



Midpeninsula Regional
Open Space District

R-21-131
Meeting 21-30
October 27, 2021

SPECIAL MEETING AGENDA ITEM 1

AGENDA ITEM

50th Anniversary Celebration Plan and Matter Unlimited Contract Amendment

GENERAL MANAGER'S RECOMMENDATIONS *den*

1. Approve the year-long plan of public events and activities to celebrate the Midpeninsula Regional Open Space District's 50th Anniversary at a total cost of \$550,000.
2. Authorize the General Manager to execute a contract amendment with Matter Unlimited in an amount not-to-exceed \$380,000 to lead the implementation of numerous key components of the 50th Anniversary Celebration Plan, bringing the contract to a not-to-exceed total amount of \$455,100. This amount is included in and comprises the majority of the total project amount of \$550,000.

SUMMARY

In 2022, the Midpeninsula Regional Open Space District (District) will celebrate 50 years of open space and agricultural land preservation, natural resource protection and ecologically sensitive public access. To commemorate this milestone, staff and the Board of Directors (Board) have envisioned a year-long celebration designed to broaden awareness of the District, particularly among new audiences, by hosting various public events and activities. Staff has been working with appointed Board liaisons and consultant Matter Unlimited (Matter) through a previously approved contract not-to-exceed \$75,100 to refine the scope of potential activities and events, define the elements to the extent that it is possible to determine a budget and timeline, and develop an overall celebration plan (Attachment 1). This plan of year-long public activities and events at an estimated total cost of \$550,000 is being brought to the full Board for final approval. Embedded within this estimated total project cost are contracted services to assist the District with implementing the plan. To secure the remaining services needed to implement the 50th Anniversary Celebration Plan, the General Manager recommends amending the contract with Matter by an additional amount not-to-exceed \$380,000. There are sufficient funds in the Fiscal Year (FY) 2022 budget for the recommended expenditures this fiscal year. Funds for the upcoming fiscal year would be included during the Budget and Action Plan development process.

DISCUSSION

Founded by voter passage of Measure R in 1972, the District is preparing to celebrate 50 years of continuous public support and engagement that has led to incredible accomplishments in land conservation, natural resource protection, public connections to nature, and support of local agriculture. To mark the occasion, staff has worked closely with the Board and Matter to plan a

series of activities and events throughout the 2022 calendar year. The key objectives of the year-long 50th Anniversary Celebration are to:

- commemorate the District’s 50 years from founding to present day;
- connect the public to the District’s work and mission, increasing public awareness and positive regard;
- tell the whole story of the District’s legacy, including why nature is essential, how open space is preserved, the role of rural and working lands, and the partnerships involved;
- engage and celebrate the District’s diverse public, partners, volunteers, board, and staff for their collective accomplishments and ongoing support.

BACKGROUND

Planning for the event began in earnest in November 2020, with a staff presentation to the Legislative, Funding, and Public Affairs Committee (LFPAC) to review and provide input on the proposed scope of the celebrations. Celebratory priorities continued to take shape with input from the full Board at two regular meetings in December 2020, which included assigning teams of two Board members as liaisons to support specific elements. Throughout these discussions, the Board indicated a strong preference for a series of community and partner events to serve as cornerstones of the 50th Anniversary Celebration. These events, along with other activities, will be supported and extended with media outreach, advertising, and ongoing social media campaigns and owned media content. Staff will also connect other activities and events that comprise the regular annual work plan to the 50th Anniversary Celebration through communications, promotion, and graphics.

Once the Board reached consensus on the priorities, a Request for Proposals (RFP) was issued on January 5, 2021, for consultation services to further develop the vision, comprehensive plan, budget, and implementation timeline for the celebration. On May 12, 2021, the Board approved the General Manager’s recommendation to award Matter a contract not-to-exceed \$75,100 to support the first two phases of the celebration planning process, which included developing (1) a plan for the 50th Anniversary Celebration, including proposed events, activities, media relations, advertising, and communications outreach, and (2) a budget and timeline for implementing each project element (Attachment 1). At that time, the General Manager stated the intent to return to the Board with a contract amendment to have Matter perform the third phase of work, which includes final logistics and implementation support for each assigned event and activity, and executing assigned advertising and communications tactics.

In July 2021, Matter led discovery interviews with the Board liaisons and District leadership staff to further refine the vision for the 50th Anniversary Celebration, which was reviewed by the Board at its August 11, 2021, regular meeting.

PLAN CONTEXT AND HIGHLIGHTS

Guided by the vision, site visits, and further input from Board liaisons and staff, Matter has developed the 50th Anniversary Celebration Plan as articulated in Attachment 1, which highlights the events, partnerships, content series/social activations, and media outreach.

The plan reiterates the goals of the project, and key challenges and opportunities identified during discovery, and provides a year-long celebration plan overview. It offers a narrative to set the tone and internally guide the purpose of the celebration plans, a brand platform anchored in

the tagline “From 50 to Forever,” and a special adaptation of the District logo mark, which will launch in celebration preview promotions, and then be used on the website, newsletters and email signatures. The 50th Anniversary mark was designed to be derivative to ensure that following the celebration year, audiences will still connect with the official District logo.

The plan notes the key audiences that the District has identified as priorities to reach with messaging throughout the 50th Anniversary Celebration year. Based on the gap identified by the benchmark research completed in January 2020, events and activities have been designed to reach a primary audience of people aged 20 to 40. In the plan, the age range of this target audience has been increased to 25 to 54 to better align with media audience age brackets. Secondary target audiences reflect the District’s desire to expand outreach to new audiences, including Black, Indigenous & People of Color (BIPOC) and environmental allies (including existing partners and new potential partners), as well as staff and volunteers. Tertiary target audiences represent a desire to increase awareness among the local business community and civic leaders, including elected leaders and staff counterparts in overlapping city, county, state, and federal jurisdictions.

The plan includes an illustration of how the base messaging framework will be used to convey the overall vision of how the District aspires to serve constituents through supporting messages and proof points that resonate with the needs and interests of specific audiences. The messaging will be matched with both the intended audience and the communications channel opportunity. For example, the District’s “owned” media, meaning that which staff controls, including the website, social media, newsletters, signage, and programming, reaches people who already have some familiarity with the District. Therefore, the messages used in that channel will focus on informing and will differ from those used in the “paid” channel, which will be used to reach new audiences and place greater emphasis on inspiration and connection.

The plan further documents the scope for the following events and activities:

Cornerstone events

These events anchor the year-long celebration by bringing people together in shared appreciation for what the community has been able to accomplish with the District toward the long-term goals for preserving, protecting, restoring, and enjoying open space. These events will feature ample opportunities for partner participation, including new partners who may help the District welcome and introduce new audiences. These events include:

- Family-focused event at Ravenswood Open Space Preserve, proposed for April 30, 2022, to take advantage of good weather and complement traditional Earth Day celebrations.
- Partner recognition reception as part of new administrative office (5050 El Camino Real) open house, July/August timing dependent on construction completion and move-in.
- Coastside community connections event at Johnston Ranch, proposed for September 10, 2022, to take advantage of good coastal weather.
- Late fall broadcast debut of an open space documentary proposed to air on NBC Bay Area.

Year-round activities

These ongoing activities represent a steady stream of opportunities to connect with the public and preserve visitors by both engaging existing audiences and attracting new ones. Activities include:

- Series of content articles for District newsletters, web, and social media activations.
For example:
 - “50 Stories/50 Years” (profiles of people and how they are connected to District lands)

- “Love (The Land) Letters” (user-generated testimonials about favorite preserves)
 - “Spotted at Midpen” (user-generated photo challenge)
 - “Did You Know?” / “On this Day in Midpen History” / “Word of the Week” / etc. (consistent series of informational posts that draw people into a deeper understanding of the District and open space land management)
- Monthly preserve tabling outreach days that give visitors opportunities to meet, greet, and engage with District Board members, staff, and volunteers.
- Anniversary-themed docent naturalist guided activities: as outdoor activities are being planned for 2022, docent naturalists have been asked to consider creating anniversary-themed talks, walks, and activities with the goal of offering themed programming that the public can participate in each month.
- Media outreach, including a quarterly pitch to specific local media focused on themes designed to increase awareness of the District’s mission, history, and accomplishments.
- Paid media/advertising in support of events, activities, or general awareness of the District’s mission, history, and accomplishments.
 - *Bay Nature* magazine sponsored content section highlighting District preserves to launch the year-long 50th Anniversary Celebration (proposed for early 2022).
- Partner, sponsor, and community engagement: Tiered partnership opportunities (i.e., promotion, participation, or sponsorship), that allow aligned organizations to join with the District in celebrating and amplifying the 50th Anniversary Celebration activities.
 - Seek corporate/business sponsorships to underwrite cornerstone events and to enhance other activities with additional promotion or prize packages; local businesses in the vicinity of preserves will be offered the opportunity to participate by promoting 50th Anniversary Celebration events and activities.
- 50th Anniversary edition of the 2022 wall calendar, which may be used for partner outreach or as a community outreach giveaway, as well as made available for purchase through the online store (tentative launch November 2021).
- Commemorative items for online store sales and giveaways (tentative launch January 2022).

Additional opportunities

The following projects are part of the regular fiscal year work plan and will be promoted under the 50th Anniversary Celebration messaging umbrella:

- New trail opening at La Honda Creek Open Space Preserve (Spring/Summer 2022)
- Alma Cultural Landscape opening at Bear Creek Redwoods Open Space Preserve (Summer/Fall 2022, tentative)
- Community/partner tabling events, appearances, and activities, such as the Bay Area Science Festival, Coastside Farmers’ Market, and Green Foothills 60th Anniversary.

Following Board acceptance of this comprehensive plan, work will begin in creating the implementation/logistical plans for each planned element. The General Manager recommends amending the contract with Matter in the amount of \$240,000 to lead the implementation of numerous key components of the 50th Anniversary Celebration, including:

- Implementation of three cornerstone events
- Reimbursement of incidental expenses for the three events (e.g., vendors, supplies, signage)
- Proactive new partner outreach, introductions, and relationship cultivation
- Proactive media relations and pitching

- Creative development (including copywriting and design) and production support of content material
- Reporting and measurement of performance objectives
- Strategic support to achieve celebration objectives

The total budget for all elements included in the 50th Anniversary Celebration plan is \$550,000 as shown below.

Contract	Vendor	Project Description	Amount (\$)
2021-162	Matter Unlimited	50 th Anniversary Planning	75,100
2022-15	Digital Story Co.	50 th Anniversary Video	90,700
Proposed amendment	Matter Unlimited	50 th Ann. Implementation (Services and Hard Costs)	380,000
Incidentals	District	50 th Anniversary Related Costs Not Included Above	4,200
Total			550,000

FISCAL IMPACT

There are sufficient funds in the adopted FY22 Budget to cover the cost of the recommendation. Funds for future fiscal year expenses will be recommended in future fiscal year budgets as a part of the annual Budget and Action Plan process.

BOARD AND COMMITTEE REVIEW

This Project previously came before the Board of Directors at the following public meetings:

November 17, 2020: LFPAC review and input on the proposed scope of the 50th Anniversary Celebration. ([R-20-130](#), [meeting minutes](#))

December 9, 2020: Board review and input on the proposed scope of the 50th Anniversary Celebration. ([R-20-148](#), [meeting minutes](#))

December 16, 2020: Board discussion and input on the proposed scope of the 50th Anniversary Celebration. ([R-20-148 - revised](#), [meeting minutes](#))

February 24, 2021: Oral update and board discussion on the 50th Anniversary Celebration. ([meeting minutes](#))

April 14, 2021: Oral update and board discussion on the 50th Anniversary Celebration. ([meeting minutes](#))

May 12, 2021: Board award of contract to Matter Unlimited to develop a vision, comprehensive plan, budget and implementation timeline for the 50th Anniversary Celebration ([R-21-61](#), [meeting minutes](#))

August 11, 2021: Oral update and board discussion on the 50th Anniversary Celebration vision developed by Matter Unlimited ([meeting minutes](#))

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

The 50th Anniversary events are categorically exempt under CEQA Guidelines section 15304(e), which covers minor temporary use of land having negligible or no permanent effects on the environment (e.g., temporary outdoor public gatherings); and CEQA Guidelines section 15323, normal operations of facilities for public gatherings, such as the use of Ravenswood Open Space Preserve for the Earth Day celebration described herein.

NEXT STEPS

Pending Board approval, staff will work with Matter to develop the implementation/logistical plans for each element. As those plans take shape, Board liaisons and cross-departmental staff will be offered the opportunity to participate and take on key implementation task assignments. The public affairs manager will continue to present oral updates to the full Board regarding the progress of implementation on a semi-regular basis.

Pending Board approval, staff will execute the contract amendment with Matter Unlimited for event production and communications and public relations consulting services to support implementation of the 50th Anniversary comprehensive plan.

Attachment

1. 50th Anniversary comprehensive plan

Responsible Department Head:
Korrine Skinner, Public Affairs

Prepared by:
Sasha Hnatkovich, Public Affairs Specialist II, Public Affairs



50th ANNIVERSARY COMPREHENSIVE PLAN

ROUTING DRAFT V4

OCTOBER 5, 2021

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50TH ANNIVERSARY CELEBRATION GOALS

Key Objectives:

1. Commemorate Midpen's 50 years, from founding to evolution
2. Connect the public to Midpen's work and mission, **increasing public awareness and positive regard**
3. Tell the whole story of Midpen's legacy including why nature is essential, how open space is preserved, the role of rural and working lands and the partnerships involved
4. Engage and celebrate Midpen's diverse partners, volunteers, board and staff for your collective accomplishments

AS IDENTIFIED IN OUR DISCOVERY

Key Challenges:

- Creating a strong, clear connection between Midpen lands and individual, community, and regional quality of life in the Bay Area
- Communicating Midpen's rich history and future vision in a unified narrative – without getting lost in many discrete details and data points
- Standing out among a sea of land trusts, parks and environmental organizations in the region in order to distinguish what Midpen does (and doesn't do)
- Widening the tent to create meaningful new connections to groups who are unaware that these open space lands are here or that Midpen is the organization behind them

AS IDENTIFIED IN OUR DISCOVERY

Key Opportunities:

- Surfacing relatable human stories and hard-won triumphs over the past 50 years to help audiences recognize (and internalize) the quiet role Midpen has played in improving the quality of life in the Bay Area
- Using the 50th Anniversary as an opportunity to reach out and engage with new audiences and prospective partners within BIPOC, business and outdoor enthusiast communities
- Peeling back the curtain on the work of Midpen and its partners to reveal how much more goes into preserving, protecting and restoring these lands in order for them to continue to be a healthy, thriving, biodiverse greenbelt safely enjoyed by all

Attachment 1

ANNIVERSARY OVERVIEW

50th ANNIVERSARY PLAN

Attachment 1

A YEAR LONG CELEBRATION

We take advantage of Midpen's anniversary to endeavor a two-pronged goal: drive awareness of the value of open space and of Midpen's work in protecting it. We propose to achieve this with:

EVENTS

- A bayside family event at Ravenswood Preserve and Cooley Landing featuring local food trucks, a scavenger hunt, and nature-inspired prizes.
- A coastside event at Johnston Ranch featuring farm fresh food, local art and music, a guided walking tour, and a presentation detailing collaborations with the farming and ranching communities.
- An open house for the new administrative offices, followed by a reception of invited partners and dignitaries to celebrate the last 50 years.

PARTNERSHIPS

- Broaden outreach to a range of targets in the mid-peninsula who aren't familiar with the work of Midpen but who benefit from it.
- Provide new partners with toolkits that would help them amplify their involvement with Midpen to their own audiences.
- Hold tabling events at selected preserves throughout the year designed to serve a cross-section of people.

CONTENT SERIES / SOCIAL ACTIVATIONS

- A 50-year narrative is woven together by 50 different people telling their individual Midpen stories.
- A call for love letters! Midpen appreciators submit letters for a chance to win branded prizes. Letters can serve as social media content for years to come.
- A photo contest with the theme Spotted at Midpen can reward lucky winners with prizes and a feature on our social media feeds.

PUBLICITY

- Leverage earned media to raise Midpen's profile and gain increased exposure to new young and diverse target audiences.
- Engage journalists / influencers routinely covering environmental, Silicon Valley work / life balance, as well as mental health issues.
- Send them press kits and pitch the mutual benefit of covering Midpen's anniversary year.
- Build tentpole press events throughout the 50th as well as maintain ongoing proactive pitching to the press.

50th Anniversary Narrative

FROM 50 TO FOREVER

The peninsula dividing the ocean and the bay features a dense coat of green, sloping from its tree-lined spine to its craggy coast.

That land is Midpen, a 65,000-acre greenbelt, the second largest in all of California.

The land is protected, cared for by an ever-evolving crew of dedicated staffers, directors, board members, and volunteers who've been actively future-proofing this crucial ecosystem for what is now officially 50 years.

This 50-year mark is our chance to recognize the opportunity given to us by the Peninsula community and the land itself. We see our mission not as a way to protect land from people, but a way to protect it for people. We're proud to shape a future where people and land can rely on each other, and thrive on each other, in perpetuity.

Midpen. From 50 to Forever.

Attachment 1

ANNIVERSARY PLATFORM

Attachment 1

PLATFORM

From 50 to Forever

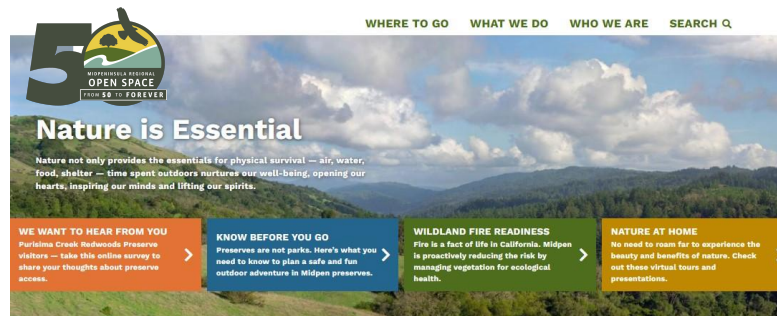
50TH ANNIVERSARY BRAND EXPRESSION

Attachment 1



Attachment 1

To build anticipation for the year-long commemoration, we'll be rolling out the 50th anniversary logo in pre-promotion this Fall. Beginning in January, the temporary commemorative logo could appear on the website, email signatures, publications and all 50th promotion. We've intentionally kept the design closely related to the core Midpen logo, to ensure a seamless transition into and out of the celebration year.



August 2021

August brings both blooms (still) and bugs to discover.

Read on to brush up on your Leave No Trace principles, find out about new grant funding available to organizations, learn about ongoing projects and get public meeting updates.

Nature in August: Fuchsias in Bloom

The grasses are golden and most wildflowers have faded and gone to seed, however, the California fuchsia (*Epilobium canum*), is just beginning to show its brilliant red trumpet-shaped flowers.

This late-summer bloomer is an important food source for hummingbirds as they prepare to migrate south when the seasons turn and for pollinators such as butterflies and bumblebees. Look for it now through fall in dry, rocky soils at St. Joseph's Hill, Sierra Azul, Russian Ridge and many other Midpen preserves.



California fuchsia is an important late-summer food source for hummingbirds and other pollinators. (Lubor Plackek)



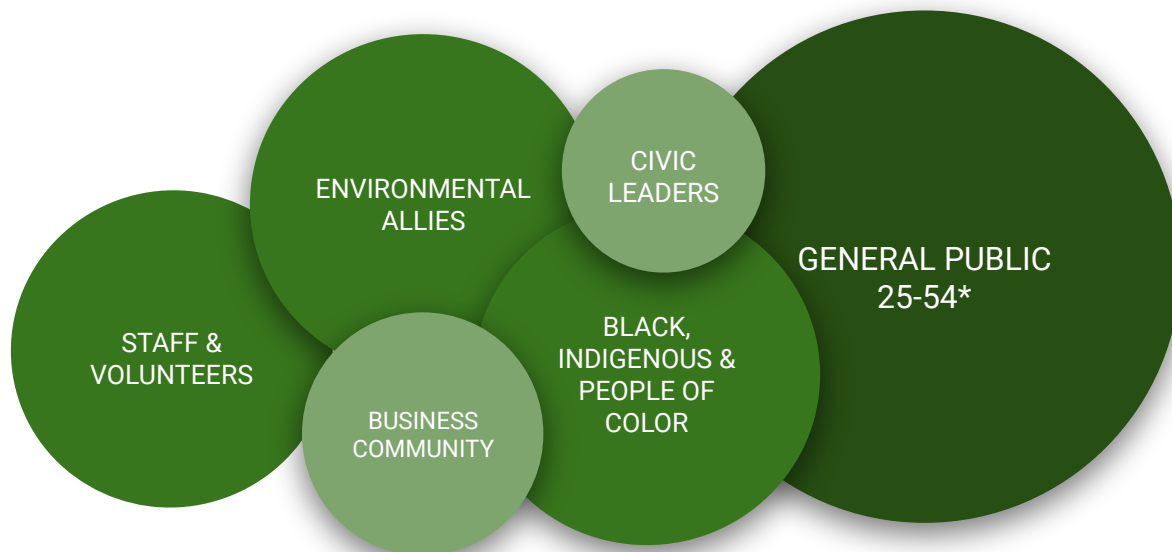
California fuchsia in bloom at Russian Ridge Preserve. (Leigh Ann Gessner)

SEASONS OF OPEN SPACE SERIES

Attachment 1

KEY AUDIENCES

KEY AUDIENCES

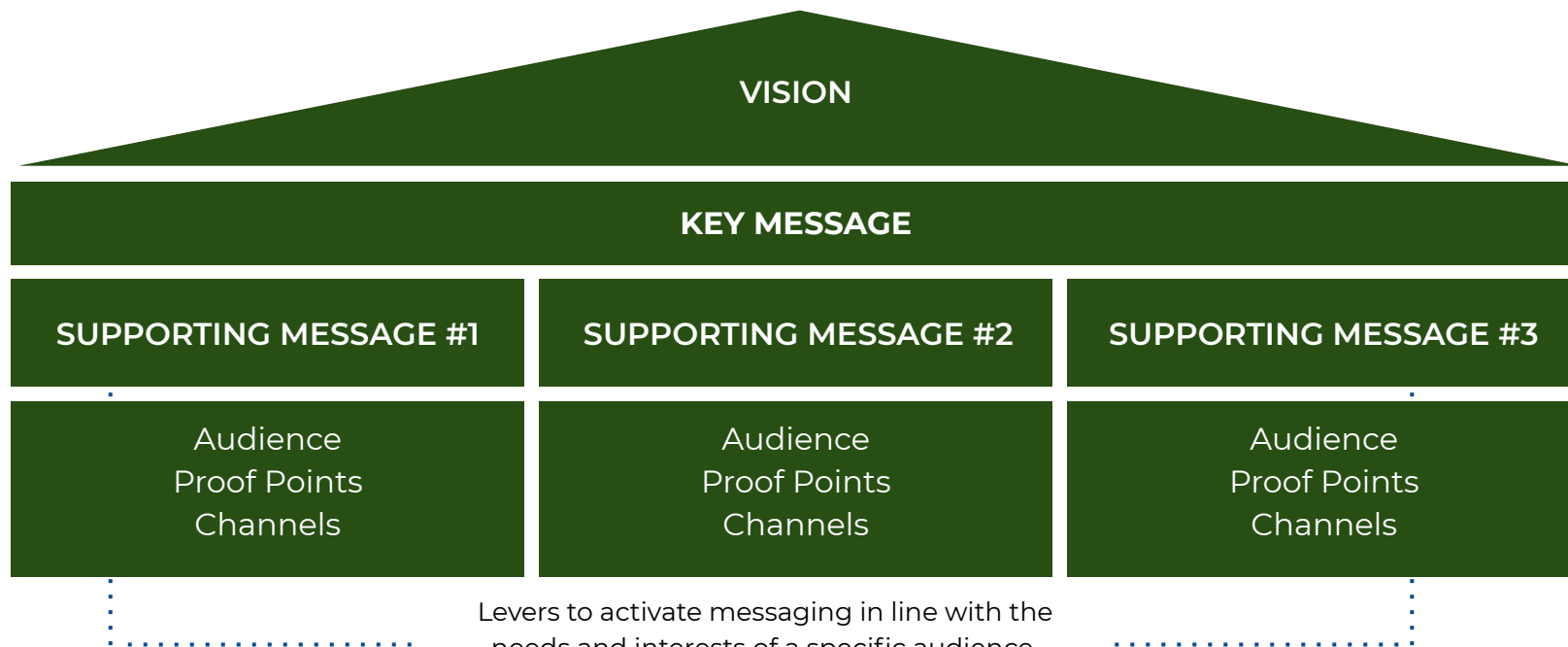


**increased range to align with media age brackets and reflect regional demographics of outdoor interested, environmentalist and tax paying audience groups*

MESSAGING FRAMEWORK

Attachment 1

MIDPEN MESSAGING FRAMEWORK



Levers to activate messaging in line with the needs and interests of a specific audience, signalling trust

Attachment 1

CHANNEL ECOSYSTEM

CHANNEL ECOSYSTEM — OPPORTUNITIES

One of the key outcomes of this celebration is the widening of Midpen's circle of awareness and growing the community people and organizations who know and support the mission. To achieve this end, it will be important to use every communication touchpoint as an opportunity to build and deepen relationships.

Honoring the native intent of certain mediums and platforms to either connect, inform, inspire or amplify, we'll determine the right channel strategy and mix to deliver channel appropriate content and announcements that meet audiences in where they are.

For example, the Midpen website is a hub that will inform audiences of our events, while being featured in our partners' newsletters will help amplify our efforts of reaching more audiences outside of our reach.

OWNED

- Website
- Social
- Newsletter
- Email
- Collateral
- On-site Signage
- Community Outreach and Programming

EARNED

- Press Releases
- Media Pitches
- Event Coverage
- Word of Mouth
- Online Forums
- Activations

PARTNERED

- Partner Events
- Partner Email
- Partner Newsletters
- Partner Social
- Partner Internal Comms

PAID

- Documentary
- Paid Social
- Regional Magazines
- Regional News
- Community News
- Out of Home

Attachment 1

EVENTS PLAN

BAYSIDE — RAVENSWOOD



Attachment 1

KEY FACTS

LOCATION: Cooley Landing, East Palo Alto

CHARACTER: Accessible, Inclusive, Festive

ESTIMATED ATTENDANCE: 125-220 People

SEASON: Spring

DATE: April 30, 2022 (Proposed)

DESCRIPTION

In this family-focused event, we'll invite community members from around the peninsula to explore the Ravenswood Preserve and Bay Trail, and participate in festivities hosted at Cooley Landing and Ravenswood Preserve. Families could have the opportunity to complete scavenger hunts, spot an array of wildlife and connect to this remarkable resource just off 101. We can lean into 50th anniversary thematics with a range of potential tie-ins: scavenger hunt maps with 50 interesting and little known facts about the preserve, and commemorative prizes granted to the first 50 families who complete scavenger hunt, potentially giving away bikes or scooters to local families if a sponsoring partner or donor can be secured.

Attachment 1

RAVENSWOOD — LOGISTICAL MAP



RAVENSWOOD — LOGISTICAL MAP



BAYSIDE EVENT ——— KEY COMPONENTS

ACTIVITIES MAY INCLUDE

- Outdoor Education & Partner Information Pop ups
 - possibly including, but not limited to SF Bay Trail, POST, Green Foothills, East Palo Alto
- Pick your protected species face painting (e.g. Mountain Lion, Dusky Footed Woodrat, Red Legged Frog)
- Scavenger Hunt
- Food Trucks
- Nature Themed Prizes & Giveaways

VENDOR NEEDS

- Parking & Shuttle
- Water
- Sanitation
- Restrooms
- Trash, Recycling & Composting
- Clean Up Crew
- Food Truck(s) - 1-2 (1 Food Truck = 80-100 meals/hr)

PERMITTING NEEDS

- Special Community Event Permit
- Tent or temp membrane Permit
- Temporary Event Coordinator Permit

CONTINGENCY PLANS

- Contingency Date: Summer 2022
- Covid: Event staff, vendors and attendees must adhere to all county and state regulations and requirements. If required, mask wearing and social distancing will be enforced, and vaccination checkpoints will be established.
- In the case of vendor fall-outs, Matter will maintain a complete list of alternative vendors

ADDITIONAL CONSIDERATIONS

Matter could reach out to local outdoor companies for prize donations for the scavenger hunt (Midpen already partners with some of these: Strava, Alltrails, Santa Cruz bicycles, Camelbak, Mountain Hardwear, REI, Sports Basement, CLIF Bar, Marmot, Klean Kanteen, Hipcamp, etc.)

COASTSIDE ——— JOHNSTON RANCH



Attachment 1

KEY FACTS

LOCATION: Johnston Ranch

CHARACTER: Active, Future Forward, Hopeful

SIZE: TBD

SEASON: Fall

DATE: September 10, 2022

DESCRIPTION

In this “Connectivity” inspired event, guests will have the opportunity to engage with Midpen’s partners on site and learn more about collaborations with the farming and ranching community, and the importance of preserving our open spaces.

On stage, we could feature local music, and programming from partners in the community, highlighting the importance of conservation work and partnership with Midpen along the coast. Guests may be able to enjoy a guided walking tour of the area to learn more about agriculture on the Coastsides and nearby open spaces. Booth spaces could potentially feature local partners, community organizations and perhaps local farmers and artisans with wares for sale.

Attachment 1

JOHNSTON RANCH — LOGISTICAL MAP



COASTSIDE EVENT ——— KEY COMPONENTS

ACTIVITIES MAY INCLUDE

- Partner Education and Information Booths
 - possibly including, but not limited to POST, Green Foothills, City of HMB, ALAS, Puente, Coastside Chamber, and more.
- Food
- Music
- Local Artists
- Guided Walking Tours

VENDOR NEEDS

- Parking & Shuttle
- Water
- Sanitation
- Restrooms
- Trash, Recycling & Composting
- Clean Up Crew
- Food Booths

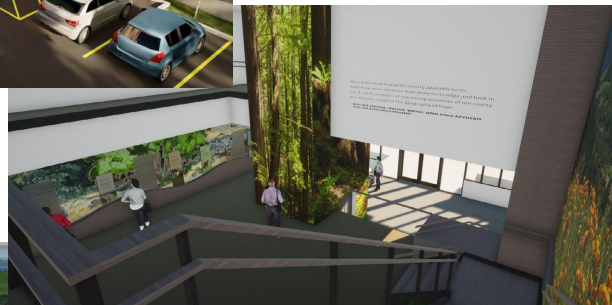
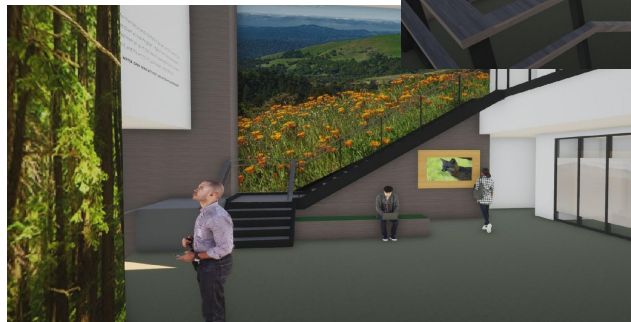
PERMITTING NEEDS

- Special Community Event Permit
- Tent or temp membrane Permit
- Temporary Event Coordinator Permit

CONTINGENCY PLANS

- Contingency Date: September 17, 2022
- Covid: Event staff, vendors and attendees must adhere to all county and state regulations and requirements. If required, mask wearing and social distancing will be enforced, and vaccination checkpoints will be established.
- In the case of vendor fall-outs, Matter will maintain a complete list of alternative vendors

AO OPEN HOUSE ——— LOS ALTOS



Attachment 1

KEY FACTS

LOCATION: New administrative offices

CHARACTER: Warm, welcoming, commemorative, gratitude

SIZE: 200+ People

SEASON: Summer 2022

DATE: June or July, pending building completion

DESCRIPTION

Invitation to the community to explore new building and learn more about Midpen, capped by an afternoon gratitude reception of invited partners and dignitaries to celebrate the people, partners and milestones of the past 50 years.

NOTE: Event layout and seating to be determined during execution phase.

CAPSTONE EVENT ———

DOCUMENTARY



Attachment 1

OVERVIEW

Capstone event will be the airing of the documentary, proposed for Thanksgiving weekend 2021 on NBC Bay Area.

DESCRIPTION

A broadcast television documentary will air that follows the process of making open space public using success stories from Midpen's 50 years of accomplishments. The 50 to 60-minute film will feature Midpen and the work we do, with partners, to protect natural resources by preserving open space lands, by caring for those lands using science to inform land management and restoration decisions and by educating our collective community to enjoy all the benefits of nature these lands provide.

PARTNER, SPONSOR & COMMUNITY ENGAGEMENT

PARTNER AND SPONSOR ENGAGEMENT

The 50th Anniversary provides an opportunity to cement long standing partner relationships, reinvigorate lapsed ones and ignite new ones. POST and Green Foothills will lead us into the year as presenting sponsors. Proactive pitching to prospective partners that fall outside of Midpen's core ally set can open the door to new audiences that aren't currently aware of Midpen or understand its tremendous value in the region -- a region that is bursting with environmental allies, corporate sustainability leaders, BIPOC organizations and civic leaders whose districts and constituencies have a vested interest in maintaining and protecting this regional gem of a greenbelt. Throughout the year, we will work together to widen the tent of allies and partners through proactive outreach and engagement to a range of mission-aligned targets. Our focus will be to secure short-term Anniversary Sponsorships, but more meaningfully, long-term alliances and partnerships.

PARTNER AMPLIFICATION

Once desired panelists and partners have been identified, and the engagement terms confirmed, we recommend touting those commitments on social media and providing partners with a toolkit to promote the anniversary (and their participation) that they can share in their owned channels. This simple, yet compelling partner toolkit could include approved boilerplate language an overview of Midpen and the significance of the 50th anniversary, sample social post captions and relevant hashtags.

SAMPLE PRIORITY OUTREACH TARGETS

ENVIRONMENTAL ALLIES

Peninsula Open Space Trust
Green Foothills
Green Action East Palo Alto
Nuestra Casa East Palo Alto
Sustainable San Mateo County
350 Silicon Valley
350 Santa Cruz
Women's Environmental
Network (WEN)
Eagle Scouts & Girl Scouts
Environmental Volunteers
Grassroots Ecology
Hidden Villa
Latino Outdoors
Morgan Center
PGM One Summit
Save the Redwoods League
Student Conservation Association (SCA)

***CORPORATE SUSTAINABILITY
LEADERS***

Google
Facebook
Apple
Adobe
Bank of the West
CLIF
The North Face
REI
Camelback
Marmot
Patagonia

BIPOC ORGANIZATIONS

Amah Mutsun Land Trust
Inclusion Outdoors
Diversify Outdoors
California Outdoor Engagement Coalition
Outdoor AFRO
Outdoors Empowered Network (OEN)
Melanin Basecamp
Bay Area Wilderness Training
Asian Pacific Environmental Network
PGM One
Youth Outside
Latino Outdoors
Puente
Native Women's Wilderness
Indigenous Women Hike

CIVIC LEADERS

Federal delegation
State legislative delegation
County supervisors
City councils
Community councils

COMMUNITY ENGAGEMENT

SELECT MIDPEN PRESERVES TABLING



Attachment 1

KEY FACTS

LOCATION: 12 MIDPEN PRESERVES

CHARACTER: INFORMATIVE, FRIENDLY, INCLUSIVE

SIZE: VARIES

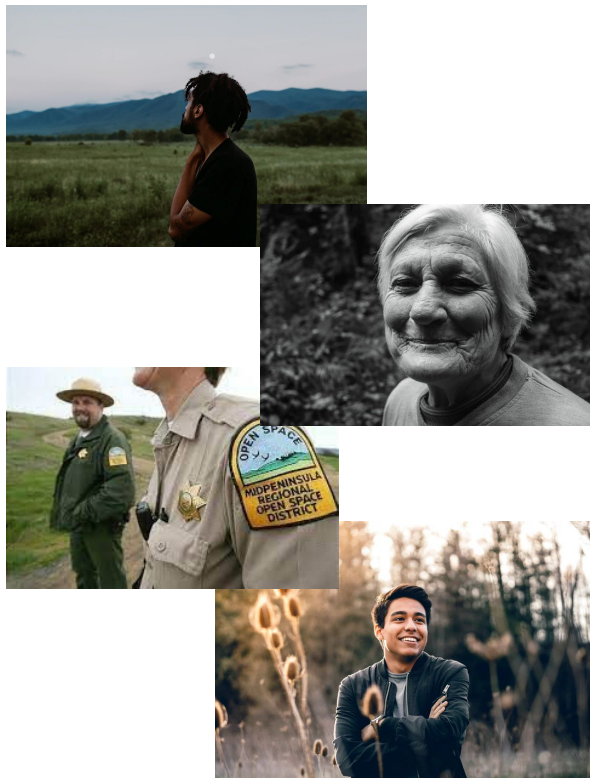
SEASON: MONTHLY, YEAR ROUND

DESCRIPTION

Midpen staff, board members and volunteers will set up a welcome table at selected preserves throughout the year. Day, hours and location will vary by preserve to serve a large cross-section of users, who will be invited to share their stories, questions and concerns while learning more about Midpen.

CONTENT SERIES & SOCIAL ACTIVATIONS

OPEN STORIES



Through the anniversary celebration, we could tell the story of the lands through 50 people for 50 years. Over the course of the calendar year we would seek out diverse perspectives on what the land means to them. Whether they steward it, work it, protect it, play in it, think in it, create in it or simply love it. They are who we celebrate in this series #openstories

Some of these stories could be told through a simple social post with image and caption, others could lend themselves to an editorial article on the website. Others could be pitched to the media for profile pieces. Each of the individuals selected could be invited to as special guests to our two signature events where they could be given special recognition and a commemorative gift.

Examples may include:

- Descendant from the tribal representatives who lived on the land
- Long-serving Midpen rangers or docents/volunteers
- Differently abled person who accesses the park
- Tech exec or small business owner
- Parent and child
- Staff person
- Lead organizer of a biking, hiking or bird watching group

OPEN HEARTS

LOVE (THE LAND) LETTERS



"Dear Midpen,

It was spring 2001, and I had just been told that my position had been eliminated as a result of the dot com bubble bursting. I left my office not knowing where my life was headed or what I was going to tell my family. I hiked up to Russian Ridge that afternoon and watched the sun set. I've never felt a greater sense of calm. It was in that moment that I knew that all would be ok. Thank you for giving me space to process and gain perspective. It saved me."

*With Love,
-- Regina Jackson*

"Dear Midpen,

I'm a science teacher at East Palo Alto Academy. Many of my students have never spent time connected to nature, despite living so close to it. This year, I've started leading field trips down to the Ravenswood Preserve. As soon as we hit the footpath, the kids seem to shed all their stress and come alive! They point out birds and listen for frogs. Some stare out at the water and reflect. It is the most alive I've seen them. Thank you for carving out this space for us."

*With Love,
-- David Bingham*

Every person who spends time in these preserves comes to feel a certain sense of peace, connection and even, love for these open spaces. Every person has a story of the time when that moment of clarity or deep sense of gratitude overcame them. In this activation and content series kicking off in February, we'll use Midpen's owned channels to invite audiences to submit their love letters to Midpen about the preserve they love the most and why. Winners could receive a commemorative gift and their statements could serve as a rich repository of social media content for years to come.

SPOTTED AT MIDPEN

Spotted at Midpen is a year-long program designed to engage community participation from a new, younger and more diverse target.

To kick off the program, we could publish a guide with plants and wildlife visitors can spot throughout the year and send to Midpen. This applies to animals, insects, plants, even summer fog #spottedatmidpen. What's nice about this handle is that it can also accommodate deeper, intangible benefits to Peninsula residents such as peace of mind or tranquility, #spottedatmidpen. Whether visitors send the tangible or intangible, the Midpen community management team can pick a favorite and send merchandise prizes.

We will explore leveraging a apps like Outerspatial and iNaturalist to support the #spottedatmidpen social engagement.



OuterSpatial

LOCAL BUSINESS PARTNERSHIPS

We'll provide local businesses partners with a creative asset that'll allow them to display and help us build our audience. Possible partners include:

- Local restaurants
- Gear retail
- Bookstores
- Coastside farmers market vendors

Attachment 1



Attachment 1

PR & COMMUNICATIONS

MEDIA OUTREACH

We'll leverage the power of earned media to raise the public profile of Midpen and gain exposure to the key audiences we've identified together. We'll begin this process by identifying key journalists and influencers who focus on climate resilience, climate justice, land preservation, intersectional environmentalism, outdoor exploration and even mental health. Once these target journalists and influencers have been identified and narrowed, we'll develop a pitch letter and press kit that includes an introduction to Midpen and its mission, an overview of the 50th Celebration and historical context, as well as a deeper dive into the relevant topical connection points between Midpen and the issue/beat they cover. Our PR efforts will feature key tentpole press events as well as ongoing proactive pitching throughout the year.

SAMPLE TARGET OUTLETS**REGIONAL AND LOCAL NEWS (PRINT & DIGITAL)**

7x7
East Bay Times
Half Moon Bay Review
IMPACT Weekly (*Santa Clara County Office of Education's weekly education bulletin*)
Pacifica Tribune
Palo Alto Daily Post
San Francisco Bay Times
San Francisco Chronicle
San Mateo County Times
San Mateo Daily Journal
Santa Clara Weekly
Santa Cruz Sentinel
Silicon Valley Voice
SFGATE
SFist
The Almanac
The Mercury News
The Stanford Daily

MAGAZINES (PRINT & DIGITAL)

Alta
Bay Nature Magazine
The California Sunday Magazine
Outside
Outdoor California
Sierra Magazine
Silicon Valley Business Journal
Silicon Valley Magazine
Sunset
Wild Hope Magazine

TV

California Live
KGO (ABC)
KNTV (NBC)
KPIX (CBS)
KRON 4
KSBW Newsroom
KTVU (FOX)
KQED

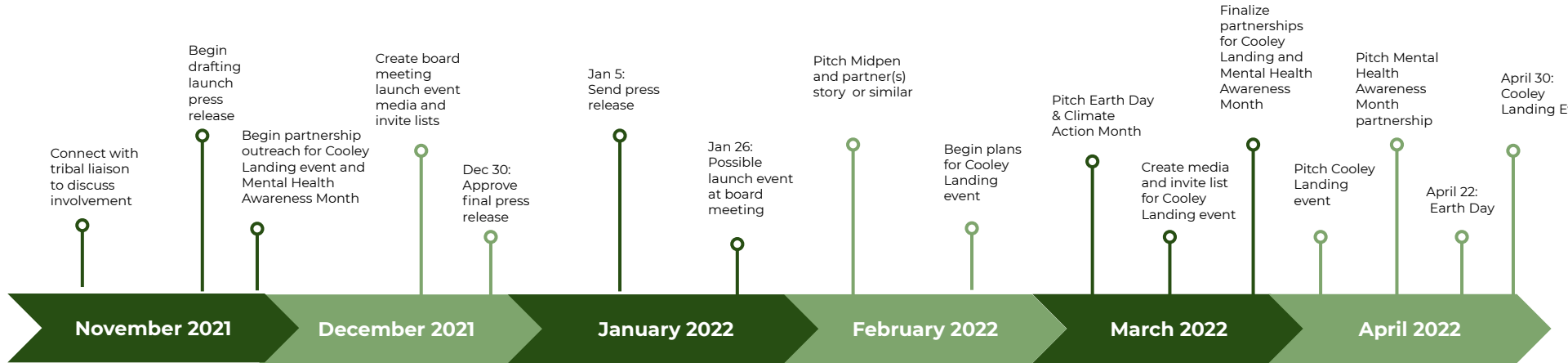
BIPOC

Asian Journal
El Tecolote
El Observador San Jose
India Post
La Opinión
Nikkei West
Sing Tao Daily
SF Bayview
World Journal
Telemundo 48

RADIO

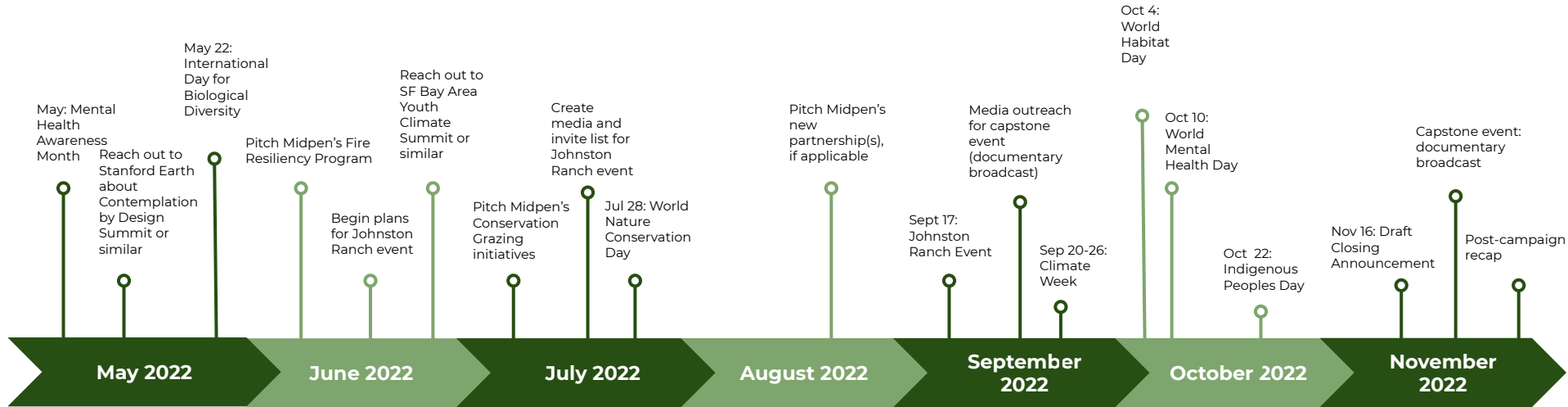
KGO
KCBS
KQED
KOIT
KCSM

PR ROLLOUT



Key Milestones

PR ROLLOUT



Key Milestones

PAID MEDIA

While we will leverage earned media as our key amplification and awareness engine to extend to new audiences outside of your current circle, we will consider key opportunities to incorporate paid social, print, magazine special sections (*Bay Nature* already planned), potential local out of home postings and digital advertising where necessary. Flight schedules plans, including duration, target audience profiles and goal impressions would be defined at the time of media planning once the comprehensive plan is approved. (November / December 2021).

ORGANIC SOCIAL

Using Midpen's owned social media channels (Facebook, Twitter, Instagram), we can inform, inspire and further connect existing audiences to Midpen's mission and anniversary activities throughout the year. We recommend a repeatable cadence of content organized into a number of series that seed prompts, provide inspiration and communicate clear and compelling calls to action to engage in the celebration. The examples below are a sample of what's possible. Not a definitive list.

POSSIBLE CONTENT SERIES

50 STORIES/50 YEARS

In this weekly content series, we could tell the stories of the lands over the past 50 years. We might highlight past stewards, devoted staff and volunteers, little known difference makers, and visitors who have found refuge in the preserves.

DID YOU KNOW?

There's so much more to Midpen than most people know. In this educational content series we'll peel back the curtain for our social media followers with a Did-You-Know series. Topics could include Midpen history, word of the week (airshed, refugia) and details on what it takes to acquire, protect, maintain and preserve these open spaces.

EVENTS & ANNOUNCEMENTS

Milestone celebration events and announcements, will be featured in these informative posts, giving audiences the information they need to engage in the year-long schedule of activities.

#SPOTTEDATMIDPEN

Throughout the course of the year we'll invite members of the public to send us photos showing what they #spottedatmidpen. Photos could include everything from the tangible redwoods and butterflies to the more intangible benefits like: peace and tranquility. Midpen's team chooses periodic winner. We share their photo on our feed and send them Midpen prizes.

INSPIRATION

These simple posts (image, typographic inspiration) will provide some visual relief in the feed, while also providing some much needed inspiration. We'll tap into Midpen's library of beautiful imagery photographed at the preserves and possibly include quotes from Midpen staff and partner naturalists and conservationists to provide a dose of inspiration on what nature provides us.

FEATURED PRESERVE

Each of Midpen's 26 preserves features distinct physical and ecological features, and a rich story of how it came to be protected land. In this content series we'll shine a spotlight on each of Midpen's preserves, pairing key facts (acres, date acquired, etc.) with its most arresting and iconic imagery.


LOVE LETTERS TO MIDPEN

Every person who spends time in these preserves comes to feel a certain sense of peace, connection and even, love for these lands. In this activation and content series kicking off in February, we'll invite audiences to submit their love letters to Midpen about the preserve they love the most and why. Winners will receive a commemorative gift and their statements will serve as a rich repository of social media content for years to come.








CULTURAL & SOCIAL RELEVANCE DATES

To connect the work of Midpen to culture and the broader themes and topics that define its work and mission, this content series will highlight key cultural and social relevance dates throughout the year (e.g. Biodiversity Day, World Habitat Day).

We'll leverage Midpen's existing quarterly newsletter distribution to over 13,700 households as well as the 23,500 monthly e-newsletter recipients to launch the celebration and keep people connected to the stories and events that are happening throughout the year. We also suggest staff send out an email to everyone in the existing Midpen database, announcing the Anniversary and inviting them to tune into the year long celebration. Any new newsletter or email signups that Midpen receives during the 2022 should be met with a welcome series of emails that foster community and encourage other ways to stay engaged over the course of the anniversary.




[VISIT A PRESERVE](#)
[WHAT TO DO](#)
[OUR WORK](#)
[ABOUT US](#)
[STORE](#)
[DONATE](#)

[MAP](#)

[UPDATED COVID-19 RESTRICTIONS](#)

AN EXTRAORDINARY YEAR OF GROWTH



Reflecting on our first year that ended June 30, 2020, we have a lot to be proud of. We have grown our membership by 15%, increased our volunteer base, and our revenue to over \$1 million. We have also been able to continue providing staff and visitors with a safe, enjoyable experience, including many first-time visitors. We have brought nature closer to home with the addition of a new broadcast center at the Darrin Center and Agave Farm.

As people marched in solidarity for racial and social justice, the Midpen Conservancy opened a new chapter in our history. We have been able to provide support, information, and education, offering that same to members as well. I am proud to have been able to continue to provide a safe, enjoyable experience for our members and visitors, and to have been able to continue to provide a safe, enjoyable experience for our members and visitors.

In the face of climate change, demands of the suppression, and natural resource management, we have been able to continue to provide a safe, enjoyable experience for our members and visitors. We have been able to continue to provide a safe, enjoyable experience for our members and visitors.

Despite these challenges, it was a productive year in furthering our mission of land conservation, natural resource protection and ecologically sensitive areas. Midpen protected another 68 acres in perpetuity and expanded regional trail connections to improve access, completing the small-scale San Juan Preserve. Bay Trail connections at Riverside Preserve and expanding the Santiago to the Sea Trail. We managed seasonal accessibility barriers to improve access for people with different physical abilities, began an educational program at our site, and explored new opportunities to improve trails, bicycle and pedestrian access to popular preserves.


Real-estate development poses a unique challenge to the protection of the Highway 1 project to create small trail and wildlife corridors. We worked with stakeholders to study the project and inform land management decisions to the extent of the market to ensure that the project is a net benefit to the community. We have been able to continue to provide a safe, enjoyable experience for our members and visitors.

We closed the year by exploring a new partnership with Santa Clara County for restoring a wildlife corridor that connects Laguna Atascadero to the San Gabriel River and the San Gabriel River to the San Gabriel River. We have been able to continue to provide a safe, enjoyable experience for our members and visitors.

A full recap of our first year can be found in our upcoming projects and services for the public.

Join us for our first year anniversary party, June 30th at the September 30th board of directors meeting.

Amia Miller, President



SICK UP OUR FIRST YEAR NEWSLETTER

Get the latest information about Midpen preserves, outdoor activities, upcoming events and conservation news.

[SIGN UP](#)

NEWSLETTER ARCHIVES

All	July 2020
August 2020	September 2020
October 2020	November 2020
December 2020	January 2021
February 2021	March 2021
April 2021	May 2021
June 2021	July 2021
August 2021	September 2021
October 2021	November 2021
December 2021	January 2022

[General Manager Magazine](#)




August 2021

August brings both blooms (pilot) and bugs to discover.

Read on to brush up on your Leave No Trace principles, find out about new grant funding available to organizations, learn about ongoing projects and get public meeting updates.

Nature in August: Fuchsias in Bloom

The grasses are golden and most wildflowers have faded and gone to seed, however, the California fuchsia (*Eurotia caryocarpus*), is just beginning to show its brilliant red trumpet-shaped flowers.

This late-summer bloomer is an important food source for hummingbirds as they prepare to migrate south when the seasons turn and for pollinators such as butterflies and bumblebees.

Look for it now through fall at St. Joseph's Hill, Sierra Azul, Russian Ridge and many other Mojave preserves.



California fuchsia is an important late-summer food source for hummingbirds and other pollinators. (Luzon Placencia)



California fuchsia in bloom at Russian Ridge Preserve. (Luzon-Ann Ossanen)

Attachment 1

ROLLOUT PLAN

AT A GLANCE — Q4 2021

Attachment 1

OCT

NOV

DEC

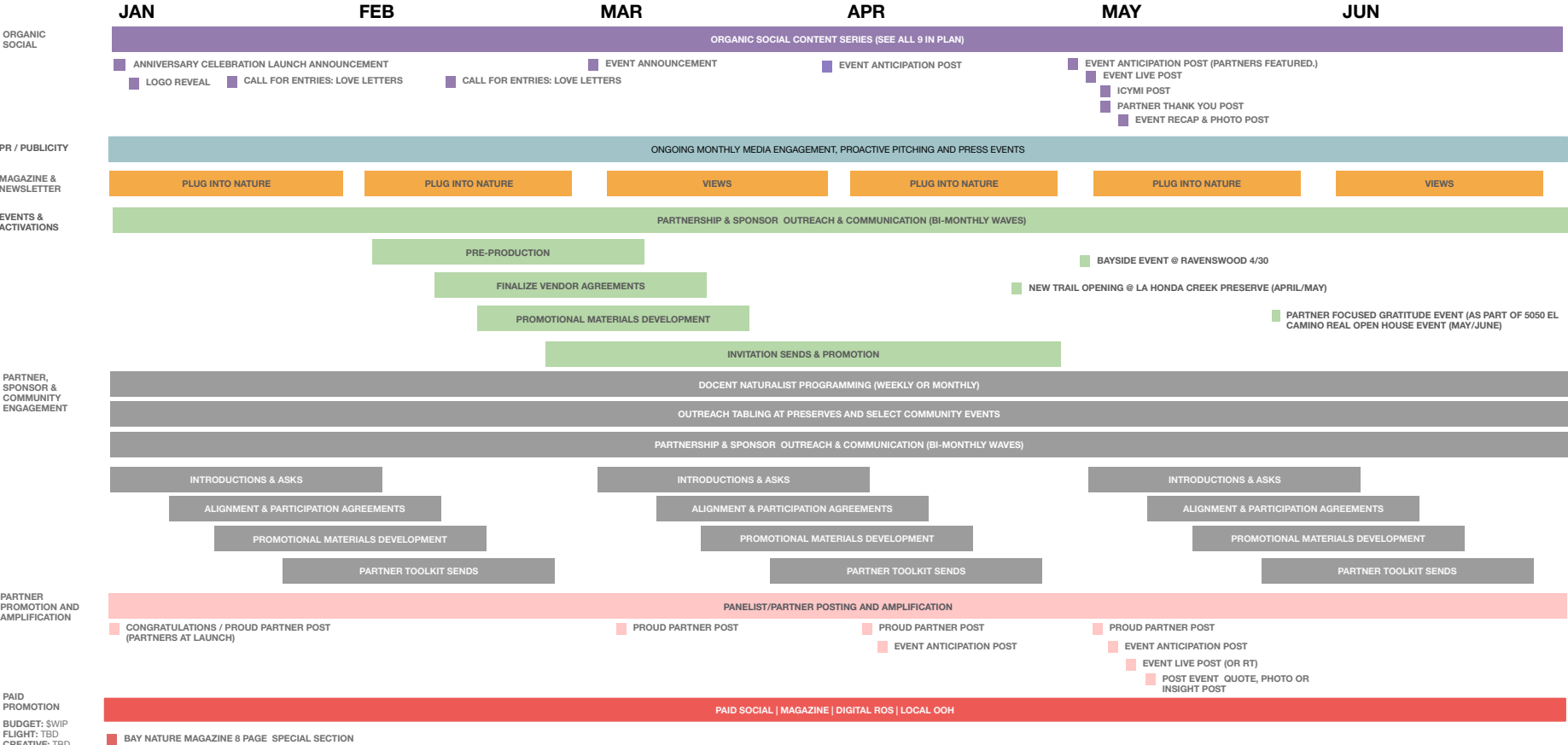
2022 CALENDAR RELEASE

ANNIVERSARY LOGO REVEAL (WEBSITE / VIEWS)

LANDING PAGE LAUNCH (WEBSITE)

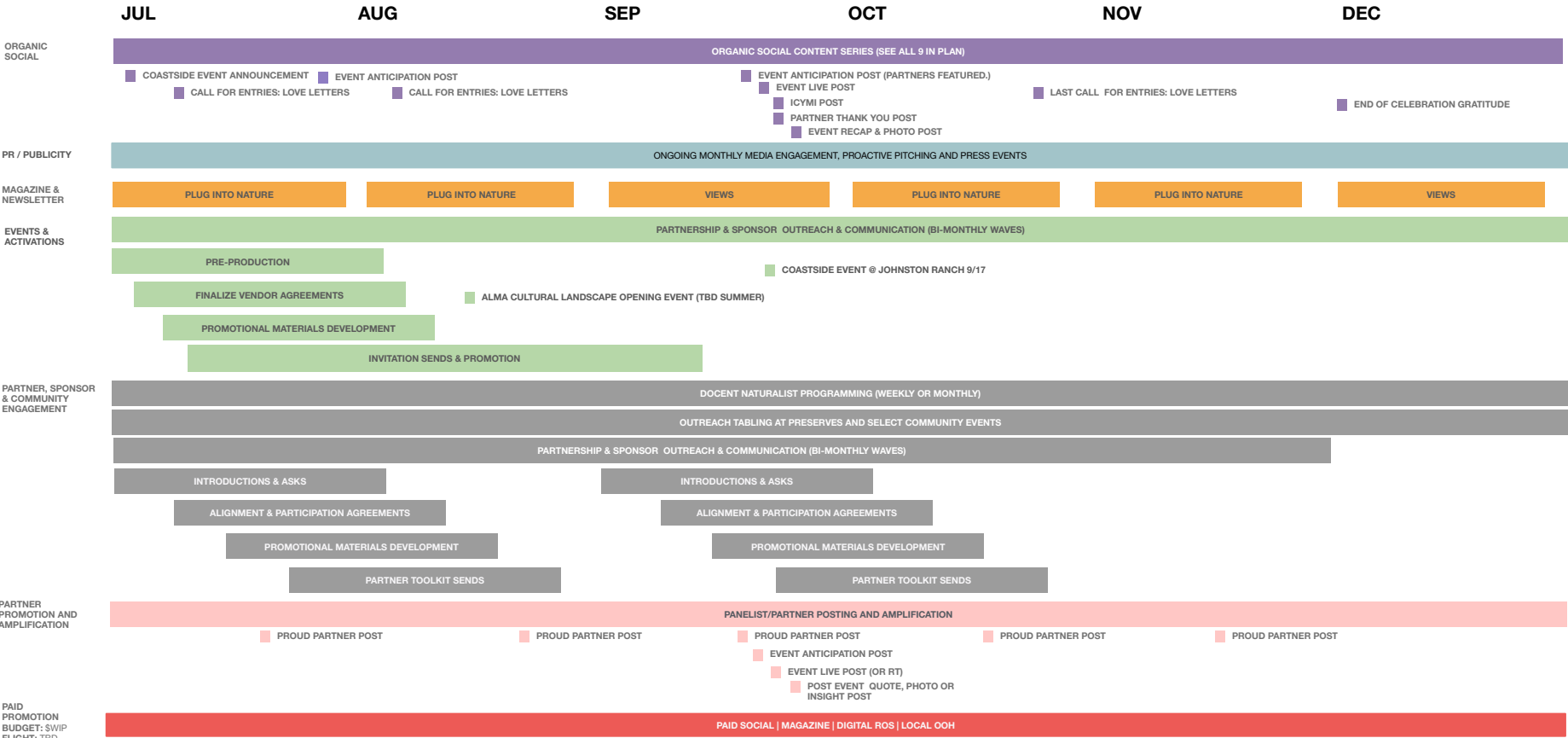
AT A GLANCE ——— H1 2022

Attachment 1



AT A GLANCE ——— H2 2022

Attachment 1



Attachment 1

BUDGET

BUDGET TOPLINE

SIGNATURE EVENTS	<ul style="list-style-type: none"> • Food & Beverage • Parking, Trash, Water, Recycling • Equipment & Activities • Invitation & RSVP Management 	<ul style="list-style-type: none"> • Event Planning & Production Staff • Insurance and Permits 	\$163,460
PR, ADVERTISING & COMMUNICATIONS	<ul style="list-style-type: none"> • Paid Media Placements • Press Release Development (Min 4) • Monthly Proactive Pitching & Press Outreach 	<ul style="list-style-type: none"> • Creative Design & Production • Media Toolkit Development • Social Media Content Templates • 50 Stories Content Collaboration 	\$116,320
PARTNER, SPONSORSHIP & COMMUNITY ENGAGEMENT	<ul style="list-style-type: none"> • Target & Key Contact List Development • Monthly Proactive Outreach • Briefing Meeting Coordination 	<ul style="list-style-type: none"> • Partner Programs Development • Partner Toolkit Development • Tabling, Signage, Event Fees 	\$45,720
SPOTTED @ MIDPEN	<ul style="list-style-type: none"> • Social Prompts and Campaign Kickoff • Campaign Creative / Design Execution 	<ul style="list-style-type: none"> • Platform and Tool Integrations • Digital Hosting 	\$24,140
COMMEMORATIVE GIVEAWAYS	<ul style="list-style-type: none"> • Sourcing & Procurement • Mechanicals and Production Design • Shipping & Fulfillment 	<ul style="list-style-type: none"> • For example: Patch, Framed Preserve Print, Binocular, etc. 	\$16,560

Attachment 1

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THANK YOU

SAN FRANCISCO

NEW YORK