

SC26 Education and Sailing Program for Underserved Youths

Mission: On an annual basis, DPHP will provide 1,000 underserved youth educational opportunities in Orange County to safely access coastal resources with 100 of these youths participating in a multi-day sailing program.

Program Concept: The intent of the program is to provide opportunities across a broad spectrum of activities, which encourages growth as it relates to coastal access and understanding. California Coastal Commission contemplates that our program incorporates sailing programs. While sailing programs by themselves are a noble endeavor, such programs on their own would exclude a large portion of the population that we intend to serve. All sailing programs require that the youth is a proficient swimmer and these programs are usually attractive to youths that are very familiar with Coastal activities. Our program will provide a spectrum of opportunities starting from the basic of learning how to swim to the other end of the spectrum of an introduction program of learning how to sail. Falling in midst of this spectrum is beach activities, surf activities, whale watching, fishing, paddle boarding, kayaking and the like. The intent of the program is that an underserved youth could access our program over years so that they can begin with swim lessons one year, progress to a surf or paddle boarding experience another year, and then gain the confidence to participate in a sailing program the following year. Where available, DPHP will seek to track student progression through the years.

Program Design: The design of our program is to work with the best of class organizations that have a proven track record of providing educational water and coastal programs while working with established organization that will help us access the underserved youth we intend to serve in a safe and encouraging manner. DPHP will fund the underserved youth participation in their chosen activities.

Program Elements: DPHP will fund swim lessons at local YMCAs in areas that serve disadvantage youths. By going out into the communities where they live, it addresses transportation and language challenges that are usually barriers to coastal programs. DPHP will also fund 100 two-day introductory sailing lessons at Orange Coast College School of Sailing & Seamanship. For this program, we will work with organizations like Big Brothers Big Sisters of Orange County and Riverside for their programs provide the transportation and the one on one supervision that enable introductory youth sailing to be successful.

The largest serving element will be large-scale events in the harbor during the spring, summer and fall where the youths will participate in both programmatic and experiential programs. We will work with Surf Rider, Ocean Institute, and other likeminded organizations to develop programmatic elements that will focus on educational topics such as plastic pollution, ocean and marine science, water quality, and marine fish and mammals. To create experiential elements we will work with Surf Rider, California State Parks, Dana Wharf Sport Fishing and Whale Watching, Captain Dave's Dolphin and Whale Watching Safari, and Pure Water Sports to create opportunities that range from beach clean up to bodyboarding to kayaking to whale watching to fishing. By creating large events we will have the scale to work with organizations in our community that serve underserved youth such as Big Brothers Big Sisters, Orangewood, group foster homes, afterschool programs and other organizations that are serving youths in underserved communities. The events in the harbor and adjacent beach will be free to the underserved youths that attend.

Marketing and Outreach Strategy: Our strategy focuses heavily on co-marketing and working with existing organizations that serve the underserved youths in the community. We believe that these organizations will enable us to access the youths we intend to serve while helping us provide a safe and culturally sensitive programs. We also believe these organizations will benefit by enlarging their programs with free coastal programs.

Program Evaluation: Our program will be evaluated both quantitatively and qualitatively. Quantitatively, on an annual basis, we will count how many youths participated in swimming lessons, sailing lessons and attended harbor events. Regarding the harbor events, we will count how many youths participated in each of the different programmatic events and how many participated in each of the experiential events. We will also count how many youths participated from each community organization. From a qualitative perspective, we will ask each community organization to provide input on the quality of the programmatic elements as well as the experiential elements so that over time we can continue to refine and improve the programs provided. These elements will be included in the annual report provided to the Executive Director of the Coastal Commission.