

STRATEGIC PLAN OF THE S.F. BAY TRAIL PROJECT

VISION

San Francisco Bay is ringed by a continuous recreational corridor made up of hundreds of miles of safe, pleasant and attractive trails that serve a wide range of users. This network, known as the Bay Trail, almost always runs along the shoreline and typically travels on-separated paths. The Bay Trail is used extensively for recreation, as a commute route, and as a setting for learning about nature. It crosses the region's toll bridges and reinforces transit use by passing near many public-transportation facilities. Along it are found many points of historic, natural, cultural and recreational interest. The Bay Trail has expanded the public's access to the shoreline, increased appreciation for the Bay, fostered local economic development and waterfront planning, and reinforced the Bay Area's sense of regionalism. The Bay Trail is acknowledged as a uniquely valuable resource, and enjoys the unwavering support of government agencies and the public.



MISSION

The San Francisco Bay Trail Project advocates for the implementation of a continuous recreation and transportation path around San Francisco Bay by coordinating the efforts of government agencies and other partners; providing technical assistance; seeking and administering funding; and promoting the trail's benefits through education and outreach.

PRINCIPLES

- S.F. Bay and its natural resources are invaluable assets that should be protected and enhanced.
- To satisfy people's almost instinctual attraction to the waterfront, public access to the Bay shoreline should be provided to the maximum extent feasible.
- Public access to the shoreline, if carried out sensitively, is compatible with wildlife and habitat protection and, indeed, promotes it by increasing people's respect, appreciation and stewardship for nature.
- Trails enhance quality of life by encouraging and facilitating healthy and beneficial activities such as walking, bicycling, other nonmotorized forms of transportation, and other recreational trail uses.
- Cooperation, partnerships and good relationships among trail advocates and government agencies, private landowners, businesses, nonprofit organizations and the general public are essential to the development of the Bay Trail.

GOALS

- To facilitate the development of the Bay Trail alignment
- To provide overall planning direction for the Bay Trail
- To increase support for the Bay Trail and enhance its visibility
- To serve as the clearinghouse for Bay Trail-related information

OBJECTIVES

- To provide funding and technical assistance to implementing agencies in order to significantly advance the development of the Bay Trail alignment
- To coordinate efforts among agencies to ensure that Bay Trail development occur consistent with the adopted Bay Trail plan
- To develop partnerships and improve relationships with other agencies and organizations, local communities and interest groups, and decision-makers
- To educate the public about the existence and benefits of the Bay Trail and about the mission of the Bay Trail Project
- To increase the organizational capacity of the Bay Trail Project by enhancing the effectiveness of its staff, board and volunteers