



Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

## Meeting Agenda - Final

### San Francisco Bay Trail Steering Committee

*Committee Members:*

*John Woodbury, Chair      Julie Bondurant, Co-Chair  
Steve McAdam, Secretary      Juan Raigoza, Treasurer*

*Brenda Buxton, Leo Dubose, Ethan Lavine, and  
Kelly Malinowski*

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Thursday, September 12, 2019

2:00 PM

Bay Area Metro Center  
375 Beale Street, 7th Floor  
San Francisco, CA 94105  
Tamalpais Conference Room, 7102

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The Committee may act on any item on this agenda.

#### 1. Call to Order / Confirm Quorum

*A quorum of this committee is three (3) board members.*

#### 2. Adoption of Agenda and Approval of Minutes

2. [19-1055](#) Adoption of Agenda and Approval of Minutes

**Action:** Approval

**Presenter:** Laura Thompson

**Attachments:** [2 DRAFT 2019 May 31 Steering Committee minutes.pdf](#)

#### 3. Announcements by Committee Members and Staff

*Information*

#### 4. San Pablo Baylands Public Access Scoping Report

4. [19-1056](#) San Pablo Baylands Public Access Scoping Report

The Committee will receive an update on this public access plan currently underway in the North Bay that will provide Bay Trail alignment options to inform the State Route 37 environmental review process.

**Action:** Information

**Presenter:** Common Ground Consultant Team

**Attachments:** [4 San Pablo Baylands Public Access Report.pdf](#)

## 5. Strategic Plan Priority Tasks

5. [19-1057](#) Strategic Plan Priority Tasks

Based on the recently-adopted Bay Trail Strategic Plan, the Committee will consider and adopt priority tasks for FY 19-20.

**Action:** Approval

**Presenter:** Laura Thompson

**Attachments:** [5\\_Strategic Plan Priority Tasks.pdf](#)

## 6. Adjournment / Next Meeting

*The next meeting of the Bay Trail Steering Committee will be Thursday, November 14, 2019 at 2:00 p.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA.*

**Public Comment:** The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

**Meeting Conduct:** If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

**Record of Meeting:** Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site ([mtc.ca.gov](http://mtc.ca.gov)) for public review for at least one year.

**Accessibility and Title VI:** MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

**可及性和法令第六章:** MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

**Acceso y el Titulo VI:** La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

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Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

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**File #:** 19-1055      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Committee Approval  
**File created:** 9/5/2019      **In control:** San Francisco Bay Trail Steering Committee  
**On agenda:** 9/12/2019      **Final action:**  
**Title:** Adoption of Agenda and Approval of Minutes  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [2\\_DRAFT 2019 May 31 Steering Committee minutes.pdf](#)

Date	Ver.	Action By	Action	Result
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Adoption of Agenda and Approval of Minutes

Laura Thompson

Approval

**San Francisco Bay Trail  
Steering Committee Meeting Minutes  
Bay Area Metro Center  
May 31, 2019**

**Call to Order**

Meeting was called to order at 2:00 p.m.

**Attendance**

Steering Committee

John Woodbury, *Chair*  
Brenda Buxton  
Leo DuBose (phone)  
Juan Raigoza

Bay Trail/MTC Staff

Lee Huo  
Laura Thompson  
Ben Botkin

Board

Corinne DeBra  
Bill Long

Guests

Liz Westbrook, Bay Area Ridge Trail Council

**ACTION: Adoption of the 05/31/19 agenda and the 01/10/19 minutes: Buxton moved, Raigoza seconded.**

*Yes Votes:*

*John Woodbury  
Brenda Buxton*

*Leo DuBose  
Juan Raigoza*

*No Votes: None*

*Abstentions: None*

**Announcements by Committee Members and Staff**

-Long            Announced that the Ridge Trail is celebrating its 30<sup>th</sup> anniversary as well with events around the region. Also developing a strategic plan that focuses on gap closures, including new strategies to close gaps and promote long distance events that emphasize the sections that are not yet completed to build constituency support for the project. Attended the International Trails Symposium in Syracuse last month where the Erie Canal Trail was highlighted as a continuous water trail, with the parallel towpath as a work in process. Also noted the Albany to Lake Champlain trail and recent support from New York State Governor Cuomo directing \$250 million of state funding to complete trails. The next International Trails Symposium will be held in Reno in 2021.

- Westbrook      Announced that the Ridge Trail has launched a Trail challenge and 550 people have signed up so far. 30 different trail sections have been identified and if you hike 5 you get a prize. Postcards and a website landing page have been created for the challenge. Suggests having a joint Bay Trail – Ridge Trail hike for our 30<sup>th</sup> anniversaries. “Flexible access” is in the works for the Ridge Trail from the Blue Oak Reserve to the new BART station.
  
- DeBra            Informed the Committee that she continues to work at the Palo Alto Baylands Lucy Evans Nature Center educating the public about the Bay Trail, distributing maps, leading free nature walks and collecting general data about visitors and has seen a substantial increase since the boardwalk was completed behind the nature center. She is also launching a new television show through community media access starting in August to air 30-minute conversations with partners working to improve access to parks, open space and the shoreline.
  
- Thompson      Informed the Committee that one board member followed up with a minor revision to the Strategic Plan that has been incorporated and staff is planning to bring annual priority tasks to the Steering Committee for consideration at the July meeting. Open Road filming with Doug McConnell is complete for the upcoming episode recognizing the Bay Trail’s 30<sup>th</sup> anniversary; the program will air in early July. The summer edition of *Bay Nature* magazine will include an 8-page supplement about the Bay Trail, available the week of June 17. Many thanks to board members who talked to the reporter. National Trails Day is June 1, we will have a Bay Trail table in Mill Valley with Marin County Parks. Midpeninsula Regional Open Space District has tentatively scheduled a groundbreaking for the Ravenswood Bay Trail gap at 10:00 a.m. on July 19. The next Steering Committee meeting is scheduled for July 11 at 2:00 p.m.
  
- Huo                Announced that the Bay Trail 30<sup>th</sup> anniversary social media contest will soon be underway, June 15 through August 15. The contest encourages participants to post photos or video to convey what 30 means to them on social media. The first 100 participants will get a bandana, bag, t-shirt, and stickers, and will be eligible for a grand prize, including a bicycle from Woodside Cyclery valued at \$1,100, 4 Patagonia jackets, 2 \$90 REI course certificates, \$25 to tickets from CUESA (farmers markets) and 20 Oakland Athletics tickets. The Committee suggested make a postcard for posting in venues along the trail.  
  
                           Informed the Committee that Caltrans initiated their District 4 Pedestrian Plan. The Richmond Ferry to Bridge Plan to improve bike/ped connections between the Richmond-San Rafael Bridge and the new ferry terminal is underway. The regional bicycle/pedestrian count program is also underway and a survey was recently sent out to local partners. 230 responses were received from all types of organizations that will help inform creation of a draft protocol with a workshop planned for July 16 & 18. Bike to Work Day was a success all across the region, staff joined stations at Facebook in Menlo Park, Oakland City Hall and the Golden Gate Bridge.
  
- Botkin            Announced a breakthrough in Vallejo recently with the city agreeing to have the Mare Island submarine ramps opened as water access to expand access near the marina and up the Napa River. The Highway 37 stakeholder meetings as part of the public access

plan are now underway with Bay Trail and Water Trail staff participating. Working with Literacy for Environmental Justice to open water access at the new Candlestick Park campground in San Francisco. Working with the board sailing community, understanding the unique set of requirements for kiteboarding and working to identify new locations where access can be secured.

### **Carquinez Strait Scenic Loop Trail Overview**

Westbrook and Huo gave an overview presentation of the Carquinez Strait Scenic Loop Trail partnership that has formed to further advance this 50-mile trail loop linking two counties, multiple cities and towns and crossing two toll bridges. The area includes five regional trails: Bay Trail, Ridge Trail, Water Trail, Delta Trail and Juan Bautista de Anza National Historic Trail and recently received federal designation as the Sacramento-San Joaquin Delta National Heritage Area, securing funds for a master plan and renewed attention to the public engagement opportunities along the Strait.

### **Bay Trail – Coastal Conservancy Block Grant #5 Overview**

Thompson provided an overview of grants awarded so far under the Bay Trail – Coastal Conservancy Block Grant #5 program as context for the next agenda item to consider a new and final grant award. Eight of the ten awarded projects are complete, with an overall completion deadline of December 31, 2020.

### **Carquinez Strait Scenic Loop Trail Feasibility Study**

Huo provided an overview of the grant proposal to award Contra Costa County funds for completion of a feasibility study addressing three gaps between the Carquinez Bridge and the Benicia-Martinez Bridge. The study will look at the challenges, i.e. narrow right-of-way, parking, steep grades, etc., to assess whether this alignment is feasible. If so, the study will conduct a more in-depth analysis of one or two of the gaps. If fatal flaws are found along this alignment, the study will identify alternative alignments to consider.

**Action:** Raigoza moved, Buxton seconded the motion to award a grant to Contra Costa County in the amount of \$133,387.23 to complete a feasibility study for three gaps totaling 8.8 miles between the Carquinez Bridge and the Benicia-Martinez Bridge. The Committee recommended increasing the grant request from \$133,000 to include the remaining unallocated block grant balance. The vote was approved unanimously.

*Yes Votes:*

*John Woodbury  
Brenda Buxton*

*Leo DuBose  
Juan Raigoza*

*No Votes: None*

*Abstentions: None*

### **Adjournment**

The meeting was adjourned at 3:30 p.m.

# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

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**File #:** 19-1056      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Informational  
**File created:** 9/5/2019      **In control:** San Francisco Bay Trail Steering Committee  
**On agenda:** 9/12/2019      **Final action:**  
**Title:** San Pablo Baylands Public Access Scoping Report

The Committee will receive an update on this public access plan currently underway in the North Bay that will provide Bay Trail alignment options to inform the State Route 37 environmental review process.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [4 San Pablo Baylands Public Access Report.pdf](#)

Date	Ver.	Action By	Action	Result
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### San Pablo Baylands Public Access Scoping Report

The Committee will receive an update on this public access plan currently underway in the North Bay that will provide Bay Trail alignment options to inform the State Route 37 environmental review process.

Common Ground Consultant Team

Information





**San Francisco Bay Trail Project**  
Bay Area Metro Center  
375 Beale Street, Suite 700  
San Francisco, CA 94105

**TO:** Bay Trail Steering Committee  
**FR:** Maureen Gaffney  
**RE:** SR 37 Public Access Study

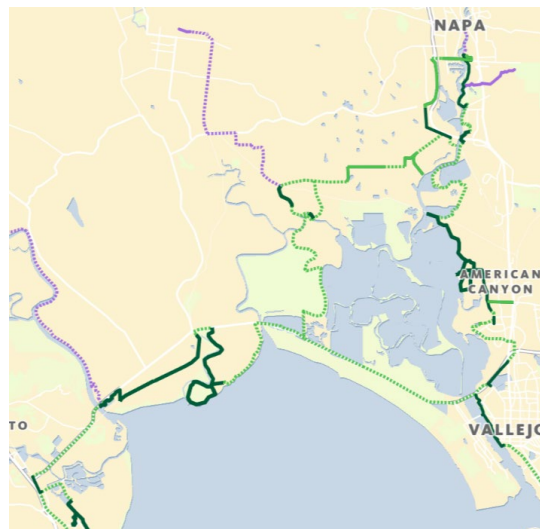
**DATE:** September 4, 2019

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Via SB1 grant funds and the Bay Area Regional Collaborative (BARC), a consultant team has been hired to prepare the “San Pablo Baylands Public Access Scoping Report.” The report will:

- Establish baseline conditions of public lands, open space, water recreation, and trail facilities within the San Pablo Baylands between Highway 101 and I-80
- Identify opportunities and constraints for land and water-based trails and recreation between Highway 101 and I-80
- Identify sensitive habitats by type and location and ways to protect them through careful siting and design of trails and public access
- Provide Bay Trail alignment options detailed enough to inform the SR 37 environmental review process

The consultant team is at the midway point in their effort. They will provide an update on the study and seek feedback from the Steering Committee.



*SR 37 Public Access Study Area*

# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
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## Legislation Details (With Text)

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**File #:** 19-1057      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Committee Approval  
**File created:** 9/5/2019      **In control:** San Francisco Bay Trail Steering Committee  
**On agenda:** 9/12/2019      **Final action:**  
**Title:** Strategic Plan Priority Tasks

Based on the recently-adopted Bay Trail Strategic Plan, the Committee will consider and adopt priority tasks for FY 19-20.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [5\\_Strategic Plan Priority Tasks.pdf](#)

Date	Ver.	Action By	Action	Result
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### Strategic Plan Priority Tasks

Based on the recently-adopted Bay Trail Strategic Plan, the Committee will consider and adopt priority tasks for FY 19-20.

Laura Thompson

Approval



**San Francisco Bay Trail Project**  
Bay Area Metro Center  
375 Beale Street, Suite 700  
San Francisco, CA 94105

**TO:** Bay Trail Steering Committee  
**FR:** Laura Thompson  
**RE:** FY 19-20 Annual Priority Tasks

**DATE:** September 4, 2019

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In April 2019, the Bay Trail Board of Directors adopted the 2019-2023 Bay Trail Strategic Plan as our visionary road map for the next five years. As in past years, staff requests that the Steering Committee adopt priority tasks for staff for focus on during the current fiscal year. This task list does not reflect all our work, but identifies key efforts and initiatives to meet strategic goals and objectives.

Attached are the Bay Trail Strategic Plan and draft priority tasks for your review.

**DRAFT FY 19-20  
Priority Bay Trail Project Tasks**

Task	Responsible Entity	Strategic Plan Objective	Notes
<b>1) Provide funding to implementing agencies in order to significantly advance the development of the Bay Trail</b>	Staff	Objective 1(a): Award and administer grants to implementing agencies for all aspects of Bay Trail development	Award funds and manage planning and construction projects through the Coastal Conservancy Prop. 84 and Prop. 68 block grants, Regional Measure 3 (RM3) and other potential new grants.
<b>2) Explore new funding sources that will contribute to gap closures</b>	Staff / Board	Objective 2(a): Seek options for leveraging public funding, i.e. transportation, recreation, health, climate change and sustainable communities	Identify funding sources and support local partners in securing grants to advance Bay Trail, i.e. Active Transportation Program, Prop. 68, Restoration Authority, etc.
<b>3) Expand partnerships with private corporations for specific gap closures and general support</b>	Staff / Board	Objective 2(c): Explore opportunities for private funding and partnerships	Develop new and strengthen existing partnerships with private corporations to support and fund Bay Trail completion.
<b>4) Participate in sea level rise working groups around the region and provide input on climate action plans</b>	Staff / Partners	Objective 3(a): Assist regional partners and local jurisdictions in assessing and addressing the impacts of sea level rise on the Bay Trail	Participate in BCDC climate change initiatives and contribute to other collaborative efforts that focus on sea level rise impacts to the Bay Trail and the shoreline.
<b>5) Provide guidance to local jurisdictions on new mobility devices</b>	Staff / Partners	3(c): Promote the Bay Trail Design Guidelines & Toolkit as a resource for local agencies to build trail for future generations	Develop a best practices guidance document for local shoreline trail managers to ensure safety with the emergence of electric-powered mobility devices.

**DRAFT FY 19-20  
Priority Bay Trail Project Tasks**

Task	Responsible Entity	Strategic Plan Objective	Notes
<b>6) Develop a strategy for analyzing the existing condition of the Bay Trail</b>	Staff / Partners	Objective 1(b): Seek operation and maintenance funding solutions. Objective 3(c): Promote the Bay Trail Design Guidelines & Toolkit as a resource for local agencies to build trail for future generations	Use the completed <i>Bay Trail Design Guidelines &amp; Toolkit</i> and funding secured in the FY 19-20 MTC budget to develop a strategy for assessing the condition of existing segments of Bay Trail, in coordination with BCDC and other partners.
<b>7) Contribute to trail planning efforts led by other agencies and organizations</b>	Staff / Partners	Objective 3(f): Participate in trail planning efforts led by other agencies	Continue participation in the Bay Area Trails Collaborative, Caltrans District 4 Bike/Ped Plan updates, and other significant trail planning efforts.
<b>8) Strengthen partnerships with decision-makers and key constituencies</b>	Staff / Board / Partners	Objective 4(b): Develop Bay Trail legislative champions	Inform elected officials at all levels about the project and cultivate legislative champions, including recognition through the Bay Trail Champion award for significant contributions.
<b>9) Continue to implement the Bay Trail Marketing Plan</b>	Staff / Board	Objective 5(a): Develop a Bay Trail Marketing Plan and secure dedicated funding for promoting the Bay Trail	Building on the outreach tools created for the 30 <sup>th</sup> anniversary, continue to expand awareness of the program and work to secure funding for consistent promotion.
<b>10) Increase the organizational capacity of the Bay Trail Project by enhancing the effectiveness of its staff and board of directors</b>	Staff / Board	Objective 6(a): Activate the Bay Trail Project board of directors and seek additional members who represent new or under-represented constituencies	Continue board-focused sub-regional efforts to close trail gaps.

# San Francisco Bay Trail Project Strategic Plan 2019 - 2023

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## Mission

The San Francisco Bay Trail Project advocates for the implementation of a continuous recreation and transportation path around San Francisco Bay by coordinating the efforts of government agencies and other partners, providing technical assistance, seeking and administering funding and promoting the trail's benefits through education and outreach.

## Vision

San Francisco Bay is ringed by a continuous recreational corridor made up of hundreds of miles of safe, pleasant and attractive trails that serve a wide range of users. This network, known as the Bay Trail, almost always runs along the shoreline and typically travels on separated paths. The Bay Trail is used extensively for recreation, as a commute route, and as a setting for learning about nature. It crosses the region's toll bridges and reinforces transit use by passing near many public transportation facilities. Along it are found many points of historic, natural, cultural and recreational interest. The Bay Trail has expanded the public's access to the shoreline, increased appreciation for the bay, fostered local economic development and waterfront planning, and reinforced the Bay Area's sense of regionalism. The Bay Trail is acknowledged as a uniquely valuable resource, and enjoys the unwavering support of government agencies and the public.

To accomplish these goals, the Bay Trail Board and staff will pursue the following Strategic Plan Objectives during the next five-year period.

## Objective 1. Provide funding to implementing agencies in order to significantly advance the development of the Bay Trail alignment

- a) **Award and administer grants to implementing agencies for all aspects of Bay Trail development** *The Bay Trail Grant Program, in partnership with the State Coastal Conservancy, is a significant resource for trail completion that relies on state bond funds. Over \$20 million have been allocated through this program since 1999 and additional funds from Prop. 68 are being considered. Regional Measure 3 (RM3) passed in 2018 with \$150 million set aside for Bay Trail/Safe Routes to Transit that will be administered by staff.*
- b) **Seek operation and maintenance funding solutions** *Local jurisdictions and park districts are seeking a steady source of funding for trail operation and maintenance. Staff plans to complete an assessment of existing Bay Trail conditions and an operation/maintenance funding strategy to assist local partners.*

- c) **Revisit short- and long-term funding strategies annually** *A 5-year Bay Trail Strategic Funding Plan has been developed and staff reviews funding needs periodically with the board, project sponsors and partners.*

## **Objective 2. Explore new funding sources that will contribute to gap closures**

- a) **Explore a new dedicated funding source for Bay Trail completion** *Consider internal and external funds or a new regional funding source generating revenue for open space/parks, regional trails and/or bicycle/pedestrian infrastructure.*
- b) **Seek options for leveraging public funding, i.e. transportation, recreation, health, climate change and sustainable communities** *Use the Bay Trail Strategic Funding Plan to set priorities and determine funding needs; look for opportunities to leverage Restoration Authority, RM3, SB1, One Bay Area Grants (OBAG) and other funding sources.*
- c) **Explore opportunities for private funding and partnerships** *Develop partnerships with corporations located along the shoreline for general Bay Trail support or project-specific assistance. An ongoing successful partnership has been established with Google in the South Bay.*

## **Objective 3. Provide technical assistance to implementing agencies and other appropriate entities to support development of the Bay Trail consistent with the adopted Bay Trail Plan**

- a) **Assist regional partners and local jurisdictions in assessing and addressing the impacts of sea level rise on the Bay Trail** *Staff participates in local, regional and sub-regional initiatives to address the impacts of sea level rise on the Bay Trail and to ensure that adaptation strategies include the Bay Trail.*
- b) **Update and maintain the Gap Analysis to provide the status of remaining gaps, cost estimates and a timeline for completion** *The Gap Analysis and the corresponding GIS-based Bay Trail alignment are updated regularly (2018 cost estimates) as a tool for assessing the remaining gaps. A 5-year Bay Trail Strategic Funding Plan has been developed.*
- c) **Promote the Bay Trail Design Guidelines & Toolkit as a resource for local agencies to build trail for future generations** *The Bay Trail Design Guidelines & Toolkit was created in 2016. To address the emergence of*

- new mobility devices, staff will provide guidance to local jurisdictions.*
- d) Assist understaffed local agencies in improving their trail-development capacities** *This is an ongoing task for Bay Trail staff in areas where communities are challenged with reduced staff capacity.*
  - e) Participate in local development review to ensure optimum inclusion of the Bay Trail in relevant development projects** *Staff regularly comments on environmental documents, participates in technical advisory committees and bicycle plan task forces and provides public testimony at BCDC Design Review Board and Commission meetings.*
  - f) Participate in trail planning efforts led by other agencies** *Staff participates in the development of local bicycle/pedestrian and trail plans, regional planning initiatives and partnerships such as the Bay Area Trails Collaborative to move completion of the trail forward.*
  - g) Encourage other agencies to incorporate the Bay Trail into their missions, plans, programs, projects and policies** *Collaboration with shoreline agencies is ongoing, specifically, encouraging agencies to recommend Bay Trail alignments in planning approvals for development projects is key for completing gaps.*
  - h) Prepare a study on the benefits of the Bay Trail** *Understanding the benefits the existing 350+ miles of Bay Trail have on local communities is important to support its completion.*
  - i) Prepare a regional active transportation plan and comprehensive regional trail plan** *As the coordinating agency for regional bicycle and pedestrian mobility, MTC/Bay Trail staff will work with local jurisdictions to create regional plans for active transportation and trails.*

#### **Objective 4. Strengthen partnerships with decision-makers and key constituencies**

- a) Produce an annual report that details the major accomplishments of the Bay Trail Project and progress on the development of the Bay Trail, including legislative delegation as target audience** *An annual report is produced for ABAG's work plan at the beginning of each calendar year and shared with regional and local decision-makers.*
- b) Develop Bay Trail legislative champions at the state level** *The project has a history of success with state legislative champions.*
- c) Provide frequent recognition of supportive elected officials and dedicated advocates** *The Bay Trail Champion award will be brought back on an annual basis to recognize outstanding*



*trail supporters and the importance of their efforts.*

- d) Enhance the role of the Bay Trail in protecting natural and cultural resources and promoting conservation-related values**
- Fund demonstration projects that exhibit innovative trail designs to protect natural resources
  - Increase appreciation of the bay and its natural resources by such means as interpretive signage and route guides
- e) Work with state and federal resource agencies and open space and recreation advocates and partners to integrate public access and resource protection goals and mandates**
- Several public resources have been developed to promote the Bay Trail's role in promoting support for bay conservation, including the website, the San Francisco Bay Shoreline Guide, the Bay Trail map set, birding brochures, Bay Nature magazine articles and the Wildlife & Public Access Study.*
- This is carried out along specific segments of the Bay Trail such as the San Pablo Bay National Wildlife Refuge and the Don Edwards San Francisco Bay National Wildlife Refuge. More work is needed to integrate these two goals around the bay, such as highlighting restoration and public access projects for funding through the Bay Area Restoration Authority.*
- f) Collaborate/cultivate partnerships on trail issues of mutual interest and benefit such as alternative transportation, health and recreation, trails as a desirable feature of new developments, etc.**
- Staff works with numerous transportation partners to fund and complete the Bay Trail as an active transportation corridor. The project can benefit from cultivating partnerships in the health field. Staff regularly interacts with public agency staff and BCDC about the Bay Trail as a feature of new development.*
- g) Communicate frequently with property owners, public and private, along the proposed Bay Trail route to remind them of our mission and enlist support**
- Interactions with property owners along Bay Trail gaps occur primarily as development proposals are initiated and also as feasibility analysis near private lands. A more proactive approach could lead to increased support.*
- h) Collaborate with other regional trail projects to increase support for the bay and other regional trails.**
- Partner with the Ridge Trail, Vine Trail, Water Trail and the Bay Area Trails Collaborative to strengthen effectiveness on common objectives.*

## **Objective 5. Promote awareness of the Bay Trail to increase use and build support for its completion**

- a) Emphasize equity in trail completion, building awareness and engaging communities**

*Bay Trail staff will continue to work with shoreline land managers and partners to encourage an inclusive approach to Bay Trail gap closures and community outreach.*
- b) Develop a Bay Trail Marketing Plan and secure dedicated funding for promoting the Bay Trail**

*The 30<sup>th</sup> anniversary in 2019 presents an opportunity to develop a comprehensive outreach plan with assistance from a consultant to identify target audiences, key messages and tasks and to grow social media presence. Staff will also seek a regular source of funds for program promotion.*
- c) Continue to produce updated maps of the Bay Trail alignment for the public**

*In May 2013, the Bay Trail maps were released to the public in two formats: a physical map set in the form of a deck of cards and an online interactive map. The online maps are also available on mobile phones. The map set was updated again in 2016 and will be revised further in 2019.*
- d) Work with implementing agencies to ensure that all developed segments of the Bay Trail are signed, and in a consistent manner**

*The Bay Trail Sign Plan is complete and staff continues to work with shoreline managers to install new signs. A temporary, dedicated sign installer would help considerably, based on Ridge Trail success with this approach.*
- e) Encourage individual and group events to draw attention to the Bay Trail**

*2019 is the 30<sup>th</sup> anniversary of the Bay Trail and an opportunity to promote the program and increase public interest. A consultant will assist staff with developing a comprehensive public outreach plan for the anniversary and beyond.*
- f) Develop attractive and effective promotional materials using traditional and new technologies.**

*The program has an up-to-date website, a map set, brochure, 12 smart phone audio tours. The 30<sup>th</sup> anniversary is an opportunity to expand the Bay Trail's social media presence.*
- g) Improve outreach to special groups such as seniors, children and school groups**

*Many programs are already available to special groups around the region. Bay Trail can match existing programs with Bay Trail messages and provide materials, such as maps at the Exploratorium and brochures at the Palo Alto EcoCenter.*

- h) Develop a list server for communicating with Bay Trail advocates** *Consider an email list server as a tool for consistent public communication, supplementing social media.*

## **Objective 6. Increase the organizational capacity of the Bay Trail Project by enhancing the effectiveness of its staff and board of directors**

- a) Activate the Bay Trail Project's board of directors and seek additional members who represent new or under-represented constituencies** *Consider environmental groups, under-represented geographic and trail gap areas, utility representatives, shoreline-related business and development as well as a diverse board composition that can assist with a changing funding landscape.*
- b) Ensure sufficient staff capacity to implement the Bay Trail's mission/strategic plan** *With Bay Trail staff integrated into MTC as part of the bicycle-pedestrian-environment unit and expanded responsibilities beyond Bay Trail tasks, there is the potential need for more staff to support the Bay Trail.*
- c) Make use of volunteer and pro-bono services for the Bay Trail Project** *Creative involvement of skilled volunteers, i.e. bloggers, photographers, can expand staff capacity.*
- d) Develop Bay Trail advocacy and stewardship teams focused on cities, counties or specific trail projects or segments** *North Bay and Peninsula subsets of the board have formed to advance gaps in these areas with board member assistance.*