



R-20-44
Meeting 20-10
May 13, 2020

AGENDA ITEM 4

AGENDA ITEM

Recognition of Significant Partners at Ravenswood Open Space Preserve

GENERAL MANAGER'S RECOMMENDATION

Approve the following recommended list of partners to be recognized for their significant contributions towards the construction of the Bay Trail at Ravenswood Open Space Preserve, as unanimously supported by the Legislative, Funding, and Public Affairs Committee:

- California Natural Resource Agency, Urban Greening Grant Program
- California State Coastal Conservancy
- Caltrans
- County of San Mateo – Measure K
- County of Santa Clara
- San Francisco Public Utilities Commission
- Association of Bay Area Governments
- San Francisco Bay Trail
- City of East Palo Alto
- City of Menlo Park
- Facebook

SUMMARY

In accordance with the *Partner Recognition Signboard* policy language in Board Policy 5.01 (Attachment 1), the General Manager recommends recognizing eleven (11) organizations whose partnership and support significantly contributed towards accomplishing the Ravenswood Bay Trail Connection Project (Project) at Ravenswood Open Space Preserve (Preserve).

The California State Coastal Conservancy, California Natural Resources Agency - Urban Greening, County of San Mateo – Measure K, Caltrans, County of Santa Clara, Facebook, Association of Bay Area Governments (ABAG), and San Francisco Bay Trail would be recognized for their significant grant funding support. The San Francisco Public Utilities Commission (SFPUC), City of East Palo Alto (EPA) and City of Menlo Park would be recognized for their partnership on the Project. The Legislative, Funding and Public Affairs Committee (LFPAC) reviewed the proposed partners to be recognized on April 14, 2020 and voted unanimously to forward the list of partners to the full Board. Pending Board approval, staff would develop and install the new partner signs and recognition signboard at the Preserve.

DISCUSSION

The Project completes a 0.6-mile gap in the San Francisco Bay Trail at the boundary of Menlo Park and East Palo Alto. This critical segment will open 80 continuous miles of Bay Trail for region-wide bicycle commuters, nature and recreation enthusiasts, and for residents of East Palo

Alto and east Menlo Park, two communities with a significant deficit in recreational opportunities. The Midpeninsula Regional Open Space District (District) is able to complete this project with the help of many partner organizations. Per the Partner Recognition Signboard provision in Board Policy 5.01, the General Manager recommends recognizing partners who have made conspicuous or noteworthy contributions of cash, land, and/or time that were instrumental to the conservation, restoration, management, and/or public opening of the Preserve. To acknowledge these contributions, a partner recognition signboard with partner logos (Attachment 2) would be installed at the Preserve, adjacent to existing standard trailhead signboards.

Proposed Partners for Recognition

Eleven (11) partners are recommended for recognition and inclusion in a new Partner Recognition Signboard: The California Natural Resources Agency - Urban Greening Grant Program, California State Coastal Conservancy, Caltrans, County of San Mateo – Measure K, County of Santa Clara, SFPUC, ABAG, San Francisco Bay Trail, City of East Palo Alto, City of Menlo Park, and Facebook.

- **California Natural Resource Agency** provided \$1,055,328 million in grant funding for trail construction through the **Urban Greening Grant Program**.
- **Caltrans** provided \$700,000 in funding for public access improvements.
- **Association of Bay Area Governments, California State Coastal Conservancy and the San Francisco Bay Trail** partnered to provide a \$40,000 planning grant.
- **County of San Mateo** provided \$1 million in grant funding for trail design, permitting, and construction through the voter approved **Measure K**, a general sales tax to maintain the quality of life for all County residents.
- **County of Santa Clara** provided \$400,000 in grant funding for trail construction through the **Stanford Mitigation Grant Program**.
- **San Francisco Public Utilities Commission**, through an exchange of easements with the District, provided the land entitlements for the majority of the trail corridor, and contributed funds to produce interpretive signage.
- **City of East Palo Alto** partnered with the District through a Joint Permitting Agreement, to streamline the permitting process, and a Memorandum of Understanding to coordinate management and operation of the trail.
- **City of Menlo Park** prepared the Bay Trail Feasibility Study in 2005 and partnered with the District in ceding permitting authority to East Palo Alto through the Joint Permitting Agreement.
- **Facebook** provided \$300,000 in funding to support the trail project.

Grant agreements with Santa Clara County, San Mateo County and California Natural Resources Agency all require recognition signs to be posted at the Preserve. This partner recognition signboard would fulfill these requirements.

Interpretive Signage

Six interpretive signs will be installed along the new boardwalk at the Preserve. The signs will highlight key messages about wildlife, salt marsh restoration, ecosystem services, recreation

opportunities along the Bay Trail, and the SFPUC’s drinking water infrastructure. District staff worked closely with SFPUC to produce a sign describing the Bay Tunnel that carries drinking water in pipelines underneath the bay floor, illuminating the journey our drinking water makes from the Sierras to our taps through SFPUC’s infrastructure and their Right-of-Way. SFPUC contributed funds for the estimated cost of panel design and fabrication.

FISCAL IMPACT

The Fiscal Year 2019-20 amended budget includes sufficient funds for the Partner Recognition Signboard (\$5,000) and internal signboard content (\$550) at a total cost of approximately \$5,550.

The recommended action is not funded by Measure AA.

BOARD COMMITTEE REVIEW

The Legislative, Funding and Public Affairs Committee (LFPAC) reviewed this item on April 14, 2020. LFPAC asked two questions, which are listed below with the responses.

| Question | Response |
|---|--|
| Has a policy been developed for recognizing partners in the partner signboard? | Yes, the Board approved the addition of the <i>Partner Recognition Signboard</i> to Board Policy 5.01 in December 2018. Following the policy, proposed partners to be recognized are shared with LFPAC and forwarded to the full Board for review before sign installation. |
| How can we recognize the taxpayers in a more prominent way for the public to see? | In accordance with the Board’s approval of the Measure AA logo, the District would install Measure AA signs that would serve as a visual and recognizable way to showcase to the public their Measure AA “funds at work” (R-16-99). The Measure AA sign (Attachment 3) will be installed under the Ravenswood partner signboard that will recognize Measure AA supporters. Mention of the Measure AA public contributions can also be noted in the text description of the partner sign. |

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

Implementation of the project, including new signage at the University Avenue trailhead and along the trail corridor, was reviewed in the Initial Study and Mitigated Negative Declaration (IS/MND) (approved November 16th, 2016, R-16-146). The implementation of the partner signboard would not result in new significant effects or a substantial increase in the severity of previously identified significant effects; therefore, no additional environmental review is necessary.

NEXT STEPS

Following Board approval, the partner signs and signboard will be produced and installed in preparation for re-opening of a section of the Ravenswood Bay Trail at the Ravenswood Open Space Preserve.

Attachment

1. Partner recognition signboard policy
2. Signboard mockup
3. Measure AA sign mockup

Responsible Department Head:

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Prepared by:

Melissa Borgesi, Planner I, Planning Department

Midpeninsula Regional Open Space District

Board Policy Manual

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| Site Naming, Gift, and Special Recognition | Policy 5.01 Chapter 5 – Historical/Cultural |
| Effective Date: 8/25/93 | Revised Date: 12/12/18 |
| Prior Versions: 8/25/93, 9/14/94, 6/24/98, 9/12/01, 10/8/08, 1/13/10, 10/27/10, 11/13/13 | |

I. SITE NAMING

All District site names and signs should be kept as simple and functional as possible. When a property is acquired, either as an addition to an existing preserve or for the establishment of a new preserve, a name will be recommended in the Preliminary Use and Management Plan. In most cases, "open space preserve" is appropriate as part of the name; however, there may be circumstances when another designation may be used. In some cases, a temporary name may be retained until the next Comprehensive Use and Management Plan review.

A. Open Space Preserves

The name given to each open space preserve should be general enough to remain suitable if the site is enlarged, but specific enough to give its location some significance. Properties added to an open space preserve may not always be contiguous with that preserve.

1. Preserves shall be named after:
 - a) Geographical features of broad, general significance to the preserve;
 - b) Historical persons, cultural names, uses, or events broadly associated with the locale.
2. Preserves shall not be named after any individuals other than historical persons as noted above.

B. Preserve Areas, Trails, Site Improvements, Historic Sites and Unnamed Natural Features

This designation refers to specific locations, land formations, trails, natural and physical features, staging areas and other site improvements, and areas of significance within open space preserves. Recognition of significant land gifts, including "bargain" purchases, will be negotiated at the time of the gift or bargain purchase.

1. Preserve areas, trails, site improvements including benches and bridges, historic sites and previously unnamed natural features shall ordinarily be named

after:

- a) Geographical, botanical or zoological identification;
- b) Historical persons, uses, or events associated with the site, or

persons and organizations listed in Section III: "Special Recognition".

2. Preserve areas, trails, site improvements, historic sites and unnamed natural features may in rare instances be named after a living individual who has made an outstanding contribution to the District, subject to approval by the Board of Directors.

II. GIFT RECOGNITION

The purpose of the gift recognition policy is to provide an opportunity for the District to recognize and commend individuals or groups that have made significant contributions of cash, equipment, materials, goods or professional services toward the enhancement of the District, its programs, and its facilities.

A. Unsolicited Cash Gifts:

| | |
|---|--|
| Up to \$25 | Postcard of thanks |
| \$26 to \$499 | Letter signed by General Manager |
| \$500 to \$1,999 | Letter signed by President of the Board |
| \$2,000 to \$4,999 | Letter signed by President of the Board and District gift item (note cards, etc.) |
| \$5,000 to \$9,999 | Letter signed by President of the Board and framed photograph of favorite District preserve |
| \$10,000 or more | Letter signed by President of the Board and Resolution and framed photograph of District preserve and mention in a District publication* |
| *These items will be provided only if desired by the donor. | |

III. SPECIAL RECOGNITION

The Legislative, Funding and Public Affairs Committee (LFPAC) shall be the committee designated to discuss all requests that meet the criteria of the policy for special recognition made by members of the Board of Directors, and after deliberation shall forward a recommendation to the full Board for a vote.

The General Manager or his/her designee will review constituent bench dedication requests to determine eligibility based on the policy guidelines outlined below in Section III D.

Constituent bench requests may be brought to LFPAC if there exists ambiguity regarding whether the request meets the requirements below.

The District places benches in its preserves for three distinct purposes:

A. District Rest Benches

These benches provide constituents with a place to rest. District staff places these benches without involving a District committee or the full Board. Regular benches must be either a backed or a backless standard bench as described in Section V below.

B. Constituent Bench Dedications

These are benches which have been requested by constituents in order to honor or memorialize a member of the public and are funded by the requestors who must pay \$5,000 for a 10-year term. Requests must be in reference to a significant supporter or a volunteer, as defined in Section III D below. The General Manager or his/her designee reviews requests to determine if they meet the eligibility definitions. Requests that are administratively declined because they do not meet the eligibility definitions may be appealed to the General Manager for a second review. Eligible requests will be administratively implemented.

a) Constituent bench dedications shall only be selected from and placed in locations that have been pre-determined by the District and/or approved by the Planning and Natural Resources Committee and/or by the full Board of Directors.

b) If a request for a constituent bench meets the eligibility requirements, the requestor(s) shall pay for the cost of constructing, installing and maintaining a bench and plaque by contributing \$5,000 to cover the 10-year dedication term of the bench.

c) Bench plaques will be 2 x 6 inches in size.

d) Benches must be one of the two District standard bench designs.

e) Constituent bench dedications will have a term limit of 10 years. After 10 years, the original donor will have the option to contribute an additional \$5,000 donation for each additional 10-year term. Should the original donor decline to renew an existing bench, the bench will be offered to the public for re-dedication.

C. District Bench Dedications

These are benches which are installed by the District in response to requests by members of the Board of Directors to honor "Founders," "Significant Supporters", and "Volunteers".

a) LFPAC can initiate a bench request and refer a decision to the full Board or individual Board members can initiate a bench request which will be referred to LFPAC for discussion before it is referred to the full Board for a final decision. Honorees must be "Founders", "Significant Supporters", and "Volunteers" (per policy Section III D below).

b) For these benches there are no design specification limits or limits on their location. The District will pay for the lifetime cost of the bench.

D. Founders, Significant Supporters, and Volunteers

"Founders", "Significant Supporters", and "Volunteers" are eligible for special recognition, including memorials.

"Founders" shall be defined as an individual or group of individuals who participated in the formation of the District, or were significant supporters of the formation of the District.

"Significant Supporters" shall be defined as individuals or group of individuals who have shown conspicuous or noteworthy support for the District through extraordinary contributions of time and effort to the advancement of the goals, philosophy and mission of the District.

"Volunteers" shall be defined as individuals or groups of individuals who donated a minimum of 250 volunteer hours and 5 years of service to the District by working for the District's docent or volunteer program.

IV. RECOGNITION OF HISTORIC SITES

A. A recognition monument, normally in plaque form, may be considered by the Board if it is in relation to a specific existing building or other remaining structure of significant historic value. In such cases, the plaque will be affixed or in close proximity to the structure itself. If there is no structure, then recognition may be considered for inclusion on District informational materials or trail signage. Such a site, in the absence of a building or structure, will ordinarily not be physically marked except as determined by the Board on a case-by-case basis as part of the Use and Management planning process for the corresponding open space preserve.

Any Board-approved memorial names shall be included in site brochures, maps, or other informational materials.

V. STANDARD BENCH DESIGN SPECIFICATION

A. District Rest Benches and Constituent Bench Dedications, described in III (A) and (B) above, are limited to either of the two following standard bench designs:

Backed bench:

Dumor - Bench 88, recycled plastic slates (color: CEDAR), steel leg supports (color: BLACK, IMBEDDED)
6' or 8' lengths

Backless bench:

Dumor - Bench 103, recycled plastic slates (color: CEDAR), steel leg supports (color: BLACK, IMBEDDED)
103-60PL 6' long, 3 supports
103-80PL 8' long, 3 supports

B. The General Manager or LFPAC can at any point bring designs to the Board that differ from the District's standard bench designs.

VI. PARTNER RECOGNITION SIGNBOARD

Partner recognition signboards provide an opportunity for the District to recognize and acknowledge significant partners who have made conspicuous or noteworthy contributions of cash, land, and/or time that were instrumental to the conservation, restoration, management,

and/or public opening of a preserve. Partners may include agencies, organizations, or individuals. Partner Recognition Signboards may also be used to satisfy recognition requirements specified in grant, purchase, or other funding agreements.

Excluding recognitions previously approved by the Board (e.g. recognitions required in Board-approved agreements and resolutions), LFPAC shall review and forward for Board approval the list of partner(s) to recognize on the Partner Recognition Signboard. Following Board approval, the General Manager or his/her designee will follow the guidelines and specifications listed below.

- a. Guidelines and Specifications:
 - a) Partner Recognition Signboards shall be standalone signboards that follow the same design specifications as the District's standard trailhead signboards to maintain District branding and visual cohesiveness.
 - b) Partner Recognition Signboards shall normally be placed directly adjacent to existing preserve signboards to consolidate trailhead information and signboard placement.
 - c) Recognition content shall include logos and/or names.
 - d) The District will review recognition content with each partner for accuracy and completeness.
 - e) The General Manager or his/her designee will approve the final recognition content.
 - f) Exceptions to these guidelines and specifications will be forwarded to LFPAC for review and to the full Board for consideration of approval.



Note: This mockup is not to scale, but is intended to show placement and general proportion of the logos and partner recognition information. The actual text that will be included in the upper center slot is still in development and will include thanking our partners and Midpen’s commitment to working collaboratively with our partners.

Ravenswood Bay Trail Funded by Measure AA

Thanks to supporters of the 2014 Measure AA open space bond, helping to complete wetland habitat restoration and 80 miles of continuous San Francisco Bay Trail for the enjoyment of future generations.



FUNDED BY
MEASURE AA
2014 OPEN SPACE BOND

***NOT A FINAL DESIGN - SIGN STILL IN DEVELOPMENT**

SIGN CODE: TBD

SIGN NAME: RAVENSWOOD MAA SIGNBOARD BANNER

Size: 30" wide x 12" tall, 0.080" aluminum

Description: Standard District logo colors. Anti-graffiti coating.

Location: Install below signboard for staging areas of MAA funded projects.