

**CALIFORNIA COASTAL COMMISSION**

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**Wed 10e**

March 28, 2001

**TO:** Commissioners and Other Interested Parties

**FROM:** Peter Douglas, Executive Director  
Steve Scholl, Deputy Director  
Christiane Parry, Public Education Program Manager

**SUBJECT:** Contract with Pacific Gateway Group  
(For the meeting of March 11, 2000 in Santa Barbara)

**Recommendation:** Staff recommends that the Commission authorize the Executive Director to enter into a contract to pay the Pacific Gateway Group up to \$40,000, to market the Whale Tail License Plate. The marketing campaign would be internet-based and would be conducted in partnership with the California Tahoe Conservancy and its Lake Tahoe License Plate.

**Motion:** *I move that the Commission authorize the Executive Director to enter into a contract with the Pacific Gateway Group, for up to \$40,000, to market the Whale Tail License Plate.*

**Staff Analysis:** In 1999, the staff entered into a partnership with the California Tahoe Conservancy (CTC) and the Yosemite Fund to conduct a cooperative marketing campaign for the Whale Tail, the Lake Tahoe, and Yosemite License Plates. The "ECOPLATES" campaign included magazine and radio advertising, and a website. Although the Yosemite Fund has elected to withdraw from the partnership, the Commission staff and CTC staff have continued to collaborate. Based on the results of the 1999/2000 marketing campaign, the Commission staff and the CTC staff agreed to focus this year's campaign on an internet based effort.

The CCC and CTC staffs jointly conducted a competitive bidding process to identify a contractor for the campaign, and selected the Pacific Gateway Group. Based in San Diego and Sacramento, the Pacific Gateway Group has the capabilities and experience to conduct a successful campaign. The cooperative campaign will build on the ECOPLATES.COM website, developed in 1999, and employ a variety advertising and public relations techniques to increase traffic and sales on the site. The CTC will enter into a separate contract with the Pacific Gateway Group.

The funds for this project were allocated from Whale Tail License Plate funds for this purpose in the Commission's 2000/2001 budget. The amount is well within the 25% limitation for specialty license plate marketing and administrative costs dictated by State law.

