



Midpeninsula Regional  
Open Space District

# Memorandum

DATE: February 19, 2016

MEMO TO: MROSD Board of Directors

THROUGH: Stephen E. Abbors, General Manager *SEA*

FROM: Shelly Lewis, Public Affairs Manager

SUBJECT: Summary of Plan for Grand Opening of Mt. Umunhum Summit

---

In anticipation of the completion of the Mount Umunhum Summit Project this fall, Public Affairs has begun planning for a series of grand opening events to align with Midpen's vision for Mount Umunhum to join the ranks of the Bay Area's great publicly-accessible peaks: Mount Tamalpais, Mount Diablo and Mount Hamilton.

Throughout the past few months, Public Affairs has looked into many options of possible grand opening events/scenarios that offer opportunities for all user groups and stakeholders with much consideration given to public safety and quality of experience. Taking into account suggestions from the general manager, staff, and management, Public Affairs proposes a series of events from Friday, October 21 through Sunday, October 23, with the special grand opening set for Saturday, October 22.

A high-level summary of the three events is listed below. We will be sharing more details with the Board as those details develop, and we welcome suggestions.

The Public Affairs staff is cognizant of a number of logistical challenges for the opening, primarily parking and traffic flow so that the summit is both accessible and safe for all user groups. We will be working with a consultant to help with event management, and the Public Affairs staff is currently interviewing potential event firms, particularly those with expertise in crowd management and who can provide on-site assistance during the events.

The overall cost of the three-day program is anticipated to range from \$65,000-\$85,000 with much of that cost allocated to shuttle services. A reference point for event cost is our annual Volunteer Recognition Event with a \$20,000 yearly budget and participation of about 250 attendees.

## **Event Summary:**

### **PREVIEW DAY**

**Friday, October 21, 2016** – No Motorized Vehicles– Preview Day (Biking, Hiking, Equestrian Preview) 8:00am – close. On this public day, cyclists, hikers, and equestrians will have full access on the road to the summit (past Bald Mountain) and the Mt. Umunhum Trail. Limited access will be available for disabled drivers and a van shuttle available for public members who need some assistance. District will offer an informational and energizer station along the route and at the summit, and some shuttle service from various parking lots. No organized activities will be

provided, however docents, volunteers, and staff will be available on summit to assist answer questions from the public.

### **GRAND OPENING WEEKEND**

The Public Affairs staff in partnership with an event consultant will likely use an on-line reservation program to collect RSVPs and disseminate parking information. Tickets will be limited to a predetermined quantity based on available parking in and around the area.

**Saturday, October 22, 2016** – Grand Opening Ceremonial Public Event with speaking engagements from elected officials, select partners, District General Manager and Board President. This event includes the official ribbon-cutting and dedication of the summit. Public activities include organized hikes, guided tours, partner booths, scheduled talks, family crafts, and other activities. Estimated attendance: 1,500-2,000 with transportation provided by shuttles from several local parking locations.

**Sunday, October 23, 2016** – No formal speaking program. Public activities include organized hikes, guided tours, partner booths, scheduled talks, family crafts, and other activities. Estimated attendance: 1,000-1,500 with transportation provided by shuttles from several local parking locations.

As part of the grand opening, Public Affairs staff has been working with Alexander Atkins Design to create a specific event and site logo (attached) and other promotional items. Public Affairs will also be working with both broadcast and print media about the opening of Mt. Umunhum. A “Save the Date” email will be sent to all stakeholders, partners, city and county officials, District staff and volunteers in the next week. The Grand Opening date has been promoted in the upcoming issue of the Views and will be posted through social media.

