



Midpeninsula Regional
Open Space District

R-12-94
Meeting 12-31
September 26, 2012

AGENDA ITEM 5

AGENDA ITEM

Informational Presentation on the Mindmixer Public Engagement Tool for the Ravenswood Bay Trail Project

GENERAL MANAGER'S RECOMMENDATION

A handwritten signature in black ink, appearing to be "S. J. ...", written over the end of the "GENERAL MANAGER'S RECOMMENDATION" heading.

Receive an informational presentation on the Mindmixer public engagement tool being used for the Ravenswood Bay Trail Project.

SUMMARY

The Board will be shown a demonstration of the Ravenswood Bay Trail Mindmixer public engagement website by District staff.

DISCUSSION

The Ravenswood Bay Trail project has drawn substantial public attention, but there is widespread confusion about the District's role and the timing of the steps necessary to complete the project. To supplement the two public open houses held in Menlo Park on September 10, 2012, and in East Palo Alto on September 24, 2012, staff has developed a free-standing public engagement website, powered by Mindmixer, for the Ravenswood Bay Trail. Staff will provide a website demonstration to the Board, which can be viewed at baytrail.openspace.org.

The Mindmixer site allows the District to efficiently disseminate information and offer participation opportunities to both tech-savvy stakeholders and a broader audience. Similar to other social media tools, users could also comment on other users' feedback and ideas. The cost of this tool can be accommodated within the Bay Trail project budget, and as an added benefit, can be used for other District projects during the six-month "live" period at no additional cost.

BOARD COMMITTEE REVIEW

Committee review is not required for this agenda item.

FISCAL IMPACT

As an informational report, this item has no fiscal impact other than budgeted staff time. The District cost for purchasing the Mindmixer program was \$x,xxx.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This informational item is not a project under the California Environmental Quality Act (CEQA).

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