

CALIFORNIA COASTAL COMMISSION

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August 21, 2003

TO: Commissioners and Interested Persons

FROM: Peter Douglas, Executive Director
Susan Hansch, Chief Deputy Director
Christiane Parry, Public Education Program Manager
Sylvie B. Lee, Grants Program Coordinator

SUBJECT: Proposed Targeted Grants for Fiscal Year 2003/2004 Using Funds from Sales of the Whale Tail Coastal Protection License Plate

PROPOSED COMMISSION ACTION:

A) Approve the following seven targeted grants (total \$339,000):

- (1) Camp SEA Lab (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$93,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Keep California Beautiful (\$48,000)
- (5) Tides Center (\$88,400)
- (6) Purchasing Beach Wheelchairs (\$9,000)
- (7) Snapshot Day 2004 (\$10,100)

B) Approve the following reserve to set aside temporarily (total \$20,000):

- (1) Reserve to remain unallocated at this time and awarded later in the fiscal year (\$20,000)

(See page 7 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 FY2003/04 budget includes \$740,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. This amount is \$231,000 greater than the amount available last year. This report describes the staff's recommendations for expenditure of these funds.

The staff proposes to devote 49 percent of the funding (\$359,000) 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 the goals of the Commission's strategic plan.

The staff proposes to allocate the remaining 51 percent (\$381,000) 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.

A) 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) Camp SEA Lab (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$93,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Keep California Beautiful (\$48,000)
- (5) Tides Center (\$88,400)
- (6) Purchasing Beach Wheelchairs (\$9,000)
- (7) Snapshot Day 2004 (\$10,100).

(1) \$60,000 for Camp SEA Lab

Camp SEA Lab is an ocean science education camp which provides an intensive and supportive setting where children live and play together as they learn about the ocean, marine science, environmental stewardship, and the Monterey Bay National Marine Sanctuary. Camp SEA 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 SEA Lab five Whale Tail grants: \$25,000 in FY1998/99, \$45,000 the following year, and \$60,000 in FY2000/01 through FY2002/03. In July 2000, SEA Lab conducted a one-week pilot program. The camp was launched for the public in the summer of 2002 and continued in the summer of 2003, when 10 weeks of both day and overnight sessions were offered, serving over 200 children in elementary and middle school. Fees are on a sliding scale and a significant percentage of campers receive scholarships to attend.

Proposal. The staff proposes to allocate \$60,000 to Camp SEA Lab for FY2003/04. 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. SEA Lab will also continue to provide teacher training, and will incorporate sections of the Coastal Commission's new "Waves, Wetlands, and Watersheds" science activity guide into the camp curriculum.

(2) \$93,500 for Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup

This program was started in Los Angeles County in 1993 by the Malibu Foundation for Environmental Education with the support of the Coastal Commission. The assembly program involves presenting slides and discussing the dangers of debris in the world's oceans, recycling, litter reduction, and the storm drain system. Children are motivated to care for the marine environment and then given something to do about it by participating in recycling and doing a beach cleanup on "Ocean Day," May 22. The program provides participating schools with bus 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, which typically receives wide exposure in the press and makes the event memorable for the participating children. This program targets low-income and inland communities.

Program History. In FY1997/98, the program came 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 through funding to Chaffee Zoological Gardens for students from Fresno to travel to Monterey Bay, and in FY2001/02 it expanded to Humboldt County, managed by Northcoast Environmental Center. Last year, sites were added in Orange County (led by Earth Resource Foundation) and San Luis Obispo County (involving students from inland Tulare County, led by the Morro Bay National Estuary Program). In addition, students in Vancouver conducted a beach cleanup and aerial art project in partnership with their peers in California. The Commission provided the program with \$28,000 in FY1998/99 and FY1999/2000, \$40,000 in FY2000/01, \$54,000 in FY2001/02, and \$85,500 in FY2002/03, divided each year into grants to partner organizations.

Proposal. For 2004, the staff proposes to allocate \$93,500 to the program, to continue to fund programs all the geographic regions listed above. In addition, partnerships with other Pacific Rim countries will be explored, to emphasize the fact that the world shares one ocean that we must work together to protect.

(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 support Heal the Bay's Adopt-A-Beach Program through the targeted grants program beginning in 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 supporting Heal the Bay with a second \$30,000 grant for the Adopt-A-Beach program. In the coming year Heal the Bay plans to use the money to continue operating the Adopt-A-Beach Program, including special elements such as monthly beach cleanups for one-time volunteers rather than regulars who "adopt" a beach, coordination of a volunteer Beach Emergency Response Team for cleanups immediately following rainstorms, and cleanups at inland schoolyards to stress their connection with the coastal environment.

(4) \$48,000 for the Keep California Beautiful Marine Debris Education Campaign

Keep California Beautiful (KCB) is a nonprofit environmental education organization which works to achieve a litter-free California. KCB is planning an education campaign targeting males between the ages of 12 and 24, the demographic group that creates the most litter. The spokesperson for the campaign will be Sunny Garcia, a champion surfer, and the messages will focus on the harmful effects of pollution on human health and marine life, specific behaviors that contribute to clean beaches and waterways, and how everybody can make a difference when it comes to pollution prevention. The campaign will operate in 11 cities all along the California coast during its first year, from Eureka to San Diego.

Program History. The Coastal Commission has not previously funded Keep California Beautiful. The organization applied for a competitive Whale Tail grant in FY2002/03, but staff felt this project would be a better fit for the targeted grants program since the campaign is so closely related to the regular marine debris education activities of the CCC's Public Education Program, such as Coastal Cleanup Day.

Proposal. The staff proposes supporting Keep California Beautiful in the amount of \$48,000. The education campaign will include advertisements in magazines, radio interviews and announcements, posters featuring Sunny Garcia distributed to teenagers, and public messages displayed on movie theater screens. Results will be evaluated by measuring debris before and after the campaign, using a Litter Index devised by Keep America Beautiful.

(5) \$88,400 for the Tides Center for School-based Marine Education

The Coastal Commission's Public Education Program conducts a wide variety of activities to teach the public to take environmentally responsible actions to protect and restore the coast. These activities include Coastal Cleanup Day, the Adopt-A-Beach program, the Whale Tail Grants program, and a variety of resources and programs for students and educators. Last year, the Public Education Program developed a science activity guide, "Waves, Wetlands, and Watersheds," for grades 3-8, correlated to the state science standards. A grant to the Tides Center would support activities that build on CCC school education resources and programs.

Program History. The CCC Public Education Program already has a standing partnership with the Tides Center, which has served since 2000 as the fiscal agent for outside funding sources supporting coastal wetland restoration and education at Upper Newport Bay.

Proposal. With this grant, the Tides Center would provide marine education to students and conduct teacher training using resources such as "Waves, Wetlands, and Watersheds." The Tides Center would also conduct outreach and develop new educational resources.

(6) \$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. In FY2002/03, \$9,000 in targeted Whale Tail grants funded the purchase of new beach wheelchairs in Marin, Monterey, San Luis Obispo, and Santa Barbara counties.

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 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 or concessionaires able to provide chairs to interested people free of charge, 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.

(7) \$10,100 for Snapshot Day 2004

Snapshot Day is a citizen water quality monitoring event held in the spring, designed to increase public awareness and improve the water quality in different watersheds draining to the coast. On a specifically designated day, volunteers are mobilized and get a "snapshot" of the condition of their watershed through a number of different water quality indicators such as temperature, dissolved oxygen, nitrates, and coliform. Conclusions about the state of the watershed are disseminated to the public as well as to relevant government agencies. Citizen volunteers learn about the sources and effects of nonpoint source pollution through their participation.

Program History. A targeted Whale Tail grant supported Snapshot Day 2001 on the central coast through a \$10,000 grant in FY2000/01. That grant supported the Monterey Bay Sanctuary Citizen Watershed Monitoring Network, which coordinated Snapshot Day in that region. Snapshot Day became a statewide event in 2003 through funding from the State Water Quality Control Board, but that funding was not renewed for 2004.

Proposal. Staff proposes supporting coordination of a statewide Snapshot Day in 2004 in the amount of \$10,100. Funding would be given to the Coastal Watershed Council, which was involved with statewide coordination of Snapshot Day 2003. The grant would support the costs of conducting outreach and publicity and training regional coordinators to carry out the event throughout the state using standardized scientific protocols. The grant would also fund a publication summarizing the water quality results determined during the event.

B) APPROVAL OF RESERVE TO ALLOCATE AT A LATER DATE

(1) \$20,000 to put into temporary reserve

In order to maximize flexibility and keep a small amount of grant funding available for unforeseen opportunities which may arise in the near future, staff would like to maintain a reserve for several months to determine if the funds may be needed for anything besides the seven projects listed in this staff report. Possible projects are listed below, two of which are operated by CCC's Public Education Program and are primarily supported through outside funding sources. They have requests pending from outside funding sources, but the outcome of those requests will not be known for several more months.

Program History. Commissioners previously approved a temporary reserve in FY2001/02 when \$8,000 was set aside in case it was needed for unanticipated expenses associated with completing the "Waves, Wetlands, and Watersheds" curriculum.

Proposal. The staff proposes saving \$20,000 in reserve for the possible options listed below:

1. Producing clean boating kits for the Boating Clean and Green Campaign, which educates boaters about environmentally sound boating practices.
2. Printing a coastal wetland restoration curriculum for high school students participating in the Community-Based Restoration and Education Program in Orange County.
3. Another special opportunity that is unforeseen at this time.

After determining whether these reserve funds are needed for any of the above three options, staff will return to the Commissioners before the end of the fiscal year to request allocating these funds. If not needed by any other project, staff will add the \$20,000 to the budget for the Whale Tail competitive grants program, making the funds available to the public.

STAFF RECOMMENDATION:

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

- (1) Camp SEA Lab (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$93,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Keep California Beautiful (\$48,000)
- (5) Tides Center (\$88,400)
- (6) Purchasing Beach Wheelchairs (\$9,000)
- (7) Snapshot Day 2004 (\$10,100)

B. The staff further recommends that the Commission approve a temporary reserve of \$20,000.

Motion: *I move that the Commission approve and authorize the Executive Director to enter into the appropriate agreements for seven targeted Whale Tail grants, and to set aside \$20,000 in a temporary reserve, as listed in the staff report dated August 21, 2003, Item Th 25a.*

