

CALIFORNIA COASTAL COMMISSION

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DATE: August 28, 2014

TO: Commissioners and Interested Parties

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

SUBJECT: **Proposed Targeted Grants for Fiscal Year 2014/2015 Using Funds from Sales of the WHALE TAIL[®] Coastal Protection License Plate.** The Executive Director recommends that the Commission **approve** the following proposed targeted grants for Fiscal Year 2014/2015.

SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve the following seven targeted grants (totaling \$369,900):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$95,000)
 - (2) I Love A Clean San Diego Adopt-A-Beach Program (\$29,550)
 - (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (4) Coastwalk California Adopt-A-Beach Program (\$23,150)
 - (5) San Onofre Parks Foundation beach wheelchair purchase (up to \$4,000)
 - (6) Tides Center (\$148,200)
 - (7) California Exposition & State Fair "Beach Buddy Adventure" (\$40,000)
- B) Approve a reserve to remain unallocated at this time and awarded later in the fiscal year (\$39,000)
- 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 \$39,000,*
- 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. As of June 30, 2014, 223,000 license plates have been sold. After the DMV deducts administrative fees, funds from WHALE TAIL[®] Plate sales and renewals are divided between the California Beach and Coastal Enhancement Account (CBCEA) and the Environmental License Plate Fund (ELPF). An average of \$13.98 is deposited into the CBCEA for each new plate that is sold, and an average of \$19.78 per plate is deposited into the CBCEA from annual renewal fees. An equal amount per plate is deposited into the ELPF for all sequentially numbered WHALE TAIL[®] license plates sold. Additional fees that are charged for personalized plates also go into the ELPF. Altogether, WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$23 million to the CBCEA and \$56 million to the ELPF.

The CBCEA funds the Coastal Commission's Public Education programs and the State Coastal Conservancy. The ELPF funds environmental programs in other state agencies such as the Natural Resources Agency, California Conservation Corps, the Department of Forestry and Fire Protection, the Department of Fish and Wildlife, California State Parks, and many others.

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 FY2014/15 includes \$754,000 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 \$369,900 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 adopted Strategic Plan.

The staff further proposes to allocate approximately \$39,000 to a temporary reserve and the remaining \$345,100 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, expected in February 2015, 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 (\$95,000)
 - a. Funds would be awarded to Friends of the Dunes, Fresno Chaffee Zoo, Malibu Foundation for Environmental Education, Orange County Coastkeeper, I Love A Clean San Diego, National Fisheries Conservation Center, and a nonprofit organization in the San Francisco Bay Area to be selected
- (2) I Love A Clean San Diego Adopt-A-Beach Program (\$29,550)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) Coastwalk California Adopt-A-Beach Program (\$23,150)
- (5) San Onofre Parks Foundation beach wheelchair purchase (up to \$4,000)
- (6) Tides Center (\$148,200)
- (7) California Exposition & State Fair “Beach Buddy Adventure” (\$40,000).

(1) \$95,000 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 (most recently 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 participate in “Kids’ Ocean Day,” at selected beaches. The event coincides with World Oceans Day on June 8th. The program provides bus transportation to the beach. At Kid’s Ocean Day, students participate in a beach cleanup and 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 has in recent years been 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	Year	Amount
FY1998/99	\$28,000	FY2002/03	\$85,500	FY2006/07	\$107,740	FY2010/11	\$86,900
FY1999/2000	\$28,000	FY2003/04	\$84,700	FY2007/08	\$98,500	FY2011/12	\$86,900
FY2000/01	\$40,000	FY2004/05	\$88,500	FY2008/09	\$86,900	FY2012/13	\$95,600
FY2001/02	\$54,000	FY2005/06	\$88,500	FY2009/10	\$86,900	FY2013/14	\$100,314

Proposal. For FY2014/15, the staff proposes a total of \$95,000 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 smaller grant for the San Francisco Bay Area; Richardson Bay Audubon is no longer able to serve as the coordinator and so Commission staff will be finding another nonprofit organization to coordinate the event there and will start off with a smaller grant for a smaller event in 2015.

(2) \$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 presentations to volunteers at their cleanups; coordinating cleanups at inland waterways that drain to the coast; hosting an interactive Adopt-A-Beach web page; and installing and maintaining “do-it-yourself” (DIY) beach cleanup stations at Mission Bay and Carlsbad.

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		FY2013/14	\$29,550

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. This year’s grant would support continuing components previously mentioned, including evaluating the success of the Carlsbad DIY cleanup stations which were recently installed. 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. This year’s grant would also launch a zero waste cleanup program for San Diego’s Adopt-A-Beach activities by stocking supply kits made of reusable cleanup materials for volunteers to borrow, and by actively encouraging volunteers to bring their own reusable supplies to cleanups.

(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 26,000 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) \$23,150 FOR COASTWALK CALIFORNIA ADOPT-A-BEACH PROGRAM

Coastwalk California coordinates the Adopt-A-Beach program in Sonoma County. Coastwalk also partners with the Coastal Commission as the coordinator for Sonoma County's Coastal Cleanup Day, and as the nonprofit organization leading the effort to create the California Coastal Trail.

Program History. Coastwalk received a competitive WHALE TAIL® grant in FY2012/13 to expand the Sonoma County Adopt-A-Beach program to inland waterways, involve more volunteers, and better coordinate beach cleanups among different organizations so volunteers would go to beaches most in need of cleaning, which would better serve the environment and allow volunteers to get more satisfaction from the experience. All components involved collaborating with other Sonoma County organizations also in charge of volunteer cleanups.

Proposal. At the end of that grant period, Coastwalk and its partners concluded that due to limited resources and staffing for all organizations involved, a new system was needed that would reduce staffing needs for individual cleanup events. Coastwalk proposes to build on the collaborations developed in the prior grant and to set up a countywide website as a "one-stop shop" for cleanup volunteers. This centralized Adopt-A-Beach site would map all the sites in Sonoma County available for volunteer waterway cleanups, driving and parking directions, a place for posting data about the litter items removed, and a list of supplies volunteers can pick up from Coastwalk's "Lending Library." In addition to building on the collaborations started under the prior grant, the "one-stop shop" would maintain the expanded corps of volunteers, and retain the new inland waterway sites as adoptable locations. This two-year grant would also enable Coastwalk to promote the new website and the Sonoma Adopt-A-Beach program.

(5) UP TO \$4,000 FOR SAN ONOFRE PARKS FOUNDATION BEACH WHEELCHAIR PURCHASE

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 disability, injury, or old age.

Program History. Over the years, the Commission has helped numerous California beaches acquire a total of 50 beach wheelchairs to lend to members of the public. These chairs were purchased with \$86,366 from Whale Tail grants and \$14,175 from funds received from a lawsuit settlement over the 1990 *American Trader* oil spill. San Onofre Parks Foundation has not previously received beach wheelchair funds from the Commission.

Proposal. The portion of San Onofre State Beach called Dogpatch Beach is regularly used by adaptive surfers—people with physical disabilities who are able to go into the water and sit or lay on surfboards and ride the waves. In order to reach the sand, they either use a beach wheelchair located there which has become extremely dilapidated, or they are carried by friends or other surfers if the chair isn't available. The San Onofre Parks Foundation is requesting funds to purchase a new chair for these adaptive surfers. Because the chair that is currently available is dangerously falling apart, the staff recommends funding for a new chair which will be heavily used at Dogpatch Beach. The exact dollar amount of the grant will be determined when the final cost is known, but is not expected to exceed \$4,000.

(6) \$148,200 FOR THE TIDES CENTER/MARINE EDUCATION PROJECT FOR SCHOOL-BASED MARINE EDUCATION AND THE COMMUNITY-BASED RESTORATION AND EDUCATION PROGRAM

The Marine Education Project (MEP) is a project of the nonprofit Tides Center in partnership with the Commission’s Public Education Program. The mission of 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. The MEP programs that would receive WHALE TAIL® funding are: the Community-Based Restoration and Education Program (CBREP), which mobilizes volunteers to restore habitat at Upper Newport Bay and provides 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	FY2008/09	\$35,000	FY2012/13	\$80,000
FY2003/04	\$20,000	FY2009/10	\$48,800	FY2013/14	\$106,000
FY2005/06	\$79,800	FY2010/11	\$68,500		
FY2007/08	\$72,000	FY2011/12	\$80,500		

(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	FY2013/14	\$99,000
FY2006/07	\$35,500	FY2010/11	\$70,400		

Proposal. \$47,500 from this grant 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. This dollar amount is considerably reduced from amounts in previous years because the California Wildlife Conservation Board is expected to provide the program with a large multi-year grant beginning in 2015.

\$100,700 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*. This coming year there would be an emphasis on working with a consultant to create a new coastal science and civics curriculum for high school students. MEP staff would also 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.

(7) \$40,000 FOR CALIFORNIA EXPOSITION & STATE FAIR “BEACH BUDDY ADVENTURE”

Cal Expo is a state agency that does not receive any government funding. It operates the annual California State Fair, which features a nature exhibit showcasing plants and animals that normally changes its theme each year.

Program History. For the 2014 State Fair, the theme for the nature exhibit was the coast and ocean. It featured a whale’s mouth for the entrance, a sand exhibit, live aquatic animals in tanks, and oversized sea shell and jellyfish artwork. With \$40,000 from the Coastal Commission’s competitive grants program, extra elements were added to make the exhibit more educational. More live animals were brought in, and four stations were set up to teach visitors about marine debris, oil pollution, ocean acidification, and aquatic invasive species. The exhibit was very successful, with 135,000 visitors entering the exhibit and 14,500 of them stopping at all four educational activity stations to earn their “Beach Buddy Badge.” The CCC’s Public Education staff also contributed to the fair by providing “fun facts” about the California coast that were posted throughout the exhibit, providing informational content for the four activity stations, and staffing a table to do outreach to fairgoers. The exhibit recognized the Coastal Commission as the sponsor and also featured a display of Coastal Cleanup Day merchandise and a giant WHALE TAIL® license plate photo op (with a cut-out for people to put their face in).

Proposal. “Beach Buddy Adventure” was such a success that Cal Expo is proposing to repeat it next year instead of changing the exhibit as usual. With another \$40,000 grant, the Coastal Commission would be supporting valuable marine education while receiving an opportunity for tremendous publicity for the Commission and the WHALE TAIL® License Plate. The project is particularly beneficial because it reaches underserved, inland audiences.



IV. APPROVAL OF \$39,000 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, FY2008/09 through FY2010/11, and FY2013/14 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 some 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 \$39,000 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 \$39,000 reserve.