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The Energy Coalition's Craig Perkins Joins The Bay Foundation Board of Directors

2020 Board Additions include Dr. Alexandra Tower, Francine Diamond

Los Angeles, CA (December 16, 2020) The Bay Foundation added three Board of Directors members – two new, one returning – during 2020. Craig Perkins, President and Executive Director of The Energy Coalition, was named to the Board in November. Earlier in the year, Santa Monica College's Alex Tower joined for her first term on the Board, and Francine Diamond has been reappointed.

Adding Perkins to the Board adds someone working in and passionate about everything from solar electric projects to alternative fuel vehicles, water & energy efficiency, and urban runoff management. In his role for The Energy Coalition (TEC), Perkins provides leadership, oversight and strategic input for all contracts, programs and policy work. For 45 years, TEC has used program design, education and workforce development, and policy and master planning to help change the way people think about energy, community by community; and in the process, TEC has saved public agencies over 10 million kWh of energy.

Prior to joining TEC in 2008, Perkins was Director of Environmental and Public Works Management for the City of Santa Monica, where he served for over 25 years and led development of Santa Monica's award-winning Sustainable City Plan, Solar Santa Monica Program, and Energy Independence Plan. He is a member of the Leadership Council for the LA Regional Collaborative for Climate (LARC), a member of the SCAG Global Land Use and Economic Advisory Council, and serves on the City of LA's Stormwater Program Oversight Committee.

"I am honored to serve on The Bay Foundation Board as it is an organization with a critically important mission to protect and restore Santa Monica Bay and local coastal waters," states Perkins. "These are issues that I have cared deeply about and worked for my entire professional life. I look forward to assisting in and supporting the successful future work of The Bay Foundation."

Native to the southern California coast, Dr. Alexandra Tower is a life-long advocate of the ocean and coastal environments. She has been teaching biology for 25 years and serves as Life Science Department Chair at Santa Monica College, where she develops new curriculum



manages faculty needs and oversees the budget. She was an active member of the Science and Policy Advisory Committee at Heal the Bay for several years, and served briefly as its Science and Policy Director. Alex has a Master's degree in Marine Ecology and a PhD in Coastal Plant Physiological Ecology from UCLA, and lives in Santa Monica.

Francine Diamond served on the Los Angeles Regional Water Quality Control Board from 1999-2019. As a three-time Chair of the Board, she was instrumental in developing regulations to reduce trash in the Los Angeles River, improving water quality in the Santa Monica Bay, and bringing a sewer system to Malibu. Fran serves on the Los Angeles Citizens Oversight Advisory Committee for Proposition O that approved \$500 million for water quality projects throughout the city. She is Vice President of the California League of Conservation Voters.

The Board of Directors and the Foundation's CEO Tom Ford are thrilled to welcome these individuals. "Their individual and collective expertise, passion and relationships will directly advance our mission," states Laurie Newman, President, TBF Board of Directors. "The addition of these terrific people to our board helps The Bay Foundation address the challenges of this young century, empowering us to do the most for our coast!"

As science-based advocates for the Bay, which stretches from the LA-Ventura county line in the north to the Palos Verdes Peninsula in the south, and inland throughout the Bay's watershed, TBF is involved in impactful projects throughout the region, that:

- **Restore** beaches, kelp forests, dunes, streams and wetlands;
- **Recover** threatened and endangered species including white abalone, black abalone, southern steelhead trout, El Segundo blue butterfly, red-legged frog, least tern, and western snowy plover;
- Provide **landmark programs** to help restaurants and boaters prevent pollution from entering coastal waters; and
- Conduct **research and planning** that address sea level rise, ocean acidification hypoxia and climate change.

About The Bay Foundation (TBF)

The Bay Foundation (TBF) is a 501(c)(3) non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay and local coastal waters (from the LA-Ventura county line to the Palos Verdes Peninsula). The Bay Foundation is a partner in the Santa Monica Bay National Estuary Program along with the Santa Monica Bay Restoration Commission and many other organizations. TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and community members. TBF engages scientists and conducts research while mentoring student interns and volunteers in conjunction with the Frank R. Seaver College of Science and Engineering through the Coastal Research Institute at Loyola Marymount University. (TBF: www.santamonicabay.org, CRI: lmu.edu/cri)