



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

**TO:** Bay Trail Steering Committee

**DATE:** March 6, 2020

**FR:** Laura Thompson, Lee Huo, Maureen Gaffney

**RE:** Key Proposals to Build Bay Trail Capacity and Expand Resources

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At the January 9 meeting, the Steering Committee discussed four potential proposals that came out of the full board meeting last year. In March, staff are bringing refined ideas to the Committee to invite a discussion about which proposals to advance to the next stage and recommend to the full board in April. We are looking for action from the Steering Committee for these recommendations to the full board.

### **1) Bring New Money to the Bay Trail Nonprofit**

The Steering Committee and staff recognize the need for more discretionary funding to support non-capital expenses such as outreach and long-term trail maintenance needs. We are exploring two ideas:

- Bay Trail Foundation. One method of securing new flexible funds is to develop a fundraising plan and hire a staff person to build a coalition of contributors. As a first step, Bill Long has researched funding organizations with small grant programs that would enable us to bring on a consultant and develop a Bay Trail nonprofit fundraising plan. This plan would map out a path forward to hire a full time development director that could begin to bring big dollars into the organization.
- "Friends of the Bay Trail" Another approach is to go directly to the contributors. Juan Raigoza proposes an initial step to solicit private dollars from businesses located along the Bay Trail and build support for a larger future fundraising initiative (**Attachment A**).

### **2) Create Legislative Champions and Change**

Support from legislative champions at the local and state levels has always been important to the success of the Bay Trail. Elected officials have a wide variety of problems they are trying to solve, so to be most effective we should tie trails to other topics that resonate with decision-makers, such as climate change, health and active transportation. We should approach this outreach strategically since we do not have the capacity to meet with every legislator. Here are some of our initial thoughts about a legislative outreach plan, but we need more time to refine the approach.

- Develop a list of potential champions. Our Geographic Information System (GIS) shapefiles have been updated to show current California Senate and Assembly district boundaries. We have created overlay maps showing remaining trail gaps within district boundaries and we have started to research each state legislator to identify potential champions. **(Attachment B)**
- What is the ask? A variety of requests have been discussed, such as how to secure dedicated state funding for completion of the Bay Trail; district-specific requests such as support for closing a particular trail gap; or integrating a Bay Trail request into a specific initiative such as the California Green New Deal.
- Collaborate with partners. It could be beneficial to join our trail partners, such as the Bay Area Trails Collaborative and the Ridge Trail Council to reach out to key state legislators.

### **3) Leverage Partnership with ABAG & MTC**

Continue to build on and expand support from sponsor agencies ABAG and MTC. MTC's Legislative & Public Affairs section is particularly helpful with staff expertise in public outreach, graphics and legislation tracking.

### **4) Build Bay Trail Staff Capacity**

We are considering some creative ways to increase the capacity of the Bay Trail program by bringing in new staff.

- Juan Raigoza proposes a funding request to San Mateo County to finance a new Bay Trail Planner focused on completing the remaining Bay Trail gaps in the County. The planner would be housed at ABAG/MTC for 2 years and would help local agencies in San Mateo County complete the remaining gaps, directly benefitting the County and its residents. If successful, this proposal could serve as a model for other counties in the region.
- Identify specific gaps within Caltrans jurisdiction that could be advanced with a dedicated staff person. This idea is still being explored.

## **Timeline**

The Steering Committee will help guide this discussion with the goal to bring a set of recommendations to the full board for consideration at their April 30, 2020 meeting.

Previously, at the January 9, 2020 Steering Committee meeting

- Summarized what we heard at the meeting and discussed the innovation exercise results
- Conducted preliminary review and received feedback on potential key proposals
- Steering Committee provided feedback on next phase of proposals

Currently, at the March 12, 2020 Steering Committee meeting

- Report back on tasks agreed upon at previous meeting
- Present more in-depth review of selected and new proposals
- Narrow focus and create more refined next steps
- Make recommendation for April 2020 full board meeting discussion

April 30, 2020 board meeting in Albany

- Consideration of Steering Committee recommendations
- Direction to staff to move forward with recommended proposals

### **Recommendations**

We look forward to the discussion with the Steering Committee about these ideas and receiving direction on the proposals that will be most effective and can move forward with existing staff capacity.

### Friends of the San Francisco Bay Trail Concept

Concept	A sponsorship option for businesses and organizations to support the San Francisco Bay Trail through annual contributions to the nonprofit that will generate discretionary funds for outreach and build a legacy fund for the program over time.
Purpose	The funds collected will initially support the creation of an inventory of maps and outreach efforts to increase awareness of the Bay Trail and provide information and products to supporting businesses. Over time, the sponsorship support will grow to create a legacy fund for the Bay Trail that can help support trail maintenance and long-term management.
Process	Members of the Bay Trail Board of Directors will initiate requests for annual support from businesses and organizations located along the Bay Trail. Bay Trail staff will provide board members with background information as needed.
Benefits	The financial sponsors will receive Bay Trail maps as outreach materials for their employees to encourage wellness, active transportation and commute to work options along the Bay Trail. Bay Trail staff will work with human resource departments to deliver presentations to employees about the Bay Trail. Supporters will be highlighted on the Bay Trail website and social media channels and will receive quarterly updates.
Dues	As an example, financial support could be based on the size of the organization: \$1,000 large (over 1,000 employees); \$500 medium (500-1,000 employees); and \$100 small (under 500 employees). After 2-3 years the Bay Trail would initiate a large fundraising campaign to bring in more significant funds.
Requires	This plan requires a commitment from Board members in order for it to be successful.
Challenge	In order to ensure that our work is compelling to donors over time, a tailored or customized approach should be considered for each contributor. We should find a way to keep our message fresh so contributors will continue to support the program with dues each year.

## Bay Trail California State Legislators

March 2020

## SENATE

District	Legislator	Term Date	Key Gaps	Committees & Initiatives
2	Mike McGuire	2026	Marin County	<u>Committees</u> : Government & Finance, Budget, Energy, Transportation, Housing, Education, Subcommittee #2 Budget – Resources, Env Protections, Energy & Transportation. <u>Initiatives</u> : Great Redwood Trail, 300-miles SF to Humboldt, SB 1029; disaster preparedness;
3	Bill Dodd	2024	Sonoma, Napa, Solano counties, Martinez, Crockett	Former MTC Commissioner
9	Nancy Skinner	2024	Rodeo, Pinole, Hercules, San Pablo, Richmond, El Cerrito, Albany, Berkeley, Emeryville, Oakland, Alameda, San Leandro	Former East Bay Regional Park District Director
10	Bob Wieckowski	2022	Hayward, Union City, Newark, Fremont, Milpitas, San Jose, Santa Clara	
11	Scott Wiener	2028	San Francisco	Housing, former MTC Commissioner
13	Jerry Hill	2020	SSF, San Bruno, Millbrae, Burlingame, San Mateo, Foster City, San Carlos, Redwood City, Menlo Park, East Palo Alto, Palo Alto, Mtn View, Sunnyvale	Terming out this year

## ASSEMBLY

District	Legislator	Term Date	Key Gaps	Committees & Initiatives
4	Cecilia Aquiar-Curry	2028	Napa, American Canyon	
10	Marc Levine	2024	Marin and Sonoma counties	<u>Committees</u> : Water, Parks & Wildlife
14	Timothy Grayson	2028	Vallejo, Benicia, Martinez, Crockett, Rodeo	
15	Buffy Wicks	2030	Hercules, Pinole, San Pablo, Richmond, El Cerrito, Albany, Berkeley, Emeryville	<u>Committees</u> : Budget, Public Safety, Banking & Finance, Privacy & Consumer Protection, Rules. <u>Initiatives</u> : Grassroots organizing; women and children. Co-author of California Green New Deal
17	David Chiu	2026	San Francisco Fisherman's Wharf, Hunter's Point	
18	Rob Bonta	2024	Oakland, Alameda, San Leandro	Assistant Majority Leader. <u>Committees</u> : Appropriations, Communications & Conveyance, Government Organization, Health <u>Initiatives</u> : California Green New Deal author.
19	Phil Ting	2024	Northern San Francisco Waterfront	Authored legislation in 2015 to ban tolls on cyclists and pedestrians on state toll bridges. Feb 2020 introduced AB2674 to extend ban another 10 years.
20	Bill Quirk	2024	Hayward, Union City	
22	Kevin Mullin	2024	SSF, San Bruno, Millbrae, Burlingame, San Mateo, Foster City, San Carlos, Redwood City	Speaker Pro Tempore.
24	Marc Berman	2028	Menlo Park, East Palo Alto, Palo Alto, Mtn View, Sunnyvale, Santa Clara	California Green New Deal co-author
25	Kansen Chu	2026	Newark, Fremont, Milpitas, San Jose	California Green New Deal co-author

Green shading indicates aligned interests.