



Oct 3, 2024

# Concept Paper

A semi-circular graphic at the bottom of the page, featuring a wood grain texture. The top half is light gray, and the bottom half is a vibrant yellow-green. A yellow rounded rectangle is overlaid on the bottom half.

**MTC Bay Trail**

## Team



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# Past Clients



# Document Audiences and Goals

## Audience

- Potential funders
- Staff of Save The Bay, Bay Area Ridge Trail, and other organizations
- Boards of Save The Bay, Bay Area Ridge Trail, and other organizations

## Goals

- Create a glossy document that helps sell the opportunity
- Gather feedback from potential funders
- Provide high-level operational direction

## Tone

- Aspirational
- High-level
- Addresses basic organizational needs, opportunities, and risks
- Focused on building advocacy functions of completing the Bay Trail into an existing and effective nonprofit organization

## Document Outline

Finding an opportunity-driven, funder-focused model that pushes impact

1. The Opportunity
2. The Vision for a Completed Trail
3. The Strategy
4. Operational Needs
5. Funder Alignment
6. The Way Forward

# The Vision

## A completed Bay Trail will be:

- A safe and complete trail encompassing the entire San Francisco Bay, providing equitable access to nature and open space for all Bay Area communities.
- A cohesive approach to resource conservation and climate resilience that protects bayfront ecosystems from many of the most damaging aspects of climate change through multi-jurisdictional collaboration and coordination.
- A stunning, crown jewel trail system that improves the lives of millions of people on a daily basis with equitable access for all.
- Opportunities for free, accessible environmental experiences and education with increased health, wellbeing, and activity as an immediate outcome.
- Enhanced economic opportunities for small and medium businesses in waterfront areas.
- Opportunities to uplift, highlight, connect, and explore local history and community through outdoor recreation.
- With the completion of trails in the East Bay, the potential to connect nearly 1,000 miles of trails (planned and completed) from the Pacific Ocean to the Sierra Nevada Mountains.

## Benefits and Risks

### **Potential benefits for the nonprofit partner include:**

- Increased funding opportunity
- Advancement of strategic goals and future visioning
- Increased economic, community, and environmental impact
- Organizational growth and operational development
- Funder sponsorship signage along the trail, increasing support awareness

### **Assuming the project may also pose the following risks:**

- Increased upfront spending
- Capacity constraints for adding project staff
- Long-term commitment to the project and advocacy
- Finding appropriate funding
- Navigating the complex relationship between involved parties

## Funder Alignment

### Potential funders are likely to have the following common goals:

- ***Equitable access to nature, healthy activities, and alternative transportation*** for the sustained health and wellbeing of underrepresented and lower socioeconomic communities.
- ***Climate resilience*** that protects local biomes, mitigates the effects of sea rise, and creates routes for alternative transportation, directly impacting communities and local businesses.
- ***Carbon reduction*** efforts that reduce the cost of road work, traffic congestion, and the number of cars on the road throughout the Bay Area by increasing non-car commuting.
- ***Community vitality and economic gain*** from increased activity on the bayfront, generating demand for local businesses and services.
- ***High-budget infrastructure development*** projects aligning with current initiatives such as the Bridge Forward project and others.
- ***Marketing opportunities*** in partnership with the nonprofit organization through signage, events, press coverage, and public outreach.



# Timeline

**Phase 1**  
Development

**Phase 2**  
Production and Board Summary

**Phase 3**  
Outreach

Sept

Oct

Nov

\* Ongoing Client and Stakeholder Meetings \*

Conduct meetings with Ridge Trail and Save the Bay

Funder Outreach: Connect with at least 6 recent or potential funders

Draft concept paper

Design Concept Paper

Receive funder feedback

Implement MTC revisions

Conduct final review and proofing with one round of feedback

Potrero Group

Develop Latin Design Draft

Summarize feedback and outreach in 3-5 slides

Present summary to Bay Trail Board (Oct 25) and ABAG Executive Board (Nov 14)

Provide one round of revision to document draft

MTC

Review and provide images and graphics

Conduct final round of revision on text and image draft

# Thank You



**MTC Bay Trail**