

## CALIFORNIA COASTAL COMMISSION

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January 22, 2002

FROM: Peter Douglas, Executive Director  
 Steve Scholl, Deputy Director  
 Christiane Parry, Public Education Program Manager  
 Sylvie Bloch, Grants Program Coordinator

SUBJECT: Proposed Awarding of Funds from Sales of the Whale Tail  
 License Plate – Competitive Grants Program (for Coastal Commission  
 Meeting on February 6, 2002)

**SUMMARY OF STAFF RECOMMENDATION**

**Approve the following 15 competitive grants, which total \$208,500**

***Youth programs:***

- Boys and Girls Clubs of Garden Grove (\$10,000)
  - California Department of Fish and Game (\$9,000)
  - Estuary Action Challenge (\$20,000)
  - George Porter Middle School (\$9,950)
  - Los Angeles Conservation Corps (\$23,200)
  - Mattole Restoration Council (\$10,000)
  - Morro Bay National Estuary Program (\$4,820)
  - New Perspectives (\$10,000)
  - Ocean Song Farm and Wilderness Center (\$10,000)
  - Peoples' Self-Help Housing Corporation (\$10,000)
  - Solana Recyclers, Inc. (\$31,455)
- Total=\$148,425

***Programs for the general public:***

- Discovery Museum (\$9,400)
  - Literacy for Environmental Justice (\$20,000)
  - University of Southern California Sea Grant Program (\$28,155)
- Total=\$57,555

***Adopt-A-Beach programs:***

- Northcoast Environmental Center (\$2,520)
- Total=\$2,520

Subtotal small grants (\$10,000 and under): \$85,690 (41%)

Subtotal large grants (\$10,001 - \$50,000): \$122,810 (59%)

***Motion:*** I move that the Commission approve the 15 competitive grants recommended by staff for Whale Tail License Plate funding (FY2001/02), and authorize the Executive Director to enter into the appropriate agreements.

### Introduction

The California Coastal Commission's Whale Tail License Plate was established as a mechanism through which the public can contribute funds to coastal and marine education programs in California. For each new plate that is sold, approximately \$15.00 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit \$20.00 per plate into the account. An equal amount is deposited in the Environmental License Plate Fund (ELPF), which funds environmental programs in other state agencies. As of December 31, 2001, \$2,957,000 has been raised for the CBCEA. A total of 62,627 Whale Tail plates have been sold. The Coastal Commission's FY2001/02 budget includes \$359,000 in funds from the CBCEA for grants to nonprofit organizations and government agencies for coastal and marine education and other related projects.

### Targeted Grants for FY 2001/02

At its September 2001 meeting, the Commission voted to allocate the \$359,000 FY2001/02 grantmaking budget as follows: seven targeted grants totaling \$150,500, and the remaining \$208,500 to continue the competitive grantmaking program. For a listing of those seven targeted grants, and all other grants that have been funded through sales of the Whale Tail License Plate, see Attachment A.

### The Competitive Grants Program for FY 2001/02

The Whale Tail Competitive Grants Program offers the following three funding subcategories:

- a) strengthening and innovating year-'round *Adopt-A-Beach* programs;
- b) coastal and marine outreach and education for *youth*;
- c) coastal and marine outreach and education, as well as beach improvement activities, for adults and the *general public*.

The staff began publicizing the grant program immediately following the September Commission meeting. The deadline for submittal of grant applications was November 15, 2001. Applicants could request any amount up to \$50,000, and between 25 and 50 percent of the grant funds are to be allocated in small grants of up to \$10,000. The staff received 110 grant applications, which requested a combined total of \$2,197,030. Attachment B is a list of the applicants, project titles and amounts requested for all grant proposals submitted for this funding cycle.

### Selection Criteria

The staff evaluated the applications based on the following criteria, approved by the Commission:

1. Educational (or Beach Improvement) Component: Projects funded under this program should have a strong, high-quality educational or beach improvement 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 sound, creative, innovative and cost-effective 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. The organization's track record and the likelihood that a project will be successfully completed are also considered.

Staff also looked for projects that would have a life beyond the term of the grant, and projects that were geographically distributed throughout the state.

### Staff Recommendation:

The staff recommends that the Commission fund the 15 programs listed below (\$208,500 total).

***Staff Recommendations for  
Competitive Whale Tail Grant Awards for FY2001/02***

**1. Boys and Girls Clubs of Garden Grove \$10,000**

***Project Title:*** "Marine Corps"  
***Project Location:*** Orange County  
***Project Timeline:*** April 2002 to October 2002  
***Total Project Budget:*** \$20,000  
***Estimated number of people served by the project:*** 50

The Boys and Girls Clubs of Garden Grove serve disadvantaged children and families from Garden Grove as well as Santa Ana, Anaheim, and other inland Orange County communities. Seventy percent of participating youth have limited English proficiency. Fifty low-income children in grades 4-8 will participate in the "Marine Corps" program to learn to appreciate the ocean and its resources and how to enjoy and conserve them.

A local marine biologist and researcher will be hired to teach at two half-day retreats, providing instruction on topics such as preventing marine pollution and helping save endangered marine species. In addition, the youth will take a trip to the Bolsa Chica Wetlands to learn about that environment and the plants and wildlife that exist there. Twenty-five of the youth will be selected to participate in an outrigger program through the Newport Aquatic Center. They will learn about teamwork and water safety as they train, and the experience will culminate in rowing from Newport Beach to a distant location such as Dana Point.

Funding from the Coastal Commission would help pay for necessary staffing, materials, and buses to transport the youth.

**2. California Department of Fish and Game \$9,000**

***Project Title:*** Project WILD Aquatic Early Childhood Education Activity Guide  
***Project Location:*** Statewide  
***Project Timeline:*** March 2002 to May 2003  
***Total Project Budget:*** \$18,750  
***Estimated number of people served by the project:*** 350 before statewide distribution

Project WILD is a widely used, award-winning conservation and environmental education program for students in grades K-12. In 1986 the Aquatic WILD program was added to provide a component on aquatic wildlife and natural resources. Since then, formal and non-formal educators have been requesting educational materials and activities specifically appropriate for children aged 4-8 who are not yet able to read. Project WILD Aquatic is proposing to create an early childhood education program by adapting existing activities to make them appropriate for non-readers. An early childhood education consultant will be hired to adapt twelve lessons, which will then be distributed to 10-16 diverse types of early childhood educators participating in a pilot program. With feedback received from these teachers, who will receive training and then test the material with their classes, Project WILD will make necessary changes before adding it as a permanent supplement to the Project WILD Aquatic curriculum.

A grant from the Coastal Commission would be awarded to the project's fiscal agent, the California Wildlife Foundation, and would pay for expenses such as a portion of the consultant's fee, all of the printing, and travel costs and stipends for pilot teachers to attend a training workshop. Topics included in the curriculum will cover marine wildlife, marine habitat, and the interconnections between inland and coastal ecosystems. Project WILD trainings and materials reach 3,000 teachers each year.

### **3. Estuary Action Challenge \$20,000**

**Project Title:** *Bay-Coast Action Project*  
**Project Location:** *Oakland, Richmond and San Pablo*  
**Project Timeline:** *May 2002 to May 2003*  
**Total Project Budget:** *\$20,000*

**Estimated number of people served by the project:** *250 students the first year, 8 teachers*

Estuary Action Challenge (EAC) began in 1992, is based in Berkeley, and is a project of the umbrella organization known as Earth Island Institute. EAC collaborates with teachers on environmental education projects by providing intensive, year-long programs in their classrooms, allowing the teachers to get in-depth training alongside their students. The teachers then continue the programs on their own when the year is over.

EAC will work with low-income, urban, multi-cultural schools in the East Bay, in neighborhoods where there are often degraded creeks, pollution from factories and dumping, and people who depend on fish from the San Francisco Bay for their food. Students will adopt a local urban creek and learn how the creek and bay habitats connect with the coast and the marine habitat. They will help organize community creek and beach cleanups; plant trees and wildflowers alongside the creeks; raise tree frogs to release; and write and distribute materials to their communities about lowering the amount of pollution in waterways and the ocean. They will also write letters to politicians and interview them; learn about safe ways to fish and cook to lower the amount of toxins consumed when eating seafood; and pass that information on to their families and people they go out to speak with on fishing piers.

A grant from the Whale Tail Fund would pay for all the staff salaries and operational costs to allow EAC to work with eight teachers and their students in underserved, urban communities for one year.

### **4. George Porter Middle School \$9,950**

**Project Title:** *"The Seasons of the Seashore"*  
**Project Location:** *Los Angeles County*  
**Project Timeline:** *March 2002 to March 2005*  
**Total Project Budget:** *\$23,500*

**Estimated number of people served by the project:** *360*

George Porter Middle School is part of the Los Angeles Unified School District and is located in Granada Hills in the San Fernando Valley. Minority students make up eighty percent of the school's population. This project is a study for sixth-grade students to investigate possible natural and man-made causes of declining environmental conditions at seashore habitats. They will research local coastal pollution issues and the points of view of different groups of constituents; conduct transect surveys at Abalone Cove at different times of the year to discover any changes; study ecology and water chemistry at various types of habitat in San Pedro, San Diego County and Catalina Island; and analyze the information collected to produce graphs, spreadsheets and research reports. This field trip research will be accompanied by related environmental science lessons in the classroom, as well as input from scientists at Cabrillo Marine Aquarium and Scripps Institute of Oceanography. Afterwards, the students will suggest possible actions based on their conclusions on the causes of habitat decline, and they will communicate their ideas to public representatives. Students will also participate in an annual beach cleanup with their families.

Coastal Commission funding would help support the staffing, travel, and equipment costs needed to operate this program for 90 students per school year for 3 ½ school years.

**5. Los Angeles Conservation Corps****\$23,200****Project Title:** *Eels on Wheels – A Mobile Marine Program***Project Location:** *Los Angeles County***Project Timeline:** *March 2002 to February 2004***Total Project Budget:** *\$43,400***Estimated number of people served by the project:** *100,000*

The Los Angeles Conservation Corps operates the Science Education Adventure Laboratory in Redondo Beach. The laboratory was created when a legal settlement with Southern California Edison included money to educate inner-city youth about preserving marine life. During the last school year it served 15,000 students. The Conservation Corps plans to create a permanent, portable classroom to reach people not able to visit the lab in person. The organization is targeting middle school students in the Los Angeles Unified School District, because unlike elementary students, they are unlikely to be able to travel to the lab since they have little access to school buses and less flexible class schedules. In 2000, 71% of LAUSD students were Hispanic and 13% were African-American.

To create the portable classroom, the Conservation Corps is proposing to purchase a van solely dedicated to sea life living inside it, as well as other equipment. Whale Tail Grant funding would support over half of the cost of these purchases. There will be a touch tank, chiller, and water circulation system, a computer, microscopes and a projector. The outside will be decorated with marine art and would feature the Coastal Commission as a sponsor. The program will provide an interactive curriculum and multimedia presentations. Students will learn about the marine organisms living in the van, test water quality, study fish adaptations, and become aware of how their actions in the inner city affect the health of the ocean.

**6. Mattole Restoration Council****\$10,000****Project Title:** *Mattole Ecological Education Program***Project Location:** *Mattole Valley, Humboldt County***Project Timeline:** *June 2002 to May 2003***Total Project Budget:** *\$57,028***Estimated number of people served by the project:** *250*

The Mattole Restoration Council (MRC) is a community organization that works in the watershed of the Mattole River, which borders the "Lost Coast" and runs through northern Mendocino and southern Humboldt counties. Through restoration, education and best land management practices, the MRC hopes to conserve the natural resources of the watershed and save the local native Chinook salmon population. Some students there are in rural one-room classrooms containing multiple grade levels, and many don't receive ecological, experiential education outside of MRC's activities.

MRC's Mattole Ecological Education Program works with the six public schools in the Mattole Valley to educate the students about watersheds, their coastal environment, salmon, restoration and conservation efforts, and sustainable living practices. MRC will train and provide continuing support to all Mattole Valley teachers in the use of "Environment as an Integrating Context" (EIC), a method whereby many subjects are taught through the use of experiential, hands-on environmental education activities. The organization will also compile and distribute lesson plans for different grade levels; take students on field trips, some of whom will conduct restoration projects; supply classrooms and provide instruction for raising salmon in aquaria and then releasing them; present a multi-media show on the salmon life cycle; and host "Watershed Week" in October, when students learn about salmon and the coast and engage in related student projects. Funding from the Coastal Commission would support a portion of all the staffing, equipment, and travel costs needed to operate this program.

## **7. Morro Bay National Estuary Program** **\$4,820**

***Project Title:*** *Estuary Visitor Center Outreach*

***Project Location:*** *Morro Bay*

***Project Timeline:*** *March 2002 to June 2003*

***Total Project Budget:*** *\$4,820*

***Estimated number of people served by the project:*** *500*

Morro Bay and its watershed are designated as part of the National Estuary Program (NEP) in recognition of the importance of their natural resources and need for restoration and protection. One year ago, a comprehensive conservation and management plan was adopted, and a number of its high-priority action plans focused on the need for education and outreach because many of the problems the estuary is facing are repairable. While NEP funds were received from the Environmental Protection Agency for restoration, they do not cover public education.

The MBNEP has a new Estuary Visitor Center to house educational programs and exhibits. MBNEP staff will present different programs at the visitor center to youth groups on the subjects of watersheds, native habitat (followed by a park restoration), plankton and plastics in the ocean (followed by a beach cleanup and debris analysis), and whales. At least five schools in the Central Valley will also receive programs in their classrooms.

Visitors to Morro Bay are most likely to come from the inland communities of Bakersfield and Fresno. Funding from the Coastal Commission would be accepted by the Bay Foundation of Morro Bay and would support staff time, travel to the Central Valley, a watershed model, and materials for the schoolchildren.

## **8. New Perspectives** **\$10,000**

***Project Title:*** *Watershed Project*

***Project Location:*** *East Palo Alto*

***Project Timeline:*** *March 2002 to May 2003*

***Total Project Budget:*** *\$37,018*

***Estimated number of people served by the project:*** *60*

New Perspectives is a summer and after-school recreation and youth services program serving middle and high school students in the relatively high-poverty area of East Palo Alto. The youth exhibit different risk factors associated with growing up in an underserved community, and many have never been outside their home town. New Perspectives has been working to add environmental education activities to its programming. It is part of Bay Area Community Resources, a human services agency that operates various programs throughout the San Francisco Bay Area.

The Watershed Project will take two dozen youth on a series of trips following the different levels of a watershed as they learn about different aquatic ecosystems. They will start their travels by visiting the headwaters of the Sacramento River at Mt. Shasta, then camp by the river and go rafting. They will visit a farm to learn about the effects of farming and pollutants; visit a local lake, creek, and wetland; and finally end up at the ocean. In addition to the travels, all participants will have lessons from the Project Wild Aquatic Curriculum, learn to swim, and complete four watershed-related service projects. Two of those projects will specifically relate to the coast.

A Whale Tail Grant would fund close to one-third of the costs needed to make the Watershed Project possible.

**9. Ocean Song Farm and Wilderness Center** **\$10,000**

**Project Title:** *From Creeks to the Ocean*  
**Project Location:** *Sonoma County*  
**Project Timeline:** *April 2002 to May 2003*  
**Total Project Budget:** *\$10,000*  
**Estimated number of people served by the project:** *300*

Ocean Song Farm and Wilderness Center is a 350-acre property located in the Sonoma County hills. The Center operates the Finley Creek Nature Preserve, which contains the headwaters of Finley Creek. Ocean Song is requesting continued funding to bring low-income students from Sonoma County to visit the preserve and study the watershed there. The students would learn about the water cycle, watersheds, mapping, and restoration, and also participate in drawing and creative writing. On a second day, students would return and visit Shell Beach, where they would go to the tidepools and learn about the animals and plants that live there. If the beach needed cleaning, they would also conduct a cleanup. The final activity would be for each student to write down a personal commitment to help the coastal environment, which agency staff would mail back to them one month later as a reminder.

Ocean Song is proposing to serve ten classes of students in elementary and middle school who attend school in low-income, ethnically diverse areas of Santa Rosa, as well as in the Russian River area and rural Sonoma County. This grant would provide funding for staff salaries and buses to transport the students to the Center.

**10. Peoples' Self-Help Housing Corporation** **\$10,000**

**Project Title:** *Resident Coastal Ecologic Awareness Program*  
**Project Location:** *San Luis Obispo and Santa Barbara Counties*  
**Project Timeline:** *March 2002 to June 2002*  
**Total Project Budget:** *\$16,075*  
**Estimated number of people served by the project:** *250-300*

The Peoples' Self-Help Housing Corporation (PSHHC) is a nonprofit housing development corporation on the Central Coast that has been operating housing programs for low-income residents since 1970. The agency's different programs include the management of affordable, permanent rental housing units. PSHHC has received national recognition for quality low-income housing, and collaborates with other community groups, health, education, and social service agencies. Its clients are primarily recent Latino immigrants who work in the agricultural, service, and tourist industries.

PSHHC is requesting funding to serve youth aged 7-13 from five multi-family, low-income permanent rental sites in Santa Barbara County (in the cities of Isla Vista, Carpinteria and Santa Barbara) and nine such sites in San Luis Obispo County (in Morro Bay, Los Osos, Cambria, Pismo Beach, Arroyo Grande and Oceano). The Santa Barbara County youth will visit the South Coast Watershed Resource Center, where they will learn about watershed flow, pollution, and water quality testing, and visit Arroyo Burro creek and beach. Led by docents, they will also visit tidepools, a wetland, and ocean bluffs. The San Luis Obispo County youth will visit the Morro Bay Estuary Visitor Center where they, too, will learn about habitat, watersheds and pollution, and will make visits to different areas including a heron rookery, sand dunes, and an estuary preserve.

Funding from the Coastal Commission would support a portion of the staffing and transportation costs needed to make these activities possible.

## **11. Solana Recyclers, Inc. \$31,455**

**Project Title:** *SEAL—Student Environmental Action and Leadership Program*  
**Project Location:** *Encinitas and Oceanside*  
**Project Timeline:** *April 2002 to September 2003*  
**Total Project Budget:** *\$37,092*  
**Estimated number of people served by the project:** *500*

Solana Recyclers is a nonprofit organization in Encinitas that operates programs in environmental education, resource conservation, and sustainable agriculture. The agency received a 1999/2000 Whale Tail Grant to support the pilot of the SEAL Program. The pilot program, now completed, went well. The at-risk students at the alternative Sunset High School learned about the marine environment and coastal conservation; developed mentoring relationships with a primarily Spanish-speaking local elementary school; developed skills conducting research, developing bilingual presentations, and teaching their fellow high school students as well as the elementary students; created bilingual brochures, public service announcements, and displays about marine pollution prevention; attended a behind-the-scenes tour of Sea World, including a unit on the effects of pollution on marine animals; organized and conducted beach cleanups and analyzed the trash picked up; and received commendation from the Governor and Mayor.

Solana Recyclers is proposing to continue this program while adding the following elements: adding another continuation high school and one more underserved elementary school; taking additional field trips; bringing in guest speakers; developing relationships with seniors at a local senior center including making presentations to them, learning from them, and involving them in their beach cleanups; and creating a guide to student mentoring programs to share with California teachers. Whale Tail Grant funding would provide all of the equipment and field trip costs, and nearly all of the staffing costs, needed to operate this program.

## **12. Discovery Museum \$9,400**

**Project Title:** *Eureka City Boardwalk*  
**Project Location:** *Eureka*  
**Project Timeline:** *March 2002 to March 2003*  
**Total Project Budget:** *\$9,400*  
**Estimated number of people served by the project:** *45,000*

A newly constructed Eureka City Boardwalk has been built bordering Humboldt Bay as part of the redevelopment of the City of Eureka's Old Town. The Discovery Museum is an interactive, hands-on museum located a few blocks away from the boardwalk. The museum is planning to construct interactive, educational exhibits on the new boardwalk on the subject of Humboldt Bay, the need for a healthy marine environment, the fishing industry, and human impact on the ocean and surrounding tidelands. The exhibits will pose questions encouraging visitors to think about their lives and how they connect to these topics. Children and their families will be able to go on scavenger hunts to find information, answer riddles, or look for facts about specific marine animals. Anyone under twelve who completes the scavenger hunt will receive a "Marine Discovery Badge" from the museum.

The Discovery Museum also plans to tie in educational programs at the museum with the waterside activities. The museum plans programs, classes, guest speakers, and art exhibits about the bay, marine and coastal environments, and the results of human impact. Museum staff also plan to make classroom presentations, some of which will be at schools that are inland or have high percentages of low-income students. Grant funding would support the educators at the museum, instructional materials, and exhibit design and construction.



### **13. Literacy for Environmental Justice \$20,000**

**Project Title:** *Hérons Head Park Educational Programs*

**Project Location:** *San Francisco*

**Project Timeline:** *May 2002 to May 2003*

**Total Project Budget:** *\$103,700*

**Estimated number of people served by the project:** *1,000 students plus adults at 17 work days*

Literacy for Environmental Justice (LEJ) is a community organization based in the low-income, high-minority Bayview Hunters Point District in San Francisco. It promotes youth empowerment and environmental justice and hires young people as peer educators and community organizers around the issues of a healthy environment, open space, toxics, and access to job and educational opportunities. LEJ was a Coastal Cleanup Day coordinator at Herons Head Park in 2001.

Hérons Head Park is one of the few existing salt marshes in San Francisco. LEJ will employ educators to continue its program of teaching youth about wetland loss and leading habitat restoration projects there. The park is primarily maintained by student volunteers, who gain a sense of ownership of this neighborhood resource, and who also receive an initial classroom visit and learn about ecology and possible careers in land restoration and management in the process. Volunteers may remove non-native plants, plant natives, clean up litter, or create signs and outreach materials. Once a month there is a Community Stewardship Day for adult volunteers to come help, and there are a number of corporate work days as well.

This grant would help fund the staff positions and program equipment needed to operate this program.

### **14. University of Southern California Sea Grant Program \$28,155**

**Project Title:** *Parent Child Education Program*

**Project Location:** *Los Angeles and Orange Counties*

**Project Timeline:** *March 2002 to March 2003*

**Total Project Budget:** *\$38,558*

**Estimated number of people served by the project:** *300-350 students and parents*

The Parent Child Education Program (PCEP) engages 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. It aims to develop a sense of stewardship for local beaches and Santa Monica Bay, both for students and their parents, many of whom have not had the opportunity to receive a basic scientific education. The program provides the opportunity for families to learn together and makes the parents better able to help their children with schoolwork. Participants are taught by USC's Occupational Science Therapy students, who also provide education on life skills and learning skills, developing participants' sense of self-esteem and personal empowerment. Scientific career opportunities are also covered. Students and their parents go on field trips to the beach for study and cleanup, and on a research boat. The curriculum is written in Spanish and English and translators are available.

The Sea Grant Program piloted this project, received very strong positive feedback, and through a Whale Tail Grant last year expanded the program so it could serve as a model and be replicated elsewhere. To that end, PCEP staff developed kits to enable five Los Angeles schools to operate the program. Each kit contains a manual, a curriculum, and supplies, and participating teachers reacted very favorably. This year, the PCEP is requesting funding to continue the program while taking the next steps in further developing as a replicable model program. These steps include adding five additional schools, one of which would expand the program further by being for a sixth grade class in Tustin; refining the curriculum and materials kit to better fit teachers' needs; developing a field trip guide; and holding a workshop to train new teachers. This grant would support part of the staffing and all of the supplies and field trip costs for the Parent Child Education Program.

**15. Northcoast Environmental Center** **\$2,520**

**Project Title:** *Marine Debris Education Program*  
**Project Location:** *Humboldt County*  
**Project Timeline:** *March 2002 to June 2003*  
**Total Project Budget:** *\$15,588*  
**Estimated number of people served by the project:** *1,500 minimum*

The Northcoast Environmental Center (NEC) is a non-profit organization founded in 1971 and is one of the most active environmental groups in its region. NEC coordinates Humboldt County's Adopt-A-Beach Program and has served as the countywide coordinator for Coastal Cleanup Day for the past 17 years.

Last year NEC received a Whale Tail Grant to purchase a watershed diorama to improve the organization's marine debris education program. The agency is expanding its program to offer a comprehensive, educational marine and coastal environmental protection program through in-class activities, field trips and beach cleanups. The program will serve forty schools in the Humboldt Bay region, whose students often only learn about the coastal environment and marine debris when exposed to NEC's programs. Presentations will also be made to civic groups about the relationship between clean beaches, tourism and quality of life; and to residents at low-income housing projects, who are already in contact with NEC through a separate program on waste management.

This year NEC is asking for additional funds to pay for the supplies and materials needed to conduct beach cleanups and educational presentations with the new watershed model. The recommended grant would also support travel to rural and inland schools.

## Attachment A:

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

Fiscal Year	Targeted Grants	Competitive Grants: Whale Tail Grants for Coastal Education	Competitive Grants: Adopt-A-Beach Grants
<b>1998/1999</b> <i>\$130,000</i> <b>Total</b>  Funds avail. for targeted grants: \$87,000  Funds avail. for competitive grants: \$43,000  Requests received: 88 totaling \$578,441	California State Parks Foundation for Coastal Cleanup Day mini-grant program <b>\$11,500</b>  Malibu Foundation and I Love a Clean San Diego for Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program in LA, SF and San Diego <b>\$28,000</b>  Foundation of California State Monterey Bay for start up funds for S.E.A.Lab, Monterey Bay <b>\$25,000</b>  Los Angeles County to purchase nine beach wheelchairs <b>\$22,500</b>	Cal. State Parks and Recreation Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp for "At Risk" Youth <b>\$6,238</b>  Slide Ranch for the Kid's Ecology Learning Project (KELP), Muir Beach, Marin County <b>\$10,000</b>  Palisades Charter High School for its Marine Education and Advocacy Program, Los Angeles <b>\$2,417</b>  Surf rider Foundation, Santa Cruz Chapter for its Education Outreach Expansion Program <b>\$4,345</b>	Yosemite National Institute for its Adopt-A -Beach Program in the Marin Headlands <b>\$6,670</b>  Northcoast Environmental Center for its Adopt-A-Beach Outreach and Enrollment in Humboldt County <b>\$6,650</b>  Heal the Bay for its Adopt-A-Beach Program in Los Angeles County <b>\$6,680</b>
<b>1999/2000</b> <i>\$130,000</i> <b>Total</b>  Funds avail. for targeted grants: \$84,500  Funds avail. for competitive grants: \$45,500  Requests received: 55 totaling \$366,304	Foundation of California State Monterey Bay for S.E.A.Lab, Monterey Bay <b>\$45,000</b>  California State Parks Foundation for Coastal Cleanup Day mini-grant program <b>\$11,500</b>  Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program <b>\$28,000</b>	Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp <b>\$9,993</b>  Chaffee Zoological Gardens, Fresno for the Wild Connections Lab, Oceans Component <b>\$7,230</b>  San Mateo Office of Outdoor Education for Ocean Odyssey <b>\$7,842</b>  Solana Recyclers, Encinitas for the Student Environmental Action and Leadership Program <b>\$5,968</b>	Department of Parks and Recreation, San Onofre State Beach <b>\$5,840</b>  Heal the Bay, Los Angeles <b>\$8,627</b>

Fiscal Year	Targeted Grants	Competitive Grants
<b>2000/2001</b> <b>\$359,000</b> <b>Total</b>	Foundation of California State University Monterey Bay for S.E.A. Lab, Monterey Bay <b>\$60,000</b>	Calif. State Parks, Gaviota Sector for the Adopt-A-School Program and Educator's Workshop <b>\$9,890</b> O'Neill Sea Odyssey, Santa Cruz, for Project Discovery <b>\$10,000</b> Orange County CoastKeeper for the Marine Ecosystem Education Program <b>\$7,000</b>
Funds avail. for targeted grants: <b>\$187,000</b>	Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program <b>\$40,000</b>	Farallones Marine Sanctuary Association, San Francisco for the Sanctuary Explorers Camp <b>\$8,495</b> Mayo Elementary School, Compton for community environmental awareness and ocean conservation education <b>\$5,655</b>
Funds avail. for competitive grants: <b>\$172,000</b>	New School Curriculum Project <b>\$50,000</b> Restoration Education Program in Newport Bay <b>\$15,000</b>	Sunnyside High School, Fresno for beach and ocean education <b>\$6,220</b> Calif. State Parks, Doheny State Beach Lifeguards for the Youth Awareness Program <b>\$25,200</b> Glendale Public Library for "A Whale of a Tale" <b>\$9,300</b>
Requests received: 122 totaling <b>\$2,582,569</b>	California Dept. of Forestry and Fire Protection for updating the Environmental Education Compendium for Natural Communities <b>\$10,000</b>	Upper Sacramento River Exchange, Dunsmuir for a "Headwaters to Sea" public exhibit <b>\$9,000</b> Chula Vista Nature Center for interpretive elements at bay/wetland exhibit <b>\$6,000</b>
	Monterey Bay Sanctuary Foundation for Citizen Watershed Monitoring Network <b>\$10,000</b>	University of Southern California Sea Grant Program for the Parent Child Education Program <b>\$21,870</b> Guadalupe-Nipomo Dunes Center for youth and seniors exchanging cultural and natural history <b>\$13,380</b>
	California Environmental Education Interagency Network for the Environmentality Project <b>\$2,000</b>	Creative Environmental Conservation for Return of the Natives at Moss Landing Dunes State Beach <b>\$10,000</b> Heal the Bay for its Adopt-A-Beach Program in Los Angeles County <b>\$15,000</b>
		Northcoast Environmental Center for the Marine Debris Education Project in Humboldt County <b>\$4,990</b>
		Ocean Song Farm and Wilderness Center, Sonoma County for watershed education field trips <b>\$10,000</b>

Fiscal Year	Targeted Grants	Competitive Grants
<p><b>2001/2002</b> <b>\$359,000</b> <b>Total</b></p> <p>Funds avail. for targeted grants: \$150,500</p> <p>Funds avail. for competitive grants: \$208,500</p> <p>Requests received: 122 totaling \$2,347,530</p>	<p>Foundation of California State University Monterey Bay for S.E.A. Lab, Monterey Bay           <b>\$60,000</b></p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program           <b>\$54,000</b></p> <p>Creative Environmental Conservation for Return of the Natives at Moss Landing Dunes State Beach   <b>\$10,000</b></p> <p>California Dept. of Forestry and Fire Protection for updating the Environmental Education Compendium for Natural Communities   <b>\$10,000</b></p> <p>California Environmental Education Interagency Network for the Environmentality Project   <b>\$2,000</b></p> <p>Crystal Cove Interpretive Assn. for tidepooling education video   <b>\$6,500</b></p> <p>Reserve to be used by "Save Our Seas" curriculum update if necessary <b>\$8,000</b></p>	<p>\$208,500 in grants to be approved by Commissioners in February 2002.</p>



## Attachment B: 2001/02 Competitive Whale Tail Grant Proposals

<u>Organization Name</u>	<u>Project Title</u>	<u>Requested Amount</u>
Acterra	Citizen StreamKeeper Project	\$21,146
Algalita Marine Research Foundation	Wetland Citizen Monitoring	\$9,061
American Cetacean Society, Orange County Chapter	Video for School Whalewatchers	\$5,000
Aquatic Adventures	SEA Series	\$15,000
Aquatic Outreach Institute	Kids in Marshes	\$11,921
Bancroft Community School	Oceans for All	\$8,100
Batiquitos Lagoon Foundation	Wildcam Remote Video Viewing	\$32,139
BAY NET/The Ocean Conservancy	BAY NET Program	\$10,000
Birmingham High School Honors Environmental Science Class	Birmingham Educates About Coastal Habitats (BEACH)	\$5,000
Bolsa Chica Land Trust	Teach at the Beach	\$30,495
Boys and Girls Clubs of Garden Grove	"Marine Corps"	\$10,000
California Dept. of Fish and Game	Project WILD Aquatic Early Childhood Education Activity Guide	\$9,000
California Dept. of Parks and Rec - Doheny State Beach Lifeguards	Youth Awareness Program	\$27,121
California Dept. of Parks and Rec - Interpretation and Education	Junior Ranger Program Expansion	\$10,000
California State University Monterey Bay Foundation	Return of the Natives to Moss Landing Dunes	\$29,249
CALPIRG Charitable Trust	San Diego Water Watch	\$15,000
Center for Environmental Education	Peer Partners in Environmental Education	\$15,125
Channel Islands National Marine Sanctuary	Sandy Beach Monitoring	\$48,400
Children's Nature Institute	Outreach Field Trips	\$9,461
City of Huntington Beach	Huntington Beach Adopt-A-Beach	\$4,800
City of Oceanside Water Utilities Dept.	Surfing Sam Goes to School	\$49,700
City of Santa Cruz Parks and Recreation Dept.	Santa Cruz Wharf Saltwater Aquarium Project	\$27,272
Coastal Watershed Council	Certification Training for Citizen Monitoring Groups	\$9,508
Coastal Watershed Council/Monterey Bay Sanctuary Foundation	Citizen Watershed Monitoring Network Snapshot Day Partnership	\$18,629
Coastwalk	Outward Bound Adventure	\$5,090

<u>Organization Name</u>	<u>Project Title</u>	<u>Requested Amount</u>
Community Environmental Council	Watershed Education, Busing and Scholarship Program	\$48,307
Co. of San Diego, Dept. of Environmental Health/Project Clean Water	Water Conservation Garden Stormwater Awareness Program	\$27,784
County of Ventura Solid Waste Management Dept.	Environmental Learning Camp	\$43,725
Coyote Point Museum for Environmental Education	Orca Outreach Project - Whale Tales Program	\$15,000
Discovery Museum	Eureka City Boardwalk	\$9,400
Ducks Unlimited, Inc.	Wetlands Restoration at the North Bay Discovery Center	\$48,860
Dunn School	A Sense of Place: An Interdisciplinary Study	\$21,210
East Bay Regional Park District, Crab Cove Visitor Center	Bay Video Magnifier	\$2,499
East Bay Regional Park District, Crab Cove Visitor Center	San Francisco Bay Monitoring	\$24,309
El Concilio Del Condado De Ventura	Ocean Education Project	\$15,000
Environmental Charter High School	Pier Patrol Program	\$13,000
Estuary Action Challenge	Bay-Coast Action Project	\$20,000
Eureka City Schools	Eureka's Ocean Steward Program	\$11,000
Fairfield-Suisun Unified School District	Geo-Literacy Project of the Suisun Marsh	\$24,580
Fairwind Yacht Club	"Pump It Don't Dump It" Education Campaign	\$7,300
Farallones Marine Sanctuary Association	Sanctuary Explorers Camp	\$8,936
Field Trip Foundation	Marine Program	\$9,025
Friends of Channel Coast State Parks	Gaviota's Adopt-A-School Program Expansion and Educator's Workshop	\$12,324
Friends of the Dunes	Community Supported Coastal Education	\$10,000
Friends of the Elephant Seal	Elephant Seal Census	\$28,525
Friends of the Estuary at Morro Bay	Book on Morro Bay Estuary	\$15,000
George Porter Middle School	The Seasons of the Seashore	\$9,950
Girls Scouts of Tres Condados	Ocean Explorations	\$16,321
Golden Gate Council of American Youth Hostels	Hostel Adventure Program	\$9,480
Greater Los Angeles Zoo Association	Rascal's River Adventure	\$29,248
Guided Discoveries	Marine Science Laboratory aboard the Tole Mour	\$27,000
Hacienda Environmental Science Magnet School	Marine Environmental Education	\$13,000
Heal the Bay	Adopt-A-Beach in Los Angeles County	\$49,962



<u>Organization Name</u>	<u>Project Title</u>	<u>Requested Amount</u>
La Jolla Friends of the Seals	Naturalist-Docent Program	\$22,303
Lawrence Hall of Science, MARE Program	Coastal Studies for MARE Schools	\$31,646
Literacy for Environmental Justice	Herons Head Park Educational Programs	\$44,260
Long Beach Aquarium of the Pacific	Blue Whale Show	\$50,000
Los Angeles Conservation Corps	Eels on Wheels - A Mobile Marine Program	\$43,400
Los Angeles County Office of Education	Roundhouse Marine Studies Curriculum Project	\$9,131
Manila Community Services District	Manila Dunes Restoration and Interpretation	\$7,440
Marine Science Institute	Sailing the Seas of Science	\$50,000
Mattole Restoration Council	Mattole Ecological Education Program	\$10,000
Mendocino Area Parks Association	Marine and Coastal Environmental Education Program	\$23,282
Mendocino Coast Botanical Gardens	Cliff House Interpretive Center	\$14,500
Mendocino Coast Recreation and Park District	"Just for Kids" Summer Day Camp/Jughandle Nature Camp	\$4,455
Monterey Regional Water Pollution Control Agency	"Grease - Put A Lid On It!"	\$27,500
Morro Bay National Estuary Program	Estuary Visitor Center Exhibits and Outreach	\$40,787
Moss Landing Marine Laboratories	Sea Lion Steward Marine Education Program	\$13,188
Mountains Recreation and Conservation Authority	City to the Sea Program	\$44,300
Mt. View Sanitary District	Interpretive Center Program	\$5,000
New Perspectives	Watershed Project	\$20,000
North Coast Interpretive Association	Point Cabrillo Marine Science Education Program	\$9,528
Northcoast Environmental Center	Marine Debris Education Program	\$2,521
O'Neill Sea Odyssey	Operation Ocean Awareness	\$15,000
Ocean Institute	Ocean in Motion	\$20,000
Ocean Song Farm and Wilderness Center	From Creeks to the Ocean	\$10,000
Orange County Dept. of Education	ACCESS to the Sea	\$50,000
Pacific Cetacean Group	Reach Out Marine Mammal Program Expansion	\$36,913
Pacific Wildlife Project	Following the River, San Gabriel	\$21,541
Palos Verdes/South Bay Audubon Society	Audubon YES!	\$2,000
Park Western Place Elementary School	Catalina Island Marine Institute	\$17,976

<b>Organization Name</b>	<b>Project Title</b>	<b>Requested Amount</b>
Partners in Progress for a Beautiful Ventura	Cigarette Litter Reduction	\$11,600
Peoples' Self-Help Housing Corporation	Resident Coastal Ecologic Awareness Program	\$10,000
River of Words	Where the Rivers Meet the Sea	\$21,000
San Diego BayKeeper	South Bay Outreach & Education Program	\$50,000
San Francisco State University	Harmful Algal Blooms along the California Coast	\$17,872
San Francisco Unified School District Environmental Science Center	Conservation Connection	\$18,136
San Francisco Zoological Society	Zoo Crew	\$20,000
San Mateo County Harbor District	Pillar Point Harbor Interpretive Signs	\$40,000
Santa Barbara Maritime Museum	Junior Docent Training Program	\$15,730
Santa Monica Bay Restoration Foundation	Clean Boating for Kids	\$11,293
Save Our Shores	Beach Clean Up Project	\$4,750
Save The Bay	Canoes in Sloughs Watershed Education Program	\$9,875
School Environmental Education Docents	Bilingual and Community Volunteer Watershed Educators	\$10,000
Silicon Valley Toxics Coalition	Clean Streams/Clean Bay Community Monitoring Project	\$50,000
Solana Recyclers, Inc.	SEAL- Student Environmental Action and Leadership Program	\$31,453
SPIRITT Family Services	Family Nature Quest	\$28,385
Student Conservation Association	Sausal Creek Watershed Restoration Project	\$23,701
The Marine Mammal Center	Marine Science Discovery Program	\$25,000
Tomales High School	Intertidal and Mudflat Monitoring	\$5,695
University of California Los Angeles	OceanGLOBE	\$9,952
USC Sea Grant Program	Parent Child Education Program	\$28,153
Ventura County Maritime Museum	Marine Education Program	\$20,000
Wilderness Education Program	Young Adventurous Kids (YAK)	\$11,000
Wilderness Youth Project	Conservation, Education, and Technology Project	\$12,500
Windows-On-Our-Waters	Pilot Program	\$20,179
Wishtoyo Foundation	Environmental Education Calendar Project	\$9,750
YMCA Point Bonita	Diving Into Oceans!	\$8,000
Youth in Science at San Jose State University	Aquatic Ecology for Urban Youth	\$9,993