



Midpeninsula Regional  
Open Space District

**LEGISLATIVE, FUNDING, AND PUBLIC AFFAIRS COMMITTEE**

R-20-130  
November 17, 2020

**AGENDA ITEM 3**

**AGENDA ITEM**

50<sup>th</sup> Anniversary Celebration Preparations

**GENERAL MANAGER'S RECOMMENDATION** *den*

Review and provide input on the proposed scope of the 50th Anniversary Celebration plans.

**SUMMARY**

In 2022, the Midpeninsula Regional Open Space District (Midpen) will celebrate 50 years of open space preservation, natural resource protection and ecologically sensitive public access. Plans are under development to commemorate the milestone with a year-long celebration of Midpen's founding, evolution and accomplishments to connect constituents to the next 50 years of open space preservation, natural resource protection and ecologically sensitive public recreation. The General Manager recommends the Legislative, Funding and Public Affairs Committee review and provide input on the priorities identified by a cross-departmental staff committee to facilitate planning for the celebration.

**DISCUSSION**

Founded by voter passage of Measure R in 1972, the Midpeninsula Regional Open Space District will celebrate 50 years of accomplishments in 2022. To mark the occasion, staff has initiated planning for a series of events throughout the 2022 calendar year. This milestone anniversary provides an opportunity to celebrate the agency's founding, evolution and accomplishments and look forward to the next 50 years. A key objective for sharing Midpen's legacy story widely is to increase public awareness and positive regard for the agency, deepen a collective understanding of why open space is important, and engage and celebrate our diverse partners, volunteers, Board and staff for our collective accomplishments. See Attachment 1 for the initial scope of elements to be included in the anniversary year celebration.

The following are highlights of the anniversary celebration plan:

- ANNIVERSARY LOGO – to give a cohesive brand to celebration materials.
- SCIENCE SYMPOSIUM – A science-themed symposium convened by Midpen could allow researchers, land managers, partners and the public to discuss the latest findings in natural resource management, such as wildlife connectivity, vegetation management, fire resilience, ecosystem protection, GIS mapping, Sudden Oak Death and more. Following the symposium, an inclusive anniversary gathering for diverse partners can serve as a capstone to the celebration with speakers, honorees or awards.

- **FILM/VIDEO** – A professionally produced documentary on “The Making of Open Space” could help people understand the benefits and complexities of preserving and maintaining open space. Ideally, the full-length film could be featured on local broadcast television, though we will produce as separate segments of approximately 10 minutes to be used online and in other ways.
- **EXPANDED OUTREACH** - Anniversary-themed outreach events and activities will be interspersed throughout the year as a foundational element of the public celebration. We will increase the amount of tabling we do throughout the District at community events and in preserves. Anniversary-themed docent-led hikes, a hike/visit challenge and partnership events, such as community rides, will be considered.
- **MEDIA SUPPORT** – a cohesive plan for both earned and paid media to promote events and stories related to the 50<sup>th</sup> Anniversary, through advertising, briefings and news releases.

The Committee’s review of and input on the full suite of ideas being proposed will help staff properly scope, resource load and budget for a successful celebration of 50 years of accomplishments in open space preservation, natural resource protection and ecologically sensitive public access. The Committee’s input on preferred options for continued Board or Committee involvement, such as an appointed ad hoc committee or two appointed delegates to attend coordination meetings as planning continues will also streamline preparations and provide expedited decision-making

### **FISCAL IMPACT**

Budgeting will begin upon finalization of the scope. The FY21 budget includes \$15,000 for anniversary planning. This initial funding is proposed to cover graphic design and approximately three months of professional service consultant fees for event planning and video production assistance. Initial ballpark budget expectations will be developed for the items outlined in Attachment 1. Staff will be seeking Committee guidance on an appropriate budget to refine the scope. If a symposium and/or celebratory gathering is pursued, costs can be significantly offset by entrance fees and sponsorships. Actual budgets will be developed with consultant assistance as the scope evolves.

### **BOARD COMMITTEE REVIEW**

This item has not been previously discussed by any Board Committees.

### **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.

## 50th Anniversary Plan Initial Scope

### Goals and Objectives

To commemorate 50 years with a year-long celebration of Midpen's founding, evolution and accomplishments to connect constituents with the next 50 years of open space preservation, natural resource protection and ecologically sensitive public recreation:

- Increase public awareness of and positive regard for Midpen by celebrating accomplishments
- Tell the story of Midpen's legacy, including why nature is essential, how open space is preserved, including the role of rural and working lands, and the partnerships involved)

### Key Elements of 50<sup>th</sup> Anniversary Celebration Plan for January 1-December 31, 2022

- **Commemorative 50<sup>th</sup> Anniversary logo** to be used throughout the year
- **Science Symposium and Anniversary Gathering** – with assistance from event planning consultant, plan a symposium to discuss land management research with public presentations and poster sessions, capped by an inclusive celebratory gathering for diverse partners.
  - Timing: Fall 2022 (Measure R passed 11/72) to lessen event conflicts and weather issues, and provide lead time for preparations.
    - Invite academic and partner organization to present research, panel discussion topics
    - Consider potential to include tracks: land management, community engagement, public access
  - Evening Anniversary gathering with speaker, potential for honorees or awards, such as founders or 50 under 50 looking to the future of open space leadership
  - Potential to livestream or record symposium/celebratory gathering to broaden public access
- **“The Making of Open Space”** - with assistance from professional video production team, create 60-minute documentary exploring the big picture of what it takes to make open space happen in the Bay Area, featuring Midpen and close partners: how a regional environmental protection vision was formed, people who were/are instrumental, what land purchases take, how land managers care for the land, how public access is planned and how it all comes together the create the essential benefits of nature. Built to be evergreen, as roughly six 10-minute segments to allow for additional use separately.
  - Segments:
    1. Overview: Bay Area conservation movement and Measure R: Midpen formation, regional environmental protection vision, 2014 Vision Plan, Measure AA.
    2. Land Acquisition and Conservation – biodiversity, wildlife corridors, water, agriculture, Coastside Protection Area.
    3. Restoration Science & Natural Resources Protection
    4. Public Access Planning & Community Engagement
    5. Outreach, Interpretation and Environmental Education – connecting people to place and the essential benefits of nature
    6. The future of open space (in perpetuity means forever)
  - Narrated by a recognizable, local figure.

- Potential for television broadcast - KQED (requires neutral funding), NBC Bay Area/Telemundo (could be OpenRoad special).
- **Expanded Outreach**
  - **Community Event Tabling**
    - Develop anniversary-themed display and commemorative keepsake items.
    - Select event schedule that balances appearances across Wards (identify highly frequented community locations and established events, such as main libraries, downtown areas, large events, farmers markets, coastal clean-ups/beach festivals, community centers, neighborhood association meetings).
  - **Preserve events focused on visitors** to meet people where they are and encouraging people to come out, styled like the welcome table at the Bear Creek Redwoods opening weekends. Consider the potential to table at each preserve with open public access. Include bilingual staff/volunteers.
  - **Increase history/anniversary-themed docent naturalist or staff-led hikes.** Consider mountain biking and equestrian options. Create anniversary-themed curriculum for partner groups like Latino Outdoors and other youth groups.
  - **Hike/visit challenge** – create a challenge themed to historic milestones where visitors who complete the challenge get a prize. Develop **commemorative trinket** for geocache locations.
  - **Sponsor community bicycle rides** – partner with SVBC at RSA (multimodal project tie in) and possibly RW too (bikeable).
- **Staff engagement**
  - Create special commemorative clothing item.
  - Engage past staff on video to capture oral histories and promote career pathway stories.
- **Website** – create significant 50<sup>th</sup> Anniversary presence on website, integrate videos and history content (new site will feature updated timeline).
- **Newsletters and social media**
  - Celebrate key historic events every month (acquisitions, new projects and programs, key milestones – acreage, trails, studies, etc.).
  - Share remembrances from the community, partners, volunteers and staff (past and present).
  - Highlight partnerships and key leaders who have been instrumental in our history.
- **Create Anniversary edition of 2022 photo calendar**
- **Add Anniversary-themed items to Midpen online store**
- **Elevate key Midpen projects during anniversary year** – opportunity to elevate project profiles during the year, implement anniversary/history tie-ins where applicable, and highlight key partners and community leaders who have been instrumental in completing Midpen projects.
- **Media** – develop a cohesive plan to promote events with advertising. Pitch stories and message themes through press briefings and news releases.
  - Include multilingual advertising in ethnic outlets.
  - Consider materials specifically for underserved communities.
  - Evaluate partnerships to show our film/video segments or other features.

###

## NEXT STEPS

Upon Committee's approval, staff will move forward with releasing requests for proposals for event planning assistance and video production with the goal of beginning engagements in April to finalize the anniversary plan scope, timeline and budget in June 2021.

Attachment:

1. 50th Anniversary Celebration Initial Scope

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