## CALIFORNIA COASTAL COMMISSION

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August 25, 2000

TO:

Commissioners and Interested Persons

FROM:

Christiane Parry, Public Education Program Manager

Steve Scholl, Deputy Director Peter Douglas, Executive Director

SUBJECT:

Status Report on Use of Funds from Sales of the Whale Tail License Plate

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 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.

Whale Tail plate sales continue to be strong. Since it came out on the market in 1997, the plate has consistently been the highest selling "specialty" plate available in California, averaging 1,000 sales per month. As of August, 2000, we have sold over 43,000 license plates. The portion of the proceeds from these sales that is deposited in the CBCEA totals over \$1,400,000 to date (an equal amount was deposited in the ELPF).

This report is divided into two sections. The first section "Total Funds Raised and Appropriations" consists of a description of the amount of funds raised for the CBCEA account, and the amount of funds appropriated to the Coastal Commission from the CBCEA in FY1998/1999 and FY1999/2000 (the two years that appropriations have been available from this account). The second section "Coastal Commission Use of Whale Tail Funds" describes how the Coastal Commission spent CBCEA funds in FY1999/2000 and how funds for FY2000/2001 will be spent. Appendix A describes the status of the grants that the Coastal Commission awarded from CBCEA funds for FY1999/2000. Appendix B is a list of the Coastal Cleanup Day minigrants awarded to 13 county coordinators.

## **Total Funds Raised and Appropriations**

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. Any funds remaining in the California Beach and Coastal Enhancement Account at the end of a fiscal year shall be allocated by the Controller, after appropriation by the Legislature, 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."

The following table shows the amount of money that has accumulated in the CBCEA from Whale Tail Plate sales each year, and the amount of funds appropriated to the Commission and the Coastal Conservancy.

Table 1: Appropriations to CCC from CBCEA

Fiscal Year			
	Whale Plate	Funds Appropriated to	Funds Appropriated to
<u> </u>	Revenue to CBCEA	CCC (for following FY)	Conservancy
1997/1998	\$342,000	\$196,000 (FY98/99)	
1998/1999	\$480,000	\$390,000 (FY99/00)	\$146,000
1999/2000	\$665,000	\$736,000 (FY00/01)	

#### Coastal Commission Use of Whale Tail Funds

## Use of Whale Tail Funds in FY1999/2000

The Commission's FY1999/2000 budget included \$390,000 in funds from the CBCEA. The funds were allocated as follows: (1) \$183,000 to support three position and operating expenses, (2) \$130,000 for grants to non-profit and governmental organizations to support marine and coastal educational efforts throughout the state, (3) \$40,000 for marketing efforts, (4) \$23,000 for printing and (5) \$14,000 for postage.

#### Three Staff Positions

The CBCEA funded a CPA I position to serve as the Outreach Coordinator for the Public Education Program, a Staff Services Analyst to coordinate the Whale Tail Grant Program and a Office Technician to support all the programs. These three positions are permanent and are now part of the baseline budget.

## Marketing the Whale Tail Plate

Marketing funds were used to print a "special plates" brochure, distributed by the DMV through vehicle registration renewals to 28 million drivers. The brochure was a joint project with seven other specialty plates. Funds were also used in a partnership with the Yosemite Fund and the Tahoe Conservancy to develop an "Ecoplates" website and launch a magazine and radio advertising campaign.

#### Printing

Printing funds were used to print brochures and posters for California Coastal Cleanup Day, to reprint the Whale Tail License Plate brochures, and to print an Adopt-A-Beach poster and brochure.

#### • Grant Programs

In September 1999, the Commission directed the staff to allocate the \$130,000 in grant funds as follows:

(1) A total of \$45,500 for two competitive small grant programs: the Whale Tail Grant Program for Coastal and Marine Education and the Adopt-A-Beach Grant Program. Staff received a total of 37 grant proposals, totaling \$282,454. The Commission approved four Whale Tail Grants and two Adopt-A-Beach Grants (in February, 2000):

### (a) Whale Tail Grants 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

#### (b) Adopt-A-Beach Grants

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

Total = \$14,467

- (2) \$11,500 to the California State Parks Foundation for a California Coastal Cleanup Day minigrant program;
- (3) \$28,000 to the Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup for programs in San Diego (I Love A Clean San Diego), Los Angeles (the Malibu Foundation for Environmental Education), and San Francisco (Headlands Institute);
- (4) \$45,000 for S.E.A. Lab Monterey Bay.

Appendix A contains a brief status report on each of these grants.

#### Planned Use of Whale Tail Funds in FY2000/2001

The Coastal Commission's FY2000/2001 budget includes \$736,000 from the CBCEA. Of this amount, \$250,000 is allocated for staff costs and operating expenses, \$90,000 for license plate marketing efforts, \$23,000 for printing, \$14,000 for postage and \$359,000 for grants.

- Staff Costs. The budget includes funding for the three positions authorized in FY1998/99, plus a limited term Staff Services Analyst to work on grants and education projects.
- Marketing of Whale Tail Plate. The Vehicle Code states that up to 25% of the funds generated by plate sales may be expended on marketing and promotional activities to encourage new sales and renewals. The \$90,000 in the 1999/00 budget represents just over 12% of the total amount budgeted to the Coastal Commission.
- **Printing.** The staff will print promotional materials for California Coastal Cleanup Day, and other educational materials.
- **Grant Programs.** The staff proposes to continue the competitive grant programs established by the Commission and to fund seven targeted grants. The Commission is

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to vote on the staff's proposal at the September, 2000 Commission Meeting (see Staff Report, Item 9b).

### APPENDIX A: Status of Individual Grants for FY1999/2000

This Appendix describes each of the ten grants that the Commission awarded from Whale Tail funds in FY1999/2000, and gives a brief report on the status of each grant. There are two main categories of grants: competitive and targeted. There are two competitive grant programs – the Whale Tail Grant Program for Coastal and Marine Education and the Adopt-A-Beach grant program.

# Competitive Grant Programs

### Whale Tail Grant Program for Coastal and Marine Education

This 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 were also available for non-profit organizations and local governments for beach operation and maintenance activities with an educational component. The Commission allocated a total of \$31,033 for this program.

In February, 2000, the Commission awarded the following four grants.

## 1. Ca. Dept. of Parks and Recreation – Ventura Junior Lifeguards \$9,993

Project Title: Channel Islands Coastal Experience Camp for "At Risk" Youth

Project Location: Ventura Harbor and Channel Islands
Project Timeline: April 1, 2000 to December 30, 2000.

Total Project Budget: \$17,663.33

**Description**: 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.

The 1999/2000 grant allows the program to continue for an additional year, and adds 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.

Status: The first session of the camp was held in April. Forty children, aged eight to fourteen (the majority between ten and twelve) participated. The children were an ethnically diverse group: 68% Hispanic, 29% Caucasian, and 3% African-American. The children participated in the week-long Beach Environment Program, snorkeling and kayaking excursions, and a boat trip to Anacapa Island. On April 19<sup>th</sup> and 20<sup>th</sup>, the program held the first of 2, two-day workshops, with 24 attendees from local and state agencies interested in setting up marine education programs. The agenda included grant writing training and planning curricula and activities.

## 2. Chaffee Zoological Gardens

\$7,230

Project Title: Wild Connections Lab - Ocean Component

Project Location: Fresno, CA

Project Timeline: April 1, 2000 to December 31, 2001 (self-sustaining thereafter)

Total Project Budget: \$30,300

**Description:** The Wild Connections Lab at the Chaffee Zoo provides a unique environmental education opportunity for 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> 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 is funding the development of an "Oceans" component to the Lab curriculum, which will provide students with an opportunity to explore ocean conservation issues without having to travel to the ocean. Students will 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 will bring the ocean to the students using video, laser discs, computers, microscopes and live marine animals.

Status: Chaffee Zoo has researched, ordered and collected possible ocean curricula and activities, including videos, CD-ROMS and a laser disc. The staff has also ordered the supplies necessary for the ocean activities. Using the national, state and local school district science standards, the staff determined which standards would be the focus for the Oceans Component and developed learning objectives. The staff piloted the activities and other materials with a summer school class.

#### 3. San Mateo Office of Outdoor Education

\$7,842

Project Title: Ocean Odyssey

Project Location: YMCA Camp Jones Gulch, La Honda

Project Timeline: April 1, 2000 to June 30, 2001 (self-sustaining thereafter)

Total Project Budget: \$7,842

Description: The San Mateo Office of Education (SMOE) runs a 5 day, residential, outdoor education camp for 5<sup>th</sup> and 6<sup>th</sup> 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.

**Status:** The project is proceeding as planned. Biological specimens and slide projectors have been purchased for the program. The outdoor education staff successfully implemented the pilot program, which was well received by both students and classroom teachers.

### 4. Solana Recyclers, Inc.

\$5,968

Project Title: Student Environmental Action and Leadership (SEAL)

Project Location: Encinitas, CA

Timeline: April 1, 2000 to June 30, 2001

Total Project Budget: \$10,147

**Description:** 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 will select 50 "at risk" students from an alternative high school (Sunset High School) to participate in the program. The students will 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 will write and conduct bilingual English/Spanish marine pollution prevention presentations for the elementary school as well as their own high school. The students will 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 will 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.

**Status:** Solana Recyclers held coordination meetings with the teachers that will be involved in the program to set up timelines and discuss expectations. The staff began preparing a pre-program questionnaire. The program will begin in the fall.

#### Adopt-A-Beach Grant Program

The goal of the Adopt-A-Beach Grant Program is to encourage a strengthening and expansion of existing Adopt-A-Beach Program. The Commission is the statewide coordinator for the Adopt-A-Beach Program, which has 75 participating organizations that run Adopt-A-Beach Programs in their local areas.

#### 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 1, 2000 to June 30, 2001

Total Project Budget: not stated, grant funds bus transport only

**Description:** California Department of Parks and Recreation (CDPR) is using its grant 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 Bernardino County. Both of these districts lack the resources to bus children to participate in programs at San Onofre State Beach.

This program will 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 send a whole grade level on each outing, up to 135 children per trip.

Status: San Onofre State Beach hosted their first *Learn to Love Your Beach* educational presentation on Thursday, June 8, 2000. Kucera Middle School from Rialto School District participated in the program with approximately 160 students, 4 educators and 10 parent helpers. The 1.5 to 2 hour educational session included geology/land movement, ocean safety, and the marine environment. The students were divided into three groups that rotated through each educational program for 30 to 45 minutes. The students also had time to explore the State Park.

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 grant allows 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.

## Targeted Grants

Targeted grants fund projects that the staff considers to be of high priority based on an analysis of the projects in light of the goals of the Commission's strategic plan. Many of the projects are an outgrowth of work commenced under previous Commission grants or have links to other Commission education programs.

#### 1. California State Parks Foundation

\$11,500

Project Title: Coastal Cleanup Day Mini-Grant Program

Project Location: statewide

Timeline: May 1, 2000 to June 30, 2001

Total Project Budget: \$11,500

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 is a "block" grant type program for county coordinators of the annual fall Clean up Day. The amount of each grant is tied to that coordinators previous year's Coastal Cleanup Day volunteer attendance, i.e. more funds to larger cleanups.

**Status:** Thirteen coordinators applied for and were awarded the funds this year. Grants range in size from \$250 (Benicia School District) to \$2,000 (Heal the Bay). Coastal Cleanup Day preparations are well underway. The Cleanup will be on September 16, 2000.

#### 2. Malibu Foundation for Environmental Education (\$9,500), the Headlands Institute (\$8,260),

## I Love a Clean San Diego (\$8,200) and the World Trust Foundation (\$2,040)

Project Title: Adopt-A-Beach School Assembly Program and Kid's Cleanup

Project Location: San Diego, Los Angeles, and San Francisco Counties

Timeline: January 2000 to May 2000

**Description**: The Adopt-a-Beach School Assembly 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 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 provides each participating school with one to two buses for the beach trip. The program targets low-income communities.

Since it's inception in 1993, the assembly program has gone to more than 500 schools and presented over 1,000 assemblies to almost 200,000 children and sent over 33,000 children on a field trip to the beach.

Status. This year the Whale Tail Grants supported the program in three locations: Los Angeles, San Francisco, and San Diego. The program went to a total of 36 elementary schools, and brought almost 4,000 children to the beach on May 10<sup>th</sup>, deemed "California Ocean's Day." At the conclusion of the beach cleanup, in each location, the kids stood in formation of a whale's tail with the word "Gracias" spelled out underneath, as a tribute to the efforts of citizens and governments to protect whale habitat. The aerial art image was organized by the World Trust Foundation. Media photographers captured the aerial message from a Coast Guard helicopter.

#### 3. California State University Foundation, Monterey Bay \$45,000

Project Title: S.E.A. Lab Monterey Bay

Project Location: Monterey County

Timeline: October 1999 to September 30, 2000

**Description:** 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: S.E.A. Lab Monterey Bay.

S.E.A. Lab 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 will serve 10,000 to 15,000 K-12 students per year at full operation.

Status. S.E.A.Lab developed a "prototype" camp experience, including a curriculum outline and agreements with partner institutions. The program hired instructors and counselors and recruited participants for a pilot program. In July, S.E.A. Lab held a one-week pilot program for 28 6<sup>th</sup> grade students from the RISE (Recruitment in Science Education) program at CSUMB. The students came from low-income schools in Salinas and Marina. In addition, the program has been continuing to pursue other sources of funding, and has prepared a variety of promotional and outreach materials including brochures and a desktop display for fairs and events.

# 4. Los Angeles County Department of Beaches and Harbors

\$22,500

Project Title:

Beach Wheelchair Program

Project Location:

Los Angeles County

Timeline:

June 1999 to June 2002

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 expand coastal access opportunities for disabled persons. The wheelchairs have large balloon tires that enable them to roll across the sand and down along the water's edge. Beach wheelchairs 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 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 will conduct 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 distributed along 31 miles of coastline, at the most heavily visited beaches. Current plans are to locate the chairs at: Zuma Beach, Topanga Beach, Santa Monica Beach, Venice Beach, Mother's Beach, Dockweiler Beach, Manhatten Beach, Redondo Beach and Torrance Beach.

Program Status. The Commission awarded this grant in Fiscal Year 1998/1999. Los Angeles County Department of Beaches and Harbors has purchased eighteen beach wheelchairs and is in the process of purchasing and installing nine storage containers to keep the chairs secure when not in use. Nine of the wheelchairs are funded by the Whale Tail License Plate; the State Coastal Conservancy is funding the other nine. The wheelchairs will be dispensed and monitored by County lifeguards and beach concession operators under contract with the County.

# **APPENDIX B: Coastal Cleanup Minigrants for FY1999/2000**

The Coastal Commission awarded the following grants to Coastal Cleanup Day county coordinators for use in preparing for the 16<sup>th</sup> Annual Coastal Cleanup Day on September 16, 2000. The amount of each grant award is based on the number of volunteer participants in the 1999 Cleanup. The program is administered through the California State Parks Foundation. Coordinators will use the funds for a variety of purposes to support the Cleanup, such as postage, advertisements, banners, and flyers. Funds are not available for food, beverages or prizes.

Benicia Unified School District \$250

City of Antioch \$400

Clean Tahoe Program \$400

Sierra Club Loma Prieta Chapter \$400

Sonoma Group of the Sierra Club \$750

American River Parkway Foundation \$750

Solid Waste and Utilities Division Department of Public Works \$400

Partners in Progress/Ventura County Community Foundation \$750

Ecology Action of Santa Cruz \$1,000

I Love A Clean San Diego \$2,000

County of Orange \$1,000

Farallones Marine Sanctuary Association (San Francisco) \$750

Heal the Bay \$2,000

