

## CALIFORNIA COASTAL COMMISSION

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# W33a

August 24, 2006

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 2006/2007 Using Funds from Sales of the Whale Tail Coastal Protection License Plate**

## PROPOSED COMMISSION ACTION:

Approve the following six targeted grants (total \$248,500):

- (1) Camp SEA Lab/CSU Monterey Bay Foundation (\$60,000)
- (2) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$109,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Tides Center (\$35,500)
- (5) San Francisco Ocean Film Festival (\$10,000)
- (6) California Environmental Education Interagency Network/CDFA (\$4,000)

**(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 \$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, 2006, close to 143,000 license plates have been sold. Sales and renewal fees (plus miscellaneous other small fees) have contributed \$9,164,622 to the CBCEA, and \$20,961,590 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 FY2006/07 budget includes \$708,000 in funds from the CBCEA for grants that support the purposes of the fund set forth in the legislation. This report describes the staff’s recommendations for expenditure of these funds.

The staff proposes to devote approximately 35 percent of the funding (\$248,500) 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 65 percent of the funding (\$459,500) 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 SIX 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 six projects for immediate funding. 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 (\$109,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Tides Center (\$35,500)
- (5) San Francisco Ocean Film Festival (\$10,000)
- (6) California Environmental Education Interagency Network/CDFA (\$4,000).

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

Camp SEA Lab is an ocean science education camp which provides an intensive 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 serves youth ages 8-18 and offers them hands-on science activities while introducing them to career opportunities in marine science. Fees are on a sliding scale and a significant percentage of campers receive scholarships to attend. Camp SEA Lab also offers school-based marine science programs serving schools throughout California as well as 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 eight Whale Tail grants: \$25,000 in FY1998/99, \$45,000 the following year, and \$60,000 in FY2000/01 through FY2005/06. In July 2000, SEA Lab conducted a pilot program, and the camp was launched for the public starting in the summer of 2002. During the most recent year, 198 children participated in the summer camp, 734 students took part in school-based science camps throughout the year, teachers who were trained previously by SEA Lab taught a special curriculum that reached 162 students, and 33 youth and families were served during weekend workshops.

**Proposal.** The staff proposes to allocate \$60,000 to Camp SEA Lab for FY2006/07. 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, trainings for teachers, and special camp sessions during spring break.

### **(2) \$109,000 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 participants. 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 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 and FY2005/06, divided each year into grants to partner organizations.

**Proposal.** For 2006, the staff proposes to increase the funding for this program level to \$109,000, to continue to fund programs in all the geographic regions listed above while providing each of eight grantees with modest increases to fully cover all program costs.

### **(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) \$35,500 for the Tides Center Marine Education Project for School-Based Marine Education**

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. MEP operates two primary programs: the Community-Based Restoration and Education Program (CBREP), mobilizing volunteers to restore habitat at Upper Newport Bay, and the statewide School-Based Marine Education Program. The Tides Center has served since 2000 as the fiscal agent for the Marine Education Project.

**Program History.** Coastal Commission funding supported CBREP with a \$15,000 grant in FY2000/01, \$20,000 for printing a high school curriculum in FY2003/04, and \$79,800 in FY2005/06. (An additional \$48,000 for CBREP was also approved by Commissioners in FY2004/05, but it was later reallocated to Whale Tail competitive grant funds because enough money was raised from private sources instead.) Whale Tail grants were also made to support school-based marine education in FY2003/04 for \$88,400, FY 2004/05 for \$81,700, and FY 2005/06 for \$80,000.

**Proposal.** \$35,500 from this grant would allow the Marine Education Project to continue to provide statewide school-based marine education to students and to conduct teacher trainings using resources such as “Waves, Wetlands, and Watersheds.” The Marine Education Project would also conduct outreach and develop new educational resources.

**(5) \$10,000 for the San Francisco Ocean Film Festival**

Debuting in 2004, the San Francisco Ocean Film Festival is a three-day event in January featuring documentaries and other independent films about the sea. Film topics cover four different themes: marine sciences (including environmental issues), exploration and voyages, ocean sports, and coastal and island culture and history. Entries come from around the world and foster appreciation and understanding of the ocean and the interconnectedness between the ocean and the world's peoples. The Festival also includes a separate children's program featuring age-appropriate movies and fun and educational activities.

**Program History.** The Coastal Commission has not previously provided any funding to the S.F. Ocean Film Festival. However, several staff members have contributed their time as volunteers to help put on the event.

**Proposal.** The staff is proposing that the Coastal Commission become a "Supporting Sponsor" of the 2007 Festival with a contribution of \$10,000. In addition to helping make the event possible, the benefits of this grant would include the opportunity for filmgoers to learn about the Coastal Commission and the Whale Tail Plate through recognition of the Whale Tail License Plate Fund. Recognition would be given through a full-page advertisement in the Festival program; placement on the Festival's poster, website, and other publicity materials; listing on pre-film slide shows; and distribution of literature from CCC's Public Education Program at the event, including Whale Tail License Plate applications.

**(6) \$4,000 for the CEEIN "Environmentality" Challenge**

The California Environmental Education Interagency Network (CEEIN) is a state government consortium of environmental educators representing 17 departments, boards and commissions of the California Department of Education and the Department of Food and Agriculture, 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 local communities. Largely funded by Disney, the program has also been supported by the different state agencies in CEEIN, including the Coastal Commission. In addition to providing financial support, 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 34,000 California fifth-graders 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 2006-2007 and 2007-2008. 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 members' contributions.

## **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 (\$109,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Tides Center (\$35,500)
- (5) San Francisco Ocean Film Festival (\$10,000)
- (6) California Environmental Education Interagency Network/CDFA (\$4,000).

*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 six targeted Whale Tail grants; and b) to reallocate any unneeded targeted grant funds currently being approved; as listed in the staff report dated August 24, 2006, Item W33a.*