

2015/2016
WHALE TAIL[®] Competitive Grants Program
Guidelines and Application Forms

Funded by:



**The WHALE TAIL[®] License Plate
Program**

&



**Voluntary contributions on the
California state tax form**

*Supporting programs that teach California's children and the general public
to value and take action to improve
the health of the state's marine and coastal environments*

A project of:



**California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105
(415) 904-5200
www.coastal.ca.gov**

2015/2016 WHALE TAIL[®] COMPETITIVE GRANTS PROGRAM GUIDELINES AND APPLICATION FORMS

INTRODUCTION

The California Coastal Commission's WHALE TAIL[®] grants support programs that teach California's children and the general public to value and take action to improve the health of the state's marine and coastal environments. Adopt-A-Beach programs, as well as other beach maintenance and coastal habitat restoration projects that have an educational component, are also eligible for the grants. Attachment A is a list of sample grant recipients.

BACKGROUND

This program distributes funds from two sources: (1) sales of the California Coastal Commission's WHALE TAIL[®] License Plate, (an official "specialty" license plate issued by the Department of Motor Vehicles for cars registered in California), and (2) donations to the "Protect Our Coast and Oceans Fund," which is one of the "tax check-off" funds listed on the California state tax form.

The California Coastal Commission started the WHALE TAIL[®] Competitive Grants Program in 1998. In prior years, all of the funding for this program came from the WHALE TAIL[®] License Plate. In 2014, a "check-off" box was added to the California state tax return form to provide taxpayers the option to voluntarily contribute to the Protect Our Coast and Oceans Fund. 2015 is the first year those donations are being used to increase the funds available for WHALE TAIL[®] grants.

In addition to the WHALE TAIL[®] Grants Program, proceeds from sales of the license plates benefit the California Coastal Commission's Adopt-A-Beach Program, California Coastal Cleanup Day, and other education and stewardship projects. Proceeds from contributions to the Protect Our Coast and Oceans Fund specifically benefit the WHALE TAIL[®] Grants Program.

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

OTHER RESOURCES

In addition to this grantmaking program, the Coastal Commission's Public Education Program offers other resources to enhance coastal and marine education and stewardship programs. These include a loan library for educators featuring recommended video and audio titles, "Waves, Wetlands, and Watersheds" science activity guide for K-8th grade, the Schoolyard Cleanup Program, the Creeks to

Coast Directory of coastal, marine, and watershed organizations, the Coastal Stewardship Pledge, and the “Our Wetlands, Our World” high school science activity guide. For more information, visit www.coastforyou.org. All items are free of charge and are available on-line or by contacting Public Education staff at coast4u@coastal.ca.gov or (800) COAST-4U.

We also encourage educators to become familiar with and integrate into their projects, as appropriate, the [principles and concepts of ocean literacy](#), the state’s [Next Generation Science Standards](#), and the [Common Core Standards](#).

PROGRAM OVERVIEW

- **Size of Grants:** any amount up to \$50,000 (25-50% of the funding will be allocated in small grants under \$10,000). A total of \$399,000 will be distributed.
- **Categories of Grants:** The WHALE TAIL[®] Grants Program will fund projects that fall into any one of the following three categories: 1) Adopt-A-Beach programs; 2) youth programs; 3) programs for the general public. In addition, applicants may request funding under a special subcategory for projects addressing climate change and/or ocean acidification.
- **Format:** Applications must be submitted on the attached application forms with attachments. Please print double-sided and use minimal packaging wherever possible.
- **Deadline for Applications (must be postmarked by):** **November 2, 2015**. Proposals may not be submitted via fax or e-mail.
- **Project Selection:** Staff will review all proposals and make recommendations to the Coastal Commission, which will vote at its February 2016 meeting (tentative date).
- **Notification:** Applicants will be notified following the Commission vote, most likely by the end of February 2016.

ELIGIBILITY OF APPLICANTS AND PROJECTS

Applicants must be either a non-profit organization or a government entity. For beach operation and maintenance projects, the applicant must be a non-profit organization or *local* government agency. For Adopt-A-Beach proposals, both current and new Adopt-A-Beach managers are eligible.

Grants will not be awarded to provide for an organization’s general, ongoing administrative costs, or to fund advocacy work.

Grants cannot be awarded to programs that limit participation to a single gender (e.g. Girl Scout troops that do not include boys in their activities). Grants cannot be awarded for projects that include religious content in their programming.

The WHALE TAIL[®] Grants Program focuses on education about coastal and marine environments. If a project will take place in an inland area or on a bay, the proposal should address how the project includes coastal and marine educational content, including a description of how the connections between bays or inland areas and the coast and ocean will be emphasized.

Grant funds will be allocated primarily for projects not yet funded by this program, but repeat grants will also be considered.

QUESTIONS?

We encourage applicants to contact the Commission's Public Education Program in advance of submitting an application. Please contact Sylvie B. Lee at (415) 904-5271 / slee@coastal.ca.gov; or Chris Parry at (415) 904-5208 / cparry@coastal.ca.gov.

Also contact the Coastal Commission Public Education staff if you are interested in starting a new Adopt-A-Beach Program in an area that does not currently have a program. Adopt-A-Beach Managers are designated by the Commission staff to operate the program in a particular geographic area and serve as the liaison with the Commission. Local Adopt-a-Beach Managers have adapted, modified and added to the program to fit their interests and talents.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

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

RULES FOR GRANT AWARDS

Conditions for grant awards will include the following:

- Grantee agrees to put the California Coastal Commission logo on any promotional materials produced for the program.
- Grantee agrees to hold the California Coastal Commission harmless.

- Grantee agrees to use waiver of liability forms developed by the California Coastal Commission (or the equivalent) where appropriate.
- Funds cannot be used to purchase food, beverages, prizes or cash gifts, insurance, or items that will be sold.
- Projects may be of any length as long as funding concludes by April 15, 2018.
- Amount in grant for indirect costs (see page 8 for definition) must be capped at 10% of amount in grant for employee salaries and benefits.

OTHER GRANT REQUIREMENTS

1. **Administrative.** The grantee must assume responsibility for administering the project, including: employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management. In preparing the grant application, applicants should refer to Attachment B (contracting requirements for the State of California). If awarded a grant, all contracts with the state, and any subcontract under the grant, must comply with all provisions of the California Public Contract Code.
2. **Payment.** Grant funds will **not** be available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee. Reimbursement will be dependent upon successful completion of work as set out in the proposal.
3. **Schedule.** Because the funds for these grants were appropriated in state fiscal year 2015/2016, which ends on June 30, 2016, proposals must include work tasks that begin before June 30, 2016.

APPLICATION PROCEDURE

A complete application package will consist of **an original and one copy** of the following materials:

1. **Application Summary** (see attached form).
2. **Background/History** (at least one paragraph). Briefly describe the history of your project. How did it come about? Is it a new or existing project? If it's an existing project, how long has it been operating, how was it funded in the past, and what results have you achieved? Have you previously received a WHALE TAIL[®] Grant for this project?
3. **Project Description** (2-5 pages for sections a-e, written in at least an 11-point font), including the following information organized under subheadings:
 - (a) The **goals and objectives** of your project, how you will accomplish each objective, and how your objectives will accomplish your goals. (Objectives should be simple, understandable and as specific and measurable as possible.)
 - (b) **Description of the target audience(s)** – Number of people, ages or grade levels, other demographics including ethnicity and other relevant socioeconomic information, and geographic area served by your project.

(c) **Project details** – a step-by-step description of how the project will be carried out, including any plans for recruiting your target audience (or a description of how you recruited your target audience), and any plans for community outreach, publicity, and/or sharing the results of your project. Also clarify if this is a one-time project or one that you intend to continue past the grant period. *Repeat proposals for previously funded projects should include a summary of what was accomplished through the previous grant, how the new proposal builds on the previous work, past evaluation results, and a description of how these results informed or changed the project.*

(d) **Statement of need for the proposed project** – please be as specific as possible and include an explanation as to why this particular project is suited to meet the articulated need.. A demonstration of the specific needs of the target audience can be included here, including the results of any needs assessment work that was used to develop your project plan.

(e) **Statement of need for the requested funding** – including a description of any other resources that are available. If the project is expected to continue beyond the end of this grant, explain the longer-term funding plan.

4. **Evaluation plan** (no page limit) – The WHALE TAIL[®] Grants Program has recently been putting more emphasis on evaluation. Understanding the effects of a project can help guide future improvements and mid-course corrections, as well as help to evolve the environmental education field as a whole.

The nature and extensiveness of the evaluation will vary depending on the type of grant and size of budget. As a very rough rule of thumb, consider allocating 5 to 15% of the budget on evaluation. Grant recipients will be required to submit evaluation results at the end of the project period as part of their final reporting. If your project has been previously evaluated and you are satisfied with this effort, you may not need to conduct a detailed evaluation at this stage. In that case, let us know about prior evaluations and their results, and how the results apply to the current project.

For this section, describe your evaluation plan; that is, how you will measure and document the outcomes and impacts of your project on your audience(s). Organize your evaluation plan using the goals and objectives articulated in your project description; in other words, describe the techniques that will be used to evaluate project outcomes and success relative to each goal and objective. Examples of possible indicators of outcomes are audience satisfaction with the project experience; changes in their knowledge, skills, attitudes and/or behaviors; and changes to the environment. Also, describe the logistics of your evaluation - how and when you will gather evaluation data? How will you use the evaluation results (beyond the reporting requirements for this grant)?

In planning your evaluation, consider whether quantitative methods such as pre-post tests and surveys; qualitative methods such as interviews, focus groups, and observation; or a combination of methods is most appropriate for learning about your program and its impacts. If available, please include in your supporting documents any evaluation tools that you will be using. (Our online resource to assist you with the evaluation process is available at <http://www.coastal.ca.gov/publiced/plate/wtevaluation.pdf>.)

5. **Permits required** (if any).

6. **Tasklist and timeline** for the project. (Bear in mind that funds will not be available until March of 2016 and some work tasks must be scheduled to begin before June 30, 2016.)
7. **Budget** (using the provided Application Budget Form or a similarly formatted budget page).
8. **A resolution from the applicant's governing body** that contains the following authorizations: authority to submit the proposal, authority to enter into a contract with the California Coastal Commission if the grant is awarded, and designation of the applicant's authorized representative (name and title). If the authority to perform such tasks has already been delegated by the governing body, a letter from the person who has that delegated authority is sufficient.
9. **Description of the applicant's organization**, including:
 - the year it was founded;
 - its qualifications for undertaking the proposed project, including its track record with any similar undertakings;
 - the qualifications and capabilities of key staff assigned to the project, including a description of their roles;
 - the organization's current annual budget including sources of funds (budget information is not necessary for public schools or government agencies); and
 - the names and occupations of board members or organization leaders.
10. **The following attachments:**
 - (a) For non-profits, proof of non-profit status in the form of an exemption letter from the IRS or California Franchise Tax Board.
 - (b) A project site list and/or map, if applicable.
 - (c) Brochures from the applicant's organization, plus any other supporting material you would like to provide such as newsletters, press clippings, or letters of support from project partners or others. Any letters of support may be addressed to "California Coastal Commission" or "Whale Tail Grants Review Panel."

Submit complete application packages to:

WHALE TAIL *Grants Program*
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105

WHALE TAIL[®] Grants Program

APPLICATION SUMMARY

1. Applicant Organization: _____

2. Name and Title of Contact Person _____

3. Address:

4. Telephone: _____ Fax: _____ Email: _____

5. Website: _____

6. Project Title: _____

7. Brief Project Summary:

8. Number of people who will be directly served by the project (estimated) _____

9. Requested Amount: \$ _____

10. Total Project Budget: \$ _____

11. Number of Months Required to Complete Project: _____

Start date: _____ End date: _____

12. Is your organization a non-profit corporation? government agency? school?

13. How did you find out about this grants program? _____

14. Proposal Prepared by: _____ Title: _____

Signature: _____ Date: _____

WHALE TAIL[®] Grant Application Budget Form

PROPOSED BUDGET

(The applicant does not need to use this form, but should follow the general structure.)

Organization Name: _____

Project Title: _____

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

	Grant Request Budget	Total Project Budget (if different)
Personnel:		
Salaries and Wages ⁽¹⁾	_____	_____
Benefits ⁽²⁾	_____	_____
<i>Subtotal Personnel</i>	_____	_____
Operating Expenses		
Postage/Shipping	_____	_____
Supplies/Materials ⁽³⁾	_____	_____
Travel ⁽⁴⁾	_____	_____
Indirect Costs ⁽⁵⁾	_____	_____
Other:	_____	_____
_____	_____	_____
<i>Subtotal Operating Expenses</i>	_____	_____
Total Budget	_____	_____
_____	_____	_____

⁽¹⁾ Attach an explanation of rate(s) and hours for each position for which funds are being requested.

⁽²⁾ Amount requested for benefits not to exceed 46.5% of amount requested for salary or wage.

⁽³⁾ Include a list of the major supplies and materials and how much they cost.

⁽⁴⁾ Personal vehicle travel reimbursement currently paid at the rate of 57.5 cents/mile. Travel to or from outside California is not eligible for inclusion in the grant request budget.

⁽⁵⁾ Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Amount requested for indirect costs should be capped at 10% of amount requested for "Total Personnel."

Examples of Past WHALE TAIL[®] Grants

• Community Action Partnership of Kern \$8,932

Project Title: *After-School Marine Studies Program*

Project Location: *Bakersfield*

The nonprofit Community Action Partnership of Kern (CAPK) operates a variety of programs serving at-risk families in Kern County, including after-school programs at two centers, Friendship House Community Center and Shafter Youth Center. CAPK received funding to implement a marine studies program at these two centers for underserved, land-locked youth.

The marine studies program began with the implementation of free science lesson plans and worksheets available online from the Aquarium of the Pacific in Long Beach, covering topics such as marine animals, ocean ecosystems, and the impact of ocean currents on the Earth's climate. In a second component, the Buena Vista Museum of Natural History & Science brought their "Museum in a Box" program to the youth to share fossils and casts of bones and teeth from "Shark Tooth Hill," a prominent marine mammal fossil location near Bakersfield in a former arm of the Pacific Ocean. In a third component, the youth took a day-long field trip to the Aquarium of the Pacific.

• Groundwork San Diego – Chollas Creek \$10,000

Project Title: *Chollas Creek Climate Change Challenge*

Project Location: *San Diego*

Groundwork San Diego-Chollas Creek operates the "EarthLab," an outdoor center providing science, environmental, and stewardship education for San Diego students. Groundwork San Diego will be expanding its program to include climate change education and the relationship between carbon dioxide emissions and the health of marine resources.

Focused on the endangered Eastern Pacific Green Sea Turtle colony in San Diego Bay whose nesting patterns are related to warming oceans, the Climate Change Challenge will show students from the underserved community of Encanto the importance of healthy native habitats and reduced energy consumption as strategies to control rising sea temperatures and ocean acidification. Students will receive an in-school lesson and launch an energy reduction challenge in their homes. At the EarthLab, the students will see climate change exhibits and play climate change interactive games. They will also see green sea turtles in person at Chula Vista's Living Coast Discovery Center and explore San Diego Bay. Finally, the students will also learn about different careers that can help address climate change.

• **Central Coast Aquarium**

\$14,912

Project Title: *Marine Life Monitoring Program*

Project Location: *Avila Beach, San Luis Obispo County*

The Central Coast Aquarium (CCA) in Avila Beach offers marine education programs for students of all ages, including a Floating Lab on San Luis Obispo Bay. Recently, the CCA began recording data on the sea life collected during the Floating Lab, turning the program into a marine sampling and monitoring activity. This funding is supporting the expansion of the Marine Life Monitoring Program to other nearby habitats as well, including not just the open bay but also the rocky intertidal zone and sandy beaches. Costs covered will include sampling equipment, developing new curricula, and creating taxonomic keys for fish, marine plants, and invertebrates.

This funding is also paying for 400-800 students in grades 4-12 at underserved schools to participate in the program. The students will primarily come from San Luis Obispo and Santa Barbara counties, but may also come from other neighboring areas and the Central Valley. They will use the three different marine habitats as living laboratories to learn about field sampling, water quality monitoring, marine life, coastal protection, and ocean stewardship. The collected data will be shared with other research organizations and the database for the LiMPETS program (Long-term Monitoring Program and Experiential Training for Students). Once developed, the Aquarium will continue offering this program in the future.

• **Return of the Natives**

\$20,500

Project Title: *Flows to the Ocean*

Project Location: *Salinas*

Return of the Natives (RON) is the education and outreach program of the Watershed Institute at CSU Monterey Bay. RON is working with 300 children in grades 3-6, as well as some of their parents, in the city of Salinas, which is the source of the most polluted water flowing to Monterey Bay.

Return of the Natives is providing three types of “Flows to the Ocean” watershed stewardship experiences for the students. The first is schoolyard activities including a litter survey and using a watershed model to illustrate their connection to the ocean. The second activity is a creek cleanup in Salinas, and the third is a trip to the coast to survey litter, conduct a beach cleanup, and conduct habitat restoration by planting native dune plants at Salinas River State Beach. The parents chaperoning the students will be pulled aside for a 30-60 minute ocean stewardship lesson in Spanish and English, including simple nature activities they can do with their children. Also, at least six CSU Monterey Bay students will help lead activities and gain ocean education leadership experience in the process.

All participating teachers are required to teach at least two lessons from RON’s “Flows to the Bay” curriculum, develop an ocean stewardship calendar for their school, have their students give short presentations to other classrooms, and ensure that their students take turns picking up schoolyard litter and tallying the data, with the goal of reducing the amount of litter during the year.

• **Save Our Shores** **\$25,610**

Project Title: *Beachkeepers Program*

Project Location: *Santa Cruz County*

Save Our Shores (SOS), the Adopt-A-Beach manager for Monterey and Santa Cruz counties, expanded community efforts to maintain clean beaches by starting the Beachkeepers program in Santa Cruz County. The program was developed in response to local residents expressing that they wanted to conduct regular beach cleanups independently (beyond the Adopt-A-Beach events Save Our Shores already organizes), and that they were especially interested in taking care of "their" beach that they visit most often. Harnessing this interest and creating a network of like-minded beach lovers, the Beachkeepers program trains motivated volunteers to hold their own beach cleanups, gives them supplies and a uniform, and provides a forum for them to share information about their activities. They can post to the Beachkeepers Facebook page, blog on the Beachkeepers webpage, post data on what they collected, share photos, chat with one another, and inspire others to join the network.

As a separate way to help keep beaches cleaner, Save Our Shores also installed signs with "do it yourself" trash bag boxes at six particularly dirty beaches in northern Santa Cruz County, encouraging visitors to clean up after themselves.

• **California Exposition & State Fair** **\$40,000**

Project Title: *Beach Buddy Adventure*

Project Location: *Sacramento*

The annual California State Fair features a nature exhibit showcasing plants and animals which changes its theme each year. For the 2014 State Fair, the theme was the coast and ocean. Called the Beach Buddy Adventure, the exhibit featured a whale's mouth for the entrance, live animal displays, a sand exhibit, fun facts about the California coast, and oversized sea shell, kelp, and jellyfish artwork. Bilingual signs and docents provided information at four different interactive stations covering the topics of marine debris, oil spills, ocean acidification, and invasive species. Visitors received a map to have stamped at each one. A fifth station offered the opportunity to take the Coastal Commission's Coastal Stewardship Pledge and receive a "Beach Buddy Badge."

The goal of the stations was to increase the public's awareness about how issues affecting California's coastline can be caused by behaviors of people living in inland areas. Funding from the Coastal Commission supported live animal displays as well as the interactive stations. There were 135,000 visitors to the exhibit.

STATE CONTRACTING MANUAL**3.17.1 SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT TRANSMITTAL**

- A. The Contract Transmittal form, STD 215, for subvention aid cost-reimbursement types of contracts must:
1. Advise whether the contracting agency, with the advice of the State Personnel Board, has determined that the reimbursable salaries do not exceed salaries payable to State personnel for similar classifications; and
 2. Identify the classifications and rates involved if the reimbursable salaries exceed State rates, and state the reason for such higher rates, and how the agency's interests are served by the contract.

3.17.2 SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT FISCAL CONTROL PROVISIONS

- A. Payment provisions in subvention aid contracts should be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Contracts must set forth in detail the reimbursable items, unit rates, and extended total amounts for each line item. Among other matters, the following information should be documented:
1. Identify and justify direct costs and overhead costs, including employee fringe benefits;
 2. Monthly, weekly or hourly rates as appropriate and personnel classifications should be specified, together with the percentage of personnel time to be charged to the contract, when salaries and wages are a reimbursable item;
 3. Rental reimbursement items should specify the unit rate, such as the rate per square foot; and
 4. If travel is to be reimbursable, the contract must specify that the rates of reimbursement for necessary traveling expenses and per diem shall be set in accordance with the rates of CalHR for comparable classes and that no travel outside the State of California shall be reimbursed unless prior written authorization is obtained from the agency.

GENERAL TERMS AND CONDITIONS

All State grantees must comply with GTC 610 which can be viewed in the Standard Contract Language issued by the Department of General Services at <http://www.dgs.ca.gov/ols/Resources/StandardContractLanguage.aspx>. This language includes terms such as an indemnification requirement and a non-discrimination clause. (Other State agencies and the University of California would instead comply with GIA 610 also found in the [Standard Contract Language](#).)

CONTRACTOR CERTIFICATION CLAUSES

All State grantees must sign CCC 307, which includes items such as a drug-free workplace requirement and compliance with the Americans with Disabilities Act. CCC 307 can also be found in the [Standard Contract Language](#).