

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400

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

PROPOSED COMMISSION ACTION:

- I. Approve the following seven targeted grants (total \$187,000):
- (A) S.E.A. Lab Monterey Bay (\$60,000)
 - (B) New School Curriculum Project (\$50,000)
 - (C) Adopt-A-Beach School Assembly Program and Kid's Cleanup. (\$40,000)
 - (D) Adopt-A-Beach Restoration Education Program (\$15,000)
 - (E) Natural Communities Curriculum Compendium revision (\$10,000)
 - (F) Monterey Bay Citizen Watershed Monitoring Network (\$10,000)
 - (G) California Environmental Education Interagency Network Project (\$2,000)

(See page 7 for staff recommendation and motion)

- II. Endorse continuation of competitive grant programs (total \$172,000)

(See page 9 for staff recommendation and motion)

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 FY2000/01 budget includes \$359,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. This staff report describes the staff's recommendations for expenditure of these funds. This amount is a significant increase over the past two years, in which \$130,000 was available each year. The staff proposes to devote almost half of the funding (\$172,000) to a competitive grants program for education and marine education projects throughout California. The remaining \$187,000 would be allocated in grants to targeted projects. These are high priority projects that are an outgrowth of work commenced under previous Commission grants or linked to existing Commission programs and to meeting the goals of the Commission's strategic plan.

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 seven targeted grants, which the staff is proposing be funded immediately, requiring Commission action now, and (II) a description of the Whale Tail Competitive Grant Program, the proposed competitive grant program. This program combines last year's two competitive grant programs, the Whale Tail Grant Program for Coastal and Marine Education and the Adopt-A-Beach Grant Program. Commission action on the individual competitive grants will be required at a future meeting, following advertisement of the availability of grant funds.

I. APPROVE SEVEN TARGETED GRANTS

The staff recommends seven projects for immediate funding. Each project is either an outgrowth of work commenced under previous Commission grants or are linked to

existing Commission programs. The staff considers these projects to be high priority based on its analysis of these programs in light of the goals of the Commission's Strategic Plan. The projects are consistent with the legislative requirements and with the criteria applied to the competitive grant program. The grants will be subject to the reporting requirements and rules as set forth for the Whale Tail Competitive Grants.

The staff recommends the following grants:

- (a) S.E.A. Lab Monterey Bay (\$60,000)
- (b) New School Curriculum Project (\$50,000)
- (c) Adopt-A-Beach School Assembly Program and Kid's Cleanup. (\$40,000)
- (d) Adopt-A-Beach Restoration Education Program (\$15,000)
- (e) Natural Communities Curriculum Compendium revision (\$10,000)
- (f) Monterey Bay Citizen Watershed Monitoring Network (\$10,000)
- (g) California Environmental Education Interagency Network Project (\$2,000)

A. \$60,000 for S.E.A. Lab Monterey Bay

S.E.A. Lab Monterey Bay (formerly "Sea Camp") is being developed as a national coastal and ocean science education camp for elementary and secondary school-aged children and teachers. S.E.A. Lab's mission is to foster a sense of excitement, scientific understanding and stewardship of our oceans. S.E.A. Lab makes use of the unique natural and human resources of the Monterey Bay area to provide a fun, hands-on, field-oriented program. The residential aspect of S.E.A. Lab provides an intensive, safe and supportive setting where children work, learn, live and play together. S.E.A. Lab is also designed to serve as a teaching laboratory for student teachers and experienced educators.

Program History. The Commission awarded S.E.A. Lab two Whale Tail grants: \$25,000 in FY1998/1999, and \$45,000 in FY1999/2000. In July 2000, S.E.A. Lab conducted a one-week (5-day) pilot to test the program and serve as a building block for an expanded program in the summer of 2001. Twenty-eight 6th graders from under served populations in Salinas and Marina participated. The students were recruited through the California State University at Monterey Bay's RISE (Recruitment in Science Education) Program. The students experienced a series of guided explorations through the habitats of the Monterey Bay National Marine Sanctuary - from the watersheds and rivers through coastal environments out to the deep sea. Each day they had an opportunity to interact with and work along side coastal naturalists, marine biologists, and oceanographers, exploring habitats on foot, in kayaks and by pontoon boat and catamaran.

Proposal. The staff proposes to allocate \$60,000 to the S.E.A. Lab project for FY2000/2001. The goal is to build on what was learned from the pilot project and offer an expanded program in the summer of 2001. This would involve offering approximately four, one-week sessions to a diverse audience from different geographic locations (e.g., Monterey, Santa Cruz, Bay Area communities). An in-depth review of the pilot program will be conducted to assess needed changes to the curriculum, schedule, logistics, facilities and staffing. Preparation activities will also include identifying and recruiting

students and staff, as well as securing facilities and transportation services. In addition, efforts will be made to identify potential contributors and secure additional funding and other types of program support.

B. \$50,000 for New School Curriculum Project

The Coastal Commission developed the Save Our Seas K-12 Curriculum in 1993 in conjunction with the Center for Marine Conservation. Save Our Seas teaches students about the marine debris problem and has served as an excellent resource for the Commission's beach cleanup programs. However, as the Commission's education programs grow, there is a need for educational materials that address a broader range of coastal and marine topics.

Proposal. The staff proposes to give a \$50,000 grant to a partner organization begin the process to develop new curriculum materials that will include a unit on marine debris, but will also address critical issues such as polluted runoff, wetlands and other sensitive habitat loss and restoration, and coastal geologic processes. The curriculum will help students understand the complexity of environmental problems and assess the information available before making decisions.

The format of the curriculum will allow it to be used as a whole, or separated into individual units on specific topics. The curriculum would be designed to meet the State science standards and would be available on the Commission's internet site. The project will be a multi-year project; the first year would focus on planning the curriculum, coordinating with interested parties, and developing some of the units. The Commission will seek funding from other sources to complete the project. This project would be coordinated with the project to develop educational materials for the Adopt-A-Beach Restoration Education Program (Item C, above).

C. \$40,000 for Adopt-A-Beach School Assembly Program and Kid's Cleanup

The Adopt-A-Beach School Assembly Program and Kids Cleanup was started in Los Angeles County in 1993 by Michael Klubock of the Malibu Foundation for Environmental Education with the support of the California Coastal Commission. 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.

Program History. In 1998, the Coastal Commission worked with the Malibu Foundation to bring the program to the San Francisco Bay Area. In 1999, the Commission launched a program in the South San Diego area in partnership with I Love a Clean San Diego. The Commission provided the program with \$28,000 each year in FY1998/1999 and FY1999/2000. To date, the assembly program has gone to a total of over 500 schools in Los Angeles County, San Diego, and the San Francisco Bay Area, and presented 1,055

assemblies to almost 200,000 children and sent 32,000 children on a field trip to the beach. The program has been very well-received. Evaluations by participating teachers support the continuation and expansion of the program.

Proposal. For 2001, the staff proposes to allocate \$40,000 to the program, which would continue to fund programs in Los Angeles, San Francisco, and San Diego and fund a new inland program in Fresno. The Fresno program is likely to be managed by the Chaffee Zoological Gardens, which is a recipient of a FY1999/2000 Whale Tail Grant for its Wild Connections Lab. Grants would be awarded to local organizations in each of the geographic areas to manage the programs. In the future, the staff would like to continue to expand the program to reach communities throughout California.

D. \$15,000 for the Adopt-A-Beach Restoration Education Program in Upper Newport Bay

This project is being launched in the fall of 2000 with \$120,000 in funding from one of the American Trader Oil Spill settlements. The project will use the Upper Newport Bay Ecological Reserve as a staging area for teaching school groups and the general public about the importance of wetlands and other coastal habitat, and the impact of human activities and natural processes on that habitat. Participants will learn about habitat restoration and participate in a hands-on restoration activity or monitoring project at the Reserve, which will reinforce the educational component. The project is a partnership between the Coastal Commission, the Department of Fish and Game, and Orange County.

Program History. This is a new project; the funding from the American Trader Oil Spill settlement just became available.

Proposal. The \$15,000 Whale Tail grant will supplement the \$120,000 in settlement funds. The Whale Tail grant will be used to print additional educational materials and a "how-to" guide. The intent is to use these materials to facilitate the creation of similar programs in other areas. In FY2001/2002, the Coastal Commission staff plans to offer workshops in setting up restoration education programs in other areas.

E. \$10,000 for the Natural Communities Curriculum Compendium Update

The Environmental Education Compendium for Natural Communities is a teacher's guide to the various curricula and other materials that focus on natural communities. Its catalogue-like format provides teachers with a description, teacher ratings, and ordering information for each curriculum.

Program History. In 1995, the Commission worked with the California Department of Education, the Department of Fish and Game, the Department of Forestry and Fire Protection, the State Water Resources Control Board, and the U.S. Department of Agriculture to produce the Environmental Education Compendium for Natural Communities. Costs were divided between the participating agencies.

Proposal. The guide is five years old and needs to be updated, since many new curricula have been created in the interim, and some of the reviewed curricula are no longer

available. This \$10,000 grant would provide a portion of the \$75,000 in funding necessary for the updates and reprinting of the compendium. The remaining funding would come from the other state agencies participating in the project.

F. \$10,000 for the Monterey Bay National Marine Sanctuary Citizen Watershed Monitoring Network

The Monterey Bay National Marine Sanctuary Citizen Watershed Monitoring Network ("Network") arose out of the need to support public involvement and education for water quality protection. The goal of the Network is to develop and support a citizen-based water quality and watershed monitoring programs within the Sanctuary and its adjacent watersheds. The Network Coordinator position will assist the individual watershed groups keep up-to-date on new information and educational opportunities, and enhance collaboration. Information gathered from individual groups can then be taken to the public to improve citizen's understanding of water pollution and water quality protection strategies.

Proposal. This grant would help to fund a Network Coordinator position. The remaining funding for the position will come from the Monterey Bay National Marine Sanctuary, the Central Coast Regional Water Quality Control Board, and the City of Pacific Grove. The coordinator would work with the individual watershed groups to ensure they have the most current resources and that information they collect and develop is made available to the community as a whole. The Coordinator will also help to increase the communities' understanding of how pollution on your streets ends up on the beach by providing local Coastal Cleanup Day and Adopt-a-Beach information to watershed groups and schools.

G. \$2,000 to the California Environmental Education Interagency Network "Environmentality" Project

The California Environmental Education Interagency Network (CEEIN) is a state government consortium of environmental educators representing departments, boards and commissions of the California Department of Education, the California Environmental Protection Agency and the Resources Agency of California. The CEEIN partnership provides a forum for its members to share resources, network, avoid redundancies, and work on projects jointly.

Proposal. The \$2,000 would be the Coastal Commission's contribution to the "Environmentality Challenge," a statewide program that enlists 5th grade classes to initiate environmental programs in their communities. The program is cosponsored by the Disney Company, which provides the majority of funding. Fourteen state agencies that are members of CEEIN contribute an average of \$2,000 each to the effort.

STAFF RECOMMENDATION

The staff recommends that the Commission approve the following targeted grants:

- (a) S.E.A. Lab Monterey Bay (\$60,000)
- (b) New School Curriculum Project (\$50,000)
- (c) Adopt-A-Beach School Assembly Program and Kid's Cleanup (\$40,000)
- (d) Adopt-A-Beach Restoration Education Program (\$15,000)
- (e) Natural Communities Curriculum Compendium revision (\$10,000)
- (f) Monterey Bay Citizen Watershed Monitoring Network (\$10,000)
- (g) California Environmental Interagency Network Project (\$2,000)

Approval of the projects by the Commission authorizes the Executive Director to enter into the appropriate agreements.

Motion: I move that the Commission approve and authorize the Executive Director to enter into the appropriate agreements for seven targeted Whale Tail grants, as listed in the staff report dated August 25, 2000, Item 9b.

II. ENDORSEMENT OF CONTINUATION OF COMPETITIVE GRANT PROGRAM

The Commission set up the competitive grant program funded by Whale Tail Plate funds in 1998. The program encourages the development of programs that teach California's children and the general public to value and take responsibility for the health of the State's coast and ocean. The program provides a mechanism to help ensure that the Whale Tail funds are distributed to a wide variety of innovative projects throughout the state.

To date, the Commission has gone through two competitive grant cycles (1998/1999 and 1999/2000) and awarded 13 grants totaling \$48,500. The grants were divided into two separate programs, the Whale Tail Grants for Coastal and Marine Education and the Adopt-A-Beach Grant Program. This year, the staff proposes to merge these two programs into one "Whale Tail Competitive Grants Program," in order to reduce confusion and to allow increased flexibility in the allocation of funds to a wide variety of projects.

The Proposed FY 2000/2001 Whale Tail Competitive Grants Program

The staff proposes that the Whale Tail Competitive Grants Program have the following subcategories: a) Adopt-A-Beach Programs, b) School Programs, c) Programs for the General Public. The rationale for creating a separate category for Adopt-A-Beach is to continue to encourage Adopt-A-Beach managers to apply for funding to strengthen existing Adopt-A-Beach programs. The rationale for creating separate School and General Public categories is to encourage applications that target a diversity of audiences. In 1999/2000 the majority of the applications were aimed at school-aged children. While we would like to continue to encourage these proposals, we would like to expand the range of projects funded by the Whale Tail grants to include a variety of audiences. In addition, the guidelines would encourage a broad range of types of coastal and marine education projects.

Fund Total 2000: the staff proposes to allocate up to \$172,000 to this program.

Size of Grants: any amount up to \$75,000. Between 25 and 50% of the grant funds will be allocated in small grants (up to \$10,000).

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 18, 2000

Applications accepted September 18, 2000 to November 15, 2000

Application Review (staff) and preparation of staff recommendation: November 15, 2000 to January 26; staff report mailed on January 26, 2001

CCC review of staff recommendation: February, 2001 Commission Meeting

Notification: February, 2001

Contracts prepared: by May 1, 2001

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 periodic basis (the frequency will depend on the project timeline) 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.

STAFF RECOMMENDATION: The staff recommends that the Commission endorse the continuation of the Whale Tail Competitive Grant Program, 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.

***Motion:** I move that the Commission endorse the continuation of the Whale Tail Grants for Coastal and Marine Education, using the application requirements and evaluation criteria adopted in 1998.*

