

CALIFORNIA COASTAL COMMISSION

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



W31b

January 25, 2012

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

SUBJECT: **Proposed Awarding of Funds from Sales of the WHALE TAIL[®] License Plate –
 Competitive Grants Program (for Coastal Commission Meeting on Feb. 8, 2012)**

SUMMARY OF STAFF RECOMMENDATION: Approve 14 grants totaling \$186,000

Youth programs (totaling \$125,000):

- Aquarium of the Bay/Bay Institute Aquarium Foundation (\$9,995)
- Boys and Girls Club of Greater Oxnard and Port Hueneme (\$32,000)
- Farallones Marine Sanctuary Association (\$9,995)
- Los Angeles Conservation Corps (\$9,855)
- MEarth (\$20,535)
- Millennial Tech Middle School (\$10,615)
- Ocean Foundation (\$8,500)
- Sandrini Elementary School (\$8,230)
- Tuolumne River Trust (\$5,775)
- Youth Community Service (\$9,500)

Programs for the general public (totaling \$61,000):

- 5 Gyres Institute (\$32,000)
- Crystal Cove Alliance (\$9,500)
- Smith River Alliance (\$10,000)
- Stewards of the Coast and Redwoods (\$9,500)

Subtotal small grants (\$10,000 and under): \$90,850 (49%)

Subtotal large grants (\$10,001 - \$35,000): \$95,150 (51%)

Motion: I move that the Commission approve the 14 competitive grants recommended by staff for WHALE TAIL[®] License Plate funding for FY2011/12, and authorize the Executive Director to enter into the appropriate agreements.

Introduction

The 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 \$15.00 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit \$20.00 per plate into the account. A portion of sales and renewal fees of the WHALE TAIL[®] Plate also are deposited in the Environmental License Plate Fund (ELPF), which supports environmental programs in other state agencies. According to DMV reports, as of the end of 2011 a total of 202,477 WHALE TAIL[®] Plates have been sold. Sales and renewal fees (plus miscellaneous other small fees) have contributed \$18.6 million to the CBCEA, and \$44.9 million to the ELPF. The additional fees that are charged for personalized plates go to the ELPF.

Targeted Grants and Temporary Reserve for FY 2011/12

At its September 2011 meeting, the Commission voted to allocate the \$541,000 FY2011/12 grantmaking budget as follows: five targeted grants totaling \$339,000, a temporary reserve of \$26,000 to be awarded later in the fiscal year, and the remaining \$176,000 for the competitive grantmaking program. For a listing of those five targeted grants, and other recent grants that have been funded through sales of the WHALE TAIL[®] License Plate, see Attachment A. (For a complete listing of all WHALE TAIL[®] grants ever awarded, please visit the [online map](#) of WHALE TAIL[®] Grant Recipients Since 1998.) For the staff recommendations on allocating the temporary \$26,000 reserve, see Item W31a on this month's Coastal Commission meeting agenda. It includes recommendations for two additional targeted grants totaling \$16,000, and for allocating the remaining \$10,000 to this year's competitive grantmaking program, bringing the total competitive budget to \$186,000.

The Competitive Grants Program for FY 2011/12

The WHALE TAIL[®] Competitive Grants Program offers the following three funding subcategories: a) coastal and marine outreach and education for *youth*; b) coastal and marine outreach and education, as well as beach and other coastal habitat improvement activities, for adults and the *general public*; and c) strengthening and innovating year-round *Adopt-A-Beach* programs. (No applications were submitted in the Adopt-A-Beach category this year.)

The staff began publicizing the grant program in September. The deadline for submittal of grant applications was November 1, 2011. Applicants could request any amount up to \$35,000, and between 25 and 50 percent of the grant funds are to be allocated in small grants of up to \$10,000.

Limited Amount of WHALE TAIL[®] License Plate Grant Funds

The staff received 132 grant applications requesting a combined total of \$2,231,396, which equals nearly 12 times the amount of funding available. The number of recommended grants totals just over 10 percent of the number of proposals submitted. Attachment B is a list of the applicants, project titles and amounts requested for this funding cycle.

Selection Criteria

The staff evaluated the applications using the following criteria, first approved by the Commission in 1998 and slightly modified with Commission approval in 2009:

- 1. Educational Component:** Projects funded under this program should have a strong, high-quality educational component involving the marine and/or coastal environment. We encourage experiential, hands-on learning where possible. The project's educational content and mode of delivery should be age-appropriate for the target audience. Projects aiming to improve the quality of beaches or other coastal habitats will be considered as well.

2. Need: Projects will be assessed on the degree to which they address an identified need (educational, ecological, social, etc.). Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.

3. Project Concept: We seek technically sound concepts and creative and innovative approaches. The degree to which a project is potentially expandable or applicable in other geographic areas will be considered, as will the degree of impact relative to the cost. Up to 5 points of extra credit will be awarded if the project or aspects of the project have a life beyond the term of the grant (e.g. through capacity-building, training, products and equipment, etc.).

4. Proposal Content: The proposal should demonstrate that the concept has been fully thought out and developed into a concrete, feasible project with clearly stated goals, measurable objectives, project design, and method of implementation. A sensible plan for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered, as well as the strength of the organization's track record and capabilities of project personnel.

Staff Recommendation

The staff recommends that the Commission fund the 14 programs listed below (\$186,000 total).

***Staff Recommendations for Competitive WHALE TAIL® Grant Awards
FY 2011/12***

1. Aquarium of the Bay/Bay Institute Aquarium Foundation **\$9,995**

Project Title: *Discover the Bay Hybrid Ferry Program*

Project Location: *San Francisco*

Project Timeline: *June 2012 to May 2013*

Total Project Budget: *\$34,252*

Estimated number of people served by the project: *400*

The Aquarium of the Bay on San Francisco's Pier 39 became a nonprofit educational and research institution in 2009 when it formed a partnership with the Bay Institute. In 2010, the Aquarium's education program launched a new partnership with its neighbor at Fisherman's Wharf, Alcatraz Cruises. Alcatraz Cruises provides Hornblower Yacht's first hybrid ferry in the country so the Aquarium can host schoolchildren on an educational tours of San Francisco Bay. The tours are provided for a fee for schools that can afford it and free of charge for those that cannot.

The Discover the Bay Hybrid Ferry Program host students onboard for over three hours and includes four different hands-on learning stations: plankton, hydrology, hybrids, and watersheds and wetlands. The students learn about the ecology, food web, and water chemistry of San Francisco Bay; the history of the Bay and the Golden Gate National Recreation Area; impacts of climate change and energy-saving technologies; and personal actions people can take to protect the Bay and the Ocean. After the boat docks, students take part in a guided tour of the Aquarium. A WHALE TAIL® grant from the Coastal Commission would pay for ten sixth-grade science classes from underserved San Francisco schools to participate in this program.

2. Boys & Girls Club of Greater Oxnard & Port Hueneme \$32,000

Project Title: *MERITO Academy 2011-2012*

Project Location: *Santa Barbara and Ventura counties*

Project Timeline: *March 2012 to November 2012*

Total Project Budget: *\$156,850*

Estimated number of people served by the project: *560 students and 20 educators*

MERITO stands for “Multicultural Education for Resource Issues Threatening Oceans.” The MERITO Academy is a bilingual science program of the Channel Islands National Marine Sanctuary and operates under the Boys & Girls Club. Its curriculum consists of fifty different lesson plans aligned to California State Content Standards and Principles of Ocean and Climate Literacy. The curriculum is appropriate for English language learners and includes worksheets in Spanish. The Academy reaches 560 students in grades 4-7 at underserved public schools in Ventura and Santa Barbara counties and in afterschool programs at the Boys & Girls Club.

Twenty teachers enrolled in the Academy attend a two-day workshop and commit to teaching approximately 15 different lessons in class and taking part in three hands-on field trips. MERITO staff visit each class three times, coordinate and assist during field trips, and provide professional development to the participating teachers. The in-class lessons are selected from six different modules such as “Environment and Ocean Literacy Concepts,” “Our Channel Islands National Marine Sanctuary and Park,” and “Everything is Connected!” (about carbon dioxide, pollution, and sustainability). The field trips cover activities including water quality testing, native plant restoration, bird identification, beach cleanups, and wetland exploration. Field trip locations include Coal Oil Point in Santa Barbara County or Ormond Beach and County Line Beach in Ventura County, and as well as a final trip to the Channel Islands.

3. Farallones Marine Sanctuary Association \$9,995

Project Title: *Implementing and Evaluating the New LiMPETS Curriculum*

Project Location: *San Francisco Bay Area*

Project Timeline: *June 2012 to August 2013*

Total Project Budget: *\$162,492*

Estimated number of people served by the project: *1,200 students and 40 educators*

LiMPETS (Long-term Monitoring and Experiential Training for Students) is a popular hands-on science education program for middle and high school students featuring an in-class introduction, monitoring investigations on the shore, and finally in-class data analysis and sharing. Classes study either the distribution and abundance of the Pacific mole crab or the distribution and abundance of 33 invertebrate and algae species at specific rocky intertidal sites along the coast. After collecting the data, students enter their information into the LiMPETS database, which is also used by researchers to track the populations of key indicator species over time.

The Coastal Commission awarded a grant to this program last year, during which time, in addition to underserved Bay Area students participating in the program, the LiMPETS data entry and query systems were improved and a new sandy beach curriculum was piloted. In response to teacher feedback requesting further training, the Farallones Marine Sanctuary Association is requesting funding to support two six-hour workshops for new teachers to thoroughly introduce all aspects of the program; two workshops per year for returning LiMPETS teachers, focusing specifically on data analysis and emerging ocean research topics; and a three-day workshop in the summer for all teachers, focusing on new program components and providing hands-on practice to prepare the teachers to lead their students. Finally, a WHALE TAIL[®] grant would also support an evaluation to determine the impact of the new curriculum on teachers and their students.

4. Los Angeles Conservation Corps \$9,855

Project Title: *SEA Lab Key to the Sea Program*

Project Location: *Los Angeles County*

Project Timeline: *June 2012 to August 2013*

Total Project Budget: *\$20,678*

Estimated number of people served by the project: *1,500 students, 60 educators, 12 corps members*

Heal the Bay in Santa Monica developed the “Key to the Sea” program to teach Los Angeles County elementary students about watersheds, the storm drain system, pollution prevention, sandy beach habitat, and environmental stewardship. The program is provided through partnerships with four Los Angeles aquariums, including the SEA (Science Education Adventure) Laboratory in Redondo Beach run by the Los Angeles Conservation Corps (LACC). In carrying out the “Key to the Sea” program, each aquarium is required to host field trips and conduct teacher workshops. The LACC currently has their Corps members leading field trips at the SEA Lab as part of “Key to the Sea,” and uses staff to conduct teacher workshops. Corps members are at-risk, low-income young adults who join the Corps to learn job skills and improve their lives.

The LACC now proposes to train these young adults to also lead the second requirement of the program – to host two teacher workshops. Teachers must attend a workshop before their class attends the field trip. New teachers learn about watersheds, local marine life, and marine conservation. Returning teachers are taught about waves and tides, habitats, and plastic in the ocean. Teachers receive a curriculum guide and supplies to implement lessons when they return to their schools. In addition to being trained to deliver the teacher workshops, participating corps members will work to further increase the numbers of underserved students attending their field trips by recruiting teachers from their own former elementary schools. Their students are expected to benefit from being taught by knowledgeable people who share their ethnicity and socio-economic background. Recruited teachers would be offered free transportation for their students.

5. MEarth (Hilton Bialek Habitat) \$20,535

Project Title: *Plastic Pollution Education Initiative*

Project Location: *Monterey County*

Project Timeline: *June 2012 to June 2013*

Total Project Budget: *\$58,106*

Estimated number of people served by the project: *500*

MEarth (pronounced “me Earth”) operates the Hilton Bialek Habitat adjacent to Carmel Middle School at the mouth of the Carmel River. The 10-acre habitat hosts outdoor education programs for students from Carmel as well as communities elsewhere in Monterey County.

The Plastic Pollution Education Initiative would teach a total of 500 students about the basics of plastic pollution, its effect on the environment, and ocean stewardship. Four hundred of those students would be taught at three underserved Monterey County schools. They would learn about plastic pollution; conduct a waste audit at school; visit the Hilton Bialek Habitat to rotate through four learning centers about the impacts of single-use plastics on the local watershed and birds, humans, marine life, and the ocean; and take part in a community awareness project such as Coastal Cleanup Day. The remaining one hundred students would come from the Boys and Girls Clubs of Monterey County for a weekend and after-school program at the Habitat. These students would visit the Habitat for four half-day sessions for an ocean literacy program covering topics such as the connection between land-based human actions and ocean health, hazards of plastic debris, beach dynamics and ocean currents, and solutions to plastic pollution. These student would also implement a community awareness project that would involve establishing a recycling program at the Boys and Girls Club, lowering the Club’s use of single-use plastics, and conducting a beach cleanup.

6. Millennial Tech Middle School

\$10,615

Project Title: *Student Stewards for Coastal California*

Project Location: *San Diego*

Project Timeline: *March 2012 to June 2012*

Total Project Budget: *\$10,615*

Estimated number of people served by the project: *50*

Millennial Tech Middle School serves 7th- and 8th-grade students who are primarily African American and Latino, live in central San Diego, and rarely visit their city's coastline. Millennial Tech is a magnet school emphasizing science, technology, engineering, and math (STEM).

This project would introduce students to a number of activities pertaining to marine ecosystems. An oceanography unit would cover waves, currents, tides, bathymetry, pH, salinity, and temperature. A plankton unit would cover the biology and ecology of plankton, and the students would listen to a guest lecture by a marine debris researcher from the Scripps Institution of Oceanography. There would also be units on the biology and ecology of local fish and marine mammals. Each unit would include related student research projects on a range of topics including solutions for coastal erosion, the niche value of intertidal species, and pros and cons of marine fisheries and marine mammal captivity. There would also be an ocean acidification lab, data collection of properties of water and population densities at tidepools, and studies of local topics such as invasive species, marine protected areas, and floating airport proposals. For a final project the students would conduct a community outreach activity such as organizing a beach cleanup day, creating an informational website, or other possibilities.

7. Ocean Foundation

\$8,500

Project Title: *Ocean Connectors*

Project Location: *San Diego*

Project Timeline: *April 2012 to March 2013*

Total Project Budget: *\$71,000*

Estimated number of people served by the project: *2,000*

The Ocean Connectors program began as a project of Pro Peninsula, which merged with The Ocean Foundation in 2009. The program previously received two WHALE TAIL[®] grants under Pro Peninsula and focused on teaching several hundred predominately Spanish-speaking 5th- and 6th-grade San Diego students about the endangered sea turtles that live in San Diego Bay, including the migration of the turtles to Mexico and how the migration of these animals illustrates the connection between the world's coasts and oceans. The program also included exchanging letters and art with children in Baja, Mexico living near the beaches where the San Diego sea turtles nest.

The program has now expanded to include 2,000 mostly Spanish-speaking San Diego youth from grades four through seven. In 4th grade, the students will study the migrating California gray whale and ocean conservation and exchange letters and art regarding what they have learned with students living near gray whale calving lagoons in San Ignacio, Mexico and others in Kodiak, Alaska, the other end point of the whales' migration. They will also take a whale-watching boat trip. Students in grades five and six will study green sea turtles as described above, with 5th-graders visiting the Chula Vista Nature Center and 6th-graders learning about sea turtle biology and observing scientists at the Marine Turtle Research Program of the National Marine Fisheries Service. Finally, 7th-graders will study the migratory black brant goose which travels the Pacific Flyway from the Arctic to Loreto, Mexico. They will help restore coastal wetland habitat to benefit migrating birds, learn about the habitat's ecology, identify shorebirds, and exchange letters with students in Loreto. While the overall program includes educating students in Mexico and Alaska, all activities supported by the WHALE TAIL[®] grant would focus on students in San Diego.

8. Sandrini Elementary School

\$8,230

Project Title: SEA SAINTS
Project Location: Bakersfield
Project Timeline: March 2012 to June 2012
Total Project Budget: \$20,539
Estimated number of people served by the project: 90

Sandrini Elementary in the Central Valley is a Title I school with a high migrant farmworker student population and low standardized test scores. In the spring, the sixth-grade students plan to attend Camp KEEP (Kern Environmental Education Program) at Montaña de Oro State Park in San Luis Obispo County. At this five-day overnight camp, the students will explore and clean beaches, study tidepools, attend a marine biology lesson on Morro Bay, study native plants and marine ecosystems, learn about local coastal geology, spot marine wildlife, and enjoy the ocean. They will also collect data to use for a presentation to the rest of their school when they return.

Sandrini Elementary is also providing the students with a number of other environmental education activities before camp, including studying local vs. coastal weather patterns; being visited by the Kern Delta Water Agency to learn about topics such as the water cycle, water conservation, agriculture and endangered Delta Smelt; using Google Earth to view whale migration locations; and using Skype to talk with a marine biologist who will help them research whales. A grant from the Coastal Commission would support busing costs, beach cleanup supplies, and approximately one quarter of the Camp KEEP tuition fees.

9. Tuolumne River Trust

\$5,775

Project Title: The Incredible Journey
Project Location: Stanislaus County and San Francisco
Project Timeline: March 2012 to June 2013
Total Project Budget: \$18,112
Estimated number of people served by the project: 120

The Tuolumne River Trust operates a yearlong outdoor program called “Trekking the Tuolumne River,” which teaches Central Valley elementary students about the Tuolumne, its value to the community, and how to be good stewards of the river and its watershed. A year ago, a WHALE TAIL® grant funded a coastal component for this program focusing on the Tuolumne’s connection to other rivers and the ocean as well as the life cycle of salmon. The Trust also operates a separate environmental education program for San Francisco Bay Area students about the source of their drinking water, called “That’s the Tuolumne in my Tap.”

Now, the Trust is proposing to bring these two programs together. In San Francisco, sixty underserved 4th-grade students would participate in “That’s the Tuolumne in my Tap,” while in Empire, a city near Modesto, sixty underserved 4th-graders would participate in the “Trekking the Tuolumne” program. Then in the fall as 5th-graders, the Empire students would begin their studies of salmon and also begin communicating with their San Francisco counterparts at the other end of their local river via social media and Skype. A series of field trips would connect these two groups of students with each other and with the opposite ends of their shared watershed. Both groups would come together to tour the salmon spawning grounds on the Tuolumne River and rotate among different river investigation stations and play educational games about the salmon life cycle. And both groups would reunite at the Bay Model in Sausalito to see how their waterways converge and empty into the Pacific Ocean. They would also visit a nearby beach for educational games and a beach cleanup. Additionally, Empire students would raise salmon in the classroom and San Francisco students would also have a presentation about salmon. Coastal Commission funding would support the bus transportation budget for this project.

10. Youth Community Service \$9,500

Project Title: *From the Creek to the Sea: Education and Stewardship with East Palo Alto Youth*
Project Location: *San Mateo County*
Project Timeline: *May 2012 to June 2013*
Total Project Budget: *\$9,500*
Estimated number of people served by the project: *50 in program + 700 other students*

Youth Community Service (YCS) works to help youth grow personally, improve their academic performance, and develop leadership skills through engaging in community projects. YCS is proposing a year-long program for at-risk high school students in two underserved communities, East Palo Alto and east Menlo Park. The program would focus on watershed, bayland, and marine ecology and help the teens develop their environmental stewardship skills.

Participants in this program would be the 50 members of the YCS Freshman Leadership Corps. They meet once a week during the school year and 40 hours per week during the summer. Many of the proposed activities would take place during the summer, when staff from several different environmental organizations would lead activities for them. Specifically, they would learn about the local San Francisquito Creek watershed, the importance of healthy creeks, and challenges including downstream trash and poor water quality with Acterra. They would restore salt marsh transition zone in the East Palo Alto Baylands and Cooley Landing with Save the Bay. State Parks staff would teach them about ocean health and guide restoration and cleanup projects at Half Moon Bay State Beach. Also during the summer, the youth would shoot video of their activities. Then during the following school year, they would develop an educational video and handouts to present to 700 students in local underserved school districts about environmental concerns facing their watershed, the Bay, and the Pacific Ocean and ways people can help these environments. The video would also be submitted to an Earth Day film festival in Palo Alto.

11. 5 Gyres Institute \$32,000

Project Title: *The Last Straw West Coast Solutions Tour*
Project Location: *Statewide*
Project Timeline: *April 2012 to March 2014*
Total Project Budget: *\$41,910*
Estimated number of people served by the project: *20,000*

The 5 Gyres Institute was founded in 2009 by members of the Algalita Marine Research Foundation, the organization known for sharing research information about the floating “Garbage Patch” in the North Pacific Gyre. 5 Gyres researches plastic pollution in all five subtropical gyres of the world’s oceans and conducts outreach to protect the ocean from the threat of plastic waste.

“The Last Straw” tour involves multiple components for students and families aimed at reducing plastic pollution in coastal and marine ecosystems, accompanied by a great deal of media outreach to reach an even bigger audience. A traveling exhibit about plastic pollution will visit museums, aquariums, and science centers. Large-scale beach cleanups will take place in at least five of the exhibit locations, followed by spelling out Spanish and English ocean conservation messages with the trash collected. Staff will conduct school assemblies about the impacts of plastic marine pollution; encourage at least ten schools to develop ideas to become a waste-free school; support at least 20 teachers in teaching ocean literacy in their classrooms, including providing them with samples from the North Pacific Gyre and related lessons; host two youth art contests about protecting oceans from plastic waste; and secure venues to display the winning artwork. Also, with help from volunteers, 5 Gyres will research the quantity of beach litter and microplastic pollution at five California beaches and then issue a “report card” about their findings.

12. Crystal Cove Alliance**\$9,500*****Project Title: SNAP! (Science and Nature at the Park)******Project Location: Orange County******Project Timeline: June 2012 to March 2013******Total Project Budget: \$53,500******Estimated number of people served by the project: 50,000***

Crystal Cove Alliance (CCA) is the non-profit cooperating association partnering to support Crystal Cove State Park. The organization works to preserve the park's Historic District, raise funds for Crystal Cove, protect and restore its natural resources, and offer educational programs for the community in science, art, and history.

CCA is requesting funds to support "Science and Nature at the Park," which consists of an environmental exhibit as well as a series of educational programs on a wide variety of environmental topics. The exhibit will be installed in a beach cottage and will include graphic panels, research information, and hands-on activities about the geologic processes that shape Crystal Cove Beach, including concretions— car-sized rocks that drop from the cliffs onto the sand. The exhibit will be accompanied by public presentations. The other educational programs for students and the general public will cover many areas, for example: an ocean acidification lab for high school students; citizen science data recording of dolphins; marine mammal cruises; special activities for people with disabilities; and park hikes that promote physical fitness while teaching State Science Content Standards. A grant from the Coastal Commission would help support the cost of bus transportation to Crystal Cove and printed materials for the geology exhibit and other programs.

13. Smith River Alliance**\$10,000*****Project Title: North Coast Interagency Visitor Center******Project Location: Crescent City******Project Timeline: March 2012 to October 2012******Total Project Budget: \$70,000******Estimated number of people served by the project: many thousands in the future***

The Smith River Alliance is serving as the coordinator and fundraiser for 14 different agencies, tribes, and other entities working to build and operate a year-round visitor education and information center near Highway 101 at the Crescent City Harbor. Currently there is no centrally located, year-round interpretive center for visitors in the area, even though travel and tourism is an important part of Del Norte County's economy. The Center would replace existing information centers at Redwood National and State Parks and the Del Norte Chamber of Commerce, which currently receive only a small portion of all the tourists to the region. The Center would be intersected by the California Coastal Trail. The Crescent City Harbor is currently being redeveloped with support from the State Coastal Conservancy.

The new Visitor Center would offer interpretation and education using a watershed theme tying together the ocean, coast, rivers, and redwood forests. Subjects covered would include salmon, fisheries, tsunamis, coastal resources, Marine Protected Areas, native cultures, and opportunities for exploration. The Center is projected to be built and open by 2016. A WHALE TAIL[®] grant would support the cost of staff time to conduct fundraising activities to bring the project closer to completion.

14. Stewards of the Coast and Redwoods

\$9,500

Project Title: Sonoma Coast Public Education Program

Project Location: Sonoma County

Project Timeline: March 2012 to August 2013

Total Project Budget: \$57,475

Estimated number of people served by the project: 17,000

Stewards of the Coast and Redwoods is the nonprofit partner organization to California State Parks in the Russian River District. The organization raises funds, provides educational programming, operates a visitor center in Jenner, and works to restore natural habitats on park land. Recent State Parks budget cuts have been impacting the Russian River District a great deal; there is no park staff available for interpretive programs anymore and Stewards of the Coast and Redwoods is working to maintain funding for Sonoma Coast lifeguards and to keep open some parks that have been slated for closure.

Within the Russian River District, there are ten different educational programs provided by 150 docents and other volunteers in Sonoma Coast State Park, which is the second-most visited State Park in California. Examples of the educational programs include whale watching interpretation, seal watching interpretation and protection, and tidepool naturalists for the general public and for numerous school groups. These coastal public education programs serve 17,000 Sonoma Coast State Park visitors annually, including 2,000 school children. Stewards is requesting funding from the Coastal Commission to help fund the Programs Manager Position, who oversees docents, communicates with teachers, and helps recruit and train new docents. Potential docents take part in a series of field seminars lead by professionals in a range of topics such as geology, marine sciences, archaeology, and the art of interpretation. Some funding is also being requested for interpretive supplies and for transportation assistance for schools that could not otherwise afford to visit.

Attachment A: Recent Grants Awarded From Sales of the WHALE TAIL® License Plate

Fiscal Year	Targeted Grants	Competitive Grants
2009/2010 \$704,000 Total Funds avail. for targeted grants: \$332,000 Funds avail. for competitive grants: \$372,000 Requests received: 125 totaling \$2,688,936	Foundation of California State University Monterey Bay for Camp SEA Lab \$60,000 Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900 Heal the Bay Adopt-A-Beach Program \$30,000 I Love A Clean San Diego Adopt-A- Beach Program \$26,000 Tides Center for School-Based Marine Education Program \$70,500 Tides Center for Community-Based Wetland Restoration and Education \$48,800 San Francisco Ocean Film Festival for the 2010 Festival \$1,000 Earth Alert for the “Heroes of the Coast” Project \$8,800	Arcata Community Recycling Center for marine debris education and an art installation about the North Pacific Gyre \$9,799 California Community Forests Foundation for a curriculum about coniferous forests and streams and their connections to the coast \$9,950 California State Parks, Monterey District for the Point Lobos Summer Adventures Program \$9,999 Channel Islands Restoration for habitat restoration by Ventura County students on Anacapa and Santa Cruz Islands \$15,000 Environmental Traveling Companions for a sea kayaking youth leadership program on San Francisco and Tomales Bays \$24,000 Franklin Elementary School for ocean education and a student overnight at the Monterey Bay Aquarium \$4,400 Jeanne Meadows Elementary School for ocean education and a student overnight at the Monterey Bay Aquarium \$7,200 Ocean Discovery Institute , San Diego, for the Ocean Leaders Initiative \$25,000 Oikonos Ecosystem Knowledge for integrating marine science content into curriculum at middle and high schools \$25,030 O'Neill Sea Odyssey for marine debris and stormwater education for students in San Jose \$20,808 Point Reyes National Seashore Association for full-immersion, residential marine science education programs \$40,000 San Francisco State University for Romberg Tiburon Center's Sea Lion Bowl Diversity Initiative \$25,000 Save the Whales for students in Monterey and San Cruz counties to learn about whale and dolphin communication and imitate their callings through percussion \$9,997 Scott Valley Unified School District , Siskiyou County, for the “Klamath Connection” marine education and habitat restoration project \$9,800

Fiscal Year	Targeted Grants	Competitive Grants
2009/2010 (continued)		<p>Tuolumne River Preservation Trust for adding a coastal component to the “Trekking the Tuolumne” river education program for Central Valley students \$20,000</p> <p>UC Berkeley, Lawrence Hall of Science for adding educational field trips to the marine science program at Oakland’s Ocean Sciences Academy \$26,605</p> <p>Clean Water Fund for zero-waste and marine debris prevention education targeting businesses in the San Francisco Bay Area \$9,999</p> <p>Fresno Chaffee Zoo for adding an ocean stewardship component to the Stingray Bay exhibition \$9,999</p> <p>Jacoby Creek Land Trust for a public workshop series featuring education on good land management practices when living upstream from Humboldt Bay \$9,914</p> <p>Los Cerritos Wetlands Authority for the Los Cerritos Wetlands Stewardship Program in Long Beach \$18,000</p> <p>Santa Barbara Museum of Natural History for a marine life exhibit with a “Superpowers” theme at the Ty Warner Sea Center \$9,500</p> <p>Watershed Discovery Foundation for converting a bus into a “Watershed On Wheels” program in San Mateo County \$20,000</p> <p>Trails4All for recruiting new public agencies to host Coastal Cleanup Day events in the Santa Ana watershed of San Bernardino and Riverside counties \$12,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2010/2011 \$586,500 Total</p> <p>Funds avail. for targeted grants: \$330,500</p> <p>Funds avail. for competitive grants: \$256,000</p> <p>Requests received: 122 totaling \$2,578,682</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$50,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A- Beach Program \$21,000</p> <p>Tides Center for School-Based Marine Education Program \$70,400</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$68,500</p> <p>Crystal Cove Alliance for Beach Wheelchair Purchase \$3,700</p>	<p>Children's Nature Institute for marine ecology and coastal wetlands education for young children and their families in inner-city Los Angeles \$9,999</p> <p>Farallones Marine Sanctuary Association for the LiMPETS program for Bay Area middle and high school students \$9,950</p> <p>Friends of the Dunes for coastal education and field trips for students in remote and rural areas of Humboldt and northern Mendocino counties \$30,000</p> <p>Golden Gate Audubon Society for expanding an environmental education program to underserved neighborhoods of San Francisco \$9,999</p> <p>Newport Bay Conservancy for full-day field trips at Upper Newport Bay for underserved high school students, and for training for their teachers \$10,000</p> <p>Oak Manor Elementary School, Ukiah, for students to research whales and attend a whale-watching field trip \$4,630</p> <p>San Elijo Lagoon Conservancy for a 3-year wetlands and watersheds program for elementary students in Escondido \$20,872</p> <p>Stanford University for the "Squids-4-Kids" program providing frozen giant squid for dissections (and related educational content) throughout California \$8,000</p> <p>YMCA Point Bonita for the Kids-to-Coast Project \$9,900</p> <p>Environmental Volunteers for a new webcam and recorded guided tour at the Palo Alto Baylands \$9,750</p> <p>Ocean Institute, Dana Point, for two new citizen science teaching stations \$32,900</p> <p>San Joaquin River Stewardship Program to educate Fresno area residents about salmon that will be restored to their local river \$40,000</p> <p>Surfrider Foundation for two series of Ocean-Friendly Garden workshops in Ventura and Santa Barbara counties \$20,000</p> <p>Save Our Shores for a new Adopt-A-Beach program in Monterey County \$20,000</p> <p>The Watershed Project for a new Adopt-A-Beach program in Contra Costa County \$20,000</p>

Attachment B: 2011/12 Competitive WHALE TAIL[®] Grant Proposals

Organization Name	Project Title	Requested
5 Gyres Institute	The Last Straw West Coast Solutions Tour	\$34,760
Algalita Marine Research Foundation	Ship-2-Shore	\$25,000
Alvarado Elementary PTA	From Basic Physical Principles to Marine Science	\$9,999
Andrew Jackson Elementary	Oceanic Awareness Program	\$10,000
Animo High School Marine Biology Club	Monterey Bay Educational Research & Experimental Project	\$2,000
Aquarium of the Bay / Bay Institute Aquarium Foundation	Discover the Bay Hybrid Ferry Program	\$9,995
Aquarium of the Pacific	Aquarium On Wheels - It All Flows to Me	\$22,347
Art From Scrap	Community Marine Debris Education	\$8,954
Bellflower Unified School District / Project Apple	Planet Protectors	\$9,256
Bolsa Chica Conservancy	Bolsa Chica Shorebird and Waterfowl Habitat Enhancement Initiative	\$35,000
Bolsa Chica Land Trust	The Jr. Stewards Program	\$8,250
Boys and Girls Club of Greater Oxnard and Port Hueneme	MERITO Academy 2011-2012	\$34,950
Cal Poly Corporation / Calif. Polytechnic State University	Beach Bus	\$9,985
California Lutheran University	Wetlands for Tomorrow	\$9,500
California State Parks	Jr. Lifeguard Waterman Class	\$8,400
California State Parks	Año Nuevo PORTS Program	\$26,000
California State Parks, North Coast Redwoods District	North Coast Quest Initiative	\$13,326
Capistrano Unified School District	A Debris Free Sea	\$29,916
Chabot Space & Science Center Foundation	Corals and Climate: Crafting 21st Century Environmental Literacy	\$35,000
Channel Islands Marine & Wildlife Institute	"Marine Mammals & You"	\$19,203
Chula Vista Nature Center	Coastal Classroom Discovery Lab	\$35,000

Organization Name	Project Title	Requested
City of Los Angeles, Dept. of Recreation & Parks	Cabrillo Beach Pier Fishing Program	\$19,637
City of Oceanside Clean Water Program	Implement 6th Grade Project SWELL Curriculum	\$7,950
City of Salinas - Public Works	Restoring Salinas' Watershed Addresses	\$27,708
Clean Water Fund	Trash-Free Bay to Sea	\$30,000
Coastal Watershed Council	Watershed Guardians	\$34,212
Coastwalk California	Beyond the Cleanup: Increasing Learning from the Coastal Cleanup Day	\$9,950
Community Initiatives/Comm. Science Workshop Network	Gray Whale on the Go	\$30,000
Creative Connections Art Academy PTO / Twin Rivers USD	Westminster Woods 6th Grade Science	\$9,970
Crystal Cove Alliance	SNAP! (Science and Nature at the Park)	\$9,500
Del Norte County Office of Education	Coast Redwood Marine Studies Project	\$9,951
Earth Island Institute	Wheels to Wetlands	\$14,170
EarthTeam	Aqua Team	\$25,665
Edwin Markham Middle School	Connecting the Foothills to the Coast	\$16,480
Excel Youth Zone (XYZ)	Land to Sea	\$20,000
Explorer Elementary Charter School	Ocean Ecosystems: Imbalance and Repair	\$9,380
Familia Center	Ocean Scholars	\$9,000
Farallones Marine Sanctuary Association	Implementing and Evaluating the New LiMPETS Curriculum	\$9,995
Feed the Minds, Inc.	Life Is A Beach - Saving the Southern California Steelhead Trout	\$3,550
Franklin Elementary School	SPLASH-Students Practicing Language Arts in Sea Habitats	\$13,290
Fresno Chaffee Zoo	Sea Lion Cove Educational Resources Project	\$9,999
Friends of the Farallone	Oceans Week Whales	\$8,451
Get Inspired	Orange County Ocean Restoration Project	\$9,900
Golden Gate Audubon Society	Eco-San Francisco	\$10,000
Grades of Green	Ocean Pollution Solutions	\$9,999
Gray Whales Count	Gray Whales Count	\$19,319

Organization Name	Project Title	Requested
Great Whale Conservancy / Earth Island Institute	"Whale of a Tale" Education Program	\$19,895
Greenspace - the Cambria Land Trust	Coastal Access Pocket Guide for San Luis Obispo County	\$7,785
Groundwork San Diego - Chollas Creek	Stop Chollas Creek Debris from Polluting the Sea	\$17,292
Guadalupe-Nipomo Dunes Center	Understanding Water Quality	\$34,708
Immaculate Conception School	AQUATICS	\$9,500
Inland Leaders Charter School	Long Beach Marine Institute's Catalina Island Camp	\$9,975
Julian Charter School: San Diego Academy	"To Change the Tides"	\$9,923
June Jordan School for Equity	Coastal Explorations	\$7,000
Kids & Fishing Inc.	City2 Sea	\$9,995
Kids in Parks/ San Francisco Parks Alliance	Watershed Education and Habitat Restoration Program	\$21,000
Laurelglen Elementary School Parent Club	Camping at the Coast!	\$7,500
Lawrence Middle School / Highly Gifted Magnet	Restoring White Seabass Populations in California	\$15,450
Learn to Discover	STARS of Our Oceans	\$9,900
Lincoln Middle School	Wetlands by Our School - Restoring the Ecosystem	\$19,556
Literacy for Environmental Justice	Heron's Head Park Environmental Education Program	\$19,561
Los Angeles Conservations Corps	SEA Lab Key to the Sea Program	\$10,000
Los Serenos de Point Vicente	Wonders of Nature	\$10,480
Marshall Elementary School PTA	Oceans Month	\$9,999
Mattole Restoration Council	Mattole Restoration Institute: Introduction to the Lost Coast and Estuary	\$9,050
Mayfair Middle School	Integrated Marine Science Course	\$28,413
MEarth (Hilton Bialek Habitat)	Plastic Pollution Education Initiative	\$27,735
Mentone Elementary School	Exploring Southern California's Marine and Coastal Ecology	\$9,280
Mid Klamath Watershed Council	Klamath Youth Stewardship Project	\$25,390
Millennial Tech Middle School	Student Stewards for Coastal California	\$10,615
Monterey Bay Aquarium	Splash Zone / Head Start Discovery	\$35,000

Organization Name	Project Title	Requested
Monterey Bay Sanctuary Foundation	Ocean Guardian School Program	\$28,900
Mountain and Sea Educational Adventures	COASTS - Creating Oceanic Awareness in Students Through Stewardship	\$17,858
Museum Foundation of Pacific Grove	Long-Term Monitoring and Experiential Learning for Students (LiMPETS)	\$10,000
NatureBridge	Environmental Education for Youth in the Channel Islands	\$25,000
Nawa Academy	Environmental Studies and Practices of NE California (Shasta Co.)	\$20,000
Niemes Elementary	My Place In the Watershed	\$2,258
Northview Intermediate School	Project: Educate Duarte	\$3,000
Ocean Beach Elementary School PTA	ME & the SEA (Marine Education & the Student Environment Awareness Program)	\$9,800
Ocean Foundation	Ocean Connectors	\$8,500
Oceanographic Teaching Solutions - Roundhouse Aquarium	Roundhouse Monthly Theme Education Project	\$7,998
Oikonos Ecosystem Knowledge	Promoting Marine Stewardship through Citizen Science	\$34,120
Once Upon A Watershed / Krishnamurti Foundation	Restoring the Ventura River Watershed	\$35,000
Orange County Conservation Corps	Making Science Come Alive	\$29,980
Pacific Unified School District	Big Sur Endangered Smith's Blue Butterfly Sanctuary in Coastal Preserve	\$9,978
Plastic Pollution Coalition / Earth Island Institute	Plastic Free Campuses Project	\$21,800
Point Reyes National Seashore Association	Seashore Explorers	\$35,000
Ramona Convent Secondary School	Marine Explorations in the Community	\$12,000
Regents of the University of California/Scripps Institution	Scripps Pier Cabled Hydrophone Observation Station	\$33,546
Regents of the University of California/UC Irvine	Sea Summit	\$29,650
Resource Conservation District of the Santa Monica Mntns.	Creeks to Classrooms	\$4,894
Rural California Broadcasting Corporation	The Peter Pods: How the Coast Was Saved	\$10,000
Russian Riverkeeper	Clean Campus Clean Creeks	\$16,589
Salinas City Elementary School District	Loma Vista Coastal and Marine Education Program	\$25,486
Salmon Protection and Watershed Network (SPAWN)	Headwaters to Ocean Watershed Education	\$14,260
San Carlos Education Foundation	Clean Water Cycle Project	\$20,000

Organization Name	Project Title	Requested
San Diego Earth Works	Rose Creek Festival	\$14,000
San Diego Oceans Foundation	Elizabeth Goes Green - Children's Book Program	\$10,000
San Francisco Unified School District Environ. Science Ctr.	Conservation Connection	\$9,771
San Joaquin County Office of Education	From the Delta to the Pacific	\$35,000
San Jose State University Research Foundation	Lab and Field Explorations in Marine Science	\$9,742
San Jose State University Research Foundation	Spot a Basking Shark	\$20,443
San Mateo County Resource Conservation District	Sustainable Landscaping Education and Technical Assistance	\$6,000
Sandrini Elementary School	S.E.A. S.A.I.N.T.S.	\$9,576
Santa Barbara Botanic Garden	Lifetime Environmental Activities for Families: L.E.A.F. Hoppers	\$10,242
Santa Barbara Museum of Natural History	Waves on Wheels: Mobile Marine Science Education	\$19,900
Santa Cruz Museum of Natural History	On the Spot; Coastal Awareness and Stewardship	\$12,176
Santa Monica High School	Samohi's Lesson Plan on Wheels: A Gas to Electric Vehicle Conversion Project	\$32,647
Save the Whales	Amazing Lives of Sea Turtles	\$9,983
Scott Valley Unified School District	Marine Mentors	\$4,300
Sea and Sage Audubon Society	Outdoor Adventures Science Discovery Program	\$9,500
Sea Stewards / The Ocean Foundation	San Francisco Shark Stewards	\$16,860
Sea Turtle Restoration Project	Marine Debris Action Teams: Mobilizing the Next Generation of Ocean Stewards	\$16,829
SeaWeb	"Trade-Off!"	\$34,650
Sebastopol Independent Charter School	Laguna de Santa Rosa Restoration Project	\$8,655
Sequoia Park Zoo Foundation	Awesome Otter Finds the Solution to Pollution	\$9,975
Sierra Club Foundation / Inner City Outings	Angeles Chapter Inner City Outings	\$6,330
Smith River Alliance	North Coast Interagency Visitor Center	\$10,000
South Bay Union School District	South Bay Wetlands to Coast Field Trip Guide	\$22,150
Stanford University	Squids4Kids	\$9,982
STAR, Inc./STAR ECO Station	Children's World Ocean Day	\$50,000
Stewards of the Coast and Redwoods	Sonoma Coast Public Education Program	\$9,500

Organization Name	Project Title	Requested
Strategic Energy Innovations	Marin School of Environmental Leadership	\$4,000
Surfrider Foundation - West Los Angeles/Malibu Chapter	Rise Above Plastics: Stand Up & Speak	\$32,431
The Marine Mammal Center	Youth Volunteer Program	\$34,251
Trees Foundation	Marine Protection Area Video Project	\$9,950
Tuolumne River Trust	The Incredible Journey	\$18,112
University Corporation at Monterey Bay	Return of the Natives- Community Based Habitat Restoration at Ft. Ord Dunes State Park	\$34,679
Watsonville Wetlands Watch	Wetland Stewards	\$15,000
Wilson Elementary	Ocean Institute: Love Our Ocean	\$19,777
YMCA Point Bonita	Kids-to-Coast Scholarship Fund	\$9,950
Youth Community Service	From the Creek to the Sea: Education and Stewardship with East Palo Alto Youth	\$9,500
TOTAL REQUESTED:		\$2,231,396