

January 2019

Dear Coastal Trail Supporter,

Thank you for your interest in becoming a member of the California Coastal Trail Association (CCTA).

The CCTA provides a forum for California Coastal Trail stakeholders, including state agencies, coastal city and county governments, port authorities, other coastal jurisdictions, NGOs, businesses, and the public to collaborate in planning, building, promoting and supporting the California Coastal Trail.

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 Trail stakeholders 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, businesses and the public 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.

Join us as we draw a map for the CCTA's future. Make an investment in the CCTA's web promotions, maps, public information, trail based activities, festival promotions and more. As a member, you will share in these resources. Let us know how we can best promote this valuable public asset in a way that meets your needs. Let's work together to make the California Coastal Trail the renowned world class destination it is meant to be.

Please complete, sign and return the attached membership form and send a check or call our office to arrange payment for your Membership Dues which are based on the size of your organization. Please call or email if you have any questions - I am happy to speak with you at any time.

Thank you so much for your time and interest!

Kind Regards & Happy Coastal Trails!

Cea Higgins
Executive Director





California Coastal Trail Association

INSTRUCTIONS:

How Jurisdictions, NGOs, & Businesses can become a CCTA member

Complete attached membership form.

Enter three contact names and 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. Businesses generally list owners or managers.

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. For other types of jurisdictions (such as port authorities) as well as NGOs or businesses, 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 35-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 info@coastwalk.org.

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.

Send your completed form and check to:

CCTA - Coastwalk California
555 South Main St., Suite 3
Sebastopol, CA 95472

Questions?

(707) 829-6689



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

REV MAY 2014



CCTA Contact Form

For Agency and Jurisdiction Memberships

Thank you Coastal Leader for your continued CCTA membership! Please help us update our records by listing the best three contacts and returning this form with your renewal fees. 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 who administers the Accounts Payable for annual dues), and the name of a staff person who most frequently oversees the Coastal Trail in your jurisdiction (planner, parks manager, etc.). NGOs generally list the Executive Director and best staff contact. Businesses generally provide owner, manager, or employee contacts.

Agency, Jurisdiction, NGO, or Business Name

Name:

Address:

City:

State:

Zip:

Website:

Primary Contact (Elected Representative, Executive Director, Owner)

Name:

Title:

Address:

Email:

City:

State:

Zip:

Website:

Department:

Second Contact (Administrative Contact or Manager)

Name:

Title:

Address:

Email:

City:

State:

Zip:

Website:

Department:

Third Contact (Staff)

Name:

Title:

Address:

Email:

City:

State:

Zip:

Website:

Department:

Enclose a check or contact the office directly to discuss your preferred payment method.

555 South Main Street, Suite 3, Sebastopol, CA 95472 707.829.6689

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 , 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 YOUR JURISDICTION 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.



The California Coastal Trail Association FAQs

What is the CCTA?

The California Coastal Trail Association (CCTA) is an alliance of Coastal Trail stakeholders and decision-makers working together to promote, manage, and complete the California Coastal Trail.

All fifteen coastal county governments have become Charter Members of the CCTA.

What is the California Coastal Trail (CCT)?

The CCT is an official Trail of the State of California, stretching 1,200 miles of California's coastline from Oregon to Mexico. It is currently two-thirds complete and gives California residents and visitors the opportunity to get outside and revel in the beauty that is coastal California.

What are the CCTA goals?

- Expand awareness and use of the CCT
- Promote tourism and economic development related to the CCT
- Help CCT owner/managers (primarily local governments and State Parks) to manage and promote their segment of the CCT
- Link together the coastal nonprofits, businesses and the public that benefit from the CCT

Why do we need a Coastal Trail Association?

The CCTA is the only State-wide organization that works to create a brand for the California Coastal Trail and make it the world class destination it is destined to be. Our goal is to ensure that it becomes as well-known as other long distance trails like the Appalachian Trail or the Pacific Crest Trail.

Who owns the Coastal Trail?

The CCT route is owned by over one hundred separate jurisdictions. For example, in San Diego County, segments of the Trail are owned and managed by the County of San Diego, the cities of San Diego, Chula Vista, Coronado, Del Mar, and more.

Who has joined the CCTA?

All fifteen coastal county governments have become charter members of the CCTA plus many cities and State agencies have also joined. The Association will bring together everyone who owns a segment or has a stake in the CCT— cities, counties, State agencies, land trusts and the public. Join our partners in making the California Coastal Trail the world class destination it is meant to be!



The California Coastal Trail Factsheet

Stretching 1,200 miles from Oregon to Mexico, the California Coastal Trail (CCT) was mandated by California's Coastal Initiative — Proposition 20 — in 1972. Proposition 20 provided that ***“a hiking, bicycle, and equestrian trails system shall be established along or near the coast.”***

Since then, additional legislation directs plans for the Trail and designates the State Coastal Conservancy as the lead Agency in implementing the Trail. The California Coastal Trail Association (CCTA) is the Conservancy's primary non-profit partner.

In some regions the Trail is a recreational ***and*** a transportation trail for commuters who ride their bikes to work. The CCT is a significant economic generator in the State of California, adding millions of dollars to local economies through the outdoor recreation and tourism industry.

The California Coastal Trail is owned by some 100 jurisdictions, impacting a wide range of coastal decision-makers including county and city governments, State Parks, private land trusts and other NGO's.

Mandated by law in 1972, the California Coastal Trail (CCT) is currently two-thirds complete.

The CCT Provides healthy recreation for people from every walk of life a chance to get outside and revel in the beauty that is coastal California.

The CCT experience is as varied as the Lost Coast of Mendocino, the Venice Beach Boardwalk, and the rugged cliffs of the Sonoma Coast.

Over one-half of California's population lives, works, and plays in its coastal communities.

The California Coastal Trail Association promotes the Trail and facilitates collaboration between all coastal decision-makers.

Don't forget to renew your CCTA Membership!

“ We have made great progress building the California Coastal Trail. This effort will open up our golden coastline for San Diegans and Californians to enjoy and explore.

Greg Cox

San Diego County Supervisor and CCTA/Coastwalk Board member

“ As the CCTA /Coastwalk Board Chair I am very excited about our future plans to support and promote the California Coastal Trail. Mapping tools that will support citizen engagement, promotion of trailside businesses, event publicity and more will truly help our membership be successful with their local trail segments.”

Mike Reilly

*CCTA/Coastwalk Board Chair, retired Sonoma County Supervisor,
retired Coastal Commission Chair*

“ The Coastal Conservancy sees our partnership with the CCTA as crucial to the Coastal Trail's future. As the lead State Agency supporting the California Coastal Trail, the Conservancy needs a strong non-profit partner in forging a successful future for the Trail. The CCTA/Coastwalk is that partner. The Trail has huge potential as both a beloved public amenity and as a very significant economic generator. We look forward to working with the CCTA's membership as we work to make the CCT a world class trail.

Sam Schuchat

Executive Officer, State Coastal Conservancy

“ The California Coastal Trail features heavily in Carpinteria's economic development plans. It is already a great tourist draw and heavily used by our local residents. We are very happy to be participating in the CCTA so we can collaborate regionally and statewide to promote the Trail and seek support for its completion.

David Durlinger

City Manager, City of Carpinteria

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707.829.6689
www.coastwalk.org

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