

CALIFORNIA COASTAL COMMISSION

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***For Immediate Release*****Contact:**

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**COASTAL COMMISSION AWARDS GRANTS
 TOTALING \$798,000
 TO MARINE AND COASTAL EDUCATION PROGRAMS
 THROUGHOUT CALIFORNIA**

(SAN FRANCISCO, June 11, 2013)—The California Coastal Commission has just finished awarding its highest dollar amount in a single fiscal year: \$798,000 to 39 marine education projects. The grants are funded by sales of the popular WHALE TAIL[®] License Plate. (See below for license plate purchasing information.)

Grants were awarded to the following organizations (*individual project descriptions, organized by county, are provided in the attachment*):

SAN DIEGO COUNTY:

I Love A Clean San Diego (2)
 San Diego Junior Lifeguard Foundation
 Southwest Wetlands Interpretive Association

ORANGE COUNTY:

Crystal Cove Alliance
 Orange County Coastkeeper

LOS ANGELES COUNTY:

Audubon California (also in San Diego County)
 Heal the Bay
 Malibu Foundation for Environmental Education
 Mayfair Middle/High School
 Mountains Recreation and Conservation Authority

VENTURA COUNTY:

Concerned Resource and Environmental Workers ("The CREW")

KERN COUNTY:

Berkshire Elementary School

FRESNO COUNTY:

Fresno's Chaffee Zoo (2)

MONTEREY COUNTY:

Camp SEA Lab
 Monterey Bay Aquarium Foundation

SANTA CRUZ COUNTY:

Ohlone Elementary School
 Save Our Shores
 Seymour Marine Discovery Center
 UC Santa Cruz Arboretum

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CONTRA COSTA COUNTY:

The Watershed Project

MARIN COUNTY/SAN FRANCISCO BAY AREA:

Environmental Traveling Companions
Point Reyes National Seashore Association
Richardson Bay Audubon Center
YMCA Point Bonita

SONOMA COUNTY:

Coastwalk California

MENDOCINO COUNTY:

California State Parks, Mendocino Sector
Navarro-by-the-Sea Center for Riparian & Estuarine Research

HUMBOLDT COUNTY:

Friends of the Dunes (2)

DEL NORTE COUNTY:

Smith River Alliance

STATEWIDE:

California Native Plant Society
National Fisheries Conservation Center
Reef Check Foundation
Tides Center (2)
Turtle Island Restoration Network
University of Redlands

The grants program was established in 1998, and to date has awarded \$8.5 million to local organizations throughout California for marine education and coastal habitat improvement programs.

Funding priorities include:

- high-quality coastal and marine education;
- providing access to the coast for underserved students and populations;
- general public education on issues about the health of watersheds and the ocean;
- enhancement of beaches or other coastal habitats;
- reaching low-income, multicultural, or inland populations;
- creative, innovative ideas.

The WHALE TAIL[®] Grants Program runs on an annual cycle. Grant applications for the next cycle will be available in the fall of 2013. Please call (800) COAST-4U or e-mail coast4u@coastal.ca.gov to be put on a mailing list or for other information.

The WHALE TAIL[®] 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

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education and conservation programs, including the WHALE TAIL[®] License Plate grants program. To date, over 212,000 Californians have purchased the WHALE TAIL[®] 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, by calling (800) COAST-4U, or through the DMV.

The Coastal Commission is pleased to report that a review by the California Department of Finance has concluded that both the Coastal Commission and the Coastal Conservancy are using revenues from the WHALE TAIL[®] License Plate fully in accordance with the purposes outlined in the California Vehicle Code.

The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education, and effective intergovernmental coordination. The WHALE TAIL[®] Grants Program is part of its effort to raise public awareness of marine and coastal resources and promote coastal stewardship.

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ATTACHMENT: ALL WHALE TAIL® GRANTS BY COUNTY

SAN DIEGO COUNTY (\$92,500):

- **I Love A Clean San Diego** for the Adopt-A-Beach Program in San Diego County (\$27,000). The program will recognize beach cleanup volunteers through signs at their adopted beaches, give interpretive presentations to groups conducting their cleanups, recruit “adopters” for inland creeks, track litter collected using a database, and maintain and assess the success of pilot “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 (\$18,000). 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.
- **San Diego Junior Lifeguard Foundation** for the Ocean Science Education program (\$22,500). A four-week, half-day program will teach ocean science to youth ages 10-14 on beaches in San Diego and La Jolla. This grant will underwrite the cost of 40 underserved youth to attend the program.
- **Southwest Wetlands Interpretive Association** for training volunteers at the Tijuana Estuary (\$25,000). SWIA will formalize its training of long-term volunteer docents at the Tijuana River National Estuarine Research Reserve. Modules on different topics related to coastal wetlands will be developed and also shared with similar organizations.

ORANGE COUNTY (\$24,100):

- **Crystal Cove Alliance** for new beach wheelchairs (\$7,100). Two special wheelchairs that can be pushed across the sand (and extra replacement parts) will be purchased for visitors to Crystal Cove State Park.
- **Orange County Coastkeeper** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in Orange County (\$17,000). The program will educate students at ten inland elementary schools about the harmful effects of ocean pollution, and will host a beach cleanup event for 1,000 students.

LOS ANGELES COUNTY (\$96,533):

- **Audubon California** for “Sharing our Shores in the Urban Environment” (\$33,310). Audubon chapters in San Diego and Los Angeles will teach 300 underserved schoolchildren about shorebirds through science and art. The students will learn about and observe threatened snowy plovers and least terns and design beach signs alerting the public not to disturb nesting sites.
- **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.

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- **Malibu Foundation for Environmental Education** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Los Angeles County (\$18,000). 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.
- **Mayfair Middle/High School** in Lakewood for a middle school marine science course (\$5,230). The school's science teacher will add numerous hands-on labs, field trips, and a beach cleanup activity to a marine science elective for 8th graders.
- **Mountains Recreation and Conservation Authority** for the Junior Rangers program (\$9,993). A new Oceans unit will be developed for the Junior Rangers program serving urban youth from the Los Angeles area. The program will include ocean and watershed topics, environmental impacts, and a family camping trip to the coast.

VENTURA COUNTY (\$9,800):

- **Concerned Resource & Environmental Workers ("The CREW")** for restoring habitat along the lower Ventura River (\$9,800). Young adults and community volunteers will restore habitat beginning at the river mouth next to San Buenaventura State Beach. The CREW will also restore a greenbelt and trail network reconnecting Ventura's Westside to open space along the lower six miles of the river.

KERN COUNTY (\$8,800):

- **Berkshire Elementary School** in Bakersfield to attend Camp KEEP (\$8,800). After studying topics such as ocean currents, plastic pollution, the "Great Pacific Garbage Patch," and reducing their carbon footprint, 165 sixth-grade students will attend Camp KEEP (Kern Environmental Education Program) in Cambria for four days.

FRESNO COUNTY (\$13,900):

- **Fresno's Chaffee Zoo** for a Kids' Adopt-A-Beach Cleanup (\$7,500). The program will educate 240 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.
- **Fresno's Chaffee Zoo** for the Teen LEADERS program (\$6,400). A cohort of teens will receive in-depth training and then engage with zoo visitors to educate them about ocean species and threats including marine debris, overfishing, and runoff pollution. They will also ask guests to sign a pledge listing daily conservation actions that inland Californians can take to help the oceans and the environment.

MONTEREY COUNTY (\$40,000):

- **Camp SEA Lab** for activities in 2013 (\$30,000). 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.

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- **Monterey Bay Aquarium Foundation** for the bilingual Splash Zone/Head Start Discovery program (\$10,000). Young children from Head Start preschools in Monterey and Santa Cruz counties will visit the Aquarium's Splash Zone exhibits. Their teachers will receive training on how to lead activities promoting ocean literacy and their parents will be able to take home fun, educational ocean-related materials.

SANTA CRUZ COUNTY (\$53,065):

- **Ohlone Elementary School** of Watsonville for a new third-grade science unit on wetlands (\$7,585). The school's third-grade teachers will use local wetlands as the focus of their new science unit by receiving training at Elkhorn Slough, bringing their students there for lessons, hosting a science and art teacher to lead hands-on workshops, and visiting the Wetlands of Watsonville Nature Center.
- **Save Our Shores** for the Adopt-A-Beach program in Santa Cruz County (\$25,610). Save Our Shores will start the Beachkeepers program, inviting volunteers to wear a uniform and clean beaches regularly and independently, serve as a role model for others, and communicate with the public and each other online. SOS will also be installing do-it-yourself beach cleanup supplies at six beaches that are especially in need of ongoing cleaning.
- **Seymour Marine Discovery Center** to increase its capacity to serve Spanish-speaking audiences (\$9,370). The Center will recruit bilingual high school and college students to serve as docents to Spanish-speaking families. The project also includes outreach to Spanish-speaking families, who will be encouraged to visit the Center, particularly on World Oceans Day.
- **UC Santa Cruz Arboretum** to restore red-legged frog habitat at the Arboretum (\$10,500). Community volunteers will remove invasive plants and plant native species along Moore Creek. The Arboretum will also develop a watershed restoration syllabus compiling strategies for recruiting community volunteers and restoring central coast watershed habitat. It will be posted online and shared with other community groups.

CONTRA COSTA COUNTY (\$17,313):

- **The Watershed Project** of Richmond for strengthening the Adopt-A-Beach program in Contra Costa County (\$17,313). The Watershed Project will host marine debris cleanups on the Bay by kayak, provide educational presentations beforehand, recruit new volunteers to "adopt" beaches, and add new shoreline locations volunteers can clean up.

MARIN COUNTY/SAN FRANCISCO BAY AREA (\$53,780):

- **Environmental Traveling Companions** for purchasing a beach wheelchair that can be pushed across the sand for kayakers coming to Schoonmaker Point Marina in Sausalito (\$3,280).

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- **Richardson Bay Audubon Center & Sanctuary** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in the San Francisco Bay Area (\$10,600). 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 600-900 students.
- **Point Reyes National Seashore Association** for seashore science field education programs for underserved Bay Area youth (\$30,000). Students from the nine counties of the San Francisco Bay Area will stay at Point Reyes and participate in science camp, summer camp, wetland science at the seashore, or a six-day coastal and marine science adventure program for teens.
- **YMCA Point Bonita** for "My Home, My Community, My World" at MLK, Jr. Middle School and Bayside Elementary School in Marin City (\$9,900). Students will learn about watersheds and the ecology of their neighborhood and then either take a one-day field trip to Point Bonita, hike to Point Bonita for a three-day overnight outdoor field education program, or kayak on Richardson Bay.

SONOMA COUNTY (\$9,779):

- **Coastwalk California** of Sebastopol for expanding the Adopt-A-Beach program in Sonoma County (\$9,779). Coastwalk will provide educational presentations to teach beach cleanup volunteers about ocean ecology and will increase the number of Adopt-A-Beach cleanup locations, particularly on inland waterways.

MENDOCINO COUNTY (\$48,860):

- **California State Parks, Mendocino Sector** for beach wheelchairs (\$8,560). For purchasing two beach wheelchairs (and storage lockers) that can be pushed across the sand for visitors coming to MacKerricher State Park and the beach at the mouth of Big River.
- **Navarro-by-the-Sea Center for Riparian & Estuarine Research** for installing interpretive panels (\$40,300). Eight panels at the Navarro River mouth will explain to visitors about the significance of the location, history, and natural resources there.

HUMBOLDT COUNTY (\$28,162):

- **Friends of the Dunes** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Humboldt County (\$14,000). 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 800 students.
- **Friends of the Dunes** for the "Humboldt Coastal Stewards" program (\$14,162). Friends of the Dunes will partner with Humboldt Baykeeper to provide monthly coastal and marine education lessons and hands-on field activities for students at Redwood Coast Montessori (a public charter school). The students will also help educate others in Manila and the surrounding communities.

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DEL NORTE COUNTY (\$29,756):

- **Smith River Alliance** for the Tolowa Dunes Stewards program (\$29,756). Del Norte County students, including Native American youth, will learn about dune and wetland ecology, natural history, local birds and animals, and sensitive coastal habitats as they help restore dune and wetland habitat near the mouth of Lake Tolowa lagoon.

STATEWIDE (\$271,652):

- **California Native Plant Society** for the “California Coastal Rare Plant Treasure Hunt” in the southern half of the state (\$25,000). Volunteer citizen scientists will look for rare flora last documented at least 20 years ago and share the information with government agencies, land managers, and the public.
- **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.
- **Reef Check Foundation** for the Reef Check California program (\$25,000). Volunteer scuba divers will serve as ocean stewards and citizen scientists by monitoring California’s rocky reefs and kelp forests and collecting data on the different underwater species they find, with a focus on Marine Protected Areas. The data will be provided to state and federal resource managers.
- **Turtle Island Restoration Network** for a Coast & Ocean module for the California Naturalist Program (\$9,880). TIRN’s Salmon Protection and Watershed Network (SPAWN) will develop, pilot, evaluate, and distribute a new module covering California coast and ocean topics, which will be used in a volunteer naturalist certification training for adults.
- **Tides Center** for school-based marine education activities (\$88,000), including developing educational materials and providing teacher training workshops; and for the Community-Based Restoration and Education Program (CBREP) (\$80,000). 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.
- **University of Redlands** for the “Whale mAPP” (\$33,272). A new mobile app will allow anyone with a GPS-enabled smart phone to record whales or other marine mammals they spot and where they spotted them, and to learn about whale biology and behavior. The app’s accompanying educational website will teach people about marine mammals in California’s coastal waters. The project will also develop lab activities for middle school students using GIS software to conduct conservation-themed studies.

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