

**CALIFORNIA COASTAL COMMISSION**

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**COASTAL COMMISSION AWARDS GRANTS  
TOTALING \$743,000  
TO MARINE AND COASTAL EDUCATION PROGRAMS  
THROUGHOUT CALIFORNIA**

**Community restoration of oyster beds,  
new eelgrass and water quality labs in Newport Beach and Santa Monica,  
new salmon exhibit in Eureka  
are among projects selected to receive latest round of funding  
from California's Whale Tail License Plate**

(SAN FRANCISCO, July 9, 2009)—The California Coastal Commission awarded \$743,000 to 39 marine education projects during the fiscal year that recently ended June 30th. The grants are funded by sales of the popular "Whale Tail" License Plate designed by the environmental artist Wyland. (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:**

Chula Vista Elementary School District  
I Love A Clean San Diego (2)  
San Diego Canyonlands

**ORANGE COUNTY:**

Boys & Girls Clubs of Tustin  
California State University, Fullerton  
Newport Bay Naturalists and Friends  
Laguna Ocean Foundation  
Orange County Coastkeeper (2)  
Pacific Marine Mammal Center

**LOS ANGELES COUNTY:**

Camino Nuevo Charter Academy  
El Dorado Nature Center  
Heal the Bay  
Malibu Foundation for Environmental Education  
Surfrider Foundation, West Los Angeles/Malibu Chapter

**SAN LUIS OBISPO COUNTY:**

Central Coast Natural History Association

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FRESNO COUNTY:

Fresno's Chaffee Zoo

MONTEREY COUNTY:

Camp SEA Lab

SANTA CRUZ COUNTY:

Monterey Bay Aquarium Foundation

SAN MATEO COUNTY:

Pacifica Beach Coalition

San Mateo County Resource Conservation District

ALAMEDA COUNTY:

KIDS for the BAY

CONTRA COSTA COUNTY:

Golden Gate Audubon Society

The Watershed Project

SACRAMENTO COUNTY:

Robla Elementary School District

MARIN COUNTY:

Point Reyes National Seashore Association

Richardson Bay Audubon Center & Sanctuary

SONOMA COUNTY:

Stewards of the Coast and Redwoods

HUMBOLDT COUNTY:

Friends of the Dunes

Sequoia Park Zoo Foundation

Wiyot Tribe

DEL NORTE COUNTY:

Del Norte County Unified School District

STATEWIDE:

Algalita Marine Research Foundation

California Environmental Education Interagency Network

Keep California Beautiful

International Humanities Center

National Marine Sanctuary Foundation

Tides Center

The grants program was established in 1998, and to date has awarded \$5.9 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.

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The Whale Tail Grants Program runs on an annual cycle. Grant applications for the next cycle will be available in the fall of 2009. 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 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, 182,000 Californians have purchased the Whale Tail Plate. It is one of the most popular specialty plates in California.

The plate features a Wyland image of a whale diving into the sea. It costs \$50, or \$90 to have it personalized. The annual renewal fee is \$40 for a regular plate and \$70 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.

A contest seeking a new design for the plate is currently in progress, with an announcement of the finalists and the selection of a winner scheduled for this summer. Currently the Wyland design is still available and the new design will begin appearing on license plates in early 2010.

***(attachment follows)***

**ATTACHMENT: DESCRIPTIONS OF ALL GRANTS BY COUNTY**

**SAN DIEGO COUNTY:**

- **Chula Vista Elementary School District** for the coastal science education program at the Chula Vista Nature Center (\$22,454). Ninety classes of fourth and fifth grade students will visit the Chula Vista Nature Center and participate in the science education program there.
- **I Love A Clean San Diego** for the Adopt-A-Beach Program in San Diego County (\$26,100). 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 Diego Canyonlands** for the Coastal Canyon Education and Restoration Project (\$8,350). Friends groups for two creek canyons in City Heights will be organized and the public will help restore and clean the creeks while learning how their work benefits the water quality of the ocean.

**ORANGE COUNTY:**

- **Boys & Girls Clubs of Tustin** for the SeaTech program (\$26,700). Teens will participate in a weekly ocean science and career program, which includes in-depth activities at the Ocean Institute. Younger students will take part in SeaTech's feeder program, "Ultimate Oceans."
- **California State University, Fullerton** for "The Ocean Rocks!" (\$41,500). A new curriculum for the Anaheim Union High School District will teach plate tectonics and geologic processes through an in-depth study of the sea floor. Special training for high school teachers and science teachers-in-training will also be provided.
- **Newport Bay Naturalists and Friends** for full-day field trips at Upper Newport Bay (\$9,900). High school students from underserved communities in Orange, Los Angeles, Riverside, or San Bernardino counties will visit Upper Newport Bay, take part in educational canoe rides, and conduct hands-on activities from a wetlands curriculum.
- **Laguna Ocean Foundation** for a tidepool education program (\$8,300). Docents at Heisler Park Marine Reserve will educate visitors about environmentally friendly tidepooling habits.
- **Orange County Coastkeeper** for a new eelgrass laboratory (\$15,120). Staff will work with the California Department of Fish and Game to design and build a laboratory at the Back Bay Science Center in Newport Beach to grow eelgrass for future restoration projects. An aquatic plant ecology curriculum will also be developed.

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- **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.
- **Pacific Marine Mammal Center** for the Pinniped Pollution Project (\$9,975). This rehabilitation facility will host 500 elementary students from underserved, inland Orange County communities to teach them about the ways trash travels to the sea, the harmful effects of marine debris, and how to prevent ocean pollution.

**LOS ANGELES COUNTY:**

- **Camino Nuevo Charter Academy** for visiting and researching Catalina Island (\$5,000). Thirty seventh-grade life science students from the underserved Westlake neighborhood of Los Angeles will attend USC's Wrigley Marine Institute on Catalina Island, conduct and present a research project upon their return, and educate younger students through the school's "Science Ambassadors" program.
- **El Dorado Nature Center** for the Adopt-A-Wetland program (\$5,000). At least 200 high school students will be recruited to help clean Golden Shore Marine Reserve in Long Beach and a tide slide will be installed to make the trash boom more effective at keeping litter away. A curriculum about wetlands and pollution prevention will also be developed.
- **Heal the Bay** for continuing the Adopt-A-Beach Program in L.A. County (\$30,000). Activities will include holding large monthly public cleanup events, leading volunteers to clean beaches following rainstorms, conducting inland creek and schoolyard cleanups, 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.
- **Surfrider Foundation, West Los Angeles/Malibu Chapter** for the Teach & Test Program at Santa Monica High School (\$39,135). A state-of-the-art ocean chemistry laboratory will be developed to help students conduct water quality testing and study long- and short-term patterns of pollution levels. Their findings will be shared with community members as well as other students.

**SAN LUIS OBISPO COUNTY:**

- **Central Coast Natural History Association** for a middle school marine science program (\$9,918). Five different science field trip programs will be piloted for Los Osos seventh graders at locations including Morro Bay and Montaña de Oro State Park.

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**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.

**MONTEREY COUNTY:**

- **Camp SEA Lab** for activities in 2009 (\$60,000). 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.

**SANTA CRUZ COUNTY:**

- **Monterey Bay Aquarium Foundation** for the Pajaro Valley USD Teacher Project (\$35,000). Watsonville teachers will be trained at special workshops on integrating ocean conservation and science education into their curriculum. The trainings will reach 215 teachers serving 19,625 students over two years.

**SAN MATEO COUNTY:**

- **Pacifica Beach Coalition** for the Adopt-A-Beach program in Pacifica (\$23,000). Five hundred students in Pacifica's after-school programs will learn about threats to a healthy marine environment and participate in cleaning local beaches. The general public will also be recognized with signs for adopting beaches and recruited to participate in Coastal Cleanup Day.
- **San Mateo County Resource Conservation District** for Watershed Discovery Workshops (\$9,999). Elementary students from San Mateo County will visit Fitzgerald Marine Reserve at the mouth of San Vicente Creek and then travel up the watershed to Moss Beach Ranch to continue learning about watersheds, polluted runoff, and water quality.

**ALAMEDA COUNTY:**

- **KIDS for the BAY** for the Watershed Action Program in Oakland (\$26,000). Students in eight classes at underserved elementary schools will engage in hands-on activities in the classroom and outdoors, learning about their local watershed, creeks, and connections to the Pacific Ocean. They will also engage in action projects to improve their local watershed.

**CONTRA COSTA COUNTY:**

- **Golden Gate Audubon Society** for the Eco-Richmond Environmental Education Program (\$7,500). Elementary students in four underserved classes in north Richmond will learn and explore alongside their parents as they study watersheds, habitats, marine ecology and conservation and take educational family field trips to coastal locations.

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- **The Watershed Project** in Richmond for “Oysters on the Half Shell” (\$25,000). Students and the general public will help restore native oyster beds in San Francisco Bay and collect data to monitor the progress.

**SACRAMENTO COUNTY:**

- **Robla Elementary School District** for Glenwood School’s marine ecology studies (\$9,363). Sixty sixth-grade students will study marine ecology and pollution prevention and attend a three-day field science education program at the Headlands Institute in Marin County.

**MARIN COUNTY:**

- **Point Reyes National Seashore Association** for the Urban Youth Marine Science Education Program (\$16,000). Urban and under-represented youth from the San Francisco Bay Area will be introduced to Point Reyes through intensive research and conservation projects including studying native oysters and elephant seals and conducting wetland and coastal dune restoration.
- **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 assembly 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.

**SONOMA COUNTY:**

- **Stewards of the Coast and Redwoods** for the Sonoma Coast Tidepool Education Program (\$8,208). The volunteer tidepool docent program will be strengthened in its capacity through recruiting new docents, training the docents, updating the docent manual, delivering classroom presentations before students visit tidepools, and providing more related educational content for teachers to share with their students.

**HUMBOLDT 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.
- **Sequoia Park Zoo Foundation** for a new exhibit about urban impacts on salmon (\$17,958). A new exhibit at the Sequoia Park Zoo in Eureka will feature models of different salmon species, an interactive station with a microscope to view species supporting the salmon food chain, and information about everyday ways people can help keep urban waterways healthy for the migrating fish.
- **Wiyot Tribe** for a marine education program (\$8,432). Young tribal members at the Table Bluff Reservation will engage in hands-on activities relating to a variety of marine science topics over two summers, in collaboration with faculty at Humboldt State University.

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**DEL NORTE COUNTY:**

- **Del Norte County Unified School District** for the Redwood Coast Curriculum Project (\$9,998). Students in grades 4-6 will study different aspects of their local watersheds and the coastal redwoods, visit the beach, and attend Howland Hill or Wolf Creek outdoor schools.

**STATEWIDE:**

- **Algalita Marine Research Foundation** of Long Beach for a new website mapping marine debris (\$8,350). Using GIS technology, AMRF will share with the public maps and research results from the so-called “Garbage Patch” of the ocean’s North Pacific Gyre.
- **California Environmental Education Interagency Network** for the Environmentality Project (\$2,000). Funding will help support a statewide contest for fifth graders who initiate environmental programs in their communities.
- **International Humanities 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.
- **Keep California Beautiful** for beach litter reduction outreach in the Monterey and Long Beach areas (\$9,840). A humorous public service announcement will be produced calling attention to the problem of beach litter. Related bus shelter ads and billboards will also be posted. These pieces will accompany a recycling awareness campaign in Long Beach and publicity for cleanup events in Monterey.
- **National Marine Sanctuary Foundation** for the “Thank You Ocean” Campaign (\$15,000). This public campaign calling Californians to action to protect the coast and ocean through everyday activities has a website at [www.thankyouocean.org](http://www.thankyouocean.org). This website will be translated into Spanish to reach a broader section of Californians.
- **Tides Center** for school-based marine education activities (\$62,000). A variety of marine education materials will be developed and disseminated statewide and targeted teacher training workshops will be conducted.
- **Tides Center** for the Community-Based Restoration and Education Program (\$45,000). Community volunteers will be mobilized to help restore wetland habitat at Upper Newport Bay. In addition, workshops will be offered to groups at other California coastal wetlands to offer technical advice and instruction.

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