

**San Francisco Bay Trail
Steering Committee Meeting Minutes
ABAG Metro Center
October 10, 2013**

Call to Order

Meeting was called to order at 1:30 p.m.

Attendance

Steering Committee

Brian Wiese, Chair
Julie Bondurant
Ann Buell
Leo DuBose

Bay Trail Staff

Lee Huo
Maureen Gaffney
Laura Thompson

Board Directors

Corinne DeBra
Betty Moose
Bill Long

ACTION: Adoption of 10/10/13 agenda and approval of 04/11/13 minutes.

DuBose moved, Buell seconded approval of the agenda and minutes.

The agenda and minutes were adopted unanimously.

Announcements by Chair and Boardmembers

- Wiese After reviewing the minutes from the last meeting, requested staff to include an item on board composition at the next full board meeting.

- Moose Announced that the Hayward Area Shoreline Planning Agency (HASPA) is updating its program overview and citizen advisory brochure. Commented that Kurt Schwabe's walk through the Hayward Shoreline was a success last June. Requested staff to provide more signs along the trail near the visitor center. Announced that she received an award from the City of Hayward for her work with the city and the Hayward Area Recreation District.

- Buell Announced that Explore the Coast grants have been awarded, including one to the Bay Trail for a mobile application. A report about the Conservancy's updated budget is on the website for viewing. Ferry Point Beach was conditionally designated as a Water Trail site at the last implementation meeting. The Conservancy Board authorized a \$750,000 augmentation to the ABAG grant for Water Trail work.

- DuBose Announced that Caltrans is accepting applications for four positions on the Pedestrian Advisory Committee.

- DeBra Mentioned that she recently enjoyed walking the path on the new Bay Bridge East Span with a group of people.

- Long The Bay Area Ridge Trail recently designated 5 miles of existing trail in Napa County, known as the Oat Hill Mine Trail, part of the Ridge Trail reroute in Napa and Sonoma counties, including Mount St. Helena. The Ridge Trail will also celebrate its 25th anniversary next year and looks forward to working with the Bay Trail to raise the visibility of both projects.

Staff Announcements

- Thompson Announced that the Bay Trail Coastal Cleanup, in partnership with the Water Trail Coastal Cleanup, was a success on September 21 at Martin Luther King Jr. Regional Shoreline. October 13 the Bay Trail and Water staff will attend “Day on the Bay” in Alviso and will celebrate the designation of the first Water Trail site. On the same day, board member Sean Co will lead a bike ride along the Bay Trail from Emeryville to Richmond as part of the Fleet Week festivities. Shared results from a trail user survey in the South Bay as part of the South Bay Salt Pond Restoration Project that recorded overwhelming support for completing gaps in the trail. Confirmed that the next Steering Committee and Board meetings will be held jointly on December 12.

- Gaffney Announced new legislation, AB 417, exempting bike plans from CEQA. Informed the Committee that the \$50,000 Explore the Coast grant for a new Bay Trail mobile application is moving forward. The project will create a mobile application at four Bay Trail sites around the region: Hamilton in Novato, Napa/American Canyon, Richmond and the South Bay Salt Pond Restoration area.
 - Bondurant Suggested placement of QR codes on Bay Trail signs as a way to inform trail users of the mobile application. Perhaps placed as a sticker on existing signs.

- Huo Attended the groundbreaking for new trail in Hercules near the BioRad site and a groundbreaking for a section of the East Bay Greenway at the Coliseum BART. The trail along Airport Boulevard in Oakland near the airport connector has reopened. Attended the BCDC Adapting to Rising Tides meeting in Hayward and will continue to be involved in this project. Informed the board that the Bay Area Toll Authority has publically announced its commitment to complete the Bay Bridge West Span trail.

Bay Trail Naming Policy

Thompson introduced the agenda item as a follow-up to the April 2011 board meeting where the board adopted a resolution to maintain the existing name San Francisco Bay Trail, unaltered, and to develop a Bay Trail naming policy and guidelines for local jurisdictions. Draft resolution language was presented to the board. Beyaert submitted comments suggesting an expansion of the policy and guidelines to include

a preference for naming sections after natural features. The Committee incorporated an abbreviated version of these suggestions into the guidelines and recommended that the policies be publicized as part of funding programs and integrated into design guidelines.

The following policy language was adopted by the Steering Committee:

Bay Trail Naming Policy

The name “San Francisco Bay Trail” shall be used to designate the 9-county regional trail circling San Francisco Bay. This name, created in the enabling legislation SB 100 and carried forward in the 1989 San Francisco Bay Trail Plan and EIR, acknowledges the vision and shared responsibility of the entire nine-county Bay Area community to complete and operate the 500-mile Bay Trail, named after the body of water that defines the region.

Guidelines for Local Jurisdictions and Shoreline Managers

Local agencies and shoreline land managers have the authority to name specific Bay Trail features after natural, cultural or historic attributes or persons who have contributed significantly to completing the Bay Trail and increasing access to the shoreline. Bay Trail staff will work with local entities as needed to ensure the Bay Trail sign is also included along the trail segment. No corporate naming will be allowed under any circumstances.

ACTION: **Bondurant moved, Buell seconded adoption of the Bay Trail Naming Policy and Guidelines for Local Jurisdictions and Shoreline Managers. The vote was approved unanimously.**

Bay Trail Marketing Plan Update

DeBra provided an overview of recent conference calls, discussions and activity for the Marketing Plan. A quarterly update was included in the packet and will be regular resource for board members to track project activity and major milestones. Five working groups were identified by the Marketing Plan Sub-Committee: 1) website/Facebook page; 2) history/culture; 3) health/wellness; 4) coordination with other trails; 5) corporate relations/funding. Each topic requires board involvement. Future calls will begin to make assignments to interested board members. An events page has been added to the Bay Trail website with assistance from board members. The full board will receive an update on the Marketing Plan at their next meeting.

Adjournment The meeting was adjourned at 3:30 p.m.