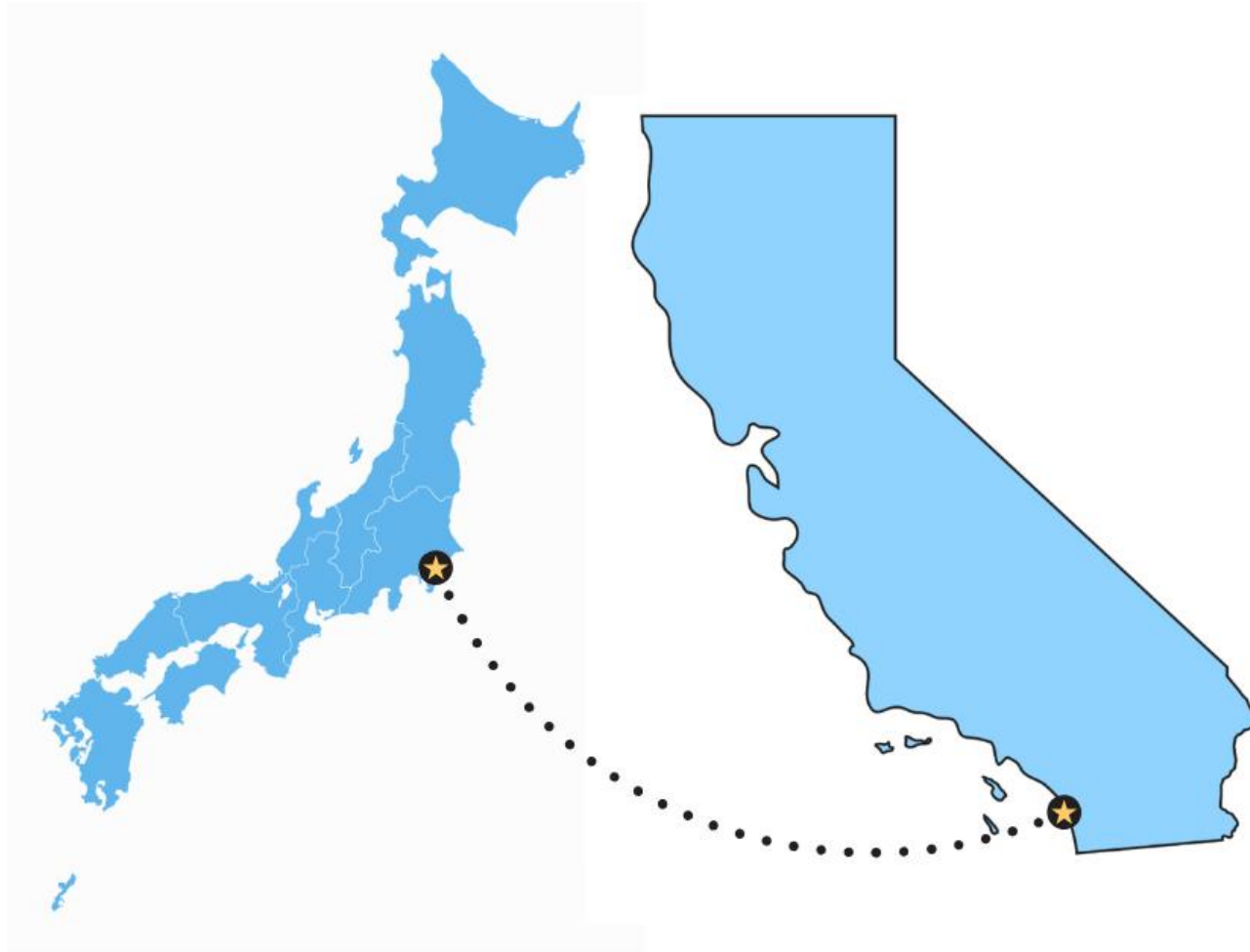

COLORING THE FUTURE OF COMMUNITIES WITH SUSTAINABILITY

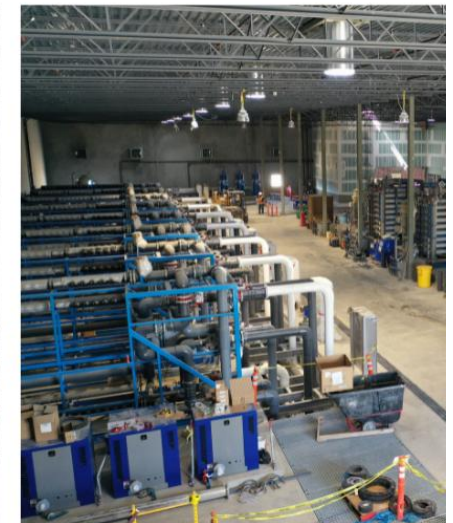
ORGANIC INDUSTRY FORUM
ESTHER C. SANCHEZ
MAYOR, CITY OF OCEANSIDE, CA
KISARAZU, CHIBA PREFECTURE, JAPAN
OCT 31, 2025

SISTER CITIES, SHARED VALUES



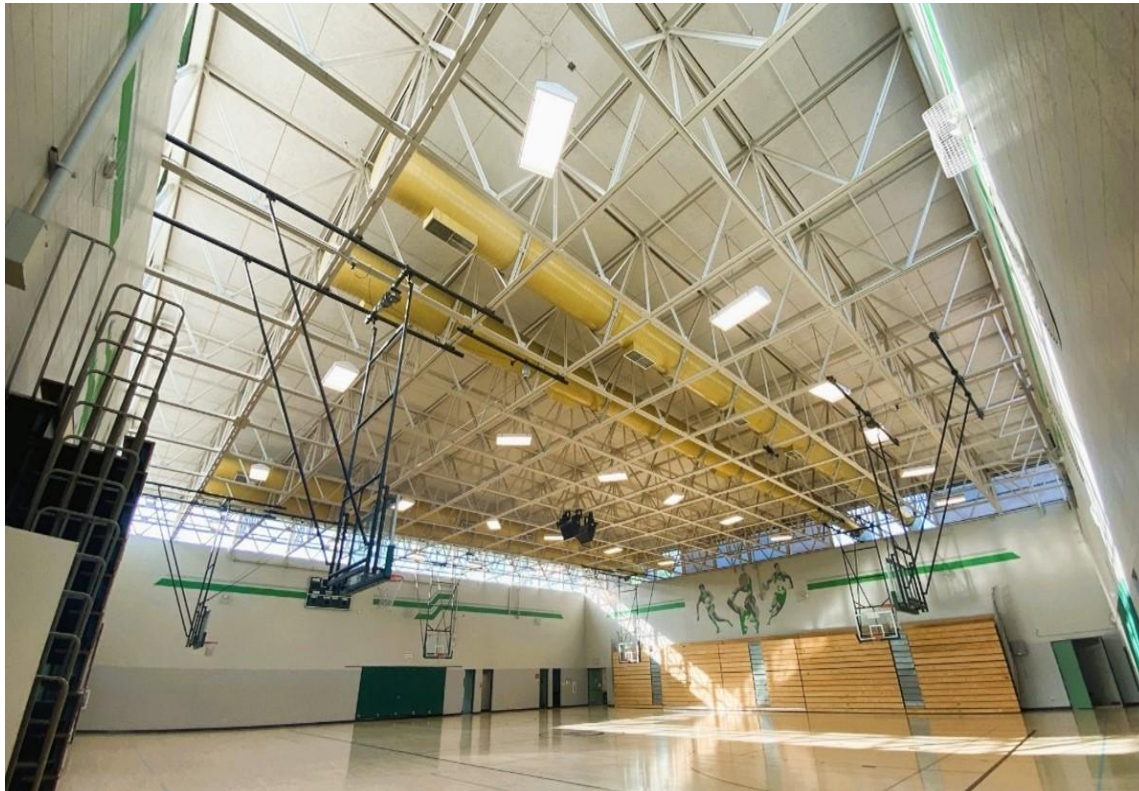
CRITICAL IMPORTANCE OF SUSTAINABILITY IN CITY GOVERNANCE

PURE WATER OCEANSIDE PROJECT



CRITICAL IMPORTANCE OF SUSTAINABILITY IN CITY GOVERNANCE

CITY FACILITY RENEWABLE ENERGY UPGRADES



ENGAGING INDUSTRIES AND CITIZENS: FROM POLICY TO PARTNERSHIP

ZERO WASTE SCHOOLS INITIATIVE



ENGAGING INDUSTRIES AND CITIZENS: FROM POLICY TO PARTNERSHIP



STRATEGIC GOAL THREE

SUPPORT ENVIRONMENTAL SUSTAINABILITY

Oceanside's beauty is undeniable. By protecting its natural assets through innovative initiatives, Oceanside can extend that work to invite visitors to become stewards of the environment.

Oceanside has a multitude of positive foundations to build upon in order to progress in sustainability and destination stewardship. A major strength is that there is significant collaboration between Visit Oceanside and the City of Oceanside across the departments that are essential for implementing key initiatives in preserving natural assets and strengthening the social fabric of the destination.

It will be important to engage, incentivize and support the private sector to prioritize demonstrable action on sustainability, destination stewardship, and climate action in order to deliver on sustainable tourism goals.

Additionally, a formalized approach to integrated destination management – one that includes cross sector collaboration, funding mechanisms, communication strategy, and monitoring system – will be key to implementing and achieving ongoing sustainable tourism goals. Oceanside has an opportunity to preempt some of the more negative impacts from tourism that can take place by acting proactively to address potential risks including tourism impacts and external threats.

ACTION ITEMS:

- | | |
|---|---|
| 3.1 Develop a Coastal Management Plan. The 2023 Adaptation Plan can inform and provide groundwork for a Coastal Management Plan. | 3.7 Continue the high prioritization of funding and resourcing of shoreline mitigation. |
| 3.2 Promote efficient use of limited land resources and preservation of natural resources. | 3.8 Collaborate with local partners to develop volunteer experiences and events. |
| 3.3 Balance the ecological, aesthetic, and recreational value of the natural environment. | 3.9 Execute an engaging and collaborative education campaign to educate visitors about caring for Oceanside and expected behaviors around trash disposal, recycling, beach etiquette, water and energy conservation, and human-wildlife interactions, including incentives and deals at local establishments. |
| 3.4 Partner with the City to ensure new development adheres to the adopted Climate Action Plan. | |
| 3.5 Advocate for acceleration of agritourism plan adoption and funding. | |
| 3.6 Incentivize private sector action on and contribution to sustainability, stewardship, circular economy, protection & restoration. | 3.10 Continue to be a leader in sustainable coastal management by pursuing the BEACH ideal certification or other official certification. |



ENGAGING INDUSTRIES AND CITIZENS: FROM POLICY TO PARTNERSHIP

Effective
July 1
2024

All retail and food service businesses in Oceanside may **NOT** distribute polystyrene foam products.

NO

YES

Effective
Jan 1
2025

All retail and food service businesses in Oceanside may **NOT** distribute single-use carryout bags.

NO

YES*

* Businesses may provide reusable and recyclable bags to customers for at least 10 cents.

MARINE DEBRIS REDUCTION ORDINANCE

ENGAGING INDUSTRIES AND CITIZENS: FROM POLICY TO PARTNERSHIP

GREEN OCEANSIDE KITCHEN



ENGAGING INDUSTRIES AND CITIZENS: FROM POLICY TO PARTNERSHIP

PRODUCEGOOD PARTNERSHIP



CHALLENGES AND RESILIENCE: THE PURE WATER STORY



SUSTAINABLE DEVELOPMENT: BUILDING THE FUTURE RESPONSIBLY

GENENTECH FACILITY



SCRIPPS FACILITY



THE UNIQUE ROLE OF COASTAL CITIES

RE:BEACH PILOT PROJECT



OFFSHORE SAND EXPLORATION



SISTER CITIES AS MODELS OF COASTAL SUSTAINABILITY

DEEPER COLLABORATION



YOUTH EDUCATION



THE IMPERATIVE OF ACTION

TOGETHER, WE CAN LEAD THE WAY!

ありがとう

