



# County of Santa Cruz

## COUNTY ADMINISTRATIVE OFFICE

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SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

May 1, 2001

Agenda:

May 8, 2001

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

### Implementation Activities - Sanctuary Inter-Agency Task Force Action Plan

Dear Members of the Board:

From time to time, this office returns to your Board with an update on the activities associated with the Sanctuary Inter-Agency Task Force's Action Plan. The purpose of this letter is to provide a brief update on the activities associated with the Sanctuary Seal Education and Conservation Program's '50 Ways to Get Your Feet Wet' brochure, and the status of the Sanctuary Scenic Trail Project. And, on behalf of the Sanctuary Inter-Agency Task Force, our letter requests that your Board's Chair sign letters to each of the Sanctuary Inter-Agency Task Forces's participating jurisdictions, seeking a contribution towards the implementation of the Sanctuary Scenic Trail and other priority strategies for fiscal year 2001-2002.

### Sanctuary Seal Brochure

As your Board may recall, the Task Force, in response to a need expressed by local businesses to define the Sanctuary to their customers in a way that people could really understand, and to advise residents and visitors on how to engage the Sanctuary and encourage people to "get their feet wet", a brochure was developed which included:

- general information about the MBNMS with specific suggestions for citizens interested in helping with coastal conservation,
- a comprehensive directory of the many marine-related educational facilities in Santa Cruz County,
- a schedule of annual events and regularly scheduled activities in Santa Cruz County which promote marine education and/or recreation.

In early summer 2000, 30,000 copies of a '50 Ways to Get Your Feet Wet' brochure were

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distributed throughout the County. The brochure proved to be extremely popular, and the Task Force has created a 2001 edition, this year raising \$3,300 in direct contributions to partially offset the \$5,000 total production costs for 30,000 copies.

### **Sanctuary Scenic Trail**

The County Administrative Office, in collaboration with the Santa Cruz County Public Works Department, and on behalf of the Santa Cruz County Inter-Agency Task Force, successfully petitioned the Santa Cruz County Regional Transportation Commission that the project for the Monterey Bay National Marine Sanctuary Scenic Trail Interpretive and Wayfinding Project funded through the Transportation enhancement Activities (TEA) Program be revised so that the TEA funds could be used entirely for preliminary engineering and final design purposes. The Commission approved the revision at their April 2001 meeting.

Your Board may recall that the TEA application submitted by County of Santa Cruz on behalf of the Sanctuary Inter-Agency Task Force intended to complete schematic designs, final designs and a Standards Manual for wayfinding elements and interpretive exhibits, and as funds were available, construction of pieces for Task Force participating partners, which for this project, included the Santa Cruz Division of California State Parks, the County of Santa Cruz, the cities of Santa Cruz and Capitola, and the Santa Cruz Port District. The submitted budget allocated \$45,000 for preliminary engineering and \$55,000 for the construction of one or more wayfinding or interpretive pieces.

The Sanctuary Inter-Agency Task Force determined that the most **efficient** use of the TEA funds would be to complete the preliminary engineering phase. It is important that this phase be completed in order to provide a consistent design framework for improvements that could occur all along Monterey Bay coastal areas, and to provide accurate costs for each of the design elements. It is anticipated that once this phase of the project is completed, the next phase, which is the construction of the **wayfinding** and interpretive elements, will occur through a collaborative effort by the participating jurisdictions and agencies, as funds become available.

Prospective funding sources include state and federal grant funds, Monterey Bay National Marine Sanctuary (NOAA) education and interpretive funds, local projects that occur along the Scenic Trail route (such as the East Cliff Drive stabilization and pedestrian pathway project) and private foundation funds. The Packard Foundation has requested that the Sanctuary **Inter-Agency** Task Force submit an application requesting foundation funds for the construction phase.

### **Next Steps**

Financial contributions by Task Force members are an important resource to seed other contributions, to act as a local match for grant applications or to assist directly in implementation. To date, these modest \$1,000 annual contributions from the participating partners have leveraged over \$310,000 in cash contributions to the Task Force's efforts, over 400 hours in technical assistance from National Parks Service Interpretive staff, and countless hours of expert guidance from Task Force participants. The County's contribution has consisted of staff support for Task Force activities. At their March meeting, the Task Force requested

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that another round of annual contributions by Task Force members in the amount of \$1,000 be solicited, and that member jurisdictions be encouraged to set aside funds this year towards the construction of Sanctuary Scenic Trail interpretive exhibits and **signage**.

In closing, the Task Force recognizes how important your Board's leadership and participation has been to the success of these projects, and requests that your leadership and support continue.

It is therefore RECOMMENDED that your Board:

1. Accept and file this report on implementation activities of the Monterey Bay National Marine Sanctuary Inter-Agency Task Force; and
2. Request the Board's Chair sign letters to each of the Sanctuary Inter-Agency Task Forces's participating jurisdictions seeking a \$1,000 contribution for 2001-02 to be used to leverage funds to support the implementation of projects, and encouraging participating jurisdictions to set aside funds towards the construction of the Sanctuary Scenic Trail interpretive exhibits and **signage**.

Very truly yours,



SUSAN A. MAURIELLO  
County Administrative Officer

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cc: Sanctuary Inter-Agency Task Force