

## CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000  
SAN FRANCISCO, CA 94105-2219  
VOICE AND TDD (415) 904-5200

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April 26, 1996

**TO:** Commissioners and Other Interested Parties

**FROM:** Peter Douglas, Executive Director  
Christiane Parry, Public Education

**SUBJECT:** Contract for Adopt-A-Beach License Plate Marketing Activities  
(For the meeting of May 7-10, 1996, Long Beach)

**Recommendation:** Staff recommends that the Commission authorize the Executive Director to enter into a contract, not to exceed \$40,000, with the California State Parks Foundation (CSPF), to provide services to the Commission for marketing the Adopt-A-Beach Coastal Protection License Plate.

**Staff Analysis:** The Adopt-A-Beach coastal protection license plate - "Tails of Great Whales" - was developed as a fundraising mechanism to support the Commission's Adopt-A-Beach program and other marine education activities. In order for the plate to be produced by the Department of Motor Vehicles, the Commission must pre-sell 5,000 license plates by December 31, 1996. Meeting the goal of selling 5,000 license plates before the deadline will help to make the Adopt-A-Beach programs self-sustaining in future years.

We propose to contract with the CSPF for marketing services for the license plate. Marketing services, such as a promotional media campaign, are essential to selling the requisite number of license plates by the December 31st deadline. The staff proposes a contract with CSPF for several reasons. The Coastal Commission and CSPF have been partners in the Adopt-A-Beach program for many years. CSPF has the ability to provide marketing expertise that the Coastal Commission does not have in-house, and charges the Commission a very low administrative fee. The Commission's approval of this contract will help to ensure stable funding for the Adopt-A-Beach program in future years.