

Bay Trail 30th Anniversary Board Meeting: Innovation Exercise Results

PART 1: BRAINSTORMS

Key Themes:

non-profit/ friends of / fundraising

Youth/ schools

Legislators

Commercial / Health / Government partnerships

Social Media / Marketing / Outreach

Brainstorm A

- Target partners for gaps. IE Caltrans - West Span, SFO BCDC to require Caltrans to build BT as part of sea level rise resiliency
- Grow non-profit "Bay Trail NOW" Moore Foundation 2 years to get a project off the round. Look at models that work for us. Eye towards hiring a development director.
- Elected official support, champions, clone Bruce
- Get Caltrans / airport to assign staff to get it done. Incorporate BT into project. Next Step: meeting with BCDC re: airport, establish link between runway protection and BT
- Caltrans and airport under mandate to reduce GHG = BT!
- Reach out to Moore Foundation for funds
- Need younger Board recruits
- Consider board shake up business/corps with agency reps as subcommittee

Brainstorm B

- Sponsorship with health agencies: forest bathing, prescription for healthy activities
- Forming "friends of" organization to raise funds. Solicit foundations and individuals
- Events on BT: partner with other organizations
- Senators host dinner with legislators to educate
- Partner with local businesses and restaurants
- Fundraising dinner
- Storytelling events, social media, postcards
- School programs: partnership and education
- Speakers program/ bureau
- Ask ED of SFP to provide dedicated staff to take action
- Volunteers to promote BT
- Self Guided interpretive trail on social media
- Internship program: colleges and universities for planning, social media, environmental stewardship
- Present at conferences

Advocacy Brainstorm C

- Non profit advocacy group
- Tech partnerships
- Social media connections: Linked In, NextDoor, Hike, Bike Coalitions, Kids
- Others: Schools, health clubs, health orgs, local orgs, regional priorities
- Gaps outside urban areas N, S, C

Brainstorm D

- Member dues (cities, counties) / annual sponsorship
- Adopt BT program (need city authority)
- Encourage seniors to use trail
- Big corporations: contributions and healthcare
- Paint gap areas green
- Increase dedicated funds from bridge tolls, etc
- Develop local BT champions
- Legislative champions
- Engage youth

Building Capacity Brainstorm E

- Use merger leverage BT as poster child of a regional project.
 - e.g. does new local government services structure provide more opportunities for marketing/ outreach?
- Use BT “alumni” to expand reach
- We support a “friends of” idea, could act as a volunteer clearing house?
- Hold Sacramento reception to introduce BT to legislators. Find a new champion.
- New nonprofit - Regional Trails (include Ridge trail, water trail, coastal trail as well as BT?)
- Replicate TRAC in other communities?
- Capitalize on demographics represented at this event: soon to be retirees who get the challenge and understand the system
- Partnerships of a volunteer clearing house, other non-profits, governmental agencies

PART 2: BEST IDEAS + SMALL BETS

Best Idea 1: Adopt Bay Trail Program

- Cities, counties, corporations, special district, bike clubs, brew pubs, health providers, etc.
- Do Clean up, get advertising
- **Small Bet:** Find a City or organization who is interested

Best Idea 2: Get partner orgs (Caltrans/ SFO for example) to assign staff to difficult Bay Trail Gaps (like SFO and HY37).

- Use BCDC as Leverage
- **Small Bet:** BT Staff meet with BCDC staff for input.

Best Idea 3: More Champs for Bay Trail

- Revisit routes >> ID new champions based on gaps (local advocates, CA state Leg, supervisors, property owners)
- Build on existing champions
- Attract Champs by messaging what's in it for them: legacy
- Assign responsibility from ABAG
- **Small Bet:** Start conversation with policy influencers on how to make closing gap succeed.

Best Idea 4: Build Capacity

- Use MTC/ABAG merger to leverage Bay Trail as poster child for regional project to justify doubling staff.
- **Small Bet:** None

Best Idea 5: Form Friends of the Bay Trail (Conservancy / Alliance / Trust)

- Raise money from foundations or individuals
- Encourage volunteers to spread word
- Events of Bay Trail (food truck meet up, maintenance and trail building, Bay Trail Day)
- Speakers bureau - storytelling, post card parties
- Legislator engagement
- Reception for politicians to educate and raise money
- Sponsor internship programs
- **Small Bet:** Research other like/similar organizations >> create plan to implement.

Best Idea 6: Mind the Gaps: Turn No Into Yes!

- Advisory committee / Possible "friends of" group
 - Raise awareness and \$\$
 - Sponsor events
 - Call to Action
 - Gov Agencies
 - Develop constituencies
 - Innovation solutions
- Technical Comm
 - SME's
 - Permit Agencies
 - Local Govt Insight
 - Land Owners/ Agencies
- Benefits

- ID problems early
 - Save time and money
 - Better understanding of issues
- Big problem gaps
- **Small Bet:** ID tech committee members >> outreach and form committee