

CALIFORNIA COASTAL COMMISSION

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July 28, 2004

TO: Commissioners and Interested Persons

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

SUBJECT: Proposed Targeted Grants for Fiscal Year 2004/2005 Using Funds from Sales of the Whale Tail Coastal Protection License Plate

PROPOSED COMMISSION ACTION:

A) Approve the following eight targeted grants (total \$355,500):

- (1) Camp SEA Lab (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$89,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$27,000)
- (5) Tides Center (\$129,700)
- (6) Purchasing Beach Wheelchairs (\$9,300)
- (7) California Environmental Education Interagency Network (\$4,000)
- (8) Watts Garden Club (\$6,000)

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

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

(See page 8 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. As of June 30, 2004, more than \$6 million has been raised for the CBCEA. Over 107,000 license plates have been sold.

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.”

Section 5067 continues to say:

“Any funds remaining in the California Beach and Coastal Enhancement Account at the end of a fiscal year shall be allocated by the Controller, after appropriation to the Legislature, to the State Coastal Conservancy for coastal natural resource restoration and enhancement projects and for other projects consistent with the provisions of Division 21 (commencing with Section 31000) of the Public Resources Code.”

While the method for determining allocations to the State Coastal Conservancy may soon change pending new language contained in a current budget trailer bill, the Coastal Conservancy will continue to receive a portion of the funds in the CBCEA.

Grantmaking Budget

The Governor’s proposed FY2004/05 budget includes \$789,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. This amount is \$49,000 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 FY2004/05 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 48 percent of the funding (\$375,500) 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 52 percent (\$413,500) to the competitive grants program for coastal and marine education projects throughout California. 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 EIGHT 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 eight 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 (\$89,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$27,000)
- (5) Tides Center (\$129,700)
- (6) Purchasing Beach Wheelchairs (\$9,300)
- (7) California Environmental Education Interagency Network (\$4,000)
- (8) Watts Garden Club (\$6,000).

(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 currently serves youth ages 8-14 and offers them hands-on science activities while introducing them to career opportunities in locations including Point Lobos, Elkhorn Slough, Hopkins Marine Station, Moss Landing Marine Laboratories, and Seacliff State Beach in Santa Cruz. Fees are on a sliding scale and a significant percentage of campers receive scholarships to attend. Camp SEA Lab also offers workshops in teacher development. The CSU Monterey Bay Foundation receives funding on behalf of this project.

Program History. The Commission has awarded SEA Lab six Whale Tail grants: \$25,000 in FY1998/99, \$45,000 the following year, and \$60,000 in FY2000/01 through FY2003/04. In July 2000, SEA Lab conducted a pilot program. The camp was launched for the public in the summer of 2002 and continued in the summer of 2003, when 210 summer campers participated in the program, along with an additional 60 youth attending educational workshops. Ten weeks of day camp and residential camp sessions are scheduled for the summer of 2004.

Proposal. The staff proposes to allocate \$60,000 to Camp SEA Lab for FY2004/05. The funds would be used to continue the program next year, when Camp SEA Lab will offer day camp, residential camp, fall and spring workshops for youth, half-day workshops for families, and special camp sessions during spring break.

(2) \$89,500 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. In FY2002/03, 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 and Toronto now conduct beach cleanups, aerial art project, and pen pal exchanges 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, \$85,500 in FY2002/03, and \$84,700 in FY2003/04, divided each year into grants to partner organizations.

Proposal. For 2005, the staff proposes to allocate \$89,500 to the program, to continue to fund programs in all the geographic regions listed above.

(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 new \$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, one-time cleanups for those who cannot commit to an adoption, coordination of a volunteer Beach Emergency Response Team for cleanups immediately following rainstorms, and cleanups at inland schoolyards and creeks to stress their connection with the coastal environment.

(4) \$27,000 for I Love A Clean San Diego Adopt-A-Beach Program

I Love A Clean San Diego (ILACSD) has been conducting community-based environmental education programs since 1968. The organization coordinates San Diego County's Adopt-A-Beach Program as well as the Kids' School Assembly and Beach Cleanup Program, and also serves as a coordinator for Coastal Cleanup Day.

Program History. In FY2002/03, ILACSD received a \$20,000 competitive Whale Tail Grant to enhance its Adopt-A-Beach program and promote greater community participation. Staff gave presentations encouraging new beach cleanup volunteers to sign up and educating them about threats to a healthy coastal and marine environment. They also acknowledged volunteers by placing placards at each adopted beach, in order to recognize the group which adopted it for the year and promised to clean it at least three times. Thirty stretches of coastline at 18 different beaches in San Diego County were adopted by spring 2004.

Proposal. Staff proposes providing I Love A Clean San Diego with a grant of \$27,000 to continue the organization's enhanced Adopt-A-Beach program. During FY2004/05, ILACSD plans to update the current 30 signs at adopted beaches, recruit volunteers to adopt an additional 35 stretches of beach in San Diego County and place new signs at those locations, create an Adopt-A-Beach web page, and deliver interpretive presentations at the beach when volunteers come to conduct their cleanups. As with Heal the Bay's Adopt-A-Beach activities, this program fits the goal of CCC's targeted grants by carrying out activities associated with Commission programs.

(5) \$129,700 for the Tides Center for School-based Marine Education and the Community-Based Restoration and Education Program at Upper Newport Bay

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, including a science activity guide, "Waves, Wetlands, and Watersheds," for grades 3-8.

In addition, the Public Education Program started the Community-Based Restoration and Education Program (CBREP) at Upper Newport Bay (UNB) in Orange County in late 2001 with funds received from the *American Trader* oil spill settlement. CBREP uses the UNB Ecological Reserve as a staging area for teaching school groups and the general public about the importance of wetlands and other coastal habitat. Volunteers are mobilized to eradicate non-native plants and restore, monitor and maintain high marsh, riparian and upland habitat at the coastal wetland.

Program History. The Tides Center has served since 2000 as the fiscal agent for outside funding sources supporting coastal wetland restoration and education at Upper Newport Bay. Coastal Commission funding supported the CBREP with a \$15,000 grant in FY2000/01 and \$20,000 for printing a high school curriculum in FY2003/04. A Whale Tail grant of \$88,400 to the Tides Center also supported school-based marine education in FY2003/04.

Proposal. \$81,700 from this grant would allow the Tides Center to continue to provide statewide marine education to students and to conduct teacher training using resources such as "Waves, Wetlands, and Watersheds." The Tides Center would also conduct outreach and develop new educational resources. \$48,000 would provide partial support to the CBREP at Upper Newport Bay.

(6) \$9,300 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 expand 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.

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 and FY2003/04, a total of \$18,300 in targeted Whale Tail grants funded the purchase of new beach wheelchairs in Marin, Monterey, San Luis Obispo, Santa Barbara, and Santa Cruz 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) \$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 13 different state agencies in CEEIN, including the Coastal Commission. In addition to providing financial report, CEEIN members also select the statewide grand prize winner.

Program History. The Commission has contributed \$2,000 to this project annually since FY 2000/01. During the most recent year, over 100,000 fifth grade students participated in the competition.

Proposal. The members of CEEIN contribute an average of approximately \$2,000 each to the Environmentality Challenge annually. A new Whale Tail grant of \$4,000 would represent the Coastal Commission's support of this project for both 2004-2005 and 2005-2006. One of the CEEIN agencies, the California Department of Food and Agriculture, is serving as the fiscal agent for the project to collect all other member contributions.

(8) \$6,000 for Watts Garden Club

The Watts Garden Club is a community center in South Central Los Angeles located amid the large housing projects of Watts. The club provides space for children from the community to take part in activities such as planting seeds to grow organic vegetables and making and selling their own soaps. There are also activities for adults including healthy cooking classes and community workshops and support groups. The Watts Garden Club is interested in becoming involved in more environmental education activities such as litter prevention and coastal education. Financial donations are received by the organization's fiscal agent, the EarthWays Foundation in Malibu.

Program History. The Coastal Commission has not previously supported this organization.

Proposal. The staff proposes providing a \$6,000 grant to the Watts Garden Club to support two educational coastal road trips in the fall of 2004. Youth would ride in vans from Watts up the Pacific Coast Highway as far as Mendocino. They would stop at beaches and farms along the way including at Half Moon Bay, studying topics such as tides, tidepools, coastal pollution, and marine life. They would also conduct science experiments, visit the Monterey Bay Aquarium, harvest seaweed in Mendocino, and learn how to cook it.

B) APPROVAL OF TEMPORARY RESERVE

(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 eight projects listed in this staff report or to supplement one of the grants currently being recommended.

Program History. A similar \$20,000 reserve was approved by Commissioners last fiscal year in case it was needed for unforeseen circumstances including several projects operated by the Commission's Public Education Program. Commissioners also 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 holding \$20,000 in reserve for a special opportunity that is unforeseen at this time. Such an opportunity could include a new project that arises during the year, or else the reserve could be used to supplement one of the targeted grants listed above. If none of it is needed, the \$20,000 would be added to the competitive grants budget and made available to the public. The staff also proposes that the Commissioners authorize the Executive Director to approve the final use of the \$20,000 and enter into the appropriate agreements.

Furthermore, in the event that one of the above targeted grantees does not need all the funds currently being allocated, Commissioners authorize the Executive Director to reallocate the remaining money to a project staff sees as most in need of funding, or else to the competitive grants budget.

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 (\$89,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$27,000)
- (5) Tides Center (\$129,700)
- (6) Purchasing Beach Wheelchairs (\$9,300)
- (7) California Environmental Education Interagency Network (\$4,000)
- (8) Watts Garden Club (\$6,000)

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: a) enter into the appropriate agreements for eight targeted Whale Tail grants, contingent upon the Governor's final approval of the State budget; b) to set aside \$20,000 in a temporary reserve and award those the funds later this fiscal year; and c) to reallocate any unneeded targeted grant funds currently being approved; as listed in the staff report dated July 28, 2004, Item W18a.*