

COASTAL CONSERVANCY

Staff Recommendation
June 4, 2009

CONSERVANCY PROGRAM PUBLICATIONS

Project No. 09-011
Project Manager: Dick Wayman

RECOMMENDED ACTION: Authorization to augment by up to \$52,000 the grant to the nonprofit Coastal Conservancy Association authorized on November 8, 2007, for the production of Conservancy publications, including *California Coast & Ocean* magazine, program publications, and special public information and project-related documents.

PROGRAM CATEGORY: All Conservancy programs

EXHIBIT

Exhibit 1: [Conservancy authorization of November 8, 2007](#)

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 the redirection of up to thirty-six thousand dollars (\$36,000) of the three hundred sixty-six thousand dollars (\$366,000) previously authorized on November 8, 2007 for Conservancy-related publications. These redirected funds may be added to the allocation in the 2007 authorization to the Coastal Conservancy Association, Inc. (CCA) for the production of *California Coast & Ocean* and other publications related to Conservancy programs. The Conservancy further authorizes an additional augmentation of that grant by sixteen thousand dollars (\$16,000), for a total augmentation of fifty-two thousand dollars (\$52,000). 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.*).”

CONSERVANCY PROGRAM PUBLICATIONS

PROJECT SUMMARY:

Staff recommends augmenting by up to \$52,000 the grant to the nonprofit Coastal Conservancy Association, Inc. (CCA) authorized on November 8, 2007 for the production of Conservancy publications, including *California Coast & Ocean* magazine, program publications, and special public information and project-related documents. The 2007 authorization provided funds for publications generally, with a stated amount for disbursements to CCA. The currently proposed authorization would redirect to CCA up to \$36,000 of the “general” publication funds, as well as providing up to \$16,000 that will be offset by royalties received by the Conservancy from the 1995 publication *San Francisco Bay Shoreline Guide*. Those royalties will be available for future Conservancy use upon appropriation by the legislature.

It has been the practice of the Conservancy to review its publications expenditures and authorize funding on an annual basis. This short-term authorization, recommended because of the current State budget crisis, would support Conservancy publications through at least August 2009 and allow publication of two additional issues of *California Coast & Ocean*. During this period, staff will evaluate potential changes to the long-term role of the Conservancy’s publications program.

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. The two issues of *California Coast & Ocean* planned for publication in the next few months are both being designed to increase awareness of California’s coast in a larger context. One will focus on the entire watershed of San Francisco Bay, which encompasses 40 percent of California; the other will focus on the Pacific Ocean and what links California to other shores. Both special issues will be keyed to full-color maps now being designed for the magazine by an outstanding illustrator.

The CCA was established in 1992 to support and assist in the programs of the Coastal Conservancy, consistent with 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 *California Coast & Ocean* in cooperation with the Conservancy. The current recommendation would authorize continuation of assistance by CCA, with the CCA board providing oversight and control over the publications program.

Project History: Under its original name, *California WaterfrontAge*, the quarterly magazine *California Coast & Ocean* began publication in 1985. It was originally distributed free of charge, but in 1996 the Conservancy began to charge for subscriptions to help cover production costs. To date, more than \$350,000 has been generated in subscription revenues. The magazine is also distributed at no charge to legislators, libraries, local officials, and members of the press, and at selected meetings and conferences. Its current press run averages 10,000. A specially designed version of the magazine is available online at www.californiacoastandocean.org.

The staff of *Coast & Ocean* has long provided the Conservancy with editing, design, and consultation services for a variety of other publications, including its strategic plans and the well-used wheelchair riders’ guides to the San Francisco Bay Area and the Los Angeles and Orange County coasts. An online guide for wheelchair riders is also being prepared, with a goal of eventually including all parts of the coast.

CONSERVANCY PROGRAM PUBLICATIONS

PROJECT FINANCING

Coastal Conservancy:	<i>Previously authorized</i>	\$36,000
	<i>New authorization</i>	<u>16,000</u>
Total Project Costs		\$52,000

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 requested funds would include \$36,000 authorized in November 2007 for direct publication expenditures. The remaining \$16,000 of the requested authorization would be offset by royalties received from sales of the 1995 publication *San Francisco Bay Shoreline Guide*.

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, and 31112 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 it 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.

Under Section 31112, the Conservancy may accept and expend proceeds from its publications.

CONSISTENCY WITH CONSERVANCY'S 2007 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.

CONSERVANCY PROGRAM PUBLICATIONS

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).