

CALIFORNIA COASTAL COMMISSION

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Corrected Report **W45a**

August 27, 2009

TO: Commissioners and Interested Persons

FROM: Peter Douglas, Executive Director
 Susan Hansch, Chief Deputy Director
 Christiane Parry, Public Education Program Manager
 Sylvie B. Lee, Grants Program Coordinator

SUBJECT: Proposed Targeted Grants for Fiscal Year 2009/2010 Using Funds from Sales of the Whale Tail Coastal Protection License Plate

PROPOSED COMMISSION ACTIONS:

- A) Approve the following seven targeted grants (total up to \$332,000):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$86,900)
 - (2) Earth Alert (\$8,800)
 - (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (4) I Love A Clean San Diego Adopt-A-Beach Program (\$26,000)
 - (5) Tides Center (\$119,300)
 - (6) San Francisco Ocean Film Festival (\$1,000)
 - (7) Camp SEA Lab/University Corporation at Monterey Bay (up to \$60,000)
- B) Approve the following reserve to set aside temporarily (total \$20,000):
- (1) Reserve to remain unallocated at this time and awarded later in the fiscal year (\$20,000)
- C) Approve the following action:
- (1) Reallocate any unneeded funds to the competitive grants budget or add it to the temporary reserve.

(See page 7 for staff recommendation and motion)

Introduction

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 new plate that is sold, approximately \$13.75 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.50 per plate into the account. Additional funds are deposited in the Environmental License Plate Fund (ELPF), which funds environmental programs in other state agencies. As of June 30,

2009, over 183,000 license plates have been sold. Sales and renewal fees (plus miscellaneous other small fees) have contributed \$14.4 million to the CBCEA, and \$33.7 million to the ELPF. (The additional fees that are charged for personalized plates go to the ELPF.)

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 as follows: (A) First 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.” (B) Second, from funds remaining after the allocation required under subparagraph (A), 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. (As amended in 2004 in Budget Trailer Bill SB 1107.)

Grantmaking Budget

The final budget for FY2009/10 includes \$704,000 in funds from the CBCEA for local assistance grants. This report describes the staff’s recommendations for expenditure of these funds.

The staff proposes to devote 50 percent of the funding (\$352,000) for grants to targeted projects. These are high priority projects that are an outgrowth of work begun under previous Commission grants or linked to existing Commission programs and the goals of the Commission’s strategic plan.

The staff proposes to allocate the remaining 50 percent of the funding (\$352,000) to the competitive grants program for coastal and marine education projects throughout California. Commission action on the individual competitive grants will be required at a future meeting, following advertisement of the availability of grant funds.

A) APPROVAL OF SEVEN TARGETED GRANTS

The staff is eager to continue applying the proceeds of the Whale Tail Plate sales to coastal and marine education and related projects to educate and involve the public in the protection of marine and coastal resources. In addition, the implementation of these programs will make visible to the public the positive impacts of the license plate program. In turn, this heightened visibility will help generate additional sales.

The staff recommends seven projects for immediate funding. These projects are consistent with the legislative requirements and with the criteria applied to the competitive grants program. The grants will be subject to the reporting requirements and rules as set forth for the Whale Tail Competitive Grants. The staff recommends the following grants:

- (1) Kids’ Adopt-A-Beach School Assembly Program and Beach Cleanup (\$86,900)
- (2) Earth Alert (\$8,800)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$26,000)
- (5) Tides Center (\$119,300)
- (6) San Francisco Ocean Film Festival (\$1,000)
- (7) Camp SEA Lab (up to \$60,000)

(1) \$86,900 for Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup

This program was started in Los Angeles County in 1993 by the Malibu Foundation for Environmental Education with the support of the Coastal Commission. The assembly program involves presenting slides and discussing the dangers of debris in the world's oceans, recycling, litter reduction, and the storm drain system. Children are motivated to care for the marine environment and then given something to do about it by conducting a beach cleanup on "Ocean Day," coinciding with World Ocean Day on June 8th. The program provides participating schools with bus transportation to the beach. At the conclusion of the cleanup, the students create an aerial art project by standing in formation to spell out an ocean conservation message on the sand, which typically receives wide exposure in the press and makes the event memorable for participants. This program targets low-income and inland communities.

Program History. In FY1997/98, the program came to the San Francisco Bay Area, where the program is currently coordinated by Richardson Bay Audubon. In FY1998/99, the Commission launched a program in San Diego in partnership with I Love a Clean San Diego. In FY2000/01 the program expanded inland through funding to Fresno Chaffee Zoo for Fresno students to travel to Monterey Bay, and in FY2001/02 it expanded to Humboldt County (now coordinated by Friends of the Dunes). In FY2002/03, sites were added in Orange County (now managed by Orange County Coastkeeper) and San Luis Obispo County (involving students from Tulare County; this site held its final program in FY2007/08). The Commission provided the program with \$28,000 in FY1998/99 and FY1999/2000, \$40,000 in FY2000/01, \$54,000 in FY2001/02, \$85,500 in FY2002/03, \$84,700 in FY2003/04, \$88,500 in FY2004/05 and FY2005/06, \$107,740 in FY2006/07, \$98,500 in FY2007/08, and \$86,900 in FY2008/09, divided each year into grants to partner organizations.

Proposal. For FY2009/10, the staff proposes a total of \$86,900 to continue to support programs in the geographic regions listed above while providing grantees with the same level of funding as last year.

(2) \$8,800 for Earth Alert's "Heroes of the Coast" Project

Earth Alert, Inc. is a nonprofit organization working in environmental media, including the creation of low-budget documentaries. Earth Alert's members have nearly finished compiling an oral history of Proposition 20, the initiative that created the Coastal Act. The oral history consists of several dozen video interviews with key figures involved with Proposition 20, such as Ellen Stern Harris, Dorothy Green, Peter Douglas, and Don May.

Program History. This organization has not previously received any Whale Tail Grants.

Proposal. Earth Alert is requesting funding to complete the final three interviews with former Executive Director Joe Bodovitz and activist Janet Adams, and for commentary, California historian Kevin Starr. All videos will be converted to a digital format, and Earth Alert is also requesting funding to duplicate the footage onto DVDs. Then Earth Alert would distribute 15-18 of the interviews it deems most significant to the library collections of universities located in California's coastal counties. Copies of 26 different interviews would be distributed for possible airing on public access television stations. Each of the 26 would also be uploaded to a website for free viewing by the public. Availability of these oral histories would be publicized through a news service.

(3) \$30,000 for Heal the Bay Adopt-A-Beach Program

Heal the Bay is an environmental organization serving as the coordinator for both the Adopt-A-Beach Program and Coastal Cleanup Day for Los Angeles County. As the coordinator of the Adopt-A-Beach program, the organization arranges cleanups for volunteers, provides them with supplies, holds monthly “Nothin’ But Sand” public cleanup events, collects data on trash collected, and also offers an educational component.

This educational component includes presentations to Adopt-A-Beach volunteers; bus transportation to bring students from inland, underserved schools to the beach for participation in exploration and cleanups; an educational presentation about ocean pollution and beach safety prior to the student cleanups; having the participating schools conduct a data analysis of the trash collected; and cleanups at inland schoolyards and creeks to stress their connection with the coast.

Program History. Heal the Bay received three competitive Adopt-A-Beach grants in FY1998/99 through FY2000/01. Beginning in FY2002/03, the Commission has supported Heal the Bay’s Adopt-A-Beach Program through the targeted grants program instead. Since Adopt-A-Beach is a Coastal Commission program, it fits the goal of the targeted grants by carrying out activities associated with Commission programs. Heal the Bay’s Adopt-A-Beach Program is highly innovative and reaches over 20,000 people annually.

Proposal. Staff proposes supporting Heal the Bay with a new \$30,000 grant for the Adopt-A-Beach program. In the coming year Heal the Bay plans to use the money to continue operating the Adopt-A-Beach Program.

(4) \$26,000 for I Love A Clean San Diego Adopt-A-Beach Program

I Love A Clean San Diego (ILACSD) has been conducting community-based environmental education programs since 1968. The organization coordinates San Diego County’s Adopt-A-Beach Program as well as the Kids’ School Assembly and Beach Cleanup Program, and also serves as a coordinator for Coastal Cleanup Day.

Program History. In FY2002/03, ILACSD received a \$20,000 competitive Whale Tail Grant to enhance its Adopt-A-Beach program and promote greater community participation. Staff encouraged new beach cleanup volunteers and educated them about threats to a healthy coastal and marine environment. They also acknowledged volunteers by placing placards at 30 different stretches of adopted beach. In FY2004/05 ILACSD received a \$27,000 targeted grant to update the 30 signs at adopted beaches, recruit volunteers to adopt an additional 30 stretches of beach and place new signs at those locations, create an interactive Adopt-A-Beach web page, and deliver interpretive presentations to volunteers at their cleanups. In FY2005/06 the Commission provided a \$25,000 targeted grant to continue support and add a component whereby volunteers would be able to adopt an inland waterway that drains to the San Diego coast. Other targeted grants were provided in the amounts of \$22,500 in FY2007/08 and \$26,100 in FY2008/09.

Proposal. Staff proposes providing I Love A Clean San Diego with a targeted grant of \$26,000 to continue the organization’s enhanced Adopt-A-Beach program and continue to enhance the component focusing on inland waterways. As with Heal the Bay’s Adopt-A-Beach activities, this program carries out activities associated with Commission programs. The program is innovative and far-reaching.

(5) \$119,300 for the Tides Center/Marine Education Project for School-Based Marine Education and the Community-Based Restoration and Education Program

The mission of the Marine Education Project (MEP) is to preserve and restore the biodiversity and health of California's coastal and marine ecosystems through scientifically-supported community involvement, education, and action. MEP is a project of the nonprofit Tides Center, in cooperation with the Commission's Public Education Program. MEP operates two primary programs: the Community-Based Restoration and Education Program (CBREP), mobilizing volunteers to restore habitat at Upper Newport Bay and beyond, and the statewide School-Based Marine Education Program. The Tides Center has served as fiscal agent for the MEP since 2000.

Program History. Coastal Commission funding supported CBREP with a \$15,000 grant in FY2000/01, \$20,000 for printing a high school curriculum in FY2003/04, \$79,800 in FY2005/06, and \$72,000 in FY2007/08. (An additional \$48,000 was also approved by Commissioners in FY2004/05, but it was later reallocated to Whale Tail competitive grant funds because enough money was raised from private sources instead.) Whale Tail grants were also made to support school-based marine education in FY2003/04 for \$88,400, FY2004/05 for \$81,700, FY2005/06 for \$80,000, FY2006/07 for \$35,500, FY2007/08 for \$56,000, and FY2008/09 for \$62,000.

Proposal. \$70,500 from this grant would allow the Marine Education Project to continue to provide statewide school-based marine education to students and to conduct teacher trainings using resources such as "Waves, Wetlands, and Watersheds." MEP would also conduct outreach and develop new educational resources. A separate \$48,800 would support MEP's Community-Based Restoration and Education Program which will continue to recruit, train, and lead volunteers; restore wetland, riparian, and upland habitat and Upper Newport Bay; and provide educational resources for students to learn about wetlands and engage in hands-on restoration.

(6) \$1,000 for the San Francisco Ocean Film Festival

Debuting in 2004, the San Francisco Ocean Film Festival is a three-day event in February featuring documentaries and other independent films about the sea. Film topics cover four different themes: marine sciences (including environmental issues), exploration and voyages, ocean sports, and coastal and island culture and history. Entries come from around the world and foster appreciation and understanding of the ocean and the interconnectedness between the ocean and the world's peoples. The Festival also includes a separate Student Festival featuring age-appropriate movies and conversation.

Program History. The Coastal Commission was a "Supporting Sponsor" of the 2007 Festival with a contribution of \$10,000. A smaller grant of \$1,000 supported the Festival as a "Seafarer Sponsor" in 2008 and resulted in a half-page advertisement in the program for the Whale Tail License Plate. In addition, several staff members have contributed their time as volunteers to help put on the event over the years.

Proposal. The staff is proposing that for 2010, the Coastal Commission support the Festival with a \$1,000 donation which would provide an opportunity for filmgoers to learn about the Coastal Commission and the Whale Tail License Plate, which will be newly redesigned by the time of the 2010 Festival. This amount will support the Festival and will also result in the placement of a Whale Tail License Plate advertisement in the Festival program.

(7) Up to \$60,000 for Camp SEA Lab

Camp SEA Lab is an ocean science camp which provides an intensive setting where children live and play together as they learn about the ocean, marine science, environmental stewardship and conservation, and the Monterey Bay National Marine Sanctuary. Camp SEA Lab serves youth ages 8-16 and offers them hands-on science activities while introducing them to career opportunities in marine science. Fees are on a sliding scale and a significant percentage of campers receive scholarships to attend. Camp SEA Lab offers day and residential summer camps, an outdoor science school, a spring break day camp, family camp, and special teacher trainings. University Corporation at Monterey Bay (a nonprofit corporation serving California State University, Monterey Bay) receives funding on behalf of this project.

Program History. The Commission has awarded SEA Lab eleven Whale Tail grants: \$25,000 in FY1998/99, \$45,000 the following year, and \$60,000 in FY2000/01 through FY2008/09. In July 2000, SEA Lab conducted a pilot program, and the camp was launched for the public starting in the summer of 2002. During the most recent year, Camp SEA Lab served over 1,200 youth.

Proposal. Camp SEA Lab's most recent funding from the Coastal Commission has a grant period of May 1, 2008 – April 30, 2009. The scope of work of this grant includes developing a financial plan illustrating how it can become less dependent on Whale Tail grant funds in the future. The financial plan is due by the end of January 2010. The staff wishes to make an exact funding recommendation for Camp SEA Lab's FY2009/10 grant after reviewing this financial plan. The staff therefore recommends the Commissioners authorize a grant of up to \$60,000, with the final amount to be determined by the Executive Director.

B) APPROVAL OF RESERVE TO ALLOCATE AT A LATER DATE

(1) \$20,000 to put into temporary reserve

In order to maximize flexibility, staff recommends that the Commission set aside a temporary reserve for several months.

Program History. Commissioners approved a temporary reserve in FY2001/02 when \$8,000 was set aside in case it was needed for unanticipated expenses associated with completing the "Waves, Wetlands, and Watersheds" curriculum. Another reserve of \$20,000 was approved in FY2003/04 in case it was needed to produce the "Our Wetlands, Our World" high school curriculum. Commissioners later approved using both reserves for those designated purposes. Other reserves set aside in FY2004/05 and FY2008/09 ended up not being needed and were added to the funds available for competitive Whale Tail grants later in the year.

Proposal. Staff recommends maintaining funds in a temporary reserve to keep a small amount of grant funding available for potential opportunities which may arise. After determining whether these reserve funds are needed, staff will return to the Commissioners before the end of the fiscal year to request allocating these funds. If not needed by any other project, staff will add the extra funds to the budget for the Whale Tail competitive grants program.

C) APPROVAL OF ABILITY TO REALLOCATE UNNEEDED FUNDS

In the event that one of the above targeted grantees does not need all the funds currently being allocated, Commissioners direct the staff to reallocate the remaining money to the competitive grants budget or add it to the \$20,000 reserve described in B) above.

STAFF RECOMMENDATION:

A. The staff recommends that the Commission approve the following seven targeted grants:

- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$86,900)
- (2) Earth Alert (\$8,800)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$26,000)
- (5) Tides Center (\$119,300)
- (6) San Francisco Ocean Film Festival (\$1,000)
- (7) Camp SEA Lab/University Corporation at Monterey Bay (up to \$60,000)

B. The staff further recommends that the Commission approve a temporary reserve of \$20,000.

C. The staff further recommends that the Commission direct the staff to reallocate any of these funds, if not needed, to the Whale Tail competitive grants budget or the temporary reserve.

Motion: *I move that the Commission approve and authorize the Executive Director to: a) enter into the appropriate agreements for seven targeted Whale Tail grants; b) set aside a temporary reserve of \$20,000, and c) reallocate any unneeded targeted grant funds currently being approved to the Whale Tail competitive grants budget or to the temporary reserve; as listed in the staff report dated August 27, 2009, Item W45a.*