

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400



RECORD PACKET COPY

Wed 8c

April 17, 2002

TO: Commissioners and Other Interested Parties

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

SUBJECT: Contract with Marketing Firm
(For the meeting of May 8, 2002 in Santa Rosa)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a two year contract with the Macias Consulting Group for up to \$120,000, to market the Whale Tail License Plate. The marketing campaign 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 Macias Consulting Group for up to \$120,000 to market the Whale Tail License Plate.*

Staff Analysis: The California Coastal Commission's Whale Tail License Plate was established as a mechanism through which the public can contribute funds to coastal and marine education programs in California. For each new plate that is sold, approximately \$15.00 is deposited in the California Beach and Coastal Enhancement Account (CBCEA). Annual renewal fees deposit \$20.00 per plate into the account. Additional funds are deposited in the Environmental License Plate Fund (ELPF), which funds environmental programs in other state agencies.

The staff conducted a competitive bidding process to identify a contractor to carry out a marketing campaign for the Whale Tail License Plates, and selected the Macias Consulting Group (MCG), based on its qualifications and experience. MCG brings extensive marketing experience to the campaign, including expertise in marketing products through auto dealers for AAA. Based in Sacramento, MCG also has experience consulting to government. MCG is a certified small business.

The marketing campaign will continue to build on the "Ecoplates" partnership, developed in 1999 with the California Tahoe Conservancy (CTC) and the Yosemite Fund to jointly market campaign the Whale Tail, Lake Tahoe, and Yosemite License Plates. The Yosemite Fund

withdrew from the partnership in 2000, but the Commission staff and CTC staff have continued to collaborate. The CTC will enter into a separate contract with the firm.

The 2001 Campaign was internet based, and involved further developing the Ecoplates.com website and increasing traffic to the site. The next phase of the campaign will have two main components, a car dealership sales incentive campaign and a new advertising campaign. In addition, the campaign will continue to promote and update the Ecoplates.com website.

The funds for this project were allocated from Whale Tail License Plate funds for this purpose in the Commission's 2001/2002 budget (\$60,000) and from the 2002/2003 budget (\$60,000) **subject to final budget authorization.** State law provides that no more than 25% of the revenue from specialty license plates sales be spent on administrative, marketing, and promotional activities related to encouraging sales of the plate. The \$120,000 allocated for this contract (over two budget years), when combined with other marketing, promotional, and administrative costs, totals approximately \$200,000 over two budget years, or 12% of the combined budgets for FY01/02 and FY02/03.