SAN FRANCISCO BAY
RESTORATION AUTHORITY

Communications Update

San Francisco Bay Restoration Authority Advisory Committee

May 8, 2026
Taylor Samuelson

24-25 Annual Report

- Funding Summary
- Authority Milestones
- Why Measure AA?
- Project Map
- Project Benefits to Economically Disadvantaged Communities
- WRMP Habitat Metrics in Dashboards
- Performance Measures
- Financial Summary

SAN FRANCISCO BAY
RESTORATION AUTHORITY

SAN FRANCISCO BAY
RESTORATION AUTHORITY

Annual Report

Fiscal Year 2024 - 2025

Annual Report

- Format developed over several years
- Primarily for internal audiences

SAN FRANCISCO BAY
RESTORATION AUTHORITY

Ongoing Communications Activities

- Open Road
- KneeDeep Times
- Proactive media outreach
- Website maintenance
- Social Media maintenance
- Events (TOGETHER Bay Area, SF Climate Week, RAE Summit)

Website update

- MTC hosts the website and provides security and regular updates to backend
- MTC intentionally uses a single vendor for website management
- We have been working with this vendor for several years to plan the transition of the website onto the MTC platform for security reasons
- Transition should happen in May or June of 2026
- Aesthetic upgrades in next FY

SAN FRANCISCO BAY
RESTORATION AUTHORITY

10 Years of Grantmaking

- Celebrate Success: Highlight the tangible success of the San Francisco Bay Restoration Authority's funding
- Demonstrate the return on investment to taxpayers
- Highlight how funds have supported economically disadvantaged communities along the shoreline.
- Reinforce the importance of continued shoreline resilience
- Future Visioning: Plant early seeds for the renewal of Measure AA

SAN FRANCISCO BAY
RESTORATION AUTHORITY

10 Years of Grantmaking

- Engaged external PR Support
- Strategic Planning
- Message Development
- Logo and Brand design
- Collateral Production including brief impact report
- Social Media Support
- Media Outreach
- Video Production (TBC)
- Activate the AC, OC, and Governing Board with resources and messages

SAN FRANCISCO BAY RESTORATION AUTHORITY: 10-YEAR ANNIVERSARY DESIGN SET (Notional Concepts)

Designs are illustrative placeholder concepts

10 years of Grantmaking

- Campaign should result in awareness and renewed enthusiasm for the Authority and its work
- Broader base of support
- Greater visibility among restoration community
- Morale boost for Authority staff, Board, and Committees

SAN FRANCISCO BAY

RESTORATION AUTHORITY

Thank you