

**CALIFORNIA COASTAL COMMISSION**

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August 21, 1998



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**TO: Commissioners and Interested Persons**

**FROM: Christiane Parry, Public Education Program Manager**  
**Steve Scholl, Deputy Director**

**SUBJECT: Proposed Grant Program Using Funds from Sales of the Whale Tail Coastal Protection License Plate**

On December 31, 1996, the Coastal Commission staff successfully met the deadline for its campaign to sell 5,000 Coastal Protection "Whale Tail" License Plates and qualified the new plates for production by the Department of Motor Vehicles (DMV). The DMV produced the plates and the plates began appearing on cars in October 1997. Revenues from plate sales and renewals are deposited into the California Beach and Coastal Enhancement Account (CBCEA). The first benefits to coastal and marine education from the plate sales are about to be realized.

The Commission's FY1998/99 budget includes funds from the CBCEA. The budget includes \$66,000 for one position in the Adopt-a-Beach Program and \$130,000 to be allocated through grants that support the purposes of the fund set forth in the legislation. The staff recommends allocating the grant funds to two competitive grant programs for which proposals may be submitted, and four specific, targeted grants.

The two competitive grant programs are: (1) an Adopt-A-Beach Grant Program, and (2) Grants for Coastal and Marine Outreach and Education/Beach Operation and Maintenance Activities. The four specific, targeted grants consist of: (1) a Coastal Cleanup Day Mini-Grant Program administered by the California State Parks Foundation, (2) an expansion of the Coastal Commission's successful Adopt-A-Beach School Assembly Program, (3) start-up funds for the SeaCamp Program, and (4) a grant to Los Angeles County to purchase and make available nine beach wheelchairs for use on Los Angeles County beaches.

<b>Adopt-A-Beach Grant Program</b>	<b>Coastal and Marine Education, Beach Operation and Maintenance</b>	<b>Targeted Grants for Specific Projects</b>
Competitive program – proposals to be invited	Competitive program – proposals to be invited	Coastal Cleanup Day Mini-Grants School Assemblies SeaCamp Beach Wheelchairs

This table illustrates the two grant programs and four targeted grants.

Both the competitive grant programs and the targeted grants are consistent with Vehicle Code Section 5067 (1), which states that:

*“Upon appropriation by the legislature, the money in the account (CBCEA) shall be allocated by the Controller 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.*

Furthermore, the competitive grant programs and the targeted grants will encourage coastal stewardship, and will support the Coastal Act's mandate to:

*“carry out a public education program that includes outreach efforts to schools, youth organizations, and the general public for the purpose of promoting understanding of, fostering a sense of individual responsibility for, and encouraging public initiatives and participation in programs for, the conservation and wise use of coastal and ocean resources.” (Section 30012(b)(1))*

This report presents each competitive grant program and each targeted grant as a distinct memorandum so that they can be segregated, if necessary.

### **Conclusion**

This is a new program with great potential. The Whale Tail Plate is selling extremely well, with over 18,000 plates sold as of the end of July 1998. The funds available from plate sales for marine and coastal education will grow each year. We expect that the grant programs described in this report will fund many more projects, as additional funds become available. We also anticipate that we will modify and improve the programs in future years as a result of our experience.

The staff is eager to start applying the proceeds of the Whale Tail Plate sales to coastal and marine education and related projects so that the funds can begin to serve the purpose for which the program was created – to educate and involve the public in the protection of marine and coastal resources to the ultimate benefit of the environment. In addition, the implementation of these programs will make visible to the public the positive impacts of the license plate program. In turn, this heightened visibility will help generate additional sales.

### **Recommendation**

The staff recommends that the Commission adopt the competitive grant program and targeted specific grants as described and authorize the Executive Director to enter into the appropriate agreements.

## **I. PROPOSED COMPETITIVE GRANT PROGRAMS**

The two grant programs will operate on an annual cycle, with applications accepted in the fall and grants given in late winter. Staff will report annually to the Commission on the status of the grants and will also do regular updates.

### **A. Adopt-A-Beach Grant Program**

### **B. Grants for Coastal and Marine Outreach and Education/Beach Operation and Maintenance Activities**

August 21, 1998

TO: Commissioners and Interested Persons  
FROM: Christiane Parry, Public Education Program Manager  
Steve Scholl, Deputy Director

SUBJECT: PROPOSED COMPETITIVE GRANT PROGRAM

**A. Adopt-A-Beach Grant Program**

This grant program is designed to strengthen and encourage innovation with the Coastal Commission's Year 'Round Adopt-A-Beach Program. Only current and prospective Adopt-A-Beach managers will be eligible to apply for Adopt-a-Beach grants. Grants will be awarded to the proposals that best met the criteria. Grant proposals will be accepted once a year, in the fall, and awarded each spring. A short form will be developed for proposals.

**Fund Total 1999:** \$20,000

**Size of Grants:** any amount up to \$20,000 (\$5-10,000 most likely)

**Application Requirements:** The grant application form will require a description of the organization and the project. Attachments will include a budget, a list of persons overseeing the project, a work plan with timeline and intended results, a statement from the applicant's governing body authorizing submission of the proposal, and a tax exemption letter (for non-profits).

**Grant Application Schedule:**

Grant Program to be advertised beginning September 14, 1998

Applications accepted September 15, 1998 to November 15, 1998

Application Review (staff) and preparation of staff recommendation: November 15, 1998 to January 22; staff report mailed on January 22, 1999

CCC review of staff recommendation: February Commission Meeting

Notification: week of February 16, 1999

Contract prepared: by May 1, 1999

**Application Review and Approval:** The Coastal Commission will make grant decisions, with recommendations by staff. Staff members will consult informally with the staff of organizations and agencies who are familiar with the various proposals and will consider their advice in making recommendations to the Commission.

**Reporting:** A brief progress report will be due on a quarterly basis for the duration of the project. A final evaluation report and a summary of expenditures will be due at the end of the project. Staff will summarize these results to the Commission on an annual basis.

**Criteria for grant awards:** The staff will evaluate proposals using several criteria prior to submitting recommendations on specific proposals to the Commission for review and approval.

1. **Threshold question:** Will the proposal strengthen or improve an existing Adopt-a-Beach Program?
2. **Educational Component:** Projects funded under this program should have a strong, high-quality educational component. Projects that reach audiences that are not otherwise reached (greater need) are especially encouraged.
3. **Project Concept:** We seek creative and innovative approaches that are potentially expandable or applicable in other geographic areas.
4. **Proposal Content:** The proposal itself should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, method of implementation and evaluation, and accurate cost information.

**Rules for Grant Awards:** Grants will be awarded subject to the following conditions.

- Grantee agrees to use the waiver of liability forms the Coastal Commission developed for the Adopt-A-Beach Program (or the equivalent), if applicable.
- Grantee agrees to put Coastal Commission logo on any promotional materials produced as part of the grant.
- Grantee agrees to hold Coastal Commission harmless.
- Written proposals must be submitted on the official form before the deadline.
- Funds cannot be used to purchase food, beverages or prizes.
- One-year projects are encouraged.

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SUBJECT: PROPOSED COMPETITIVE GRANT PROGRAM

**B. Grants for Coastal and Marine Outreach and  
Education/Beach Operation and Maintenance Activities**

This proposed annual grant program is aimed at encouraging the development of programs to teach California's children and the general public to value and take responsibility for the health of the state's marine and coastal environments. Grants will also be available for non-profit organizations and local governments for beach operation and maintenance activities with an educational component. Grant proposals will be accepted once a year, in the fall, and awarded each spring. A short form will be developed for proposals.

**Fund Total 1999:** up to \$30,000 (depending on funds allocated to SeaCamp, see below)

**Size of Grants:** any amount up to \$30,000 (\$10-20,000 on average).

**Application Requirements:** The grant application form will require a description of the organization and the project. Attachments will include a budget, a list of persons overseeing the project, a work plan with timeline and intended results, a statement from the applicant's governing body authorizing submission of the proposal, and a tax exemption letter (for non-profits).

**Grant Application Schedule:**

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Contracts prepared: by May 1, 1999

**Application Review:** The Coastal Commission will make grant decisions, with recommendations by staff. Staff members will consult informally with staff of other organizations and agencies who are familiar with the various proposals and will consider their advice in making recommendation to the Commission.

**Reporting:** A brief progress report will be due on a quarterly basis for the duration of the project. A final evaluation report and a summary of expenditures will be due at the end of the project. Staff will summarize these results to the Commission on an annual basis.

**Criteria for grant awards:** The staff will use the following criteria in evaluating proposals.

1. **Educational Component:** Projects funded under this program should have a strong, high-quality educational component involving the marine or coastal environment. Projects that reach audiences that are not otherwise reached (greater need) are especially encouraged.
2. **Project Concept:** We seek creative and innovative approaches that are potentially expandable or applicable in other geographic areas.
3. **Proposal Content:** The proposal itself should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, method of implementation and evaluation, and accurate cost information.

**Rules for Grant Awards:** Grants will be subject to the following conditions.

- Indirect costs will be capped at 10% of employee salaries and benefits
- Funds cannot be used to purchase food, beverages or prizes.
- Grantee agrees to put Coastal Commission logo on any promotional materials produced for the program.
- Grantee agrees to hold the Commission harmless.
- Grantee agrees to use waiver of liability forms developed by the Coastal Commission (or the equivalent) where appropriate.
- Written proposals must be submitted on the official form before the deadline.
- Projects of up to 3 years in length are eligible for the program.

## II. PROPOSED TARGETED GRANTS FOR SPECIFIC PROJECTS

The staff recommends several projects for immediate funding. These projects are outgrowths of work that the staff is involved in. The staff considers these projects to be high priority based on its experience and considering the goals of the Commission's Strategic Plan. The projects are consistent with the legislative requirements and with the criteria described above for the proposed grant programs. The grants will be subject to the reporting requirements and rules as set forth for the Coastal and Marine Outreach and Education Grants.

The staff recommends the following grants:

- (A) a **Coastal Cleanup Day Mini-Grant Program** administered by the California State Parks Foundation,
- (B) an expansion of the Coastal Commission's successful **Adopt-A-Beach School Assembly Program and Earth Day Kid's Cleanup**
- (C) start-up funds for the **Sea Camp Monterey Bay Program**, and
- (D) a grant to Los Angeles County to purchase and make available **nine beach wheelchairs for use on Los Angeles County beaches.**



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FROM: Christiane Parry, Public Education Program Manager  
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SUBJECT: PROPOSED TARGETED GRANTS FOR SPECIFIC PROJECTS

### **A. Coastal Cleanup Day Mini-Grant Program**

Many of the Coastal Cleanup Day county coordinators volunteer their time to the event, and cover the out-of-pocket expenses themselves, e.g. postage, telephone. Others are on a very tight budget provided by their organizations. Each year at the spring coordinators conference, a popular topic is fundraising – how can they raise funds to carry out and improve the cleanup? In this regard, a small amount of funding can go a long way. The staff surveyed the Coastal Cleanup Day Coordinators and developed a grant program based on the coordinators' needs.

The Coastal Cleanup Day Mini-Grant Program will be a "block" grant type program for county coordinators of the annual fall Clean up Day. *Grants will be awarded to the coordinator's organization, not to individuals.* The amount of each grant will be tied to that coordinators previous year's Coastal Cleanup Day volunteer attendance, i.e. more funds to larger cleanups. Grant proposals will be accepted once a year, in the fall, and awarded each spring. A short form will be developed for proposals.

The Coastal Cleanup Day fiscal agent, the California State Parks Foundation (CSPF) will administer this grant program. The Coastal Commission will enter into an agreement with CSPF that will specify the parameters of the program, as described below, and the amount of funds allocated to CSPF for administration of the minigrant program.

#### **Proposed Grant**

The staff recommends the Commission grant \$11,500 to the California State Parks Foundation to implement a Coastal Cleanup Day Mini-grant Program. Costs to administer the grant program will be capped at 20% of the grant total. Approval of the project by the Commission authorizes the Executive Director to enter into the appropriate agreement with the California State Parks Foundation. The details of the proposed program are described below.

**Size of Grants:** Will range depending on previous years clean up day attendance (e.g. \$250 to \$1,000).

**Application Requirements:** A brief application form will require a description of the project. Attachments will include a budget, a list of persons overseeing the project, and a tax exemption letter (for non-profits).

**Application Review:** CSPF reviews applications with Commission staff oversight. The criteria for awarding a mini-grant will be straightforward and set out in advance.

**Reporting:** A brief progress report will be due by the end of July in the year the funds are used (unless project is finished before the end of July). A final report will be due at the end of the project.

**Rules for Mini-Grant Awards:**

- Funds must support the planning and carrying out of the upcoming Coastal Cleanup Day event.
- Funds can be used to fund the following activities: promotions, outreach, supplies. Funds cannot be used for staff or to purchase food, beverages or prizes.
- Mini-grant recipient agrees to use Coastal Commission waiver forms for the Coastal Cleanup Day event.
- Mini-grant recipient agrees to put Coastal Commission logo on any promotional materials produced for the event.
- Written proposals must be submitted on the official form before the deadline; no funds will be awarded in the absence of a proposal.

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**B. Expansion of the Adopt-A-Beach School Assembly Program and Earth Day Kid's Cleanup**

The Coastal Commission began a K-12 School Assembly Program in Los Angeles County in 1993 with Michael Klubock of the Malibu Foundation for Environmental Education. The program shows students the way to cleaner beaches and oceans. By presenting slides and talking about recycling, buying recycled products, the dangers of plastic and debris in the world's oceans, litter reduction and the Los Angeles storm drain system, the assembly motivates children to care for the marine environment. They are then given something to do about it by participating in recycling and by doing a beach cleanup. The program also provided grants to assist the schools with the costs of the beach trip and to stimulate recycling efforts. The grants provided matching funds equal to the amount of money raised by recycling.

To date, the assembly program has gone to almost 400 schools in Los Angeles County and presented 800 assemblies to almost 160,000 children and sent 25,000 children on a field trip to the beach.

In 1998, the program was brought to the San Francisco Bay area. The program visited 11 schools in San Francisco and Oakland and brought 1200 children to Ocean Beach for the Earth Day Kids Cleanup. This year the staff will like to work with the Malibu Foundation to expand the program to two new locations: San Diego County and the Monterey Bay Area. Grants will be awarded to local organizations to coordinate the program in that area. In the future the staff would like to see the program expanded to reach communities throughout California, including inland population centers.

**Proposed Grant**

The staff recommends the Commission approve a \$36,000 grant for the Adopt-A-Beach School Assembly Program and Earth Day Kids Cleanup, to fund new programs in San Diego County and the Monterey Bay area, and to provide funds to continue programs in Los Angeles and the San Francisco Bay area. Approval of the project by the Commission authorizes the Executive Director to enter into the appropriate agreements.

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**C. Start-up Funds for SeaCamp Monterey Bay**

Over the last two decades, the Monterey Bay region has developed into one of the world's leading centers for marine studies and sustainable resource uses. Businesses, educators and researchers are attracted by the high quality of the region's coastal and marine environments. The many research and educational centers in this region provide the key resources to offer a high quality learning experience for youth. A broad coalition of local, state, and national representatives from both the public and private sector is supporting the establishment of a national marine science education camp program, beginning with a flagship project on the Central California Coast: SeaCamp Monterey Bay.

SeaCamp Monterey Bay will be a year-round residential science camp where elementary and secondary students, their families and teachers learn about our oceans and coasts through a combination of hands-on outdoor activities and exploration, interactive classroom projects, field seminars, mentorships, and visits to educational exhibits. It is projected to open in summer 2000, and will serve 10,000 to 15,000 K-12 students per year at full operation.

**Proposed Grant**

The staff recommends that the Commission grant not to exceed \$20,000, depending on the availability of funding from other sources, to California State University at Monterey Bay, for a portion of the costs of developing a strategic plan for SeaCamp Monterey Bay. Approval of the project by the Commission authorizes the Executive Director to enter into the appropriate agreements.

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### **D. Beach Wheelchair Program for Los Angeles County**

One of the goals of both the Commission's education program and access program is to make it possible for all citizens of the state to experience the coast firsthand. Beach wheelchairs are a relatively new product that expands the opportunities for coastal access for disabled persons. The wheelchairs are available on beaches in San Diego, Dana Point, Huntington Beach, Ventura and Santa Cruz. However, the wheelchairs are not currently available in Los Angeles County, which is the most heavily populated county in the state and has the most beach visitors.

This grant will allow the Los Angeles County Department of Beaches and Harbors to purchase nine beach wheelchairs and nine storage containers to keep the chairs secure when not in use. The wheelchairs will be distributed along the 31 miles of coastline and will be dispensed and monitored by County lifeguards and beach concession operators under contract with the County. The wheelchairs will make it possible for individuals who are unable to walk across the sand due to a permanent disability or injury to enjoy the coast and to reach the ocean.

The wheelchairs have large balloon tires that enable them to roll across the sand and down along the water's edge. The models currently available require a companion to push the chair, although one company is developing a self-propelling feature that could be retrofitted to the chairs.

The chairs will expand the coastal recreational opportunities available to an under-served segment of the population, and enable broad participation in the Adopt-A-Beach Program, Coastal Cleanup Day, and other beach events. Los Angeles County plans to do outreach through the Los Angeles Times, local beach cities newspapers, living facilities and programs for the physically challenged and signage indicating the chair's availability at handicap parking spaces in the beach parking lots. The chairs will be located at the most heavily visited beaches. Potential chair availability sites include: Zuma Beach, Will Rogers Beach, Santa Monica Beach, Venice Beach, Marina del Rey Swim Beach, Dockweiler Beach, Manhattan Beach, Hermosa Beach, and Cabrillo Beach.

#### **Proposed Grant**

The staff recommends that the Commission approve a grant for \$22,500 to the Los Angeles Department of Beaches and Harbors for the purchase of nine beach wheelchairs and storage facilities. Approval of the project by the Commission authorizes the Executive Director to enter into the appropriate agreements. The grant will be

conditioned to require preparation of an outreach and publicity plan for the beach wheelchairs to get the word out about the chairs' availability and to promote the fact that they were purchased with a grant from the Whale Tail License Plate fund. The wheelchairs themselves will reflect the source of the funds in some way, for example with a small sign on the back of each chair.