

COASTAL CONSERVANCY

Staff Recommendation
November 8, 2007

CONSERVANCY PROGRAM PUBLICATIONS

Project Manager: Dick Wayman

RECOMMENDED ACTION: Authorization to disburse funds for the production of Conservancy publications through 2008, including *California Coast & Ocean* magazine, program publications, and special public information and project-related documents, and including a grant to the nonprofit Coastal Conservancy Association to provide assistance in this effort.

PROGRAM CATEGORY: All Conservancy programs

RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31000 *et seq.* of the Public Resources Code:

“The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed three hundred sixty-six thousand dollars (\$366,000) for the production of *California Coast & Ocean* and other publications related to Conservancy programs. Of that total authorized amount, the Conservancy further authorizes the disbursement of up to \$298,000 as a grant to the Coastal Conservancy Association (CCA) to enable CCA to assist the Conservancy, subject to the condition that, prior to the disbursement of funds to CCA, the Executive Officer shall review and approve specific work programs for the publications program and any contractors to be employed to carry out the work.”

Staff further recommends that the Conservancy adopt the following findings:

“Based on the accompanying staff report, the State Coastal Conservancy hereby finds that the proposed publications program is consistent with the purposes and objectives of Division 21 of the Public Resources Code (Sections 31000 *et seq.*).”

PROJECT SUMMARY:

The Conservancy uses several publications to increase public knowledge of the agency and its projects, as well as to provide information to the public about issues facing the State’s Coastal Management Program. These documents are needed to assist Conservancy staff in explaining the agency’s goals, record, and expertise to prospective partners, legislators, and concerned citizens, and their distribution is a critical element in maintaining public support for the agency.

It has been the practice of the Conservancy to review its publications expenditures and authorize funding on an annual basis, and this recommendation will provide for a continuation of that practice. Funding as recommended would carry the publications program through December 2008.

The Conservancy's publications are its major vehicle for broad public outreach and are an essential component of the agency's work. The Conservancy's role on the coast is not widely understood because of (1) the agency's uniqueness, (2) the multiple purposes it serves, and (3) the low profile it sometimes chooses to maintain in its projects, which require cooperation among multiple interest groups. Through publications, the Conservancy and its nonprofit partners provide the public with current information about the agency's work, including a description of the uses made of the several recent bond acts approved by California voters. Conservancy publications also provide a source of informed opinion on major topics and emerging trends affecting coastal resources and recreation.

Staff recommends that the Conservancy authorize disbursement of most of the recommended funding through a grant to the nonprofit Coastal Conservancy Association, Inc. (CCA), to enable it to assist the Conservancy in conducting the publications program. The CCA was established in 1992 to support and assist in the programs of the Coastal Conservancy, pursuant to Section 501(c)(3) of the U.S Internal Revenue Code. The CCA began assisting the Conservancy publications program in 2004 and subsequently began publishing the quarterly magazine *California Coast & Ocean* in cooperation with the Conservancy. The current recommendation would authorize continuation of assistance by CCA, and the CCA Board will provide oversight and control over the publications program. In addition to the CCA agreement, funds for some of the printing costs may be contracted directly with University of California Printing Services.

During the past year, the Conservancy's publications staff and consultants provided editing, design, and production consultation services for publications including the Conservancy's 2007 Strategic Plan, the quarterly magazine, and various other project-related publications. The magazine's on-line edition was expanded and enhanced. The extensive *Wheelchair Rider's Guide to San Francisco Bay and Nearby Shorelines*, published in 2006, continues to be requested and distributed and is posted on the Conservancy's website. The book describes more than 100 sites accessible to people with mobility impairments, enabling people with disabilities to find accessible sites along the water, many of them improved with help from the Conservancy. To further expand shoreline access for people with disabilities, an on-line guide is also being prepared. It will begin with San Diego County, link to the two published guides (*A Wheelchair Rider's Guide to the Los Angeles County and Orange County Coast* was published in 2001), and is expected to grow gradually to include all coastal counties.

Coast & Ocean has been increasing its coverage of ocean issues and will continue to do so, in keeping with the Conservancy's expanded responsibilities toward the ocean. Within the last year, the magazine published articles on sea-level rise, desalination, sea otter mortality, and the sea urchin fishery. Among other articles was an in-depth report on how some hastily enacted measures to avoid bacterial contamination of salad greens are undermining hard-fought efforts to expand wildlife habitat next to farmland. In the coming year the on-line edition, which is linked to the Conservancy's webpage, will be further enhanced, and special attention will be given to serving teachers, in keeping with the state's current environmental education initiatives.

The publications program also provides editorial and design review for the signage on Conservancy-funded project sites.

PROJECT FINANCING:

An estimated \$366,000 will be required for calendar year 2008. Conservancy publications have been funded from the State Coastal Conservancy Fund through the agency's administrative support budget, not from Capital Outlay appropriations or bond funds.

The production portion of the publications budget, as described below, would be carried out through contracts issued directly by the Conservancy to UC Printing. The editorial and marketing portion of the publications program budget, including the preparation of *Coast & Ocean*, would be under the auspices of the Coastal Conservancy Association.

Anticipated Budget through December 2008

Four issues of *California Coast & Ocean* with a press run of 10,000, plus editorial and production services for other planned publications:

Editorial and Marketing:

Editorial:	198,400
Design and layout:	24,000
Web Page:	8,000
Photography, writing, graphics, etc.:	15,000
Copyediting and Proofing:	3,000
Marketing & Distribution Services:	6,500
Insurance:	5,000
Travel:	2,500
Miscellaneous:	2,000
Contract Administration:	23,600
Overhead:	<u>10,000</u>
Subtotal A:	<u>298,000</u>

Production:

Printing and binding:	50,000
Mailing services and postage:	<u>18,000</u>
Subtotal B:	<u>68,000</u>

Total Cost **\$366,000**

Coast & Ocean Subscriptions

California Coast & Ocean has a circulation of approximately 10,000, including more than 1,600 paid subscribers at \$18/year. New subscribers have been coming in at a steady rate, although there have been some losses in the past two years as more readers avail themselves of on-line publications. A growing number has arrived via the web page, which features a version of the magazine redesigned and abridged for the Internet, with ample color images. While it is not realistic to expect that paid subscriptions alone would make the magazine self-sustaining, they show that *Coast & Ocean* is valued. The magazine is distributed by mail to subscribers and to legislators, libraries, local officials, and members of the press, at selected meetings and conferences, and to selected mailing lists on a one-time basis as part of the ongoing subscription drive. The subscription drive also serves to introduce the Conservancy, through *Coast & Ocean*, to thousands of people who are

presumed to have an interest in the California coast and/or in resource conservation issues. During the past five years, trial copies of the magazine have been mailed to about 105,000 people on carefully chosen mailing lists in an effort to maintain and expand the subscription base. This promotional effort will be continued in the coming year, contacting more of the varied groups that would have an interest in the Conservancy's work. In addition, some new marketing initiatives are planned.

Coast & Ocean was distributed free of charge for about ten years after its first publication in 1985. In 1995 the Conservancy decided that the publication had become sufficiently established to make it possible to charge for subscriptions to help cover production costs. Through 2006, almost \$300,000 has been generated in subscription revenues. Subscriptions to *Coast & Ocean* have covered about one-half of the printing and binding costs for the magazine.

CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:

The recommended action is consistent with the authority of the Conservancy pursuant to Sections 31400.3, 31302, 31203, and 31205 of the Public Resources Code. Section 31400.3 specifically authorizes the Conservancy to provide assistance to nonprofit organizations such as the Coastal Conservancy Association (CCA) to assist them in functions necessary to meet the objectives of the Conservancy's enabling legislation.

Under Public Resources Code Section 31302, the Conservancy is responsible for coordinating the urban waterfront activities of all other state and federal agencies so as to increase the efficiency and minimize the duplication of those efforts. *Coast & Ocean* and other publications aid in this effort by informing other agencies about issues, activities, and efforts in this area. Through publications, the Conservancy and its nonprofit partners also keep public agencies and other nonprofit organizations informed of cost-effective, innovative accessway designs and of creative solutions to coastal access problems, consistent with Section 31400.3.

Public Resources Code Sections 31203 (coastal restoration) and 31305 (urban waterfronts) direct the Conservancy to promote excellence of design and to stimulate projects that exhibit innovation in sensitively integrating man-made features into the natural coastal environment. By helping the Conservancy to describe successfully designed projects in its publications, the CCA will use the granted funds to encourage public and private development consistent with these objectives.

CONSISTENCY WITH CONSERVANCY'S STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):

Consistent with **Goal 17, Objective A**, the Conservancy publications program projects the Conservancy's identity and reinforces the Conservancy's value to core audiences such as the legislature, other State agencies, landowners, and project partners, as well as to the general public. Both directly and through re-publication in other news media, Conservancy publications provide the public with information concerning Conservancy priorities and the use of public funds, available recreation facilities, and significant coastal resource issues.

COMPLIANCE WITH CEQA:

The proposed authorization does not have the potential for resulting in a physical change in the environment, and thus, under 14 Cal. Code of Regulations Section 15378, is not a "project" for purposes of the California Environmental Quality Act (CEQA).