




**EAST BAY REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING
AGENDA STAFF REPORT**

DATE	April 26, 2024
TITLE	Board of Directors Study Session - Community Survey Workshop
DIVISION	General Manager's Office
FROM	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

This is an informational presentation.

BACKGROUND

The purpose of this Board Study Session is to facilitate a shared understanding of scientific community survey findings and create opportunities for the East Bay Regional Park District (Park District) to integrate these findings into future District Plan planning activities.

The Park District has a long history of survey work. Beginning with an inaugural survey in 1976, which revealed a 94% user satisfaction rate, the Park District has continuously utilized survey data to inform decision-making processes and engage with the community. Over the decades, survey methodologies have evolved, from focusing solely on likely voters to encompassing broader community engagement efforts.

At this Board Study Session, the Board of Directors will engage in a comprehensive discussion on multi-year community survey findings, facilitated by consultants from Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research). This discussion will review key insights gleaned from surveys conducted in 2020, 2022 and 2023, including trends, priorities and areas of interest identified by respondents.

Following the review of the survey findings, the Board and members of the Park District's Executive Team will have the opportunity to engage in a S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) analysis exercise. Following the activity, information received will be compiled into a report and shared with the Board of Directors and the Park District's District Plan coordination team. Specifically, identified strengths, such as the provision of diverse recreational opportunities and a commitment to accessibility, will inform strategies to enhance and build upon existing services. Weaknesses, including areas for improvement in park accessibility and amenities, will guide resource allocation and prioritization efforts in the District Planning process. Opportunities identified through the analysis can be leveraged to optimize service delivery and capitalize on the Park District's unique strengths, ultimately enhancing the overall park experience for East Bay communities. Lastly, threats identified will be carefully considered to mitigate risks and ensure the successful implementation of future initiatives outlined in the District Plan. By integrating the findings from the SWOT analysis into the District Planning process, the Park District will be able to align its strategic objectives with the needs and preferences of the

community, fostering a more inclusive and sustainable park system for years to come.

ANALYSIS

Through review and analysis of recent survey data, FM3 Research has provided an overview summary of key trends gleaned from recent surveys of East Bay residents. The overarching goal of this analysis is to provide the Park District's Board and staff with a comprehensive understanding of the community's perspectives on the Park District's mission delivery. By synthesizing survey data, this analysis aims to elucidate prevalent themes which can inform future Park District initiatives.

Several notable trends emerge from the survey data. First, a significant portion of East Bay residents, approximately seven in ten, engage with the Park District regularly, with nearly half visiting parks or trails on a weekly basis. Furthermore, walking and hiking emerge as the most favored activities among residents when utilizing parks close to their homes. Moreover, there is a widespread consensus among respondents regarding the accessibility of East Bay parks, trails, and open spaces, indicating a positive perception of the Park District's efforts in this regard. The data revealed a strong preference among residents for prioritizing the maintenance of existing parks and trails over the development of new ones.

A memorandum expanding on these findings is attached, as well as a presentation.

FISCAL IMPACT

None.

ATTACHMENTS

FM3 Research Memo.
Presentation materials.