

**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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June 29, 2001

TO: Commissioners and Interested Persons  
FROM: Christiane Parry, Public Education Program Manager  
Sylvie Bloch, Grants Program Coordinator  
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, currently averaging more than 1,100 sales per month. As of May 2001, we have sold almost 54,000 license plates. The portion of the proceeds from these sales that is deposited in the CBCEA totals over \$2.4 million to date (an equal amount was deposited in the ELPF).

This report is divided into three 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 since FY1998/99. The second section, "Results of Programs Supported by Whale Tail Fund," highlights some statistics on what funding from the license plate has achieved. The third section, "Coastal Commission Use of Whale Tail Funds," describes how the Coastal Commission spent CBCEA funds in FY2000/01 and how funds for FY2001/2002 are proposed to be spent. Appendix A provides numbers regarding the results of programs funded by license plate sales. Appendix B describes the status of the grants that the Coastal Commission awarded from CBCEA funds for FY2000/2001.

### 1. 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

<b>Fiscal Year</b>	<b>Whale Plate Revenue to CBCEA</b>	<b>Funds Appropriated to CCC (for following FY)</b>	<b>Funds Appropriated to Conservancy</b>
<b>1997/1998</b>	\$342,000	\$196,000 (FY98/99)	
<b>1998/1999</b>	\$480,000	\$390,000 (FY99/00)	\$146,000
<b>1999/2000</b>	\$665,000	\$730,000* (FY00/01)	
<b>2000/2001 (through 5/31/01)</b>	\$743,200	\$739,000** (FY01/02)	\$400,000**

\* Money appropriated was greater than revenues received because some funds were drawn from a reserve of money left over from previous years.

\*\*To be finalized after adoption of FY02 budget.

## 2. Results of Programs Supported by Whale Tail Fund

The staff has compiled statistics on the results of programs funded by Whale Tail plate revenues since the funds first became available in FY 1999. Whale Tail funded programs have reached 285,728 Californians, collected 3,840,901 pounds of trash, taken 36,424 students on coastal field trips, and purchased numerous educational materials, including aquariums, curricula, a blue whale skeleton, and kayaks. **Appendix A** provides a full tabulation of Whale Tail funding outcomes.

## 3. Coastal Commission Use of Whale Tail Funds

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

The Commission’s FY2000/01 budget included \$730,000 in funds from the CBCEA. The funds were allocated as follows: (1) \$254,000 to support four positions and certain operating expenses, (2) \$359,000 for grants to non-profit and governmental organizations to support marine and coastal educational efforts throughout the state, (3) \$80,000 for license plate marketing efforts, (4) \$23,000 for design and printing (not including license plate marketing materials), and (5) \$14,000 for postage.

- **Four 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 an Office Technician to support all the programs. These three positions are permanent and are now part of the baseline budget. The fourth position is a limited-term Staff Services Analyst to work on grants and other education projects.

- **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 six other specialty plates. (Several years ago when the DMV ran out of this brochure, sales dropped significantly, demonstrating the effectiveness of this marketing technique.) Funds were also used to hire a consultant who is in the process of developing a Web-based marketing campaign and to purchase advertisements in *Via* and *Westways* magazines, which will appear in the September/October 2001 issues.

- **Printing**

Printing funds were used to print brochures and t-shirts for California Coastal Cleanup Day and to print an Adopt-A-Beach poster and brochure.

- **Grant Programs**

In September 2000, the Commission directed the staff to allocate the \$359,000 in grant funds as follows:

(1) A total of \$172,000 for a competitive grants program for coastal and marine education projects. Staff received 111 grant proposals requesting a total of \$2,395,569. The Commission approved 16 competitive Whale Tail Grants in February, 2001:

- California State Parks, Channel Coast District, Gaviota Sector (\$9,890)
- O'Neill Sea Odyssey (\$10,000)
- Orange County CoastKeeper (\$7,000)
- Farallones Marine Sanctuary Association (\$8,495)
- Mayo Elementary School (\$5,655)
- Sunnyside High School (\$6,220)
- Doheny State Beach Lifeguards (\$25,200)
- Glendale Public Library (\$9,300)
- Upper Sacramento River Exchange (\$9,000)
- Chula Vista Nature Center (\$6,000)
- University of Southern California Sea Grant Program (\$21,870)
- Guadalupe-Nipomo Dunes Center (\$13,380)
- Creative Environmental Conservation (\$10,000)
- Heal the Bay (\$15,000)
- Northcoast Environmental Center (\$4,990)
- Ocean Song Farm and Wilderness Center (\$10,000).

- (2) \$40,000 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), San Francisco (Headlands Institute) and Fresno (Chaffee Zoo);
- (3) \$60,000 for S.E.A. Lab Monterey Bay.
- (4) \$50,000 to update the Coastal Commission's "Save Our Seas" curriculum.
- (5) \$15,000 for educational materials as part of the Upper Newport Bay Restoration Education Project.
- (6) \$10,000 to help update the Environmental Education Compendium for Natural Communities.
- (7) \$10,000 to support the Monterey Bay National Marine Sanctuary Citizen Watershed Monitoring Network.
- (8) \$2,000 to help support the "Environmentality Challenge" for fifth grade students.

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

#### **Planned Use of Whale Tail Funds in FY2001/2002**

The Coastal Commission's proposed FY2001/2002 budget includes \$739,000 from the CBCEA. Of this amount, \$287,000 is allocated for staff costs and operating expenses, \$40,000 for license plate marketing efforts, \$24,000 for printing, \$14,000 for postage, \$359,000 for grants, and \$15,000 for a pro rata portion to the State General Fund to support indirect general administrative costs.

- **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, administrative and promotional activities to encourage new sales and renewals. The \$80,000 allocated in FY00/01 for promoting license plate sales represented just 11% of the total amount budgeted for use by the Coastal Commission. This percentage is expected to stay similar in FY02.
- **Printing.** The staff will print promotional materials for California Coastal Cleanup Day, as well as other educational materials.
- **Grant Programs.** The staff proposes to continue the competitive grant programs established by the Commission and to continue to fund targeted grants as well. A recommendation for Commission action on the 2001/2002 grants will be scheduled for an upcoming Commission meeting.

**APPENDIX A: Results of Public Education Activities Supported by  
Whale Tail License Plate Funding**

**Overall Summary**

<b>Fiscal Year</b>	<b>Activity</b>	<b># of participants</b>	<b>lbs. of trash collected</b>
1999	Coastal Cleanup Day	46,090	702,063
1999	Adopt-A-Beach	12,552	562,500
1999	Grantee Projects	30,400	1,050
<b>1999</b>	<b>Total</b>	<b>89,042</b>	<b>1,265,613</b>
2000	Coastal Cleanup Day	43,556	732,404
2000	Adopt-A-Beach	12,551	562,500
2000	Grantee Projects	15,598	650
<b>2000</b>	<b>Total</b>	<b>71,705</b>	<b>1,295,554</b>
2001	Coastal Cleanup Day	44,823	717,234
2001	Adopt-A-Beach	12,550	562,500
2001	Grantee Projects	67,608	-
<b>2001</b>	<b>Total</b>	<b>124,981</b>	<b>1,279,734</b>
<b>Grand Total</b>		<b>285,728</b>	<b>3,840,901</b>

**Beach Cleanup Programs**

<b>Fiscal Year</b>	<b>Activity</b>	<b># of volunteers</b>	<b># of co./area coordinators</b>	<b># of beach captains</b>	<b># of AAB beach mgrs</b>	<b>lbs. of trash collected</b>
1999	Coastal Cleanup Day	45,647	39	404	-	702,063
1999	Adopt-A-Beach	12,500	-	-	52	562,500
<b>1999</b>	<b>Total</b>	<b>58,147</b>	<b>39</b>	<b>404</b>	<b>52</b>	<b>1,264,563</b>
2000	Coastal Cleanup Day	43,179	47	330	-	732,404
2000	Adopt-A-Beach	12,500	-	-	51	562,500
<b>2000</b>	<b>Total</b>	<b>55,679</b>	<b>47</b>	<b>330</b>	<b>51</b>	<b>1,294,904</b>
2001	Coastal Cleanup Day	44,413	50	360	-	717,234
2001	Adopt-A-Beach	12,500	-	-	50	562,500
<b>2001</b>	<b>Total</b>	<b>56,913</b>	<b>50</b>	<b>360</b>	<b>50</b>	<b>1,279,734</b>
<b>Grand Total</b>		<b>170,739</b>	<b>136</b>	<b>1,094</b>	<b>153</b>	<b>3,839,201</b>

*(All items in italics are current projections.)*

**Grants**

<b>Fiscal Year</b>	<b>Grant</b>	<b># of participants</b>	<b># on field trips</b>	<b>lbs. of trash</b>	<b>educational items purchased &amp; developed</b>
1999	Los Angeles Kids Cleanup	5,235	1,882		slide show, aerial art project
1999	San Diego Kids Cleanup	3,860	1,236	810	slide show
1999	SF Kids Cleanup	2,965	1,040		slide show
1999	SEA Lab				
1999	LA Beach wheelchairs				9 wheelchairs
1999	Ventura Jr. Lifeguards	65	65		snorkel set, slide projector
1999	Slide Ranch KELP Project	249	249		new curriculum
1999	Palisades Charter High	200	200		water quality testing equipment
1999	Surfrider, Santa Cruz Chapter	2,500	0		educ. outreach manual
1999	Yosemite Inst. AAB	12,160	12,160	240	educ. pgm, whale skeleton, teaching suppl.
1999	Northcoast Env Ctr. AAB	2,150	2,150		maps, clean-up curriculum
1999	Heal the Bay AAB	1,016			
1999	Coastal Cleanup Day mini-grants				15 mini-grants supporting Cleanup Day
<b>1999 Total</b>		<b>30,400</b>	<b>18,982</b>	<b>1,050</b>	<b>13 projects funded</b>
2000	Los Angeles Kids Cleanup	4,093	1,670		
2000	San Diego Kids Cleanup	1,843	464	650	
2000	SF Kids Cleanup	900	786		slide show
2000	World Trust Foundation				aerial art project
2000	SEA Lab	28	28		sea camp pilot program
2000	Ventura Jr. Lifeguards	127	89		4 kayaks w/gear
2000	Chaffee Zoo	200	0		marine lab materials
2000	San Mateo Outdoor Ed.	5,685	5,685		slide show, costumes, specimens, touch tank
2000	Solana Recyclers	250	50		bilingual educ. display and brochures
2000	San Onofre AAB	1,350	1,350		
2000	Heal the Bay AAB	1,122	1,122		
2000	Coastal Cleanup Day mini-grants				13 mini-grants supporting Cleanup Day
<b>2000 Total</b>		<b>15,598</b>	<b>11,244</b>	<b>650</b>	<b>12 projects funded</b>
2001	Los Angeles Kids Cleanup	1,200	1,200		
2001	San Diego Kids Cleanup	1,200	1,200		
2001	SF Kids Cleanup	1,000	1,000		
2001	Fresno Kids Cleanup	150	150		
2001	World Trust Foundation				aerial art project
2001	SEA Lab				fundraising & pgm. plans for sea camp
2001	Monterey Watershed Monitoring				citizen monitoring info
2001	Environmentality Project				
2001	Compendium update		0		catalogue of env. ed. resources
2001	SOS curriculum update		0		new coastal and marine curriculum
2001	Watershed restoration educ.		0		guide for student restoration projects
2001	Calif. State Parks, Gaviota	145	145		5 kayaks w/gear, 3 microscopes + monitors

<b>Fiscal Grant Year</b>	<b># of participants</b>	<b># on field trips</b>	<b>lbs. of trash</b>	<b>educational items purchased &amp; developed</b>
2001 O'Neill Sea Odyssey	160	160		
2001 Orange County CoastKeeper	60			2 kelp aquariums
2001 Farallones Marine Sanctuary	75	75		summer camp program and curriculum
2001 Mayo Elementary School	650	20		ocean-themed books
2001 Sunnyside High School	128	128		
2001 Calif. State Parks, Doheny	140	100		10 snorkel sets, 6 kayaks, 6 softboards
2001 Glendale Public Library	500	0		ocean-themed books and educ. videos
2001 Upper Sac'to River Exchange	7,000			watershed exhibit
2001 Chula Vista Nature Center	50,000	0		bay/wetland interpretive display
2001 USC Sea Grant Program	175	175		manual + supplies for pgm. @ 5 schools
2001 Guadalupe-Nipomo Dunes	2,125	125		touch tank loan
2001 Return of the Natives	400	220		plant restoration tools
2001 Heal the Bay	1,200	1,200		
2001 Northcoast Environmental Center	1,000			marine debris curric., watershed diorama
2001 Ocean Song Farm	300	300		
<b>2001 Total (projections)</b>	<b>67,608</b>	<b>6,198</b>	<b>-</b>	<b>27 projects funded</b>
<b>Grand Total</b>	<b>113,606</b>	<b>36,424</b>	<b>1,700</b>	<b>52 projects funded</b>



## APPENDIX B: Status of Individual Grants for FY2000/2001

This Appendix describes each of the 23 grants that the Commission awarded from Whale Tail funds in FY2000/2001, and gives a brief report on the status of each grant. There are two main categories of grants: competitive and targeted.

### Competitive Grants

#### 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. Programs supporting educational components of Adopt-A-Beach programs are included. The Commission allocated a total of \$172,000 for this program. In February 2001, the Commission awarded the following sixteen grants.

#### **1. California State Parks – Channel Coast District, Gaviota Sector \$9,890**

*Project Title:* *Adopt-A-School Program and Educator's Workshop*

*Project Location:* *Santa Barbara County coast and Anacapa Island*

*Project Timeline:* *March 2001 to June 2002*

*Total Project Budget:* *\$18,676*

*Estimated number of people served by the project:* *125 students, 20 educators*

The Adopt-A-School Program is conducted by staff from the Park District who visit fourth and fifth grade classrooms each month throughout the academic year, providing education on understanding and caring for marine life and the marine environment. Students also take day trips to the beach and to Anacapa Island, and they also camp overnight at a beach. State Parks is serving a Title I school recognized as having a very high population of low-income students, and another school whose students mainly live in remote areas where many of their parents work on farms and ranches. The second part of the project is to hold a two-day educator's workshop so instructors from the local area can learn how to lead outdoor education field trips.

**Status:** Coastal Commission funding has allowed this program to expand. The agency has purchased equipment including microscopes with video monitors for laboratory studies and sit-on-top kayaks for the students. The educator's workshop has been scheduled for October 2001.

#### **2. O'Neill Sea Odyssey \$10,000**

*Project Title:* *Project Discovery*

*Project Location:* *Santa Cruz*

*Project Timeline:* *March 2001 to February 2002*

*Total Project Budget:* *\$16,193*

*Estimated number of people served by the project:* *160 youth*

O'Neill Sea Odyssey is a free educational trip aboard a catamaran in the Monterey Bay Marine Sanctuary, where students are taught marine biology, ecology, conservation, and sailing and navigation techniques. Before they can participate in the trip, students are first required to conduct a community service project

such as cleaning beaches or creeks, stenciling storm drains, restoring riparian habitat, or hatching and releasing endangered species of fish.

**Status:** In March and April 2001, O'Neill Sea Odyssey held Project Discovery programs for 160 students from three schools serving disadvantaged youth. The schools were located in the inland areas of Hollister, Rio Linda, and Grass Valley.

**3. Orange County CoastKeeper \$7,000**

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**Project Title:** *Marine Ecosystem Education Program*  
**Project Location:** *Newport Beach*  
**Project Timeline:** *May 2001 to June 2002*  
**Total Project Budget:** *\$40,795*  
**Estimated number of people served by the project:** *6,000 students*

The Orange County CoastKeeper received a grant to support the purchase and maintenance of two kelp aquariums that junior high school students will use in their classrooms. Students will grow the kelp themselves and then give it back to the CoastKeeper for transplanting into areas which are being restored near the Newport Harbor Nautical Museum. The students will be able to see their kelp growing on a video monitor when a diver with a camera shows them the plants underwater. Participants are from the inland Santa Ana School District, where 85 percent of the students are low-income and of Mexican descent.

**Status:** In the spring of 2001, staff at the Orange County CoastKeeper made the decision to assemble the kelp aquariums during the summer and then wait to put them into classrooms in the fall of 2001 when school begins again.

**4. Farallones Marine Sanctuary Association \$8,495**

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**Project Title:** *Sanctuary Explorers Camp*  
**Project Location:** *San Francisco Bay Area*  
**Project Timeline:** *April 2001 to August 2001*  
**Total Project Budget:** *\$25,392*  
**Estimated number of people served by the project:** *75 youth*

The Farallones Marine Sanctuary Association (FMSA) will work with the San Francisco Recreation and Park Department to operate a marine day camp program beginning in the summer of 2001. The Sanctuary Explorers Camp will consist of three, one-week sessions for economically disadvantaged children ages 8-13, and will allow them to experience coastal environments around the Gulf of the Farallones National Marine Sanctuary. Activities will include tide pooling, bird watching, hiking, kayaking, cleaning beaches, and learning about ocean pollution and the importance of conservation and respect for the environment. Funding from the Coastal Commission is helping to support the cost of operating the camp, which will serve low-income youth who will be able to attend on full scholarship.

**Status:** FMSA received the program curriculum and supplies from a former marine education camp that had been operated by the Tarlton Institute until 1997. This is the first summer that the camp will be operated by FMSA. The start date of the summer camp is June 25<sup>th</sup>. All three sessions have been completely filled and will serve 25 youth per week.

**5. Mayo Elementary School** **\$5,655**

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**Project Title:** *Community Environmental Awareness and Ocean Conservation*  
**Project Location:** *Compton*  
**Project Timeline:** *April 2001 to June 2001*  
**Total Project Budget:** *\$7,073*  
**Estimated number of people served by the project:** *600-700 students and community members*

Mayo Elementary School is a part of the Compton Unified School District and teaches 650 students in kindergarten through third grade. It is a Title I school and every child there is eligible to receive a free breakfast and lunch. A first-grade teacher is leading several projects to develop ocean education and a sense of stewardship for first-grade students, for the whole school, and for the local community. All of the students in this first-grade class speak Spanish at home.

**Status:** With money from this grant, the school has purchased a number of books about the ocean and marine life, and the first grade class has taken a field trip to participate in the education program at the Long Beach Aquarium. Grant money also allowed the entire school to participate in the Kid's Adopt-A-Beach Clean-Up organized by the Malibu Foundation and the Coastal Commission on May 22nd. Students also designed conservation-themed games for the school's year-end festival and Mayo Elementary has requested that its campus house recycling bins that can be used by families in the neighborhood.

**6. Sunnyside High School** **\$6,220**

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**Project Title:** *Bringing the Beach to the Valley*  
**Project Location:** *Fresno*  
**Project Timeline:** *April 2001 to May 2002*  
**Total Project Budget:** *\$6,220*  
**Estimated number of people served by the project:** *128 students*

Sunnyside High School is located in the Central San Joaquin Valley. Ninety percent are students of color and two-thirds receive a free or reduced lunch. Students in this program will visit the Wild Connections Lab at the Chaffee Zoo in Fresno, which includes a component on oceans, including marine life and pollution. Afterwards, students will travel to a beach in Monterey and conduct environmental testing and research (such as measuring water quality and sampling invertebrates), followed by a beach cleanup.

**Status:** Sunnyside High School originally planned to have the first group of students visit Chaffee Zoo in May of 2001. The two organizations have been in contact, but because the laboratory at the zoo was already booked, students will begin attending in the fall rather than this spring.

**7. Calif. Dept. of Parks and Recreation – Doheny State Beach Lifeguards** **\$25,200**

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**Project Title:** *Youth Awareness Program*  
**Project Location:** *Dana Point*  
**Project Timeline:** *March 2001 to August 2001*  
**Total Project Budget:** *\$33,182*  
**Estimated number of people served by the project:** *100 youth, 40 adult program leaders*

The Orange Coast District Doheny State Beach Lifeguards has conducted the Youth Awareness Program for underserved, multicultural youth from San Juan Capistrano since 1997. The program provides free ocean safety instruction and recreational activities to youth who would not otherwise spend time at the beach. The Doheny State Beach Lifeguards received funding to support the addition of an educational component for one day in each week of the program's sessions. This new component will involve

learning about debris and nonpoint source pollution in creeks, lakes, and the ocean through fieldtrips, cleanups, and other activities such as snorkeling, kayaking, and touring a wastewater treatment plant. A second part of the project is to lead a two-day workshop for leaders of other similar youth programs to cover topics such as planning aquatic programs, diversity, and youth development.

**Status:** The Doheny State Beach Lifeguards has purchased snorkeling and kayaking gear and a trailer to store and transport the equipment. They are currently recruiting participants for this summer. In May 2001 the two-day training workshop was held in Corona del Mar.

**8. Glendale Public Library** **\$9,300**

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**Project Title:** *A Whale of a Tale*  
**Project Location:** *Glendale*  
**Project Timeline:** *April 2001 to September 2001*  
**Total Project Budget:** *\$9,802*  
**Estimated number of people served by the project:** *500 plus future book borrowers*

The Glendale Library is conducting a series of after-school and weekend programs revolving around the theme of ocean life, beach ecology, and care of the environment for children ages four and up, along with their parents. Children's librarians will read from books, sing songs, and lead crafts activities that all relate to marine issues. Funding from the Coastal Commission is also supporting the purchase of over 300 new ocean-related books (fiction, nonfiction, and picture books), books-on-tape, and educational videos. Traveling "story boxes" will also be created so branch libraries will be able to conduct the "Whale of a Tale" program, and so local day care centers can borrow them too.

**Status:** The Glendale Library has purchased books to read during the story hours, and craft supplies have been put out for use in the Children's Room. Children and parents are using these supplies to decorate fish, which are now hanging in the room.

**9. Upper Sacramento River Exchange** **\$9,000**

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**Project Title:** *Headwaters to Sea Public Exhibit*  
**Project Location:** *Dunsmuir*  
**Project Timeline:** *March 2001 to July 2002*  
**Total Project Budget:** *\$15,000*  
**Estimated number of people served by the project:** *7,000 visitors annually*

The Upper Sacramento River Exchange is creating a public exhibit on the link between stewardship of inland watersheds and the health of coastal and marine resources. The exhibit will highlight the connections between keeping inland watersheds healthy in order to keep coastal and marine life healthy as well. The River Exchange will also create accompanying educational materials and the content will be incorporated into the organization's other science and watershed education activities. The River Exchange also plans to provide training to educators and other community members on the content of the exhibit, and to have the exhibit travel elsewhere in Northern California.

**Status:** The River Exchange has been meeting with elementary students from Mt. Shasta who are playing a big part in helping to design the exhibit. The physical framework will be constructed over the summer, and then students will complete the exhibit from September to December, 2001. The exhibit content is integrated with what the students are learning in their science classes, and also incorporates writing, art, math, poetry, and technology. Staff have identified a potential museum in Redding to house the exhibit when it travels.

**10. Chula Vista Nature Center** **\$6,000**

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**Project Title:** *Interpretation Project for Bay/Wetland Preservation Exhibit*  
**Project Location:** *Chula Vista*  
**Project Timeline:** *April 2001 to October 2001*  
**Total Project Budget:** *\$195,000*  
**Estimated number of people served by the project:** *50,000 visitors annually*

The Chula Vista Nature Center is planning to refurbish its popular bay and wetland habitat preservation exhibit, which includes a petting and observation pool for sharks and bat rays, in order to make it more accessible and provide more interpretive information. The Center is receiving Coastal Commission grant funding to support the design of the exhibit's interpretive aspects. These will consist of interpretive displays as well as hands-on models, and will cover information on indigenous species, watershed ecology, the impact of urban sprawl on sensitive habitats, and nonpoint source pollution.

**Status:** The Chula Vista Nature Center has selected an exhibit designer and work is expected to begin soon.

**11. University of Southern California Sea Grant Program** **\$21,870**

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**Project Title:** *Parent Child Education Program*  
**Project Location:** *Los Angeles*  
**Project Timeline:** *April 2001 to June 2002*  
**Total Project Budget:** *\$36,438*  
**Estimated number of people served by the project:** *150-200 students and parents*

The Parent Child Education Program (PCEP) engages local inner-city students in fourth and fifth grades, along with their parents, through use of a curriculum based on marine science and the connections between the city and the ocean. The program provides the opportunity for families to learn together and makes the parents better able to help their children with schoolwork. Scientific career opportunities are also covered. The curriculum is written in Spanish and English and translators are available. Grant funding is being provided to continue the program, but also to expand it so it can serve as a model and be replicated elsewhere. To that end, PCEP staff are developing "kits" to enable five schools already expressing interest to operate the program. Each kit will contain a manual, a curriculum, and supplies.

**Status:** All participating schools and teachers have been confirmed. Dates have been set for working with them in the fall. The curriculum was recently completed and teachers will be reviewing it over the summer. A workshop for the teachers will be held in August or September before the program begins.

**12. Guadalupe-Nipomo Dunes Center** **\$13,380**

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**Project Title:** *Creating Community – Youth and Seniors Sharing Cultural and Natural History*  
**Project Location:** *Guadalupe*  
**Project Timeline:** *April 2001 to June 2002*  
**Total Project Budget:** *\$15,585*  
**Estimated number of people served by the project:** *30 youth, 220 seniors, several thousand visitors*

The Guadalupe-Nipomo Dunes Center has existing relationships with the Boys and Girls Club of Santa Maria Valley, as well as with the Guadalupe Area Senior Citizens Club. Their project will begin by instructing older youth at the Boys and Girls Club about dunes and coastal habitat, and how to share information about them. These youth will then lead interpretive field trips to the dunes for homebound

senior citizens along a mile-long wheelchair-accessible boardwalk. In the second phase of the project, the "junior docents" will continue leading field trips, and Boys and Girls Club members ages 11-18 will also receive training to be interpreters for visitors at the Dunes Center, working with marine animals housed in sea water tanks.

**Status:** Youth from the Boys and Girls Club have received training to lead interpretive walks on the dunes. They have offered one group tour to the senior citizens so far.

**13. Creative Environmental Conservation** **\$10,000**

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**Project Title:** *Return of the Natives to Moss Landing Dunes*  
**Project Location:** *Moss Landing Dunes State Beach*  
**Project Timeline:** *May 2001 to May 2002*  
**Total Project Budget:** *\$60,485*  
**Estimated number of people served by the project:** *730 school children plus university students and community members*

Creative Environmental Conservation operates Return of the Natives (RON), the education and outreach program of CSU Monterey Bay's Watershed Institute. RON is an environmental education program for native plant and habitat restoration involving students from kindergarten through university-level, as well as the general public. The RON program is receiving funding for the first year of a three-year project along a 16-acre stretch of dunes at Moss Landing State Beach in cooperation with California State Parks and Moss Landing Marine Laboratories. Volunteers will rid the area of ice plant, block illegal trails using barriers made of native plants, and put up interpretive signs that include warnings to the public. The project will be undertaken by students at CSU Monterey Bay, who will learn techniques while leading groups of school children and adult community volunteers helping carry out the work. Students will also be involved at school through growing natives and learning from the program's native plant curriculum.

**Status:** Creative Environmental Conservation was just beginning to undertake work supported by this project at the end of the fiscal year.

**14. Heal the Bay** **\$15,000**

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**Project Title:** *Adopt-A-Beach in Los Angeles County*  
**Project Location:** *Los Angeles County*  
**Project Timeline:** *June 2001 to May 2002*  
**Total Project Budget:** *\$38,856*  
**Estimated number of people served by the project:** *3,600*

Heal the Bay is continuing for the sixth year as the Los Angeles County coordinator of the Adopt-A-Beach program, and is continuing the program's educational component. This includes educational presentations to Adopt-A-Beach volunteers; bus transportation to bring inland, underserved, elementary, middle, and high school students to the beach for participation in Adopt-A-Beach cleanups; and dissemination of the Coastal Commission "Save Our Seas" curriculum to these classrooms prior to their cleanups. Heal the Bay is also expanding its program by adding an Emergency Response Task Force, a corps of volunteers that will be sent to six critical beach sites within twelve hours of a rainstorm.

**Status:** Heal the Bay completed its FY99-00 Adopt-A-Beach grant from the Coastal Commission at the end of May 2001. The grant period for this new funding has just begun.

**15. Northcoast Environmental Center**

**\$4,990**

**Project Title:** *Marine Debris Education Project*

**Project Location:** *Humboldt County*

**Project Timeline:** *March 2001 to June 2002*

**Total Project Budget:** *\$21,611*

**Estimated number of people served by the project:** *1,000*

The Northcoast Environmental Center (NEC) coordinates Humboldt County's Adopt-A-Beach Program and has served as the countywide coordinator for Coastal Cleanup Day for the past 16 years. NEC is receiving funds to improve its existing marine debris education program. The agency will be offering a comprehensive, educational marine and coastal environmental protection program through in-class activities, field trips, service learning projects, and cleanup and restoration projects. The program will be delivered through a collaborative effort with other North Coast agencies and will serve at least 1,000 low-income students in grades K-12 from the Humboldt Bay region.

**Status:** Most of the money in this grant is allocated for purchasing a custom-made watershed diorama to use for educational purposes. NEC staff have met with the designer and construction of the diorama will begin soon.

**16. Ocean Song Farm and Wilderness Center**

**\$10,000**

**Project Title:** *From Creeks to the Ocean*

**Project Location:** *Sonoma County*

**Project Timeline:** *April 2001 to November 2001*

**Total Project Budget:** *\$10,000*

**Estimated number of people served by the project:** *300*

Ocean Song Farm and Wilderness Center operates the Finley Creek Nature Preserve, which contains the headwaters of Finley Creek. The agency will bring 10 classes of low-income, ethnically diverse students from Sonoma County to visit the preserve and study the watershed there. The students will learn about the water cycle, watersheds, mapping, and restoration, and also participate in drawing and creative writing. On a second day, students will return and visit Shell Beach, where they will go to the tidepools and learn about the animals and plants that live there. If the beach needs cleaning, they will also conduct a cleanup.

**Status:** To date, two school groups from Santa Rosa and Windsor have visited the nature preserve and one has also gone to Shell Beach. Students reacted very positively to their outdoor experiences and were particularly excited about tidepooling and hands-on pond and stream studies. The project is on schedule to be completed in November.

## 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. The Commission allocated a total of \$187,000 for this program and awarded the following grants in September 2000.

### **1. California State University Foundation, Monterey Bay** **\$60,000**

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**Project Title:** *S.E.A. Lab Monterey Bay*  
**Project Location:** *Monterey County*  
**Project Timeline:** *September 2000 to September 2001*

S.E.A. Lab Monterey Bay is being developed as a national coastal and ocean science education camp for elementary and secondary school-aged children and teachers. 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. 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. Twenty-eight 6<sup>th</sup> graders from underserved populations in Salinas and Marina participated.

**Status:** An evaluation of the pilot session has been completed and modifications to the program are being made based on the feedback received. The evaluation included interviewing past student participants who responded very favorably. A consultant was retained to research possible funders and some grant proposals have already been submitted. The EPA Environmental Education Grants Program recently awarded funding to S.E.A.Lab. Potential funders have recommended creating a business plan rather than holding another camp session in 2001, and the Packard Foundation is providing funding for S.E.A. Lab to put together a business plan this summer.

### **2. Monterey Bay Sanctuary Foundation** **\$50,000**

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**Project Title:** *"Save Our Seas" Curriculum Revision*  
**Project Location:** *to be distributed statewide*  
**Project Timeline:** *June 2001 to June 2002*

The Coastal Commission developed the Save Our Seas K-12 Curriculum in 1993 in conjunction with the Center for Marine Conservation. Save Our Seas (SOS) teaches students about the marine debris problem, but as the Commission's education programs have grown, there has been a need for educational materials that address a broader range of topics. This project will 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 coastal habitat loss and restoration, and coastal geologic processes. The curriculum will address the applicable state science content standards met in each activity, and will follow the state mandated frameworks for science teaching.

**Status:** A consultant with a great deal of experience in marine science curriculum development was hired in June 2001 to take the lead in creating the new curriculum. The Monterey Bay Sanctuary Foundation is serving as a fiscal agent for the project. The consultant has begun by reviewing the existing curriculum; contacting experts in the field, including teachers, for their input; and starting to put together an advisory board for the project.

**3. Malibu Foundation for Environmental Education (\$12,000), the Headlands Institute (\$11,500), I Love a Clean San Diego (\$9,000), the World Trust Foundation (\$3,200) and Chaffee Zoological Gardens (\$4,300)**

***Project Title:*** *Adopt-A-Beach School Assembly Program and Kid's Cleanup*  
***Project Location:*** *San Diego, Los Angeles, San Francisco and Fresno Counties*  
***Project Timeline:*** *February 2001 to October 2001*

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 transportation to the beach. The program targets low-income communities.

**Status.** This year Whale Tail Grants are supporting the program in four locations: Los Angeles, San Francisco, San Diego and Fresno. In the first three counties, the program went to a total of 52 elementary schools, and brought 6,500 children to the beach on May 22nd, deemed "Ocean's Day." At the conclusion of the beach cleanup at each location, the kids stood in formation and spelled out "CLEAN H2O." The aerial art image was organized by the World Trust Foundation. Photographers captured the aerial message from helicopters at each site. The project for Fresno students, new this year, will take place at Salinas State Beach on October 19<sup>th</sup>.

**4. Tides Center** **\$15,000**

***Project Title:*** *Upper Newport Bay Restoration Education Project*  
***Project Location:*** *Orange County*  
***Project Timeline:*** *June 2001 to January 2003*

The Upper Newport Bay Restoration Education 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 coastal habitat, and the impacts 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. This \$15,000 Whale Tail grant will supplement \$216,000 from a settlement of the American Trader Oil Spill, and will be used to print additional educational materials and a "how-to" guide providing instruction for conducting similar restoration programs in other areas.

**Status:** The Coastal Commission recently finalized an agreement for the Tides Center to serve as a fiscal agent for this project. The next step will be to hire a program coordinator this summer.

**5. Department of Forestry and Fire Protection** **\$10,000**

***Project Title:*** *Environmental Education Curriculum Compendium*  
***Project Location:*** *to be distributed statewide*  
***Project Timeline:*** *July 2000 to June 2002*

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. The guide is

six 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. The Coastal Commission has joined with the Departments of Forestry and Fire, Fish and Game, Parks and Recreation, and Boating and Waterways, as well as the State Water Resources Control Board in supporting this update.

**Status:** An individual was recently hired to research and compile the new Compendium, and the project is now underway.

## **6. Monterey Bay Sanctuary Foundation \$10,000**

**Project Title:** *Monterey Bay National Marine Sanctuary Citizen Watershed Monitoring Network*  
**Project Location:** *Monterey Bay*  
**Project Timeline:** *February 2001 to October 2001*

The Monterey Bay Sanctuary Citizen Watershed Monitoring Network represents one central entity to enhance communications and provide education and support to the citizen monitoring groups throughout the Monterey Bay National Marine Sanctuary. Grant funding is supporting "Snapshot Day," a Sanctuary-wide volunteer monitoring event designed to increase public awareness about, and improvement of, water quality issues affecting watersheds that drain to the Monterey Bay National Marine Sanctuary. The event provides single-day water quality information for the watersheds of the Sanctuary. Grant funding is also supporting the development of educational items such as a web page, citizen monitoring guide, training materials, and an annual report detailing data results from different monitoring programs.

**Status:** Snapshot Day 2001 took place in April. Trainings for other trainers and volunteers were held in the weeks preceding the event and citizen monitoring guides were distributed. Collected water samples were sent to laboratories for analysis. Work has also been done on developing content for the informational web site.

## **7. California Environmental Education Interagency Network \$2,000**

**Project Title:** *"Environmentality" Challenge*  
**Project Location:** *Statewide*  
**Project Timeline:** *September 2000 to March 2001*

The "Environmentality Challenge" is a statewide program that enlists fifth grade classes to initiate projects addressing environmental problems in their communities. Largely funded by Disney, the program is also supported by 14 different state agencies in the California Environmental Education Interagency Network, including the Coastal Commission.

**Status:** The 2000-2001 challenge has been completed and 33 regional winners were selected, including 11 receiving first place regional prizes and one grand prize winner. Nearly 2,800 fifth grade classes participated this year, representing more than 82,400 students.