



## **San Francisco Bay Trail Project Transition Plan**

### **Proposed for Adoption by San Francisco Bay Trail Project Board of Directors on December 16, 2024**

#### Initial Tasks and Considerations:

- A. Identify candidate existing nonprofits with high capacity, skills in advocacy, promotion & fundraising, priorities in alignment with the Bay Trail and a strong footing in the region that have the potential to add Bay Trail promotion and advocacy to their existing missions and champion the project.
- B. Candidate nonprofits will need startup funding for operating expenses and staff to perform advocacy and initiate fundraising to sustain the organization.
- C. Potrero Group estimates that operating expenses will total \$3.3 million for the first five years and that \$1.5 million in startup funding will be needed to cover initial operating costs and hiring of three FTEs to carry out advocacy and fundraising.
- D. The San Francisco Bay Trail Project nonprofit will continue to function without MTC staff support from June 30, 2025 until its dissolution in Transition Plan Step 5 below.
- E. Evaluate potential for private funding of transition costs at the new nonprofit.  
(December 16 SFBTP Board meeting)

#### Transition Plan:

1. Meet with candidate nonprofits such as the Bay Area Ridge Trail and Save The Bay to explore interest in submitting a letter of interest for taking on Bay Trail promotion & advocacy. Organized by Potrero Group with Bay Trail Project Board represented by Bill Long, Bruce Beyaert & Virgilio Cuasay.
2. SFBT Project Board reviews letters of interest and selects a nonprofit to take on Bay Trail promotion & advocacy based based upon alignment of mission & priorities and demonstrated skills in advocacy, promotion, obtaining private donations, government grants & cultivating member supporter/donors.
3. The selected non-profit works with Potrero Group and the Board's Organizational Ad Hoc Committee represented by Bill Long, Bruce Beyaert & Virgilio Cuasay to:

- A. Clarify Bay Trail responsibilities between ABAG/MTC, the candidate nonprofit and BATC. (See attached 7/25/24 draft table.)
  - B. Estimate staffing and funding needs for the 5-year transition, including alternate staffing cases for project promotion and advocacy depending on new revenue.
  - C. Develop a case statement to secure funding commitments from foundations and government agencies.
4. Finalize selected nonprofit's commitment to undertake Bay Trail responsibilities with a contract or MOU. Responsibilities will include:
- A. Hire development and field staff to promote and execute Bay Trail project advocacy, implementation and oversight, secure funding and build membership.
  - B. Secure foundation & governmental transition funding.
  - C. Create a Bay Trail advisory committee.
  - D. Restate the bylaws of the new nonprofit to include the Bay Trail mission.
5. Dissolve San Francisco Bay Trail Project nonprofit.

Transition Support Requested of ABAG/MTC:

- A. Help fund startup costs for the candidate nonprofit.
- B. Fund the Potrero Group to serve as transition manager with Bill Long, Bruce Beyaert & Virgilio Cuasay representing the Bay Trail Project Board of Directors.
- C. Provide legal support for transition and to maintain legal status of the San Francisco Bay Trail Project nonprofit until its dissolution.

	<b>Bay Trail Project NonProfit</b>	<b>MTC Bay Trail Work Program</b>
<b>Key Functions &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>• Incorporation</li> <li>• Nonprofit accounting and tax status maintenance</li> <li>• Nonprofit governance and organizational planning</li> <li>• Volunteering time and/or services</li> <li>• Social entrepreneurship</li> <li>• Fundraising/fund development</li> <li>• Geography-specific advocacy at local agency council meetings</li> <li>• Championing specific projects</li> <li>• Nonprofit Letters of support (LoS)</li> <li>• Promote civic and political engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Allocating and programming funds (federal and local)</li> <li>• Gap Closure Plans</li> <li>• Design Guidelines</li> <li>• Design Review</li> <li>• Strategic Plans &amp; Studies</li> <li>• Project Development &amp; Delivery</li> <li>• Grant Administration</li> <li>• Bay Trail Planning and Design Technical Assistance (TA)</li> <li>• Wayfinding and Directional Signage</li> <li>• Logo and mark management</li> <li>• Collateral production</li> <li>• Staff outreach relevant to MTC plans and studies</li> <li>• Legislative Education</li> <li>• MTC Letters of Support (LoS)</li> </ul>