



Councilmember
ROBERTO URANGA
Long Beach, Seventh District

Memorandum
City of Long Beach
Working Together to Serve



Date: March 22, 2016

To: Mayor and Members of the City Council

From: Councilmember Roberto Uranga, Seventh District (e)
Vice Mayor Suja Lowenthal, Second District SL
Councilwoman Suzie Price, Third District SP

Subject: California Coastal Trail Association Membership

RECOMMENDATION:

Request the City Attorney to draft a Resolution in support of the California Coastal Trail Association; and, request the City Manager to consider including the California Coastal Trail Association annual recurring membership fee of \$1,500 in his FY 17 Proposed Budget.

BACKGROUND:

The California Coastal Trails Association was launched in 2013, and is a new program of Coastwalk California. The Association is funded by the State Coastal Conservancy and receives technical assistance from the National Park Service. Coastwalk California is developing a collaborative alliance of California Coastal Trail (CCT) stakeholders, including city and county governments that own and manage a section of the California Coastal Trail and nonprofit organizations that are concerned about the California Coastal Trail, such as land trusts, conservation groups and hiking clubs; and long-time grassroots Coastwalk Supporters who are members of the public.

The City of Long Beach's membership in the California Coastal Trail Association would further serve to increase awareness of our world-class beach and recreational resources as well as allow the City to partner with other California Counties and Cities that share the California coastline and want to maintain a contiguous coastal trail.

FISCAL IMPACT:

The annual recurring membership fee for the City of Long Beach would be \$1,500, and would be funded from an account directed by the City Manager.

CCTA

California Coastal Trail Association

BOARD OF DIRECTORS

Mike Reilly
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Una J. M. Glass,
Executive Director

Dear Coastal Enthusiast,

The California Coastal Trail Association (CCTA) and the State Coastal Conservancy invite you to become a member of the CCTA!

The CCTA is a new program developed by thirty year old non-profit, Coastwalk California in partnership with the Coastal Conservancy. CCTA members include coastal County governments, City governments, other coastal jurisdictions plus NGOs that focus on the coast. Most California coastal counties and many cities are already members.

The purpose of the CCTA is to:

- Expand awareness and use of the California Coastal Trail (CCT)
- Promote Tourism and economic development related to the CCT
- Help counties and cities that own segments of the CCT by providing information, mapping and support so they can be successful in funding, completing, managing, and promoting their trail segment
- Link together NGOs to share information, support trail users and promote the Trail.

The California Coastal Trail is an official Trail of the State of California that, when complete, will run the entire length of California's coastline. It provides healthy recreation for people from every walk of life - a chance to get outside and revel in the beauty that is coastal California. It is tremendously popular with the public and is a huge economic asset, generating millions in tourism and from the outdoor recreation industry. Please read the enclosed CCTA brochure for more information.

Please consider becoming a member of the CCTA. Your Membership dues will be matched by the State Coastal Conservancy. Join us as we draw a map for the CCTA's future. Help us prioritize future investment in web promotions, maps, public information, trail based activities, festival promotions and more. Let us know how we we can best promote this valuable public asset in a way that meets your region's needs.

Let's work together to make the California Coastal Trail the renowned world class destination it is meant to be. Membership dues are based organization size and a schedule of these dues are attached. Also enclosed is a sample resolution, available for modification, for use in jurisdiction's legislative process.

Remember, you dues are matched by the Coastal Conservancy, leveraging your investment in our coastline's future. Complete, sign and return the attached membership form. And, please call me if you have any questions - I am happy to chat with you at any time. Thank you so much for your time and interest!

Sincerely,

Una J. M. Glass
Executive Director

COASTWALK
California

555 South Main Street, Suite 1, Sebastopol, CA 95472 707.829.6689
www.coastwalk.org www.californiacoastaltrail.info

REV MAY 2014

1 Complete attached membership form

Enter three contact names and their contact information. Who you designate as the contact is up to you. Many jurisdictions are providing the name of an elected representative (Supervisor or City Council member), the name of an administrative contact (City Manager, CAO, or Department Head) and the name of a staff person who most frequently oversees the Coastal Trail in the jurisdiction (planner, parks manager etc). NGO's generally list their Executive Director, a Program Manager and bookkeeping or administrative support.

2 Attach a check for your annual membership dues

See the attached Membership Dues list to determine the amount of your dues. For Cities and Counties, membership dues have been set based on a jurisdiction's population. Other types of jurisdictions (such as port authorities) as well as NGOs, dues have been set based on annual budget. Make checks payable to Coastwalk California and enter "CCTA Program" on the memo line. The CCTA is a program of Coastwalk California and is being funded in part by the State Coastal Conservancy. Coastwalk is a 30 year old 501 (c) 3 non-profit organization . We will be happy to supply an invoice, W-9 and IRS non-profit opinion letter if needed. Contact ccta@coastwalk.org. or call 707.829.6689.

Some counties and cities are paying for their dues with bed tax funds, others use parks funds or transportation funds. In the event that you are a jurisdiction that prefers to pass a resolution authorizing your membership, we have supplied an attached sample resolution that describes the Coastal Trail, its benefits and the purpose of the CCTA. This resolution is also available in electronic format.

3 Send your completed form and check to:

Enclose your check to the address listed below, or sign up online at www.coastwalk.org/ccta to pay with credit card (MasterCard and Visa accepted).

CCTA - Coastwalk California
555 South Main St., Suite 1
Sebastopol, CA 95472

Any Questions? Call 707.829.6689 or email ccta@coastwalk.org

Cities and Counties membership dues have been set based on a jurisdiction's population. For other types of jurisdictions (such as port authorities) as well as NGOs dues have been set based on annual budget.

Rates by Population

Annual Membership Dues by Population for Counties and Cities.

5,000 and less	\$300
5,001 to 25,000	\$500
25,001 to 50,000	\$750
50,000 to 100,000	\$1,000
100,001 to 500,000	\$1,500
500,001 to 1,000,000	\$2,000
1,000,000 to 5,000,000	\$2,500
Over 5,000,000	\$3,500

Rates by Budget

Annual Membership Dues by Annual Operating Budget for NGOs and other Jurisdictions.

\$250,000 and less	\$75
\$250,001 to \$500,000	\$150
\$500,001 to \$1M	\$250
\$1,000,001 to \$2.5 M	\$450
\$2,000,001 to \$10M	\$750
Over \$10,000,000	\$1,000

If you have any questions or need a specific rate quote please
contact ccta@coastwalk.org



California Coastal Trail Association

City and County Annual Dues

Jurisdiction	Population	Dues	Jurisdiction	Population	Dues
Alisa Viejo	48,998	\$750	Pacific Grove	15,219	\$500
Arcata	17,752	\$500	Pacifica	37,658	\$750
Avalon	3,780	\$300	Palos Verdes Estates	13,516	\$500
Capitola	9,981	\$500	Pismo Beach	7,675	\$500
Carlsbad	107,674	\$1,500	Point Arena	445	\$300
Carmel	3,763	\$300	Port Hueneme	21,682	\$500
Carpinteria	13,076	\$500	Rancho Palos Verdes	41,897	\$750
Chula Vista	249,382	\$1,500	Redondo Beach	67,007	\$1,000
Coronado	23,187	\$500	San Buenaventura	107,166	\$1,500
Costa Mesa	110,757	\$1,500	San Clemente	64,208	\$1,000
Crescent City	7,429	\$500	San Diego	1,321,315	\$2,500
Daly City	102,593	\$1,500	Sand City	337	\$300
Dana Point	33,667	\$750	Santa Barbara	89,082	\$1,000
Del Mar	4,194	\$300	Santa Cruz	61,955	\$1,000
El Segundo	16,720	\$500	Santa Monica	90,223	\$1,000
Encinitas	60,346	\$1,000	Seal Beach	24,354	\$500
Eureka	26,960	\$750	Seaside	26,239	\$750
Fort Bragg	7,255	\$500	Solana Beach	13,000	\$500
Goleta	29,930	\$750	Torrance	146,115	\$1,500
Grover Beach	13,162	\$500	Trinidad	354	\$300
Guadalupe	7,097	\$500	Watsonville	51,611	\$1,000
Half Moon Bay	11,478	\$500			
Hermosa Beach	19,574	\$500	Jurisdiction	Population	Dues
Huntington Beach	192,524	\$1,500	Del Norte County	28,429	\$750
Imperial Beach	26,609	\$750	Humboldt County	134,587	\$1,500
Inglewood	110,623	\$1,500	Los Angeles County	9,884,632	\$3,500
Irvine City	223,729	\$1,500	Marin County	254,790	\$1,500
Laguna Beach	22,966	\$500	Mendocino County	87,572	\$1,000
Laguna Niguel	63,691	\$1,000	Monterey County	420,668	\$1,500
Long Beach	464,662	\$1,500	Orange County	3,055,792	\$2,500
Los Angeles	3,825,297	\$2,500	San Diego County	3,143,429	\$2,500
Malibu	12,699	\$500	San Francisco, City/County	812,538	\$2,000
Manhattan Beach	35,239	\$750	San Luis Obispo County	271,483	\$1,500
Marina	19,996	\$500	San Mateo County	729,443	\$2,000
Monterey	28,460	\$750	Santa Barbara County	427,267	\$1,500
Morro Bay	10,274	\$500	Santa Cruz County	265,981	\$1,500
National City	58,967	\$1,000	Sonoma County	487,011	\$1,500
Newport Beach	85,990	\$1,000	Ventura County	832,970	\$2,000
Oceanside	169,319	\$1,500			
Oxnard	200,390	\$1,500			

Whereas, the California Coastal Trail is used, enjoyed and supported by residents of YOURJURISDICTION; and

Whereas, the California Coastal Trail is an important recreational asset along the YOURJURISDICTION's coastline and provides public access to the coast as is required by California law; and

Whereas, the California Coastal Trail benefits people from all income groups, age groups and ethnic groups by providing access to the coast and the opportunity to enjoy its beauty; and

Whereas, the California Coastal Trail provides public access to the coast thereby fostering appreciation among the public for this vital natural resource; and

Whereas, the California Coastal Trail provides a venue for many types of recreation and access to recreation contributes to the wellness and public health of YOURJURISDICTION residents; and

Whereas, the California Coastal Trail is an important tourist destination thereby supporting YOURJURISDICTION's local economy and further supports the economy through businesses catering to Trail users and the outdoor recreation industry; and

Whereas, the California Coastal Trail provides for non motorized transportation and activities thereby reducing greenhouse gas emissions as is required by California law; and

Whereas, an alignment for the California Coastal Trail is required by California law to be included in YOURJURISDICTION's Local Coastal Program; and

Whereas, the California Coastal Trail Association is a program of Coastwalk California and is an organization of jurisdictions and stakeholders that own a portion of, or have a stake in the success of the California Coastal Trail, and YOURJURISDICTION includes California Coastal Trail segments; and

Whereas, the purpose of the California Coastal Trail Association is to: expand awareness and use of the California Coastal Trail ; promote tourism and economic development related to the California Coastal Trail ; and help California Coastal Trail owners and managers with information, mapping and support so that they can be successful in funding, completing, managing, and promoting their California Coastal Trail segment; and

Whereas, the California Coastal Trail Association will work to promote the California Coastal Trail as a tourist destination which will benefit the economy of YOURJURISDICTION; and

Whereas, the California Coastal Trail Association will facilitate regional and statewide collaboration in planning for, funding and implementing the California Coastal Trail; and

Whereas, the California Coastal Trail Association will work with its members to identify how it can best serve the interests of the membership as a whole, including advocating for resources that will support the California Coastal Trail; and

Whereas, Charter Members of the California Coastal Trail Association will participate in setting the direction of the California Coastal Trail Association for many years to come; therefore

Be it resolved that YOURJURISDICTION shall join the California Coastal Trail Association as a Member as of the month of this resolution. Payment of one year's membership dues in the amount of \$_____ to Coastwalk California are hereby authorized.



CCTA Membership Application

For Agency and Jurisdiction Memberships

California Coastal Trail Association

Please provide the name of an elected representative, the name of an administrative contact and the name of a staff person who most frequently oversees the Coastal Trail in the jurisdiction. NGO's generally list their Executive Director, a Program Manager and bookkeeping or administrative support.

Agency or Jurisdiction

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

First Contact

Name: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Website: _____ Department: _____

Second Contact

Name: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Website: _____ Department: _____

Third Contact

Name: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____

Website: _____ Department: _____

Enclose a check or sign up online at www.coastwalk.org/ccta to pay with credit card (MasterCard and Visa accepted).
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