

**CALIFORNIA COASTAL COMMISSION**

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**W9a****RECORD PACKET COPY**

January 12, 1999

TO: Commissioners and Interested Persons

FROM: Peter Douglas, Executive Director  
Steve Scholl, Deputy Director  
Christiane Parry, Public Education Program Manager  
Rebecca Steckler, Outreach Coordinator

SUBJECT: Proposed Grant Awards for Funds from Sales of the Whale Tail Coastal Protection License Plate

On September 8, 1998, the Coastal Commission approved the staff's proposal to set up two competitive grant programs to allocate funds from sales of the Whale Tail Coastal Protection License Plate. One of the programs is called the Whale Tail Grant Program and is a general grant program for coastal and marine outreach and education, and beach operation and maintenance activities. The Commission approved a \$23,000 Whale Tail Grant fund total for 1998/99.

The second program is called the Adopt-a-Beach Grant Program and is a more targeted program designed to strengthen and encourage innovation with the Coastal Commission's Year 'Round Adopt-A-Beach Program. The Commission approved a \$20,000 Adopt-A-Beach Grant fund total for 1998/99.

The staff began publicizing the new grant programs the week after the September Commission meeting. The deadline for submittal of grant applications was November 15, 1998. The staff received a total of 67 grant applications, 52 for the Whale Tail grant funds and 15 for the Adopt-a-Beach Grant Program. Attachment 1 is a list of the applicants, project titles and funding requests for each grant program.

The staff evaluated the applications based on the following criteria, approved by the Commission:

1. 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.
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.

**Staff Recommendation:**

The staff recommends that the Commission fund the following seven programs, four from the Whale Tail Grant Fund (total of \$23,000) and three from the Adopt-A-Beach Grant fund (total of \$20,000).

## Proposed Whale Tail Grant Awards

### 1. California Aquatic Safety, Inc. Ventura Junior Lifeguards **\$6,238**

**Applicant:** *Channel Islands Coastal Experience Camp for "At Risk" Youth*  
**Project Location:** *Ventura Harbor and Channel Islands*  
**Project Timeline:** *April to November 1999.*  
**Total Project Budget:** *\$9,157.*

The CASI Junior Lifeguard Program is dedicated to providing educational and recreational opportunities in and around the marine environment for students of all ages. The Program currently focuses on providing water safety education and introduces young people to safe marine and aquatic recreation opportunities. The Whale Tail Grant to CASI would add a new element to the Junior Lifeguard Program, the *Channel Islands Coastal Experience Camp*. The Camp will introduce participants to the marine and coastal environments of the Channel Islands and the Ventura area beaches, and encourage respect for the coast and ocean, themselves, their parents and peers. The Whale Tail Grant would fund the majority of the first year's costs of running the camp.

The Camp will target 9 to 15 year old "at-risk-youth" and non-traditional beach and ocean users from neighboring communities, and will operate both a spring session (April/May 1999) and a fall session (October/November 1999). Each session would consist of three segments, available to participants. The first segment will introduce the students to the coastal environment using the Save Our Seas Curriculum and the Junior Lifeguard Program curriculum. Activities will include slide shows, videos, beach cleanups and recreational and educational water activities. The second segment is a two-day event based at Ventura Harbor. Using the National Parks Channel Island Museum, participants will learn about marine wildlife, marine debris and storm drain outfalls. The students also will go on snorkeling and kayaking excursions in the Harbor. The third segment is a one day boat trip to the Channel Islands National Park where students will kayak, snorkel and receive field education on and around Anacapa Island.

### 2. Slide Ranch **\$10,000**

**Project Title:** *Kid's Ecology Learning Project (KELP)*  
**Project Location:** *Muir Beach, Marin County*  
**Project Timeline:** *March to December 1999.*  
**Total Project Budget:** *\$18,320.*

Slide Ranch provides farm-based environmental education to more than 7,000 Bay Area residents annually. The 134 acre site is composed of a homestead-scale organic farm, coastal wildlands, and tide pools, which serve as an outdoor classroom for learning about the interdependence of people and the natural world. Its programs emphasize accessibility for culturally diverse, low-income, urban, senior, special needs, homeless or otherwise at-risk populations regardless of their ability to pay for services.

Slide Ranch proposes to use its Whale Tail Grant to develop the Kid's Ecology Learning Project (KELP). KELP will use food from the sea as a metaphor to help youth make connections to the world that lies beneath the surface of the ocean and further their understanding and awareness of the coastal and marine habitats. The KELP program has three components:

**1) Curriculum development and teacher training.** To prepare teachers for KELP, The Slide Ranch Program staff will hold at least two in-service trainings with experts on the local coastal ecology, marine environment and geology in addition to a three-week thematic training on the

coastal environment and coastal farming. The staff will develop the KERP curriculum, consisting of activities, games and projects that illuminate ecological issues relating to food from the sea.

2) **Implementation of KERP programs to school groups.** During the period of March to December 1999, five school groups (totaling 150 students) will participate in a KERP program, including tidepool exploration, beach cleanup and other field activities and explorations.

3) **KERP lessons for 1,000 youth participating in previously scheduled programs.** The Slide Program Staff will incorporate elements from the KERP curriculum into existing Slide ranch educational programs.

**3. Palisades Charter High School \$2,417**

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**Project Title:** *Marine Education and Advocacy Program*  
**Project Location:** *Los Angeles*  
**Project Timeline:** *May 1999 to June 2000.*  
**Total Project Budget:** *\$57,455.*

Palisades Charter High School draws students from all over the greater Los Angeles area. The school's mission is to educate its diverse student body by developing their skills and talents to help them make a positive contribution in our global society.

The Palisades Charter High School Marine Education and Advocacy Program offers predominantly underrepresented minority students an opportunity to develop a deep understanding and appreciation for our local marine environment, prepares students for college science classes and helps to motivate students to pursue careers in science. Through an intensive series of field projects, guest speakers, lecture and laboratory experiences, students will develop concrete connections between their lives and the marine environment. The program will reach approximately 200 students.

**4. Surfrider Foundation – Santa Cruz Chapter \$4,345**

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**Project Title:** *Education Outreach Expansion*  
**Project Location:** *Santa Cruz County and surrounding area*  
**Timeline:** *April 1999 to April 2000.*  
**Total Project Budget:** *\$9,290.*

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enhancement of the world's waves and beaches through conservation, activism, research and education. The organization's Santa Cruz Chapter was founded in 1991.

The local chapter of the Surfrider Foundation currently runs an Education Outreach Program in Santa Cruz County. During the 1997/98 year, the Program gave 50 in-class presentations on watersheds, water pollution, and coastal issues for both elementary and junior high school classes. The Education Outreach Expansion project will increase the number of schools served by the Program, and in particular will expand the Program into underserved agricultural areas such as Watsonville. The project will also establish Education Outreach Programs at other Surfrider Chapters through on-site training, and through the production of a manual. The manual would be a step-by-step guide to setting up the Program at other Surfrider Chapters.

**TOTAL Funds Recommended for Whale Tail Grants: \$23,000.**

## Proposed Adopt-A-Beach Grant Awards

### **1. Yosemite National Institutes**

**\$6,670**

**Project Title:** *Adopt-A-Beach – Marin Headlands*  
**Project Location:** *Rodeo Beach at Fort Cronkhite, Golden Gate National Recreation Area*  
**Timeline:** *March 1, 1999 to April 30, 2000.*  
**Total Project Budget:** *\$6,670.*

The Headlands Institute is an educational nonprofit organization that provides outdoor field science programs. Children come to the residential field-science programs for one- to five-day sessions that instill in them a personal connection to the natural world and responsible actions to sustain it.

The project they have proposed will strengthen the Adopt-A-Beach program by incorporating beach clean-up programs into weekly field-science programs conducted by Headlands Institute for California schoolchildren. They will receive in-depth study of marine ecosystems and the effects of human population on the ocean, as well as the conservation solutions at work to preserve them. An additional cleanup program will be offered quarterly to the local public.

All activities will include an in-depth educational component that teaches youth and adults about our coastal resources and the importance of their conservation. School children and educators who attend the field science programs come from a wide range of ethnic and socioeconomic backgrounds.

### **2. Northcoast Environmental Center**

**\$6,650**

**Project Title:** *Adopt-A-Beach Outreach and Enrollment*  
**Project Location:** *Humboldt County*  
**Timeline:** *March, 1999 to September, 1999.*  
**Total Project Budget:** *\$6,650.*

The Northcoast Environmental Center (NEC) is a non-profit organization founded in 1971 and is one of the most active environmental groups in the resource-rich region. NEC has been the countywide coordinator for Coastal Cleanup Day for the past 14 years and brought out over 1,600 volunteers in 1998.

The Center proposes to take over and considerably strengthen the existing Adopt-A-Beach Program in Humboldt County. NEC will reach out to schoolchildren, youth and civic groups in Humboldt County in an effort to dramatically increase participation. They propose that the grant money be used to hire a facilitator who will:

- Assemble a permanent beach sign-up book with map overlays;
- Contact civic groups and all area schools in the spring, encouraging them to make permanent links to specific beaches;
- Conduct workshops and create a cleanup teaching "unit" for school use;
- Regularize and arrange financial details of trash disposal;
- Coordinate all media publicity;
- Organize and help create a t-shirt for coastal cleanup participants.

**3. Heal the Bay**

**\$6,680**

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***Project Title:*** *Adopt-A-Beach – Los Angeles County*  
***Project Location:*** *Los Angeles County*  
***Timeline:*** *March, 1999 to March, 2000.*  
***Total Project Budget:*** *\$25,000.*

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life. Heal the Bay is currently the coordinator for both the Adopt-A-Beach Program and Coastal Cleanup Day for Los Angeles County.

Heal the Bay requests a grant to continue for the fourth year as the Los Angeles County coordinator of the Adopt-A-Beach program, and to improve its successful program by adding the following components:

- Bus transportation to bring a school class from each of approximately 10 underserved Los Angeles County elementary schools to the beach for participation in one Adopt-A-Beach cleanup
- Dissemination of the Coastal Commission "Save Our Seas" curriculum to these classrooms prior to the beach cleanup.
- Data analysis of the trash collected at these school Adopt-A-Beach cleanups

Heal the Bay seeks to expand Adopt-A-Beach education into inner-city schools that currently lack the resources to participate in the program. Since 1994, Heal the Bay has provided free educational presentations about storm water pollution to the Adopt-A-Beach groups via its Speaker's Bureau program. Disseminating the Coastal Commission's "Save Our Seas" curriculum will enhance the pre-cleanup experience, while data about the trash collected will serve to enrich the post-cleanup educational experience. This pilot program has the potential to educate hundreds of children (and their families) about watershed stewardship and pollution prevention, and to serve as a model for expanding trash data analysis among current Adopt-A-Beach volunteer groups.

**TOTAL funds recommended for the Adopt-A-Beach Grants: \$20,000.**

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To: Commissioners and Interested Persons  
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SUBJECT: Attachment 1 for the Proposed Grant Awards for Funds from Sales of the  
Whale Tail Coastal Protection License Plate

Enclosed is Attachment 1, a complete list of the applicants for the proposed Grant awards for funds from sales of the Whale Tail Coastal Protection License Plate, which was inadvertently omitted from the mailing last week.

# Grant Proposals

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Attachment 1

Grant	Organization Name	Project Title	Amount
AAB	Big Brothers of Greater Los Angeles	Marine Reclaim, Recycle, Review	\$10,000.00
AAB	Channel Islands Beach CSD	Beach Clean-up	\$1,813.00
AAB	City of Berkeley Marina Experience Program	Adopt-a-Beach PSA	\$4,000.00
AAB	City of Oceanside, Harbor & Beaches Dept.	Clean Beach, Safe Beach	\$5,165.00
AAB	Heal the Bay	Adopt-A-Beach in Los Angeles County	\$10,000.00
AAB	I Love A Clean San Diego	Adopt-A-Beach	\$10,000.00
AAB	Monterey State Beaches	Year-Round Adopt-A-Beach Improvement Grant	\$5,000.00
AAB	Northcoast Environmental Center	Adopt-A-Beach Outreach & Enrollment	\$6,650.00
AAB	Pacifica Beach Coalition	Pick It Up, Pacifica	\$11,450.00
AAB	Santa Barbara Maritime Museum	Adopt-a-Beach	\$3,525.00
AAB	Santa Barbara Museum of Natural History	Los Marineros	\$4,551.00
AAB	Save Our Shores	Adopt-A-Beach Outreach Program	\$13,000.00
AAB	Slide Ranch	Slide Ranch Coastal Clean-Up/Foods From the Sea Project	\$5,000.00
AAB	Southern California Marina Institute	Palos Verdes Peninsula Rocky Beach Cleanup & Survey	\$5,186.80
AAB	Yosemite National Institutes	Adopt-A-Beach - Marin Headlands	\$6,670.00
WT	Acorn Independent Learning Center (AIRC)	The Open Classroom Watershed Science, Math & Art Field Studies Pilot	\$7,000.00
WT	California Aquatic Safety Inc.	Coloring Book Cooperation	\$2,000.00
WT	California Aquatic Safety Inc.	Channel Islands Coastal Experience Camp for "At Risk" Youth	\$6,238.10
WT	California Aquatic Safety, Inc.	Interpretive Outreach Program Improvement	\$2,780.95
WT	California Native Plant Society	Coastal Plant Identification Booklets	\$6,000.00
WT	California Seafood Council	Expand Distribution of California's Golden Seas Activity Kit	\$10,000.00

<b>Grant</b>	<b>Organization Name</b>	<b>Project Title</b>	<b>Amount</b>
WT	California State Parks	Carpinteria Dune Restoration Project	\$10,000.00
WT	California State Parks, Gaviota Coast	California State Parks/Gaviota Coast Adopt-A-School	\$8,679.25
WT	California State Parks, Gaviota Coast	California State Parks/Refugio State Beach Underwater Park Project	\$4,851.00
WT	Casa de la Raza	"TranscenDanSea" Project	\$12,000.00
WT	CASI, Junior Lifeguards, Refugio	Junior Lifeguard Program Bus Service/Save Our Seas Curriculum	\$10,000.00
WT	Central Coast Natural History Association	School Docent Handbook	\$6,000.00
WT	City of Berkeley Marina Experience Program	Berkeley Pier Education	\$3,300.00
WT	City of Carpinteria	Carpinteria Living Marine Classroom	\$5,943.00
WT	City of Oxnard	Oxnard's Kids: Building a Cleaner Coast One Beach at a Time	\$10,200.00
WT	City of San Diego -- Stormwater	Non-Point Source Pollution Education Program	\$5,000.00
WT	Coastal Watershed Council	Monterey Bay Urban Watch Program	\$10,000.00
WT	Community Resources for Science	Ocean Focus	\$6,682.00
WT	Ctr. For Envir. Education of Antioch N.E. Inst.	Zero Waste Beach Clean Up	\$7,923.00
WT	Dept. of Parks & Rec.	"Keep those beaches/ocean clean!"	\$7,055.98
WT	Exploring New Horizons Outdoor School	Scholarship Fund	\$7,500.00
WT	Farallones Marine Sanctuary Association	Junior Beach Watch	\$5,500.00
WT	Friends of Cabrillo Marine Aquarium	Cabrillo Beach Coastal Park Interpretive Signage	\$10,000.00
WT	Friends of the Los Angeles River (FoLAR)	Eco-heroes: Environmental Field Study for High School Students	\$7,500.00
WT	Friends of the Sea Otter (FSO)	Education Directory	\$23,000.00
WT	Hayward Area Recreation and Park District	Wetlands Resource Center	\$10,900.00
WT	Heal the Bay	Coast Kids	\$10,000.00
WT	Humboldt County Parks	Centerville Beach Access Facilities	\$1,254.00
WT	I Love A Clean San Diego (ILACSD)	Captain Wetiquette Education Program	\$10,000.00



<b>Grant</b>	<b>Organization Name</b>	<b>Project Title</b>	<b>Amount</b>
WT	Los Angeles Dept. of B&H Water Program	Why and How You Keep Your Ocean Clean	\$10,000.00
WT	Palisades Charter High School	Marine Education and Advocacy Program	\$3,455.00
WT	Patrick's Pt. State Park, No.Coast Redwoods	Patrick's Point State Park Visitor Center	\$1,254.00
WT	Pegasus Project	Marine Environmental Education Project	\$18,160.00
WT	Point Reyes Bird Observatory	Snowy Plover Coastal Habitat Education Program on PRNS	\$7,000.00
WT	Point Reyes Seashore Assn	Pine Gulch Creek Stream Monitoring Curriculum	\$5,000.00
WT	San Elijo Lagoon Conservancy	Interactive Educational Web Page	\$7,500.00
WT	Santa Barbara Audubon Society, Inc.	Santa Barbara Audubon Society Whale Tail Coastal and Marine Education	\$8,945.00
WT	Santa Barbara Maritime Museum	Marine Explorers Back Pack Program	\$5,000.00
WT	Santa Barbara Museum of Natural History	SEA Center	\$5,087.00
WT	Santa Barbara Urban Creeks Council	South Coast Watershed Education Project	\$4,750.00
WT	Santa Cruz Museum Association	Tyrell Creek Coordinator Restoration Project	\$7,938.00
WT	Santa Maria Valley Discovery Museum	Boys and Girls Club Seashore Adventures Program	\$7,500.00
WT	Save Our Shores	Sanctuary Steward Certification Program	\$12,000.00
WT	Save The Bay	Canoes in Sloughs: Save The Bay's Watershed Education Program	\$9,647.00
WT	Save the Whales	Whales On Wheels "WOW"/Watersheds	\$3,500.00
WT	School Environmental Education Docents	SEED Expansion	\$5,000.00
WT	Slide Ranch	Kid's Ecology Learning Project (KELP)	\$10,000.00
WT	Stewards of Slavianka	Salt Point Tidepool Protection and Education Project	\$6,670.00
WT	Surfrider Foundation Santa Cruz Chapter	Education Outreach Expansion	\$8,690.00
WT	The Santa Monica BayKeeper	BeachKeepers Citizen Monitoring Project	\$5,000.00
WT	USC Sea Grant	Island Explorers	\$5,000.00
WT	Yosemite Nat'l Institutes/Headlands Inst.	Teen Environmental Action Mentorship (TEAM Program)	\$5,000.00