

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



ABAG

Date: May 5, 2016

To: ABAG Executive Board

From: Laura Thompson
Bay Trail Project Manager

Subject: **Adoption of Resolution No. 05-16 to accept a \$62,500 “Explore the Coast” grant from the State Coastal Conservancy for the purpose of developing five Bay Trail mobile phone tours in San Francisco, San Mateo, Santa Clara, Solano, and Alameda Counties**

Executive Summary

The San Francisco Bay Trail Project applied for and has been conditionally awarded a \$62,500 grant from the State Coastal Conservancy under its “Explore the Coast” grant program. The purpose of the Explore the Coast grants is to support activities that allow more people to explore California’s spectacular coast and/or enhance a visitor’s experience. Funding for the Explore the Coast Grants within the San Francisco Bay come from the California Environmental License Plate Fund, a non-bond related fund. No local match is required. The project is expected to take six months.

The purpose of the grant is to fund work with the technology company “Canogle” who will collaborate with Bay Trail Project staff and other media professionals to develop digital interpretive materials and audio tours for five selected Bay Trail locations around the region: 1) Crissy Field; 2) Bair Island; 3) Moffett Field; 4) Benicia State Recreation Area; and, 5) Hayward Regional Shoreline. Tools will include maps with a geo-locate function, history of the site, current points of interest, photos, and the potential for crowd-sourcing relevant site information. This grant is expanding upon the four successful Bay Trail audio tours funded by a 2013 Explore the Coast Grant. These existing tours have been downloaded over 1,500 times since their release starting in April 2014. A grant application to the Metropolitan Transportation Commission will be submitted with the attached resolution requesting \$715,380 in Bridge Toll Funds.

Next Steps

Enter into contract with State Coastal Conservancy, develop above-referenced interpretive materials for roll-out in Fall, 2016.

Explore the Coast Grant

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Recommended Action

The Executive Board is requested to adopt Resolution No. 05-16 and to authorize accepting the State Coastal Conservancy Explore the Coast grant, to enter into a contract with the State Coastal Conservancy for said grant, and to execute any related agreements for the development of the mobile phone application.

Attachment

Resolution No. 05-16
Selected Bay Trail Descriptions