

## CALIFORNIA COASTAL COMMISSION

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



# W-33a

April 17, 2008

TO: Commissioners and other Interested Parties

FROM: Peter Douglas, Executive Director  
Susan Hansch, Chief Deputy Director  
Christiane Parry, Public Education Program Manager

SUBJECT: Interagency Agreement with the State Coastal Conservancy  
(For the meeting of Wednesday, May 7, 2008)

**Staff Recommendation:** Staff recommends that the Commission authorize the Executive Director to accept up to \$10,000 from the State Coastal Conservancy in connection with an interagency agreement with the Conservancy for marketing the Whale Tail License Plate, and to amend the Commission's existing \$120,000 marketing contract with the Hive Advertising Agency (CC-06-46) to incorporate these funds. The Commission would use the \$10,000 from the Conservancy to pay the Hive Advertising Agency for additional advertisements. The funds would be used before May 31, 2008.

***Motion:*** *I move that the Commission authorize the Executive Director to accept up to \$10,000 as part of an interagency agreement with the State Coastal Conservancy for Whale Tail License Plate marketing, and amend the Commission's contract with the Hive Advertising Agency to incorporate these funds.*

**Staff Analysis:** The California Whale Tail License Plate was established as a mechanism through which the public can contribute funds to coastal and marine education, clean-up, maintenance, access, and preservation 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 result in an additional deposit of \$20.00 per plate into the account. The funds from that account are then distributed annually to the Commission and the Conservancy by the Legislature. Additional funds, also derived from both new plate sales and renewals, are deposited in the California Environmental License Plate Fund (ELPF), which funds environmental programs by other state and local agencies and other entities.

Commission staff conducted a competitive bidding process to identify a contractor to carry out a marketing campaign for the Whale Tail License Plates. The Commission authorized the staff to

enter into a contract with the Hive Advertising Agency in December 2006. The goal of the contract is to directly increase annual sales of Whale Tail license plates by 20%. The funds for this project were allocated from Whale Tail License Plate funds for this purpose in the Commission's 2006/07 and 2007/08 budgets.

The State Coastal Conservancy has agreed to contribute \$10,000 to this marketing effort. The purpose of this item is to accept these funds and to amend the Commission's contract with the Hive Advertising Agency to incorporate the additional \$10,000. The funds would pay the Hive Advertising Agency to purchase on-line advertising on a variety of websites.