

CALIFORNIA COASTAL COMMISSION

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DATE: August 30, 2019

TO: Coastal Commission and Interested Parties

FROM: John Ainsworth, Executive Director
Susan Hansch, Chief Deputy Director
Christiane Parry, Public Education Program Manager
Annie Kohut Frankel, Grants and Education Programs Coordinator

SUBJECT: **Proposed Targeted WHALE TAIL[®] Grants for Fiscal Year 2019/2020 from the Commission's Public Education Program.** The Executive Director recommends that the Commission **approve** the following proposed targeted grants for Fiscal Year 2019/2020.

SUMMARY OF STAFF RECOMMENDATIONS

- A) Approve targeted grants for the following five projects (totaling \$266,955):
- (1) Kids' Adopt-A-Beach School Assembly Program and Beach Cleanup (\$108,133)
 - (2) Youth Outside Foundation (up to \$25,000)
 - (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
 - (4) I Love A Clean San Diego Adopt-A-Beach Program (\$29,822)
 - (5) Tides Center (\$74,000)
- B) Approve a reserve to remain unallocated at this time and awarded later in the fiscal year (\$20,000)
- 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 five targeted projects;*
- b) set aside a temporary reserve of \$20,000;*
- c) reallocate any unneeded targeted grant funds currently being approved to the WHALE TAIL[®] competitive grants budget or to the temporary reserve; and*
- d) increase targeted grant amounts if necessary using temporary reserve funds.*

II. INTRODUCTION

The Commission's WHALE TAIL[®] grants offered by the Public Education Program support projects that 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. Targeted grants are high priority projects that are linked to existing Commission programs and the goals identified in the Commission's Strategic Plan. Competitive grants will be solicited in the fall and will be presented to the Commission for action in early 2020. 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 June 30, 2019, 254,585 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 \$11.13 is deposited into the CBCEA for each new plate that is sold, and an average of \$19.99 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 FY2018/19, WHALE TAIL[®] License Plate sales and renewal fees (plus miscellaneous other small fees) have contributed \$29.7 million to the CBCEA and \$75.7 million to the ELPF.***

The CBCEA funds the Coastal Commission’s Public Education programs and if funds are available, some work at the State Coastal Conservancy. The ELPF funds a variety of environmental programs in state agencies such as the California 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).

In the early years that the Whale Tail® Plate was on the market, sales were robust. More recently, Whale Tail® License Plate sales have leveled off and declined since 2015 by an average of approximately 9% per year. Possible reasons for the trend include increased competition from other specialty plates in recent years, and the length of time the Whale Tail® Plate has been on the market. The Coastal Commission staff is working to address this funding reduction through marketing efforts to increase plate sales.

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 June 30, 2019, \$1,714,773 has been donated to this fund

Public Education Grantmaking Budget and Timetable

The Coastal Commission’s budget for FY2019/20 includes \$584,000 for Public Education local assistance grants: \$259,000 from the CBCEA and \$325,000 from the Protect Our Coast and Oceans Fund. This report describes the staff’s recommendations for expenditure of these funds.

WHALE TAIL[®] Grants

The staff proposes to devote \$266,955 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 \$20,000 to a temporary reserve and the remaining \$297,045 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 2020, following advertisement of the availability of grant funds and review of all submitted proposals. Note: the overall amount available for grantmaking this fiscal year from the CBCEA may increase somewhat depending on other budget considerations.

III. APPROVAL OF TARGETED GRANTS FOR FIVE PROJECTS

The staff recommends five 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[®] competitive grants.

The projects proposed for grant funding comprise ongoing educational efforts and stewardship activities to curb plastic pollution, restore coastal habitat, and trainings for Whale Tail Grantees on environmental equity and cultural relevancy.

The staff is requesting approval of grants for the following projects:

- (1) Kids’ Adopt-A-Beach School Assembly Program and Beach Cleanup (\$108,133)
Funds would be awarded to Friends of the Dunes, Marine Science Institute, Malibu Foundation for Environmental Education, Orange County Coastkeeper, I Love A Clean San Diego, Community Action Partnership of Kern, and National Fisheries Conservation Center.
- (2) Youth Outside Foundation (up to \$25,000)
- (3) Heal the Bay Adopt-A-Beach Program (\$30,000)
- (4) I Love A Clean San Diego Adopt-A-Beach Program (\$29,822)
- (5) Tides Center Marine Education Project (\$74,000)

The staff also recommends that the grants listed above 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)	
I Love A Clean San Diego (AAB)	\$29,822	Friends of the Dunes	\$16,000
I Love A Clean San Diego (Kids’ AAB)	\$18,000	Heal the Bay	\$30,000
Tides Center (statewide education)	\$74,000	Orange County Coastkeeper—	\$18,000
Malibu Foundation	\$21,000	Community Action Partnership of Kern	\$8,000
Marine Science Institute	\$16,800	Youth Outside—up to	\$25,000
National Fisheries Conservation	\$10,333		
Total Targeted Grants	\$169,955	Total Targeted Grants	\$97,000

(1) \$108,133 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 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), Kern County (Community Action Partnership of Kern), San Francisco (Marine Science Institute), and Humboldt Bay (Friends of the Dunes). The assembly involves a 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. The Commission took this Los Angeles-based program statewide by expanding to the San Francisco Bay area in 1998, to San Diego in 1999, to Humboldt County in 2002, to Orange County in 2003. The Commission launched a central valley component to the program in 2001. From 2001 to 2018, students from Fresno County traveled to Monterey Bay, and from 2003 to 2008, students from, Tulare County traveled to the coast in San Luis Obispo County. In 2019, students from Kern County traveled to San Luis Obispo County. 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	FY2017/18	\$104,333
						FY2018/19	\$115,633

Proposal. For FY2019/20, the staff proposes a total of \$108,133 to continue programs in San Diego, Orange County, San Francisco, Kern County, and Humboldt Bay.

(2) UP TO \$25,000 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. In FY2017/18, the Coastal Commission granted Youth Outside \$12,750 to provide two, one-day regional trainings for our WHALE TAIL[®] grantees on the topic of pursuing equity and inclusion in environmental education. One was held in northern California and one in southern California, and the grant included stipends for participating organizations. In FY2018/2019, the Coastal Commission granted Youth Outside up to \$25,000 to offer two sets of trainings for WHALE TAIL[®] grantees: one-day regional trainings for new grantees, and a follow-up training for returning grantees, focusing on how to apply their newly developed understanding to creating and revising curricula.

Proposal. The staff is recommending a grant to Youth Outside in the same amount as last year to offer two sets of regional trainings for WHALE TAIL[®] grantees: one for new grantees and one for those who have already received the introductory training.

(3) \$30,000 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 educational programming.

The educational programming 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 wastewater 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.

(4) \$29,822 FOR I LOVE A CLEAN SAN DIEGO’S ADOPT-A-BEACH PROGRAM

As the coordinator for San Diego County’s Adopt-A-Beach Program, I Love A Clean San Diego (ILACSD) offers a number of enhanced features such as delivering interpretive presentations to volunteers at their cleanups; coordinating cleanups at inland waterways that drain to the coast; installing and maintaining “do-it-yourself” beach cleanup stations at Mission Bay, Encinitas, and Carlsbad; acknowledging volunteers by placing placards with their group names at 77 different stretches of adopted beach; 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		FY2010/11	\$21,000		FY2015/16	\$29,640
FY2005/06	\$25,000		FY2011/12	\$25,600		FY2016/17	\$28,660
FY2007/08	\$22,500		FY2012/13	\$27,000		FY2017/18	\$28,660
FY2008/09	\$26,100		FY2013/14	\$29,550		FY2018/19	\$29,822
FY2009/10	\$26,000		FY2014/15	\$29,550			

Proposal. Staff proposes providing I Love A Clean San Diego with a targeted grant of \$29,822 to continue the Adopt-A-Beach Program. ILACSD plans to use the money to continue its extensive Adopt-A-Beach Program as described above, while at the same time increasing the number of adoptable locations.

(5) \$74,000 FOR THE TIDES CENTER/MARINE EDUCATION PROJECT

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 Project Grow (previously known as the Community-Based Restoration and Education Program) and the statewide Outreach and Communications Project.

WHALE TAIL[®] Grants

Program History. Coastal Commission funding has supported Project Grow 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	FY18/19	\$20,500

(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 made to support statewide outreach and communications, including school-based marine education, as follows:

Year	Amount	Year	Amount	Year	Amount
FY2003/04	\$88,400	FY2009/10	\$70,500	FY2015/16	\$103,000
FY2004/05	\$81,700	FY2010/11	\$70,400	FY2016/17	\$114,000
FY2005/06	\$80,000	FY2011/12	\$82,000	FY2017/18	\$115,400
FY2006/07	\$35,500	FY2012/13	\$88,000	FY2018/19	\$118,000
FY2007/08	\$56,000	FY2013/14	\$99,000		
FY2008/09	\$62,000	FY2014/15	\$100,700		

Proposal. \$36,000 from this grant will support Project Grow, 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 funds would support a portion of the Program Manager’s position, the majority of which is currently funded by the Metropolitan Water District.

\$38,000 would partially fund Marine Education Project staffing in support of statewide public education activities, including the statewide children’s art and poetry contest and amateur photography contest, the California King Tides Project, and coordination of California Coastal Cleanup Day. Additional support for Marine Education Project staffing would come from Coastal Cleanup Day sponsorships and donations.

IV. APPROVAL OF \$20,000 TEMPORARY RESERVE

In order to keep some funding available for unforeseen needs and other potential targeted grant projects, staff recommends that the Commission set aside a temporary reserve to be allocated at a later date.

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® 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® 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 \$20,000 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 \$20,000 reserve.

The motion can be found on page 2 of this staff report.