

**CALIFORNIA COASTAL COMMISSION**

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# W6e

**DATE:** August 31, 2017

**TO:** Coastal Commission and Interested Parties

**FROM:** John Ainsworth, 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<sup>®</sup> Grants for Fiscal Year 2017/2018 from the Commission's Public Education Program.** The Executive Director recommends that the Commission **approve** the following proposed targeted grants for Fiscal Year 2017/2018.

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## SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve targeted grants for the following seven projects (totaling \$351,663):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$103,095)
  - (2) Youth Outside Foundation (\$12,750)
  - (3) Golden Gate National Parks Conservancy (\$2,958)
  - (4) Heal the Bay Adopt-A-Beach Program (\$37,200)
  - (5) I Love A Clean San Diego Adopt-A-Beach Program (\$28,660)
  - (6) Tides Center (\$147,000)
  - (7) California Exposition & State Fair (\$20,000)
- 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 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 Executive Director or his designee to:*

- a) enter into the appropriate contracts for seven 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<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 Commission's WHALE TAIL<sup>®</sup> grants offered by the Public Education Program support coastal and marine education projects to educate and involve the public in the protection of marine and coastal resources. These projects provide important benefits in advancing public understanding and support for the coast and ocean. Funding for this program comes from two sources: sales and renewals of the California WHALE TAIL<sup>®</sup> License Plate, and voluntary contributions to the Protect Our Coast and Oceans Fund on the state tax return form.

### **WHALE TAIL<sup>®</sup> License Plate**

The 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. As of June 30, 2017, 243,735 license plates have been sold. After the DMV deducts administrative fees, funds from WHALE TAIL<sup>®</sup> 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 \$11 is deposited into the CBCEA for each new plate that is sold, and an average of \$19.85 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<sup>®</sup> license plates sold. Additional fees that are charged for personalized plates also go into the ELPF. Altogether, from FY1997/98 through FY2016/17, WHALE TAIL<sup>®</sup> License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$27.4 million to the CBCEA and \$68.1 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 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, 2017, \$995,810 has been donated to this fund.

### **Public Education Grantmaking Budget and Timetable**

The enacted budget for FY2017/18 includes \$709,000 for Public Education local assistance grants: \$503,000 from the CBCEA and \$206,000 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 \$351,663 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 \$327,337 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 2018, following advertisement of the availability of grant funds and review of all submitted proposals.

### III. APPROVAL OF TARGETED GRANTS FOR SEVEN PROJECTS

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 same reporting requirements and rules as set forth for the WHALE TAIL<sup>®</sup> competitive grants. The staff is requesting approval of grants for the following projects:

- (1) Kids’ Adopt-A-Beach School Assembly Program and Beach Cleanup (\$103,095)
  - 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) Youth Outside Foundation (\$12,750)
- (3) Beach Wheelchair Purchase (\$2,958)
  - a. Funds would be awarded to the Golden Gate National Parks Conservancy for a chair at San Francisco’s Ocean Beach.
- (4) Heal the Bay Adopt-A-Beach Program (\$37,200)
- (5) I Love A Clean San Diego Adopt-A-Beach Program (\$28,660)
- (6) California Exposition & State Fair exhibit (\$20,000).
- (7) Tides Center Marine Education Project for K-12 educational resources (\$115,400) and the Community-Based Restoration and Education Program (\$31,600)

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

<b>WHALE TAIL<sup>®</sup> License Plate (CA Beach &amp; Coastal Enhancement Account)</b>	<b>Voluntary contributions on state tax return (Protect Our Coast and Oceans Fund)</b>
Friends of the Dunes—\$15,000	Fresno Chaffee Zoo —\$7,500
I Love A Clean San Diego (Kids’ AAB) —\$18,000	Orange County Coastkeeper—\$18,000
Malibu Foundation—\$21,000	Youth Outside—\$12,750
Marine Science Institute —\$14,500	I Love A Clean San Diego (AAB) —\$28,660
National Fisheries Conservation Center —\$9,095	Tides Center (community restoration)—\$31,600
Heal the Bay —\$37,200	
Golden Gate Nat’l Parks (wheelchair)—\$2,958	
Cal Expo & State Fair—\$20,000	
Tides Center (statewide education)—\$115,400	
<b>Total Targeted Grants—\$253,153</b>	<b>Total Targeted Grants—\$98,510</b>

**(1) \$103,095 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 approximately upwards of 8,000 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 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	FY2016/17	\$109,470
FY2002/03	\$85,500	FY2007/08	\$98,500	FY2012/13	\$95,600		

**Proposal.** For FY2017/18, the staff proposes a total of \$103,095 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 smaller grant in San Francisco due to not renewing a one-time increase in funding for a public relations consultant to help generate media coverage of the Bay Area event.



## **(2) \$12,750 FOR YOUTH OUTSIDE FOR CULTURAL RELEVANCY TRAININGS**

Youth Outside is a nonprofit organization that funds outdoor trips for Bay Area youth but also leads training programs that foster culturally relevant outdoor education programs. The trainings focus on social and environmental justice and are aimed at helping leaders of outdoor youth programs—and their broader organizations—become more culturally competent.

**Program History.** The Coastal Commission has not previously funded Youth Outside.

**Proposal.** Youth Outside would provide two 1-day regional trainings for our WHALE TAIL<sup>®</sup> grantees on the topic of pursuing equity and inclusion in environmental education. One would be held in northern California and one in southern California. The training is aimed at providing participants with a greater understanding of the intersection between cultural relevancy, equity and inclusion as they relate to environmental education and to their work specifically. Participants will explore how to make their WHALE TAIL<sup>®</sup> grant-funded programs more culturally relevant, including examining current programming for implicit biases. This grant would provide funding for the trainings and related costs, and would also help cover participant expenses.

## **(3) \$2,958 FOR GOLDEN GATE NATIONAL PARKS CONSERVANCY FOR BEACH WHEELCHAIR**

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 62 beach wheelchairs to lend to members of the public. These chairs were purchased with \$118,413 from WHALE TAIL<sup>®</sup> grants and \$14,175 from funds received from a lawsuit settlement over the 1990 *American Trader* oil spill.

**Proposal.** *One chair at Ocean Beach in San Francisco:* San Francisco's Ocean Beach is a long, flat, popular beach with convenient access including a ramp down to the sand. There is currently no wheelchair at this beach. A wheelchair would be purchased by the Golden Gate National Parks Conservancy to be housed in a storage locker for visitors to use to access the sand.

**(4) \$37,200 FOR HEAL THE BAY’S 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 providing a \$30,000 grant for Heal the Bay to continue its extensive Adopt-A-Beach Program as described above. Staff proposes to add an additional \$7,200 this year for Heal the Bay to hire a public relations consultant to help generate media coverage of one of the Adopt-A-Beach cleanup events, in order to promote the Adopt-A-Beach program and the support it receives from the WHALE TAIL® license plate.

**(5) \$28,660 FOR I LOVE A CLEAN SAN DIEGO’S 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	FY2016/17	\$28,660

**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.

**(6) \$20,000 FOR CALIFORNIA EXPOSITION & STATE FAIR EXHIBIT**

Cal Expo, a state agency that does not receive any government funding, operates the annual California State Fair. For the past four years, with support from the WHALE TAIL<sup>®</sup> Grants Program, the Fair featured an exhibit about 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, urban runoff, 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<sup>®</sup> license plate photo op (with a cut-out for people to put their face in).

**Program History.** Cal Expo received a competitive WHALE TAIL<sup>®</sup> grant of \$40,000 for the 2014 fair and targeted grants of \$40,000 for the 2015 and 2017 fairs. 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 40<sup>th</sup> anniversary of the Coastal Act. The exhibits were very successful, reaching over 100,000 visitors each year.

**Proposal.** For the 2018 fair, the staff is proposing to partner with California State Parks and share the cost by jointly sponsoring an exhibit. The exhibit would retain an ocean and coastal theme and continue to showcase live animals and information on how people can take positive steps to improving their impact on the marine environment. With this new grant, the Coastal Commission would be supporting valuable marine education while receiving an opportunity for tremendous publicity for the Commission and the WHALE TAIL<sup>®</sup> 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 and be as knowledgeable about coastal access opportunities.





**(7) \$147,000 FOR THE TIDES CENTER/MARINE EDUCATION PROJECT FOR THE COMMUNITY-BASED RESTORATION AND EDUCATION PROGRAM (\$31,600) AND SCHOOL-BASED MARINE EDUCATION (\$115,400)**

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		

(Additional funding in FY2004/05 and FY2016/17 was approved but never awarded and later reallocated after it ended up not being needed.)

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	FY2016/17	\$114,000
FY2007/08	\$56,000	FY2012/13	\$88,000		

**Proposal.** \$115,400 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. Activities this coming year would include promoting “Coastal Voices,” a new coastal science and civics curriculum for high school students; and holding teacher workshops around the state to train formal and informal educators in how to use this curriculum in classrooms. 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 \$31,600 would support MEP’s Community-Based Restoration and Education Program (CBREP) which promotes coastal stewardship by mobilizing community volunteers to restore

habitat at Upper Newport Bay. Program volunteers remove non-native plants, collect seeds and propagate seedlings in an onsite native plant nursery, plant native plants, and monitor and maintain restored areas. Approximately 1,200 volunteers participate in the program per year, including college student interns who are trained in ecological restoration, environmental education, and event management. The CBREP uses the Upper Newport Bay program as a model for other similar projects statewide. The funds would support a portion of the Program Manager's position, the majority of which is currently funded by a grant from the California Wildlife Conservation Board.

#### **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 have approved setting aside temporary reserves since FY2001/02. During some years reserve funds have been used for a targeted grant project, during other years they have been divided between funding a targeted grant and adding the balance to the competitive WHALE TAIL<sup>®</sup> grants budget, and during the remaining years the entire balance ended up not being needed for anything specific and was added to the amount available for competitive grants later in the fiscal year.

**Proposal.** Staff recommends maintaining funds in a temporary reserve to keep some grant funding available for potential opportunities and needs that 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 all the extra funds for the WHALE TAIL<sup>®</sup> 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 Executive Director to increase the targeted grant awards using funds from the \$30,000 reserve.