

# Conservation Lands Foundation

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## Trinidad Coastal Land Trust 2019 Grant Request Form

*Your completed proposal narrative should not exceed five pages*

### **1. Organizational background**

The mission of the Trinidad Coastal Land Trust (TCLT) is to provide coastal access while protecting the natural beauty and character of the Humboldt County Coast from Little River to Big Lagoon. Our vision is: “to create a more compassionate and joyful world of engaged citizens inspired to ecological action through visits to our successfully stewarded beaches, trails and vista points. Precious coastal resources are protected and managed in perpetuity for future generations of all species.” The TCLT’s focus area is the California Coastal National Monument (CCNM) and public coastal lands along the Trinidad Coast.

TCLT owns fee-title properties and holds public access and conservation easements on twenty-six coastal holdings managed as public beaches, coastal trails, for habitat protection and CA Coastal National Monument (CCNM) scenic vistas. TCLT coordinates the CCNM Trinidad Gateway group, a model in community collaboration with BLM.

TCLT has experienced several significant accomplishments this past year. In addition to our popular hike program, TCLT coordinated the first CCNM Festival. TCLT took ownership of Luffenholtz Beach, our second annual fundraiser was a huge success and brought in new donors and TCLT took the lead in assembling key stakeholders in the effort to protect Strawberry Rock, including several tribal partners. Our new office manager has been an important addition in enabling TCLT to be more sustainable and on top of media outreach. Several new donors have come forward to talk about how to best include TCLT in their planned giving.

### **Describe your program or project**

#### **a. Describe the over-arching issue or opportunity you will address**

Trinidad Coastal Land Trust (TCLT) has had a lead role in facilitating meetings of the California Coastal National Monument (CCNM) Trinidad Gateway and ensuring that progress is made in advancing the priority goals for 2020 of our CCNM Trinidad Gateway 2018-2021 Strategic Plan. Our CCNM Trinidad Gateway group is dedicated to preserving the diversity of life on the Trinidad coastline and offshore rocks through stewardship, education and community cooperation. The strategic plan is organized around four programmatic areas (Interpretation, Ecology/Restoration, Recreation, and Community) as well as organizational goals. We are asking CLF to continue to support TCLT’s role as a leader with the CCNM Trinidad Gateway as we build on our past successes and make progress on our strategic goals-both for the CCNM Gateway group and for TCLT. To broaden the impact of our successful partnerships, we plan use what we have learned to support the development of a friends group the Lighthouse Ranch and Lost Coast Headlands. Key to strengthening the CCNM Trinidad Gateway is to continue and expand on our efforts to engage

diverse audiences in our education and restoration programs, and to develop a major donor program that will increase fundraising to a level that will sustain our community and volunteer-based programs.

**b. Goals and desired outcomes:**

**1. CCNM Trinidad Gateway advances goals set forth in the CCNM gateway strategic plan in the areas of interpretation, ecology/restoration, recreation, community and organization.**

**a) Interpretation**

- The interpretation group develops a signing plan framework, and implements the first CCNM Trinidad Gateway sign.
- CCNM Ambassador training is held in the spring of 2020, recruiting, training, placing and recognizing the service of a diverse group of trained volunteers
- 10 new CCNM Ambassadors become actively involved in assisting in and leading programs that highlight the coast and CCNM lands.

**b) Ecology Restoration**

- Community Seabird Scientist are trained to gather and input data documenting the impacts of human disturbance on nesting seabirds, helping managers to better protect seabirds (Spring 2020)

**c) Recreation**

- 5 new TCLT lead stewardship volunteers are recruited and trained to lead work days to remove invasive species, repair trails, and conduct coastal clean-up activities. (Summer 2020)

**d) Community**

- An annual CCNM Festival is held to heighten community awareness of the CCNM and provide engaging activities related to the CCNM. (fall 2020)
- Successes and activities of the CCNM gateway are promoted on the Trinidad Gateway Facebook page and the number of followers is tripled.

**e) Organization**

- The CCNM Trinidad Gateway goals are reviewed and evaluated on an annual basis and timelines adjusted as appropriate.
- Working groups meet and submit quarterly reports to the CCNM Trinidad Gateway, documenting how they are making progress on objectives listed in the strategic plan. Working groups have identified priorities for the gateway in the areas of ecology/restoration, interpretation, recreation, community and organizational.

## **2. Develop a TCLT major donor program to support education and stewardship programs.**

- All donors are tracked and are personally thanked in a timely manner for their donations
- 2 new community volunteers are recruited to participate in the fundraising committee
- 2 major donor house parties are held to fund visitor improvements at scenic drive properties.
- 5 new businesses are added to the business partner program
- 5 personal tours are given to potential business partners, highlighting TCLT work
- \$50,000 is raised to support improvements at Houda Point and Luffenholtz Beach

## **3. Advance equity and inclusion throughout TCLT's work (2020 objectives listed below)**

- Two bilingual walks are offered for families in Spanish and English to ensure that language is not a barrier. A bilingual intern will be recruited to assist in the implementation of this objective.
- An evening public program about Yurok cultural heritage and on-going efforts to protect ancestral lands will be given by a person of Yurok heritage.
- Yurok language is incorporated into interpretive sign development
- Yurok people are recruited to be part of the development of land management plans for Luffenholtz Beach.
- Yurok representatives play a lead role in developing a plan to conserve Strawberry Rock
- Members of the Wiyot Tribe are actively involved in the formation of a Friends group in the Eel River Valley. 2020
- TCLT board members participate in a training/education session to increase awareness and understanding about native American sovereignty issues as they relate to TCLT's work.

## **4. An understanding of the importance of keeping public lands in public hands is advanced in the region.**

- A group of interested individuals in the Eel River Valley meet to discuss what is involved in setting up a friend's group. Spring 2020
- A Friends group is formed to support the Lost Coast Headlands and the Lighthouse Ranch properties. 2021

### **b. Please list any obstacles or challenges you might face and a brief description of how they can be overcome**

It can be challenging coming to agreements with tribal and nontribal entities. Having plenty of time to listen and understand concern and be educated on tribal sovereignty issues is important. Trinidad has different tribal interests that don't always agree. Our recent meeting on Strawberry Rock was a great step in the right direction.

Having funds to support the staffing needed to accomplish all of our goals can be challenging. The addition of our new office manager will help with this issue, freeing program staff up to engage in more collaborative community projects. Making time to meet personally with donors can be challenging with a small staff.

**c. If your work requires collaboration with other institutions, government agencies, organizations, or businesses please list them here and describe how collaboration will help achieve your outcomes**

Our work involves working with many different community partners and leaders. Bureau of Land Management-Arcata Field Office, CA Coastal Conservancy, CA Dept of Fish and Wildlife Arcata Office, California Conservation Corps., Conservation Lands Foundation, Friends of the Dunes, Friends of the Trinidad Library, Green Diamond Resource Company, Humboldt County Supervisor Steven Madrone, Humboldt County Public Works, Roads and Park Depts., Humboldt County Sheriff Dept., Humboldt State University Natural Resources Dept., Humboldt State University Marine Lab, Humboldt Surfriders Club, local radio and newspaper media, Pacific Outfitters' Pac-Out Green Team, Redwood Community Action Agency, Trinidad Bay Watershed Council, local Trinidad businesses, Trinidad Chamber of Commerce, Trinidad City Council, Trinidad Public Works, Trinidad Civic Club, Trinidad Union School District, and the Trinidad Gateway CCNM working group active members including the Trinidad Rancheria, CA State Parks, HSU Marine Lab, BLM, Trinidad Museum, City of Trinidad, Redwood Audubon Society and community volunteers.

**3. Describe the impact this project will have on your organization**

**a. How will this program or project help you build and strengthen your organization?**

Strengthening collaborative partnerships through the CCNM Gateway group and developing our volunteer corps is key to strengthening our organization. Engaging more leadership level volunteers will be a great asset to our organization with less than 2 full-time staff equivalents. Focusing fundraising efforts on major donors is an important shift while moving away from staff having too much of their time involved in special event fundraising.

**b. What specific activities will you do to develop the capacity and viability of your organization?**

As mentioned above, a strong volunteer program and developing our major donor program will develop the capacity of our organization.

**c. What specific organizational outcomes do you expect to secure by the end of this grant period?**

- Our new Office Manager will be completely trained in QuickBooks and able to better track grants
- We will review and evaluate both the TCLT and CCNM Gateway Strategic Plans and update timelines as needed.

Other specific objects are listed in goal # 4 above and include:

- 2 new community volunteers are recruited to participate in the fundraising committee
- 2 major donor house parties are held to fund visitor improvements at scenic drive properties.

- 5 new businesses are added to the business partner program
- 5 personal tours are given to potential business partners, highlighting TCLT work
- \$50,000 is raised to support improvements at Houda Point and Luffenholtz Beach

**d. How do you intend to communicate these activities and outcomes to your key audiences, either during the grant period or following it?**

We will share our activities and outcomes to our key audiences via our annual report, Spring and Fall printed newsletters, and through our monthly e-newsletters as well as on the TCLT facebook page and the newly created Trinidad Gateway Facebook page.

**4. How does your project/proposal advance Equity, Inclusion & Diversity for your organization and for the National Conservation Lands?**

As listed in goal number 6 above:

- Two bilingual walks are offered for families in Spanish and English to ensure that language is not a barrier. A bilingual intern will be recruited to assist in the implementation of this objective.
- An evening public program about Yurok cultural heritage and on-going efforts to protect ancestral lands will be given by a person of Yurok heritage.
- Yurok language is incorporated into interpretive sign development
- Yurok people are recruited to be part of the development of land management plans for Luffenholtz Beach.
- Yurok representatives play a lead role in developing a plan to conserve Strawberry Rock
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- TCLT board members participate in a training/education session to increase awareness and understanding about native American sovereignty issues as they relate to TCLT's work.