

**San Francisco Bay Trail  
Steering Committee Meeting  
ABAG Metro Center  
November 4, 2004**

**Call to Order**

Meeting was called to order at 1:35 PM.

**Attendance**

Steering Committee:

Rick Parmer, Chair  
Julie Bondurant  
Joan Cardellino  
Stana Hearne  
Joe LaClair  
Brian Wiese

Bay Trail Staff:

Laura Thompson  
John Brosnan  
JoAnna Bullock  
Maureen Gaffney

Board of Directors:

Susan Barnes  
Bruce Beyaert  
Jim Foran  
Bill Long

**ACTION - Adoption of 11/04/04 Agenda and Approval of 08/05/04 Minutes**

Hearne moved, Wiese seconded

**Introductions**

**Announcements by Board Members**

-Weise

East Bay Regional Park District ballot Measure CC was passed by the voters. The measure's passage raises operations and maintenance funds for the Park District's Zone 1, which is the coastal band from Richmond south to San Leandro. Funding levels will be maintained for 15 years. The measure also includes construction funds for sites, such as the Eastshore State Park, as well as matching funds for Bay Trail segments.

Funds from a federal transportation grant, administered by Caltrans, funded a feasibility analysis for moving the current Bay Trail alignment westward from its current location along Union City Boulevard, in Union City. Most of the area is ponds retained by Cargill for salt production. The funds were dedicated from BCDC permit requirements associated with the widening of Highway 92/the San Mateo Bridge.

-Beyaert

The Chevron Corporation has submitted an offer to purchase lands at Point Molate that could become the site of an Indian gaming casino. The competing plan from the Harrah's group does include Bay Trail segments, and is headed to the Richmond City Council as early as next week.

-LaClair

BCDC and the Bay Trail are exploring creation of a universal shoreline access logo and BCDC held a conference for responders to their signage program RFP. Proposals are due in on November 8 and will then be reviewed and ranked by BCDC staff. Bay Trail staff will assist with interviews. In other news – the state Department of General Services approved the Wildlife and Public Access study grant, BCDC's updated and revised public access design guidelines go the Design Review Board next week, and Redwood City's Measure Q passed, which means city voters did not endorse building several condominium high rises on the east side of Highway 101.

-Long

Marin County is undergoing an update of its General Plan, which will include current alignments of the Coastal Trail, the Bay Area Ridge Trail, and the Bay Trail. Bay Trail staff was encouraged to provide information to this process.

-Parmer

Sonoma Land Trust's recent acquisition of Dickson Ranch in southern Sonoma County will include a Bay Trail alignment south of Highway 37. The Cardoza Ranch parcel (Tolay Park) north of the highway includes ranch road access easements, which could allow for the Bay Trail to pass through the site if property is acquired by Sonoma County Parks.

### **Announcements by Staff**

-Thompson

The open Bay Trail Planner recruitment has generated about 40 applications and interviews should be scheduled soon. On November 17, the City of Richmond dedicates a new series of sculptural markers along the Bay Trail, at 11 a.m. at Lucretia Edwards Park.

-Gaffney

The Bay Trail has been in positive talks with the Treasure Island Development Authority (TIDA) and is working with the group to site a perimeter trail on Treasure Island as well as ensure the island's connectivity to the eventual bike and pedestrian path on the east span of the Bay Bridge.

-Brosnan

The new edition of the Bay Trail Rider newsletter will be distributed in late November. Bay Trail staff has been participating in the development of the South Bay Salt Ponds restoration and public access options included in preliminary alternatives are expected to provide diverse and thorough public access.

## **\$7.5 Million Spending Summary**

-Thompson

The \$7.5 million from Proposition 12 has provided funding to over 40 planning and construction projects and staff are winding down those projects. There is a remaining balance of \$468,000 and the Steering Committee will be considering requests for final grants under these funds. Select projects could take advantage of 15% augmentations, as well.

Beyaert proposed the final 465 feet of a Class 1 trail gap in Richmond could use some funding; Cardellino noted it's best to over-allocate grant funds, but proposed the committee grant funds to projects in a ready-to-go state. Thompson noted staff will complete the project list revision and work with Joan on disbursing the remaining funds.

## **Richmond Ferry Point Tunnel Grant Request**

-Gaffney

Gaffney provided an overview of the Richmond Ferry Point Tunnel project; staff recommended the Committee approve the allocation of \$261,000 for the project. Beyaert noted this project serves as the gateway to the Miller-Knox Regional Shoreline and is ready to go. Committee members discussed budgeting for lighting needs; Beyaert noted the cost of installing lights would be about \$40,000. Cardellino suggested modifying the grant total to \$301,000 to include the budget for lighting.

LaClair moved to adopt the staff recommendation of \$301,000; Wiese seconded. All voted in favor. Cardellino will verify with Conservancy staff the project's Notice of Exemption.

## **New Block Grant Discussion**

-Thompson

Thompson and Cardellino are drafting a list of priority projects for the new block grant of \$3.8 million, which comes from Prop 40 bond funds. The funds will have to be spent down by June 30, 2007. Fifteen percent of these funds will go to fund administrative and staff costs as has happened in the past; however, the new funds may only be dedicated to planning and construction projects, and will not cover education and outreach projects as has been allowed in the past. Any construction projects requiring more environmental review than a negative declaration will have to be approved individually by the Conservancy Board. Letters will be sent to shoreline communities alerting them of the new funds; the website will feature an announcement and information, as well.

## **Fundraising Follow-Up**

-Thompson

Staff presented the fundraising memo, which summarized the fundraising discussion from the September 2004 Board meeting. Board member Barnes, who has professional experience in fundraising, was on hand to participate in the conversation.

-Barnes

Signage is a point of strength in attracting funds, but what must first be determined are the fundraising objectives and what funds are intended for. Also, existing assets, costs, and needs must be determined up front. Board members and their connections are key assets. Beyaert felt Bay Trail member organizations could lobby ABAG to increase its dedicated funding to Bay Trail staff.

LaClair noted Save the Bay and the Conservancy are investigating a special assessment district to provide funds to bay projects, which could serve as a revenue stream. Cardellino noted the Bay Trail Project needs funding for two elements – staff and administrative costs, and projects. Barnes noted our fundraising goals will help share our fundraising approach. She suggested starting with the base of strongest support, and adopting a regional focus approach based on interest and demand in regions. Press releases generated prior to fundraising drives are effective at educating people on the issues; Cardellino referred to the upcoming PBS bay documentary.

Long suggested securing the assistance of a well-connected patron; he suggested investigating the Mountains-to-Sound project in Washington for ideas. Foran noted that there are restrictions to fundraising if requests are coming from public agency staff; he suggested developing a sound public-private partnership. He advocated for thinking big, and partnering with a big partner. (Wiese noted the Bay Trail is a 501(c)3 nonprofit organizations) Parmer suggested securing the assistance of land management organizations' directors.

Next steps include developing a list of Board members to invite to a brainstorming about fundraising strategies. Bondurant suggested invitations come from the Board chair; involvement parameters should be established up-front. Barnes advocated for a diverse group of participants with a broad reach. Wiese requested staff seek a memo from ABAG legal counsel to clarify the scope of allowable staff fundraising activities. Parmer noted these clarifications will translate into recommendations to the Board.

## **Adjournment**

The next Steering Committee meeting was tentatively set for December 8<sup>th</sup>, at 1:30 PM. The meeting was adjourned at 3:30 PM.