

San Francisco Bay Trail Project

Board of Directors

December 16, 2024

Agenda Item 6.a.

Report on the MTC Potrero Group Concept Paper Findings

Subject:

Report on the MTC Potrero Group Concept Paper Findings

Background

Cleveland Justis from Potrero Group, LLC will present the Board with the recent findings from conversations with the funder and philanthropic network. Solicited informal funder feedback is based on the sharing of a concept paper envisioning the Bay Trail 501(c)3 as an embedded “project” in another nonprofit, and intended to elicit further understanding of potential funder alignment with this concept. Cleve will report on the entities he met in an anonymized fashion and provide a brief overview of their feedback for the Board to take into consideration, which includes the following findings:

After interviewing six individuals across the funding community, Potrero Group found strong support and excitement for the Bay Trail project and its integration with another, larger advocacy organization. Based on these conversations, Potrero Group believes that robust start-up and philanthropic money is available to support the transition.

Funders are eager to know more about the integration between organizations, the future of the trail, and the community support for a connected Bay Area. Both institutional funders and select high-net-worth individuals we interviewed are showing interest in supporting the operations of advocacy functions within an existing strong organization to ensure the completion of the Bay Trail. Funders are particularly intrigued by the environmental preservation advancements that will come with this project and the commitment to equity and climate resilience being made at this scale. For funders, there is a clear and achievable vision for an entire region connected by trail, creating access to smaller trail networks, enhancing accessibility, and advancing important climate initiatives.

Issues:

None

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Action:

SF Bay Trail Board Information

Attachments:

None

Reviewed:

A handwritten signature in black ink that reads "Andrew Fremier". The signature is written in a cursive, flowing style.

Andrew Fremier