

**CALIFORNIA COASTAL COMMISSION**

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# W27c

**DATE:** July 25, 2012

**TO:** Commissioners and Interested Parties

**FROM:** Charles Lester, Executive Director  
Susan Hansch, Chief Deputy Director  
Christiane Parry, Public Education Program Manager  
Sylvie Lee, Grants Program Coordinator

**SUBJECT:** **Proposed Targeted Grants for Fiscal Year 2011/2012 Using Funds from Sales of the WHALE TAIL<sup>®</sup> Coastal Protection License Plate.** The Executive Director recommends that that the Commission **approve** the following proposed targeted grants for Fiscal Year 2012/2013.

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## SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve the following six targeted grants (totaling \$364,840):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$90,900)
  - (2) Camp SEA Lab/University Corporation at Monterey Bay (\$30,000)
  - (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
  - (4) I Love A Clean San Diego Adopt-A-Beach Program (\$27,000)
  - (5) Beach Wheelchair Purchases (up to \$18,940)
  - (6) Tides Center (\$168,000)
- B) Approve a reserve to remain unallocated at this time and awarded later in the fiscal year (\$45,000)
- 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 reserve is not otherwise needed and recommended funding levels turn out to be insufficient.

## I. MOTION AND RESOLUTION

### Motion:

*I move that the Commission **approve** the funding allocations set forth in the staff recommendation.*

Staff recommends a **YES** vote on the foregoing motion. Passage of this motion will result in authorization of the Executive Director to enter into the appropriate agreements for disbursing the available funds. The motion passes only by affirmative vote of a majority of the Commissioners present.

### Resolution:

*The Commission hereby approves and authorizes the Executive Director to:*

- a) enter into the appropriate contracts for six targeted projects;*
- b) set aside a temporary reserve of \$45,000,*
- c) reallocate any unneeded targeted grant funds currently being approved to the WHALE TAIL<sup>®</sup> competitive grants budget or to the temporary reserve; and*
- d) increase targeted grant amounts if necessary using temporary reserve funds.*

## II. INTRODUCTION

The California Coastal Commission's WHALE TAIL<sup>®</sup> 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 \$13.85 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.70 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, 2012, 206,845 license plates have been sold. WHALE TAIL<sup>®</sup> License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$19.4 million to the CBCEA, and \$47 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<sup>®</sup> 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 \$798,000 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 approximately 46 percent of the funding (\$364,840) 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 approximately 5.5 percent (\$45,000) to a temporary reserve and the remaining 48.5 percent of the funding (\$388,160) to the competitive grants program for coastal and marine education projects throughout California. Commission action on the competitive grants will be required at a future meeting, following advertisement of the availability of grant funds.

### III. 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 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 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) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$90,900)
  - 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 (\$30,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$27,000)
- (5) Beach Wheelchair Purchases (up to \$18,940 for up to five chairs)
  - a. Funds would be awarded to California State Parks (for two chairs in the Mendocino Sector), Environmental Traveling Companions (for one chair in Sausalito), and Crystal Cove Alliance (for two chairs at Crystal Cove State Park).
- (6) Tides Center (\$168,000)

#### **(1) \$90,900 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. The presentation helps to inspire children to care for the marine environment. Teachers are encouraged to conduct additional related activities with their classes. At the end of the school year, the students are taken on a field trip to conduct a beach cleanup on "Kids' Ocean Day," coinciding with World Oceans Day on June 8th. The program provides bus transportation to the beach. At the conclusion of the cleanup, the students create an aerial art display 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 8,000 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 FY2011/12, divided each year into grants to partner organizations.

**Proposal.** For FY2011/12, the staff proposes a total of \$90,900 to continue programs in the geographic regions listed above. This funding level would provide the same level of support as last year for almost all grantees, with a \$4,000 increase for Orange County Coastkeeper so that program can expand to a full-sized event for 1,000 students.

## **(2) \$30,000 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 fourteen WHALE TAIL<sup>®</sup> grants: \$25,000 in FY1998/99, \$45,000 the following year, \$60,000 in FY2000/01 through FY2009/10, \$50,000 in FY2010/11, and \$40,000 in FY2011/12. 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<sup>®</sup> 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 \$30,000 grant in order to remain consistent with Camp SEA Lab's approved financial plan, which includes a \$30,000 funding level for FY2012/13.

### **(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 the volunteers about marine debris; bus transportation to bring students from inland, underserved schools to the beach to participate; a presentation about ocean pollution and beach safety prior to the student cleanups; having students analyze data about 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 its extensive Adopt-A-Beach Program as described above.

### **(4) \$27,000 FOR I LOVE A CLEAN SAN DIEGO ADOPT-A-BEACH PROGRAM**

I Love A Clean San Diego (ILACSD) 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; hosting an interactive Adopt-A-Beach web page; and beginning last year, piloting “do-it-yourself” beach cleanup stations.

**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, \$21,000 in FY2010/11, and \$25,600 in FY2011/12.

**Proposal.** Staff proposes providing I Love A Clean San Diego with a targeted grant of \$27,000 to continue the Adopt-A-Beach Program as described above. This year’s funding would include support for maintaining and assessing last year’s pilot program to test new “do-it-yourself” Adopt-A-Beach infrastructure (signage, bags, receptacles) at three popular beaches in San Diego, inviting visitors to conduct cleanups on their own. The infrastructure was researched, developed, and approved during last year’s grant period and installed very recently. Coastal Commission staff is interested in determining the success of this pilot as a way to test “do-it-yourself” beach cleanup infrastructure for other coastal locations in the future.

**(5) UP TO \$18,940 FOR UP TO FIVE BEACH WHEELCHAIR PURCHASES**

One of the goals of the Commission's education and access programs is to make it possible for *all* citizens of the state to experience the coast firsthand. With large balloon tires that are able to move across soft sand, beach wheelchairs expand coastal access for people who have difficulty walking due to permanent disability, injury, or old age.

**Program History.** Over the years, the Commission has helped numerous California beaches acquire a total of 44 beach wheelchairs to lend to members of the public. These chairs were purchased with \$63,170 from Whale Tail grants and \$14,175 from funds received from a lawsuit settlement over the 1990 *American Trader* oil spill. Of these 44 chairs, Crystal Cove State Park received one in 2002, two FY2007/08, and one in FY2010/11. Mendocino State Parks and Environmental Traveling Companions have never received CCC support for beach wheelchairs.

**Proposal.** *Two chairs in Mendocino County:* There are currently no working beach wheelchairs at any state park in Mendocino County. California State Parks has requested \$8,560 for two, with a storage locker for each: one at the sandy beach at the mouth of Big River in Mendocino Headlands State Park, which receives 900,000 visitors per year; and another at MacKerricher State Park, which has 3.5 miles of beach and 300,000 visitors per year.

*One chair in Sausalito, Marin County:* A grant of \$3,280 for Environmental Traveling Companions (ETC) would fund one chair at Schoonmaker Beach in Sausalito, Marin County. ETC leads kayaking trips for people with disabilities, and a wheelchair at the beach would allow someone unable to walk on the sand to have mobility on land after kayaking there. When not being used by ETC programs, the chair would be available for the public to borrow.

*Two chairs in Orange County:* Wheelchairs at Crystal Cove State Park are in very high demand due to the park's 1.5 million visitors per year, easily accessible beaches, and ADA-compliant lodging at the beach cottages. Three of the chairs previously funded by the Commission are no longer usable, and the fourth is being used by guests at the ADA-compliant cottage. The Crystal Cove Alliance (CCA) is seeking funding for a total of five new chairs. A grant of \$7,100 to the CCA would fund two chairs (plus some parts for future repairs) to be stationed at the park's historic district (with 800,000 visitors per year) and/or the El Moro campground on the coast. The State Coastal Conservancy is exploring matching this funding with a grant for the remaining three chairs. It is possible the Conservancy may also consider funding one of the other chairs mentioned above, in which case these grantees would not need the full \$18,940 from the Commission.

**(6) \$168,000 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. The MEP programs that would receive WHALE TAIL<sup>®</sup> funding are: the Community-Based Restoration and Education Program (CBREP), mobilizing volunteers to restore habitat at Upper Newport Bay and providing trainings to increase the capacity of volunteer coastal wetland restoration groups throughout California; 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, \$68,500 in FY2010/11, and \$74,500 in FY2011/12. (An additional \$48,000 was approved by Commissioners in FY2004/05 but later reallocated after money was raised from private sources.)

WHALE TAIL<sup>®</sup> 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, \$70,400 in FY2010/11, and \$82,000 in FY2011/12.

**Proposal.** \$80,000 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 \$88,000 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 capacity-building training workshops for other volunteer groups conducting coastal wetland restoration in California.

#### **IV. APPROVAL OF RESERVE TO ALLOCATE AT A LATER DATE**

##### **(1) \$45,000 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. An unallocated reserve of \$26,000 in FY2011/12 ended up being divided into two additional targeted grants totaling \$16,000 and a remainder of \$10,000 that was added to the competitive grants budget. 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<sup>®</sup> 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<sup>®</sup> competitive grants program.

#### **V. 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 \$45,000 reserve described above.

## WHALE TAIL<sup>®</sup> Grants

(2) In the event that one or more of the above targeted grantees needs *more funds* than are currently being allocated to successfully complete a project, and not all of the funds in the temporary reserve are needed for another purpose, Commissioners direct the Executive Director to increase the targeted grant awards using funds from the \$45,000 reserve.