](#).



Coastkeeper and community partners engaged 8,190 participants in our [Beach Cleanup Program](#). These hardworking volunteers removed 118,018 items of debris from San Diego County beaches in 2017. This included 32,247 cigarette butts, 12,575 pieces of plastic foam, and one plastic hippo.



In 2017, our [Water Quality Monitoring Program](#) trained 65 community members as new monitors. They joined our family of over 200 active water quality monitors, and spent the year visiting testing sites along San Diego County's rivers, streams, and lagoons. Collectively, these dedicated community members gave 2,015.54 hours of their time collecting and analyzing water samples.



In late 2017, we hired and trained five new stormwater monitors to be part of our [Stormwater Monitoring Team](#). These monitors are on-call for responsive water quality testing during winter rain storms. Polluted urban runoff is San Diego's biggest water quality threat, and by doing targeted, site-specific monitoring of early runoff during storms, we are working to pinpoint the sources and impacts of the pollutants entering our waterways.



# 06

## OUR PEOPLE

"What are you excited about working on in the upcoming year?"



### **Matt O'Malley, Executive Director and Waterkeeper**

"In the coming year, I will reinforce San Diego Coastkeeper's position as the regional leader in developing and advocating for solutions that will secure water, ecosystem, and climate health and resiliency in San Diego and California."



### **Kristin Kuhn, Programs Director**

"In 2018, I'm excited about helping to cultivate a freshwater identity in San Diego. Our rivers, streams, and canyon-lands are vital spaces that are often overlooked, and greatly impact the health of our beloved ocean. Our smaller, less charismatic waters need to have their stories told, too."



### **Sandra Lebron, Education Manager**

"In the next year, I will continue collaborating with informal educators and teachers to bring water and climate science to more students, and inspire our future leaders to take care of the environment every day with every action."



### **Meredith Meyers, Staff Scientist and Lab Manager**

"In 2018, I'm looking forward to a year of building connections. Connecting our community with their watersheds, connecting science with advocacy, and more frequently re-connecting myself with the outdoors; all in the hopes of fostering a network of people and ideas that moves us forward in protecting watershed health."



### **Stephanie Ritter, Development Manager**

"In 2018, I will become more involved and connected with my community through participating in volunteer opportunities and events. I'm excited about supporting local efforts to help build vibrant communities, a healthy environment, and a strong clean water movement."

07

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# OUR BOARD OF DIRECTORS

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# FINANCIALS AND FUNDERS

**Thank you! Your generous donations help protect clean, healthy waters throughout San Diego County.**

## Donors in 2017:

### \$50,000 or more

Anonymous Foundation  
City of San Diego  
Marisla Foundation  
Resources Legacy Fund  
The Stiefel Behner Charitable Fund

### \$10,000 - \$49,999

County of San Diego Environment Now  
The HW Fund at The San Diego Foundation  
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San Diego County Water Authority via Proposition 84  
San Diego Gas & Electric

### \$5,000 - \$9,999

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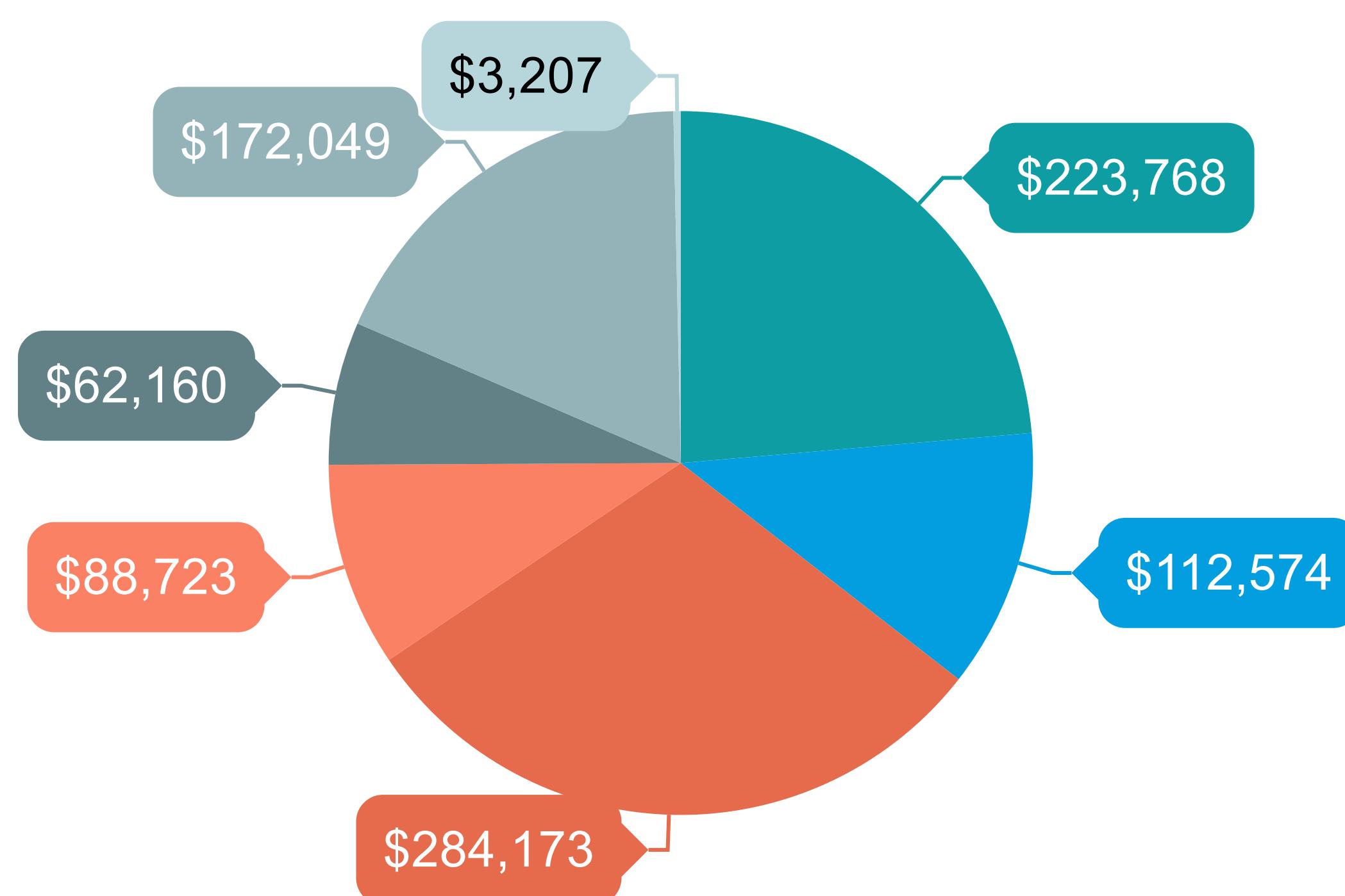
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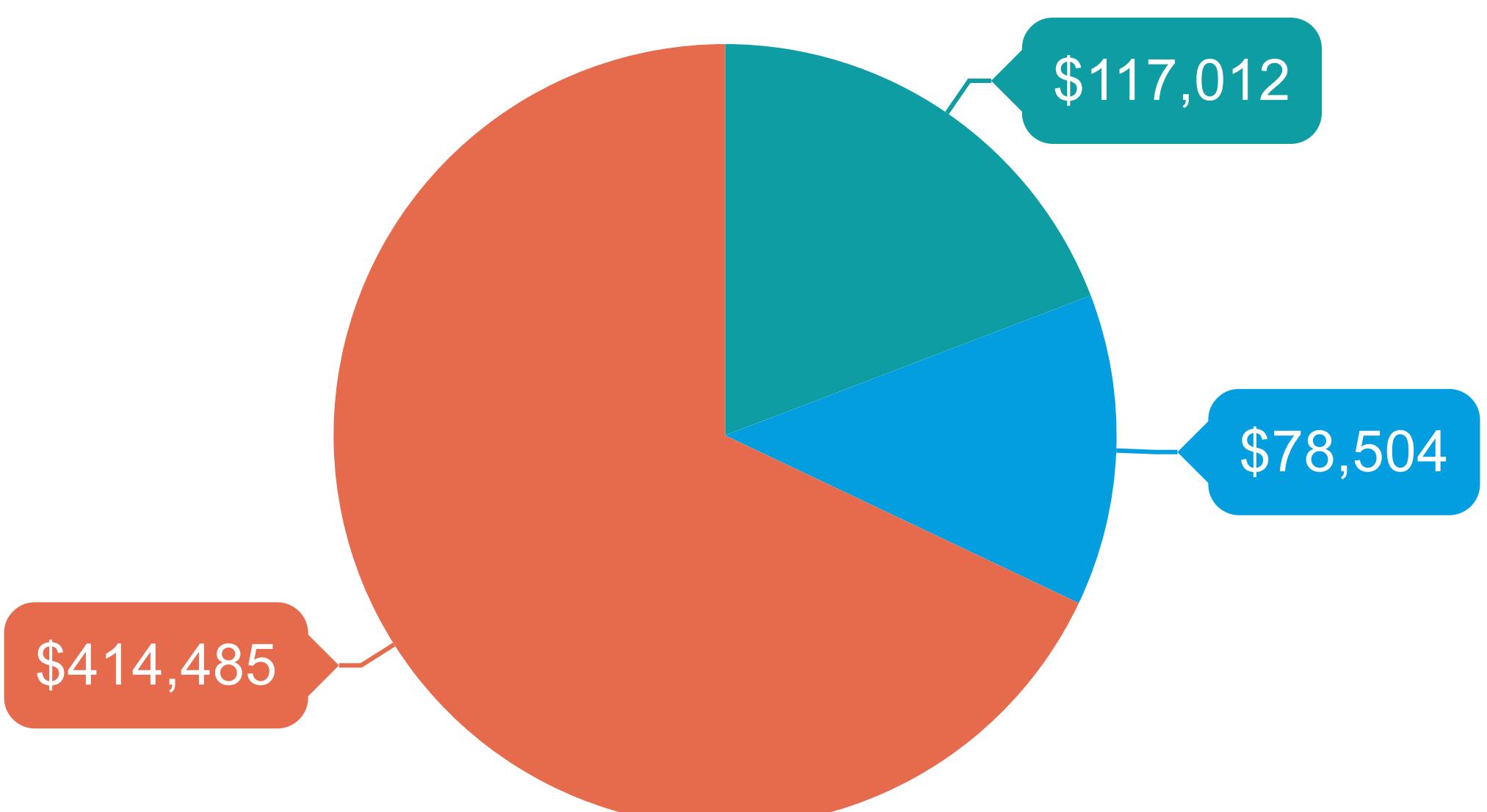
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We strive to recognize every donation. If for any reason your donation hasn't been properly acknowledged, contact us at (619) 758-7743.

## 2017 Income



## 2017 Expenses



■ Individuals (23.64%) ■ Management and General (19.18%) ■ Programs (67.95%)  
 ■ Foundation Grants (30.02%) ■ Corporate Giving (9.37%) ■ Fundraising (12.87%)  
 ■ Seaside Soiree (6.57%) ■ Legal (18.17%) ■ Other (0.34%)