



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: 2020 NBC Bay Area Open Road Sponsorship

DATE: January 2, 2020

The Bay Trail nonprofit has sponsored *NBC Bay Area's Open Road with Doug McConnell* television series with a \$5,000 contribution every year since it was launched in 2015. Over these 5 years, we have enjoyed a significant level of coverage on the Bay Trail, profiling projects and people around the region, including TRAC in Richmond, the Carquinez Strait Scenic Loop Trail and the Bay Trail smart phone audio tours.

In 2019, our contribution was paired with \$20,000 from the Bay Area Toll Authority (BATA) for an entire episode on the Bay Trail. Doug and his team toured the region, stopping along the way to highlight Facebook support in Menlo Park, the South Bay Salt Pond Restoration Project in Union City, Middle Harbor Shoreline Park in Oakland and the Pinole Shores Bridge in Contra Costa County.

As a sponsor, our logo is displayed on the [Open Road website](#), and we receive all the content and footage to use in our own promotion of the Bay Trail.

Looking ahead to 2020, we are pleased to report that BATA will again provide a \$20,000 sponsorship for the program. We are asking the Steering Committee to consider another \$5,000 sponsorship that will be paired with BATA's to support a full episode dedicated to the Bay Trail.

Some of the ideas for the 2020 episode include: profiling commuters using the Bay Trail, interview the winner of the Bay Trail "Share Your 30" social media campaign, highlight the opening of the Richmond-San Rafael Bridge to cyclists and pedestrians, show how kids are accessing the Bay Trail through school field trips and environmental programs, and showcase the important advocacy of the bicycle coalitions around the region.

Please let us know if you have ideas for a story.