

CALIFORNIA COASTAL COMMISSION

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***For Immediate Release***

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**COASTAL COMMISSION AWARDS GRANTS
TOTALING \$586,500
TO MARINE AND COASTAL EDUCATION PROGRAMS
THROUGHOUT CALIFORNIA**

**Bringing under-served students to the shore,
starting new Adopt-A-Beach programs,
promoting ocean-friendly gardens,
studying giant frozen squid
are among projects selected to receive latest round of funding
from California's WHALE TAIL® License Plate**

(SAN FRANCISCO, May 11, 2011)—The California Coastal Commission has awarded \$586,500 to 28 marine education projects this past year. 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 Elijo Lagoon Conservancy

ORANGE COUNTY:

Crystal Cove Alliance
Newport Bay Conservancy
Ocean Institute
Orange County Coastkeeper

LOS ANGELES COUNTY:

Children's Nature Institute
Heal the Bay
Malibu Foundation for Environmental Education

VENTURA AND SANTA BARBARA COUNTIES:

Surfrider Foundation

FRESNO COUNTY:

Fresno's Chaffee Zoo
San Joaquin River Stewardship Program

MONTEREY COUNTY:

Camp SEA Lab
Save Our Shores

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SANTA CLARA COUNTY:

Environmental Volunteers

SAN FRANCISCO COUNTY:

Farallones Marine Sanctuary Association

Golden Gate Audubon Society

CONTRA COSTA COUNTY:

The Watershed Project

MARIN COUNTY:

Richardson Bay Audubon Center

YMCA Point Bonita

MENDOCINO COUNTY:

Oak Manor Elementary School

HUMBOLDT COUNTY:

Friends of the Dunes (2)

STATEWIDE:

International Humanities Center

Stanford University

Tides Center (2)

The grants program was established in 1998, and to date has awarded \$7.2 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[®] Grants Program runs on an annual cycle. Grant applications for the next cycle will be available in the fall of 2011. 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 education and conservation programs, including the WHALE TAIL[®] License Plate grants program. To date, 196,000 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.

ATTACHMENT: ALL WHALE TAIL® GRANTS BY COUNTY

SAN DIEGO COUNTY:

- **I Love A Clean San Diego** for the Adopt-A-Beach Program in San Diego County (\$21,000). New beach cleanup volunteers will be recruited and recognized with signs posted at their adopted beaches, interpretive presentations will be made to groups conducting their cleanups, and inland creeks will be adopted for cleaning.
- **I Love A Clean San Diego** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in San Diego County (\$16,500). The assembly program will educate students at 10 underserved elementary schools about the harmful effects of ocean pollution, and will culminate in a beach cleanup event for 1,000 students.
- **San Elijo Lagoon Conservancy** for a 3-year project for underserved elementary students in Escondido (\$20,872). Students in grades 3-5 will learn about wetlands, food chains, water resources and related topics and explore the downstream end of their local watershed, as Escondido Creek drains to the San Elijo Lagoon.

ORANGE COUNTY:

- **Crystal Cove Alliance** for a new beach wheelchair (\$3,700). A special wheelchair that can be pushed across the sand (and extra replacement parts) will be purchased for visitors to Crystal Cove State Park.
- **Newport Bay Conservancy** to host 400 high school students at Upper Newport Bay (\$10,000). Students from underserved high schools in Orange, Los Angeles, Riverside, and/or San Bernardino counties will participate in an educational tour of Upper Newport Bay in outrigger canoes and also take part in a habitat restoration activity. Their teachers will receive training on leading hands-on wetland education lessons.
- **Ocean Institute** in Dana Point for two citizen science teaching stations at a new Seaside Learning Center (\$32,900). The first will be a biodiversity station with tanks filled with marine life and wet tables for finding invertebrates living in the mud. The second will be an aquatic acoustic listening station for visitors to tune into different microphones deployed in the water.
- **Orange County Coastkeeper** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Orange County (\$12,500). The assembly program will educate students at 7 inland elementary schools about the harmful effects of ocean pollution, and will culminate in a beach cleanup event for 750 students.
- **Tides Center** for the Community-Based Restoration and Education Program (\$68,500). Approximately 2,000 community volunteers will be mobilized to help restore wetland and upland habitat at Upper Newport Bay to benefit migrating birds and endangered and threatened native bird species.

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LOS ANGELES COUNTY:

- **Children’s Nature Institute** for “Tides of Change” (\$9,999). First and second grade students (and their siblings and parents) from low-performing schools in inner-city Los Angeles will take part in a five-session enrichment program providing marine ecology and coastal wetlands education in an age-appropriate manner.
- **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.
- **Malibu Foundation for Environmental Education** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in Los Angeles County (\$17,000). The assembly program will educate students at 12 underserved elementary schools about the harmful effects of ocean pollution, and will culminate in a beach cleanup event for 1,200 students.

VENTURA AND SANTA BARBARA COUNTIES:

- **Surfrider Foundation** for the Ocean Friendly Gardens Project (\$20,000). Two “Ocean Friendly Garden” series, one in Santa Barbara County and one in Ventura County, will include classes, hands-on workshops, planting events, neighborhood outreach, and training for professionals all on the topic of environmentally friendly gardens that do not produce runoff to the ocean.

FRESNO COUNTY:

- **Fresno’s Chaffee Zoo** for a Kids’ Adopt-A-Beach Cleanup (\$6,900). The program will educate 230 students from underserved schools in Fresno about the harmful effects of ocean pollution and will culminate in a trip to Monterey County for a beach cleanup event.
- **San Joaquin River Stewardship Program** for the San Joaquin River Salmon Project (\$40,000). In 2012, Chinook salmon will be reintroduced to their historical spawning grounds in the San Joaquin River. This project will educate Fresno area residents about the significance of this restoration, especially targeting Latino and Hmong community members who use the river for recreation and fishing.

MONTEREY COUNTY:

- **Camp SEA Lab** for activities in 2011 (\$50,000). 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.
- **Save Our Shores** for a new Adopt-A-Beach program in Monterey County (\$20,000). Save Our Shores will be establishing regular monthly volunteer beach cleanups in Monterey County which will include a presentation about plastic pollution and its impacts and alternatives. Save Our Shores will also conduct special outreach to prevent litter on beaches on the 4th of July.

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SANTA CLARA COUNTY:

- **Environmental Volunteers** for the Marshland Media Project (\$9,750). A webcam will be installed at a new EcoCenter at the Palo Alto Baylands, streaming live images of the saltwater wetlands to a website about the Bay, marshes, the ecology of southern San Francisco Bay, and a guide to flora and fauna. A self-guided interpretive tour of the Palo Alto Baylands will also be made available to borrow from the EcoCenter as an audio tour and a smartphone application.

SAN FRANCISCO COUNTY:

- **Farallones Marine Sanctuary Association** for the LiMPETS program (\$9,950). 1,500 middle and high school students from around the Bay Area will study the distribution and abundance of either the Pacific mole crab on sandy beaches or 33 species at intertidal sites on the coast. Students will enter their data into a database used by researchers to track the populations of key indicator species over time.
- **Golden Gate Audubon Society** for the Eco-San Francisco Pilot Program (\$9,999). Golden Gate Audubon will expand their environmental education program (currently in Oakland and Richmond) to Bayview-Hunter's Point and the Outer Mission District. It teaches connections between local watersheds, wetlands, the coast, and the ocean. It includes classroom lessons, field trips, hands-on restoration, travel to the coast for families, and after-school programs for students and their parents.

CONTRA COSTA COUNTY:

- **The Watershed Project** for bringing the Adopt-A-Beach program to Contra Costa County (\$20,000). The Watershed Project will start a local Adopt-A-Beach program at shorelines and creeks in need of cleaning. The organization will also adopt a stretch of the Richmond shoreline, developing a "Friends" group and holding public cleanup and restoration workdays. The Watershed Project will also lead an elementary educational program relating to marshes and pollution prevention.

MARIN COUNTY:

- **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 culminate in a beach cleanup event for 500 students.
- **YMCA of Point Bonita** for the "Kids-to-Coast Project" (\$9,900). This grant will allow approximately 375 students in grades 2-6 from underserved Bay Area Schools to attend a residential outdoor education program at the Marin Headlands. Examples of activities include tide pooling, beach cleanups, animal tracking, plant identification, and learning about geology, oceanography, and local history.

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MENDOCINO AND HUMBOLDT COUNTIES:

- **Oak Manor Elementary School** in Ukiah for “Wondrous Whales” (\$4,630). Third grade students will complete a whale research project, learn from a guest lecturer at school, and take a field trip to look for migrating whales at the Point Cabrillo Light Station and conduct a beach cleanup at Navarro River Redwoods State Park.
- **Friends of the Dunes** for “Reeling in Remote and Rural Schools” (\$30,000). In partnership with the Mattole Restoration Council, the Lost Coast Interpretive Association, and BLM, Friends of the Dunes will develop and provide coastal education programs and field trips suited for 2,000 K-8 students in remote and rural schools in southern Humboldt County as well as the Leggett Valley Unified School District in northern Mendocino County.
- **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 culminate in a beach cleanup and invasive plant removal event for 1,000 students.

STATEWIDE:

- **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.
- **Stanford University** for “Squids-4-Kids” (\$8,000). Hopkins Marine Lab will ship frozen Humboldt squid (which can grow six feet long and weigh 100 pounds) to teachers throughout California for their classes to dissect. The program also provides lesson plans, dissection guidelines, and video documentaries. Some sites will be visited by a marine scientist or graduate student to lead the discussions.
- **Tides Center** for school-based marine education activities (\$70,400). A variety of marine education materials will be developed and disseminated statewide and targeted teacher training workshops will be conducted.

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