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Date: October 12, 2022

To: Commissioners and Interested Parties

From: John Ainsworth, Executive Director

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Subject: WHALE TAIL® Grants Equity Analysis for Fiscal Year 2021/2022 from the Commission's Public Education Program

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This report was developed to address the Commission's 2021-2025 Strategic Plan Objective 5.3.6, which instructs staff to, *"Provide an equity analysis of the Commission's existing grant funding and recipients and a discussion of how the Commission is reducing barriers to applicants from marginalized communities in the annual public education report."* This report is an appendix to the Commission's upcoming 2022 Public Education Annual Program Update.

WHALE TAIL® GRANTS PROGRAM
EQUITY ANALYSIS Fiscal Year 2021-2022

Figure 1: Youth participants in EmpowHer Institute summer camp at Catalina Island

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Background

The WHALE TAIL® Grants Program started in 1998, after the new WHALE TAIL® License Plate established a funding source for education and stewardship. For the last 24 years, the Coastal Commission's WHALE TAIL® Grants have supported experiential education and stewardship of the California coast and its watersheds, with an emphasis on equity, accessibility, and inclusion, engaging communities that have historically had few such opportunities due to systemic and geographic barriers. Equity begins with recognizing that some people have an uneven "starting place" and that systems are needed to address or correct the imbalance to ensure that everyone has access to the same opportunities.[i]

This report presents an overview of recent efforts to advance equity, accessibility, and inclusivity for the WHALE TAIL® Grants Program, with a focus on the 2021/22 grants round. This work is related to the Commission's Environmental Justice Policy, adopted in March 2019, which integrates the principles of environmental justice, equality, and social equity into all aspects of the Commission's programs and operations. The work was also influenced by Commission staff participation in the Governmental Alliance on Race and Equity Capitol Cohort and the Commission's Racial Equity Action Plan. In addition, this report responds to the Commission's 2021-2025 Strategic Plan Objective 5.3.6. This objective instructs staff to, *"Provide an equity analysis of the Commission's existing grant funding and recipients and a discussion of how the Commission is reducing barriers to applicants from marginalized communities in the annual public education report."* The report will be an appendix to the Public Education Program's annual report for 2022.

Photos in this report highlight FY 2021/22 WHALE TAIL® Grant projects.

Figure 2: Save California Salmon Indigenous Canoe Camp, Del Norte County

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The 2021/22 WHALE TAIL® Grants round was by far the largest in the program's history in terms of funding available and grants awarded. The Fiscal Year (FY) 2021/22 budget allocated $10 million of General Fund local assistance funding to the Commission for WHALE TAIL® Grants, which must be encumbered by the end of FY 2025. Long-term funding for the WHALE TAIL® Grants Program comes from WHALE TAIL® License Plate sales and renewal fees, and the Protect our Coast and Oceans "check box" on the California State tax form, which allows tax filers to contribute directly to support WHALE TAIL® Grants. In total from 1998 to 2022, the WHALE TAIL® program has distributed $18.3 million to 867 grants.

WHALE TAIL® Grants must relate to the coast and ocean and fall into one or more of the following categories:

• Youth education programs
• General public/adult programs
• Climate change education and stewardship
• Shoreline cleanup and enhancement programs (such as Adopt-A-Beach®)

Entities eligible to receive WHALE TAIL® Grants are non-profit 501(c)(3) organizations, projects of a non-profit fiscal sponsor, schools or districts, government entities, Federally Recognized Tribes and other California Native American Tribes as defined by Governor's Executive Order B-10-11. Grant projects must serve audiences in California and can take place anywhere in California.

Fiscal Year 2021/22 Grant Process — Sharpening Focus on Equity

In 2021, Commission staff reviewed the entire Whale Tail Grants cycle, including the application and guidelines, how outreach is conducted, the experience for grant applicants in terms of getting needed information and providing feedback, and our internal process for selecting proposals. The goal was to find areas where improvements could be made to make the process more accessible and inclusive, to ease unnecessary burdens on applicants, to achieve more equitable outcomes, and better align with program goals overall.

Application and Scoring Revisions

Coastal Commission staff worked with the organization Justice Outside to analyze the grant application experience and revise materials, guidelines, and processes. Justice Outside is a California non-profit organization that works to remove the barriers that have historically prevented communities of color from accessing meaningful experiences in nature and professional opportunities in the outdoor sector. The full 2021 grant guidelines are attached as **Appendix A**. Changes from the previous guidelines (last used for the FY 2019/20 grants cycle) included the following:

- Immediately following the list of categories of grants being funded, the following sentence was added: "We strongly encourage projects that engage communities that have historically received fewer opportunities for coastal and marine education and

stewardship, and applicant organizations based in and composed of the communities they are engaging."

- Scoring criteria were made more explicit as to what constitutes a strong proposal, including specific examples of educational pathways and methods that might demonstrate high-quality educational impact, and an expanded list of specific examples of historically excluded communities. (From the guidelines: "Strong proposals will engage communities that have historically received fewer marine education and stewardship opportunities, such as communities with low incomes; Black communities; Indigenous communities; communities of color; speakers of languages other than English; people with disabilities; foster and transition age youth; LGBTQIA+ youth; and residents of rural and/or inland areas.")[ii]

- The scoring category previously described as "Need" was changed to "Purpose and Audience." Applicants were invited to address a particular "issue, interest, or need" and explain how it was identified for their proposed project audience, providing latitude for a range of project purposes connected to community priorities and allowing for applicants to express a project purpose using positive terms.

- Applicants were no longer asked for their "track record," but instead asked to demonstrate how they will successfully achieve their goals, to be more inclusive for newer organizations that may not have a history with government funders.

- The "small grants" category was increased to grants of $20,000 and below (from $12,000 previously). A minimum of 25% of the funded grants are "small" grants.

- Fiscally sponsored organizations (which are often small, newer organizations) and California Native American Tribes, while both always eligible, were clearly called out as eligible to apply.

- Proposals were accepted digitally for the first time in 2021. Packages were still accepted via postal mail if applicants preferred or needed to submit their proposals in that way. Ease of submission for the applicant was paramount.

- Food beyond the bounds of an overnight trip (such as lunch during a field trip or snacks for a volunteer workday) was allowed as part of the grant budget for the first time in 2021.

- Throughout the document, as well as in outreach communications, consideration was given to appropriate and sensitive word choices. For example, "engage" or "reach" replaced "serve," and "community" replaced "population." Deficit-based language was removed wherever possible.

- WHALE TAIL® Grants have never required matching funds, which is helpful especially for small and new organizations. The revised guidelines carry this forward.

Figure 3: Tomales High School students conducting intertidal monitoring, Marin County

Outreach Efforts

Effective outreach is critical to achieving the goals of any public program. As a result of our work with Justice Outside, the Commission increased and diversified its outreach efforts, including targeting organizations that are closely connected with communities, such as libraries, tribes, and after-school programs. Outreach for the FY 2021/22 competitive grants' deadline of November 5 began in late summer 2021. Much of the promotion was via email, with outreach to hundreds of organizations throughout the state, including the following:

- California Native American Tribes as identified by the Native American Heritage Commission
- California schools, from pre-k through adult schools as identified by California Department of Education
- California public libraries
- Community centers
- After-school/outside-of-school programs
- Service clubs for adults and youth
- Local governments and park districts
- Community colleges focusing on urban and rural regions
- Hundreds of other organizations that work on issues of environmental justice, conservation, outdoor access, and education, collected through staff programs and research, as well as listservs relating to those topics.

In 2021, 540 individuals added themselves to a mailing list through a new form on the WHALE TAIL® Grants program webpage to receive updates on the grant opportunity. Several email announcements were sent to this list throughout the late summer and fall of 2021 as well as to more than 50,000 email addresses in other Coastal Commission contact lists. The grant was promoted on the Coastal Commission social media accounts and reshared by other organizations and individuals.

The WHALE TAIL® Grant is also included in the California Grants Portal, a new comprehensive online database of California government grant opportunities, reaching those seeking funding who might not otherwise be aware of the California Coastal Commission.

Engagement: Commitment is Key

The Commission acknowledges the critical need to communicate consistently, clearly, and appropriately with community-based groups. The Public Education Unit has worked to dedicate meaningful resources to reach out to organizations that engage under-resourced communities. Communication, clarification, and feedback between staff and applicants is an important part of the entire WHALE TAIL® Grants cycle, benefiting both parties and leading to opportunities for continuous improvement.

The WHALE TAIL® Grants webpage, as well as other grant communications, encourage applicants to contact staff to discuss project ideas and ask questions. Throughout September, October, and up until the deadline on November 5, 2021, Public Education staff were available for frequent conversations and questions, by phone and by email, upon request with prospective grant applicants. Also as part of the WHALE TAIL® Grants webpage, a Frequently Asked Questions page was developed to explain the basics of the grant and application.

In early October 2021, staff offered a webinar to walk through the WHALE TAIL® application process. This pre-application webinar has been a practice since 2017. The webinar was presented so as not to assume prior knowledge and included substantial time for participants to ask questions. In 2021, 316 people registered for the webinar (more than three times as many as in the prior grants cycle), which was also available to view as a video afterward, and the presentation slides along with presenter script were posted on the WHALE TAIL® Grants webpage.

2021 WHALE TAIL® Grant applicants were invited to complete an anonymous survey on their application experience. A summary of the survey responses and resulting action is attached as **Appendix B**. Most respondents (98%) agreed or strongly agreed that the application questions were clear and easy to understand, and 93% agreed or strongly agreed that the submission process was clear and easy to do. Many of the respondents' suggestions for improvement have been implemented for the 2022/23 application process and guidelines. Revisions for the 2022/23 application and guidelines based on the survey results, as well as staff experiences and ongoing grantee feedback, include simplifying and shortening the application, offering an option of a fillable Excel budget form, and separating the application questions from the grant guidelines to clarify what needs to be submitted in the proposal.

Figure 4: Participants in a coastal access stewardship trip with the Center for Independent Living, Alameda County

Selection Criteria and Accepted Proposals

Applicants submitted 168 proposals for the FY 2021/22 competitive grants cycle, requesting a total of $6,312,313. Staff selected proposals to recommend to the Commission for funding based on several criteria, including but not limited to their educational and environmental impact; connection to specific educational, ecological, social, and cultural issues; and engagement of communities that have historically received fewer marine education and stewardship opportunities. Ninety-one proposals were approved for funding and 90 organizations were able to accept and complete contracts, totaling $3,142,466. A list of the 90 grant projects is attached as **Appendix C**.

By the Numbers

With a maximum grant of $50,000 and a small grants category of $20,000 or less,

- Six and a half times more funding (and three times as many grants) was awarded compared with previous grant cycles
- 31% of this year's recommended grants are small grants
- Approximately 106,000 direct participants are anticipated between the 90 programs

Organizations were notified in February 2022 and contracts were completed with all grantees by June 1, 2022.

Demographic Data of FY 2021/22 Grantees

Data collected from each of the 90 grant proposals provides an overview of the communities, geographic locations, organizations, and demographics being reached, which may indicate where additional resources and/or efforts are needed in the future. This also allows us to assess the effectiveness of our equity/inclusion/outreach efforts. This is not a definitive list, as in some cases, the applicants did not yet have all participants identified.

Communities Engaged

Out of 90 grant projects…

77 focus on the inclusion of Black, Indigenous, and People of Color (BIPOC)
75 focus on youth programming
67 identify as part of the community they are engaging
61 engage low-income communities
42 offer translation services and/or bilingual resources
27 support ESL (English as second language) students and parents
13 engage people who identify as having a disability
12 engage Designated Rural Regions
11 engage inland communities
5 engage unhoused communities
4 engage carceral system impacted people
4 engage LGBTQ+ youth
4 primarily engage female and/or gender expansive individuals
4 engage youth in the foster system

*Some grants focus on one primary audience while others engage multiple communities and identities.

Figure 5: Monterey Audubon intern with spotting scope

Counties Engaged

Grant projects engage communities in 26 counties and Yurok Tribal Land. Some programs work at a regional or statewide level. Some grant projects engage communities in more than one county. Below lists the number of projects engaging communities in each county or region. For locations of the offices of FY 2021/22 grantee organizations, see this map.

- Statewide - 2
- Northern California - 1
- Southern California - 1
- San Francisco Bay Region* - 3
- Yurok Tribal Land - 1
- Alameda County - 10
- Butte County - 1
- Contra Costa County - 8
- Del Norte County - 2
- Humboldt County - 4
- Kern County - 3
- Lake County - 1
- Los Angeles County - 16
- Marin County - 4
- Mendocino County - 4
- Monterey County - 9
- Napa County - 3
- Orange County - 3
- Riverside County - 1
- San Diego County - 7
- San Francisco County - 5
- San Luis Obispo County - 3
- San Mateo County - 4
- Santa Barbara County - 8
- Santa Cruz County - 2
- Shasta County - 1
- Siskiyou County - 2
- Solano County - 1
- Sonoma County - 6
- Trinity County - 1
- Ventura County - 3

*Specific counties within the 9-county San Francisco Bay Region were not specified.

Types of Grantee Organizations
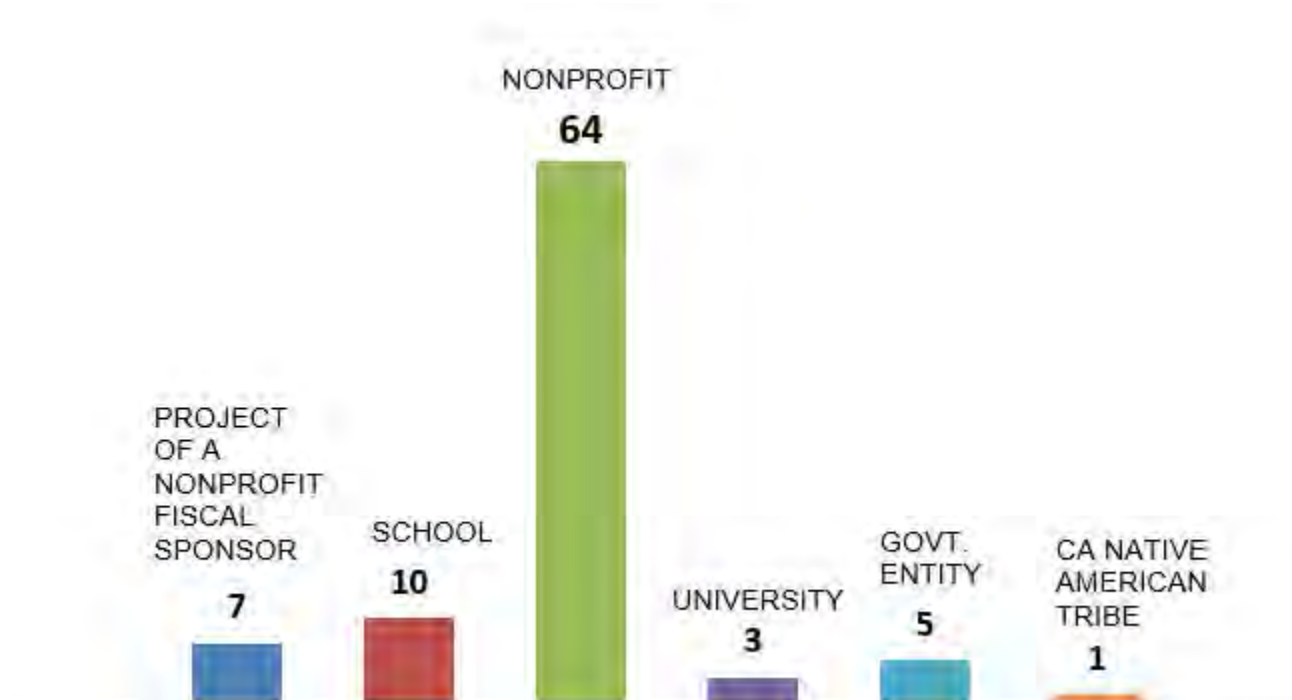
Nonprofits are the largest category of grantee organizations by far. While identified as one category, nonprofits comprise many types of organizations: large and small; conservation, pollution, and recreation focused; health and support services; professional associations; expanded-learning, camps, afterschool care; and more. While one grantee is a California Native American Tribe, several organizations in other categories are associated with tribal communities.

Projected Participant Racial Composition

Projected racial composition of project participants was averaged across the 90 grants:
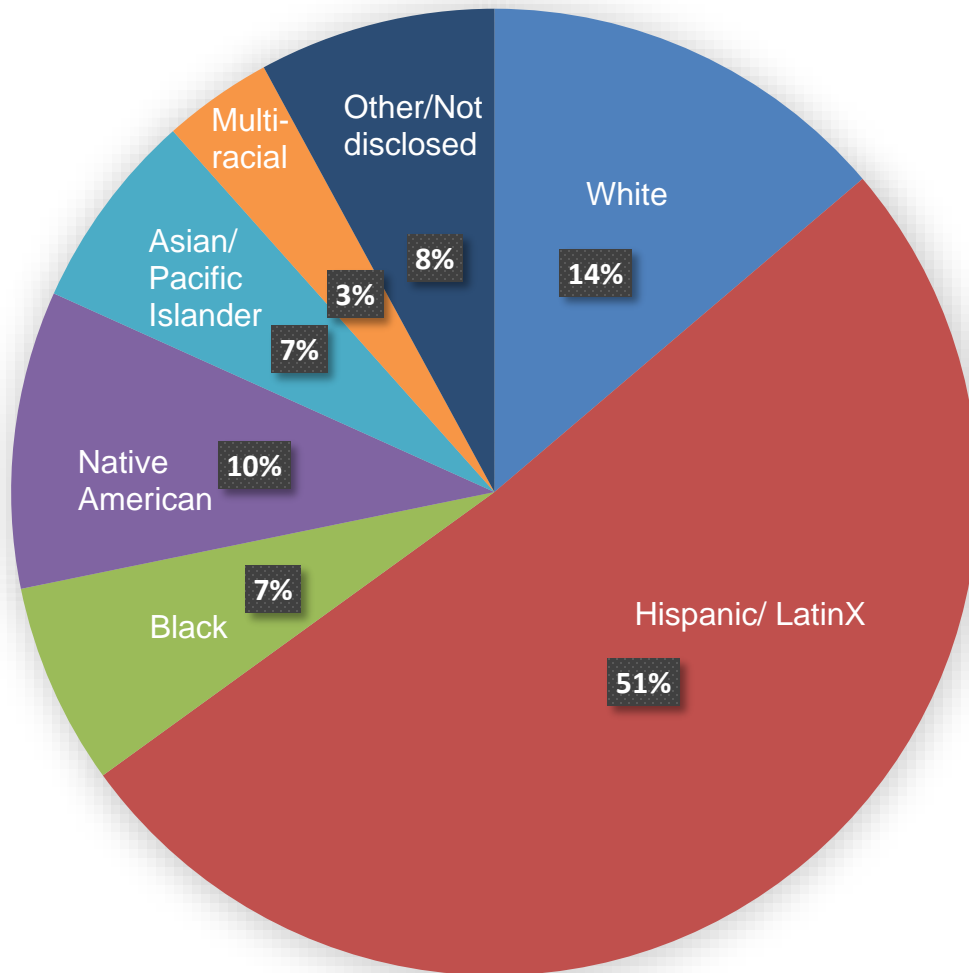
Compared to state census data, grant projects have a higher percentage of Black, Indigenous, and Hispanic/LatinX participants, and a smaller percentage of Asian/Pacific Islander, white, and multiracial participants. 2020 census data shows the population of California identifies their race as 41.2% white, 15.8% Asian or Pacific Islander, 14.6% two or more races, 5.7% African American, and 1.6% Native American, and 39.4% identify their ethnicity as Hispanic or Latino regardless of their race.

Commonly Noted Demographics Other Than Race

Some grantees reported that they collected additional demographic information other than race to better understand their participants. Below is a list of the most common demographics collected by grantees. Some organizations may collect additional information not listed here.

- Free and reduced lunch
- Age
- Grade level
- Median income
- College education level
- Title 1 school status
- Student absenteeism
- Exposure to pollution
- Poverty line/threshold

Methods for Tracking Impact

Grantees' final reports are required to include an assessment of impact based on their project goals and objectives, and they are encouraged to include this effort in their project timeline and budget. To maximize relevance of the data, organizations elect to use different methods, or a combination of methods, based on their project details and capacity. Many organizations combine quantitative and qualitative methods. The most commonly used method for tracking impact is the pre/post survey. FY 2021/22 grantees' methods include:

- Pre/post surveys
- Observational assessments
- Staff interviews
- Skill development
- Oral testimonials
- Participant tests/assessments
- # Of participants
- Photos
- Questionnaires
- Open discussions/feedback sessions
- End products: projects, journal entries, art, exhibits, presentations

Figure 6: Lions Center for the Visually Impaired on a shoreline outing, Alameda County.
Photo by Richard Grange, Alameda Sun

Equity in Practice

Advancing equity and supporting grantees is a priority in the ongoing administration of the approved WHALE TAIL® Grants. The following section discusses efforts made by staff during the grant cycle to support grantees, from providing many opportunities to ask questions, to reducing reporting burdens and offering trainings on racial equity and cultural relevancy.

New Grantee Orientation Meetings

Two introductory online meetings were held in March 2022 for new grant recipients to go over the contracting process, invoicing procedures, and reporting, as well as to reinforce a relationship that welcomes questions, requests for assistance when needed, and ongoing communication in both directions. A total of 70 participants attended the two sessions. For a portion of the meeting, staff invited grantees to share methods they have found successful for collecting participant demographics, which requires particular care as information requested may be sensitive or personal (such as race or income level). This data is important to the Commission because it allows for accountability in terms of progress towards equity goals set forth in the 2021-2025 Strategic Plan, particularly Objective 5.3.5, which aims to *"expand measures to improve equity, inclusion, and support culturally relevant coastal and marine education through the WHALE TAIL® Grants Program."*

Demographic data can provide grantees with a better understanding of who their participants are as well as the communities they come from, to provide appropriate support and programming. Based on these conversations, grantees were given a "suggestions guide" for collecting participant data (**Appendix D**). Grantees were then surveyed to better understand why and how they collect demographic data. Questions included the following:

- What type of programming does your organization do?
- How does your organization collect demographics?
- What is important to your organization when collecting demographics?
    - What practices have been successful?
    - What barriers have you encountered?
- How does collecting demographics inform your organization's work?

Progress Reporting

In 2021, staff began offering existing grantees the option to submit progress reports by phone rather than a written document, and that was formalized as an option for the FY 2021/22 grantees. Other changes to the reporting section of the grant contract included adding clarity on why and for what purpose the reporting data is being collected and reducing the need to submit the same information in multiple reports.

Racial Equity and Cultural Relevancy Trainings and Coaching

Through a targeted grant to Justice Outside, the Coastal Commission funded racial equity and cultural relevancy trainings for the FY 2021/22 WHALE TAIL® Grant recipients. This opportunity has been available to each cohort of grant recipients since FY 2017/18. Justice Outside

conducted a brief survey of the grantees' interests and needs and offered four, three-hour online trainings based on the responses. The following training topics were offered: program and curriculum development relating to power and privilege; program evaluation and impact assessment; networking, relationship building, and strategic partnerships; and fundraising and development. Stipends were distributed to the grantees that participated in these optional trainings. The General Fund allocation in 2021 made it possible to add the opportunity for up to two hours of individual coaching with Justice Outside to each of our grant recipients, which is ongoing through the end of 2022.

Figure 7: Acta Non Verba day trip, Alameda County

Conclusion

Since its beginning, a key element of the WHALE TAIL® Grants program has been a focus on reaching communities that have historically received fewer marine education and stewardship opportunities. Over the past year, Commission staff, working with Justice Outside, have taken a close look at how to advance equity throughout the lifespan of the grants cycle, from funding announcements to the selection and implementation of proposals. Staff has modified the application materials, increased outreach to a wide range of organizations, made improvements to the selection process, and adjusted applicant and grantee rules and requirements. These changes have supported implementation of more equitable coastal and marine education programs throughout a wide range of communities; and increased the program's reach and impact throughout California.

Looking forward to the FY 2022/23 grant cycle, this work continues. The grant application has been further simplified and additional methods of application submittal are offered. The

expansion of outreach efforts to community-based organizations will continue. Grantees will be offered training and support from Justice Outside and staff will provide guidance on collecting accurate data to reflect the communities engaged. Staff will ask for and respond to feedback from applicants and provide extensive and personal support to grant recipients.

As staff embarked on the evaluation and revision process of 2021, and continues efforts to improve in 2022 and 2023, a guiding principle is how can we remove unneeded barriers and create a program that is accessible and welcoming to a wide range of organizations, including those without deep financial resources. The applicant and grantee experience are central to this effort. How can that experience be as straightforward, flexible, and personable as possible within the capacity of the Coastal Commission and its staff? Rules and procedures are part of government grant-making, but we can scrutinize those requirements and do better. Coastal Commission staff are committed to the ongoing work of equity and are honored to manage the WHALE TAIL® Grants Program for the people of California.

Figure 8: Un Mar de Colores Surf Fiesta, San Diego County

[i] The Local & Regional Government Alliance on Race and Equity. Advancing Racial Equity and Transforming Government: A Resource Guide to Put Ideas into Action (2015)

[ii] A selection of research demonstrating communities with inadequate access and opportunities to coastal and other outdoor experiences and related education:

Barrat, V. X., & Berliner, B. (2013). The Invisible Achievement Gap, Part 1: Education Outcomes of Students in Foster Care in California's Public Schools. San Francisco: WestEd. https://www.wested.org/wp-content/uploads/2016/11/1400283692Invisible_Achievement_Gap_Full_Report-3.pdf

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Socias, M., Chambers, J., Esra, P., & Shambaugh, L. (2007). The distribution of teaching and learning resources in California's middle and high schools (Issues & Answers Report, REL 2007–No. 023). Washington, DC: U.S. Department of Education, Institute of Education Sciences, National Center for Education Evaluation and Regional Assistance, Regional Educational Laboratory West. https://ies.ed.gov/ncee/edlabs/regions/west/pdf/REL_2007023.pdf

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October 12, 2022

APPENDICES

Appendices List

Appendix A: 2021 Whale Tail® Competitive Grants Program Guidelines and Application Forms

INTRODUCTION

The California Coastal Commission's WHALE TAIL® Grants Program funds projects that connect children and the general public to the California Coast and its watersheds through experiential education, stewardship, and outdoor experiences. Education and stewardship projects relating to climate change as it impacts the coast and ocean are eligible and encouraged. Adopt-A-Beach® programs, as well as other beach maintenance and coastal habitat restoration projects that have an educational component, are also eligible for the grants. WHALE TAIL® Grants focus on reaching communities that have historically received fewer marine education and stewardship opportunities, and strive for a broad geographic distribution throughout California. Attachment A is a sample list of summaries of a few past grant recipients.

BACKGROUND

The California Coastal Commission started the WHALE TAIL® Competitive Grants Program in 1998, with sole funding from purchases of California's WHALE TAIL® License Plate. In 2014, the Protect Our Coast and Oceans Fund was added to the California state tax return's Voluntary Contributions section to provide taxpayers the option to contribute to the WHALE TAIL® Grants Program. In 2021, funds were also allocated for this program through the state budget.

The California Coastal Commission is a state regulatory and planning agency that operates under the 1976 Coastal Act to manage the conservation and development of coastal resources in California. The Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities.

OTHER RESOURCES

In addition to WHALE TAIL® Grants, the Coastal Commission's Public Education Program offers a wide variety of free curricular resources and programs for teachers and students. Find them at www.coastal.ca.gov/publiced/directory/educate.html and coastforyou.org. When appropriate, educators may consider integrating into their projects the principles and concepts of ocean literacy, California's Environmental Principles and Concepts, and applicable California State Content Standards.

PROGRAM OVERVIEW

Size of Grants: You can request any amount up to $50,000. Small grants up to $20,000 will receive at least 25% of the funding available. Approximately $1,500,000 will be distributed.

Categories of Grants: The WHALE TAIL® Grants Program will fund projects that fall into one or more of the following four categories: 1) youth education programs, 2) programs for educating the general public, 3) climate change education and stewardship, 4) shoreline cleanup and enhancement programs (such as Adopt-A-Beach®). We strongly encourage projects that engage communities that have historically received fewer opportunities for coastal and marine education and stewardship, and applicant organizations based in and composed of the communities they are engaging.

Deadline and Submission Process: You can email OR mail your application packet. For email, send your packet as an attachment to whaletailgrant@coastal.ca.gov by 11:59pm California time on November 5, 2021. For postal mail, your application packet must be *postmarked* no later than November 5, 2021. If you choose to use postal mail, please print double-sided and *do not* include binders, plastic overlays, or other extra packaging. Email whaletailgrant@coastal.ca.gov or call (415) 597-5888 to let us know to expect your package, then mail *two* copies of your application packet to WHALE TAIL Grants Program, California Coastal Commission, 455 Market Street, Suite 200, Room 228, San Francisco, CA 94105. If you would like to email your application packet but have a curriculum sample or other supplementary material that you need to mail, you can do that separately (by the same deadline as above) as long as you email us with the information we'll need to connect it to your application once we receive it.

Project Selection: We will review all proposals and make recommendations to the Coastal Commission, which will vote at its February 2022 meeting (tentative date).

Notification: We will notify you following the Commission vote, most likely by the end of February 2022.

IMPORTANT RULES AND ELIGIBILITY FOR APPLICANTS AND PROJECTS

Eligible Applicants: Non-profit 501(c)(3) organizations, projects of a non-profit fiscal sponsor, schools or districts, government entities, Federally Recognized Tribes and other California Native American Tribes as defined by Governor's Executive Order B-10-11.

Audiences: Projects funded by WHALE TAIL® Grants must engage audiences in California.

Things we can't fund: Grants will not be awarded to provide for an organization's general, ongoing administrative costs; to fund political advocacy work; for projects that include religious content in their programming; for travel outside of California; or for the purchase of vehicles, insurance, prizes or cash gifts, or items that will be sold.

Educational Focus: The WHALE TAIL® Grants Program focuses on education about coastal and marine environments. If a project will take place in an inland area or on a bay, the proposal should address how the project includes coastal and marine educational content, including how the connection to the coast and ocean will be emphasized.

Reimbursement Grant. Grant funds are not available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee, for hours already worked or purchases already made.

Project timing: Projects may be of any length as long as funding ends by April 15, 2024. Because the funds for these grants were appropriated in fiscal year 2021, which ends on June 30, 2022, proposals must include work tasks that begin before June 30, 2022.

Funding Credit Logo: You must agree to put the California Coastal Commission's funding credit logo on any printed or online content produced for the project, including linking from the logo to Commission website as appropriate.

Liability: You must agree to hold the California Coastal Commission harmless.

Project Administration: You must assume responsibility for administering the project, including employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management. In preparing the grant application, you should refer to Attachment B (administrative requirements for grant agreements if a grant is awarded).

Repeat Grants: These grants are primarily for projects not previously funded by this program, although repeat grants can be considered. If you currently have an open WHALE TAIL® grant, this may negatively impact your competitiveness in this grant round.

QUESTIONS?

A webinar will be offered on October 6, 3:30-4:30pm, as an introduction to completing this grant application. Register for the webinar. If you miss it, a recording will be posted on the grant webpage.

We encourage prospective applicants to contact us with any questions or to discuss your project idea. Please contact Annie Kohut Frankel at Annie.Frankel@coastal.ca.gov or Chris Parry at Chris.Parry@coastal.ca.gov.

If you would like to adopt a beach, please visit the program website to learn how. Contact us if you are interested in starting a new Adopt-A-Beach® program in an area that does not currently have one. Adopt-A-Beach® Managers are designated by Coastal Commission staff to operate the program in a particular geographic area and serve as the liaison with the Commission. Local Adopt-A-Beach® Managers have adapted, modified, and added to the program to fit their interests and talents.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

Grant proposals will be reviewed based on the following criteria, using the information you provide in your application.

1. Educational Impact and/or Environmental Improvement (25 points): Strong proposals will demonstrate educational impact featuring the marine or coastal environment and/or improvement of coastal or marine habitats through community involvement. Strong proposals may include multiple methods and pathways such as experiential, hands-on learning and stewardship; longer and/or repeated experiences with opportunities for reflection; age-appropriate content and delivery; long-term positive impact (which might stem from educational outcomes, or aspects such as leadership development opportunities or family involvement); and/or strong evidence for ecological need and projected improvement.

2. Purpose and Audience (25 points): Projects will be assessed on the degree to which they are connected to a specific issue, interest, and/or need (educational, ecological, social, cultural, etc.). Proposals should explain the issue, interest, and/or need, and how it was identified for the project audience. Strong proposals will engage communities that have historically received fewer marine education and stewardship opportunities, such as communities with low incomes; Black communities; Indigenous communities; communities of color; speakers of languages other than English; people with disabilities; foster and transition age youth; LGBTQIA+ youth; and residents of rural and/or inland areas.

3. Project Concept (20 points): Strong proposals will demonstrate that the project is relevant for the identified community and will have a reasonable budget that is clearly connected to the project goals. Projects should be ecologically responsible. The degree to which a project could potentially be expanded or continued after the grant ends, build organizational capacity, build lasting collaborations, and/or create useful tools for others in the field will be considered, as will whether it uses new or creative approaches.

4. Proposal Content and Project Implementation (30 points): Proposals should demonstrate that the concept has been fully thought out and developed into a feasible project with clear, realistic goals and objectives; a plan for reaching the intended audience; a workable project design; a clear plan for implementation; and appropriate staffing. The proposal should explain how the organization and/or staff is particularly suited to work with the audience of this project. A plan for tracking and assessing the project's success should be included, as should detailed and accurate cost information. A strong proposal will demonstrate how the project objectives and goals will be successfully achieved. All requested elements of the application packet, as applicable, should be included in the proposal.

YOUR APPLICATION:

Please use 12-point font.
Include the following:

Completed Cover Sheet – See form on page 8 of this packet.

Organization's History – Briefly describe your organization, its history (including the year it was founded), and its mission.

Project Background/History – Briefly describe the history of your project, including the story of how it came to be. Is it a new or existing project? If it's an existing project, how long has it been operating, how was it funded in the past, and what results have you achieved? Have you previously received a WHALE TAIL® Grant for this project?

Issue, interest, or need for the proposed project – Please be as specific as possible as to the issue, interest, or need(s) that your project is intended to address and include an explanation as to why *this particular project* is suited to be successful in that effort. How did you come to identify and understand this issue, interest, or need?

Project Description (no more than 6 pages for sections a-e), including the following information organized under subheadings:

(a) A concise list of the **goals and objectives** of your project. (Specific objectives help accomplish the broader goals.) Objectives should be simple and as specific as possible.

(b) Description of the project participants and recruitment plan:

Describe who you will engage with your project and how you determined your audience. Include as much detail as possible on: the number of people, ages or grade levels as relevant, other demographics including race or ethnicity and socioeconomic information, and geographic area. If your project will also *indirectly* reach additional people, please describe that wider group. (Note that your final project report will be required to include detailed information on who you reached with your project.)

Describe your plan for recruiting your participants (or a description of how you already recruited them).

Explain whether and how your organization identifies as part of the community you plan to reach. Explain why and how your organization and/or staff is particularly suited to working with your proposed participants.

(c) Project details – This section is a chance to elaborate on your goals and objectives with a step-by-step description of how the project will be carried out. Please address the following items as applicable. Write "N/A" for those that don't apply to your project.

What will participants do and experience during your project? Include details such as the number of days, number of hours per day, and general timing of any public or student programming as applicable.

If you are using a curriculum, handbook, or other program material, describe it and include one copy with the application, or include a link if it's viewable online. Why have you chosen this resource? (If you propose to use the Coastal Commission's curricular materials, please do *not* include a copy.)

Describe any new program materials you plan to create.

Describe any partnerships that are integral to the project.

Describe your plans for community outreach, publicity, and/or sharing the results of your project.

Discuss project design considerations such as cultural relevancy, age-appropriateness, accessibility, and/or education strategies.

Clarify if this is a one-time project or one that you intend to continue past the grant period.

Proposals for projects previously funded by a WHALE TAIL® Grant should include a summary of what was accomplished through the previous grant, how the new proposal builds on the previous work, and a description of how past results informed or changed the proposed project.

(d) Key staff – Describe the staff who will carry out the project, their positions, their specific roles in the project, and their relevant qualifications and experience. If positions are not yet filled, explain the desired qualifications for those positions.

(e) Statement of need for the requested funding – including a description of any other resources that are available. If your project budget is larger than your requested grant, are the additional funds already secured? If the project is expected to continue beyond the end of this grant, explain the longer-term funding plan.

6.   **Tracking and assessing your impact** – How will you track and assess the impact of your project? Grant recipients will be required to report on project impact in their final grant report. You are encouraged to include impact tracking and assessment in your timeline and budget.

Describe how and when you will track and assess your project outcomes and success relative to each of the goals and objectives in your project description. Possible examples of indicators of outcomes include participant satisfaction with the project experience; changes in their knowledge, skills, attitudes and/or behaviors; and changes to the environment. Consider whether quantitative methods such as pre/post tests and surveys; qualitative methods such as interviews, observation, and focus groups; or a combination of methods is most appropriate for learning about your program and its impacts. How will you use the results to improve your project in the future? If you already have specific tools you plan to use (such as surveys or tests), include them in your application packet.

7. **Permits required** (if any) – If permits are needed, explain whether you already have them or whether you will need to acquire them during the project timeline.

8. **Tasks and timeline** for the project – Funds will not be available until mid-March of 2022 and some work tasks must be scheduled to begin before June 30, 2022. Grants must end by April 15, 2024. This means your timeline should begin before the end of June 2022 (but not before March 15) and should end by April 15, 2024 at the latest.

9. **Budget and details** (using the Application Budget Forms on pages 9 and 10 of this packet or similarly formatted budget pages) – Use this section to provide an explanation for your budget request.

10. **A resolution from the applicant's governing body** that contains the following authorizations: authority to submit the proposal, authority to enter into a contract with the California Coastal Commission if the grant is awarded, and designation of the applicant's authorized representative (name and title). *This is the only item that may be submitted after the proposal deadline, if necessary.* If the authority to perform such tasks has already been delegated by the governing body, a letter from the person who has that delegated authority is sufficient. Examples of grant resolutions can be found [here](#).

11. **A project site list and/or map**, if applicable.

12. **Organizational Information**:

The organization's current annual budget, including sources of funds. (Budget information is not necessary for public schools or government agencies.)

The names of board members and/or organization leaders. If any of these people are on the staff or members of the California Coastal Commission, please note that.

For non-profits, proof of 501(c)(3) status in the form of an exemption letter from the IRS or California Franchise Tax Board. If you are a project of a non-profit fiscal sponsor, this document will be for that organization.

Optional: Any other supporting material you would like to provide such as newsletters, press clippings, or letters of support from project partners or others (such as partner schools that are already identified, or landowners where ecological restoration will occur). Any letters of support may be addressed to "California Coastal Commission" or "Whale Tail Grants Review Panel."

Submit complete application package to: whaletailgrant@coastal.ca.gov

OR

WHALE TAIL Grants Program

California Coastal Commission

455 Market Street, Suite 200, Room 228

San Francisco, CA 94105

The maximum size to email your application package is 30 Mb. If your application is saved as a PDF, you can use the "Reduce File Size" tool under the "File" menu to reduce your file size. You are also welcome to send attachments in separate emails. If your package is larger than 30 Mb, you can upload it to our Dropbox folder, within the same deadline. Please name your file with your applicant organization name.

WHALE TAIL® Grants Program Cover Sheet

Name of Applicant Organization:

Name and Title of Contact Person:

Mailing Address:

Telephone:

Email:

Website:

Project Title:

Brief Project Summary (No more than three sentences, focusing on WHAT you propose to do):

Number of people who will be directly reached by the project:

      Number of people indirectly reached by project, if applicable:

Requested Grant Amount: $

Total Project Budget: $

Project Start Date:

Project End Date:

(Project may begin no earlier than March 15, 2022 and end no later than April 15, 2024.)

Which describes your organization? (Circle or underline all that are applicable.)
a non-profit corporation
a government entity
a California Native American Tribe
a school
a project of a non-profit fiscal sponsor

How did you find out about this grant program?

Name_____Signature_____Date_____

WHALE TAIL® Grant Application Budget Form

PROPOSED BUDGET

Please use this form or similar formatting.

Organization Name: _____Project Title:

_____

Requested Amount *($50,000 maximum)*: $_____

Grant Budget Total   **Project Budget (if different)**

Personnel:

Salaries and Wages [1] _____   _____

Benefits [2]   _____   _____

Total Personnel   _____   _____

Operating Expenses

Supplies/Materials [3] _____   _____

Postage/Shipping   _____   _____

Travel [4]   _____   _____

Other:

_____   _____   _____

_____   _____   _____

Subtotal Operating Expenses _____   _____

Indirect Costs/Overhead [5]_____   _____

Total Budget   _____   _____

---

[1] *Include details for each position for which funds are being requested in Budget Details on the next page.*
[2] *Amount requested for benefits should reflect actual costs, not to exceed 46.5% of amount requested for salaries.*
[3] *Include a list of anticipated major supplies and materials and estimated cost in Budget Details on the next page.*
[4] *Personal vehicle travel reimbursement currently paid at the rate of 56 cents/mile. Travel to or from outside California is not eligible for funding by this grant.*
[5] *Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Amount requested for indirect costs must be no more than 10% of amount requested for "Total Personnel."*

WHALE TAIL® Grant Application Budget Form

PROPOSED BUDGET DETAILS

Please use this form or similar formatting.

Salaries and Wages

Rate(s) and hours for each position for which funds are being requested:

Position 1: $ x   =$

     Job title Rate   x Time =Amount Requested

Position 2: $ x   =$

     Job title Rate   x Time =Amount Requested

Position 3: $ x   =$

     Job title Rate   x Time =Amount Requested

Position 4: $ x   =$

     Job title Rate   x Time =Amount Requested

(continue as needed)

**Total for salaries and wages in grant request budget:** $_____

Anticipated major supplies and estimated costs:

Briefly explain any travel costs that are included in your budget:

Appendix B: Post-Application Survey Results

After submitting their Whale Tail proposal, applicants were invited to anonymously respond to a short list of questions. Forty-four out of the 168 applicants completed the survey. Not all respondents answered all questions. Responses are below.

Question #1
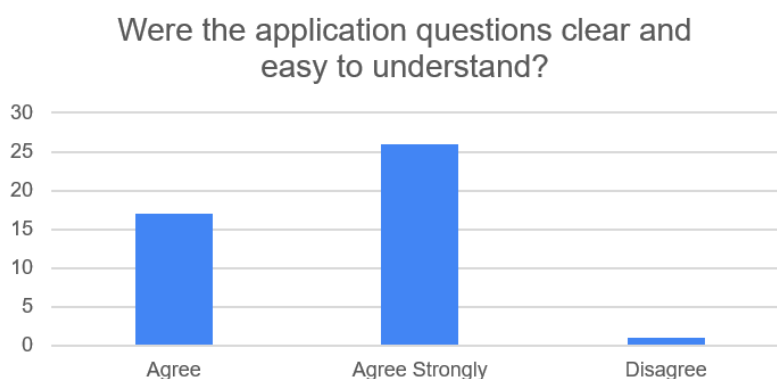
Question #2

Please explain any specific problems, or things that you liked, about the application packet. (This might include issues having to do with types of questions, wording, instructions, level of detail, background information, maximum space given for responses, or anything else.)

Summary of problems:
- Tricky formatting
- Page limit too low
- Request for budget sheet template in Excel
- Some repetitive/redundant questions
- Unsure how much detail to include in the timeline
- Unsure whether question text is included in the page limit

*Edits have been made to the FY 2022/23 application to address these problems.

Summary of positives:
- Instructions were detailed and clear and questions were well-organized
- Guidelines and webinar answered all our questions
- Appreciated seeing examples of previous grants
- Preferred the page count limit versus word count limit in other grants

Question #3

Was the process for submitting your proposal clear and easy to do?
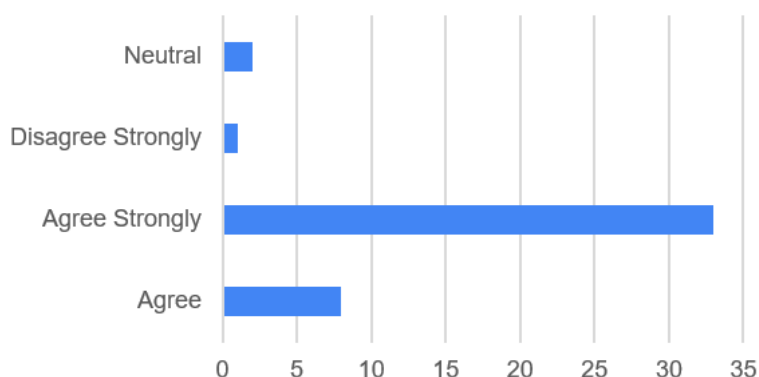
Question #4

Please explain any specific problems, or things that you liked, regarding the submission process.

Summary of problems:
- One response thought the amount of grant should be higher based on the application length

Summary of positives:
- Likes that the application could be emailed rather than having to set up an account to an online portal or being required to mail a hard copy
- Straightforward, clear process
- Liked that they received confirmation of receipt
- Appreciated pre-submission communication with staff

Question #5

Please share any suggestions you have on how to improve the application packet, the submission process, or the Whale Tail Grants webpage.

Summary of suggestions:
- Higher page limit
- Reduce questions to only what is really needed for funding decision
- Improve budget template and combine the two-page budget form into one
- Provide an example of a task timeline

*Edits have been made to the FY 2022/23 application to address these problems.

Question #6

Anything else you want us to know?

Summary of responses:
- Staff responses were prompt and helpful
- Please continue to offer this grant
- Enjoyed the informational webinar

"CCC Staff were welcoming and very helpful, making the process friendly and accessible!"

"As a long time plate holder, this is the first time I've been engaged in the use side of the process and it made me feel even better about the investing in the plates."

"Thank you for this opportunity! We really appreciate all that the Coastal Commission does to increase access to coastal environmental education in California."

"The Whale Tail application process and subsequent billing and reporting process are some of the most clear and simple processes that I deal with in my career as an environmental educator."

Appendix C: Whale Tail® Grant Awards For FY 2021/2022

The following 90 projects total $3,142,466 in grant awards.

1. $15,426 for Achievement House, Inc./NCI Affiliates, Inc.
   Project Title: Enhancing Self-Advocacy through Coastal Stewardship
    Engaging Communities in: San Luis Obispo County, northern Santa Barbara County
    Grant Category: General public/adult programs
    Project Timeline: Jun 2022-March 2024
   To develop a peer-based self-advocacy group for adults with intellectual disabilities and developmental delays that integrates conservation efforts on the central coast with environmental education, ocean stewardship, civic engagement, and community partnerships. Includes regular visits to the coast and inclusive volunteer activities.

2. $50,000 for Acta Non Verba: Youth Urban Farm Project
    Project Title: Coastal Experiences & Conservation for East Oakland Youth
    Engaging Communities in: East Oakland
    Grant Category: Youth programs
    Project Timeline: April 2022 - August 2023
   Elementary students with middle school leaders-in-training will take weekly trips to the coast and one overnight coastal camping trip during a six-week summer camp, and during the school year will experience sailing lessons on the San Francisco Bay and participate in service-learning coastal stewardship projects.

3. $17,180 for Agua Hedionda Lagoon Foundation
    Project Title: The Academy of Environmental Stewardship
    Engaging Communities in: Escondido
    Grant Category: Youth programs
    Project Timeline: March 2022 – June 2023
   Third graders from Escondido Union School District will experience educational field trips at the Lagoon.

4. $30,000 for Alameda Community Sailing Center/ACSC Inc.
    Project Title: Sailing: A Path to Discovery
    Engaging Communities in: Alameda and East Oakland
    Grant Category: Youth programs
    Project Timeline: April 2022 – November 2023
   Youth from partner organizations in Alameda and Oakland will experience a two-week sailing camp to learn skills connecting them to the Bay, the ocean, and their local environment.

5. $33,006 for American Canyon Community & Parks Foundation
    Project Title: Watershed Explorers Program
    Engaging Communities in: American Canyon
    Grant Category: Youth programs
    Project Timeline: April 2022 – April 2024
   Every American Canyon fourth-grade student will experience an ocean and watershed

science program in the classroom and in their local wetlands, while also learning about careers in watershed science.

6. $23,731 for Association for Environmental & Outdoor Education
    Project Title: Climate Champions: Mobilizing Environmental Educators for a Just and Sustainable Future
    Engaging Communities Statewide
    Grant Category: Climate change, Youth programs, General public/adult programs
    Project Timeline: May 2022 – June 2023
    Climate and water education will be integrated into California's Environmental Educator Certification Project, with scholarships to the program increasing access for historically excluded communities.

7. $19,900 for AYPAL: Building API Community Power/Asian Pacific Environmental Network
    Project Title: Bay API Youth Connected to Environment
    Engaging Communities in: Oakland and Richmond
    Grant Category: Youth programs
    Project Timeline: April 2022 – April 2023
    Youth will learn how to restore and preserve natural habitat and plan outdoor activity days to foster and reestablish their relationship with the land and water.

8. $50,000 for Boys & Girls Clubs of Sonoma-Marin
    Project Title: Under the Sea Program
    Engaging Communities in: Sonoma County and Marin City
    Grant Category: Youth programs
    Project Timeline: March 2022 – August 2023
    Eight week-long, coastal-themed summer camps will take place in both 2022 and 2023 for elementary and middle school youth, including a field trip to a Sonoma County beach.

9. $41,000 for Bresee Foundation
    Project Title: A Whale of a Time Summer Camp
    Engaging Communities in: Central Los Angeles
    Grant Category: Youth programs
    Project Timeline: June 2022 – August 2022
    An eight week-long summer camp focusing on coastal topics and marine habitats will include trips to southern California aquariums and coastal locations, including Santa Catalina Island.

10. $47,740 for Brown Girl Surf/Social Good Fund
    Project Title: Soul Surfer Program
    Engaging Communities in: San Francisco Bay Area
    Grant Category: Youth programs
    Project Timeline: March 2022 – February 2023
    Participants engage in a series of intergenerational, female-centered surf programs and opportunities for leadership development, community building, and ocean conservation, including summer camp, year-round programs, and special events.

11. $50,000 for Cabrillo High School Aquarium/Lompoc Unified School District
    Project Title: Coastal Splash Project – Interpretive Phase

Engaging Communities in: Lompoc, Santa Maria, and Santa Barbara County
Grant Category: Youth programs, General audience/adult programs
Project Timeline: March 2022 – September 2022
Includes design, fabrication, and installation of interpretive signage for the Coastal Splash Project along with installation of exhibit lighting for the Coastal Splash Project and the Interactive Tidepool touch tank. Students, including every Lompoc USD 5th grader, as well as the broader community, visit as part of field trips, virtual tours, and community open houses, led by high school student docents. Other programming includes summer camps and teacher professional development workshops.

12. $19,075 for California Ocean Alliance
Project Title: Balloon Free Seas
Engaging Communities in: Santa Barbara and Ventura Counties
Grant Category: Youth programs, General public/adult programs
Project Timeline: March 2022 – August 2023
In a partnership with Channel Islands National Marine Sanctuary, high school and university students will engage in hands-on marine education workshops with leadership opportunities to reduce marine debris in the Santa Barbara Channel, including outreach to businesses and the community about proper disposal of balloons.

13. $49,497 for California Urban Streams Alliance - The Stream Team
Project Title: Gualala River Stream Team Stewardship Project
Engaging Communities in: Southwest Mendocino and northwest Sonoma Counties
Grant Category: General public/adult programs, Youth programs, Climate change
Project Timeline: April 2022 – December 2023
Establishes a volunteer monitoring program with rural coastal residents, engaging community in the connection between inland waterways and the ocean and impacts on anadromous fish, and promoting stewardship and involvement in resource management decisions. Also includes teacher professional development, programs in three local schools, and outreach at community events.

14. $20,000 for Catalina Island Marine Institute/Guided Discoveries, Inc.
Project Title: The Science of the Pacific Coastal Ecosystem
Engaging Communities in: Southern California and statewide
Grant Category: Youth programs
Project Timeline: 2022
Students take part in three-day programs in labs and on the water, including exploring kelp forest, intertidal and sandy bottom environments through snorkeling. This funding helps restock wetsuits after a 15-month disruption of the Institute's regular funding cadence due to COVID.

15. $47,649 for The Center for Independent Living
Project Title: Youth Coastal Connections Program
Engaging Communities in: East San Francisco Bay
Grant Category: Youth programs
Project Timeline: March 2022 – April 2024
Cohorts of youth with disabilities will visit coastal environments and take part in

workshops on public transit access and environmental stewardship, a beach cleanup, and a reflection on their own goals for advocating for accessibility and the environment.

16. $10,000 for Central Coast Aquarium
    Project Title: Marine Science Discovery Labs
    Engaging Communities in: San Luis Obispo and Santa Barbara Counties
    Grant Category: Youth programs
    Project Timeline: April 2022 – June 2023
    Classes in kindergarten through high school will receive scholarships for the Discovery Lab field trip at the Aquarium to study topics including plankton, sharks, marine mammals, and ocean stewardship.

17. $27,000 for City of Santa Maria Recreation and Parks Department
    Project Title: Coastal Guardians of Santa Maria
    Engaging Communities in: Santa Maria
    Grant Category: Youth programs
    Project Timeline: June 2022 – December 2023
    Supports intergenerational experiential learning through an on-campus club at the junior high school, family field trips, and community service opportunities related to coastal environmental causes, enhancing lessons taught during the school day.

18. $50,000 for City Surf Project
    Project Title: Reaching Out & Diving Deep
    Engaging Communities in: San Francisco
    Grant Category: Youth programs
    Project Timeline: June 2022 – May 2023
    Youth will enjoy field trips to the beach to be introduced to surfing and the marine environment. A cohort of alumni instructors will be developed to build long-term capacity in representative leadership, supporting further career and education goals in environmental or related fields.

19. $10,184 for Community Action Partnership of Kern
    Project Title: Marine Explorers Project
    Engaging Communities in: Kern County
    Grant Category: Youth programs
    Project Timeline: June 2022 – September 2022
    Elementary through high school-aged youth will learn about the ocean and marine animals and then visit Aquarium of the Pacific and enjoy a harbor boat tour.

20. $43,356 for Community Nature Connection
    Project Title: Libraries to Trailheads
    Engaging Communities in: Los Angeles County
    Grant Category: General public/adult programs
    Project Timeline: June 2022 – June 2023
    Partnering with libraries throughout Los Angeles County, 16 trips to the coast and mountains will be planned and implemented. Each trip will have an interpretive program related to coastal topics. Linguistic, cultural, and physical barriers will be addressed in these free shuttle trips to ADA accessible destinations.

21. $49,933 for Conservation Corps North Bay
    Project Title: Watersheds, Summit to Sea
    Engaging Communities in: Sonoma County
    Grant Category: General public/adult programs, Shoreline enhancement
    Project Timeline: March 2022 – September 2023
    Young adult Corps members will take part in stewardship, outdoor education, and recreation to learn about the connection between fire-shed, watershed, and ocean health. Partnering with Occidental Arts and Ecology Center, the project will include an educational workshop, hands-on stewardship and training to enhance upstream salmon habitat, and a fun and educational day kayaking at the mouth of the Russian River.

22. $50,000 for County of Santa Cruz, Department of Parks, Open Space and Cultural Services
    Project Title: Turning the Tide – Ocean Camp for Pájaro Valley Youth
    Engaging Communities in: Santa Cruz County
    Grant Category: Youth programs
    Project Timeline: May 2022 – November 2023
    Five youth mentors who are previous program participants will be selected to advise staff on programming, cultural relevance of program components, and to assist with program logo design. Youth mentors will be trained to support camp with coastal education and first aid/CPR. They will join the 5th and 6th grade campers and their families for swim lessons followed by a camp experience including seven ocean visits, one local watershed day, and a family beach day.

23. $47,226 for Creek Lands Conservation/Central Coast Salmon Enhancement
    Project Title: Hugging the Coast of the Santa Maria River
    Engaging Communities in: Guadalupe and Santa Maria
    Grant Category: General public/adult programs, Youth programs
    Project Timeline: April 2022 – December 2023
    Volunteers will receive hands-on training and tools to build, manage, and sustain water quality monitoring in the Santa Maria River estuary and ocean, and effectively partner with other organizations for larger community impact. Includes creation and delivery of new lessons to local schools, two school field trips to the estuary for water quality learning, and participation in outreach events for the larger community.

24. $50,000 for Crystal Cove Conservancy
    Project Title: Crystal Cove Indigenous Justice
    Engaging Communities in: Orange, Riverside, and Los Angeles Counties
    Grant Category: Youth programs
    Project Timeline: March 2022 – October 2023
    In partnership with Sacred Places Institute for Indigenous Peoples, culturally relevant programming will be designed and delivered for Indigenous youth from surrounding counties. Includes engaging tribal elders as paid fellows.

25. $50,000 for EmpowHer Institute
    Project Title: Social Justice STEAM Camp
    Engaging Communities in: Los Angeles County
    Grant Category: Youth programs, Climate change

Project Timeline: April 2022 – August 2022

A three-week summer program for girls of color that will explore the disproportionate impact climate change has on marginalized communities and assess the resiliency of these communities through the lens of justice, equity, and inclusion. Led by a marine scientist, the camp will include five nights on Catalina Island for water activities and marine science.

26. $50,000 for Environmental Charter Schools

  Project Title: Neighborhood to Nature Program

  Engaging Communities in: Gardena

  Grant Category: Youth programs

  Project Timeline: March 2022 – March 2024

Expand the middle school's partnership with nearby Gardena Willows Wetland Preserve, including student habitat restoration, preserve-related student projects, and school-led education and beautification events with the community. Teachers will collaborate to design new place-based units linking the local watershed with coastal and marine ecosystems.

27. $20,000 for Exploring New Horizons Outdoor Schools

  Project Title: Outdoor Educational Equity at Pigeon Point

  Engaging Communities in: Contra Costa County

  Grant Category: Youth programs

  Project Timeline: April 2022 – March 2023

Classes will enjoy three-day overnight programs at the coast, with elephant seal monitoring at Año Nuevo State Park, bird and whale monitoring at Pigeon Point Lighthouse, and beach and tidepool cleanups near the lighthouse.

28. $50,000 for GirlVentures

  Project Title: Increasing Coastal Access and Environmental Stewardship for Girls

  Engaging Communities in: San Francisco Bay Area

  Grant Category: Youth programs

  Project Timeline: March 2022 – September 2023

Outdoor programs will provide opportunities for girls and gender nonconforming youth to develop leadership; build confidence, empathy, and life skills; and learn about California's coastal and marine environments during five- to 14-day hiking, backpacking, and kayaking expeditions.

29. $50,000 for Grassroots Ecology

  Project Title: East Palo Alto Baylands Education and Stewardship Project

  Engaging Communities in: East Palo Alto

  Grant Category: Youth programs, Shoreline enhancement, General public/adult programs

  Project Timeline: April 2022 – April 2024

Engages East Palo Alto youth and community members to experience, explore, and restore their local shoreline. The three project components are a Youth Stewards Program for middle and high school students, Habitat Restoration Paid Internships for young adults, and stewardship and appreciation events for community members of all ages.

30. $24,025 for Greater Farallones Association
    Project Title: Connecting Students to Meaningful Coastal Learning Experiences
    Engaging Communities in: San Francisco Bay Area
    Grant Category: Youth programs
    Project Timeline: June 2022 – July 2023
    Classes will participate in the LiMPETS program, a species monitoring program that involves students in the practice of real science in the classroom and at the coast. In addition, core training materials will be translated into Spanish and refined to engage English Language Development students.

31. $25,000 for Green Life Project/Earth Island Institute, Inc.
    Project Title: Reentry and Youth Leadership Watershed Steward Project
    Engaging Communities in: Oakland
    Grant Category: Youth programs, General public/adult programs
    Project Timeline: March 2022 – December 2022
    Brings together carceral system-impacted leaders, youth, community partners, and other residents to engage in activities fostering a love of the local waterways and coast, including physical recreation, team-building, community service, and learning about impacts on marine and coastal habitats.

32. $49,982 for Groundwork San Diego – Chollas Creek
    Project Title: Connecting Upstream Youth to Downstream Coastal Resources
    Engaging Communities in: San Diego
    Grant Category: Youth programs, Climate change
    Project Timeline: March 2022 – September 2023
    Lessons and projects connecting upstream watershed to marine ecosystems will engage middle school students during a four-day per week after school program and a two-week coastal excursion summer camp. Four additional Saturday coastal and watershed trips will include families along with the students.

33. $48,370 for Humboldt Baykeeper
    Project Title: Humboldt Bay Rising Tides
    Engaging Communities in: Humboldt County
    Grant Category: General public/adult programs, Climate change
    Project Timeline: March 2022 – April 2024
    Boat and walking tours of the Bay will combine with a weekly radio show and podcast to bring visibility and civic engagement to local issues connected to sea level rise.

34. $18,261 for Jug Handle Creek Farm & Nature Center
    Project Title: Pomo Coast Connect
    Engaging Communities in: Lake and Mendocino Counties
    Grant Category: General public/adult programs
    Project Timeline: May 2022 – April 2024
    In a partnership with six tribes, multi-day retreats will connect native communities to the ocean and their traditional Pomo lands with regenerative cultural activities, nature education and restoration activities, and fun activities on the coast.

35. $50,000 for KIDS for the BAY/Earth Island Institute, Inc.
    Project Title: Watershed Action – Ocean Stewards Program

Engaging Communities in: Richmond and San Pablo
Grant Category: Youth programs
Project Timeline: April 2022 – July 2023
Students will learn about and become stewards of their local watershed, take field trips to explore and learn about an ocean beach, deliver presentations to teach their families what they have learned and lead their families on a visit to the same beach they previously visited. Partner teachers will receive tools and training to continue teaching this program to future classes.

36. $49,399 for La Honda-Pescadero Unified School District
Project Title: South Coast Environmental Studies Program and Career Path
Engaging Communities in: La Honda and Pescadero
Grant Category: Youth programs, Shoreline enhancement
Project Timeline: March 2022 – April 2024
Working with community partners, students will engage in stewardship and environmental studies at Pescadero Marsh and other coastal locations, including through habitat restoration and ecological monitoring. This interdisciplinary program will be available to students in multiple classes and afterschool, and students will be able to apply for stipends to complete additional community service work.

37. $17,625 for Learning Works Charter School/Public Works Group
Project Title: Expanding Learning Works Field Trips and Labs
Engaging Communities in: Pasadena, Altadena, Sierra Madre, Boyle Heights
Grant Category: Youth programs
Project Timeline: April 2022 – April 2024
The school and community garden program will expand to provide opportunities for watershed education, and students will take field trips within Los Angeles County to promote community connections and facilitate relations with other organizations, including through student service projects.

38. $41,234 for LifeSail Inc.
Project Title: Sail Away – A Foster Youth Ocean Adventure
Engaging Communities in: Antelope Valley
Grant Category: Youth programs
Project Timeline: March 2022 – April 2024
Foster and transition age youth of color will explore Catalina Island and USC Wrigley Marine Science Center during three-day hands-on sailing adventures.

39. $35,000 for Lions Center for the Visually Impaired/Lions Blind Center of Diablo Valley
Project Title: ABCs – Aging, Blind Coastal Delta Exploration
Engaging Communities in: Alameda, Contra Costa, and Solano Counties
Grant Category: General public/adult programs
Project Timeline: March 2022 – March 2023
Blind and visually impaired adults will receive in-home, virtual and on-site environmental programming, with fun and educational trips to shoreline parks in Alameda, Contra Costa, and Solano Counties.

40. $19,996 for Los Angeles Academy of Arts and Enterprise
Project Title: Catalina Island Environmental Science

Engaging Communities in: Los Angeles
Grant Category: Youth programs
Project Timeline: May 2022 – June 2023
High school students in Biology, Earth Science, and AP Environmental Science will take an overnight trip to Wrigley Marine Science Center to learn about ocean sciences through indoor labs and outdoor snorkeling, hikes, and kayaking. They will then lead three workshops for middle school students to teach what they learned, including environmental concerns such as ocean acidification and loss of biodiversity.

41. $16,307 for Maple Elementary School/Fullerton School District
Project Title: Environmental Conservation at Catalina Island Marine Institute
Engaging Communities in: Fullerton
Grant Category: Youth programs
Project Timeline: April 2022 – June 2023
All fifth-grade students will experience three days of hands-on marine science on Catalina, including snorkeling in the ocean. They will reflect on careers in marine and environmental sciences and further investigate one through a project when they return to the classroom.

42. $20,000 for Un Mar De Colores/Changing Tides Foundation
Project Title: Surf Therapy Fiestas and Eco Field Trips
Engaging Communities in: San Diego County
Grant Category: Youth programs
Project Timeline: May 2022 – April 2024
Youth from BIPOC communities will learn surfing, environmental stewardship, and build a platform for success through three-, six-, and nine-month programs of monthly surf days, eco field trips, family learning days, and one-on-one mentorship.

43. $17,400 for MeWater Foundation, Inc.
Project Title: Surf and Nature Education Camps
Engaging Communities in: Bayview, Hunters Point, Visitacion Valley
Grant Category: Youth programs
Project Timeline: June 2022 – December 2023
Youth will participate in camps at local beaches to learn about coastal ecosystems, enjoy surf lessons, practice mindfulness through emotional health exercises, participate in beach cleanups, and create memories of joyful experiences.

44. $10,000 for Mission Science Workshop/Community Initiatives
Project Title: Whale on Wheels
Engaging Communities in: San Francisco
Grant Category: Youth programs
Project Timeline: March 2022 – June 2023
A disassembled, 30-foot juvenile gray whale skeleton will be delivered to schools, and after a lesson on whale evolution, anatomy, and conservation the students will work together to assemble the full skeleton.

45. $20,000 for Monterey Peninsula Audubon Society
Project Title: Oystercatcher Monitoring Project Intern Program
Engaging Communities in: Monterey Bay Area

Grant Category: Youth programs, General public/adult programs
 Project Timeline: March 2022 – August 2022
Creates a paid internship position for an undergraduate student from CSU Monterey Bay's Louis Stokes Alliance for Minority Participation Program, who will be mentored to assist with the Oystercatcher project through research, field activities, and public outreach.

46. $34,900 for Monterey Waterkeeper/California Coastkeeper
 Project Title: Central Coast Water Leaders Program
 Engaging Communities in: Monterey Bay Area
 Grant Category: Youth programs, General public/adult programs, Shoreline enhancement
 Project Timeline: March 2022 – April 2024
Strengthen collaborative relationships with community organizations across the region by developing and presenting uniquely tailored experiential programming relating to environmental and coastal resources through the lens of their missions.

47. $49,840 for Napa County Office of Education
 Project Title: COOL Coast
 Engaging Communities in: Napa and Santa Rosa
 Grant Category: Youth programs
 Project Timeline: April 2022 – May 2023
Engage 3rd-8th grade students in environmental education and service learning, including trips to the Napa River, American Canyon marsh, and Sonoma/Marin coast, as part of the Expanded Learning program.

48. $25,566 for Napa County Resource Conservation District
 Project Title: Stream Watch Community Science Program
 Engaging Communities in: Napa County
 Grant Category: General public/adult programs
 Project Timeline: May 2022 – December 2023
Engage volunteer community scientists to contribute meaningful data on dry-season stream flow, and implement three Stream Engagement Events to spread awareness of the importance and diversity of the Napa River Watershed and its connection to the Bay and ocean.

49. $50,000 for NatureBridge
 Project Title: Marine Science Education for Youth
 Engaging Communities in: Northern California and Central Valley
 Grant Category: Youth audience
 Project Timeline: March 2022 – June 2023
Refurbish the Marine Science Lab after the disruption of the pandemic, and provide scholarships for classes to attend multi-day programming at NatureBridge's Golden Gate National Recreation Area campus.

50. $15,426 for NCI Affiliates, Inc.
 Project Title: Enhancing Self-Advocacy through Coastal Stewardship
 Engaging Communities in: Northern San Luis Obispo County, Monterey County
 Grant Category: General public/adult programs

Project Timeline: June 2022 – March 2024

To develop a peer-based self-advocacy group for adults with intellectual disabilities and developmental delays that integrates conservation efforts on the central coast with environmental education, ocean stewardship, civic engagement, and community partnerships. Includes regular visits to the coast and inclusive volunteer activities.

51. $19,171 for Northcoast Regional Land Trust

Project Title: Coastal Connections Event Series

Engaging Communities in: Humboldt County

Grant Category: General public/adult programs, Climate change

Project Timeline: April 2022 – November 2023

Community members will participate in interpretive tours, outdoor adventures, and stewardship experiences related to wetland restoration, habitat protection, and sea level rise, as well as unstructured opportunities for building authentic connection to the coast.

52. $36,299 for Noyo Center for Marine Science

Project Title: Talking Trash Again - Making Choices That Support a Healthy Ocean

Engaging Communities in: Fort Bragg, Mendocino

Grant Category: Youth programs, General public/adult programs, Shoreline enhancement

Project Timeline: April 2022 – April 2024

Youth will learn about trash, recycling, and ocean health through classroom lessons, campus trash audits and beach cleanups, as well as an ocean plastics exhibit at the Discovery Center in downtown Fort Bragg involving the wider community.

53. $41,575 for Ocean Connectors/The Ocean Foundation

Project Title: Ocean Connectors

Engaging Communities in: National City

Grant Category: Youth programs

Project Timeline: June 2022 – August 2023

Every Title I elementary and middle school in National City School District will receive in-class marine education lessons and accompanying hands-on learning using habitat restoration and coastal field trips, which may include Paradise Creek, Living Coast Discovery Center, San Diego Bay Wildlife Refuge, or a whale watching boat trip depending on grade level.

54. $20,000 for Oceanographic Teaching Stations, Inc.

Project Title: Access to Community Coastal Environmental Science & Stewardship

Engaging Communities in: Los Angeles County

Grant Category: Youth programs

Project Timeline: March 2022 – June 2023

Students in the greater Los Angeles area will receive two virtual and one in-person hands-on program either at Roundhouse Aquarium or at the school site, on ecosystem connections, ocean ecology, and human impacts on the environment.

55. $19,938 for Orange County Coastkeeper

Project Title: Watershed Heroes – Actions Linking Education to Stewardship

Engaging Communities in: Garden Grove

Grant Category: Youth programs

Project Timeline: June 2022 – August 2023

Through in-class activities and field experiences over the course of a school year, high school students will explore watershed and ecological concepts in their own community, including five field trips throughout the watershed.

56. $28,808 for Outdoor Outreach

Project Title: Youth Environmental Stewardship Project

Engaging Communities in: Southern San Diego County

Grant Category: Youth programs

Project Timeline: April 2022 – March 2023

Engage youth in 12 field-based outdoor conservation programs with impacts both for wetland and coastal habitat restoration in the border region, sustain 40 internship positions for program graduates employed as outdoor educators, and support staff training on environmental stewardship.

57. $45,053 for Palos Verdes Peninsula Land Conservancy

Project Title: 3rd Grade Student Naturalist Program for LAUSD

Engaging Communities in: Los Angeles County

Grant Category: Youth programs

Project Timeline: March 2022 – April 2024

Students and families will be engaged in an in-depth coastal conservation education program taking place in the classroom and during a field trip to White Point Nature Preserve and Cabrillo Beach, as well as through an extra-curricular Nature Club, habitat restoration events, nature walks, a Careers in Conservation lecture series, and a Nature Pack lending program.

58. $36,000 for Point Bonita YMCA/Young Men's Christian Association of San Francisco

Project Title: Strengthening Science – Experiential Education in Nature's Classroom

Engaging Communities in: Marin City

Grant Category: Youth programs, Climate change

Project Timeline: March 2022 – December 2022

In partnership with teaching staff, middle schoolers at Bayside Martin Luther King Jr. Academy will develop science skills with hands-on curriculum in marine ecosystems, geology, and natural history in the classroom, school garden, at the Marin Headlands, and the local shoreline.

59. $42,381 for Point Lobos Foundation/Point Lobos Natural History Association

Project Title: Experience Point Lobos for Families of CHISPA Community Housing

Engaging Communities in: Castroville, Salinas, Gonzales, Soledad, Greenfield, King City

Grant Category: General public/adult programs

Project Timeline: March 2022 – December 2023

Create and sustain new equitable access opportunities to Point Lobos State Natural Reserve by directly supporting families in a first and second visit, including educational components, and supporting participants to become increasingly knowledgeable, prepared, and confident to continue visits on their own.

60. $4,670 for Potter Valley Elementary School/Potter Valley Community Unified School District

Project Title: Sixth Grade Science Camp
Engaging Communities in: Potter Valley
Grant Category: Youth programs
Project Timeline: March 2022 – April 2022
Sixth graders will spend a week studying marine ecology at MacKerricher State Park with the Pacific Environmental Education Center.

61. $19,631 for Redwood Community Action Agency
Project Title: Salt Marsh, Sand Dunes, and Sea Life Stewards
Engaging Communities in: Humboldt County
Grant Category: General public/adult programs
Project Timeline: March 2022 – April 2024
Individuals and families in transition will experience a series of coastal field trips including a salt marsh boat tour and sand dune and tide pool explorations, and participate in coastal cleanup activities if able, inviting a shift from inner thoughts to outer sensory experiences.

62. $20,000 for Russian Riverkeeper
Project Title: River and Ocean Trash Education and Stewardship
Engaging Communities in: Cloverdale, Healdsburg, Windsor, Santa Rosa
Grant Category: Youth programs, Shoreline enhancement
Project Timeline: June 2022 – June 2023
School groups will receive education and opportunities for data analysis regarding trash and plastics accumulation in the Russian River watershed, building on solutions-based stewardship and community connection to the environment.

63. $29,292 for San Francisco Bay Bird Observatory
Project Title: Volunteer-led California Least Tern Recovery at Eden Landing
Engaging Communities in: San Francisco Bay Area
Grant Category: General public/adult programs, Shoreline enhancement
Project Timeline: March 2022 – November 2023
Engage volunteers to assist habitat enhancement at the least tern breeding site and to participate in the South Bay Tern Watch Program to collect important colony data.

64. $23,000 for San Mateo County Parks & Recreation Foundation
Project Title: Educational Tours to Fitzgerald Marine Reserve
Engaging Communities in: San Mateo County
Grant Category: Youth programs, General public/adult programs
Project Timeline: April 2022 – October 2023
Provide schools and youth service organizations that engage BIPOC youth and communities with low incomes with educational tours of the Reserve, and enhance interpretive resources for Spanish- and Mandarin-speaking visitors.

65. $20,000 for Santa Barbara Channelkeeper
Project Title: Sea & Shore Explorers – a Santa Barbara Coastline for All
Engaging Communities in: Santa Barbara County
Grant Category: Youth programs
Project Timeline: April 2022 – June 2023
During the school year, classes will participate in marine science lessons and an on-the-

ocean kayak field experience. Summer program participants will take part in stewardship activities and marine conservation boat trips.

66. $50,000 for Save California Salmon/Trees Foundation
    Project Title: Water and Climate Protection Campaign
    Engaging Communities in: Northern California
    Grant Category: Youth programs, Climate change
    Project Timeline: March 2022 – April 2024
    Projects will include developing a junior high school curriculum based on the Traditional Ecological Knowledge, Science, and Management speaker series, developing regionally-focused lessons on water policy and decision making, hosting teacher professional development trainings and working with local jurisdictions to implement the curricula, hosting trainings for youth to learn how to participate in government decision-making processes, hosting Native youth camps, leading Klamath and Trinity River cleanups, and hosting community tours of Sue-meg Village.

67. $33,643 for Scott River Watershed Council
    Project Title: Creek to Coast
    Engaging Communities in: Etna
    Grant Category: Youth programs
    Project Timeline: June 2022 – August 2023
    During a summer program, youth will learn about and visit the Scott River watershed from Etna to the Klamath estuary, highlighting the salmonid life cycle; riparian, estuarine, and marine habitats; and active restoration efforts.

68. $49,987 for Semillas Sociedad Civil
    Project Title: Science is Ceremony
    Engaging Communities in: Los Angeles
    Grant Category: Youth programs
    Project Timeline: March 2022 – December 2023
    An eight-week summer academy for Indigenous students will incorporate hands-on, experiential activities on ocean science while taking a decolonizing approach to redefine ocean literacy within the context of sustainable, Indigenous Traditional Ecological Knowledge. Activities will include data collection and analysis, scientific writing, field trips to Catalina and Santa Cruz Island and the Ballona Wetlands, and a culminating event to present student projects and findings.

69. $20,000 for Smith River Alliance, Inc.
    Project Title: Del Norte and Adjacent Tribal Lands Coastal Stewardship Project
    Engaging Communities in: Del Norte County
    Grant Category: Shoreline enhancement
    Project Timeline: April 2022 – April 2023
    Work with partners to develop an Adopt-A-Beach program for the northern 20 miles of the Del Norte County coastline and the lower Smith River, and expand upon a July 4th waste prevention campaign.

70. $35,000 for STEMTaught Foundation
    Project Title: Dive with a Scientist
    Engaging Communities in: Kern County, Paradise

Grant Category: Youth programs
Project Timeline: April 2022 – June 2023
Elementary school classes will go scuba diving in virtual reality from their classrooms and explore marine samples under microscopes as they learn about ocean ecosystems.

71. $50,000 for Tolowa Dunes Stewards/Friends of the Dunes
Project Title: Protecting Biological Diversity by Advancing Indigenous, Youth Stewardship
Engaging Communities in: Del Norte County
Grant Category: Shoreline enhancement, Youth programs, General public/adult programs
Project Timeline: March 2022 – April 2023
In partnership with Tolowa Dee-ni' Nation, a series of culturally focused education and stewardship activities will engage tribal youth and families, including plant and wildlife outings and recreational activities on and near the Tolowa Coast. Sierra Service Project youth and community volunteers will engage in multiple restoration projects and coastal cleanups.

72. $19,945 for Tomales High School/Shoreline Unified School District
Project Title: Shoreline Experiential Learning Project
Engaging Communities in: West Marin County, southwest Sonoma County
Grant Category: Youth programs
Project Timeline: March 2022 – April 2024
Students will develop naturalist skills and learn about human impacts on coastal ecosystems in the classroom, on Tomales Bay, and during overnight trips to Salt Point State Park, Elkhorn Slough, and Clem Miller Education Center in Point Reyes. Curriculum and family outreach with be in both English and Spanish.

73. $38,275 for TreePeople Land Trust/Mountains Restoration Trust
Project Title: Coastal Wetlands – From the Mountains to the Sea
Engaging Communities in: San Fernando and San Fernando Valley
Grant Category: Youth programs
Project Timeline: March 2022 – December 2022
A series of three Saturday field trips, to Cold Creek Canyon, Cold Creek Valley, and Malibu Lagoon, will engage high school students in natural lands, watershed health, and the systems that connect our environment.

74. $47,700 for Treobytes
Project Title: Drone Piloting in Oceanside
Engaging Communities in: San Diego County
Grant Category: General public/adult programs
Project Timeline: April 2022 – January 2024
Foster an authentic and career-oriented connection between underrepresented young adults and coastal ocean spaces by piloting a vocational training program to teach environmentally responsible drone flying for professional coastal and marine data collection tasks.

75. $50,000 for Turtle Island Restoration Network
Project Title: Training and Diversifying the Next Generation of Marine and Watershed

Educators and Practitioners
 Engaging Communities in: West Marin County and Statewide
 Grant Category: General public/adult programs, Youth programs, Shoreline enhancement
 Project Timeline: April 2022 – July 2023
Expand an internship program to address disparities of opportunity for BIPOC communities. Provide living and travel stipends to residential and non-residential interns for field science, education, community building, and career development.

76. $49,206 for University Corporation at Monterey Bay
 Project Title: 6th Grade Eco-Ambassadors Restore and Monitor the Dunes
 Engaging Communities in: Seaside, Marina, Monterey
 Grant Category: Youth programs
 Project Timeline: March 2022 – April 2024
Pilot a 6th grade program for classes in Monterey Peninsula Unified School District, including teacher support and development, two field trips to the beach for each class for dune restoration and monitoring, and seven new school native dune gardens. Paid CSUMB students will assist the program.

77. $43,276 for University Corporation, CSU Northridge
 Project Title: Turning the Tide Project
 Engaging Communities in: Canoga Park
 Grant Category: General public/adult programs
 Project Timeline: April 2022 – April 2024
CSUN Bridge to the Future scholars, all of whom are graduates of Canoga Park High School, will engage in stewardship and experiential education to increase understanding of the ecological connections between valley regions and coastal communities. Activities will include lectures and discussions, community and coastal cleanups, coastal education trips to Santa Monica Beach, and culminating creative student projects exhibited on the CSUN campus.

78. $32,493 for University of Southern California
 Project Title: Catalina Island STEM Exploration
 Engaging Communities in: Los Angeles
 Grant Category: Youth programs
 Project Timeline: March 2022 – March 2024
Middle and high school USC MESA participants will take part in a three-day trip to Wrigley Marine Science Center on Catalina Island for coastal and marine science study and exploration, visit Gardena Willows Wetland Preserve, and present their findings to their families as part of a year-long program to help students make connections and engage solutions between the ocean and environmental issues in their local communities.

79. $10,000 for Venice Beach Oceanarium
 Project Title: Venice Pier Oceanarium
 Engaging Communities in: Venice
 Grant Category: General public/adult programs, Youth programs
 Project Timeline: March 2022 – May 2022

Upgrade the Venice Pier ocean education exhibit including an underwater camera and informational signage, and extend the operating hours of the Oceanarium by engaging volunteer marine biology students.

80. $50,000 for Ventana Wilderness Alliance
    Project Title: Youth in Wilderness – Connecting Youth Outdoors
    Engaging Communities in: Monterey and Santa Cruz Counties
    Grant Category: Youth programs
    Project Timeline: March 2022 – April 2024
    Lead youth in introductory wilderness immersion outings, inspiring empowerment, reflection, and a strengthened connection to public lands. Includes at least 35 coastal overnight and day trip adventures and three female empowerment outings. Participating groups are community partners and affinity groups engaging historically excluded identities.

81. $45,055 for Ventana Wildlife Society
    Project Title: Coastal Stewardship Education and Action
    Engaging Communities in: Monterey County
    Grant Category: Youth programs, General public/adult programs
    Project Timeline: April 2022 – March 2023
    Provide environmental and outdoor education programming for youth. Recruit and employ two graduate student interns who will assist in condor recovery actions, conduct public education in person and in monthly zoom presentations, and organize community volunteer events focusing on micro-trash in Big Sur.

82. $49,328 for Ventura County Resource Conservation District
    Project Title: Coastal Education
    Engaging Communities in: Santa Paula
    Grant Category: Youth programs
    Project Timeline: April 2022 – January 2024
    Students and families from the Santa Paula Unified School District's afterschool program will take part in fun field trips to bike along the coast, kayak in Ventura Harbor, and hike at Ormond Beach as they learn about water quality, oil spills, flora and fauna, and climate change.

83. $50,000 for Vida Verde Nature Education
    Project Title: Vida Verde Coastal Program
    Engaging Communities in: San Francisco Bay Area
    Grant Category: Youth programs
    Project Timeline: April 2022 – March 2024
    A three-day school year elementary program and a teen summer program on the San Mateo Coast engage students in learning about and from sandy beaches, marsh, and tidepools.

84. $40,000 for Wahine Project, Inc.
    Project Title: Wahine Sur
    Engaging Communities in: South Monterey County
    Grant Category: Youth programs
    Project Timeline: March 2022 – June 2023

A year-round program incorporates sustainability, conservation, ecology, and oceanography with surfing and boogie boarding, with all instruction in both English and Spanish. Youth and families will receive transportation from rural south Monterey County two Saturdays per month during the school year and for a week-long camp in the summer.

85. $45,497 for The Watershed Project
Project Title: Ocean Acidification & Resilience in a Changing Climate
Engaging Communities in: Oakland, Richmond, San Pablo, San Francisco
Grant Category: Youth programs, Climate change
Project Timeline: June 2022 – June 2023
Four high school teachers will be trained and supported to teach a place-based two-week ocean acidification curriculum module with multiple classes, complemented by hands-on experiments, data analysis, videos, and a field trip to Point Reyes National Seashore. Students will communicate their findings to the community in a public venue.

86. $49,419 for Western Flyer Foundation
Project Title: STEM Experiential Approach to Critical Ocean and Atmosphere Science Topics
Engaging Communities in: North Monterey County
Grant Category: Youth programs
Project Timeline: March 2022 – April 2022
This pilot program engages high school and community college students in marine science research on board the historic Western Flyer vessel. Curriculum will be developed, classes will receive bus scholarships and substitute teacher reimbursement, and an internship program will provide experience in maritime operations, program development, and research.

87. $20,000 for WILDCOAST
Project Title: Coastal Leaders Internship
Engaging Communities in: San Diego County
Grant Category: Youth programs, General public/adult programs, Climate change
Project Timeline: April 2022 – July 2023
High school students from Indigenous and other communities will take part in a year-long internship that engages youth and adults in natural solutions to climate change, habitat restoration, MPA education, and community science data collection. Interns and their families will participate in three conservation recreation outings including sustainable pier fishing, nature walks, and kayaking.

88. $50,000 for Wishtoyo Foundation
Project Title: Chumash Tribal Marine Protected Areas Education Program
Engaging Communities in: Los Angeles, Ventura, and Santa Barbara Counties
Grant Category: Youth programs
Project Timeline: June 2022 – July 2023
K-12 students will visit the Chumash Discovery Village for cultural and environmental education activities such as ocean acidification experiments, crafting yucca cordage, processing acorns, coastal restoration, beach cleanups, and traditional storytelling about

First Peoples maritime history. Student visits may be one-day programs or overnight programs.

89. $49,754 for YES Nature to Neighborhoods
    Project Title: Richmond Outdoors – Nurturing Coastal Environment Leaders
    Engaging Communities in: Richmond
    Grant Category: Youth programs
    Project Timeline: March 2022 – March 2023
    Youth will explore coastal environments through kayaking, hiking, and backpacking trips to San Francisco Bay, Tomales Bay, Samuel Taylor State Park, Point Reyes National Seashore, Stinson Beach, and Point Bonita, and partner with organizations to engage in stewardship activities while there. Curriculum will be redesigned to include topics such as government policy on watershed pollution and the historical context of BIPOC in the outdoors. Youth Leadership participants will explore human and environmental interconnectedness and present to peers and community members what they've learned.

90. $50,000 for Yurok Tribe Environmental Program
    Project Title: Cultivating Food Sovereignty Through Environmental Stewardship
    Engaging Communities in: Yurok Indian Reservation and Ancestral Territories
    Grant Category: Shoreline enhancement, Youth programs
    Project Timeline: April 2022 – March 2023
    Establish an educational program for Yurok elementary schools and community. Educational and stewardship opportunities will be made available to the entire Yurok community through the adoption of two Del Norte County beaches, the installation of five monofilament recycling stations, and the development of educational materials for community distribution. Marine debris studies conducted during beach cleanups at the adopted beaches will provide insight into educational needs throughout the Yurok Indian Reservation.

Appendix D: Content from Navigating Participant Demographics Guide - Suggestions from Whale Tail Grantees

Choose which demographics are most appropriate to collect based on your organization's goals

- Communicate internally with staff beforehand to ensure that the selected metrics are agreed upon
- Consider whether certain questions may be sensitive for your audience
- If staff time and resources are limited, prioritize a few key metrics

Guiding Questions

- How do our participants want to be represented?
- Do the demographics best represent our community and impact?
- Is our data easy to understand and accessible to our team?

Other Ideas

- Provide options for participants to "select all that apply" or leave a space for a "write-in/other" option
- Broaden demographic questions to include additional meaning and context. E.g., "What are you most proud of about your background and/or heritage?"
- Consider including demographic data collection in the intake or enrollment process

Resources

- Refer to the [Tracking Diversity Green 2.0 Guide](#) to help craft appropriate survey questions
- Do the best you can with available resources
    - If working with schools, pull demographics from [ed-data.org](#) or [greatschools.org](#)
    - Use partner data (if available)