

COASTAL CONSERVANCY

Staff Recommendation
November 9, 2006

SAN FRANCISCO BAY ENVIRONMENTAL PRIMER

File No. 06-094
Project Manager: Betsy Wilson

RECOMMENDED ACTION: Authorization to disburse up to \$20,000 to University of California Press Foundation to develop an environmental primer on the San Francisco Bay.

LOCATION: San Francisco Bay (Exhibit 1)

PROGRAM CATEGORY: San Francisco Bay Area Conservancy

EXHIBITS

Exhibit 1: Project Region

Exhibit 2: Draft Primer Outline

Exhibit 3: Letters of Support

RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31160-31165 of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed twenty thousand dollars (\$20,000) to University of California Press Foundation (“UC Press Foundation”) to develop an environmental primer on the San Francisco Bay. This authorization is subject to the condition that prior to the disbursement of any funds, UC Press Foundation shall submit for the review and approval of the Conservancy’s Executive Officer a work program, budget, timeline, plan for acknowledgement of Conservancy funding, and the names and qualifications of any contractors it intends to use for the project.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby finds that:

1. The proposed authorization is consistent with Public Resources Code Sections 31160-31165 regarding the Conservancy's mandate to address the resource goals of the San Francisco Bay Area.

2. The proposed project is consistent with the Project Selection Criteria and Guidelines adopted by the Conservancy on January 24, 2001.
 3. University of California Press Foundation is a nonprofit organization existing under Section 501(c)(3) of the U.S. Internal Revenue Code, and whose purposes are consistent with Division 21 of the California Public Resources Code."
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PROJECT SUMMARY:

This authorization would grant up to \$20,000 to the University of California Press Foundation (UC Press Foundation) to develop an environmental primer on the San Francisco Bay as a part of the UC Press' series of California Natural History Guides. The primer, which will be approximately 250-350 pages, will provide an introduction and overview of the Bay Area's rich natural and environmental history through the use of text, annotated color maps, and photographs.

The primer aims to extend the public's general awareness of a scenic water body hosting beaches, islands, bridges, and piers to a deeper level. On the most basic level, the primer would help the reader understand what lives in the Bay and how the Bay's waters move and change, and also answer their questions about whether it is safe to swim in, drink or eat fish from the Bay. On a deeper level, the primer would give the reader an overview of the major environmental issues that have arisen in the Bay, how they might affect the reader, and what has been done to address them. The aim of the primer would not only be to inform and educate, but also to inspire further exploration and stewardship of the Bay.

While there are many scientific and technical books on the San Francisco Bay and more specifically-focused field guides, there are currently no "primer" or "introductory" style books on the San Francisco Bay environment. The intended audiences for the primer are: 1) newcomers to the Bay region who need an orientation to the environmental situation, 2) locals interested in becoming more involved in, or educated about, Bay environmental issues, 3) students and teachers preparing environmental courses based on the local ecosystem, and 4) groups seeking new tools for engaging citizens and young people in environmental stewardship. A draft outline for the environmental primer is included as Exhibit 2.

University of California Press, a nonprofit organization and one of the most distinguished university presses in the United States, enriches lives around the world by advancing scholarship in the humanities, social sciences, and natural sciences. UC Press' California Natural History Guides are promoted as the definitive guides to understanding human influences on the state's ecology and natural resources. UC Press activities are supported by the UC Press Foundation and by philanthropic contributions from individuals and institutions.

Site Description: The environmental primer will address the environment of the San Francisco Bay (Exhibit 1).

Project History: In the last few decades, many individuals, groups, and public servants have worked to clean and clear the Bay's waters and save its last wetlands, creeks, and wildlife. New entities and new laws have even been created to protect the Bay from further impairment. And from an environmental perspective, the Bay now stands at an exciting crossroads. Vast amounts of new research have been done on its ecology, and new technologies have mapped its natural

history and projected its future. Ambitious attempts are being made not only to preserve what natural riches are left but also to restore some of what has been lost. Numerous miles of new trails are being developed along the Bay's shores and through its waters, and millions of new residents are projected to settle in the Bay's environs in the decades ahead - adding not only acres more of impervious surfaces and pollution, but also incentives for stronger environmental planning and stewardship. The proposed environmental primer can help summarize and validate this point in time - not only the lessons learned, but the great potential of the future as estuaries and bays around the world continue to sustain the great cities on their shores.

The primer will provide information on the creation and role of the Coastal Conservancy in protecting the San Francisco Bay's natural resources. Additionally, many of the projects the Conservancy has and will continue to support will be featured in the primer including Crissy Field, South Bay Salt Ponds, Eastshore State Park, Wildcat and Alameda Creeks, and the Napa River.

PROJECT FINANCING:

Coastal Conservancy	\$ 20,000
Steve Moore Foundation	10,000
UC Press	<u>75,000</u>
Total Project Cost	\$105,000

The expected source of Conservancy funds is the fiscal year 2006-2007 appropriation from the California Beach and Coastal Enhancement Account, California Environmental License Plate Fund, which may be used for any project consistent with Division 21 of the Public Resources Code (Vehicle Code Section 5067(c)(1)(B)). As discussed below, the project is consistent with Chapter 4.5 of Division 21 as it facilitates environmental education related to resources of the San Francisco Bay region.

The Coastal Conservancy and Steve Moore Foundation funds will be used for research, writing, and graphic development. The UC Press funds will be used for book production, photography, printing, and distribution.

CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:

The project is undertaken pursuant to Chapter 4.5 of the Conservancy's enabling legislation, Public Resources Code Sections 31160-31165, to address resource goals in the San Francisco Bay Area. In particular, Section 31165 states, in order to benefit the San Francisco Bay Region, the Conservancy may undertake projects and award grants for activities that facilitate environmental education related to ocean, coastal, bay, or watershed resources. This project will produce an introductory-level environmental primer on the San Francisco Bay environment that is designed to inform and educate the public and to inspire stewardship of the Bay.

**CONSISTENCY WITH CONSERVANCY'S
PROJECT SELECTION CRITERIA & GUIDELINES:**

The proposed project is consistent with the Conservancy's Project Selection Criteria and Guidelines adopted January 24, 2001, in the following respects:

Required Criteria

1. **Promotion of the Conservancy's statutory programs and purposes:** See the "Consistency with Conservancy's Enabling Legislation" section above.
2. **Consistency with purposes of the funding source:** See the "Project Financing" section above.
3. **Support of the public:** The project has the support of the San Francisco Bay Conservation and Development Commission, Save San Francisco Bay Association, the San Francisco Estuary Project, and UC Press. Letters of support are included as Exhibit 3.
4. **Location:** The environmental primer will provide information on the San Francisco Bay, which is within the nine-county jurisdiction of the San Francisco Bay Program.
5. **Need:** The proposal for an environmental primer on the San Francisco Bay has been selected for inclusion in UC Press' California Natural History Guides series, but preparation of the document cannot proceed until funding has been obtained. UC Press, as a university press whose authors primarily come from paid academic jobs, does not have a budget for outside authors. The requested Conservancy funds would compensate the author of the primer, who is not a university employee, for her time, research, and full-time commitment to the project. The project will not proceed without Conservancy participation.
6. **Greater-than-local interest:** The aim of the environmental primer is not only to inform and educate people about the San Francisco Bay, but also to inspire further exploration and stewardship of the Bay. As the population of the Bay Area continues to grow and additional demands are placed on the area's resources, there is a great need to educate people about Bay environmental issues and how they can become engaged in environmental stewardship.

Additional Criteria

7. **Urgency:** The population of the Bay Area region is expected to increase by 1.65 million people over the next twenty-five years, representing a 23% increase over 2005 population levels. This increased population will continue to put additional pressure on the Bay's natural resources and increase the need for stronger environmental planning and stewardship. The primer will provide an accessible introduction to the Bay's natural resources and environmental issues for a wide audience with the goal of informing and educating as well as inspiring further stewardship of the Bay.
8. **Leverage:** See the "Project Financing" section above.
9. **Readiness:** The book proposal has already been reviewed and approved by UC Press and, upon securing funding for the project, the editors and author are ready to begin researching, writing, and developing the graphics for the primer. It is estimated that a first draft would be produced by October 2007 and a final draft by February 2008. Allowing approximately 15

months for UC Press review, production, and print, the primer will be available in bookstores in early to mid-2009.

10. **Realization of prior Conservancy goals:** The primer will provide information on the efforts of individuals, groups, and public agencies to protect and restore the Bay's natural resources over the last several decades. Information will be provided on the Coastal Conservancy as well as many of the projects the Conservancy has and continues to support including Crissy Field, South Bay Salt Ponds, Eastshore State Park, Wildcat and Alameda Creeks, and the Napa River.
11. **Cooperation:** The author will work with several public agencies, non-profit organizations, and research institutions in the Bay Area to obtain information for the book including San Francisco Bay Conservation and Development Commission, California Department of Fish and Game, U.S. Fish and Wildlife Service, Save The Bay, The Bay Institute, Environmental Defense, and San Francisco Estuary Institute.

COMPLIANCE WITH CEQA:

The preparation and distribution of an environmental primer to provide resource and reference materials on the San Francisco Bay does not have a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment and, therefore, is not considered "a project" under the California Environmental Quality Act (CEQA) (14 Cal. Code of Regulations §15378). Activities that do not constitute a project are not subject to CEQA.