

CALIFORNIA COASTAL COMMISSION

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November 22, 2023

To: Commissioners and Alternates

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Re: 2023 Public Education Program Update

At the Coastal Commission meeting of Wednesday, December 13, 2023, the staff of the Public Education Program will update the Commission with a summary of program activities and accomplishments for the past year. The attached report provides additional information on 2023 activities.

California Coastal Commission
Public Education Program
2023 Annual Report



California Coastal Commission

Public Education Program

2023 Annual Report

Public Education Program 2023	4
Introduction	4
Background	4
2023 Highlights.....	5
California Coastal Cleanup Day	7
Adopt-A-Beach®	12
Kids' Ocean Day	13
Protect Our Coast and Ocean Fund Tax Check Off	14
WHALE TAIL® License Plate	15
WHALE TAIL® Grants	16
Boating Clean and Green	18
Resources for Educators and Students	22
California King Tides Project.....	23
Ocean & Coastal Photography Contest	24
Project Grow.....	25
Marine Debris Policy & Coordination	27
Beach Wheelchairs	28
Other Forms of Public Outreach.....	29
 Appendix I: Partner Organizations.....	 31
Appendix II: Equity Analysis Fiscal Year 2022-2023	38

Public Education Program 2023

Introduction

The California Coastal Commission's Public Education Program provides Californians opportunities to learn about and connect with California's remarkable coastline. An important focus is on reaching communities that face barriers in terms of access to the coast.

This year, the resumption of in person activities and events accelerated – there were more boat shows and environmental fairs, more sites and volunteers for Coastal Cleanup Day, and more Whale Tail Grantees were able to hold in person camps, field trips, and other events. Many of the online and self-guided offerings developed during the pandemic continued as well, such as neighborhood cleanups and virtual Dockwalker trainings. The net result was a wide variety of offerings to accommodate a range of interests and needs.

This report describes how 2023 unfolded. Additional information about most of the programs described in this report can be found [online](#).

Background

The California Coastal Act lays out the foundation for the Coastal Commission's Public Education Program. **Coastal Act Section 30012** states that “an educated and informed citizenry is essential to the well-being of a participatory democracy and is necessary to protect California's finite natural resources, including the quality of its environment. Through education, individuals can be made aware of and encouraged to accept their share of the responsibility for protecting and improving the natural environment.” The Coastal Act further states that “the Commission shall carry out a public education program that includes outreach efforts to schools, youth organizations, and the general public for the purpose of promoting understanding of, fostering a sense of individual responsibility for, and encouraging public initiatives and participation in programs for, the conservation and wise use of coastal and ocean resources.”

The Coastal Commission's public education programs take many forms including impactful and fun outdoor experiences, stewardship activities, community field science, and artistic expression. The Coastal Commission also supports others engaged in this work by providing grant funding, resources for educators, and training. Partnerships are central to the work of the Public Education Program and many of the programs described in this report are collaborative efforts. Appendix I lists the Public Education Program's many partner organizations.

There are several funding sources for these programs. The WHALE TAIL® License Plate has supported core program activities and WHALE TAIL® grants since 1997. Since 2014, the Protect Our Coast and Oceans check-off box on the state tax return has also provided funds

for WHALE TAIL® grants. And in 2021, the state budget allocated additional funds for WHALE TAIL® grants, to be distributed before the end of FY2025-26. Corporate contributions and individual donations support the Coastal Cleanup Day Program through our partner, the California State Parks Foundation.

2023 Highlights

- The 39th annual **California Coastal Cleanup Day** took place on Saturday, September 23rd. While continuing to rebuild capacity after interruptions caused by COVID-19, coordinators around the state organized 696 cleanup sites across the state in 55 of California's 58 counties. All told, 44,352 volunteers turned out over the month of September to remove 360,521 pounds of trash and recyclables from over 2,055 miles of coastal and inland shorelines. And with 1,883 total cleanup events, California led the world in cleanup activity in September.

A new partnership with CalTrans Stormwater Program increased media attention for the Cleanup. In addition, staff and California State Parks hosted a Coastal Cleanup Day Facebook Live event the week before the big day to provide an opportunity for real-time public engagement at a statewide level. A new digital waiver option for volunteer sign ups helped streamline the registration process.

- The 2022/23 competitive **WHALE TAIL® Grants** cycle was among the largest in the program's history, with over \$2 million distributed to 56 grantees. Approximately 54,000 direct participants are anticipated between the 56 programs funded in this cycle.

An equity analysis of the FY 2022/2023 grants cycle is Appendix II of this report. It describes ongoing efforts to increase accessibility and equity in the entire grant cycle, from outreach and applicant support to grant management. Fiscal Year 2022/2023 grant projects are taking place in 24 counties and the greater San Francisco Bay region. Forty-nine projects focus on engaging communities with low incomes, 39 focus on the inclusion of BIPOC communities, 22 support dual language learners, 13 engage inland communities, 9 focus on tribal communities, 9 engage newcomers and migrant communities, 7 take place in Designated Rural Regions, 7 engage unhoused communities, and 3 focus on LGBTQ2S+ communities. Other identified focus demographics include high pollution burden communities, carceral system impacted, people with disabilities, youth in the foster system, flood vulnerable communities, wildlife impacted, elders, families, and teachers.

- **Boating Clean and Green** launched Version Two of the Boating Facilities Spill Response Communication Workshops partnering with the California Department of Fish and Wildlife Office of Spill Response. This new version focuses on real case spill scenarios and best management practices.

The Program also continued to collaborate with the California State Parks Boating Safety Unit and the San Francisco Estuary Partnership on new episodes of the Dockside

podcast. Topics this year included microplastics, shark research, marine composting toilets, and profiles of trail blazers like Captain Marie Rogers, the first Black woman to hold Commodoreship at a Los Angeles yacht club. Since its launch in April 2022, thirteen episodes have been produced.

- **Kids' Ocean Day** released a new video, titled "Joy in Nature." The video is up on the Commission's [YouTube](#) page and on the program website at oceanday.net.
- **WHALE TAIL® license plate** sales combined with renewal fees for existing plates provided \$4.2 million for environmental programs in Fiscal Year 2022-23. Of this total, \$1.1 million was allocated to the Coastal Commission's California Beach and Coastal Enhancement Account, which funds the Commission's public education programs and WHALE TAIL® Grants, and \$3.1 million to the statewide Environmental License Plate Fund for a range of environmental conservation projects.
- From January through October 2023, the **Protect Our Coast and Ocean Fund** received \$298,995 in donations from 19,969 individuals, who "checked the coast" on their state tax forms. One hundred percent of these donations support the WHALE TAIL® Grants Program.



Pacific Beach Coalition volunteers help clean Lindamar State Beach during Coastal Cleanup Day 2023 in San Mateo County.

California Coastal Cleanup Day

On September 23rd, 2023, tens of thousands of Californians turned out to almost 700 cleanup sites throughout the state for the annual [California Coastal Cleanup Day \(CCD\)](#). In addition to the single-day event, the Commission continued to promote self-guided [neighborhood cleanups](#) throughout the month of September, encouraging volunteers to clean their streets, local parks, creeks, and shorelines on their own. These neighborhood cleanups, an effort started during the height of the pandemic in 2020, helped expand the cleanup effort to include new areas of the state and volunteers for whom the traditional Saturday cleanups may have been inconvenient or inaccessible.

The Cleanup continues to be California's most popular annual volunteer event. Reports from around the state are still filtering in, but as of this writing 44,352 volunteers took part in at least

one cleanup during the month, helping to remove 360,521 pounds of trash and recycling from over 2,055 miles of the state's shorelines.

Coastal Cleanup Day enjoyed strong volunteer turnout in both coastal counties and inland areas. Inland cleanups illustrate one of the event's most important messages – that we are all connected to the coast and ocean by our rivers, streams, and storm drains. About one-quarter of the total volunteers and one-third of the debris was from inland cleanups. On-the-water participation continues to grow among boating facilities and boating groups as well. Forty-one boating facilities and groups participated in the event with 1,799 volunteers collecting 17,641 pounds of trash and recyclables on land and from 203 kayaks, canoes, and dinghies.



Volunteers in Yolo and Ventura counties count all the items collected during the 2023 California Coastal Cleanup Day.

In addition to cleaning up, volunteers tracked the trash they removed using either a paper data card or the Ocean Conservancy's [Clean Swell app](#). Over 1,883 California cleanups were reported on the Clean Swell app, which is far more than any other state or country recorded for the International Coastal Cleanup. Cleanup data collection by volunteers is added to the 35-year record of cleanup data, which comprises one of the longest and most robust trash data sets in the world.

Data Tells a Story

Coastal Cleanup data collection helps advance our understanding of the challenge of marine debris and highlights single use items that are particular problems in the environment. The data also supports state and local policies to reduce and prevent plastic pollution.

This year, for the first time since 2020, Personal Protective Equipment (masks and gloves) did not make up a substantial amount of the items removed, falling to number 26 on the list of top items found. Food wrappers and food and beverage containers, however, which also rose during the pandemic, continued to increase. And plastic grocery bags once again fell out of the top ten items (they had previously dropped after the enactment of the statewide plastic grocery bag ban, and then jumped up, returning to the top ten in 2020 and 2021, possibly due to the temporary suspension of the ban during COVID-19). The top ten list represents whole items that volunteers have picked up, demonstrating the items/products that are most abundant on beaches and shorelines. In 2023, the top ten items ranked as follows:

	Item	Percent
1	Plastic/foam pieces and other plastics waste	25.75%
2	Cigarette butts	24.93%
3	Food wrappers (candy, chips, etc.)	8.90%
4	Bottle caps - plastic	4.51%
5	Bottle caps - metal	2.70%
6	Beverage bottles - plastic	2.48%
7	Non-grocery plastic bags	2.45%
8	Straws/stirrers - plastic	2.28%
9	Beverage bottles - glass	1.90%
10	Beverage cans	1.87%

Event Messages Reach Millions

In addition to catalyzing participation, the event raises awareness by reaching millions of Californians through extensive media coverage in local newspapers, television, radio announcements, on social media, and other on-line sites. Staff partnered with the CalTrans Stormwater Program to promote events around the state. The joint effort connected CalTrans' efforts to reduce stormwater trash with the CCD program's message about how watershed health can impact the coast and ocean. The Commission also teamed up with California State Parks to host a Coastal Cleanup Day Facebook Live event on September 15th to promote participation and provide an opportunity for real-time public engagement at a statewide level.

The Coastal Commission also continued its tradition of producing unique event posters, postcards, and t-shirts. San Francisco-based ad agency Barrett Hofherr produced a pro-bono campaign to promote the cleanup through event posters, postcards, t-shirts, and on-line messages. The call to action was "you're bigger than you think," a reference to the

collective impact of volunteers working together toward a common goal. The [event materials](#), especially the t-shirt with its distinctive logo, proved extremely popular among the cleanup organizers and the public.



Corporate Partners in CCD

The Coastal Cleanup Day Program continued to enjoy support from corporate sponsors, which help fund the event and enhance outreach efforts. A key, ongoing partner is CG Roxanne, producers of Crystal Geyser Natural Alpine Spring Water. The cleanup also received support from Oracle, the Whale Tail® License Plate, and Kokolu, a sustainable lifestyle products brand that produced a custom tote bag made from 8 recycled plastic bottles for California Coastal Cleanup Day. The Cleanup also received in-kind support from the California State Parks Foundation, Ocean Conservancy, Rubio's, GreenPolly, which donated 120,000 trash bags made with 94% post-consumer recycled plastic, and Barrett Hofherr.

Volunteers Reflect on Their Experience

With assistance from local coordinators, the Commission conducts an annual survey of Coastal Cleanup participants to gain insight into their cleanup experience. The survey is also a way for volunteers to provide feedback and suggestions. Coastal Cleanup partner Rubio's provided free Chips and Guac coupons as an incentive to survey-takers. Many Coastal Cleanup sites also distributed Rubio's coupons to volunteers.

More than 400 volunteers have taken the survey to date. The majority attended an organized event and chose their cleanup location to improve their neighborhood or community. Virtually all respondents (99%) expressed strong concern over the impact of plastic pollution in the environment. Another takeaway is that the event is inspiring – 93.5% of respondents said that participating in the cleanup makes them want to do more to protect the environment, including actions like continuing to pick up trash, recycling more, and using fewer single-use plastic items.

The majority (67%) of respondents are return volunteers who participated in past Coastal Cleanup Days. The survey asks how the cleanup has influenced them over time. Many said that they had become more conscientious consumers and had switched to reusable products, stopped using balloons, threw away less food, and are spreading the word. Volunteers also wrote about how much they enjoyed participating and that it felt good to participate in such a communal event. One person wrote "Thank you for organizing this event. I came by myself but met up with a lot of great people." Another said, "Being a part of a big statewide (global) cleanup helps me feel connected to all the inhabitants of our planet." Another person remarked that, "the good news was we thought there was less overall debris than in past years as we cover the same beach area each time." One volunteer summed it up as follows: "Thank you for being proactive and inspiring people to do this! Can we do it more often?"



A group of volunteers with grabbers, buckets, and gloves clean up a rocky shore on a bay.

Adopt-A-Beach®

Over the past 38 years, hundreds of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California. The [Adopt-A-Beach® Program](#) offers groups an easy way to care for the coast by pledging to clean their beach three times over the course of one year. School groups can fulfill the obligation with one cleanup.

The COVID-19 pandemic temporarily impacted the capacity of Adopt-A-Beach® Program. With programming stalled, some long-time Beach Managers retired or moved to other positions. In 2023, program capacity continued to ramp back up, with many Adopt-A-Beach® Program sites holding regular “drop-in” group events as well as providing for individualized participation and self-guided cleanup options.

All 15 coastal counties, plus Alameda and Contra Costa, participate in the program. The Commission coordinates 17 Beach Managers from partner organizations who run the program locally. Beach Managers give participants cleanup supplies and educational materials, provide instruction, arrange for trash pickup, and sometimes offer supplemental educational programs and public recognition. The Commission provides Beach Managers with promotional materials and cleanup supplies. In addition, the Commission offers Adopt-A-Beach® groups curricula, activities, and other materials about the importance of keeping our water clean.



Over 1,000 Orange County students and volunteers formed an aerial art message for the 2023 Kids Ocean Day, organized by OC Coastkeeper

Kids' Ocean Day

For more than 25 years, kids from throughout California have taken part in Kids' Ocean Day, which includes in-school presentations about our connection to the ocean and how we can protect it, a fun field trip to the coast, a beach cleanup, and joining together to form aerial art creations and send a message to the world.

The program is led by Friends of the Dunes in Humboldt County, the Marine Science Institute in San Francisco, the Malibu Foundation for Environmental Education in Los Angeles, Orange County Coastkeeper, I Love A Clean San Diego, and Community Action Partnership of Kern, with aerial art direction by Spectral Q, and statewide coordination and funding from the California Coastal Commission and the WHALE TAIL® Grants Program. This year 8,371 students took part in a school assembly or classroom presentation, and most of those students gathered on beaches up and down the state to celebrate Kids Ocean Day.

The aerial art formations this year were a call to action to “Give Nature a Chance” – to recover and renew. The message was illustrated in different ways in each location and together sent a powerful message to the world about taking care of our planet. The children’s aerial art images can be viewed at oceanday.net. A new Kids Ocean Day video called “Finding Joy in Nature” can be viewed on the Commission’s [YouTube](https://www.youtube.com/watch?v=...) page and oceanday.net.



Students and volunteers lining up in Humboldt to form an aerial art message.



Protect Our Coast and Ocean Fund Tax Check Off

California taxpayers can support marine education and coastal stewardship by checking a box and donating to the [Protect Our Coast and Ocean Fund](#) in the voluntary contributions section of the state tax return. Donations to the fund support grants to local programs through the Whale Tail® Grants Program. Between January and October 2023, contributions to the Protect Our Coast and Ocean Fund totaled \$298,995 from 19,969 individuals. Since its inception, California taxpayers have contributed over \$3 million to the Protect Our Coast and Ocean tax check off.

This year's marketing campaign ran between February and July and included advertisements on Facebook, Instagram, and various web sites. In addition, numerous partner organizations helped to spread the word to their constituencies to extend the campaign's reach.



WHALE TAIL® License Plate

For Fiscal year 2022-23, California drivers purchased 4,256 [WHALE TAIL® License Plates](#), which combined with renewal fees from existing plates resulted in \$4.2 million in revenue for environmental programs. Of this amount, \$1.1 million went to the California Beach and Coastal Enhancement Account (CBCEA), and \$3.1 million went to the Environmental License Plate Fund (ELPF).

Each year, the legislature appropriates funds from the CBCEA to the Coastal Commission to carry out Coastal Cleanup Day, Adopt-A-Beach®, the WHALE TAIL® Grants Program, and other coastal and marine education programs. In the past, the CBCEA has also provided funds to the State Coastal Conservancy. The ELPF funds a variety of state environmental programs. Since its 1997 launch and through October 2023, 273,487 California drivers have purchased the WHALE TAIL® License Plate, and sales and renewal fees have contributed over \$124 million to environmental programs (\$35 million to the CBCEA and \$89 million to the ELPF).

Over the 26 years of its history, the WHALE TAIL® Plate has ranked among the top-selling specialty license plates, generating substantial revenue for Coastal Commission education programs and WHALE TAIL® grants. However, recent years have witnessed a decline in annual sales, reducing the overall funds available for grants and other educational efforts. This decline is likely due to a combination of factors including the COVID-19 pandemic and stiff competition from other specialty license plates, notably the orange and black Legacy Plate, which directs 100% of its funds to the ELPF.

Although the one-time General Fund allocation for Whale Tail grants in 2021 provided temporary relief for this funding challenge, that allocation expires by June 2026. This underscores the need to identify additional funding sources for WHALE TAIL® grants and other public education programming in the next two years.

The 2023 marketing campaign featured images of whales in motion. In addition to traditional marketing, an important tool for public awareness is seeing the license plate on vehicles. We greatly appreciate all those who have supported this cause by purchasing a WHALE TAIL® Plate and encourage everyone to participate. WHALE TAIL® Plates can be purchased at ecoplates.com.



WHALE TAIL® Grants

In the 25 years since the program began in 1998, the [WHALE TAIL® Grants Program](#) has awarded \$20.8 million to 935 different projects. The 2022/23 competitive WHALE TAIL® Grants cycle was one of the largest in the program's history, thanks to the 2021 General Fund budget allocation. Approximately 53,900 direct participants are anticipated between the 56 programs funded in this cycle.

An equity analysis of the FY 2022/2023 grants cycle is attached as Appendix II. The report describes efforts made throughout the entire grant cycle to increase equity, an analysis of the 2022/2023 grant recipients, as well as data collected from “one year in” for the 2021/2022 grant recipients.

The 56 projects funded in FY2022/2023 are taking place in 24 counties and the greater San Francisco Bay region. Forty-nine projects focus on engaging communities with low incomes, 39 focus on the inclusion of BIPOC communities, 22 support dual language learners, 13 engage inland communities, 9 focus on tribal communities, 9 engage newcomers and migrant communities, 7 take place in Designated Rural Regions, 7 engage unhoused communities, and 3 focus on LGBTQ2S+ communities. Other identified focus demographics include high pollution burden communities, carceral system impacted, people with disabilities, youth in the foster system, flood vulnerable communities, wildlife impacted, elders, families, and teachers.

Applications for the FY 2023/2024 competitive grants cycle were due November 6, and the Commission will vote on the staff recommendations at the February 2024 meeting. This current grants cycle, like last year's, will be significantly larger than in the past due to the \$10 million General Fund allocation in 2021 that will continue to be distributed over the next few years.



Santa Paula High School students travel to Santa Rosa Island with California Institute of Environmental Studies, spring 2023



Surfing lessons with Paddle for Peace, summer 2023

Boating Clean and Green

This Boating Clean and Green Program is a partnership with California State Parks that educates boaters about clean and safe boating practices and provides training and technical assistance to increase environmental services for boaters. The program meets boaters where they are – at launch ramps, boat docks, boating events, and online. The program serves between 8,000 and 10,000 boaters and water enthusiasts annually.



California Boater Kit

Hybrid Trainings and Other Educational Offerings



Staff prepared a new cohort of Dockwalker volunteers to educate boaters at marinas, launch ramps, and events. Staff conducted 14 virtual and three in-person Dockwalker trainings and refresher classes, training 176 partner Dockwalkers. In addition, Dockwalkers and staff distributed 7,600 California Boater Kits, which provide boaters with the know-how and tools to reduce their environmental impact including information on clean boating practices, an oil absorbent pillow, an oil absorbent sheet, and a fuel bib.

Staff also conducted also reached boaters by sharing clean and safe boating information at two boat shows and conducted three clean boating seminars and presentations. In addition, staff conducted two boating facilities spill response communication workshops for boating facility managers.




2023 Southern California Oil Spill Response Communication Workshop

The Program held a six-week online quiz campaign during July and early September 2023, reaching almost 13,000 participants. The quiz challenged recreational boaters to test their clean and green knowledge about preventive practices related to oil, fuel, hazardous waste, sewage, and marine debris. Weekly incentives included California Boater Kits for randomly selected participants.

Answer this question to become a #CleanAndGreen boater, plus a chance to receive a free CA boater kit!



FORM ON FACEBOOK
The Clean Boating Quiz

Amethyst Annie an... 10 Comments

Like Comment

Where is it illegal to dump treated boat sewage?

- Freshwater lakes, reservoirs or impoundments
- Rivers that don't support interstate traffic
- Marinas or yacht harbors
- All of the above

Next

Dockside Podcast

Staff continue to collaborate with the California State Parks Boating Safety Unit and the San Francisco Estuary Partnership on developing episodes for the [Dockside podcast](#). The podcast was created to engage more recreational boaters, boating facilities operators and water enthusiasts. Topics this year included microplastics, shark research, marine composting toilets, and profiles of trail blazers like Captain Marie Rogers, the first Black woman to hold Commodoreship at a Los Angeles yacht club. Since its launch in April 2022, thirteen episodes have been published, reaching thousands of listeners.



Marine Flare Collection Events

Staff partnered with the California Product Stewardship Council, Port of Los Angeles, Alameda, Marin, and Contra Costa counties offering expired marine flare collection events. Over 4,000 expired marine flares were properly collected and disposed of at these events.



California Fishing Line Recycling Program

Fishing line recycling stations are located throughout the state on docks and piers, boat launch ramps, and other locations where fishing takes place. The stations are managed by facility operators, parks managers, and other officials. The stations help prevent fishing line from being left in the environment where it can harm wildlife and create a hazard for boats. In 2023, 373 stations were being actively maintained.

Through this recycling program, 3,274 pounds of fishing line have been collected and properly recycled. Stretched out, this line would stretch from San Francisco to Bahia Negra, Paraguay!

Resources for Educators and Students

In 2023, the Public Education Program continued to promote and share its collection of curricular resources, which can be found on the Commission's [Educator Resources](#) webpage. Subject matter includes environmental justice, climate change, plastic pollution, coastal policy, and more.

The Commission held the fourth annual [Climate Video Challenge](#), which asked middle and high school students to create a three-minute video response to the question, "What is your vision for a thriving future?" First, second, and third place prize [winners](#) were selected in June 2023, and can be viewed on the challenge webpage, which invites participation in the next contest, including entry details, brainstorming ideas, videography tips, and extensive climate change resources. The deadline for the next challenge is May 30, 2024.

The 21st year of the Coastal Commission's [Coastal Art & Poetry Contest](#) received 2,103 entries from K-12 students throughout the state. Ten [winning entries and 40 honorable mentions](#) were displayed on the Commission's website, featured across social media, and exhibited at Channel Islands National Park Visitor Center in Ventura, Ford House Museum in Mendocino, Peter and Mary Muth Interpretive Center in Newport Beach, and Bear Valley Visitor Center at Point Reyes National Seashore. The poetry was published in the May 2023 issue of Chapman University's [TAB—The Journal of Poetry and Poetics](#). The next contest entry deadline is January 31, 2024.



Sarah Jiang, Grade 8, A Glimpse of Light

California King Tides Project

The [California King Tides Project](#) is part of an international effort to help visualize sea level rise by photographing the highest high tides of today. The Coastal Commission engages partner organizations and members of the public in this community science project, which is building a vast photo archive used to visualize the impacts of future sea level rise in a community, document current flood risks, ground-truth and validate climate change models, and serve as a living record of change for future generations.

During the most recent King Tides season in December 2022 and January 2023, members of the public uploaded over 1,240 photos that Public Education and Mapping Unit staff [mapped](#) for ease of viewing by planners, scientists, media, students, and other members of the public. Media outlets up and down the coast covered the story in at least 39 articles and segments. Local organizations (such as the Exploratorium, Latino Outdoors North Coast, East Bay Regional Park District, Tijuana River NERR, Silicon Valley Bicycle Coalition, Friends of Rose Creek, Mendocino Land Trust) organized 34 events around the King Tides during this season. The project website includes [resources for educators](#) to incorporate King Tides and sea level rise into their lessons. The next King Tides are January 11-12, 2024 and February 9, 2024, with some locations experiencing extreme high tides on November 26 and 27, 2023. Learn how to participate at www.coastal.ca.gov/kingtides.



King Tides at Solana Beach, January 22, 2023

Ocean & Coastal Photography Contest

The 24th annual [Ocean and Coastal Amateur Photography Contest](#) was held in August and September. Amateur photographers throughout California submitted 883 photos of the people of the California Coast, ocean and coastal wildlife, and the scenic coast. A panel of professional photographers and naturalist judges selected three prize winners and twelve honorable mentions. These 15 winning photos can be viewed [here](#).

Staff continues to offer a traveling exhibit of winning photographs from the contest. The exhibit is currently at the San Leandro Public Library main branch through December 1st and will be at the Berkeley Public Library from January 1st to the end of February 2024.



Bruce Sudweeks
Two Worlds, Twin-sailed Salps in Point Lobos State Park, Carmel
by Bruce Sudweeks. First Place 2023

Project Grow

[Project Grow](#), a project of the Tides Center and the California Coastal Commission, provides environmental leadership training for students and involves community members in habitat restoration at the Upper Newport Bay. In 2023, Project Grow completed major planting efforts in its primary riparian restoration site, which leads into the Upper Newport Bay. Other priorities this year were invasive plant removal and ongoing maintenance at this site and a salt marsh site targeting invasive Algerian sea lavender (*Limonium ramosissimum*).



Project Grow volunteers after a restoration event

In 2023, Project Grow further developed partnerships with UC Irvine including hosting interns and volunteers from two UCI programs: the Center for Environmental Biology and Sustainability Resource Center. Additional interns joined Project Grow through a partnership with the Saddleback College Environmental Studies program. In addition to our partnerships and volunteer events, the program continued to distribute its high school curriculum [Our Wetlands](#), [Our World](#) and [Digging In: A Guide to Community-based Habitat Restoration](#).

Since 2001, Project Grow has engaged over 27,400 volunteers, who together have restored more than 15 acres of coastal salt marsh, riparian, and coastal sage scrub habitats. Volunteers have

planted over 28,000 native plants (propagated in an on-site native plant nursery) and removed over 63 tons of invasive plants (not including material left on site).



Project Grow restoration work – pulling invasive plants.

Marine Debris Policy & Coordination

Public Education staff continued work on a project to support the incorporation of marine debris reduction measures into the Commission's ongoing permit, planning, and enforcement work. Funded by a NOAA grant through Section 309 of the Coastal Zone Management Act, staff is developing guidance and training for staff, and will conduct public outreach about the Commission's efforts. An internal staff task force is guiding the project during the planning and development phase. Staff anticipates bringing the guidance to the Commission for review and approval in FY2024, with an additional two years of implementation and training.

Advancing marine debris policy and coordination in conjunction with other agencies and stakeholder groups at the state and regional level is an ongoing priority. Staff is actively involved in the implementation of the California Ocean Litter Prevention Strategy, coordinated by the California Ocean Protection Council. Policy accomplishments that have emerged from this effort include state and U.S. laws banning plastic microbeads in personal care products. Staff also continues to serve as the Commission's representative to the Ocean Protection Council's Plastic Pollution Steering Committee, a collection of state agencies working collaboratively to address plastic pollution across multiple jurisdictions and authorities.

Beach Wheelchairs

The Coastal Commission is committed to helping all visitors to the coast experience the beach firsthand. The Commission's beach wheelchair program aims to ensure that these chairs, which have wide, balloon tires that can move across soft sand, are widely available. To this end, the Commission has awarded nearly \$148,000 over the years for the purchase of beach wheelchairs and storage lockers. The Coastal Conservancy also provides funding for beach wheelchairs.

The Commission maintains a [webpage](#) that includes a map showing the location of beaches with wheelchairs and information on how the public can borrow them.



As part of a Whale Tail Grant, the Center for Independent Living's Youth Coastal Connections participants learned how to access the coast via public transit and participated in a beach cleanup.

Other Forms of Public Outreach

The Public Education Program attended several fairs and events this year. At the two-day Monterey Whale Fest in March, staff engaged locals and visitors in coastal stewardship topics. The Los Angeles Sanitation District's Earth Day festival in Whittier resumed this year, and staff hosted a table with information about watershed cleanups and a marine debris activity. Public Education also staffed a marine debris activity table for an Earth Day Fair at Sunset Elementary School in San Francisco.

Coast4u.org. The Commission's Public Education web pages provide detailed information on all the programs, contests, and resources offered to the public. They include Coastal Cleanup Day and Adopt-A-Beach® information, downloadable curricular materials; a video library; a page in Spanish highlighting available Spanish language resources; WHALE TAIL® Grant guidelines and application; how to purchase a WHALE TAIL® License Plate or donate to the Protect Our Coast and Ocean Fund; and interactive maps on topics such as WHALE TAIL® Grant-funded project locations and beach wheelchair availability.

Social Media. Commission social media platforms provide the public with a way to keep apprised of opportunities and events and to interact on topics of mutual interest. Staff uses social media to raise awareness, share content, invite participation, communicate about programs, and help build a constituency centered on coastal stewardship and conservation. Through social media, staff builds and strengthens connections with like-minded organizations and keeps our supporters engaged. Staff shares partners' posts, provides key information, and thanks sponsors and supporters.

Our numbers of followers and contacts are growing: (numbers are as of November 17, 2023)

- **[Facebook](#)**: 45.7K followers
- **[X \(formerly Twitter\)](#)**: 15.9K followers
- **[Instagram](#)**: 5,820 followers
- **[LinkedIn](#)**: 1,586 followers
- **Constant Contact**: 71,973 contacts

Email News Blasts. Using the Constant Contact email service, staff maintains a mailing list of subscribers who have signed up via events, Coastal Cleanup Day, and our website to keep in touch. Our targeted messages include grant opportunities, cleanup events, contest announcements and awards, as well as new program initiatives and education materials.



Staff Luna Taylor at the Monterey Whale Fest, March 2023

Appendix I: Partner Organizations

Note: If you are aware of an omission or correction, please contact us

Coastal Cleanup Da
Adopt-A-Beach
Boating Clean & Green Program
Education Collaboration
Adopt-A-Beach® School Program and Kids' Oceans Day
Project Grow
Marine Debris Policy and Statewide Coordination

Coastal Cleanup Day

Current Local Coordinators:

Accelerated Achievement Academy
Adopt-A-Highway
CALTRANS Maintenance Program
CALTRANS Stormwater Program
Aeolian Yacht Club
Alameda County Resource Conservation Department
Alameda Marinas
Alameda County Clean Water Program
American River Parkway Foundation (Sacramento)
Ballena Bay Yacht Club
Ballena Isla Marina
Big Bear Marina (San Bernardino)
Butte Environmental Council
Cache Creek Conservancy
Calaveras Big Trees State Park
California State Parks
City of Berkeley Shorebird Park Nature Center
City of Fremont
City of Livermore Water Resources Division
City of Long Beach
El Dorado Nature Center
City of Milpitas
City of Oakland Watershed Improvement Program

City of Pleasanton
City of Redding Community Creek Cleanup
City of San Leandro
COASTWALK
County of Orange/OC Parks Volunteer Services
County of Santa Barbara, Public Works Department, Resource Recovery & Waste Management
Division
Delta Conservancy
East Bay Regional Park District
ECOSLO
Environmental Health Institute
Explore Ecology
Grand Marina
Golden Gate National Parks Conservancy
Golden Gate National Recreation Area
Heal the Bay (Los Angeles County)
I Love A Clean San Diego
Lake County Department of Water Resources
League to Save Lake Tahoe
Literacy for Environmental Justice
Mendocino Land Trust
Napa Resource Conservation District
Northcoast Environmental Center (Humboldt)
Oakland Marinas
Oakland Yacht Club
Orange County Coastkeeper
Port of Oakland
Creek Connection Action Group (Santa Clara County)
Premier Mushrooms
Putah Creek Council
Salmon River Restoration Council
San Francisco Department of Recreation and Parks
San Joaquin County Public Works
San Joaquin River Parkway & Conservation Trust, Inc.
San Mateo County Environmental Health Santa Clara Valley Water District

Save Our Shores (Santa Cruz & Monterey Counties)
Sierra Nevada Alliance
Silverwood Lake SRA
Smith River Alliance Solano County RCD
Sonoma Ecology Center
The EcoMedia Compass (Imperial County)
The Watershed Project
Tolowa Dee-ni' Nation
U.S. Army Corps of Engineers - Bay Model Visitor Center (Marin County)
U.S. Army Corps of Engineers – Black Butte Lake (Glenn County)
US Forest Service Orleans Ranger Station (Siskiyou)
Ventura County Coalition for Coastal & Inland Waterways
Yuba County Dept. of Environmental Health

Other Coastal Cleanup Day Partners:

CSU East Bay: Pioneers for Change
CSU Channel Islands: Center for Community Engagement
CG Roxane Crystal Geyser Spring Water
California Department of Public Health, Tobacco Control Program
California State Parks Foundation
Whale Tail® Ecoplate
Oracle
Kokulu
Ocean Conservancy
Channel Islands National Marine Sanctuary
Gulf of the Farallones National Marine Sanctuary
Cordell Banks National Marine Sanctuary
Monterey Bay National Marine Sanctuary
Marine Mammal Center

Adopt-A-Beach®

Año Nuevo State Reserve California State Parks
Center for Natural Lands Management
Channel Islands Beach Community Service District
City of Berkeley Shorebird Park Nature Center
City of Huntington Beach
City of Long Beach El Dorado Nature Center
City of Newport Beach
City of San Leandro City of San Mateo
City of Santa Barbara, Creeks Division
City of Ventura, Partners in Progress for a Beautiful Ventura
COASTWALK
East Bay Regional Park District
Eco Warrior Foundation
Golden Gate National Recreation Area
Heal the Bay
I Love a Clean San Diego
La Conchita Community Organization
Marin County Parks and Open Space
Northcoast Environmental Center
National Parks Service
Oosurf.com
Pacific Beach Coalition
Point Reyes National Seashore
Santa Barbara County Parks Department
Santa Cruz County Parks
Save Our Beach
Save Our Shores
Sonoma County Regional Parks
Surfrider Foundation
The Watershed Project
Vandenberg Air Force Base
Ventura County Parks

Boating Clean & Green Program

CA State Parks Division of Boating and Waterways
CalRecycle
Contra Costa County Public Works
The Bay Foundation
SF Bay Conservation and Development Commission
Pacific States Oil Spill Prevention Education Team
Marine Recreation Association
Pacific Inter Yacht Club Association
San Joaquin County Department of Public Works
Save Our Shores
Southern CA Yachting Association
The US Coast Guard Auxiliary
The US Power Squadrons
The State Water Resources Control Board
The Boat US Foundation
SF Estuary Project
The US Coast Guard Marine Safety Offices
Recreational Boaters of California
CA Port Captains and Harbormasters Association
CA Department of Fish and Wildlife - OSPR
Monterey Bay National Marine Sanctuary Lake Berryessa Partnership
Morro Bay National Marine Sanctuary
San Francisco Dept. of the Environment
Seabird Colony Protection Program
(National Marine Sanctuaries - Gulf of the Farallones)
US Fish and Wildlife Service

Education Collaboration

California Environmental Education Interagency Network
Community Resources for Science
Climate Literacy Collaborative

Adopt-A-Beach® School Program and Kids' Oceans Day

Malibu Foundation for Environmental Education

I Love A Clean San Diego

Marine Science Institute

Orange County Coastkeeper

Community Action Partnership of Kern

Friends of the Dunes

Spectral Q

Project Grow

Tides Center

Orange County Parks

City of Newport Beach

Newport Bay Conservancy

CA Department of Fish and Wildlife

U.C.C.E. Master Gardeners Program

U.C. Irvine Center for Env. Biology OC Habitats

OC Coastkeeper

Institute for Conservation Research and Education

Chapman University

Saddleback College

National Fisheries Conservation Center

Marine Debris Policy and Statewide Coordination

California Ocean Protection Council

CalRecycle

Department of Toxic Substances Control

California State Parks

California Department of Public Health Tobacco Control Program

State Water Resources Control Board State Coastal Conservancy

CalEPA

California Department of Fish and Wildlife

California Fish and Game Commission

California Office of Environmental Health and Hazards Assessment

Caltrans

NOAA Marine Debris Program

Appendix II: Equity Analysis Fiscal Year 2022-2023

WHALE TAIL® GRANTS PROGRAM



Figure 1: SCUBA diving off Catalina Island with DiverSeaFy

Table of Contents

Background.....	40
Fiscal Year 2022/23 Grant Application Process	41
Outreach	42
Selection Criteria and Accepted Proposals	45
Fiscal Year 2022/23 Grantees at a Glance (Communities and Demographics)	46
Equity During Grant Management.....	48
New Grantee Orientation Meetings.....	48
Progress Reporting.....	48
Racial Equity and Cultural Relevancy Trainings and Coaching	48
Survey of Grant Management – Fiscal Year 2021/2022 One Year In	48
Conclusion	49

Appendices List

Appendix A: Whale Tail® Grant Scoring Criteria	50
Appendix B: Whale Tail® Grant Awards for FY 2022/2023.....	51
Appendix C: Demographic Survey of FY 2022/2023 Grantee Boards.....	62



Figure 2: Youth observe aquatic habitat on the Mendocino coast with *Resources for Indian Student Education*

Photos in this report highlight FY 2022/23 WHALE TAIL® Grant projects.

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 25 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.

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 Fiscal Year 2022/23 grants round. This work builds on the Equity Analysis for the 2021/22 Grants Program and provides additional analysis of that grant cohort's experience with grant management "one year in."

This work is consistent with and implements 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 informed 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 is an appendix to the Public Education Program's annual report for 2023.



Figure 3: A young person gets a high five after a surf lesson with *Paddle for Peace*

The 2022/23 WHALE TAIL® Grants round was one of the largest in the program's history in terms of funding available and grants awarded. The Fiscal Year (FY) 2021/22 California State budget allocated \$10 million of General Fund local assistance to the Commission for WHALE TAIL® Grants, which must be encumbered by the end of FY 2025. This General Fund allocation has greatly expanded the reach of the grant program. Long-term funding for WHALE TAIL® Grants 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 2023, the WHALE TAIL® program has distributed \$20.8 million to 935 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 with community involvement

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



Figure 4: Exploring an urban waterway with *Fernandeño Tataviam Band of Mission Indians*

Fiscal Year 2022/23 Grant Application Process

Commission staff conducted an extensive review of the entire Whale Tail Grants cycle in 2021, including the application and guidelines, how outreach is conducted, the experience for grant applicants in terms of getting needed information and providing feedback, and the internal process for selecting proposals. Staff continued these efforts in 2022. The ongoing goal is to

Appendix II: Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

find ways to increase accessibility and inclusivity, address unnecessary burdens on applicants, achieve more equitable outcomes, and better align with program goals overall.

Applicants to the FY 2021/22 grant round completed an anonymous survey to provide feedback on the application materials and submission process. Respondent feedback was overwhelmingly positive, and also included some suggestions. These respondent's suggestions, as well as staff experiences and ongoing grantee feedback, provided the basis for another round of revisions to the [application](#) and [guidelines](#). Revisions for the FY 2022/23 materials included 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 5: Learning about sea level rise planning with *Climate Resilient Communities*

Outreach

Outreach for the FY 2022/23 competitive grants' deadline of November 4, 2022 began in late summer. 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
- American Indian Education Centers
- California schools, from pre-k through adult 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.

Appendix II: Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

Multiple notices were sent throughout the fall to nearly 50,000 subscribers on the Coastal Commission's Public Education Program email lists, including approximately 900 people who subscribed to receive updates about the Whale Tail Grants. Coastal Commission social media accounts were used to promote the grant opportunity as well as to share grant-funded programming successes of current grant-recipients. The Whale Tail Grant is kept updated on the California State Library's [California Grants Portal](#), a comprehensive online database of California government grant opportunities, reaching those seeking funding who might not otherwise be aware of the California Coastal Commission.



Figure 6: Canoeing the river with *San Joaquin River Parkway and Conservation Trust*

On October 4, 2022, staff offered an online presentation to walk through the grant application process. This pre-application webinar has been a practice since 2017. The presentation assumed no prior knowledge and included substantial time for participants to ask questions. 284 people registered for the webinar, 138 attended, and the video and presentation slides along with presenter script were posted on the WHALE TAIL® Grants webpage. Since posting, the presentation video has been watched 154 times.

The WHALE TAIL® Grants webpage includes a Frequently Asked Questions section with responses to common questions about the grant program and application process. Prospective applicants are encouraged via the webpage and other grant outreach to contact staff directly to ask questions. Throughout September, October, and up until the deadline on November 4, 2022, Public Education staff were available for and engaged in frequent conversations with prospective grant applicants, explaining the grant priorities, clarifying application questions, and guiding them through the process. During this time, staff conducted 55 consultations with 52 different organizations, by phone, email, and video conference. Of these 52 organizations, 40 followed through to submit a grant proposal, 19 of which were funded. This funding rate of 48% compared to a 38% rate of funding in the total pool of applicants.

Appendix II: Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

Staff received 149 grant proposals for the FY 2022/23 WHALE TAIL® Grants cycle. As in the previous year, applicants were invited to complete an anonymous survey on their application experience. Out of 68 responses, 98.5% agreed or strongly agreed that the application questions were clear and easy to understand, and 97% agreed or strongly agreed that the submission process was clear and easy to do, an improvement of 4% over the previous year's responses. Many respondents praised the grant process and the support provided to applicants. Suggestions for improvement were incorporated into the FY 2023/24 cycle, such as reducing the number of questions and overlap between questions, and clarification of questions where there was confusion. Respondents supported continuing to offer multiple ways to submit proposals (applications can be submitted by email, through a Dropbox upload, or via postal mail), and supported not requiring applicants to log into an online portal to submit applications. There was also praise for the intuitive Who/What/How/When structure of the application questions.

"This was the first time I ever applied for a grant, and I really appreciated the detailed directions and friendly feedback. Thank you for the time and commitment that your team put into the process."

"The tech assistance and webinar were outstanding, as is the support of staff."

Were the application questions clear and easy to understand?



Figure 7: 56.7% strongly agree application questions were clear and easy to understand, 41.8% agree.

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

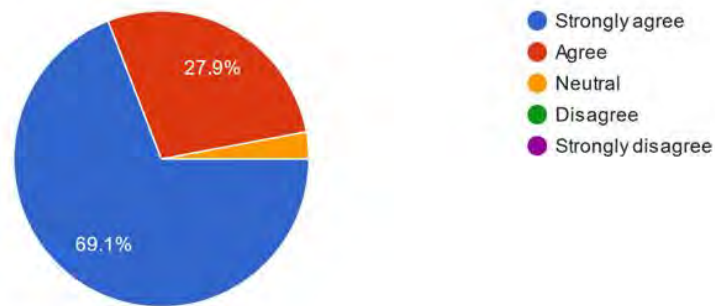


Figure 8: 69.1% strongly agree the process for submitting proposal was clear and easy, 27.9% agree

Selection Criteria and Accepted Proposals

Out of the 149 proposals requesting a total of \$5,367,670, fifty-six proposals were approved for funding, totaling \$2,089,225. Selection criteria included 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. The complete scoring criteria are listed in Appendix A. Organizations were notified in February 2023 and contracts were completed with all grantees by June 1, 2023. With a maximum grant of \$50,000 and a small grants category of \$20,000 or less, 27% of recommended grants were small grants. Approximately 53,900 direct participants are anticipated between the 56 programs. Brief descriptions of the 56 grant projects are in Appendix B.



Figure 9: Having fun during an overnight camp on the Humboldt County coast, with Big Lagoon Elementary

FY 2022/2023 Grantees at a Glance

Total number of grants: 56

Participants directly engaged (anticipated): 53,890

Projects by County

Some grant projects engage communities in one county, some in more than one county. Below lists the number of projects engaging communities in each county (or region, when there is dispersed outreach for a project).

- San Francisco Bay Region - 1
(specific counties within 9 county region, not specified)
- Alameda County - 3
- Contra Costa County - 2
- Del Norte County - 1
- Humboldt County - 5
- Kern County - 1
- Los Angeles County - 9
- Madera County - 1
- Modoc County - 1
- Monterey County - 5
- Orange County - 2
- Plumas County - 2
- Riverside County - 1
- Sacramento County - 1
- San Diego County - 7
- San Francisco County - 2
- San Joaquin County - 2
- San Luis Obispo County - 2
- San Mateo County - 1
- Santa Barbara County - 5
- Santa Clara County - 2
- Santa Cruz County - 2
- Solano County - 1
- Sonoma County - 1
- Ventura County - 8

Types of Grantee Organizations

- Local Education Agency (school, district, county office of education) - 5
- College/University and associated nonprofits - 3
- California Native American Tribe - 2
- Other government entity - 2
- Project of a nonprofit fiscal sponsor - 7
- Nonprofit, not included above - 37

Projects engaging Inland Communities: 13

Projects engaging a Designated Rural Region: 7

Focus Demographics (# of organizations focused on this audience)

- Low income/socio-economically disadvantaged - 49
- Youth - 42
- BIPOC - 39
- Dual language learners - 22
- Families - 19
- Tribal communities - 9

Appendix II: Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

- Newcomers and migrant communities - 9
- People with disabilities - 7
- Unhoused communities - 7
- Foster and child welfare system impacted - 7
- LGBTQ2S+ - 3

Other identified focus demographics include high pollution burden communities, carceral system impacted, flood vulnerable communities, wildfire impacted, elder communities, teachers.

Projected participant demographics, based on funded grant proposals:

Note: In the following chart, each program is weighted equally, despite a different number of anticipated attendees per program.

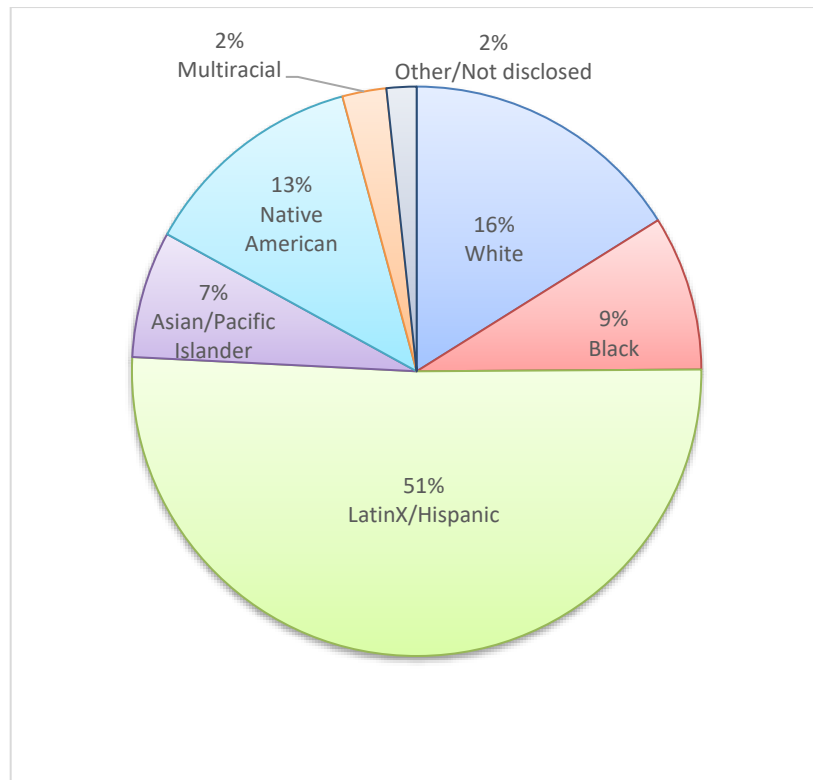


Figure 10: 51% LatinX/Hispanic, 16% white, 13% Native American, 9% Black, 7% Asian/Pacific Islander, 2% multiracial, 2% other/not disclosed

Board Demographic Survey

To better understand community representation in the leadership of WHALE TAIL® Grant recipients, FY 2022/23 grantees were invited to anonymously complete a survey on the demographics of their board members relating to race, ethnicity, disability, sexual orientation, and gender identity. Of the 56 grant recipients from FY 2022/23, 44 responded to the survey. Five of the respondents are government entities and responded that they do not have boards or do not collect demographic data. Of the 39 respondents that are nonprofit organizations, 15 collect some demographic information from their board members. A summary of the survey results can be found in Appendix C.

Equity during Grant Management

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 2023 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 65 individuals attended the two sessions.

Progress Reporting

In 2021, staff began offering grantees the option to submit progress reports by phone rather than as a written document, and that continued for the FY 2022/23 grantees. In addition to a check-in on compliance with grant scope and timeline, these conversations are an opportunity to work through any challenges, share successes, and ask for assistance if needed. Written documents are still required for final 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 and coaching for the FY 2022/23 WHALE TAIL® Grant recipients. Trainings have 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:

- Equitable leadership styles and structures
- Centering equity in program and curriculum development
- Equitable networking, relationship building, and strategic partnerships
- Centering equity in board development, recruitment, and retention

Stipends were distributed to the grantees that participated in these optional trainings. In addition, 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 2023.

Survey of Grant Management – Fiscal Year 2021/2022 One Year In

One year after their grants were issued, FY 2021/22 grantees were surveyed for feedback and suggestions for improvement. Out of 55 respondents, 91% said that support they received during contract initiation was clear and adequate; 91% said that over the course of their grant their Grant Manager was very available to them; and 83% said the New Grantee Orientation meeting was very helpful to them as they managed their grant. Based on feedback from this survey, new resources were created to support grantees, such as an invoice checklist and optional templates. Grantees were offered a spreadsheet of their budget for tracking invoices, which was requested especially by small, new organizations. Staff will continue to refine and improve the resources available for grantees based on ongoing feedback.

“I’ve told others that this is one of the best grant management experiences I have EVER had. It is that good.”

“The communication was epic! Awesome topped with awesome sauce. I would have thought a 'State' level partner would be endless reporting and bureaucracy, but it was the opposite; responsive, helpful, thoughtful, and working hard to advance a shared goal.”

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 last two grant cycles, staff has systematically reviewed grant processes and implemented a wide range of improvements over the lifespan of the grant cycle to further this goal. Changes include modifications to the application materials and selection criteria, increased outreach, development of more resources and methods of support for grant recipients, and adjustments to applicant and grantee rules and requirements. These changes have supported implementation of more equitable coastal and marine education programs and increased the grant program’s reach and impact throughout California. Looking forward to the FY 2023/24 grant cycle, an overarching goal remains to remove unnecessary barriers and create a program that is accessible and welcoming to a wide range of entities, including those without deep organizational resources or prior experience with government grants. 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 10: Doing a creek cleanup with *Earth Team*

Appendix A: Whale Tail® Grant Scoring Criteria for FY 2022/2023

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- 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 for achieving positive outcomes. Examples include experiential, hands-on learning and stewardship; positive nature experiences; longer and/or repeated experiences with opportunities for reflection; age-appropriate content and delivery; strategies for 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.

Appendix B: Whale Tail® Grant Awards for FY 2022/2023

1. Amigos de Bolsa Chica, \$20,000

Project Title: Reserve Watch

Engaging Communities in: Huntington Beach and visitors

Project Timeline: March 2023 - April 2024

A partnership of Amigos de Bolsa Chica, Bolsa Chica Land Trust, Bolsa Chica Conservancy, Sea & Sage Audubon, and California Department of Fish & Wildlife will recruit, train, and mobilize docents at Bolsa Chica Ecological Reserve during peak visitor times, seven days a week, to educate the public and protect wildlife. Handouts will be translated into Spanish, Vietnamese, Korean, and Chinese.

2. 'ataaxum Pomkwaan / Community Action Service Advocacy, \$33,635

Project Title: 'ataaxum Pomkwaan - Returning to Our Homelands Project

Engaging Communities in: Northern San Diego County reservations

Project Timeline: March 2023 - January 2025

Native youth and their families will be engaged in reclaiming their homelands through habitat restoration projects in partnership with Buena Vista Audubon Society. Youth will take part in coursework on climate change and wetlands, including Indigenous culture and history, and four stewardship field trips.

3. Big Lagoon Elementary, \$28,951

Project Title: Big Lagoon Coastal Camp

Engaging Communities in: Northern Humboldt and Southern Del Norte Counties

Project Timeline: March 2023 - July 2023

Indigenous youth will enjoy an immersive three-day coastal camp where they will use Yurok canoes, hike to Sue-meg State Park for interpretive presentations, and explore Yurok connection to the coast through learning indigenous skills, guided explorations of the beach, and camping at Big Lagoon.

4. BIPOC Support Foundation, \$43,359

Project Title: Explore Outdoors: From Your Neighborhood to the Coast

Engaging Communities in: Valencia Park in San Diego

Project Timeline: May 2023 - August 2024

A three-week summer program will engage BIPOC youth in earth and ocean sciences, climate change, sustainability, environmental justice, and the intersections of these topics with their city and local ecosystems. During the program, youth will enjoy six field trips, explore science careers, and learn about environmental programs at local colleges and universities.

5. Bird School Project, \$19,990

Project Title: Birding with Families on the Elkhorn Slough/Pajareando con Familias en el Humedal Elkhorn

Engaging Communities in: Watsonville and Salinas

Project Timeline: April 2023 - November 2024

Appendices for Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

Ten field trips to explore Elkhorn Slough on an electric catamaran, and four community birding events will take place in Watsonville and Salinas. Participants will learn about migratory coastal birds and the importance of Monterey Bay in the Pacific Flyway migration route during these bilingual programs.

6. Bresee Foundation, \$38,642

Project Title: A Whale of a Time at Bresee

Engaging Communities in: Central Los Angeles

Project Timeline: March 2023 - June 2024

Middle and high school youth, parents, and senior citizens will take part in educational activities about the ocean and ocean pollution, including sustainable seafood cooking classes, an ocean-themed book club, field trips to local aquariums and kayaking in the Channel Islands, as part of a summer day camp and school year programming.

7. California Institute of Environmental Studies, \$49,300

Project Title: Ecosystem restoration focused service-learning field trips to Channel Islands

National Park for Santa Paula High School Students

Engaging Communities in: Santa Paula

Project Timeline: March 2023 - April 2025

Santa Paula High School students will visit Channel Islands National Park for service learning at active restoration sites. Eight day-long trips and two overnight trips will take place over the course of the grant.

8. California Invasive Plant Council, \$41,613

Project Title: Shoreline Invasive Plant Professional Development Program

Engaging Communities in: Oakland, East Bay

Project Timeline: March 2023 - December 2023

A partnership with Oakland Civicorps will provide one year of in-depth shoreline ecology education, hands-on restoration experience, and professional development training for early-career professionals in the conservation and restoration field.

9. California State University Maritime Academy, \$13,333

Project Title: Junior Ocean Explorer Program

Engaging Communities in: Vallejo

Project Timeline: March 2023 - April 2024

Vallejo fifth graders and their families will connect with Maritime Academy cadets through classroom lessons on estuary ecology, a campus visit, and a cruise on the Carquinez Strait to collect data and plankton samples.

10. Children's Lifesaving Foundation, \$50,000

Project Title: Coastal Eco-Mariners Surf Camp

Engaging Communities in: South and East Los Angeles, Mar Vista, Palms, Culver City, Boyle Heights, Pacoima

Project Timeline: March 2023 - September 2023

A summer camp will engage youth in fun, eco-marine education activities, art projects, guided surf therapy, boogie-boarding, and swimming at Zuma and Leo Carillo Beaches.

11. Chualar Union Elementary School, \$49,998

Project Title: Chualar Coastal Conservation: It Starts with Us!

Engaging Communities in: Chualar

Project Timeline: June 2023 - March 2025

A part-time science teacher will lead ocean conservation lessons with students, host bilingual coastal conservation community events, and implement community cleanups in Chualar and on the coast. Fifth and seventh grade students will attend a three-day residential outdoor science class, including trips to Elkhorn Slough.

12. City of Oxnard, \$49,989

Project Title: City Corps Ormond Beach Enhancement, Education, and Cleanup Program

Engaging Communities in: Oxnard

Project Timeline: June 2023 - March 2025

Oxnard City Corps trainees will receive education about Ormond Beach habitat and perform habitat protection and conservation work; youth in after-school programs will engage in service learning on Ormond Beach; and local residents will participate in community service learning days, removing invasive plants and trash, and planting native seeds.

13. Climate Resilient Communities, \$47,840

Project Title: Bay to Sea Youth Educational Program for Underrepresented Frontline Communities

Engaging Communities in: North Fair Oaks, Belle Haven, and East Palo Alto

Project Timeline: March 2023 - April 2025

As part of a six-month Youth Climate Collective, high school students and young adults will learn about sea level rise, flood zones, and pollution; participate in ten field trips to coastal, watershed, and wetland locations guided by professionals in the field; take part in 12 environmental career workshops; participate in a career fair; and organize two beach cleanups for friends and family.

14. Coastal Watershed Council, \$50,000

Project Title: San Lorenzo River Environmental Stewardship Program

Engaging Communities in: Santa Cruz

Project Timeline: April 2023 - December 2023

People experiencing homelessness will be offered weekly environmental education, stewardship opportunities, and services. Training emphasizes plant and wildlife identification, basic stewardship principles related to habitat, and training on plant care and seasonal needs. Work includes removal of debris/litter and invasive species, planting of new native species, weeding, watering, and other site maintenance activities along the San Lorenzo River.

15. DiverSeaFy, \$30,000

Project Title: DiverSeaFying the Underwater World

Engaging Communities in: Los Angeles County

Project Timeline: March 2023 - November 2024

Appendices for Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

BIPOC teens will receive training to achieve PADI Open Water Scuba and PADI AWARE Ocean Conservation certifications. They will conduct three cleanup dives with DiverSeaFy alumni, and enjoy two days of diving at Catalina Island.

16. Earth Team, \$20,000

Project Title: Blue Oceans Internship

Engaging Communities in: Antioch, Pinole, Richmond

Project Timeline: May 2023 - June 2024

High school interns will work with members of their campus communities to develop awareness campaigns of land-based ocean pollution and elicit changes in stewardship behaviors through multiple communication and engagement efforts. They will conduct related environmental investigations off campus, including through several field days and kayaking expeditions.

17. El Modena High School, \$19,572

Project Title: Ecological Research Student Funding

Engaging Communities in: City of Orange

Project Timeline: April 2023 - June 2024

High school students will learn about local wetland plant communities, conduct habitat restoration, and participate in scientific research while completing a California Naturalist certification.

18. Environmental Traveling Companions, \$50,000

Project Title: ETC Youth LEAD

Engaging Communities in: SF Bay Area

Project Timeline: April 2023 - March 2024

Sliding-scale scholarships will fund teens to participate in watershed education and stewardship which includes five-day sea kayaking, five-day backpacking, and three-day rafting, with an opportunity for a follow-up eight-month internship. Curricular materials will be updated with a focus on coastal and watershed climate change impacts.

19. Fernandēño Tataviam Band of Mission Indians, \$47,675

Project Title: Traveling Tataveaveat (TATAVIAM LAND): Áhëvëve mëmët (ON THE OCEAN SHORE)

Engaging Communities in: San Fernando, Santa Clarita, Simi, and Antelope Valleys

Project Timeline: April 2023 - April 2025

Native American youth will be introduced to traditional Fernandēño Tataviam villages, cultural, and natural sites, and make contemporary connections to historical sites. Youth will gain leadership skills and knowledge of local conservation efforts through aquarium visits, camping, hiking, kayaking, and other outdoor recreation including a visit to Catalina Island.

20. Friends of Ballona Wetlands, \$30,754

Project Title: Title 1 Schools Explore Ballona! Project

Engaging Communities in: Los Angeles County

Project Timeline: June 2023 - August 2024

Appendices for Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

Elementary students will experience hands-on field trips to the Ballona Wetlands, with pre- and post-trip in-class lessons supporting teachers with grade-specific California science standards.

21. Friends of Sausal Creek, \$38,000

Project Title: From Headwaters to Ocean: Sausal Creek Watershed Connections

Engaging Communities in: Fruitvale District in Oakland

Project Timeline: March 2023 - April 2025

Through experiential classes, field trips, and restoration activities, Oakland youth will study the Sausal Creek Watershed, Oakland Estuary, and Pacific Ocean ecology; understand water quality and storm drain pollution links; identify creek and marine flora and fauna; and deepen their commitment to environmental stewardship. The wider community will engage in habitat restoration workdays and in walks with local community experts and artists.

22. Friends of the Dunes, \$15,000

Project Title: Summer Sand Adventures

Engaging Communities in: Humboldt County

Project Timeline: March 2023 - December 2023

Summer camp programming and camper scholarships will be supported to engage Humboldt youth in multi-day inquiry-based exploration of coastal dunes and wetlands.

23. Golden Gate Audubon, \$49,800

Project Title: Eco-Education

Engaging Communities in: San Francisco, Oakland, and Richmond

Project Timeline: June 2023 - May 2024

Four class sessions and three field trips will connect classrooms to local coastal ecosystems and human impacts to the environment as they travel from creek to marsh to ocean, with families included in the final ocean field trip.

24. Guadalupe-Nipomo Dunes Center, \$50,000

Project Title: Explore the Coast Program

Engaging Communities in: Guadalupe and Santa Maria

Project Timeline: May 2023 - May 2024

Sixth graders will receive 12 in-class lessons and four coastal field trips to learn about ecosystem functions, science careers, and how human actions both positive and negative can impact the environment. Field trips will be to local estuaries, Santa Cruz Island, and the Monterey Bay Aquarium.

25. Keep Coyote Creek Beautiful, \$20,000

Project Title: Coyote Creek Environmental Education Project

Engaging Communities in: East San Jose

Project Timeline: April 2023 - July 2024

K-12 students will participate in experiential after-school programming in environmental topics including flood preparedness, urban runoff, watershed health, and trash decomposition.

26. Literacy for Environmental Justice, \$49,872

Project Title: Coast & Climate Eco-Adventures Program

Appendices for Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

Engaging Communities in: Bayview-Hunters Point in San Francisco

Project Timeline: April 2023 - August 2024

Middle and high school students will receive six hands-on field lessons and six in-class lessons on local coastal ecology, sea level rise, and coastal climate adaptation strategies, and enjoy San Francisco Bay kayaking and fishing outings.

27. Marshmallow Minds, \$37,750

Project Title: Safe Birds, Safe Waters

Engaging Communities in: Santa Clara County

Project Timeline: March 2023 - April 2025

Elementary and middle school students will learn about coding and design thinking as part of a project on bird ecology, and will take a field trip to help restore San Francisco Bay shoreline habitat.

28. Mattole Restoration Council, \$49,336

Project Title: Lost Coast Climate Resilience and Community Education Program

Engaging Communities in: Rural southern Humboldt County

Project Timeline: April 2023 - April 2025

Mixed-grade classes will receive age-appropriate climate and stewardship lessons as part of 12 classroom presentations, six coastal field trips, and four after-school program days. The community will be welcomed to family friendly hikes, beach cleanups, stewardship workdays, and an innovative Climate Change Emotions workshop. Scholarships will be offered to Indigenous and low-income Cal Poly students for the Mattole Field Institute Spring Field Course.

29. Monterey Audubon Society, \$19,800

Project Title: Black Oystercatcher Monitoring Project Latinx Internship

Engaging Communities in: Marina, Monterey, Pacific Grove

Project Timeline: March 2023 - September 2023

An undergraduate student from CSU Monterey Bay will take part in a mentored, paid internship to assist with Black Oystercatcher monitoring and public education.

30. Mountains Recreation & Conservation Authority, \$50,000

Project Title: Beach Equity & Accessibility for Community Health Leadership Program

Engaging Communities in: Los Angeles and Ventura Counties

Project Timeline: March 2023 - April 2025

BIPOC community organization leaders will meet at the beach to discuss and explore barriers to equitable beach access and inform MRCA action toward solutions. Participating organizations will be supported to bring their own groups to the beach for a day, with amenities and activities provided for a fun, positive experience.

31. Naked Whale Research, \$17,425

Project Title: Crest to Coast

Engaging Communities in: Greenville, Plumas County

Project Timeline: March 2023 - May 2023

Greenville high school students will visit Mendocino County on a four-day trip to learn about marine science and marine mammal conservation and to participate in whale research. At

home, they will produce videos comparing marine mammal recovery to that of a top mountain predator after a catastrophic fire event.

32. Natural History Museum of Cal Poly Humboldt / Humboldt State University Sponsored Programs Foundation, \$49,787

Project Title: Ocean and Climate Education and Exploration (OCEE)

Engaging Communities in: Humboldt County

Project Timeline: March 2023 - May 2024

The Museum will create and install two new exhibits relating to climate change science, expand on existing exhibits with additional climate information, and build a new marine science teaching box to be loaned to local teachers and used at outreach events.

33. Northcoast Environmental Center, \$16,624

Project Title: Bike Justice Humboldt

Engaging Communities in: Arcata, Eureka, McKinleyville

Project Timeline: March 2023 - March 2024

At least six bike tours along Humboldt Bay and the coast will engage students and other community members with a lens on environmental justice and increasing bicycle commuting, and provide education on basic bike maintenance, route finding, and civic engagement. At least four of the tours will be co-hosted with other local community groups and tailored to their specific interests.

34. Northern Chumash Tribal Council, \$45,238

Project Title: Curriculum Development with TEK and Scientific Research Ocean Monitoring

Engaging Communities in: Central Coast inland to Bakersfield

Project Timeline: March 2023 - April 2025

A certification course on the skills needed for monitoring the proposed Chumash Heritage National Marine Sanctuary for adaptive management and mitigation of impacts of new energy sources, centered in traditional ecological knowledge and western scientific research, will be designed and piloted.

35. Ocean Discovery Institute, \$50,000

Project Title: Exploring the Kelp Forest and the Rocky Intertidal

Engaging Communities in: City Heights in San Diego

Project Timeline: March 2023 - March 2024

First and third grade classes in 11 schools will learn about the rocky seashore and kelp forests through a classroom lesson, a visit to the Ocean Discovery Institute's Living Lab, and a field trip to the coast, as they investigate human impacts and solutions and meet science role models.

36. Outside the Lens, \$50,000

Project Title: Cameras in the Outdoor Classroom

Engaging Communities in: City Heights and Barrio Logan in San Diego

Project Timeline: March 2023 - January 2025

Twelve third and fourth grade classes will engage in a 12-week environmentally-focused media arts integration program to understand how their local watershed connects to the ocean. They

Appendices for Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

will share their learning through creating public service announcements and participating in in-person and virtual exhibitions of their work.

37. Outward Bound Adventures, \$46,000

Project Title: Coastal Conservation, Education, & Restoration Project for BIPOC Families

Engaging Communities in: Watts, Northwest Pasadena

Project Timeline: April 2023 - April 2025

Sixteen families will take part in “Teach Me To Camp” overnight camping adventures at Leo Carrillo State Beach. Activities will include exploring tide pools, family goal setting, and assisting in a restoration project at Topanga Lagoon.

38. Pacific Grove Museum of Natural History, \$44,805

Project Title: Watershed to the Sea Experiential Education & Stewardship

Engaging Communities in: South Monterey County

Project Timeline: April 2023 - June 2024

Middle and high school classes will participate in educational programming on watersheds and sandy beaches, including classroom lessons, field trips, data collection and analysis, and conservation action projects. Teachers will receive professional development training.

39. Paddle for Peace, \$19,600

Project Title: Diversity in our Coastal Spaces

Engaging Communities in: City Heights, El Cajon, Lemon Grove, Spring Valley, National City and South East San Diego

Project Timeline: March 2023 - March 2024

Ten beach events will welcome BIPOC youth and families to learn outdoor skills like surfing and beach volleyball, create relationships with mentors, increase knowledge of ocean conservation, and enjoy community at the coast.

40. Queer Surf/Green Cities Fund, \$50,000

Project Title: Project ACCESS (Acknowledging Certain Costs Essential for Sustained Surfing)

Engaging Communities in: Los Angeles and Ventura County

Project Timeline: April 2023 - February 2023

Low income LGBTQ+ adults will have increased access to surfing through single day and overnight programming, while fostering sustained ocean belonging, connection, and relationships.

41. Reel Guppy Outdoors, \$20,000

Project Title: Oceans of Opportunity

Engaging Communities in: Ventura and Santa Barbara Counties

Project Timeline: March 2023 - December 2024

Four cohorts of youth and their families will take part in ten experiential activities and field trips including sustainable fishing and rod building, beach cleanups, multi-media creation, port tours, and a boat trip to Santa Cruz Island.

42. Resources for Indian Student Education, \$12,022

Project Title: Native Traditional Ecological Knowledge

Appendices for Equity Analysis of WHALE TAIL® Grants for Fiscal Year 2022/2023

Engaging Communities in: Greenville in Plumas County, Alturas-Fort Bidwell in Modoc County
Project Timeline: March 2023 - September 2023

Native youth will experience the ocean for the first time on a five-day field trip to Mendocino County, including kayaking and hands-on stewardship at the Pda Hua village site near Point Arena.

43. Riverside Community College District Foundation, \$50,000

Project Title: "C" to Shining Sea

Engaging Communities in: Moreno Valley

Project Timeline: March 2023 - April 2025

As part of the TRIO Programs (e.g. Upward Bound, Talent Search, Student Support Services), middle school through college level students will learn about marine and coastal stewardship, engage in related service learning projects, learn about career pathways, and take field trips to the coast.

44. Sacramento Inspiring Connections Outdoors/Sierra Club Foundation, \$16,000

Project Title: Three Day Adventures at the Coast for Sacramento Youths

Engaging Communities in: Sacramento

Project Timeline: April 2023 - March 2025

Youth and young adults will experience the coast for the first time on three-day outings at a coastal hostel, while learning about and enjoying coastal habitats.

45. Salinas Surf Club/Wahine Project, \$3,687

Project Title: Salinas Youth Riding Waves with Whales

Engaging Communities in: East Salinas

Project Timeline: June 2023 - December 2023

Youth surf club members will learn about whales and the National Marine Sanctuary through hands-on activities and on a whale watch tour, and they will create personal fishing line recycling containers.

46. San Diego Children and Nature, \$26,750

Project Title: Promoting Coastal Health by Engaging Teachers in Watershed Exploration

Engaging Communities in: Coastal south San Diego

Project Timeline: March 2023 - June 2024

Formal educators will increase their environmental literacy and outdoor teaching techniques through a ten-month program where they will visit six local ecosystems and focus on science practices that inspire engaged learning, curiosity, and wonder.

47. San Joaquin County Office of Education, \$47,988

Project Title: Salmon Champions

Engaging Communities in: San Joaquin County

Project Timeline: April 2023 - March 2025

Elementary and middle school classes will learn about and raise salmon and release them at Mokelumne River Hatchery. Teachers and high school student leaders will participate in professional development activities, plan and lead educational programming at the salmon release event, and take part in a green career fair.

48. San Joaquin River Parkway and Conservation Trust, \$48,598

Project Title: Voyagers: Investigating Sierras, Trails, and Seas

Engaging Communities in: Madera and Fresno Counties

Project Timeline: March 2023 - December 2024

High school youth will explore and learn about the San Joaquin River watershed, including connections between river and marine ecosystems, through two campouts, a week of summer day camp, a service learning project on invasive plants, and a capstone project presentation and exhibition.

49. Sea League / Wilderness Youth Project, \$45,740

Project Title: The Sea League

Engaging Communities in: South Santa Barbara County

Project Timeline: March 2023 - August 2023

Elementary and middle school-aged, majority BIPOC youth will practice surfing, kayaking, and stand-up paddling in a three-month afterschool ocean sports program. They'll explore tide pools, perform beach cleanups, and join their families on kayaking and snorkeling trips in Channel Islands National Park.

50. SLO Beaver Brigade/Ecologistics, \$41,480

Project Title: Beaver Education in SLO County

Engaging Communities in: San Luis Obispo County

Project Timeline: March 2023 - March 2025

Twice-monthly experiential tours to beaver wetlands, including Spanish language and wheelchair accessible tours; monthly river and creek cleanups; new educational interpretive panels and a mural; and Spanish-translated educational materials will engage and educate the local community about the environmental and climate benefits of beavers and the connection of local waterways to the ocean.

51. Stockton Unified School District Native American Indian Center, \$39,959

Project Title: Fleming Summer Learning

Engaging Communities in: Stockton

Project Timeline: June 2023 - July 2023

Native American youth will take part in a four-week summer learning program about local waterways and their connection to the ocean with a focus on environmental justice and Native American communities, including weekly field trips in the Delta and on the coast and guest lectures from government, community organizations, and higher learning institutions.

52. United Anglers of Casa Grande, \$50,000

Project Title: Tissue Sampling - Permit Management of a Rescue and Rear Program for Native Steelhead Trout

Engaging Communities in: Sonoma County, Petaluma Watershed

Project Timeline: March 2023 - March 2025

High school students will collect juvenile trout stranded from drought conditions, perform measurements and take samples, relocate them to the Casa Grande High School hatchery, and

release them when freshwater flows allow. Tissue samples will be sent to NOAA Fisheries for the first-ever genetic analysis of Petaluma Steelhead trout as part of this NOAA-permitted project.

53. Ventura Audubon Society, \$45,232

Project Title: Ventura County Shorebird Ambassadors

Engaging Communities in: Oxford, Port Hueneme, Ventura County

Project Timeline: March 2023 - December 2024

Two BIPOC college students will receive paid internships and career relevant mentorships as they assist in communication and education on dune ecology and habits. Beach Naturalist training workshops will educate community volunteers who will then protect shorebirds and educate beachgoers. Two community stewardship events and two bilingual nature walks will engage the local public. Volunteer Dog Rangers will be recruited to help dog owners understand how they can protect shorebirds.

54. Vista Community Clinic, \$50,000

Project Title: REACH Youth Coastal and Marine Education

Engaging Communities in: Vista and Oceanside

Project Timeline: April 2023 - October 2024

Middle and high school youth will take part in a yearlong afterschool program on coastal and marine conservation, with direct instruction, stewardship activities, fun and educational field trips, whale watching, fishing, and a two-night camping trip to Tijuana River Valley.

55. Wilderness Youth Project Incorporated, \$49,566

Project Title: Bridge to Nature

Engaging Communities in: Goleta, Santa Barbara, and Carpinteria

Project Timeline: March 2023 - April 2025

Elementary youth will experience in-school and afterschool nature-based mentoring programs, visiting local places including tide pools, beaches, and mesas, for activities including journaling, sensory awareness games, child-centered wandering, and focused nature inquiry.

56. Wildwoods/Community Partners, \$38,516

Project Title: City and the Sea

Engaging Communities in: Pico-Union and downtown Los Angeles

Project Timeline: March 2023 - April 2025

Environmental education and ocean stewardship experiences that focus on watersheds, water science, and the impact of urban actions on the coast will engage children and their families. Three cycles of this three-part program will include a local garden component, a community walk, and a coastal exploration field trip to Leo Carillo State Beach, with all materials in both Spanish and English.

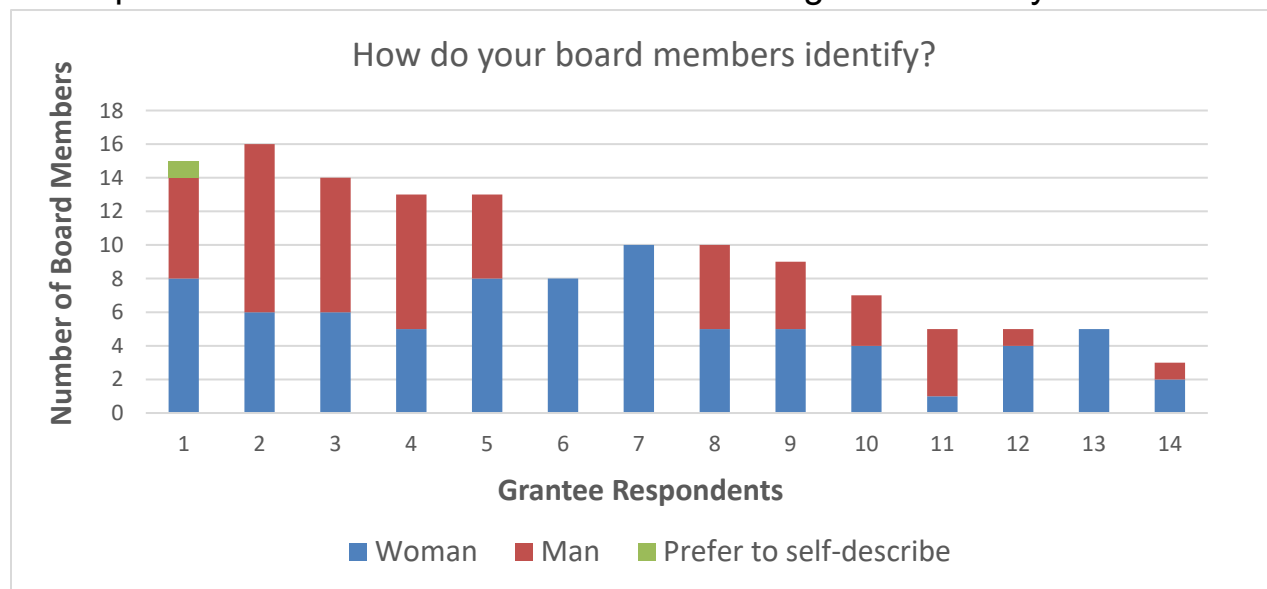
Appendix C: Demographic Survey of FY 2022/2023 Grantee Boards

To better understand community representation in the leadership of WHALE TAIL® Grant recipients, Fiscal Year 2022/2023 grantees were invited to anonymously complete a survey on the demographics of their board members relating to race, ethnicity, disability, sexual orientation, and gender identity. Coastal Commission staff referenced [Tracking Diversity, the Green 2.0 Guide to Best Practices in Demographic Data Collection](#), the California Department of Public Health Sexual Orientation and Gender Identity Survey, and the U.S. Census' 2030 proposed revisions in creating this survey.

The data below provides information on a subset of the 2022/23 grantee cohort and may not be representative of the whole group. Out of 56 grant recipients, there were 44 respondents (79%). Out of those respondents there were 5 government entities and 39 nonprofit organizations. All the government entities responded that they either do not have a board or do not collect demographic data. Fifteen of the 39 nonprofit organizations (38%) responded that they collect some type of demographic information from their board members.

Please note that in the following charts, each bar represents an organization (respondent), and the height of the bar corresponds to the number of board members in that organization. **Organization numbers below each bar are not necessarily associated with the same organizations across categories.**

14 respondents collect data from their board on gender identity:



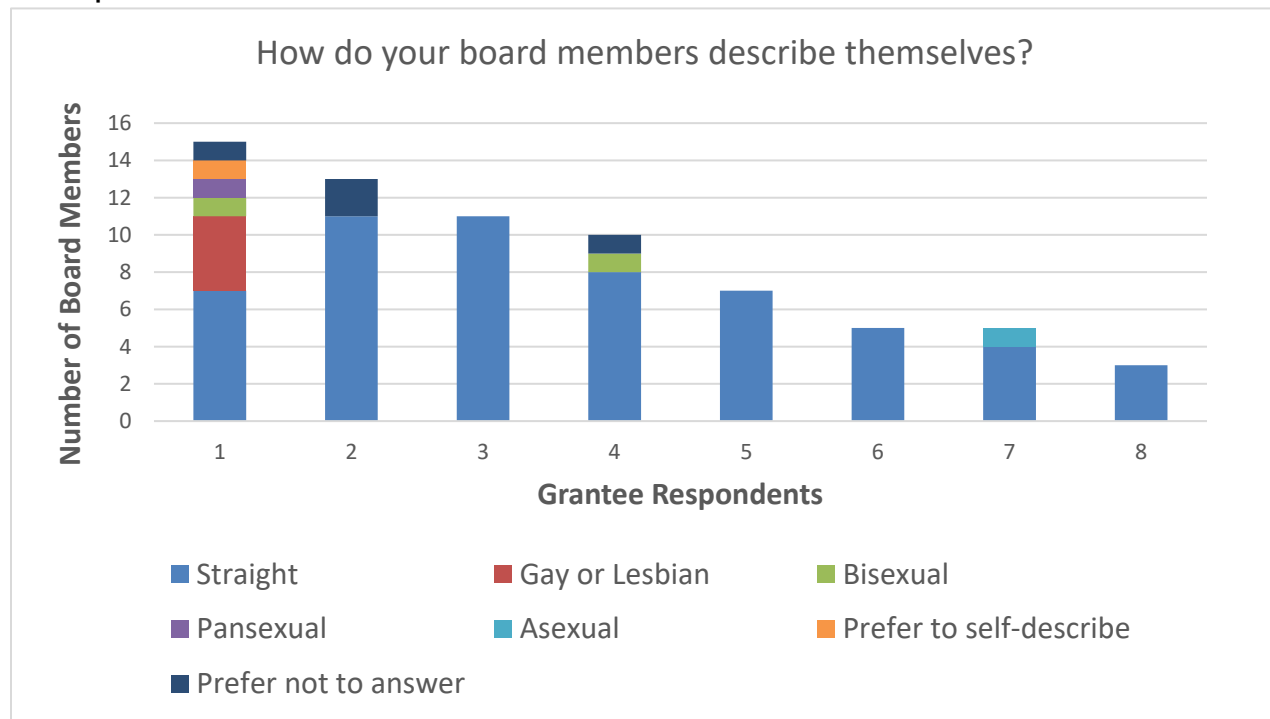
Woman (includes cisgender women, transgender women, and female-identified individuals)
 Man (includes cisgender men, transgender men, and male-identified individuals)

Appendix II - 2023 Equity Analysis of WHALE TAIL® Grants

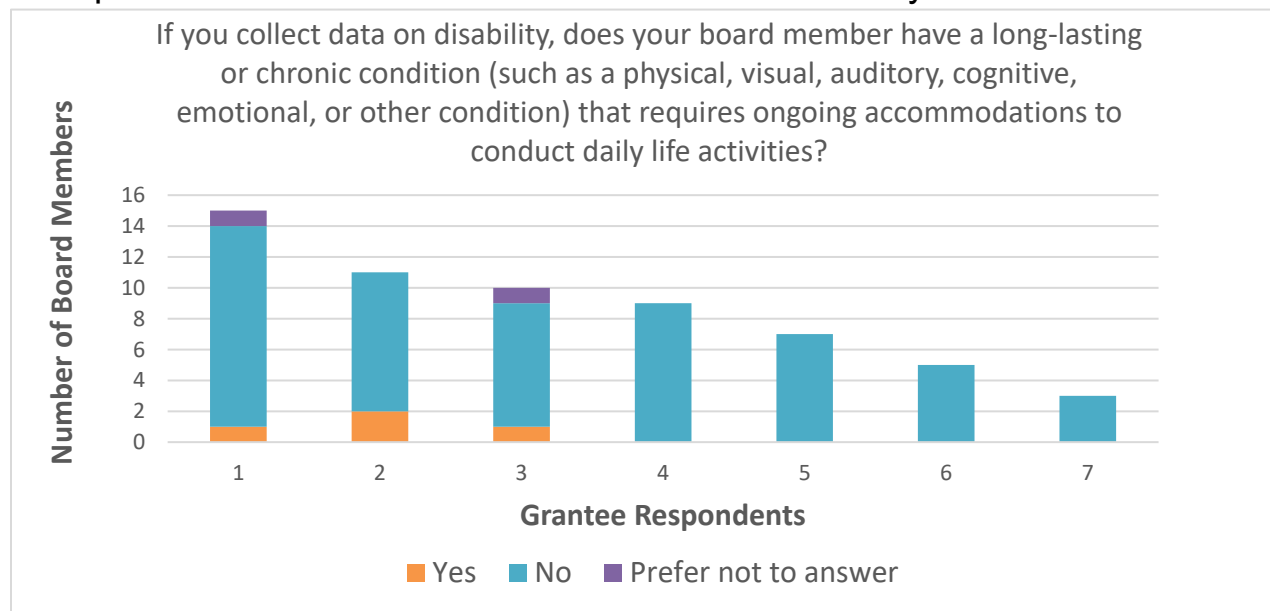
Respondents were asked, “If you collect data on gender, is your board member transgender?”

Six organizations responded that they do not collect that type of information. Ten organizations responded that none of their board members are transgender.

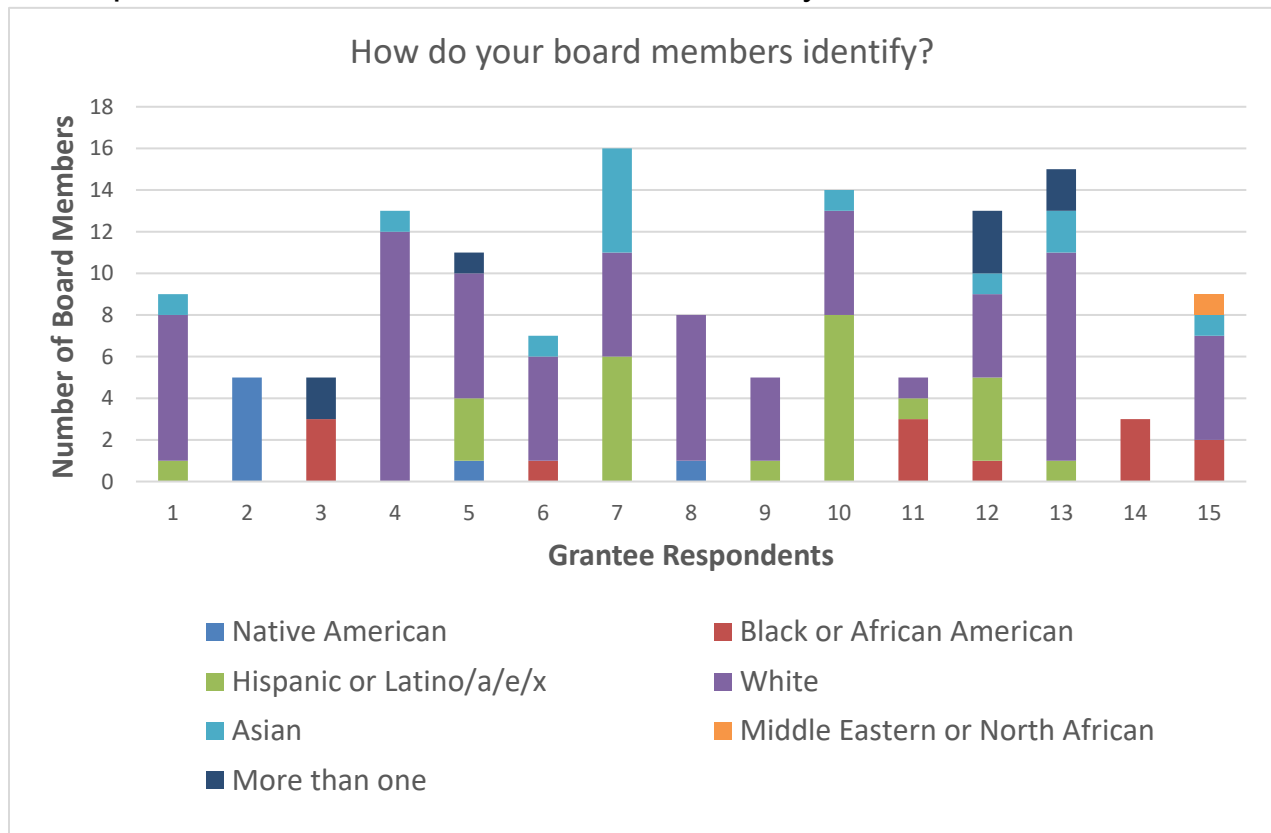
8 respondents collect data from their board on sexual orientation:



7 respondents collect data from their board on disability status:



15 respondents collect data on race and ethnicity from their board members:



Race and Ethnicity of Board Members, detailed responses:

Organization 1: White/European Descent (7), Asian Descent not otherwise specified (1), Hispanic or Latino/a/e/x Origin not otherwise specified (1), Prefer not to answer (1)

Organization 2: American Indian or Alaska Native (5)

Organization 3: Black or African American/African Descent (3), Black or African American/African Descent AND Pacific Islander not otherwise specified (1), Black or African American/African Descent AND Chamorro (1)

Organization 4: White/European Descent (12), Indian (1)

Organization 5: White/European Descent (6), Hispanic or Latino/a/e/x Origin not otherwise specified (3), Multi-Racial/Multi-Ethnic (1), American Indian or Alaska Native (1)

Organization 6: White/European Descent (5), Black or African American/African Descent (1), Indian (1)

Organization 7: Hispanic or Latino/a/e/x Origin not otherwise specified (6), Asian Descent not otherwise specified (5), White/European Descent (5)

Organization 8: White/European Descent (7), American Indian or Alaska Native (1)

Organization 9: White/European Descent (4), Hispanic or Latino/a/e/x Origin not otherwise specified (1)

Organization 10: Hispanic or Latino/a/e/x Origin not otherwise specified (7), White/European Descent (5), Mexican, Mexican American, Chicano/a (1), Asian Descent not otherwise specified (1)

Appendix II - 2023 Equity Analysis of WHALE TAIL® Grants

Organization 11: Black or African American/African Descent (3), Hispanic or Latino/a/e/x Origin not otherwise specified (1), White/European Descent (1)

Organization 12: White/European Descent (4), Mexican, Mexican American, Chicano/a (2), Black or African American/African Descent (1), Hispanic or Latino/a/e/x Origin not otherwise specified (1), Asian Descent not otherwise specified (1), Black or African American/African Descent AND Hispanic or Latino/a/e/x Origin not otherwise specified (1), American Indian or Alaska Native AND Mexican, Mexican American, Chicano/a (1), Hispanic or Latino/a/e/x Origin not otherwise specified AND Mexican, Mexican American, Chicano/a (1), Black or African American/African Descent AND White/European Descent (1)

Organization 13: White/European Descent (10), Hispanic or Latino/a/e/x Origin not otherwise specified (1), Chinese (1), Korean (1), Mexican, Mexican American, Chicano/a AND White/European Descent (1), Another Hispanic or Latino/a/e/x identity AND White/European Descent (1)

Organization 14: Black or African American/African Descent (3)

Organization 15: White/European Descent (5), Black or African American/African Descent (2), Asian Descent not otherwise specified (1), Middle Eastern or North African Descent (1)