

CALIFORNIA COASTAL COMMISSION

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DATE: July 29, 2016

TO: Coastal Commission and Interested Parties

FROM: John Ainsworth, Acting Executive Director
Susan Hansch, Chief Deputy Director
Christiane Parry, Public Education Program Manager
Sylvie Lee, Public Education Grants Program Coordinator

SUBJECT: **Proposed Targeted WHALE TAIL[®] Grants for Fiscal Year 2016/2017 from the Commission's Public Education Program.** The Acting Executive Director recommends that the Commission **approve** the following proposed targeted grants for Fiscal Year 2016/2017.

SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve targeted grants for the following six projects (totaling \$349,850):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$107,875)
 - (2) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (3) I Love A Clean San Diego Adopt-A-Beach Program (\$28,660)
 - (4) Beach wheelchair purchases (\$17,315)
 - (5) Tides Center (\$126,000)
 - (6) California Exposition & State Fair (\$40,000)
- B) Approve a reserve to remain unallocated at this time and awarded later in the fiscal year (\$30,000)
- 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 Acting Executive Director or his designee 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 Acting Executive Director or his designee to:

- a) enter into the appropriate contracts for six targeted projects;*
- b) set aside a temporary reserve of \$30,000;*
- 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

WHALE TAIL[®] License Plate

The 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, 2016, 237,747 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 \$10.95 is deposited into the CBCEA for each new plate that is sold, and an average of \$19.79 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, from FY1997/98 through FY2015/16, WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$26 million to the CBCEA and \$64 million to the ELPF.**

The CBCEA funds the Coastal Commission's Public Education programs and work at the State Coastal Conservancy. The ELPF funds a variety of environmental programs in 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).

Protect Our Coast and Oceans Fund

The Protect our Coast and Oceans “check box” on the California state tax return form was created pursuant to legislation authored in 2013 by former Assemblymember Al Muratsuchi. Per Article 5.1 (Sections 18745-18748) that was added to Chapter 3 of the Revenue and Taxation Code:

“All money designated under the Protect Our Coast and Oceans Fund space on a tax return ... shall be allocated as follows:

(a) To the Franchise Tax Board and the Controller for reimbursement of all costs incurred by the Franchise Tax Board and the Controller in connection with their duties under this article.

(b) (1) To the California Coastal Commission to support eligible programs awarded grants under the selection criteria established by the California Coastal Commission for the Whale Tail Grants Program, and for direct program-related expenses.”

In January 2014, California taxpayers began making voluntary contributions to the Protect Our Coast and Oceans Fund while completing their state tax returns. As of June 30, 2016, \$790,499 has been donated to this fund.

Grantmaking Budget

The final approved budget for FY2016/17 includes \$868,000 for local assistance grants: \$503,000 from the CBCEA and \$365,000 from the Protect Our Coast and Oceans Fund. This report describes the staff’s recommendations for expenditure of these funds. The staff proposes to devote \$349,850 for grants to targeted projects; these are high priority projects that are linked to existing Commission programs and the goals identified in the Commission’s Strategic Plan.

The staff further proposes to allocate approximately \$30,000 to a temporary reserve and the remaining \$488,150 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 2017, following advertisement of the availability of grant funds and proposal review.

III. APPROVAL OF TARGETED GRANTS FOR SIX PROJECTS

The staff is eager to have the Commission continue supporting coastal and marine education and related projects to educate and involve the public in the protection of marine and coastal resources. These projects provide important public benefits in advancing public understanding and support for the coast and ocean. In addition, the implementation of these programs will make visible to the public the positive impacts of the license plate program and the tax check-off box. In turn, this heightened visibility will help generate additional sales and donations.

WHALE TAIL[®] Grants

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 grants for the following projects:

- (1) Kids’ Adopt-A-Beach School Assembly Program and Beach Cleanup (\$107,875)
 - a. Funds would be awarded to Friends of the Dunes, Marine Science Institute, Fresno Chaffee Zoo, Malibu Foundation for Environmental Education, Orange County Coastkeeper, I Love A Clean San Diego, and National Fisheries Conservation Center.
- (2) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (3) I Love A Clean San Diego Adopt-A-Beach Program (\$28,660)
- (4) Beach Wheelchair Purchases (up to \$17,315 for chairs at up to 4 beaches)
 - a. Funds would be awarded to California State Parks (for a chair and a walker at Asilomar State Beach), City of Arcata (for a chair at the Arcata Marsh Interpretive Center), City of Pacifica (for a chair and storage locker at Pacifica State Beach), and Crystal Cove Alliance (for three chairs at Crystal Cove State Park).
- (5) Tides Center Marine Education Project for K-12 educational resources (\$106,000) and the Community-Based Restoration and Education Program (\$20,000)
- (6) California Exposition & State Fair exhibit (\$40,000).

The staff also recommends that the grants listed above be funded from the following sources:

WHALE TAIL[®] License Plate (CA Beach & Coastal Enhancement Acct.)	Voluntary contributions on state tax return (Protect Our Coast and Oceans Fund)
Malibu Foundation for Environmental Educ.	Friends of the Dunes
Orange County Coastkeeper	National Fisheries Conservation Center
Fresno Chaffee Zoo	Marine Science Institute
I Love A Clean San Diego—Adopt-A-Beach	I Love A Clean San Diego—Kids’ AAB
Tides Center	Heal the Bay
City of Arcata	Crystal Cove Alliance
Asilomar State Beach	City of Pacifica
	California Exposition and State Fair

(1) \$107,875 FOR KIDS’ ADOPT-A-BEACH SCHOOL ASSEMBLY PROGRAM AND BEACH CLEANUP

This program targets low-income schools from coastal and inland communities and currently involves over 6,500 children a year. The 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 (Marine Science Institute), 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 provided with additional related activities to conduct 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.)

Program History. In 1998 the program came to the San Francisco Bay Area, where the program is now being coordinated by Marine Science Institute. 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 multiple partner organizations:

Year	Amount	Year	Amount	Year	Amount	Year	Amount
FY1998/99	\$28,000	FY2003/04	\$84,700	FY2008/09	\$86,900	FY2013/14	\$100,314
FY1999/2000	\$28,000	FY2004/05	\$88,500	FY2009/10	\$86,900	FY2014/15	\$95,000
FY2000/01	\$40,000	FY2005/06	\$88,500	FY2010/11	\$86,900	FY2015/16	\$97,713
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 FY2016/17, the staff proposes a total of \$107,875 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 slightly larger grant in San Francisco to pay for an increase in the number of students served and a public relations consultant to help generate media coverage of the Bay Area event. While it has always been the case that this program serves students from diverse backgrounds from all over the state, this year the staff will require all the grantee organizations to report on the demographic makeup of the student bodies of the participating schools.



(2) \$30,000 FOR HEAL THE BAY ADOPT-A-BEACH PROGRAM

Heal the Bay serves 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 hundreds of groups of Adopt-A-Beach volunteers committed to cleaning a beach three times and provides them with supplies. Heal the Bay also hosts monthly zero-waste “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 all cleanup volunteers about urban runoff, the watershed system, marine debris, and pollution prevention; bus transportation to bring students from underserved schools to the beach (to clean up, enjoy the seashore, and take an educational tour of a nearby sewage treatment plant); 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 extensive Adopt-A-Beach Program with \$30,000 a year 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 30,000 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.

(3) \$28,660 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 77 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; installing and maintaining “do-it-yourself” (DIY) beach cleanup stations at Mission Bay, Encinitas, and Carlsbad; and leading zero-waste beach cleanups by stocking supply kits made of reusable cleanup materials for volunteers to borrow and actively encouraging volunteers to bring their own reusable supplies to cleanups.

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 support the program were:

Year	Amount		Year	Amount		Year	Amount
FY2004/05	\$27,000		FY2009/10	\$26,000		FY2013/14	\$29,550
FY2005/06	\$25,000		FY2010/11	\$21,000		FY2014/15	\$29,550
FY2007/08	\$22,500		FY2011/12	\$25,600		FY2015/16	\$29,640
FY2008/09	\$26,100		FY2012/13	\$27,000			

Proposal. Staff proposes providing I Love A Clean San Diego with a targeted grant of \$28,660 to continue the Adopt-A-Beach Program. ILACSD plans to use the money to continue its extensive Adopt-A-Beach Program as described above.

(4) UP TO \$17,315 FOR BEACH WHEELCHAIR PURCHASES

One of the goals of the Commission’s education and access programs is to help 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 53 beach wheelchairs to lend to members of the public. These chairs were purchased with \$94,763 from WHALE TAIL® grants and \$14,175 from funds received from a lawsuit settlement over the 1990 *American Trader* oil spill.

Proposal. *One chair and one beach walker at Asilomar State Beach:* In 2002, a WHALE TAIL® grant funded the purchase of a beach wheelchair at Asilomar State Beach. It is kept at the conference center at Asilomar and is available to conference center guests as well as other beach visitors. Due to use over the years, the chair now needs to be replaced. In addition, State Parks staff is also interested in a “beach walker,” which has large tires on a walker that can be rolled across the sand as the user pushes it while walking. A beach walker allows better coastal access for people who do not need to sit or don’t have a companion to push them, but could still use assistance for improved mobility. The Coastal Commission has not funded a beach walker before and Asilomar State Beach would provide a pilot site to test its popularity and usefulness.

One chair at the Arcata Marsh Interpretive Center: The Arcata Marsh & Wildlife Sanctuary consists of 307 acres, including freshwater and saltwater marshes, uplands, and five miles of coastal access trails. Tens of thousands of people visit the site every year and Friends of the Arcata Marsh offers tours as well. An all-terrain wheelchair would be purchased by the City of Arcata to be housed at the interpretive center for visitors to access the trails and explore the marsh.

One chair at Linda Mar Beach, Pacifica: As of now there are no beach wheelchairs available to the public in Pacifica, San Mateo County. The City of Pacifica is currently reviewing whether to own a beach wheelchair, and if so, a grant would be provided to purchase a chair for visitors at Linda Mar Beach, also known as Pacifica State Beach but operated by the City. The chair would potentially be housed in the nearby community center, or else in an outdoor locker. (If the City

decides not to own a wheelchair, no grant would be awarded and the funds would be reallocated later in this fiscal year.)

Three chairs at Crystal Cove State Park: Wheelchairs at Crystal Cove State Park are in very high demand due to the park’s more than 2,500 elderly and disabled visitors per year, easily accessible beaches, and ADA-compliant lodging at the beach cottages. The Coastal Commission has provided funding for six chairs from 2002 through 2012. Due to wear and tear from continual use and exposure to the elements, Crystal Cove Alliance (CCA) is in the process of replacing its fleet of six chairs, which normally last two years before becoming unsafe. Three were already replaced with other funding sources, and the organization is requesting funding to replace the other three. They would be stationed in the Historic District where the beach cottages are and at El Moro Canyon. The staff will explore with CCA the possibility of sheltering the chairs to allow them to have a longer lifespan.

(5) \$126,000 FOR THE TIDES CENTER/MARINE EDUCATION PROJECT FOR THE COMMUNITY-BASED RESTORATION AND EDUCATION PROGRAM (\$20,000) AND SCHOOL-BASED MARINE EDUCATION (\$106,000)

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 uses this program as a model for other similar projects statewide; 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	FY2014/15	\$47,500
FY2007/08	\$72,000	FY2011/12	\$80,500		

(An additional \$48,000 in FY2004/05 was reallocated after money was raised from elsewhere.)

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

Year	Amount	Year	Amount	Year	Amount
FY2003/04	\$88,400	FY2008/09	\$62,000	FY2013/14	\$99,000
FY2004/05	\$81,700	FY2009/10	\$70,500	FY2014/15	\$100,700
FY2005/06	\$80,000	FY2010/11	\$70,400	FY2015/16	\$103,000
FY2006/07	\$35,500	FY2011/12	\$82,000		
FY2007/08	\$56,000	FY2012/13	\$88,000		

Proposal. \$106,000 from this grant would allow the Marine Education Project to continue to provide school-based marine education resources for students throughout California and to conduct teacher trainings. This coming year there would be an emphasis on rolling out 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.

A separate \$20,000 would support MEP's Community-Based Restoration and Education Program (CBREP) which will continue to recruit, train, and lead volunteers; restore wetland, riparian, and upland habitat at Upper Newport Bay; provide educational resources for students to learn about wetlands and participate in hands-on restoration; and engage college students in researching and identifying the most effective planting methods for creating native habitat. This dollar amount is considerably reduced from amounts in previous years because the California Wildlife Conservation Board and other funders are providing support for most of the program costs, including the Program Manager position and a portion of a Restoration Coordinator position. The \$20,000 would support the remaining portion of the Restoration Coordinator position for one year.

(6) \$40,000 FOR CALIFORNIA EXPOSITION & STATE FAIR EXHIBIT

Cal Expo, a state agency that does not receive any government funding, operates the annual California State Fair, which includes an outdoor nature exhibit showcasing plants and animals. For the past three years, with support from the WHALE TAIL® Grants Program, the theme for the nature exhibit was the coast and ocean. First named "Beach Buddy Adventure" and later "Whale Tales," it featured live animals on display and oversized sea life artwork, and stations were set up to teach visitors about different threats to ocean health (including marine debris, ocean acidification, aquatic invasive species, oil pollution, and over-fishing). The stations were staffed by members of the Sacramento Regional Conservation Corps (primarily highly at-risk young adults), who received training about the ocean challenges, which they in turn presented to visitors. The Coastal Commission's Public Education staff also contributed to the fair by providing informational content for the exhibit and staffing a table to do outreach to fairgoers. The exhibit recognized the Coastal Commission as the sponsor and also featured a Coastal Cleanup Day display and a giant WHALE TAIL® license plate photo op (with a cut-out for people to put their face in).

Program History. Cal Expo received a competitive WHALE TAIL® grant of \$40,000 for the 2014 Fair and a targeted grant of \$40,000 for the 2015 Fair. The Coastal Commission provided a \$50,000 targeted grant for the 2016 Fair, which included \$40,000 for the "Whale Tales" exhibit featuring coastal issues and a special \$10,000 contribution for the Fair to feature a giant sand sculpture commemorating the 40th anniversary of the Coastal Act. The exhibits were very successful, reaching well over 100,000 visitors each year.

Proposal. Cal Expo is proposing to bring back an exhibit on ocean and coastal health in 2017, but to do so in a new manner to keep the content feeling fresh. For example, the location could be moved to an indoor hall at the Fair, and the component supported by the Coastal Commission may be co-located with exhibits by other public agencies also supporting the coast and ocean. The exhibit would feature interactive activities, messaging about inland behaviors affecting the ocean, and information on how people can take positive steps to improving their impact on the marine environment. 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 inland audiences that are less likely to be served by coastal and marine educational programs.



IV. APPROVAL OF \$30,000 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 using an \$8,000 temporary reserve in FY2001/02 for completing the “Waves, Wetlands, and Watersheds” curriculum. Another reserve of \$20,000 was approved in FY2003/04 to produce the “Our Wetlands, Our World” high school curriculum. 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. Reserves that were set aside in other years 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 and needs 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 \$30,000 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 Acting Executive Director to increase the targeted grant awards using funds from the \$30,000 reserve.