

CALIFORNIA COASTAL COMMISSION

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W44a

DATE: August 30, 2013

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 2013/2014 Using Funds from Sales of the WHALE TAIL[®] Coastal Protection License Plate.** The Executive Director recommends that the Coastal Commission **approve** the following proposed targeted grants for Fiscal Year 2013/2014.

SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve the following seven targeted grants (totaling \$436,060):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$99,000)
 - (2) Camp SEA Lab/University Corporation at Monterey Bay (\$15,000)
 - (3) I Love A Clean San Diego Adopt-A-Beach Program (\$29,550)
 - (4) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (5) Earth Alert (\$9,360)
 - (6) Tides Center (\$205,000)
 - (7) *Waves, Wetlands, and Watersheds* Science Activity Guide Update (\$48,150)
- B) Approve a reserve to remain unallocated at this time and awarded later in the fiscal year (\$38,000)
- 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 seven targeted projects;*
- b) set aside a temporary reserve of \$38,000,*
- 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.*

II. 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 \$13.93 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit approximately \$19.86 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, 2013, 214,956 license plates have been sold. WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$21.3 million to the CBCEA, and \$51.5 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 Final Approved budget for FY2013/14 includes \$816,000 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 53.5 percent of the funding (\$436,060) 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 4.5 percent (\$38,000) to a temporary reserve and the remaining 42 percent of the funding (\$341,940) 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 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 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 seven 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 (\$99,000)
 - 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 (\$15,000)
- (3) I Love A Clean San Diego Adopt-A-Beach Program (\$29,550)
- (4) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (5) Earth Alert (\$9,360)
- (6) Tides Center (\$205,000)
- (7) *Waves, Wetlands, and Watersheds* Science Activity Guide Update (\$48,150)

(1) \$99,000 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, 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 a grant to the National Fisheries Conservation Center.) This program targets low-income and inland communities and currently involves 6,500 children a 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 has provided the program with the following support, divided each year into grants to partner organizations:

Year	Amount		Year	Amount		Year	Amount
FY1998/99	\$28,000		FY2003/04	\$84,700		FY2008/09	\$86,900
FY1999/2000	\$28,000		FY2004/05	\$88,500		FY2009/10	\$86,900
FY2000/01	\$40,000		FY2005/06	\$88,500		FY2010/11	\$86,900
FY2001/02	\$54,000		FY2006/07	\$107,740		FY2011/12	\$86,900
FY2002/03	\$85,500		FY2007/08	\$98,500		FY2012/13	\$95,600

Proposal. For FY2013/14, the staff proposes a total of \$99,000 to continue programs in the geographic regions listed above. This funding level would provide the same level of support as last year for most of the grantees, with a \$3,400 increase for Richardson Bay Audubon Center so that program can expand from a half-sized event for 500 students to an event for 800 students.

(2) \$15,000 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, with the goal of fostering life-long excitement, scientific understanding, and a sense of stewardship for coasts and oceans. Camp SEA Lab works with partner organizations to recruit participants from traditionally underserved populations that are underrepresented in the field of science, and a portion of campers receive scholarships. Camp SEA Lab reaches approximately 1,500 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 provided the following support to Camp SEA Lab: \$25,000 in FY1998/99, \$45,000 the following year, and \$60,000 each year from FY2000/01 through FY2009/10. 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 targeted grant in FY2009/10, a \$50,000 grant in FY2010/11, and future grants in diminishing amounts. The Commission and Camp SEA Lab have adhered to this plan, with \$40,000 contributed in FY2011/12 and \$30,000 in FY2012/13.

Proposal. Camp SEA Lab’s financial plan concludes with \$15,000 from the Commission in FY2013/14 and \$0 in FY2014/15. The staff proposes a \$15,000 grant in order to remain consistent with Camp SEA Lab’s approved financial plan.

(3) \$29,550 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 75 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 installing “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:

Year	Amount	Year	Amount	Year	Amount
FY2004/05	\$27,000	FY2008/09	\$26,100	FY2011/12	\$25,600
FY2005/06	\$25,000	FY2009/10	\$26,000	FY2012/13	\$27,000
FY2007/08	\$22,500	FY2010/11	\$21,000		

Proposal. Staff proposes providing I Love A Clean San Diego with a targeted grant of \$29,550 to continue the Adopt-A-Beach Program as described above. A recent pilot program testing new “do-it-yourself” Adopt-A-Beach infrastructure (signage, bags, receptacles) at three popular beaches at Mission Bay, inviting visitors to conduct cleanups on their own, was successful. This year’s funding would include support for ILACSD to add new stations at 2-3 State Park locations in San Diego. Coastal Commission staff is interested in promoting “do-it-yourself” beach cleanup infrastructure for other coastal locations in the future, for which San Diego can serve as a model.

(4) \$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.

(5) \$9,360 FOR EARTH ALERT’S “HEROES OF THE COAST” PROJECT

Earth Alert, Inc. is a nonprofit organization working in environmental media, including the creation of environmental documentaries. Earth Alert has recently been completing a one-hour documentary about Proposition 20, the initiative that created the Coastal Act. The documentary is the result of an extensive oral history project consisting of several dozen video interviews with key figures involved with Proposition 20, such as Ellen Stern Harris, Dorothy Green, Peter Douglas, Alan Sieroty, and Warner Chabot.

Program History. The Coastal Commission provided Earth Alert with \$8,800 in 2009 to support the “Heroes of the Coast” project. The funding supported completing several interviews, converting the interviews to digital format, duplicating footage onto DVDs, and distributing the DVDs to the library collections of universities located in California’s coastal counties. Some of the interviews were also uploaded to YouTube for free viewing by the public.

Proposal. With all interviews primarily finished upon completion of the previous WHALE TAIL® grant, Earth Alert turned its efforts to compiling excerpts of the different interviews and creating an hour-long narrated documentary called “Heroes of the Coast,” which has already been shown to the public at several locations. The Coastal Commission did not fund the production of the hour-long piece, but Earth Alert is now requesting funding in order to make some improvements to it, including interviewing Governor Jerry Brown about his role in the passage of Proposition 20, incorporating his footage into the documentary, and improving some of the graphic images and editing. In addition, Earth Alert would use a new WHALE TAIL® grant to upload the rest of the interviews in this oral history project to YouTube and transcribe the interviews so the text could be used by future researchers.

(6) \$205,000 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® 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 has supported CBREP in the following amounts:

Year	Amount	Year	Amount	Year	Amount
FY2000/01	\$15,000	FY2007/08	\$72,000	FY2010/11	\$68,500
FY2003/04	\$20,000	FY2008/09	\$35,000	FY2011/12	\$80,500
FY2005/06	\$79,800	FY2009/10	\$48,800	FY2012/13	\$80,000

(An additional \$48,000 was approved by Commissioners in FY2004/05 but later reallocated after money was raised from private sources.)

WHALE TAIL® grants were also made to support school-based marine education as follows:

Year	Amount	Year	Amount	Year	Amount
FY2003/04	\$88,400	FY2007/08	\$56,000	FY2011/12	\$82,000
FY2004/05	\$81,700	FY2008/09	\$62,000	FY2012/13	\$88,000
FY2005/06	\$80,000	FY2009/10	\$70,500		
FY2006/07	\$35,500	FY2010/11	\$70,400		

Proposal. \$99,000 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 staff would also conduct outreach to educators and

develop new educational resources, coordinate a statewide children's art and poetry contest, arrange the lending of the winning artwork for public viewing at various venues around California, and promote coastal stewardship activities statewide.

A separate \$78,000 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.

An additional \$28,000 for the CBREP would support a half-time restoration program assistant for one year to allow the program manager to devote time to fundraising activities from other sources, implementing the program's fundraising plan commissioned in 2012. This new position could continue in the future if outside funds can be raised to sustain it.

(7) \$48,150 FOR THE CALIFORNIA STATE PARKS FOUNDATION TO UPDATE THE WAVES, WETLANDS, AND WATERSHEDS SCIENCE ACTIVITY GUIDE

In 1993, the Coastal Commission developed the *Save Our Seas* curriculum in conjunction with the Center for Marine Conservation to teach students about the problem of marine debris. In 2003, the Commission produced a new classroom and community activity guide, *Waves, Wetlands, and Watersheds*, aligned to the California State Science Content Standards for grades 3 through 8 and addressing a broader range of coastal topics as beach geology, water quality and conservation, endangered species, and wetlands protection. This guide has been very successful in extending the reach of marine education in California: over 11,000 copies have been distributed to date and educators download their own copies from the Commission website on a daily basis. Now that ten years have passed since the original printing, there is a need to update and revise this science activity guide. The staff proposes to provide a grant to incorporate new scientific information, to cover additional current topics, and to aligning it to California's new academic content standards: the Next Generation Science Standards and Common Core Standards.

Program History. Through a grant to the Monterey Bay Sanctuary Foundation, the WHALE TAIL[®] Grants Program provided \$50,000 to produce *Waves, Wetlands, and Watersheds* in FY2000/01, an additional \$8,000 in FY2001/02 to cover unanticipated costs associated with new illustrations, and awarded \$23,500 in FY2002/03 to print the guide and translating the student handout sections into Spanish.

Proposal. The staff proposes a grant to the California State Parks Foundation of \$48,150 to update *Waves, Wetlands, and Watersheds* by aligning the activities to the new Next Generation and Common Core educational standards and incorporating additional timely topics including global climate change, sea level rise, and ocean acidification. The grant would also cover the cost of having the lessons field-tested at schools before being finalized.

IV. APPROVAL OF \$38,000 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. The \$45,000 reserve in FY2012/13 was divided between \$4,700 in supplementary money for several targeted Kid’ Adopt-A-Beach grants and \$40,300 to support one additional competitive grant. 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. 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 allocate the extra funds for the WHALE TAIL® competitive grants.

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 \$38,000 reserve described above.

(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 \$38,000 reserve.