Ocean Odysseys:

Jack O'Neill, Dan Haifley &

The Monterey Bay National Marine Sanctuary

Humpback whale surfaces near O'Neill Catamaran filled with schoolchildren. Photo: Steve Lawson

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A condensed version of this volume is available in trade paperback version from Amazon.com and your local bookstore.

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Northern elephant seal (*Mirounga angustirostris*). Monterey Bay National Marine Sanctuary.
Photographer: Robert Schwemmer, CINMS, NOAA.

Introduction

It's a crisp day in early November 2011. I'm on board *Team O'Neill*, a sixty-five foot catamaran sailing on the Monterey Bay. I'm surrounded by a class of animated fifth graders in orange life jackets on an O'Neill Sea Odyssey field trip. They're from Alianza School, a bilingual charter school in Watsonville, California. We've navigated the mouth of the Santa Cruz Yacht Harbor and headed past the small red tower of Mile Buoy, where sea lions crowd together for a rest. The wave-sculpted cliffs of Santa Cruz outlined clearly on the tilting horizon look tiny and unfamiliar from sea. I look south and try to spot Jack O'Neill's house on Pleasure Point. A sea otter surfaces near the boat and one of the instructors gathers the students in a circle. "We're flying over the canopy of an underwater kelp forest," she says. She begins a lesson about kelp forest ecology, taking out a sea otter pelt for them to stroke.

"Oh, you gotta go out on the boat!" Jack had invited two weeks ago, in his raspy, warm voice. We were basking in October sunlight that poured through Jack's picture window overlooking the Monterey Bay. I had come to do an oral history interview with Jack and his daughter, Bridget, about the history of O'Neill Sea Odyssey, which offers sailing trips in a living classroom to fourth through sixth-grade students from schools throughout Central California.

Winter waves pushed rhythmically against the sea wall under our feet. Surf was audible even through the window. The structure we sat in seemed more ship than house, and bearded, one-eyed Jack (he suffered an eye injury from a surfboard leash many years ago) is definitely the captain. Outside, surfers caught waves over some of the best breaks on the Pacific Coast. Lines of prehistoric-looking pelicans surfed the air at eye level right past the window. The waves, the birds, the surfers, the sun wove themselves into the brief oral history Jack had the time and energy to give in his late eighties. Jack's daughter, Bridget, perched across from us on a stool. Bridget is board chair for O'Neill Sea Odyssey and is vice president of O'Neill, Incorporated. She had graciously offered to participate in the interview.

"What a beautiful spot," I remarked before we began recording, my eyes traveling across the shining expanse of bay to the Monterey Peninsula floating like an island on the horizon. "I don't know what I'd do without this," Jack replied. Jack O'Neill is still a powerful man with a restorative relationship with the sea that has sustained him in both the best and worst times of his life. "I used to jump into the ocean about once a day. I lived down at the beach and I'd get up in the morning and jump in at noon and I'd jump in in the evening," he told me when we

met to plan his oral history.

But for Jack the ocean is more than a source of personal therapy or a surfing playground. He has a deep ecological sense of its fragility and its importance. "The ocean is alive, and we've got to take care of it," he often says in interviews, including this one.

Jack O'Neill is best known as a pioneering innovator of the wetsuit that made cold water surfing possible and thereby revolutionized the surfing world. This story is well told in Drew Kampion's 2011 beautiful and detailed book *Jack O'Neill: It's Always Summer on the Inside.*[1]

Two oral histories are published here. The first is with Jack O'Neill and his daughter Bridget and focuses specifically on the O'Neill Sea Odyssey. The second is with Dan Haifley, executive director of O'Neill Sea Odyssey. Some background on both Jack O'Neill and Dan Haifley is necessary to contextualize the oral histories.[1]

Jack was born in Denver, Colorado in 1923 and raised primarily in Los Angeles, California during the Great Depression. He started ocean swimming at the beach in Orange County, California and caught his first glimpse of a surfboard at Long Beach. As a young man, Jack worked as a lumberjack and served in the Army Air Corps. He then studied engineering and earned a business degree from the University of Portland. In 1949, he moved to San Francisco, where he worked on Italian crab fishing boats and later sold architectural aluminum, fire extinguishers, and skylights in downtown San Francisco. On his lunch breaks, he dashed down to foggy Ocean Beach to surf the cold waves. In those days, surfers donned wool sweaters to keep warm in the water. A wet, heavy sweater was no picnic to wear while surfing. "We'd go out surfing and our skin would be all numb," Jack told me. "Your capillaries are close. So your skin would be really numb. They used to build fires, the older guys used to build fires on the beach. I used to have a room at 2444 Great Highway, and it was steam heat. And if I didn't get warmed up on the beach, I'd stand under that shower for a half an hour." A natural inventor, Jack bought PVC at a surplus store and stuffed it into his bathing trunks in an effort to stay warm. Later he replaced the PVC with a sample of a brand-new material called neoprene provided to him by a scientist friend. That worked much more effectively than the PVC. Intrigued, Jack began sewing pieces of neoprene into vests. He encouraged his surfing friends to try them out. Though dubious at first, they were impressed by how much warmer they felt.

When the vests grew popular, Jack decided to market them at his Surf Shop housed in a garage near the Great Highway in San Francisco, where he was already selling surfboards

[1] Drew Kampion, *Jack O'Neill: It's Always Summer on the Inside* (Chronicle Books, 2011). Some of this background was taken from several pre-interviews I conducted with Jack O'Neill.

made from balsa wood. By that time, he had lost his job selling architectural materials in downtown San Francisco when, after one of his lunchtime surfing breaks, he had leaned over an architectural drawing and salty water dripped out of his nose, appalling the client. At the Surf Shop, Jack developed designs for a shorty, a long john and a long-sleeved beaver-tail jacket. Voila! Surfers could withstand the cold water. Soon Northern California became a year-round surfing area. And here were the beginnings of O'Neill, now an international company at the top of the world's wetsuit market.

Jack and his family had first started driving down in their Model A Ford to the Santa Cruz area in the 1950s. They came to surf at Pleasure Point in Capitola, now a world-renowned surf destination, partly thanks to Jack. The area was named Pleasure Point during the Prohibition years of the 1920s, when it was home to many Speakeasies. Jack discovered in Santa Cruz a community with a long history with surfing, dating back to the summer of 1885. In that year Jonah Kuhio Kalaniana'ole and his brothers, David Kawananakoa and Edward Keli'iahonui, nephews of Queen Kapi'olani, were attending a boarding school in San Mateo. The brothers demonstrated Hawaiian surfing to a crowd. They surfed fifteen-foot waves at the San Lorenzo River mouth on fifteen-foot planks carved from local redwood trees milled in the shape of traditional Hawaiian *o'lo* boards reserved in the Islands traditionally for royalty. According to historian Geoff Dunn, "this 'exhibition' marked the first recorded board surfing anywhere in North and South America—more than two decades before George Freeth introduced surfing in Southern California."[2]

While surfing grew popular along the warmer shores of Southern California, a handful of intrepid Santa Cruzans continued to surf the cold waters off of Lighthouse Point and other breaks along the Santa Cruz coast. As early as 1896, the *Santa Cruz Sentinel* reported that "The boys who go in swimming in the surf at Seabright Beach use surf-boards to ride the breakers, like the Hawaiians." The Santa Cruz Surfing Club was founded in 1936 and a fledgling surfing community emerged in the Monterey Bay Region, which was established by the time Jack began coming down to the area in the 1950s.

Jack and his wife and kids camped out on the very cliff where his house is now, and also slept in a tent on New Brighton State Park. In 1959, Jack decided to relocate permanently to Santa Cruz, starting the business he simply called "Surf Shop" in an abandoned real estate office on Cowell's Beach. The site of the shop was near the Santa Cruz Beach Boardwalk, a

[2] http://www.huffingtonpost.com/geoffrey-dunn/santa-cruz-celebrates-thr_b_524758.html See also "Riders of the Sea Spray" http:// goodtimessantacruz.com/santa-cruz-news/good-times-cover-stories/936riders-of-the-sea-spray.html for an extended account of this historic occasion.

hundred yards from the foot of the Santa Cruz Municipal Wharf. He and his family moved to a house on Chanticleer, where they kept a pet seal. Santa Cruz was an ideal place to learn surfing, and a burgeoning community of surfers rented or bought surfboards and wetsuits from Jack.

Jack O'Neill both rode and propelled the surfing wave of the 1960s. The Beach Boys, Gidget, Woody Station wagons—surfing culture was rising. "They called it Boys Town," Jack told me in a pre-interview meeting, "because mothers would drop their sons off for the day and the surfers would take the kids out and teach them surfing." Still, "surfing" was a dirty word among the staid population of Santa Cruz, and the early years were hard financially. Sometimes when summer ended, Jack ended up selling Fuller brushes to make ends meet. "I thought we'd go out of business that first winter," Jack confessed.

At the beginning, the wetsuits were made in an old chicken coop in the Live Oak area, but in 1962 the factory relocated to the 41st Avenue area of Capitola. All six of Jack's kids worked for the company. According to Surfline.com, O'Neill's solved two technical problems with wetsuit construction: "How to keep the neoprene from tearing and how to make wetsuits easier to slip on and off with one simple solution: laminating elastic nylon jersey to the surface of the closed-cell neoprene foam. That development, combined with the introduction of the zigzag stich, was a huge leap forward."[3]

Jack became an integral part of the surfing scene in Santa Cruz, sponsoring early surfing movies such as Bruce Brown's "Endless Summer" at school auditoriums in the area. By the 1980s, O'Neill Surf Shop had morphed into a large company. O'Neill is now the best-selling wetsuit brand in the world and a leading maker of surfing apparel. O'Neill also sponsors numerous professional surfing contests, including the O'Neill Classic. But O'Neill remains a family business with local roots, and is still located in Capitola on 41st Avenue. Jack's son, Pat, (who invented the ankle leash for the surfboard) serves as CEO and Jack's daughter, Bridget, is vice president.

Jack is a surfing icon. He was inducted into the International Surfing Hall of Fame in 1991 and the Huntington Beach Surfing Walk of Fame in 1998. In 2011, he became a face of California, appearing in "True Californians," an international campaign by the California Travel and Tourism Commission to drum up tourism from abroad.

But how did a surfing icon end up with a sixty-five foot catamaran and become the founder of O'Neill Sea Odyssey? Well, it began because Jack was always something of a daredevil. In the mid-1960s, he developed a passion for hot air balloons. He became the first person to

launch a balloon from a boat on the water. Jack launched himself out over Monterey Bay and even invented an inflated supersuit (the design for which was later adopted by the U.S. Navy) in case the winds were unfavorable and he was stranded all night out in icy water. As he explains in his oral history, he was searching for a boat that offered a bigger landing platform for his balloon and in 1983, bought a half-built sixty-five foot catamaran from a man in Sand City (near Monterey, California). In the 1980s, he used it for hot air ballooning and for promotional trips and day cruises.

Then in the early 1990s, Jack's rising consciousness of the importance of marine conservation and the establishment of the new Monterey Bay National Marine Sanctuary gave him an idea: Why not use his boat to take elementary school children out on the water and teach them about the ocean? So he and his son, Tim O'Neill, founded what is now called the O'Neill Sea Odyssey, a nonprofit organization. Tim earned his commercial skipper's license from the Coast Guard and became the captain of the boat. Jack and his friend, Harry Hind, granted a twenty-five-year lease to the Sea Odyssey program in their O'Neill Building located at the Santa Cruz Yacht Harbor. A boat, office space, the name of a famous surfing icon—the program was poised for success.

Jack O'Neill found in Dan Haifley a man who matched his extraordinary love for the ocean and dedication to marine conservation. Jack and Dan first met in the late 1980s, when Dan was director of Save Our Shores and fighting to stop offshore oil drilling in California and to found the Monterey Bay National Marine Sanctuary. Jack offered Save Our Shores inexpensive rent in the O'Neill Building at the Santa Cruz Yacht Harbor. In 1999, Jack hired Haifley to steer the O'Neill Sea Odyssey [OSO] program.

Dan Haifley brought an extraordinary history of political organizing on behalf of marine ecosystems to his position as executive director for OSO. Haifley was born in Long Beach, California in 1957. He grew to love the natural environment while climbing and camping with his father in the mountains of Southern California as a child. He was also drawn to the ocean, and remembers asking his mother about the oil rigs on artificial islands off the coast of Long Beach, and feeling upset by the birds dying in the Santa Barbara oil spill of 1969.

Haifley attended West Valley Community College in Saratoga, California and then the University of California, Santa Cruz, where he graduated with a degree in economics from Kresge College in 1979. Shaped by the anti-nuclear movement and the general climate of progressive political activism at UCSC in the late 1970s, Haifley became a community

[3] http://www.surfline.com/surfing-a-to-z/jack-oneill-biography-and-photos_877/

organizer. After graduation he took a position as coordinator for People for a Nuclear-Free Future [PNFF] in Santa Cruz. While at PNFF, Haifley cut his teeth on politics by developing a ballot measure opposing Lockheed Santa Cruz's role in building parts for the Trident nuclear weapon. He also worked on a statewide ballot initiative calling for a nuclear weapons freeze. During the 1990s, he joined several other community organizations in Santa Cruz County, including Save Our Shores, a grassroots organization which had been founded in the late 1970s to oppose coastal development and organize beach cleanups in Santa Cruz County and later began to organize against offshore oil drilling.

Beginning in 1986, the City of Santa Cruz rose to the forefront of growing citizen opposition to offshore oil drilling in California. A coalition of elected officials, including city councilmembers, John Laird and Mardi Wormhoudt, county supervisor and land use lawyer, Gary Patton, and chair of Save our Shores, Kim Tschantz, developed an innovative oppositional strategy. The federal government holds jurisdiction over offshore leasing areas located between three and two hundred miles off the coast of California. Oil drilling is constitutionally protected as a federal activity. In other words, local communities have no legal standing to oppose oil drilling off their coasts. However, oil drilling does necessitate the construction of a supporting onshore infrastructure, including dewatering plants, helicopter pads, and pipelines, and these facilities must be approved by local zoning changes. This coalition introduced Measure A, a ballot measure that mandated that any of these zoning changes would have to be approved by a vote of the people of the City of Santa Cruz. The measure passed with 82 percent of the vote. Perhaps most importantly, it also authorized the Santa Cruz City Council to provide funds to lead a fight against offshore oil in Central and Northern California.

As a result of Measure A, Dan Haifley was hired (through Save Our Shores) to coordinate what became known as the Oil Information Program. In the late 1980s, Haifley traveled in his Pinto throughout Coastal California communities showing an educational slideshow he developed entitled *Is It Worth the Risk?* and consulting via telephone and in person with local government officials and activists interested in passing land use ordinances modeled on the ballot measure that passed in Santa Cruz. Over twenty of such ordinances passed throughout California.

Then the oil industry fought back. The Western Oil and Gas Association (later named the Western States Oil and Gas Association) sued thirteen of the communities involved. The communities pooled their resources and hired attorney Roger Beers in San Francisco, who successfully won the case for local governments. This sent a strong political message to

Washington, D.C. regarding citizen opposition to offshore oil drilling in California, a political message which played an essential role in the next chapter of the battle against offshore oil drilling in California, which was the establishment of the Monterey Bay National Marine Sanctuary (MBMNS). Haifley was to be integrally involved in this battle as well.

In 1972, Congress had passed the Marine Protection, Research and Sanctuaries Act which, among other things, established the National Marine Sanctuary Program. Title III of the law was later renamed the National Marine Sanctuaries Act. Efforts to create a marine sanctuary in the Monterey Bay region date back to 1975, when the California Coastal Zone Conservation Commission recommended a sanctuary for the area, but after many years that proposal was eventually rejected by the Reagan administration. In his oral history, Haifley describes how this proposal was reintroduced by Congressman Leon Panetta in 1988 and eventually evolved into the 1992 federal designation of a much larger sanctuary, which stretches 276 miles from Cambria in the south to Marin County in the north. According to the MBMNS website, the Monterey Bay National Marine Sanctuary's resources include ". . . our nation's largest kelp forest, one of North America's largest underwater canyons and the closest-to-shore deep ocean environment in the continental United States. It is home to one of the most diverse marine ecosystems in the world, including 33 species of marine mammals, 94 species of seabirds, 345 species of fishes, and numerous invertebrates and plants. It is considered by many as the "Serengeti of the Sea."

Haifley's narration of the intricate and sometimes surprising political machinations behind this successful environmental victory is suspenseful and colorful. Oral documentation of the political history of citizen opposition to offshore oil drilling is surprisingly rare, and Haifley's interview will be of interest to scholars and others investigating the history of the American environmental movement.

Haifley also describes the remarkable growth and evolution of OSO's educational program over the past fifteen years. As of spring 2012, 65,000 mostly low-income fourth, fifth, and sixth grade students have taken the three-hour journey aboard the program's sixty-five foot catamaran in the Monterey Bay National Marine Sanctuary, with follow-up lessons in the Education Center at the O'Neill Sea Odyssey Building at the Santa Cruz Harbor. OSO received the California Governor's Award in Economic and Environmental Leadership in 2005 and the Conservation Champion Award from U.S. Senator Barbara Boxer in the same year.

I interviewed Dan Haifley at his home near Pleasure Point in Capitola, California, not far from Jack O'Neill's house and one of the best surfing spots on the California coast. I found Dan to be an insightful, well-prepared, and thorough narrator, with a strong sense of the

importance of documenting history.

We're back on shore. The kids, their teachers, and I all head to the classrooms in the O'Neill Building. While we were at sea, the kids collected ocean water in a glass tube. One of the instructors places a sample of this water under a microscope and projects it on a screen. Jack presides over this lesson from his portrait in the corner, a smiling, salty, one-eyed sailor. The students and I both gasp when the screen comes into focus. Phytoplankton and zooplankton dart around this hidden world. One of the kids ventures, "So if I swallow sea water, those critters are in my stomach!" The teachers nod and laugh.

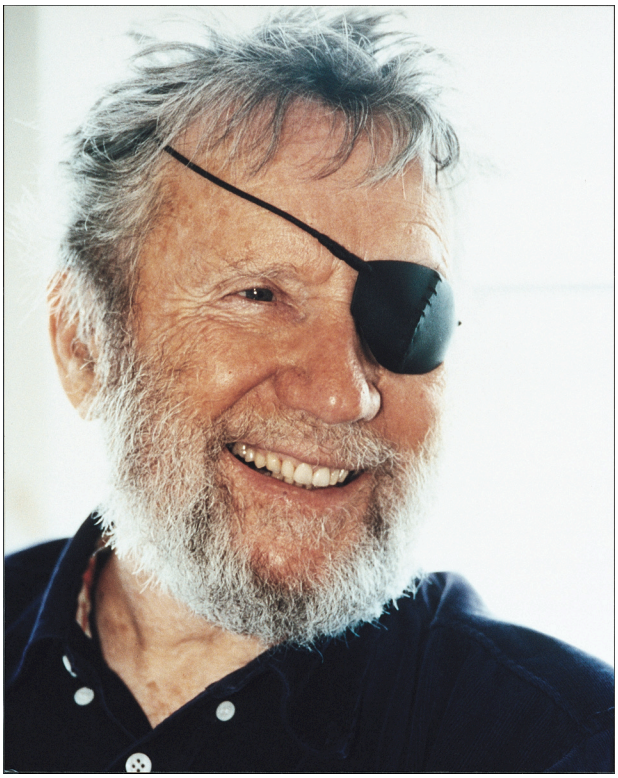
Then things get more serious. "What's that?" the teacher asks, pointing at something blue and motionless on the screen. None of us know. "Plastic," she sighs. "It's in almost every sample we draw from the bay." Silence in the room. We absorb the fragility of the Monterey Bay National Marine Sanctuary, of the earth we live on. I look over at Jack's portrait and hear his voice: "The ocean is alive, and we've got to take care of it." I know Jack O'Neill and Dan Haifley are doing just that.

This oral history volume is on deposit in Special Collections and the stacks at McHenry Library at the University of California, Santa Cruz; and on the UCSC Library's website. The Project is supported administratively by Christine Bunting, Head of Special Collections and Archives, and University Librarian Virginia Steel.

—Irene Reti
Director, Regional History Project
UC Santa Cruz Library, April 2012

Jack and Bridget O'Neill:

"The Ocean is Alive and We've Got To Take Care Of It"



Jack O'Neill. Photo: Courtesy of O'Neill Wetsuits

Reti: Today is Friday, October 28, 2011 and this is Irene Reti. I'm here with Jack O'Neill and his daughter, Bridget O'Neill, at the O'Neill home on Pleasure Point in Santa Cruz, California. It's a gorgeous fall day with the sun streaming through the window. We are looking out at the ocean and I can hear the waves right underneath the house.

Finding the *Team O'Neill* Catamaran

Jack, let's start today by talking about how and why you found the boat that became the *Team O'Neill* catamaran

Jack O'Neill: We [originally] found it to fly the balloons and the airship off of. We found it down in Sand City. It had been beside the freeway there for years. You'd probably driven by it

and maybe noticed. I went down there and the guy that started [building] the boat—it was really labor intensive—it's got ribs and stringers and he worked on it. It's sixty-five feet long and it's too long—he used a tremendous amount of labor and he worked on it so long. He was going to race it down to Hawaii in the Transpac. I think he thought it was going to be in first place. Back then he probably would have been. But it got so labor intensive, his wife said, "Listen, it's me or the boat."

Reti: That happens a lot, I think, right? [laughter]

Jack O'Neill: [laughs] So he sold the boat. And there was a guy who bought the boat. He was actually kind of living on it, but it was still on dry land by the freeway. And he had it for awhile. And I saw it and his wife was in the same place. She said, "Me or the boat."

Reti: [laughs]

Jack O'Neill: So I wasn't married at the time—

Reti: You figured you could marry the boat.

Jack O'Neill: So I bought the boat, and then we figured out how to get it to the beach, and where to launch it, which was down next to the wharf in Monterey.

Bridget O'Neill: You did it at—was it three in the morning?

Jack O'Neill: Three in the morning.

Bridget O'Neill: The house movers.

Jack O'Neill: The police said that it's got to be at three o'clock on a Sunday morning.

Reti: Why?

Jack O'Neill: That's the only time we can move it because it's so big you had to stop—

Bridget O'Neill: It was so big that you had to stop the traffic on the freeway.

Reti: Oh, my gosh!

Bridget O'Neill: It's a catamaran.

Jack O'Neill: So we took it down to the beach and at low tide we set it at tide edge. We made an arrangement for some three or four hundred dollars with a local fishing boat to pull it off the beach. Well, we set out there and the tide started coming in and we were getting just about to float, and we called and the lady answered and said, "Oh, the boys are all out to lunch!"

Reti: Oh, no!

Jack O'Neill: So it kind of got lighter and lighter. My son, Tim, was out there with me, with the Boston Whaler, and just edged us off and we were all right.

Reti: Oh, good.

Bridget O'Neill: And we got some help with people pushing it.

Jack O'Neill: We didn't have to push much.

Bridget O'Neill: It just rolled.

Jack O'Neill: He pulled it. It was getting to where it was floating. I had put a lot of flat wood down, but it wasn't necessary. I [once] saw a boat going on the beach in San Francisco, and it just kept going deeper into the sand.

Reti: Oh.

Jack O'Neill: So, I didn't want this to go down. But, anyhow, it worked pretty well and we brought it back here. We were flying the balloon off of it, getting the airship ready. And then they had some trouble with the airship and we really weren't using it a lot, so Tim and I said, "Well, we can take the kids out." Because we had taken kids out the same way. It was a company up near the Oakland Airport. They had built an underwater remote control robot that would go underwater, and the kids would take it out to test. And the kids were so into it and they were much better than the adults for operating it with the current underwater. So they decided that this felt good. They were enjoying it more than anybody. So Tim and I decided to take the kids out from school. And it worked out. We'd take a few and then some more, and it worked out pretty good. So we started taking them out on field trips.

Reti: I was reading in the book that Drew Kampion did about you—I think you mentioned something about how you originally had an idea for studying whales from the balloons—it was going to be a research vessel.

Jack O'Neill: Oh, yeah. Because when you're up in the air you can see things. You can look down through the ocean really good, so you can see—I once saw a guy in Bermuda, there was a guy who had a balloon like mine and he was getting towed behind a boat and spotting stuff out the back. I talked to him and then I started doing it. When you get up there in the balloon—you can see a lot. And we took the balloon down to Mexico in Mag[dalena] Bay and went flying over the whales there.

Reti: Fantastic!

Jack O'Neill: What?

Reti: I was saying that sounds fantastic, flying over whales in a balloon.

Jack O'Neill: Yeah. And boy, are there ever a lot of whales there. We went up into one little cul-de-sac and the whales, they were in pairs, and they'd just go 'round and 'round! I thought I'd get my diving outfit and go down and take some pictures. We had our underwater camera—but that night I thought about it and I thought, gee, if I got in between two of them [laughter]—

Founding O'Neill Sea Odyssey

But anyhow, getting it [the O'Neill Sea Odyssey] started, Tim had a one hundred ton Coast Guard captain's license, and we also had the boat insured and the Coast Guard inspect it. Our surfing team, sometimes we'd go down to the ranch. And if something happened we could be with the boat. So he got his Coast Guard's captain's license. It was Tim and I that started it, really. He was the guy that had all the qualifications. So we got it started, and it worked out so well.

Reti: So, it was you and Tim. Was there anybody else who was involved at the beginning?

Jack O'Neill: I can't remember. There was another guy that gave us some help getting the equipment we needed. He wanted us to buy this scale but you can't have a scale on a boat.

Reti: You can't have a scale on a boat because the boat is going up and down all the time?

Jack O'Neill: Well, yeah. The boat's going up and down and if you're pushing up then what you're weighing weighs more. Yeah. I can remember one of my first trips fishing. They have all these outriggers on a boat. You get about three of these hooks in the water and you get these deals at the side that you can pull up with a pulley. But you got a couple in the front. And boy, the first time I pulled those, the guy just sat back there and laughed. Because if the boat is going up, and you're trying to lift it, it's very, very difficult when things are going like this [holds hand to show boat going up]. It becomes very heavy when the boat is going up. But

when the boat is going down you can just pick it up and put it in place on the vertical. So it really makes a lot of difference.

The Kids on Sea Odyssey Field Trips

Reti: Do you have any stories about kids you took out on the boat? Do you have any favorite stories about kids you remember?

Jack O'Neill: I think one of the best—a teacher told me about a girl that stood up in class and she said, "This is the happiest day of my life!"

Reti: Oh, that's wonderful!

Jack O'Neill: But there are things like kids getting on the boat. I remember one kid said that he was so anxious to get on the boat and he finally got on it, "And then," he said, "the boat started moving!"

Reti: [laughs]

Jack O'Neill: Yeah, all those kids, they come up with some real funny things. And we've had some people, CNN, real good reporters can talk to those kids and draw them out and they've got so many neat things to say. They're just right out in front. I had one kid come up. He saw the eye patch. You know, most adults just ignore it. But he comes up. He says, "What happened to you?" and he lifted—[laughs]

Reti: [laughs] They're just curious.

Jack O'Neill: They're right out front!

Reti: Yeah.

Jack O'Neill: So it's really neat taking the kids out. It's the best thing I ever did, was that, and going out on the ocean. Well, first of all, getting on a boat. Most kids have never been on a boat. Actually, just getting them to the beach is a big deal. We've taken kids out that have never been to the beach. I had one guy. He said, "Yeah, I've been to the beach before. We got down to Playland [in San Francisco] and we couldn't find a place to park, so we went home."

Reti: Oh!

Jack O'Neill: But it's neat to be around when they experience it for the first time. Bridget is chairman of the board. She's doing a fantastic job.

Reti: So tell me, Bridget, about the relationship between the O'Neill Company and O'Neill Sea Odyssey.

Bridget O'Neill: Well, it's called O'Neill Sea Odyssey because Jack and Tim had started it. There's not any real connection between the two. It's a nonprofit and so we raise funds—

Jack O'Neill: Boy, is it ever!

Reti: [laughs]

Bridget O'Neill: Yeah. So we're constantly raising funds to keep it going. And we originally started out with high school, older students. But Jack suggested we go with younger, fourth, fifth, and sixth graders because they seem to leave more of an impression, and they were more interested and they grasp it more.

Jack O'Neill: Fourth, fifth, and sixth—they don't have that boy and girl thing going on.

Reti: Oh, yeah! They're not distracted.

Jack O'Neill: [laughs] For the most part.

The Curriculum

Bridget O'Neill: There's three different stations, three different classes. There's a navigational station. There's a biology station. And an ecology station. The kids get accredited math through the navigation, and they get the science through the biology. And the ecology. We have it set up so they go out on the boat for about an hour and a half, and they learn to make landmarks on the navigation and chart it. And then they pull up plankton for the biology and they put that into a tube and they take it to the classroom. Then we have them all sit on the front of the boat and we have an instructor talking about the ecology. And then they got into the classroom and they're able to chart their course on a map for the navigation. We have a microscope and they put the drop of water they collected on a slide. It comes up on the big screen and they can identify all the different planktons; they can see that the ocean is alive. The ecology section, we have a watershed model. The kids use chocolate sprinkles and different kinds of candy things, and they put them on the model and then they all spray it. And they see that when the rain comes that everything flows to the ocean—pesticides from the ag land,—oil on the street, it all goes into the ocean, so they get a real good visual of that, too.

Reti: Yes.

Bridget O'Neill: We're constantly working on keeping the curriculum up to date. So when Katrina happened, a lot the kids had questions, so we added that. And then the tsunami in Japan.

Reti: How were the kids affected by Katrina?

Bridget O'Neill: Well, they were questioning it. They heard about it. They didn't understand what the impact was. And then for the tsunami. We're trying to keep it updated. We had one kid, in particular, who started out on one of our first Sea Odysseys and went to UCSC, became a biologist, and came back and taught on the program, which was really nice.

We have taken 65,000 children out since 1996. It's a good program. The kids have to do a community project before they come out. It's all free to the schools and now with the budget cuts, we're having to raise money for bus transportation, too. We've had classes cancel because they can't get there.

Jack O'Neill: They drag themselves for the plankton. They have a net and they drag. Then they get the plankton and take it back to the—we got a place at the harbor.

The O'Neill Building at the Santa Cruz Yacht Harbor

Actually Harry Hind and I pretty much put up that building, that 8,500 square foot building down there. I called Harry. I used to body surf with Harry. And he's in the chemical business over the hill. I told Harry, I said, "They're going to put a harbor in. Would you back me on a surf shop?" He said, "Sure." So he comes over with his attorney and a CPA. We were going to build a little surf shop. We ended up with an 8,500 square foot building. I told Don Falconer. He was with County Bank. And he said, "You did what?!" We were just way ahead of time, to put that building up. It was very hard to rent. And the thing is, before we put it up, I had CJ Henry, which is a hundred year old ship chandler—do you know of them?

Reti: No.

Jack O'Neill: Well, they were the biggest ship chandler at that time. And he wanted to rent half of it. The ship chandlery is what used to supply the big ships.

Reti: Oh, okay. So you were going to rent it to them.

Jack O'Neill: They said that they would take half of it, and they came down here and I went down the street and there was another guy that had an exclusive on ship chandlers. He says, "You got nothing but a lawsuit. I'll see you later." So everybody that was putting up buildings—Ralph Ring gave *everybody* whatever they wanted—and gave them an exclusive.

When we started putting up the building we found out somebody had the same exclusive. So we had a meeting out at Cabrillo and the result was that there wasn't any money. "You guys just have to live with it." That really upset a few of us.

But anyhow, we got it going. And getting back to getting that plankton, we had that building. Harry and I gave the O'Neill Sea Odyssey building to the kids and they were able to manage it and get a little income.

Bridget O'Neill: Harry and Jack gave the building to the Sea Odyssey. And so we were able to build a classroom for the kids. Because it was hard to do it all on the boat. They were down below and they get a little seasick.

Reti: The kids get seasick?

Bridget O'Neill: Yes, they can. If they're down below in the cabins. So we were able to do half the classroom on the boat and half on land. And so that's what—

Jack O'Neill: Yes. First we started out with all of the classroom was on the boat. And we'd look at the plankton and stuff. But it was a little too much. So we have the deal on land. And then the lease—I had a thirty-year lease plus a five year extension. And it expired. And then we got the top of the building—

Bridget O'Neill: We had to retrofit [in 2004].

O'Neill: The harbor took over the bottom. So now we have the classroom up there with the kids and we also have the income from the office.

Reti: There's a coffeehouse downstairs.

Bridget O'Neill: Right.

Reti: I went and visited Dan Haifley there.

Bridget O'Neill: Yeah, they have the downstairs, the harbor does, and we have the upstairs.

Reti: Okay. Perfect! You'd think you planned it that way.

Bridget O'Neill: Things just sort of happen.

Reti: It just worked out.

Jack O'Neill: We got a big, powerful microscope for the plankton. And then we put it on a screen. And they look like sea monsters. Just these little—

Reti: Wow, I want to see!

Bridget O'Neill: You'll have to go out on one of the class trips.

Reti: I'd love to.

Jack O'Neill: And then we identify them because we have drawings of all of them. So they can identify what's on the screen. One kid said, "I'm never going to swallow any seawater again!"

Reti: [laughter] Yes, imagine all those monsters in your stomach!

Jack O'Neill: But that's working out pretty well, the on-the-beach classroom. So they are here about three hours for their field trip. I think it's the best class. I don't know how you can beat it, because you get the kids out on the water, and they've never been out before, and they've got these teachers that are also sailors and everything. They're really impressed and they listen. We have to pay $5,000 for an audit every year. We also pay $5,000 for the scholastic branch that comes and checks out what the kids are learning and things like that. They give us 100 percent, or in the nineties. It just works out so well. This one teacher was just on a tape

they made and he said, "This is what we look forward to all year." You can take a look at this tape. Or you can go out on the boat if you want.

Reti: I'd love to, Jack!

Jack O'Neill: Okay. When do you want to go? This is a good time of the year.

Reti: Yes. Any time. We'll figure it out after the interview. Thank you.

Jack O'Neill: We've got the O'Neill Coldwater Classic this week. But next week you just tell us what day you want. Just contact Dan Haifley.

Reti: Okay, that would be great.

Jack O'Neill: We're really lucky to have Dan. He's the executive director.

Jack O'Neill's Relationship with the Ocean

Reti: I think it was Dan who said that you started out seeing the ocean as a playground but now you see it as a classroom, a place that you learn.

Jack O'Neill: [pause] Yeah, I guess. I think that the ocean has been a way for me to relax. I've had some problems and jumping in the ocean, I'm okay. I used to work in downtown San Francisco and you get so screwed up. I'd come out and jump in the ocean and everything would be all right, rather than go home and have a martini. I could go up the stairs and have a martini or I could go jump in the ocean and then run up the stairs!

Reti: That's way better for you.

Jack O'Neill: Yeah.

Reti: Do you think that surfers are natural environmentalists?

Jack O'Neill: I think so. They're really concerned about their playground. And that's one of the things. The ocean is alive, and we've got to take care of it. And then we get into this stuff with the carbon, you know, the warming. And that is really—I'm really concerned that that is getting is so bad. And what bothers me is that the guy who was the governor of Texas, that's running for president—

Reti: Rick Perry?

Jack O'Neill: Yeah. He's saying that this carbon stuff is a bunch of nonsense. You've heard him say that?

Reti: Yes.

Jack O'Neill: Yeah. Well, he was brought up in the oil industry. And that's what the oil industry says. Heavy political stuff. The other thing is that—that guy really bothers me—he says that he doubts evolution. Now, how can you get through school today and doubt evolution? But he's down in the Bible Belt. And those guys, there are a lot of voters there and they swing a lot of votes.

Reti: Do you think going out on the ocean can change you?

Jack O'Neill: Oh, I think it's very healing. About a month or six weeks ago, people from the UC Berkeley, San Francisco, and Stanford—they all had representatives there and we were studying the healing power of the ocean. I found that. I would get just so screwed up and I'd jump in the ocean and everything was all right again. Yes, I think it's been very important for me to jump in the ocean. There's something magic about it.

Reti: Do you think it's a spiritual thing?

Jack O'Neill: Gosh, I don't know. That's a big question.

Reti: Well, I wondered. I don't really know much about surfing but I was reading some articles and this man was saying that surfing is an aquatic religion. I thought that was really interesting. I never thought about it that way before.

Jack O'Neill: Gosh, I don't know. I wouldn't use the term *religion.*

Reti: You wouldn't use that term. No. Okay.

Jack O'Neill: There's so much stuff about religion that I have a problem with.

Reti: I understand that, yes.

More on the Boat

Jack O'Neill: So, we weren't chartering enough. We didn't really pursue it. We do now charter the boat, mostly on the weekends.

Reti: Who rents the boat?

Bridget O'Neill: To the public. In the summertime we have public charters that go out. Anybody can go on.

Jack O'Neill: Yes, I think it costs $20 or something. And they charter it a lot for things like funerals, but they also charter it for parties and things like that.

Bridget O'Neill: Weddings.

Jack O'Neill: Yes, it's not a lot but it keeps it busy. It's a lot to maintain, insurance and moorage, stuff like that.

Bridget O'Neill: Yes, it has to get pulled out every year and get Coast Guard approval and just be looked over, and whatever needs to be done for the boat to keep it in good shape to be safe.

Jack O'Neill: We sail it up to the Bay Area and haul it out. They can't haul it out here.

Reti: They don't have the right kind of boatyard in Santa Cruz for anything that big?

Jack O'Neill: Yeah. That wide, too.

Bridget O'Neill: Uh-huh

Reti: Is it the biggest boat around here? I haven't seen anything as big.

Bridget O'Neill: If you are talking about the width and the length.

Jack O'Neill: There are some longer boats around but not more square feet. And that boat, being a catamaran, is quite steady.

Reti: And that keeps people from getting seasick.

Bridget O'Neill: Right. It's a nice platform.

Jack O'Neill: Well, not always.

Reti: Yes, I'll have to take some medicine when I go out.

Jack O'Neill: Well, don't think about it. It's a head trip. If we get one kid who gets sick, we have to isolate him right away because it's a danger.

Bridget O'Neill: If you feel sick, just sit on the back of the stern on the bench there. It will keep you straight and balanced and you don't think about it.

O'Neill Wetsuits: A Family Business

Reti: Okay, I'm sure I'll be fine. So, Bridget, I have a question for you. This is more about the company. O'Neill Wetsuits is the largest quality wetsuit company at this point but it still

seems like a family business and really focused on environmental causes. It seems like it's kind of unusual that way.

Bridget O'Neill: O'Neill Wetsuits has always been a family business and everyone in the family, all the siblings, have all worked in the company in some capacity, and all have been surfers, or windsurfers, or sailors. O'Neill Sea Odyssey got its name because Jack and Tim O'Neill had started it. There's not any real connection between O'Neill Wetsuits and O'Neill Sea Odyssey. O'Neill Sea Odyssey is a nonprofit and so we constantly raise funds to keep it going."

And it's just natural for us to move into the environment. It's part of our lives, and it's part of our lives to take care of the ocean. It's just a natural progression for us to follow through with that. We live in a really beautiful area here in Santa Cruz and there's a lot of people in the community, as well, that are very ecologically minded and we try to run the company as much as possible that way.

"The Ocean is Alive and We'd Better Take Care of It."

Jack O'Neill: Anyhow, with the plankton—we take the plankton and show the kids that the ocean is alive and we better take care of it.

Bridget O'Neill: Yeah, I think that the ecology station is really important for the kids. They go back—we've had mothers come—they talk to Jack, stop him in the store and say, "My daughter or my son went out on the boat and they're telling me to recycle this and recycle that." They learn about it and it really stays with them. We get a lot of kids out in the Watsonville area who don't get that much of an education about the environment. And we've had surveys done. We have to do them for funding and it's come out that a lot of the kids that are from these disadvantaged areas or families, in the beginning when they come out on the boat they don't know that much about the ecology and what we teach. By the end of the trip,

they are up to speed with what's going on. This has been done through the independent surveys. We've found that out. That's really a nice thing, to find out that we're having an impact on them. I don't know if Dan told you about this new study that's going on right now by one of our teachers—

Reti: The one by Lauren Hanneman?

Bridget O'Neill: Yes. So you know about that. And that's becoming very interesting, too, because it's really hard to really prove outdoor education [makes] an impact on children. So we're really excited about that and what's coming up with it. Probably next spring we'll have the final results. For funding they want statistics and they want numbers. It's really hard to measure that way.

Reti: Yes, it's all about metrics. The state wants that.

Bridget O'Neill: Yes. A lot of the kids these days seem to be more involved with the computer sciences, and on the computers, which is great, but they're not getting out into the natural world, into nature. I think the computer is great, because that's the direction we're going, but you kind of lose a little bit. So I think the Sea Odyssey has really had an impact on them that way.

Dreams for the Future

Reti: Where do you see the Sea Odyssey going in the future? Do you have any dreams for it?

Bridget O'Neill: It would be nice to be able to expand it. It's a program that's—you really need to keep it tight and working. We do have our curriculum online that can be taught in classrooms, if you're not near the ocean. The teachers actually get the curriculum before they come out on the boat. And they do teach it to the kids. So when they are on the boat, they've

studied a lot of it, so they understand what they're looking at and what they're doing and why they're there. So I think getting our curriculum out—[4]

Jack O'Neill: Talking about expansion. Dan [Haifley] probably told you that we've taken over 65,000 kids out.

Reti: Yes.

Jack O'Neill: With no accidents. We've had some minor stuff, but really no accidents. And that's one of the problems with expanding, is to get skippers. We've got two skippers who are very good and are very conscientious. Tim will get up at 5 o'clock in the morning and check the ocean to see whether or not they can go out. Because it's good to call [the school] ahead of time to let them know that the channel, the waves are too big, he doesn't want to take anybody out. They get down there and he gets a lot of pressure, a lot of pressure to go out. It takes a strong skipper to say, "No way!"

Bridget O'Neill: Sometimes if the weather's bad they can do the class at the dock.

Jack O'Neill: Yes, they do that sometimes, too. But they get a lot of pressure to go out. You gotta be able to say no.

Bridget O'Neill: Tim's good at that.

Jack O'Neill: Yeah, nobody will sway him. It's his judgment that it's dangerous, and Tim was brought up in the ocean. He had a wetsuit and he played in the ocean. Well, they all did.

Reti: All your kids.

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[4] See http://www.oneillseaodyssey.org/ for the O'Neill Sea Odyssey curriculum and other resources—Editor.

Jack O'Neill: Yeah. With the wetsuits, if they got tossed around, you could see them. Without a wetsuit, they could stay underneath. You can't see them. It's very important taking kids to the beach.

Reti: What's it like for you to go around Santa Cruz, and people recognize you and say, "Oh, it's Jack O'Neill and I want to talk to him!" They hope to see you watching from your house while they are surfing at Pleasure Point.

Bridget O'Neill: He's pretty humble and friendly about it.

Reti: You're an icon.

Jack O'Neill: Yeah, well, that's—oh, I don't know. There are so many of them. [laughs] They just want to know O'Neill and surf. It's been great. They've been good to me.

Dan Haifley:
How Battling Big Oil Led To A Protected Ocean Classroom

Dan Haifley. Photo: Courtesy of O'Neill Sea Odyssey

Early Life

Reti: Today is August 23, 2011 and this is Irene Reti. I'm here with Dan Haifley in Live Oak, Pleasure Point, not too far from the beach. We are starting our oral history today. So Dan, first of all, just tell me where you were born and where you grew up.

Haifley: I was born in Long Beach at St. Mary's Hospital in November 1957. My parents had just moved into a home with my two older brothers in Rossmoor, California, which is right on the borderline of Seal Beach, so we lived in Orange County, exactly on the opposite side of the river from Long Beach, which is in Los Angeles County. I grew up in Rossmoor until I was about twelve, thirteen, or fourteen, at which time my parents divorced, they lost the house,

and I moved north to move in with my brother, Tim, and his then-wife, Diane. But I was born in Long Beach and spent most of my youth in that area.

Reti: And what did your parents do for a living?

Haifley: My father was a general contractor. He was also an amateur architect. He designed the Taco Bells—not the stucco Taco Bell—but the brick Taco Bells in Southern California. We actually spray painted the bells for the Taco Bells in my backyard, all bronze.

Reti: [laughs]

Haifley: My mom was a housewife. She actually started to go back to work—she had a friend, Nona Martin, who was a wealthy woman married to a structural engineer living in Palos Verdes, and she developed a business called The Teen Patch up in Palos Verdes. It was a teen girls' store. And my mom worked there with her, didn't get paid, but it was something for her to do and they hung out together. And later my mom worked at a gag store across the river from our house, over in Long Beach. And then, once my parents divorced my mom became a bank teller at Bank of America, where she worked for fifteen or twenty years, until she retired in her early seventies.

So that's what my parents did. My dad as a contractor was not successful financially. He was a bad businessman. He was a good contractor but he didn't keep track of the finances, so the financial situation in our home fell apart. I was the last child, so the marriage was falling apart, too. It was a bad marriage. They just had been together too long, had different interests, and it was actually a relief when they split up. [laughs] Which is good.

But I spent a lot of time with my dad—my dad was a scoutmaster, and this is really kind of going towards my interest in outdoor education and my interest in the environment. He was not a military-style scoutmaster. In those days, Boy Scouts were very military. They marched.

They had the flags. They had the uniforms. We did have the uniforms and we did all the regulatory things, but my dad focused on the environment and the outdoors. So this Boy Scout troop spent a lot of time up in the mountains, spent a lot of time doing community projects. And my dad was very into Native American culture and how Native Americans lived in balance with the earth. Interestingly enough, my dad later moved to Iran before the revolution in Iran, and worked as a contractor there, and became very engaged in the environmental aspects of Islam, and later became Muslim, because you had to, to marry an Iranian woman, and he did. He got married. But his interest in natural things continued. He used to write me letters from Iran in which he described climbing mountains, because it's a great natural environment there in that part of the world.

So when I was as young as eight or nine, I would go out with my father and his scout troop up in the mountains with the scout troop. Camp Tahquitz up in the San Gabriel Mountains. Mount San Gorgonio we would climb a lot. All that area. This is all the area above Redlands and above Riverside. San Bernardino, that area. Sometimes Henniger Flats, sometimes the mountains above the San Gabriel Valley as well. And at one point we went up to Mount Whitney and climbed Mount Whitney together, which is above the Owens Valley. It's the largest mountain peak in California. So we spent a lot of time, my dad and I, doing that, and that's where my interest in the natural environment sprang from.

The environmental movement was going on in the early seventies. I was detached from that because I was living in a suburban home in Rossmoor, California and we were surrounded by other suburbanites. There was a lot of drug use. I did a lot of drugs. I was into a lot of things my parents weren't aware of because they weren't paying attention. On the other hand, I had the escape of the natural world and the natural environment through the connection with my dad.

That kind of fell apart when my parents divorced. It was a bitter divorce. And it was bitter between, especially, my oldest brother and my dad. So we lost contact except for the letter writing. And my dad soon left the country. But anyway, that's where the interest sprang from.

Reti: What about the ocean? You were pretty close to the ocean too, geographically.

Haifley: Yes. I spent a lot of time at the beach. I was interested in the ocean. There was offshore oil drilling. I was always interested in that. I didn't know much about it. But I knew it was there. I knew there were islands off of Long Beach. We spent a lot of time along Ocean Boulevard in Long Beach, because my mom had social activities there. We spent a lot of time down at Seal Beach. And we spent time in Newport Beach, because my godparents lived there, Sally and Bill Warneke. Interestingly enough, my mother-in-law now lives in Newport Beach.

My grandfather, my mom's father, was a fisherman out of Newport harbor, and he was also the city electrician for the city of Newport Beach, so he had a lot going on, and he spent a lot of time on the water. He loved the ocean. His family had come to California and spent time in the Huntington Beach, Newport Beach area. In fact, I believe that my great-grandfather or somebody in the family tree was involved in, unfortunately, draining some of the wetlands around Huntington Beach. Later those wetlands, and this was back many, many years ago—it was probably around the turn of the century. Recently the Bolsa Chica Wetlands have been restored down in that area, which is good. And interestingly, when I worked for Senator Mello I sat on the Coastal Conservancy board meetings as an ex officio member representing Senator Mello —we oversaw some of the pieces, the acquisition pieces, for restoring the Bolsa Chica Wetlands. And I didn't know at the time, until later on after talking to my brother, Tim, who knows about family history, that in fact some of that restoration of those wetlands was correcting sins of somebody in my family [laughs] who was a worker bee. He was not the head of it but he worked for a couple of the families—Talbert, I believe the name was—who were involved in some of the early development in that area. So that was an interesting side note.

Reti: So you said you were *interested* in the offshore oil drilling. What does that mean?

Haifley: Well, I was just curious. "Mom, what's in that island out there? Is that a hotel?" "No, that's an offshore oil rig." "What is that?" "Well, they drill for oil under the ocean but they have that island there. It protects it from oil spills."

Interestingly, we had had the Santa Barbara oil spill in 1969. I remember hearing about it and reading about it, but not really having much of an opinion about it except that it was bad, and it was hurting a lot of birds, and it went against the grain of my core values because I'd spent so much time outdoors. My dad was critical of it. My parents were, interestingly, political in that my father was a Conservative Democrat. My mom was a—in those days there existed a thing called a Liberal Republican.

Reti: [laughs]

Haifley: She voted for Nixon, but she was an environmentalist. She was pro-women's rights. And she was a Republican. She believed in the free market. I don't think a Republican like that would exist today. But they (my parents) would have discussions about the natural environment. I think they both felt that it was important that business thrive and that environmental regulations should not conflict with business. However, they felt that protecting the environment was important.

We read the *Los Angeles Times*, which is another interesting connection for me later. Because the *Los Angeles Times* had been a very conservative newspaper, but when Otis Chandler took over as publisher it became very progressive. Interestingly enough, Otis Chandler's daughter (I didn't know it at the time) was a member of the board of Save our Shores—Cathleen Eckhardt. Her husband is Terry Eckhardt, who was a teacher at Soquel High. Her maiden name was Chandler. Her father was Otis Chandler. Her grandmother was Dorothy Chandler of the Dorothy Chandler Pavilion. She raised the twenty million dollars to build that pavilion,

which in those days was a lot more money than it is today. But he really was an environmentalist. He was a hunter, and he was an outdoorsman. And so, reading the *LA Times*, reading the editorials, reading the slant in the newspaper, really influenced everybody. My dad was a big fan of the *LA Times*. The *LA Times* was a big fan of open space. So there was a lot of that kind of conversation going on.

Offshore oil. The *LA Times* editorialized for more safety in offshore oil. I knew it existed. It was part of our lives. We drove cars. We still drive cars. I later led the effort against offshore oil up here. But I was aware of it. It was always something that was interesting to me in the back of my mind. And then later, when I engaged the effort against oil, I would often think about growing up in Southern California—the oil platforms.

Reti: Yes, I grew up there, too. This is all very resonant for me.

Haifley: Oh, yeah? Where did you grow up?

Reti: Hollywood and Glendale. I was born in 1961, so it's just about the same period.

Haifley: Okay. Yeah, yeah. Exactly. So we probably were very young—I mean, I was twelve years old when the oil spill happened, or I was eleven. You would have been eight years old.

Reti: Yes.

Haifley: But it does have an influence. I notice with kids they really relate to what's fair, and oil spills are not fair to the animals that they impact, and it's a huge impact.

So anyway, my dad, bless his heart, I think was a big influence environmentally. Later on in life he became more embittered because—I mean, he settled into a nice life with his wife, Banu, and her kids. She provided a good family for him. He got them out of Iran and they moved back to Placentia, Southern California, and were very active in the Muslim community in

Orange County, and lived sort of separate lives. He was embittered towards our family. He and my mom never spoke. He and my oldest brother apparently had legal action against each other, lawsuits. So very unfortunate. My brother Tim was more of a peacemaker, and I was too young to know. So I would naturally try and connect back with him. But really, it was those early days that were formative for me, in terms of what I was interested in. The environment has always been a big interest. And meeting people later in life, like spending time with David Brower when I was at Save Our Shores was an influence. And there's always a lot of my dad in a lot of people like that. So—

Coming to the University of California, Santa Cruz in the late 1970s

Reti: So okay. So then you decided to come to UCSC.

Haifley: Yes, I moved in with my brother and sister-in-law, my brother Tim and his first wife, Diane, in Oxnard. I moved north. I actually ran away from home. I was living with my mom in an apartment after my parents divorced. My mom wasn't around much because she was hanging out with her boyfriend in LA. So I just basically called my brother, Tim, and said, "Hey, I want to come and live with you." So I did. That marriage—Tim and his wife, Diane—that marriage was falling apart. But I lived with them in Oxnard for about a year and a half, and ultimately moved with them up to San Jose. And then their marriage fell apart in San Jose. I, by that time, had moved out of the house. I had graduated a year early from high school because I saw I was kind of getting in the way around the house. And I moved into an apartment in Campbell, California and spent two years at West Valley College. I worked my way—I earned my keep by working and going to school. I carried a full academic load, did very well academically at West Valley, a two-year college in Saratoga, and earned scholarships and earned my way into UCSC, where I spent my last two years and earned a degree in economics.

Although when I got to UCSC I didn't have to work because I had enough money from the money I'd saved working, and from scholarships. So I had fun at UCSC. It was a time when—it was the late seventies. A lot was going on at Kresge College.

Reti: [laughs]

Haifley: It was a very interesting life there. I did do some interesting coursework in economics. But I got deeply involved with the community, and with politics in the community, specifically the anti-nuclear movement, People for a Nuclear-Free Future. I had seen the anti-Diablo posters around town. I went to a couple of meetings and wound up going to San Luis Obispo for the big occupation in 1978. So I was doing that and going to school.

I graduated from school, hung out with friends, eventually wound up in a house in downtown Santa Cruz and became deeply involved with People for a Nuclear-Free Future, eventually becoming their hundred dollar a month staff person and coordinator. I did a lot of the administrative work. I attended meetings that were often attended by sixty, seventy people. Everything was done by consensus, so it was sort of a trial by fire. There was a strong vein of feminism. Jane Weed was involved. Scott Kennedy was there. A lot of diverse personalities. A lot of diverse politics. So my college experience and my community organizing experience ran together. And UCSC was identified as a school where community studies was a very strong influence. Community studies was a very strong major at UCSC at the time. Remember, this is right before Prop. 13, so the university was strong financially.

Reti: So you came in 1977.

Haifley: Yes, I came in 1977. I'm sorry, I may have gotten the dates wrong there. But my migration into community politics was more 1978-79. So I came in 1977. The colleges—administratively each college was separate and somewhat autonomous. But then, the majors were also separate and autonomous, and the two intersected. So Kresge College was generally

known as the psychology school, although there was somebody like me who was an economics major living there and going to school there as well. And that was my main college, but psychology was not my major.

Reti: Why did you pick Kresge?

Haifley: It sounded interesting. It was set up much like a European village so that people interacted all the time. That was interesting to me. I was put in with some of the older transfer students in what was called the Bitter Suite. I wasn't interested in strictly academic life. I was interested in looking at what some of the alternative lifestyles were as well. Because it was psychology, there was one suite that was devoted to living together and being openly critical of each other and openly interactive. I don't know what the term was but these were all psychology students living their experiment.

And then, of course, there was an explosion of gay lifestyle, both lesbian and gay men, and this was—I don't think there was a lot of activity amongst transgenders at that time; this was the late seventies—but that was going on there. So I was exposed to that, and that was good for me, because there hadn't been that growing up in suburban Southern California. And of course, this was right around the time that the gay scene was exploding in San Francisco, and Harvey Milk was running for office and still losing, although [eventually] he did win. That was good. Alan Sable was a professor at UCSC at the time. I did not take his classes, but I read about him.

I actually wound up writing for the Kresge paper and I actually edited a poetry journal called *Colloquy*. I took creative writing. George Hitchcock subbed for Rosie King's class one day. It was a very interesting day for me. He was a very intimidating figure but a great poet. Also, Roz Spafford was a writing advisor for me and was a faculty advisor for me, and I found that interesting and I learned a lot from her. She's the one who told me I needed to keep a journal

of my community organizing. And I didn't ignore it purposefully; I didn't ignore that advice purposefully. I just didn't have time, which I regret, because before this interview I wound up writing up all my recollections of the Save Our Shores actions using what I had left as news clips, and a memo I had written at the end of my time at Save Our Shores to recount the accomplishments that the organization had undertaken for the previous seven years when I was there. Save Our Shores had files of my time there, which had been tossed about two years ago, unfortunately, around 2009. Unwittingly, I told Laura Kasa that was fine. She was looking to save space. But a lot of valuable notes were in those files. I don't know where they are now. They are tossed somewhere, recycled somewhere. But I was able to recreate things from that time. But I always remember Roz Spafford told me, "Keep a journal." I emailed her recently saying, "You know, you told me to keep a journal thirty years ago. And you know what? I didn't do it."

Reti: [laughs]

Haifley: And she said, "Well, good thing you're able to pull everything back together," which I think I did. So.

Reti: Yes. So why did you choose economics as a major?

Haifley: Because I'd always been interested in economics, and for a while I thought I was going to be a conservative economist studying monetary policy. I was interested in the free market because my parents were big free market folks. I was fascinated by what I thought could be a scientific view of the economy. This was before PC's, before computer modeling.

So I took some math courses in economics, for example. I believe one concept was that a production curve would be a parabola, and you could study production that way. It was a very naïve view, because I had not really been in the business world. I had observed my dad's business world but I hadn't been in the business world, didn't realize how complicated the

economic world was. And of course back then it was a lot simpler than it is now. Now it's a world economy, very complicated. The stock market is very intertwined, all the markets worldwide are very intertwined, as we're seeing now with the Euro going down and the U.S. dollar being strong compared to that, but that our own debt crisis puts us in a precarious situation, and that affects international relations because of the fact that China holds a lot of our debt and wants to give us advice about how to manage our economy and our federal budget and what we spend money on.

So I liked the idea, in those days, that the free market would take care of things. Of course, I realized very quickly that that's not the case, that the free market left on its own devices really served—I mean, the idea of an invisible hand and the idea that the economy will, if left to the free market laissez-faire would take care of society, is really a false notion because people will do what they want to do to make money and sometimes that's going to hurt other members of society who have to have a safety net. I have a daughter now who is severely disabled, has Rett Syndrome. She needs some safety net. The environment needs protection. And these are things that the free market does not provide on its own. So I quickly disabused myself of the notion that the free market was—it was a theoretical view and it was an academic view.

So that's why I chose economics. One course I took from Larry Abrams at UCSC was environmental economics. That was very fascinating to me. The idea of a pareto optimal solution, the idea of problem solving, that you can come up—there's an area, a box, if you will, on a piece of paper, that you can draw, where the environment is protected and you can develop economically. You can have both. I like that. That sort of defines my political view of the world.

So that why it was interesting to me. And also I could complete an economics degree by completing, I believe it was six to eight courses, which I did. And a few courses in

mathematics and I was able to graduate, which I did with a B.A. There really wasn't another area that I'd be interested in.

Community Organizing with People for a Nuclear Free Future

Reti: So then you were in People for a Nuclear Free Future, PNFF.

Haifley: Right.

Reti: And that's where you sort of cut your teeth as a political activist?

Haifley: Yeah, a community organizer. And those days are more vague to me because they were so busy, and there was so much going on, and there was so much human drama.

Reti: [laughs]

Haifley: People were coupling up and splitting up but still working beside each other. I stayed out of all that because I was the staff person there. I didn't want to get entangled. I've always avoided—for awhile there I just avoided entanglement in the workplace. There was a lot of it going on in PNFF. There was the Redwood Nonviolence Community, which was the Resource Center for Nonviolence. That's Peter Klotz-Chamberlain and Scott Kennedy, Jane Weed, Ron Pomerantz—all those folks. There was Tom Hellman and his wife, Alice. And a number of other people. And then the larger world around PNFF.

So I stayed out of all of that. But I concentrated on political organizing. We developed a ballot measure aimed at Lockheed Santa Cruz and its role in the development of parts, a gasket, I believe, or a separation device, for the Trident nuclear weapon. And the ballot measure went down in flames. I think it got a 38 percent yes vote. But it was a good lesson in organizing. We put something on the ballot. We got it approved for the ballot. We did ballot arguments. We organized in the community.

Later I became involved with the development of the nuclear weapons freeze, which was closer to 1980. And in 1980 we ran a ballot measure which was successful statewide. We passed a resolution for the nuclear weapons freeze and we did very well in Santa Cruz County. It got about 78 to 80 percent of the vote. And we continued an organization called the Nuclear Weapons Freeze, which was a peace organization, more mainstream. We had an office; I was executive director. Then eventually I left, Terry Teitelbaum became executive director, and then I moved on to do other things. I did some work in the flower business, wholesale flower distributor. I was the manager of that for Ron Lau. He worked out of the back of Bookshop Santa Cruz.

And eventually I found my way over to—I'm trying to remember what the progression is—but by 1986 I was working at Save Our Shores. I was doing a number of things. I ran a couple of campaigns, a U.S. Out Of El Salvador initiative. I was involved with city council campaigns in the early 1980s. The exact order of things is fairly unclear to me right now, but I remember generally.

But all this time I was developing community organizing techniques, ran a couple of ballot measures, learned about organizing, learned about legal issues around ballot measures, a lot of which led to the project that I became involved in, which was Save Our Shores.

Save Our Shores and the Fight Against Offshore Oil Drilling in California

And here's the progression of activities that led up to that. In 1985, there was a reelection for city council. There was a city council election. It was in April, I believe. City elections were in April. Mardi Wormhoudt and John Laird were running for reelection. A woman named Bonny Hawley, who later became the chief of staff for Fred Keeley and John Laird when they were in the Assembly, she was here working for an organization headed up by Tom Hayden and Jane Fonda. That organization was assisting the city council candidates who were "progressive,"

being John and Mardi and a couple of others—Jane Weed, I believe, and Bruce Van Allen? Or maybe—I can't remember exactly who the other candidates were. But the point is they were successful in their campaign. I worked on that campaign.

At that same time there was a ballot measure, and it was done partly to attract environmental issues to that election so people would realize what the issues were in terms of the natural environment, including the ocean. Let me explain that. Leon Panetta had been working on efforts to get a yearly moratorium against offshore oil. Leon Panetta was a member of Congress. He was on the budget committee. There is a complicated system of leasing offshore areas that are within federal jurisdiction to the oil companies for offshore drilling. Federal jurisdiction is from three miles offshore to two hundred miles offshore. There were areas off of the northern coast of Santa Cruz County, and the San Mateo County coast, up to the area just below the Gulf of the Farallones National Marine Sanctuary that were of high interest to the oil industry, and areas around the country, in the Outer Continental Shelf area offshore, in federal jurisdiction.

So Leon would get a yearly moratorium on the expenditure of funding for the planning effort leading up to offshore leasing. The oil companies would have to nominate areas. There would be a call for nominations and they would do an assessment of what the potential for drilling was. And then, of course, later down the road they would actually have to do test drills to see what was actually down there, and there was some geology involved, because it's oil under earth, which is under water. And sometimes there're rocks; sometimes there're softer soils, etcetera. So Leon would essentially convince his colleagues on the subcommittee, and these would always be close votes, to withhold funds for one more year—to run the Xerox machines, to hire the staff, to do the planning efforts and he would always find a reason that this would be persuasive. Because if you were to put offshore oil up for a vote in Congress in those days, because a lot of Southern members of Congress were from oil regions that were

economically rich in oil drilling and they were also Democrats, even though it was a Democratic Congress, offshore oil drilling would probably have gotten a thumbs up from Congress as a whole, and people looking at California as being selfish and coastal areas as being selfish in this way.

So the moratorium failed in 1985 or 1986. The exact date is in my write-up, because I researched it. And that compelled a local group to think about ways to prevent or delay offshore oil, using local political tools, specifically land use. Offshore oil is a federal activity, constitutionally protected as a federal activity. The commerce clause will not let a local community say, "You cannot drill for a federal resource, oil, here because we don't like the idea of drilling for oil," but a local community can use its zoning power for the local good, the health, welfare, and morals and the other things that you can use for local planning law in terms of findings that you can make.

So a group including John Laird, Mardi Wormhoudt, Gary Patton—who was the county supervisor at the time and is a very strategic thinker, a very brilliant man—John, a very intuitive individual, Kim Tschantz, who was the chair of Save Our Shores, and some other activists—came up with the idea of using local land use to prevent onshore facilities that support offshore drilling.

So Measure A was put on the ballot in the city of Santa Cruz and got 82 percent of the vote. And it required that any zoning changes to accommodate a project that would support offshore drilling—so specifically, a dewatering plant, a pipeline, a helicopter pad that would be used pretty exclusively or a majority of the time for offshore drilling—any zoning changes for that would have to be approved by a vote of the people. And Measure A also authorized the city council to expend funds to lead a fight against offshore oil in Central and Northern California, specifically.

Reti: That's amazing.

Haifley: Which is amazing. And it's starting at Santa Maria River, in Santa Barbara, San Luis Obispo County—from there up to Sonoma County was Central California in terms of offshore oil planning. And then everything north of Sonoma was Northern California. So that was the area that we operated in, although our eventual work took us south of the Santa Maria River as well.

So the city allocated $30,000 and did a request for proposals. Save Our Shores submitted a proposal to essentially erect local ordinances up and down the coast, which is what we did. Warner Chabot put in a proposal to lobby the governor, Governor Wilson, to have him lobby the White House. That proposal was rejected. There was another proposal to develop a book on how citizens could influence offshore oil decisions, and the city decided to combine that last proposal and the Save Our Shores proposal together, so they paid for the book. And a gentleman from Santa Barbara developed the book. I think he had about twenty hours. It was a pamphlet, really. And then they approved our project.

When I say "ours," I was approached by Kim Tschantz to come work for them and coordinate this effort. So basically, it was a pretty simple proposal that I would put together a slideshow, which ended up being called *Is it Worth the Risk*, and amass some sample ordinances and amass all the tools necessary to start driving up and down the coast, meeting with local government officials, and persuading them to put similar ordinances on their ballots, or to pass them, or to do what it took to get to a goal that was similar to what the city of Santa Cruz had done.

Reti: Had any other local community attempted a strategy like this?

Haifley: Probably not. I know that in Santa Barbara some activists tried to prevent the dewatering plant that you see along the coast of Gaviota, which is north of Santa Barbara. So

when you come down Highway 101, you go through the tunnel in Santa Barbara County and you hit the coast. And then eventually on your left as you're heading south you see this big plant that looks like a refinery?

Reti: Oh, yeah.

Haifley: That's a dewatering plant. That's taking seawater out of the oil that comes from those platforms offshore. A group of local citizens tried to prevent that from being built. They failed, mostly because the oil industry stated, correctly actually, that you could just as easily put a dewatering facility like that on offshore barges and put them near the platforms, which would be more dangerous because an industrial activity like that, on a barge, floating in the ocean, in stormy conditions or in any conditions, could cause harm to the environment. So they failed there.

And that argument was used against some of our ordinances as well, although really the efficacy of putting industrial activities meant to support offshore oil on barges or on other platforms, once you get north of San Luis Obispo, becomes less credible because the conditions the further north you get are less calm. The swells are bigger; the ocean has more stormy conditions. It's just not a stable environment.

Reti: Once you get out of the Santa Barbara Channel—well, actually the Santa Barbara Channel is pretty wild, too.

Haifley: Relatively. But it's calmer than Northern California. So you would have less and less credibility with that argument the further north you would get. The other argument is tankers versus pipelines. Pipelines are more secure and are safer. Tankers can spill. And that if we didn't allow pipelines on shore, tankers would be more dangerous. So that was an argument we contended with.

Anyway, I'm digressing. To go back, so I was hired. I think I made $15,000 a year, or something, or $20,000. It was just ridiculous. I was living in a house on Marnell Street [in Santa Cruz]. Save Our Shores had a tiny office in the back of the Resource Center for Nonviolence. I was basically in my Pinto a lot of the time. Well, I spent the first three months compiling the slideshow, working day and night. I got the approval of the Save Our Shores board of directors. I took the slideshow and I debuted it to Santa Cruz City Council.

Reti: Did you take the pictures?

Haifley: I borrowed pictures from all over the place, pictures of offshore oil platforms, pictures from board members. And these are the old slides that you would put in a slide projector. So I debuted it at the Santa Cruz City Council and got a very muted response. I was pulled aside by Jane Weed later, who said, "That was terrible. It was scattered. It wasn't well organized." We thought it was. I thought it was and the board of Save Our Shores thought it was.

So I went back and reorganized it, made it briefer. I think the show was forty-five minutes and I cut it down to twenty minutes, and made a more logical progression, more like a thesis, and got to the point, and described some of the issues in passing some of these ordinances, took out some of the more politically charged statements that were in there, that the Save Our Shores board liked but wouldn't go over well with some elected officials up and down the coast, and came up with a pretty good slideshow.

So I showed that—well, first of all, the city of Santa Cruz sent out a letter to all coastal governments up and down California's coastline saying, "We want you to consider this idea of these local ordinances, offshore oil is a threat," etcetera, etcetera. Not all local governments agreed, especially in Southern California. And the city of Eureka, for example, in Northern California, wanted to consider offshore oil. They thought it could be an economic boon after a

decline of fisheries and a decline of lumber. Similar situation in San Luis Obispo, where some communities were considering it closely. So the idea was controversial.

But we sent out a letter and I started follow-up phone calls. And I had a lot of interesting phone calls. I describe many of them in my write up. My write-up describes a lot of my interactions with these local governments, but not all of them. There were a lot of cases. One thing I did not mention in my write-up was the fact that the county of San Mateo board of supervisors, which then included Anna Eshoo, had one version of an ordinance that just dealt with offshore oil, whereas the citizens' movement in San Mateo County had their own competing ballot measure that they had put on the ballot via voter signature, and that petition included offshore oil and some strict land use regulations. The citizen initiative won and got more votes than the county's, so we got the strong protections against offshore oil. Plus, San Mateo County coastline is virtually nearly impossible to add new development to unless it strictly adheres to the LCP amendments that were contained within that measure.

Reti: Oh, that was all packaged, then?

Haifley: That was all packaged.

Reti: The protection of coastal land and the ban on offshore oil drilling?

Haifley: Right. That was Tim Duff and Lennie Roberts. Lennie Roberts is Committee of Green Foothills, all around strong environmentalist, still active up there until this day and probably will continue to be active for a long time. She was really the mastermind behind this, along with many other people in San Mateo County. Similar situation in Half Moon Bay, almost a mirror of it—the city council versus the citizens.

So I did a lot of driving in my Pinto, spent a lot of time in Sonoma County, Mendocino County. We even went as far north as Humboldt. Spent some time in Southern California, spent some

time in San Luis Obispo, spent a lot of time on the phone with San Luis Obispo County activists, a San Luis Obispo city councilman who was very active in all of these issues countywide, as well as within the city. He was employed by Cal Poly. And he was working with activists, a woman named Maria Brusse, who actually—her parents lived in Mill Valley, or somewhere up in Marin County. She was a Cal Poly student and was very active and actually was working out of the supervisorial offices of [Supervisor] Evelyn Delaney in San Luis Obispo County for a time.

The Western States Petroleum Association's Lawsuit

So there was a lot of activity. It was very intense. It consumed my life. By the time we had gotten to around twenty, twenty-two of these ordinances, suddenly a bombshell dropped. The oil industry picked out thirteen of the communities that had passed these ordinances so far and filed a lawsuit.[5] That was called the Western Oil and Gas Association (WOGA), later renamed Western States Petroleum Association, or WSPA. A guy named Hank Armstrong was the power behind WOGA's action. He was a crew-cutted, strict Republican. He called himself, and this is his term, a spear chucker. He wasn't strategic. He was just—

Reti: Oh, my god. [laughs]

Haifley: I did debate with him one day. In his speech, he got up, and it was in Salinas, and his speech was, "This is a Communist effort to take away our lifestyle. They should be stopped immediately." It was just very straightforward. He didn't try to sugarcoat anything. He didn't try to argue that the environmentally correct thing to do was to do pipelines versus tankers. Nothing strategic. That would have been a benefit to the oil industry at the time. Instead, he

[5] 905F.2d 1287: Western Oil and Gas Association; National Ocean Industries Association, Plaintiffs-appellants, vs. Sonoma County; San Mateo County; Monterey County; San Luis Obispo County; County of Santa Cruz; City of Monterey, City of Morro Bay; City of San Luis Obispo; City of Santa Cruz; City of San Francisco; County of San Francisco. United States Court of Appeals, Ninth Circuit—905F.2d 1287. Argued Submission Deferred October 31,

took the straightforward thing of: "Dan Haifley and the city of Santa Cruz want to deny you the ability to get in your car and go down to the store and buy a gallon of milk and drive home, because they want us to go back to live in mud huts and be very much like the Ohlones were. And that's what they want. They want us to have that lifestyle because they are denying us a source of oil." Very straightforward, very conservative, very singular thinking.

And that probably was a lot of the reason why their lawsuit failed eventually. A federal judge, Consuelo Marshall**,** rejected an appeal of an earlier decision that was in favor of the ordinances. There was a strong argument against the ordinances, that they were preventing interstate commerce, the flow of oil. But in fact, the argument prevailed that in fact this was a legitimate use of local land use because of the impacts that these particular onshore facilities could potentially have, and that it was appropriate for these to be weighed through the ballot box and through serious debate locally, or even by a city council, by a supermajority, or even a simple majority. That the process would not harm the product if it was a reasonable debate. There were a couple of ordinances—I think the San Diego ordinance had some Coastal Act issues, so that had to be revised.

But the main issue that prevented these ordinances from being overturned is the fact that they were not ripe. There were no current proposals for offshore drilling off of most of these communities, so the issue was not ripe. There would not be a decision soon, although in the case of San Luis Obispo there was. Actually, a couple of years later, or a year later, there was a platform proposed for the area off Vandenberg Air Force base and the county of San Luis Obispo actually weighed in on onshore facilities and said no. I forget the very specific components of that.

1989. Resubmitted December 1, 1989. Decided June 11, 1990. Amended on denial of rehearing, August 23, 1990. See: http://law.justia.com/cases/federal/appellate-courts/F2/905/1287/176526/

But some of those that had supported the original ordinance to provide for a vote of the people for onshore facilities for offshore oil supported this actual onshore facility, thinking it would be a better alternative to doing something else, so there was a little bit of a split in the environmental community there.

But what the lawsuit did, it did slow down momentum for local governments that were concerned about taking on another financial liability of fighting the oil industry. The oil industry was very big, as it is today, and it had a lot of money. A little local government couldn't really afford to take on the oil industry. The thirteen communities that were targeted banded together. Their city and county attorneys all pooled their resources and hired Roger Beers, a brilliant attorney out of San Francisco who fought this case and won it for local governments, a brilliant strategic thinker, and he was a friend of Gary Patton, who helped him design the strategy. Gary led the intellectual effort amongst the city and county attorneys. Even though Gary was a county supervisor at the time, he was an attorney himself. This was a lot of his brainchild. He was just a brilliant, brilliant person. I can't state that enough. I think that's what won the day.

This effort did slow down the momentum, so we wound up with twenty-six ordinances. We probably could have had a lot more had the lawsuit not been filed. But twenty-six is a lot of ordinances and quite a bit of California's coast, Northern and Central California, is off limits to offshore oil. A lot of Southern California is not, and was not covered by this. San Diego weighed in. Redondo Beach weighed in. Laguna Beach weighed in because they chose to and because there were elected officials there who were active in the fight against offshore oil. The city of Los Angeles, one of the city council members, Michael Woo, considered this, but I don't think he felt he could have gotten the majority of other council members to go along with him. But most of our effort was in Northern and Central California, per the original plan that we had.

More Organizing with Save Our Shores

So over time the effort dovetailed with more traditional ways to oppose offshore oil, attending public hearings—there was a two, three-day hearing up in Fort Bragg that I attended. Don Miller was a *Santa Cruz Sentinel* reporter at the time. He's now editor-in-chief. John Laird and I, and Stephanie Harlan, and many other locals were up there testifying. Sam Karas, Monterey County supervisor, may he rest in peace—he gave a fiery testimony against offshore oil. You may recall that he was later in Clint Eastwood's movie *The Unforgiven*. He played a small part in *The Unforgiven*. He passed away a few years later. Sam Karas was a great man. He hung out with my friend Jo Stallard, who has also passed away, and they hung out with John Steinbeck at Doc Ricketts lab. I believe he was part of the men's club that owned the lab later.

So the local efforts, Save Our Shores, was specifically undertaken with the ordinances—had us interface with organizations, we participated in these public hearings. We participated in a federal review of offshore oil that President George Herbert Walker Bush initiated because of environmental concerns in California. So there was always something going on, and part of what I did was to integrate Santa Cruz City Council members and other local governments that were funding our effort. It was my responsibility to integrate those individuals into lobbying efforts against offshore oil, by contacting a member of Congress, attending public hearings, attending hearings relative to tanker lanes up and down the coast—efforts such as that. And so we became part of the larger movement in California against offshore oil, and then eventually we dovetailed with the effort by Leon Panetta, who had successfully gained a go ahead for Sanctuary status for Monterey Bay, turning that into a tool to prevent offshore drilling along the Central California coast.

Reti: Okay. So we'll get to that next time. But I want to slow you down a little bit.

Haifley: Okay.

The Early History of Save Our Shores

Reti: That's a great narration of the whole series of events, actions, that led to that success. First of all, what was the history of Save Our Shores?

Haifley: Save Our Shores started in 1977 or 1978. And Kim Tschantz and Carol Mountz and John Murray, Joan Harrington and Mike Humenik, Josh Goldstein and many other names. Karen Delaney. I'm going to leave out a bunch of names here, I'm sure, because I'm doing this from memory. They formed initially to oppose some proposed developments by the county at Manresa Beach, according to Kim Tschantz. And then they began working on beach cleanups. They were the original group to go out and organize people to go clean up beaches, prevent marine debris. And then proposals for federal offshore oil came along. It was during the Carter administration, obviously. So they began an effort to oppose offshore oil. And Richard Charter from Sonoma County began working with local governments to oppose offshore oil development along California's coastline. And Save Our Shores became deeply involved in that. They were a grassroots organization. The word "grassroots" is thrown around a lot and it used to be thrown around a lot more. What it means is it's a largely volunteer, in the case of Save Our Shores, an all-volunteer group, where people took on different tasks but worked collectively towards a common political or community goal, in their case, to protect the shores—Save Our Shores, hence that name—and to prevent offshore drilling to save our shores and protect the shores.

Reti: And they were working together with the Sonoma County—

Haifley: Well, with Richard Charter, who was working with local governments up and down the coast, who was from Sonoma County. There were organizations up and down the coast, quite a few of them, and a lot of those records are gone now, so I can't tell you exactly. It was very fluid, because groups would form and then un-form. People would lose interest; people

would lose time; people would become parents. You know, usually these activist groups are composed of people who have the time. They may have a job but they have spare time afterwards, which tends to mean that they tend not to have kids. They tend not to have other family commitments and they can put aside their social lives, or a lot of their social lives. Or their social life becomes this: activism. That was my case for all those years. This was 'round the clock, so my social life was all the people that I knew up and down the coast that I worked on these things with. So before I came, they really were an organization of people in their twenties and thirties working on this.

The Traveling Slideshow: "Is it Worth the Risk?"

By 1985 and 1986, I was hired by them to do the city contract, the Oil Information Program. But Save Our Shores earned its way to get that contract from the city to do the work that I did because of their reputation as being well organized.

Reti: And where did the city get the money?

Haifley: It came out of their general fund. They had more money then they have today. It was $30,000. It was a small amount of money. We did a lot with a small amount of money. It really was a small amount. $30,000 wasn't a lot. I think the first time it was $10,000. Then it was, I think, $30,000 or $25,000 a year for six years, I believe, or six and a half years, seven years, maybe. Yeah.

Reti: I was curious—I was trying to picture you going off to present these slideshows and engage people in discussion.

Haifley: I had to wear a suit and tie. It was funny. I was young and there was a lot of the aspect of, who is this guy and why is he telling us this? What's his credibility? I actually, for part of the time that I worked for Save Our Shores I was working for County Supervisor

Robley Levy part time, too, so I had some credibility there, working in a governmental system. But for a lot of these folks it didn't matter. They just were either interested in the topic, or they weren't. It revolved around the topic. It was busy. I remember I did a presentation in Ukiah to the Mendocino County Board of Supervisors, and then a couple of days later I had to be up in Humboldt, which was another day's drive away, and make a presentation up there to a county supervisor and a group of activists. Wes Chesbro was the supervisor then. He's now an assembly member. He's been a senator, a state senator, and a member of the California Integrated Waste Management board. But I would have to dress up and wear my suit and tie and be presentable and make a very professional presentation, which I managed to do, I think.

Reti: I guess just in terms of dialoging with people who might really disagree with you, what was that like?

Haifley: It was—well, it was a dialog with people who disagreed with me. I had to learn to do that.

Reti: [laughs] Yes. It takes a lot of skill.

Haifley: And coming out of a culture, PNFF, and some of the Santa Cruz progressives—I mean, there were a lot of folks who didn't want to talk to people who disagreed with them.

Reti: Right.

Haifley: There were some of those. There were others who were willing to go out and talk to the opposition. There were times that I would make wild media statements for show, that were interesting and entertaining, but they would really annoy people who disagreed with me. And that set me back a few times. So I learned some lessons along the way. But I made a couple of presentations where people sharply disagreed with me. I was in a couple of debates. I debated Clare Ghylin, who was the vice president for public affairs at Chevron, up in

Pescadero. About three hundred people attended from the community of Pescadero, at the school gym there. And the Pescadero Community Council decided they didn't want to take a position on offshore oil. They were not really an official group. Pescadero is unincorporated and they were a conservative group. They invited me in and they invited Mr. Ghylin in. We debated. Most people thought I won the debate. But it was a cordial exchange.

I had the exchange with Hank Armstrong. It was me and a guy who passed away later, who was a fisherman. He and I were on the anti-oil side. He was actually out of Mendocino. Hank Armstrong and another oil industry representative were on the other side. This was in Salinas. We had a debate. I thought that was a cordial exchange, except Hank Armstrong took some shots at me, actually.

And then there was another gentleman. He was local. He was a former oil industry executive; I forget his name. He lived in Aptos. And he set up a series of radio debates with me. He actually didn't like me at all. He thought I was a young hippie, which I was, single. I didn't own property at the time. So what business did I have telling people what to do? I didn't own a business, so I didn't have—and he literally—I mean, he was [laughs]. It was hard. I mean, it didn't bother me, but you couldn't talk to the guy. He just wanted to have debates on the radio and he was nasty. He said I was a Communist and I was this and I was that. You know, those were fighting words for people. It was seen as an insult. He called me a political hack, and all kinds of things. So that was hard. But I debated with him and I thought I was fairly cordial. I was sharp on the issues. I don't think I ever poked at anybody personally. He poked at me quite a bit personally, the length of my hair and all that kind of stuff. And that was fine. But in most cases, you're debating with people in the oil industry who are professional and their job is to be cordial and to win over people. So they rarely, except for Hank Armstrong, the guy who called himself a spear chucker—that was interesting—but some people who disagreed with my position and just didn't like that I was getting paid to do this, although I wasn't

getting paid much—they didn't like what I represented and there were a lot of people talking about this radical kid. Who does he think he is going around doing this? And why is the city funding him?

So John Mahaney and Joe Ghio were both conservative members of the Santa Cruz City Council. They didn't like what I was doing. They didn't like that the city was funding it. So they took pot shots at me quite a bit. And I've actually seen Mr. Mahaney around town. He hasn't been on the council for years. Today he probably could not get elected to it because the politics have changed so much. I thought that was unnecessary. But they were doing it for political reasons. There was a movement of people in town who didn't like what I was doing. One of them, interesting enough, was a guy named Steve Hartman, who led an attempted recall against some city council members for separate reasons. He was upset that the city had voted against inviting the navy ship to come visit on the fourth of July. Interestingly enough, I write a column now in the local *Santa Cruz Sentinel.* He lives in Montana now. He has rental property here that he owns but he lives in Montana and when he sees some of my columns he likes most of what I write. He finds it interesting and he emails me links to things, how's it going? You know, there's a dialogue there. And in one of the emails he said, "Well, you turned out to be a pretty interesting guy. You're not bad."

Reti: [laughs]

Haifley: Because when you only know somebody to be this person, that all you know about them is they are opposing offshore oil, which you think is a good thing, it could be economically good, you're going to get a pretty jaundiced view of that person. That was the view people had of me. Most of them didn't know who I was personally. So you ask, dealing with people who disagreed with me. Well, that's the point of democracy. You get out there and you debate and you argue. In most cases, and in the case of offshore oil you're not going to change people's minds, although it turns out over the last twenty years public opinion

about offshore oil has been pretty fluid. For a while there, people in California, voters, were having a favorable view of offshore drilling. But every time an oil spill happens, like the big spill in the gulf recently, that shifted views. But in local communities that have a lot of discussion and dialogue about the ocean and offshore oil, opinions tend to be fairly well formed and not easily changed. So there was a lot of opportunity to dialogue with people with different opinions. You just do it.

Reti: Yes. And then, sort of similarly, Santa Cruz was being this leader in this effort, it sounds like.

Haifley: That made it difficult in some communities. You know, in Half Moon Bay they would say, "Oh, those people in Santa Cruz. Why are they telling us what to do? Isn't Santa Cruz kind of lefty and strange and kind of different?" Not strange, weird. You know, "Don't they have hippies there? Don't they have that university there? Didn't they not invite the Navy ship for Fourth of July?" I would go to the League of California Cities conference. All these local elected officials would be there and that would often come up: "Oh, Santa Cruz. Hmm. Interesting." So I'm sure that counted against our efforts quite a bit. But eventually, when momentum really got going against offshore oil—for example, up in Fort Bragg the council didn't want to really consider Santa Cruz's position because they thought offshore oil might be a good thing. But when they saw the population of their town nearly double when the public hearings against offshore oil happened, they quickly passed a resolution saying a) We're going to send a letter to the federal government that agrees exactly with the city of Santa Cruz's letter against offshore oil and b) We're putting on the ballot an ordinance to prevent zoning changes to accommodate an onshore facility for offshore oil. So they very quickly came around to the position.

So yes, Santa Cruz was a leader on this. And Santa Cruz, also interestingly enough—we'll talk about this next time—was the first local government to come out for the largest boundary of

the Monterey Bay Sanctuary, for similar reasons. I was still basically working largely from funding from them. And they took that leadership position.

Reti: Why do you think Santa Cruz has been such a leader in this kind of activism?

Haifley: Because of the individuals here. More people had the time in those days, and the wherewithal to push the envelope or break boundaries when it comes to doing things that were unusual politically. And this is an unusual tactic, this local ordinance tactic. Gary Patton thought of it. He was from Santa Cruz. He promoted the idea and convinced city council members to put this on the ballot, to authorize the program that hired me. I think that's why. Gary's still very active. He's no longer a county supervisor but he's counsel at Wittwer & Parkin, a law firm in town, an environmental law firm. You see his postings on Facebook, or I do, and he is constantly thinking. So I think having a talent like that, having elected officials who feel they have a mandate to go out there and to protect the environment and to protect the ocean.

Reti: Great.

Haifley: I think that's why. It's really the people and the relationships. Like Gregory Bateson always said, "Nothing exists by itself. Everything is defined by its relationships." Gregory Bateson was a UCSC professor and a member of the board of regents, actually, for UCSC. And he actually taught a class at Kresge when I was there, although I did not take his class and I never met him. I remember reading parts of his book and the idea of relationships always struck me. So I think those relationships in Santa Cruz created leadership, created this program that I worked for and promoted. And my particular personality at that time—I think I'm more cautious now—but I went out there and promoted this, and worked pretty hard to get communities to consider doing this. I think a lot of that political will that was expressed by local communities in putting these ordinances on the ballot and approving them in such

overwhelming electoral numbers, really sent a message to Washington in terms of California attitudes towards offshore oil, which became critical when George Herbert Walker Bush was running for reelection and needed California, and saw an opportunity to perhaps win over some votes with the environmental concerns, and looking at this and saying, hey, there's a formula for me. It didn't work for him. But it all came from Santa Cruz.

And it was also—it wasn't just that it was from Santa Cruz. It was also seconded by all these other communities that took action. San Francisco, which had a very complicated system for approving the ordinance that was eventually approved, every step of the way there was affirmation that the planning commission, or the voters, or the board of supervisors, or the mayor didn't like offshore oil. I was concerned about San Francisco because it was probably the most—it and San Diego were the most industrial cities that we were dealing with.

So in many ways it started with Santa Cruz but it became adopted throughout California. So it was shared by all of these other communities.

I want to talk about the slideshow. The slideshow was called "Is it Worth the Risk." That's the name I gave it. And I started getting phone calls from schoolteachers who wanted me to come do presentations in their classrooms. In those days you could do an environmental presentation in a classroom. Today you can't do that unless it aligns with the standards, unless there's "academic value." So the program we're running now, O'Neill Sea Odyssey, is designed to have educational value. And it does. It's a science program that has environmental outcomes. In those days, I'd go right into a classroom with my slideshow. So I quickly modified my slideshow from something being intended for a mayor and city councilmembers or county supervisors or members of a state assembly committee, to something that fifth, sixth, seventh, eighth, and ninth graders would understand and like, and not be bored by. Of course, slide shows—it was like watching a movie, so pictures of sea otters are really cool and kids like that. I spent a lot of time in classrooms. So I modified this. So I believe that "Is it worth the

risk?" the slideshow for local governments on the local planning tools to oppose offshore oil became a slideshow for kids about offshore oil and how bad it was for all these scientific reasons, and later became the basis for educational slideshows done by Save Our Shores, later became the basis for some of the educational work we do in O'Neill Sea Odyssey and our ecology curriculum which is watershed-based as well as nearshore kelp forest based. So there is an evolution there.

The slideshow is long gone, but I think essentially the slides said: here's the nature of the environment along California's coastline. Here is the nature of the threat to that environment from offshore oil. These are the economic downsides of offshore oil, the threat to agriculture through air quality threats, the threat to tourism through aesthetic and air quality threats. Here's the threat of a catastrophic oil spill to fishing. Here's the threat of water quality, downsides to offshore oil to fishing. Here's what the federal and state process is for approving offshore oil. This is what your community may consider doing to oppose offshore oil, including a local ordinance that would require a vote of the people, or require a supermajority, or require a simple majority, to approve zoning changes to accommodate onshore facilities for offshore oil. And then questions and answers. And during the question and answer period I would pass out a sample ordinance and would answer questions such as, "Well, isn't a pipeline safer than tankers and what is your strategy for some of these support activities offshore?" These are the kind of questions I had to answer.

Reti: So a couple of questions. Did you mentor actual organizing efforts to get those ballot initiatives up and running and passed?

Haifley: Yes, when it wasn't put on the ballot by the local elected body—there would often be organizations that sprung up to put this on the ballot. Half Moon Bay, Tim Duff from the San Mateo County organizing effort led by Lenny Roberts. I mentored him in a few ways. San Luis Obispo, Maria Brusse—I mentored her in the citizens' effort and she was central to that. I don't

know that she was a leader—she probably was—but she did a lot of the work. The same was true up in Humboldt. There was a couple that was very into Buckminster Fuller. Their house was based on a Bucky Fuller design and they were fascinated by him. They were organizers up there. There was Charles Peterson who was close to Supervisor Norm duVall in Mendocino, and his, Peterson's, girlfriend, Helen Barrington, who were working on the effort in Mendocino County, and I worked with them. I wasn't necessarily a mentor. There were people who knew what they were doing and had organizing experience. I just helped them in terms of information, sometimes with political organizing tips. But usually electoral organizing is very specific to a specific area. There are pockets of voters that the locals know better than a consultant will know from outside. So if you have a consultant, somebody coming in from the outside, a political consultant, or somebody like me, consulting on a grassroots effort or strategy like these local ordinances, it was information that was scalable and applicable to local communities but applied everywhere else, such as—what are the general arguments against this ordinance, like the pipeline argument versus tanker argument. That's the kind of advice and help I would give. Sometimes I would give advice and help on organizing precinct walks and things like that. Sometimes Glen Schaller, who now works with Central Labor Council and is doing local organizing, would jump in and assist other communities with some political organizing tips. Or Bruce Van Allen and others. So I would point people in the right direction and hook them up with others. Most of my time was spent introducing the concept, getting people comfortable with the concept, and promoting the idea of them putting these ordinances on the ballot or just approving them, and then staying out of the local fights, like I mentioned the Half Moon Bay split and the San Mateo County split. I tended to stay out of those, but would advise both sides because either way the concept of preventing offshore oil would win.

Reti: Absolutely. And who was doing the research for the slideshow? Was that you?

Haifley: That was me. So that's why it took two or three months. And a lot of it—I would work at home, at night in my house up on Marnell Drive, roommates coming in and out. I'd have all these slides on the table and I'd be looking at my script. I had a typewriter. We didn't have computers in those days. I'd have to retype the whole thing. And then I would play it and I'd invite—you know, I'd have a girlfriend over and we'd look at it. She'd critique it. I'd have other people, like Chris Hirsch from the Redevelopment Agency, for example, at that time she was working for the Department of Public Works at the county. She was a friend of Kim Tschantz's. She would come over. She would read the script. She would watch the slideshow and she'd critique it. Kim Tschantz would look at it and critique it. Other SOS board members. But the research in those days—we didn't have Google so I'd go down to the library and you know, research things. I'd get on the phone—

Reti: Public library?

Haifley: The public library. I'd get on the phone, talk to experts and cite them when I had to cite them in the script. I wouldn't obviously recite the citations when I was doing the slideshow. There was also a tape recording that went with the slideshow. So there was actually a voiceover and there was music that went with the slideshow. I forgot that. But I would provide the cites when asked.

Reti: Sure. You'd have to be able to back things up.

Haifley: Right. So those were research methods I had learned when I was going to school.

Reti: Sure. And then what about alternative energy questions. Did you get into that?

Haifley: Huge. That was a huge area and I don't cover that in my write-up, but that was—we constantly heard the refrain, "We need a national energy policy. To oppose offshore oil there needs to be an alternative." And we constantly said that. The Natural Resources Defense

Council at that time talked a lot about weatherization and energy efficiency and other ways to save energy. We would actually do equivalents. If you improved the efficiency of refrigerators by *x* percent you would save the equivalent of so many billion barrels of oil and prevent offshore drilling off these areas. If you weatherized homes in the Midwest you would prevent new offshore drilling in this part of the Gulf of Mexico, for example. Warner Chabot was very good at that. First he worked for Marin County. He was the one who proposed that the city of Santa Cruz lobby the governor. Then he organized a six county consortium of six Central Coast counties who were studying the impacts of offshore oil. They used funding that was provided from oil royalties and some oil spill money to do these studies. And he engaged NRDC—I don't think it was part of his contract—but he engaged NRDC to come up with some of these equivalencies. And that was not the energy policy. These were things that would cite the need for an energy policy or reference the need for an energy policy.

We need a national energy policy that would put us on a pathway towards more alternative energy and less fossil fuel intensive energy. For example, by weatherizing homes in California you prevent so much offshore drilling off California because you are saving *x* billion barrels of oil, for example. And we knew generally what some oil basins offshore could hold.

So we talked about that a lot. And Congress really has not come up with a really comprehensive energy strategy, just because there are so many different competing agendas. That's hard to do. I think that events compel energy policy discussions. I think the Gulf oil spill compelled a lot of it. I think the whole green jobs discussion recently was healthy, but it happened outside of Congress. There was never a serious review of the cap and trade proposals, or energy tax proposals, or other proposals in Congress recently, just because of the nature of the politics of it. It wasn't the right time.

So things tend to get done—like marine sanctuaries are approved that prevent offshore drilling. Moratoria are approved, thanks to local members of Congress, or like then-

Congressman Leon Panetta, absent discussion of energy policy in Congress. So NRDC will come up with an energy policy proposal. Maybe the Heritage Foundation will come up with their version; perhaps the Brookings Institution will come up with their version. But there hasn't been a lot of action outside. But we would reference it, because we realized that we couldn't just say no to something. We had to say yes to something, too. Because people do drive their cars. People do heat their homes. People have needs and people are used to turning on lights at night.

Reti: Right.

Haifley: We have to live in the world that we live in. We have to understand what's around us and be practical. We talked about it a lot. We didn't have our own energy policy at Save Our Shores. We just talked about the need for a national energy debate leading to a policy, as an alternative to offshore development.

Reti: Okay. And I'm not sure if you responded to this already, so if you did let me know, but what *was* the response to the argument about pipelines versus tankers.

Haifley: The Coastal Commission always argued that pipelines were the safer alternative. And that's true. We would argue that the further north you got, north of San Luis Obispo or north of Santa Barbara, the less likely that this activity would take place on tankers, because the oil companies would be under such enormous liability if they were undertaking these activities offshore, that they wouldn't risk it. And when the—there were two oil spills, the Exxon Valdez oil spill—

Reti: I was just thinking about that.

Haifley: And the American Trader spill, which actually was a tanker trying to connect with a pipeline that was going onshore into Huntington Beach. Those led to state and federal

legislation increasing liabilities for oil companies in the event of oil spills and setting up oil spill funds. I think with that regulatory environment it would have been very difficult for a company to do what Exxon did just offshore outside the three-mile state limit off Santa Barbara, which has set up a tanker just offshore from an oil derrick, and move oil in and out using that tanker. I think just for practical reasons and legal reasons it would be very difficult. That's the argument I used and I had a very succinct and very compelling argument.

But mostly what we talked about is that these ordinances were also symbolic. They were expressing opposition to offshore oil. You could send five or six people from your community to a public hearing that the U.S. Department of the Interior would have about lease sale 119. Or you could have 82 percent of voters in your community say no to offshore oil. Or have 82 percent of the voters say we vote to approve of the idea that you have to get a vote of the people to accommodate zoning changes for support facilities for offshore oil, which is a way of saying we're very nervous about offshore oil. We don't like the idea. And the oil industry and elected officials take that as a disapproval of offshore oil.

So that was the practical argument I used with a lot of elected officials. But the pipeline argument was—I heard that a lot. And the argument I would give was that the chances of doing something offshore, or putting oil directly into tankers from offshore platforms, it's very risky and the liability is just too high. Of course, industry, when they did argue against the ordinances or argue against the ballot measures, would use that argument to say, "Well, we could easily do it offshore here and it would be a lot more dangerous. Do you want that? You don't want that, do you?"

Reti: Yes. Okay. Well, this is great, Dan. So next time we'll dive into the Sanctuary and what led up to that, and that whole fight.

Haifley: Yeah, okay. That sounds good.

Reti: Okay, so today is August 29, 2011. This is Irene Reti and I'm with Dan Haifley for our second interview. Today we're going to be primarily focusing on the Monterey Bay National Marine Sanctuary, but we want to start with some questions that came up from the last interview on Save Our Shores and the battle against offshore oil drilling. So Dan, the first question I had for you was about the coalitions that you built, SOS and you built, with agriculture and tourism.

David Brower

Haifley: Yes, and that can probably even segue a little bit into the question about David Brower, too. I'll start with David Brower, because there's an interesting contrast there. David Brower is not somebody I knew well. He was a role model. He was a lot older than I was. I met him three or four times. One time, most prescient, was when we were at a television studio together we taped a news information show at a now defunct television station in San Francisco. The studio was upstairs in one of the old flats up there. He was very self-deprecating. I knew who he was, of course. I had met him a couple of times. At that time he was no longer with Friends of the Earth. He was doing his own thing. He always was sort of a lone wolf. He really didn't work well in teams. It was part of the reason why he wound up having to leave the Sierra Club and then formed Friends of the Earth and later left Friends of the Earth. But he had a very strong vision and had a steel spine in terms of, you couldn't intimidate him; you couldn't scare him. And sometimes being a community organizer, that was very important. I dealt a lot with the oil industry and there were efforts to intimidate, as well as efforts, mostly to charm. It was mostly younger, more diplomatic folks. But David was never swayed by that. The first thing he said when we—well, off camera he was very self-deprecating and we joked about having to wear blue dress shirts and not white, because white would clash with the lighting, with the camera, with our ties, and we wore the same color tie.

Reti: [laughs]

Haifley: We had a great time. And then when the camera went on, the first thing he said was, "Well, Dan likes me because I make him look so reasonable." The fact is that he was one of three or four people that I kind of looked to as a model of how to be. Instead of modeling myself on one person, I looked at these couple of people—others being John Laird, Mark Gold of Heal the Bay in Los Angeles, and then there's a gentleman whose name I forget, but he was the executive director of the American Oceans Campaign, which was a forerunner to Oceana. The chair of the board of that was Ted Danson**,** but the executive director was somebody I watched closely. I kind of behaved myself in sort of a hybrid fashion. I would make wild statements for the press sometimes to get attention, because that's what worked. I pulled a little stunt one time where I showed up and confronted Manuel Lujan, who was the secretary of interior, as he was coming out of an elevator at the Monterey Plaza Hotel. He was speaking to a group of oil executives. I did a "our coast is not for sale" and I told him that when he came off the elevator and the press was there. It was a stunt that I pulled, and that was sort of the David Brower part. The John Laird was the more calm, quiet, reflective, and factual person, who was probably more effective most of the time.

So David said something in that television show that always stuck with me. He said, "Every environmental victory is temporary. Every environmental loss is permanent." I think that came from the Hetch-Hetchy battle, although there is discussion of restoring Hetch-Hetchy. Hetch-Hetchy is the valley next to Yosemite that he wasn't able to save, the Sierra Club was not able to save, and the famous ad about the Sistine Chapel. We'll talk about ads later, because at the very end of the effort of the Monterey Bay National Marine Sanctuary, Kathleen Van Velsor, who was a protégé of his, published an ad in the *New York Times* which almost blew up the final deal for the Sanctuary. David Brower signed that ad and we publicly disowned the ad. I spoke to some individuals who were motivated by the ad and felt that we had to scrap the Sanctuary and redo the plan all over again. I explained to them we would

never have the opportunity for this very large sanctuary ever again because of the unique situation we had, which I will explain later.

So David Brower was a key figure for me that way. Again, didn't know him very well personally. I had met him at events. But I watched him. He was here in the Bay Area. He was in the news a lot and people knew who he was. He was one of the father figures amongst mother and father figures in the environmental movement. I didn't really have much in the way of role models because there were not a lot of people doing what I was doing in this region. So he was one person that I looked to. He did not build coalitions and he didn't work in teams. He was very hard in his views about the environment. He didn't want to compromise very often. I don't see it as compromise. I see it as creating optimal solutions if you could do something where everybody has a common interest.

Building Coalitions with Agriculture and Tourism

So for the Monterey Bay Sanctuary and for the offshore oil issue we believed we had common interest with the tourism industry and with the agriculture industry, because of air quality and the desire for clean beaches for tourism, desire for clean water for agriculture. And air quality would impact both tourism and agriculture.

So I worked as closely as possible with Dick Nutter, who was the Monterey County Agricultural Commissioner, a strong advocate for agriculture. I know Dick to this day and served with him on the Sanctuary Advisory Council later. It was an uneasy alliance because I was that wild radical from Santa Cruz and he was the conservative representative of farmers in Salinas. Michael Dexter was then the executive director of the Santa Cruz County Conference and Visitors Council. And I did some work with him. But it was mostly information sharing. We never actually formally entered any coalitions, but I spoke often about the impacts of offshore oil on agriculture and tourism and talked about how a Monterey

Bay Sanctuary would support both of those things, and nobody from agriculture ever rebuffed me or said that's incorrect. I also communicated with people like Marq Lipton of the Santa Cruz Seaside Company. Charlie Canfield, the major partner in the Santa Cruz Seaside Company, the Boardwalk, worked closely with John Laird, who worked with me. I also worked with Jess Brown, of course, of the Farm Bureau. I knew him and he was sympathetic and understood. He was very close to the agricultural community. Obviously here he was their advocate.

So those were very important. One aspect of coalition building involved the Association of Monterey Bay Area Governments. We went to hotels in the Monterey Peninsula area as an experiment and asked them to place tent cards in the hotel rooms so that visitors from out of the state, Kansas City or Memphis, Tennessee, or Chicago could sign little postcards to their own member of Congress saying, "Please support efforts to protect the coastline around the United States and oppose offshore oil." Because federal lands offshore belong to all taxpayers, all citizens of the U.S. A common criticism of California and its opposition to offshore oil was that California needed to do its share in terms of contributing to the whole energy picture of the country, and that we were being selfish by not wanting to contribute the oil that was underneath the federal lands that belonged to the U.S. taxpayers 3-200 miles off of our state's coastline. So to combat that idea—you'd have a visitor in a beautiful place, in the Monterey Plaza Hotel, looking out at the beautiful ocean. And here's a tent card that says, "Keep this ocean beautiful. Keep this environment as good as it is. Protect the sea otters that we see outside. Please, my member of Congress representing Kansas City, oppose offshore drilling off the U.S." This is probably a forerunner to Facebook pages for offshore protection. There's now something called the Colorado Ocean Coalition, which is actually put together by a woman named Vicky Nichols, who was my successor at Save Our Shores. She's now in Colorado. Her husband is teaching there. So now it's a lot easier to have these kinds of coalitions because of

social media. In those days we had the old-fashioned tent cards and postcards. So that was an example of a coalition. We were able to promote—Ted Balestreri, of course, was big in the hotels over there, still is, in the Sardine Factory, and was supportive of these efforts and worked closely with government because of his association through the state tourism advocacy group that he is part of. So these coalitions were very, very important, these economic coalitions.

Reti: Was this primarily a coalition in Monterey, or did you leave these tent cards in Santa Cruz as well?

Haifley: We did some Santa Cruz hotels. I'm vague now on the details. Nick Papadakis ran the program. He's since retired from AMBAG [Association of Monterey Bay Area Governments] many years ago. But the primary focus was in Monterey, to see how it went. I think they had some funding for the effort and it was moderately successful. I'm not remembering exactly. I remember I played a part in developing the wording and the text and the pictures and the design. And we helped somewhat distributing the tent cards. We did some of that up here, too, and I contacted some of the hoteliers here, too. But it was moderately successful. I don't have the numbers.

There's one other item here that you mention, the Dan Boatwright bill. So when the offshore oil ordinances were underway, Dan Boatwright was state senator from Concord, I believe, and he was carrying a bill. As I recall, what it would do was that it would have just simply banned onshore facilities for offshore oil in the state of California. And the attorneys, Roger Beers and the attorneys helping us with our legal defense against the oil industry lawsuit were really, really concerned about that bill. It could have blown up our local ordinances.

So I found out about it. Nobody wanted to oppose Dan Boatwright, who was a powerful senator, or his bill, which appeared to be an anti-offshore oil bill, an environmental bill, so I

was obviously the one who had to go and do the dirty work. So I went up to Sacramento. I called Senator Mello's office and let them know that I was coming. The next day was a vote-only item on the Senate Natural Resources committee agenda. Henry was a member of that committee, as was Milton Marks. So Dan Boatwright was there and then I showed up. I had been in touch with the Sierra Club. So the gentleman from the Sierra Club—and I'm trying to remember who it was. It was somebody I'd done a lot of work with–I'm not remembering exactly who it was. There were a couple of people I worked with there so I'm not going to mention names. So I showed up at the hearing. Henry saw me there and introduced me, and said, "I know it's vote only but Dan has some concerns about this bill and I got some phone calls." He received a call from Karin Strasser-Kaufman, a Monterey County Supervisor, and a few others who were concerned about the bill.

So I laid out our concerns. Senator Boatwright reacted very strongly to my presence and our concern about the bill. Basically, I said I thought the bill could act as a poison pill against the local ordinances and give a lot of fuel to the lawsuit against us, which was really true, because of commerce clause concerns. Oil is supposed to be a federal resource and oil is supposed to flow across state lines, and by mandating local planning laws prohibit[ing] a commerce-clause protected industry, it could add fuel to the fire of the lawsuit, which was saying basically the same thing about the local ordinances. So at one point Dan Boatwright's chief of staff was on radio complaining—I believe he was on NPR—complaining about radicals from Santa Cruz opposing their bill. Fred Keeley called me and told me about the interview. And of course Fred was working for Sam Farr at the time when he was in the State Assembly and they weren't going to take a position against the bill. In fact, Henry Mello voted for the bill. He said, "Dan,"—Dan Boatwright, that is—I want to vote for your bill." Then he turned to me and said, "But I share Dan Haifley's concerns. I'm going to vote for the bill but I really need you to work with these local groups and deal with these concerns.

What ultimately happened was the bill quietly was dropped. It was just decided not to pursue the bill because of legal concerns. Roger Beirs, I believe, may have had a conversation with somebody instrumental in this. But we already had raised our concerns in public, and that was as far as it needed to go, so that threat was removed. But it was one of those awkward situations where somebody gets enthusiastic and they put forward something that seems to make sense, but then for convoluted governmental reasons it could do damage to your cause. And this was clearly a case like that. So I think it shows how deep our movement on the local ordinances was, that this sort of bill popped up. And it's interesting, because Dan Boatwright's district was full of oil refineries. So I don't know how the politics of that played out, in terms of his own representation of the East Bay area's industrial district. But those are questions, perhaps, for him.

Reti: So I don't know if you know the answer to this, but I'm kind of confused in terms of, politically, who in his district was asking him to support this bill? Were there environmental groups that were behind it? Or did he just sort of come up with this on his own?

Haifley: I think he came up with this on his own. I saw a couple of environmental groups on the support list, but they were very standard, pro forma names, typical—the Sierra Club and other groups say, "Yeah, we'll support that. That's against offshore oil. That's for coastal protection. That will be one of 1900 bills we're going to support this session of the legislature." I could not find anybody locally who was supporting it. What I was told by a member of the Sierra Club, that he simply heard about our ordinances, and he wanted to do something statewide, and he thought it would be cool to do, and so he wrote it up as a bill. So there you go. That happens sometimes. Especially in those days, where Dan Boatwright and Henry Mello were longtime members. This was before term limits. If they did their job well, as Henry did, they gained some influence in the Capitol, and he was able to do this. He probably felt that despite the industrial interests in his district he wanted to do something to protect the

coast. That's what he said in the hearing and that's what I was told by a member of the Sierra Club, is, "This is really honest. There's no—" because I was wondering if this was an effort by the oil industry—and I looked at all the oil refineries that were in his district—to insert a poison pill into what we were doing. At that point, there were some in the industry who were very strategic that way and I wouldn't put it past them, but I was told by somebody I trust that that wasn't the case. And sometimes—that's very rare—I think people are *über*-strategic, having that sort of methodology going, in this case planting a poison pill against local ordinances. It's very rare for somebody to actually undertake a strategy like that and pull it off, without it backfiring. So this was an honest effort, apparently. I felt it was dangerous and we were able to put it aside. And I think it was necessary to do, although it was not clean to do. I burned a little political capital, but that's what happens.

The History of National Marine Sanctuaries

Reti: Okay. Thank you for covering all of these topics. So in terms of marine sanctuaries, what was the history of marine sanctuaries, even before the Monterey Bay National Marine Sanctuary?

Haifley: Well, the Santa Barbara oil spill of 1969 really got the public upset. This was the first time an environmental disaster wound up in people's living rooms. The oil spill, the oiled birds literally went into people's living rooms via the television set. I remember that. I was very young at the time when this happened, but I remember the images on television. So that voter upset turned into editorials in newspapers. In turn, Congress acted and passed the Clean Water Act in the early 1970s. It had a long title and part of that title is marine sanctuaries, the marine sanctuaries act.[6] So that authorized setting up marine sanctuaries. And the California

[6] According to the United States Environmental Protection Agency, "The Clean Water Act (CWA) establishes the basic structure for regulating discharges of pollutants into the waters of the United States and regulating quality standards for surface waters. The basis of the CWA was enacted in 1948 and was called the Federal Water

Coastal Commission immediately nominated, or around that time nominated Monterey Bay as an obvious site. Les Strnad was a staffer there. There were a couple of others there as well who worked on this. And the early effort at a marine sanctuary ran into opposition from the fishing industry. I think the first marine sanctuary was to protect the Civil War historic site. I believe it was called the USS Monitor. It was a historic resource. It was a shipwreck. But this all happened in the early seventies. So Monterey Bay was always a top candidate.

Marine sanctuaries as they are currently constructed are different than marine protected areas. Marine protected areas actually prohibit fishing and prohibit a lot of human use, whereas marine sanctuaries were set up to encourage multiple human uses but also to manage the resource and protect the resource. Not manage. That's a misnomer, although that's what the documents say, is manage. Try and protect the resource through rules and then try to enforce those rules if you have enforcement personnel, and also to educate and to encourage research. So marine sanctuaries have the mission of protection, which is regulation, research, which is encouraging research, and Monterey Bay Sanctuary has a research coordinator and a research team, by Andrew DeVogelaere. And then of course, education. And the Monterey Bay Marine Sanctuary has an education department run by Dawn Hayes and they also encourage efforts like mine: O'Neill Sea Odyssey, and efforts by Save Our Shores to educate youth and adults about the Sanctuary's resources.

The Political Battle to Establish the Monterey Bay Marine Sanctuary

So after the first Sanctuary effort failed, I believe it was in the mid to late eighties, Leon Panetta, a member of Congress, was having a conversation with a powerful chair. I believe it was Walter Jones of North Carolina, who had a lot of authority over offshore oil issues. I'm not quite sure which committee he was chair of. But Leon asked for some expansive coastal

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Pollution Control Act, but the Act was significantly reorganized and expanded in 1972. "Clean Water Act" became the Act's common name with amendments in 1977." See: http://www.epa.gov/lawsregs/laws/cwa.html

protection or ocean protection and Representative Jones, Chairperson Jones said, "I can't do that for you. What else do you want?" This is the story that Leon tells. And Leon said, "Well, then give me the Monterey Bay National Marine Sanctuary." And Jones said, "Done." At that point they were thinking of Monterey Bay proper, which is from Lighthouse Point in Santa Cruz to Point Joe in Pacific Grove.

Reti: Right.

Haifley: And the Monterey Bay Canyon, on which Monterey Bay is based, which is two miles deep—you cannot drill for oil in there even with today's technology. Perhaps with tomorrow's technology you can. It's too deep and too steep, in many cases, unless you did very close-to-shore drilling, and that's even within state waters, within three miles.

So this began an effort to begin planning. And there was some authorization to begin planning a sanctuary for Monterey Bay. We were involved in some of the early stages of that. The California Coastal Commission engaged environmental organizations, and the idea came up to form an environmental coalition to promote the strongest protections of the marine sanctuary. So Rachel Saunders, of Friends of the Sea Otter and later of—well, now they're called Ocean Conservancy—they had another name—Center for Marine Conservation, they were called. She was their local representative. She was the other co-chair; I was one co-chair. We had Defenders of Wildlife, Coastal Advocates, which is Kathleen Van Velsor, a protégé of David Brower, and we'll talk about her and her organization later. Defenders of Wildlife. The Surfrider Foundation started a chapter. The first president was Tom LaHue, now president of the Soquel Creek Water Board. Jack Wickham of the Sierra Club; Janie Figen of the Sierra Club—these are both Monterey residents. And a couple of other organizations—League of Women Voters—Corinne Reiter, and some others. Friends of the Sea Otter, of course.

Leon Panetta also formed his local taskforce of a diverse group of people to oversee his advocacy of the Sanctuary and that included Dick Nutter, representing agriculture—still the Monterey County Agricultural Commissioner—Jo Stallard, representing environmentalists. And she was always a very key person. She was also a member of our working group, the environmental working group. She passed away a few years back, but she was a longtime friend of the Panettas and a longtime environmentalist in Pacific Grove, a long tradition of environmentalists coming out of Pacific Grove. And she had a storied history in Monterey, was friends with Sam Karas, Monterey County Supervisor, a friend of John Steinbeck, a friend of Clint Eastwood's. So she had strong connections but was a very stalwart environmentalist. There were many other folks. Tourism was well-represented on Leon's task force. We worked in tandem although we diverged when it came to advocating for different sizes and different configurations of Sanctuary rules.

This all sort of played into the ordinances, the local ordinances I was promoting. Because those local ordinances segued—when President George Herbert Walker Bush was elected in 1988, he came out of an oil industry background. When he went to Texas from Connecticut he had an offshore oil company. They produced, I believe, machine parts for oil rigging offshore and onshore, I believe. Don't quote me on that. But he did have a background in the offshore oil industry. But there had been a lot of activity around offshore oil, in particular once the Exxon Valdez spill happened in 1989 and the American Trader spill in 1990. And, of course, George Bush would have to win California in order to be reelected, as well as some other coastal states. So he formed a presidential task force, a blue ribbon task force, to look at the issue of offshore drilling in key strategic areas around the country, particularly California, and that task force began to have public hearings. There was one in Santa Maria that I attended along with then-mayor Jane Yokoyama of the city of Santa Cruz.

The presidential task force was really a nod to the growing pro-coastal protection politics that were emerging in the late-eighties and 1990s. The politics had always been there, but they were growing. You had polls that were showing that people were strongly opposed to offshore drilling in California, and, of course, the local ordinances were producing large voter margins for not allowing zoning changes for onshore facilities for offshore oil.

So the Exxon Valdez and the American Trader spill really, really brought this home. The Exxon Valdez spill was very much like the 1969 Santa Barbara oil spill. It was not a result of offshore drilling, as the Santa Barbara oil spill was, which was actually a crack in the earth's surface below the ocean. But the Exxon Valdez spill was a tanker spill and many people pointed that out, in the industry: "You know, if you had pipelines and not oil tankers, this wouldn't have happened, or you would have had less risk of this happening." Because a lot of oil comes out of Alaska on tankers.

The American Trader spill off Huntington Beach[7] was actually an effort by a tanker to download oil into a pipeline just in the southern end of Huntington Beach. I'm familiar with the area, as I'm from down there. But it was between the naval station and Huntington Beach, not far from the Huntington Beach wharf. Actually some surfers in the area smelled the oil and got wind of the oil, because they were close by when this happened. And the spill was in California. It was here at home and it engaged people from all over the state, who became very concerned.

Those spills, on their own, initiated action in the California Legislature and in the U.S. Congress to strengthen laws that pertain to liability of the oil industry when these spills happened, and also set up a fund using the tax on oil, barrels of oil, that would set up stronger

[7] On February 7, 1990 the oil tanker American Trader ran over its anchor, puncturing its hull and spilling an estimated 416,598 gallons of crude oil. It was owned by British Petroleum. See: http://www.dfg.ca.gov/ospr/NRDA/american-trader.aspx

protection in case of a spill. So something like Clean Seas, which is an effort to have oil spill equipment nearby and vessels ready to assist. In Monterey Bay at the time, PG&E [Pacific Gas and Electric] had been off-loading oil from tankers for its Moss Landing plant, and as part of the condition for that they had a boat and they had a boom ready to contain oil. Usually this stuff doesn't work in these types of seas, because these types of seas north of Santa Maria tend to be very prone to swells and wave action and they are choppy, so it's very difficult to contain anything in the water. There is sometimes heavy use of dispersants. But in any case, an effort to beef up that effort and also provide places where wildlife could be cleaned and resuscitated, was funded under these acts. One was called the Ocean Protection Act of 1990, OPA 1990. And in the legislature as well. But this all fed the movement for the Sanctuary.

In the meantime, the Monterey Bay Sanctuary was supposed to be designated in 1990. There were two staff in the National Marine Sanctuary office, Mark Murray-Brown and Ralph Lopez, who were doing the planning work for the Sanctuary. We were in touch with them and I was working with them, feeding them data, getting our hands on everything to justify a larger boundary for the Sanctuary that would protect the coast from offshore oil—you couldn't do it just because offshore oil could pose a threat to the environment. Under the Marine Sanctuaries Act, you had to show that there was a discrete ecosystem, that there was an interconnectedness between the coast, say just south of the Gulf of Farallones off of San Francisco, going all the way down to Cambria, and that these habitats were interlinked, and that there were life cycles of different species that inhabited this area. You had to show that there was a discrete overall ecosystem consisting of many habitats. And many people contributed to that effort.

Reti: It's interesting, the intersection of the political and the ecological.

Haifley: Yes. And the scientific. So 1990 was the date, but those two people in the Sanctuary office were overwhelmed. Dr. Jim Rote came back after a visit from Washington complaining

that there were letters on Mark's desk that were eight months old, that hadn't even been read. There were letters that were three months old from him that hadn't even been signed yet. And, of course—these were two people managing sanctuaries all over the place, and they didn't have strong leadership at that time, either, in the Sanctuary office.

So this actually all served for the good, because in 1990 we went to war.

Reti: The Gulf War.

Haifley: The Gulf War. Many saw that as a war over oil. Monterey Bay National Marine Sanctuary was put on the back burner, because is it a good idea politically to lock up a third or a quarter of California's coastline when you are going to war over oil? Politically, the public opinion polls could have flipped, very easily, against us, so we kind of laid low and kept working, doing our offshore oil work. I did complain a couple of times in the press because things were bogged down, but it actually served to our advantage because it pushed us into 1992, which was an election year.

If the Sanctuary had been approved in 1990, not an election year, we probably would have gotten a smaller sanctuary, Monterey Bay. And that was what Leon Panetta was promoting because that's what he could get through Congress. We were promoting a larger boundary because we were environmentalists. That's what we do. We succeeded in 1992 because it was a presidential election year and George Bush needed California. I'll get to that later. So the delay was actually a good thing.

So there were seven potential boundary options for the Sanctuary and each of them would have to be justified by this concept of a discrete ecosystem. We supported something called Boundary Option Five, which had a northern boundary contiguous with the southern boundary of the Gulf of Farallones, which itself had its strong protections against offshore oil, but not as strong as those protections that Monterey Bay would get, in the Monterey Bay

Sanctuary. The southern boundary would be Santa Rosa Creek, just north of Cambria, which is north of San Luis Obispo. And then there was an arc in the middle around Monterey Bay. Everybody has seen the picture of the map. And later, when I was on the Sanctuary Advisory Council, many years after the Sanctuary was designated, we added Davidson Sea Mount, which is basically offshore of San Luis Obispo, a wonderful seamount that's a diverse, glorious ecological island that deserves protection, mostly to study. That's why the Sanctuary was interested in it.

So there was some tension between us and Leon's group because they were supporting a smaller boundary and we were supporting a larger one. There was a news article about the differences. It was a disagreement, and that's fine. And we all got along. Leon still talks to me. I mean, he knows me and I know him and we get along and I have a lot of respect for him. But it was a disagreement. And some people were very nervous about that. But we had a lot of friends. There were four public hearings that were held—San Luis Obispo, Santa Cruz, Monterey, and Half Moon Bay—for these boundary options. About four thousand people participated. Actually, I think there were three basic hearings, and then there was a meeting in San Luis Obispo as well. Most people supported Boundary Option Five. A few people supported the smaller boundary out of respect for Leon. Politically, if I were not leading the environmental effort at the time, I could understand why Leon needed to do what he was doing. Because if you get it through Congress, you don't want to lose the whole thing.

Reti: Right.

Haifley: And I later played Realpolitik with the *New York Times* ad.

Reti: So there's that pragmatic aspect to it.

Haifley: Yes. You either get part of a loaf or nothing. If you ask for the whole loaf you wind up with nothing; if you ask for part of the loaf and know you can get it and you get it, at least

you've got something. So there was a movement that we were [inaudible, blender turned on in kitchen]. We sent out mailings. We had mailing lists. The Ocean Conservancy, Center for Marine Conservation funded a couple of brochures. One brochure listed all the boundary options and let people choose. Almost everybody chose Boundary Five. We didn't advocate—in our final action alert, in which we asked people to write letters, we openly encouraged Boundary Option Five, because at that point that offered the strongest protections.

Offshore oil was the primary driving force. When the Sanctuary rules were written, we had input, we, the environmental community had input into the rules. Offshore oil is the issue that led to creation of the Sanctuary and it was the driving force that brought people to the hearings, but there were many other issues as well. There was protection of cultural resources. There was water quality in terms of point source pollution, which is treated sewage. There was nonpoint pollution, which is stormwater runoff, stuff that gets washed off the streets, and roads, and farms that is not filtered or treated anywhere, and goes from storm drains into creeks and rivers and into the ocean. That was a concern. Motorized personal watercraft, also known as jet skis—that was an issue that NOAA [National Oceanic and Atmospheric Administration] wanted to take up, and at that point Surfrider was strongly supporting a ban on those. What happened was about a mile off of each harbor in Monterey Bay areas were set aside for use by jet skis. The concern was flushing of marine mammals, changing their behavior because of the noise and high maneuverability of personal watercraft. In those days, the old engines were dirty. The newer engines now—often the newer craft are a lot cleaner.

There was also the issue of fisheries. I mentioned that the fishing community opposed the first Sanctuary. So we specifically made a promise to the fishing community. We, mostly Leon Panetta—I supported it. And later Save Our Shores went their own way. They decided that regulating fisheries was a role the Sanctuary should take on, but that was after I left. But when I went on the Sanctuary Advisory Council, I voted to uphold the promise and I voted with the

fishing community. What the promise was specifically was that the Sanctuary itself, its management plan, would not regulate fisheries, that fishery regulation would continue to be a function of the California Department of Fish and Game and the National Marine Fisheries Service, which is another arm of NOAA. There are subtleties as to what's considered regulation and what isn't. The fishing community was upset at one point that Bill Douros, Sanctuary superintendent, had written a letter to Paul Reilley, of the Department of Fish and Game, providing input into marine protected areas. The fishing community was upset with that. I guess technically Bill was not breaking any rules, but they felt they wanted to have word from the Sanctuary that it was going to stay silent on fisheries issues.

In fact, the actual promise was about regulation. And that plan expired about ten years after and it took a while to rewrite the management plan. But I was on the Sanctuary Advisory Council when the management plan was reviewed and renewed, and I voted to continue the promise. There's an effort that to this day continues to be dealt with in committees, as to whether the Sanctuary Act can be used to promote federal marine protected areas and support state marine protected areas, which do regulate fishing.

Reti: I know I've seen things in the media recently about the whole issue of fishing in the Sanctuary.

Haifley: Yes. It's still a big divide, and Steve Scheiblauer, the Monterey Bay harbormaster, formerly Santa Cruz harbormaster, is a leader of the dwindling group of—well, the population of fishermen has dwindled since the Sanctuary was formed and has over the years, but Steve continues to be a major advocate and leader of that community on this issue. Specifically, his jurisdiction, Monterey harbor, includes the fishing industry in Monterey, which is still stronger than it is perhaps here in Santa Cruz. And also they have the fish restaurants. It's an economic imperative and the Monterey city council wants him to be an advocate. So he is.

[In the] Central Coast counties—another form of advocacy is Warner Chabot, who was then a planner for Marin County. Today he is the president of the California League of Conservation Voters. He's peripatetic. He's energetic. He's hard working. He's probably the hardest working person I know.

Reti: Wow.

Haifley: Warner Chabot. He's an incredible force of nature. At that point he was a Marin County planner and actually he bid on the contract to do the city of Santa Cruz's Oil Information Program, to lobby the governor. It was an innovative idea, I think. It really wasn't picked up by the city, but he got the six Central Coast counties that covered the Monterey Bay Sanctuary region in an effort to promote the largest possible boundary, although this was not a stated goal. The six-county regional working group—I think it was the Six Central Coast Counties Working Group—they pooled money they had obtained from offshore oil royalties as part of a settlement, I believe, or legislation—one of those things. They took some oil funds and used them for studies that would help mitigate the effects of offshore oil in California. Each of these counties pooled that money to study the habitats offshore, to study the interrelatedness between those habitats and to map those habitats, and that scientific data was key to getting the scientific base, as required by the Sanctuaries Act, in place to justify the largest boundary of the Monterey Bay Sanctuary. Now, of course, the decision for that Sanctuary, once the science was there to support that boundary and size, the decision itself would be driven by politics and policy and how people felt. You couldn't just make a political decision without the scientific justification under the acts. We had to have both. And ultimately we did have both.

Reti: Was the Long Marine Laboratory involved in that effort?

Haifley: I don't [think] they were one of the contracts, Long Marine Lab as an institution. There may have been individual scientists at UCSC who did some of the work. Gary Griggs may or may not have done some of the geological processes. I don't know. I don't remember right now. I'd have to go back and look at the list and I may not have that list. But there were certain studies that were done. This was before computers. They may or may not have been involved. They were scientific studies. They were peer reviewed.

So then the politics of it. I mentioned that the politics were key. The thing we were missing was the politics. The political elements were there. You had a citizen's movement. Most people wanted coastal protection. You had had two oil spills, and there was opportunity with the Sanctuary to have a large boundary.

In 1992, George Bush was running for reelection. He needed California. He was way down in the polls, far behind Bill Clinton. California had been Ronald Reagan's golden state. He had won here. I don't know whether Bush won California in 1988. I think he may have. I should know this, but I don't now. So he was far down in the polls.

And Stu Spencer was a veteran of Ronald Reagan's gubernatorial and presidential campaigns, a gray-haired eminence in Republican political circles. He looked at California's landscape and analyzed politically what George Bush, Sr., George Herbert Walker Bush would have to do to win California back. He analyzed that California had a large number of coastal-oriented, environmentally oriented Republicans, which is true, and still does. And that many of those Republicans were concerned about President Bush and his lack of concern about the marine environment. So he felt that if the president could take bold steps in the direction of the environment he could win back a lot of voters in California, and he could also win back some Democrats if his opponent stumbled. So he proposed, as part of that, and I learned this through a *Los Angeles Times* article that was written later, by, I believe by the same reporter to whom news of the decision to support Boundary Five by the White House was leaked to. But

Stu Spencer was listed as somebody who proposed that Bush, number one, implement a moratorium on offshore oil drilling in California, with the exception of 87 tracts off of San Luis Obispo, and also support and approve the largest boundary for the Monterey Bay Sanctuary—two great bold steps.

And, well, that's what they did. It didn't win George Bush California, and George Bush didn't win reelection—Bill Clinton did—but it got us the largest boundary. And I'll tell you, I wittingly or unwittingly played into that strategy, because when I got the news that the White House had accepted the largest boundary—although there were many loopholes in the Sanctuary, which we'll talk about in a bit—I was ecstatic. I expressed to the press—the *Los Angeles Times*, the *San Francisco Chronicle*, the *Press Democratic in Sonoma*, many news outlets—San Diego, CNN—I was ecstatic and I was thrilled that President Bush did this. And I mentioned President Bush's name a few times because he did approve it. He didn't have to, but he did. He was compelled to, but he could have decided to leave this alone.

So it was certainly a time of achievement, although we started reading the fine print—well, first let me just mention that I got the phone call learning about this decision not from the government. I did get a call from Casey Beyer of Representative Tom Campbell's office later telling me he had some good news for me. And I also got a call from Panetta's office. But I got a call from Ken McLaughlin, who was a reporter at the *San Jose Mercury News*. I was at home. I was at our house in Watsonville, which we lived in until 1994. I got this phone call from him. And I was just blown away. Rachel Saunders got a similar phone call.

Reti: So you weren't expecting anything like this?

Haifley: I wasn't expecting anything like this. He had heard—he had a fax that he faxed to me, originally from Air Force One. So that's how quickly this decision was made. It was a political calculation, obviously.

From then on out, it was an interesting time. Suddenly we were on top. We were no longer the underdogs. We weren't the crazy environmentalists. We were mainstream, because this was *our* plan. Although there were a lot of loopholes. I knew that some of this was coming. I speak in my appendix about a bill by Jackie Speier in the state legislature to support the largest boundary. And Tom Bates was an assemblyman from Oakland and Berkeley and he came up to Jackie and expressed concern about the Port of Oakland and its ability to dump dredged spoils outside of San Francisco Bay in an area that would become the Sanctuary, because they had run out of room in the Bay. At that point I didn't take it too seriously. I just blew it off and Jackie Speier's staff kept calling me and saying, "You've got to deal with this. Either you're going to have to convince Tom Bates yourself or we're going to have to accept an amendment." I didn't get to speak to Tom Bates. He's now mayor of Berkeley, a progressive mayor of Berkeley. And ultimately we had to accept an amendment. I told Jackie Speier I was upset that she took the amendment, but she said she had no choice. Down the road—

Reti: The amendment would allow this—

Haifley: Express to the legislature that the dumpsite in the Monterey Bay Sanctuary proposed area would be allowed. Later the governor took that to heart and included that and also included a donut hole off of San Francisco that would allow continuation, without violating any Sanctuary rules or law, that the city of San Francisco's system, where their treated sewage system would overflow into the storm drain system during heavy, heavy rain periods, essentially sending raw sewage out of San Francisco's Ocean Beach. So there were many loopholes like this that some in the environmental community were upset with down the road. But the fact is, we had the largest possible boundary. We had the ban against offshore oil. We had many other rules that we wouldn't have otherwise had, if we did not take advantage of this unique point in time: the presidential election, the largest boundary, which we probably

would never have gotten without the presidential election. So we pushed to go ahead and hold onto this option and to promote it, at mostly all costs.

So concerns over these loopholes resulted in an ad in the *New York Times*. It was the West Coast edition of the *New York Times*. It appeared at a key time, a couple of months before the scheduled designation of the Sanctuary, September 21, 1992.

And going back to the Jackie Speier bill, the Jackie Speier bill passed the Assembly and Senate and was signed by the governor. It was a resolution. It was not a law. Because they were advising the federal government of their opinion about the Sanctuary. But the fact that individual legislators had economic concerns about the Sanctuary—that's the way politics works and Governor Wilson took that to heart. Willie Brown was concerned. He was at that point assembly speaker. He was an assembly member representing San Francisco. He was concerned about the sewage system. San Francisco could not get grants to upgrade their sewage treatment system, so they needed to have the donut hole to not violate any rules.

So the *New York Times* ad was designed and taken out by Kathleen Van Velsor of Coastal Advocates. She had been a member of the Environmental Working Group that I co-chaired. She didn't speak much at meetings. She did do some work gathering data for Mark Murray Brown and Ralph Lopez at NOAA. I think she felt—I mean, she always advocated the larger boundary. We were more cautious early on. I was very cautious about what we could get approved. But once I saw that the presidential election was going to change the political dynamics of this discussion, I was more enthusiastic about the largest boundary. There were efforts early on to—the Santa Cruz City Council wanted to put something on the ballot that would promote the largest boundary for the Sanctuary, but that wasn't defined by the federal government, so I was concerned about placing boundaries that later would prove to be wrong. So, for example, saying the boundary would be north to Pacifica, but in fact it was to the Gulf

of the Farallones. So these were technical concerns. I didn't want the city to look foolish, and they actually did not do a ballot measure.

So when Boundary Five was a real option, we promoted it. I don't think I ever really thought that it would actually get passed until the presidential election was there. And then, when I got the phone call from Ken McLaughlin that this boundary had been approved, I wasn't surprised. I was stunned but I wasn't surprised, because it made logical sense that politically it's what this president would do to win the election. I knew enough about politics at that point that that made sense to me. To a lot of other people it didn't make sense because they didn't know how politics works, which is very different. It's a different world.

So the *New York Times* ad was designed, I think, to express a dissent against this Sanctuary plan, which had the largest boundary but had loopholes. Kathleen Van Velsor argued in the ad that the plan should be scrapped, and that it should be redesigned better and be brought back. Nice thought, but that would never happen. If this plan had been scrapped, an election had been held, then there would have been no political incentive, absent a presidential election in which somebody needs to win California and can't. So if Bill Clinton had won, and was going to win California, what incentive would there be to do this very large boundary. NOAA had expressed management concerns about such a large area. Others said it was impractical, didn't work, etcetera, etcetera. There wouldn't have been the political incentive there and there would have been concerns from within government, people who operate the government, people in the bureaucracy. So if we would have allowed the plan to be scrapped we probably would not have the protection today that we did get as a result of not scrapping the plan.

So we made a snap decision to counteract the ad. So I spoke to the press about it. I spoke to the *Coast Weekly* and the *Santa Cruz Sentinel* and said the ad did not express the views of the majority of people who were working on this issue, which was true. I did get some calls from people who saw the ad and were concerned that we were supporting a flawed plan. One was

Edward Newman, who has since passed away, who was an attorney, very progressive, and had been sort of a mentor to me. He was disappointed. I said, "Look. This is the best we can get. Without the presidential election we wouldn't have gotten this large boundary, and we will never get anything like this again. And we can fix these loopholes later," which I worked on during my time with the Sanctuary Advisory Council. And there are still efforts to fix those loopholes. He was also concerned about the fishing issue, and I said, "Look, there are other ways to regulate fishing. And if the fishing community opposes this we won't get anything."

Reti: Because that was going way back—the fishing community *had* opposed the Sanctuary.

Haifley: Right. And none of the fishing community supported the Sanctuary. A lot of them just remained neutral. Some of them opposed it. A few of them supported it. It was a mixed bag.

But we didn't want to lose this plan. So we strongly counteracted this. It was important that we do that because Jim Rote said that Trudy Coxe, who was then the head of the Sanctuary's office, she was a political appointee; she was a political person. She had run for Congress from Rhode Island as a Republican, narrowly lost. She had been head of Save of the Bay, Narraganssett Bay in Rhode Island. She was nervous that this ad represented opposition to the Sanctuary. And she'd already represented to the White House, to the Bush administration, that this had broad support. So this ad flew in the face of that. So I had to assure her and I did, and I gave Jim Rote supporting evidence that there was political support for the large boundary and that this ad was not representing a large group of people. David Brower signed the ad. Kathleen signed the ad. There were a few other environmentalists and scientists that signed the ad. And because the files were destroyed I don't have a copy [of] the ad today—Save Our Shores did toss these files awhile back, so that's why a lot of this is coming from memory—but we were able to put Trudy at rest and she was able to assure the White House.

Reti: Can I just stop you for a second?

Haifley: Yes.

Reti: So was there any attempt from these folks to approach you or other people about what they were about to do?

Haifley: They actually put Julie Packard's name in the ad and her private phone number at the [Monterey Bay] Aquarium, so Julie obviously was not happy with that. She wrote a letter to Kathleen expressing her astonishment that she would do such a thing.

No, I had not gotten a call from Kathleen Van Velsor. I did get a note from her after the initial press reports about the large boundary being approved by the White House. And she said, "You know, I was the one—I, Kathleen Van Velsor, was the one who initially supported this boundary. You eventually came around to supporting it." Which is true. But she was disappointed. Her note expressed disappointment to me that I represented—that we, the environmental community, supported the large boundary, which we did, although I was skeptical about whether it would get approved. But there was never a phone call saying, "Let's scrap this plan and start over again." It wasn't brought to the Environmental Working Group. And at that point, the Environmental Working Group was not meeting as often. Things were happening quickly. Decisions were snap. So we'd make phone calls and we'd communicate. It was more informal. I think we had a consensus of our members of what was going on. But no, there wasn't—I mean, the ad sort of came out of nowhere. People thought it was a bolt out of the blue.

If I were to look back and analyze the days—I don't have my calendars from those days—maybe—yes, thinking about it, I really didn't have a clue any of this was coming. Rachel Saunders didn't have a clue anything like this was coming and I don't think anybody else did. Kathleen hadn't talked to anybody. She didn't say much at meetings. So it—it was a surprise.

Reti: Okay.

Haifley: Technically the ad was correct. It was a large boundary and there was no offshore oil allowed, but there were other problems with the plan. But again, the idea of scrapping the Sanctuary plan and starting over—that would have meant we would have a smaller Sanctuary or no Sanctuary at all. I guarantee that. I clearly think that the presidential election, and George Bush running for reelection, being in control of the White House—the federal government had a lot to do with the larger boundary. And Stuart Spencer's advice. That was huge.

So the final chapter is the media largely lauded George Bush for approving this larger boundary. There was a cartoon in the *San Francisco Chronicle*. It was outside the President's office. And there was somebody going into the President's office saying, "There's a delegation here from California to thank you for the Monterey Bay Sanctuary decision." And outside was an elephant seal and a sea otter and a dolphin, who were waiting to go inside, a little bit of water on the floor, waiting to go inside his office and thank him.

Reti: [laughs]

Haifley: I think it took some courage, although it was a political decision. There were many, many events that led up to the designation of the Sanctuary. The Sanctuary was designated. We all had a lot of parties.

I left Save Our Shores in the following months. Our daughter had been born and at that point we had very strong evidence that she had strong disabilities and that our lives would be different. So it was decided that I would be the house husband and Rebecca would work as a teacher, although she did get a pink slip from Pajaro Valley schools and for a couple of years was a sub and didn't have a permanent job. So I went to work for Senator Henry Mello in his district office soon thereafter.

But one of the things I did after the Sanctuary was designated and before I left Save Our Shores was set up something called Sanctuary Stewards, with a hotline 1-800-9Shores, I believe it was. And later, Save Our Shores took the concept of Sanctuary Stewards and created a program with people who became sort of *über* volunteers, Sanctuary Stewards. They would go through a training program. They would become environmental stewards. They would volunteer a certain number of hours. They would do certain tasks.

So Save Our Shores began to transform after the Sanctuary was done. There was a news article in the *Santa Cruz Sentinel* about: "What's going to happen to Save Our Shores now? The offshore oil issue has been resolved and the Monterey Bay Sanctuary is here. What's Save Our Shores going to do?" And my response was, "Save Our Shores is now going to be a steward of the Sanctuary," which it is to this day. And Save Our Shores to this day is basically taking on the style of community organizing that I undertook when I was there—promoting local ordinances, except today ordinances banning Styrofoam, banning plastic bags, doing beach cleanups, getting citizens involved, sort of as we did back in those days. I always think that community organizing involving people—people bring their own views, they bring their own sensibilities, they bring their own professional skills, they bring their own diplomatic skills to the table. It strengthens the effort a lot more. So that was sort of a side effect of the Sanctuary.

My regret is during the effort to promote the local ordinances against offshore oil—I was one person with some volunteers and then I had volunteers working here in Santa Cruz to deal with the schools and presentations. I didn't really have the time or the infrastructure to set up a network statewide amongst the different groups that promoted and got these ordinances and laws passed, and these ballot measures passed. There was an OCS coalition, Outer Continental Shelf coalition. They met at the Greenpeace offices in San Francisco. But those were people who could afford to take time during the day and go to a meeting in San Francisco. It wasn't a

broader group of people. I just didn't have the time or the bandwidth to do that. I was a guy in a car with a Xerox machine back at home and no cell phone, no email. I didn't have the ability. So I regret that.

But people move on and Save Our Shores today is well networked. In those days you didn't have large staffs for local environmental organizations, and Save Our Shores was at its core a local environmental organization. It was unusual that I was being paid. It was starting off at $1600 a month to drive around the state and promote these local ordinances. Today Save Our Shores has, even in this bad economy, they have a staff of five or six. Other organizations have staffs. They are not well paid but they are able to undertake a lot of these activities. They have social media at their fingertips. As I mentioned, there is a Colorado Ocean Coalition, started by a former executive director of Save Our Shores, Vicki Nichols. So today there are a lot more tools and a lot more money and a lot more resources. And culturally, people are used to the idea of people staffing an environmental organization. It's not just all volunteers, although volunteers are an essential component of it.

But I think that's all an aftermath. There's a movement that grew out of this, despite the shortcomings of what I did. And there were some sharp divisions that happened. The *New York Times* ad opened up a split. I think Coastal Advocates went out of business a few years after that, but Kathleen Van Velsor and I never—I mean, that was a sharp split. And I regret that, although I was taken greatly by surprise by that ad. That really—it caused me to drop everything and take a sharp diversion, a sharp tangent in order to protect what I thought we had achieved, that was endangered by that ad.

But overall, I think we built an enduring effort. So that's pretty much a summary of what I remember—

Fitzgerald Marine Reserve

Reti: Now, you had mentioned to me at one point that the Fitzgerald Marine Reserve was a key component of this.

Haifley: Oh, yes. They were. It was a key component because it was a crossroads—I mean, it was sort of a stepping stone between San Francisco area, the Gulf of the Farallones, the Farallones Islands—and Monterey Bay. It also was unique. There were many unique species of invertebrates, intertidal creatures, that are there, nudibranchs and other creatures. It was a unique physical environment, geologic environment for them to exist in. So that was a key. It's also a transitional area. There's talk about a faunal break at Año Nuevo, which I think is really not true. I think it's all a transition area. But when there's discussion of transferring management of the area north of Año Nuevo to the Gulf of the Farallones Sanctuary, which indeed happened, ultimately, one of the arguments was that there's a faunal break there. But another key transition point was Fitzgerald Marine Reserve, which is just north of Half Moon Bay. But it, in and of itself, that area needed protection because it was vulnerable in an oil spill or other catastrophic event that could do irreparable harm to incredibly important and unique species in that area. So that was another key component. Another was the fact that you have elephant seals at Año Nuevo and you also have an elephant seal colony down in Piedras Blancas in Big Sur. You have different species operating in different areas that have different lifecycles in different areas along the Monterey Bay Sanctuary, large Boundary Option Five. Also, the fact that you have the Monterey Canyon in the middle and you have the cold waters from the north meeting the warmer waters from the south. Another component of all this is the sea otter range, which extends down to Cambria, and now is extending even farther south. Originally the range went further north as well. So a lot of different components played into this.

But the Fitzgerald was the most important, I think, both from a political standpoint, that was a key area of San Mateo County, getting support from there, because people were knowledgeable of the unique intertidal invertebrate species that were there, and could talk about it, and it was common wisdom that it needed more protection than it had with the small marine protected area that hugged Fitzgerald that existed, well, it still exists today, but at that point did not have protection outside of the boundaries of that small reserve.

Reti: Which is tiny, yes.

Haifley: And Bob Breen was the coordinator there. He was the county parks overseer there and educated a lot of school kids and was very knowledgeable about science. Today he's retired and on the advisory council of the Gulf of the Farallones Sanctuary, a very knowledgeable person. So—Fitzgerald was very key.

Other Key Figures

Reti: Also, at one point, I don't remember the context, you said something about Sam Farr's brain. I guess that's Jim Rote, whom you talked about.

Haifley: Well, yes. Sam Farr and Jim Rote were incredibly close. Jim was a—I don't know what his Ph.D. is in—but he was incredibly knowledgeable just about everything and he was the chief consultant to the Fisheries and Aquacultures Committee or subcommittee that Sam chaired up in the Assembly, and was Sam's staff who dealt with things relating to everything coastal, everything offshore, everything ocean related, everything marine biology related, everything marine science related. You have a lot of marine scientific institutions here: Moss Landing Marine Lab, Long Marine Lab, UCSC, you had the Hopkins Station, which is Stanford. You have MBARI [Monterey Bay Aquarium Research Institute], you have the Monterey Bay Aquarium—just a score of different institutions that play off each other and do a lot of great research. And Jim Rote was intimately knowledgeable of all those. He was a very

key component of all of this and he was friends with Les Strnad who was at the Coastal Commission for many years and similarly was able to string a lot of this together and was involved in a lot of the early work on the Monterey Bay Sanctuary or the first candidates for Sanctuary status in the early seventies. So Jim Rote, I think, is an example of that.

There's also Nick Papadakis, who was executive director of AMBAG for many years, I talked about the tent cards—he helped us with a version of the slide show that we did for the offshore oil ordinances. They were an early supporter of the offshore oil ordinances; they were a funder of the work. Nick was a big proponent of coastal protection and he helped me navigate many of the local government corridors in Monterey County and even south of Monterey County. He was incredible with his advice. So, a lot of brains out there. I was a community organizer at the time and I learned scientific facts; I learned procedures as I went. This is before I worked—I actually worked part of the time when I was with Save Our Shores—to be able to have health insurance I worked twenty hours a work for County Supervisor Robley Levy in Santa Cruz County. That was helpful.

Reti: Wow, that's a lot of hours.

Haifley: Yes, I was working all the time. I was single. My social life really was nonexistent. My social life consisted of hanging out with people in different communities where I was traveling to do work. A couple of my romantic relationships were associated with work, and actually the most important one, the one that dominated my life, is my wife. I met her because she was a schoolteacher at the time in Pescadero and called and asked for a presentation to her school class about offshore oil. So I went up there and I was invited back. And we became friends and later became romantically involved and later built a family together. This is our house that we're sitting in right now, twenty-three years later. [laughs]

So yeah, it was a lot of hours. But getting back to the point of taking advantage of people. I had to build some relationships with people who were knowledgeable. There was a guy in San Luis Obispo who was on the city council, and he worked at Cal Poly and had time at his desk to talk to me about navigating the corridors of power in San Luis Obispo County. And Maria Brousse was an organizer, and she was a Cal Poly student, and she helped organize the ballot measure down there. We stayed in touch and worked together. The same was true up in Humboldt. There was a couple up there who were enamored with Buckminster Fuller, and they had their home that was a Bucky Fuller design, and they were very opposed to offshore oil. And I also knew Wes Chesbro, who at the time was a county supervisor up there. So these relationships were all really important for the oil ordinances.

When it comes to the Sanctuary, Jim Rote was a very key relationship because of his knowledge. He was at a lot of different institutions, knew a lot of things, had a lot of connections. He was really the glue for a lot of this stuff, as was Les Strnad, and Nick Papadakis and others.

Reti: Was the Coastal Commission an ally in this battle?

Haifley: I mentioned Les Strnad, and he argued to the Coastal Commission, because they had a federal consistency role for the Sanctuary and a state consistency role—there had to be coordination between the state and federal governments. It's very complicated to describe and it sounds like stuff that only comes out of government-land, but in fact Les put all that together. So the Coastal Commission was very supportive. They were concerned, as others were, about the political problems associated with supporting a large boundary. And they were very nervous. I was told by Les many times to back off, and I didn't, and there was a little bit of tension there. But they ultimately supported this. And Les got up and spoke on behalf of the Commission at some of the hearings supporting Boundary Five.

I was counseled by a lot of people a lot of the time to back off. "You're making us nervous. You're risking everything."

Reti: [laughs]

Haifley: And I did. It was risky. But that was our role. Maybe today, being older and maybe wiser and having worked in government, I'd be more cautious. And actually I was more cautious than many of the other environmentalists were, Kathleen Van Velsor and Coastal Advocates being a good example. So we all had our roles.

Reti: That's right. I have on my topic outline to ask you about Dave Danbom.

Haifley: Dave Danbom was a fisherman in Moss Landing, rest his soul. He was very integral in the promise, but he was also the fishing representative on Leon Panetta's steering committee for the Sanctuary. He was a man who wanted to protect the ocean. He was a fisherman, but he was a strong environmentalist. I have a lot of respect for him. He was a good man. I served with him on the Sanctuary Advisory Council. We overlapped a little bit. He was a good, strong friend of Henry Mello's. They were buddies and I knew him there. He was a friend of Leon Panetta's and Sam Farr's. I had known Dave off and on for years. He was a long line salmon fisherman out of Moss Landing. Great guy. Rest his soul. A real loss. A real scholar. A real man of culture and letters. Just a delight. [pause] And he was a lot of our coalition with the fishing community when I was at Save Our Shores and the offshore oil issue. He was a key person.

Reti: Okay. I think that's all my questions about the political history. I don't know if you want to talk now about your time with Henry Mello?

Haifley: Sure. Let me turn the tide now altogether, if I can. Henry Mello was great. He was an early supporter of Boundary Option Five. He had asked me to come and work for him when I

was in the middle of the whole Sanctuary effort, and I just couldn't because to leave and have somebody else come in would have been disruptive. I was—I don't want to sound—I don't want to overhype my own role, but we were carrying a lot of the risk and we were burning up a lot of the capital and that was highly individualized at that point.

But over the years, Save Our Shores went through its ups and downs after I left. Vicki Nichols did a fantastic job turning Save Our Shores into a steward, and a mediator, and a player. And there were a couple of executive directors, and the funding wasn't there, and Sanctuary Stewards lost its funding. Then there was a period of dormancy and then Laura Kasa came in and revived the organization, with the help of Fred Keeley, who by then had retired from the Assembly, due to term limits, and later became treasurer/tax collector for the county.

I went to work ultimately for O'Neill Sea Odyssey, which is doing the education program that we do, a science program on a boat, and an education center at the Santa Cruz Harbor.

Reti: Right, and next time we'll really get into that.

Haifley: Right. We'll get into that. And all this stuff sort of ties together. Save Our Shores and O'Neill Sea Odyssey work very closely together. They do different things, so it's appropriate that we're different organizations, but we work very closely together.

So once the Sanctuary was established in the form that it was established, the Sanctuary began to build a staff, and began to build a network, and there are now four sanctuaries in California. It's part of a national network. It's an important building block of protecting key ocean areas that are nearshore, and Great Lakes areas, which I see all sort of coming together.

There's a larger sanctuary than Monterey Bay. It's the one off the Hawaiian Islands. It's the humpback whale sanctuary, or the whale sanctuary. But Monterey Bay is the largest sanctuary that makes landfall. It also makes landfall up to agricultural uses, an industrial use, Moss

Landing Power Plant. It involves urban areas, and agriculture, and rural areas, and tourism. So the Monterey Bay Sanctuary is one of the few sanctuaries that actually has to interface with other governments, has to interface with other economic activities, has to interface with multiple agencies, multiple users, multiple interests. It's complicated. So the Sanctuary Advisory Council is a very interesting place to be and the Sanctuary staff is a very interesting place to be. I'm proud of the fact that mostly the Sanctuary has been able to be a leader and retain diplomatic ties, if you will, with these other interests.

Reti: Tricky.

Haifley: Dick Nutter and others developed a very strong program where agriculture works with the Sanctuary, although the waiver that the Regional Water Quality Control Board provided to agricultural organizations and growers to allow them to do this unique effort, that's being challenged now and there will be decisions—there may have been decisions already made. I haven't followed it that closely, but—

Overall the Sanctuary has played a really key role and I'm very proud of that. Some view it as another layer of bureaucracy. Well, it is another set of regulations but it is the reason we don't have offshore drilling here. It is the reason why there is a lot of research going on in this area. It's the reason why there's a lot of education. I think O'Neill Sea Odyssey, the organization I run, would still exist without the Sanctuary, but it would be different and there wouldn't be as much support for it. The reasons for that are numerous, but just suffice it to say that the Sanctuary provides an additional layer of support in terms of expertise and also provides more knowledge than we perhaps otherwise would have had.

Reti: Is there federal funding for the Sanctuary stewards, or for management?

Haifley: I don't think Save Our Shores gets funding— I think they get a little bit of funding from the Sanctuary for a couple of projects. I don't think the Sanctuary Stewards is part of that.

The federal government, Sam [Farr] got NOAA's budget for sanctuaries upped a little bit. It was cut severely. He restored some of that. But federal funding for marine sanctuaries is a fraction of what it is for national parks. There is a little bit of Sanctuary-related funding for some education programs. It's not a whole lot.

Sanctuary Visitors Center

Reti: Right now if you go down to the Boardwalk area you see the—

Haifley: The Sanctuary Visitor's Center. Fantastic. The campaign was just wrapped up by Mark DiOrio and Fred Keeley to raise three million dollars for exhibits. And the city of Santa Cruz and the Monterey Bay Sanctuary have donated construction and land to that effort. When I was on the Sanctuary Advisory Council, I was a leading proponent of the Santa Cruz beach area as being a key place to site that visitor's center, as opposed to Seacliff Beach, or Monterey. And the reason I supported that was because you have a population that visits the beach area to go to the Boardwalk that's more ethnically diverse, and with greater variations in income. It more represents California's general population. And most people don't know that there's a marine sanctuary in Monterey Bay, and if they do know they don't know what it is. It's not a well-known fact. So having the visitor's center there, where a slice of California's population demographically and economically shows up, I think is very important. Whereas if you go to Seacliff Beach, a lot of visitors to Seacliff Beach are people who are already knowledgeable, whereas people who go to the beach area are not. They need that visitor's center for them to know more about it.

The visitor's center is really set up for people to learn both at the visitor's center about the Sanctuary, and then what else they can do, both at the Sanctuary and where else they can visit to learn more about particular aspects of the Sanctuary, like Elkhorn Slough, Long Marine Lab, etc. So that's really key and I'm really proud to say that I contributed to that, as did many

people. Mark DiOrio and Fred Keeley did a fantastic job. And Sam secured some federal funding for that, Sam Farr. It's fantastic what they pulled off. Fred Keeley got some state grants and raised some private funding. Mark DiOrio raised a lot of private funding—his family, he contributed a lot himself. The National Marine Sanctuary Foundation is the platform from which Mark DiOrio did that work.

Reti: I'm sure looking forward to when that opens.

Haifley: Yes, it will be fantastic.

Reti: Maybe this oral history can somehow be available through that venue, in terms of documenting the history of how all of this came to be.

Haifley: Yes. The Sanctuary superintendent is aware of this oral history, as is Mark DiOrio and Fred. In many ways the Sanctuary Visitor's Center is a way that the Sanctuary came back home to Santa Cruz, because the city of Santa Cruz originally supported Save Our Shores' effort financially to promote the larger boundary of the Sanctuary, so it's really appropriate that the visitor's center is there. It came home.

Reti: Well, is that a good place to stop for today?

Haifley: I think so.

District Chief of Staff for Senator Henry J. Mello

Reti: Today is September 6, 2011. This is Irene Reti and I'm here with Dan Haifley for our third interview. Today we're going to be focusing on the O'Neill Sea Odyssey. But first, Dan, I wanted to ask you about your time as chief aide—

Haifley: District Chief of Staff for Senator Henry J. Mello. Senator Henry J. Mello was one of the last of the long-term powerful members of the California State Senate before term limits. I

knew him for many years. I met him in 1980 when I was doing some lobbying in the area of nuclear weapons. He was a member of the state assembly then. We developed a relationship. He was a legislator; I was an advocate. We had a mutual respect. Henry was one of those people that you were very careful to work with because he was very mindful of everything he invested because he was a long-termer. You brought things to him that were important and you made a commitment to work with him on these things. Offshore oil was one. The Monterey Bay Sanctuary was another. I mentioned in my previous interview that he was a supporter of the larger boundary of the Monterey Bay Sanctuary. About six years into my work with Save Our Shores, Henry lost his district chief of staff and one of his aides, and he asked me to come on board as his chief of staff. I said, "I'd love to, Henry, but I need to finish my work with the Monterey Bay Sanctuary." So—actually it was five years into it—because he then hired a couple of folks who lasted until the end of his term, which was 1996. And then right as I left Save Our Shores, and my wife actually lost her job at the Pajaro Valley School District because of budget cuts, and I needed to work, Henry had an opening. I applied. I was hired.

He was an old-time environmentalist. He was a fisherman. He was one of the first to protest potential offshore drilling—this was before the 1969 oil spill. In 1967 there was a proposal to do some offshore testing off of Año Nuevo, and he liked to fish up in that area up there. And as a fisherman, and as somebody who had been a rancher and involved with agricultural business, he was in tune with natural cycles, as all farmers and hunters and fishermen are, so he felt there was something off with the proposal to do geologic testing for oil offshore. So he brought that matter to the [Santa Cruz County] Board of Supervisors, on which he sat at that time, and they formally sent a letter of protest to the federal government.

When I worked for Senator Mello, he was involved in many issues. The Pajaro River was one. There were many issues relative to preserving the environment. He was a very big proponent

of protecting mountain lions, thanks to the work of Margaret Owings, who was living in Big Sur at the time, and was at the forefront of protecting sea otters as well as mountain lions. Henry took a lot of flak from his more conservative base to do that.

I worked with him on several projects. One of the most interesting projects that leaps to my mind was an effort to coordinate the different water districts and agencies that were associated with the Santa Margarita Aquifer, which is the aquifer of water that serves Scotts Valley. It was very touchy because the Scotts Valley Water District at the time felt that that was their purview only, although other districts, including the Lompico District and some others nearby were actually also tapping into water sources associated with the aquifer. The city of Santa Cruz had the San Lorenzo River, which at one point, I believe, was feeding that aquifer. That may be incorrect. But Henry tried to coordinate these agencies. It was a very difficult task. Ultimately there was a Santa Margarita Aquifer document of understanding between some agencies, and I don't know where that went. This was after Henry left office and I moved on. But we worked with the agencies very closely. And the San Lorenzo Valley Water District was the most attuned to environmental concerns. There was concern about running down the aquifer. There was concern about contamination. And what we were doing was basically working on a document of cooperation between the different agencies, with an eye towards protecting the resource. There was one idea of having all the water districts in the county get together and work together to look at water supply and water quality issues. Now there is the Integrated Regional Water Quality Task Force that's underway.

But this was an example that Henry worked on. He was a fix-it person. He liked the big ideas. He had the big ideas. He *was* a visionary. But as a legislator he was often the workhorse. He was the one you would go to if you needed to fix something in redevelopment law so you could proceed with a critical project, for example. Or if you needed somebody to make sure that Fort Ord lands would be handed over properly to local government and to a collective

authority that would assist in the building of the California State University system, for example (which happened), Henry was the guy you went to, to make the technical amendments. His staff was equipped at this. He didn't mind carrying these items. He would fight for these items. At his core he was a local legislator. He protected the local area, and because of this he often took environmental issues up that were issues that others didn't look at very closely. For example, the Santa Margarita Aquifer. Another example I referred to before was the bill relative to onshore facilities for offshore oil. Henry paid attention to these details.

So it was a fascinating time and it really opened up my eyes to how government works in a way that I didn't understand before with Save Our Shores. I mean, I understood it as much as any advocate. But spending time in government and operating government is critical to learning how it works.

And in industry as well. When I left Senator Mello's office, I hadn't made arrangements for my own employment, because I was taking care of Henry and his needs as he was leaving public life. I was taking care of last minute casework that had to be taken care of. And then, suddenly, one day I was unemployed.

Reti: Geez.

Working with Pacific Gas and Electric

Haifley: So I was offered a position part-time at PG&E doing governmental relations, handling some projects there, and also working with something called the Monterey Bay Regional Futures Network, which was an effort that was ill-fated, to look at regional issues in terms of the economy—economic projects that would benefit the environment, for example. One idea I had was to promote the idea of, not ecotourism, but environmental tourism. Attracting people

to the Monterey Bay region who were interested in the environment, the Monterey Bay Sanctuary, Elkhorn Slough, an idea I promoted when I worked for Senator Mello as well.

So when I was at PG&E, one of the projects I worked on was, there is an area near Moss Landing by Moro Cojo Slough along Highway 1 that was—you know, there's transmission and there's distribution. So transmission is when you carry large volumes of electricity from a power plant to a substation. There was a piece of property that had been dedicated for transmission purposes by PG&E. It was owned by PG&E. But there were no transition—for most of the property, which was a long piece of property stretching from Highway 1 inland, for most of it there were no transmission lines or no towers. And there was a great area to restore for wetlands.

So a local person who had been involved with the Sierra Club came to me and proposed working with the department within PG&E to let the area be restored back to wetlands. So I worked with the transmission department, which was not an environmentally oriented department. They were very conservative managers there. I managed to work with them to convince them that this area would not be used in the future, either for access to transmission lines or for the transmission lines themselves. This would be a good thing for the community. It would be good for water quality. It would be good for PG&E's image. So that took a good six to eight months. I had a lot of help doing that. But we accomplished it.

The area to this day is a great little piece of wetland near the Moro Cojo Slough. It's in between some farmland, so these are active acres that are under production. And there are chemicals used. The water quality benefits of having a wetland area right there are innumerable. That does put stress on the system but it's a project I was able to undertake there. I was in partial control of some of the funding there for grant proposals. So I moved PG&E towards an environmental orientation. There had been an effort within the company over the last several years prior to my joining them to move in an environmental direction.

But over time I saw that it was a big corporation; I was a small cog. I was an environmentalist and there were a lot of things that I wasn't able to do enthusiastically. So when the opportunity to work for Sea Odyssey came along, I grabbed that opportunity.

Reti: So let me just ask you—I think somebody listening to this oral history would have the question of—how come PG&E was hiring somebody who had spearheaded the whole battle against offshore oil drilling in the 1980s?

Haifley: Right. PG&E had not been involved with offshore oil drilling. They had used oil at the Moss Landing Power Plant, brought oil in and out. In fact, I had convinced PG&E at the time to, once they stopped bringing in oil through tankers, to allow their oil spill cleanup equipment to remain on site so it could be used in the event that there was another oil spill. But they were never involved—and that was a fallacy and I heard that a lot—they were never involved in offshore oil drilling. They never had. They never were. I don't know why people think they were. They do use natural gas at Moss Landing. That comes on pipelines. They did previously use oil. There was a proposal for an oil port at Moss Landing many, many years ago, but that was not PG&E.

So PG&E hired me. There was some controversy within the company when they hired me. "Why are we hiring this guy? [laughs] He's an environmentalist." Well, because you're a public utility and you need to hire environmentalists within the company. And there were many environmental folks within the company. It was progressive in many other ways. Southern California Edison—they hired as a president and CEO the guy who had worked at the Natural Resources Defense Council. So it's not unusual. But I was not really in a position to effect a lot of change and we were basically all told to go out and promote ideas that were handed down, and that just didn't work for me. I did it, but looked for other work at the same time. I was there. I was supporting my family. And I was injecting an environmental ethic, which of course the company always needs to do. I think they'll be heading back in that

direction here soon. I know that recent efforts relative to climate change by PG&E have been commendable. PG&E makes mistakes. The pipeline explosion [in San Bruno, California] was one. The whole tale around the Erin Brockovich story, that was a mistake made by gas transmission. There are errors and there are errors in judgment. And that's very unfortunate. I think in a situation like that you want people who have a planetary, environmental view to be involved. And they have people that are there now.

Jack O'Neill and the Genesis for O'Neill Sea Odyssey

My passion was really the oceans, directly. So Jack [O'Neill] and I talked about my coming on board. Carl Keehn and I had talked about this as well. He was working for Jack.

Reti: Now, how did you know Jack?

Haifley: I knew Jack because back when I was at Save Our Shores I met with Jack and his son Tim on their boat. I think the year was 1989, 1988, somewhere around there. It was a donor visit. I was looking for some support, and what we wound up with was space in his building there. Save Our Shores had very, very cheap rent in his building, which was interesting, because many years later he gave the building to the Sea Odyssey program and we renovated the building together with the harbor. But that was his building.

So we started talking. We were having lunch and he said, "What can I do with this boat to protect the Monterey Bay Sanctuary and to involve kids?" So this was something he had been thinking about for a while. I didn't give him the idea. He'd already thought about it. He raised the idea. And I think Tim liked the idea as well. Tim was in charge of the boat and was getting his captain's license, I believe.

So over time Jack began talking to individuals about what he could do. And the Sea Odyssey actually had its maiden voyage in 1996. There's a guy named Jim Holm. He's now with the

Clean Oceans Project. His nickname is Homer. He was a sailor, an environmentalist, working with Tim. A woman named Theresa Coyle, who is a schoolteacher and a big supporter of our program, and for a while was the education coordinator. Jack McLaughlin, who is another friend of Tim's, who was a deputy superintendent in the county office of education here. His father was the superintendent of Alameda County Office of Education. Jack has a Ph.D. And over time they evolved this program called the O'Neill Sea Odyssey, which originally was going to be called O'Neill Ocean Odyssey. They wanted to brand it O'Neill because it was a product of their work and their boat. They wanted it to be a nonprofit, but first they wanted to get the program rolling.

I believe Peggy Markatello was the first schoolteacher who brought her class out. Peggy worked at Mountain School. She's now retired.

Reti: That's in the Summit area?

Haifley: That's in the Summit area, a small school, a manageable group of kids for a brand-new program. Peggy was married to, still is, Tom Marketello, former police chief of Santa Cruz. So it was a comfortable way to experiment.

When I joined Sea Odyssey in 1999, I asked that we begin building a data record of all the classes that had been served. There was no such thing. When I got there, and the first class was in 1996, Mountain School, and I believe it was Peggy Markatello. And from there the program had evolved. I actually came on the boat and observed the program in 1997 or 1998, I believe it was. Back then it was a big emphasis on ecology, a little bit about marine biology, I think they were doing plankton collection then, and a little bit on navigation. But the program was more closely modeled to other—you know, the tall ships that come in to various harbors and have school groups?

Reti: Yes.

Haifley: There wasn't something to tie it all together. It was a brand-new program. And these are immensely complicated efforts to put together. The Marine Science Institute has been operating for thirty or forty years and they're still evolving their program. Ours actually is still evolving, too, in the second edition of our curriculum that's out now.

So that's how I got involved with Jack. I had not had previous involvement with surfing. I had tried to surf when I was a teenager and couldn't do it. I tried to ski, couldn't do it. I don't have balance.

Reti: [laughs] Me neither.

Haifley: [laughs] I'm a kayaker. I'm a swimmer. I'm just uncoordinated. I'm tall, but I was a terrible basketball player because I just don't have that coordination. Unfortunately, my wife is the same way and our son feels that he's that way.

O'Neill Sea Odyssey Today

So O'Neill Sea Odyssey today is a science program for schools, fourth through sixth grade. It involves a one-day field trip on our boat and in our education center. It also involves curriculum that's offered to the school class, for their own classroom. It's what's known as Ocean Literate Curriculum. It aligns with the standards. And that's very important for the teachers. It also uses the ocean to express various scientific, mathematical, physical-scientific, and other concepts that are tied together. There have been many studies that have shown that outdoor education is great at integrating various academic concepts. It helps the critical thinking skills. Of course, you're out in the world, and you see natural processes all around you, and science is about natural processes. That's what science studies. So it's a big science lab, the ocean is. It's the largest habitat on earth. It's also one of the largest economic engines on earth. It's a big highway for ships. And it does provide some resources; oil is one. Kelp is

another. You can make keratin from kelp, and that's the basis for things like toothpaste and ice cream.

The Sea Odyssey curriculum is divided into three sections. There is navigation, which is a mathematical tool. The kids learn practical uses of mathematics—geometry, a little bit of trig, a little bit of calculation, algebra there.

Marine science, which is a plankton-based unit. Plankton is the basis of the marine food web, and you can really go up in any direction, in any environment that you are in—if it's the nearshore kelp forest, or if it's the cold waters of the Southern ocean, or if it's the coral reefs in the Caribbean or Hawaii—whatever the environment is, you always start with plankton as the base of the marine food web. And it's also a good way to study bioaccumulation. It's a good basis for a lot of stuff, is what I'm trying to say.

And then ecology—on the boat the ecology station consists of the nearshore habitat, the nearshore kelp forest, which of course is identified by sea otter and the kelp and the urchin and the different other species that operate around the nearshore kelp forest environment, with the sea otter as being the capstone species out there. And then back in our education center the kids learn about watersheds, and how watersheds work, through the use of a watershed model. You make it rain over a miniature city or a miniature farm field and see how pollution comes down storm drains.

Reti: So you have a little model inside the office?

Haifley: Yes. The kids do it themselves. They make it rain through spray bottles. It's an old tool. We added it in; I added it into our program when we added the education center to the boat.

A little bit of evolution. When I came to Sea Odyssey, everything was still operating on the boat. Jack and his partner, Harry Hind, gave the building to us in 2000, and so we added some more time to the program and had the kids go into the education center, which is upstairs in the building, and we added the watershed model so we could tie things together. No matter what environment you go in, no matter where you are inland—you could be in Missouri, you could be in Tennessee; you could be in Ohio—what you do affects the ocean, because any piece of pollution or trash or bacteria or parasite which winds up on land or in a water body inland, will eventually wind up going into a storm drain or into a river, or into a creek, into a more major river, flowing to the ocean. So everything affects the ocean.

So the Sea Odyssey—we've been concentrating on volume. We've served 65,000 kids. We want to get as many kids as possible through the program because it's an academically enriching program, as I've mentioned, but it also has environmental outcomes. We measure environmental knowledge. We measure biological knowledge of the kids—what do they know about the ocean, about rivers and streams and what life they support?

Reti: Like, what do they know before they come to the program?

Haifley: And what do they know after. So we ask six simple questions before the program and after, and we measure the difference and find that the kids really increase their knowledge and their understanding of the environment. Especially low income kids. Low-income kids will come in with a level of understanding that's much lower than higher income children do. But when they leave the program they're about equal—96 to 97 percent. So it's a great equalizer that way. And since we serve mostly low-income youth, we see if there's an impact there. One of our instructors, Lauren Hanneman, is working on a long-term impact study of our program four or five years down the road, what the kids retain. She's sorting through the data right now. We think the results will be very interesting. We're not quite sure what they'll be,

obviously, it's a study. But we're hoping that it shows that we've had some impact on these kids.

And that's where the Ocean Literacy principles come in. I mentioned that before. The Ocean Literacy principles and environmental learning standards are something that were designed by professionals at the National Oceanic and Atmospheric Administration, the National Geographic Foundation, and others who believe that learning textbooks and a lot of the current standards and a lot of the current curriculum ignores a lot of the ocean concepts and a lot of the atmospheric concepts related to climate. And obviously NOAA does weather, climate, and oceans. So they have an interest in that. But in fact, these are probably the two largest features that demonstrate science—the climate, where weather is manifest, and the ocean, where weather begins, and is the earth's largest habitat.

Scientific concepts can often cover the ocean and can be very interesting for kids. And we use these Ocean Literacy Principles in an outdoor, ocean-based environment, because we think that getting kids onto the water gets them excited because it's different and it's new, and then they see these concepts. Wow! It's discovery. Why do you think people who watch the Discovery Channel, or watch PBS and really enjoy ocean-related shows; they enjoy shows about prehistoric dinosaurs—they like this because it's interesting, because it's discovery. It's something new. It's something different. My gosh! I had no idea. And that's what the ocean is. And it's right here and it's right now. So we can use it for the kids.

My regret is we serve between 4500 and 5100 kids a year. That's our capacity. I wish more could be served with this type of program. There are many programs like ours. I think we're the only free one. So we focus on low-income kids. But it would be wonderful to be able to do this in places around the world. It's expensive to do. So it's a big hill to climb. But maybe time will provide the technology that will make things cheaper to do. There are other experimental

things we could look at, like a virtual program that could be done online. But nothing is the same as being out there.

San Jose Community Oceanography Program

Reti: [laughs] Yes. Definitely not. Let's talk about some of these specific programs you have going, like the San Jose Community Oceanography program.

Haifley: The San Jose Community Oceanography program operated for three or four years. It was a week-long program. It was funded by the city of San Jose and some other partners, and these were outdoor education programs that lasted for a week, watershed to the sea. The San Jose Community Center, serving low-income kids, has a river. It's in a park that has a river going through that park, so we would engage them—which is very interesting that San Jose does that. I don't know if that was by design, but it makes sense. A park area by a river. Open space. You know, a river is very good at providing riparian habitat that provides for trees and other growth.

So the kids would learn watershed skills. They would do some watershed restoration, learn about the watershed in that park, in the community center by their home, and then they would spend some time on the water with us, learning about how things flow to the ocean. The program was expensive, because it was long term and involved the city staff, and city staff had to commit themselves to it. And when budget cuts started to affect that fund that funded this, as well as the staff, then we had to withdraw—that program was not able to be funded. And we went back to working with San Jose on our core program, which was the one-day program.

The Ocean Scholars Program and La Familia Center

The Ocean Scholars program and Familia Center. La Familia Center is a center in North Santa Cruz County serving Latino families. We would work with the kids, the youth who were

coming into high school, coming into junior high school. And we provided a mentorship program, which we still do. It's one week a month. We would have a program on a night or a day where the kids would either get a lecture, or they would go out and visit a pump station to see how the storm drain system works, the pollutants going to the bay. Or they would go to the Sea Odyssey program, or they would go to the Coastal Watershed Council and learn about environmental concepts and learn about what people were doing in the area of ocean-related careers, ocean-related protection. So both they would see the concepts and they would see that there were career opportunities in this area.

If you look at the environmental movement, we're still largely white, middle-class, and the future of California, for example, is Latino and lower income. So we need to help provide the tools for kids to look at this as an option for their future—ocean research, ocean protection, whatever they may be. So we thought by providing kids with the opportunities to see firsthand what people are doing and what's being done, and also learning about ocean processes and environmental processes—I mentioned the pump station, the Sea Odyssey program, a visit to Long Marine Lab. These are all very important. So that's the Ocean Scholars program. It involves up to twenty kids from Familia Center and it's in its fourth year.

Reti: Do you have a curriculum that's in Spanish, or teachers who are bilingual?

Haifley: We actually, for our program we have curriculum in Spanish. We used to have translation on the boat. We no longer have to have bilingual translation because almost all the kids are English-proficient. This is interesting. This has happened over the last five years. We started out, when I started with the program we had to have a translator. And over time, we found that we needed that less and less, because for some reason the kids were speaking English more fluently and more easily. And now it's very rare that we have to translate for anybody. It happens maybe once a year in one class for a few kids.

So most of the kids who are in Ocean Scholars, even though they are first or second generation in this country, speak English. But we do—a couple of our folks speak Spanish, I speak a little bit of Spanish—and we use that, but the kids prefer to operate in English. They'll translate for their parents, and when we have the end of the year program with the parents then we'll have to speak Spanish with the parents.

Reti: So it's a whole year, the program, a whole school year?

Haifley: Yes. And we try to provide, to push them in a direction. We cannot dictate this, but we push them in the direction where they'll talk to school counselors, college counselors, about going into, taking up some opportunities for the future for themselves if they're interested in scientific careers or environmental careers.

Reti: Is this something that Lauren, who you mentioned earlier, is she tracking the students who have been through this program to find out what they are doing now?

Haifley: Not Ocean Scholars. She's tracking children who've been through the core program.

Reti: So have you been in touch with any of the students who've gone through this program to see if they're pursuing careers in the sciences?

Haifley: We have not. It's not as formalized. Yolanda Henry at Familia Center would have been doing that. I'm certain there are some stories and some anecdotal evidence that this is the case. But we've only been doing this a few years, so you're not going to necessarily have kids who've graduated.

Reti: Because these are kids who are junior high school age?

Haifley: Yes, generally they tend to be upper elementary, junior high, and high school.

Reti: Right, so they'll take some time before they get through the pipeline. We'll be seeing them at UCSC, hopefully.

Haifley: And then Project Discovery was a project we did with the Sierra Club and some kids from Oakland with the city of Oakland Parks and Rec department. Mostly African American kids, mostly from very rough neighborhoods in Oakland. It was a two-day program, so they spent some time in the state parks. We involved state park rangers. Actually, there would be a state park superintendent on the bus with the kids from Oakland to here, in uniform: "I'm the state parks superintendent. I run an entire sector, the Santa Cruz Mountains sector, Santa Cruz County sector, Monterey County sector." So this would be accessible for the kids. State Parks also understands that they need to open their door to more people of color, and more people from different cultural backgrounds, to reflect the state's diversity and to create an environment in the workplace that's very similar to what you see out there in California. It was a great program.

Community Service Projects

Again, this is a program that was well in operation when there was funding adequate for this, so this was 2002, 2003, 2004. The program doesn't exist anymore because the funding dried up, so we're pretty much concentrating on the core program now. There's some money for our plastics education program with Save Our Shores that we do with the city of Santa Cruz through Measure E funds, that involves some time on the beach learning about plastics pollution and cleaning up plastic pollution and ways to prevent plastics pollution to the ocean. But it's not as extensive as these other programs we just discussed. And again, it's a matter of funding. We have to get the biggest bang for our buck.

Reti: Right. We're all dealing with that these days.

Now all of these kids who are coming through your core program are doing a community service project as part of that?

Haifley: Yes, the program is free, so the community service project program is great because it's a way that they give back, and it's a way that they also learn. Most of the community service projects are related to the environment, although some of them are related to health. There was one where kids were making hats for patients that were cancer patients, for example, so it shows some compassion and some understanding of the fragility of life. But most of the community service projects—a lot of them are recycling projects. Early on there were printer cartridge recycling projects, back before that was more formalized within industry. There's a lot of river cleanup projects; there's a lot of recycling unusual materials in composting projects. There's school garden projects, which are [a] really big deal. Gardens are a good way to help the climate. They're a good way to learn about food. They're a good way to learn about how life cycles work, obviously, plant life cycles. Every class that has been through our program has done a community service project. That's well over 1800 community service projects. And these kids do this.

Reti: Wow, that's fantastic!

Haifley: It's also a way for them to take ownership of community involvement and community engagement, and that is very satisfying for them, in most cases. And when they become satisfied with this, they like it and they find that when you do things for the community it gives back to you in the way you feel about it. There's, I believe, a direct cause and effect relationship there.

Reti: Yes. You must do quite a bit of linking and outreach behind the scenes with environmental and other organizations. I know there's the Homeless Garden Project, Lifelab?

Haifley: Yes.

Reti: Do you personally go out and do that kind of outreach?

Haifley: I do outreach. Not specifically—the community service projects are arranged by the teachers under the guidance of our education coordinator, Laura Barnes. I do a lot of outreach in general. We have a group of environmental executive directors from Santa Cruz County. I attend some meetings of a funding coalition in Santa Clara County. I attend as many meetings as possible that one person can attend. Our staff are very busy and they have a lot of projects that they're working on, so I'm sort of the one that does a lot of the external stuff.

Reti: As the ED [Executive Director]. I guess that would be what you would expect.

Haifley: Yes. We're a small staff. I mean, when we're operating the boat and doing our program we can get up to seven or eight people working at one time during one day. Of those, three are really year-round people. And I'm one of them. I'm constrained by geography and my family life—I mean, we all have other things we're doing in our lives besides working—and time. If I can get out to a meeting or an event I will. I'll do a lot of speaking engagements. Next week I'm going to speak at the Tannery Arts lecture about what we do and our relationship with the Monterey Bay Sanctuary. I'll do some speaking on the radio. We had a radio news program a couple of weeks ago about the academic impact of what we're doing, so I spent some time on that. So we'll advocate and promote what we do and we also will do outreach to other organizations and stay in touch. It's just like in business. I mean, again, you're constrained by time and there are limited resources. But you're better off working together than you are working separately.

"Our Ocean Backyard": Writing for the *Santa Cruz Sentinel*

Reti: And this column that you write for the *Santa Cruz Sentinel*—

Haifley: Yes.

Reti: Is that part of the outreach you do, in a more general way?

Haifley: I think so. Technically, I don't get paid for that. There isn't a line in the Sea Odyssey budget that's the "Our Ocean Backyard" column. I sort of do that on my own. I originally started doing it myself in April 2008. It was every week. Then Gary Griggs talked to the *Sentinel* and said, "I'm interested in doing something like that," so Don Miller, who is the editor in chief, and I've known him for years, called and said, "Gary Griggs mentioned something." I said, "Oh, I'll call Gary," so I called Gary and I said, "Let's trade off. Let's do every other week." He said, "Great." He said, "I think we'll run out of topics." I said, "I don't think we're going to run out of topics. I mean, when you think about it, Gary, all the things that go over your desk and cross your computer. And I think about all the things that come across my desk and go across my computer, we're not going to run out of topics. In fact, once people start seeing this column, they're going to have ideas of their own about what we should write about." And lo and behold, that's true.

So it's outreach. It keeps me in touch with various people around interesting topics. Some of them are timely topics. When you write a column every two weeks, it's hard to be super timely. And with only 525 words, it's hard to expand on these topics.

Reti: [laughs]

Haifley: I have learned how to really squeeze information into 525 words.

Reti: I've noticed that. [laughs]

Haifley: No storytelling. No superlatives. No extensive discussion. I mean, I'm not David Brooks. I don't get to—and I love David Brooks as a columnist and I love watching him on television, because he can expound on different concepts. I find him to be fascinating in how he thinks. I don't get to do that, and neither does Gary. We choose a topic. Usually we need to

choose a topic that hasn't been covered in the paper, something that we think that people would benefit from. The idea of the column is to educate people about the ocean in ways that they didn't realize they could learn about the ocean—ideas that they didn't know existed, things that are going on they didn't know were going on. The last column I did on the tsunami, for example, was interesting, because there is a study underway of why the Santa Cruz Harbor was more affected than other harbors. Soon I'll be writing about those containers that you see, those massive containers that you see on cargo ships that contain stuff that gets shipped from China, to Taiwan to the U.S.—well, maybe not from Taiwan—from Vietnam to India to the U.S. to Canada to England. Some of those containers go overboard, and what happens? That's an interesting idea that you don't see a lot written about.

And people bring those ideas to us. But it's a great way to educate. It's ocean literacy. It's teaching people about the ocean in a way. It's not teaching. It's a column. You're reading it on a Saturday morning. You're drinking coffee. I got an email from a guy one morning. He said, "You know, I read your column and it's great because it's something that my wife and I talk about on Saturday mornings. We have a lot of family issues to discuss. We have a lot of business to discuss. We have our relationship to discuss. By golly, Saturday mornings we talk about what Dan wrote about, because we find it really interesting and we can talk about it."

And the column is not controversial. I try to build a strong case in 525 words about whatever I'm writing about. Sometimes I'll write about plastics in the ocean or stormwater, but they're concepts about which there is general agreement, unless—you have a few people on the fringes who don't think there's a problem with plastic in the ocean. So a couple on a Saturday morning who have been married for who knows how many years can have a nice conversation about the tsunami or about plankton. Who knew? It's interesting. And, yeah, maybe not something a lot of people want to talk about, but I get that kind of feedback, which is nice. I put my email address at the bottom. This last column on tsunamis I got two very interesting

emails from, I believe they are both engineers. Well, one is a medical doctor and one, I think, is an engineer because he actually got a map of the harbor and drew some circles and arrows and some lines and emailed them back to me and said, "Here. I'm redesigning the harbor to avoid so much damage from the tsunami. What do you think?"

Reti: Wow.

Haifley: I forwarded that to the Port Director. So it's a very interesting thing. People talk to me out in the community about it. It's nice. It's not politics. It's not controversial. It's not what Lady Gaga, what color her hair is. It's stuff that's real, that's important, that people can get their arms around.

Reti: I always enjoy reading it, both yours and Gary's.

Haifley: Well, thank you. Gary's has so much. He has thirty, forty years of research material to go on.

Reti: I bet.

Haifley: He can go live in a cave and close off, seal off the cave, and sit there with his laptop and have only messages going straight out and he could produce columns for the next ten years, with no additional feedback. Just based on what he knows. It's amazing. Yes, I like Gary a lot. (laughter)

A Weather Station

Reti: Yes, and you also have on top— I was reading an article, I think you gave it to me— about the climate change station, or the weather station on top of the O'Neill building.

Haifley: There's a weather station on top of the building and it's a great resource for mariners in the harbor. That's one thing. But it also is good because we can use it as a teaching tool, if

we have extra time, to talk to the kids about the relationship that the ocean has to weather. It does. Ocean creates a lot of weather. Not just hurricanes, and they don't just have a causal relationship on hurricanes, but, you know, the ocean is a big, large body of water. So a lot of condensation, a lot of cloud formation. The ocean and the climate are integrated and they work together very closely. So we'll pick out specific ways that we can show kids that ocean and climate work together. Wind speed, for example, and how wind affects upwelling in the ocean, churning the currents more, and how that impacts wildlife because you bring in more nutrients from the bottom of the ocean. And in this case, nearshore upwelling will have an impact on increasing bait fish, and increasing anchovies, and how that brings in more dolphins, and more sea lions, and more wildlife. So there are relationships there. We can barely scratch the surface in a one-day program, but certainly our curriculum we'll send teachers, sends teachers and their students in these directions.

Outreach

Reti: And how do you do outreach to the schools that you serve?

Haifley: We really don't. We do in some specific cases if we have a geographic area that doesn't use our program much, for example, the city of Sunnyvale, for some reason. We do a lot of Santa Clara County, a lot of San Jose, but not a lot in the city of Sunnyvale. But we have an online application process. The schools come and apply online. We have an actual application on our website. And we have not really had to do outreach for years. When we started—before we had the online applications and before there was a lot of online activity of this sort, you know, before you put credit cards online, before you put applications online—a lot of this was done by the U.S. mail. And Theresa Coyle would go around to the County Offices of Education and she would deliver applications to the schools through the pony system. The pony system is basically mailboxes. From the county office it would go out to each school in each school district. And we had a guy who was a former employee of the Soquel

Creek Water District and did outreach to schools. He helped us. He would go over to Santa Clara County and attend conferences and tell people about our program and they applied to our program. But really, ever since 2002, it's word of mouth. We're popular because we're free and because it's high quality. So teachers really clamor to get in.

Reti: So the word is out.

Haifley: The word is out. We need to expand our donor base. That's been a challenge for me, especially in these hard times. But our user base is very strong.

Reti: So, other questions—the solar project on the building?

Solar Panels on the O'Neill Building

Haifley: Yes. We got a grant to do solar panels on our building. We originally applied for a grant for $40K to pay for the engineering necessary and the installation and some of the permit work. The foundation said, "No, we don't have that much money, but we'll call you at the end of the year." So at the end of the year, the foundation, the Ludwig Foundation in Southern California called me and said, "We'll give you $19,500. What can you do with that?"

Reti: That's an interesting number. [laughs]

Haifley: That's what they had left in their account. They said, "Okay, you've got three days." It was the end of the year, December 26, I think, the day after Christmas, I get this call. " So I called Mike Aronson and I called a couple other people, and I called Bridget O'Neill, our board chair, and said, "We need to have a quick meeting." I called the Surfrider Foundation's then-chair, who came in, because they were going to share the energy savings with us. It was going to power their lab and office, which is in our education center. And we figured out a way to make it work for $19,500 and cover most of our energy needs, with just a few panels on our roof. I think there are eight panels on our roof. So we did it. And it worked.

The contractor donated his time. We paid for the panels. We couldn't get the cost down on the panels, but we paid for that. Mike Arenson donated his time. And it was a great project. People feel really good about it. And our energy bills are very low. We are able to count the amount of tons of carbon that we're keeping out of the atmosphere, and every once in a while I'll write that up in our newsletter to let people know. And the Ludwig Foundation loves it, because it was a high visibility project for them. It made the newspapers. They like that. And it's a good example. I mean, it is expensive to install solar and to go energy self-sufficient. It pays off in economics over five to ten years, but you have to put out the initial cash.

Reti: Right. It's a lot of money.

Haifley: Which we didn't have. So we're very lucky that this foundation chose to support us with this. And it's good. It makes our education center more energy efficient, allows us to practice what we preach, etcetera.

Reti: Is that something that you touch on in the curriculum that you present?

Haifley: We do, yes. Very briefly, because there isn't a lot of time.

Reti: Right. You are trying to cover so much.

Haifley: We're trying to cover so much. And that's the problem. People want to toss in more things and we only have a certain amount of time with the kids. We don't want to overwhelm them. So we'll put things in our supplemental curriculum and we'll put things on our website. Because a lot of schools want to delve further, most of them, over 82 percent delve further into our curriculum as they go back to their classroom.

Reti: Oh, that's great! All right.

Now, does O'Neill interface with the Monterey Bay Sanctuary?

Haifley: Quite a bit. I was on the Sanctuary Advisory Council for six years, as recreation representative. It was an odd place for me to be but they had a seat open and they wanted me there. I write quite a few columns for the Sanctuary. In fact, they are doing a project with us right now. They're going to review our curriculum again under the Ocean Literacy Principles, because they're active in that area, Dawn Hayes of the education office. And conversely, I helped out with the fundraising effort for the Sanctuary Exploration Center, which is down in the beach area, across from the wharf, a great new facility for the Monterey Bay Sanctuary. So we work pretty closely together on a lot of things. We consider ourselves part of their education outreach effort; they consider us to be the same. We are the gateway to the Sanctuary for a lot of low-income kids. And we have a great relationship with the Sanctuary.

Reti: Okay.

Santa Cruz County Conference and Visitors Council

And you've also been involved with the Santa Cruz County Conference and Visitors Council. That's going back quite a ways.

Haifley: Yeah, I was on that board. That's the tourism agency. And I mentioned the idea of environmental tourism. And that's been a favorite subject of Maggie Ivy, who's the CEO and president. She's quite a visionary in that area. We have all these resources here: the Sanctuary Exploration Center; we have Long Marine Lab; we have the Elkhorn Slough. And these are all places that would be of great interest to visitors. So picture the Sierra Club hike, your prototypical Sierra Club hike participant, somebody who is a Sierra Club member or not, they go on hikes because they are interested in the outdoors. They bird watch. They're interested in wetlands. They're interested in wildlife. They're interested in certain wildflowers. They're interested in learning more about ocean resources. Maybe they're in their sixties; maybe they're younger. And they also tend to be gentler on the earth in terms of their use of cars and

resources. These are the types of visitors that I think are a natural for Santa Cruz County. They would come at times you don't have the mad summer rush. So they'd be here in the shoulder season or in the off-peak season. They would fill up hotels. And there's a lot for them to do, even if it's raining, even if it's cold, because you have a lot of hardy souls who are interested in getting out in the environment. We have just up the coast, the Pescadero Marsh, which I've written about in my column. It's a fascinating wetland, a little-known wetland, but well maintained. Well, not well maintained. There's controversy around that, but a lot of the pieces are there and it's a productive slough, not as productive as some think it should be. You have the Watsonville wetlands, which have an emerging system by Watsonville Wetlands Watch and the city of Watsonville to enable people to get out and see the wetlands and learn about them as well. They have a little visitors center there. It's right on the back side of a school, just as you get off the freeway over there.

So the Conference and Visitors Council wants to promote Santa Cruz County as a visitor destination. It's a big part of our economy. And part of that is cultural tourism—Shakespeare Santa Cruz. The art scene here is huge. Another big component is environmental tourism. The logistics of environmental tourism have a lot of kinks to be worked out, a lot of coordination. And there's not a lot of money in it. But it's a way, again, to bring people here during the off-season, which is important to the economy. And the more people learn about the environment, the more they want to protect it.

Reti: Right. That's the key.

Measure E: The Stormwater Ballot Measure

All right. We didn't talk about the Stormwater Ballot Measure.[8]

[8] The Santa Cruz beach parcel tax, Measure E was on the November 4, 2008 ballot in Santa Cruz County and was approved with 76 percent of the vote.

Haifley: Measure E. Very quickly, Measure E was—you know, cities and counties have to upgrade their response to stormwater pollution. The city of Santa Cruz needing a funding mechanism to do that. Measure E was a tax increase of $28 on most parcels in the city of Santa Cruz. I co-led that ballot campaign with Fred Keeley, as county treasurer, former assemblymember, and environmentalist.

It was a tough measure to get passed. The economy tanked in 2008 just before this was on the ballot, so it was tough to sell a tax increase. But we did. And it was fascinating because cities and counties have to get their arms financially around a larger commitment to protecting waterways and the ocean from stormwater pollution.

It's estimated that 80 percent of the pollution that's out in the ocean comes from land-based sources. And a lot of them comes from what we call non-point source pollution. It doesn't come through sewage pipe, treated or not. It comes from storm drains where stuff can get into the water system and into the storm drain system, unfiltered, untreated, and directly into the bay. And the idea was originally that this would be just water running off from people's lawns, running off from rain, which is relatively clean water, coming onto the ground, going off of roofs onto the ground, into storm drains, into creeks and rivers. Unfortunately, when it hits the ground or hits the roofs, it's going to carry away whatever's left over from the summer or the fall—if that's trash, if it's feces that carry viruses, animal feces, cats, for example. There're some cat feces, some opossum feces that carry an item which can lead to toxoplasmosis, which can be very harmful, possibly deadly to sea otters, for example. So there's a direct impact, which—everything's integrated. So if you have, for example, some fertilizer that's on your lawn, and it rains, that fertilizer runs off to the storm drain. That fertilizer, nitrate-rich stuff, goes into the ocean. It's going to have an impact once it gets into the water, for example.

So stormwater pollution is very real. And the U.S. EPA has been upgrading the requirements for cities and counties to control stormwater pollution, both through education, so that people know that whatever goes on the ground, winds up in the ocean, and also in terms of filters and infrastructure things that cities and counties can do to filter what goes offshore.

Reti: So this isn't just some nice thing. This is actually backed up by legislation.

Haifley: Yes, it all flows from the Clean Water Act, which was passed in 1972 in response to the Santa Barbara oil spill, Clean Water Act—there's a long title for it. Marine Sanctuaries is in there, too. It set up marine sanctuaries. I may be confusing the different pieces of legislation, but it was part of the environmental wave of the early 1970s to require that we get a handle on non-point source pollution. Also point source pollution, which is sewage. And we talked about that relative to the Sanctuary. It is backed up by legislation. People want clean water. They don't want to get sick from drinking the water; they don't want to die from drinking the water. We want to make sure that we're not affecting marine life. We want to make sure we're not affecting the food chain. We want to make sure our water bodies are alive and vibrant. And it's painful to do this. I mean, the question is, do you want bodies of water that are polluted and cannot sustain life? Or do we want bodies of water that are healthy? And to do that we have to change the behaviors and we have to make some adjustments.

Reti: So a lot of this is about education and raising consciousness. People just don't think of their lawn being connected to the ocean.

Haifley: They don't.

Reti: Right. Which is sort of odd in a certain way, but I think for a lot of us the ocean is just sort of this pretty backdrop.

Haifley: Yeah.

Reti: You don't really think about how that world is totally connected to the land.

Haifley: That's right. It is. So that's what Measure E was about. And there was some disagreement. The Sierra Club—I mean, this was a city-proposed measure. The two councilmembers contacted Laura Kasa of Save Our Shores and I to ask us to meet them for lunch the next day. They showed up with this ballot measure. They said, "We just put this on the ballot. The election is two and a half months away. Can you run the campaign?"

Reti: [laughs] They'd already put it on the ballot!

Haifley: Yeah! [laughs] So, okay—so we very quickly raised $35K, $40K. That was tough. I did most of that. I was raising money for my own program as well. The Sierra Club didn't like it much, the local chapter of the Sierra Club. They were unhappy with the city. They didn't think the measure went far enough, because the measure was to fund the city's stormwater master plan, which was, I believe, pending approval of the Regional Water Quality Control Board. So Joe Hall and I had to go meet with the Sierra Club executive board of the local chapter, and they did finally agree to go neutral, even though their chair actively campaigned against the measure, and they were poised to oppose the measure. Again, we got them to agree to go neutral. I think we were persuasive enough. The vote was 4-3. It was very close. So it was very "interesting." I'm going to put quotation marks around the word *interesting* and smile a lot and just say, "You know, democracy sometimes takes a lot of effort and a lot of patience."

Renewable Energy and National Energy Policy

Reti: Yes, and that segues into my last question for you, which is, in a more global sense, where are we going with the fight against offshore oil drilling? I mean, this seems to be one of these ongoing issues. It's not like, oh, we won that back in the eighties and now you can sit back and relax.

Haifley: It's an energy question. There's been a lot of discussion about peak oil and oil supply worldwide. And offshore oil off the United States, except for the Gulf Coast, has really been an at-the-margins proposition. It's not a part of the major oil supply. The fact is that most of us drive cars and we use oil. I'm sitting in a house right now that has a refrigerator that is powered by electricity, which is powered by natural gas. I've got a van that sits outside that I use to transport my daughter and her wheelchair, and it uses gasoline. So we need to look at alternative energy.

When I was at Save Our Shores we were saying this. We need to look at an energy future that relies more on more localized systems, more distributed forms of energy, ability to create energy at the point at which it's used. So making it financially feasible for homeowners to be able to put solar on their roofs. Right now I could not afford to put solar on my roof. I mentioned the education center and the grant. We got a grant, so we didn't have to lay out the cash. We used somebody else's money. I don't have that at home. I can't spend $80,000 for a solar system. I just can't. So we need to make it more financially feasible. I think that this is an area of great opportunity and great challenge. And that's our future. I know that everybody has been talking about the buzz words of green jobs, green energy, creating jobs in a bad economy. It takes a lot of work to do that. It takes a lot of planning. It takes a lot of effort. You don't just snap your finger and dump money into a system and expect it's going to happen.

So I'd say if we can put a lot of our talent to this end, just like we did with the Manhattan Project, we can make a difference. We geared up for World War II very quickly, and we won that war. The Manhattan Project happened, not quickly, but well, and was well coordinated. The end result, of course, was a nuclear arms race, which was scary. But the concept of focusing the nation's resources on a goal, and the goal being energy self-sufficiency, or at least energy self-reliance and green energy, I think are key. Otherwise, fights over things like offshore oil or fracking, or what have you, are all going to be ongoing battles that involve

localized fights against a larger entity—the oil companies and the federal government—and the same fight happening over and over and over again, instead of getting together and solving problems. I mentioned before, with the Measure E effort and the discussion there, that there was some patience required. It requires a lot of patience, democracy. Because there isn't one person telling you what to do, democracy takes some effort. I think we need to focus our energy and spend the effort. So.

Reti: Okay. Thank you so much, Dan. Is there anything else you want to add?

Haifley: I think that will do it. Thank you for your time on all of this, too. I really appreciate all of your effort, and your thoughtfulness, and your outlines, and your efforts to make this relatively easy to do.

Reti: Thank you.

Appendix I: SAVE OUR SHORES 1986-1993: HOW A FIGHT AGAINST OFFSHORE OIL RESULTED IN THE LARGEST NATIONAL MARINE SANCTUARY IN THE CONTINENTAL UNITED STATES[9]

by Dan Haifley

Big Sur Coast. Photo: Irene Reti

California's beautifully complex coastline features rock outcrop-pings, sandy beaches, tide pools and wetlands. But it's also defined by what we don't see—along California's central and northern coast there are no offshore oil platforms. Why? Well, one reason is that a string of coastal communities was encouraged by a then little-known organization called Save Our Shores (SOS) to approve laws that restricted the development of onshore facilities necessary for offshore oil development. Local groups that worked in those communities to campaign for approval of these measures were a razor sharp edge of the statewide movement to protect the ocean and the state's coastline. The approach was unusual and, as I'll discuss later, effective.

In fact, the work these groups did helped to persuade a president running for reelection a few years later to grant the strongest coastal protections ever achieved. In 1992, then-President George H.W. Bush granted permanent protection to much of California's central coast through the designation of the Monterey Bay National Marine Sanctuary.

[9] Haifley originally wrote this narrative in preparation for the oral history. However, he discusses some topics that are not covered in the interview and this account is a valuable resource in and of itself—Editor.

An Unusual Tactic

A little history is in order. In 1985, 82 percent of Santa Cruz City voters voted to require that any zoning changes to accommodate onshore facilities for offshore oil must be approved by a vote of the electorate. They also voted to help lead the fight against drilling off California's coast. Save Our Shores, a well-organized posse of volunteers working since 1978 on coastal issues including offshore oil drilling was tapped to take on that fight, and I was hired to coordinate it.

Save Our Shores' effort would not take a civics textbook-style classic government route. The tactic would be unusual and controversial. Instead of the traditional method of petitioning the federal government, SOS would take the take a back door approach through local zoning laws.

The federal government has the right to lease the ocean floor for drilling from 3 to 200 miles offshore, and the state controls it from the mean high tide line out to 3 miles. But local government has zoning power within their own boundaries.

A strategy to prevent offshore oil development through local zoning rules was developed in response to a frustration with a federal process that activists believed was not responsive to local concerns. The decisions were being made in Washington, D.C., and even though we were well represented there, one bad decision could have lasting consequences.

The strategy was developed by then-Santa Cruz County Supervisor Gary Patton, City Councilmembers John Laird and Mardi Wormhoudt, SOS Chair Kim Tschantz, and others. The idea was either prohibit, or put up for a public vote, the local zoning changes needed to accommodate onshore facilities to support offshore development.

To implement that strategy I worked the telephone, used the U.S. mail, and traveled the state to promote the approval of laws similar to Santa Cruz's. This was before email and social media made community organizing over large distances easier.

Ultimately, twenty-six cities and counties from San Diego to Humboldt approved such ordinances; most were passed by local voters by wide margins. A Laguna Beach city councilmember would refer to it in a radio interview as a "wall of defense" against new offshore oil drilling.

To promote the idea, I initially worked under the guidance of SOS Chair Kim Tschantz to develop a slide show and a pitch that would, we hoped, persuade local governing bodies to go along with the idea. After a debut of the slide show at the Santa Cruz City Council, I was advised by Councilmember Jane Weed to reorganize the slides and rewrite its script. I did, and

the result was concise and, we found, effective.

Sea Grass Rebellion

In the fall of 1986, I drafted a letter for Santa Cruz's mayor to send to cities and counties urging them to pass an ordinance restricting, or requiring a vote to approve or prohibit onshore facilities for offshore oil. A copy of Santa Cruz's ordinance was attached to the letter as a guide. Then, working at home and in an office that SOS rented in the back of the Resource Center for Nonviolence in Santa Cruz, I started calling local elected officials from coastal communities throughout California.

I got some very interesting responses. The best was from a San Diego city councilmember: "I'm writing an ordinance, and I'm working on getting the city to cut a check." Most other responses required diplomacy, persistence, or both.

"That's illegal," exclaimed Norm DeVall, Mendocino County Supervisor. Actually, there were some legal problems with the approach, which I will discuss later. But Norman later called me back, newly convinced of the value of running a ballot measure to motivate the right voters and get them to the polls. At his behest, I made a presentation to the board of supervisors meeting in Ukiah a day or two before another meeting in Humboldt County.

Another phone call was placed to then-Humboldt County Supervisor—and later State Senator and current Assemblymember—Wes Chesbro. Chesbro explained that there was not a majority of voters in his county at that time that was likely to oppose offshore oil development, but predicted that Humboldt County voters would change their views, and ultimately a measure was placed on the ballot and approved with 68 percent of the vote. Opposition came from the more conservative city of Eureka, and with Chesbro's advice I did not pursue a ballot measure there.

San Luis Obispo County was another area where the law that required a vote for onshore facilities was approved narrowly, by 52 percent of voters. The tight margin was due to the more conservative nature of the county and its economic ties to the offshore oil industry, particularly in the southern part of the county.

A few years later, that San Luis Obispo law was put to the test when zoning changes to accommodate facilities to support an offshore platform in the region off Vandenberg Air Force Base were put on the ballot, and lost. It was a victory for some area environmentalists, though the county supervisor representing the area supported the proposed facilities.

Santa Barbara County was not a target for my work. The area was already an offshore oil producer; there was an onshore dewatering facility near Gaviota that was built after a similar but failed ballot measure some years before.

State and federal agencies preferred that any new offshore development go where existing development already was operating. After a running dispute with regulators, one oil company defiantly put its support operations on a barge just outside the state's three-mile limit off Santa Barbara County, making the industry–government relationship more complex and tense.

The city and county of San Francisco, whose politics were the stuff of great theater, did their local ordinance in two parts. There was an election on a ballot measure in 1986, garnering 71 percent of the vote, and a follow-up ordinance in 1990.

In the City by the Bay, lots of work was needed in order to limit onshore facilities in a city that already had similar industries. Natural Resources Defense Council attorney Johanna Wald led negotiations with the office of City Supervisor Harry Britt, who was first appointed to the board to fill the remaining term of assassinated supervisor and gay political pioneer Harvey Milk, and the office of the independently elected city attorney. San Francisco's entertaining politics and gloriously ornate City Hall also had a complex bureaucracy. I attended several meetings, as did Wald, to help make sure the laws made their way out of the maze.

Traveling Road Show

For a couple of years I traveled the state in my old Ford Pinto to make presentations to local governments. Sometimes I travelled with Councilmembers Mike Rotkin and John Laird but most of the time I traveled alone.

John Laird made presentations on his own, using our old lamp projector and photographic slides. He became a reliable spokesperson for the effort, officially known by the catchy title "Oil Information Program", and advocated for us when it was needed. He was a quick study in the complex science and politics associated with the issue and engaged people well. As of this writing, he serves as California's secretary of natural resources, a cabinet-level position serving the governor, after having served a distinguished legislative career.

The schedule was demanding, and I often slept on couches in the homes of local leaders or elected officials. I concentrated primarily in two areas: local organizations, and local governments. For local governments, I worked to strengthen the hand of local officials opposed to offshore oil with projects such as ghost-writing an article for the League of California Cities' magazine and making presentations at conferences. I was building a statewide network or at least was deepening existing alliances, but due to a lack of time and the great distances involved, the larger network was, unfortunately, not sustained beyond the passage of the local ordinances.

Building the SOS Brand

The public saw Save Our Shores' newly prominent profile and began calling with questions

and advice. I had a number of requests for presentations to school classes and service clubs, so I modified the presentation in my meager spare time and put out an appeal for volunteers to help. One such volunteer was Cathleen Eckhardt, who remains a Save Our Shores supporter to this day.

I met my wife, Rebecca, through one such request. She was a teacher at Pescadero Elementary School and asked me to come provide a presentation to her class. Pescadero, an unincorporated community on the southern San Mateo County coastline, was very conservative at the time. A few years after Rebecca and I were living together and she was still teaching there, I was asked to participate in a debate on offshore oil drilling against Chevron's Vice President Clair Ghylin. Although nearly all of the 300 attendees thought I had won the debate, the Pescadero Community Council did not feel it was appropriate to oppose offshore oil development.

SOS's visibility grew as I and John Laird were frequently quoted in newspapers and were interviewed for radio and television about offshore oil in particular and coastal protection in general. Because I was the only staff and my time was filled, there was little time to build a membership or fundraising mechanism, and those are the things needed to build the infrastructure of an organization.

Fighting Oil the Traditional Way

The federal government divided California's coast into three sections for offshore oil development, then began a public hearing process in the late 1980s. Lease Sale 91 occupied the coastline north of Sonoma. John Laird, Capitola City Councilmember Stephanie Harlan, Monterey County Supervisor Sam Karas, and *Santa Cruz Sentinel* reporter (later Editor-in-Chief) Don Miller and I traveled there for a public hearing in Fort Bragg. Due to the very long list of anti-drilling speakers, the hearing lasted two days.

Lease Sale 119 [which] stretched from the Sonoma/Mendocino County line and the San Luis Obispo/Monterey County line, was scheduled to occur in 1991, with the first "pre-lease planning steps" to occur in 1987.

Save Our Shores and the city of Santa Cruz launched an effort in 1987 with the Association of Monterey Bay Area Governments and a six-county consortium called the Central Coast Counties Regional OCS Studies Program to encourage the public to participate during all federal pre-lease planning steps. More than 9,500 Santa Cruz County residents signed pre-printed postcards within a forty-five-day period.

The Santa Cruz City Council was presented with the postcards on May 23, 1989, and the city sent the cards to the Minerals Management Service, which had the conflicting tasks of promoting, regulating and managing offshore development, along with a strongly worded letter from the mayor. Thousands of people from San Mateo and Monterey Counties also participated. Due to Congressional action initiated by Representative Leon Panetta, further pre-lease steps were delayed, and the president in 1990 declared a ten-year moratorium on pre-lease planning for the central California coastline.

Critics and Lawyers

As the effort to pass the ordinances grew, some in the environmental community and more in government were concerned that the local ordinances would push support operations essential to oil development onto offshore barges and platforms, a proposition more environmentally risky than doing the work onshore under more controlled conditions. There was also concern that the local laws flew in the face of interstate commerce and the California Coastal Act, among other things. How can the U.S. and state constitution allow local governments to thwart state and federally sanctioned activities, especially those that help fuel America's thirst for oil?

I and others argued that even if the ordinances were overturned for these reasons, the fact that so many of them were approved demonstrated a broad and deep sentiment against offshore oil that existed at the time.

There was criticism from two Santa Cruz councilmembers who claimed that the program was not raising enough money from other local governments. Most observers believed, however, that the real reason for the complaint was politics. The issue of offshore oil was a potent one for progressive councilmembers and candidates, and not the critics. In fact, other local governments did contribute to the effort, including Santa Cruz County, San Mateo County, the cities of Monterey, San Diego, Redondo Beach, Watsonville, Capitola, Pacific Grove, Point Arena, and the Association of Monterey Bay Area Governments.

Lawsuit Lands with a Thud

In the meantime, the oil industry took notice of the local ordinances and filed a lawsuit against thirteen of the twenty-six communities. The legal summons hit like a thud. No one in local government panicked; in fact most took it as a badge of honor. The city of Santa Cruz, for example, held a press conference. A coalition of city and county attorneys pooled funds and hired Roger Beers, a San Francisco attorney. Another press conference included elected officials from each government that was targeted, in order to show a united front.

The lawsuit, filed by the Western Oil and Gas Association (later renamed the Western States

Petroleum Association) used the U.S. Commerce Clause to argue that local governments were interfering with interstate commerce. Behind that argument was the fact that the production, treatment, and distribution of oil crossed state lines and was essential to power the U.S. economy.

Around this time, a state senator from the San Francisco East Bay area named Dan Boatwright carried a well-intentioned bill to deal with offshore oil using zoning laws on a statewide level. I was asked by some of the attorneys working against the oil industry lawsuit to try and get the bill sidelined. None of the attorneys wanted to be publicly associated with an effort to defeat an anti-offshore oil bill, and neither did most of the environmental community. But the bill would have unwittingly damaged our legal case. So, I had no choice but to work to defeat the bill, and I was on my own. Knowing that the survival of at least thirteen of the local laws was at risk, I traveled to Sacramento to argue against the bill. It was an awkward task, arguing against a bill supported by our allies to achieve the goals we were working towards. Former Assembly Speaker pro Tempore Fred Keeley, who was then Assemblymember Sam Farr's Chief of Staff, told me that Boatwright's Chief of Staff was interviewed by public radio saying the bill was opposed by "extremists from Santa Cruz," a reference to me. The bill ultimately died, quietly.

The suit wound up on the Los Angeles courtroom of Federal Judge Consuela Marshall of the 9th District Court of Appeals, who ruled in favor of local governments. But there was one caveat: the San Diego ordinance had to be rewritten to comply more fully with the California Coastal Act. The industry group subsequently asked the Supreme Court to review the latter decision. The Supreme Court rejected that request in January 1992. The courts ruled that the issues involved with ten of the thirteen ordinances were not "ripe" for judicial review, since no coastal city or county had closed the door on an onshore facility for offshore oil.

More Traditional Organizing

SOS's local ordinance campaign was just one component of the statewide effort to prevent new offshore oil development. At this point, California had to contend with three separate offshore lease sales, each covering a roughly equal stretch of coastline off southern, central, and northern California. In 1988, I worked with The Association of Monterey Bay Area Governments [AMBAG] to develop a "visitor outreach program" to place tent cards in hotel rooms warning of the danger to offshore oil. The idea was to build a constituency of visitors to the Monterey Bay from places such as Kansas City or perhaps Memphis, Tennessee, who would write to their member of Congress in favor of protecting our—and their— coastline. We had postcards available in hotel rooms and visitors were given a pre-printed message to send

to their own member of Congress. This was a forerunner of today's pro-ocean Facebook pages that encourage members to email their elected officials when key votes come up.

Soon after he was inaugurated, President George H.W. Bush appointed a task force to study offshore leasing and production issues in environmentally sensitive areas. The task force included the secretary of interior, the EPA administrator, and a representative of the National Academy of Sciences (NAS). The NAS was commissioned to conduct a study of the adequacy of environmental information used in offshore leasing and planning decisions and concluded that, in most cases, that information was inadequate.

Based upon the task force's recommendations, on June 26, 1990 Bush announced his intent to delay offshore leasing activities in several coastal areas, including California. All pre-lease activities for lease sales scheduled offshore California for the 1990s were delayed until the year 2000. The only exception was eighty-seven tracts off San Luis Obispo, Santa Barbara, and Ventura Counties, which were to be delayed for leasing activities until 1996. Save Our Shores encouraged the public to participate in task force hearings and provided written comments and testimony to the task force. The fight against offshore oil ultimately dovetailed with then-US Representative Leon Panetta's work to establish a marine sanctuary in Monterey Bay.

Protection on the Horizon

The 1969 Santa Barbara oil spill had motivated Congress to approve legislation allowing the formation of marine sanctuaries, and the California Coastal Commission began to work for such status for Monterey Bay. After his election to Congress in 1976, Panetta began work on that effort. In 1988 he secured congressional authorization for the National Oceanic and Atmospheric Administration to begin the planning for a marine sanctuary at Monterey Bay. Backed by the work of Richard Charter, a Bodega Bay resident who lobbied members of Congress and ran a grassroots network of local governments and environmentalists who could turn out letters and phone calls in large numbers, Panetta had worked for some years as a member of the House Appropriations Committee to obtain an annual freeze on federal funds needed to plan for offshore leasing. That effort worked until 1986, when it failed in committee by a single vote. After this defeat, Panetta was able to secure a berth for the Monterey Bay Sanctuary, a previous version of which had been unsuccessful. He tells the story of a discussion with a powerful committee chair in which he asked for expansive protection against offshore oil. The chair replied that that was not possible, but what else did Leon want? Panetta said, "Well, I want a marine sanctuary for Monterey Bay." And he got it.

With the coastline newly vulnerable, marine sanctuary status provided an opportunity for

permanent protection. To seize it, the Environmental Working Group was formed in 1988 to promote the largest boundary and strongest protections. Representing Save Our Shores, I served as its cochair, along with Rachel Saunders of the Center for Marine Conservation, now called the Ocean Conservancy. Other members included the League of Women Voters, Sierra Club, Coastal Advocates, Friends of the Sea Otter, Defenders of Wildlife, Monterey Dunes Coalition, and the Surfrider Foundation.

Also participating was long-time environmentalist and respected Pacific Grove resident Jo Stallard, who also served on a committee formed by Leon Panetta and his wife and unpaid advisor, Sylvia Panetta, to help guide discussions about the rules that would govern the new Sanctuary. That group also included Monterey County Agricultural Commissioner Dick Nutter, fisherman Dave Danbom, then–State Assemblymember Sam Farr, State Senator Henry Mello, and others.

After Panetta obtained congressional approval for a marine sanctuary for the region, the federal government began to consider seven options for its boundary and size. The Environmental Working Group supported "Option Five," to protect an area stretching from Cambria in San Luis Obispo County, to Point Reyes in Marin County.

Representing Save Our Shores, I also worked with the Association of Monterey Bay Area Governments (AMBAG) and the Center for Marine Conservation in 1988 to develop yet another slide show and presentation, this one aimed at the potential benefits of the Monterey Bay National Marine Sanctuary. In Sacramento, a bill by then-Assemblymember Jacqueline Speier of San Mateo sought to memorialize the largest boundary. It sailed through until then-Assemblymember Tom Bates of Oakland inquired as to whether the Port of Oakland, which was expanding and deepening its port and shipping lane, could continue to dump its dredge spoils in an area which would have been within that largest boundary. Since it was a symbolic bill and there was other work to do, I did not object to amendments that would urge allowing that practice to continue. The issue came up again. Once the Sanctuary was in the final planning stages, Governor Wilson included a provision in the plan that allowed that dump site to continue until its useful life was complete.

Crying Over Spilled Oil

Speaking of shipping lanes, the U.S. Coast Guard began an effort in 1989 to receive public input on a plan to potentially allow offshore oil to co-exist with tanker traffic lanes offshore. The Coast Guard effort ran parallel with advocacy by SOS and other groups for well-defined, mandatory oil tanker shipping lanes off California between Point Año Nuevo and Point Arguello and a stronger approach to oil spill preparedness. In the end, the shipping lanes were

advisory and were fifty miles offshore. But it was state and federal oil spill laws approved in 1990, approved in the aftermath of the Exxon Valdez spill in 1989 and the American Trader spill in Huntington Beach in 1990, that provided the funds for oil spill response and preparedness. The best one could hope for in a spill is containment, especially in the turbulent seas off central and northern California. In 1992 a Monterey Bay task force formed to look at oil spill response preparedness in the region. I worked on both of these projects and my predecessor as Executive Director of Save Our Shores, Vicki Nichols, continued the work after I left the organization's staff.

Intertidal Invertebrates and a Presidential Election

As a result of these external events, public support for the largest boundary alternative for the Monterey Bay National Marine Sanctuary grew, and it ultimately gained support from Panetta and Republican Representative Tom Campbell, plus both of California's U.S. Senators.

Before that larger boundary option became popular and even politically possible, Panetta supported a smaller version believing that it was what would be approved in Congress, and if the bill were put up for a vote in 1990 as was planned, he would have been correct. But a delay in that decision until the 1992 presidential election changed everything.

Nineteen ninety was two years before a presidential election, and I'll discuss shortly why that made the difference between a smaller boundary that would have left some coastline open to offshore oil development, and one that would protect one quarter of California's coastline. Those who initially supported the latter alternative, called Boundary Option Five, included State Senator Henry Mello, as well as a variety of Monterey Bay local governments. But approval of this larger area represented by Boundary Option Five was contingent on proof that it contained a continuous, diverse ecosystem. A case was made using profiles of the region's unique biology which were produced by a consortium of six central coast counties, led at the staff level by Marin County planner Warner Chabot.

Chabot drew upon his considerable Rolodex of contacts in the environmental and research communities to build a pre-internet model on paper of what the region's biology looked like. The political leadership consisted of one supervisor from each of the six counties. The profile was built as a response to potential offshore oil development, but it also boosted biotic inventories kept by resource managers in and out of government.

A key goal was to stretch the proposed refuge's boundary north from Santa Cruz to the southern boundary of the Gulf of the Farallones National Marine Sanctuary. A key biological

argument involved the Fitzgerald Marine Reserve, just north of Half Moon Bay. It is one of the most biologically diverse intertidal regions in California, said to be equal to Point Lobos in its complexity, and is perhaps best known for its diverse population of invertebrates. Bob Breen, Fitzgerald's naturalist and ranger from 1969 to 2004, told me this for publication in my *Santa Cruz Sentinel* column in 2010:

> Moss Beach is the last large and complex rocky intertidal below the Golden Gate and has a number of attributes. These were the presence of six endemic species and 25 species new to science discovered here. Over 50 species have their range limits at Fitzgerald. This of course has changed because of ocean warming, which has seen the migration of southern species into Moss Beach and the movement of species that for merly had their northern range limit here to move farther north.

While the scientific case for the larger boundary was being developed, public concern had been catalyzed by two significant oil spills: Alaska's tragic Exxon Valdez tanker spill in March 1989, followed by the American Trader tanker spill off Huntington Beach, California in 1990. Although oil tankers pose a greater risk for spills than offshore oil drilling, and although supporters of drilling argue that tinkering in oil from distant sources is more dangerous, these accidents illustrated oil's effect on marine and coastal ecosystems.

The 1990 designation was delayed for two reasons. The first was concern that the first Gulf war in 1990 would heighten the public's anxiety about the U.S.'s oil supply, not a good time to discuss locking up a source of domestic oil on California's coast. And secondly, there was only two NOAA staff, Mark Murray-Brown, Ralph Lopez, working on this massive project, with little help. Dr. Jim Rote, an associate of then-State Assemblymember Sam Farr described piles of letters, applications, and proposed rule changes stacked high in in-boxes in NOAA's headquarters, indicating a crushing backlog and delay.

An Oil Man Defies his Own Industry

Around this time, President George H.W. Bush, who had been in the Texas oil business, appointed a task force to study offshore oil, which made its recommendations in 1990. Definitive action, however, would come two years later.

In fact, Bush's final action reflected the public's concern, which played into presidential politics. Running for reelection in 1992, polls of California voters showed that President George H.W. Bush was behind his opponent, Bill Clinton. Bush needed the state to win reelection and to do that, political professionals argued that he needed to secure the votes of moderate Republicans and independent voters.

Republican political consultant Stuart Spencer, a veteran of Ronald Reagan's campaigns for governor and president, proposed that Bush tap into voter concern for coastal protection. After all, that issue drew 4,000 people to public hearings in Monterey, Santa Cruz, and Half Moon Bay about the Sanctuary, nearly all advocating the largest boundary. So, in June 1992 the White House announced a ten-year moratorium on offshore oil in California and elsewhere, and that the federal government would implement the largest boundary for Monterey Bay Sanctuary, which would place waters out to 200 miles offshore off limits to oil development, from a point just south of the Monterey/San Luis Obispo County line, north to the southern boundary of the Gulf of the Farallones National Marine Sanctuary (also off-limits to oil development) off San Francisco and Marin.

Not all elements of the announced sanctuary plan were what the environmental community wanted, but to scrap it and start over after election season most certainly would have put the protections it offered at risk.

"The Promise," a Doughnut Hole and Jet Skis

The push for the largest boundary and strongest regulations involved a very large grassroots effort. Action alerts were mailed, phone calls were made, and the response was overwhelming. Thousands of people were engaged with the building of the Sanctuary. Their primary concern was offshore oil. But there were other activities that had to be examined as we worked on the final blueprint: water pollution from storm drains, sewage treatment, motorized personal watercraft, airplane overflights, and fishing, to name a few.

In developing the actual details of the plan, I supported one element that other environmentalists did not: Panetta promised the fishing community, and it was written into the final environmental impact statement and management plan for the Monterey Bay National Marine Sanctuary [MBNMS], that the Sanctuary itself would not further regulate fishing. That responsibility would continue to be in the hands of the California Department of Fish and Game, and the National Marine Fisheries Service. Previous efforts to get Sanctuary designation had been defeated due to the influence of the fishing community. It was clear to me that we needed their neutrality—their support we would never get—to obtain our dream, so I joined in with the promise. From 2001 to 2007, I served on the Monterey Bay National Marine Sanctuary Advisory Council as recreation representative and voted consistently on the fishing community's side relative to the additional regulation of fishing, often providing the additional vote necessary for their victory.

Mark Murray-Brown brought up the issue of motorized personal watercraft, aka jet-skis, at the last minute as the rules were being written. As I was writing the final draft of the

Environmental Working Group's Action Alert, I called Tom LaHue of the Surfrider Foundation to ask him what he thought. "We should take the position of banning them," he said, "but we can change that later." NOAA finally agreed to keep jet skis confined to four zones accessible by corridors from each of the four harbors in the MBNMS.

In fact, over the years technology made motorized personal watercraft less polluting but there were still issues with the harassment of marine mammals. In the late 90s, surfers began to use them to tow to big waves, and the surfing community's view of them changed. During the management plan review in the 2000s, a broad-based task force recommended narrowly that the four zones be kept and a fifth be created at Maverick's for tow-ins during the surf contests there.

Warts and All

The final plan had some problems. Governor Pete Wilson's administration had consulted with NOAA, as it was legally bound to do, on the final configuration. I saw the plan and was concerned, so after a phone call to Michael Kahoe, deputy director at the California Environmental Protection Agency, Rachel Saunders and I drove to Sacramento to try and convince him to fix problems with the final version of the Sanctuary.

One such problem was the Port of Oakland dump site, and another was a "doughnut hole" off of San Francisco's Ocean Beach where stricter rules governing sewage treatment would not apply. The city and county of San Francisco operated a combined storm drain-sewer system in which during periods of heavy rain, untreated sewage would overflow into storm drains. There was another area where we did not get what we wanted: there was no requirement for tertiary treatment of all sewage as we had requested.

The city of Santa Cruz and the city of Watsonville were also caught up in this requirement for a higher level of water treatment. Santa Cruz's progressive political community split over whether to spend the funds necessary to go to the highest of treatment, and they chose not to. Watsonville had until 1998 to get there and they are now at an advanced secondary level.

The meeting Rachel and I attended with Mike Kahoe in Sacramento ended with him very clearly telling us that the plan, flaws and all, were final. Later Kahoe called me and asked if I had recommendations for two open seats on the Central Coast Regional Water Quality Control Board with two conditions: they had to be Republicans or supporters of Governor Pete Wilson. I immediately called Tom LaHue, a member of the Environmental Working Group who helped to form the Santa Cruz Chapter of the Surfrider Foundation. He was a veterinarian and had some knowledge of water quality issues.

I asked Tom what political party he was a member of, and he indicated that he was an

independent. I asked him if he wanted to serve on the regional board and he said yes. "So," I replied, "you'll have to re-register as a Republican." He did.

The second choice for the regional board had to be from local government. That one was convenient: then-Santa Cruz County Supervisor Jan Beautz was a Republican and an environmentalist. She had already expressed interest in the post.

The big question for the coalition that wanted permanent protection for central California waters was this: was the Sanctuary plan that was drawn up, with all its compromises, acceptable? There was also a second key question. If this plan didn't gain approval, would we ever again see the likes of a similar plan that could protect one quarter of California's 1,100-mile coastline again?

One Last Bump in the Road

Considering that 1992 was a presidential election year and that for one rare instant those who wanted to protect the environment had the upper hand, it was likely that such an opportunity would not have arisen again. If we had waited too long, the confluence of three critical elements—public desire for strong protection, the political opportunity to make it happen, and a coalition to advocate it —would likely have receded.

So the answer was that we would go with what we had. Because of that, most of the environmental community supported the plan. We went so far as to speak out against a *New York Times* advertisement by some well-known environmentalists, including the now-late David Brower, urging that the admittedly flawed plan should be scrapped and rewritten. The ad had been spotted by Dr. Jim Rote, who worked closely with State Assemblymember Sam Farr as policy consultant to the legislature's Joint Fisheries Committee and was later a professor. Dr. Rote called me and said, "This can kill the whole thing; it could give Trudy Coxe cold feet." Ms. Coxe was the head of the National Marine Sanctuary program, a former Republican congressional candidate who kept a close eye on how the Sanctuary would play on Capitol Hill and key constituent groups.

According to Stuart Spencer's formula for a successful reelection for President Bush, the point of approving the largest sanctuary boundary creating a large, oil-free zone was to excite environmentalists. Dr. Rote felt that if Coxe concluded that environmentalists were not excited by the plan, then she may very well pull the plug on it.

In addition, the ad contained an awkwardly worded request that readers call Monterey Bay Aquarium Executive Director Julie Packard, who had played a behind the scenes role to promote strong protections, to demand that she lobby to dump the plan. Ms. Packard's work telephone number was printed in its text. Ironically, the ad was organized by one member of

the Environmental Working Group, representing the now-defunct organization Coastal Advocates. Interestingly she had not objected to changes in the plan as it evolved. Not until, that is, the ad appeared. It was designed to frighten the White House and NOAA, and for a day or two it did.

The Environmental Working Group was not meeting formally towards the end of the process but telephone and fax communications provided for quick decisions by members and other key players. This loose-knit group knew that a delay in implementing what was emerging as a final plan would push its designation past the election cycle, making it more difficult, and probably impossible, to obtain a permanent ban on offshore oil drilling on such a long stretch of coast. We knew that a delay would be the end of our dream.

So we launched a last-minute, aggressive effort to speak out against the ad. The few supporters of our effort that the ad had managed to influence, such as attorney and Democratic activist Edward
F. Newman, were subsequently convinced that the plan, flawed as it was, needed approval. Fears in California and Washington, D.C, were calmed, and the effort to finish the blueprint was back on track.

In the end, there was no delay. The largest marine sanctuary in the continental United States was christened September 21, 1992.

Timeline[10]

Children Boarding *Team O'Neill*. Photo: Irene Reti

1885: Three Hawaiian princes, Jonah Kuhio Kalaniana'ole, David Pi'ikoi Kupio Kawananakoa, and Edward Kawananakoa, surf the San Lorenzo River mouth in Santa Cruz on redwood boards and become the first surfers on the U.S. mainland.

1892: Oil discovered by Edward Doheny in Los Angeles, near the present location of Dodger Stadium. Between 1900 and 1902, several other oil fields are discovered and Los Angeles becomes a center of oil production by the early 20th century. By 1923, the city is producing one-quarter of the world's petroleum supply.

1896: Offshore drilling in California begins when operators in the Summerland Oil Field in Santa Barbara County follow the field into the ocean by drilling from piers.

1952: Jack O'Neill opens the first Surf Shop in a garage near the Great Highway in San Francisco and starts making surfboards. He also sells a few vests that he glues together from neoprene. This is the beginning of his career as a wetsuit innovator.

1959: Jack O'Neill and his family move to Santa Cruz. O'Neill opens the Surf Shop in a former

[10] This timeline is based on a timeline developed by the Monterey Bay National Marine Sanctuary, a timeline developed by Save Our Shores, the oral histories in this volume, as well as other research.

real estate office at Cowell Beach, a hundred yards from the Santa Cruz Wharf, near the current site of the Dream Inn.

1960: Jack O'Neill opens a Surf Shop, factory, and showroom on 41st Avenue in Capitola, California, near Santa Cruz.

1967: A Marine Sanctuaries Study Bill is first proposed in response to offshore oil development plans. The Sierra Club (Ventana Chapter) lobbies for priority status for the Monterey Bay/Big Sur areas under the bill.

1969: A Union Oil platform "blowout" off Santa Barbara creates an 800-square mile oil slick that tars 150 miles of pristine beaches, awakens the public to the ecological and economic hazards of offshore drilling, and helps launch the environmental movement.

1969: GOO (Get Oil Out) is organized as the state's first citizens' group opposed to offshore oil drilling.

1969: The National Environmental Policy Act is passed by Congress.

1970: Earth Day is celebrated for the first time.

1972: The Marine Protection, Research, and Sanctuaries Act authorizes the U.S. Environmental Protection Agency to monitor offshore dumping.

1973: An OPEC oil embargo increases national pressure for more offshore drilling.

1976: Citizens, activists, scientists, and local leaders in both Santa Cruz County and Monterey County join forces to lobby for a vision called the Monterey Bay National Marine Sanctuary.

1978: President Carter announces plans to lease most of California's coast to offshore oil drilling. Santa Cruz County Supervisor Gary Patton organizes the Local Government Coordination Program, which eventually becomes a statewide citizen-environmental-government coalition to inform the public and organize opposition to offshore drilling.

1978: Concerned individuals establish Save Our Shores (SOS), an all-volunteer grassroots organization, to protect the marine environment throughout California's Central Coast.

1979: The Interior Department's public hearings on California oil drilling plans are packed

with protestors. President Carter responds to public pressure and pledges to cancel the Central and Northern California drilling plans.

1980: The Reagan/Bush administration breaks Carter's pledge and accelerates oil drilling plans for California's entire coast.

1981: Local governments, with help from Representative Leon Panetta, fight against oil drilling plans and in 1982 win a one-year moratorium on funding for California oil leasing. This one-year moratorium is extended every year throughout the 1980s.

1981: Save Our Shores organizes the first coastal cleanup along the North Coast of Santa Cruz County.

1983: Jack O'Neill and his son, Tim, travel to Sand City, California to buy an unfinished sixty-five foot long catamaran, which will become the Team O'Neill Catamaran used for O'Neill Sea Odyssey.

1983: The Reagan/Bush Administration drops Monterey Bay from active consideration for Sanctuary status. Supervisor Gary Patton and others turn for help to Representative Leon Panetta and Congress.

1985: Santa Cruz voters approve Measure A, which specifies that no zoning changes to accommodate onshore oil facilities for offshore oil and gas development can be granted without a vote of the people. The measure also tasks the City of Santa Cruz with directing an effort to prevent offshore oil development on California's north and central coast by creating ordinances similar to Santa Cruz's Measure A. This becomes known as the Oil Information Program, which the City of Santa Cruz contracts with Dan Haifley of Save Our Shores to direct.

1985-1988: Dan Haifley travels around California asking cities and counties to prohibit offshore oil drilling companies from constructing onshore facilities. The trips culminate in twenty-six cities and counties from San Diego to Humboldt passing anti-oil zoning bans.

1987: The City of Santa Cruz, along with several other municipalities and counties, survive a lawsuit from the Western Oil and Gas Association, leaving intact the ordinances which restrict oil drilling companies from constructing onshore facilities.

1988: U.S. Congressman Leon Panetta secures congressional authorization to start planning a

National Marine Sanctuary in the Monterey Bay Area. The momentum against offshore oil drilling that SOS helped generate provides the political support for a marine sanctuary. Dan Haifley represents SOS on the Environmental Working Group (EWG) as co-chair. He advocates for the largest boundary for the proposed Monterey Bay National Marine Sanctuary.

1988-1992: By organizing over 300 slideshow presentations to local governments, schools and service clubs, SOS and the EWG build an ecological case and gather public support for the largest boundary for the proposed Marine Sanctuary. Four thousand citizens attend public hearings and submit comments of support for a marine sanctuary.

1989: The Exxon Valdez spill dumps 10.8 million gallons of crude oil into Prince William Sound, Alaska.

1992: President George H.W. Bush creates the Monterey Bay National Marine Sanctuary with the boundary supported by SOS and the EWG stretching from just north of the Golden Gate Bridge to the town of Cambria in San Luis Obispo County. The Sanctuary encompasses 276 shoreline miles and 6,094 square miles of ocean surrounding Monterey Bay. The seaward boundary is an average of 30 miles offshore. At its deepest point, the Sanctuary reaches down 12,713 feet (more than two miles. Managed by the National Oceanic and Atmospheric Administration, the MBNMS is larger then Yosemite or Yellowstone National Parks and provides habitat for 34 species of marine mammals, 94 species of seabirds, 345 species of fish, 4 species of turtles, 31 phyla of invertebrates, and more than 450 species of marine algae. It is sometimes called the Serengeti of the Sea.

1996: Jack O'Neill founds the O'Neill Sea Odyssey program, a free, educational cruise aboard the *Team O'Neill* Catamaran that educates fourth through sixth graders about the marine ecology of the Monterey Bay Marine Sanctuary. OSO has served over 65,000 students since its inception.

2004: O'Neill Sea Odyssey receives the California Governor's Environmental and Economic Leadership Award in Children's Environmental Education.

2005: United States Senator Barbara Boxer presents O'Neill Sea Odyssey with her statewide Environmental Champion award.

2010: A Deepwater Horizon drilling rig is rocked by an explosion and fire and sinks into the Gulf of Mexico. Eleven crew members die. Multiple attempts to completely shut off the flow of

oil fail and oil spills into the Gulf of Mexico unabated for three months, spilling 4.9 million barrels of crude oil. This is the largest accidental marine oil spill in the history of the petroleum industry. The oil causes extensive environmental damage to marine and wildlife habitats and to the Gulf of Mexico's fishing and tourism industries.

2011: Santa Cruz is named a World Surfing Reserve by the Save the Waves Coalition.

2012: The Monterey Bay National Marine Sanctuary Exploration Center opens in Santa Cruz, not far from the location of Jack O'Neill's Surf Shop.

Irene Reti on board the *Team O'Neill* Catamaran.
No, they didn't really let me pilot the boat! All of the kids get a photo like this one.

About the Editor:

Oral historian, writer, and photographer Irene Reti is the director of the Regional History Project at the University of California, Santa Cruz library, where she has worked since 1989. She holds a B.A. in Environmental Studies and a Master's in History from UC Santa Cruz. She also serves on the Executive Council of the Oral History Association.