

CALIFORNIA COASTAL COMMISSION

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



Click here to go to
original staff report

W6c

ADDENDUM

DATE: May 12, 2014

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: Addendum to April 30, 2014 staff recommendation regarding proposed use of unallocated reserve and proposed reallocation of targeted grant funding from sales of the Whale Tail[®] License Plate;

Request to redirect previously awarded competitive grant for Pepperdine University to Beach Ecology Coalition

This memorandum provides an addition to the staff report issued to the Commission on April 30, 2014. The staff further recommends that the Commission:

- (3) Approve redirecting the following competitive grant:
- Pepperdine University—\$9,915 for “Outreach for “Urban Beach Ecosystems in California” redirected to Beach Ecology Coalition for the same project (Los Angeles, Orange, and San Diego counties)

I. MOTION AND REVISED 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 or his designee to enter into the appropriate agreements for disbursing the available funds.

Revised Resolution:

The Commission hereby approves and authorizes the Executive Director to enter into the appropriate contracts with the University of California, Santa Barbara; the California State Parks Foundation; and the Beach Ecology Coalition.

II. BACKGROUND

In February 2014, Commissioners approved 21 competitive Whale Tail[®] grants, including an award of \$9,915 to Pepperdine University. Upon receiving the Commission's contract for signature, legal counsel at the university determined that it would not be possible to accept all the State of California's contracting terms and conditions, due to a policy to not accept government contracts and as a Christian university, an inability to comply with the nondiscrimination clauses.

Pepperdine is returning the unsigned grant agreement. A nonprofit called the Beach Ecology Coalition, which is already a partner of the project in question, is willing to be the new recipient of the grant funds and Pepperdine has no objection. The project being funded is open to volunteers from the public and does not discriminate based on religion or lifestyle.

III. Staff Recommendations for WHALE TAIL[®] Grant Awards from the FY 2013/14 Local Assistance Budget

The staff recommends funding one additional worthy project that had applied for competitive grant funding during this fiscal year but was originally declined due to lack of available funds. The staff also recommends funding a new high school curriculum and reassigning the recipient of a previously awarded competitive grant.

(3) \$9,915 FOR BEACH ECOLOGY COALITION

Project Title: Outreach for Urban Beach Ecosystems in California
Project Location: Los Angeles, Orange, and San Diego counties
Project Timeline: May 2014 – April 2015
Total Project Budget: \$96,460
Estimated number of people served by the project: 100 participants

While urban sandy beaches are often managed for the benefit of the people who visit them, their role in the overall coastal ecosystem is not well understood and therefore not often considered when public agencies make land use planning decisions. To address this knowledge gap and promote appreciation for the ecological health of beaches, a professor at Pepperdine University, in cooperation with the Beach Ecology Coalition, is starting a citizen science monitoring program. Seventy-five volunteers will join 25 scientists, educators, and students to make

consistent, long-term measurements on urban sandy beaches. This program is collaborating with the Birch Aquarium, the Ocean Institute, the Cabrillo Aquarium, and Surfrider Foundation. Volunteers will record many indicators using an assessment protocol, such as the physical characteristics of the beach; the presence of sand dunes; invertebrates found in the shoreline wrack; marine mammals, birds, fish, crustaceans, and other organisms present; and amount of coastal vegetation.

A WHALE TAIL® grant would support educational program elements not yet funded, namely a workbook and kit of supplies for each participant; an interactive website and field guide book to identify the different beach components; and information for the general public available online such as photos, short videos, and brief descriptions of living and non-living beach features.

Attachment:

April 30, 2014 Staff Recommendations

CALIFORNIA COASTAL COMMISSION

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



W6c

DATE: April 30, 2014

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 use of unallocated reserve and proposed reallocation of targeted grant funding from sales of the WHALE TAIL[®] License Plate (for Coastal Commission Meeting on May 14, 2014).** The Executive Director recommends that the Commission approve the following proposed grants for Fiscal Year 2013/2014.

SUMMARY OF STAFF RECOMMENDATION

- (1) Approve the following competitive grant:
 - UC Santa Barbara—\$28,000 for Community RESTOR Project (Ormond Beach, Ventura County)
- (2) Approve the following targeted grant:
 - California State Parks Foundation—\$34,650 for a new high school curriculum (statewide)

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 or his designee to enter into the appropriate agreements for disbursing the available funds.

Resolution:

The Commission hereby approves and authorizes the Executive Director to enter into the appropriate contracts with the University of California, Santa Barbara and the California State Parks Foundation.

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 \$13.98 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.78 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 March 31, 2014, a total of 220,896 license plates have been sold. WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$22.2 million to the CBCEA, and \$54.8 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.)

Previously Awarded Grants for FY 2013/14

At its September 2013 meeting, the Commission voted to allocate the \$816,000 FY2013/14 grantmaking budget as follows: seven targeted grants totaling \$436,060 (later changed to \$437,374 by the Executive Director), a temporary reserve of \$38,000 to be awarded later in the fiscal year, and the remaining \$341,940 for the competitive grantmaking program. Also at its September 2013 meeting, the Commission voted to allow the Executive Director to allocate funds in the temporary reserve to approved targeted grants if the recommended funding levels turned out to be insufficient, and to reallocate any unneeded targeted grant funds to the competitive grants budget or add it to the reserve.

In January 2014, the staff determined that \$10,000 of the \$38,000 temporary reserve could be allocated to the competitive grants budget. Upon approval by the Executive Director, a balance of \$28,000 was left in the reserve. These funds had been set aside to be available for potential opportunities which could arise, but to date they have not been needed by any other projects. The staff is now requesting approval to distribute this temporary reserve under item #1.

Also in January 2014, the Executive Director approved canceling one of the targeted grants in the amount of \$48,150 for updating the Coastal Commission’s *Waves, Wetlands, and Watersheds* curriculum, which serves students in 3rd through 8th grade. Although the *Waves* curriculum will need to be updated in the future, it is not urgent that the updates take place at this time – the activity guide is still serving its purpose and is very popular and well-used. The staff has identified a higher priority for these funds – to create a high school curriculum focused on California’s coastal management issues, including both science and social studies. To the staff’s knowledge, this type of curriculum does not currently exist. The proposed new curriculum would serve the important purpose of educating students about the history and challenges of protecting the coast, managing coastal development, and ensuring public access. We are now asking the Commission to approve a grant in the amount of \$34,650 to create this high school curriculum (see Item #2). The difference in the two amounts—\$13,500—was added to the competitive grants budget.

At its February 2013 meeting, the Commission approved 21 competitive grants totaling \$364,126. Therefore the total amount of local assistance funding still needing to be distributed this fiscal year is as follows:

| | |
|-----------------|---|
| \$816,000 | beginning balance |
| -\$437,374 | amount approved for targeted grants |
| +\$ 48,150 | amount from canceled <i>Waves, Wetlands, and Watersheds</i> grant |
| -\$364,126 | amount approved for competitive grants |
| \$62,650 | remaining balance available. |

This report describes the staff’s recommendations for expenditure of the \$62,650.

III. Staff Recommendations for WHALE TAIL® Grant Awards from the FY 2013/14 Local Assistance Budget

The staff recommends funding one additional worthy project that had applied for competitive grant funding during this fiscal year but was originally declined due to lack of available funds. The staff also recommends funding a new high school curriculum.

(1) \$28,000 FOR UC SANTA BARBARA, MARINE SCIENCE INSTITUTE

Project Title: Community RESTOR Project
Project Location: Ventura County
Project Timeline: June 2014 - June 2015
Total Project Budget: \$49,999
Estimated number of people served by the project: 290

The Community RESTOR Project stands for “Community Research and Education for Students and Teachers about the Ormond Beach Restoration.” It is a year-long watershed education project involving underserved middle and high schools from communities such as Oxnard and Port Hueneme. In this project, eight teachers would learn how to collect water quality data, restore native plants at the wetlands of Ormond Beach, and identify birds so they could teach their students. They would learn how to implement curricula provided about these topics as well as about beaches and climate change. A scientist from Santa Barbara Channelkeeper would teach a

water quality lab at each school so students would be able to collect baseline water quality data at the wetland. The project would also involve multicultural teens and young adults from Oxnard City Corps, who would be learning about these topics too and helping to mentor younger students.

Participating students would also go on a day-long research cruise aboard a National Marine Sanctuary boat, where they would learn about the Channel Islands National Marine Sanctuary, marine mammals, and underwater ecosystems. They would use a remotely operated vehicle to explore an underwater kelp forest, collect and observe plankton using a microscope and take water quality measurements. Finally, they would be invited back to Ormond Beach with their families to help at a full-day wetland restoration event.

(2) \$34,650 FOR CALIFORNIA STATE PARKS FOUNDATION

Project Title: Coastal Protection Curriculum
Project Location: Statewide
Project Timeline: May 2014 - December 31, 2014
Total Project Budget: \$34,650
Estimated number of people served by the project: thousands

In late 2013, the Commission's Public Education staff was approached by Kurt Holland, an educator and educational consultant who is currently working on projects correlating the Next Generation Science Standards (NGSS) to Ocean Literacy. He has over 25 years of teaching and curriculum development experience, a degree in geography with a concentration in coastal zone processes, as well as graduate training in oceanography. Mr. Holland has proposed working with the Coastal Commission in partnership with the California State Parks Foundation to create project-based lesson plans that would teach skills and concepts to high school students so they can become skilled coastal stewards and proponents of effective coastal zone management. The lessons would cover such topics as GIS skills; habitat restoration, climate change, and shoreline processes; public speaking and group facilitation skills; data comparison and consideration of opposing viewpoints; as well as the story of how coastal management policies have shaped our coastline and preserved public access to beaches.

The staff believes that teaching coastal science, policy, and management in the context of the issues facing the California coast is a very worthwhile and needed effort, and that this curriculum would help equip young people to continue California's legacy of coastal protection. The grant would enable the California State Parks Foundation to hire Mr. Holland as a consultant to develop approximately six educational units on a variety of coastal topics. The grant would also pay for the curriculum to be field-tested with professional educators in their classrooms, and then revised based on the feedback received.