



Strategic Plan through 2018

San Diego Coastkeeper advocates for the health of San Diego County waterways and sustainable water supply. Our solution-oriented, data-driven policy and legal advocacy combines with public engagement to protect and restore fishable, swimmable, drinkable water in San Diego County.

San Diego Coastkeeper reduces water pollution by strengthening and enforcing water quality regulations and practices



- a. Address permit violations to measurably reduce municipal and industrial pollution.
- b. Eliminate trash in San Diego waters by ensuring the regional municipal permit adopts the state Trash Amendments.

- c. Lead analysis and commentary on precedent-setting and high-impact regional projects and the triennial Regional Basin Plan review.
- d. Determine the source of pollutants through independent water quality testing, then develop solutions to reduce or eliminate impacts.
- e. Improve ecosystem assessment through work with the Regional Board to incorporate bio-objectives into the municipal stormwater permit.
- f. Enforce San Diego Bay sediment cleanup and City of San Diego and Camp Pendleton sewage spill reduction commitments, among other historic agreements.

San Diego Coastkeeper champions the prioritization of environmentally sensitive and energy efficient water supply and use



- a. Ensure conservation incentives are effective, well-funded, well-publicized, well-measured and accessible to all through targeted community events, communication and advocacy.
- b. Promote policies to shift ornamental landscapes toward more regionally appropriate water-wise and California native designs, including highly efficient irrigation systems.

- c. Support and influence regional suppliers to achieve a 25% reduction in urban per capita water use (compared to baseline of 2013) by enforcing regional water use restrictions and promoting a permanent water conservation ethic in our region.
- d. Advocate that water reuse projects in San Diego County prioritize potable reuse.
- e. Enforce the City of San Diego Cooperative Agreement in Support of Pure Water San Diego (October 2014) to achieve defined steps towards producing 83 million gallons per day of drinking water by 2035 or sooner.
- f. Lead regional efforts to ensure that state legislation and local policies mandate the prioritization of environmentally sensitive and energy efficient water supply; assess and advocate for regional conservation, reuse and desalination policies and practices that achieve that goal.

San Diego Coastkeeper educates and activates residents to achieve clean water and sustainable water supply



- a. Train 300 new citizen scientists, conduct monthly water quality monitoring events and publish monthly and annual watershed reports from the data they generate.

- b. Engage 15,000 volunteers in beach and inland cleanups to remove at least 25,000 pounds of debris.
- c. Ensure diversity of voices on a board of directors that represents and connects with the communities of San Diego County.
- d. Reach residents county-wide and beyond as the go-to authority on water-related stories for local and regional print, radio, television and online media.
- e. Educate 500 teachers and 10,000 students with state standards-based environmental STEM lessons throughout the County.

San Diego Coastkeeper will build on 20 years of expertise and focused advocacy to enhance its impact



- a. Grow organization to \$1M annual operating budget to support strategic goals with appropriate staff capacity and resources.
- b. Build a financial reserve equivalent to three months of operating expenses to support operational stability.
- c. Support employees and volunteers with an organizational culture that prizes professional development and work-life integration.