

# WHALE TAIL® GRANTS PROGRAM

## EQUITY ANALYSIS Fiscal Year 2022-2023

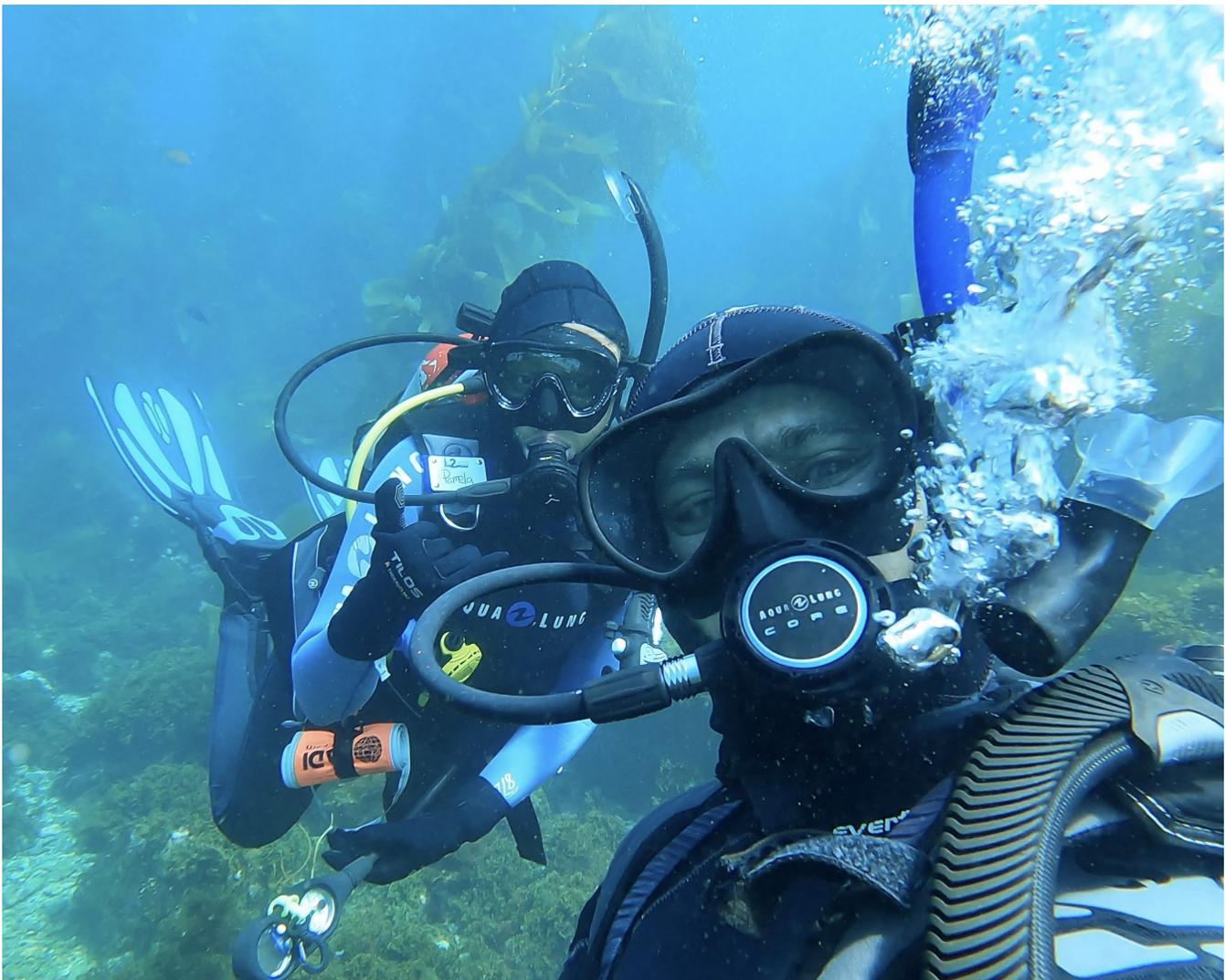


Figure 1: SCUBA diving off Catalina Island with *DiverSeaFy*

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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*

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

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 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.

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

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

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.

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

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

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?

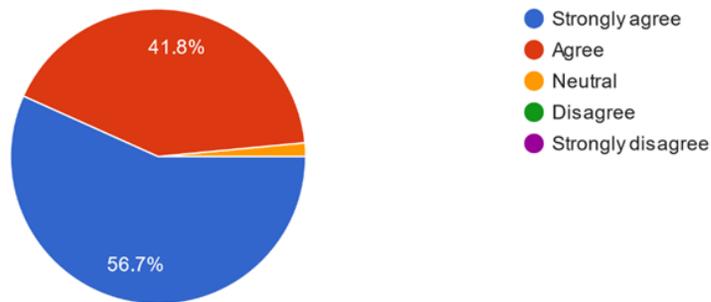


Figure 7: 56.7% strongly agree application questions were clear and easy to understand, 41.8% agree.

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

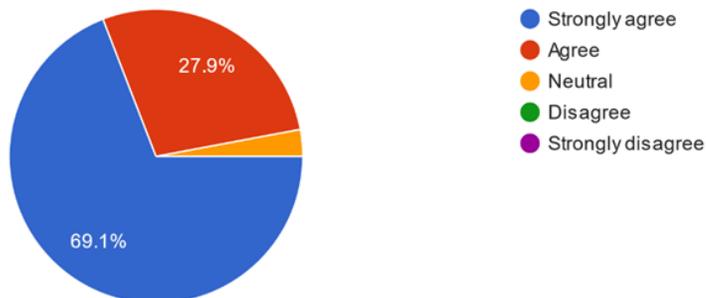


Figure 8: 69.1% strongly agree the process for submitting proposal was clear and easy, 27.9% agree

## 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

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

- Families - 19
- Tribal communities - 9
- 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.

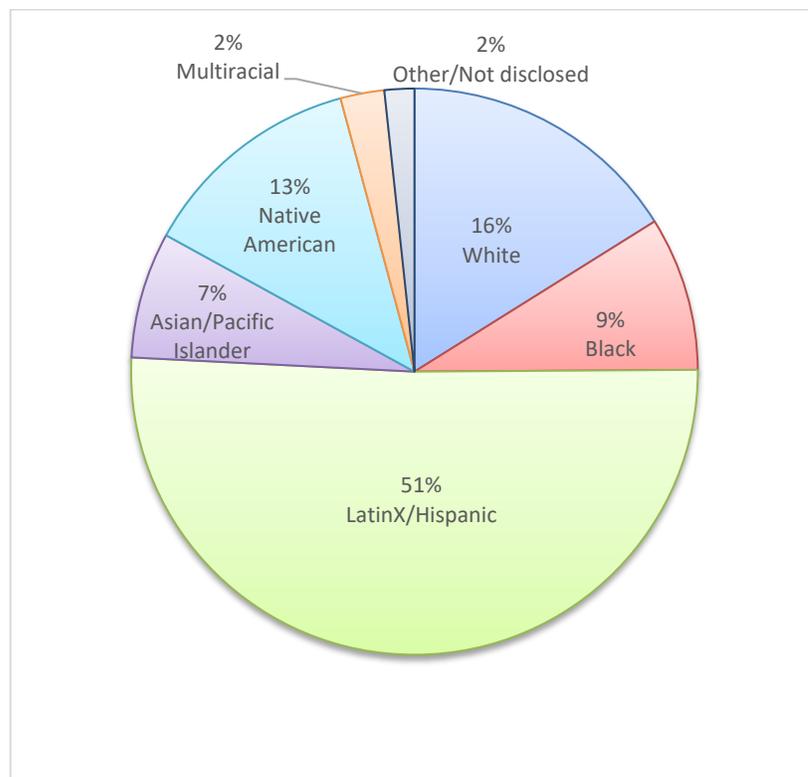


Figure 10: 51% LatinX/Hispanic, 16% white, 13% Native American, 9% Black, 7% Asian/Pacific Islander, 2% multiracial, 2% other/not disclosed

### 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. Fernandño 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 Fernandño 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

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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

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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

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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

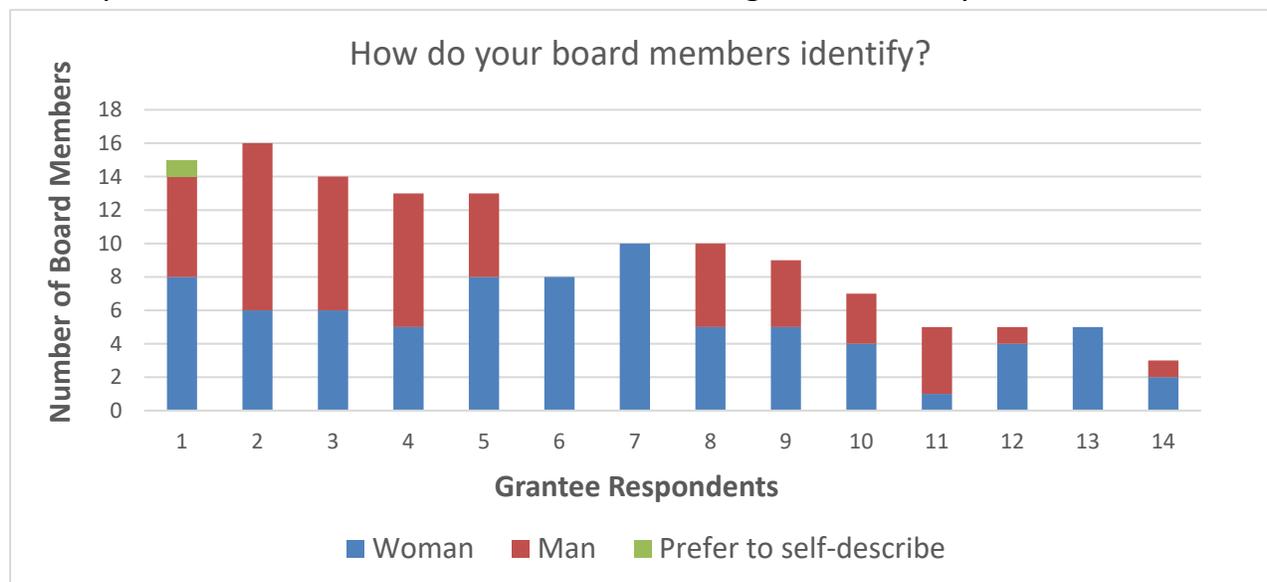
To better understand community representation in the leadership of WHALE TAIL® Grant recipients, Fiscal Year 2022/2023 grantees were invited to anonymously complete a survey on the demographics of their board members relating to race, ethnicity, disability, sexual orientation, and gender identity. Coastal 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:

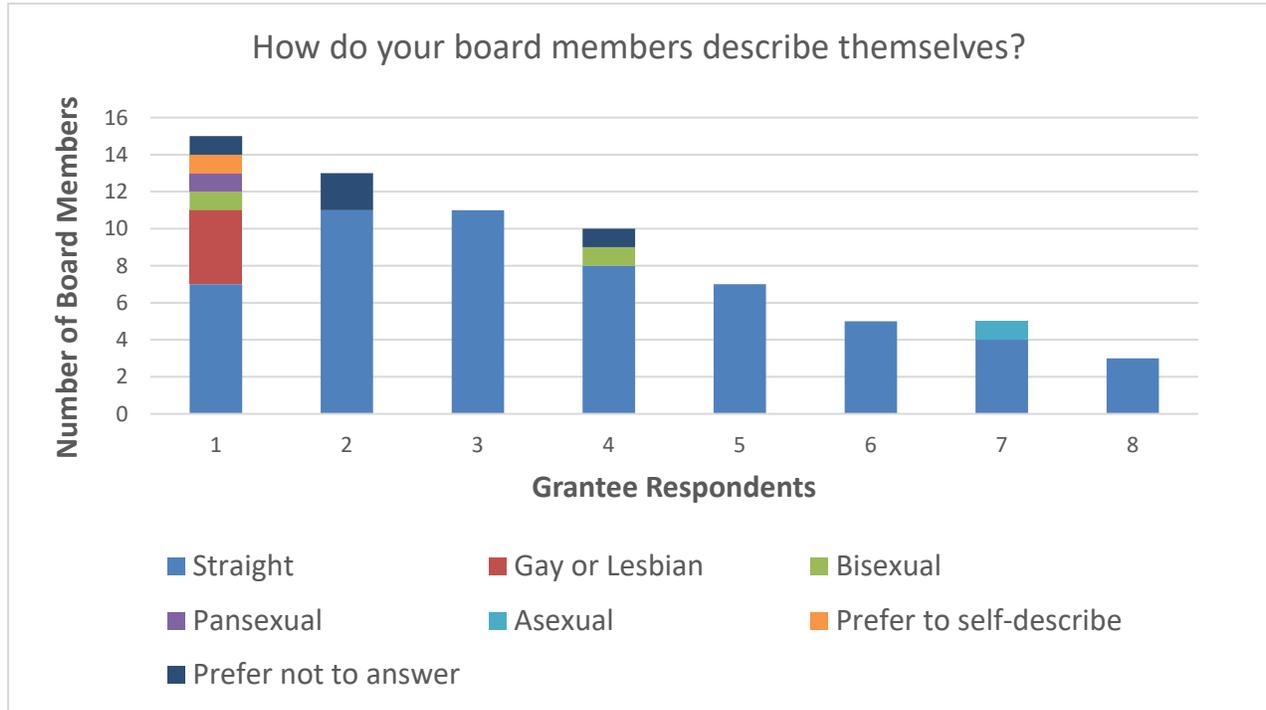


Woman (includes cisgender women, transgender women, and female-identified individuals)

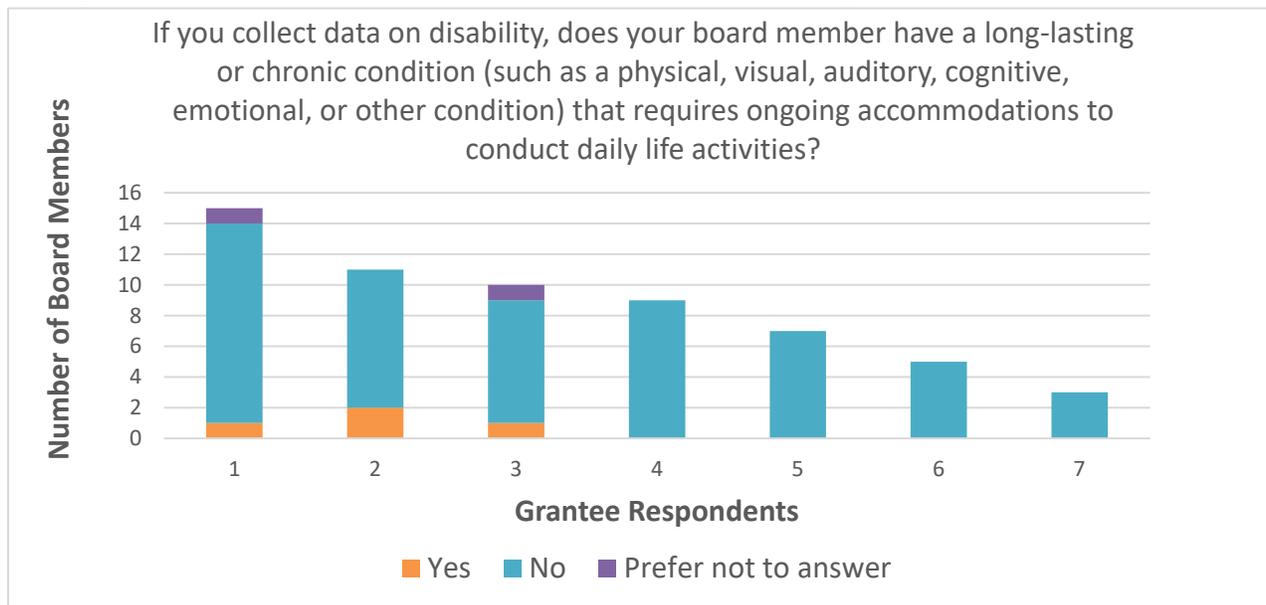
Man (includes cisgender men, transgender men, and male-identified individuals)

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.

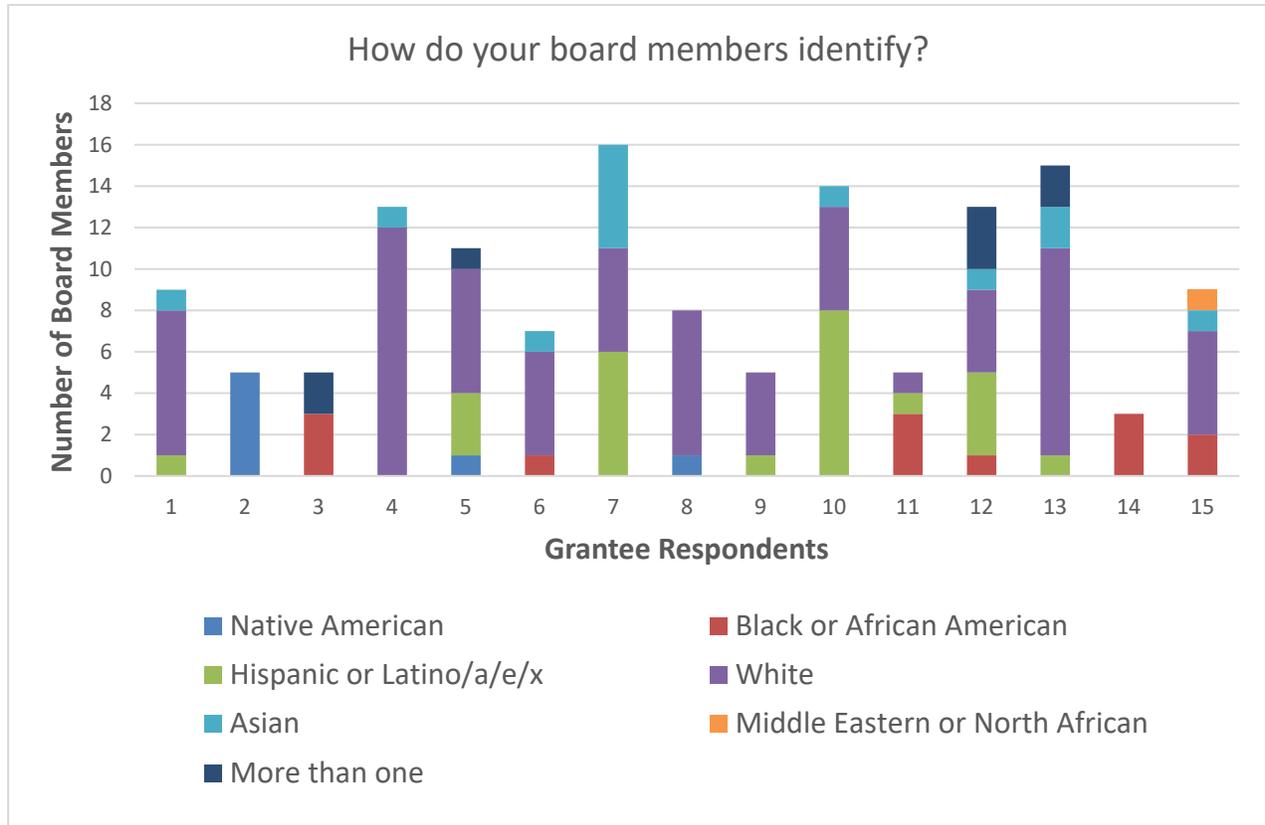
8 respondents collect data from their board on sexual orientation:



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)

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- 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)