



News Release – For Immediate Release

“Governor gives green light for Salton Sea license plate”

The green light to accelerate creation of a specialty license plate supporting recovery of the Salton Sea has been provided by Governor Jerry Brown with the signing of AB 1096 (Nestande) into law.

This bipartisan bill co-authored by Assemblymembers Brian Nestande and Manuel Perez, will provide additional public awareness and financial support for the economic revitalization and environmental restoration of the Salton Sea.

“AB 1096 allows Californians to support this important cause by raising the public profile of the Sea and providing a continuous funding stream for recovery projects,” stated Jim Hanks, Salton Sea Authority Chairman of the Board. The Salton Sea Authority (SSA), a joint powers authority created to coordinate comprehensive restoration of the Sea, is comprised of Riverside and Imperial Counties, Torres Martinez Native American tribe, Imperial Irrigation District and the Coachella Valley Water District.

A similar license plate program, the California Lake Tahoe license plate, has raised more than \$12 million with 96 percent of the funding going directly to projects that build, maintain and protect the trails, water quality, wildlife and forest health of the Lake Tahoe Basin.

The Salton Sea is a national wildlife treasure, home to over 400 species of migrating waterfowl that use the Sea as a critical resting habitat on the Pacific Flyway. The Sea is shrinking and becoming saltier due to drought and federally sanctioned contracts that transfer water from the Salton Sea region to the coast.

“Although the Sea suffers from some of the worst economic and environmental decline in the nation, the region is poised for a transformation to health and prosperity through development of the largest and most diverse renewable energy resources in the world. This new license plate will call attention to these challenges in a beneficial way,” said Roger Shintaku, General Manager of the Salton Sea Authority.

Before any plates can actually be produced, however, the state requires advance commitment of purchase from at least 7500 individuals in California. A public outreach campaign is gearing up to promote the opportunity for citizens of California to purchase plates. For more info, go to:

<https://lcmspubcontact.lc.ca.gov/PublicLCMS/SurveysDirect.php?district=AD42&survey=21104>
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In addition to the regular fees for an original registration or renewal, the original issuance of the Salton Sea license plates will be \$50; for a renewal of registration, \$40; for transfer of plates to another vehicle, \$15; and for each replacement plate \$35. After deducting standard administrative fees, the remaining revenue derived shall be deposited in the Salton Sea Restoration Account to be used by the Salton Sea Authority.