

# COASTAL CONSERVANCY

Staff Recommendation  
September 29, 2016

## **EXPLORE THE COAST WEB APP**

Project No. 14-026-01  
Project Manager: Trish Chapman/Peter Jarausch

**RECOMMENDED ACTION:** Authorization to disburse up to \$35,000 to augment a Conservancy contract for information technology services authorized on July 16, 2014 for the Explore the Coast Web App for the State of California.

**LOCATION:** Coastwide

**PROGRAM CATEGORY:** Public Access

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### **EXHIBITS**

Exhibit 1: [July 16, 2014 Staff Recommendation](#)

Exhibit 2: [Screen shots of web app](#)

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### **RESOLUTION AND FINDINGS:**

Staff recommends that the State Coastal Conservancy adopt the following resolution pursuant to Sections 31400 *et seq.* of the Public Resources Code:

“The State Coastal Conservancy hereby augments its July 16, 2014 authorization by authorizing disbursement of up to an additional thirty-five thousand dollars (\$35,000) for information technology services for the “Explore the Coast” mobile-optimized website (web app) for the State of California. Prior to the disbursement of these additional funds, the Executive Officer of the Conservancy shall approve the work program, budget, schedule, and contractor for the additional work.”

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 project remains consistent with Chapter 9 of Division 21 of the Public Resources Code, regarding the implementation of a system of public accessways to and along the state’s coastline.
2. The proposed project remains consistent with the current Conservancy Project Selection Criteria and Guidelines.”

**PROJECT SUMMARY:**

On July 16, 2014, the Conservancy authorized disbursement of up to \$275,339 to develop an “Explore the Coast” mobile-optimized website (web app) for the whole coast. The goal of the Explore the Coast web app is to provide searchable descriptive and geospatial information to help the public access the coast and enhance their experience of the coast. In 2015, the Executive Officer of the Conservancy used delegated authority to increase the contract amount by approximately 15% to a total of \$316,639. The proposed authorization would allow the Conservancy to disburse up to \$35,000 for three years of information technology services for troubleshooting and optimizing the Explore the Coast web app once it is completed.

In 2014, Conservancy staff conducted a competitive contracting procedure to select a contractor to develop the web app. Civic Resources Group (CRG), which provides mobile, data, and cloud technology products for government agencies and nonprofit organizations, was selected to perform the work. Conservancy staff are working closely with CRG on development of the app and expect it to be ready for beta testing and content loading in early fall 2016. Staff from the Coastal Commission and California Coastal Trail Association (CCTA) have also been involved in development of the app. See Exhibit 1 for more details on the web app and Exhibit 2 for screen shots of the app.

Once the development of the app is complete, the next phase of the project will be to add the content and begin to advertise it for public use. The proposed authorization would enable the Conservancy to retain CRG to provide additional development support for approximately three years to ensure that the app is fully functional and user friendly.

**Site Description:** See Exhibit 1.

**Project History:** See Exhibit 1.

**PROJECT FINANCING**

Coastal Conservancy – current authorization	\$35,000
Coastal Conservancy, July 16, 2014 authorization	\$275,339
Coastal Conservancy 2015 Executive Officer 15% augmentation	\$41,300
<b>Project Total</b>	<b>\$351,639</b>

The anticipated source of funds for the project is an appropriation to the Conservancy from the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006, Public Resources Code section 75001 *et seq.* (“Proposition 84”). Proposition 84 authorizes use of the bond funds for protection of beaches, bays and coastal waters and watersheds, including projects and expenditures to promote access to and enjoyment of the coastal resources of the state (Section 75060). The proposed project will promote access to and enjoyment of the State’s coastal resources. The California Coastal Trail is a significant state resource that provides both transportation and recreational benefits, and is a significant

component of the coastal tourist economy. The proposed web app is an investment in digital infrastructures that will help bring more people to the coast. By doing this, the web app will help the Conservancy, as well as other State and local agencies, to realize a greater return on investment for past projects to expand the California Coastal Trail or provide increased coastal access.

Section 75060(b) of the Public Resources Code specifically allocates funding to the Conservancy for expenditure pursuant to the Conservancy's enabling legislation, Division 21 of the Public Resources Code. Consistency of the project with the Conservancy's enabling legislation is discussed in Exhibit 1.

While neither the Commission nor CCTA are able to provide financial assistance to the project, both are providing significant staff time.

#### **CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:**

The project remains consistent with the Conservancy's enabling legislation as described in the July 16, 2014 staff recommendation (Exhibit 1).

#### **CONSISTENCY WITH CONSERVANCY'S 2013 STRATEGIC PLAN GOAL(S) & OBJECTIVE(S):**

The project remains consistent with the Conservancy's Strategic Plan as described in the July 16, 2014 staff recommendation (Exhibit 1).

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

The project remains consistent with the Conservancy's Project Selection Criteria and Guidelines as described in the July 16, 2014 staff recommendation (Exhibit 1). The Project Selection Criteria & Guidelines have been amended since July 2014 to include an additional required criterion, which is that a project must promote and implement state plans and policies. The project promotes and implements the following state plans and policies:

- *Completing the California Coastal Trail Report* (Coastal Conservancy 2003), "Objectives in Completing the California Coastal Trail," Objective #5 calls for designing the California Coastal Trail to provide a valuable experience for the user by protecting the natural environment and cultural resources while providing public access to beaches, scenic vistas, wildlife viewing areas, recreational or interpretive facilities. The web app will provide a wide variety of interpretive information that can be added to and updated to constantly improve users' experiences. It can also be used to communicate to users the need for protection of the coast's natural and cultural resources.
- *California @ 50 Million: The Environmental Goals and Policy Report* (Governor's Office of Planning and Research, 2013 Draft) Chapter 4 – Goals for California's Future, which states that "investments in . . . safe, walkable communities are needed to provide viable alternatives to driving" in order to reduce greenhouse gas emissions (page 15). This section also calls for investment in active transportation projects, such as walking and biking infrastructure. The

web app is part of the infrastructure needed to make the Coastal Trail easily accessible by all Californians.

**COMPLIANCE WITH CEQA:**

The proposed authorization does not have the potential to result in any physical changes to the environment and therefore is not a “project” subject to the California Environmental Quality Act (CEQA), as provided in 14 Cal. Code of Regulations Section 15378.