

San Francisco Bay Conservation and Development Commission

375 Beale Street, Suite 510, San Francisco, California 94105 tel 415 352 3600 fax 888 348 5190

State of California | Gavin Newsom – Governor | info@bcdc.ca.gov | www.bcdc.ca.gov

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TO: Commissioners and Alternates

FROM: Lawrence J. Goldzband, Executive Director (415/352-3653; larry.goldzband@bcdc.ca.gov)
Dana Brechwald, Assistant Planning Director for Climate Adaptation (415/352-3656; dana.brechwald@bcdc.ca.gov)

SUBJECT: Staff Report and Recommendation on a Contract for Bay Adapt Implementation Strategy and Outreach

(For Commission consideration on January 19, 2023)

Summary and Recommendations

The staff recommends that the Commission authorize its Executive Director to enter into an *up to* \$330,000 contract with Greenbelt Alliance to provide the Commission strategic leadership, communication, tracking, convening, metrics, and organization to support Bay Adapt backbone functions over a period from January 20, 2023 (or upon approval) through January 20, 2026. The staff further recommends that the Commission authorize the Executive Director to amend the contract as necessary, including revising the amount or duration of the agreement, so long as the amendment does not involve substantial changes to the services provided.

Staff Report

Coastal adaptation to rising sea level is a state priority to avoid devastating impacts to people, the economy, and natural habitats. Despite having only one-third of the state's coastline, two-thirds of California's economic losses due to rising sea level are forecast to occur in the nine-county Bay Area, absent adaptation actions. The San Francisco Bay is a state-protected resource that is the largest estuary on the West Coast of North and South America, a key part of the Pacific Flyway for migrating waterfowl, and a critical economic driver of the State's economy.

With the assistance and leadership of BCDC, significant progress has been made in the Bay Area by cities and counties to plan for a changing shoreline and establish shoreline ecosystem restoration and other flood protection projects. Yet many of the adaptation plans and projects already occurring within the Bay Area are disconnected and disjointed. Absent regional collaboration and a shared vision, we risk: disproportionate impacts to less affluent, disadvantaged communities; a patchwork of protective actions with varying levels of protection; inconsistent interpretation and application of the best statewide science; competition, not collaboration, for limited funding; near-term loss of wetlands; and, no way to measure collective progress.

To protect people, property, and habitat and prevent this "tragedy of the commons," BCDC created and has dedicated the last three years to leading Bay Adapt — a voluntary, diverse, and collaborative regional initiative to develop a consensus-driven strategy to protect people and the built and natural environments from a rising Bay. The Bay Adapt Joint Platform lays out guiding principles, nine priority actions, and 21 tasks whose implementation will enable the region to adapt faster, better, and more equitably to a rising Bay.



On October 20, 2022, the Commission approved two resolutions to authorize up to \$2,084,427 to BCDC via grants from the Ocean Protection Council and the State Coastal Conservancy to advance key actions of the Bay Adapt Joint Platform. BCDC sought the services of two consultants or consultant teams to 1) support the development of a collaboratively and equitably driven Regional Shoreline Adaptation Plan and 2) support BCDC in its role as Bay Adapt’s “backbone agency” to provide the Bay Area region with ongoing strategic leadership, communication, tracking, convening, metrics, and organizing around regional sea level rise adaptation.

Bay Adapt Implementation Strategy and Outreach Contract

Bay Adapt “backbone” tasks include the development of long-term equity and strategy for the Bay Adapt program; ongoing engagement with leadership, stakeholders, and the public; advancement of the Joint Platform tasks across a distributed leadership structure; transparent metrics and reporting on progress; and communications around regional adaptation using the Bay Adapt “brand.”

The services in this contract will take place over a three-year period, beginning in January 2023. BCDC’s Planning Division will oversee the consultant services. The tasks details may need to be adjusted based on progress, need and resources available.

Greenbelt Alliance has a long history of natural landscape stewardship balanced with smart growth for thriving communities. Facing new challenges, it is leveraging its expertise in land use policy advocacy and regional collaboration to realize a climate-resilient Bay Area.

Greenbelt Alliance’s work is grounded in equitable climate resilience, convening diverse stakeholders, project management, facilitation, and equitable community engagement. They also have a skilled in-house marketing and communications team that oversees marketing, branding, and social media. Greenbelt Alliance will sub-contract with Connected to Place to assist with strategic planning and meeting facilitation.

Staff Recommendation

The staff recommends that the Commission authorize its Executive Director to enter into an *up to* \$330,000 contract with Greenbelt Alliance to provide the Commission strategic leadership, communication, tracking, convening, metrics, and organization to support Bay Adapt backbone functions over a period from January 20, 2023 (or upon approval) through January 20, 2026. The staff further recommends that the Commission authorize the Executive Director to amend the contract as necessary, including revising the amount or duration of the agreement, so long as the amendment does not involve substantial changes to the services provided.

To ensure that the contract fully complies with all the state’s legal and procedural requirements, it would not go into effect until it has been approved by the Department of General Services.

