

watershed

Save The Bay Turns 50!

Nearly 50 years after helping to start the first modern grassroots environmental movement in the Bay Area, 94-year old Sylvia McLaughlin stood along the Bay shoreline in Oakland watching 25 volunteers plant native seedlings into the wetlands. She proudly remarked, “It’s so wonderful to see so many people interested in the future of the Bay. The biggest part of our whole effort has been creating awareness about the Bay and its connection to everyone around it. So let’s keep that going.”

A half a century ago, over almond cookies and coffee, three ladies from Berkeley—Kay Kerr, Sylvia McLaughlin and Esther Gulick—hatched a plan to stop the City of Berkeley’s plans to double in size by filling in the shallow Bay off-shore. They mobilized their community to help and as a result, the “Save San Francisco Bay Association” was formed in 1961.

Membership was \$1 and thousands of residents who loved the Bay joined right away. Soon the group won a legislative moratorium against Bay fill; established the first coastal zone management agency in the country, the Bay Conservation and Development Commission (BCDC); helped create the Don Edwards San Francisco Bay National Wildlife Refuge and stopped the Peripheral Canal from draining more of the Bay’s fresh water from upstream.

Now in 2011, with a Bay ringed by a necklace of public parks and wetland restoration taking place along the shoreline, Save The Bay celebrates 50 years of giving San Francisco Bay a voice and helping to shape public attitudes of complacency to vigilance. Save The Bay remains the largest organization working exclusively to protect and restore this great natural treasure by enacting

CONTINUED ON PAGE 2



“I just hope people continue to appreciate the treasure of the San Francisco Bay. We want this to be here for those who come after us and beyond.”

— Sylvia McLaughlin



saveSFbay.org



Celebrating Ten Years of Engaging the Community to Restore Wetlands

Save The Bay's Science-based Restoration Program Keeps Bay Healthy and Vibrant



AMY RICARD
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Through our Community-based Restoration program, we engage thousands of youth and adult volunteers to restore wetland habitats around the Bay to help re-establish 100,000 acres of healthy tidal marsh.

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Community-based Restoration program.

What started out as a simple program to bring volunteers to the shoreline has evolved into a sophisticated science-based approach to restoring upland transition zones—areas of vegetation located between water and land that provide critical plant and wildlife habitat and important flood control. The best management practices developed by Save The Bay's restoration staff have become a model for other restoration programs. Our on-the-ground restoration combined with our advocacy to secure funding to improve the Bay's health will help us meet the goal to re-establish 100,000 acres of tidal marsh around the Bay, as recommended by scientists.

"A healthy San Francisco Bay needs all of its habitats to function together, which makes our work restoring transition zones essential to creating a thriving ecosystem," said Darcie Collins, Ph.D., Save The Bay's Habitat Restoration Director. "Restoring more tidal marsh is vital and we rely on our volunteers to help us with this critical work."

Truly symbiotic, our *Community-based Restoration* program benefits our thousands of volunteers as well as the Bay. Healthy tidal marsh provides natural flood control, buffers against sea-level rise and vital habitat for Bay animals. Planting along the beautiful shoreline is a great way to spend time outdoors, connect with the community and improve the health of our natural treasure.

Long-time volunteer, Denise Spindler, loves working with us. "Save The Bay is always very organized; they appreciate you by being well-equipped, enthusiastic, pleasant and ready to make the best use of the volunteers," she said.

Planting during the wet winter season ensures that the young plants have the water they need to grow and thrive. That is why Save The Bay is seeking hundreds of volunteers to help meet its ambitious goal to plant 25,000 native wetland seedlings at shoreline restoration sites in Oakland, Hayward, Palo Alto, Menlo Park and Mill Valley. Sign up at saveSFbay.org/volunteer.

—Amy Ricard

SAVE THE BAY TURNS 50 | CONTINUED FROM PAGE 1

policies to protect the Bay and wildlife from pollution and inappropriate development; working to re-establish 100,000 acres of healthy wetlands; and inspiring more than 35,000 supporters and students annually.

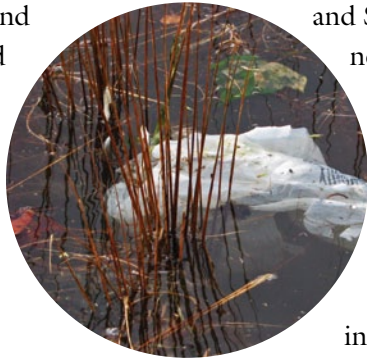
To honor this anniversary, Save The Bay will draw inspiration from its impressive achievements since 1961 to accomplish more victories for the Bay over the next 50 years. Stay tuned for several special events and opportunities to join the commemoration of this extraordinary milestone.

—Jessica Castelli

Bag Victory in San Jose!

Save The Bay's three year effort paid off last month, as the San Jose City Council passed California's toughest city ban on plastic bags! It is a huge victory as the Bay Area's most populous city stood up to industry opposition to protect the health of our creeks and the Bay. We built broad support from business and community organizations, and this landmark legislation is a model other cities and counties can also adopt.

San Jose's ordinance bans plastic bags at all retailers and encourages customers to bring their own bags by also requiring a small charge on each paper bag. Save The Bay's coalition overcame the plastic industry's well-funded campaign to stop this ordinance by mobilizing strong support from the community, who recognize the importance of eliminating these flimsy and toxic plastic bags from our environment.



By waging and winning this ambitious campaign to help Bay Area cities reduce Bay trash at the source, Save The Bay is building a regional movement to meet the goal of eradicating all trash flowing to the Bay in stormwater runoff by 2022.

We commend San Jose for taking the lead to clean up our waterways and San Francisco Bay. While

neighbors San Francisco and Berkeley often grab headlines for progressive environmental policies, San Jose is ahead of them this time. We encourage other cities around the region to follow in San Jose's footsteps and look forward to working with those cities to reduce pervasive plastic bag pollution.

Learn more about the threat plastic bags pose to the Bay at saveSFbay.org/bay-vs-bag.

David Lewis



RUSS JUSKALIAN

*Save The Bay
Executive Director
David Lewis*

Other Bay Area Bans

Save The Bay continues to be the region's leading advocate for reducing trash pollution in the Bay by working with local cities. At press time, Marin County is poised to pass a countywide bag ban. The Alameda County Waste Management Authority will begin the environmental review process for a bag ordinance and the City of Sunnyvale recently voted to draft their own bag ordinance as well.

Hayward passed a polystyrene ban in October and San Mateo County is not far behind. Save The Bay will continue to support these and other Bay Area cities as they move forward with efforts to stop trash at its source.

The Campaign to Stop Cargill: By the Numbers

- 90** Percentage of Bay wetlands lost to development and other causes in previous generations
- 1,436** Acres of restorable salt ponds in Redwood City where Cargill wants to build 12,000 houses
- 50** Years since a Bay-fill development this large has been built
- 17** Amount of times bigger than any development approved since modern environmental regulations
- 150+** Elected officials from all nine Bay Area counties against the project
- 35,000+** Save The Bay members and supporters
- 39** Statewide, regional and local organizations part of the growing coalition opposing the project

We only have one San Francisco Bay. Let's work to protect and restore it— not pave it! Learn more and join the movement at www.DontPaveMyBay.org



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NEWSLETTER INSIDE

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Remembering Save The Bay Co-Founder Kay Kerr

Save The Bay is deeply saddened to share the news of the passing of one of our heroes. In December, one of our co-founders, Catherine “Kay” Kerr, died peacefully at her home in El Cerrito surrounded by her loving family. She was 99.

Helping to start one of the first grassroots environmental movements in our country, Kay, along with co-founders Sylvia McLaughlin and Esther Gulick, made an invaluable contribution to the health of San Francisco Bay with her lifelong dedication to our great natural treasure. The Bay *and* Save The Bay would not be what they are today without her leadership and her poignant reminder: “The Bay is never saved. It is, instead, always in the process of being saved.”

Sylvia McLaughlin remembers her dear friend fondly: “Kay Kerr was a good friend and colleague. For several years, Kay, Esther Gulick and I would meet at Kay’s home every Monday morning to discuss our strategy for saving the bay from being filled for shoreline development. She was totally dedicated to our cause of keeping fill out of the Bay and beautifying the shoreline.”

Today Save The Bay continues to carry on Kay Kerr’s legacy as we work tirelessly to protect and restore San Francisco Bay for the benefit of people, wildlife and future generations.

Kay was a true activist, visionary and friend. She will be missed.



“When we started out in 1961, we thought all we had to do was to get a good law and the Bay would be saved. What we have learned is that the law itself must be saved, that this requires constant vigilance against those that would change or weaken it. What we have learned is that the Bay is never saved. It is, instead, always in the process of being saved. That is why we have been so heavily involved for all of these years, and why our successors will be involved far into the future.”

— Kay Kerr, University of California
Albright Lecture Series, 1988