

CALIFORNIA COASTAL COMMISSION

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W6c

DATE: March 25, 2015

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 reallocation of \$10,000 for competitive grant awards from sales of the WHALE TAIL License Plate (for Coastal Commission Meeting on April 15, 2015).** The Executive Director recommends that the Commission approve the following proposed grant for Fiscal Year 2014/15.

SUMMARY OF STAFF RECOMMENDATION

Approve the following competitive grant:

- (1) STAR, Inc. (\$10,000)

I. MOTION AND RESOLUTION

Motion:

*I move that the Commission **approve** the funding allocation 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 agreement 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 contract with STAR, Inc.

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 \$13.94 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.79 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 February 28, 2015, a total of 228,070 license plates have been sold. WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$24 million to the CBCEA and \$58.6 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 2014/15

The final approved budget for FY 2014/15 includes \$754,000 in funds from the CBCEA for local assistance grants. At its meeting in September 2014, the Commission voted to allocate \$369,900 for seven targeted grants (later reduced to \$368,537), and at its meeting in February 2015, the Commission approved 22 competitive grants totaling the remaining \$385,463.

Later in February, the staff was contacted by a board member of one of the recipient organizations, Children's Nature Institute in Los Angeles. This representative informed the staff that Children's Nature Institute went out business at the end of December 2014 (after a grant application was submitted at the beginning of November) and is therefore unable to accept the funding.

III. Staff Recommendation for reallocating \$10,000 from the FY 2014/15 WHALE TAIL[®] competitive grants program

As a replacement for the grant to Children's Nature Institute, 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. Like Children's Nature Institute, it will reach underserved children in the Los Angeles area.

(1) \$10,000 FOR STAR, INC.

Project Title: “Get Your Green On”
Project Location: Greater Los Angeles
Project Timeline: May 2015 – December 2015
Total Project Budget: \$12,470
Estimated number of people served by the project: 664

STAR provides nationally recognized after-school enrichment programming for students in grades K-6 at 20 schools in greater Los Angeles. The organization also operates STAR Eco Station, a nature center in Culver City featuring a collection of illegally-trafficked animals confiscated by the US Fish and Wildlife Service.

“Get Your Green On” would be a series of eight hands-on environmental education lessons provided to eight elementary schools in high-poverty, multicultural neighborhoods in Los Angeles and Culver City. The lessons would cover conservation topics including how to be an environmental steward, climate change, oil spills, water conservation, recycling and composting, and renewable energy. Live rescued animals from the Eco Station would visit the classrooms as the students would learn how these different issues impact wildlife, such as the effects of oil spills on birds. At the end of each lesson, students would receive a take-home worksheet or project to share with their parents.

As a way of sharing these lessons with other potentially interested educators, STAR would post the entire program curriculum on its website and the websites of Friends of Ballona Wetlands and the California Regional Environmental Education Community (CREEC). In addition, STAR would present the program at the 2015 California Science Teachers Association conference.