

WHALE TAIL[®] Competitive Grants Program

Deadline: November 4, 2022

GRANT GUIDELINES

Funded by:



A project of:



California Coastal Commission
455 Market Street, Suite 200, Room 228
San Francisco, CA 94105

www.coastal.ca.gov/whaletailgrant

Contact: Annie Kohut Frankel, Annie.Frankel@coastal.ca.gov

2022/2023 WHALE TAIL® COMPETITIVE GRANTS PROGRAM GUIDELINES

Read these guidelines before beginning your grant proposal. Download the grant application form at www.coastal.ca.gov/whaletailgrant.

INTRODUCTION

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

BACKGROUND

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

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

OTHER RESOURCES

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

PROGRAM OVERVIEW

- **Size of Grants:** You can request any amount up to \$50,000. At least 25% of funded projects will be small grants of up to \$20,000. Approximately \$2,000,000 will be distributed.
- **Categories of Grants:** The WHALE TAIL® Grants Program will fund projects that fall into one or more of the following four categories: 1) youth education programs, 2) programs for educating the general public or adults, 3) climate change education and stewardship, 4) shoreline cleanup and enhancement programs (such as Adopt-A-Beach®). We strongly encourage projects that engage communities that have historically received fewer opportunities for coastal and marine education and stewardship, and applicant organizations based in and composed of the communities they are engaging.
- **Deadline and Submission Process:** The deadline is November 4, 2022. Download the WHALE TAIL® Grant application form from www.coastal.ca.gov/whaletailgrant. There are three options for submission: email, upload, OR mail your application packet.
 - For email, send your packet as a file attachment to whaletailgrant@coastal.ca.gov by 5:00pm California time on November 4, 2022. Do *not* submit your proposal as a link to a cloud document, such as a Google Drive link. (Supplementary materials, such as curriculum samples, may be sent as links if necessary, but your proposal itself must be attached to the email.) The maximum file attachment size for our email system is 30 Mb. If your grant proposal is saved as a PDF, you can use the “Reduce File Size” tool in the “File” menu to reduce your file size. If necessary, you can send attachments in separate emails. If you have files larger than 30 Mb, consider using the upload option rather than email.
 - If you prefer to upload your packet, make sure all files have your organization name in the file name and upload them to this [Dropbox folder](#) by 5:00pm California time on November 4, 2022.
 - If you choose to use postal mail, your package must be *postmarked* no later than November 4, 2022. Mail *two* copies of your application packet to Whale Tail Grants, California Coastal Commission, 455 Market Street, Suite 200, Room 228, San Francisco, CA 94105. Please print double-sided and *do not* include binders, plastic overlays, or other extra packaging. If you would like to use email but have a curriculum sample or other supplementary material that you need to mail, you can do that separately (by the same deadline as above), including a clear explanation of which grant proposal it is connected to.
- **Project Selection and Notification:** We will review all proposals and make recommendations to the Coastal Commissioners, who will vote at their February 2023 meeting. We will notify you by email following the Commission vote, most likely by the end of February 2023. Applicants being recommended for funding will be notified by email prior to the Coastal Commission meeting. Emails will be sent from Annie.Frankel@coastal.ca.gov.

IMPORTANT RULES AND ELIGIBILITY FOR APPLICANTS AND PROJECTS

- **Eligible Applicants:** Non-profit 501(c)(3) organizations, projects of a non-profit fiscal sponsor, public schools or districts, government entities, Federally Recognized Tribes and other California Native American Tribes as defined by Governor's Executive Order B-10-11.
- **Audiences:** Projects funded by WHALE TAIL® Grants must engage audiences in California.
- **Things we can't fund:** Grants will not be awarded to provide for an organization's general, ongoing administrative costs; to fund political advocacy work; for projects that include religious content in their programming; for travel outside of California; or for the purchase of vehicles, insurance, prizes or cash gifts, or items that will be sold.
- **Educational Focus:** The WHALE TAIL® Grants Program focuses on education about coastal and marine environments. If a project will take place in an inland area or on a bay, the proposal should address how the project includes coastal and marine educational content, including how the connection to the coast and ocean will be emphasized.
- **Reimbursement Grant:** Grant funds are not available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee, for hours already worked or purchases already made.
- **Project Timing:** Some project tasks must begin between March 17 and June 30, 2023. Project may be of any length as long as funding ends by April 15, 2025.
- **Funding Credit Logo:** You must agree to put the California Coastal Commission's [funding credit logo](#) on any printed or online content produced for the project, including linking from the logo to the Commission website as appropriate.
- **Liability:** You must agree to hold the California Coastal Commission harmless.
- **Project Administration:** You must assume responsibility for administering the project, including employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management. In preparing the grant application, you should refer to Attachment B (administrative requirements for grant agreements if a grant is awarded).
- **Existing Grants:** If you have an open, competitive WHALE TAIL® grant, please wait to apply for a new grant until after you've completed your project and submitted your final grant report.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

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

1. Educational Impact and/or Environmental Improvement (25 points): Strong proposals will demonstrate educational impact featuring the marine or coastal environment and/or improvement of coastal or marine habitats through community involvement. Strong proposals may include multiple methods and pathways 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.

QUESTIONS?

A webinar will be offered on October 4, 3:30-5:00pm to provide a walk-through of the WHALE TAIL® Grant application and for an opportunity to ask general questions about the process. [Register for the webinar.](#) If you miss it, the presentation will be posted on the [grant webpage.](#)

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

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

Example Summaries of Past Awarded WHALE TAIL® Grants

• Port of Los Angeles High School	\$18,000
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Project Title: *Sustainable Aquaculture Program*
Project Location: *San Pedro*

Port of Los Angeles High School is a public charter school in San Pedro, located one block away from the port waterfront. The school will expand its sustainable aquaculture program so students in grades 10-12 can raise seabass, kelp, eelgrass, oysters, other bivalves, tilapia, coral, and brine shrimp. The associated curriculum will cover topics such as the state of global fisheries, the history of aquaculture, the key elements of sustainable seafood aquaculture practices, toxicity and control, food safety, and how to design and create their own aquaponics systems. They will also learn about other subjects related to ocean health including the causes and effects of ocean acidification and how to do water quality testing. Kelp grown through this program will be outplanted to aid with restoration along the coast. The students will present their program to approximately 1,500 members of the public at two school community events. They will further develop their career skills by creating an aquaculture business plan.

• The Center for Independent Living	\$47,649
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Project Title: *Youth Coastal Connections Program*
Project Location: *East San Francisco Bay*

The Youth Coastal Connections Program will provide public transit and environmental education workshops and bring cohorts of youth with disabilities to coastal environments around the Bay Area via public transit. The program will engage with up to 80 youth total over two years, with up to 10 youth participants per program cycle. Each cohort will engage in a six-week program, with meetings once to twice a week. The Center for Independent Living will collaborate with coastal organizations to teach students about the Bay Area's coastal life and host travel training and trip planning workshops to prepare students to take public transit to coastal regions. Each cohort will participate in two travel excursions via public transit, one a coastal education field trip, and the other for a beach cleanup. Action items allow students to practice their independent traveling and environmental stewardship skills. Participants will create a presentation on their overall program experience as well as one topic of advocacy related to accessibility or natural environments that they learned about during the program.

• **Northcoast Regional Land Trust**

\$12,000

Project Title: Stewards of Today and Tomorrow

Project Location: Humboldt County

The Northcoast Regional Land Trust (NRLT) owns Freshwater Farms Reserve that includes 35 acres of restored tidal wetland near Humboldt Bay, as well as a property at Martin Slough at the southern edge of Eureka. This project will help make the habitats on these properties relevant and accessible to as many people as possible. NRLT will conduct outreach to Spanish speakers and students at Humboldt State University through bilingual radio ads and other forms of publicity to let them know about public events at the two properties. NRLT will create signs in Spanish and English on the topics of migratory species, agriculture, how sea level rise will affect Humboldt Bay's shoreline, and habitat restoration. NRLT will host eight Stewardship Day events for people of all ages to engage in activities such as native plant propagation, planting, trail maintenance, sustainable agricultural practices, or invasive plant removal. At least one event will be held in English and Spanish. To strengthen partnerships with other organizations, at least three events will be held with groups including Latino Outdoors, Watershed Stewards Program, and Humboldt State's African American Center for Academic Excellence. Finally, NRLT will develop a family-friendly nature treasure hunt by creating a new "Redwood EdVentures Quest" to be part of a series of "quests" in the region offered to the public.

• **Yurok Tribe Environmental Program**

\$50,000

Project Title: Cultivating Food Sovereignty Through Environmental Stewardship

Project Location: Yurok Indian Reservation and Ancestral Territories

The Yurok Tribe's Environmental Program will establish an educational program for Yurok elementary schools with new curriculum, educational materials, and field trips. Educational and stewardship opportunities will be made available to the entire Yurok community through the adoption of two Del Norte County beaches, the installation of five monofilament fishing line recycling stations, and through the development of educational materials for community distribution. Beach cleanups and tidepool surveys will engage students and adults. Marine debris studies conducted during beach cleanups at the adopted beaches will provide insight into educational needs throughout the Yurok Indian Reservation.

Administrative Requirements

LOCAL ASSISTANCE AGREEMENT SUMMARY (STD 215)

- A. The Grant Agreement transmittal form for cost-reimbursement types of local assistance grants must:
1. Advise whether the awarding 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 agreement.

FISCAL CONTROL PROVISIONS

- A. Payment provisions shall be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Grant agreements 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.

TERMS AND CONDITIONS

Grant awards will include Standard Conditions and Special Conditions. Standard Conditions include items such as an indemnification requirement, an agreement to be audited, and a non-discrimination clause. Special Conditions include items such as an agreement to provide funding credit and responsibilities of Adopt-A-Beach coordinators.

ANTI-DISCRIMINATION

Applicants should be aware that Government Code Section 11135(a) states in relevant part that no person shall be unlawfully denied full and equal access to the benefits of any program or activity that is funded or receives any financial assistance by the State on the basis of sex, race,

color, religion, ancestry, national origin, ethnic group identification, age, mental disability, physical disability, medical condition, genetic information, marital status, or sexual orientation.

SUBCONTRACTORS

Grantees shall receive prior authorization in writing by the Commission before reimbursement for any subcontract exceeding \$10,000.00. Grantees seeking contractors to perform any services exceeding the cost of \$10,000.00 shall select those contractors pursuant to a process that seeks three competitive quotations or adequate justification for the absence of bidding.

PROPERTY PURCHASED

Grantees agree to continue using property purchased under the Grant Agreement for the purposes outlined in the Agreement or similar activities until it is either fully distributed, damaged, worn-out, or becomes obsolete.

Grantees shall receive prior authorization in writing by the Commission before any purchase exceeding \$10,000.00. Grantees shall provide in the request for authorization all particulars necessary for evaluation of the necessity or desirability of incurring such cost and the reasonableness of the price or cost.

GRANTEE CERTIFICATION CLAUSES

All grantees must sign GCC 1015, which includes clauses such as a drug-free workplace requirement and compliance with the Americans with Disabilities Act.