

CALIFORNIA COASTAL COMMISSION

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August 27, 1999

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

SUBJECT: Proposed Grants Using Funds from Sales of the Whale Tail Coastal Protection License Plate

PROPOSED COMMISSION ACTION:**I. Approve two targeted grants:**

- \$11,500 for the Coastal Cleanup Day Mini-Grant Program
- \$28,000 for the Adopt-A-Beach School Assembly and Earth Day Kids' Clean up

(See page 5 for staff recommendation)

II. Endorse continuation of competitive grant programs (total \$45,500)

(See page 9 for staff recommendation)

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 \$15.00 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit \$20.00 per plate into the account. An equal amount is deposited in the Environmental License Plate Fund (ELPF), which funds environmental programs in other state agencies.

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 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.”

The Commission's FY1999/00 budget includes \$130,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. In August 1999, the Commission authorized a grant for \$45,000 to the Monterey Bay State University for the S.E.A.CAMP Program. This staff report describes the staff's recommendations for expenditure of the remaining \$85,000 in grant funds. *(Note: A complete status report on the Whale Tail Grants Program was provided to the Commission in July 1999, copies of the report are available from staff).*

The Whale Tail Plate is selling extremely well, with over 29,000 plates sold to date. 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 continue applying the proceeds of the Whale Tail Plate sales to coastal and marine education and related projects so that the funds can 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.

Report Organization

The report is divided into two segments: (I) a description of two targeted grants, which the staff is proposing be funded immediately, requiring Commission action now, and (II) a description of two competitive grant programs first authorized by the Commission in 1998, which the staff proposes to continue for 1999; Commission action on grants under these programs will be required at a future meeting, following advertisement of the availability of grant funds.

I. APPROVE TWO TARGETED GRANTS

The staff recommends two projects for immediate funding. Both projects were funded by the Whale Tail Plate in 1998/1999, and both 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 Whale Tail Grants for Coastal and Marine Education.

The staff recommends the following grants:

- (A) the Coastal Cleanup Day Mini-Grant Program
- (B) the Adopt-A-Beach School Assembly Program and Earth Day Kid's Cleanup.

A. \$11,500 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), or a similar organization will administer this grant program. The Coastal Commission will enter into an agreement with CSPF, or a like organization, 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 proposed grant in the amount of \$11,500 would go to the California State Parks Foundation, or a similar organization, 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, or other similar organization. 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.

B. \$28,000 for 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. In 1999, the program was again expanded to include the South San Diego area. For 2000, the staff proposes programs in Los Angeles, San Francisco, and San Diego. Grants will be awarded to local organizations to coordinate the program

in these areas. In the future the staff would like to expand the program to reach communities throughout California, including inland population centers.

Proposed Grant

The proposed grant in the amount of \$28,000 would go to the Adopt-A-Beach School Assembly Program and Earth Day Kids Cleanup, to continue programs in San Diego, Los Angeles and the San Francisco Bay area.

STAFF RECOMMENDATION:

The staff recommends that the Commission approve an \$11,500 grant to the California State Parks Foundation, or a similar organization, to implement a Coastal Cleanup Day Mini-grant Program and a \$28,000 grant for the Adopt-A-Beach School Assembly Program and Earth Day Kids Cleanup. Approval of the projects by the Commission authorizes the Executive Director to enter into the appropriate agreements.

II. ENDORSEMENT OF CONTINUATION OF COMPETITIVE GRANT PROGRAMS

Competitive Grant Program Background (FY1998/1999)

The first year of the competitive grant programs funded by Whale Tail Plate funds was very successful: the staff received a total of 67 grant proposals, requesting a total of \$491,414. In January 1999, the Commission approved four Whale Tail Grants and three Adopt-A-Beach Grants, totaling \$43,000. The status of each of these grants is described in a report provided to the Commission at its July 1999 meeting, and available from staff.

(1) 1998/1999 Whale Tail Grants for Coastal and Marine Education

- California Aquatic Safety, Inc. Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp for "At Risk" Youth. (\$6,238)
- Slide Ranch for the Kid's Ecology Learning Project (KELP)
Muir Beach, Marin County (\$10,000)
- Palisades Charter High School for its Marine Education and Advocacy Program, Los Angeles (\$2,417)
- Surfrider Foundation, Santa Cruz Chapter for its Education Outreach Expansion (\$4,345)

(2) 1998/1999 Adopt-A-Beach Grants

- Yosemite National Institute for its Adopt-A-Beach Program in the Marin Headlands (\$6,670)
- Northcoast Environmental Center for its Adopt-A-Beach Outreach and Enrollment in Humboldt County (\$6,650)
- Heal the Bay for its Adopt-A-Beach Program in Los Angeles County (\$6,680)

Continued FY1999/2000 Competitive Grant Programs

The staff proposes to continue the two competitive grant programs that were set up in 1998/1999, with an allocation of up to \$45,500 for the two programs for FY1999/2000. The staff will advertise for grant proposals. These may include the above organizations or different ones. The two competitive grant programs are described below.

(A) 1999/2000 Whale Tail Grants for Coastal and Marine Education

This 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.

Fund Total 1999: the staff proposes to allocate up to \$25,500 to this program

Size of Grants: any amount up to \$25,500 (\$5,000 to 10,000 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:

Grant Program to be advertised beginning September 15, 1999

Applications accepted September 15, 1999 to November 15, 1999

Application Review (staff) and preparation of staff recommendation: November 15, 1999 to January 22; staff report mailed on January 22, 2000

CCC review of staff recommendation: February, 2000 Commission Meeting

Notification: week of February 14, 2000

Contracts prepared: by May 1, 2000

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.

(B) 1999/2000 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.

Fund Total 1999: the staff proposes that up to \$20,000 be allocated to this program

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

Application Requirements: As in 1998/1999, 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).

Tentative Grant Application Schedule:

Grant Program to be advertised beginning September 15, 1998

Applications accepted September 15, 1998 to November 15, 1998

Application Review (staff) and preparation of staff recommendation: November 15, 1999 to January 21; staff report mailed on January 21, 2000

CCC review of staff recommendation: February, 2000 Commission Meeting

Notification: week of February 14, 2000

Contract prepared: by May 1, 2000

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.

- Indirect costs will be capped at 10% of employee salaries and benefits
- 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.

STAFF RECOMMENDATION:

The staff recommends that the Commission endorse the continuation of the Whale Tail Grants for Coastal and Marine Education and the Adopt-A-Beach Grants, using the application requirements and evaluation criteria adopted in 1998. Specific grant proposals will be brought to the Commission for review and approval at a future meeting.

