

Neighborhood Task Force on the 100th Bay to Breakers Neighborhood Outreach and Volunteer Plan

Introduction:

Neighborhoods along the Bay to Breakers route will be carrying out both outreach efforts and volunteer efforts before, during and after the race. These efforts are meant to educate neighbors, local businesses and participants about how the Bay to Breakers affects the neighborhood's it runs through. A more coordinated neighborhoods effort will vastly reduce the scope and scale of the bad behavior that recent Bay to Breakers have subjected neighborhoods to. A more detailed plan will follow this high level plan once resources from AEG and the city are finalized.

Neighborhood Team Structure

There are a total of nine (9) neighborhood groups that participate in the task force. Each of these groups represents a geographic location that the race passes through or near. For simplicity, coordination and identification, the following team definitions will be used for each group:

- Team Hayes (HVNA)
- Team Alamo (ASNA, DMA): From Alamo Square Along Divisadero
- Team Panhandle (NOPNA, LoHaMNA, HAIA, BVNA): Both sides of the Panhandle
- Team Park (CVIA, ISPN): In and around the park

Each team will appoint a coordinator that will be the point of contact for team status and logistics. All teams will report into the centralized command and control structure on race day. In addition to the neighborhood teams, a 2-3 person team will be stationed within the central command base to coordinate team activities and to monitor the race situation.

The teams will be responsible for executing the following activities:

Pre-race Activities

The main thrust of pre-race activities gravitates around outreach and training. Outreach is a critical part of a successful 100th because the more the message of respect, preserve and protect gets out, the better.

- Assess the outreach messaging conducted by AEG to ensure the most benefit.
- Distribute letters to local merchants and neighbors along the route (to be drafted)
- Participate in volunteer training
- Assess and verify the placement of race resources in their area
- Attend community meetings to get the word out
- Schedule volunteers throughout race day for optimal coverage

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Pre-race activities will start now until the start of the race.

During Race Activities

During race activities will focus on observing the race conditions and directing the appropriate resources to hot spots. In addition, the teams will also welcome participants so that there is a name and a face to our neighborhoods.

During race activities include:

- Monitor conditions at local hot spots and report in unsafe conditions
- Communicate with local merchants and neighbors on race conditions
- Welcome participants to their neighborhood
- Periodically report to central command on race conditions in their area
- Document during race activities for after race debrief

After Race Activities

Most of the problems with the Bay to Breakers occur after the race. In the past, after race resources were sparse and that led to additional issues.

After race activities include:

- Monitor conditions at local hot spots and report in unsafe conditions
- Communicate with local merchants and neighbors on conditions
- Direct participants out of the neighborhood
- Periodically report to central command on conditions in their area
- Assist in directing cleanup efforts (e.g. point out hard to see areas).
- Monitor removal of resources (e.g. barriers and port-o-johns).
- Send our Survey to all neighborhood groups (like the one after the 99th)
- Send a great big thank you (if it goes well) to DPW, police, AEG
- Have a party celebrating the success and to debrief

Resources Required

To achieve these objectives, resources need to be applied to the neighborhood effort. These resources include:

- Volunteer training (at least one)
- T-shirts for volunteers
- Printing of flyers and letters
- Race hotline cards
- In-field communications (e.g. volunteer ham radio and/or cellphones)

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- Dedicated number/communication resources

Action Plan

The following actions need to occur before the race:

- Form area teams
- Review AEG resource plan
- Draft a letter to local merchant's
- Create a letter for neighbors
- Develop a training plan for volunteers

Neighborhood Task Force Mission:

The mission of the Neighborhood Task Force on the 100th Bay to Breakers is to protect our neighbors from unsafe conditions and disorderly behavior, to bring all race stakeholders together, to champion positive and creative solutions to challenging problems, to ensure that responsible parties are held accountable and to strive to make the 100th Bay to Breakers “Fun for Everyone.”

Represented Neighborhoods:

North Panhandle Neighborhood Association (NOPNA), Hayes Valley Neighborhood Association (HVNA), Divisadero Merchants Association (DMA), Alamo Square Neighborhood Association (ASNA), Lower Haight Merchants and Neighborhood Association (LoHaMNA), Haight Asbury Improvement Association (HAIA), Buena Vista Neighborhood Association (BVNA), Inner Sunset Park Neighbors (ISPN) and Cole Valley Improvement Association (CVIA)

Contact:

If you want to get involved with making the 100th Bay to Breakers “Fun for Everyone,” send an email to b2b@nopna.org. You can also join our Facebook page by searching for “Bay to Breakers - Fun for Everyone.”