

CALIFORNIA COASTAL COMMISSION

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



W6c

DATE: August 28, 2015

TO: Commissioners and Interested Parties

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

SUBJECT: **Proposed Targeted WHALE TAIL[®] Grants for Fiscal Year 2015/2016 from the Commission's Public Education Program.** The Executive Director recommends that the Commission **approve** the following proposed targeted grants for Fiscal Year 2015/2016.

SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve targeted grants for the following seven projects (totaling \$324,000):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$100,000)
 - (2) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (3) I Love A Clean San Diego Adopt-A-Beach Program (\$29,640)
 - (4) Beach wheelchair purchases (\$5,760)
 - (5) Tides Center (\$103,000)
 - (6) California State Parks Foundation for launching a new high school curriculum (\$5,600)
 - (7) California Exposition & State Fair (\$50,000)
- B) Approve a reserve to remain unallocated at this time and awarded later in the fiscal year (\$30,000)
- C) Approve the following actions:
- (1) Reallocate any unneeded targeted grant funds to the competitive grants budget or add it to the temporary reserve.

- (2) Allocate temporary reserve funds to one or more of the above targeted grants if reserve is not otherwise needed and recommended funding levels turn out to be insufficient.

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:

- a) enter into the appropriate contracts for seven targeted projects;*
- b) set aside a temporary reserve of \$30,000;*
- c) reallocate any unneeded targeted grant funds currently being approved to the WHALE TAIL[®] competitive grants budget or to the temporary reserve; and*
- d) increase targeted grant amounts if necessary using temporary reserve funds.*

II. INTRODUCTION

WHALE TAIL[®] License Plate

The WHALE TAIL[®] License Plate was established as a mechanism through which the public can contribute funds to coastal and marine education programs in California. As of June 30, 2015, 230,846 license plates have been sold. After the DMV deducts administrative fees, funds from WHALE TAIL[®] Plate sales and renewals are divided between the California Beach and Coastal Enhancement Account (CBCEA) and the Environmental License Plate Fund (ELPF). An average of \$11.21 is deposited into the CBCEA for each new plate that is sold, and an average of \$19.79 per plate is deposited into the CBCEA from annual renewal fees. An equal amount per plate is deposited into the ELPF for all sequentially numbered WHALE TAIL[®] license plates sold. Additional fees that are charged for personalized plates also go into the ELPF. Altogether, from FY1997/98 through FY2014/15, WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$24.5 million to the CBCEA and \$60 million to the ELPF.

The CBCEA funds the Coastal Commission's Public Education programs and work at the State Coastal Conservancy. The ELPF funds a variety of environmental programs in state agencies such as the Natural Resources Agency, California Conservation Corps, the Department of Forestry and Fire Protection, the Department of Fish and Wildlife, California State Parks, and many others.

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).

Protect Our Coast and Oceans Fund

The Protect our Coast and Oceans “check box” on the California state tax return form was created pursuant to legislation authored in 2013 by former Assemblymember Al Muratsuchi. Per Article 5.1 (Sections 18745-18748) that was added to Chapter 3 of the Revenue and Taxation Code:

“All money designated under the Protect Our Coast and Oceans Fund space on a tax return ... shall be allocated as follows:

(a) To the Franchise Tax Board and the Controller for reimbursement of all costs incurred by the Franchise Tax Board and the Controller in connection with their duties under this article.

(b) (1) To the California Coastal Commission to support eligible programs awarded grants under the selection criteria established by the California Coastal Commission for the Whale Tail Grants Program, and for direct program-related expenses.”

In January 2014, California taxpayers began making voluntary contributions to the Protect Our Coast and Oceans Fund while completing their state tax returns. As of June 30, 2015, \$500,294 has been donated to this fund. The funding recommendations in this staff report represent the first time WHALE TAIL[®] grants will be funded by both the license plate and the “check box.”

Grantmaking Budget

The final approved budget for FY2015/16 includes \$753,000 for local assistance grants: \$503,000 from the CBCEA and \$250,000 from the Protect Our Coast and Oceans Fund. This report describes the staff’s recommendations for expenditure of these funds. The staff proposes to devote \$324,000 for grants to targeted projects; these are high priority projects that are an outgrowth of work begun under previous Commission grants or linked to existing Commission programs and the goals of the Commission’s adopted Strategic Plan.

The staff further proposes to allocate approximately \$30,000 to a temporary reserve and the remaining \$399,000 to the competitive grants program for coastal and marine education projects throughout California. Commission action on the competitive grants will be required at a future meeting, expected in February 2016, following advertisement of the availability of grant funds and proposal review.

III. APPROVAL OF TARGETED GRANTS FOR SEVEN PROJECTS

The staff is eager to have the Commission continue supporting coastal and marine education and related projects to educate and involve the public in the protection of marine and coastal resources. These projects provide important public benefits in advancing public understanding and support for the coast and ocean. In addition, the implementation of these programs will make visible to the public the positive impacts of the license plate program and the tax check-off box. In turn, this heightened visibility will help generate additional sales and donations.

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

- (1) Kids’ Adopt-A-Beach School Assembly Program and Beach Cleanup (\$100,000)
 - a. Funds would be awarded to Friends of the Dunes, Marine Science Institute, Fresno Chaffee Zoo, Malibu Foundation for Environmental Education, Orange County Coastkeeper, I Love A Clean San Diego, and National Fisheries Conservation Center.
- (2) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (3) I Love A Clean San Diego Adopt-A-Beach Program (\$29,640)
- (4) Beach Wheelchair Purchases (\$5,760 for two chairs)
 - a. Funds would be awarded to Guided Discoveries (for a chair on Catalina Island) and Friends of the Dunes (for a chair at the Humboldt Coastal Nature Center).
- (5) Tides Center Marine Education Project for K-12 programming (\$103,000)
- (6) California State Parks Foundation for launching a new high school curriculum (\$5,600)
- (7) California Exposition & State Fair “Whale Tales” exhibit (\$50,000).

The staff also recommends that the grants listed above be funded from the following sources:

WHALE TAIL® License Plate (CA Beach & Coastal Enhancement Acct.)	Voluntary contributions on state tax return (Protect Our Coast and Oceans Fund)
Marine Science Institute	Friends of the Dunes—Kids’ Adopt-A-Beach
I Love A Clean San Diego—Kids’ AAB Pgm.	Fresno Chaffee Zoo
National Fisheries Conservation Center	Malibu Foundation for Environmental Educ.
Heal the Bay	Orange County Coastkeeper
Friends of the Dunes—beach wheelchair	I Love A Clean San Diego—Adopt-A-Beach
Tides Center	Guided Discoveries—beach wheelchair
California Exposition and State Fair	California State Parks Foundation

(1) \$100,000 FOR KIDS’ ADOPT-A-BEACH SCHOOL ASSEMBLY PROGRAM AND BEACH CLEANUP

This program was started in Los Angeles County in 1993 by the Malibu Foundation for Environmental Education with the support of the Coastal Commission, and has since then expanded into five additional locations, coordinated by separate partner grantees – San Diego (I Love a Clean San Diego), Orange County (Orange County Coastkeeper), Fresno (Chaffee Zoo), San Francisco (Marine Science Institute), and Humboldt Bay (Friends of the Dunes). The assembly involves a PowerPoint presentation and discussion of the dangers of debris in the world’s oceans, recycling, litter reduction, and the storm drain system. The presentation helps to inspire children to care for the marine environment. Teachers are encouraged to conduct additional related activities with their classes. At the end of the school year, the students are taken on a field trip to participate in “Kids’ Ocean Day,” at selected beaches. The event coincides with World Oceans Day on June 8th. The program provides bus transportation to the beach. At Kid’s Ocean Day, students participate in a beach cleanup and create an aerial art display by standing in formation to spell out an ocean conservation message which is photographed from above. (Aerial art coordination is funded through a grant to the National Fisheries Conservation Center.) This program targets low-income schools from coastal and inland communities and currently involves over 6,500 children a year.

Program History. In 1998 the program came to the San Francisco Bay Area, where the program is now being coordinated by Marine Science Institute. In 1999 the Commission launched a program in San Diego. In 2001 the program expanded inland for Fresno students to travel to Monterey Bay, and in 2002 it expanded to Humboldt County. In 2003, sites were added in Orange County and San Luis Obispo County (this site held its final program in 2008). The Commission has provided the program with the following support, divided each year into grants to multiple partner organizations:

Year	Amount	Year	Amount	Year	Amount	Year	Amount
FY1998/99	\$28,000	FY2003/04	\$84,700	FY2008/09	\$86,900	FY2013/14	\$100,314
FY1999/2000	\$28,000	FY2004/05	\$88,500	FY2009/10	\$86,900	FY2014/15	\$95,000
FY2000/01	\$40,000	FY2005/06	\$88,500	FY2010/11	\$86,900		
FY2001/02	\$54,000	FY2006/07	\$107,740	FY2011/12	\$86,900		
FY2002/03	\$85,500	FY2007/08	\$98,500	FY2012/13	\$95,600		

Proposal. For FY2015/16, the staff proposes a total of \$100,000 to continue programs in the geographic regions listed above. This funding level would provide the same level of support as last year for some of the grantees, with slightly larger grants in San Francisco, Orange County, and Humboldt to accommodate an increase in the number of children served in those locations.

(2) \$30,000 FOR HEAL THE BAY ADOPT-A-BEACH PROGRAM

Heal the Bay serves as the coordinator for both the Adopt-A-Beach Program and Coastal Cleanup Day for Los Angeles County. As the coordinator of the Adopt-A-Beach program, the organization arranges cleanups for Adopt-A-Beach volunteers committed to cleaning a beach three times and provides them with supplies. Heal the Bay also arranges one-time cleanups and

hosts monthly zero-waste “Nothin’ But Sand” public cleanup events; maintains an interactive database where cleanup volunteers enter data on their trash collected and the public can run reports and view and graph the data; and also offers an educational component.

This educational component includes presentations to the volunteers about marine debris; bus transportation to bring students from inland, underserved schools to the beach; a presentation about ocean pollution and beach safety prior to the student cleanups; an educational tour of a nearby sewage treatment plant; having students analyze data about the trash collected; and downloadable lesson plans for teachers.

Program History. Heal the Bay received three competitive Adopt-A-Beach grants in FY1998/99 through FY2000/01. Beginning in FY2002/03, the Commission has supported Heal the Bay’s extensive Adopt-A-Beach Program through the targeted grants program instead. Since Adopt-A-Beach is a Coastal Commission program, it fits the goal of the targeted grants by carrying out activities associated with Commission programs. Heal the Bay’s Adopt-A-Beach Program is highly innovative and reaches over 26,000 people annually.

Proposal. Staff proposes supporting Heal the Bay with a new \$30,000 grant for the Adopt-A-Beach program. Heal the Bay plans to use the money to continue its extensive Adopt-A-Beach Program as described above.

(3) \$29,640 FOR I LOVE A CLEAN SAN DIEGO ADOPT-A-BEACH PROGRAM

I Love A Clean San Diego (ILACSD) coordinates San Diego County’s Adopt-A-Beach Program as well as the Kids’ School Assembly and Beach Cleanup Program, and also serves as a coordinator for Coastal Cleanup Day. In addition to operating a standard Adopt-A-Beach program in San Diego, ILACSD includes a number of enhanced features such as acknowledging volunteers by placing placards with their group names at 75 different stretches of adopted beach; delivering interpretive presentations to volunteers at their cleanups; coordinating cleanups at inland waterways that drain to the coast; hosting an interactive Adopt-A-Beach web page; installing and maintaining “do-it-yourself” (DIY) beach cleanup stations at Mission Bay and Carlsbad; and the most recent component, leading zero-waste beach cleanups by stocking supply kits made of reusable cleanup materials for volunteers to borrow and actively encouraging volunteers to bring their own reusable supplies to cleanups.

Program History. In FY2002/03, ILACSD received a \$20,000 competitive WHALE TAIL® Grant to enhance its Adopt-A-Beach program. Targeted grants to further enhance the program were:

Year	Amount	Year	Amount	Year	Amount
FY2004/05	\$27,000	FY2009/10	\$26,000	FY2013/14	\$29,550
FY2005/06	\$25,000	FY2010/11	\$21,000	FY2014/15	\$29,550
FY2007/08	\$22,500	FY2011/12	\$25,600		
FY2008/09	\$26,100	FY2012/13	\$27,000		

Proposal. Staff proposes providing I Love A Clean San Diego with a targeted grant of \$29,640 to continue the Adopt-A-Beach Program. ILACSD plans to use the money to continue its extensive Adopt-A-Beach Program as described above.

(4) \$5,760 FOR BEACH WHEELCHAIR PURCHASES

One of the goals of the Commission’s education and access programs is to make it possible for *all* citizens of the state to experience the coast firsthand. With large balloon tires that are able to move across soft sand, beach wheelchairs expand coastal access for people who have difficulty walking due to disability, injury, or old age.

Program History. Over the years, the Commission has helped numerous California beaches acquire a total of 51 beach wheelchairs to lend to members of the public. These chairs were purchased with \$89,000 from WHALE TAIL® grants and \$14,175 from funds received from a lawsuit settlement over the 1990 *American Trader* oil spill.

Proposal. *One chair at Catalina Island Marine Institute, Toyon Bay:* There are currently no beach wheelchairs on Catalina Island, causing great inconvenience to some visitors. Last year, two students from southern California were attending the Catalina Island Marine Institute (CIMI) and were not going to be able to participate in many of the activities until their school managed to arrange to bring a beach wheelchair with them. The nonprofit Guided Discoveries, which operates CIMI, is very interested in having a chair at their facility at Toyon Bay to avoid situations like that in the future. In addition, CIMI staff would publicize and make the chair available to other nearby educational facilities. CIMI would also lend the chair to members of the public, such as visitors to Avalon upon request.

One chair at the Humboldt Coastal Nature Center: Currently there is only one beach wheelchair in Humboldt County, located in the north at Gold Bluffs Beach. Friends of the Dunes operates the Humboldt Coastal Nature Center west of Humboldt Bay. A beach wheelchair would be available to visitors to the Center to travel down a path to the shoreline, where they could also access Ma-le’l Dunes to the north or Manila Dunes to the south.

(5) \$103,000 FOR THE TIDES CENTER/MARINE EDUCATION PROJECT FOR SCHOOL-BASED MARINE EDUCATION

The Marine Education Project (MEP) is a project of the nonprofit Tides Center in partnership with the Commission’s Public Education Program. The mission of MEP is to preserve and restore the biodiversity and health of California’s coastal and marine ecosystems through scientifically-supported community involvement, education, and action. The MEP program that would receive WHALE TAIL® funding is the statewide School-Based Marine Education Program.

Program History. Coastal Commission funding has supported MEP school-based marine education as follows:

Year	Amount	Year	Amount	Year	Amount
FY2003/04	\$88,400	FY2007/08	\$56,000	FY2011/12	\$82,000
FY2004/05	\$81,700	FY2008/09	\$62,000	FY2012/13	\$88,000
FY2005/06	\$80,000	FY2009/10	\$70,500	FY2013/14	\$99,000
FY2006/07	\$35,500	FY2010/11	\$70,400	FY2014/15	\$100,700

Proposal. \$103,000 from this grant would allow the Marine Education Project to continue to provide statewide school-based marine education to students and to conduct teacher trainings using resources such as *Waves, Wetlands, and Watersheds*. This coming year there would be an emphasis on working with a consultant to complete and launch a new coastal science and civics curriculum for

high school students. MEP staff would also coordinate a statewide children's art and poetry contest, arrange the lending of the winning artwork for public viewing at various venues around California, and promote coastal stewardship activities statewide.

(6) \$5,600 FOR CALIFORNIA STATE PARKS FOUNDATION FOR LAUNCHING A COASTAL PROTECTION CURRICULUM

In May 2014, Commissioners approved a targeted grant for the California State Parks Foundation to contract with Kurt Holland, an educator and educational consultant with expertise in marine science and the Next Generation Science Standards (NGSS). Mr. Holland is developing project-based lesson plans that will teach skills and concepts to high school students so they can become knowledgeable coastal stewards and proponents of effective coastal zone management. The lessons will be aligned with the Next Generation Science Standards and Common Core Standards and will cover such topics as sea level rise, shoreline processes, and public access; skills such as engineering and scientific processes, GIS, public speaking, group facilitation, 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. This science and policy curriculum is currently being developed, and then it will be field tested with educators in their classrooms and revised based on the feedback received. 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 will help equip young people to continue California's legacy of coastal protection.

Program History. The initial WHALE TAIL[®] grant to the California State Parks Foundation for this coastal protection curriculum was made in FY2013/14 for \$34,650.

Proposal. Once the curriculum is completed by March 2016, the staff would like the State Parks Foundation to continue to contract with Kurt Holland so he can help launch the finished curriculum at workshops for educators (tentatively in Los Angeles, San Diego, Santa Cruz, and the San Francisco Bay Area). This grant would cover his time and travel expenses.

(7) \$50,000 FOR CALIFORNIA EXPOSITION & STATE FAIR "BEACH BUDDY ADVENTURE"

Cal Expo, a state agency that does not receive any government funding, operates the annual California State Fair, which includes a nature exhibit showcasing plants and animals. For the 2014 and 2015 State Fairs, the theme for the nature exhibit was the coast and ocean. It featured a whale's mouth for the entrance, a sand exhibit, live aquatic animals in tanks, and oversized sea shell and jellyfish artwork. With support from the Coastal Commission, extra elements were added to make the exhibit more educational. Live rescue animals were brought in (such as a pelican and a bald eagle), and four stations were set up to teach visitors about different threats to ocean health. The stations were staffed by members of the Sacramento Regional Conservation Corps, who received training about the ocean challenges, which they in turn presented to visitors. The Coastal Commission's Public Education staff also contributed to the fair by providing informational content for the four activity stations, providing "fun facts" about the California coast that were posted throughout the exhibit, and staffing a table to do outreach to fairgoers. The exhibit recognized the Coastal Commission as the sponsor and also featured a Coastal

Cleanup Day display and a giant WHALE TAIL® license plate photo op (with a cut-out for people to put their face in).

Program History. Cal Expo received a competitive WHALE TAIL® grant of \$40,000 for the 2014 Fair and a targeted grant of \$40,000 for the 2015 Fair. The four educational stations in 2014 were on the topics of marine debris, ocean acidification, aquatic invasive species, and oil pollution. In 2015, over-fishing replaced the topic of oil pollution. The exhibit was very successful in both years, with 135,000 visitors entering the exhibit and 14,500 of them stopping at all four educational activity stations to earn their “Beach Buddy Badge” in 2014, and over 137,000 visitors and 17,000 badge earners in 2015.

Proposal. “Beach Buddy Adventure” has been such a success that Cal Expo is proposing to repeat it again next year, using a new name, “Whale Tales.” It would feature information about coastal issues presented in over-sized story books (instead of staffed stations), plus a show of live rescue animals representing coastal areas that would include stewardship information. With another \$40,000 grant, the Coastal Commission would be supporting valuable marine education while receiving an opportunity for tremendous publicity for the Commission and the WHALE TAIL® License Plate. The project is particularly beneficial because it reaches inland audiences that are less likely to be served by coastal and marine educational programs.

Additionally, Cal Expo is requesting an additional \$10,000 for a separate educational exhibit that would be placed outside the “Whale Tales” exhibit (in the middle of the fair). It would feature the construction of a giant sand sculpture (up to 12 feet tall) designed by a professional artist, with a coastal theme and symbols, signage, and possibly an area for playing in the sand. CCC Public Education staff and the Executive Director would work with the sand artist and Fair staff and approve the sculpture’s theme and symbols, the design, and the additional educational elements. Possible themes include coastal access, sea level rise and climate change, and the 40th anniversary of the Coastal Act. This educational sculpture would have the potential to reach many of the Fair’s more than 750,000 visitors.



IV. APPROVAL OF \$30,000 TEMPORARY RESERVE

In order to keep a modest amount of funding available for unforeseen needs, staff recommends that the Commission set aside a temporary reserve for several months.

Program History. Commissioners approved using an \$8,000 temporary reserve in FY2001/02 for completing the “Waves, Wetlands, and Watersheds” curriculum. Another reserve of \$20,000 was approved in FY2003/04 to produce the “Our Wetlands, Our World” high school curriculum.

WHALE TAIL[®] Grants

An unallocated reserve of \$26,000 in FY2011/12 ended up being divided into two additional targeted grants totaling \$16,000 and a remainder of \$10,000 that was added to the competitive grants budget. The \$45,000 reserve in FY2012/13 was divided between \$4,700 in supplementary money for several targeted Kid' Adopt-A-Beach grants and \$40,300 to support one additional competitive grant. Reserves that were set aside in other years ended up not being needed and were added to the amount available for competitive WHALE TAIL[®] grants later in the year.

Proposal. Staff recommends maintaining funds in a temporary reserve to keep some grant funding available for potential opportunities and needs which may arise. Staff will return to the Commissioners before the end of the fiscal year to request allocating these funds. If not needed by any other project, staff will allocate the extra funds for the WHALE TAIL[®] competitive grants.

V. APPROVAL OF ABILITY TO REALLOCATE UNNEEDED FUNDS

- (1) In the event that one of the above targeted grantees *does not need all the funds* currently being allocated, Commissioners direct the staff to reallocate the remaining money to the competitive grants budget or add it to the \$30,000 reserve described above.
- (2) In the event that one or more of the above targeted grantees needs *more funds* than are currently being allocated to successfully complete a project, and not all of the funds in the temporary reserve are needed for another purpose, Commissioners direct the Executive Director to increase the targeted grant awards using funds from the \$30,000 reserve.