Surfrider Foundation’s Mission

A grassroots environmental organization dedicated to the protection and enjoyment of oceans, waves and beaches through a powerful activist network.
Good Work of Surfrider Chapters

From Beach Cleanups...

To Water Quality Testing and Campaigns
OFG Takes on Pollution Prevention

Dry Weather

Wet Weather
80% of Ocean Pollution Is Land-Based
Concentrate On The **First Flush**

*Capture or at Least Cleanse*

The first $\frac{3}{4} – 1$ Inch of rain after a dry period.
First Flush Carries Street Pollution (Seen and Unseen) . . .
To Storm Drains . . .
Or Combined Sewer Outflows (CSO): Stormwater + Wastewater in Same Pipes
Through the Flood Control System . . .

During a storm, billions of gallons of water may run through the storm drain system.

This overwhelms the cleaning system and pollutes our waterways.

Increased runoff also means decreased groundwater recharge.
To Our Oceans and Beaches . . .

Image courtesy of Heal the Bay
Killing Life.
Does your region’s economy depend upon its clean beaches?
Surfrider Foundation Created The Ocean Friendly Gardens Program:

www.oceanfriendlygardens.org
Start Thinking of Your Home As A Mini-Watershed

Conservation

Permeability

Retention

Apply C.P.R. To Revive Watersheds and Oceans
CPR Principles

**Conservation** of
- Water
- Fertilizers, pesticides and herbicides (most come from petroleum)
- Energy (moving & cleaning water use lots of energy)
- Wildlife habitat
- Air quality reduced use of gas-powered maintenance machinery (air pollutants) and yard waste through native or climate-appropriate plants, spaced with their mature size in mind.

**Permeability** through
- Healthy, biologically active soil (mulch, compost)
- Hard surfaces that are porous, have gaps in them or direct water to soil

**Retention** of rainwater by
- Rain chains and rain gardens, storing water in the soil for the dry seasons
- or rain barrels save it to water veggies, preventing it from running off the property.
Is Rainfall Enough for Plants?

- Average yearly rainfall – examples:
  - New Jersey: 42 inches.
  - Portland: 37 inches.

- 1,000 sq. foot of impermeable space (roof) x 1 inch of rain = creates 600 gallons of water.
  - 42” x 600 gals = 25,000 gallons

- Water that can feed native and climate-appropriate plants, i.e., those adapted to this rainfall pattern.
OFGs Sponge-Up the Rain

① Prevents Pollution and Flooding
② Reduces Supplemental Water Required
③ Recharges Local Water Sources
④ Create habitat and beauty
OFG Cuts Water, Yard Waste and Maintenance Time

The Numbers Speak for Themselves

Traditional Landscape vs. Sustainable Landscape

- **Water**
  - Traditional: 57,000 Gallons
  - Sustainable: 8,000 Gallons

- **Yard Waste**
  - Traditional: 120 Pounds
  - Sustainable: 250 Pounds

- **Maintenance Hours**
  - Traditional: 80 Hours
  - Sustainable: 15 Hours

City of Santa Monica, CA
Copying Nature

Like 3 R’s (Strategy) – Reduce, Reuse, Recycle (& Recharge)

Remember The 3 S’s For Water (Technique):
• Slow it – rocks at base of downspout; rain chains; mulch or gravel.
• Spread it – distributed to multiple areas.
• Sink it – recharge groundwater.

Streams Don’t Flow in a Straight Line – They Curve & Have Low Spots
Program Objectives and Strategy: Build Chapter and Program Capacity

• **Build on Surfrider programs** - Blue Water Task Force, Beach Clean-Ups, Special Places.

• **Prepare volunteers and land stewards** – owners and renters, through education, training and hands-on assistance. Apply CPR at home, work and public spaces.

• **Spark change** - through visible, community-building projects. Ask those helped to join an OFG Committee and become “ambassadors” in their neighborhood. So we can scale-up OFG.

• **Collaborate:**
  - government agencies so they incorporate OFG principles and practices into policies, programs and regulations.
  - local landscape professionals to help lead OFG Program components and incorporate OFG into their own projects.
Additional Benefits

Helps to find new members – reach new demographics, e.g., gardeners, birders.

Common sense approach

See immediate change
OFG Program Components (Template):
We Help Educate, Train, Assist and Connect People

Basics Class

Hands-On Workshops (HOWs)

Garden Assistance Program (GAP)

Lawn Patrol: Neighborhood Walk
OFG Sign, Book, Blog and Online Tracking

CPR, GAP and Lawn Patrol © 2010 Surfrider Foundation. All rights reserved.
OFG Activist Toolkit
OFG Lawn Patrol = Neighborhood Walks:

Outdoor Education * Training The Eye * Spotting OFGs for Signs * Help Those Almost There
We Look For Gardens That Are Ocean Friendly
And Educate About Gardens That Are Not
We Offer Assistance To Make Your Garden Ocean Friendly

LAWN PATROL STOPPED BY, AND WE LOVE YOUR GARDEN!

DATE:
TIME:

We toured your neighborhood, and noticed your garden has many features of an Ocean Friendly Garden which utilizes CPR:

___ Conservation
___ Permeability
___ Retention

Comments:

Attend a Class or Workshop and get involved!
Hands-On Workshop: Permeable Driveway
800 sq. ft. lawn retrofit
Lawn used 21,000 gallons of water/year
Dry and wet weather runoff
OFG Basics Class

Hands-On Workshop: Site Evaluation
And GAP

✓ City of Ventura Public Works Dept.
✓ Surfrider Ventura Chapter
✓ Each Participant Paid $10 For Series
No Irrigation Needed Through August
Workshop/Workday Blend: Long Beach, CA

① Owners Attended West Basin Water Harvest Festival
② Attended West Basin Basics Class
③ Qualified For Long Beach Water Dept. Rebates
④ Contacted Surfrider For Assistance

Private Residence
Workday Agreement Between GAP Host & Surfrider:

In Appendix D – Activist Toolkit (GAP Questionnaire there, too)

- Create An OFG Design
- Gather All Materials
- Invite Family, (2) Friends, & (3) Neighbors
- Provide Food & Drink
- Pay For Professional Workday Coordination
- Participate & Learn
- Join Surfrider
- Pay It Forward: Lead Lawn Patrol & Help With Events
Homeowners Paid G3 To Lead

Site Meeting: Owner, SF-LB, G3
✓ Long Beach Water Dept. Turf Rebate
✓ Surfrider Long Beach Chapter
✓ Each Participant Paid $10 Fee
✓ Homeowner Paid Balance of Professional Fees
Reduced Water Use by 90%
Zero Dry-Weather Runoff
Zero Wet-Weather Runoff
Build Habitat
Other Ways to Direct Rainwater
800 sq. ft. lawn retrofit
Lawn used 18,000 gallons of water/year
Dry and wet weather runoff at Local Surf Spot
And GAP
Share good food and meet cool people
Homeowner Agrees To Spread The Word

Reduced Water Use by 80%
Zero Dry-Weather Runoff
Zero Wet-Weather Runoff
Build Habitat
Seek Out Local Resources

Mulch – tree trimmers

Compost – City, homemade

...Or Brew Compost Tea
Series + Workday: OFG Public Demonstration Project

1,300 Sq. Ft. Lawn Behind the Lawndale Library

✓ Best Buy Grant
✓ West Basin & MWD ECP Grant Funds
✓ Professional And Volunteer Labor
Partnerships are Key

West Basin MWD, Metropolitan Water District of Southern California, Surfrider, G3, Local Businesses, Teen Friends of the Library
HOWs Can Cover:
1. Site Evaluations
2. Work Days
3. Maintenance

The Garden Was Built With Paid Professionals And Volunteers
The Lawndale OFG Became Reality
Reduced Water Use by 80%
Zero Dry-Weather Runoff
Zero Wet-Weather Runoff
San Francisco Chapter – “Plant Don’t Pave”

http://www.plantsf.org/FeaturedProjects.html
OFG Blossoms Through An **Collaborative** Approach

1. Bringing OFG to Agencies, Professionals, Non-Profits
2. Professional Leadership & Support to Hands-on Activities
3. Multiple Funding Partners
4. Public Demonstration Gardens
5. Multiple benefits: water quality, water supply, flood management, etc.
Ecosystem-based Management

Integrated Water Management

Wastewater Reuse

in your watershed

in your city

in your neighborhood

at home

public policy

individual action

Ocean Friendly Gardens

Green Streets
Low Impact Development (LID) – Commercial Parking Lot
Green Streets – Curb Cut Leading to Swale in Parking Strip (And Permeable Concrete and Asphalt Street)
...And At A School
Partnership Example: Soil & Water Conservation Districts (SWCD) (EMSWCD Offers Classes, Workshops, Grants)
Action Plan

• Form an OFG Committee

• Evaluate Chapter Capacity and Interest
  - See what programs & resources already exist (Chapter 5/OFG Activist Toolkit)
  - Reach out to professionals, agencies, etc.

• Develop a Strategic Plan
  - Sample one: Chapter 9/OFG Activist Toolkit
  - Neighborhood walk, workday, etc.
OFG Chapter Volunteer Jobs

Coordinating parts of events – outreach, admin
Leading activities – walks
Educating – tabling, talks
Policy change – LID ordinance

(Similar to other Programs and Campaigns)
Paul’s Role

Support Chapters and Field Staff:
• Resources – website, blog, forum
• Expertise – talk, assist

Regular updates – email, phone (like RAP)

pherzog@surfrider.org
310-439-2500