

**CALIFORNIA COASTAL COMMISSION**

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January 28, 2000

**TO:** Commissioners and Interested Persons

**FROM:** Peter Douglas, Executive Director  
 Steve Scholl, Deputy Director  
 Christiane Parry, Public Education Program Manager  
 Rebecca Steckler, Outreach Coordinator

[Please note that attached to this document as Appendix A is the information regarding the 1998-99 grant awards.]

**SUBJECT:** Proposed Awards of Funds from Sales of the Whale Tail License Plate – Competitive Grant Programs (for Coastal Commission Meeting, on February 15, 2000) [APPROVED on Tuesday, February 15, 2000]

**SUMMARY OF STAFF RECOMMENDATION:**

**Approve the following 6 competitive grants, which total \$45,500:**

***Whale Tail Grant Program for Coastal and Marine Education***

- Ventura Junior Lifeguards – Channel Islands Coastal Experience Camp \$9,993
- Chaffee Zoological Gardens, Fresno – Wild Connections Lab, Ocean Component \$7,230
- San Mateo County Office of Outdoor Education – Ocean Odyssey \$7,842
- Solana Recyclers, Encinitas – Student Environmental Action and Leadership Program \$5,968

Total = \$31,033

***Adopt-A-Beach Grant Program***

- Department of Parks and Recreation, San Onofre State Beach \$5,840
- Heal the Bay, Los Angeles \$8,627

Total = \$14,467

***Motion:*** I move that the Commission approve the six competitive grants recommended by staff for Whale Tail License Plate funding (FY1999/2000), and authorize the Executive Director to enter into the appropriate agreements.

**Introduction**

**The California Coastal Commission's Whale Tail License Plate was established as a mechanism through which the public can contribute funds to coastal and marine education programs in California. For each new plate that is sold, approximately \$15.00 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit \$20.00 per plate into the account. An equal amount is deposited in the Environmental License Plate Fund (ELPF), which funds environmental programs in other state agencies. (The Legislature is currently reviewing a bill that would deposit the second half of the funds with the Coastal Conservancy instead of the ELPF).**

**The Commission's FY1999/00 budget includes \$130,000 in funds from the CBCEA for grants to nonprofit organizations and government agencies for coastal and marine education and other related projects. At its August and September 1999 meetings, the Coastal Commission voted to allocate these funds as follows: three targeted grants totaling \$84,500, and \$45,500 to continue its two competitive grant programs, the Whale Tail Grant Program for Coastal and Marine Education and the Adopt-A-Beach Grant Program. The three targeted grants were awarded to S.E.A.Lab (\$45,000), the Coastal Cleanup Day Minigrant Program (\$11,500) and the Adopt-A-Beach School Assembly and Earth Day Kid's Cleanup (\$28,000), as shown in Table 1. (For a complete list of all grants approved to date, see Attachment A.)**

Table 1: Grants Approved to Date for FY1999/2000

Targeted Grants for Specific Projects FY1999/2000 <i>(Approved Aug. &amp; Sept. 1999)</i>		Competitive Grant Programs FY1999/2000 <i>(Specific Projects to be Approved Feb. 2000)</i>	Total Grant Fund for FY1999/2000
S.E.A.Lab	\$45,000	Whale Tail Grant Program for Coastal Education	Total Targeted Grants \$84,500
Coastal Cleanup Day Minigrant Program	\$11,500	Adopt-A-Beach Grant Program	Total Competitive Fund \$45,500
Adopt-A-Beach School Assembly Program	\$28,000	Total Competitive Fund \$45,500	\$130,000
Total Targeted Grants	\$84,500		

### The Competitive Grant Programs for FY 1999/2000

**As in FY1998/1999, the Whale Tail Grant Program for Coastal and Marine Education is a general grant program for coastal and marine outreach and education, and beach operation and maintenance activities. The Adopt-a-Beach Grant Program is a more targeted program designed to strengthen and encourage innovation with the Coastal Commission's Year 'Round Adopt-A-Beach Program.**

The staff began publicizing the new grant programs the week after the September, 1999 Commission meeting. The deadline for submittal of grant applications was November 15, 1999. The staff received a total of 37 grant applications, 30 for the Whale Tail Grant Program totaling \$233,714 and 7 for the Adopt-a-Beach Grant Program totaling \$48,740. Attachment B is a list of the applicants, project titles and funding requests for each grant program. The staff originally intended to allocate \$25,500 to the Whale Tail Grant Program and \$20,000 to the Adopt-A-Beach Grant Program. However, due to the small number of grant proposals submitted to the Adopt-A-Beach Grant Program, and the generally higher ratings for the Whale Tail Grant proposals, the staff adjusted this allocation in its recommendation. As shown below and on page 1, the staff recommends \$31,033 be directed to the Whale Tail Grant Program and \$14,467 to the Adopt-A-Beach Grant Program.

## Selection Criteria

The staff evaluated the applications based on the following criteria, approved by the Commission:

1. Educational Component: Projects funded under this program should have a strong, high-quality educational component. Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.
2. Project Concept: We seek creative and innovative approaches that are potentially expandable or applicable in other geographic areas.
3. Proposal Content: The proposal itself should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, method of implementation and evaluation, and accurate cost information.

Staff also looked for projects that would have a life beyond the term of the grant, and projects that were geographically distributed throughout the state.

### Staff Recommendation:

The staff recommends that the Commission award grants for the following six projects, four for the Whale Tail Grant Program, and two for the Adopt-A-Beach Grant Program.

## Proposed Awards for Whale Tail Grant Program for Coastal Education

### 1. Ca. Dept. of Parks and Recreation – Ventura Junior Lifeguards \$9,994

*Project Title: Channel Islands Coastal Experience Camp for “At Risk” Youth*

*Project Location: Ventura Harbor and Channel Islands*

*Project Timeline: April to November 2000.*

***Total Project Budget: \$17,663.33***

**The Ventura Junior Lifeguard Program was a recipient of a 1998/1999 Whale Tail Grant for its Channel Islands Coastal Experience Camp for “At Risk” Youth. The program was new at that time, and has proven very successful and worthwhile. The Camp introduces non-traditional beach users, aged 7 to 15 to the marine environment through classroom work, educational activities and field trips to Ventura Harbor and Anacapa Island. Participants learn to kayak and snorkel, conduct beach cleanups, and learn about marine wildlife and habitats, polluted runoff, marine debris, and a host of other marine issues. The camp has a spring (April/May 2000) and a fall (October/November 2000) session; in 1999 approximately 60 youth attended the camp.**

**This grant would allow the program to continue for an additional year, and would add a new component to the program – two, accredited 2-day leadership workshops for local and state youth program leaders on how to teach marine education and set up programs similar to the Coastal Experience Camp in other locations.**

## **2. Chaffee Zoological Gardens**

**\$7,230**

*Project Title: Wild Connections Lab – Ocean Component*  
*Project Location: Fresno, CA*  
*Project Timeline: March 2000 to May 2001 (self-sustaining thereafter)*  
*Total Project Budget: \$30,300*

**The Wild Connections Lab at the Chaffee Zoo provides a unique environmental education opportunity for 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> grade students and teachers from the Central San Joaquin Valley. These students are a culturally diverse group (68% non-Caucasian) and 75% are economically disadvantaged. In the Lab, students are transformed into scientists and conduct hands-on science and data collecting using microscopes, computers, environmental testing equipment, and “field” research in the zoo in order to come to an enhanced understanding of the connections between wildlife, the environment, and human behavior. Approximately 2,000 students participate each year.**

**The Whale Tail Grant would fund the addition of an “Oceans” component to the Lab curriculum, which would provide students with an opportunity to explore ocean conservation issues without having to travel to the ocean. Students would do a variety of activities during their daylong visit to the Lab in order to understand that they have a significant impact on the health and sustainability of the oceans even though they live three hours away. The Wild Connections Lab would bring the ocean to the students using video, laser discs, computers, microscopes and live marine animals. The Whale Tail grant would be used to design the Oceans program and purchase supplies and materials. Thereafter, the program would be self-sustaining.**

## **3. San Mateo Office of Education**

**\$ 7,842**

*Project Title: Ocean Odyssey*  
*Project Location: YMCA Camp Jones Gulch, La Honda*  
*Project Timeline: March 1, 2000 to June 1, 2001 (self-sustaining thereafter)*  
*Total Project Budget: \$7,842*

**The San Mateo Office of Education (SMOE) runs a 5 day, residential, outdoor education camp for 5<sup>th</sup> and 6<sup>th</sup> grade San Mateo County students at the YMCA Camp Jones Gulch in La Honda. SMOE proposes to incorporate into the camp a new element called Ocean Odyssey. Ocean Odyssey is a 1.5 hour educational, preparation class for students to learn about the ocean the night before they go on an all day coastal field trip to the tide pools, marsh and sandy beach. The class will begin with learning centers where students rotate through different stations containing ocean artifacts, marine specimens and a touch tank. The learning centers will be followed by an ocean theme slide presentation interspersed with role-playing skits. The program will end with ocean theme songs and stories.**

**The goal of Ocean Odyssey is to increase students understanding of the ecological importance of the ocean and of the role humans play in the loss and preservation of ocean habitats. The program will serve 5,500 students and 200 teachers per year. San Mateo County is the second most ethnically diverse county in California. The outdoor education camp serves 80 out of 93 public schools in the county, including communities from East Palo Alto, Redwood City and Daly City. The program provides scholarships for lower income students.**

**In addition to the class, the project includes creation of a customized marine science curriculum packet, with pre and post field trip lessons, which will be given to each teacher. The Ocean Odyssey Program would serve as a model for other outdoor and environmental education programs that conduct coastal field trips.**

**4. Solana Recyclers, Inc. \$5,968**

**Project Title:** *Student Environmental Action and Leadership (SEAL)*  
**Project Location:** *Encinitas, CA*  
**Timeline:** *March to December 2000*  
**Total Project Budget:** *\$10,147*

Solana Recyclers, Inc. (SRI) is a non-profit organization dedicated to environmental education, resource conservation, and sustainable agriculture. Founded in 1983 to promote curbside recycling, SRI has since expanded its issue focus beyond recycling to encompass a variety of community-based resource conservation and sustainability issues.

SRI's Student Environmental Action and Leadership Program would select 50 "at risk" students from an alternative high school (Sunset High School) to participate in the program. The students would learn about marine conservation and pollution prevention by becoming mentors to 200 elementary school children that participate in an afterschool program at Quality Children's Services/Capri Elementary School, a multicultural school. The high school students would write and conduct bilingual English/Spanish marine pollution prevention presentations for the elementary school as well as their own high school. The students would also create a bilingual marine pollution display that would be set up at classroom presentations, beach cleanups and community events, and a bilingual educational brochure. Finally, the high school students would work with the elementary school students to coordinate 2 beach cleanups (spring and fall), including arranging logistics, writing public service announcements, staffing the event, and conducting an audit of trash collected.

**TOTAL Funds Recommended for Whale Tail Grant Program Awards:  
\$31,033**

**Proposed Adopt-A-Beach Grant Awards**

**1. Ca. Dept. of Parks and Recreation, San Onofre State Beach \$5,840**

**Project Title:** *Learn to Love Your Beaches!*  
**Project Location:** *San Onofre State Beach*  
**Timeline:** *April to June 2000*  
**Total Project Budget:** *not stated, grant funds bus transport only*

California Department of Parks and Recreation (CDPR) proposes to improve its three-year-old Adopt-A-Beach Program with a combination of beach cleanups, educational presentations on marine and intertidal life, and other activities for students from two underserved school districts, Capistrano Unified, and Rialto Unified, in San Bernadino County. Both of these districts lack the resources to bus children to participate in programs at San Onofre State Beach.

**This program would provide funds for buses for 1,400 students. CDPR plans to target elementary schools (7 outings) in the Capistrano district and junior high schools (3 outings) in the Rialto district. Participating schools would send a whole grade level on each outing, up to 135 children per trip.**

**CDPR will prepare teachers and students for the trip by sending out a beach cleanup education packet, prior to the outing. At the beach, the students will rotate through four, 30 minute modules, including 1) beach exploration projects, 2) activities inspired by the Save Our Seas Curriculum, 3) beach safety talks given by State Lifeguard staff and 4) a beach cleanup and marine debris evaluation. CDPR will send the participating teachers home with a wrap-up activity for the students to take part in upon return to the classroom.**

## **2. Heal the Bay**

**\$8,627**

***Project Title: Adopt-A-Beach – Los Angeles County***

***Project Location: Los Angeles County***

***Timeline: April, 2000 to April, 2001.***

***Total Project Budget: \$30,000.***

**Heal the Bay was awarded an Adopt-A-Beach grant in 1998/1999. This proposed grant would allow Heal the Bay to continue for the fifth year as the Los Angeles County coordinator of the Adopt-A-Beach program, and to continue the following educational enhancement component, initiated in 1998/1999:**

- Bus transportation to bring two school classes from each of approximately 20 inland, inner-city Los Angeles County elementary schools to the beach for participation in one Adopt-A-Beach cleanup, including an on-the-beach educational presentation,
- Dissemination of the Coastal Commission “Save Our Seas” curriculum to these classrooms prior to the beach cleanup,
- Data analysis of the trash collected at these school Adopt-A-Beach cleanups.

The goal of the program is to educate children about watershed stewardship and pollution prevention. Disseminating the Coastal Commission’s “Save Our Seas” curriculum will enhance the pre-cleanup experience, while data about the trash collected will serve to enrich the post-cleanup educational experience. The program’s data analysis component will provide a model for incorporation of a year-round data component into all Heal the Bay Adopt-A-Beach cleanups.

**TOTAL funds recommended for Adopt-A-Beach Grant Program Awards:  
\$14,467**

### **A Final Note:**

**The Whale Tail License Plate funded grant programs receive applications from many worthwhile, innovative projects. Unfortunately, for the past two years the amount of funding available for grants has been very limited in proportion to the amount of funding requested. However, because of strong sales of the Whale Tail License Plate (more than 35,000 have been purchased to date), the funding for the grant programs will increase substantially in the coming year. Whereas, for the each of the past two fiscal years (98/99 and 99/00), the total funding available for grants has been \$130,000, the Governor’s budget for fiscal year 2000/2001 allocates \$359,000 for grants from the Commission’s Public Education Program. These funds will be available beginning July 1, 2000. As in previous years, the staff intends to begin advertising the competitive grant programs in the late summer/early fall.**

## 1998 Whale Tail and Adopt-A-Beach Grants Awards

### **W**hale Tail Grants Program for Coastal and Marine Education

This annual grant program is aimed at encouraging the development of programs to teach California's children and the general public to value and take responsibility for the health of the state's marine and coastal environments. Grants are also available for non-profit organizations and local governments for beach operation and maintenance activities with an educational component. The 1998/99 grant program was advertised in September 1998, with a November 15, 1998 deadline. The staff received 52 grant applications for a total of \$389,403.

In January, 1999, the Commission awarded the following four grants, totaling \$23,000:

- **California Aquatic Safety, Inc. Ventura Junior Lifeguards** **\$6,238**

**Project Title:** *Channel Islands Coastal Experience Camp for "At Risk" Youth*  
**Project Location:** *Ventura Harbor and Channel Islands*  
**Project Timeline:** *April to November 1999.*  
**Total Project Budget:** *\$9,157.*

The CASI Junior Lifeguard Program is dedicated to providing educational and recreational opportunities in and around the marine environment for students of all ages. The Program currently focuses on providing water safety education and introduces young people to safe marine and aquatic recreation opportunities. The Whale Tail Grant to CASI added a new element to the Junior Lifeguard Program, the *Channel Islands Coastal Experience Camp*. The Whale Tail Grant funds the majority of the first year's costs of running the camp.

- **Slide Ranch** **\$10,000**

**Project Title:** *Kid's Ecology Learning Project (KELP)*  
**Project Location:** *Muir Beach, Marin County*  
**Project Timeline:** *March to December, 1999.*  
**Total Project Budget:** *\$18,320.*

Slide Ranch provides farm-based environmental education to more than 7,000 Bay Area residents annually. The 134 acre site is composed of a homestead-scale organic farm, coastal wildlands, and tide pools, which serve as an outdoor classroom for learning about the interdependence of people and the natural world. Its programs emphasize accessibility for culturally diverse, low-income, urban, senior, special needs, homeless or otherwise at-risk populations regardless of their ability to pay for services.

• **Palisades Charter High School** **\$2,417**

**Project Title:** *Marine Education and Advocacy Program*  
**Project Location:** *Los Angeles*  
**Project Timeline:** *May, 1999 to June, 2000.*  
**Total Project Budget:** *\$57,455.*

Palisades Charter High School draws students from all over the greater Los Angeles area. The school's mission is to educate its diverse student body by developing their skills and talents to help them make a positive contribution in our global society. The Palisades Charter High School Marine Education and Advocacy Program offers predominantly underrepresented minority students an opportunity to develop a deep understanding and appreciation for our local marine environment, prepares students for college science classes and helps to motivate students to pursue careers in science.

• **Surfrider Foundation – Santa Cruz Chapter** **\$4,345**

**Project Title:** *Education Outreach Expansion*  
**Project Location:** *Santa Cruz County and surrounding area*  
**Timeline:** *April 1999 to April 2000.*  
**Total Project Budget:** *\$9,290.*

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enhancement of the world's waves and beaches through conservation, activism, research and education. The organization's Santa Cruz Chapter was founded in 1991. The Education Outreach Program teaches students about watersheds, ocean pollution and coastal issues.

## **A** *dopt-A-Beach Grants Program*

This grant program is designed to strengthen and encourage innovation with the Coastal Commission's Year 'Round Adopt-A-Beach Program. Only current and prospective Adopt-A-Beach managers were eligible to apply for Adopt-a-Beach grants. The Commission allocated a total of \$20,000 for this program.

The grant program was advertised in September 1998, with a November 15, 1998 deadline. The staff received 15 grant applications for a total of \$102,011.

In January 1999, the Commission awarded the following three grants.

• **Yosemite National Institutes** **\$6,670**

**Project Title:** *Adopt-A-Beach – Marin Headlands*  
**Project Location:** *Rodeo Beach at Fort Cronkhite, Golden Gate National Recreation Area*  
**Timeline:** *March 1, 1999 to April 30, 2000.*  
**Total Project Budget:** *\$6,670.*

The Headlands Institute (HI) is an educational nonprofit organization that provides outdoor field science programs. Children come to the residential field-science programs for one- to five-day sessions that instill in them a personal connection to the natural world and responsible actions to sustain it.

• **Northcoast Environmental Center** **\$6,650**

**Project Title:** *Adopt-A-Beach Outreach and Enrollment*  
**Project Location:** *Humboldt County*  
**Timeline:** *March 1999 to September 1999.*  
**Total Project Budget:** *\$6,650.*

The Northcoast Environmental Center (NEC) is a non-profit organization founded in 1971 and is one of the most active environmental groups in the resource-rich region. NEC has been the countywide coordinator for Coastal Cleanup Day for the past 14 years and brought out over 1,600 volunteers in 1998.

**Program Status.** The Center is just getting started in its project to take over and strengthen the Adopt-A-Beach Program for Humboldt County. A staff person to run the program is on-board, and the Center has scheduled its first teacher training.

• **Heal the Bay** **\$6,680**

**Project Title:** *Adopt-A-Beach – Los Angeles County*  
**Project Location:** *Los Angeles County*  
**Timeline:** *March 1999 to March 2000.*  
**Total Project Budget:** *\$25,000.*

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life. Heal the Bay is currently the coordinator for both the Adopt-A-Beach Program and Coastal Cleanup Day for Los Angeles County.

**Program Status.** Heal the Bay received a grant to continue for the fourth year as the Los Angeles County coordinator of the Adopt-A-Beach program, and to improve its successful program by adding the following components:

- Bus transportation to bring a school class from each of approximately 10 underserved Los Angeles County elementary schools to the beach for participation in one Adopt-A-Beach cleanup
- Dissemination of the Coastal Commission “Save Our Seas” curriculum to these classrooms prior to the beach cleanup.
- Data analysis of the trash collected at these school Adopt-A-Beach cleanups