

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400

***For Immediate Release***

Contact:
Sylvie Lee, Grants Program Coordinator, 415/904-5271
Christiane Parry, Public Education Program Manager, 415/904-5208

**CALIFORNIA COASTAL COMMISSION ANNOUNCES
GRANT AWARDS FOR COASTAL AND MARINE
EDUCATION PROJECTS TOTALING \$868,000**

Grant proposals for new projects are now being accepted through November 6th.

(SAN FRANCISCO, September 26, 2017)— The California Coastal Commission announced that in the last round of Whale Tail® Grants , it awarded \$868,000 to fund 42 projects across the state including, for example, coastal habitat restoration by students in Santa Cruz, public outreach and microtrash cleanups to protect California condors in Big Sur, an ocean literacy outreach program using tidepool animals in Orange County, and a public exhibit about orcas and marine debris in Fort Bragg. These grants were funded by “Protect Our Coast and Oceans” Fund tax check-off donations, combined with proceeds from California’s Whale Tail® License Plate sales and renewals.

The WHALE TAIL® Grants Program runs on an annual cycle and grant applications for the next cycle are now available at <http://www.coastal.ca.gov/publiced/plate/plgrant.html>. A webinar is being offered on October 12th to provide assistance with the grant application.

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

DEL NORTE COUNTY:

Tolowa Dunes Stewards

HUMBOLDT COUNTY:

City of Arcata

Friends of the Dunes

Northcoast Environmental Center

Redwood Community Action Agency

MENDOCINO COUNTY:

Humboldt Redwoods Interpretive Association

Noyo Center for Marine Science

Pacific Environmental Education Center

SACRAMENTO COUNTY:

California Exposition & State Fair

MARIN AND SAN FRANCISCO COUNTIES:

bay.org

Environmental Traveling Companions

Marine Science Institute

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Seven Tepees Youth Program
International Ocean Film Festival
Turtle Island Restoration Network

SANTA CRUZ COUNTY:

Groundswell Coastal Ecology

MONTEREY COUNTY:

California State Parks, Monterey District
Real Good Fish
Ventana Wildlife Society

FRESNO COUNTY:

Fresno's Chaffee Zoo

SAN LUIS OBISPO COUNTY:

Central Coast Salmon Enhancement

SANTA BARBARA COUNTY:

County of Santa Barbara
Santa Barbara Channelkeeper

VENTURA COUNTY:

Rio School District

LOS ANGELES COUNTY:

Aquarium of the Pacific
Heal the Bay
Los Angeles Maritime Institute
Malibu Foundation for Environmental Education
STAR, Inc.

ORANGE COUNTY:

Concordia University Irvine
Crystal Cove Alliance
Natural History Museum of Los Angeles County Foundation
Orange County Coastkeeper (2)

SAN DIEGO COUNTY:

I Love A Clean San Diego (2)
Outdoor Outreach
San Diego Audubon Society

STATEWIDE:

International Documentary Association
National Fisheries Conservation Center
Tides Center
University of Washington.

The WHALE TAIL[®] Grants Program supports marine education and coastal habitat improvement programs in California. Funding priorities include:

- high-quality coastal and marine education;
- providing access to the coast, with a priority for underserved communities 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[®] 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, over 244,000 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 \$103 to have it personalized. The annual renewal fee is \$40 for a regular plate and \$83 for a personalized plate. The WHALE TAIL[®] plate can be ordered at www.ecoplates.com, by calling (800) COAST-4U, or through the DMV.

In 2014, a “check-off” box was added to the California state tax return form to provide taxpayers the option to voluntarily contribute to the Protect Our Coast and Oceans Fund. The entire purpose of the fund is to help fund WHALE TAIL[®] Grants, along with the license plate.

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, rigorous use of science, 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.

(attachment follows)

2017/18 WHALE TAIL® GRANTS BY COUNTY

DEL NORTE COUNTY (\$38,170):

- **Tolowa Dunes Stewards/Friends of the Dunes** for habitat restoration and education at Tolowa Dunes State Park and the Lake Earl Wildlife Area. (\$38,170). Tolowa Dunes Stewards (a project of Friends of the Dunes) will host youth and families, with an emphasis on tribal community members, to help them appreciate and care for the Tolowa Coast through environmental stewardship including habitat restoration. The Stewards will also increase their organizational capacity.

HUMBOLDT COUNTY (37,908):

- **City of Arcata** for a new beach wheelchair (\$2,410). To purchase a special all-terrain wheelchair for the Arcata Marsh Interpretive Center, improving coastal access for the elderly, injured, or permanently disabled.
- **Friends of the Dunes** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Humboldt County (\$15,000). To educate students at underserved and inland elementary schools about dune ecosystems and the harmful effects of ocean pollution, and to host a beach cleanup and invasive plant removal event for approximately 1,000 students.
- **Northcoast Environmental Center** to support "Take Action" events (\$6,928). To increase volunteer participation in Humboldt County's Adopt-A-Beach program and Coastal Cleanup Day event as well as the Adopt-A-Block cleanup program in Arcata.
- **Redwood Community Action Agency** for a stormwater education project for youth (\$13,570). For students in Eureka to learn about stormwater runoff, their place in the watershed, how to assess runoff on their school campus, and how to create a Stormwater Pollution Prevention Plan.

MENDOCINO COUNTY (\$60,075)

- **Humboldt Redwoods Interpretive Association** for the Usal Beach Environmental Restoration Education Program (\$24,000). To organize volunteer events to reverse environmental degradation at Usal Beach; to send educators to discuss impacts of human behavior on the environment at northern Mendocino County schools; and to build the capacity of core volunteers so they can lead an Adopt-A-Beach program.
- **Noyo Center for Marine Science** for developing an interpretive whale exhibit (\$35,075). The Noyo Center will accompany an orca skeleton on display with the story of this orca and how it died, information about marine debris prevention, an interactive underwater acoustics display explaining how marine mammals communicate, and a community orca whale mural.
- **Pacific Environmental Education Center** for new curriculum materials (\$1,000). To update and re-supply educational materials at this residential outdoor school.

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SACRAMENTO COUNTY (\$40,000):

- **California Exposition & State Fair** for a “Whale Tail” exhibit (\$40,000). To support a large exhibition at the 2017 State Fair about the coast and ocean featuring different stations with ocean conservation information and activities, live rescue animals, and information on ways people can get involved with helping California’s waterways and coastal environment.

MARIN AND SAN FRANCISCO COUNTIES (\$114,102):

- **bay.org** for East Side shoreline cleanups in San Francisco (\$30,000). To lead year-round volunteer shoreline cleanups at Heron’s Head Park, share marine debris information with field trip visitors, and provide marine debris lessons and cleanups on school sites in the Bayview Hunters Point neighborhood.
- **Environmental Traveling Companions** for Youth LEAD: Watershed Explorations Project (\$18,000). To recruit Bay Area and underserved youth to explore their watershed “from sea to source” as they kayak on San Francisco and Tomales Bay, raft on the American River, and hike at headwaters in the Sierra. Also to develop a Watersheds Exploration Curriculum.
- **Marine Science Institute** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in the San Francisco Bay Area (\$20,875). To educate students at underserved elementary schools in Marin and San Francisco about the harmful effects of ocean pollution, and to host a beach cleanup event for 800 students.
- **Seven Tepees Youth Program** for Project WAVES (\$10,000). To support ocean education, hands-on field research, and stewardship projects through after-school workshops and a summer school for at-risk middle and high school youth at San Francisco’s Seven Tepees Learning Center and at Mission High School.
- **International Ocean Film Festival** for expanding student education programming (\$12,000). For busing students to two hours of free film screenings, followed by enrichment activities. Also for starting a new “Filmmaker in the Classroom” program in the Bay Area.
- **Turtle Island Restoration Network** for training new Certified California Naturalists from under-represented communities (\$23,227). To conduct an outdoor leadership training program for people from lower-income Bay Area communities and then help them host a coastal celebration and stewardship event in West Marin for people from their neighborhoods.

SANTA CRUZ COUNTY (\$25,000):

- **Groundswell Coastal Ecology/Social and Environmental Entrepreneurs** for the Healthy Coastal Communities Project (\$25,000). For bringing together students from underserved Santa Cruz County schools, adult community volunteers, and restoration professionals to improve habitat at highly visited coastal access sites, and for the students to participate in a five-step restoration curriculum.

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MONTEREY COUNTY (\$46,245):

- **California State Parks, Monterey District** for a new beach wheelchair and walker (\$3,470). To purchase a special wheelchair and beach walker that can be pushed along the sand at Asilomar State Beach to improve coastal access for the injured, elderly, and disabled.
- **Real Good Fish/Social and Environmental Entrepreneurs** for "Bay2Tray - Fishermen in the Classroom" (\$12,000). For fishermen to receive training and then deliver presentations in Monterey Bay area schools to teach children about their jobs, the ocean, and the importance of sustainable seafood.
- **Ventana Wildlife Society** for stewardship and outreach activities to help California condors (\$30,775). To host microtrash cleanups to keep condor chicks from eating the debris, to educate visitors to the Big Sur area about the condors, and to provide public presentations about reintroducing wild condors and how people can help. Also to provide field trips to Big Sur youth focusing on coastal education and stewardship.

FRESNO COUNTY (\$7,500):

- **Fresno's Chaffee Zoo** for a Kids' Adopt-A-Beach Cleanup (\$7,500). To educate 200 students from Fresno about the harmful effects of ocean pollution and bring the children to Monterey for a beach cleanup event.

SAN LUIS OBISPO COUNTY (\$25,000):

- **Central Coast Salmon Enhancement** for "Dig! Pismo Clams" (\$25,000). For students in Santa Maria to learn about the disappearing Pismo clam and the effects of climate change on shellfish. Also for citizen science monitoring of Pismo clams in San Luis Obispo County by trained volunteers.

SANTA BARBARA COUNTY (\$16,600):

- **County of Santa Barbara** for four new beach wheelchairs (\$10,600). To purchase new beach wheelchairs at Goleta, Jalama, Arroyo Burro, and Guadalupe Dunes beaches.
- **Santa Barbara Channelkeeper** for the Seafari Program for youth and parents from underserved Santa Barbara County communities (\$6,000). For an on-the-water program onboard Channelkeeper's research boat, where a SCUBA diver will go underwater with a video camera and communication system and show life in the kelp forest while a scientist discusses good water quality, kelp forests, eelgrass beds, why they're important, and how to protect them.

VENTURA COUNTY (\$11,771):

- **Rio School District** for a field trip series for sixth graders at Rio Vista Middle School in Oxnard (\$11,771). For students to participate in all-day field studies on the Santa Clara River and at the Ormond Beach Wetlands.

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LOS ANGELES COUNTY (\$84,980)

- **Aquarium of the Pacific** for climate change resiliency outreach (\$11,980). For Aquarium staff to have discussions with visitors about adapting and planning for sea level rise.
- **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 Maritime Institute** for the "Make Waves" Exploration and Literacy Program (\$12,000). To purchase lab equipment and host students from low-income schools to be marine biologists for the day onboard two Tall Ships.
- **Malibu Foundation for Environmental Education** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Los Angeles County (\$21,000). To educate students at 15 underserved elementary schools about the harmful effects of ocean pollution, and host a beach cleanup event.
- **STAR, Inc.** for "Get Your Green On - Animal Style" (\$10,000). For students from Title I elementary schools in Los Angeles to participate in 8 hands-on environmental education lessons, which will also feature live rescued animals and information to share with their parents.

ORANGE COUNTY (\$71,513):

- **Concordia University Irvine** for the Marine Lab and Educational Outreach Program (\$11,963). For the Biology Department to continue and enhance an ocean literacy outreach program at the college's marine lab, including mobile programs targeting underserved schools in Orange County.
- **Crystal Cove Alliance** for three new beach wheelchairs (\$7,170). To purchase special all-terrain wheelchairs for visitors to the Crystal Cove Historic District and the Moro Canyon day use area in Crystal Cove State Park.
- **Natural History Museum of Los Angeles County Foundation** to support the Diversity Initiative for the Southern California Ocean (\$24,380). For students to participate in genetic sequencing of marine macroinvertebrates off the Orange County coast. Also for boaters to identify potentially invasive marine species at their marinas.
- **Orange County Coastkeeper** for the Kids' Adopt-A-Beach Assembly Program and Beach Cleanup in Orange County (\$18,000). To educate students at inland elementary schools about the harmful effects of ocean pollution, and to host a beach cleanup event for 1,200 students.
- **Orange County Coastkeeper** for the "Trash Free OC Jamboree" (\$10,000). To organize post-Coastal Cleanup Day educational events promoting lifestyle changes to reduce waste in local waterways. Also to increase volunteer participation in Orange County's Coastal Cleanup Day event.

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SAN DIEGO COUNTY (\$67,349):

- **I Love A Clean San Diego** for the Adopt-A-Beach Program in San Diego County (\$28,660). 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, maintain “do it yourself” beach cleanup stations, and lead zero-waste Adopt-A-Beach cleanups.
- **I Love A Clean San Diego** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup in San Diego County (\$18,000). To educate students at 7-10 underserved elementary schools about the harmful effects of ocean pollution, and to host a beach cleanup event for at least 700 students.
- **Outdoor Outreach** for “YES San Diego: Youth Environmental Stewardship Project” (\$12,000). For at-risk teens from southern San Diego County to visit a variety of coastal locations for all-day outings to learn about the local environments there, help clean the area and restore habitat, and enjoy outdoor recreation.
- **San Diego Audubon Society** for "Sharing Our Shores: Mission Bay" (\$8,689). For elementary students to learn about endangered California Least Terns and other shorebirds, remove invasive plants at Mariner's Point to prepare the area for nesting, and design bilingual beach signs alerting the public not to disturb nesting sites.

STATEWIDE (\$221,787):

- **International Documentary Association** for new California Coastal Trail films (\$50,000). To produce six new videos about segments of the California Coastal Trail in San Francisco, Marin, and Sonoma counties in order to raise awareness about the Coastal Trail and encourage people to explore it.
- **National Fisheries Conservation Center** for the Kids’ Adopt-A-Beach Assembly Program and Beach Cleanup (\$9,095). This grant will support statewide coordination of an aerial art component at five Kids’ Adopt-A-Beach Cleanup events.
- **Tides Center** for school-based marine education activities (\$114,000). A variety of marine education resources will be developed and disseminated, statewide teacher training workshops will be conducted, and a new science and civics curriculum for high school students will be launched.
- **University of Washington** for "Follow the Water" (\$48,692). A joint project between Friday Harbor Labs and Stanford’s Hopkins Marine Station will produce a middle school curriculum drawing connections between inland waters and ocean health, with a focus on the issue of climate change.

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