

CALIFORNIA COASTAL COMMISSION

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DATE: January 26, 2018

TO: Commissioners and Interested Parties

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

SUBJECT: **Proposed Competitive Grants for Fiscal Year 2017/2018 from the Commission's WHALE TAIL® Grants Program.** The Executive Director recommends that that the Commission **approve** the following proposed competitive grants for Fiscal Year 2017/2018.

SUMMARY OF STAFF RECOMMENDATIONS

Approve the following 18 competitive grants totaling \$354,099 and serving the following areas:

A) Youth programs—\$170,526

- (1) City of Redding Recreation Division (Redding)
- (2) Greater Farallones Association (Alameda, Contra Costa, San Francisco, and San Mateo counties)
- (3) International Bird Rescue (Solano and Napa counties)
- (4) Los Angeles Waterkeeper (Los Angeles County: Huntington Park, downtown and East Los Angeles, Culver City, Gardena)
- (5) Ocean Institute (inland Orange County, San Bernardino and Riverside counties)
- (6) RCD of the Santa Monica Mountains (Los Angeles and Ventura counties)
- (7) Stewards of the Coast and Redwoods (Sonoma County)
- (8) The Marine Mammal Center (Contra Costa, Alameda, and San Francisco counties)
- (9) University Corporation at Monterey Bay (Monterey County: Salinas and Marina)

- B) Programs for the general public—\$98,000
 - (10) Golden Gate National Parks Conservancy (San Francisco, Marin, San Mateo counties)
 - (11) International Documentary Association (North Coast and wider audience)
 - (12) Living Coast Discovery Center (San Diego County)
 - (13) Santa Barbara Botanic Garden (Santa Barbara)
- C) Climate education programs (youth/general public)—\$56,082
 - (14) Climate Science Alliance – South Coast (San Diego County)
 - (15) Crystal Cove Conservancy (Orange County)
 - (16) Redwood Community Action Agency (Eureka)
- D) Adopt-A-Beach programs (general public) —\$29,491
 - (17) Environmental Center of San Luis Obispo—ECOSLO (San Luis Obispo County)
 - (18) Smith River Alliance (Crescent City)

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 or his designee to enter into the appropriate grant agreements for 18 projects.

II. INTRODUCTION

The Commission's WHALE TAIL® grants offered by the Public Education Program support projects to educate and involve the public in the protection of marine and coastal resources. These grants 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® License Plate, and voluntary contributions to the Protect Our Coast and Oceans Fund on the state tax return form.

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 December 31, 2017, 246,550 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 \$11.16 is deposited into the CBCEA for each new plate that is sold, and an average of \$19.57 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 December 2017, WHALE TAIL® License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$28 million to the CBCEA and \$70.1 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 and renewed in 2017 by State Senator Josh Newman. 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 December 31, 2017, \$1,046,499 has been donated to this fund.

Public Education Grantmaking Budget

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. At its September 2017 meeting, the Commission voted to allocate the \$709,000 as follows: seven targeted grant projects totaling \$351,663, a temporary reserve of \$30,000 to be awarded later in the fiscal year, and the remaining \$327,337 for the competitive grantmaking program.

For a listing of the seven targeted grants, and other recent grants that have been funded through sales of the WHALE TAIL[®] License Plate, see [Appendix A](#). (For a complete listing of all WHALE TAIL[®] grants ever awarded, please visit the online map of WHALE TAIL[®] Grant Recipients Since 1998 at <http://www.coastal.ca.gov/publiced/plate/plgrant.html>.)

Since September 2017, there were changes to several of the targeted grants and to the \$30,000 temporary reserve:

- An additional \$2,000 from the reserve was requested by Heal the Bay to implement a public relations campaign to generate media coverage of the Adopt-A-Beach program and the support it receives from the WHALE TAIL[®] License Plate. The Executive Director authorized this increase from the \$30,000 reserve.
- An additional \$1,238 from the reserve was requested by National Fisheries Conservation Center to fully support aerial art coordination for the Kids' Adopt-A-Beach program by delivering an on-the-ground training in Humboldt County and covering increased fiscal agent fees. The Executive Director also authorized this increase from the \$30,000 reserve.
- As no other needs have arisen for the unallocated reserve, the staff is allocating the remaining \$26,762 from the \$30,000 to this year's competitive grantmaking program.

Therefore, this report describes the staff's recommendations for expenditure of \$354,099, the new balance available for competitive grants (\$327,337 originally authorized, plus the balance of \$26,762 remaining in the temporary reserve).

The Competitive Grants Program for FY2017/2018

The WHALE TAIL[®] Competitive Grants Program offers the following four funding subcategories:

- A) coastal and marine outreach and education for youth;
- B) coastal and marine outreach and education, as well as beach and other coastal habitat improvement activities, for adults and the general public;
- C) strengthening and innovating year-round Adopt-A-Beach programs; and
- D) projects addressing climate change and/or ocean acidification.

The staff began publicizing the grant program in September 2017. The deadline for submittal of grant applications was November 6, 2017. Applicants could request any amount up to \$50,000, and between 25 and 50 percent of the grant funds are to be allocated in small grants no greater than \$12,000.

Competitive Grants Applicant Pool

The staff received 110 grant applications requesting a combined total of \$2,889,258 which equals eight times the amount of funding available. [Appendix B](#) is a list of the applicants, project titles and amounts requested for this funding cycle.

Selection Criteria

The staff evaluated the applications using the following criteria, first approved by the Commission in 1998 and slightly modified with Commission approval in 2009, 2013, and 2017:

- 1. Educational Component (25 points):** Projects funded under this program should have a strong, high-quality educational component involving the marine and/or coastal environment. We encourage experiential, hands-on learning and incorporation of stewardship, where possible. The project's educational content and mode of delivery should be age-appropriate and culturally relevant for the target audience. Projects aiming to improve the quality of beaches or coastal or marine habitats will be considered as well.
- 2. Need (15 points):** Projects will be assessed on the degree to which they address an identified need (educational, ecological, social, etc.). Projects that reach audiences who are traditionally underserved in terms of marine education, including low-income populations, multicultural communities, and residents of rural and inland areas, are especially encouraged.
- 3. Project Concept (30 points):** We seek thoughtfully developed ideas, technically sound concepts, and creative, innovative, culturally competent approaches. Project design that reflects research-based best practices are encouraged. The degree to which a project could potentially be expanded or continued after the grant ends, and/or build organizational capacity, will be considered. The degree of impact relative to cost will also be evaluated. Up to 5 points of extra credit will be awarded if the project will have a ripple effect beyond the project itself, by providing useful tools or knowledge to others in the field, helping to advance the field into new areas, or building fruitful collaborations with other entities.
- 4. Proposal Content and Project Implementation (30 points):** The proposal should demonstrate that the concept has been fully thought out and developed into a concrete, feasible project with clearly stated, realistic goals and measurable objectives; a defined audience; a workable project design; and a clear plan for implementation. A sensible plan for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful implementation and completion will be considered, including the likelihood that project objectives and goals will be achieved, as well as the strength of the organization's track record, and the qualifications and capabilities of project personnel.

Reaching Diverse and Underserved Audiences

One of the primary goals of this grantmaking program is to use funding to reach diverse and underserved audiences that are unlikely to receive coastal and marine education from other sources. These audiences include low-income populations, inland and rural communities, and English language learners. One aspect of the modifications to the guidelines in September 2017 was adding the language about cultural competency.

In this year’s pool of recommended grants, 39% of the projects focus entirely on underserved and under-resourced communities. Another 39% contain a mix of both underserved groups and the general population. The remaining 22% focus on the public at large.

III. STAFF RECOMMENDATIONS FOR COMPETITIVE WHALE TAIL® GRANT AWARDS FOR FY 2017/18

The staff recommends that the Commission fund the 18 programs listed below (\$354,099 total).

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

WHALE TAIL® License Plate (CA Beach & Coastal Enhancement Account)	Voluntary contributions on state tax return (Protect Our Coast and Oceans Fund)
City of Redding Recreation Division—\$8,340	Climate Science Alliance – South Coast—\$26,600
Crystal Cove Conservancy—\$18,000	Greater Farallones Association—\$12,000
ECOSLO—\$17,500	Redwood Community Action Agency—\$11,482
Golden Gate National Parks Conservancy—\$12,000	The Marine Mammal Center—\$27,400
International Bird Rescue—\$12,000	University Corp. at Monterey Bay—\$30,008
Living Coast Discovery Center—\$12,000	
International Documentary Association—\$50,000	
Los Angeles Waterkeeper—\$26,783	
Ocean Institute—\$30,000	
RCD of the Santa Monica Mountains—\$11,995	
Santa Barbara Botanic Garden—\$24,000	
Smith River Alliance—\$11,991	
Stewards of the Coast and Redwoods—\$12,000	
Total Competitive Grants—\$246,609	Total Competitive Grants—\$107,490
Total previously allocated—\$256,391	Total previously allocated—\$98,510
Grand total allocated FY 2017/18—\$503,000	Grand total allocated FY 2017/18—\$206,000

(1) \$8,340 FOR CITY OF REDDING – RECREATION DIVISION

Project Title: Sacramento to Sea
Project Location: Redding
Project Timeline: March 2018 – October 2018
Total Project Budget: \$23,340
Estimated number of people served by the project: 30

The Sacramento to Sea program serves youth ages 11-16 at the Martin Luther King Jr. Multicultural Community Center in a disadvantaged neighborhood of Redding. Some of the youth are in foster care and/or were referred to the Center as an alternative to the juvenile justice system. The program lasts six months and uses the Project WET science curriculum to teach about the Sacramento River, its importance in California, its water quality, its watershed, and its connection to the Pacific Ocean. Participants also help with a river cleanup and habitat restoration projects at the “Redding Riffle” where salmon and steelhead go to spawn.

A WHALE TAIL® grant would support the travel portion of this program. After completing the lessons and stewardship activities, the youth would be able to take a trip to San Francisco. They would visit the marine biology department at San Francisco State University to learn about career possibilities in conservation and marine sciences. They would also take part in a sea kayaking program led by Environmental Traveling Companions and spend the night on Angel Island. The majority of the youth at the MLK Center have never left Redding. This program uses the Sacramento River as a metaphor: it moves the youth figuratively and literally out of their neighborhood and into the natural world. Like the salmon, they would “travel downstream” and then return to their community, to foster an appreciation for stewardship and conservation.

(2) \$12,000 FOR GREATER FARALLONES ASSOCIATION

Project Title: Connecting Low-Income Students to Coastal Learning
Project Location: San Francisco Bay Area
Project Timeline: June 2018 – July 2019
Total Project Budget: \$32,650
Estimated number of people served by the project: 600

LiMPETS stands for “Long-term Monitoring and Experiential Training for Students” and is a well-established program operating in different locations along California’s National Marine Sanctuaries. LiMPETS brings students into the field for hands-on science education as they observe, collect information, and analyze their data on sand crabs at beaches (in middle school) and on different species in the rocky intertidal zone (in high school). LiMPETS data is entered in a central database and is researched by scientists and resource managers looking at coastal wildlife trends over time. The program includes a professional development workshop for participating teachers, as well as a five-unit environmental education curriculum that is aligned with California state standards and Ocean Literacy Principles and teaches skills emphasized by the Next Generation Science Standards.

The Greater Farallones Association manages the LiMPETS program in the Bay Area. The Association is requesting funding to help support the LiMPETS staff in providing an interactive classroom training followed by a three-hour coastal monitoring experience for 600 students from 15 underserved public schools in Alameda, Contra Costa, San Francisco, and San Mateo counties. A WHALE TAIL® grant would also help support an evaluation focusing on measuring the program impacts on participants from schools in low-income communities.

(3) \$12,000 FOR INTERNATIONAL BIRD RESCUE

Project Title: Our Feathered Neighbors Pilot Project
Project Location: Solano and Napa counties
Project Timeline: March 2018 – July 2018
Total Project Budget: \$12,000
Estimated number of people served by the project: 400

International Bird Rescue is an organization with expertise in caring for sick and injured aquatic birds, including following oil spill emergencies. It operates two wildlife centers in California, one of which is in Fairfield near the San Francisco Bay-Delta. The Fairfield facility is proposing to develop and test an education program to connect Bird Rescue's work with children and other members of the community in order to inspire responsibility for wild marine birds and nature.

In this project, Bird Rescue staff would develop activities and visit 200 students in grades K-8 in the public school districts of Fairfield-Suisun, Vallejo, and American Canyon. These communities are near to the wildlife center and have a greater percentage of low-income students compared with many other Bay Area cities. The staff would also do presentations for adult community groups such as service clubs or local Audubon chapters. All of the presentations would emphasize the interconnectivity between the Bay-Delta system and the coast and ocean, how migratory birds make both environments their home, and how human impacts in one area affect the other. On a separate occasion, the students and adult community members would be able to attend a release event to witness rehabilitated birds being set free back into the wild. Finally, although the rehabilitation center isn't normally open to the public, a few students from each class would be chosen by their teachers to visit the center and practice caring for oiled birds using stuffed animals.

(4) \$26,783 FOR LOS ANGELES WATERKEEPER

Project Title: Creek to Coast High School Program
Project Location: Los Angeles County
Project Timeline: May 2018 – June 2019
Total Project Budget: \$90,775
Estimated number of people served by the project: 120

Los Angeles Waterkeeper recently launched a new high school program for students in underserved, non-coastal neighborhoods that combines the organization's coastal conservation work with its existing watershed education programs. The program reaches students in Huntington Park, downtown and East Los Angeles, as well as previously incarcerated youth in Culver City and Gardena.

Through this project, teens would learn about the connections between their local urban waterways and the coastal environment. Participating students would have a classroom curriculum to complement each school's existing STEM curricula. Instruction would focus on topics such as watersheds and their current condition, the importance of Marine Protected Areas (MPAs), data collection protocols, and the connection between upstream and downstream waters. Students would also receive information about future career and study pathways as well as stewardship opportunities. For the hands-on fieldwork, the students would conduct water quality sampling, ecological health assessments, and other data collection along the Los Angeles River, local creeks, and onboard a boat in the region's different MPAs. The youth would also do a capstone research project and attend an event for all schools to share their experiences.

(5) \$30,000 FOR OCEAN INSTITUTE

Project Title: Coastal Citizen Science Investigations
Project Location: Inland Orange County, San Bernardino and Riverside counties
Project Timeline: March 2018 - October 2019
Total Project Budget: \$77,743
Estimated number of people served by the project: 270 students

Coastal Citizen Science Investigations involve students in grades 6-12 from underserved schools in inland Orange County as well as surrounding counties. The students would start by having lessons in class (available from the Ocean Institute’s website) on different topics related to the health of the ocean such as Marine Protected Areas, sea level rise, marine debris, water quality, and others. They would then visit the Ocean Institute for an overnight field studies program where they would learn about careers and educational pathways in the ocean sciences, and they would participate in and contribute data to a number of citizen science projects being conducted by different partner organizations, including: looking for invasive species in Dana Point Harbor onboard a research vessel (for the Smithsonian Environmental Research Center); trawling for microplastics (for Algalita Research and Education); analyzing phytoplankton for toxicity (for USC Sea Grant); and surveying human use in a Marine Protected Area (for MPAWatch.org).

After returning to school, the students would develop an ocean health awareness campaign or their own citizen science project in their communities. The Ocean Institute would share information about the data collected through their research projects on a public display board and digital map for visitors. The different projects and opportunities to take action would also be shared with visitors through “citizen science talks” at the Institute.

(6) \$11,995 FOR RCD OF THE SANTA MONICA MOUNTAINS

Project Title: Discover Malibu Lagoon: A Wetland Worth Saving
Project Location: Los Angeles and Ventura Counties
Project Timeline: March 2018 – January 2020
Total Project Budget: \$31,875
Estimated number of people served by the project: 700

The Resource Conservation District of the Santa Monica Mountains has been offering the “Discover Malibu Lagoon” program since 1983. Visiting students move through five rotations about plankton, native fish, marine birds, water quality, and beach ecology. However, the lagoon was restored in 2013, resulting in a different physical layout, and educational standards have also changed, so the RCD is requesting funding to support updating the program and providing it to 700 fifth-graders who attend under-resourced Title I schools within one hour of the Lagoon.

For the updated program, the RCD would re-train their educators and align the lessons and activities with the Next Generation Science Standards as well as state science content and Common Core standards. The RCD would also share pre-program activities that teachers can lead so their students can be prepared to learn more about beaches and wetlands. The field program would use content better suited to restored lagoon conditions, and would provide rotations for the students to: use microscopes to identify plankton, do a fish lab to learn about brackish water fish, take a bird walk with binoculars, learn about tide pool life, and measure the lagoon’s water quality. The RCD would provide a bilingual information sheet for teachers and parents to learn other ways to connect to the coast and conserve at home. Classes would also receive post-program suggestions for completing their own conservation activities.

(7) \$12,000 FOR STEWARDS OF THE COAST AND REDWOODS

Project Title: Forest to Sea Marine Education Program
Project Location: Sonoma County
Project Timeline: March 2018– August 2019
Total Project Budget: \$40,683
Estimated number of people served by the project: 2,400

Stewards of the Coast and Redwoods is the nonprofit organization supporting California State Parks in the Russian River District of Sonoma County. Stewards provides a variety of educational programming for the public, including “Forest to the Sea,” which encompasses the organization’s environmental education programming for children.

Stewards is seeking funding to help expand its programming for schoolchildren in three areas. The first area would be a new early childhood program for preschoolers aged 2-5 and their families; this program provides classroom visits with age-appropriate books and songs and games about the marine environment and tidepools, followed by family tidepooling field trips on the weekend. The second new activity would be a three-part climate change education program for high school students. A pilot group of students has already visited a redwood forest and learned about their local watershed, and funding from the Coastal Commission would support a coastal field trip to learn about surface water warming, sea level rise, ocean acidification, and related topics. They would set up quadrat squares, count the different species of tidepool life, and look for any warm water species that have been migrating northward. And the third activity would be a five-day summer camp for youth in grades 5-7 with activities such as a watershed hike, a beach cleanup, and tidepooling.

(8) \$27,400 FOR THE MARINE MAMMAL CENTER

Project Title: Ocean Ambassadors
Project Location: San Francisco Bay Area
Project Timeline: June 2018 – August 2019
Total Project Budget: \$271,692
Estimated number of people served by the project: 2,000

Ocean Ambassadors is a year-long middle school curriculum providing ten detailed marine science and conservation lessons, field trip and activity guides, resource toolkits, and online instructional videos. Students learn about the biodiversity and natural history of California’s marine mammals, challenges and solutions to the health of the ocean where they live, and real-life work being conducted by professional scientists. Participating students observe marine mammals in natural settings on the coast and as patients at The Marine Mammal Center. They conduct an independent research project and use real data from research on actual animal patients. Their teachers receive three professional development trainings as well as ongoing coaching throughout the school year. At the end, the students present a conservation action project at school, and a number of them are selected to make their presentations at a “ConservationCon” event hosted at The Marine Mammal Center.

A WHALE TAIL® grant would help support expanding this program to 20 more high-need schools in San Francisco, Alameda, and Contra Costa counties. The funds would help cover transportation costs, teacher stipends, Spanish translation services, classroom supplies, and program evaluation.

(9) \$30,008 FOR UNIVERSITY CORPORATION AT MONTEREY BAY

Project Title: Does Dune Restoration Work?

Project Location: Monterey County

Project Timeline: June 2018 - May 2019

Total Project Budget: \$50,000

Estimated number of people served by the project: 240

Return of the Natives is a program at CSU Monterey Bay that provides elementary students with dune restoration and education opportunities. This proposed program would respond to requests from middle school teachers by offering their students a native plant dune restoration and scientific monitoring experience with several components. The students would come from the high-need Monterey County communities of Salinas and Marina. In the classroom component, the students would be taught about ecological restoration and native plant diversity; the role native trees and shrubs play in protecting the local watershed from erosion; and how water, sediment, and pollution flow from rivers to Monterey Bay. They would learn how to do restoration monitoring using plant diversity transects, they would study plant adaptations and genetics, and they would be trained on analyzing and presenting scientific data they collect. In the field part of the program, they would visit a local beach to install native plants and collect data on previously restored nearby dunes for analysis on whether dune restoration is working. And in a third component, they would put together a poster summarizing their data analysis, with the best students presenting at the 2019 Monterey Bay Sanctuary Currents Symposium.

This program would also involve and benefit CSU Monterey Bay students. They would be trained in a workshop alongside the schoolteachers to learn about the subject content, and then service learning college students would help the middle school educators teach their classes as well as assist during the field days. In addition, Environmental Studies students would help with the program evaluation and Cinematic Arts students would produce a short documentary video.

(10) \$12,000 FOR GOLDEN GATE NATIONAL PARKS CONSERVANCY

Project Title: Community Shuttle Program

Project Location: San Francisco, Marin, and San Mateo counties

Project Timeline: April 2018 – March 2019

Total Project Budget: \$115,000

Estimated number of people served: 1,000

The Golden Gate National Parks Conservancy is requesting funding to continue its successful community shuttle program increasing access from urban neighborhoods to coastal Golden Gate National Recreation Area sites. The program establishes “trailhead” meeting spots at highly visible locations such as public libraries to encourage non-traditional park users to visit the coast on free shuttle buses. The program also reaches non-traditional users through partnerships with community resources such as the Veterans Administration Medical Center and the Bayview YMCA. The buses are often staffed by “ambassadors” from the communities to provide information, encourage repeat visits, and distribute surveys in three languages.

Participating travelers receive an orientation and participate in guided activities that also foster coastal stewardship such as: ranger-led hikes at Mori Point in Pacifica focusing on coastal geology and sea level rise; environmentally responsible crabbing in San Francisco; or removing invasive species at Redwood Creek Lagoon near Muir Beach. The shuttle program removes one of the biggest barriers for underserved communities to access the coast—lack of transportation.

(11) \$50,000 FOR INTERNATIONAL DOCUMENTARY ASSOCIATION

Project Title: California Coastal Trail Video Shorts Phase 4
Project Location: North Coast (and wider audience)
Project Timeline: March 2018 – December 2018
Total Project Budget: \$50,000
Estimated number of people served by the project: thousands

In 2015, the media production company, Rigler Creative, received funding from the State Coastal Conservancy to produce a series of 30 video vignettes highlighting segments of the California Coastal Trail from San Diego County northward through Cambria. In 2016 and 2017, Rigler Creative, working through its nonprofit fiscal sponsor, the International Documentary Association, received two WHALE TAIL® grants to create 14 more videos continuing northward, highlighting segments of the California Coastal Trail from Big Sur through Sonoma County.

This new request would complete the filmmakers’ journey to the Oregon border and would produce six new video shorts highlighting the Coastal Trail in Mendocino, Humboldt, and Del Norte counties. The highlighted segments would include locations such as Noyo Headlands Park in Fort Bragg, the Hammond Trail north of Arcata, and the Crescent City Harbor Trail. As they tell the stories of the different locations, these shows would raise awareness about the Coastal Trail and encourage people to explore it.

Each piece would be 4-6 minutes long and feature interviews with Coastal Trail experts, local officials, residents, and trail users; archival photos and footage where appropriate; the stories of the coastal areas surrounding the trail; historical significance for the Coastal Act and the Coastal Commission; and local public access opportunities and attractions. The completed videos would be added to the nearly four dozen others already posted on the website of public television station KCET and would also be broadly shared through social media and on television.

(12) \$12,000 FOR LIVING COAST DISCOVERY CENTER

Project Title: Descubriendo La Costa
Project Location: San Diego County
Project Timeline: March 2018 – March 2020
Total Project Budget: \$49,115
Estimated number of people served: 7,500

The Living Coast Discovery Center at Sweetwater Marsh in Chula Vista already offers public programming providing environmental education to onsite visitors as well as to people at community events. A WHALE TAIL® grant would help fund the hiring and training of a bilingual educator so the Center could provide public programming in both English and Spanish.

“Descubriendo La Costa” (“Discovering the Coast”) would use this new staff position to help English- and Spanish-speaking San Diego County residents increase their awareness of the value of conservation and biodiversity protection. The bilingual educator would work onsite at the Discovery Center as well as at large public events throughout San Diego County. The educator would guide visitors through exploring, predicting, and discovering how their actions can personally effect the wildlife of San Diego Bay and Pacific Ocean. Visitors would learn about pollutants in the watershed, their impacts on the marine and coastal environments, and the importance of natural resource protection. The educator would also translate materials into Spanish and adapt existing curriculum to resonate with Spanish-speaking audiences.

(13) \$24,000 FOR SANTA BARBARA BOTANIC GARDEN

Project Title: Watershed Ambassadors and Watershed Engagement Programs
Project Location: Santa Barbara
Project Timeline: April 2018 – March 2020
Total Project Budget: \$103,499
Estimated number of people served: 12,200

Mission Creek flows through the Santa Barbara Botanic Garden before moving through the city of Santa Barbara and out to the ocean. The Garden currently hosts the “X-Stream Science Team” (XSST) for a group of high school students who meet weekly for hands-on science education, outreach, and stewardship activities. This grant would help the Garden increase the hours the teens would participate and add more teens to the XSST who represent the diverse demographics of the region including Latino and low-income communities. Using the Garden as a living classroom, they would learn about the natural history of the Mission Creek riparian corridor and how native plants, watersheds, human habitat, and marine health are connected. The teens would design and assemble kits to use at “Watershed Discovery Stations.” The stations would have exhibits about the connection between the creek and marine environment featuring maps, bilingual brochures, and a 3-D model of the Mission Creek watershed and the Channel Islands. The teens would help staff the exhibits and lead sessions for visitors about the flora and fauna in the watershed, the benefits of native plants, and how people can help preserve the health of their local watershed. The XSST teens would also deliver presentations to younger students and help develop guided and self-guided Watershed Discovery tours at the Garden.

(14) \$26,600 FOR CLIMATE SCIENCE ALLIANCE-SOUTH COAST/CALIFORNIA WILDLIFE FOUNDATION

Project Title: Connecting Tribal Youth to Climate Science
Project Location: San Diego County
Project Timeline: March 2018 – October 2019
Total Project Budget: \$82,862
Estimated number of people served: 500 youth participants + 500 public event participants

The Climate Science Alliance-South Coast is working with Native American tribes on climate resilience planning, and the Alliance also offers the Climate Kids program providing climate science, art, and storytelling for young people. In order to accommodate all the requests for programs for tribal youth, the Alliance is proposing to developing tribal climate science modules and to train tribal professionals and educators to deliver these programs. The topics would focus on those most relevant to tribes, such as watershed impacts and ocean acidification and warming.

The Alliance would adapt three existing Climate Kids modules with activities and stories that are relevant to tribal communities. The Alliance would provide trainings for tribal environment staff and educators to help them guide youth activities related to climate science and solutions into the future. The Alliance would also create a “traveling trunk” for these trained staff and educators to borrow and use with the tribal youth that they serve. The trunks would supply lesson plans, PowerPoints, activities and materials for delivering these tribal climate science modules that include hands-on science lessons, visual and performing arts, storytelling to convey messages of environmental stewardship, and field trips to the coast. Finally, the Alliance would conduct educational outreach at community events such as tribal Earth Day fairs.

(15) \$18,000 FOR CRYSTAL COVE CONSERVANCY**Project Title: Coastal Engineering Program****Project Location: Orange County****Project Timeline: March 2018 – December 2018****Total Project Budget: \$40,427****Estimated number of people served: 200 + 15,000 park visitors**

Crystal Cove Conservancy is interested in using Crystal Cove State Park's Historic District as a local site for students and the general public to gain understanding about sea level rise and coastal sustainability and engineering. The Conservancy is already working with the School of Engineering at UC Irvine to develop a coastal engineering curriculum for middle and high school students. Grant funding would support piloting the program for 100 students, over of half of whom would be from underserved schools, from Orange County cities such as Santa Ana and Placentia. The program would include 2-3 pre-trip engineering-related lessons as well content about coastal dynamics. At Crystal Cove, the students would measure the shape of the beach and collect data on wave patterns, and they would also analyze beach photos taken over time, enter their data into a computer model simulating future beach changes, and experiment with coastal adaptation strategies such as beach nourishment or armoring to determine the costs and benefits. Once tested and evaluated, the Conservancy would share the program through conferences and networks so it could serve as a model coastal engineering program around the state.

Additionally, the Conservancy would develop public programming to teach 100 Crystal Cove visitors about local coastal dynamics, climate change, the challenges of sea level rise at the historic cottages, as well as how they can all make a difference. The Conservancy would also develop a public exhibit for the Historic District's visitors during the summer about the effects of climate change and how the coast is evolving.

(16) \$11,482 FOR REDWOOD COMMUNITY ACTION AGENCY**Project Title: Eureka Sea Level Rise Stewards Project****Project Location: Eureka****Project Timeline: June 2018 – December 2019****Total Project Budget: \$16,782****Estimated number of people served by the project: 45 youth + large public audience**

Redwood Community Action Agency (RCAA) has been hired as an interpretive design consultant for the newest sections of the waterfront trail being completed in the city of Eureka. In that role, RCAA has proposed featuring information about sea level rise along the trail, and the City of Eureka is supportive of this idea. Humboldt Bay is expected to experience the greatest change in sea level anywhere on the west coast of the United States, especially in Eureka's low-lying waterfront areas. In this project, RCAA would work with the City of Eureka to install one to two interpretive exploration stations along the waterfront trail on the subject of sea level rise. The stations would feature a "projection pole" illustrating the projected increased height of the highest tides, interpretive signs, a tidal gauge, and information on how people can have a positive impact by lessening their carbon emissions. The stations would also display marine-themed ceramic art tiles. These tiles would be made by kids from this project's educational component, a "Sea Level Rise Stewards" program for afterschool youth, in which they would learn about marine resources, tidal cycles, projected impacts of sea level rise, and citizen science opportunities. The youth would also participate in a naturalist-led kayaking trip on Humboldt Bay.

(17) \$17,500 FOR ENVIRONMENTAL CENTER OF SAN LUIS OBISPO (ECOSLO)

Project Title: Beach Keepers
Project Location: San Luis Obispo County
Project Timeline: March 2017 – May 2018
Total Project Budget: \$17,500
Estimated number of people served by the project: 500

San Luis Obispo County's Adopt-A-Beach program used to be coordinated by an employee of California State Parks, but that individual has retired. To fill the gap in opportunities for volunteers who want to conduct beach cleanups, ECOSLO is seeking funding to launch "Beach Keepers," a marine debris education and coastal stewardship program. ECOSLO is the nonprofit organization that already coordinates Coastal Cleanup Day for San Luis Obispo County.

ECOSLO would identify the county's ten dirtiest and most popular beaches and then rotate among them to host monthly cleanups for community volunteers. ECOSLO would also lend cleanup supplies to additional volunteers who want to perform cleanups on their own time (after training their group leader). Additionally, the participants would receive an educational presentation— geared for either adults or youth— to raise their awareness about the problem of marine debris. Data on litter items picked up would be collected at all ten beaches and reported to Ocean Conservancy and other interested agencies. Through setting up website pages for volunteers to register and check out supplies, developing educational materials, and recruiting community members, ECOSLO aims to establish a program that can continue into the future.

(18) \$11,991 FOR SMITH RIVER ALLIANCE

Project Title: Elk Creek Stewardship and Outreach Project
Project Location: Crescent City
Project Timeline: March 2018 – November 2019
Total Project Budget: \$11,991
Estimated number of people served by the project: 300

Recently Smith River Alliance (SRA) organized a volunteer cleanup for Coastal Cleanup Day at the coastal wetlands of Elk Creek and nearby beaches of Crescent City. In order to build on the success of that event, SRA is requesting funding to continue coastal wetland and beach cleanups for the local community. The cleanups would take place on Earth Day in April, World Oceans Day in June, and Coastal Cleanup Day in September over two years. (The Coastal Commission staff has identified a need for greater Coastal Cleanup Day coordination in Del Norte County.)

Elk Creek, most of which is in the Coastal Zone, has become less visited over time as illegal dumping and camping have increased. In order to boost public appreciation and recreation in this area, SRA would recruit community members to beautify and reclaim the area, while at the same time SRA would collaborate with the Elk River Rancheria and faculty at College of the Redwoods and the local school district to facilitate guided educational walks focusing on the natural and cultural history of the land, watersheds, wetlands, native plants, and the connections between Elk Creek and the ocean through migratory species such as Coho salmon. Finally, SRA would work with local agency partners to identify future longer-term habitat restoration and stewardship opportunities at Elk Creek.

