

CALIFORNIA COASTAL COMMISSION

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January 28, 2000

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 Awards of Funds from Sales of the Whale Tail License Plate –
 Competitive Grant Programs (for Coastal Commission Meeting, on
 February 15, 2000)

SUMMARY OF STAFF RECOMMENDATION:

Approve the following 6 competitive grants, which total \$45,500:

Whale Tail Grant Program for Coastal and Marine Education

- Ventura Junior Lifeguards – Channel Islands Coastal Experience Camp \$9,993
- Chaffee Zoological Gardens, Fresno – Wild Connections Lab, Ocean Component \$7,230
- San Mateo County Office of Outdoor Education – Ocean Odyssey \$7,842
- Solana Recyclers, Encinitas – Student Environmental Action and Leadership Program \$5,968

Total = \$31,033

Adopt-A-Beach Grant Program

- Department of Parks and Recreation, San Onofre State Beach \$5,840
- Heal the Bay, Los Angeles \$8,627

Total = \$14,467

Motion: I move that the Commission approve the six competitive grants recommended by staff for Whale Tail License Plate funding (FY1999/2000), and authorize the Executive Director to enter into the appropriate agreements.

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. (The Legislature is

currently reviewing a bill that would deposit the second half of the funds with the Coastal Conservancy instead of the ELPF).

The Commission's FY1999/00 budget includes \$130,000 in funds from the CBCEA for grants to nonprofit organizations and government agencies for coastal and marine education and other related projects. At its August and September 1999 meetings, the Coastal Commission voted to allocate these funds as follows: three targeted grants totaling \$84,500, and \$45,500 to continue its two competitive grant programs, the Whale Tail Grant Program for Coastal and Marine Education and the Adopt-A-Beach Grant Program. The three targeted grants were awarded to S.E.A.Lab (\$45,000), the Coastal Cleanup Day Minigrant Program (\$11,500) and the Adopt-A-Beach School Assembly and Earth Day Kid's Cleanup (\$28,000), as shown in Table 1. (For a complete list of all grants approved to date, see Attachment A.)

Table 1: Grants Approved to Date for FY1999/2000

Targeted Grants		Competitive Grants	
Approved to Date for FY1999/2000		Approved to Date for FY1999/2000	
S.E.A.Lab	\$45,000	Whale Tail Grant Program for Coastal Education	Total Targeted Grants \$84,500
Coastal Cleanup Day Minigrant Program	\$11,500	Adopt-A-Beach Grant Program	Total Competitive Fund \$45,500
Adopt-A-Beach School Assembly Program	\$28,000		\$130,000
Total Targeted Grants	\$84,500	Total Competitive Fund	\$45,500

The Competitive Grant Programs for FY 1999/2000

As in FY1998/1999, the Whale Tail Grant Program for Coastal and Marine Education is a general grant program for coastal and marine outreach and education, and beach operation and maintenance activities. The Adopt-a-Beach Grant Program is a more targeted program designed to strengthen and encourage innovation with the Coastal Commission's Year 'Round Adopt-A-Beach Program.

The staff began publicizing the new grant programs the week after the September, 1999 Commission meeting. The deadline for submittal of grant applications was November 15, 1999. The staff received a total of 37 grant applications, 30 for the Whale Tail Grant Program totaling \$233,714 and 7 for the Adopt-a-Beach Grant Program totaling \$48,740. Attachment B is a list of the applicants, project titles and funding requests for each grant program. The staff originally intended to allocate \$25,500 to the Whale Tail Grant Program and \$20,000 to the Adopt-A-Beach Grant Program. However, due to the small number of grant proposals submitted to the Adopt-A-Beach Grant Program, and the generally higher ratings for the Whale Tail Grant proposals, the staff adjusted this allocation in its recommendation. As shown below and on page 1, the staff recommends \$31,033 be directed to the Whale Tail Grant Program and \$14,467 to the Adopt-A-Beach Grant Program.

Selection Criteria

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 in underserved communities, including multicultural and inland areas, 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 also looked for projects that would have a life beyond the term of the grant, and projects that were geographically distributed throughout the state.

Staff Recommendation:

The staff recommends that the Commission award grants for the following six projects, four for the Whale Tail Grant Program, and two for the Adopt-A-Beach Grant Program.

Proposed Awards for Whale Tail Grant Program for Coastal Education

1. Ca. Dept. of Parks and Recreation – Ventura Junior Lifeguards \$9,994

Project Title: Channel Islands Coastal Experience Camp for “At Risk” Youth
Project Location: Ventura Harbor and Channel Islands
Project Timeline: April to November 2000.
Total Project Budget: \$17,663.33

The Ventura Junior Lifeguard Program was a recipient of a 1998/1999 Whale Tail Grant for its Channel Islands Coastal Experience Camp for “At Risk” Youth. The program was new at that time, and has proven very successful and worthwhile. The Camp introduces non-traditional beach users, aged 7 to 15 to the marine environment through classroom work, educational activities and field trips to Ventura Harbor and Anacapa Island. Participants learn to kayak and snorkel, conduct beach cleanups, and learn about marine wildlife and habitats, polluted runoff, marine debris, and a host of other marine issues. The camp has a spring (April/May 2000) and a fall (October/November 2000) session; in 1999 approximately 60 youth attended the camp.

This grant would allow the program to continue for an additional year, and would add a new component to the program – two, accredited 2-day leadership workshops for local and state youth program leaders on how to teach marine education and set up programs similar to the Coastal Experience Camp in other locations.

2. Chaffee Zoological Gardens \$7,230

Project Title: *Wild Connections Lab – Ocean Component*
Project Location: *Fresno, CA*
Project Timeline: *March 2000 to May 2001 (self-sustaining thereafter)*
Total Project Budget: *\$30,300*

The Wild Connections Lab at the Chaffee Zoo provides a unique environmental education opportunity for 4th, 5th and 6th grade students and teachers from the Central San Joaquin Valley. These students are a culturally diverse group (68% non-Caucasian) and 75% are economically disadvantaged. In the Lab, students are transformed into scientists and conduct hands-on science and data collecting using microscopes, computers, environmental testing equipment, and “field” research in the zoo in order to come to an enhanced understanding of the connections between wildlife, the environment, and human behavior. Approximately 2,000 students participate each year.

The Whale Tail Grant would fund the addition of an “Oceans” component to the Lab curriculum, which would provide students with an opportunity to explore ocean conservation issues without having to travel to the ocean. Students would do a variety of activities during their daylong visit to the Lab in order to understand that they have a significant impact on the health and sustainability of the oceans even though they live three hours away. The Wild Connections Lab would bring the ocean to the students using video, laser discs, computers, microscopes and live marine animals. The Whale Tail grant would be used to design the Oceans program and purchase supplies and materials. Thereafter, the program would be self-sustaining.

3. San Mateo Office of Education \$ 7,842

Project Title: *Ocean Odyssey*
Project Location: *YMCA Camp Jones Gulch, La Honda*
Project Timeline: *March 1, 2000 to June 1, 2001 (self-sustaining thereafter)*
Total Project Budget: *\$7,842*

The San Mateo Office of Education (SMOE) runs a 5 day, residential, outdoor education camp for 5th and 6th grade San Mateo County students at the YMCA Camp Jones Gulch in La Honda. SMOE proposes to incorporate into the camp a new element called Ocean Odyssey. Ocean Odyssey is a 1.5 hour educational, preparation class for students to learn about the ocean the night before they go on an all day coastal field trip to the tide pools, marsh and sandy beach. The class will begin with learning centers where students rotate through different stations containing ocean artifacts, marine specimens and a touch tank. The learning centers will be followed by an ocean theme slide presentation interspersed with role-playing skits. The program will end with ocean theme songs and stories.

The goal of Ocean Odyssey is to increase students understanding of the ecological importance of the ocean and of the role humans play in the loss and preservation of ocean habitats. The program will serve 5,500 students and 200 teachers per year. San Mateo County is the second most ethnically diverse county in California. The outdoor education camp serves 80 out of 93 public schools in the county, including communities from East Palo Alto, Redwood City and Daly City. The program provides scholarships for lower income students.

In addition to the class, the project includes creation of a customized marine science curriculum packet, with pre and post field trip lessons, which will be given to each teacher. The Ocean Odyssey Program would serve as a model for other outdoor and environmental education programs that conduct coastal field trips.

4. Solana Recyclers, Inc.**\$5,968**

Project Title: *Student Environmental Action and Leadership (SEAL)*
Project Location: *Encinitas, CA*
Timeline: *March to December 2000*
Total Project Budget: *\$10,147*

Solana Recyclers, Inc. (SRI) is a non-profit organization dedicated to environmental education, resource conservation, and sustainable agriculture. Founded in 1983 to promote curbside recycling, SRI has since expanded its issue focus beyond recycling to encompass a variety of community-based resource conservation and sustainability issues.

SRI's Student Environmental Action and Leadership Program would select 50 "at risk" students from an alternative high school (Sunset High School) to participate in the program. The students would learn about marine conservation and pollution prevention by becoming mentors to 200 elementary school children that participate in an afterschool program at Quality Children's Services/Capri Elementary School, a multicultural school. The high school students would write and conduct bilingual English/Spanish marine pollution prevention presentations for the elementary school as well as their own high school. The students would also create a bilingual marine pollution display that would be set up at classroom presentations, beach cleanups and community events, and a bilingual educational brochure. Finally, the high school students would work with the elementary school students to coordinate 2 beach cleanups (spring and fall), including arranging logistics, writing public service announcements, staffing the event, and conducting an audit of trash collected.

**TOTAL Funds Recommended for Whale Tail Grant Program Awards:
\$31,033**

Proposed Adopt-A-Beach Grant Awards

1. Ca. Dept. of Parks and Recreation, San Onofre State Beach **\$5,840**

Project Title: *Learn to Love Your Beaches!*
Project Location: *San Onofre State Beach*
Timeline: *April to June 2000*
Total Project Budget: *not stated, grant funds bus transport only*

California Department of Parks and Recreation (CDPR) proposes to improve its three-year-old Adopt-A-Beach Program with a combination of beach cleanups, educational presentations on marine and intertidal life, and other activities for students from two underserved school districts, Capistrano Unified, and Rialto Unified, in San Bernadino County. Both of these districts lack the resources to bus children to participate in programs at San Onofre State Beach.

This program would provide funds for buses for 1,400 students. CDPR plans to target elementary schools (7 outings) in the Capistrano district and junior high schools (3 outings) in the Rialto district. Participating schools would send a whole grade level on each outing, up to 135 children per trip.

CDPR will prepare teachers and students for the trip by sending out a beach cleanup education packet, prior to the outing. At the beach, the students will rotate through four, 30 minute modules, including 1) beach exploration projects, 2) activities inspired by the Save Our Seas Curriculum, 3) beach safety talks given by State Lifeguard staff and 4) a beach cleanup and marine debris

evaluation. CDPR will send the participating teachers home with a wrap-up activity for the students to take part in upon return to the classroom.

2. Heal the Bay

\$8,627

Project Title: *Adopt-A-Beach – Los Angeles County*
Project Location: *Los Angeles County*
Timeline: *April, 2000 to April, 2001.*
Total Project Budget: *\$30,000.*

Heal the Bay was awarded an Adopt-A-Beach grant in 1998/1999. This proposed grant would allow Heal the Bay to continue for the fifth year as the Los Angeles County coordinator of the Adopt-A-Beach program, and to continue the following educational enhancement component, initiated in 1998/1999:

- Bus transportation to bring two school classes from each of approximately 20 inland, inner-city Los Angeles County elementary schools to the beach for participation in one Adopt-A-Beach cleanup, including an on-the-beach educational presentation,
- 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.

The goal of the program is to educate children about watershed stewardship and pollution prevention. 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. The program's data analysis component will provide a model for incorporation of a year-round data component into all Heal the Bay Adopt-A-Beach cleanups.

TOTAL funds recommended for Adopt-A-Beach Grant Program Awards: \$14,467



A Final Note:

The Whale Tail License Plate funded grant programs receive applications from many worthwhile, innovative projects. Unfortunately, for the past two years the amount of funding available for grants has been very limited in proportion to the amount of funding requested. However, because of strong sales of the Whale Tail License Plate (more than 35,000 have been purchased to date), the funding for the grant programs will increase substantially in the coming year. Whereas, for the each of the past two fiscal years (98/99 and 99/00), the total funding available for grants has been \$130,000, the Governor's budget for fiscal year 2000/2001 allocates \$359,000 for grants from the Commission's Public Education Program. These funds will be available beginning July 1, 2000. As in previous years, the staff intends to begin advertising the competitive grant programs in the late summer/early fall.

**Grants Approved to Date
From Sales of Whale Tail License Plate**

Fiscal Year	Targeted Grants	Whale Tail Grants for Coastal Education	Adopt-A-Beach Grants
1998/1999 \$130,000 Total	California State Parks Foundation for Coastal Cleanup Day mini-grant program \$11,500	Cal. State Parks and Recreation Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp for "At Risk" Youth \$6,238	Yosemite National Institute for its Adopt-A-Beach Program in the Marin Headlands \$6,670
	Malibu Foundation and I Love a Clean San Diego for Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program in LA, SF and San Diego \$28,000	Slide Ranch for the Kid's Ecology Learning Project (KELP), Muir Beach, Marin County \$10,000	Northcoast Environmental Center for its Adopt-A-Beach Outreach and Enrollment in Humboldt County \$6,650
	Foundation of California State Monterey Bay for start up funds for S.E.A.Lab, Monterey Bay \$28,000	Palisades Charter High School for its Marine Education and Advocacy Program, Los Angeles \$2,417	Heal the Bay for its Adopt-A-Beach Program in Los Angeles County \$6,680
	Los Angeles County to purchase nine beach wheelchairs. \$22,500	Surfrider Foundation, Santa Cruz Chapter for its Education Outreach Expansion Program \$4,345	

**Grants Approved to Date
from Sales of Whale Tail License Plates
(continued)**

<p>1999/2000 \$130,000 Total</p>	<p>Foundation of California State Monterey Bay for S.E.A.Lab, Monterey Bay \$45,000</p> <p>California State Parks Foundation for Coastal Cleanup Day mini-grant program \$11,500</p> <p>Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program \$28,000</p>	<p>(to be voted on at February 2000 Commission Meeting, see attached Staff Recommendation)</p>	<p>(to be voted on at February 2000 Commission Meeting, see attached Staff Recommendation)</p>
<p>2000/2001 \$359,000 in Governors Budget</p>	<p>To be determined</p>	<p>To be determined</p>	<p>To be determined</p>

Whale Tail Grant Proposals - 1999/2000

Attachment B

Organization Name	Project Title	Amount
Aquatic Adventures Science Education Fdtn.	Sea Semester Mentorship Program	\$7,500.00
Calif. Dept of Parks & Rec	Channel Islands Experience Camp for "At Risk" Youth	\$9,993.10
Calif. Public Interest Research Group	Calif. WaterWatch	\$7,500.00
Calif. State Parks, Angeles District W Malibu	EcoKids Nature Camp Scholarships	\$11,217.00
Calif. State Parks, Carpinteria SB	Carpinteria Dune Restoration Project	\$7,000.00
Chaffee Zoological Gardens, ZOOLYNX Education Dept	Wild Connections Lab - Ocean component	\$7,230.00
Channel Islands National Park	Tidepools to Schools	\$5,000.00
City of Carpinteria Parks & Rec.	Carpinteria Living Marine Classroom	\$5,536.00
County of Del Norte	Pebble Beach Drive Wayside Exhibit Panels	\$11,000.00
Heal the Bay	Key to the Sea	\$10,000.00
MAR3INE	Beach Outreach	\$2,500.00
Marin County Earth Day 2000	Marin Earthday 2000	\$2,000.00
Nat'l Park Service - Muir Woods Nat'l Mnmt.	Park Activity Planning Wheel	\$2,000.00
O'Neill Sea Odyssey	Maine Sanctuary Education for Disadvantaged Youth	\$10,000.00
Palisades Charter High School	Palisades Charter HS Water Quality Monitoring Program	\$3,855.00
Rotary Nature Center	Lake Merritt Aquarium Project	\$6,501.00
Salmon Protection and Watershed Network	Coastal Stream Ecology Experimental Learning Project	\$5,717.00

Organization Name	Project Title	Amount
San Diego BayKeeper	Citizen Water Monitoring Program	\$7,000.00
San Diego Earthworks	Barrio Logan Bay/Beach Restoration and Cleanup	\$6,000.00
San Elijo Lagoon Conservancy	Wetlands Educational Brochure of San Elijo Lagoon	\$7,840.00
San Mateo County Office of Education, Outdoor Educati	Ocean Odyssey	\$7,842.00
Santa Barbara Maritime Museum	JASON Project	\$15,000.00
School Environmental Education Docents	School Environmental Education Docent Program	\$9,925.00
Solana Recyclers, Inc (SRI)	S.E.A.L. - Student Environmental Action & Leadership	\$5,967.50
Stewards of Slavianka (SOS)	Sonoma Coast Tidepool Protection and Education Proj.	\$10,000.00
Surfrider Foundation	Respect the Beach	\$9,910.00
The Orange County CoastKeeper	Marine Ecosystem Education Project	\$6,000.00
The Santa Monica BayKeeper	Watershed Modeling Project for Inner City Youth	\$5,125.00
YMCA Point Bonita	Kids-to-Coast Project	\$24,000.00

Adopt-A-Beach Grant Proposals - 1999/2000

Attachment B

Grant	Organization Name	Project Title	Amount
Adopt	Channel Islands Beach Community Services	"Don't Dump! Drains to the Ocean!"	\$5,500.00
Adopt	City of Huntington Beach	Beach Cleanups	\$6,500.00
Adopt	Crystal Cove State Park	"Tidepool Conservation Awareness Day"	\$3,500.00
Adopt	Dept of Parks & Rec-San Onofre State Bch	"Learn to Love Your Beaches!"	\$6,000.00
Adopt	Heal the Bay	Adopt-A-Beach in Los Angeles County	\$10,000.00
Adopt	I Love A Clean San Diego	Adopt-A-Beach Educational Enhancement Project	\$9,000.00
Adopt	Pacifica Beach Coalition	Pick it Up, Pacifica	\$8,400.00
Adopt	Point Reyes Nat'l Seashore Association	Creating Coastal Stewardship Through Science	\$11,556.00

