

CALIFORNIA COASTAL COMMISSION

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W27a

DATE: January 25, 2013

TO: Commissioners and Interested Parties

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

SUBJECT: **Proposed Competitive Grants for Fiscal Year 2012/2013 Using Funds from Sales of the WHALE TAIL[®] Coastal Protection License Plate.** The Executive Director recommends that that the Commission **approve** the following proposed competitive grants for Fiscal Year 2012/2013.

SUMMARY OF STAFF RECOMMENDATIONS

Approve the following 23 competitive grants (totaling \$388,160):

A) Youth programs (totaling \$187,636)

- (1) Audubon California (\$33,310)
- (2) Berkshire Elementary School (\$8,800)
- (3) Fresno Chaffee Zoo (\$6,400)
- (4) Friends of the Dunes (\$14,162)
- (5) Mayfair Middle/High School (\$5,230)
- (6) Monterey Bay Aquarium Foundation (\$10,000)
- (7) Mountains Recreation and Conservation Authority (\$9,993)
- (8) Ohlone Elementary School (\$7,585)
- (9) Point Reyes National Seashore Association (\$30,000)
- (10) San Diego Junior Lifeguard Foundation (\$22,500)
- (11) Tolowa Dunes Stewards/Smith River Alliance (\$29,756)
- (12) YMCA Point Bonita (\$9,900)

- B) Programs for the general public (totaling \$147,822)
 - (13) California Native Plant Society (\$25,000)
 - (14) The CREW (\$9,800)
 - (15) Reef Check Foundation (\$25,000)
 - (16) Salmon Protection and Watershed Network/Turtle Island Restoration Network (\$9,880)
 - (17) Seymour Marine Discovery Center (\$9,370)
 - (18) Southwest Wetlands Interpretive Association (\$25,000)
 - (19) University of California, Santa Cruz Arboretum (\$10,500)
 - (20) University of Redlands (\$33,272)
- C) Adopt-A-Beach programs (totaling \$52,702)
 - (21) Coastwalk California (\$9,779)
 - (22) Save Our Shores (\$25,610)
 - (23) The Watershed Project (\$17,313)

I. MOTION AND RESOLUTION

Motion:

*I move that the Commission **approve** the funding allocations set forth in the staff recommendation.*

Staff recommends a **YES** vote on the foregoing motion. Passage of this motion will result in authorization of the Executive Director to enter into the appropriate agreements for disbursing the available funds. The motion passes only by affirmative vote of a majority of the Commissioners present.

Resolution:

The Commission hereby approves and authorizes the Executive Director to enter into the appropriate contracts for 23 projects.

II. 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 \$13.86 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.71 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 December 31, 2012, a total of 210,763 license plates have been sold. WHALE TAIL® License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$20.2 million to the CBCEA, and \$49.3 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 Governor's budget for FY2012/13 includes \$798,000 in funds from the CBCEA for local assistance grants. At its September 2012 meeting, the Commission voted to allocate the \$798,000 as follows: six targeted grants totaling \$364,840, a temporary reserve of \$45,000 to be awarded later in the fiscal year, and the remaining \$388,160 for the competitive grantmaking program. This report describes the staff's recommendations for expenditure of the \$388,160. For a listing of the six 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.)

The Competitive Grants Program for FY 2012/13

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.

The staff began publicizing the grant program in September. The deadline for submittal of grant applications was November 1, 2012. Applicants could request any amount up to \$50,000, and between 25 and 50 percent of the grant funds are to be allocated in small grants no greater than \$10,000.

Limited Amount of WHALE TAIL® License Plate Grant Funds

The staff received 113 grant applications requesting a combined total of \$2,222,222, which equals over five times the amount of funding available. 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.

**III. Staff Recommendations for Competitive WHALE TAIL® Grant Awards
FY 2012/13**

The staff recommends that the Commission fund the 23 programs listed below (\$388,160 total).

(1) \$33,310 FOR AUDUBON CALIFORNIA

Project Title: Sharing Our Shores in the Urban Environment
Project Location: Los Angeles and San Diego
Project Timeline: May 2013 – October 2014
Total Project Budget: \$33,310
Estimated number of people served by the project: 300 students

Audubon California is requesting a WHALE TAIL® grant to expand “Sharing Our Shores,” a pilot project teaching schoolchildren about shorebirds through science and art and using their art to teach community members about the importance of sharing local beaches with resident coastal birds. This grant would support the San Diego and Los Angeles Audubon chapters in testing Sharing our Shores activities in ten underserved schools near urban beaches with federally listed Western Snowy Plovers and California Least Terns. The Sharing Our Shores activities would be combined with teaching the students the already-established “Audubon Adventures” curriculum and translating the materials into Spanish. Participating students would learn about plover and tern biology and related conservation issues. Then children in grades 4-6 from San Diego’s underserved South Bay Region would visit Silver Strand State Beach or Borderfield State Park, while youth from Dorsey High School in inner-city Los Angeles would visit Dockweiler State Beach or Malibu Beach State Park. At the beach, the students would observe breeding snowy plovers, collect data, and view tern nesting sites.

Back at school, they would take part in a contest to design bilingual beach signs telling the public to avoid disrupting the nesting sites. (In the pilot project, using children’s art resulted in decreased vandalism compared with official signs.) The winning designs would be exhibited and installed as part of a public media event.

(2) \$8,800 FOR BERKSHIRE ELEMENTARY SCHOOL

Project Title: Garbage Patch Kids: A Journey through the Great Pacific Garbage Patch
Project Location: Bakersfield and Cambria
Project Timeline: March 2013 – May 2013
Total Project Budget: \$28,474
Estimated number of people served by the project: 165

Berkshire Elementary is a Title I school in the Central Valley with a tradition of sending its sixth-graders to Camp KEEP (Kern Environmental Education Program), a four-day outdoor science school in San Luis Obispo County. At Camp KEEP the students will hike each day and complete field study guides during visits to the Morro Bay estuary and mudflats, Moonstone Beach and tidepools, Monterey Pine forest in San Simeon, and at an elephant seal colony.

Berkshire Elementary is adding a number of coastal education components to the students’ lessons prior to the trip. They will learn about ocean currents, plastic pollution and other marine debris, and the “Great Pacific Garbage Patch.” They will attend a water chemistry assembly. They will learn how to reduce their carbon footprint. They will commit to actions on the CCC’s Coastal Stewardship Pledge. Once at Camp KEEP, they will lead a beach cleanup at Moonstone Beach and distribute biodegradable trash bags to the visiting public. A Coastal Commission grant would cover all transportation expenses to the camp as well as a portion of the tuition fees.

(3) \$6,400 FOR FRESNO CHAFFEE ZOO

Project Title: Teen LEADERS
Project Location: Fresno
Project Timeline: March 2013 – October 2013
Total Project Budget: \$22,515

Estimated number of people served by the project: 40-50 teens + 15,000 visitors

Fresno Chaffee Zoo serves over half a million visitors a year from Central Valley communities in Fresno, Madera, Merced, Tulare, and Kings Counties. The zoo houses two marine-themed exhibits: Stingray Bay and a new Sea Lion Cove. In order to provide education to an inland audience about reducing human impacts on aquatic and marine habitats, the zoo is requesting support for a cohort of teens to interact with zoo visitors and promote marine conservation.

The teens receive in-depth training over multiple days on wildlife, habitats, ocean literacy, pollution impacts, marine debris challenges, and interpretation skills. The zoo is requesting support from the Coastal Commission to help coordinate the program and include a training visit to the zoo by a staff member from Seafood Watch (a sustainable seafood program) and a visit to the Monterey Bay Aquarium for the Fresno teens to learn from teen docents at the Aquarium. Once trained, the teens will be stationed around the zoo with activity carts to engage personally with zoo visitors and talk about conservation issues linked to the various wildlife on exhibit; educate guests about ocean species and threats including marine debris, overfishing, and runoff pollution; lead educational games; and ask them to sign a pledge listing seven daily conservation actions that inland Californians can take to help the oceans and the environment. The teens will also blog to an online audience and share information with their families and peers.

(4) \$14,162 FOR FRIENDS OF THE DUNES

Project Title: Humboldt Coastal Stewards
Project Location: Manila
Project Timeline: March 2013 to August 2014
Total Project Budget: \$17,762

Estimated number of people served: 25 students + hundreds from general public

The proposed Humboldt Coastal Stewards Program would be a partnership between Friends of the Dunes (a nonprofit conservation and education organization), Redwood Coast Montessori (a K-8 public charter school where most students have not been successful at traditional schools), and Humboldt Baykeeper (which works to safeguard Humboldt Bay’s watershed from pollution).

In this program, Friends of the Dunes and Baykeeper would provide monthly classroom lessons on such topics as dune ecology, reducing marine debris, sea level rise, and marine protected areas, and field activities such as a beach cleanup and dune habitat restoration. In a series of after-school activities, Montessori students would teach other youth from surrounding communities about coastal ecology and stewardship. Montessori students would further their stewardship activities by creating posters and videos to educate the community in a “Save Our Seas” campaign, plant a native plant interpretive garden with signs at the Manila Community Center, help plan an Ocean Discovery Night for the public at the Manila Community Center, help lead education stations at Friends of the Dunes public events, act as guest docents on Baykeeper boat trips, and participate in “Cool the Earth” carbon reduction activities at home.

(5) \$5,230 FOR MAYFAIR MIDDLE/HIGH SCHOOL

Project Title: Middle School Marine Science Course
Project Location: Lakewood, Los Angeles County
Project Timeline: March 2013 to December 2013
Total Project Budget: \$5,230
Estimated number of people served by the project: 75

Serving a diverse student body, Mayfair has a middle and high school on the same campus in the Bellflower Unified School District. Currently, a marine science course is offered to eighth-grade students. It is the middle school's first science elective and the first middle school marine science course in the district. The school's science teacher is requesting a grant to add hands-on labs and other educational activities to the lecture-based course.

The hands-on activities would include water quality testing, constructing a model of the sea floor, and an ocean currents lab as part of the unit on the ocean, how the ocean supports life on Earth, plate tectonics and seafloor spreading, waves and tides, and seawater chemistry. Using microscopes and dissection kits, the students would participate in a microorganism lab and also dissect squid, sea stars, fish, and a shark. They would design models of plankton out of playdough and race them to see which one sinks most slowly in a tank of water. They would also take part in an oil spill cleanup lab, visit the Cabrillo Marine Aquarium, have a beach cleanup in Long Beach, analyze the trash collected, and display posters in the community about litter's impact on the marine ecosystems and solutions to pollution in the environment.

(6) \$10,000 FOR MONTEREY BAY AQUARIUM FOUNDATION

Project Title: Splash Zone/Head Start Discovery
Project Location: Monterey and Santa Cruz counties
Project Timeline: June 2013 – May 2014
Total Project Budget: \$157,259
Estimated number of people served by the project: 1,620

In order to start inspiring children early to conserve the oceans, the Monterey Bay Aquarium works with all the Head Start preschools in Monterey and Santa Cruz counties. The vast majority of the families at these preschools are Latino and all of them have incomes below the federal poverty level.

Splash Zone/Head Start Discovery is an award-winning, nationally recognized bilingual program. It starts with educators from the Aquarium visiting each preschool at the beginning of the school year and meeting parents after school, when they distribute fun and educational ocean-related materials to enjoy at home. Then each class visits the Aquarium's Splash Zone exhibits 2-3 times during the school year for an hour-long program about different habitats such as the kelp forest or coral reefs. The Aquarium also holds day-long workshops for Head Start teachers and aides and provides them with a kit and lessons for the classroom so they can improve their understanding of the Monterey Bay rocky shore habitat, relevant conservation issues, and how to lead inquiry-based studies in their classrooms to promote ocean literacy. This program incorporates marine conservation themes and actions and brings children and their parents to the edge of Monterey Bay, often for the first time.

(7) \$9,993 FOR MOUNTAINS RECREATION AND CONSERVATION AUTHORITY**Project Title: Junior Rangers – Oceans Unit Pilot Program****Project Location: Los Angeles and surrounding areas****Project Timeline: April 2013 – September 2013****Total Project Budget: \$9,993****Estimated number of people served: 20-30 students + their families in Year 1**

The Mountains Recreation and Conservation Authority (MRCA) is a parks agency in the Santa Monica Mountains. The MRCA operates a Junior Rangers program serving urban youth from Los Angeles. The Junior Rangers program already offers several units about the mountains (funded by the Santa Monica Mountains Conservancy), rivers, and wetlands (funded by the State Coastal Conservancy). Funds are being requested from the Coastal Commission to develop and pilot a unit on the oceans to increase the ocean literacy of Junior Rangers and their families.

The Oceans unit would offer ten after-school meetings held at local parks, covering topics including watersheds and how people's actions impact the environment, ocean ecology, effects of climate change, wildlife observation, Leave No Trace outdoor etiquette, and a meeting with a professional scientist. The program would also include a family overnight trip at the ocean featuring camping, tidepooling, beach exploration and cleanup, and a hike to gain a bird's-eye view of the coast. Once developed, the Oceans unit would continue to be offered in the future.

(8) \$7,585 FOR OHLONE ELEMENTARY SCHOOL**Project Title: Our Wetlands: Yesterday, Today, and Tomorrow****Project Location: Watsonville****Project Timeline: March 2013 to June 2014****Total Project Budget: \$7,585****Estimated number of people served by the project: 190**

Ohlone Elementary School in Watsonville primarily serves families from low-income, Latino neighborhoods. The school's third-grade teachers have not been teaching a great deal of science due to a required emphasis on math and reading, but are now more free to expand their curriculum and are proposing a project using local wetlands as the focus of their science unit.

To begin the program, the third-grade teachers would attend a training at nearby Elkhorn Slough on estuary and watershed literacy, how to teach field research, and how to use the microscope lab. Afterward, they would bring their students there for lessons. Then a science and art teacher would lead eight workshops for each third-grade classroom, teaching the students about their watershed, creating a watershed map, building models of a wetland to demonstrate how it serves as a filter, teaching about plants that live in the wetlands and the local watershed, and having the students write poetry using wetlands vocabulary and drawing a selected creature in its natural habitat. Students would also visit the City's Wetlands of Watsonville Nature Center and go on a hike and wetland scavenger hunt. Once the third-grade teachers receive the training and observe the guest teacher, they would be able to continue this unit in future years.

(9) \$30,000 FOR POINT REYES NATIONAL SEASHORE ASSOCIATION

Project Title: Seashore Science Field Discovery Project
Project Location: San Francisco Bay Area
Project Timeline: April 2013 – May 2104
Total Project Budget: \$119,655
Estimated number of people served by the project: 1,200

The Seashore Science Field Discovery Project consists of four different environmental education programs at the Point Reyes National Seashore for students from the nine counties of the San Francisco Bay Area. Point Reyes School Science Camp trains teachers of 1,300 students of all grade levels on how to use Point Reyes as their classroom to deliver the Science in the Seashore curriculum on topics such as intertidal life, elephant seals, or coastal stream health. Point Reyes Summer Camp offers different multi-day nature science camp or wilderness adventure camp sessions. Science at the Seashore takes place at the recently restored Giacomini Wetlands and provides students with hands-on field studies including wetland ecology and restoration, fish and macroinvertebrate sampling, water quality testing, wetland bird and plant studies, and water flow hydrology. And Point Reyes Science Adventure brings urban teens to the Historic Lifeboat Station on Drakes Bay for a six-day program of hands-on marine and coastal science education.

Funding from the Coastal Commission would allow groups from very underserved backgrounds to participate in this program. The grant would pay for fee waivers for 800 of the School Science Camp participants, fee waivers and transportation costs for 80 of the Summer Camp attendees, daylong Science at the Seashore field trips for 300 youth, Science Adventure program for two dozen youth, as well as expenses toward purchasing new field supplies.

(10) \$22,500 FOR SAN DIEGO JUNIOR LIFEGUARD FOUNDATION

Project Title: Ocean Science Education
Project Location: San Diego
Project Timeline: May 2013 – September 2013
Total Project Budget: \$89,018
Estimated number of people served by the project: 40

The San Diego Junior Lifeguard Foundation is requesting funding for a half-day summer program that lasts for four weeks and teaches ocean science to youth ages 10-14. A WHALE TAIL® grant would cover the cost for 40 underserved youth, primarily from inner city San Diego, to attend the program. The Ocean Science Education (OSE) curriculum was written by a high school marine biology teacher and reviewed by the Scripps Institution of Oceanography.

The OSE program takes place on beaches in San Diego and La Jolla. At each location, students will take water samples wherever they go and study the water under a microscope. The first week of the program covers an introduction to oceanography and marine biology, as well as creating poetry and a Claymation video about the ocean. The second week emphasizes oceanography and the students will build and drive a remotely operated submersible in Mission Bay. They will also learn about local geography and geology and snorkel at La Jolla Cove. Partway through the third week the students will visit the Scripps Institution, and during the fourth week they will learn about marine ecology and visit tidepools and the San Diego River estuary. The participants will be encouraged to also sign up for the San Diego Junior Lifeguard Program (emphasizing aquatic safety skills) during the other half of their day.

(11) \$29,756 FOR TOLOWA DUNES STEWARDS/SMITH RIVER ALLIANCE

Project Title: Students Connect with Dunes & Wetlands
Project Location: Del Norte County
Project Timeline: March 2013 – September 2014
Total Project Budget: \$52,356
Estimated number of people served by the project: several hundred students

Tolowa Dunes Stewards (TDS) is a project of the Smith River Alliance and is a volunteer association protecting and restoring the Tolowa Coast—the dunes and wetlands of the Lake Earl coastal lagoon, Smith River estuary, and Tolowa Dunes State Park. The biodiversity of this area is threatened by invasive European beachgrass in the sand and estuarine habitat. TDS is proposing to work with Del Norte County students to remove the beachgrass and restore dunes and wetlands while teaching them about dune and wetland ecology, local natural history and Native American cultural history, local birds and animals, and sensitive coastal habitats.

The participants would come from Del Norte County public middle and high schools, Klamath River Early College of the Redwoods (a public charter high school started by tribal elders), and participants in the Tolowa Summer Youth Employment program of the Smith River Rancheria (a tribe of Tolowa people). Students have taken part in habitat restoration events before, but without any educational context. Their teachers are asking for more opportunities to participate. This grant would allow TDS to build its educational capacity and make restoration events more enriching by developing teaching strategies and tools for educators to use in the classrooms beforehand, games and guided activities to engage students in the field, handouts, and presentations. The Stewards would also purchase enough tools to host 50 students at a time.

(12) \$9,900 FOR YMCA PT. BONITA

Project Title: My Home, My Community, My World
Project Location: Marin City
Project Timeline: March 2013 – June 2013
Total Project Budget: \$43,375
Estimated number of people served by the project: 120

“My Home, My Community, My World” brings science education to underserved schools, illustrating the connections the students have to their larger environment, and then bringing them to Point Bonita for a hands-on environmental education experience. In this project, YMCA Point Bonita would work with MLK, Jr. Middle School and Bayside Elementary School in Marin City where the majority of the students are African American and live in housing projects.

YMCA naturalists would visit participating schools six times throughout the school year. They would visit twice before any outdoor experiences, preparing the students for their excursions and conducting age-appropriate lessons regarding watersheds and the ecology of their neighborhood. Students in grades K-4 would then take a one-day field trip to Point Bonita for outdoor lessons at the Marin Headlands, and students in grades 7-8 would kayak on Richardson Bay. Students in grades 5-6 would attend a three-day, two-night outdoor education program at the YMCA Pt. Bonita. They would get there by taking a guided hike directly from their neighborhood, over a ridge, and through the Golden Gate Natural Recreation Area until they arrive at the ocean. Activities at Point Bonita would include exploring tidepools, visiting The Marine Mammal Center, and learning strategies for coastal stewardship.

(13) \$25,000 FOR CALIFORNIA NATIVE PLANT SOCIETY**Project Title: California Coastal Rare Plant Treasure Hunt****Project Location: Statewide****Project Timeline: March 2013 – March 2015****Total Project Budget: \$200,000****Estimated number of people served by the project: 100 volunteers + interested public**

The California Native Plant Society (CNPS) operates the Rare Plant Treasure Hunt, a citizen science program for volunteers teamed with botanists to look for populations of rare flora last documented at least 20 years ago. Their findings are shared with the Department of Fish and Game's California Natural Diversity Database, the CNPS Inventory of Rare and Endangered Plants, and participating land managers. In the process, the volunteers, all of whom receive training and some of whom have not engaged in volunteer stewardship activities before, learn about local rare plants and ecosystems and the importance of habitat conservation.

The treasure hunt on the California coast would last for two years, with a total of 60 trips concentrated during the blooming seasons. The first year would be devoted to selected coastal and bay regions on the San Diego coast, the Monterey Peninsula, and the coast in Santa Cruz, Marin, and Sonoma counties. During the second year, treasure hunts at other selected areas would travel north from Sonoma through Del Norte counties. Participants would look for 250 species in coastal bluffs, dunes, beaches, salt marshes, coastal prairie and sage scrub, maritime chaparral, and coastal woodlands. CNPS would also conduct public education through written articles and presentations.

(14) \$9,800 FOR CONCERNED RESOURCE AND ENVIRONMENTAL WORKERS (THE CREW)**Project Title: Lower Ventura River Habitat Restoration Project****Project Location: Ventura County and Carpinteria (Santa Barbara County)****Project Timeline: March 2013 – June 2014****Total Project Budget: \$75,000****Estimated number of people served by the project: 235 + additional schoolchildren**

Concerned Resource and Environmental Workers ("the CREW") employs young adults to preserve, maintain, and improve wild lands while providing them with leadership and job training. Funding from a WHALE TAIL® grant would support a habitat restoration project on 35 acres beginning at the mouth of the Ventura River next to San Buenaventura State Beach. The Ventura River still supports a steelhead trout population but they are challenged because it is overrun by arundo and other non-native, invasive plant species. The river has also been affected by pollution, transient populations, and neglect. Approximately 85 young people (aged 14-26) from Ventura County communities, the majority of them at risk, would receive jobs to remove the non-native plants and accumulated litter, install native plants, and also restore a greenbelt and trail network reconnecting Ventura's Westside neighborhood to open space along the lower six miles of the river. They would get help from 150 volunteers from Friends of the Ventura River.

In a related educational component, a partner organization, Ventura Hillside Conservancy, would give presentations at several schools in Ventura County and Carpinteria and bring the students to the river for restoration field trips. The presentations and field trips would cover watershed education, the river as habitat for endangered species, and the need for river conservation.

(15) \$25,000 FOR REEF CHECK FOUNDATION

Project Title: Reef Check California
Project Location: Statewide
Project Timeline: March 2013 – December 2013
Total Project Budget: \$527,350

Estimated number of people served: 350 divers + agency staff + interested public

The Reef Check Foundation mobilizes local communities to study and protect reef ecosystems around the world. Its California program educates and trains volunteer scuba divers to serve as ocean stewards and citizen scientists by monitoring California’s rocky reefs and kelp forests.

In the first component of its California program, Reef Check would train and certify 100 new divers to add to its body of 250 volunteers. The trainings would last four days and involve classroom lessons on reef ecology, Marine Protected Areas (MPAs), and the identification of 73 different marine species; swimming pool lessons on collecting scientific data underwater; and field days for practice, testing, and certification in Reef Check’s monitoring survey protocols. In the second component, volunteer divers would collect data on the species sighted at 78 different underwater sites, with a focus on newly established MPAs; Reef Check has a history of being a significant contributor to official MPA baseline monitoring efforts. The program’s third component involves sharing the data with state resource management agencies which do not have the capacity to thoroughly monitor California’s coastal ecosystems themselves. Finally, the fourth component consists of sharing information with the general public through reports and presentations.

**(16) \$9,880 FOR SALMON PROTECTION AND WATERSHED NETWORK (SPAWN)/
TURTLE ISLAND RESTORATION NETWORK**

Project Title: Coast & Ocean Module for California Naturalist Program
Project Location: Marin County and Statewide
Project Timeline: April 2013 – June 2014
Total Project Budget: \$36,770

Estimated number of people served by the project: 40 educators + 400 adult students

The California Naturalist Program trains adults to become certified naturalists through 40 hours of classroom and field training on topics such as ecology, plants, geology, wildlife, water resources, and interpretation. Naturalists complete an additional 40 hours of volunteer work each year. California’s master naturalist program was developed by UC Cooperative Extension (UCCE). UCCE is now planning eight additional modules focusing on regional ecology and resource issues, such as the Sierra or the Central Valley. SPAWN is requesting a WHALE TAIL® grant to develop the first bioregional module, Coast & Ocean. It would include content on California’s National Marine Sanctuaries, the ecosystem of the California Current including important flora and fauna, historic uses, and opportunities for conservation.

The staff of SPAWN, a fiscally sponsored project of the nonprofit Turtle Island Restoration Network and a partner of UCCE, would complete a draft of a Coast & Ocean module, have it reviewed by a panel of experts, pilot teaching the draft during a California Naturalist training course, and evaluate the curriculum. Then SPAWN would lead a training for teaching the module to other California Naturalist instructors through a webinar and distribute the final product to be used throughout the California Naturalist statewide network.

(17) \$9,370 FOR SEYMOUR MARINE DISCOVERY CENTER

Project Title: Sharing Ocean Conservation - Compartiendo la Conservación del Océano
Project Location: Santa Cruz
Project Timeline: March 2013 – September 2013
Total Project Budget: \$11,565
Estimated number of people served by the project: 250-1,000

The Seymour Marine Discovery Center on Monterey Bay is part of the Long Marine Laboratory of UC Santa Cruz and shares ocean science exhibits with the public. A goal of the Center is to increase its capacity to serve Spanish-speaking audiences who constitute more than 30 percent of Santa Cruz County residents. To do so, the Center would recruit 8-10 bilingual high school and college students during the spring to volunteer as some of the Center's exhibit guides. These guides would receive an expanded version of the 30-hour training on marine science and conservation to also cover working with bilingual or monolingual audiences and culturally relevant techniques for interpreting marine conservation. These guides would be onsite to provide Spanish-language interpretation in the visitor hall from June through September.

To attract the Spanish-speaking public to the Center, a festive, daylong event would be planned for World Oceans Day on June 8th. Invitations and free passes in Spanish and English would be distributed and advertised through Spanish language media and social media and would publicize the bilingual exhibit guides available. Finally, a brochure would be developed to distribute to visitors containing marine science conservation tips in Spanish and English. Once developed, the Center plans to repeat this program in future years.

(18) \$25,000 FOR SOUTHWEST WETLANDS INTERPRETIVE ASSOCIATION

Project Title: Tijuana River NERR Volunteer Training Program
Project Location: Imperial Beach
Project Timeline: March 2013 – March 2015
Total Project Budget: \$82,615
Estimated number of people served by the project: 2,500 public visitors annually

The Southwest Wetlands Interpretive Association is a cooperating association of the Tijuana River National Estuarine Research Reserve (TRNERR). The Reserve offers a variety of long-term volunteer opportunities involving approximately 50 people who serve as educational docents, water quality monitors, park patrol assistants, habitat restoration assistants, nesting shorebird protectors, or volunteers for stewardship activities such as routine maintenance or working in the native plant nursery.

TRNERR is formalizing the training for all its volunteer programs to increase its capacity to educate the public about the value of coastal wetlands and engage them as environmental stewards. A total of 40 hours of training content is planned, divided into different modules on topics such as estuarine ecology, watersheds, coastal legislation, sensitive species, botany, ornithology, interpretive methods for different ages, and others. The trainings would be delivered through video presentations and used for years to come. TRNERR would also work to increase its number of long-term volunteers as well as share its training modules with other organizations in San Diego and elsewhere in California that could use them for conducting their own trainings.

(19) \$10,500 FOR UNIVERSITY OF CALIFORNIA, SANTA CRUZ ARBORETUM

Project Title: Restoring Coastal Communities
Project Location: Santa Cruz
Project Timeline: March 2013 – June 2013
Total Project Budget: \$30,000
Estimated number of people served by the project: 350

The 55-acre arboretum at UC Santa Cruz includes a California native plant area containing Moore Creek, which flows through the arboretum and down to Natural Bridges State Park and the ocean. The banks around the creek are home to the threatened red-legged frog but are dominated by highly invasive plant species. If not stopped soon, their takeover of the creek’s watershed may be impossible to reverse.

The arboretum is planning to create a watershed restoration syllabus (with input from outside experts) that would compile the best protocols on removing invasive weeds and revegetating land, as well as strategies for engaging community volunteers of different ages. The syllabus would be posted on the Internet to share with other groups as a protocol for central coast watershed restoration. Community members would be recruited to remove invasive plants several days each week and plant native grasses, sedges, rushes, perennials, and shrubs. Restoration participants would be invited from the University, the California Native Plant Society and other local groups, middle and high schools, and young children at the arboretum’s Children’s Center for Nature Awareness. Several thousand native plants are already being grown for this project.

(20) \$33,272 FOR UNIVERSITY OF REDLANDS

Project Title: Whale mAPP
Project Location: Statewide
Project Timeline: March 2013 – March 2015
Total Project Budget: \$42,072
Estimated number of people served by the project: 300 students + unlimited public

A professor and recently graduated Masters student at the University of Redlands are developing the “Whale mAPP,” a mobile app that will allow anyone with a GPS-enabled smart phone to act as a citizen scientist and record whales or other marine mammals they spot and where they spotted them. The data will go into an online geodatabase viewable by researchers and the public. The app’s accompanying educational website will teach people about the different marine mammal species in California’s coastal waters using text, photos, graphics, and video clips. Other information will cover threats to marine mammals including pollution, entanglements, climate change, and overfishing, and how people can help reduce those threats. In addition to the app, GIS lab activities for middle school students will be developed so they can use GIS software to conduct conservation-themed scientific studies.

A prototype of the app and website has already been developed. A grant from the Coastal Commission would support compiling the educational content and lesson plans, redesigning the app to function smoothly and be user-friendly, piloting it with students in southern California onboard whale watching boats, and promoting it to teachers, whale researchers, and whale-watching adults.

(21) \$9,779 FOR COASTWALK CALIFORNIA

Project Title: Adopt-A-Beach Expansion Project
Project Location: Sonoma County
Project Timeline: March 2013 – March 2014
Total Project Budget: 18,215
Estimated number of people served by the project: 500

Coastwalk California is the Adopt-A-Beach (AAB) manager for Sonoma County and is proposing to expand and strengthen Sonoma County's AAB program by adding educational presentations and materials and new locations to the volunteer cleanup program.

The educational component would provide a context for the cleanups so participants would understand broader ocean ecology issues such as the sources and impacts of marine debris and the importance of picking up individual pieces of litter, even when they are small. Coastwalk would also give presentations at schools requesting a curriculum connecting to their cleanups. The increased number of cleanup locations and events would take place particularly on inland waterways that flow to the coast. Organizations that participate in the annual Coastal Cleanup Day event have requested more volunteer shoreline cleanup events year-round, and there are other organizations that are already holding cleanups but are not yet part of the AAB network. The inland cleanups would benefit from educational materials that help the participants better understand the link between their inland activities and a healthy coast. Coastwalk would select and publicize new cleanup sites, emphasize inland sites for students because many Sonoma County beaches are unsafe for young people, and connect with ongoing cleanups to coordinate them more effectively, include them as AAB events, and collect and analyze their cleanup data.

(22) \$25,610 FOR SAVE OUR SHORES

Project Title: Beachkeepers Program
Project Location: Santa Cruz County
Project Timeline: April 2013 – March 2014
Total Project Budget: \$36,580
Estimated number of people served by the project: thousands of beach visitors

Save Our Shores (SOS), the Adopt-A-Beach manager for Monterey and Santa Cruz counties, would like to expand community efforts to maintain clean beaches by starting the Beachkeepers program in Santa Cruz County. SOS would target volunteers who already participate in organized cleanup events to continue these activities on their own time and would also recruit new participants. All Beachkeepers would receive cleanup supplies and a uniform and conduct regular cleanups independently of SOS. As a separate way to help keep beaches cleaner, SOS would install signs with trash bag boxes at six particularly dirty beaches in northern Santa Cruz County, encouraging visitors to clean up after themselves.

In addition to local residents having expressed that they would like to conduct regular cleanups independently, they have also expressed being most interested in "their" beach that they frequent the most. In order to capitalize on this interest and create a network of like-minded individuals, a Beachkeepers website would provide a forum for them to look up information about cleanups at "their" beach, search data collected at a particular beach, have online discussions with others who love the same beach, and blog about their activities. After the Beachkeepers pilot in Santa Cruz is over and the program runs well, SOS plans to expand it to other beaches.

(23) \$17,313 FOR THE WATERSHED PROJECT

Project Title: Flotsam Flotilla Forays
Project Location: Richmond, Contra Costa County
Project Timeline: April 2013 – January 2014
Total Project Budget: \$22,512
Estimated number of people served by the project: 948

The Watershed Project (TWP) is a nonprofit organization dedicated to watershed protection in the underserved region of West Contra Costa County. TWP began organizing volunteer beach cleanups as the Adopt-A-Beach manager for Contra Costa County in 2011. TWP is requesting funding to support expanding and strengthening the county’s AAB program in several ways—first, by adding four educational, on-the-water marine debris cleanup events by volunteers in kayaks. Kayakers in the “Flotsam Flotillas” would be able to reach dirty shorelines that volunteers on land can’t easily reach. The first half of their experience would be educational, with hands-on lessons covering marine debris, ocean acidification, and native oysters in San Francisco Bay. Each foray would include two people who would serve as marine debris “ambassadors” when they return to their home community, through activities such as serving as site captains at future cleanups or recruiting other to adopt a beach.

TWP would also actively recruit new adopters for sites in the county not yet being cleaned three times per year and would add two new locations to the list of adoptable sites. All kayakers and land-based cleanup participants would be asked to create their own personal ocean protection pledge. TWP would also strengthen the Contra Costa AAB program by recruiting beach adopters from businesses that could pay a fee for their activities, thereby supporting the broader AAB program through their sponsorship and increasing its sustainability.

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

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>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2011/2012 \$541,000 Total</p> <p>Funds avail. for targeted grants: \$365,000</p> <p>Funds avail. for competitive grants: \$176,000</p> <p>Requests received: 145 totaling \$2,596,396</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$40,000</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 \$25,600</p> <p>Tides Center for School-Based Marine Education Program \$82,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$80,500</p> <p>Rural California Broadcasting Corporation for the "Stories of the Coast" podcast series \$10,000</p>	<p>Millennial Tech Middle School in San Diego for a series of marine science lessons, labs, research projects, guest lectures, and field trips \$10,615</p> <p>The Ocean Foundation for the "Ocean Connectors" program in San Diego focusing on migratory ocean species \$8,500</p> <p>Crystal Cove Alliance for "Science and Nature at the Park," a variety of public education programs at Crystal Cove State Park \$9,500</p> <p>Los Angeles Conservation Corps for hosting inner-city students and training teachers to implement the SEA Lab "Key to the Sea" program \$9,855</p> <p>Boys and Girls Club of Greater Oxnard & Port Hueneme for the 2011-2012 MERITO Academy featuring hands-on bilingual ocean education \$32,000</p> <p>Sandrini Elementary School in Bakersfield for sixth-graders to attend a five-day environmental education camp in Montaña de Oro State Park \$8,230</p> <p>MEarth for underserved Monterey County students to participate in the Plastic Pollution Education Initiative at the Hilton Bialek Habitat in Carmel \$20,535</p> <p>Youth Community Service for at-risk teens from East Palo Alto and east Menlo Park to engage in stewardship program called "From the Creek to the Sea" \$9,500</p> <p>Aquarium of the Bay in San Francisco for the "Discover the Bay" program aboard a hybrid ferry \$9,995</p> <p>Farallones Marine Sanctuary Association for teacher workshops and evaluation of the LiMPETS program for Bay Area middle and high school students \$9,995</p> <p>Tuolumne River Trust for Stanislaus County students and San Francisco students to learn together about the Tuolumne River, its salmon, and its watershed \$5,000</p> <p>Stewards of the Coast and Redwoods for docent-led public education programs at State Parks on the Sonoma coast \$9,500</p> <p>Smith River Alliance for helping the North Coast Interagency Visitor Center to be built at the Crescent City Harbor \$10,000</p> <p>5 Gyres Institute for the "Last Straw West Coast Solutions Tour" comprised of many educational activities relating to plastic pollution in marine ecosystems \$32,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
2012/2013 \$798,000 Total	Foundation of California State University Monterey Bay for Camp SEA Lab \$30,000	<i>To be selected at February 2013 Commission meeting</i>
Funds avail. for targeted grants: \$369,540	Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$95,600	
Funds in temporary reserve: \$40,300	Heal the Bay Adopt-A-Beach Program \$30,000	
Funds avail. for competitive grants: \$388,160	I Love A Clean San Diego Adopt-A-Beach Program \$27,000	
Requests received: 128 totaling \$2,591,762	Tides Center for School-Based Marine Education Program \$88,000	
	Tides Center for Community-Based Wetland Restoration and Education \$80,000	
	Beach Wheelchair Purchases \$18,940	

Attachment B: Competitive WHALE TAIL[®] Grant Proposals 2012/2013

Organization Name	Project Title	Amount Requested
Acterra	Silicon Valley Watershed Stewardship Program	\$15,000
Algalita Marine Research Institute	Science in a Suitcase	\$10,750
All One Ocean/Earth Island Institute	The Beach Cleanup Station Project	\$20,000
Alsion Montessori Middle/High School	Coastal Biome - Elkhorn Slough Watershed Project	\$20,850
Andrew Jackson Elementary	Oceanic Awareness Program	\$10,000
Arcadia High School, AP Environmental Science Class	Sanitary Beach Project	\$2,995
Audubon California	Sharing our Shores in the Urban Environment	\$33,310
BagSpeak Inc.	The BagSpeak Project	\$16,400
Berkshire Elementary School	Garbage Patch Kids: A Journey through the Great Pacific Garbage Patch	\$8,800
Bolsa Chica Conservancy	Bolsa Chica Dune Habitat Restoration and Education Initiative	\$50,000
Bolsa Chica Land Trust	Miracles of the Marsh Booklet Translation	\$8,000
Bureau of Land Mgmt/California Coastal Nat'l Monument	Orange County Coast	\$4,700
Cabrillo National Monument Foundation	Teacher-Ranger-Teacher	\$16,400
California Center for Economic Initiatives	From the City to the Sea	\$20,911
California Conservation Corps Foundation	Water/Watershed and Local Coastal Bioregions Curriculum	\$15,000
California Institute for Biodiversity	Central Coast Nature Journaling	\$9,490
California Native Plant Society	California Coastal Rare Plant Treasure Hunt	\$50,000
California Ocean Science Trust	California Thank You Ocean Campaign Outreach to Spanish Speaking Communities	\$10,000
Camino Nuevo Charter Academy	"Catalina, Here We Come!"	\$6,000
Children's Maritime Foundation	Watershed and Marine Science Program	\$11,200
Children's Nature Institute	Whale Tail Summer Camp	\$14,528
City of Newport Beach	Pacific Coastal Bottlenose Dolphin Citizen Science Project	\$43,839
City of San Clemente Marine Safety Division	Neighborhood Beach Watch	\$50,000
Clean Water Fund	The Lunchbox Project	\$22,000

Organization Name	Project Title	Amount Requested
Coastwalk California	Adopt-A-Beach Expansion Project	\$9,779
CREW (Concerned Resource and Environmental Workers)	Lower Ventura River Habitat Restoration	\$9,800
Crystal Cove Alliance	SNAP! Science and Nature at the Park	\$30,000
CSU, Chico Research Foundation	Sea-to-Stream Outdoor Classroom Program	\$20,385
Del Norte County Office of Education	Coast Redwood Marine Studies	\$9,951
Discovery Science Center of Orange County	"Making the Grade" Fieldtrips	\$10,000
Downtown Magnets High School	Los Angeles Watershed Analysis Project	\$11,059
Earth Alert Inc.	Heroes of the Coast	\$23,272
Environmental Traveling Companions	Youth LEAD Scholarship Program	\$20,000
Environmental Volunteers	Baylands Spanish Education Project	\$8,005
Fort Ross Conservancy	Abs & Otters: Fort Ross Marine Ecology Program	\$26,184
Franklin Elementary School	SPLASH - Students Practicing Language Arts in Sea Habitats	\$8,540
Fresno Chaffee Zoo	Teen LEADERS	\$6,400
Friends of the Dunes	Humboldt Coastal Stewards	\$14,162
Friends of the Sea Otter	Sea Otter Education & Outreach Program	\$7,500
Galt Joint Union Elementary School District	Cosumnes River Preserve Youth Education and Stewardship Project	\$16,800
Gray Whales Count	Gray Whales Count	\$24,000
Great Whales Conservancy/Earth Island Institute	Great Whales Education Program for California	\$9,900
Gulf of Catalina Grey Whale Preservation and Education Foundation	Curriculum Enhancement Programs	\$30,400
Heritage Museum of Orange County	Gospel Swamp Natural Area Restoration and Education	\$9,800
Humboldt State University	Trinidad Gateway Marine Science Program for Local Youth	\$9,918
Ink People, Inc.	How Rivers & Wetlands Connect to the Ocean and You	\$17,672
International Bird Rescue	Blue Banded Pelican Project	\$15,420
June Jordan School for Equity/Small Schools for Equity	Marine Science Program	\$30,000
Kearny High School SCT	Plastics in the Environment	\$50,000

Organization Name	Project Title	Amount Requested
Kern County Superintendent of Schools	Kern Environmental Education Program (KEEP) - Ocean Connection	\$9,498
Kids & Fishing	City2 Sea	\$9,950
La Honda Elementary	Coastal and Aquatic Resource Education Program	\$7,794
Lassalette School	Catalina Island Marine Institute Science Camp	\$35,832
Living Coast Discovery Center	Ocean Wonders Living Classroom	\$35,000
Los Angeles Conservation Corps	SEA Lab Summer Camp Program	\$18,000
Los Angeles Waterkeeper	Marine Protected Areas Watch Program	\$25,000
Los Serenos de Point Vicente	Coastal Awareness Program	\$46,200
Marine Life Studies	Take It To The Streets	\$50,000
Maritime Museum of San Diego	Multi-Dimensional Marine Mammal Educational Program	\$16,358
Mayfair Middle/High School	Marine Science Course	\$5,230
MEarth	Understanding and Protecting Our Watershed	\$30,000
Mongabay Org Corporation	Science & Environmental Learning through Local and Global Stewardship	\$22,153
Monterey Bay Aquarium Foundation	Splash Zone/Head Start Discovery	\$35,000
Monterey Bay Sanctuary Foundation	Ocean Guardian School Program	\$11,000
Mountains Recreation and Conservation Authority	Junior Rangers - Oceans Unit Pilot Program	\$9,993
Mountains Restoration Trust	Today's Youth - Tomorrow's Leaders: Saving the Southern Steelhead	\$34,372
Navarro-by-the-Sea Center for Riparian and Estuarine Research	Outdoor Public Interpretive Displays	\$49,500
Ocean Conservation Society	Be Whale Aware	\$15,000
Ohlone Elementary School	Our Wetlands: Yesterday, Today, and Tomorrow	\$7,585
Oikonos Ecosystem Knowledge	Marine Debris Citizen Scientist Recreational Boating Program	\$10,450
One World One Ocean Foundation	Youth Engagement Program	\$49,400
Orange County Coastkeeper	Paint the Coast Clean: A School Mural Project	\$11,110
Outdoor Outreach	Environmental Stewardship Program	\$10,000
Pajaro Valley Arts Council	The Marine Experience	\$10,000

Organization Name	Project Title	Amount Requested
Pepperdine University	Community-Based Monitoring of Ecosystem Health on Sandy Beaches	\$49,175
Planet Drum Foundation	Bioregional Education Program	\$5,000
Point Reyes National Seashore Association	Seashore Science Field Discovery Project	\$30,000
PRBO Conservation Science	Youth Science Leaders Project	\$7,039
Reef Check Foundation	Reef Check California	\$50,000
Resource Conservation of Santa Cruz County	Watershed Cruzin': Increasing Teacher Access	\$9,564
San Diego Junior Lifeguard Foundation	Ocean Science Education	\$44,509
San Diego Oceans Foundation	Young Oceanographers United Adopt-A-Beach and Canyon Project	\$29,952
San Diego State University Research Foundation	Marine Ecology & Biology Student Assn. Outreach Extension Program	\$14,300
San Francisco Maritime National Historical Park	Ship Shape Discovery Walk	\$3,293
San Jose State University Research Foundation	Moss Landing Marine Labs Tour and Open House Program	\$23,800
Santa Barbara Maritime Museum	Bill of Rights Tall Ship Marine Science Education Program	\$10,000
Santa Barbara Museum of Natural History	Sea Center Outdoor Nature Explorations	\$18,000
Santa Cruz Museum of Natural History	On the Spot Coastal Awareness and Stewardship	\$8,805
Santa Ynez Valley Charter School	Protecting Our Santa Ynez Valley Watershed	\$1,000
Save Our Shores	Beachkeepers Program	\$28,924
Save the Mermaids	Mermaid Challenge	\$4,485
Save The Whales	Educating Children about Marine Debris	\$9,996
Sea Stewards/The Ocean Foundation	San Francisco Shark Watch	\$9,780
SeaWeb	"Whale Week!"	\$14,801
Seymour Marine Discovery Center	Sharing Ocean Conservation - Compartiendo la Conservación del Océano	\$9,370
Sierra Club Foundation/Angeles Inner City Outings	Training a New Generation to Enjoy, Explore & Protect the Marine Environment	\$6,330
South Region Elementary School #9	Kindergarteners Love the Ocean	\$2,047
Southwest Wetlands Interpretive Association	Tijuana River National Estuarine Research Reserve Volunteer Training Program	\$47,503
SPAWN/Turtle Island Restoration	Coast & Ocean Module for California Naturalist Program	\$9,880

Organization Name	Project Title	Amount Requested
SpectorDance	Ocean Educational Program	\$10,000
Sutherland Elementary School	Sixth Grade Science Exploration Trip to the Monterey Bay Aquarium	\$3,400
The Center for Social and Environmental Stewardship	Environmental Stewardship Corps	\$24,541
The Watershed Project	Flotsam Flotilla Forays	\$17,313
Tolowa Dunes Stewards/Smith River Alliance	Students Connect with Dunes & Wetlands	\$29,756
TreePeople	Ocean-Friendly School Garden Program	\$10,236
University Corporation at Monterey Bay	Return of the Natives - Habitat Restoration on the Fort Ord Dunes State Park	\$34,523
University of California, Santa Cruz	What Is In Our Water?	\$49,836
University of California, Santa Cruz Arboretum	Restoring Coastal Communities	\$10,500
University of Redlands	Whale mAPP	\$42,071
Upper Eel River Forum	Round Valley W.E.T. Project	\$23,185
Viejas Tribal Education Center	2013 Kumeyaay Coastal Academy	\$35,959
YMCA Point Bonita	My Home, My Community, My World	\$9,900
Zoological Society of San Diego	Watershed Wizards	\$9,904
Total Requested		\$2,222,222