



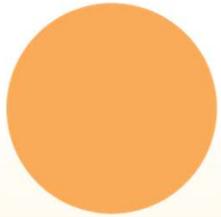
The District Plan

A Vision for East Bay Regional Parks

A New District Plan for EBRPD's 2nd Century
March 18, 2025



Recommendation



- The General Manager recommends that the Board of Directors amend the contract and authorize appropriation of \$783,394 for Phase II of the Second Century District Plan Project (Project No. 557300) with PlaceWorks, Inc. for a total contract amount of \$1,382,941.



Background

- **2023 – Board Directed Staff to Initiate District Plan Process**
- **July 2024 – Board Authorized Phase 1 Contract With Placeworks**
 - » Reso No. 2024-07-166 = \$599,547
- **July 2024 - Today:**
 - » Background Data Analysis
 - » Development of Engagement Plans
 - » Baseline Mapping
 - » Internal Engagement Toolkit



The District Plan

A Vision for East Bay Regional Parks

What is the District Plan?

The Park District is embarking on a transformative journey to create our next District Plan. The plan is a strategic roadmap with key priorities to guide us into the next century of leadership and excellence.

The District Plan



Existing Conditions



Future Trends



Community & Staff Input



The District Plan

A Vision for East Bay Regional Parks

What is the Process?

Input will be gathered from staff and the community throughout 2025, culminating in 2026 when we will synthesize all we've learned into a forward-looking, actionable District Plan ready for your feedback before adoption by the Board.



The District Plan

A Vision for East Bay Regional Parks

District Plan Process Desired Outcomes



Establish a clear vision and direction as the Park District moves into its next century



Identify key priorities of Park District staff, constituents, and visitors



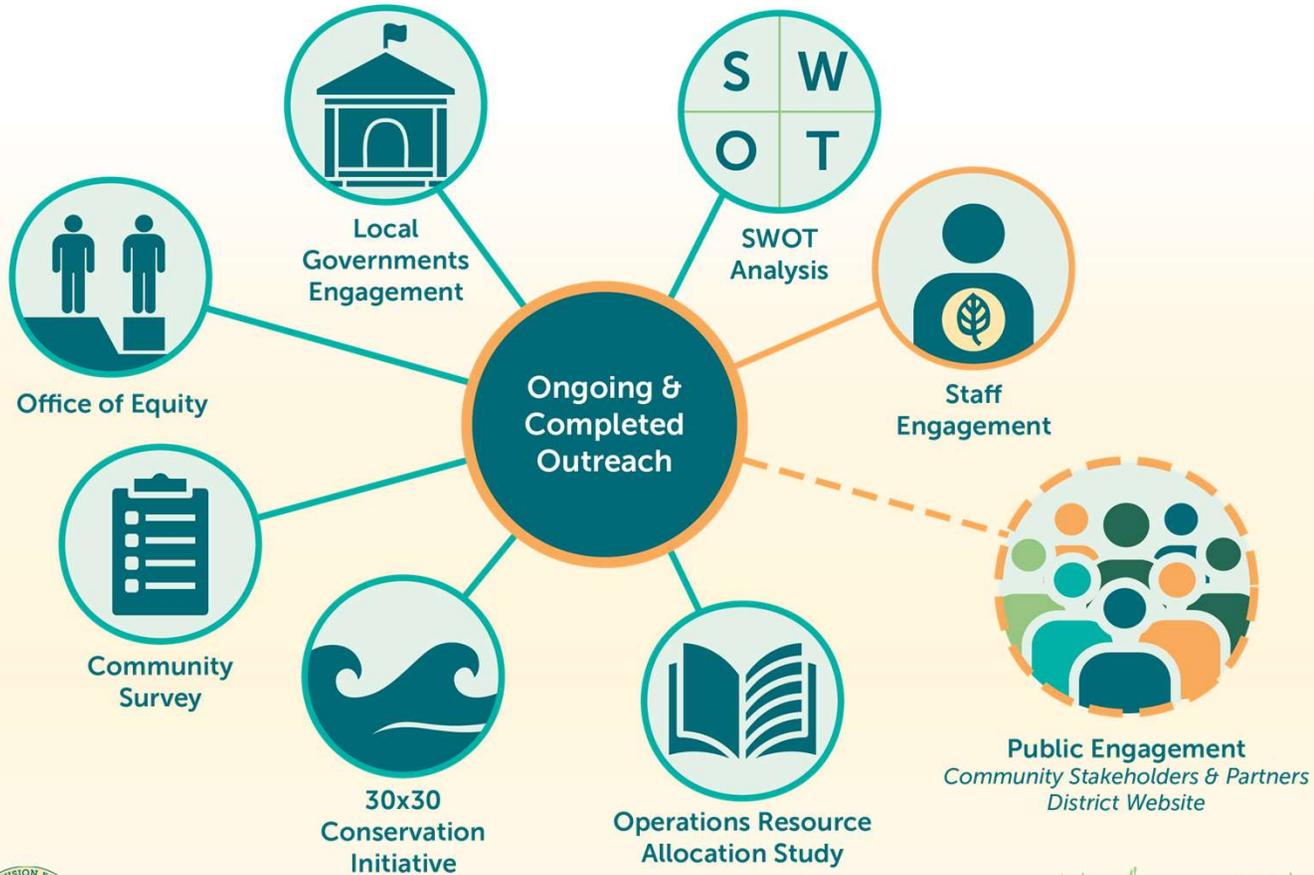
Updated maps and accessible data



A robust community engagement process



What Comes Next?



Questions for Park District Staff

- What is your vision for the future of the Park District?
- What tools, resources, or support do you need to be successful in your role with the Park District now and in the future?
- What do you think visitors will want and need in the future to make their experience in the parks even better? How can we ensure our parks are welcoming places for all visitors, regardless of background, interest, ability, etc.?
- What's important to know as we plan community engagement for the District Plan? What should we keep in mind to ensure community voices are heard and valued during the District Plan process? Are there any specific groups we should reach out to?



The District Plan

Staff Engagement Opportunities

Spring 2025 Events	Time	Location
Monday, February 24	1:00 - 2:30pm	PO Board Room
Tuesday, February 25	9:00 - 10:30am	PO Patio
Monday, March 3	11:00am - 12:00pm	Zoom
Thursday, March 6	3:00 - 4:30pm	PO Board Room
Tuesday, March 11	11:00am - 12:00pm	Pleasanton CDG office
Wednesday, March 12	8:00 - 9:00am	Tilden Corp Yard
Wednesday, March 12	1:00 - 2:00pm	Peralta Oaks Patio
Wednesday, March 19	9:00 - 10:00am	PO Patio
Wednesday, March 19	2:00 - 3:00pm	MS Teams
Thursday, March 20	2:00 - 3:00 pm	Zoom
Monday, March 24	3:00 - 5:00pm	PO Board Room
Wednesday, March 26	10:30am - 1:00pm	PO Board Room
Thursday, March 27	1:00 - 2:00pm	PO Board Room
Thursday, April 3	8:00 - 9:00am	South County Corps Yard
Thursday, April 3	4:00 - 6:00 pm	Trudeau
Monday, April 7	2:00 - 3:00pm	Trudeau
Tuesday, April 8	9:00 - 10:00am	Glory of the Seas Building, Crab Cove
Wednesday, April 9	9:30 - 10:30am	Trudeau
Wednesday, April 9	1:00 - 2:00pm	Sunol Service Yard
Wednesday, April 16	9:30 - 10:30am	Vasco Staging Area
Wednesday, April 16	1:00 - 2:00pm	Nike Classroom
Wednesday, April 23	9:00 - 10:00am	East CoCo Trails office, 470 Walnut Meadows Dr., Oakley
Wednesday, April 23	2:00 - 3:00pm	Pacheco Corp Yard
Wednesday, April 30	10:00 - 11:00am	Dumbarton Quarry Service Yard
Wednesday, April 9	1:00 - 2:00pm	Thurgood Marshall, site of future Visitor Center
Wednesday, May 7	2:00 - 3:00pm	Zoom
Wednesday, May 21	1:00 - 3:00pm	Zoom



The District Plan

Needs Assessment - Metrics

Economic 35% <ul style="list-style-type: none"> • Employed • Per Capita Income • Above Poverty 	Education 18% <ul style="list-style-type: none"> • In Pre-School • In High School • Bachelor's Education or Higher 	Transportation 13% <ul style="list-style-type: none"> • Automobile Access • Active Commuting 	Social 13% <ul style="list-style-type: none"> • Census Response Rate • Voting in 2020 	Housing 5.3% <ul style="list-style-type: none"> • Low-Income Renter Severe Housing Cost Burden • Low-Income Homeowner Severe Housing Cost Burden • Housing Habitability • Uncrowded Housing • Homeownership 	Healthcare Access 5.3% <ul style="list-style-type: none"> • Insured Adults 	Clean Environment 5.2% <ul style="list-style-type: none"> • Ozone • PM 2.5 • Diesel PM • Water Contaminants 	Neighborhood 5.2% <ul style="list-style-type: none"> • Retail Density • Park Access • Tree Canopy
---	---	--	---	--	---	---	--

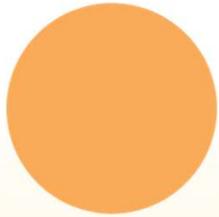


Pollution Burden <ul style="list-style-type: none"> Exposures <ul style="list-style-type: none"> • Ozone Concentrations • PM2.5 concentrations • Diesel PM Emissions • Drinking Water Contaminants • Children's Lead Risk from Housing • Pesticide Use • Toxic Releases from Facilities • Traffic Impacts Environmental Effects <ul style="list-style-type: none"> • Cleanup Sites • Groundwater Threats • Hazardous Waste • Impaired Water Bodies • Solid Waste Sites and Facilities 	Population Characteristics <ul style="list-style-type: none"> Sensitive Populations <ul style="list-style-type: none"> • Asthma Emergency Department Visits • Cardiovascular Disease (Emergency Department visits for Heart Attacks) • Low Birth-Weight Infants Socioeconomic Factors <ul style="list-style-type: none"> • Educational Attainment • Housing-Burdened Low-Income Households • Linguistic Isolation • Poverty • Unemployment
---	---

- Healthy Places Index 3.0
- Urban Heat Islands
- CalEnviroScreen 4.0
- Tree Equity Score
- Population Density
- Park Access

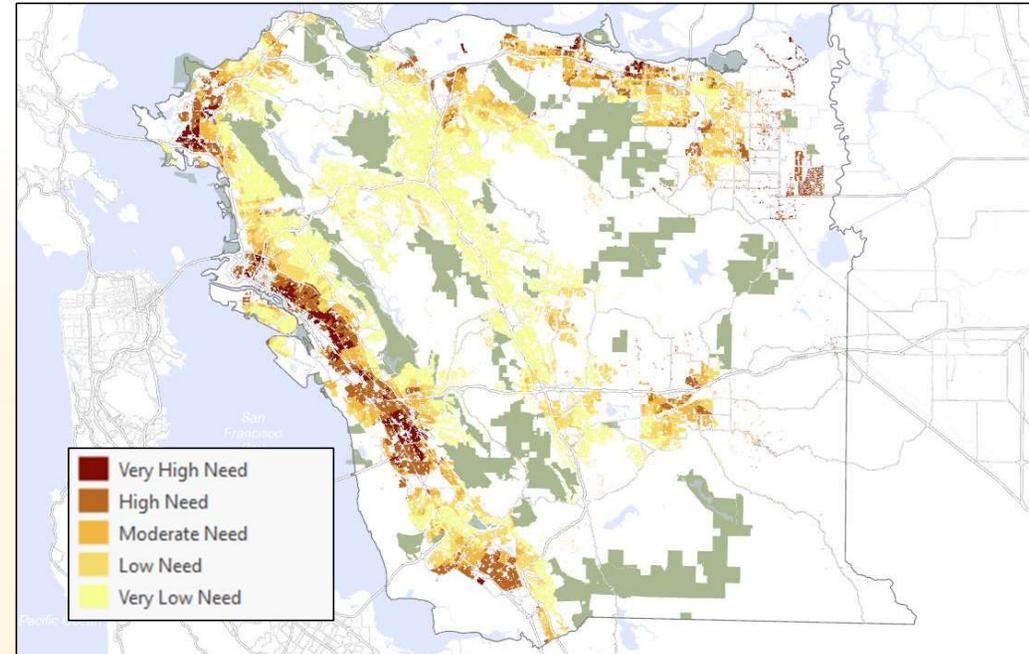


Needs Assessment - Draft



Next Steps:

- Analyze Visitorship
- Evaluate Resources
 - » Natural & Cultural Resources
 - » Conservation Lands
- Forecast Growth
 - » RHNA



What Comes Next?

- March 24th – Park Advisory Committee
- March 26th – Executive Committee
- Earth Day: Engagement Toolkit

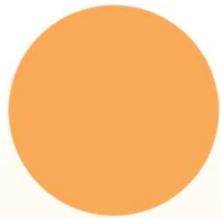
- » FAQ's
- » Survey Link
- » District Plan Materials
- » Public Website

■ Public Engagement

- » Indirect Engagement
- » Direct Engagement/Programs
- » Public Meetings
- » Partnerships with Local Organization



Recommendation



- The General Manager recommends that the Board of Directors amend the contract and authorize appropriation of \$783,394 for Phase II of the Second Century District Plan Project (Project No. 557300) with PlaceWorks, Inc. for a total contract amount of \$1,382,941.

SOURCE OF FUNDS	
Second Century Plan (Project 557300)	\$ 1,382,941
PlaceWorks Phase I Consulting Services	(599,547)
Total Funds Available	\$ 783,394

USE OF FUNDS	
PlaceWorks Phase II Consulting Services	\$ 783,394
Total Current Project Costs	\$1,382,941
Total Remaining Project Funds Available	\$ 0





Thank you

For questions, please contact: bholt@ebparks.org