



Midpeninsula Regional
Open Space District

R-19-22
Meeting 19-08
March 27, 2019

AGENDA ITEM 7

AGENDA ITEM

Recognition of Significant Partners at Bear Creek Redwoods Open Space Preserve

GENERAL MANAGER'S RECOMMENDATION

Approve the following recommended list of partners to be recognized for their significant contributions towards the preservation, stewardship, and public opening of Bear Creek Redwoods Open Space Preserve:

- Peninsula Open Space Trust;
- California State Coastal Conservancy;
- California Wildlife Conservation Board;
- Santa Clara Valley Water District;
- Former State Senator Byron Sher;
- Committee for Green Foothills; and
- Midpen Volunteers and Docents.

SUMMARY

In accordance with the *Partner Recognition Signboard* policy language in Board Policy 5.01 (Attachment 1), the General Manager recommends recognizing seven organizations or individuals whose partnership with and support for the Midpeninsula Regional Open Space District (District, Midpen) significantly contributed towards the preservation, stewardship, and public opening of Bear Creek Redwoods Open Space Preserve (Preserve). The District would recognize the California State Coastal Conservancy, California Wildlife Conservation Board, and the Santa Clara Valley Water District (SCVWD) for their significant grant funding support. Peninsula Open Space Trust (POST), former State Senator Byron Sher, Committee for Green Foothills, and Midpen Volunteers and Docents would be recognized for their advocacy, time, fundraising efforts, and/or land negotiations that led to the preservation and stewardship of the Preserve.

DISCUSSION

In the late 1990s, the District became aware of a land purchase opportunity along Bear Creek Road, which ultimately became the present day Preserve. The District was able to acquire and open this Preserve with the help of many individuals and 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

that includes partner logos and names would be installed at the new Alma College parking area, adjacent to the District's standard trailhead signboards. In addition, given the Preserve's unique conservation history, a separate interpretive sign would be installed near the new parking area to tell the story of how community and political advocacy, together with key leadership actions by multiple organizations, made the conservation of this property possible.

Proposed Partners for Recognition

Seven partners are recommended for recognition and inclusion in a new Partner Recognition Signboard: POST, California State Coastal Conservancy, California Wildlife Conservation Board, SCVWD, former State Senator Byron Sher, Committee for Green Foothills, and Midpen Volunteers and Docents.

- **POST** was an instrumental partner in the acquisition of the Preserve. On June 28, 1999, POST acquired the 805-acre Upper Property of the Preserve (formerly known as "Lands of the Arlie Land and Cattle Company"). Grant funds, along with POST's private donations, enabled the District to acquire the property from POST at the discounted sale price of \$10 million.
- **California State Coastal Conservancy** provided a \$3 million grant for the acquisition of the Upper Property and a \$1,682,500 grant in 2003 for the acquisition of a 198-acre addition to the Preserve.
- **California Wildlife Conservation Board** provided \$2 million in grant funding for the acquisition of the Upper Property.
- **SCVWD** provided a \$149,500 grant for the construction of Webb Creek Bridge, a critical creek crossing for opening the western area of the Preserve to public access. In addition to the construction grant, the District also has a Memorandum of Understanding (MOU) with SCVWD for invasive species removal within the Preserve and other preserves within watersheds managed by SCVWD. This MOU grants \$200,000 per year to the District for five years, totaling \$1 million.
- **Former State Senator Byron Sher** provided significant lobbying and legislative assistance, both of which helped the District gain support and grant funding. His legislative efforts included the creation of the San Francisco Bay Program under the Coastal Conservancy in 1999, from which the District received a \$3 million grant. In addition, Senator Sher's yearlong lobbying effort resulted in the California Wildlife Conservation Board approving a \$2 million grant. In 2003, Senator Sher's efforts supported an additional \$1,682,500 Coastal Conservancy grant for a 198-acre addition to the Preserve.
- The **Committee for Green Foothills** strongly opposed the prior estate and golf course development proposal on the Lower Property of the Preserve and helped the District gain support at both local and state levels.
- **Midpen Volunteers and Docents** who have and continue to provide countless hours restoring natural habitats and engaging visitors in natural and cultural history experiences.

Note that grant agreements with the California State Coastal Conservancy, California Wildlife Conservation Board and SCVWD all require recognition signs to be posted at the Preserve. This partner recognition signboard will fulfill these requirements and consolidate the multiple signs into a centralized location. Moreover, the signboard design is flexible in allowing signboard insert replacements with minimal cost to recognize future additional partners at a later date.

Preservation Story Interpretive Signage

A separate, preservation story interpretive sign is under development for the Preserve. This interpretive sign will explain how partners and political advocacy made the acquisition possible to preserve important mixed evergreen and second growth redwood forests in Santa Clara County. This sign will provide additional context, background, and inspiration about this conservation effort. The organizations to be recognized in the interpretive sign include POST, Committee for Green Foothills, Friends of Bear Creek Redwoods and the County of Santa Clara. Staff contacted key people involved in the acquisition, such as the District’s former General Manager, Craig Britton, and POST’s former President, Audrey Rust, for narratives and information to consider for the preservation story interpretive sign.

Web Application: Story Map

An online web application, a Story Map, will provide additional context and details of the Preserve’s acquisition history. Story Maps combine text, imagery, and cartography to create engaging educational materials. The Story Map for the Preserve will include a chapter on the preservation story. This section will describe development threats, advocacy efforts, and the ultimate land purchase and preservation outcome. It will also include a video of interviews with individuals involved in the preservation efforts surrounding the Preserve. Staff has filmed and/or is planning interviews with former staff from the District, POST and Committee for Green Foothills.

FISCAL IMPACT

The adopted Fiscal Year 2018-19 budget includes sufficient funds for the Partner Recognition Signboard (\$5,100), internal signboard content (\$250), and the preservation story interpretive sign (\$8,000), at a total cost of approximately \$14,000.

BOARD COMMITTEE REVIEW

The Legislative, Funding and Public Affairs Committee (LFPAC) reviewed this item on February 5, 2019. LFPAC asked several questions, which are listed below with the responses.

Question	Response
Were any Measure AA funds used for Bear Creek Redwoods improvements? And where will the Measure AA recognition sign be located?	Yes, Measure AA has funded site improvements to prepare the preserve for the 2019 public opening. The District will install a separate sign thanking the public for their support of Measure AA. The Board approved the Measure AA sign design in August 2016. To consolidate signs, the District typically installs the Measure AA sign beneath one of the District signboards.

How will we recognize former Senator Byron Sher?	A text narrative will be provided to recognize the former senator in the District partner recognition signboard.
Regarding signs within the partner signboard; Instead of combining the Santa Clara Valley Water District and the Committee for Green Foothills' logos onto one sign, can we provide two separate recognition signs until we gain more partnerships?	Yes, there is currently space within the signboard to accommodate separate signs for these two partners. In the future, there may be a consolidation of partners into a single sign in order to provide space for future partners.
Is there a way to recognize youth groups for their preservation efforts?	The District will evaluate opportunities to evaluate the recognition of youth groups in supporting Midpen preservation efforts as part of the youth outreach program development. Volunteers of all demographics have provided countless hours restoring the natural habitat within the Preserve. Volunteer recognition will be included in the Midpen sign within the partner signboard.
The District's logo is dramatically larger than the other logos; is that intentional?	The District logo will be the prominent logo within the partner recognition signboard, and staff will work on the appropriate design/layout of the different partner logos.

A Board member felt it would be appropriate to recognize the partners, but is sensitive to adding a signboard which may result in sign pollution. Staff and the General Manager explained that the Board approved the addition of partner recognition signboards as part of Board Policy 5.01 in December 2018 with the intention of centralizing signage at major trailheads, including any required grant funder signs. The installation of this partner signboard is in accordance to the Board's signboard policy. LFPAC unanimously recommended forwarding the list of partners to the full Board for approval, which includes recognizing former Senator Byron Sher in a text narrative.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

The Preserve Plan Environmental Impact Report (EIR) evaluated the installation of signboards and other preserve signage at Bear Creek Redwoods. On January 25, 2017, the Board of Directors adopted a resolution certifying the Final EIR, making certain findings of fact, approving a Statement of Overriding Considerations and a Mitigation Monitoring and Reporting Plan, and approving the Bear Creek Redwoods Preserve Plan, including the Bear Creek Stables Site Plan and the Alma College Cultural Landscape Rehabilitation Plan.

NEXT STEPS

Following Board approval, the partner signs and signboard will be produced and installed in preparation for the grand opening of Bear Creek Redwoods in spring 2019.

Attachment

1. Board Policy 5.01

Responsible Department Head:

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Prepared by:

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Midpeninsula Regional Open Space District

Board Policy Manual

Site Naming, Gift, and Special Recognition	Policy 5.01 Chapter 5 – Historical/Cultural
Effective Date: 8/25/93	Revised Date: 9/12/18
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.