

**CALIFORNIA COASTAL COMMISSION**

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**Wed9a**

August 24, 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: Proposed Targeted Grants for Fiscal Year 2001/2002 Using Funds from Sales of the Whale Tail Coastal Protection License Plate**

**PROPOSED COMMISSION ACTION:**

I. A) Approve the following six targeted grants (total \$142,500):

- (1) S.E.A. Lab Monterey Bay (\$60,000)
- (2) Adopt-A-Beach School Assembly Program and Kids' Cleanup (\$54,000)
- (3) Creative Environmental Conservation's Return of the Natives Program (\$10,000)
- (4) Natural Communities Curriculum Compendium revision (up to \$10,000)
- (5) Crystal Cove State Park tidepool education video (\$6,500)
- (6) California Environmental Education Interagency Network (\$2,000)

I. B) Approve the following reserve to set aside temporarily (total \$8,000)

- (1) Reserve to remain unallocated at this time and awarded later in the fiscal year (\$8,000)

**(See page 6 for staff recommendation and motion)**

II. Endorse ongoing continuation of competitive grant programs (total \$208,500)

**(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 FY2001/02 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 equal to the funds that were available last year. The staff proposes to devote 58 percent of the funding (\$208,500) to a competitive grants program for coastal and marine education projects throughout California, including Adopt-A-Beach programs. The remaining \$150,500 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 six targeted grants, which the staff is proposing be funded immediately, as well as a small reserve, both requiring Commission action now, and (II) a description of the Whale Tail Competitive Grants Program, which staff is requesting that the Commission endorse as an ongoing program. Commission action on the individual competitive grants will be required at a future meeting, following advertisement of the availability of grant funds.

### **I. A) APPROVAL OF SIX TARGETED GRANTS**

The staff recommends six projects for immediate funding. Each project is either an outgrowth of work commenced under previous Commission grants or is linked to existing Commission programs. The staff considers these projects to be high priority based on an 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 grants 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:

- (1) S.E.A. Lab Monterey Bay (\$60,000)
- (2) Adopt-A-Beach School Assembly Program and Kid's Cleanup. (\$54,000)
- (3) Creative Environmental Conservation's Return of the Natives Program (\$10,000)
- (4) Natural Communities Curriculum Compendium revision (up to \$10,000)
- (5) Crystal Cove State Park tidepool education video (\$6,500)
- (6) California Environmental Education Interagency Network "Environmentality" Challenge (\$2,000)

**(1) \$60,000 for S.E.A. Lab Monterey Bay**

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 and supportive setting where children learn, live and play together. S.E.A. Lab is also designed to serve as a teaching laboratory for student teachers and experienced educators. The Monterey Bay Sanctuary Foundation receives funding on behalf of this project.

**Program History.** The Commission has awarded S.E.A. Lab three Whale Tail grants: \$25,000 in FY1998/99, \$45,000 in FY1999/2000, and \$60,000 in FY2000/01. In July 2000, S.E.A. Lab conducted a one-week pilot to test the program and serve as a building block for an expanded program in the future. Twenty-eight 6<sup>th</sup> graders from underserved 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 out to the deep sea. Each day they had an opportunity to work alongside scientists, exploring habitats on foot, in kayaks and by boat. This past year, the pilot program was evaluated and some program changes are being made according to the feedback received. In addition, S.E.A. Lab identified potential funders and began submitting grant applications and receiving some funding, and has also begun to create a business plan.

**Proposal.** The staff proposes to allocate \$60,000 to the S.E.A. Lab project for FY2001/02. The funds would be used to implement a full launch of the camp to the public. Sessions will be offered throughout the summer of 2002 for students as well as teachers. The program will continue to fundraise and will also be building upon the business plan now under development.

**(2) \$54,000 for Adopt-A-Beach School Assembly Program and Kids' 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 Coastal Commission. The assembly program shows students the way to cleaner beaches and oceans. By presenting slides and talking about recycling, buying recycled products, the dangers of 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 doing a beach cleanup on "Ocean Day," May 22. The program provides each participating school with one to two buses for transportation to the beach. At the conclusion of the cleanup, the students create an aerial art project by standing in formation to spell out a message on the beach. The program targets low-income communities.

**Program History.** In FY1997/98, the Coastal Commission worked with the Malibu Foundation to bring the program to the San Francisco Bay Area, where it is now managed by the Headlands Institute. In FY1998/99, 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 in FY1998/99 and FY1999/2000 and \$40,000 in FY2000/01, divided each year into grants to partner organizations. In FY2000/01 the program expanded inland by providing funding to Chaffee Zoological Gardens for students from Fresno to conduct a beach cleanup and aerial art project on Monterey Bay. The assemblies and cleanup have been very well-received by participating teachers and their classes.

**Proposal.** For 2002, the staff proposes to allocate \$54,000 to the program, to continue to fund programs in Los Angeles, San Francisco, San Diego, and Fresno, and would also fund a new northern California program in Humboldt County. The Humboldt County program may be managed by Northcoast Environmental Center, which is also a recipient of a FY2000/01 Whale Tail Grant for a marine debris education program.

**(3) \$10,000 for Creative Environmental Conservation's Return of the Natives Program**

Creative Environmental Conservation is a nonprofit organization that promotes environmental projects on public lands. It 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 has started a three-year project along a 16-acre stretch of dunes at Moss Landing State Beach. The particular parcel of land receives disturbances from the public and is habitat to the endangered Western Snowy Plover. Its restoration will connect two other restoration sites on either side of it. 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.

**Program History.** In February 2001, the Coastal Commission approved a \$10,000 grant to support a Return of the Natives project at Moss Landing Dunes. While the staff recommendation had originally been for \$20,000, it was lowered in the interest of widening the geographic distribution of grant dollars by making \$10,000 available for a grant elsewhere in northern California. At that time, staff informed Commissioners that they would be asked to approve an additional \$10,000 grant to Creative Environmental Conservation from the targeted grants budget for FY02. Staff is now requesting approval for the second half of this funding.

**Proposal.** Creative Environmental Conservation will continue to use students at CSU Monterey Bay, who will learn specialized skills while leading groups of school children and adult community volunteers helping carry out the work. Students from underserved multicultural communities with little ocean exposure will be targeted and bused to the site. In addition to pulling up ice plant and planting dune species, students will also be involved at school through growing natives for planting and learning from the program's native plant curriculum.

**(4) Up to \$10,000 for Update of Curriculum Compendium for Natural Communities**

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 was created in 1995 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.

**Program History.** In FY2000/01 the Coastal Commission 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 and the U.S. Department of Agriculture to support the first phase of the update. The Commission contributed \$10,000 and the Department of Forestry and Fire received the funding on behalf of the project.

**Proposal.** The updated compendium will combine the volume on natural communities with another book, the Environmental Education Compendium for Human Communities. The resulting book will review curricula that specifically teach about the natural world in relation to human impact upon it.

The staff recommends a grant of up to \$10,000 to provide a portion of the funding necessary for the rest of the cost of updating and disseminating the compendium. The remaining funding would come from the other state agencies participating in the project. When the project budget is finalized in the next several months, staff would determine if the full \$10,000 is needed. If not, staff will return to the Commissioners with another proposed use of the money before the end of the fiscal year.

#### **(5) \$6,500 for Crystal Cove State Park Tidepool Education Video**

In 2000 a ranger at Crystal Cove State Park produced an educational video entitled, "Between a Rock and Hard Place." The video provides instructions to children in preparation for their field trip to visit the Crystal Cove tidepools. Through footage of children delivering tips on respecting the plants and animals that live in tidepools, as well as narration, interviews with park staff, trivia, music, and fun animation, the video educates tidepool visitors on the importance of caring for this fragile habitat.

**Program History.** "Between a Rock and a Hard Place" was produced as a graduate student project. University of Southern California Sea Grant Program funded the cost of duplicating the videos for distribution. The Coastal Commission has not been involved with this project before.

**Proposal.** The original video was specifically designed to instruct young visitors to Crystal Cove State Beach before their arrival. Staff is proposing a \$6,500 grant to the park's fiscal agent, Crystal Cove Interpretive Association, to modify the video in order to make it applicable to youth preparing to visit tidepools all along the California coast. Tasks will include editing video, re-dubbing some narration, and shooting footage of some geographic regions other than Orange County. The new video would then be added to the CCC Public Education Program's video lending library and distributed to marine education programs throughout the state.

#### **(6) \$2,000 for the CEEIN "Environmentality" Challenge**

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. 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 has also been supported by 14 different state agencies in CEEIN, including the Coastal Commission.

**Program History.** The Commission contributed \$2,000 to this project in FY2000/01, and the 2000-2001 challenge yielded 33 regional winners, including 11 receiving first place regional prizes and one grand prize winner. Nearly 2,800 fifth grade classes participated, representing more than 82,400 students.

**Proposal.** The members of CEEIN contribute an average of \$2,000 each to the Environmentality Challenge annually. Another Whale Tail grant of \$2,000 will represent the Coastal Commission's support of this project for 2001-2002.

## **I. B) APPROVAL OF RESERVE TO ALLOCATE AT A LATER DATE**

### **(1) \$8,000 to put into temporary reserve in case needed by "Save Our Seas" Curriculum Update**

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.

**Program History.** In September 2000 Commissioners approved a grant of \$50,000 to update the curriculum (not including printing). The Monterey Bay Sanctuary Foundation is receiving the funding as the fiscal agent for the project. 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 writing and layout is expected to be completed in June 2002.

**Proposal.** The staff proposes saving \$8,000 in reserve to meet any unanticipated expenses associated with completion of the curriculum. After determining whether these reserve funds are needed for this purpose, staff will return to the Commissioners before the end of the fiscal year to request allocating these funds either for the curriculum update, or for another proposed use of the money instead.

#### **STAFF RECOMMENDATION:**

*A. The staff recommends that the Commission approve the following targeted grants:*

- (1) S.E.A. Lab Monterey Bay (\$60,000)
- (2) Adopt-A-Beach School Assembly Program and Kids' Cleanup (\$54,000)
- (3) Creative Environmental Conservation's Return of the Natives Program (\$10,000)
- (4) Natural Communities Curriculum Compendium revision (up to \$10,000)
- (5) Crystal Cove State Park tidepool education video (\$6,500)
- (6) California Environmental Education Interagency Network (\$2,000)

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

*B. The staff further recommends that the Commission approve a temporary reserve of \$8,000.*

**Motion:** *I move that the Commission approve and authorize the Executive Director to enter into the appropriate agreements for six targeted Whale Tail grants, and to set aside \$8,000 in a temporary reserve, as listed in the staff report dated August 24, 2001, Item Wed9a.*

## II. ENDORSEMENT OF ONGOING CONTINUATION OF COMPETITIVE GRANTS PROGRAM

The Commission set up the competitive grants 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 three competitive grant cycles (1998/99 through 2000/01) and awarded 51 grants totaling \$619,000.

### **The Proposed FY 2001/02 Whale Tail Competitive Grants Program**

The staff proposes that the Whale Tail Competitive Grants Program continue to have the following subcategories: a) Adopt-A-Beach Programs, b) Youth Programs, c) Programs for the General Public. The rationale for having 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 Youth and General Public categories is to encourage applications that target a diversity of audiences. In addition, the guidelines encourage a broad range of types of coastal and marine education projects.

**Fund Total:** the staff proposes to allocate \$208,500 to this program.

**Size of Grants:** any amount up to \$50,000. 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 17, 2001

Applications accepted September 17, 2001 to November 15, 2001

Application Review (staff) and preparation of staff recommendation: November 15, 2001 to January 25; staff report mailed on January 25, 2002

CCC review of staff recommendation: February, 2002 Commission Meeting

Notification: February, 2002

Contracts prepared: by June 1, 2002.

**Application Review:** The Coastal Commission will make grant decisions, with recommendations by staff.

**Reporting:** A brief progress report to Commission staff 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. We encourage experiential, hands-on learning where possible. Projects aiming to improve beach quality will be considered as well.
2. **Need:** Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.
3. **Project Concept:** We seek sound concepts and creative and innovative approaches that are potentially expandable or applicable in other geographic areas. The degree of impact relative to the cost will also be taken into consideration.
4. **Proposal Content:** The proposal should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, and method of implementation. A method for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered, as well as the strength of the organization's track record.

**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 using the application forms and guidelines before the deadline.
- Projects of up to 3 years in length are eligible for the program.

### **Future of the Competitive Grants Program**

Every year since FY1998/99, staff has recommended that the Commission endorse the continuation of the Whale Tail Competitive Grants Program for the upcoming year. Since the Whale Tail Grants Program began, the overall grantmaking budget has increased (it is currently \$359,000, up from \$130,000 in FY98/99), and sales of the Whale Tail License Plate continue to be strong (it is the fastest-selling specialty plate in California and has brought in over \$2.4 million so far). Given the expectation that grant funding will continue to be available, and will in fact be likely to continue to grow, staff recommends that the Commission endorse the Competitive Grants Program on an ongoing basis, for use in FY2001/02 as well as future fiscal years.



**STAFF RECOMMENDATION:**

The staff recommends that the Commission endorse the continuation of the Whale Tail Competitive Grants Program, using the application requirements and evaluation criteria described in this staff report. Specific grant proposals will be brought to the Commission for review and approval at least once yearly.

***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 described in the staff report dated August 24, 2001, Item Wed9a.*

