

The Drop

SPRING 2024





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The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves, and beaches, for all people, through a powerful activist network.

LETTER FROM OUR CEO

40 Years of Grassroots Action and Impact

Forty years ago, a handful of surfers from Malibu, California, were concerned about water pollution and poorly planned development at their local surf break, so they organized, fought back, and protected the place they loved. Four decades later, the Surfrider Foundation has become a force for coastal and ocean protection worldwide. We believe that with constant pressure, endlessly applied — anything is possible.

Surfrider fights threats to our ocean and coasts head-on, while spearheading innovative solutions, like plastic reduction legislation and coastal resilience plans that address issues at their roots. Together, we have achieved almost 1,000 victories to protect our coasts — from defeating a proposed toll road at Trestles, defending public beach access at Martin's Beach, blocking fossil fuel projects like Port Ambrose in New York, to winning a landmark Supreme Court decision to secure clean water protections in Maui and across the country.

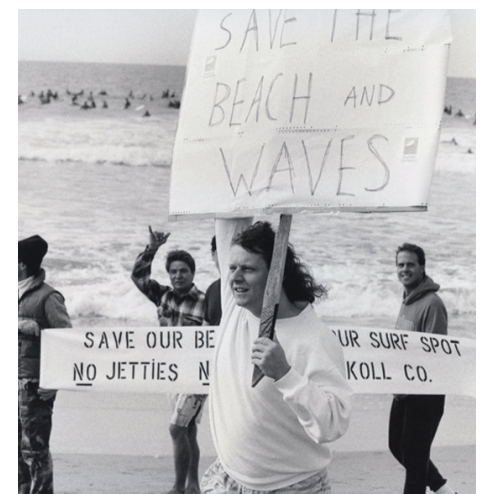
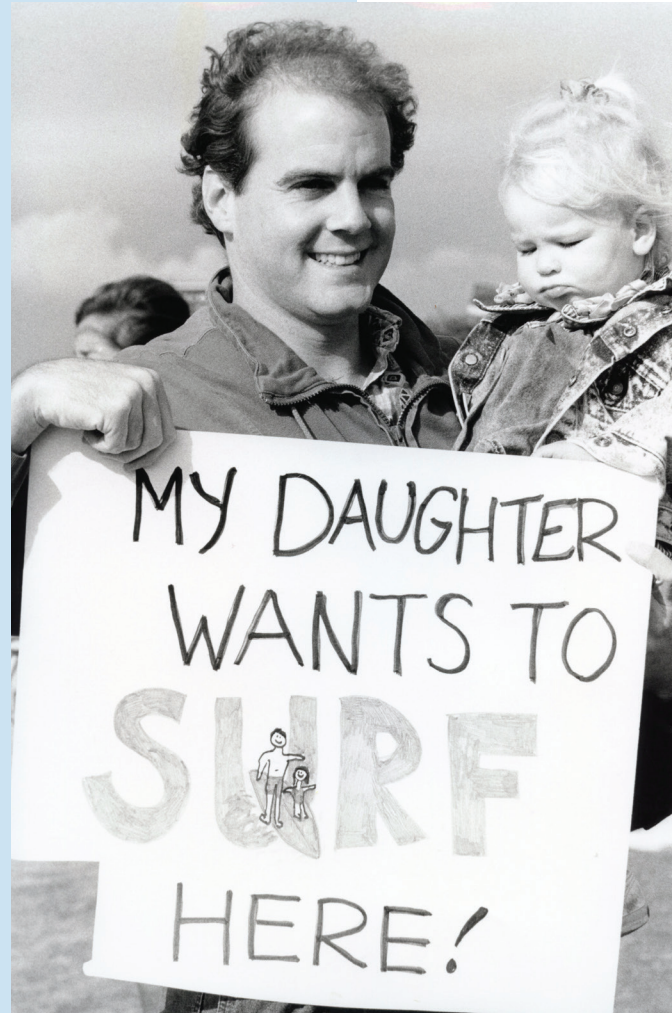
Now the fight to protect our ocean and coasts takes on a new urgency driven by climate change. We must ensure that coastal communities adapt to climate-driven impacts and protect coastal ecosystems that lessen those effects. Although these challenges are daunting and global in nature, there are solutions and they all start at the local level. That's why Surfrider's national grassroots network is uniquely positioned to lead efforts to address these critical issues directly to scale local action into global impact.

Surfrider's impact and achievements would not be possible without your support. So this year, on our 40th anniversary, I encourage you to join Surfrider as we honor our past, build on our success, and help us create the groundswell of momentum needed to protect our ocean and coasts for generations to come.

Thank you for being a friend of the ocean,



Dr. Chad Nelsen
Chief Executive Officer



Protecting our Ocean, Waves, and Beaches Since 1984

By: Zach Plopper, Sr. Environmental Director

I was three years old when a group of Southern California surfers led by Glenn Hening, Lance Carson, Tom Pratte, and Chris Blakely started the Surfrider Foundation. Forty years ago, the crew was worried about the threats posed by escalating coastal development at their favorite surf break, Surfrider Beach in Malibu. They shared their concerns with California State Parks, presented solutions, and successfully halted threats to the famous wave.

Surfrider's earliest victories helped to save many of the places that have played foundational roles in my life. Second and third point Malibu, protected by Surfrider's founders, was my go-to surf spot during graduate school at UCLA. Long before that in Imperial Beach in 1985, where I would later work in conservation for 13 years, Surfrider achieved the unthinkable and defeated a proposed breakwater megastructure that would have ruined local waves and beaches.

In 1987, Surfrider won a campaign to secure public access to Seaside Reef in north San Diego County, the surf spot that would shape me as a surfer throughout my youth and provide my children's first beach experiences.



Later, in 2008, Surfrider defeated a toll road slated for the world-famous Trestles and San Onofre State Beach. For myself and other surfers, nature lovers, and ocean enthusiasts from across Southern California and beyond, this marked a pivotal moment for coastal protection and demonstrated what we can achieve when we all work together.

I now live in Ventura, California, near the iconic California point break of Surfers' Point. In the '90s, the parking lot and bike path placed along the low dunes were crumbling into the ocean, threatening access, habitat, and wave quality. After decades of Surfrider's leadership and advocacy, in 2011 the bike path and parking lot were moved off the beach and replaced with dunes and natural shoreline. Later this year, the second phase of Surfers' Point will be completed, and it will serve as a global model of coastal adaptation and climate resilience.

Since its humble grassroots origins in 1984, the organization has evolved into a global leader in the protection of our coasts and ocean. Equipped with a proven model to protect the coast, Surfrider has won over 875 campaigns since 2006, resulting in more than 15 billion single-use plastics kept out of circulation, tens of millions of acres of ocean habitat protected, more than \$215 million in funding for water quality testing on our beaches, and access restored at dozens of beaches across the country.

Surfrider's programs are having an enormous impact as well. More than 545 Ocean Friendly Restaurants serve 101,000 plastic-free meals a day. Chapters and student clubs across the country are restoring carbon-sinking mangrove

forests and coastal dunes with more than 12,000 plants installed annually. Surfrider's volunteer-run water quality monitoring program, Blue Water Task Force, the world's largest of its kind, is testing at 565 sites across the country.

This year marks 40 years of action by the Surfrider Foundation to protect our ocean, waves, and beaches. Although the challenges to our coastlines have evolved since 1984, we can look back at remarkable success. It hasn't been easy, and neither will the road ahead – but I am confident we can look forward to a future where Surfrider's impact will continue to touch us all, and generations to come, by protecting the places we love.

Equipped with a proven model to protect the coast, Surfrider has won over 875 campaigns since 2006.

Steve Shipsey

Surfrider began in 1984, before I even started surfing. I came to surfing later in life than the people who tend to do it really well, a no-pressure escape from the earliest days of competitive snowboarding. Soon surfing became my no-pressure escape from law school.

Perusing surf magazines in the University of Oregon law library, I started to see black and white, quarter-page ads in the back for something that sounded intriguing: "Surfrider Foundation – Conservation • Research • Education." Surfrider also garnered national media coverage by bringing a successful citizen suit under the federal Clean Water Act against two pulp mills discharging untreated effluent into Humboldt Bay. *Newsweek* proclaimed "Gidget Goes Ecological" while *People* profiled Surfrider President Rob Coghlan and Legal Counsel Mark Massara as "Righteous, Dudes." In the 1991 out-of-court settlement, the then largest under the Clean Water Act, the companies agreed to pay \$2.9 million each to install treatment plants. One of the mills became the only pulp mill in North America to begin producing totally chlorine-free paper.

My second year in school, Massara spoke at the 1992 UO Environmental Law Conference on a Clean Water Act panel detailing Surfrider's initial iconic victory. Afterwards, I inflicted myself on Mark and Surfrider, informing him that, like it or not, I was coming to volunteer for Surfrider Legal that summer. This entailed a move to Ocean Beach in the time that William



Finnegan wrote of in *Barbarian Days*. In 1992, Surfrider had around 15,000 members and a few chapters. Legal work that summer centered on monitoring the Humboldt pulp mills settlement, researching a Malibu beach access issue that involved the residences of both Madonna and Olivia Newton-John, and commenting on the Monterey Bay National Marine Sanctuary proposal.

After finishing school and taking the bar exam, I did what any fledgling lawyer should do – I joined my classmate Martin on an *Endless Summer*-style surf trip around the world. You've not heard of the Steve Martin world tour? Well, that trip confirmed that upon my return, I wanted to work to protect the Oregon coastal environment.

In the mid-90s, Surfrider's leadership was very Southern California focused. At this point, I subscribed to Surfrider the idea, but honestly, Surfrider had little relevance in Oregon, until a UO student started a short-lived Oregon Chapter. I joined the revamped Oregon Chapter's executive board in 1997. We undertook the audacious task of protecting 362 miles of coastline, focused primarily on water quality and access issues. First up was a big access issue involving the federal Recreation Fee Demonstration Program. Eugene surfers Alan Smith and Rob Maris received tickets for failing to pay user fees while surfing the South Jetty of the Siuslaw. Although they indeed passed through a national forest, we developed a successful argument that

the surfers ultimately were recreating at an Army Corps jetty and that paying just for passing through represents a toll for using the roads. The judge agreed and dismissed the tickets.

By 2000, the Oregon Chapter claimed 150 members (including a young Sea Grant Fellow named Chad Nelsen). The Oregon Chapter had the right people involved, we had early successes, and then we received grants to support local staff. And of course, we got media. When Surfrider member Gregory Harrison – "Chandler" in the North Shore; "Gonzo" Gates in Trapper John M.D. – read the Oregon grades in the Surfrider State of the Beach report, the media turned up.

COMMITMENT



Surfrider
Foundation

conservation • research • community involvement

working to protect and enhance
the quality of
our waves and beaches

access
recreation
water quality

Memberships are \$25 (\$10 student)
To sign up just send a check to The Surfrider Foundation.
For more info send a buck for a brochure and sticker.

P. O. Box 2794 495 • Huntington Beach, CA 92647 • (714) 846-3462

SURF CHECK

MARYLAND – As summer approaches and the vacation crowd heads to Capoterrace, so too do the tourists flock to the shores of Ocean City. Along with the tourists, many of the more fortunate locals are also returning to home turf. Eric Kutzband is back from spending a solid seven months in San Clemente, California. Unbeknownst to us, Eric worked at the world famous Brevier the Siuslaw daily, right down the hill from the SURFRIDER offices. What a coincidence. Brad Hoffman, a.k.a. B-Rad, spent the winter in Central America and returned with a huge smile on his face. We hope it was from the great surf down there. B.B. Bombers' employer Brenden Hanley was involved in a serious automobile accident. Brenden sustained three broken ribs and will be out of the action for at least three months. Also in the car at the time were Platts up Eric Hasford, who received a broken leg, and Jimmy Davall, who received a punctured liver. We wish them all a speedy recovery. Local favorite Chad Hopkins has been surfing better than ever and earned a first place in the recent junior division of the Maryland regional championships. Renaissance surfer/artist Xon Zane is home from Florida and is now starting as the sign painter in Ocean City. "Have a beach, will travel" seems to be his motto as he roams about, passing his wild display signs for local shops. Remember his hot sleeping a few surfboards, too. Congratulations to Marie Thomas on her graduation from the University of California at Santa Cruz. Marie majored in French and supposedly wants to jet off to France to teach English at a place like Hougou or Biarritz. The local boys all want her to come home. Sunshine House manager Chris Mincemeyer returned home after spending the winter shaping boards for Nomad, in Boynton Beach, Florida. Blair Rhodes is recuperating miraculously after badly breaking his leg. Blair fell off a ladder and not only broke his leg, but also snapped his achilles tendon. Doctors said that he'd be down through most of the summer, but Blair should be back in the water far sooner than expected. Chris Conroy left the singles crowd forever and joined the ranks of the happily married when he wed Robin Gandy in June. Steve Lindenkohl is also beating the odds of wedding bells and has announced that he will be marrying the lovely Martha Brown sometime in June of next year. Local ripper Chris Freeman has been sponsored by renowned East Coast surfboard shaper John Ashton and will now ride John's high performance fish exclusively. — Reported by Jack Grossy and Chauvey Rhodes.



For a while, a job change meant a lesser role in Surfrider, as my work was now advising many of the state agencies Surfrider advocated before in Oregon. Then, my closest friend from snowboarding, the legendary Craig Kelly, perished in an avalanche. His passing was my catalyst to recommit to living life fully, and for me that includes being a Surfrider activist.

In 2005, Surfrider's new CEO Jim Moriarty came to Oregon as part of a chapter listening tour. It struck me that the HQ dynamic had changed, moving away from a California-centric view and demonstrating an understanding of the importance of both the chapters and international affiliates. The next year I joined the Surfrider Board of Directors. Soon thereafter, Surfrider introduced the "victory" metric as a means of quantifying the impact of our 55 chapters. More victories occurred in areas that had a regional manager and policy manager, so

my first stint on the board focused on expanding that model. Surfrider's participation in the Save Trestles campaign highlighted the strength of our grassroots activist network paired with our technical and tactical expertise. A personal highlight was the pleasure of voting to approve both the Newport and Siuslaw Chapters and witnessing continued growth in Oregon.

Surfrider now has a Legal Issues Committee that vets chapter litigation requests for alignment with the mission and strategic plan. Surfrider is quite fortunate to have some of the nation's finest coastal law practitioners as advisors to its legal efforts. The legal department's motto might as well be "always outnumbered, never outgunned!" A prime example is winning a 2020 U.S. Supreme Court decision that the Clean Water Act regulates the discharge of pollutants into groundwater that then reached the ocean off of Maui.

Witnessing the board, activists, chapters, and student clubs in action during the past several Coastal Recreation Hill Days, it is breathtaking to consider how Surfrider has grown in influence, expertise, and engagement. Especially with two of those Hill Days opening with Oregon elected officials – Senator Merkley and Representative Bonamici – addressing all of the Surfrider participants, I smile reflecting back to those earliest days of the Oregon Chapter.

In now some 32 years of volunteering, I have found that wherever you are personally in life there's always a way to plug into Surfrider. Legendary Governor Tom McCall, the signer of the Oregon Beach Bill, once said, "Heroes are not giant statues framed against a red sky. They are people who say: This is my community, and it is my responsibility to make it better." For forty years, Surfrider has been just the place for such heroic friends of the ocean.

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Florida Mangrove Restoration

By: Emma Haydocy, Florida Policy Manager

Floridians are no stranger to the catastrophic impacts of climate change to the state's coasts and 825 miles of sandy beaches. From stronger hurricanes to sunny day flooding to erosion along the state's most treasured beaches, the Sunshine State is experiencing climate change at an accelerated pace. This pace was clearly illustrated during the 2022 Atlantic hurricane season, when Category 4 Hurricane Ian devastated Southwest Florida followed in quick succession by Hurricane Nicole. Despite being a Category 1, the storm coincided with seasonal king tides, battering coasts and significantly eroding the beaches where the storm made landfall. While Florida's urban areas were largely spared by Category 4 Hurricane Idalia in 2023, the Big Bend Region experienced up to 12 feet of storm surge and \$3.6 billion worth of damage, particularly to the state's agriculture and aquaculture industries.

Florida has historically recovered from and managed the impacts of hurricanes and storm events using coastal armoring and sand placement. Unfortunately, hard armoring like seawalls only protects upland property and does nothing to protect and preserve the functional resilience of Florida's beaches. Instead, they exacerbate and intensify existing erosion, often at the expense and loss of adjacent sandy beaches and coastal habitats. While sand placement and beach renourishment are often preferred to hard armoring, compatible sand is increasingly difficult to come by, with an increasingly expensive price tag to Florida taxpayers and the state. As these storms become more frequent and intense, Florida must find new and innovative ways to recover from and adapt to these climate-fueled events.

Florida is also home to some of the most unique ecosystems and species in the world, many of which, if harnessed and leveraged appropriately, can help Florida stave off and mitigate the effects of climate change along its shores.

Florida is also home to some of the most unique ecosystems and species in the world, many of which, if harnessed and leveraged appropriately, can help Florida stave off and mitigate the effects of climate change along its shores. These nature-based climate solutions are ready and waiting to be implemented to their full potential, but the state has only just begun to dip its toes in the water of using natural infrastructure for coastal preservation. While the state is in its early phases of developing nature-based solutions, one of the species that stands to provide the most climate benefits for Florida's vulnerable coastal areas are mangroves.

Mangroves are cherished for their aesthetic beauty and recreational value, but they also provide a suite of ecosystem services and

climate benefits to the nearby environment and communities. They act as carbon sinks, sequestering and storing large amounts of carbon in their biomass and mitigating the impacts of climate change by removing carbon dioxide from the atmosphere. They filter out pollutants, excess nutrients, and contaminants through their roots before they enter coastal waters. Mangroves also provide natural infrastructure and barriers in coastal areas from flooding and storm surge, as their root systems bind soil together and stabilize shorelines. This can reduce the impacts of storm surge from hurricanes and reduce wave action, making mangroves one of Florida's most valuable nature-based climate solutions.

Left: Florida residential area flooded from Hurricane Ian. Right: Mangroves provide natural barriers that can reduce the impacts of storm surge.



© Matt Curnöck / Ocean Image Bank

Despite their myriad benefits, Florida is not taking full advantage of the potential for mangroves to mitigate the impacts of climate change. That is why Surfrider's Florida network has worked tirelessly on a campaign to pass a new state law in Florida that would direct the Department of Environmental Protection to develop new rules for mangrove replanting and restoration. These rules would create permitting incentives to encourage the use of mangroves for living shorelines and in coastal protection, support the identification of suitable property for mangrove replanting and restoration zones, and promote public awareness of the value of mangroves through education throughout the state.

Surfrider's Florida network has been working to advocate for this policy during the 2024 legislative session, with volunteers and staff meeting with state senators and representatives, committee chairs, and staff

in Tallahassee during Florida Healthy Beaches Day to educate them about the importance of nature-based climate solutions and mangroves to build a more resilient Florida. Florida chapters also launched a postcard campaign targeting members of the state legislature urging them to pass this critical piece of climate legislation.

Given the monumental challenges Florida faces, the state needs to use every tool available to ensure that its beaches and coasts are protected from the worst impacts of climate change, including nature-based solutions. Mangroves are just one of the species that the state can lean into to mitigate climate impacts, and Surfrider is working to ensure that they are permanently enshrined as such in state law. As the bill moves through its legislative stops in the house and senate, our network will continue to advocate in support of mangroves and a more resilient future for Florida's coasts.

Below: Volunteers in Florida implement nature-based solutions to protect the coast from future impacts of climate change.



INITIATIVE SPOTLIGHT

Surfrider's Climate Action Program

By: Carla Avila-Martinez, Climate Action Program Manager


The Surfrider Foundation continues to evolve its commitment to protecting our ocean and coasts. This commitment takes an enormous leap forward with the launch of the Climate Action Program, debuting this Earth Day. This program represents a pivotal moment in our ongoing mission to combat the intensifying impacts of climate change on our ocean and coastlines.

Restoring Coastal Resilience:

At its core, the Climate Action Program is Surfrider's response to the urgent need for community-driven, nature-based solutions to combat the escalating threats posed by climate change. It recognizes that the health of our coasts is intrinsically linked to the well-being of our communities and ecosystems.

Faced with rising sea levels, intensifying storms, and the grim loss of biodiversity, our coastal communities and environments demand urgent action. Restoration takes center stage in this initiative by empowering and supporting Surfrider chapters to lead impactful restoration efforts. These efforts are foundationally nature-based solutions, leveraging the power of healthy ecosystems to mitigate and adapt to climate change impacts. The program focuses on the restoration of coastal ecosystems — mangroves, salt marshes, seagrass meadows, riparian habitats, and coastal dunes. These ecosystems serve as the frontline defenders against the multifaceted challenges posed by climate change, enhancing the resilience of both our environment and our communities.

This program represents a pivotal moment in our ongoing mission to combat the intensifying impacts of climate change on our ocean and coastlines.

Left: Surfrider volunteers find a creative way to stabilize and restore the shoreline using upcycled Christmas trees after the holidays.  Havens Adams

Right: Volunteers in Puerto Rico plant carbon-storing mangroves to improve coastal resilience on the island.



Comprehensive Climate Action:

Surfrider's commitment goes beyond nature-based solutions. We recognize that the climate crisis requires a comprehensive strategy. Chapters across the country are actively working to reduce reliance on fossil fuels, combat plastic pollution, and advocate for sustainable practices. From working tirelessly against offshore oil drilling to leading the charge against plastic pollution, Surfrider is instrumental in driving systemic changes. The Climate Action Program amplifies these efforts, providing a focused approach to address the challenges of climate change.

Chapter-Led Restoration Efforts:

Surfrider chapters across the country have been leading coastal restoration efforts for decades. With the formal launch of the Climate Action Program, chapters now have an official framework to enhance and expand their restoration initiatives. Whether it's mangrove restoration in Puerto Rico or dune restoration in New Jersey, our chapters are taking the lead in building a more resilient coastline. The program offers chapters resources, expertise, and support, amplifying their impact and fostering a sense of community-driven change.

Guiding Communities Towards Resilience:

At the helm of the Climate Action Program is our dedicated program manager, Carla Avila-Martinez, who acts as a guide and catalyst for chapters navigating the complexities of climate resilience. From identifying restoration sites to securing permits and mobilizing community support, Carla stands ready to assist chapters every step of the way. Together, we forge partnerships, mobilize volunteers, and inspire the collective action required to confront the climate crisis head-on.

Join Us in the Climate Action Program:

Launching on Earth Day, the Climate Action Program is a rallying point for all those who seek to be stewards of our planet. It's an invitation to join a movement that restores our coasts, protects our communities, and secures a sustainable future. By joining the Climate Action Program, you become a catalyst for change in your community and contribute to a brighter future for all. Together, we can turn the tide against climate change.

How Surfrider's Supporters Have Achieved Nearly 1,000 Victories

By: Chris Casey, Membership Manager

For 40 years, the Surfrider Foundation has taken thousands of actions to support our vision of clean water and healthy beaches. In the process, we have grown our network of chapters and activists, and our ability to achieve real protections for our coasts and ocean.

Campaigns are a key strategy Surfrider uses to protect our ocean, waves, and beaches. They are how we protect our special coastal places, ensure our ocean is healthy and wild, keep pollution out of the water, and make sure every beach is clean and accessible for all to enjoy. When we win a campaign, it's called a victory. Surfrider defines a victory as a decision by a governing body that protects the coastal and ocean environment, improves coastal access, or both.

Thanks to your unwavering support, the Surfrider Foundation is about to reach a monumental milestone – our 1,000th victory protecting our cherished ocean, waves, and

beaches. Each achievement has been fueled by you, our dedicated supporters, and represents a significant step forward in ensuring the health and resilience of our coasts for generations to come. Without you, these inspiring wins safeguarding our shorelines simply wouldn't be possible.

This milestone is the culmination of decades of tireless dedication, passionate advocacy, and unwavering commitment from our grassroots volunteers, expert staff, and loyal supporters. In 2023 alone, 22,302 individual advocates took action online to bolster the strength of our campaigns with their collective voice to secure new protections for our ocean.

In Texas, 4,142 advocates stood up to preserve public beach access by opposing harmful legislation that would've circumvented the spirit of the Texas Open Beaches Act of 1959. Surfrider Texas rallied beach-lovers statewide to draw a line in the sand and let lawmakers know – don't mess with Texas beaches!

Thanks to your unwavering support, the Surfrider Foundation is about to reach a monumental milestone – our 1,000th victory protecting our cherished ocean, waves, and beaches.



Surfrider activists, surf industry leaders and ocean enthusiasts join together in Washington, D.C., to advocate for stronger protections for our coasts and ocean at Surfrider's seventh annual Coastal Recreation Hill Day.

At the US-Mexico border, over 3,300 advocates are demanding the declaration of a federal emergency to fix this grave public health and environmental justice crisis caused by the untreated toxic outflow of the Tijuana River – recently recognized as America's most endangered river.

Nationally, over 4,000 Surfrider advocates are actively pressuring our Congressional leaders to permanently ban new offshore oil and gas drilling in U.S. waters. Passing this legislation is critical to protecting our marine ecosystems and wildlife, as well as coastal tourism-based economies across the United States.

At the international level, collaborating with our colleagues at Surfrider Foundation Europe and our network of global affiliates, we are working with leaders from 175 countries at the United Nations Environment Assembly to ensure the success of the Global Plastics Treaty. The United States leads the world, in many respects – including, unfortunately, creating plastic waste. That's why Surfrider is lobbying the Biden administration to step

up and play a leadership role in the treaty negotiations by implementing the strong, binding measures necessary to hold plastic producers responsible for phasing out and ending single-use plastic production.

With every victory, you're proving the immense power of Surfrider's grassroots, chapter-based model in action – but there is always more work to be done. Looking ahead, to our next 1,000 victories, we must amplify our efforts to address the grave threats climate change and sea level rise pose to our coasts. Surfrider is committed to meeting this challenge head-on to ensure our coastal communities are implementing the nature-based solutions needed to become more resilient to the impacts of climate change as we continue the fight to eliminate single-use plastic pollution and fossil fuel energy projects from our ocean.

Thank you for being a part of this remarkable journey to 1,000 victories. Your passionate support fuels our progress, and there is nothing we cannot accomplish when united by the shared purpose of protecting our ocean, waves, and beaches.

FRIENDS SHOW UP FOR EACH OTHER



THE OCEAN NEEDS
MORE FRIENDS

 **SURFRIDER**
FOUNDATION.

Maui Fire Water Quality Monitoring Update

By: Lauren Blickley, Hawai'i Regional Manager

On August 8, 2023, a fire ravaged the town of Lāhainā on Maui, while a second fire destroyed homes and forested areas in Kula, Maui. Since the fire, the number one question that the Surfrider Foundation has fielded from the community is if the ocean is safe for swimming, surfing, fishing, and diving. There are serious concerns about the impact (both short- and long-term) of post-fire toxins in the ocean and along public shorelines.

The Lāhainā fire was unique given its proximity to the ocean, the age of the buildings that burned, and the number

of structures destroyed. During the fire, a large number of dangerous toxins were released. In addition to the contaminants that immediately leaked from sunken boats, significant amounts of ash were deposited in coastal waters and continue to cover the burnt area of Lāhainā Town. The fire ash itself can also contain a variety of harmful toxins, including heavy metals.

These toxins were not only released into the ocean during the fire, but could also enter waterways days, weeks, or even months later via strong winds and rain events.

While a number of groups have tested for fire contaminants in the ocean waters off of Lāhainā since August, their focus has largely been on impacts to marine ecosystem and reef health — leaving a gap in public information with regards to human health impacts for people recreating in the ocean around West Maui.

To serve this community need, the Surfrider Foundation Maui Chapter launched its West Maui Post-Fire Water Quality Monitoring program. As part of this program, Surfrider hired a Maui Fire Response Coordinator, Hanna Lilley, to lead coastal water quality sampling for fire-related toxins at West Maui sites in and around the Lāhainā burn area.

In January, Surfrider Foundation staff members collected water quality samples at 6 sites within the Lāhainā burn zone. The samples were collected within 24 hours of a heavy rain event that resulted in extensive runoff and

brown water throughout West Maui. The water quality samples are currently being analyzed at Physis Lab in Anaheim, California for a suite of heavy metals and other post-fire contaminants. While results are pending, the Maui Chapter has cautioned community members to enter the water in the areas immediately adjacent to Lāhainā. The Maui Chapter also continues to advocate for improved runoff control measures and environmentally sound locations for fire debris deposition.

In the aftermath of the fires, the Maui community has demonstrated to the world the Hawaiian value of *laulima* (cooperation; working together). It is through *laulima* that nonprofit organizations like the Surfrider Foundation continue to work together and pivot to address the ever-changing environmental and public health needs brought on by the fire.

As an environmental organization, Surfrider has navigated the aftermath of the Maui fires to best align with our mission to protect and enjoy our ocean, waves, and beaches. To that end, our Surfrider Maui Chapter volunteers came together to expand water quality monitoring along West Maui, push the County of Maui and state agencies on best management practices and runoff control, advocate for increased coastal water testing that is directly related to human health and recreation, and partner with fellow organizations to support our community in the ways we are best equipped. As a locally-based grassroots chapter, Surfrider Maui knows that this recovery is far from over, and we will continue to do our part to ensure that the ocean and beaches are safe for our communities in Lāhainā and West Maui.

Left: Surfrider Foundation Maui Fire Response Coordinator Hanna Lilley, collecting water quality samples from the "Shark Pit" area of Lāhainā.



PARTNERSHIP SPOTLIGHT

The Growing Impact of the Better Beach Alliance

By: Mary Herbranson, Sr. Partnerships Manager

REEF and Surfrider, both founded in 1984, share and celebrate four decades of deep-rooted admiration and respect for our ocean, waves, and beaches. In 2018, we tapped into that foundation and established the Better Beach Alliance to drive beach cleanup data collection with the ultimate goal of creating lasting protection through plastic pollution policy change.

Seven years later, the Better Beach Alliance has grown to support Surfrider global affiliates in nine countries and continues to serve as an invitation for individuals and businesses alike to take action and join in our shared mission. When we come together, we can do great things.



When we work together we can do great things.
See our collective impact since 2018:

1.8 Million **15,000** **420,000**
Pounds of Trash Removed Beach Cleanups Volunteers Engaged



ORGANIZATION PROFILE

Queer Surf

Can you tell us a bit about both of yourselves?

Kyla Langen is a queer former professional surfer and science teacher with a Master's in Education. Growing up in the waters of North County San Diego, Kyla started Queer Surf after moving to San Francisco and seeing all the barriers queer people face in accessing the ocean.

Nic Brisebois is queer, a boogie boarder, and mental health professional. Nic grew up in North County San Diego and got to San Francisco as soon as they could.

Can you tell us about Queer Surf, its origin, and why you both founded the organization?

In San Francisco in 2016, we noticed the lack of queer people accessing the beach. Our community started asking us to teach them to wave ride, and word spread from there. We felt an obligation to leverage our access to wave riding, so we gathered gear and began sharing our knowledge with our greater community. It has been an honor to hold the space and bring people into the water. What started as a pretty simple response to a need has started a movement and a shift in beach culture.

How does Queer Surf work to create a beach and surf culture that is welcoming to all people?

Queer Surf increases physical and emotional safety for nonbinary, trans, and queer wave riders, and welcomes any experience level. We provide mentorship, community, and celebrate collective wave riding to reframe and decenter conventional surf goals, prioritizing ocean joy and play. Queer Surf recognizes that folks with intersecting identities face further marginalization from our coastlines and we stand in solidarity with those communities.

Where do you see Queer Surf in the future? What's on the horizon for the organization?

In the future, we'd like to see the beach and lineup reflecting California's overall diversity and become natural environments for queer and trans ocean-curious folks to be able to

connect with each other. Because there is no traditional archive or history of queer folks accessing the beach, we're working to foster a queer sense of belonging on the coast where all bodies are welcome and can thrive. We're also building programs, including the Queer Sea Series, to welcome queer, trans, and nonbinary folks to the fields of marine science, coastal ecology, and conservation.

How did your relationship with Surfrider begin and how did the apparel collection come to life?

Surfrider SF and San Mateo Chapters have been supportive of our Bay Area work, as we share a similar mission to make the beach and waves accessible to all. We are jazzed that they've been elevating our work to their broader audience of allies and like-minded folks.



BOARD MEMBER PROFILE

Jad Dayeh

What is your current job and what is your role with the Surfrider Foundation?

I'm a partner at WME where I run our Digital Media Division as well as our Client Strategy Division. Simply put, I'm in the talent representation business and I'm lucky enough to work with world-class musicians, artists, and talent of varying disciplines, and I specialize in building media companies with our top clients.

As for Surfrider, I recently joined the board of directors where I hope to utilize my media knowledge and relationships to further connect and amplify Surfrider's efforts and messaging by helping the organization collaborate with thought leaders of all walks in an effort to spread awareness and action far and wide.

Why and when did you get involved with the Surfrider Foundation?

I recently joined Surfrider at the beginning of 2024, having been acquainted with the organization for a couple of years through volunteer opportunities my family and I joined in our hometown of Malibu, as well as my personal passion for surfing and environmentalism.

My involvement deepened as I gained insight into their vital and impactful work, and their distinction as a well-structured, action-driven organization. Given the ever-increasing urgency of the issues Surfrider addresses, I couldn't pass up the opportunity to join this community of like-minded, goal-oriented individuals.

What are some local issues that are affecting your local ocean, waves, and beaches?

Unfortunately, Malibu is no stranger to a slew of issues ranging from wildfires to mudslides, but one of the most pressing issues in my local area is the increased effect of coastline erosion being rapidly accelerated by climate change. This has had an impact on everything from structural safety to personal safety, all the way to the shape and even existence of some beloved and historic Malibu waves.

I would love to see more natural management solutions relied upon and coastal development reduced in these hyper-targeted areas, and to learn more about what we all can be doing on an individual level to tackle these environmental challenges.



WEAR YOUR SUPPORT

100% of profits fund our mission to protect our ocean, waves, and beaches for generations to come.



[SHOP.SURFRIDER.ORG](https://shop.surfrider.org)

SURFRIDER GEAR

Andrika Payne

Why and when did you get involved with the Surfrider Foundation?

I found Surfrider through a partnership with my work. I deeply enjoyed the company of fellow Surfrider volunteers, was blown away by the work that Surfrider does, and was inspired by the impact that we can have together. I thought I was just going to help with a singular event – little did I know that stepping into that beach cleanup would not only introduce me to a beautiful community of amazing friends of the ocean, but would also introduce me to a brand new passion for surfing that I NEVER thought I'd have.

What has been the highlight of your Surfrider experience?

The highlight of my Surfrider experience is one I did not expect to find: saying goodbye to my lifelong fear of the ocean. At 4 years old, I was trapped in a rip current that forever changed the way I view and respect the power of Mother Ocean. Through Surfrider cleanups, I gained a great friend group of passionate, ocean-loving surfers who helped me overcome my fears by teaching me how to read the ocean, one session at a time. You might be surprised by what you'll learn about yourself by volunteering with Surfrider!

Do you have any personal experiences or campaigns that you're passionate about where the social justice and environmental movements have intersected?

My passion for cleanups came from the very intersection of social justice and environmental causes: the safety of public parks in low-income areas. At 10 years old, I was playing at a rundown neighborhood park with a small community lake. This park was in my low-income neighborhood in Atlanta, the only park in my neighborhood we could reach on foot because my family did not have a car. While I was swimming barefoot in the cordoned-off swimming area of the lake, I stepped on a shard of glass and cut the bottom of my foot. That was the day I became a young activist against trash pollution, and I've been doing cleanups ever since.

What can Surfrider do to foster an inclusive and welcoming experience? Do you have any examples from your experience where this is successfully happening?

As a woman of color, I feel Surfrider is doing wonderful things to foster an inclusive and welcoming experience for those in marginalized communities. I have always felt included, encouraged, and welcomed in all Surfrider experiences.

The best example of Surfrider's inclusive impact is the One Watershed program, a beach access equity initiative that brings youth from underrepresented communities in LA County to their local beach for surfing lessons. Surfrider should continue similar activities with a focus on positively impacting marginalized groups.



ARTIST PROFILE

Alina Carballo

When was the first time you went surfing and what was it like?

The first time I went surfing was right after moving to Bali, at 21. It was an unforgettable day with a friend who introduced me to surfing. He gave me that first push into a wave, and I swear, that first ride felt like an eternity. It was exhilarating, like discovering a whole new kind of high. I was instantly hooked, and there was no looking back after that.

What inspires you and the art you create?

My inspiration comes from a variety of aesthetic sources including pottery, interior design, vintage packaging, and other art forms, along with the endless beauty of nature. Nature, with its diverse landscapes such as cactuses, mountains, waves, palm trees, and beaches, offers an unlimited palette of inspiration. The uniqueness of each sunset and the individuality of every palm tree fuel my creativity, allowing me to express these natural wonders through my art.

Nature, with its diverse landscapes such as cactuses, mountains, waves, palm trees, and beaches, offers an unlimited palette of inspiration.



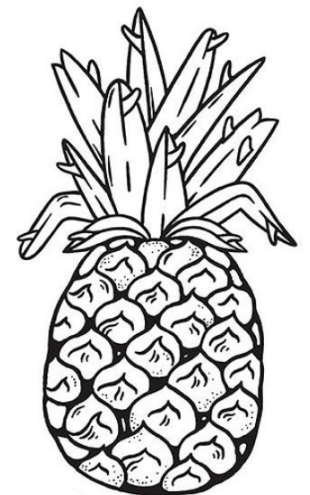


How did you (and Steven) come up with the concept for our Drilling is Killing collection back in 2018?

Steven and I wanted our “Drilling is Killing” design to really highlight the unseen dangers of oil drilling on the environment, hence the skull beneath the waves. We drew inspiration from the urgent need to address these hidden threats to our planet. Creating art that combines a cool aesthetic with a strong message about conservation is what drives our designs, hoping to spark conversations and awareness.

What is the most important thing you tell others about protecting the ocean, waves, and beaches?

I always say it’s about the joy these places bring us and the responsibility we have to safeguard them. It’s a give-and-take relationship. We get so much from these natural wonders, the least we can do is look after them. Beyond that, I think it’s crucial to emphasize the power of collective action. Every little bit helps, whether it’s reducing plastic use, supporting conservation efforts, or just spreading the word. We’ve got this one beautiful, blue planet – let’s take care of it together.



Coastal Victories Update

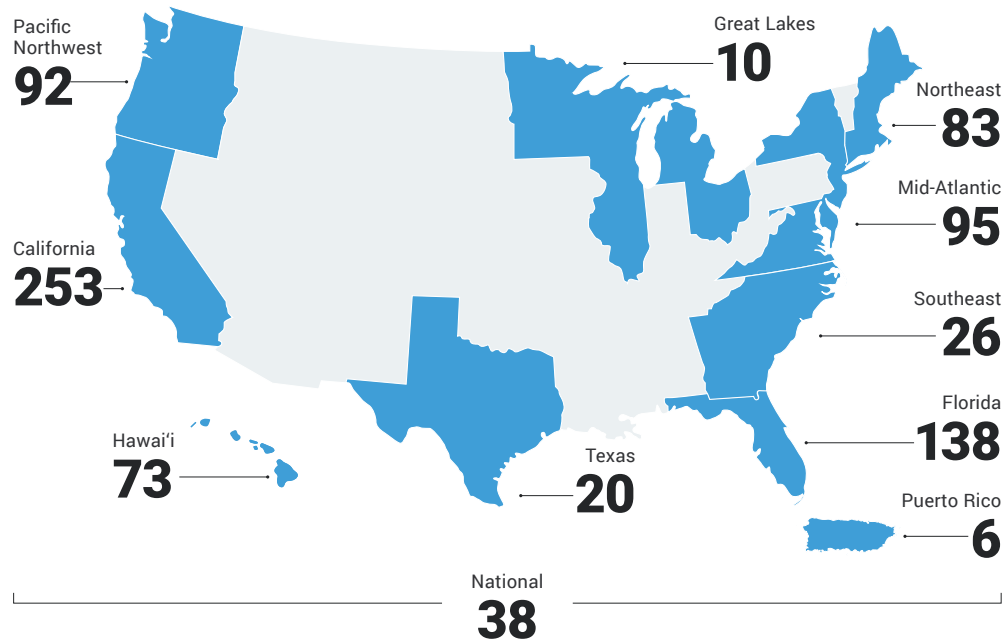
A coastal victory is a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both.

For more information visit surfrider.org/campaigns.

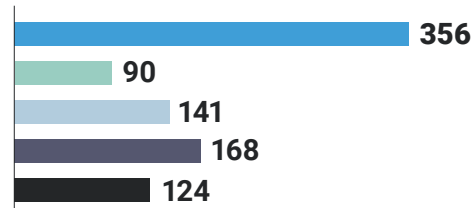
884

Total Victories Since 2006

VICTORY LOCATIONS

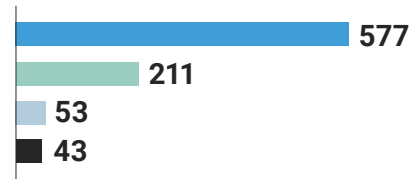


VICTORY TYPE



- Plastic Reduction
- Ocean Protection
- Clean Water
- Coast & Climate
- Beach access

VICTORY SCOPE



- Local
- Regional
- State
- Federal



Leave a Lasting Legacy

Help advance the protection of our ocean, waves, and beaches for future generations.

Contact us about planned giving at info@surfrider.org

