

**San Francisco Bay Trail  
Fall 2019 Board Meeting Minutes  
Firehouse Building, Ft. Mason, San Francisco  
November 7, 2019**

**Call to Order**

Meeting was called to order at 1:00 p.m.

**Attendance**

Board Members

John Woodbury, Chair  
Bruce Beyaert  
Brenda Buxton  
Rosemary Corbin  
Corinne DeBra  
Leo DuBose  
Jim Foran  
Ellen Johnck  
Bill Keene  
Joe LaClair

Bill Long  
Judy Malamut  
Steve McAdam  
Julia Miller  
Antoinette Romeo  
Juan Raigoza  
Diane Ross-Leech  
Philip Sales  
Don Weden

Guests

Susanna Chan, Midpen  
Victoria Eisen, Eisen-Letunic  
Liz Figueroa, former state senator  
Deborah Hirst, Midpen  
Janet McBride, Ridge Trail  
Tom Mikkelsen, former board chair  
Alyse Mikkelsen

Ken Moy, former ABAG counsel  
Wendy Proctor, Port of San Francisco  
Elish Ryan, Midpen  
Sarah Seward, volunteer facilitator  
Brian Wiese, former board chair  
Hing Wong, former ABAG staff  
Leo's mom

Staff

Laura Thompson  
Lee Huo  
Maureen Gaffney

Bay Trail  
Bay Trail  
Bay Trail

**1. Call to Order / Introductions / Confirm Quorum**

Woodbury brought the Board meeting to order and introductions were made.  
Thompson introduced Sarah Seward, volunteer facilitator for the board's discussion.

## 2. Adoption of Agenda and Approval of Minutes

**ACTION:** Weden moved, DuBose seconded adoption of the agenda and the 04/19/19 minutes. The agenda and minutes were approved unanimously.

### *Yes Votes:*

John Woodbury, Chair  
Bruce Beyaert  
Brenda Buxton  
Rosemary Corbin  
Corinne DeBra  
Leo DuBose  
Jim Foran  
Ellen Johnck  
Bill Keene  
Joe LaClair

Bill Long  
Judy Malamut  
Steve McAdam  
Julia Miller  
Antoinette Romeo  
Juan Raigoza  
Diane Ross-Leech  
Philip Sales  
Don Weden

*No Votes: None*

*Abstentions: None*

## 3. Announcements by Board Directors, Guests and Staff

### Board Announcements

- Beyaert Announced the completion of a Bay Trail gap in Richmond providing access to the Richmond-San Rafael Bridge, opening on November 16. The new trail also provides access to a future trail along the shoreline of the Point San Pablo Peninsula.
- Johnck Informed the board that she worked with the developers of a biotech campus along Sierra Point in Brisbane that will include completion of a Bay Trail segment.
- Ryan Announced the recent groundbreaking of the Ravenswood Bay Trail in East Palo Alto that will close a 0.6-mile trail gap on the peninsula, linking 80 miles of Bay Trail and river connector trails in three counties. Many partners and funders have worked with the Midpeninsula Regional Open Space District to get the project to this point. It is expected to open in summer 2020.

### Staff Announcements

- Thompson Informed the board that as of October 1, the Bay Trail staff was moved out of the Planning section into Local Government Services at MTC. Active transportation and bike share will remain in the Planning Section under a newly created mobility division, as will Water Trail. While Water

Trail work continues, executive management has asked us to explore options to relocate the program out of the Planning section. Staff will keep the board informed of any changes. On October 17 the Coastal Conservancy authorized Block Grant #6 to ABAG in the amount of \$1.4 million for planning, design and construction of Bay Trail. In August, the Conservancy approved a \$600,000 grant to ABAG for the Water Trail program. Announced sad news that Bonnie Bliss, widow of former board chair Bill Bliss, passed away. The Bliss daughters are working with the City of Palo Alto public art program to dedicate a bench for her near Bill's memorial. Informed the board that the Bay Area Toll Authority (BATA) has agreed to a \$20,000 sponsorship of Doug McConnell's Open Road for the 2020 season. The Bay Trail Steering Committee will consider a \$5,000 sponsorship at their next meeting. Together these sponsorships enable Doug to produce an entire show on the Bay Trail, as was done last year.

-Gaffney Informed the board about plans for a new Bay Trail alignment at Mare Island in Vallejo. Announced that the Bay Trail map sets will be updated in 2020, including the completed Richmond-San Rafael Bridge span.

-Huo Informed the board that Caltrans District 4 is developing a Pedestrian Plan, with Bay Trail staff participation. The Alameda bike-ped plan is underway with an expected future alignment change along the estuary, bringing the trail closer to the shoreline. Provided a recap of the 30<sup>th</sup> Anniversary campaign and announced the upcoming opening of the Richmond-San Rafael Bridge Trail on November 16.

#### **4. Reflecting Back: Where We've Been**

Board members, guests and staff reflected on the Bay Trail's history, viewed a slide show of images through the decades and shared memories of Bay Trail milestones.

Weden took the group even further back in history to recognize plans and construction of shoreline public access in Santa Clara County before the 1989 Bay Trail Plan was adopted: Preliminary Shoreline Development Plan (1957), Trails & Pathways Master Plan (1978), Regional Parks, Trails & Scenic Highways Element of County General Plan (1981), and construction of the first official segment of Bayfront Trail in Palo Alto (1983).

Beyaert shared some insights on how the Bay Trail has advanced in Richmond over the past 20 years of TRAC's advocacy. He focused on several projects: the Ferry Point Loop at Miller-Knox Regional Shoreline, Shipyard 3 Trail, Wildcat Marsh and the Landfill Loop Trail. Many of these trail segments were not in the original Bay Trail Plan, yet they are now popular parts of the Bay Trail system. Beyaert emphasized the importance of partnerships, especially with private landowners.

#### **5. Checking In: Where We Are Now**

Thompson, Gaffney and Huo provided an overview of current Bay Trail status to set the stage for the core part of the meeting when the board will help identify tools and strategies to build capacity and secure additional resources for the program's future. Staff walked through three challenges, 1) Land Use, Trail Building, Operations & Maintenance, 2) Policy, Advocacy and Partnerships, and 3) Outreach & Engagement, highlighting examples including the San Francisco International Airport gap, the Highway 37 corridor gap in the North Bay and lessons learned from the 30<sup>th</sup> anniversary outreach campaign to illustrate how the program has entered a new and complex phase of its development.

## 6. Looking Ahead: Where We're Going

The board participated in a facilitated interactive exercise to share creative approaches addressing the program's current and future challenges. The board divided into five small groups (A-E) for a brainstorming session. Below are the notes that were recorded at the meeting. These ideas will be brought back to the Steering Committee for discussion in 2020 and recommendations to the full board in the spring.

### 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

## **7. Adjournment**

The meeting was adjourned at 3:00 p.m. A group photo was taken along the edge of the bay.