

California Tahoe Conservancy  
Agenda Item 9a  
June 20, 2013

**ANNUAL PLANNING AUTHORIZATION  
FISCAL YEAR 2013/14**

**Summary:** Staff recommends authorization to expend up to \$620,000 in the Fiscal Year 2013/14 for the purposes of securing supplemental consultant and technical expertise and resources needed for program and project development, review, and implementation (including planning activities such as technical studies, conceptual designs, and environmental document preparation) and to assist in regional planning efforts including the Environmental Improvement Program, climate change, and sustainability; to update or replace aging information technology components; to enhance Conservancy outreach and communications; and for marketing the Lake Tahoe License Plate.

**Location:** Program and project development activities throughout the California side of the Lake Tahoe Basin, as well as Statewide Lake Tahoe License Plate outreach and marketing

**Fiscal Summary:** Up to \$620,000 from State sources, including support funds, capital outlay funds, the Charter Special Deposit Account, and other appropriate funding sources

**Recommended Action:** Adopt Resolution 13-06-04 (Attachment 1)

---

**Background**

The requested authorization will allow staff to arrange for the delivery of supplementary consultant and contract services and resources during the upcoming fiscal year 2013/14 in support of: 1) the development and implementation of acquisition and site improvement projects and coordination of regional planning efforts; 2) information technology and telecommunications maintenance, 3) enhancement of Conservancy communications and outreach; and 4) continued marketing of the Lake Tahoe License Plate.

If the Board approves this authorization request, staff will arrange, pursuant to State contracting procedures, to obtain the necessary specialized expertise and resources to further program and project development. Arrangements will be made with a variety of public or private sources, including other public agencies, university research institutes, and private contractors.

### Project Description

Staff recommends the approval for allocation of funds for the initial feasibility analysis and conceptual development of new acquisition and site improvement project proposals; to arrange access to supplemental technical expertise and resources necessary for the development and implementation of Conservancy programs and projects; and for other contractual needs for support of the Conservancy’s outreach and communication efforts, and marketing activities for the Lake Tahoe License Plate. As summarized in the table below, these funds will help obtain the following:

	Support Funds	Capital Funds	Charter Account
I. Program Support (\$400,000)			
• Initial project feasibility and conceptual development		\$115,000	
• Appraisals, title review, and other pre-acquisition activities		\$ 25,000	
• Arrangement for GIS, and other specialized, technical expertise	\$175,000	\$ 85,000	
II. Information Technology (\$50,000)	\$ 50,000		
III. Communication/Outreach (\$50,000)	\$ 50,000		
IV. Lake Tahoe License Plate Marketing (\$120,000)			\$120,000
	<b>\$275,000</b>	<b>\$225,000</b>	<b>\$120,000</b>

1. A total of \$400,000 is recommended for planning, environmental review, Geographic Information System (GIS), and other specialized technical support for development and implementation of EIP projects under the various Conservancy programs. This expenditure will allow the initial feasibility

analysis and conceptual development of new acquisition and site improvement project proposals to be brought to the Board. It will also allow access to outside supplemental expertise and resources needed in the development and implementation of existing projects, as well as for participation in broader, region-wide efforts such as an Upper Truckee River restoration strategy, Integrated Regional Watershed Management, climate change and sustainability and other activities consistent with the EIP and Conservancy program guidelines.

2. A total of \$50,000 is being recommended for continuing maintenance and modernization of the Conservancy's information technology and telecommunications infrastructure. This includes routine replacement of existing components that have reached the end of their expected service life, as well as pursuing opportunities to increase efficiencies through technological advances.
3. A total of \$50,000 is being recommended to fund ongoing communication activities. This includes continued development of the Conservancy's website, identification signage for Conservancy-owned lands, and program materials detailing the State's interest in the Environmental Improvement Program.
4. Finally, a total of \$120,000 is being recommended to continue outreach and marketing activities for the Conservancy's Lake Tahoe License Plate. The launch of a new plate design in summer 2010 has underscored the need to aggressively market the plate in order to maintain and/or increase sales. To date, the Lake Tahoe License Plate has generated more than \$16,000,000 for the Conservancy, with revenues of over \$1,072,000 generated during fiscal year 2012/13. These revenues have been used to fund non-motorized trails and restoration projects. Funding is proposed from the Conservancy's Charter special deposit account.

## **Consistency with the Conservancy's Enabling Legislation**

The recommended planning activities are consistent with the Conservancy's enabling legislation. Pursuant to Government Code section 66907.10, the Conservancy is authorized to improve and develop acquired lands for a variety of purposes, including protection of the natural environment, provision of public access or recreational facilities, preservation of wildlife habitat areas, or providing access to or management of acquired lands. The Conservancy is also authorized to award grants to other public agencies, federally recognized Indian tribes, specific transportation organizations, and nonprofit entities for these purposes pursuant to Government Code section 66907.7(a). Under Government Code section 66906.8, the Conservancy is authorized to select and hire private consultants or contractors as necessary to achieve these purposes.

## **Compliance with the California Environmental Quality Act (CEQA)**

While the proposed action itself does not require CEQA review, each project implemented pursuant to this staff recommendation will be subject to CEQA review. Staff will evaluate each project prior to implementation to determine whether the project is statutorily or categorically exempt from CEQA, or whether the project requires a negative declaration or environmental impact report. Staff will bring such CEQA determinations to the Board for review and adoption of environmental findings prior to expending funds to implement the project.

### **List of Attachments:**

Attachment 1 – Resolution 13-06-04

### **Conservancy Staff Contact:**

Kevin Prior

(530) 543-6016

[kprior@tahoe.ca.gov](mailto:kprior@tahoe.ca.gov)

**ATTACHMENT 1**

California Tahoe Conservancy

Resolution

13-06-04

Adopted: June 20, 2013

**ANNUAL PLANNING AUTHORIZATION, FISCAL YEAR 2013/14**

“The California Tahoe Conservancy hereby authorizes Staff to expend up to \$620,000 for the purposes of program and project development, review, and implementation (including planning activities such as technical studies, conceptual designs, and environmental document preparation); to assist in regional planning efforts including the Environmental Improvement Program, climate change, and sustainability; to update or replace aging information technology components; to advance Conservancy outreach and communications, and for marketing of the Lake Tahoe License Plate.”

I hereby certify that the foregoing is a true and correct copy of the resolution duly and regularly adopted by the California Tahoe Conservancy at a meeting thereof held on the 20<sup>th</sup> day of June 2013.

In WITNESS THEREOF, I have hereunto set my hand this 20<sup>th</sup> day of June 2013.

---

Patrick Wright  
Executive Director