



San Diego End Extinction

*A Collective Impact Initiative supported
by San Diego Zoo Global*





SAN DIEGO ZOO GLOBAL

*“...OUR ORGANIZATION WAS UNIQUELY SUITED TO TAKE A LEADERSHIP ROLE. SDZG WAS WELL POSITIONED TO COORDINATE OUR PARTNERS TO WORK TOGETHER TOWARD SAVING SPECIES. QUICKLY, THE EXECUTIVE STAFF REALIZED THAT “**END EXTINCTION**” MUST BECOME OUR RALLYING CRY.”*

THE CALL: THE STRATEGIC PLAN THAT EMPOWERED SAN DIEGO ZOO GLOBAL TO LEAD THE FIGHT AGAINST EXTINCTION

BACKGROUND ON SAN DIEGO END EXTINCTION

“ON A RECENT TRIP TO AUSTRALIA, SAN DIEGO ZOO GLOBAL LEADERS OBSERVED STRATEGIES FOR PROTECTING WILDLIFE AND NATURAL HABITAT WHILE CONTINUING TO PROMOTE OPPORTUNITIES FOR ECONOMIC GROWTH. JUST AS AUSTRALIA BROUGHT SIGNIFICANT STAKEHOLDERS TOGETHER TO FIND A SOLUTION, WE BELIEVE THAT LEADERS WITHIN SAN DIEGO COUNTY CAN DO THE SAME, AND PERHAPS DEVELOP A MODEL THAT COULD BE FOLLOWED NATIONWIDE.”

EXCERPT FROM INVITATION LETTER FROM
DOUG MYERS AND RON ROBERTS



The left side of the slide features a solid blue background decorated with several realistic water bubbles of varying sizes, some partially cut off by the edges. The text is positioned on the left side of this blue area.

VISION FOR SAN DIEGO END EXTINCTION

SAN DIEGO END EXTINCTION WAS LAUNCHED IN 2017 AS A REGIONAL INITIATIVE TO PROACTIVELY PREVENT SPECIES EXTINCTION OR EXTIRPATION IN SAN DIEGO COUNTY WITHIN A FRAMEWORK OF COMMUNITY SUSTAINABILITY AND VIABILITY.

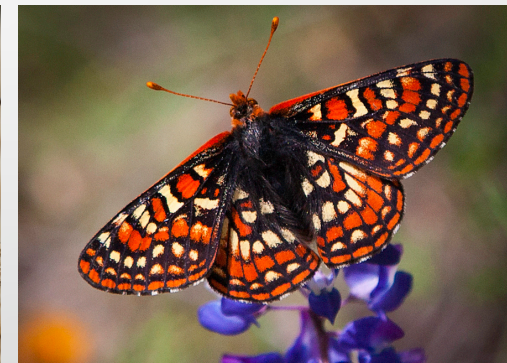
UNIVERSITY OF SAN DIEGO

CASTER FAMILY CENTER FOR
NON-PROFIT AND
PHILANTHROPIC RESEARCH



**COLLABORATIVE SPECIES AND HABITAT
CONSERVATION EFFORTS IN SAN DIEGO COUNTY:
A Systematic Needs Assessment
to Guide the *San Diego End Extinction Initiative***

April 2019



Presented by:
Caster Family Center for Nonprofit and
Philanthropic Research

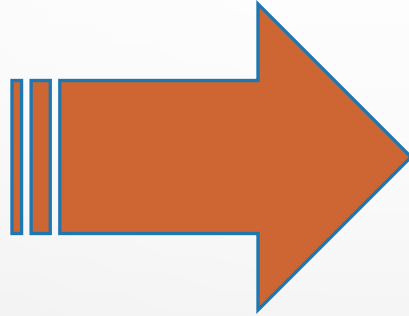
 University of San Diego
SCHOOL OF LEADERSHIP
AND EDUCATION SCIENCES
THE NONPROFIT INSTITUTE

Key Levers for Advancing the Common Agenda

Increased
collaboration
among
Stakeholders



Adequate
Funding



SDEE Priority Goals:

- A Fully Engaged Public
- Thriving, resilient landscapes and habitats

Partners involved thus far:

American Bird Conservancy*

California Dept. of Fish & Wildlife*

Climate Science Alliance*

San Diego County Farm Bureau*

San Diego Natural History Museum*

San Diego Zoo Global*

Wildlife & Habitat Conservation Coalition*

U.S. Fish & Wildlife Service*

U.S. Forest Service*

U.S.G.S.*

County Parks & Recreation

SANDAG

The San Diego Foundation

The Nature Conservancy

NAVFAC SW/Dept. of Defense

SDG&E

Supervisor Nathan Fletcher's office

Wildcoast

**Leadership Table member*

WHY NOW?

SAN DIEGO IS ONE OF THE MOST BIOLOGICALLY RICH COUNTIES IN THE CONTINENTAL UNITED STATES. IT IS ALSO THE MOST BIOLOGICALLY THREATENED COUNTY WITH APPROXIMATELY 200 IMPERILED PLANTS AND ANIMALS.



POSSIBLE ACTIONS

- SPECIES LIST (FOCUSED LIST)
- BIODIVERSITY REPORT CARD
- MEDIA TRAINING ON FIRE IMPACTS AND CAUSES
- DEVELOPING BEST MANAGEMENT PRACTICES
- LOCAL CONSERVATION HERO AWARD

SURVEY RESULTS KNOWLEDGE

**71% REPORTED THEY WERE NOT
KNOWLEDGEABLE ABOUT THE
PROBLEMS FACING SAN DIEGO'S
PLANTS AND ANIMALS**

**23% BELIEVED THAT SAN DIEGO
COUNTY HAS MORE THREATENED
PLANT AND ANIMAL SPECIES
THAN ANY OTHER COUNTY
IN THE CONTINENTAL U.S.**



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POSSIBLE ACTIONS

COMPREHENSIVE COMMUNICATION STRATEGY:

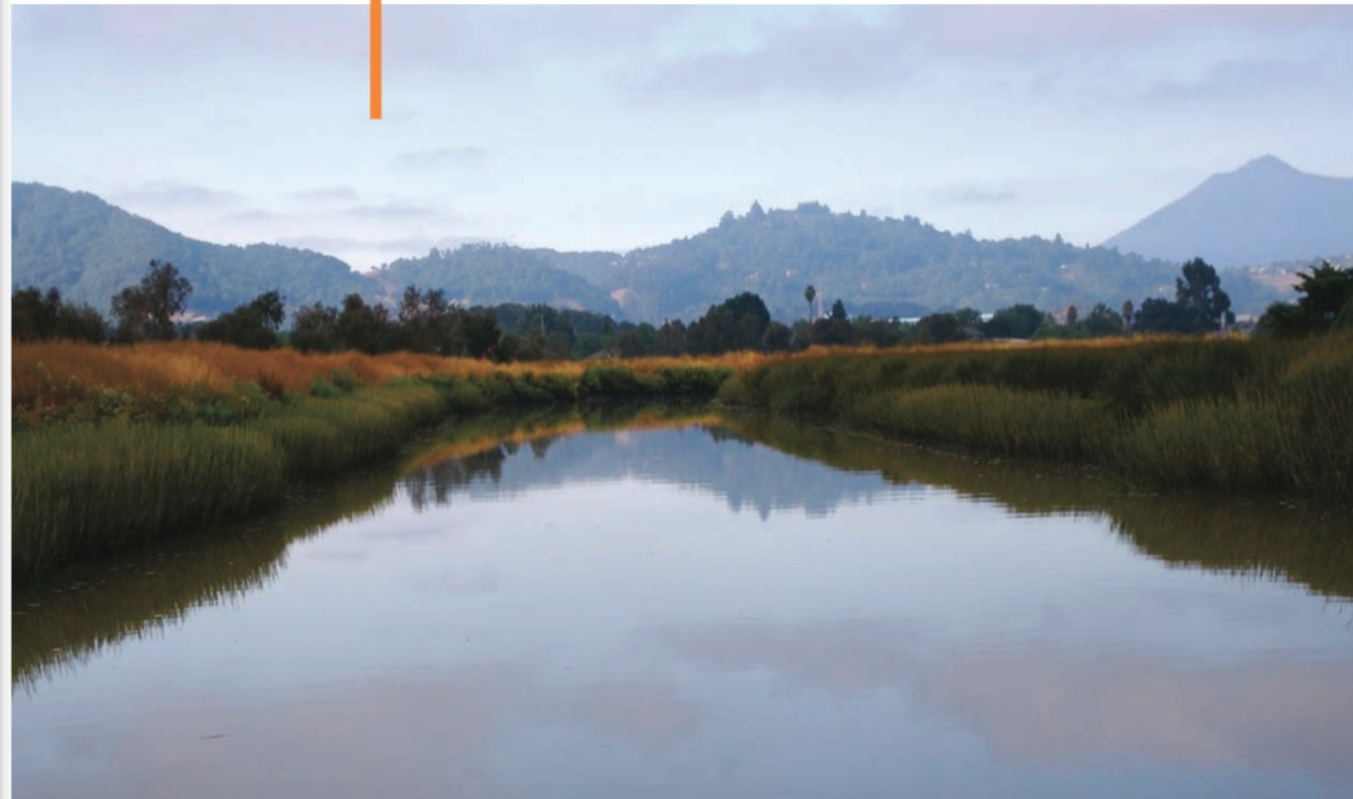
- CREATE NATIVE HABITAT AREAS AT ZOO (SAGE SCRUB, VERNAL POOLS, ETC.)
- PROMOTE SPECIES OF THE MONTH THROUGH THE ZOO'S MONTHLY NEWSLETTER
- CREATING UNIFIED MESSAGES FOR THE ZOO AND LAND MANAGERS (KIOSKS, BROCHURES, ETC.)

EXAMPLE

**A CASE STATEMENT FOR THE
BAY'S ECOLOGICAL AND
FINANCIAL NEEDS LED TO
CREATION OF A NEW REGIONAL
AGENCY WITH TAXING AND
GRANTING AUTHORITY TO
RESTORE BAY MARSHES**

THE BAY

FINANCING WETLAND RESTORATION
IN SAN FRANCISCO BAY



San Diego, 2050 Is Calling.

HOW WILL WE ANSWER?

EXAMPLE

ANSWERING THE CALL: OPPORTUNITIES FOR REGIONAL LEADERS BY CLIMATE EDUCATION PARTNERS



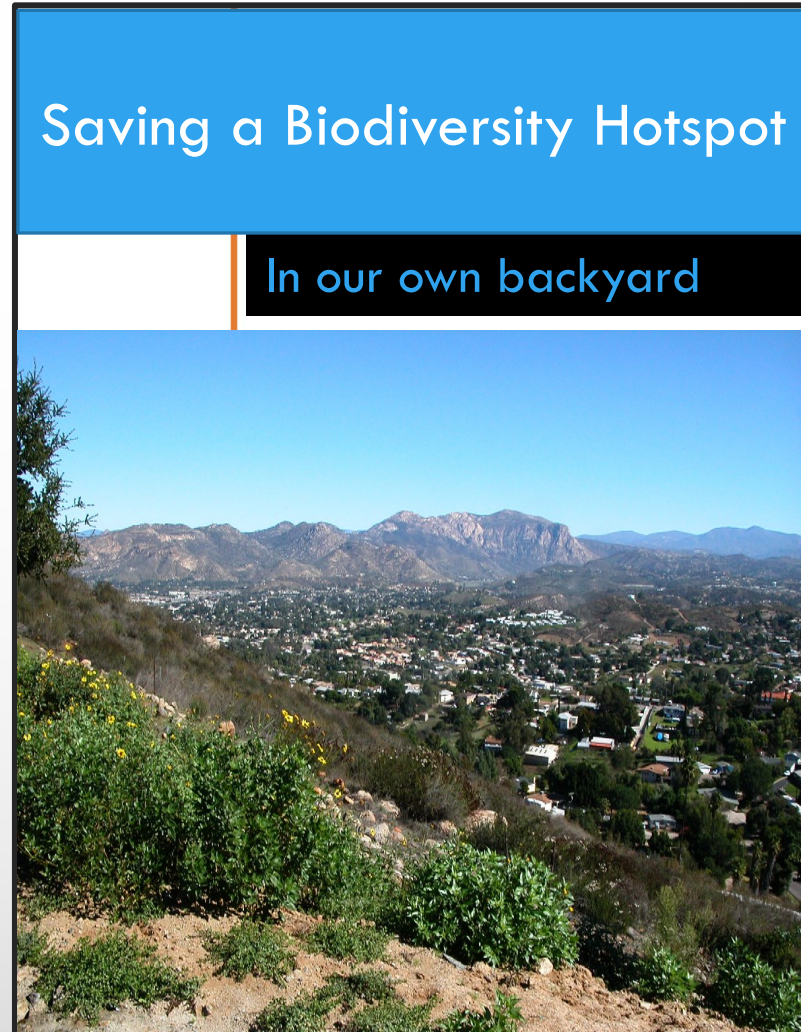
FACING THE FUTURE:

How Science Can Help Prepare San Diego Regional Leaders for Climate Change

EXAMPLE MOCKUP (PROPOSAL)

SAVING THE SAN DIEGO BIODIVERSITY HOTSPOT

RECOMMENDATIONS FOR
POLICY MAKERS AND THE
PUBLIC ON WAYS TO
PRESERVE SAN DIEGO'S RICH
BIODIVERSITY.



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QUESTIONS?

