

## CALIFORNIA COASTAL COMMISSION

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## Corrected Report

**W45b**

August 27, 2009

TO: Commissioners and Other Interested Parties

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

SUBJECT: Minor modifications to guidelines for Whale Tail Competitive Grants  
(For the meeting of September 9, 2009 in Eureka)

**Recommendation:** Staff recommends that the Commission add the following language to the criteria used to evaluate proposals to the Whale Tail Competitive Grants Program: "The project's educational content and mode of delivery should be age-appropriate for the target audience."

**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. Proceeds from the sales of the plates benefit the Coastal Commission's Adopt-A-Beach Program, California Coastal Cleanup Day, and a wide variety of coastal and marine education projects throughout the state. Over half the funds received by the Coastal Commission are redistributed through local assistance grants to nonprofit organizations and local governments. A portion of these local assistance funds is awarded as targeted grants through recommendations to Commissioners by the staff, and the rest of the local assistance funds are awarded through a competitive grants process. The Commission approved guidelines for the competitive grants program in 1998.

**Staff Analysis**

One aspect of the guidelines is a description of the criteria used in judging grant proposals. The criteria are currently as follows:

## CRITERIA FOR SELECTING GRANT RECIPIENTS

- 1. Educational Component (25 points):** Projects funded under this program should have a strong, high-quality educational component involving the marine or coastal environment. We encourage experiential, hands-on learning where possible. Projects aiming to improve the quality of beaches or other coastal habitats will be considered as well.
- 2. Need (15 points):** Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.
- 3. Project Concept (30 points):** We seek sound concepts and creative and innovative approaches that are potentially expandable or applicable in other geographic areas. The degree of impact relative to the cost will also be taken into consideration. Up to 5 points of extra credit will be awarded if the project seems likely to continue after the grant has ended.
- 4. Proposal Content (30 points):** The proposal should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, and method of implementation. A method for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered, as well as the strength of the organization's track record.

Staff recommends that the following additional language be added to item #1, the Educational Component: *"The project's educational content and mode of delivery should be age-appropriate for the target audience."*

This additional language reflects the fact that children learn best when the educational content and mode of delivery are in sync with their psychological development. It is therefore important that educational program design consider and reflect the ages of the target audiences.

*Motion: I move that the Commission authorize the minor modifications to the guidelines for the Whale Tail Competitive Grants Program as described in the staff report dated August 27, 2009, Item W45b.*