



Protecting U.S. Coasts from Offshore Oil & Gas Drilling

Presenter

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Agenda

- Introductions
- Presentation
- Review of outreach packets for local businesses
- New updates from BOEM
- Questions and discussion session



OFFSHORE OIL & GAS DRILLING

OVERVIEW & STATUS IN THE U.S.

- Extraction of oil & gas from beneath the seafloor
- Process: Exploration > Drilling > Production > Transport > Refinement
- Most U.S. offshore drilling is in the Gulf
- Offshore production: Gulf produces 15% of total U.S. crude oil
- 1,800+ unused oil & gas leases!
- Decommissioning: delays, problems
- Politics differs across U.S. regions



OFFSHORE OIL & GAS DRILLING

ENVIRONMENTAL IMPACTS

- Oil exploration/ seismic
- Drilling & processing
- Oil spills!!
- Onshore impacts
- Environmental justice
- Climate change

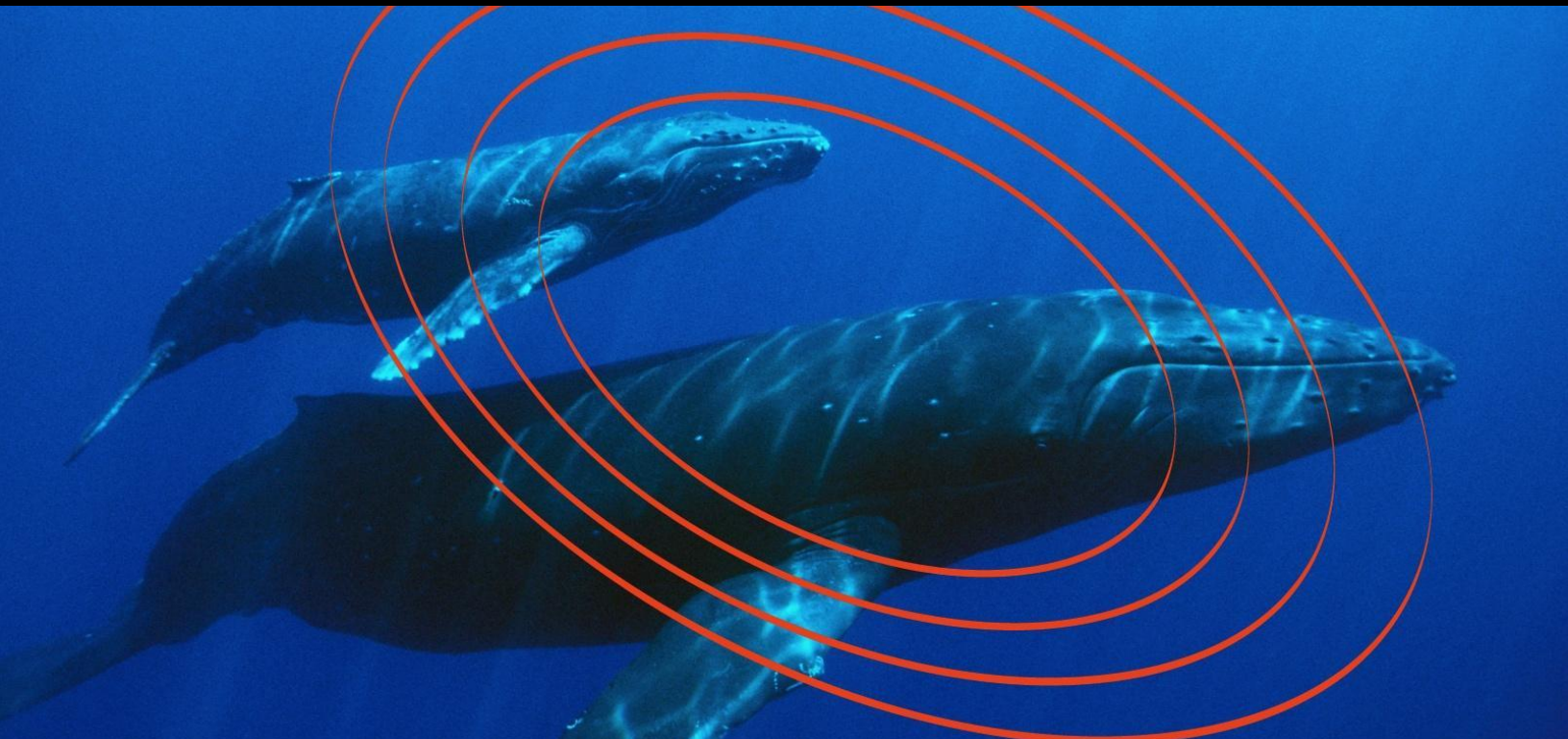
Surfrider National Policy:

Surfrider opposes new offshore oil and gas drilling in new areas



[Surfrider Offshore Drilling Fact Sheet](#)

SEISMIC AIRGUN BLASTING



OIL SPILLS



ENVIRONMENTAL JUSTICE



DISPELLING MYTHS

- New offshore drilling would not reduce gas prices (Dept. of Energy)
- More drilling is not needed: U.S. is energy independent & net oil exporter
- Oil industry is not limited: 1,800 unused leases
- Offshore drilling is still causing oil spills and accidents on regular basis
- Renewable energy alternatives are scaling & economically competitive
- Oil and gas is not the future: it threatens jobs and communities



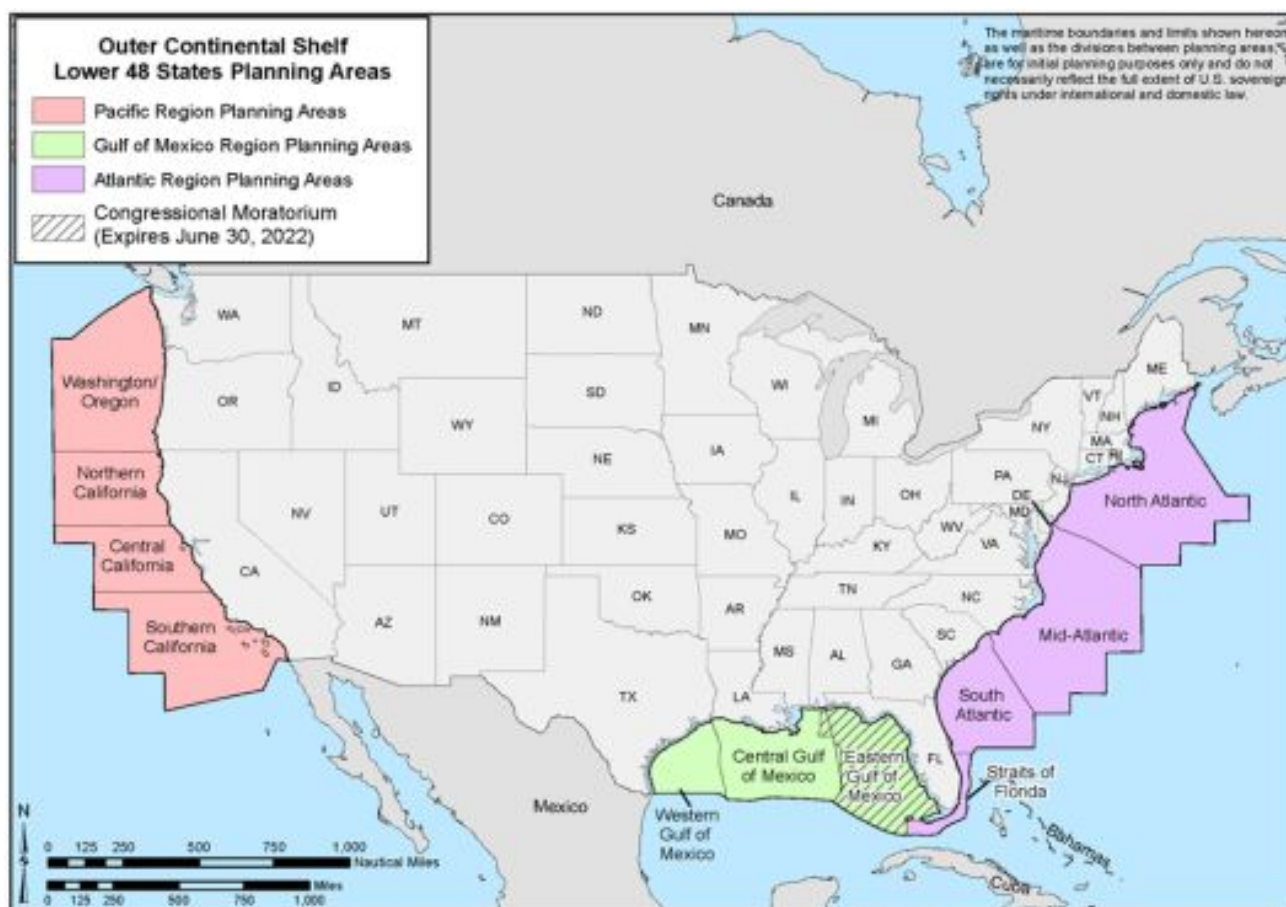
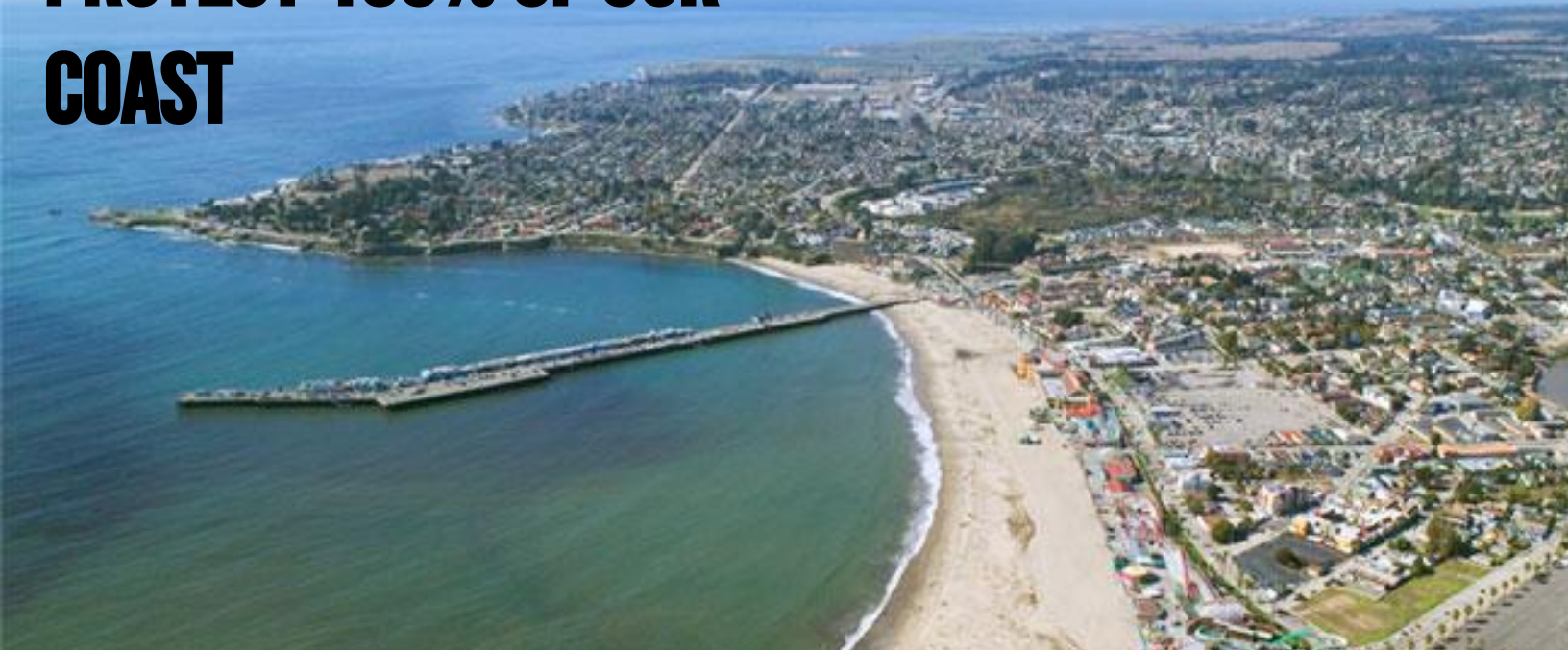
ECONOMIC IMPACTS

- Offshore drilling threatens California's \$44 billion coastal economy and 500,000 jobs in tourism, fishing, and recreation.
- After the 2015 Santa Barbara spill, tourism dropped 21%, causing \$74 million in losses.
- Oil companies profit while coastal communities bear the cost.



OUR VISION

PROTECT 100% OF OUR COAST





11th National Outer Continental Shelf Oil and Gas Leasing Draft Proposed Program Areas and Sale Years: Lower 48 States

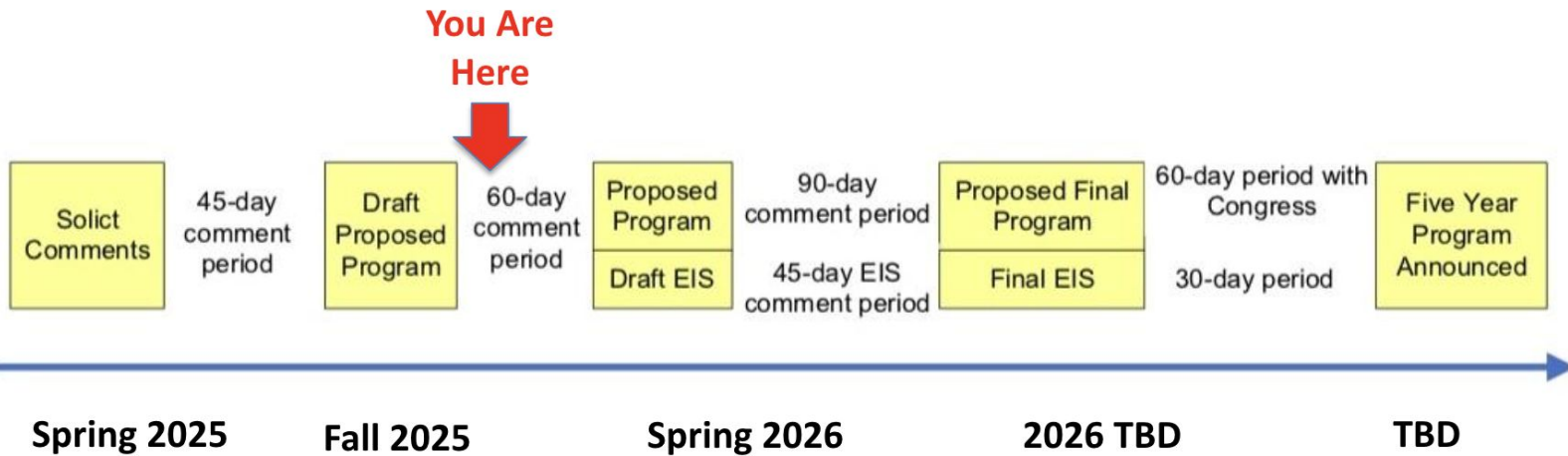
Cartography by: GSD
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OUR PLAN TO STOP OFFSHORE DRILLING

1. Raise Awareness
2. Mobilize Advocacy
3. Generate Media
4. Build Coalitions
5. State/ Local Policy
6. Legal Strategies



Five-Year Program Process

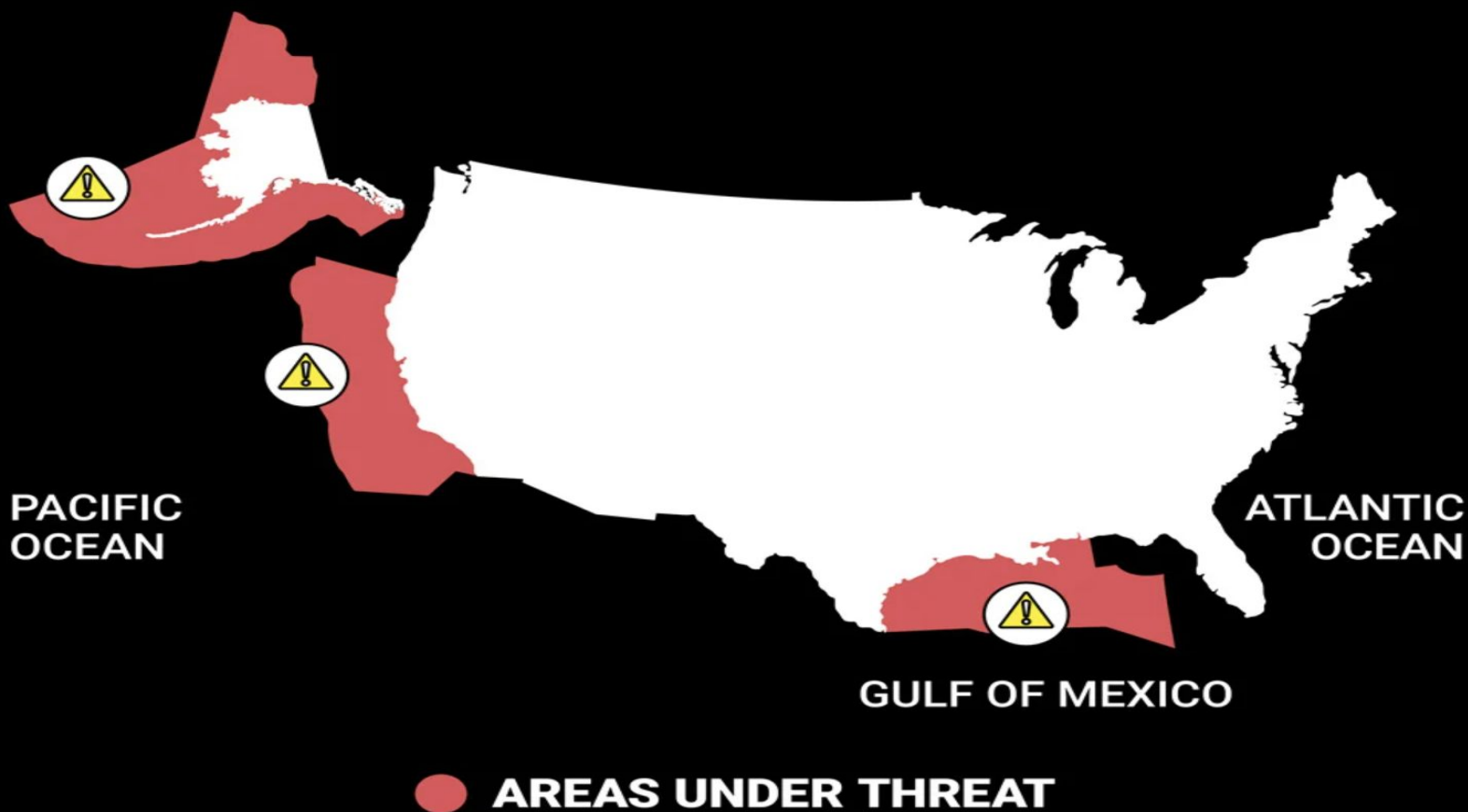


New Updates

The Trump administration is officially pursuing an unprecedented and dangerous new offshore drilling plan that will open vast stretches of U.S. coastlines up to new offshore oil and gas drilling.

If this lease sale plan moves forward, it could lock in decades of new drilling off California, the Gulf of Mexico, including the previously protected waters off of Florida, and Alaska, including the pristine High Arctic, where drilling has never been attempted before because of the hazards.

This will threaten beaches, surf spots, and coastal ecosystems across the country, and jeopardize the coastal tourism and recreation industries that sustain local communities and power regional economies.



RAISE AWARENESS

Digital

- Promote Surfrider blogs, social posts and action alerts on chapter channels
- Sign the Surfboard tour: share photos/ stories
- Amplify > chapter leaders & local spokespeople
- Social toolkit: sample copy & assets

In-person

- Tabling at chapter events, cleanups, etc.
- Chapter meeting updates
- Outreach to community leaders & partners
- Public events: People's Hearings etc.



MOBILIZE ADVOCACY

BOEM 60-DAY COMMENT PERIOD

- Surfrider Action Alert: Petition to BOEM (coming soon)
- Individual comments: [regulations.gov](https://www.regulations.gov)
- Postcard campaign
- Surfrider chapter/ region letters
- Outreach: elected officials, businesses

CONGRESS

- Action alert promotion
- Targeted outreach
- 2026 Coastal Rec Hill Day



LOCAL & STATE GOVERNMENT

OUTREACH TO ELECTED OFFICIALS

- Use sample emails in campaign toolkit to inform and spur action
- Urge leaders to speak out and submit comments to BOEM
- Encourage leaders to pass local/ state resolutions against drilling
- Support laws and policies to prohibit onshore infrastructure
- Surfrider is a non-partisan 501c3 organization
- Report lobbying! direct & grassroots



COMMUNITY EVENTS

ENGAGE LOCAL SUPPORTERS

- Incorporate into existing chapter/ community events
- People's hearing/ community panel: Invite VIPs, media outlets
- BOEM Public Meetings (TBD)
Turnout, visible opposition, signs, speakers & media statements
- Paddle-Outs, etc.



COALITION BUILDING

BUILDING THE MOVEMENT

- Collaborate with environmental NGO partners (Oceana, Healthy Gulf, etc.)
- Engage local businesses; grow regional coalitions
- Outreach to enviro justice, fishing groups, tribes,
- Engage Surfrider corporate partners



GROW BUSINESS OPPOSITION

**New
offshore oil
drilling is
bad for
coastal
businesses**



MEDIA STRATEGIES

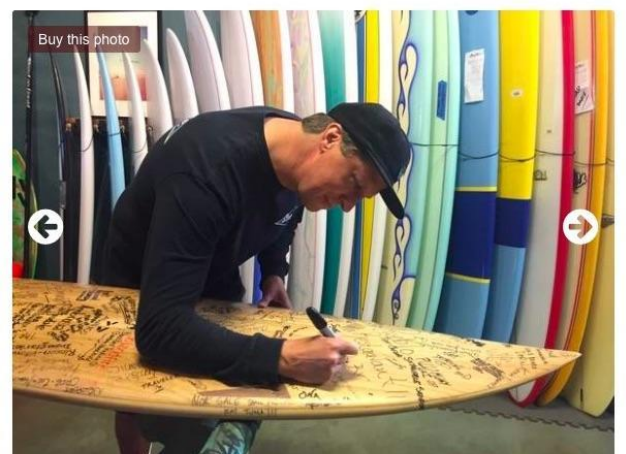
AMPLIFYING OUR MESSAGES

- Identify local spokespeople: chapter leaders, business owners, etc.
- Use the talking points and media resources in the toolkit
- Submit op-eds and letters to the editor
- Invite media to community events, sign the surfboard, etc.
- Issue press release with quotes from S/F chapter and local partners

Local businesses oppose offshore drilling

Seaside Surf joins coalition to protest proposed change

By **R.J. Marx** • The Daily Astorian
Published on September 18, 2018 1:18PM
Last changed on September 21, 2018 10:26AM



Dennis Smith of Seaside Surf Shop signs a surfboard in opposition to drilling on the Pacific Coast.

R.J. MARX

MEDIA STRATEGIES

Hashtags

- #ProtectourCoast
- #DrillingIsKilling
- #BAPPC
- #BAPAC
- #SignTheSurfboard



Handles of Key Decision Makers

- @SecretaryBurgum
- @Interior
- @POTUS
- Your Federal Legislators

CURRENT OPPOSITION TO OFFSHORE DRILLING

- Over 400 local governments in U.S. have passed resolutions
- 59,000 businesses on the Atlantic, Pacific & Florida Gulf coasts
- 500,000 fishing families
- 2,300 elected officials representing both major political parties
- 11 U.S. states have passed laws against offshore drilling
- Over 64% of Americans oppose new offshore drilling



GROW BUSINESS OPPOSITION



**NEW OFFSHORE OIL DRILLING
IS BAD FOR COASTAL BUSINESSES**



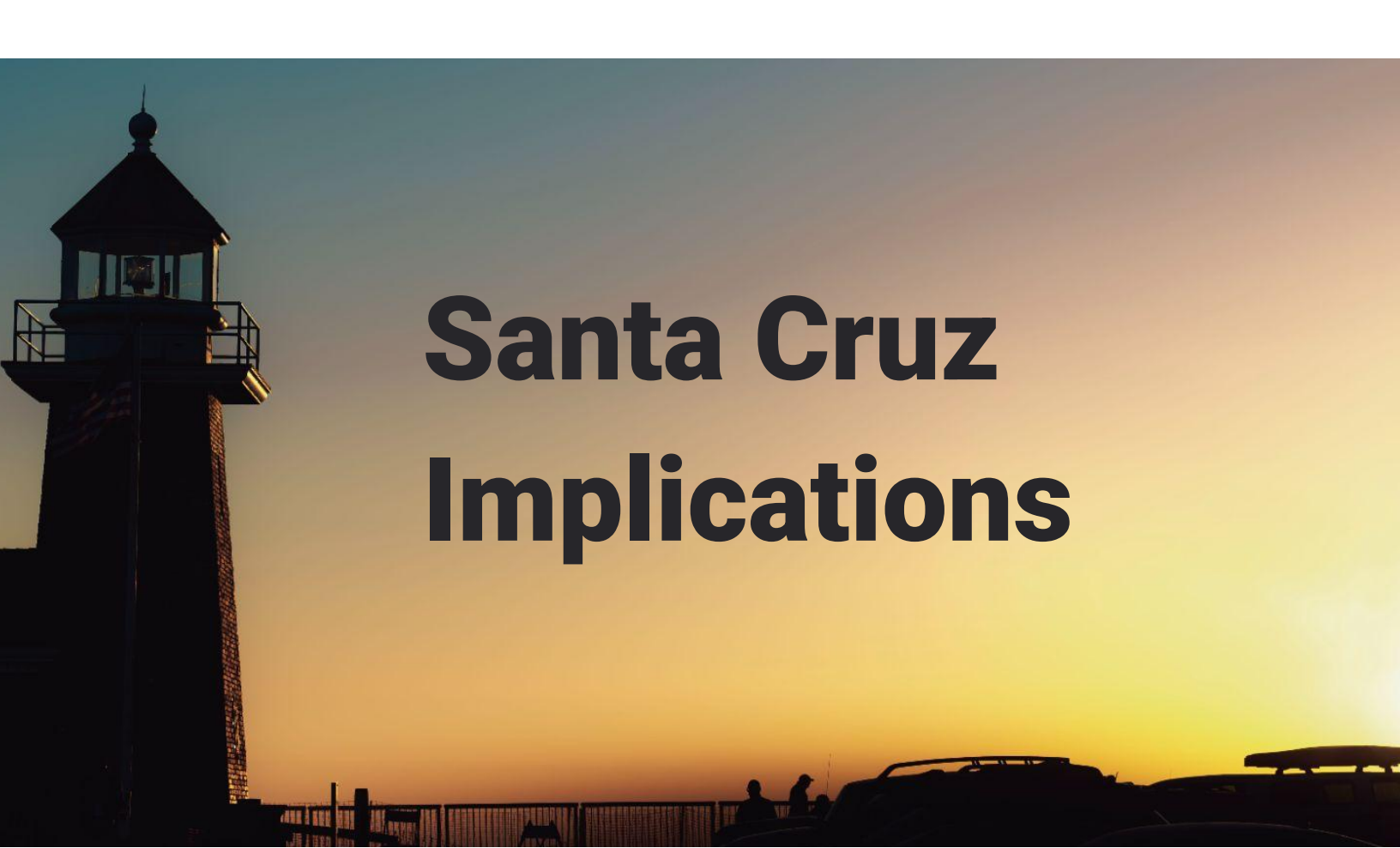
BAPPC

BUSINESS ALLIANCE FOR PROTECTING THE PACIFIC COAST

OFFSHORE OIL IS BAD FOR BUSINESS

defendthepacific.org
JOIN US! IT'S FREE



A silhouette of a lighthouse is visible on the left side of the image, set against a bright, hazy sunset sky. The lighthouse has a dark, tiered top with a small lantern room. The overall scene is peaceful and evokes a sense of coastal history and protection.

Santa Cruz Implications

SANTA CRUZ IMPLICATIONS

- The California Blue Wall is a network of laws, policies, and community efforts protecting our coast from offshore oil drilling.
- It began with the 1972 “Save Our Coast” movement and Proposition 20, which created the California Coastal Commission and led to the 1976 Coastal Act—landmark protections for our beaches and ocean access.
- The Blue Wall is not a physical barrier—it’s a legal, political, and community defense that keeps new oil drilling off our coast.

IF WE HAVE A BLUE WALL, WHY IS THIS AN ISSUE?

- The federal government controls waters beyond 3 miles offshore, but California controls the coastline and onshore infrastructure.
- By blocking new pipelines, refineries, and storage facilities, California makes offshore drilling too costly and impractical.
- This strategy has protected our coast for nearly 50 years.

SOLUTIONS & ACTION



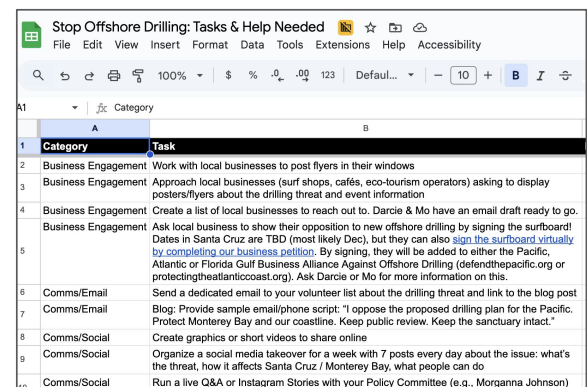
WHAT WE'RE DOING LOCALLY

- Surfrider Santa Cruz is taking a very active role in opposing offshore drilling to protect our coastlines and oceans.
- We are working with community leaders to voice our concerns and our stance on the issue.
- We are staying up to date on BOEM activity.
- We are requesting community involvement from our team of volunteers

WHAT WE'RE DOING LOCALLY

Asking our volunteers to sign up for different tasks such as:

- speaking to local businesses,
- handing out postcards,
- speaking to local leaders and representatives,
- posting flyers,
- engaging the community, and
- much more.
- Public comment period for BOEM opens 11/24. Chapter will be submitting a public comment.

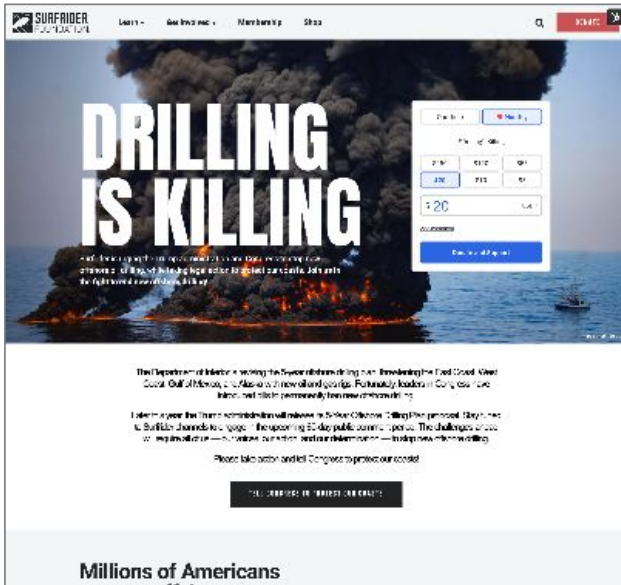


	A	B
1	Category	Task
2	Business Engagement	Work with local businesses to post flyers in their windows
3	Business Engagement	Approach local businesses (surf shops, cafés, eco-tourism operators) asking to display posters/flyers about the drilling threat and event information
4	Business Engagement	Create a list of local businesses to reach out to. Darcie & Mo have an email draft ready to go.
5	Business Engagement	Ask local business to show their opposition to new offshore drilling by signing the surfboard! Dates in Santa Cruz are TBD (most likely Dec), but they can also sign the surfboard virtually by completing our business petition . By signing, they will be added to either the Pacific, Atlantic or Florida Gulf Business Alliance Against Offshore Drilling (defendthepacific.org or protectingtheatlanticcoast.org). Ask Darcie or Mo for more information on this.
6	Comms/Email	Send a dedicated email to your volunteer list about the drilling threat and link to the blog post
7	Comms/Email	Blog: Provide sample email/phone script: "I oppose the proposed drilling plan for the Pacific. Protect Monterey Bay and our coastline. Keep public review. Keep the sanctuary intact."
8	Comms/Social	Create graphics or short videos to share online
9	Comms/Social	Organize a social media takeover for a week with 7 posts every day about the issue: what's the threat, how it affects Santa Cruz / Monterey Bay, what people can do
10	Comms/Social	Run a live Q&A or Instagram Stories with your Policy Committee (e.g., Morganna Johnson)

CAMPAIGN RESOURCES

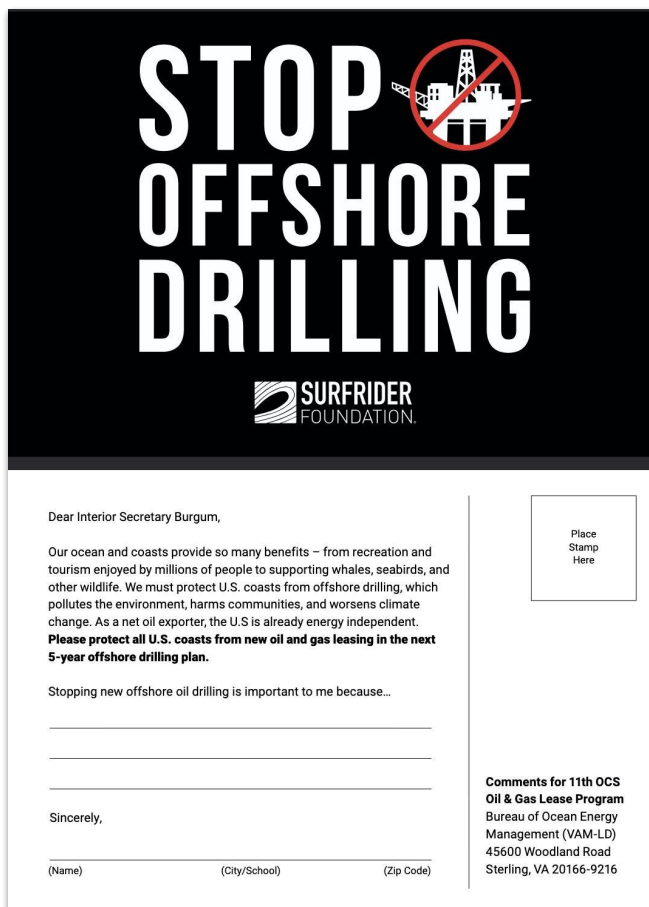
NATIONAL CAMPAIGN UPDATES

SURFRIDER.ORG



LOCAL UPDATES

<https://santacruz.surfrider.org/news/offshore-drilling>



STOP OFFSHORE DRILLING

Santa Cruz's marine life, beaches, and economy face catastrophic risk from new drilling plans



Breaking News: The U.S. government is quietly moving to open the door for new oil drilling right next to the protected Monterey Bay.

Why It Matters:

- New drilling could **start as early as 2027**
- **Risks:** oil spills, harm to marine life, and threats to our beaches, surfing, and tourism

Take a stand for our coast...

Scan the QR code to learn more and make your voice heard.

Don't let them drill. Protect our coast. Demand a clean future now.



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Stop New Offshore Drilling Near Santa Cruz County



- Offshore drilling threatens local jobs, tourism, and our economy.
- New drilling could start by 2027.
- Oil spills are inevitable—hundreds of thousands of gallons enter our ocean yearly.
- California's coastal protections are at risk.



Help keep our coastal waters clean and safe. Scan and take action now!



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QUESTIONS & DISCUSSION

