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**AMERICA'S
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Tuesday, November 20, 2007

The Honorable Arnold Schwarzenegger
State Capitol Building
Sacramento, CA 95814

The Honorable Theodore R. Kulongoski
160 State Capitol
900 Court Street
Salem, Oregon 97301-4047

The Honorable Christine O. Gregoire
Office of the Governor
P.O. Box 40002
Olympia, WA 98504-0002

Re: West Coast Governors' Agreement on Ocean Health

Dear Governor Schwarzenegger, Governor Kulongoski and Governor Gregoire:

The purpose of this letter is to offer the support of America's Ocean Challenge to the West Coast Governor's Agreement on Ocean Health and respond to the Discussion Paper Regarding the Seven Priority Areas Assessment for Possible Actions (Draft, March 15, 2007). We stand poised to assist you in achieving your goals.

We are delighted and encouraged by this initiative to address the precarious state of our ocean's health and applaud the strategic approach to implement the necessary changes toward fully regaining ocean ecosystem function and productivity.

America's Ocean Challenge complements the Governor's Action Plan, specifically article 5, by directly addressing the needs for public awareness and understanding about our relationship to ocean ecosystems. America's Ocean Challenge is a strategically designed program to link existing education and awareness initiatives and to catalyze partnerships between informal science education institutions, universities, NGOs, schools, government organizations and communities.

The America's Ocean Challenge initiative has been developed in response to the common recommendations of the US Commission on Ocean Policy (2004) and the Pew Oceans Commission (2003) regarding public awareness and public education about America's Exclusive Economic Zone and our largest national heritage. America's Ocean Challenge (www.americasoceanchallenge.com) is designed to complement your proposed Action Plan by investing the general public, nationally as well as regionally, in the values of our ocean heritage and their relationship to it. As with its highly

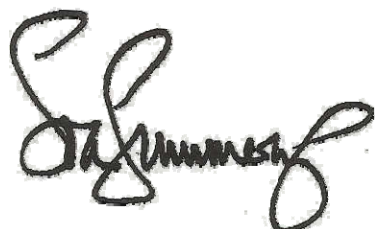
successful predecessor, *Ocean Oasis*—that was so successful in Mexico and Baja California in raising public awareness and catalyzing the creation of two Biosphere Reserves and a World Heritage site in the Sea of Cortés—America’s Ocean Challenge will engage the public through museums, science centers and aquariums nationwide over the next 10-15 years to help reverse the declining trend of our ocean’s health. This inspirational, motivational and educational program is designed to catalyze the education and outreach of countless institutions and NGOs and thereby impact the behaviors of more than 100 million people nationwide through informal science institutions, web-based media and classrooms.

In response to your request for comments we recommend the following:

- The need to develop specific actions to reduce the causes of harmful algal blooms and prioritize setting outfall standards—while helping communities meet the water quality standards for storm drain water outfalls
- Applaud the renewable energy efforts but further encourage the Action Plan to focus on regulation and mitigation efforts primarily for controlling the non-point sources of oil pollution, from roads and storm drain run-off, which is where the main source of oil entering the marine environment occurs. This requires significant public education and support of initiatives such as America’s Ocean Challenge.
- Ecosystem-based management: We recommend that the Western States Fishery Management Council adopt the key successful measures being undertaken by the North Pacific Fishery Management Council where ecosystem-based management is mandated and over fishing illegal under the Alaska State Constitution.
- Adopt the vitally necessary provision of a strategically integrated ecosystem management plan that includes the identification and protection of Important Ecological Areas (IEAs) within the California Current Large Marine Ecosystem. These measures, if properly designed and adequate in extent, are an essential ingredient for regenerating functional marine ecosystems.

America’s Ocean Challenge is already tied to key institutions and NGOs nationwide that will carry its program, including those in the Western States. The success of America’s Ocean Challenge will be measured by the number of organizations and individuals that embrace the key provisions detailed in the Seven Priority Areas Assessment for Possible Actions. We look forward to working with you in supporting these objectives and offer our services to further public participation and involvement.

Yours sincerely,



Soames Summerhays, Program Director
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