

**CALIFORNIA COASTAL COMMISSION**

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**W24b**

August 25, 2005

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 2005/2006 Using Funds from Sales of the Whale Tail Coastal Protection License Plate**

**PROPOSED COMMISSION ACTION:**

Approve the following seven targeted grants (total \$393,000):

- (1) Camp SEA Lab/CSU Monterey Bay Foundation (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$88,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$25,000)
- (5) Tides Center (\$159,800)
- (6) Purchasing Beach Wheelchairs (\$9,700)
- (7) Watsonville Wetlands Watch (\$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 \$13.50 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.50 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, 2005, over 125,000 license plates have been sold. Sales and renewal fees (plus miscellaneous other small fees) have contributed \$7,518,787 to the CBCEA, and \$15,943,966 to the ELPF. (The additional fees that are charged for personalized plates go to the ELPF.)

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 as follows: (A) First 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." (B) Second, from funds remaining after the allocation required under subparagraph (A), 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. (As amended in 2004 in Budget Trailer Bill SB 1107.)

### **Grantmaking Budget**

The Governor's FY2005/06 budget includes \$778,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. This amount is \$9,000 less than the amount available last year. This report describes the staff's recommendations for expenditure of these funds.

The staff proposes to devote slightly more than half the funding (\$393,000) 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 funding (\$385,000) 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 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/CSU Monterey Bay Foundation (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$88,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$25,000)
- (5) Tides Center (\$159,800)
- (6) Purchasing Beach Wheelchairs (\$9,700)
- (7) Watsonville Wetlands Watch (\$20,000)

**(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. In 2004 and 2005, Camp SEA Lab launched a new school-based marine science program serving schools throughout California. Camp SEA Lab also offers workshops in teacher development. The California State University Monterey Bay Foundation receives funding on behalf of this project.

**Program History.** The Commission has awarded SEA Lab seven Whale Tail grants: \$25,000 in FY1998/99, \$45,000 the following year, and \$60,000 in FY2000/01 through FY2004/05. In July 2000, SEA Lab conducted a pilot program. The camp was launched for the public starting in the summer of 2002. During the most recent year, 214 summer campers participated in the program. Camp SEALab served 650 students in school-based science camps throughout the year. SEALab trained 37 teachers in training programs and 33 youth and families in weekend workshops. A total of 934 people were served. Twelve weeks of day camp and residential camp sessions, ten weeks of school-based science camp, and four teacher workshops are scheduled for the summer of 2006.

**Proposal.** The staff proposes to allocate \$60,000 to Camp SEA Lab for FY2005/06. 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) \$88,500 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 (now managed by Friends of the Dunes). 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). 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, \$84,700 in FY2003/04, and \$88,500 in FY2004/05, divided each year into grants to partner organizations.

**Proposal.** For 2005, the staff proposes to keep the funding for this program level at \$88,500, 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 an environmental organization serving as 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, provides them with supplies, offers one-time cleanups for those who cannot commit to an adoption, holds monthly "Nothin' But Sand" public cleanup events, coordinates a volunteer Beach Emergency Response Team following rainstorms, and also offers an educational component.

This educational component includes presentations to Adopt-A-Beach volunteers; bus transportation to bring inland, underserved students to the beach for participation in cleanups; dissemination of the Coastal Commission "Waves, Wetlands, and Watersheds" curriculum to these classrooms prior to their cleanups, as well as a supplement specific to southern California; having the participating schools conduct a data analysis of the trash collected; and cleanups at inland schoolyards and creeks to stress their connection with the coastal environment.

**Program History.** Heal the Bay received three competitive Adopt-A-Beach grants in FY1998/99 through FY2000/01. Beginning in FY2002/03, the staff recommended supporting Heal the Bay's Adopt-A-Beach Program through the targeted grants program instead. 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, with all the elements described above.

**(4) \$25,000 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 encouraged new beach cleanup volunteers to sign up and educated them about threats to a healthy coastal and marine environment. They also acknowledged volunteers by placing placards at each adopted beach, recognizing the group which adopted it for the year. Thirty stretches of coastline at 18 different beaches in San Diego County were adopted by spring 2004. In FY2004/05 ILACSD received a \$27,000 targeted grant 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.

**Proposal.** Staff proposes providing I Love A Clean San Diego with a targeted grant of \$25,000 to continue the organization's enhanced Adopt-A-Beach program. During FY2005/06, ILACSD plans to add a component whereby volunteers will be able to adopt an inland waterway that drains

to the San Diego coast. 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) \$159,800 for the Tides Center Marine Education Project, for School-based Marine Education, the Community-Based Restoration and Education Program at Upper Newport Bay, and Statewide Coastal Wetland Restoration Training Workshops**

The mission of the Marine Education Project (MEP) is to preserve and restore the biodiversity and health of California's coastal and marine ecosystems through scientifically-supported community involvement, education, and action. MEP is a project of the nonprofit Tides Center, in cooperation with the Coastal Commission's Public Education Program. 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 became part of the Marine Education Project at the Tides Center, with oversight by the California Coastal Commission. 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. Other Marine Education Project activities include school education programs.

**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 and other marine and coastal education projects. 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. Whale Tail grants were also made to the Tides Center in FY2003/04 for \$88,400 and FY 2004/05 for \$81,700 to support school-based marine education. An additional \$48,000 for CBREP was also approved by Commissioners in FY2004/05, but that amount was later reallocated to Whale Tail competitive grant funds instead because enough money was raised from private sources instead.

**Proposal.** \$80,000 from this grant would allow the Marine Education Project to continue to provide statewide marine education to students and to conduct teacher training using resources such as "Waves, Wetlands, and Watersheds." The Marine Education Project would also conduct outreach and develop new educational resources. \$59,333 would provide partial support to the CBREP at Upper Newport Bay. (The staff would again recommend reallocating these funds if enough money comes in from private sources in the next few months.) Finally, \$20,467 would support an Outreach Specialist who would provide workshops at other coastal wetlands in California, offering technical training, networking opportunities, and "how to" instruction based on lessons learned at Upper Newport Bay.

**(6) \$9,700 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 through FY2004/05, a total of \$27,600 in targeted Whale Tail grants funded the purchase of new beach wheelchairs in Marin, Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura, Humboldt, and Del Norte 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) \$20,000 for Watsonville Wetlands Watch**

Watsonville Wetlands Watch (WWW) is a nonprofit organization helping build a Wetlands Educational Resource Center (WERC) next to the brand new Pajaro Valley High School located on the uplands adjacent to the Watsonville slough system. WWW will oversee the programming at the Center. The Coastal Commission previously approved the construction of the school, and the relevant LCP and permit for the construction refer to the importance of having the high school integrate with the surrounding wetland. The staff is interested in providing a targeted grant for the WERC to help the high school students make that connection with the habitat surrounding them. The Center is scheduled to open in November 2005.

**Program History.** The WERC has not previously received funding from the Coastal Commission. However, Watsonville Wetlands Watch did receive two competitive grants for educational and restoration programs for elementary students: \$12,745 in FY2002/03 and \$9,380 in FY2003/04.

**Proposal.** The staff proposes providing a \$20,000 grant to help supply the laboratory at the Wetlands Educational Resource Center. The high school students will use the laboratory in conjunction with a wetlands education curriculum being developed by a group of teachers at the school. Supplies will include items such as binoculars, microscopes, audio-visual equipment, monitoring equipment, and books. It is estimated that in the first year, at least 400 high school students will use the laboratory. The WERC will also be serving students throughout the school district as well as local community members.

**B) APPROVAL OF ABILITY TO REALLOCATE UNNEEDED FUNDS.**

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/CSU Monterey Bay Foundation (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$88,500)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$25,000)
- (5) Tides Center (\$159,800)
- (6) Purchasing Beach Wheelchairs (\$9,700)
- (7) Watsonville Wetlands Watch (\$20,000)

*B. The staff further recommends that the Commission allow the Executive Director to reallocate any of these funds to a project the staff identifies as most in need of funding, or to the Whale Tail competitive grants budget.*

**Motion:** *I move that the Commission approve and authorize the Executive Director to: a) enter into the appropriate agreements for seven targeted Whale Tail grants; and b) to reallocate any unneeded targeted grant funds currently being approved; as listed in the staff report dated August 25, 2005, Item W24b*