



MARIN COUNTY:

Richardson Bay Audubon Center

STANISLAUS COUNTY

Tuolumne River Preservation Trust

SONOMA COUNTY:

Rural California Broadcasting Corporation

Stewards of the Coast and Redwoods

HUMBOLDT COUNTY:

Friends of the Dunes

DEL NORTE COUNTY:

Smith River Alliance

STATEWIDE:

5 Gyres Institute

National Fisheries Conservation Center

Tides Center (3)

The grants program was established in 1998, and to date has awarded \$7.7 million to local organizations throughout California for marine education and coastal habitat improvement programs.

The projects awarded funding meet one or more of the following funding priorities:

- to provide high-quality coastal and marine education;
- to provide access to the coast for underserved students;
- to provide education to the general public on issues about the health of watersheds and the ocean;
- to result in improvement of beaches or other coastal habitats;
- to reach low-income, multicultural, or inland populations;
- to involve creative, innovative ideas;
- to serve as model programs that could be expanded and replicated elsewhere.

The WHALE TAIL<sup>®</sup> Grants Program runs on an annual cycle. Grant applications for the next cycle will be available in the fall of 2012. Please call (800) COAST-4U or e-mail [coast4u@coastal.ca.gov](mailto:coast4u@coastal.ca.gov) to be put on a mailing list or for other information.

The WHALE TAIL<sup>®</sup> License Plate is a way for individuals to use their purchasing power to support marine education, and to make a statement of their support for our coast and ocean. Revenue from sales of the plate benefit a variety of coastal and marine education and conservation programs, including the WHALE TAIL<sup>®</sup> License Plate grants program. To date, over 204,000 Californians have purchased the WHALE TAIL<sup>®</sup> Plate. It is one of the most popular specialty plates in California.

The plate features an image of a whale diving into the sea. It costs \$50, or \$98 to have it personalized. The annual renewal fee is \$40 for a regular plate and \$78 for a personalized plate. The Whale Tail plate can be ordered over the Internet at [WWW.ECOPLATES.COM](http://WWW.ECOPLATES.COM), by calling (800) COAST-4U, or through the DMV.

**ATTACHMENT: ALL WHALE TAIL® GRANTS BY COUNTY**

**SAN DIEGO COUNTY (\$61,215):**

- **I Love A Clean San Diego** for the Adopt-A-Beach Program in San Diego County (\$25,600). The program will recognize beach cleanup volunteers through signage at their adopted beaches, give interpretive presentations to groups conducting their cleanups, recruit “adopters” for inland creeks, track litter collected using a database, and install “do it yourself” beach cleanup stations.
- **I Love A Clean San Diego** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in San Diego County (\$16,500). The program will educate students at 7 underserved elementary schools about the harmful effects of ocean pollution, and will host a beach cleanup event for 700 students.
- **Millennial Tech Middle School** in San Diego for a series of marine science lessons, labs, research projects, guest lectures, and field trips (\$10,615). Students will get a new marine science laboratory and will study a wide range of ocean topics such as coastal erosion, marine fisheries, tidepools, and ocean acidification. They will finish by leading a coastal stewardship project for the community.
- **The Ocean Foundation** in San Diego for the Ocean Connectors program (\$8,500). Two thousand primarily Spanish-speaking youth will learn about either migrating gray whales, sea turtles, or birds on the Pacific Flyway; observe these species outside the classroom; and exchange art and letters about their animals with pen pals in Mexico or Alaska where these animals migrate.

**ORANGE COUNTY (\$22,000):**

- **Crystal Cove Alliance** for “SNAP!— Science and Nature at the Park” (\$9,500). A wide variety of educational public programs will be offered at Crystal Cove State Park, including an ocean acidification lab for high school students and Marine Protected Area citizen science boat cruises for students and the general public.
- **Orange County Coastkeeper** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in Orange County (\$12,500). The program will educate students at seven inland elementary schools about the harmful effects of ocean pollution, and will host a beach cleanup event for 750 students.

**LOS ANGELES COUNTY (\$56,855):**

- **Heal the Bay** for continuing the Adopt-A-Beach Program in Los Angeles County (\$30,000). Activities will include arranging cleanups for volunteers who adopt beaches, holding large monthly public cleanup events, and transporting students from underserved inland schools for a beach cleanup and educational presentation.
- **Los Angeles Conservation Corps** for the SEA Lab “Key to the Sea” Program (\$9,855). Young adult Conservation Corps members will host 1,200 inner-city students for hands-on activities at beach exploration field trips. They will also train teachers to implement the “Key to the Sea” marine conservation and pollution prevention education program.

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- **Malibu Foundation for Environmental Education** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Los Angeles County (\$17,000). The program will educate students at 12 underserved elementary schools about the harmful effects of ocean pollution, and will host a beach cleanup event for 1,200 students.

**VENTURA AND SANTA BARBARA COUNTIES (\$32,000):**

- **Boys and Girls Club of Greater Oxnard & Port Hueneme** for the 2011-2012 MERITO Academy (\$32,000). MERITO stands for "Multicultural Education for Resource Issues Threatening Oceans." In this bilingual science program, 560 students from underserved Santa Barbara and Ventura County schools will receive 15 ocean-related lessons and 3 field trips, including a visit to the Channel Islands.

**KERN COUNTY (\$8,230):**

- **Sandrini Elementary School** for the SEA SAINTS program (\$8,230). After learning about topics such as the water cycle and whales at school, sixth-grade students—many from migrant farmworker families—will attend Camp KEEP (Kern Environmental Education Program) for a week at Montaña de Oro State Park in San Luis Obispo County.

**FRESNO COUNTY (\$6,900):**

- **Fresno's Chaffee Zoo** for a Kids' Adopt-A-Beach Cleanup (\$6,900). The program will educate 175 students from underserved schools in Fresno about the harmful effects of ocean pollution and will bring the children to Monterey County for a beach cleanup event.

**MONTEREY COUNTY (\$60,535):**

- **Camp SEA Lab** for activities in 2012 (\$40,000). Camp SEA Lab is an ocean science education camp offering both residential and day camp sessions for young people. The camp will also hold marine science workshops for families, provide training for teachers, and run a marine science outdoor school for students.
- **MEarth** (pronounced "Me-Earth") for the Plastic Pollution Education Initiative at the Hilton Bialek Habitat in Carmel (\$20,535). Several hundred students from underserved Monterey County schools as well as the Boys and Girls Clubs of Monterey County will learn about oceans and watersheds, the impacts of single-use plastics, and solutions to marine pollution.

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**SAN MATEO COUNTY (\$9,500):**

- **Youth Community Service** for “From the Creek to the Sea” (\$9,500). At-risk teens from East Palo Alto and east Menlo Park will engage in a year-long stewardship program of learning and service activities focusing on the health of the San Francisquito Creek and its watershed, Baylands salt marsh restoration, and cleaning and restoring Half Moon Bay State Beach. They will also share information with elementary and middle school students in the Ravenswood City School District.

**SAN FRANCISCO COUNTY (\$19,990):**

- **Aquarium of the Bay** for the “Discover the Bay” hybrid ferry program (\$9,995). Ten sixth-grade science classes from underserved San Francisco schools will visit the Aquarium and also tour San Francisco Bay aboard a hybrid ferry, learning about the ecology, history, and water chemistry of the Bay; energy-saving technologies; and personal actions people can take to protect the Bay and Pacific Ocean.
- **Farallones Marine Sanctuary Association** for the LiMPETS program (\$9,995). The Association will conduct teacher workshops and evaluation of new curriculum for the LiMPETS (Long-term Monitoring and Experiential Training for Students) program, which has students measuring and monitoring the populations of different coastal key indicator species over time.

**MARIN COUNTY (\$8,500):**

- **Richardson Bay Audubon Center & Sanctuary** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in the San Francisco Bay Area (\$8,500). The program will educate students at underserved elementary schools in Marin and San Francisco about the harmful effects of ocean pollution, and will host a beach cleanup event for 500 students.

**STANISLAUS COUNTY (\$5,775):**

- **Tuolumne River Trust** for “The Incredible Journey” (\$5,775). Stanislaus County students (who live near the Tuolumne River) will get together with San Francisco students (who drink Tuolumne River water) to learn about the migratory life cycle of salmon and explore both the inland and ocean ends of the Tuolumne River watershed.

**SONOMA COUNTY (\$19,500):**

- **Rural California Broadcasting Corporation (KRCB)** of Rohnert Park for the “Stories of the Coast” podcast series (\$10,000). KRCB will work with Coastwalk California to edit and engineer two podcasts. The podcasts will share the oral history of preserving two specific sections of the California coast, providing visitors with a virtual expert docent telling stories at the locations being discussed.

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- **Stewards of the Coast and Redwoods** for a Sonoma Coast public education program (\$9,500). Docents at State Parks in the Russian River District will lead a variety of different public education programs such as whale watching interpretation, seal watching interpretation and protection, and tidepool naturalists for the general public and for numerous school groups.

**HUMBOLDT COUNTY (\$15,000):**

- **Friends of the Dunes** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Humboldt County (\$15,000). The assembly program will educate students at underserved and inland elementary schools about dune ecosystems and the harmful effects of ocean pollution, and will host a beach cleanup and invasive plant removal event for 1,000 students.

**DEL NORTE COUNTY (\$10,000):**

- **Smith River Alliance** for helping the North Coast Interagency Visitor Center to be built at the Crescent City Harbor (\$10,000). This grant will support fundraising for a new visitor center offering interpretation and education using a watershed theme, with topics including salmon, fisheries, tsunamis, coastal resources, Marine Protected Areas, native cultures, and opportunities for exploration.

**STATEWIDE (\$205,000):**

- **5 Gyres Institute** for the "Last Straw West Coast Solutions Tour" (\$32,000). The tour will involve many educational activities relating to plastic pollution in marine ecosystems, including public exhibits, community beach cleanups, school assemblies, student art contests, a report card on the content of plastics in beach sand, as well as widespread media outreach.
- **National Fisheries Conservation Center** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup (\$10,500). This grant will support statewide coordination of an aerial art component at the Kids' Adopt-A-Beach Cleanup events.
- **Tides Center** for school-based marine education activities (\$82,000), including developing educational materials and providing teacher training workshops; and for the Community-Based Restoration and Education Program (CBREP) (\$80,500). The CBREP will provide training and assistance to community-based wetland habitat restoration groups. In Orange County, the program will mobilize community volunteers to restore habitat at Upper Newport Bay. CBREP will also hire a fundraising consultant to help diversify the program's funding sources, with an emphasis on individual donors.

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