



MEMO

Submitted by: Galli Basson, Water Trail Planner

Subject: Authorization to enter into a contract with Studio L'Image in an amount not to exceed \$80,000 to develop regional identity materials for the San Francisco Bay Area Water Trail.

Date: April 6, 2012

Executive Summary

The San Francisco Bay Area Water Trail (Water Trail) is a planned regional network of landing and launching sites for non-motorized small boats (refer to Attachment 1). In March 2011 the Coastal Conservancy awarded a \$1,000,000 block grant to ABAG to begin implementation of the Water Trail, including development of the Water Trail logo, signs, website, and brochure.

Staff released a Request for Proposals (RFP) to develop regional identity materials for the Water Trail, including a logo, website, sign program, brochure, and print media templates. The RFP was open for three weeks and nine (9) proposals were received. Studio L'Image was determined to be the most qualified firm and that costs were reasonable in light of the other 8 proposals. Funding for the contract comes from the Coastal Conservancy block grant awarded to ABAG in 2011. No local match is required. The project is expected to take six months.

Recommended Action

Administrative Committee authorization to enter into a contract with Studio L'Image in an amount not to exceed \$80,000 to develop regional identity materials for the San Francisco Bay Area Water Trail.

Next Steps

Enter into contract with Studio L'Image; develop regional identity materials.

Attachments

- 1) Water Trail Map

San Francisco Bay Area Water Trail

A network of access sites for non-motorized small boats around San Francisco Bay



The San Francisco Bay Area Water Trail Program (Water Trail) will support a planned network of access sites that allow people in non-motorized small boats to safely enjoy San Francisco Bay through single and multiple-day trips. Implementation of the Water Trail is guided by the Enhanced San Francisco Bay Area Water Trail Plan. Most of the 112 sites identified in the Water Trail Plan already exist and site designation is voluntary. Both site owners and trail users will benefit through outreach materials that will focus on the facilities and opportunities offered by designated sites, personal and navigational boating safety, and appreciation of Bay resources.

For more information please contact: Ann Buell, State Coastal Conservancy, abuell@scc.ca.gov or Galli Basson, Association of Bay Area Governments, gallib@abag.ca.gov

Potential Water Trail Sites

(Sites identified in the Enhanced San Francisco Bay Area Water Trail Plan and/or identified by Water Trail staff)

- Existing Launch
- Existing Destination
- Planned Launch
- Planned Destination

Water Trail Sites

(Site designation is currently conditional while outreach materials are produced)

- Launch
- Destination

Roads & Trails

- Existing Bay Trail
- - - Proposed Bay Trail
- Bridges
- Highways

Land Use

- - - County Boundary
- Protected Lands
- Urban Areas

Item 6