



# CITY COUNCIL AGENDA REPORT

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**MEETING DATE:** December 1, 2009

**ITEM NUMBER:**

**SUBJECT:** WHALE TAIL COMPETITIVE GRANT PROGRAM

**DATE:** NOVEMBER 4, 2009

**FROM:** FINANCE DEPARTMENT/GRANT ADMINISTRATION

**PRESENTATION BY:** LYNDA M. JENKINS

**FOR FURTHER INFORMATION CONTACT:** LYNDA M. JENKINS, GRANT ADMINISTRATOR  
(714) 754-5062

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## **RECOMMENDATION:**

- ❑ Staff recommends City Council adopt a Resolution authorizing application for grant funding from the California Coastal Commission (CCC) 2009/2010 Whale Tail Competitive Grants Program.

## **BACKGROUND:**

As part of the City's water quality program and National Pollutant Discharge Elimination System (NPDES), a program to prevent non-storm water discharge and reduce pollutant discharge to the storm drain system must be maintained. The program is mandated by the Santa Ana Regional Water Quality Control Board's Areal-wide Urban Storm Water Runoff Permit for Orange County and the Incorporated Cities. Non-storm water discharge to the storm drain system and the ocean has been identified as a source of pollutants, which impacts beaches along the Orange County coastline.

The California Coastal Commission (CCC) is offering a grant in Fiscal Year 2009/2010 to fund some additional outreach and educational information to the residents of Costa Mesa.

## **ANALYSIS:**

For Fiscal Year 2009/2010 the California Coastal Commission is offering the "Whale Tail" Competitive Grant Program for the purpose of teaching California's children and the general public to value, and take action to improve the health of the state's marine and coastal resources. The grant funds will be used to purchase contract services and staff time to provide field trips and classroom instruction regarding this topic. Applicants may request any amount up to \$50,000, with a majority of the funding allocated to small grants. Grant funds may be used for any public education program with the goal to improving knowledge about marine or coastal resources.

**ALTERNATIVES CONSIDERED:**

The City Council could choose to not adopt the resolution authorize a grand funding application for the outreach activities associated with the NPDES program.

**FISCAL REVIEW:**

The City is requesting \$5,000 in funds. There are no City matching funds required. If the City is successful in receiving a grant, the City will only be responsible for staff time associated with the administration of the grant.

**LEGAL REVIEW:**

The City Attorney's Office has reviewed the attached Resolution and approved it as to form.

**CONCLUSION:**

Staff recommends City Council approve a resolution authorizing staff to submit an application for grant funding from the California Coastal Commission (CC) 2009/2010 Whale Tail Competitive Grants Program.

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LYNDA M. JENKINS  
Grant Administrator

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PATRICK BAUER  
Associate Engineer

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COLLEEN O'DONOGHUE  
Assistant Finance Director

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PETER NAGHAVI  
Director of Public Services

DISTRIBUTION: City Manager  
City Clerk  
Director of Finance  
Director of Public Svs.

Attachment 1: [Resolution No. 09-XXX](#)

File Name: [Staff Report Whale Tail 2009.doc](#)

Date: [11/04/09](#)

Time: