

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400



W30a

August 23, 2011

TO: Commissioners and Interested Persons
FROM: Charles Lester, Acting 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 2011/2012 Using Funds from Sales of the WHALE TAIL[®] Coastal Protection License Plate

PROPOSED COMMISSION ACTIONS:

- A) Approve the following five targeted grants (totaling \$339,000):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$86,900)
 - (2) Camp SEA Lab/University Corporation at Monterey Bay (\$40,000)
 - (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (4) I Love A Clean San Diego Adopt-A-Beach Program (\$25,600)
 - (5) Tides Center (\$156,500)
- B) Approve the following reserve to set aside temporarily (total \$26,000):
- (1) Reserve to remain unallocated at this time and awarded later in the fiscal year (\$26,000)
- C) Approve the following actions:
- (1) Reallocate any unneeded targeted grant funds to the competitive grants budget or add it to the temporary reserve.
 - (2) Allocate temporary reserve funds to one or more of the above targeted grants if recommended funding levels turn out to be insufficient.
- (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 \$13.75 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, 2011, 198,615 license plates have been sold. Sales and renewal fees (plus miscellaneous other small fees) have contributed \$17.7 million to the CBCEA, and \$42.5

million 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 budget for FY2011/12 includes \$541,000 in funds from the CBCEA for local assistance grants. This report describes the staff’s recommendations for expenditure of these funds. The staff proposes to devote 62 percent of the funding (\$339,000) 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 5 percent (\$26,000) to a temporary reserve and the remaining 33 percent of the funding (\$176,000) 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 FIVE 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 to educate and involve the public in the protection of marine and coastal resources. 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 five 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) Kids’ Adopt-A-Beach School Assembly Program and Beach Cleanup (\$89,900)
 - a. Funds would be awarded to Friends of the Dunes, Richardson Bay Audubon Center, Fresno Chaffee Zoo, Malibu Foundation for Environmental Education, Orange County Coastkeeper, I Love A Clean San Diego, and National Fisheries Conservation Center.
- (2) Camp SEA Lab (\$40,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$25,600)
- (5) Tides Center (\$156,500)

(1) \$86,900 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, and has since then expanded into five additional locations, coordinated by separate partner grantees – San Diego (I Love a Clean San Diego), Orange County (Orange County Coastkeeper), Fresno (Chaffee Zoo), San Francisco (Richardson Bay Audubon Center), and Humboldt Bay (Friends of the Dunes). The assembly involves a PowerPoint presentation and discussion of the dangers of debris in the world's oceans, recycling, litter reduction, and the storm drain system. Once children are motivated to care for the marine environment, they conduct a beach cleanup on “Ocean Day,” coinciding with World Oceans Day on June 8th. The program includes 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 which is photographed from above. (Aerial art coordination is funded through the National Fisheries Conservation Center.) This program targets low-income and inland communities and currently involves over 7,000 children per year.

Program History. In 1998 the program came to the San Francisco Bay Area, where the program is currently coordinated by Richardson Bay Audubon. In 1999 the Commission launched a program in San Diego. In 2001 the program expanded inland for Fresno students to travel to Monterey Bay, and in 2002 it expanded to Humboldt County. In 2003, sites were added in Orange County and San Luis Obispo County (this site held its final program in 2008). 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, \$88,500 in FY2004/05 and FY2005/06, \$107,740 in FY2006/07, \$98,500 in FY2007/08, and \$86,900 in FY2008/09 through FY2010/11, divided each year into grants to partner organizations.

Proposal. For FY2011/12, the staff proposes a total of \$86,900 to continue programs in the geographic regions listed above, which would provide the same level of funding as last year.

(2) \$40,000 for Camp SEA Lab

Camp SEA Lab (“Science, Education, and Adventure”) is an ocean science camp which provides an intensive setting where children live and play together as they learn about the ocean, marine science, environmental stewardship and conservation, and the Monterey Bay National Marine Sanctuary. Camp SEA Lab serves youth ages 8-16 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. Camp SEA Lab reaches approximately 1,000 students a year and offers day and residential summer camps, an outdoor science school, family workshops, and teacher professional development. University Corporation at Monterey Bay (a nonprofit serving CSU Monterey Bay) serves as the fiscal agent for this project.

Program History. The Commission has awarded SEA Lab thirteen WHALE TAIL® grants: \$25,000 in FY1998/99, \$45,000 the following year, \$60,000 in FY2000/01 through FY2009/10, and \$50,000 in FY2010/11. As a requirement of its FY2008/09 Coastal Commission grant, Camp SEA Lab developed a financial plan illustrating how it could become less dependent on WHALE TAIL® grant funds in the future. The financial plan approved by the Commission staff outlined one last \$60,000 grant in FY2009/10, a \$50,000 grant in FY2010/11, and future grants in diminishing amounts ending with \$15,000 from the Commission in FY2013/14 and \$0 in FY2014/15.

Proposal. The staff proposes a \$40,000 grant in order to remain consistent with Camp SEA Lab's approved financial plan, which includes a \$40,000 funding level for FY2011/12.

(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 Adopt-A-Beach volunteers committed to cleaning a beach three times and provides them with supplies. Heal the Bay also arranges one-time cleanups and hosts monthly “Nothin’ But Sand” public cleanup events; maintains an interactive database where cleanup volunteers enter data on their trash collected and the public can run reports and view and graph the data; and also offers an educational component.

This educational component includes presentations to Adopt-A-Beach volunteers about marine debris; bus transportation to bring students from inland, underserved schools to the beach for participation in exploration and cleanups; an educational presentation about ocean pollution and beach safety prior to the student cleanups; having participating schools conduct a data analysis of the trash collected; and downloadable lesson plans for teachers.

Program History. Heal the Bay received three competitive Adopt-A-Beach grants in FY1998/99 through FY2000/01. Beginning in FY2002/03, the Commission has supported Heal the Bay’s Adopt-A-Beach Program through the targeted grants program instead. Since Adopt-A-Beach is a Coastal Commission program, it fits the goal of the targeted grants by carrying out activities associated with Commission programs. Heal the Bay’s Adopt-A-Beach Program is highly innovative and reaches over 25,000 people annually.

Proposal. Staff proposes supporting Heal the Bay with a new \$30,000 grant for the Adopt-A-Beach program. Heal the Bay plans to use the money to continue the Adopt-A-Beach Program.

(4) \$25,600 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. In addition to operating a standard Adopt-A-Beach program in San Diego, ILACSD includes a number of enhanced features such as acknowledging volunteers by placing placards with their group names at 70 different stretches of adopted beach; delivering interpretive presentation to volunteers at their cleanups; coordinating cleanups at inland waterways that drain to the San Diego coast; conducting outreach targeting the Spanish-speaking community; and hosting an interactive Adopt-A-Beach web page

Program History. In FY2002/03, ILACSD received a \$20,000 competitive Whale Tail Grant to enhance its Adopt-A-Beach program. Targeted grants to further enhance the program were provided in FY2004/05 for \$27,000 and FY2005/06 for \$25,000. Other targeted grants were provided in the amounts of \$22,500 in FY2007/08, \$26,100 in FY2008/09, \$26,000 in FY2009/10, and \$21,000 in FY2010/11.

Proposal. Staff proposes providing I Love A Clean San Diego with a targeted grant of \$25,600 to continue the organization’s enhanced Adopt-A-Beach program. The increase over last year’s amount would support a pilot program to test new “do-it-yourself (DIY)” Adopt-A-Beach infrastructure (signage, bags, receptacles) at three popular beaches in San Diego, inviting visitors to conduct cleanups on their own. Coastal Commission staff is interested in this pilot as a way to test establishing “do-it-yourself” beach cleanup infrastructure at many coastal locations in the future.

(5) \$156,500 for the Tides Center/Marine Education Project for School-Based Marine Education and the Community-Based Restoration and Education Program

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. Launched in 2000, MEP is a project of the nonprofit Tides Center, in partnership with the 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 beyond, and the statewide School-Based Marine Education Program.

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, \$79,800 in FY2005/06, \$72,000 in FY2007/08, \$35,000 in FY2008/09, \$48,800 in FY2009/10, and \$68,500 in FY2010/11. (An additional \$48,000 was also approved by Commissioners in FY2004/05, but it was later reallocated because money was raised from private sources instead.)

WHALE TAIL® grants were also made to support school-based marine education in the amounts of: \$88,400 in FY2003/04, \$81,700 in FY2004/05, \$80,000 in FY2005/06, \$35,500 in FY2006/07, \$56,000 in FY2007/08, \$62,000 in FY2008/09, \$70,500 in FY2009/10 and \$70,400 in FY2010/11.

Proposal. \$82,000 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*. MEP would also conduct outreach and develop new educational resources. A separate \$74,500 would support MEP's Community-Based Restoration and Education Program which will continue to recruit, train, and lead volunteers; restore wetland, riparian, and upland habitat and Upper Newport Bay; provide educational resources for students to learn about wetlands and engage in hands-on restoration; and lead training workshops for other volunteer groups conducting coastal wetland restoration in California.

B) APPROVAL OF RESERVE TO ALLOCATE AT A LATER DATE

(1) \$26,000 to put into temporary reserve

In order to keep a modest amount of funding available for unforeseen needs, staff recommends that the Commission set aside a temporary reserve for several months.

Program History. Commissioners approved a temporary reserve in FY2001/02 when \$8,000 was set aside for unanticipated expenses associated with completing the "Waves, Wetlands, and Watersheds" curriculum. Another reserve of \$20,000 was approved in FY2003/04 in case it was needed to produce the "Our Wetlands, Our World" high school curriculum. Commissioners later approved using both reserves for those designated purposes. Other reserves set aside in FY2004/05 and FY2008/09 through FY2010/11 ended up not being needed and were added to the amount available for competitive WHALE TAIL® grants later in the year.

Proposal. Staff recommends maintaining funds in a temporary reserve to keep a small amount of grant funding available for potential opportunities which may arise. After determining whether these reserve funds are needed, 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 extra funds to the budget for the WHALE TAIL® competitive grants program.

C) APPROVAL OF ABILITY TO REALLOCATE UNNEEDED FUNDS

(1) In the event that one of the above targeted grantees **does not need all the funds** currently being allocated, Commissioners direct the staff to reallocate the remaining money to the competitive grants budget or add it to the \$26,000 reserve described in B) above.

(2) In the event that one or more of the above targeted grantees needs **more than the funds** currently being allocated to successfully complete a project, Commissioners direct the Executive Director to increase the targeted grant awards using funds from the \$26,000 reserve.

STAFF RECOMMENDATION:

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

- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$86,900)
- (2) Camp SEA Lab/University Corporation at Monterey Bay (\$40,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$25,600)
- (5) Tides Center (\$156,500)

B. The staff further recommends that the Commission approve a temporary reserve of \$26,000.

C. The staff further recommends that the Commission direct the staff to reallocate any of these funds, if not needed, to the WHALE TAIL® competitive grants budget or the temporary reserve.

Motion: *I move that the Commission approve and authorize the Executive Director to: a) enter into the appropriate agreements for five targeted WHALE TAIL® grants; b) set aside a temporary reserve of \$26,000, c) reallocate any unneeded targeted grant funds currently being approved to the WHALE TAIL® competitive grants budget or to the temporary reserve; and d) increase targeted grant amounts if necessary using temporary reserve funds, as listed in the staff report dated August 23, 2011, Item W30a.*