

CALIFORNIA COASTAL COMMISSION

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July 18, 2002

TO: Commissioners and Interested Persons
FROM: Christiane Parry, Public Education Program Manager
Sylvie Bloch, Grants Program Coordinator
Steve Scholl, Deputy Director
Peter Douglas, Executive Director

SUBJECT: **Status Report on Use of Funds from Sales of the Whale Tail License Plate**

The California Coastal Commission's Whale Tail License Plate was established as a mechanism through which the public can contribute funds to coastal and marine education programs in California. For each plate that is sold, approximately \$15.00 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit \$20.00 per plate into the account. Additional funds are deposited in the Environmental License Plate Fund (ELPF), which funds environmental programs in other state agencies.

Whale Tail plate sales continue to be strong. Since it came out on the market in 1997, the plate has consistently been the highest selling "specialty" plate available in California, currently averaging more than 1,300 sales per month over fiscal year 2001/02. As of June 2002, we have sold 71,000 license plates. The portion of the proceeds from these sales that is deposited in the CBCEA totals over \$3.4 million to date.

This report is divided into three sections. The first section, "Total Funds Raised and Appropriations," consists of a description of the amount of funds raised for the CBCEA account, and the amount of funds appropriated to the Coastal Commission from the CBCEA since FY1998/99. The second section, "Results of Programs Supported by Whale Tail Fund," highlights some statistics on what funding from the license plate has achieved. The third section, "Coastal Commission Use of Whale Tail Funds," describes how the Coastal Commission spent CBCEA funds in FY2001/02 and how funds for FY2002/03 are proposed to be spent. Appendix A provides numbers regarding the results of programs funded by license plate sales. Appendix B describes the status of the grants that the Coastal Commission awarded from CBCEA funds for FY2001/02.

1. Total Funds Raised and Appropriations

California Vehicle Code Section 5067 dictates how the funds raised by sales of the Whale Tail plate and deposited in the CBCEA account are to be used:

"Upon appropriation by the legislature, the money in the account (CBCEA) shall be allocated by the Controller to the California Coastal Commission for expenditure for the Adopt-A-Beach Program, the Beach Cleanup Day Program, coastal public education programs and grants to local governments and nonprofit organizations for the costs of

operating and maintaining public beaches related to these programs. Any funds remaining in the California Beach and Coastal Enhancement Account at the end of a fiscal year shall be allocated by the Controller, after appropriation by the Legislature, to the State Coastal Conservancy for coastal natural resource restoration and enhancement projects and for other projects consistent with the provisions of Division 21 (commencing with Section 31000) of the Public Resources Code.”

The following table shows the amount of money that has accumulated in the CBCEA from Whale Tail Plate sales each year, and the amount of funds appropriated to the Commission and the Coastal Conservancy.

Table 1: Appropriations to CCC from CBCEA

Fiscal Year	Whale Plate Revenue to CBCEA	Funds Disbursed to CCC	Funds Disbursed to Conservancy
1997/1998	\$342,000		
1998/1999	\$480,000	\$196,000	
1999/2000	\$665,000	\$390,000	\$146,000
2000/2001	\$835,400	\$730,000	
2001/2002	\$1,037,500	\$753,000	\$400,000
2002/2003	\$1,315,000*	\$959,000**	\$400,000**

* Projected revenue.

**To be finalized after adoption of FY2002/03 budget.

2. Results of Programs Supported by Whale Tail Fund

The staff has compiled statistics on the results of programs funded by Whale Tail plate revenues since the funds first became available in FY 1999. At the end of the current fiscal year, Whale Tail funded programs will have reached an estimated 508,214 Californians, collected 5,075,204 pounds of trash, taken 44,483 students on coastal field trips, and purchased numerous educational materials, including aquariums, curricula, a blue whale skeleton, watershed models, and kayaks. Appendix A provides a full tabulation of Whale Tail funding outcomes.

3. Coastal Commission Use of Whale Tail Funds

Use of Whale Tail Funds in FY2001/2002

The Commission's FY2001/02 budget included \$753,000 in funds from the CBCEA. The funds were allocated as follows: (1) \$177,000 to support salary and benefits for four positions, (2) \$198,000 for operating and program expenses including marketing, design and printing, postage and overhead, (3) \$359,000 for grants to non-profit and governmental organizations to support marine and coastal educational efforts throughout the state, and (4) \$19,000 for a pro rata portion to the State General Fund to support indirect general administrative costs.

- **Four Staff Positions**

The CBCEA funded a CPA II position to serve as the Outreach Coordinator for the Public Education Program, a Staff Services Analyst to coordinate the Whale Tail Grant Program, and an Office Technician to support all the programs. These three positions are permanent and are part of the baseline budget. The fourth position is a limited-term Staff Services Analyst to work on grants and other education projects.

- **Marketing the Whale Tail Plate**

Marketing funds were used to print a "special plates" brochure, distributed by the DMV through vehicle registration renewals to 25 million drivers. The brochure was a joint project with five other specialty plates. (Several years ago when the DMV ran out of this brochure, sales dropped significantly, demonstrating the effectiveness of this marketing technique.) Funds were also used to hire the Pacific Gateway Group to improve the Ecoplates website in order by adding links to related websites, adding and updating website content, and conducting promotional campaigns.

- **Printing**

Printing funds were used to print brochures, t-shirts and banners for California Coastal Cleanup Day and to print an Adopt-A-Beach poster and brochure. Funds were also set aside to print a brochure about the Coastal Commission.

- **Grant Programs**

In September 2001, the Commission directed the staff to allocate the \$359,000 in grant funds as follows:

(1) A total of \$208,500 for a competitive grants program for coastal and marine education projects. Staff received 110 grant proposals requesting a total of \$2,197,030. The Commission approved 15 competitive Whale Tail Grants in February, 2002:

- Boys and Girls Clubs of Garden Grove (\$10,000)
- Calif. Dept. of Fish and Game, statewide (\$9,000)
- Discovery Museum, Eureka (\$9,400)
- Estuary Action Challenge, San Francisco East Bay (\$20,000)
- George Porter Middle School, San Fernando Valley (\$9,950)
- Literacy for Environmental Justice, Bayview-Hunters Point, San Francisco (\$20,000)
- Los Angeles Conservation Corps (\$23,200)
- Mattole Restoration Council, rural Humboldt County (\$10,000)
- Morro Bay National Estuary Program (\$4,820)
- New Perspectives, East Palo Alto (\$10,000)
- Northcoast Environmental Center, Humboldt County (\$2,520)
- Ocean Song Farm and Wilderness Center, Sonoma County (\$10,000)
- Peoples' Self-Help Housing Corporation, Santa Barbara and SLO Counties (\$10,000)
- Solana Recyclers, Encinitas (\$31,455)
- University of Southern California Sea Grant Program (\$28,155).

- (2) \$54,000 to the Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup for programs in San Diego (I Love A Clean San Diego), Los Angeles (the Malibu Foundation for Environmental Education), San Francisco (Headlands Institute), Fresno (Chaffee Zoo), and Humboldt County (Northcoast Environmental Center).
- (3) \$60,000 for S.E.A. Lab Monterey Bay.
- (4) \$8,000 to supplement an update of the Coastal Commission's "Save Our Seas" curriculum.
- (5) \$10,000 to distribute an updated Environmental Education Compendium for Natural Communities.
- (6) 10,000 to support Creative Environmental Conservation's Return of the Natives plant restoration and education program at Moss Landing Dunes.
- (7) \$2,000 to help support the "Environmentality Challenge" for fifth grade students.
- (8) \$6,500 to produce a video for children on environmentally friendly tidepooling practices.

Appendix B contains a brief status report on each of these grants.

Planned Use of Whale Tail Funds in FY2002/2003

The Coastal Commission's proposed FY2002/03 budget includes \$959,000 from the CBCEA. Of this amount, \$187,000 is allocated to support salary and benefits for four positions, \$240,000 for operating and program expenses, \$509,000 for local assistance grants, and \$23,000 for a pro rata portion to the State General Fund to support indirect general administrative costs.

- **Staff Costs.** The budget includes funding for the three positions authorized in FY1998/99, plus a limited term Staff Services Analyst.
- **Operating and Program Expenses:**
 - **Marketing of Whale Tail Plate.** The Vehicle Code states that up to 25% of the funds generated by plate sales may be expended on marketing, administrative and promotional activities to encourage new sales and renewals. The \$85,000 allocated in FY2001/02 for promoting license plate sales represented just 11% of the total amount budgeted for use by the Coastal Commission. This percentage is expected to stay similar in FY03.
 - **Printing.** The staff will print promotional materials for California Coastal Cleanup Day, as well as other educational materials.
- **Grant Programs.** The staff plans to continue the competitive grant programs established by the Commission and to continue to fund targeted grants as well. A recommendation for Commission action on the 2002/03 targeted grants is scheduled for the September 2002 Commission meeting.

**APPENDIX A: Results of Public Education Activities Supported by
Whale Tail License Plate Funding**

Overall Summary

Fiscal Year	Activity	# of participants	lbs. of trash collected
1999	Coastal Cleanup Day	46,090	702,063
1999	Adopt-A-Beach	12,552	562,500
1999	Grantee Projects	30,400	1,050
1999	Total	89,042	1,265,613
2000	Coastal Cleanup Day	43,556	732,404
2000	Adopt-A-Beach	12,551	562,500
2000	Grantee Projects	16,371	680
2000	Total	72,478	1,295,584
2001	Coastal Cleanup Day	37,813	688,447
2001	Adopt-A-Beach	12,930	562,500
2001	Grantee Projects	77,498	325
2001	Total	128,241	1,251,272
2002	Coastal Cleanup Day	<i>45,803</i>	<i>700,000</i>
2002	Adopt-A-Beach	<i>13,551</i>	<i>562,500</i>
2002	Grantee Projects	<i>159,099</i>	<i>235</i>
2002	Total	<i>218,453</i>	<i>1,262,735</i>
Grand Total		<i>508,214</i>	<i>5,075,204</i>

(All items in italics are current projections.)

Beach Cleanup Programs

Fiscal Year	Activity	# of volunteers	# of co./area coordinators	# of beach captains	# of AAB beach mgrs	lbs. of trash collected
1999	Coastal Cleanup Day	45,647	39	404	-	702,063
1999	Adopt-A-Beach	12,500	-	-	52	562,500
1999	Total	58,147	39	404	52	1,264,563
2000	Coastal Cleanup Day	43,179	47	330	-	732,404
2000	Adopt-A-Beach	12,500	-	-	51	562,500
2000	Total	55,679	47	330	51	1,294,904
2001	Coastal Cleanup Day	37,017	51	745	-	688,447
2001	Adopt-A-Beach	12,500	-	-	50	562,500
2001	Total	49,517	51	745	50	1,250,947
2002	Coastal Cleanup Day	45,000	53	750	-	700,000
2002	Adopt-A-Beach	12,500	-	-	51	562,500
2002	Total	57,500	53	750	51	1,262,500
Grand Total		220,843	190	2,229	204	5,072,914

Grants

Fiscal Year	Grant	# of participants	# on field trips	lbs. of trash	educational items purchased & developed
1999	Los Angeles Kids Cleanup	5,235	1,882		slide show, aerial art project
1999	San Diego Kids Cleanup	3,860	1,236	810	slide show
1999	SF Kids Cleanup	2,965	1,040		slide show
1999	SEA Lab				
1999	LA Beach wheelchairs				9 wheelchairs
1999	Ventura Jr. Lifeguards	65	65		snorkel set, slide projector
1999	Slide Ranch KELP Project	249	249		new curriculum
1999	Palisades Charter High	200	200		water quality testing equipment
1999	Surfrider, Santa Cruz Chapter	2,500	0		educ. outreach manual
1999	Yosemite Inst. AAB	12,160	12,160	240	educ. pgm, whale skeleton, teaching supplies
1999	Northcoast Env Ctr. AAB	2,150	2,150		maps, clean-up curriculum
1999	Heal the Bay AAB	1,016			
1999	Coastal Cleanup Day mini-grants				15 mini-grants supporting Cleanup Day
1999 Total		30,400	18,982	1,050	13 projects funded
2000	Los Angeles Kids Cleanup	4,093	1,670		
2000	San Diego Kids Cleanup	1,843	464	650	
2000	SF Kids Cleanup	900	786		slide show
2000	World Trust Foundation				aerial art project
2000	SEA Lab	28	28		sea camp pilot program
2000	Ventura Jr. Lifeguards	127	89		4 kayaks w/gear
2000	Chaffee Zoo	556	0		marine lab materials
2000	San Mateo Outdoor Ed.	5,685	5,685		slide show, costumes, specimens, touch tank
2000	Solana Recyclers	652	97	30	bilingual educ. display and brochures
2000	San Onofre AAB	1,365	1,365		
2000	Heal the Bay AAB	1,122	1,122		
2000	Coastal Cleanup Day mini-grants				13 mini-grants supporting Cleanup Day
2000 Total		16,371	11,306	680	12 projects funded
2001	Los Angeles Kids Cleanup	5,640	2,600		
2001	San Diego Kids Cleanup	5,958	1,200		
2001	SF Kids Cleanup	1,210	1,070		
2001	Fresno Kids Cleanup	200	200	325	
2001	World Trust Foundation				aerial art project
2001	SEA Lab				fundraising & pgm. plans for sea camp
2001	Monterey Watershed Monitoring				citizen monitoring brochure & guide
2001	Environmentality Project				
2001	Compendium update				catalogue of env. ed. resources
2001	SOS curriculum update				new coastal and marine curriculum
2001	Watershed restoration educ.				guide for student restoration projects
2001	Calif. State Parks, Gaviota	145	145		5 kayaks w/gear, 3 microscopes + monitors

Fiscal Year	Grant	# of participants	# on field trips	lbs. of trash	educational items purchased & developed
2001	O'Neill Sea Odyssey	150	150		
2001	Orange County CoastKeeper	60			2 kelp aquariums
2001	Farallones Marine Sanctuary	83	83		summer camp program and curriculum
2001	Mayo Elementary School	650	20		ocean-themed books
2001	Sunnyside High School	128	128		
2001	Calif. State Parks, Doheny	86	74		10 snorkel sets, 6 kayaks, 6 softboards
2001	Glendale Public Library	628	0		ocean-themed books and educ. videos
2001	Upper Sac'to River Exchange	7,000			watershed exhibit
2001	Chula Vista Nature Center	50,000	0		bay/wetland interpretive display
2001	USC Sea Grant Program	175	175		manual + supplies for pgm. @ 5 schools
2001	Guadalupe-Nipomo Dunes	2,125	125		touch tank loan
2001	Return of the Natives	760	400		plant restoration tools
2001	Heal the Bay AAB	1,200	1,200		
2001	Northcoast Envir. Ctr. AAB	1,000			marine debris curric., watershed diorama
2001	Ocean Song Farm	300	300		
2001 Total (projections)		77,498	7,870	325	27 projects funded
2002	Los Angeles Kids Cleanup	6,082	1,277		
2002	San Diego Kids Cleanup	1,180	950	235	
2002	SF Kids Cleanup	937	754		
2002	Fresno Kids Cleanup	230	110		
2002	Humboldt Kids Cleanup	500	425		
2002	World Trust Foundation				aerial art project
2002	SEA Lab				
2002	Environmentality Project				
2002	Crystal Cove Interp. Assn.				video on proper tidepooling behavior
2002	Compendium update				
2002	Discovery Museum	45,000			educational displays on Eureka boardwalk
2002	Mattole Restoration Council	250	250		curriculum set for teachers
2002	Ocean Song Farm	300	300		
2002	Estuary Action Challenge	250	250		
2002	New Perspectives	60	24		camping equipment
2002	Literacy for Environ. Justice	1,000	1,000		education and outreach manual
2002	Morro Bay Visitor Center	300			watershed model
2002	Peoples' Self-Help Housing	275	275		
2002	Porter Middle School	360	360		educational CD-ROMS, water testing kits
2002	LA Conservation Corps	100,000	0		mobile aquarium
2002	USC Sea Grant Program	325	325		supplies for 5 schools, field trip guide
2002	Boys & Girls Clubs G. Grove	50	25		
2002	Solana Recyclers	500			guide to student mentoring
2002	Project WILD Aquatic		0		12 early childhood lesson plans
2002	Northcoast Envir. Ctr. AAB	1,500			
2002 Total (Projections)		159,099	6,325	235	25 projects funded
Grand total		283,368	44,483	2,290	77 projects funded

APPENDIX B: Status of Individual Grants for FY2001/2002

This Appendix describes each of the 22 grants that the Commission awarded from Whale Tail funds in FY2001/2002, and gives a brief report on the status of each grant, most of which are still in progress. There are two main categories of grants: competitive and targeted.

Competitive Grants

Whale Tail Grant Program for Coastal and Marine Education

This annual grant program is aimed at supporting programs to teach California's children and the general public to value and take responsibility for the health of the state's marine and coastal environments. Grants were also available for non-profit organizations and local governments for beach operation and maintenance activities with an educational component. Programs supporting educational components of Adopt-A-Beach programs are included. The Commission allocated a total of \$208,500 for this program. In February 2002, the Commission awarded the following fifteen grants.

1. Boys and Girls Clubs of Garden Grove \$10,000

Project Title: *"Marine Corps"*
Project Location: *Orange County*
Project Timeline: *April 2002 to October 2002*
Total Project Budget: *\$20,000*
Estimated number of people served by the project: *50*

Fifty children in grades 4-8 from low income communities in Garden Grove, Santa Ana, Anaheim, and other inland Orange County cities are participating in the "Marine Corps" program to learn to appreciate the ocean and its resources and how to enjoy and conserve them. Local marine biologists teach them about preventing marine pollution and helping save endangered marine species. In addition, the youth are visiting the Bolsa Chica Wetlands. Twenty-five of the youth will be selected to participate in an outrigger program. They will learn about teamwork and water safety as they train, and the experience will culminate in rowing from Newport Beach to a distant location such as Dana Point.

Status: The marine biology educators have been hired, and the field trips have been scheduled and are taking place throughout the summer.

2. California Department of Fish and Game \$9,000

Project Title: *Project WILD Aquatic Early Childhood Education Activity Guide*
Project Location: *Statewide*
Project Timeline: *March 2002 to September 2003*
Total Project Budget: *\$18,750*
Estimated number of people served by the project: *350 before statewide distribution*

Project WILD Aquatic is a conservation and environmental education program on aquatic wildlife and natural resources. An early childhood education component is being added by adapting existing activities to make them appropriate for non-readers. An early childhood education specialist is adapting twelve lessons, which will then be distributed to 10-16 diverse types of early childhood educators participating in a pilot program. After incorporating feedback from these teachers, Project WILD will add this component as a permanent supplement to the Project WILD Aquatic curriculum.

Status: The early childhood education specialist has produced drafts of six of the twelve activity adaptations.

3. Discovery Museum **\$9,400**

Project Title: *Eureka City Boardwalk*
Project Location: *Eureka*
Project Timeline: *March 2002 to March 2003*
Total Project Budget: *\$9,400*
Estimated number of people served by the project: *45,000*

The Discovery Museum is planning to construct interactive, educational exhibits on the new boardwalk in the City of Eureka's Old Town on the subject of Humboldt Bay, the need for a healthy marine environment, the fishing industry, and human impact on the ocean and surrounding tidelands. The exhibits will pose questions encouraging visitors to think about their lives and how they connect to these topics. Children and their families will go on scavenger hunts to find information, answer riddles, or look for facts about specific marine animals. Anyone under twelve who completes the scavenger hunt will receive a "Marine Discovery Badge" from the museum. Additional tie-in educational programs at the museum will include classes, guest speakers, and art exhibits about the bay, marine and coastal environments, and the results of human impact. Museum staff also plan to make classroom presentations, some of which will be at schools that are inland or have high percentages of low-income students.

Status: The exhibits are still in development and have not yet been installed on the Eureka City Boardwalk.

4. Estuary Action Challenge **\$20,000**

Project Title: *Bay-Coast Action Project*
Project Location: *Oakland, Richmond and San Pablo*
Project Timeline: *May 2002 to May 2003*
Total Project Budget: *\$20,000*
Estimated number of people served by the project: *250 students the first year, 8 teachers*

EAC (now called Kids by the Bay) is working with low-income, urban, multi-cultural schools in the East Bay cities of Oakland Richmond and San Pablo, in neighborhoods where there are often degraded creeks, pollution from factories and dumping, and people who depend on fish from the San Francisco Bay for their food. Students will adopt a local urban creek and learn how the creek and bay habitats connect with the coast and the marine habitat. They will help organize community creek and beach cleanups; plant trees and wildflowers alongside the creeks; raise tree frogs to release; and write and distribute materials to their communities about lowering the amount of pollution in waterways and the ocean. They will also write letters to politicians and interview them; learn about safe ways to fish and cook to lower the amount of toxins consumed when eating seafood; and pass that information on to their families and people they go out to speak with on fishing piers.

Status: Teachers have been recruited to take part in the program. Students will begin participating in the program in the fall.

5. George Porter Middle School **\$9,950**

Project Title: *"The Seasons of the Seashore"*
Project Location: *Los Angeles County*
Project Timeline: *March 2002 to June 2004*
Total Project Budget: *\$23,500*
Estimated number of people served by the project: *360*

Sixth-grade students from George Porter Middle School in the San Fernando Valley are investigating possible natural and man-made causes of declining environmental conditions at seashore habitats. They are researching local coastal pollution issues and the points of view of different groups of constituents; conducting transect surveys at Abalone Cove at different times of the year to discover any changes; studying ecology and water chemistry at various types of habitat in San Pedro, San Diego County and Catalina Island; and analyzing the information collected to produce graphs, spreadsheets and research reports. This field trip research is being accompanied by related environmental science lessons in the classroom, as well as input from scientists at Cabrillo Marine Aquarium and Scripps Institute of Oceanography. Afterwards, the students will suggest possible actions based on their conclusions on the causes of habitat decline, and they will communicate their ideas to public representatives. Students will also participate in an annual beach cleanup with their families.

Status: This program was beginning to get underway as the school year ended. It will resume again in the fall.

6. Literacy for Environmental Justice **\$20,000**

Project Title: *Hérons Head Park Educational Programs*
Project Location: *San Francisco*
Project Timeline: *May 2002 to June 2003*
Total Project Budget: *\$103,700*
Estimated number of people served by the project: *1,000 students plus adults at 17 work days*

LEJ is a community organization based in the low-income Bayview Hunters Point District in San Francisco. It promotes youth empowerment and environmental justice and hires young people as peer educators and community organizers around the issues of a healthy environment, open space, toxics, and access to job and educational opportunities. LEJ's educators teach youth about wetland loss and lead habitat restoration projects at Herons Head Park, one of the few salt marshes in the City of San Francisco. Volunteers remove non-native plants, plant natives, clean up litter, and create signs and outreach materials. Once a month there is a Community Stewardship Day for adult volunteers to come help, and there are a number of corporate work days as well.

Status: Ten educational programs have already been held, serving over 400 students. The students removed litter and invasive plants and painted three educational murals about salt marsh ecology. Three community volunteer work days have also taken place so far. In addition, LEJ hosted a restoration workshop in the spring to train park crews from the City of San Francisco.

7. Los Angeles Conservation Corps **\$23,200**

Project Title: *Eels on Wheels – A Mobile Marine Program*
Project Location: *Los Angeles County*
Project Timeline: *June 2002 to June 2003*
Total Project Budget: *\$43,400*
Estimated number of people served by the project: *100,000*

The Conservation Corps is creating a permanent, portable classroom to reach people not able to visit its Science Education Adventure Laboratory in Redondo Beach in person. To create the portable classroom, the Conservation Corps is purchasing a van and outfitting it with a touch tank with sea life living inside it, as well as other equipment. There will be a touch tank, chiller, and water circulation system, a computer, microscopes and a projector. The outside will be decorated with marine art and feature the Coastal Commission as a sponsor. The program will provide an interactive curriculum and multimedia presentations. Students will learn about the marine organisms living in the van, test water quality, study fish adaptations, and become aware of how their actions in the inner city affect the health of the ocean.

Status: The Conservation Corps is currently planning to acquire a van through a lease-to-own program. It will then be retrofitted and the new equipment installed.

8. Mattole Restoration Council **\$10,000**

Project Title: *Mattole Ecological Education Program*
Project Location: *Mattole Valley, Humboldt County*
Project Timeline: *June 2002 to May 2003*
Total Project Budget: *\$57,028*
Estimated number of people served by the project: *250*

MRC's Mattole Ecological Education Program works with the six public schools in the rural Mattole Valley to educate the students about watersheds, their coastal environment, salmon, restoration and conservation efforts, and sustainable living practices. MRC will train and provide continuing support to all Mattole Valley teachers in the use of "Environment as an Integrating Context" (EIC), a method whereby many subjects are taught through the use of thematic, experiential, hands-on environmental education activities. The organization will also compile and distribute lesson plans for different grade levels; take students on field trips, some of whom will conduct restoration projects; supply classrooms and provide instruction for raising salmon in aquaria and then releasing them; present a multi-media show on the salmon life cycle; and host "Watershed Week," when students learn about salmon and the coast and engage in related educational projects before participating in a festival on the last day.

Status: A training for teachers was scheduled for the week of August 12-16. Staff are also beginning to organize the Watershed Week taking place in October, and they are working with teachers to coordinate field restoration projects taking place during the upcoming school year.

9. Morro Bay National Estuary Program **\$4,820**

Project Title: *Estuary Visitor Center Outreach*
Project Location: *Morro Bay*
Project Timeline: *March 2002 to June 2003*
Total Project Budget: *\$4,820*
Estimated number of people served by the project: *300*

The MBNEP has a new Estuary Visitor Center to house educational programs and exhibits. Visitors to Morro Bay are most likely to come from the inland communities of Bakersfield and Fresno. MBNEP staff is presenting different programs at the visitor center to youth groups on the subjects of watersheds, native habitat (followed by a park restoration), plankton and plastics in the ocean (followed by a beach cleanup and debris analysis), and whales. At least five schools in the Central Valley will also receive programs in their classrooms.

Status: Publicity and outreach have been conducted to recruit interested schools in the Central Valley, and all available slots have already been filled. In addition, staff purchased a watershed model to use to educate the students, and over 150 local youth have participated in the program at the visitor center so far.

10. New Perspectives **\$10,000**

Project Title: *Watershed Project*
Project Location: *East Palo Alto*
Project Timeline: *March 2002 to May 2003*
Total Project Budget: *\$37,018*
Estimated number of people served by the project: *60*

New Perspectives is a summer and after-school recreation and youth services program serving middle and high school students in the high-poverty area of East Palo Alto. The Watershed Project is taking two dozen youth on a series of trips following the different levels of a watershed as they learn about different aquatic ecosystems. They will begin by visiting the headwaters of the Sacramento River at Mt. Shasta, then camp by the river and go rafting. They visit a farm to learn about the effects of farming and pollutants; visit a local lake, creek, and wetland; and finally end up at the ocean. In addition to the travels, all 60 participants are learning from the Project Wild Aquatic Curriculum, learning how to swim, and completing four watershed-related service projects.

Status: The participants have taken a pre-test on watersheds to measure how much they learn by the end of the program, and then have studied lessons from the Project Wild Aquatic Curriculum. They have also attended swimming classes. The youth have already visited a park with migratory birds, a beach and a landfill. Outdoor trips involving camping and river rafting are taking place this summer.

11. Northcoast Environmental Center **\$2,520**

Project Title: *Outreach Project*
Project Location: *Humboldt County*
Project Timeline: *June 2002 to June 2003*
Total Project Budget: *\$15,588*
Estimated number of people served by the project: *1,500 minimum*

NEC is expanding its marine debris education program to offer a comprehensive, educational marine and coastal environmental protection program through in-class activities, field trips and beach cleanups. The program will serve forty schools in the Humboldt Bay region, whose students often only learn about the coastal environment and marine debris when exposed to NEC's programs. Presentations will also be

made to civic groups about the relationship between clean beaches, tourism and quality of life; and to residents at low-income housing projects, who are already in contact with NEC through a separate program on waste management.

Status: This summer NEC is making presentations to kids at local summer camps. Planning for presentations to take place during the next school year are also underway.

12. Ocean Song Farm and Wilderness Center **\$10,000**

Project Title: *From Creeks to the Ocean*
Project Location: *Sonoma County*
Project Timeline: *May 2002 to June 2003*
Total Project Budget: *\$10,000*
Estimated number of people served by the project: *300*

Ocean Song Farm brings students from low-income communities in Sonoma County to visit the Finley Creek Nature Preserve and study the watershed there. The students learn about the water cycle, watersheds, mapping, and restoration, and also participate in drawing and creative writing. On a second day, students return and visit Shell Beach, where they go to the tidepools and learn about the animals and plants that live there. If the beach needs cleaning, they also conduct a cleanup. The final activity is for each student to write down a personal commitment to help the coastal environment, which agency staff mail back to them one month later as a reminder.

Status: Ocean Song Farm successfully completed the first year of this program with support from a Whale Tail Grant from fiscal year 2000/01. With this second grant, the organization has wrapped up the first year's program and begun the second year, which so far has involved identifying interested teachers and making arrangements for the upcoming school year, when the program will be conducted in the fall and the spring.

13. Peoples' Self-Help Housing Corporation **\$10,000**

Project Title: *Resident Coastal Ecologic Awareness Program*
Project Location: *San Luis Obispo and Santa Barbara Counties*
Project Timeline: *May 2002 to December 2002*
Total Project Budget: *\$16,075*
Estimated number of people served by the project: *250-300*

PSHHC is a nonprofit housing development corporation on the Central Coast. Its clients are primarily recent Latino immigrants who work in the agricultural, service, and tourist industries. Youth aged 7-13 from low-income, permanent rental housing sites in Santa Barbara County are visiting the South Coast Watershed Resource Center, where they will learn about watershed flow, pollution, and water quality testing, and visit Arroyo Burro creek and beach. They will also visit tidepools, a wetland, and ocean bluffs. Other youth from low-income housing in San Luis Obispo County will visit the Morro Bay Estuary Visitor Center where they too will learn about habitat, watersheds and pollution, and will make visits to different ecological areas including a heron rookery, sand dunes, and an estuary preserve.

Status: Field trips for the children began in June, when participants visited Arroyo Burro Beach. That event was accompanied by a press release to the media which publicized the program's partnership with the Coastal Commission's Whale Tail Grants Program.

14. Solana Recyclers, Inc. \$31,455

Project Title: *SEAL—Student Environmental Action and Leadership Program*
Project Location: *Encinitas and Oceanside*
Project Timeline: *April 2002 to September 2003*
Total Project Budget: *\$37,092*
Estimated number of people served by the project: *500*

The SEAL Program involves two alternative high schools whose students will develop mentoring relationships with a primarily Spanish-speaking local elementary school. They will learn about the marine environment and coastal conservation; create bilingual presentations and teach their fellow high school students as well as the elementary students; create bilingual brochures, public service announcements, and displays about marine pollution prevention; organize and conduct beach cleanups and analyze the trash picked up. They will also develop relationships with seniors at a local senior center and involve them in their beach cleanups. In addition, Solana Recycler will create a guide to student mentoring programs to share with California teachers.

Status: Planning for the fall has started, including contacting the participating teachers and the senior center. Solana Recyclers received Whale Tail funding for the pilot of this program in FY1999/2000. The pilot was quite successful. Results included the creation of mentoring relationships with elementary students, development of public speaking skills for the high school students, the placement of displays in the local City Hall, commendation from the Governor and City Council, and the removal of 30 pounds of trash from Moonlight Beach.

15. University of Southern California Sea Grant Program \$28,155

Project Title: *Parent Child Education Program*
Project Location: *Los Angeles and Orange Counties*
Project Timeline: *May 2002 to May 2003*
Total Project Budget: *\$38,558*
Estimated number of people served by the project: *300-350 students and parents*

The Parent Child Education Program (PCEP) engages inner-city students in fourth and fifth grades, along with their parents, through use of a curriculum based on marine science and the connections between the city and the ocean. It aims to develop a sense of stewardship for local beaches and Santa Monica Bay, both for students and their parents, many of whom have not had the opportunity to receive a basic scientific education. Participants also receive education on life and learning skills, and scientific career opportunities are covered. Students and their parents go on field trips to the beach for study and cleanup, and on a research boat. The curriculum is written in Spanish and English. This year the program is continuing to expand by adding five additional schools, one of which is expanding the program further by involving a sixth grade class in Tustin; refining the curriculum and materials kit to better fit teachers' needs; developing a field trip guide; and holding a workshop to train new teachers.

Status: The Parent Child Education Program received its first Whale Tail Grant in fiscal year 2000/01. The project was very successful and all participating teachers have requested to take part again. Work under this second grant has begun and the training for new teachers is scheduled for the end of this summer.

Targeted Grants

Targeted grants fund projects that the staff considers to be of high priority based on an analysis of the projects in light of the goals of the Commission's strategic plan. Many of the projects are an outgrowth of work commenced under previous Commission grants or have links to other Commission education programs. The Commission allocated a total of \$105,500 for this program and awarded the following grants in September 2001.

1. Malibu Foundation for Environmental Education (\$12,500), the Headlands Institute (\$12,000), I Love a Clean San Diego (\$12,000), Chaffee Zoological Gardens (\$6,000), Northcoast Environmental Center (\$7,000), and the World Trust Foundation (\$4,500)

Project Title: *Kids' Adopt-A-Beach School Assembly Program and Ocean Day Beach Cleanup*
Project Location: *San Diego, Los Angeles, San Francisco, and Monterey and Humboldt Counties*
Project Timeline: *February 2002 to May 2002*

The Adopt-a-Beach School Assembly program shows students the way to cleaner beaches and oceans. By presenting slides and talking about recycling, buying recycled products, the dangers of plastic and debris in the world's oceans, litter reduction and the storm drain system, the assembly motivates children to care for the marine environment. They are then given something to do about it by participating in recycling and by doing a beach cleanup. The program also provides each participating school with one to two buses for transportation to the beach. The program targets low-income and inland communities.

Status. This year Whale Tail Grants supported the program in five locations: Los Angeles, San Francisco, San Diego, Monterey (visited by children from inland Kings County), and Humboldt County. The program brought 5,000 children to the beach on May 22nd, now called "Ocean's Day" in California. At the conclusion of the beach cleanup at each location, the kids stood in formation and spelled out "PROTECT" with an image of a different marine animal. The aerial art image was organized by the World Trust Foundation. Photographers captured the aerial message from the air at each site, and the images were disseminated to the media.

2. California State University Foundation, Monterey Bay **\$60,000**

Project Title: *S.E.A. Lab Monterey Bay*
Project Location: *Monterey County*
Project Timeline: *April 2002 to April 2003*

S.E.A. Lab Monterey Bay is being developed as a national coastal and ocean science education camp for elementary and secondary school-aged children and teachers. The residential aspect of S.E.A. Lab provides an intensive and supportive setting where children learn, live and play together. S.E.A. Lab is also designed to serve as a teaching laboratory for student teachers and experienced educators. This grant is being used to implement a full launch of the camp to the public. The program will continue to fundraise and will also be building upon its business plan.

Status: In July 2000, S.E.A. Lab conducted a one-week (5-day) pilot to test the program and serve as a building block for an expanded program. The following year, a consultant was retained to research possible funders. Potential funders recommended creating a business plan rather than holding another camp session in 2001. S.E.A. Lab has successfully obtained grant money from the Packard Foundation and the EPA, and is offering the camp during sessions this summer.

3. Monterey Bay Sanctuary Foundation **\$8,000**

Project Title: *"Save Our Seas" Curriculum Revision*
Project Location: *to be distributed statewide*
Project Timeline: *June 2001 to December 2002*

The Coastal Commission developed the "Save Our Seas" curriculum in 1993 in conjunction with the Center for Marine Conservation. The curriculum teaches students about the marine debris problem. As the Commission's education programs have grown, there has been a need for materials that address a broader range of topics. New curriculum materials will address marine debris, as before, and will now also cover issues such as polluted runoff, wetlands and other sensitive coastal habitat loss, watersheds, and coastal geologic processes. The curriculum will address the applicable state science content standards met in each activity, and will follow the state mandated frameworks for science teaching. In September 2000 the Commission approved supporting this project in the amount of \$50,000. In fiscal year 2001/02, an additional \$8,000 was contributed to cover unanticipated costs associated with illustrating the curriculum.

Status: A consultant with experience in marine science curriculum development was hired in June 2001 to take the lead in creating the new curriculum. The Monterey Bay Sanctuary Foundation is serving as a fiscal agent for the project. The consultant has reviewed the existing curriculum; assembled an advisory board for the project, which includes scientists, teachers and Coastal Commission staff; put together lesson plans and activities; had many of them tested in classrooms and received feedback from the advisory board; and is currently making revisions and completing the curriculum. Illustrations and layout will be completed this fall.

4. California Department of Education **\$10,000**

Project Title: *Environmental Education Curriculum Compendium*
Project Location: *to be distributed statewide*
Project Timeline: *June 2002 to May 2003*

The Environmental Education Compendium for Natural Communities is a teacher's guide to the various curricula and other materials that focus on natural communities. Its catalogue-like format provides teachers with a description, teacher ratings, and ordering information for each curriculum. The guide was first created in 1995 and was recently updated, since many new curricula have been created in the interim, and some of the reviewed curricula are no longer available. The updated compendium now combines the volume on natural communities with another book, the Environmental Education Compendium for Human Communities. The resulting book reviews curricula that specifically teach about the natural world in relation to human impact upon it.

Status: In fiscal year 2000/01 the Coastal Commission joined with the Departments of Forestry and Fire, Fish and Game, Parks and Recreation, and Boating and Waterways, as well as the State Water Resources Control Board in supporting updating the Compendium. The \$10,000 from fiscal year 2001/02 is now funding promotion and distribution of the finished product. The Department of Education is dividing the funds among the eleven regions of the California Regional Environmental Education Coordinator (CREEC) Network, a statewide network of coordinators who help to link educators with resources that will improve the quality of environmental education in the classroom. The coordinators will be publicizing the availability of the Compendium to educators in their region and distributing copies to them, and will also present the Compendium at meetings and conferences.

5. Creative Environmental Conservation **\$10,000**

Project Title: *Return of the Natives to Moss Landing Dunes*
Project Location: *Moss Landing Dunes State Beach*
Project Timeline: *April 2001 to March 2003*

Creative Environmental Conservation operates Return of the Natives (RON), an environmental education program that involves native plant and habitat restoration. The RON program is receiving funding for a three-year project along a stretch of dunes at Moss Landing State Beach in cooperation with California State Parks and Moss Landing Marine Laboratories. Volunteers are ridding the area of iceplant, blocking illegal trails using barriers made of native plants, and putting up interpretive signs that include warnings to the public. The project is being undertaken on site by students at CSU Monterey Bay, school children, and adult community volunteers. Students are also involved at school through growing native plants and learning from the program's native plant curriculum.

Status: This \$10,000 was combined with another \$10,000 approved by Commissioners during the competitive grants cycle of fiscal year 2000/01. The project has experienced some delays, yet accomplishments to date still include conducting GPS mapping of native plants and iceplant; collecting native seeds; removing some of the iceplant and other nonnative plants; planting some of the native plants; and creating interpretive signs.

6. California Environmental Education Interagency Network **\$2,000**

Project Title: *"Environmentality" Challenge*
Project Location: *Statewide*
Project Timeline: *September 2001 to June 2002*

The "Environmentality Challenge" is a statewide program that enlists fifth grade classes to initiate projects addressing environmental problems in their communities. Largely funded by Disney, the program is also supported by 14 different state agencies in the California Environmental Education Interagency Network, including the Coastal Commission.

Status: The 2001-2002 Environmentality Challenge has been completed. The grand prize was awarded to a class at Miano Elementary School in Los Baños for a watershed project. Over 3,000 fifth grade classes participated this year, representing more than 90,000 students.

7. Crystal Cove Interpretive Association **\$6,500**

Project Title: *Tidepool Education Video*
Project Location: *Statewide*
Project Timeline: *November 2001 to December 2002*

In 2000 a ranger at Crystal Cove State Park produced an educational video providing instructions to children in preparation for their field trip to visit tidepools. Through footage of children delivering tips on respecting the plants and animals that live in tidepools, as well as narration, interviews with park staff, trivia, music, and fun animation, the video educates tidepool visitors on the importance of caring for this fragile habitat. The original video was specifically designed to instruct young visitors to Crystal Cove before their arrival there. This grant supports modifications to the video to make it applicable to youth preparing to visit tidepools all along the California coast. The new video will be added to the CCC Public Education Program's video lending library and distributed to marine education programs throughout the state.

Status: New footage has been shot at Cabrillo National Monument, Monterey Bay, and Patrick's Point to add geographic diversity to the current footage. A revised script is currently being written and editing of the footage is scheduled to begin at the end of this summer.