

Rancho Corral De Tierra – Community Engagement Summary

February 2022 - October 2023

Project Background

Rancho Corral de Tierra (Rancho) is one of the largest undeveloped pieces of public land on the San Mateo peninsula and was once planned for residential and highway development. The Peninsula Open Space Trust (POST) gathered the support of private donors and grants to purchase the site to protect Rancho's awe-inspiring views, vital watersheds, public trails, and diverse wildlife. In 2011, federal legislation passed to add this parcel to the Golden Gate National Recreation Area (GGNRA). With community input, the park developed broad management goals for the park's 2014 General Management Plan (GMP). As the newest addition to the Golden Gate National Recreation Area in San Mateo County, the project site requires a Comprehensive Site Management Plan (Site Plan) to steward this park and provide management goals for the future. The Site Plan will be consistent with the GMP and provide additional details needed to define future investment and management needed to carry out park and community objectives.

Rancho includes a 16-mile network of trails, four equestrian facilities, four watersheds, 10 miles of creeks, and unique coastal habitat home to several threatened and endangered species. National Park Service (NPS) staff have spent the past few years collecting data, establishing baseline conditions, evaluating and maintaining trails, addressing incompatible uses, and observing visitor use patterns.

Surrounding community members and existing/adjacent park users are vital stakeholders in the successful planning for restoration, trails, recreation, and long-term stewardship. Thanks to the Priority Conservation Area (PCA) grant funds from the Metropolitan Transportation Commission (MTC), the Golden Gate National Parks Conservancy (Parks Conservancy) has the opportunity to build authentic engagement within the community and connect with new audiences to develop a shared vision for the site. One of the key goals throughout the Community Brainstorm and Ideas Share Back phase is to think of ways to increase equitable access, make programs welcoming and relevant, and create a sense of belonging by implementing a variety of communication tools for a variety of audiences. Park staff are working closely with the San Mateo community, with a focus on equity and inclusion, to deepen relationships, celebrate the unique landscape, and connect people to the planning efforts and action that will shape this local national park. In this project phase, the Parks Conservancy and NPS are expanding program opportunities that are welcoming, relevant, and inclusive.

Note: The engagement team acknowledges that our understanding of justice, equity, diversity, inclusion and belonging in the outdoors is constantly evolving, and the terminology used in this report is used to the best of our current knowledge. We are committed to a growth mindset and hope to incorporate changes as we continue to learn.

Community Engagement Goals

Goals for Community Engagement for Rancho Corral de Tierra include the following:

Goal One – Outreach and Idea Generation

Introduce communities in San Mateo County to Rancho Corral de Tierra through an inclusive civic engagement process to help guide future planning.

Goal Two – Diversity, Equity, and Inclusion

Engage a variety of stakeholder groups and community members in a way that promotes diversity, equity, and inclusion during the planning and implementation phases.

Goal Three – Long-term Relationships

Foster lasting relationships with Coastside communities, visitors, and other user groups to create long term stewardship of Rancho.

Stakeholders Engaged – Events and Interactions

2022	Event	Location	Youth	Adult	Total
2/16/2022	Latino Outdoors - Meeting	Zoom		1	1
4/8/2022	Community Mapping Day	El Granada, Moss Beach, Pillar Point, Half Moon Bay		41	41
4/24/2022	Coastal Wildflower Day	Half Moon Bay State Beach	37	95	132
5/11/2022	Resource Conservation District (RCD) - Meeting	Pillar Point Shoreline		1	1
5/13/2022	MidCoast Community Council - Meeting	Zoom		2	2
5/25/2022	Santa Cruz Stewardship Network - Meeting	Fort Mason, SF		1	1
6/3/2022	It's A Celebration! Summer Kickoff Party	Half Moon Bay Library	23	31	54
6/7/2022	Bay Area Outreach and Recreation Program (BORP) - Meeting	Phone call		1	1
6/15/2022	Bay Area Outreach and Recreation Program (BORP) - Meeting	Phone call		1	1
7/15/2022	Equestrian Facilities Engagement	Moss Beach & Ember Ridge Ranch		4	4
7/16/2022	Justice Outside - Hike	California Coastal Trail - HMB		22	22
7/20/2022	Peninsula Open Space Trust (POST) - Introduction of Rancho	Zoom		6	6
8/4/2022	Make It Main Street	Half Moon Bay	140	135	275
8/12/2022	Midpeninsula Regional Open Space (Midpen) - Meeting	Zoom		4	4
8/14/2022	Latino Outdoors - Hike	Rancho Corral de Tierra	7	20	27

8/26/2022	Half Moon Bay High School Service Jam	Half Moon Bay High School	105		105
8/28/2022	Latino Outdoors - Hike	Rancho Corral de Tierra (Montara)	2	13	15
9/1/2022	GGNPC Staff Work Day	Rancho Corral de Tierra (Montara)		16	16
9/1/2022	Make It Main Street	Half Moon Bay	15	96	111
9/2/2022	Peninsula Open Space Trust (POST) - Indigenous Engagement share out	Zoom		7	7
9/10/2022	Midpeninsula's 50th Anniversary Coastside Community Celebration (Midpen)	Johnston House, Half Moon Bay	81	216	297
9/17/2022	Pie Ranch Gathering	Pescadero		25	25
9/24/2022	Summer's End Festival	Half Moon Bay	126	189	315
9/30/2022	Peninsula Open Space Trust (POST) - Engagement share out	Presidio Tunnel Tops		12	12
10/1/2022	Montara State Beach Trailhead Engagement	Montara State Beach		13	13
10/5/2022	Oceanna High School	Oceanna High School	9		9
10/6/2022	Make It Main Street	Half Moon Bay	59	32	91
10/7/2022	GGNPC & NPS Staff Park Day	Rancho Corral de Tierra (Montara)		51	51
10/14/2022	GGNPC Instagram Post	Social media			311
-	Survey Monkey Responses	Online			41
Total: 2022	Events: 30		604	1035	1991

2023	Event	Location	Youth	Adult	Total
1/28/2023	Latino Outdoors	Lands End			22
2/15/2023	Oceana High School	Oceana High School	10		
5/30/2023	San Mateo County Library Visits	East Palo Alto and Daly City		10	10
6/3/2023	Coast Pride	Pacifica	76	189	265
6/31/2023	Puente site visit	Pescadero		12	12
7/15/2023	Community Mapping	Half Moon Bay		15	15
7/20/2023	Community Mapping	Pacifica, Half Moon Bay		10	10
7/22/2023	Ayudando Latinos A Sonar (ALAS) Food Pantry	Half Moon Bay		8	8
7/27/2023	Community Mapping	Pacifica, El Granada, Half Moon Bay		11	11
8/3/2023	Make It Main Street - Back To School Night	Half Moon Bay	69	130	199
8/5/2023	Community hike	Rancho - Ocean View parcel	4	17	21
8/10/2023	Community Mapping	Pacifica		9	9
8/10/2023	San Mateo County Pride Center Queer-aoke Night			5	5
8/12/2023	Coastside Farmers Market	Half Moon Bay	13	45	58
8/16/2023	Midpeninsula Regional Open Space District meeting			1	1

8/18/2023	Coast Pride meeting			1	1
8/23/2023	Boys and Girls Club meeting			3	3
8/24/2023	Cunha Country Store tabling	Half Moon Bay			28
8/26/2023	Concerts In the Park	Half Moon Bay	21	46	67
8/31/2023	California State Parks meeting			1	1
9/5/2023	Pacifica Library meeting	Pacifica		3	3
9/8/2023	Rafiki Coalition hike	Rancho - Ocean View parcel	3	24	27
9/9/2023	The HEAL Project open house farm party	Half Moon Bay			
9/14/2023	Half Moon Bay High School Service Jam	Half Moon Bay	57	4	61
9/16/2023	Coastal Cleanup Day	Montara State Beach			81
9/20/2023	Boys and Girls Club meeting			3	3
9/23/2023	Summers End Music Festival	Half Moon Bay	67	162	229
9/24/2023	Pacifica Fog Festival	Pacifica	274	686	960
9/30/2023	Coast Pride hike	Rancho - Ocean View parcel		11	11
10/7/2023	City College of San Francisco stewardship program	Rancho - Kanoff Meadow		7	7
10/11/2023	Pacifica Library PowerUp - Roving Ranger	Pacifica	24	8	32
10/14/2023	Dia de los Muertos event	San Mateo			251
10/18/2023	Coastside Farmers Market	Pacifica	13	45	58
10/19/2023	Pacifica Library PowerUp - Roving Ranger	Pacifica	7	8	15
10/20/2023	Dia de los Muertos event w/ Boys and Girls Club of San Mateo	San Francisco - Tunnel Tops	2	23	25
10/21/2023	Half Moon Bay Library Book Sale	Half Moon Bay			44
10/25/2023	Half Moon Bay Library PowerUp - Roving Ranger	Half Moon Bay	27	9	36
10/26/2023	Puente senior walk program	Rancho - Ocean View parcel		9	9
-	Survey Monkey Responses	Online			12
Total: 2023	Events: 33		667	1515	2610
Total 2022-2023	Events: 63		1271	2119	4601

Key Findings

The summary findings reflect key themes that the Parks Conservancy and NPS synthesized based on what was heard in conversations with community members, stakeholders, and written feedback received on the Roving Ranger engagement boards and online questionnaire.

1. Enhance National Park Identity

- a) Share the national significance of Rancho with the community through signs and programs.

2. Promote A Welcoming Park Culture

- a) Increase representation of diverse communities through graphics and language.
- b) Increase community program opportunities.
- c) More staff presence.

3. Provide Visitor Amenities and Infrastructure

- a) Improve park entry points and parking.
- b) Increase signs for wayfinding and interpretation.
- c) Provide restrooms and seating.
- d) Improve trail connectivity within park and to adjacent communities.
- e) Ensure equitable access.

Next Steps

1. Continuing to seek input about planning from the community:

- a) Outreach and idea generation.
- b) Diversity, equity, and inclusion.
- c) Build long-term relationships with Coastside neighbors and greater San Mateo County community members.

2. Circle back and share back sessions:

- a) Reach out to existing stakeholders and new stakeholders to share what we heard.
- b) Dive deeper into ideas and feedback about the Comprehensive Site Management plan being developed, and what is next for environmental compliance, design, and construction.

3. Invest in the communities' ideas about how people might feel welcome on site:

- a) Based on our findings from this initial phase, explore temporary signage, basic amenities such as restrooms, and increased visibility of park staff on site.

The National Park Service and the Golden Gate National Parks Conservancy will continue to engage community members and groups around Rancho Corral de Tierra. We will seek input about planning at Rancho in order to create a park that is welcoming to all and communicate with neighbors and community members to inform them of park activities and park planning.