

# EXPLORE THE COAST GRANT ANNOUNCEMENT & APPLICATION



California Coastal Conservancy  
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# COASTAL CONSERVANCY

## EXPLORE THE COAST GRANTS

The California State Coastal Conservancy (Conservancy) announces the availability of grants to public agencies, tribes and nonprofit organizations for grants that facilitate and enhance the public's opportunities to "Explore the Coast." The purpose of this grant program is to support activities that allow more people to explore California's spectacular coast, improve the visitor experience or help the public to learn about natural, recreational, cultural and historic resources of the coast. Explore the Coast grants will support a wide range of activities including programs that bring people to the coast, increase stewardship of coastal resources, and provide educational opportunities.

One million (\$1,000,000) will be awarded in this grant round. There is no established minimum grant amount; the anticipated maximum grant amount is \$50,000. The projects should be completed within three years. The Conservancy will base the size of the award on each project's needs, its overall benefits, and on the extent of competing demands for funds. This grant program seeks to fund projects that meet one or more of the following priorities:

- ◆ Provides a coastal experience for lower-income or other underserved populations;
- ◆ Increases the number of people visiting the coast;
- ◆ Improves barrier-free access for persons with disabilities;
- ◆ Provides a valuable recreational, environmental, cultural or historic learning experience;
- ◆ Serves a large number of people within the context of the population density of the surrounding area;
- ◆ Increases stewardship of coastal resources; and/or
- ◆ Enhances the public's coastal experience in a way that does not currently exist.

### **Background**

The Coastal Conservancy is a non-regulatory state agency that works to preserve, improve, and restore public access, natural resources and agricultural lands along the Pacific coast and the San Francisco Bay shoreline and its adjacent counties. The Conservancy's work complements the work of the California Coastal Commission and the San Francisco Bay Conservation and Development Commission (BCDC) by undertaking projects and working with public agencies and non-governmental organizations to accomplish these goals.

Increasing public access to California's coast is a core component of the Conservancy's work. With the Explore the Coast Program, the Conservancy seeks to support programs that bring people to the coast and San Francisco Bay shoreline and/or enhance the visitors' experience. The Explore the Coast grants will not fund construction of new facilities. However, through other grant programs, the Conservancy has funded the construction of hundreds of projects to build new trails, trailheads and other amenities (beach stairways, bathrooms, overlooks, etc).

Explore the Coast grant funding will come from two sources: 1) the California Environmental License Plate Fund, which comes from sales of the Whale Tail® License Plate and 2) the Coastal

Access Account, which comes from fees for permits issued by the California Coastal Commission.

**Eligible Applicants:** Public agencies, tribes and certain nonprofit organizations are eligible for funding. To be eligible, a nonprofit organization must qualify under the provisions of Section 501(c)(3) of the Internal Revenue Code, and its articles of incorporation must demonstrate that the organization’s purposes are consistent with Division 21 of the Public Resources Code, the Coastal Conservancy’s enabling legislation.

**Eligible Project Locations:** Projects must be located along the coast of California (within the counties of Del Norte, Humboldt, Mendocino, Sonoma, Marin, San Francisco, San Mateo, Santa Cruz, Monterey, San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, or San Diego) or along the San Francisco Bay shoreline (within the counties of Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara, San Mateo, or San Francisco).

**Eligible Projects:** Eligible projects include a wide range of programs and activities that will help to bring more people to the coast and/or enhance their experience at the coast in a manner consistent with Division 21 (sections 31000–31410) of the Public Resources Code. Below are some examples of types of eligible projects; this is not an exhaustive list:

- Provision of transportation to bring low-income or other underserved populations to the coast or bay shoreline to take part in educational, recreational, or stewardship programs.
- Festivals, docent programs or other outreach events to raise public awareness of access opportunities and/or promote recreational uses of the coast or bay shoreline.
- Programs that maximize barrier-free access to the coast or bay shoreline for persons with disabilities, including beach wheelchairs or guided programs. These grants will not fund construction of facilities.
- Content for the Explore the Coast Web App. Development of interpretive material to provide users with historical, cultural, biological, and other information related to segments of the Coastal Trail or other coastal shoreline access points (see Appendix A).
- Development of interpretive content to be delivered via mobile devices to provide users with historical, cultural, biological, and other information related to segments of the San Francisco Bay Trail, building upon previous efforts by the San Francisco Bay Trail Project.
- Promote public–private partnerships that expand services for coastal visitors, such as equipment rentals, shuttle services, establishment of “inn to inn” hiking opportunities, and others.
- Programs to support volunteer stewardship of Coastal Trail or Bay Trail segments or other coastal or bay shoreline access points and habitats.
- Programs that promote the use of public transit to access the coast or bay shoreline.

Prospective applicants are encouraged to discuss their projects with Conservancy staff (from the appropriate region) prior to submitting applications. See contact information below.

**Application Submittal:** The Explore the Coast grant application is attached. Complete applications should be submitted via email to Laura Cholodenko, [Laura.Cholodenko@scc.ca.gov](mailto:Laura.Cholodenko@scc.ca.gov).

The application should be emailed as a word document. Applicants are welcome, but not required (except as noted below), to attach a small number of relevant photos (preferably as jpgs) and maps (as jpgs or pdfs); these attachments should not exceed 10 mb total. Relevant photos and maps should demonstrate the location, context, identified problem and/or proposed products of the project.

Applicants proposing to develop content for the Explore the Coast Web app should provide a map of the area being described by the content (see Appendix A).

**Submission Dates:** Proposals must be received by 5pm on **November 6, 2015**.

**Questions:** Questions about the application process and potential projects may be directed to:

- Karyn Gear, North Coast Program Manager (Del Norte to Coastal Marin), 510-286-4171 or [karyn.gear@scc.ca.gov](mailto:karyn.gear@scc.ca.gov)
- Amy Hutzal, SF Bay Area Conservancy Program Manager (San Francisco and SF Bay Shoreline), 510-286-4180 or [amy.hutzal@scc.ca.gov](mailto:amy.hutzal@scc.ca.gov)
- Trish Chapman, Central Coast Program Manager (Coastal San Mateo to Santa Barbara), 510-286-0749, [trish.chapman@scc.ca.gov](mailto:trish.chapman@scc.ca.gov)
- Joan Cardellino, South Coast Program Manager (Ventura to San Diego), 510-286-4093, [joan.cardellino@scc.ca.gov](mailto:joan.cardellino@scc.ca.gov)

## **Application Review and Grant Award Process**

**Project Review:** Conservancy staff will review, evaluate and rank the applications based on the project's relative significance and how well it meets the Selection Criteria stated below. Applicants may be contacted to provide additional information during the review process. Conservancy staff may seek assistance in evaluating the proposals from individuals and/or technical experts with pertinent expertise from other governmental agencies, non-profit organizations, and other entities. Applicants who submit proposals by the Nov. 6<sup>th</sup> deadline can anticipate being notified of their projects' ranking by Feb. 1, 2016.

**Selection Criteria:** Projects will be evaluated against the following criteria:

- ◆ Achieve one or more of the identified Explore the Coast priorities;
- ◆ Fills a documented and clearly defined need;
- ◆ Project description is clear and concise;
- ◆ All other project funding is available; and
- ◆ Project is ready to proceed in a timely manner.

**Conservancy Board Approval:** Projects recommended by staff for funding are subject to approval by the Coastal Conservancy Board at a noticed public meeting. Conservancy staff will present the recommendations for Explore the Coast grants to the Conservancy Board in the spring of 2016. Applicants are required to provide staff with all pertinent information in a timely manner to ensure Board consideration.

Project funding will not be available until a grant agreement between the Conservancy and the grantee has been executed which will generally take at least a month after Board approval. Grantees may be required to have General Commercial Liability insurance and other commercial insurance appropriate for the activity proposed in the grant.

# Appendix A: Explore the Coast Web App

## Background

California boasts one of the most diverse and spectacular coastlines in the world. Visitors and residents alike are drawn to its sandy beaches, tide pools, dramatic coastal cliffs, densely forested coastal mountains, and large bays. The variety and breath-taking beauty of its coast is a critical component of California's economy and quality of life for its citizens. To make the coast more accessible, encourage non-motorized transportation, and foster appreciation and stewardship of the scenic and natural resources of the coast, the California Coastal Trail (CCT) is being developed to create a continuous, interconnected public trail system spanning over a thousand miles from Oregon to Mexico. Despite the fact that over 60% of the CCT already exists, many Californians and visitors are not familiar with the great opportunities, sometimes even in their own back yards, to enjoy the beach, go for a hike, or experience a tide pool.

To address this, the State Coastal Conservancy, California Coastal Commission, and the California Coastal Trail Association (CCTA) are developing a mobile web application to help visitors explore the California Coast. The app allows them to find segments of the CCT, beaches and other coastal recreation points and will include site specific maps, trail descriptions, and lists of amenities that users will be able to search based on their interests and needs. The tool will also be designed to provide site specific interpretive information on topics such as natural resources and cultural and natural history.

## Explore the Coast Web App Project Proposals

As part of the 2015 Explore the Coast request for proposals, the Conservancy is specifically soliciting applications to develop interpretive content for the Explore the Coast web app. The app is designed to allow for text, image, audio, and/or video content tied to a specific geographic location. Below are some ideas about the types of proposals the Conservancy would be interested in receiving, but there are many other possibilities.

1. Kids' Activity Trail – Develop a series of activities that a child could do with their parent while walking on a specific segment of the CCT or at a beach, etc. For example, it could include things for kids to search for, such as specific landmarks and types of vegetation. It could also include ecological or cultural information, as well as other types of information, with follow up questions a kid could answer and relate to. Specific physical challenges (e.g., how fast can you run to that point and back) could also be incorporated.
2. Nature Trail – The concept is just like any nature trail in a park except that the information would be provided via the web app rather than through signs or a walking brochure.
3. Audio Docent – Provide short audio segments tied to specific locations along a trail segment or at a coastal location that would enhance visitors' experiences. Segments may include interesting stories about the history of the location, or its ecology; they may also provide a "guided tour" of the location.

4. Video – Short video segments are not always easy to view on a phone in bright sunshine. Nevertheless, they can provide rich content for people who are learning more about the coast from at home or while on the road.
5. Explore My Coast – Projects that share stories of the coast through local voices from a wide variety of cultural and community perspectives, including youth generated content.

Project proposals to build interpretive content for the web app should include the following information:

- Summary of the interpretive content and target audience.
- Estimate of the number of interpretive points that would be developed and the type of media content for each. Ideas for specific points should be given as examples, but it is not necessary to have an outline of each point for the application phase. Please note that we recommend that audio and video content be developed in 1-3 minute segments for easy app use.
- Map of the area being described by the content.

Proposals will be ranked in part by how engaging the proposed content would be for visitors. We are looking for educational entertainment, not just education, for coastal visitors.

# EXPLORE THE COAST GRANT APPLICATION

## COVER PAGE

### CONTACT INFO

<b>Organization</b>			
<b>Contact Person</b>		<b>Email</b>	
<b>Phone</b>		<b>Fax</b>	
<b>Address</b>			

### PROJECT INFO

<b>Project Name</b>			
<b>Summary</b>			
<b>Total Project Cost</b>	\$	<b>Amount Requested</b>	\$
<b>Start Date</b>		<b>End Date</b>	

### LOCATION INFO

<b>County</b>		<b>Specific Location</b>	
<b>Latitude</b>		<b>Longitude</b>	
<b>What point is represented by the lat/long?</b>			

### ELECTED OFFICIALS

Districts	Number(s)	Name(s)
<b>State Senate</b>		
<b>State Assembly</b>		
<b>Congressional</b>		

## EXPLORE THE COAST GRANT APPLICATION

Please limit your response to these questions to no more than four pages.

- Brief Project Description.** Describe the proposed project. *(If proposing to develop content for the Explore the Coast Web App, please see Appendix A)*
- Explore the Coast Program Priorities:** Explain how the project meets one or more of the Explore the Coast Program Priorities:
  - Provides a coastal experience for lower-income or other underserved populations;
  - Increases the number of people visiting the coast;
  - Improves barrier-free access for persons with disabilities;
  - Provides a valuable recreational, environmental, cultural or historic learning experience;
  - Serves a large number of people within the context of the population density of the surrounding area;
  - Increases stewardship of coastal resources; and/or
  - Enhances the public’s coastal experience in a way that does not currently exist.
- Need for the project.** Describe the specific problems, issues, or unserved needs the project will address. Explain why Conservancy grant funding is needed.
- Specific Tasks.** Identify the specific tasks that will be undertaken and the work that will be accomplished for each task.

#	Task Name	Description
1		
2		
3		
4		
5		

*Add or delete rows as necessary.*

5. **Outcomes.** List the specific outcomes or other deliverables. Include quantitative metrics on the number and demographics of the people anticipated to be served by the project.

**EXPLORE THE COAST GRANT APPLICATION**  
**PRELIMINARY BUDGET AND SCHEDULE**

In the budget table below, relist the tasks identified in #4 above and for each provide: 1) the estimated completion date for the task, 2) the estimated cost of the task, and 3) the funding sources (applicant, Conservancy, and other) for the task. The table will automatically sum the totals for each row and column. To do this, highlight the whole table and hit F9.

<b>Task Number</b>	<b>Task</b>	<b>Completion Date</b>	<b>Applicant's Funding</b>	<b>Coastal Conservancy</b>	<b>Other Funds</b>	<b>Total Cost</b>
1						\$ 0
2						\$ 0
3						\$ 0
4						\$ 0
5						\$ 0
6						\$ 0
7						\$ 0
<b>TOTAL</b>			<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>

**In Kind Services**

*In-kind services or contributions include volunteer time and materials. Describe and estimate the value of expected in-kind services.*