

**San Francisco Bay Trail
Steering Committee Meeting Minutes
ABAG Metro Center
December 13, 2012**

Call to Order

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

Attendance

Steering Committee

Brian Wiese: Chair
Ann Buell
Julie Bondurant
Leo DuBose
Joe LaClair

Bay Trail Staff

Laura Thompson
Lee Huo
Maureen Gaffney

Board Directors

Corinne DeBra
Don Weden
Cecily Harris
Rick Parmer
Bill Long

Guests

Sandy Threlfall, Measure DD Coalition
Robert Raburn, BART
Harvey Goldberg, Sonoma County

ACTION: Adoption of 12/13/12 agenda and approval of 10/11/12 minutes.

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

The agenda and minutes were adopted unanimously.

Wiese stated that projects that have lengthy discussions at meetings should include updates from staff during announcements at the following meeting.

Announcements by Chair and Boardmembers

- Weden During the King Tides this month, he has taken photos of the Palo Alto Baylands showing high tides on the Bay Trail and in the wetlands.

- Parmer Confirmed that he has resigned from the Steering Committee but will remain on the Board of Directors.

- Buell Provided a summary of Water Trail progress, including creation of a new logo, launch of a new website, and a brochure and sign program in the works. ABAG will release an RFP for the grant program in February 2013 for improvements to designated sites. Conservancy, ABAG and CalBoating have been asked to lead a panel on Water Trails at the next CA Trails Conference in May 2013.

-Wiese Announced that CalBoating and the State Department of Parks and Recreation will soon merge.

Staff Announcements

-Thompson Announced that the 2013 meeting calendar is in the packet. Informed the Committee that the Santa Clara County Board of Supervisors approved a \$400,000 grant to the Midpeninsula Regional Open Space District for the Ravenswood Bay Trail Project. The funds were from the \$10.4 million Stanford University mitigation fund.

-Gaffney Informed the Committee of recent ribbon cutting ceremonies and grant close-outs, including Glen Cove Waterfront Park, Presidio Bay Trail near the Golden Gate Bridge, Pier 43, Grand Avenue Bridge in San Rafael, Tiburon Bay Trail study, and Cargo Way in San Francisco. Announced that the Golden Gate National Parks Conservancy recently installed EcoCounters and have been collecting valuable data about trail use in Crissy Field and the Presidio.

-Huo Provided an update on the Ferry Point to Cutting Blvd project, approved with conditions at the last Steering Committee meeting. This project and others tied to it are delayed; bid package is anticipated for release in early 2013. The Alameda County Transportation Commission measure B1 failed at the polls; a recount is in process. Informed the Committee of a proposed project near the Park Street Bridge in Oakland along the Bay Trail and shared trail surfacing and design concerns. Announced that the East Bay Regional Park District hosted the first of a series of regular meetings with stakeholders to discuss trail funding challenges.

Oak to Ninth Bay Trail

Huo provided an overview of the Oak to Ninth development project in Oakland and the Measure DD Coalition proposal requesting construction of an interim Bay Trail segment as part of this long-phased project. Threlfall and Raburn provided history about the project and informed the board that the timeframe for completion of the development is into 2029. Asked for Committee support for a letter endorsing delay of the December 20 Port Commission decision on developer escrow extension to allow Bay Trail staff to coordinate with Port staff on the interim Bay Trail concept.

The Committee discussed different strategies for completing the trail, such as easements and license agreements.

ACTION: DuBose moved, Bondurant seconded the motion authorizing a letter endorsing Bay Trail Board support for a one-month delay of the Port Commission escrow extension decision to allow for Bay Trail staff to coordinate with Port staff on the proposal to require an interim Bay Trail section at Oak to Ninth. LaClair abstained from the vote. The motion was passed.

Bay Trail Project Strategic Plan

Thompson outlined five proposed steps for a strategic planning process, including: 1) form a strategic planning committee, 2) gather information about the organization, 3) make decisions based on the information collected, 4) draft the plan, and 5) implement the plan. The Committee discussed the timeframe for the plan, timeline for the process, benefits of using a facilitator, the potential for a longer time horizon, and scenario-based planning where alternative scenarios are developed.

Five board members volunteered to participate in the Strategic Plan Sub-Committee: Cecily Harris, Julie Bondurant, Don Weden, Brian Wiese, Bill Long and Corinne DeBra.

Marketing Plan Overview

DeBra provided an overview of a marketing plan for the Bay Trail Project as a tool for prioritizing activities. The Committee discussed the importance of developing key messages, identifying audiences, and understanding who knows about the Bay Trail. The marketing plan could start with a survey of key partners and begin to identify priority initiatives, such as marketing to hotels along the Bay Trail. The marketing plan will be discussed at the strategic plan sub-committee meeting to identify next steps.

Adjournment The meeting was adjourned at 3:35 p.m.