

CALIFORNIA COASTAL COMMISSION

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

**RECORD PACKET COPY****W8b**

August 22, 2002

TO: Commissioners and Interested Persons

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

SUBJECT: Proposed Targeted Grants for Fiscal Year 2002/2003 Using Funds from Sales of the Whale Tail Coastal Protection License Plate

PROPOSED COMMISSION ACTION:

Approve the following seven targeted grants (total \$229,000):

- (1) S.E.A. Lab Monterey Bay (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$85,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) "Save Our Seas" Curriculum (\$23,500)
- (5) Coastal Art & Poetry Contest (\$17,000)
- (6) California Environmental Education Interagency Network (\$4,000)
- (7) Purchasing Beach Wheelchairs (\$9,000)

(See page 6 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. Additional funds are 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."

Grantmaking Budget

The Governor's proposed FY2002/03 budget includes \$509,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. This amount is \$150,000 greater than the amount available last year. This report describes the staff's recommendations for expenditure of these funds. As of the writing of this report, no final action has been taken on the FY2002/03 budget. The staff will update the Commissioners at their meeting on the latest status of the Governor's proposed budget.

The staff proposes to devote 45 percent of the funding (\$229,000) for grants to targeted projects. These are high priority projects that are an outgrowth of work begun under previous Commission grants or linked to existing Commission programs and to meeting the goals of the Commission's strategic plan.

The staff proposes to allocate the remaining 55 percent (\$280,000) to the competitive grants program for coastal and marine education projects throughout California, including Adopt-A-Beach programs. Commission action on the individual competitive grants will be required at a future meeting, following advertisement of the availability of grant funds.

Approval of Seven Targeted Grants

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.

The staff recommends seven projects for immediate funding. Each project is either an outgrowth of work begun under previous Commission grants or is linked to existing Commission programs. These 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) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$85,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) "Save Our Seas" Curriculum (\$23,500)
- (5) River of Words Coastal Art & Poetry Contest (\$17,000)
- (6) California Environmental Education Interagency Network (\$4,000)
- (7) Purchasing Beach Wheelchairs (\$9,000).

(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 camp provides an intensive and supportive setting where children live and play together as they learn about the ocean, marine science, and environmental stewardship. S.E.A. Lab is also designed to serve as a teaching laboratory for student teachers and experienced educators. The CSU Monterey Bay Foundation receives funding on behalf of this project.

Program History. The Commission has awarded S.E.A. Lab four Whale Tail grants: \$25,000 in FY1998/99, \$45,000 in FY1999/2000, and \$60,000 in both FY2000/01 and FY2001/02. 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. The following year, a consultant was retained to research possible funders. Potential funders recommended creating a business plan rather than holding another camp session in 2001. Instead, the camp was launched for the public in the summer of 2002. Both day and overnight sessions were held over a period of five weeks, serving a total of 110 children in grades 3-10. Fifty percent of the campers received scholarships to attend.

Proposal. The staff proposes to allocate \$60,000 to the S.E.A. Lab project for FY2002/03. The funds would be used to continue the program next year, both during the summer as well as special sessions during winter and spring breaks. Educational presentations at schools are also planned.

(2) \$85,500 for Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup

The Kids' Adopt-A-Beach School Assembly Program and Beach 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 the dangers of debris in the world's oceans, recycling, 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 an ocean conservation message on the sand. The aerial message typically receives wide exposure in the press and makes the event memorable for the children participating. The program targets low-income and inland 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 San Diego in partnership with I Love a Clean San Diego. In FY2000/01 the program expanded inland by funding Chaffee Zoological Gardens for students from Fresno to conduct a beach cleanup and aerial art project on Monterey Bay, and in FY2001/02 it expanded further by adding a program in Humboldt County. The Commission provided the program with \$28,000 in FY1998/99 and FY1999/2000, \$40,000 in FY2000/01, and \$54,000 in FY2001/02, divided each year into grants to partner organizations.

Proposal. For 2003, the staff proposes to allocate \$85,500 to the program, to continue to fund programs in Los Angeles, San Francisco, San Diego, Fresno, and Humboldt, and also to fund one new program in Orange County and another one in Tulare County, where students would travel to a cleanup at Morro Bay. In addition, a partnership with a location in Japan will be explored, to emphasize the fact that the world shares one ocean, and we must work together to protect it.

(3) \$30,000 for Heal the Bay Adopt-A-Beach Program

Heal the Bay is a nonprofit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life. The organization is the coordinator for both the Adopt-A-Beach Program and Coastal Cleanup Day for Los Angeles County. As the coordinator of the Adopt-A-Beach program, the organization arranges cleanups for volunteers and provides them with supplies, and also offers an educational component. This component 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; dissemination of the Coastal Commission "Save Our Seas" curriculum to these classrooms prior to their cleanups; and having the participating schools conduct a data analysis of the trash collected.

Program History. Heal the Bay received three competitive Adopt-A-Beach grants in FY1998/99 through FY2000/01. In early 2002, the staff decided that instead of recommending the use of competitive funds from FY2001/02 to support this program, they would ask the Commission to begin providing targeted grants in early FY2002/03. Since Adopt-A-Beach is a Coastal Commission program and Heal the Bay is in charge of operating it in Los Angeles, the program fits the goal of the targeted grants by carrying out activities associated with Commission programs.

Proposal. Staff proposes providing \$30,000 to Heal the Bay for the Adopt-A-Beach program through the targeted grants program. Staff foresees continuing to provide targeted grants in future years as long as money is available in the grantmaking budget and Heal the Bay continues to successfully meet its program goals. Staff does not expect the dollar amount for Heal the Bay's Adopt-A-Beach grant to increase in the foreseeable future. In the coming year Heal the Bay plans to use the money to continue operating the Adopt-A-Beach Program while including new educational components such as adding cleanups at inland school yards to stress their connection with the coastal environment.

(4) \$23,500 for the Updated "Save Our Seas" Curriculum Printing and Spanish Translation

The Coastal Commission developed the "Save Our Seas" curriculum in 1993 in conjunction with the Center for Marine Conservation. The curriculum teaches students about the marine debris problem. As the Commission's education programs have grown, there has been a need for materials that address a broader range of topics. New curriculum materials will address marine debris, as before, and will now also cover issues such as polluted runoff, wetlands and other sensitive coastal habitat loss, watersheds, 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. The Monterey Bay Sanctuary Foundation is receiving the funding as the fiscal agent for the project.

Program History. In FY2000/01 the Commission approved a grant of \$50,000 to update the curriculum (not including printing). An additional \$8,000 was awarded in FY2001/02 to cover unanticipated costs associated with new illustrations.

Proposal. The staff proposes printing 10,000 copies to distribute over the next several years. The staff also proposes to translate the student handout sections into Spanish to make available to targeted classrooms. \$23,500 would cover both of these costs.

(5) \$17,000 for the River of Words Coastal Art & Poetry Contest

River of Words conducts an annual art and poetry contest as part of its mission to promote environmental awareness, ecoliteracy and the arts. The contest is for children in grades K-12 and is based on a watersheds theme. Artwork entries are accepted, as well as poetry in either English, Spanish, or American Sign Language.

The Coastal Commission began a children's "Save Our Seas" poster art contest in 1998 for students in grades K-6. A grand prize winner and winners for each grade level were selected to decorate the annual poster/brochure for the Coastal Commission's Adopt-A-Beach Program.

The Coastal Commission's poster art contest and River of Words have now joined forces, so that students in grades K-12 may submit art or poetry to River of Words specifically on a coastal theme. River of Words will receive the coastal entries along with all other entries, but they will be judged separately. Coastal entries will still be eligible for consideration for the River of Words grand prize. There will be winners in the coastal category for both art and poetry in four different age groups, who will all receive the Edward "Doc" Ricketts Award, named after the influential marine biologist from Monterey, upon whom John Steinbeck based a character in several of his novels. Working with River of Words will provide the Coastal Commission's program with much greater exposure, an established network of schools and teachers, and the ability to accept entries in Spanish or sign language because of the availability of judges with expertise in those areas.

Program History. River of Words has not previously received grant funds from the Coastal Commission. However, the two organizations worked together in Spring 2002, when two art pieces and one poem submitted to River of Words were selected to receive prizes from the Coastal Commission.

Proposal. The staff is proposing to support River of Words in the amount it will cost the organization to include the coastal component as a part of its larger contest. River of Words has calculated that the Coastal Commission's share comes to \$17,000.

(6) \$4,000 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 jointly work on projects. 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 FY 2000/01 and in FY2001/02. The 2001-2002 challenge awarded prizes to regional winners as well as one grand prize winner. Over 3,000 fifth grade classes participated, representing more than 90,000 students.

Proposal. The members of CEEIN contribute an average of \$2,000 each to the Environmentality Challenge annually. Another Whale Tail grant of \$4,000 will represent the Coastal Commission's support of this project for both 2002-2003 and 2003-2004.

(7) \$9,000 for Purchasing Beach Wheelchairs

One of the goals of both the Commission's education program and access program is to make it possible for *all* citizens of the state to experience the coast firsthand. Beach wheelchairs are an increasingly popular product that expands the opportunities for coastal access for people who have difficulty walking due to permanent disability, injury, or old age. The chairs have large balloon tires that are able to move across soft sand, and stainless steel frames that can withstand outdoor exposure. They are dispensed and monitored by lifeguards and beach concession operators.

Program History. In FY1998/99 the Commission joined with the State Coastal Conservancy and provided a \$22,500 grant to support the purchase of nine wheelchairs and storage lockers in Los Angeles County. In summer 2002 the Commission's Public Education Program provided funding for nine beach wheelchairs and two storage lockers to northern Orange County beaches with \$16,200 received from a lawsuit settlement over the 1990 American Trader oil spill off Huntington Beach.

Proposal. The staff is proposing to continue to support the purchase of beach wheelchairs in regions that do not yet have any to offer the public. The staff is aware that all available beach wheelchairs do not function equally well and has researched and tested different models to find those that operate well on the sand. Only those staff recommends would be supported by grant funding. The beaches receiving chairs would all have lifeguards able to provide chairs to interested people, have wheelchair access, and be well-used by the public. The recipients would be required to conduct outreach and publicity to get the word out about the chairs' availability. Candidates include Stinson Beach in Marin County and beaches in Monterey County and other areas along the Central Coast.

STAFF RECOMMENDATION:

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

- (1) S.E.A. Lab Monterey Bay (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$85,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) "Save Our Seas" Curriculum (\$23,500)
- (5) River of Words Coastal Art & Poetry Contest (\$17,000)
- (6) California Environmental Education Interagency Network (\$4,000)
- (7) Purchasing Beach Wheelchairs (\$9,000)

Motion: *I move that the Commission approve and authorize the Executive Director to enter into the appropriate agreements, contingent upon the Governor's final approval of the State budget, for seven targeted Whale Tail grants as listed in the staff report dated August 22, 2002.*