



R-17-115  
Meeting 17-25  
October 11, 2017

**AGENDA ITEM 3**

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Mount Umunhum Preview Events and Grand Opening Celebration Summary

**GENERAL MANAGER'S RECOMMENDATION**

Receive an informational report on the District's efforts for the Mount Umunhum Preview Events and Grand Opening Celebration. No Board action required.

**DISCUSSION**

Staff will present a summary of the Preview Events and Grand Opening Celebration for Mount Umunhum. From September 9 to the 17 the District hosted approximately 1,180 guests at 8 separate events. Preview events were held with small groups to thank neighbors, partners, and stakeholders, showcase the restoration progress, inform the press, as well as bless the summit. Larger Grand Opening events for VIP's and the general public allowed us to mark the milestone of public access.

District staff from every department contributed to the success of these events, providing essential services and event assistance leading up to and during the celebrations. In addition, volunteers and docents played a critical role in the events and provided over 650 hours of support.

**I. Preview Events**

Early this spring it came to staff's attention that in addition to the standard VIP and Public Grand Opening Events, several unique and distinct groups asked for or would benefit from a preview opportunity. These preview events were a valuable tool to communicate with these groups in a targeted way. Numerous board members and staff played key roles at these events.

**a. Neighbor Day - Saturday, September 9, 2017**

Approximately 30 neighbors attended a preview event at the restored summit. The objectives were to strengthen relationships, educate neighbors about the benefits of the project, and inform them about upcoming events at the summit. The neighbors were overall very impressed with the design, quality of craftsmanship, and professionalism of the Midpen staff in attendance.

**b. Media Day - Monday, September 11, 2017**

Media outlets were invited to preview the summit before it opened to the public in order to generate positive media coverage of the restoration and re-opening of the mountain. The Mercury News, KRON 4, Mountain Network News and KCBS

Radio attended the event, and additional media outlets visited the summit throughout the week to cover the opening.

c. **Funding Partners Day – Tuesday, September 12, 2017**

Approximately 60 members of the Bay Area Ridge Trail Council and the California Coastal Conservancy came to the summit for an informal lunch and preview tour of the summit as a thank you for their support and funding of the Summit Access project. Many attendees ended the day with a hike down the new Mt. Umunhum Trail.

d. **Almaden Air Force Station Veterans - Wednesday, September 13, 2017**

Approximately 25 Veterans and their families were welcomed back to the Summit to see the transformation and restoration of the area. The goal of this event was to build relationships with and to honor this community and its history on the summit, and to share all aspects of the public access project. Many veterans shared memories of their time on the mountain, and staff provided background on the restoration and construction. The Veterans were very impressed by the road and the summit facilities.

e. **Staff Event – Wednesday, September 13, 2017**

Approximately 145 District staff gathered for a casual picnic to celebrate their hard work and accomplishments. Shuttles transported many employees from the administrative office to the summit, and others opted to ride their bikes to the summit from Bald Mountain Parking Area. At the summit, staff enjoyed the nice weather and many concluded the day with a hike down the Mt. Umunhum Trail.

f. **Amah Mutsun Ceremony – Thursday, September 14, 2017**

The Amah Mutsun Tribal Band was welcomed to the summit for a pre-opening mountain blessing and ceremony, with approximately 100 tribe members and guests in attendance. Valentin Lopez led the ceremony with dancers and singers in the new ceremonial circle. After the ceremony, lunch was served. Many members of the tribe expressed their gratitude to be able to access the beautifully restored mountain.

## II. **Grand Opening Events**

a. **VIP Grand Opening Brunch – Saturday, September 16, 2017**

Over 130 attendees, including elected officials, key supporters and partners were welcomed to the mountain to thank them for participating in the journey of restoring Mount Umunhum and thereby improving the quality of life for people in the Bay Area. Attendees enjoyed lunch followed by a speaking program. Speakers included: Larry Hassett, Midpen Board President; Steve Abbors, Midpen General Manager; Sam Schuchat, Executive Officer, California Coastal Conservancy; Yvonne Chao, District Representative from the Office of Jim Beall; Alec Manas, Field Representative from the Office of Mark Stone; Mike Honda, Former Congressman; Christopher Moylan, District Director from the Office of Congressman Ro Khanna; Janet McBride, Executive Director of the Bay Area Ridge Trail Council; Lt. Col. Charles Skinner, United States Air Force; Valentin Lopez, Chairman of the Amah Mutsun Tribal Band; Mike Donohoe, Policy Aide, Office of Supervisor Dave Cortese. Following the program, a ribbon cutting at the ceremonial circle served as the official opening of Mount Umuhum. Guests were invited to explore the summit and a number of guests joined a docent-led hike down the new Mt. Umunhum Trail.

b. **Public Grand Opening Event – Sunday, September 17, 2017**

Over 850 individuals made reservations online in early August for this event

choosing from three different tour options: a Guided Tour of the summit; Tour and Trail Preview of the final segment of the Mt. Umunhum Trail between the Trailhead Shelter and East Summit; or Tour and Hike down the Mt. Umunhum Trail to the Bald Mountain Parking Lot. There was some attrition from cancellations and no-shows, but nearly 700 guests participated in the celebration. The summit tours were led by District volunteers and staff and included information about the Native Californian and Air Force history of Mount Umunhum, the restoration of the summit, and the unique habitat, flora and fauna of the area. Following the tours, visitors had an opportunity to talk with partner booths which included: Bay Area Ridge Trail, State Coastal Conservancy, Amah Mutsun Tribal Band, Grassroots Ecology, Golden Hour Restoration Institute, USAF 682nd Radar Squadron, United Veterans Council of Santa Clara County, and CAL FIRE. In order to control visitor flow and maximize event attendance, participants were shuttled from four different parking lots in the San Jose area to the summit parking lot, where the tours began.

c. **Public Grand Opening – Monday, September 18, 2017**

On the mountain's first official day of opening, partners were invited to set up informational booths to share information to visitors about the Native Californian and Air Force history of Mount Umunhum, the restoration of the summit, and the unique habitat, flora and fauna of the area. Booths this day included: Bay Area Ridge Trail, Amah Mutsun Tribal Band, USAF 682nd Radar Squadron, United Veterans Council of Santa Clara County, and a Midpen welcome booth.

III. **Audio Tour**

The Stories of Mount Umunhum Audio Tour App was made available for download on Google Play and iTunes on Monday, September 18. The app offers a “virtual guided tour” of the summit, with 7 sections that highlight: the history, restoration, and special flora and fauna of the mountain. Promotional elements include signboard flyers, posts on social media/website, and newsletter article in the coming 30 days. The app has been downloaded 500 times in the first two weeks.

IV. **Media Coverage**

The Grand Opening coverage included 9 print/online articles, 7 broadcast news segments, and two radio stories.

V. **Program Evaluation**

The Mount Umunhum Preview Events and Grand Opening Celebrations were on a scale never before attempted by the District. As with all new endeavors, lessons were learned along the way that will shape future successful events.

- a. Debrief sessions have been completed with the event committee and the Public Affairs department, and comments received will help inform future projects.
- b. Attendees were given an opportunity to provide feedback through a variety of surveys including a day-of comment card, and a follow-up electronic survey.

- i. **Comment Card Summary**

During Sunday's Public Grand Opening Day Event, attendees were asked to fill out comment cards to gather both insight on their experience and critiques to improve future events. All the feedback was overwhelmingly positive. Many thanked Midpen for both planning such an informative, organized event, and for all the restoration and planning efforts that went into Mount Umunhum.

- ii. **Public Grand Opening Online Survey**  
An online survey was sent to all registered attendees to gather additional information about their visit, and demographic information about the attendees. The majority of respondents indicated they were very satisfied with all aspects of the experience.
- iii. **Additional planned feedback**  
An online survey has been sent to the partners who had booths at the Public Grand Opening celebration to gather their thoughts and suggestions, and a similar survey will be compiled for the volunteers and docents who participated in the event.

### **FISCAL IMPACT**

There is no fiscal impact associated with receipt of this informational report.

### **BOARD COMMITTEE REVIEW**

The Mount Umunhum Grand Opening Events Project was presented to the Action Plan and Budget Committee as part of the Action Plan and Budget review for FY2017-18.

### **PUBLIC NOTICE**

Public notice was provided as required by the Brown Act.

### **CEQA COMPLIANCE**

This item is not a project subject to the California Environmental Quality Act.

### **NEXT STEPS**

The Public Affairs department will continue to promote Mount Umunhum to the public through various outreach methods such as the newsletter, website, social media, and printed materials.

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