

# East Bay Regional Park District

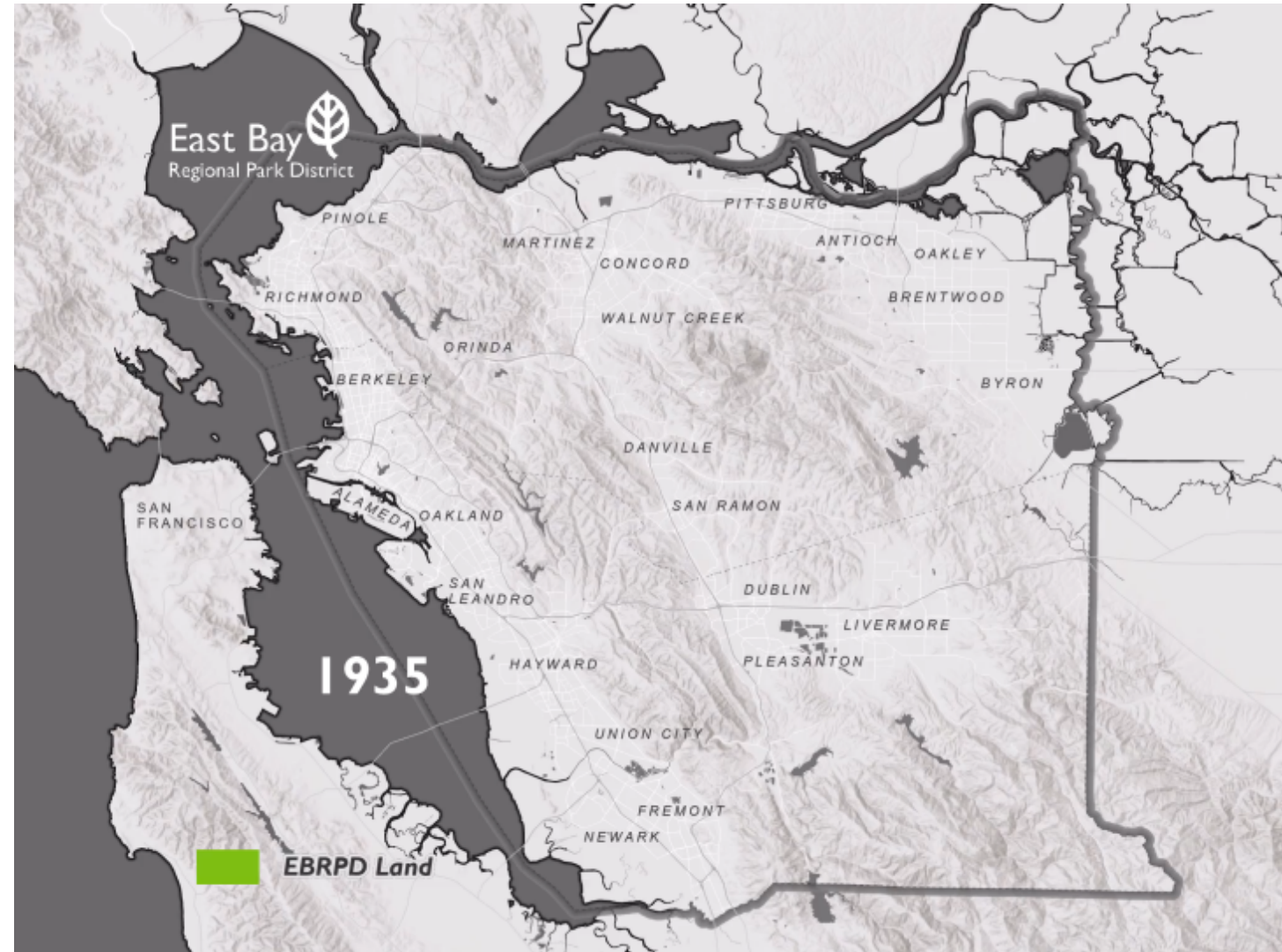
## A New District Plan

A Plan for EBRPD's 2<sup>nd</sup> Century



# East Bay Regional Park District 2<sup>nd</sup> Century Master Plan

- Nine Previous Master Plans
  - 1930, 1940, 1964, 1973, 1980, 1989, 1997, and 2013
- A New Master Plan will Guide East Bay Regional Park District into it's Second Century
- Will Build off of Past Master Plans
- Emphasis on Equity, Sustainability, & Resiliency






# 1930 Olmsted – Hall Report

- Established the original vision for EBRPD
- Proposed establishing parks on EBMUD Watershed Lands
- Developed by Frederick Law Olmsted, Jr. and Ansel Hall

PROPOSED  
PARK RESERVATIONS



Upper end of Lake Chabot from Chabot Road, showing the island park scenery that should be preserved and controlled for enjoyment.

FOR  
EAST BAY CITIES  
(CALIFORNIA)

1930



THEIR WORK ALL MAPPED OUT FOR THEM



LEADERS in the campaign to expand Greater Oakland's outdoor recreational domain, today have the scope of their task at their finger tips, as it were, following the gift to nine interested cities of accurate relief maps of the regional park area. The maps were made by civilian conservation corps workers and presented by the national park service through Ansel Hall, Berkeley education and forestry chief. Viewing the maps, left to right, are Mayor W. J. McCracken, Oakland; Mayor E. N. Ament, Berkeley; Ansel Hall; Supervisor W. J. Hamilton, and Elbert M. Vail, regional park board chairman.

**MOOSE HEAD VISITS HERE**  
In his official capacity as supreme director of the Loyal Order of Moose, Albert J. Sartori arrived in Oakland today to confer with Ray Fels, dictator of the Oakland lodge, and William J. Hamilton, one of the upmost trustees of the order. While Sartori's visit is primarily report on the progress of the order and to outline forthcoming activities, he will participate in special initiation ceremonies planned for tonight at the Moose lodge rooms here. Women of the Moose chapters will also be given an opportunity to meet the supreme director. A chapter meeting for them has been called for 7:30 o'clock tonight and at 8:30 is regular meeting of the Oakland lodge which will be held. Hamilton is in charge of the committee completing arrangements for Sartori's entertainment tonight. Growth of activities at Mooseheart, Ill., where the Moose maintain a home for orphaned children's members, will be told by Sartori during his visit to Oakland.

**Guest Artists to Appear in Musicale**  
BERKELEY, Jan. 26.—Folk songs will feature the Sunday afternoon musicale at James Kenney park clubhouse, it was announced today. Guest artists will include Edna Lechart, Calvin Wortman and Cecil Armstrong.

**Dormitory Club Names President**  
Louis J. Arkin today held the residency of the Oakland Y. M. C. A. Dormitory club officers

**Oakland Park Region Maps Given 9 Cities**  
BERKELEY, Jan. 26.—The National Park service, through Ansel Hall, chief of the division of education and forestry, today presented to the Regional Park board and to each of the nine cities of the Greater Oakland area, relief maps of the area. The maps, based on actual contour lines, measure 12 by 6 feet. They were built by CCC workers under the direction of experts. Natural colors applied by hand by CWA artists give the maps a realistic appearance. The presentation was made at the CCC studio, Euclid and Hearst avenues, with Mayor W. J. McCracken of Oakland, Mayor E. N. Ament of Berkeley, Supervisor William J. Hamilton and Elbert M. Vail in attendance. All are members of the park board and Vail is president. Hall is an advisory member.

**PARK PROPOSED**  
In 1930 Hall made a report on the proposed park reservation, which was issued by the Regional Park association. The East Bay Municipal Utility district was reported as not adverse to the transfer of surplus natural park lands to a properly constituted park district, but refused to allow the people to enjoy the lands until transfer could be made legally. A regional park board was organized. It was successful in having the regional park bill passed by the last legislature. In March a petition will be circulated for the formation of the park district and the voters will be asked to approve the park district and elect five directors.

**1000 GIVEN WORK**  
Through Hill's efforts 1000 needy men have been given employment building trails, roads and fire-breaks in the park area, and a large sum of money has thus been put into circulation.

**2 JAILED IN L.A. KIDNAPING**  
LOS ANGELES, Jan. 26 (AP).—Charged with conspiracy to kidnap dairy last week, Steve Somers, 40, secretary of the milk section of the Food Workers' Industrial union, and Meyer Baylin, 35, union organizer, were arrested today. The pair assertedly forced the three dairy company employees to leave the dairy and released them

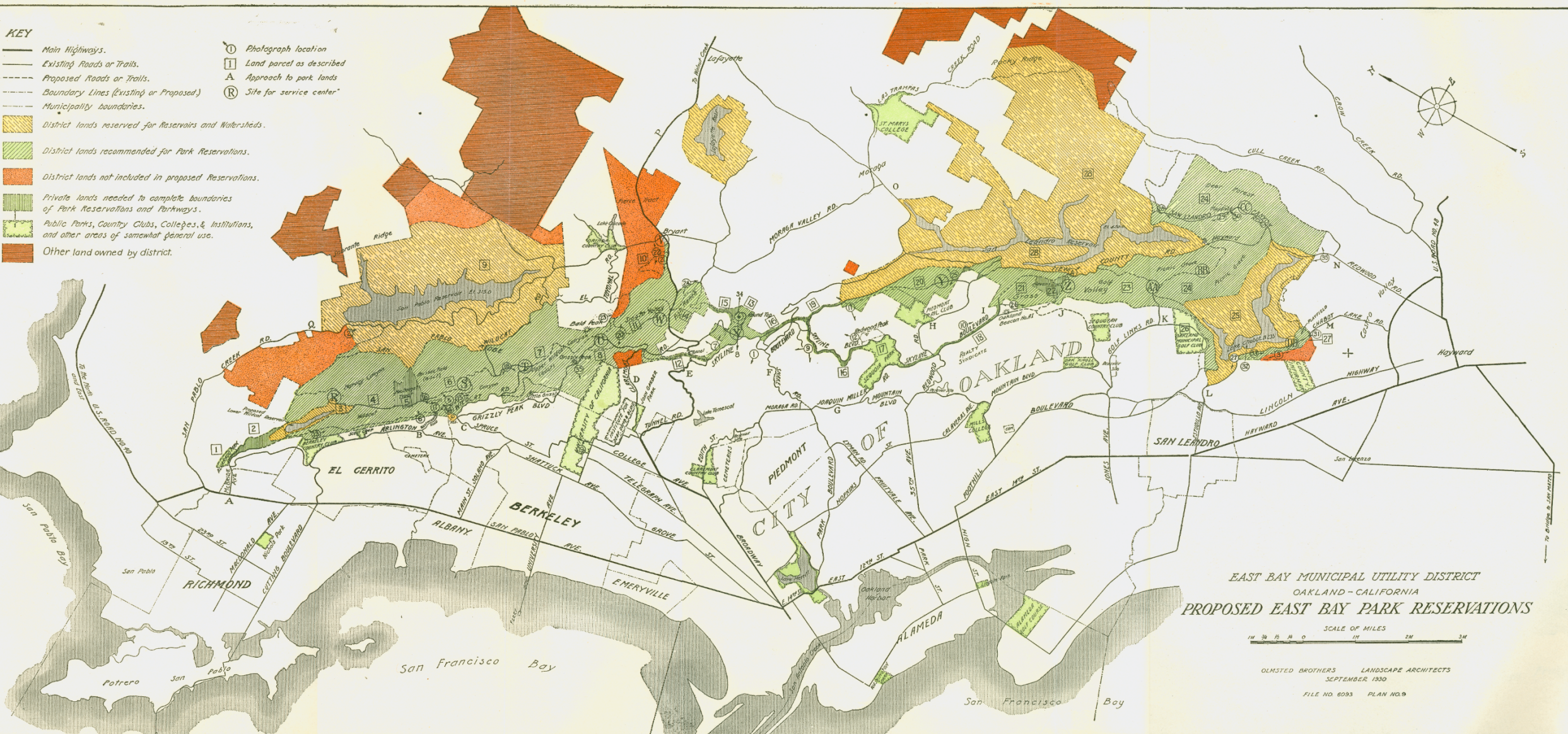
**EAGLES' HEAD TOURS LODGES**  
Arriving here for an official visit to Greater Oakland lodges of Eagles, George W. Nordlin, grand worthy president of the order, was greeted today by officers and members of 10 district lodges. Accompanied by Mrs. Nordlin, the Eagles' chief was taken on a tour of the bay region this afternoon preparatory to the grand banquet in his honor tonight at the Hotel Leanington. Following the banquet a class of 200 candidates will be initiated into the lodge at the auditorium of the Oakland high school. Dr. H. R. Mehrmann, grand trustee of the order, will be general chairman of the initiatory work. Nordlin, a state senator of Minnesota, is making a nation-wide tour of the United States, paying official visits to Eagles' lodges throughout the country. Speaking of business conditions, he declared that his tour has shown him a remarkable upturn, everywhere in all business lines. Early adoption of old age pension laws, long a policy of the Eagles' lodge, was looked for by Nordlin, he said.

**Joe Herman Sues For \$21,000 in Crash**  
SAN FRANCISCO, Jan. 26.—Damages of \$21,000 for injuries suffered in an auto accident here Dec. 14 were asked in a suit on file today by Joe Herman, manager of the Lakeside gymnasium in Oakland and prominent in bay region boxing circles. Herman is suing Peter Drayfus, with whom he was driving, when the crash occurred.



KEY

- Main Highways.
- Existing Roads or Trails.
- - - Proposed Roads or Trails.
- - - Boundary Lines (Existing or Proposed)
- - - Municipality boundaries.
- ▨ District lands reserved for Reservoirs and Watersheds.
- ▨ District lands recommended for Park Reservations.
- ▨ District lands not included in proposed Reservations.
- ▨ Private lands needed to complete boundaries of Park Reservations and Parkways.
- ▨ Public Parks, Country Clubs, Colleges, & Institutions, and other areas of somewhat general use.
- ▨ Other land owned by district.
- ① Photograph location
- ① Land parcel as described
- A Approach to park lands
- Ⓡ Site for service center



EAST BAY MUNICIPAL UTILITY DISTRICT  
OAKLAND - CALIFORNIA  
PROPOSED EAST BAY PARK RESERVATIONS

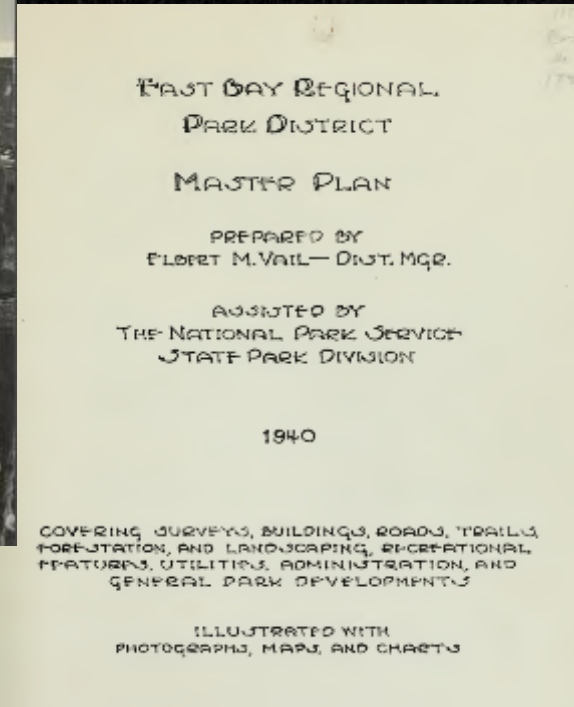
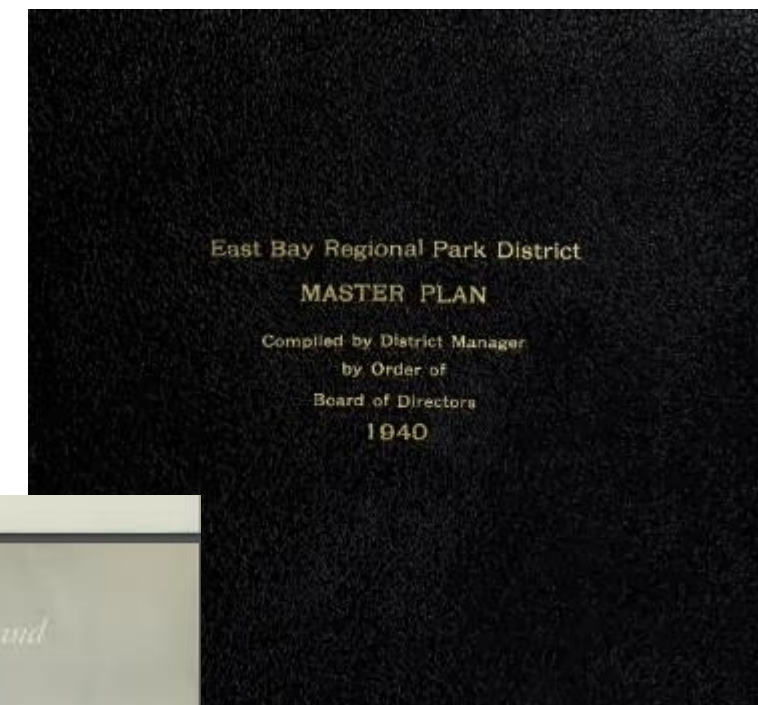
SCALE OF MILES  
1 1/2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34

OLMSTED BROTHERS LANDSCAPE ARCHITECTS  
SEPTEMBER 1930  
FILE NO. 6093 PLAN NO. 9



# 1940 Master Plan

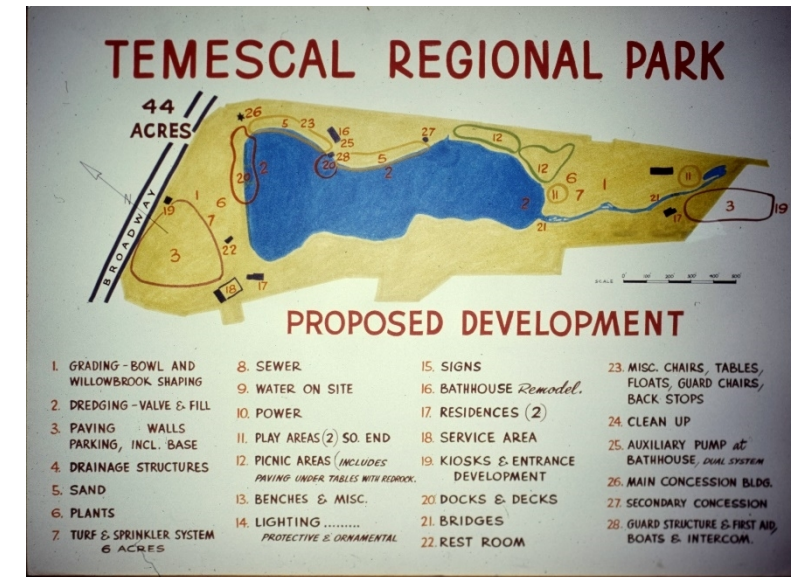
- Developed by Elbert Vail, the first EBRPD General Manager
- Developed in partnership with National Park Service
- Planned for development of the first 3 Regional Parks
  - Tilden
  - Redwood
  - Temescal





# 1964-1969 Forward Plan

- Developed by General Manager William Penn Mott Jr.
- Measure B - Annexation into Contra Costa County
- Identified park projects needed to serve all East Bay residents – including those outside Park District boundaries;
- Park Development Plan for:
  - Tilden
  - Temescal
  - Redwood
  - Grass Valley (Lake Chabot)
  - Don Castro
  - Cull Canyon
  - Sunol

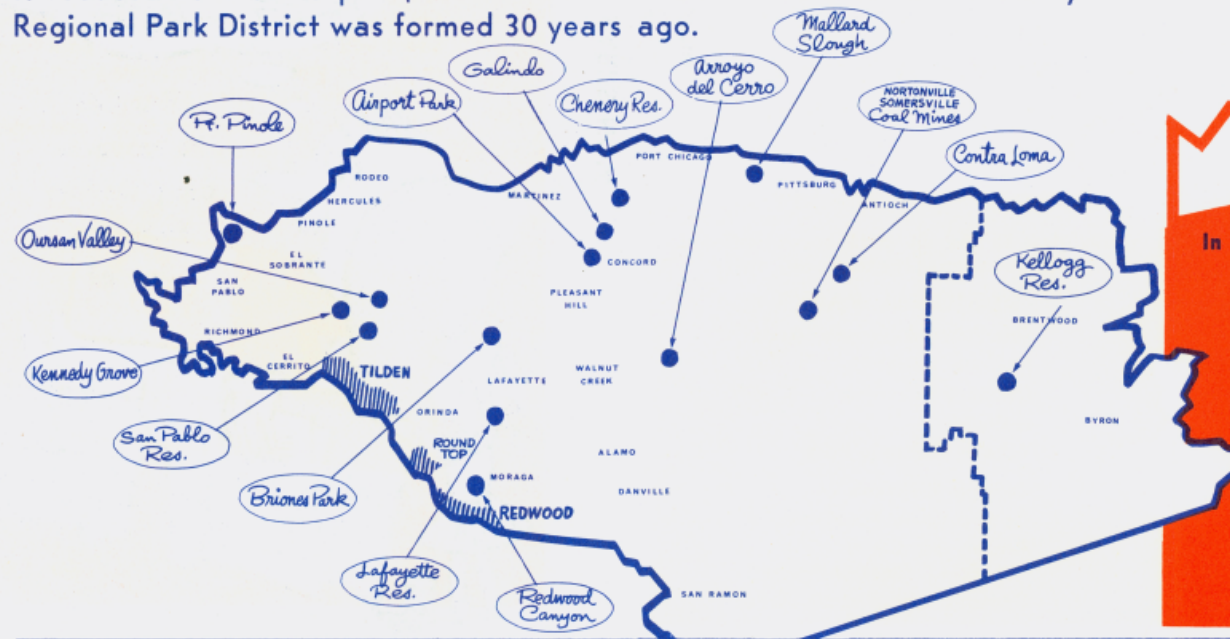




Your June 2nd Primary Ballot will include **MEASURE "B"** . . . "Shall the County of Contra Costa, excepting the Liberty Union High School District, be annexed to the East Bay Regional Park District."

**PARK LAND** acquisition and development will start immediately if a "yes" vote is secured. A detailed plan has been prepared by the East Bay Regional Park District following the recommendations of the Contra Costa County Park Commission.

**YOUR "YES" VOTE** on June 2nd will provide these much needed park areas at a bargain rate. The average Contra Costa Taxpayer will pay \$3.50 per year — less than 30 cents per month — for four years at a rate of 10 cents per \$100 assessed valuation. After four years the rate by law is reduced to 5 cents per \$100 — the rate established when the East Bay Regional Park District was formed 30 years ago.



**ALL TAX REVENUE FROM CONTRA COSTA COUNTY IS PLEDGED TO PARK ACQUISITION & DEVELOPMENT WITHIN THE COUNTY.**

**CONTRA COSTA COUNTY WILL BE REPRESENTED ON THE BOARD OF DIRECTORS OF THE EAST BAY REGIONAL PARK DISTRICT.**

**Your "YES" vote will provide the parks and recreation areas as indicated below.**

In addition to the six park areas indicated in the drawings (below) are these

#### REGIONAL PARKS

San Pablo Reservoir Area  
Mallard Slough  
Chenery Reservoir  
Galindo  
John F. Kennedy Park  
Kellogg Reservoir  
Contra Loma Reservoir  
Arroyo del Cerro  
Flood Control Project  
Contra Costa Airport Area

#### POINT PINOLE REGIONAL PARK



200 Acres (approximately)

#### OURSAN VALLEY REGIONAL PARK



1,000 acres (approximately)

#### BRIONES REGIONAL PARK



3,100 Acres (approximately)

#### LAFAYETTE RESERVOIR REGIONAL PARK



925 Acres (approximately)

#### REDWOOD CANYON REGIONAL PARK



900 Acres (approximately)

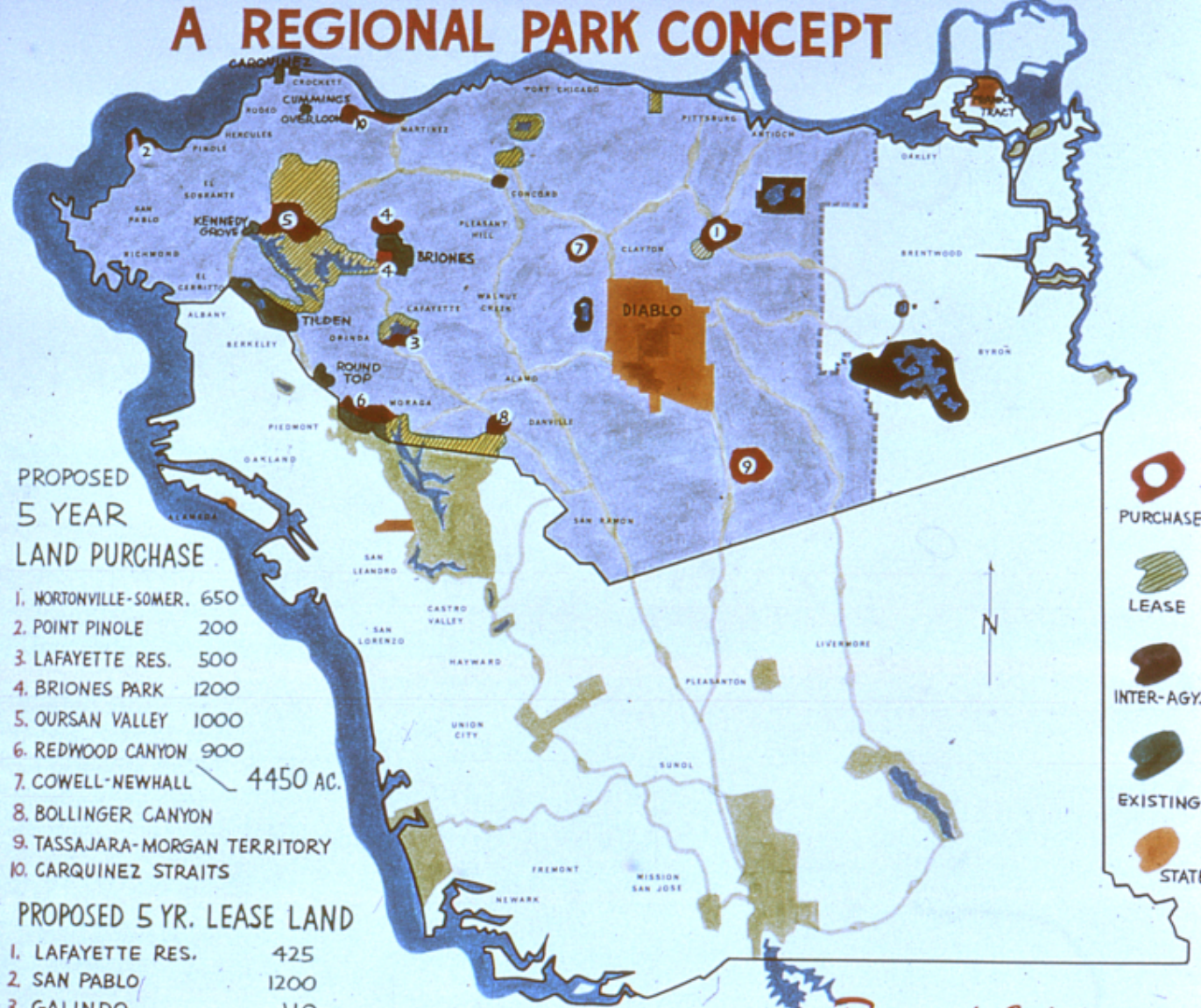
#### Nortonville-Somersville COAL MINE AREA REGIONAL PARK



850 Acres (approximately)



# A REGIONAL PARK CONCEPT



## PROPOSED 5 YEAR LAND PURCHASE

1. NORTONVILLE-SOMER. 650
2. POINT PINOLE 200
3. LAFAYETTE RES. 500
4. BRIONES PARK 1200
5. OURSAN VALLEY 1000
6. REDWOOD CANYON 900
7. COWELL-NEWHALL 4450 AC.
8. BOLLINGER CANYON
9. TASSAJARA-MORGAN TERRITORY
10. CARQUINEZ STRAITS

## PROPOSED 5 YR. LEASE LAND

1. LAFAYETTE RES. 425
2. SAN PABLO 1200
3. GALINDO 110
4. CHENERY RES. 250
5. MALLARD SLOUGH 50
6. NORTONVILLE-SOMERSVILLE 200
7. SAN LEANDRO RES. 2235 AC.

## 5 YR. INTER-AGENCY AGREEMENT

1. KELLOGG RES. 6400
2. AIRPORT PARK 100
3. CONTRA LOMA RES. 1400
4. ARROYO DEL CERRO 120

8020 AC.

*Regional Solutions  
FOR  
Regional Problems*



## A POSITIVE PLAN TO FINANCE LAND ACQUISITION, DEVELOPMENT, MAINTENANCE AND OPERATION

*Revenue:* .10 per \$100. ASSESSED VALUATION WILL PROVIDE

• 1965 - 66	\$1,099,275
• 1966 - 67	1,143,246
• 1967 - 68	1,188,976
• 1968 - 69	1,236,535

.05 per \$100. ASSESS. VAL. 1969-70 642,998

*Total* \$5,311,030

## Investment:

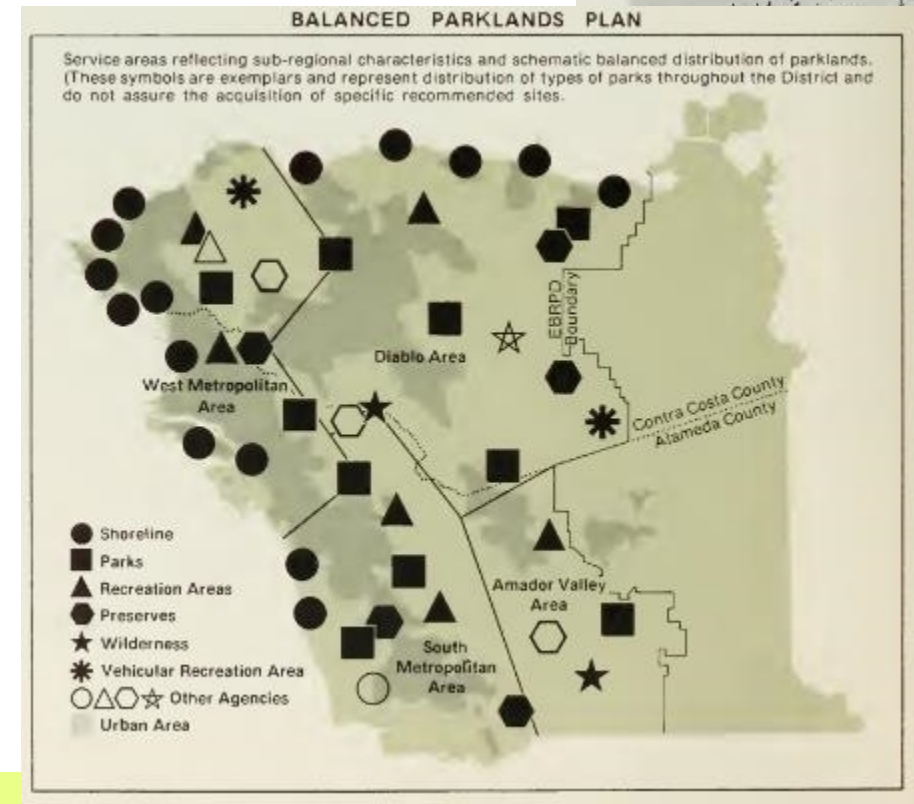
• LAND	\$2,815,000
• LAND RENTAL	58,000
• DEVELOPMENT	1,435,000
• MAINTENANCE & OPERATION	721,530
• CONTINGENCY	281,500

*Total* \$5,311,030



# 1973 Master Plan

- First comprehensive Master Plan
- Developed as required by AB 925
  - Sec. 5545.5 authorized additional tax levy
- 17 public hearings
- 83-member Citizens Task Force
- 60-member Public Agency Advisory Committee
- Prepared by OVERVIEW Consulting
  - Led by Stewart Udall – former Sec. of Interior
- Established Metro Areas





# 1973 Master Plan

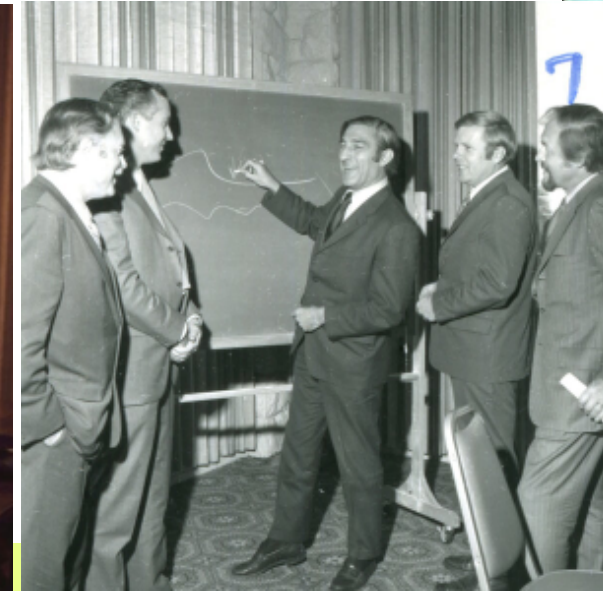
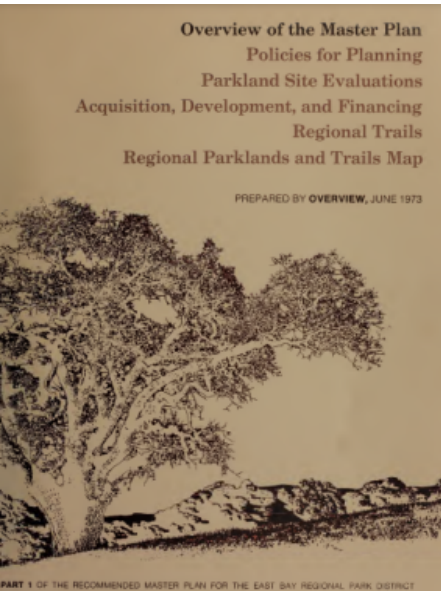
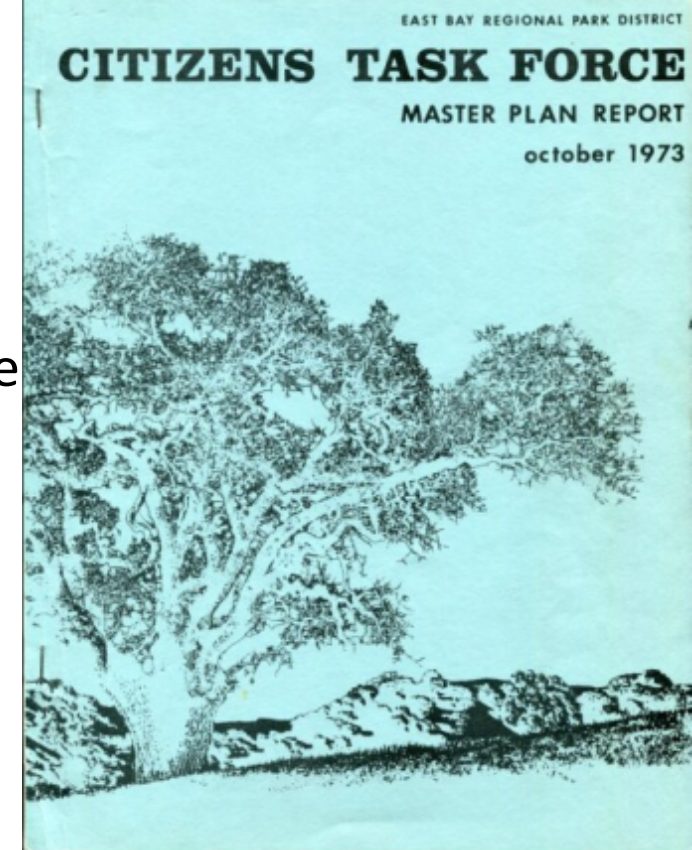
"They decided for the first time they were going to go to the voters and ask for a bond, the authorization to issue bonds so that they would have money to expand the park's system. Some critics said, "What are you going to use the money for?"

"Opportunities come about and we want to be able to respond to them."

"No, no, no, no, you need a plan."

So the Park District said, "All right, we'll prepare a plan.'""

- Will Travis, Retired BCDC Executive Director





## 1

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# 1980 “Revised” Master Plan

- Developed in response to the passage of Prop 13 and reduced ability to implement the 1973 Master Plan;
- Carried forward much of the policies and guidelines developed in 1973 Master Plan;
- Included a 5-Year Review Period

## New trail plan OK'd by parks district board

By Denis Cuff  
Times staff writer

OAKLAND — A \$3.8 million plan for adding 88 more miles to the popular hiking and riding trail system in Contra Costa and Alameda counties was approved Tuesday by East Bay Regional Park directors.

The park board, on a 4-0 vote, endorsed an ambitious new trail master plan that calls for starting work on 23 new trail links between now and 1987.

The completion date depends on when the district can line up all the acquisition and development money, the bulk of which is expected to come from grants.

"Go ahead and spend the money and make it an ever-greater place than it is," Jack Ingram, a Lafayette bicycling enthusiast, told the park board.

Eight speakers lauded the planned improvements and some said other projects could be done as well in the same time frame.

Wanda Longnecker of Alameda, member of Right of Way Trails Advocates, said her group would like to see quicker construction of

✓ Bob Doyle is helping to plan future trails for East Bay parks — Page 3A

the trail planned along the abandoned Southern Pacific right-of-way between Walnut Creek and San Ramon. Only planning — not construction — is contemplated during the next five years.

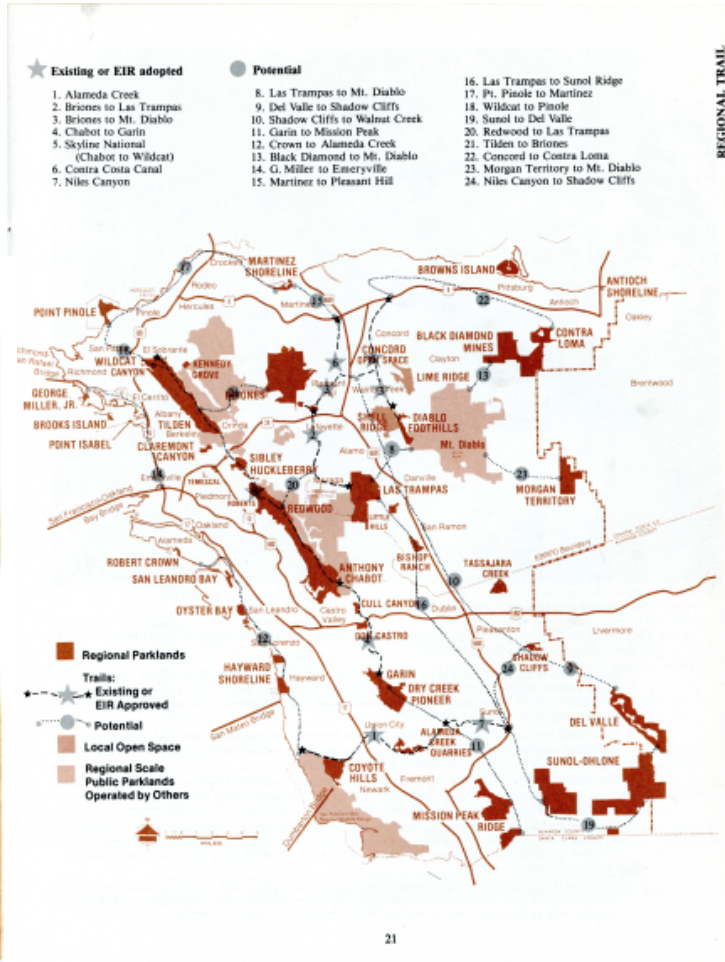
"We feel the area is growing and it needs the trail," Longnecker said.

Further park board approval will be required for land acquisition and construction contracts for each one of the links.

But the master plan gives district staff the priorities for pursuing projects, district trail coordinator Bob Doyle said.

As of today, the district has 119 miles of paved and unpaved trails that link together its 44 recreation sites. The trail total will grow to 164 miles by the end of 1984 and up to 256 miles once the extra 88 miles are complete, he said.

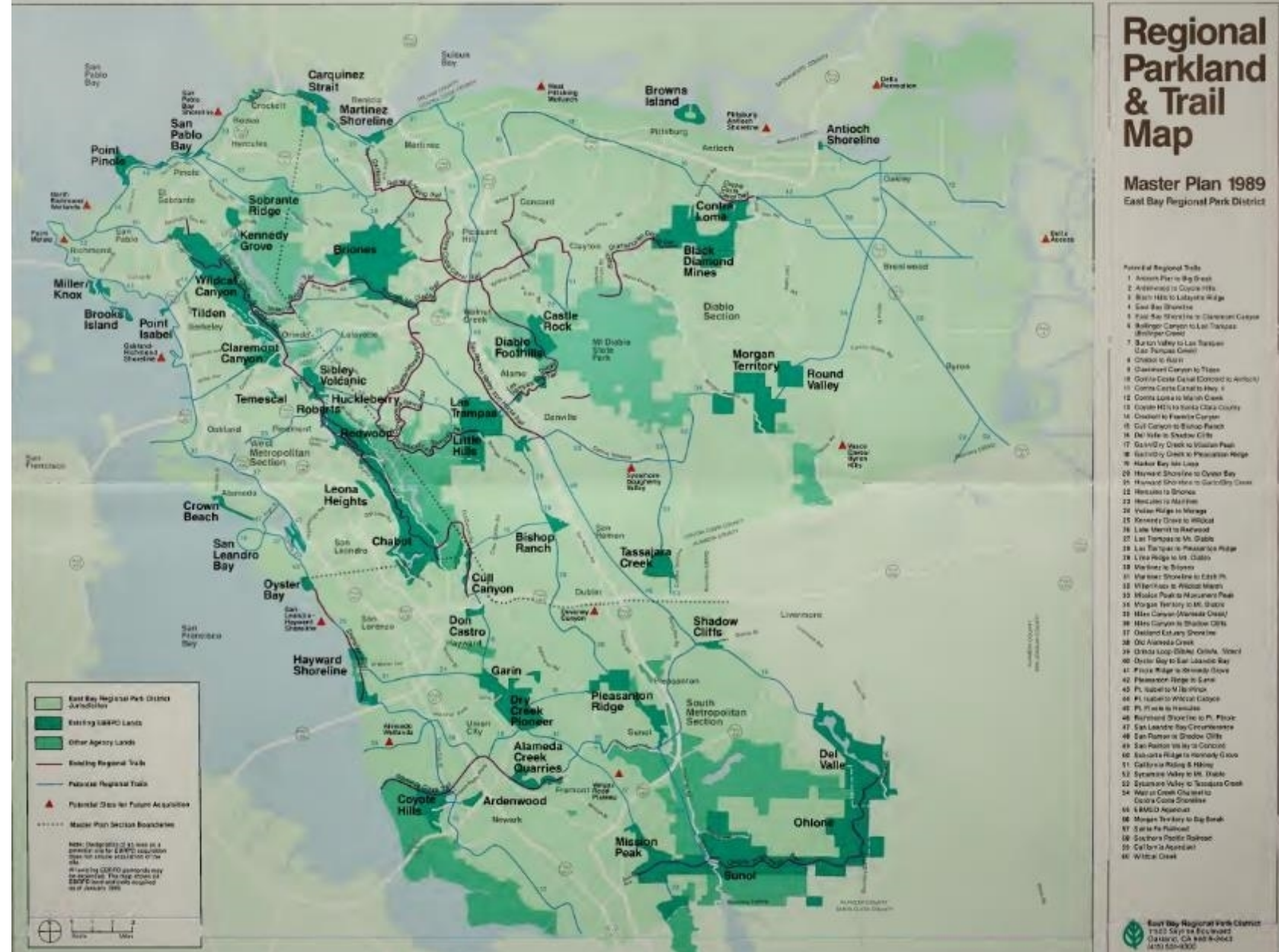
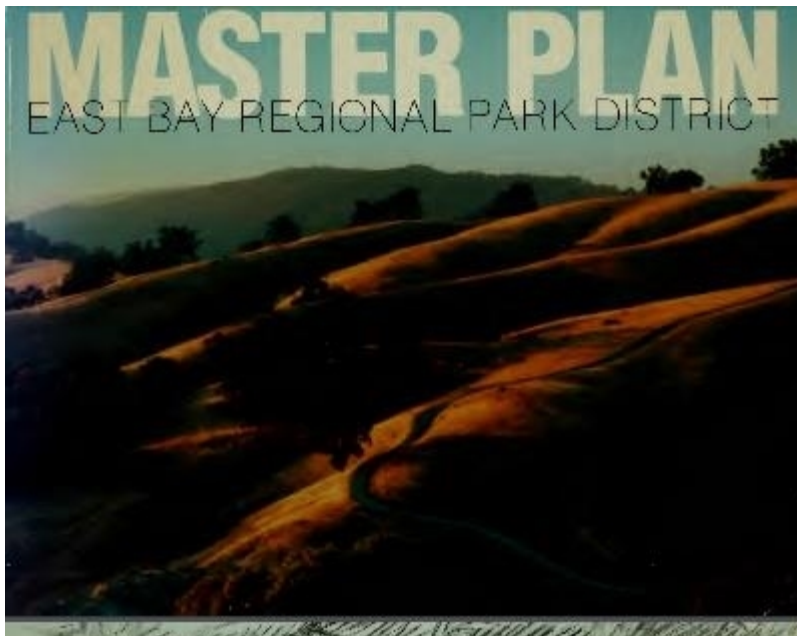
Please see TRAILS, Page 2A





# 1988 Master Plan

- Updated images and modest text changes.
- Reorganized policies;
- Carried forward much of what was established in previous Master Plans;





# 1997 Master Plan

- One meeting per month with the Board Executive Committee;
- 2 meetings per month with PAC Master Plan Task Force;
- 12 Public Forums;
- Mountain Biking emerges as an issue;
- Continued to bring forward language from past Master Plans;
- Established District Mission Statement:
  - “The East Bay Regional Parks will preserve a priceless heritage of natural and cultural resources, open space, parks, and trails for the future and will set aside park areas for enjoyment and healthful recreation for generations to come. An environmental ethic guides us in all that we do.”





# Environmentalists oppose move to create park district master plan

By JAMES BRUGGER

Staff writer

A group of environmental organizations wants the East Bay Regional Park District to scrap proposed sweeping changes in the way the agency does its planning.

The group, including the Sierra Club's Bay Chapter and three Audubon chapters, wants the district to retain detailed park-by-park zoning and management documents called land use development plans.

They also object to the proposal to eliminate a 21-year-old park classification system that designates holdings as parks, preserves and wilderness.

"The current proposal should not eliminate the existing planning process ... nor should it eliminate the park classifications and the restrictions that go with them," the group said in a position paper sent to park officials. "To do that would open up all district land for any type of use, with less public review in the short run and increasing controversy in the long run."

Environmentalists don't fully understand what the district is trying to do, said Tom Mikkelsen, assistant general manager. The district proposal would increase environmental protection on about 40,000 acres of parkland where there are no land-use plans, he said.

Because the district has rapidly expanded its parks, the planning staff has a serious backlog of land-use plans to prepare, Mikkelsen said. Parks without plans are left with no detailed management blueprints, which offer increased protection from things like new fire roads, parking lots or buildings, he said.

Preparing zoning maps for all parks in one master plan would help solve that problem, Mikkelsen said.

In February, district General Manager Pat O'Brien said the new zoning method could save 12 years of staff work.

In addition, Mikkelsen said the existing classification system doesn't mean much. "In the middle of Las

Trampas Wilderness is the most heavily used recreation facility (Little Hills Recreation Area) in Contra Costa County."

The controversy surfaced in December, when the district began the lengthy process of revising its master plan. The document is a blueprint for management of about 75,000 acres in Contra Costa and Alameda counties.

Carving parks into various zones, such as natural areas and recreation areas, can only be done correctly if park resources are carefully studied, said Afton Crooks, a Park Advisory Committee member.

Environmentalists say they aren't opposed to finding ways to increase efficiency, but fear the changes will make it harder for people to follow management activities in their favorite parks.

"(Park officials) are throwing out the baby with the bath water," said Helen Klebanoff, president of the Regional Parks Association.

"There's a delicate balance about opening up a park system," said Al McNabney, conservation chairman for Mt. Diablo Audubon Society.

By raising the issue before staff completes a draft master plan, park officials may be persuaded to reconsider the proposal, Klebanoff said.

Other groups to back the position paper include the California Native Plant Society, the East Bay League of Conservation Voters and Citizens for Oakland Open Space.

Environmentalists shouldn't worry about rampant recreational development, Mikkelsen said. Park officials don't want that, and there's no money for it if they did, he said.

Officials will continue to hold zoning workshops this fall in an effort to explain the proposal, he said.

"It's very difficult to go out there and say, 'Here are two planning methodologies. Here are the advantages and disadvantages. Which one do you like best?' It's so academic."

# Trail proposal at a junction for word choice

By JAMES BRUGGERS

Staff writer

The horse people and granola-crunchers call them "footpaths." Cyclists, known by some as terror on two wheels, call them "single track trails."

It's more than just a struggle over semantics. And on Tuesday, the East Bay Regional Park District board may weigh in with its verdict on the trail terminology trouble.

After two years of study, public meetings and map-making, board members will decide whether to approve a master plan that will guide the system for the next 10 years. It's a blueprint for managing the district's 56 parks, 1,000 miles of trails and 83,000 acres in Contra Costa and Alameda counties. It seeks to balance recreation and park development with natural resource protection.

Trail nomenclature is one of a few lingering controversies.

Cyclists object to "footpath" because of its exclusionary tone. Bikes don't have feet. They have wheels.

"It's divisive," said Michael Kelley, a Berkeley bicycling advocate. "It's contrary to reality. Horses don't have feet. They have hooves."

Equestrians and Sierra Club members argue for "footpath." They want the district to continue its existing policies that generally limit bikes to fire roads and wide trails. This reserves the narrow paths for themselves.

"Indeed, we don't want them on those single-track trails," said Bill Borden, a Contra Costa horseback rider. "And horses have feet."

To crack the nomenclature nut, park planners recommend a compromise. Narrow trails will be called just that: narrow trails. Wider trails, which often double as fire or service roads, will be called multipurpose trails.

## MEETING

**What:** East Bay Regional Park District board  
**When:** 2 p.m. Tuesday  
**Where:** 2950 Peralta Oaks Court, Oakland  
**Why:** Hearing and possible approval of district master plan

rather than the more restrictive "preserve" category. Round Valley, scheduled to open next year, features American Indian grinding stones and endangered species such as the kit fox and red-legged frog.

Of the unresolved conflicts, the one over the district's new attention to recreation, such as adding camping opportunities, will probably not go away.

The San Francisco Bay Chapter of the Sierra Club as well as the Regional Parks Association criticized the plan in their latest newsletters.

"I keep telling them that if you don't have the land, you are out of business," said Helen Klebanoff, president of the parks association. "Then you are just offering what everyone else has."

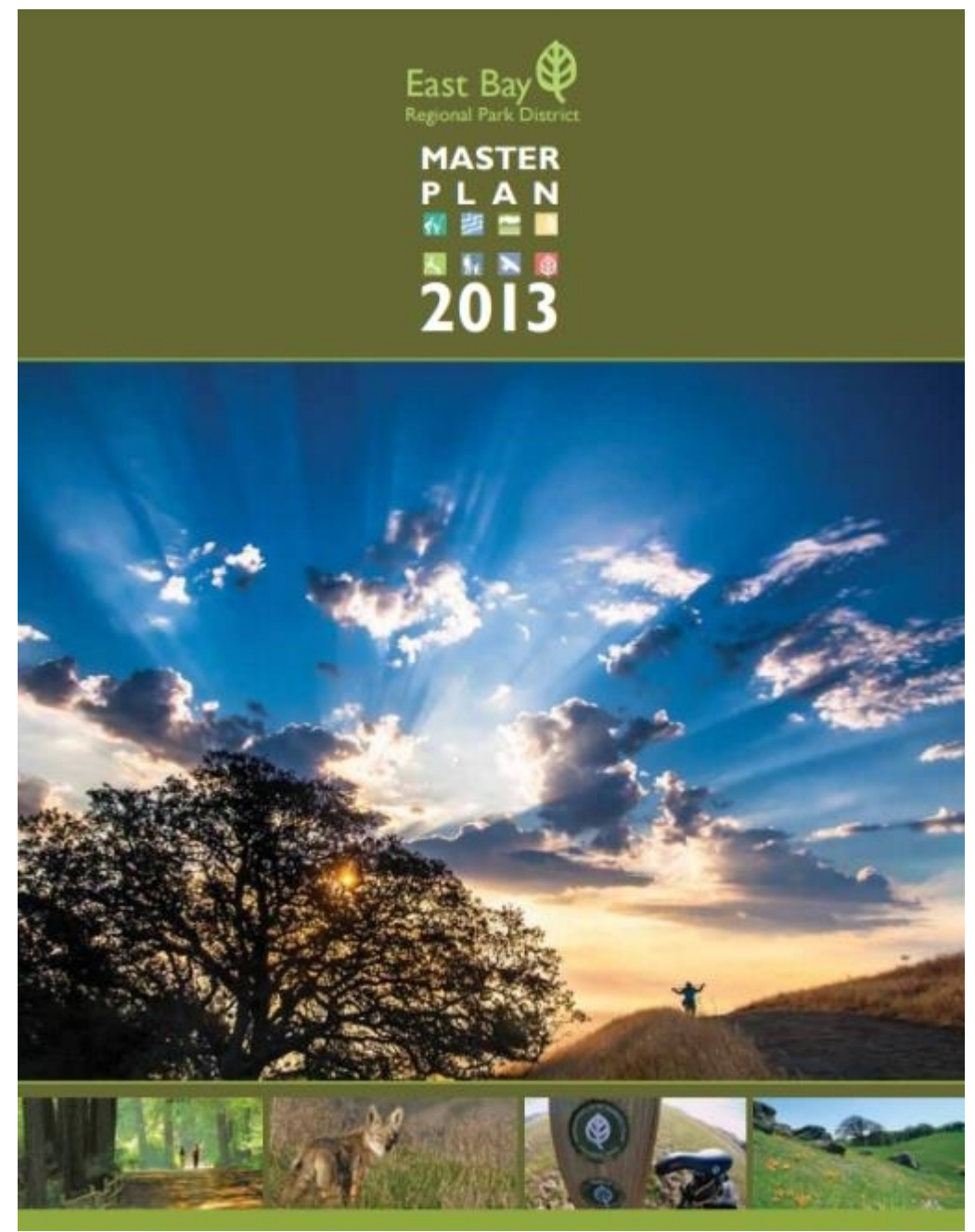
Kelley, the Berkeley cyclist, said he welcomes new attention to recreation.

He said the plan does a particularly good job of attempting to reach out to minority and low-income families on the west side of the Berkeley and Oakland hills. This will help ensure long-term political support for the park system, Kelley said.

He said he believes the district has an equal commitment to protecting natural areas.

Board members seem comfortable with the balance the new plan seeks to strike.





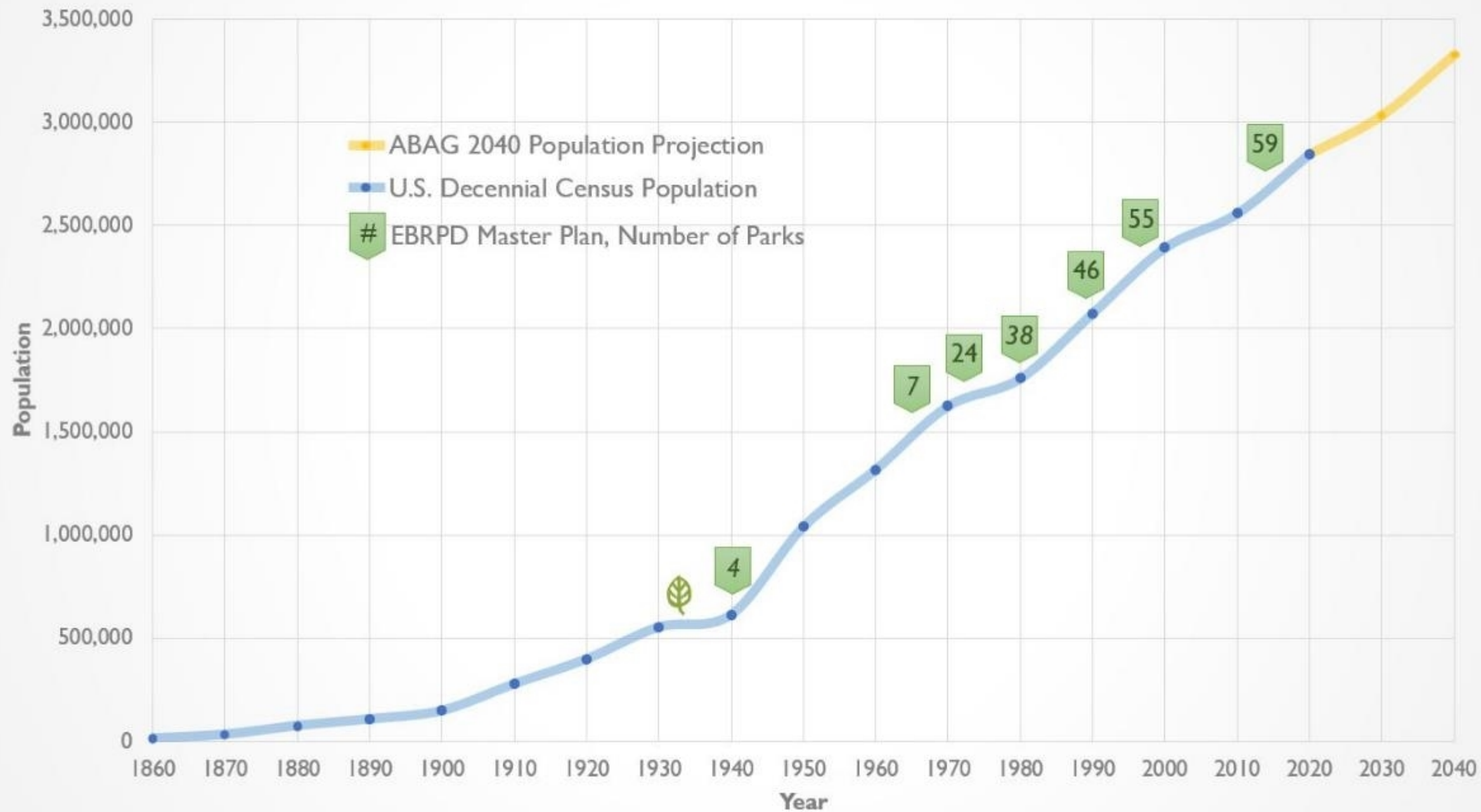


# CHANGE IS HERE





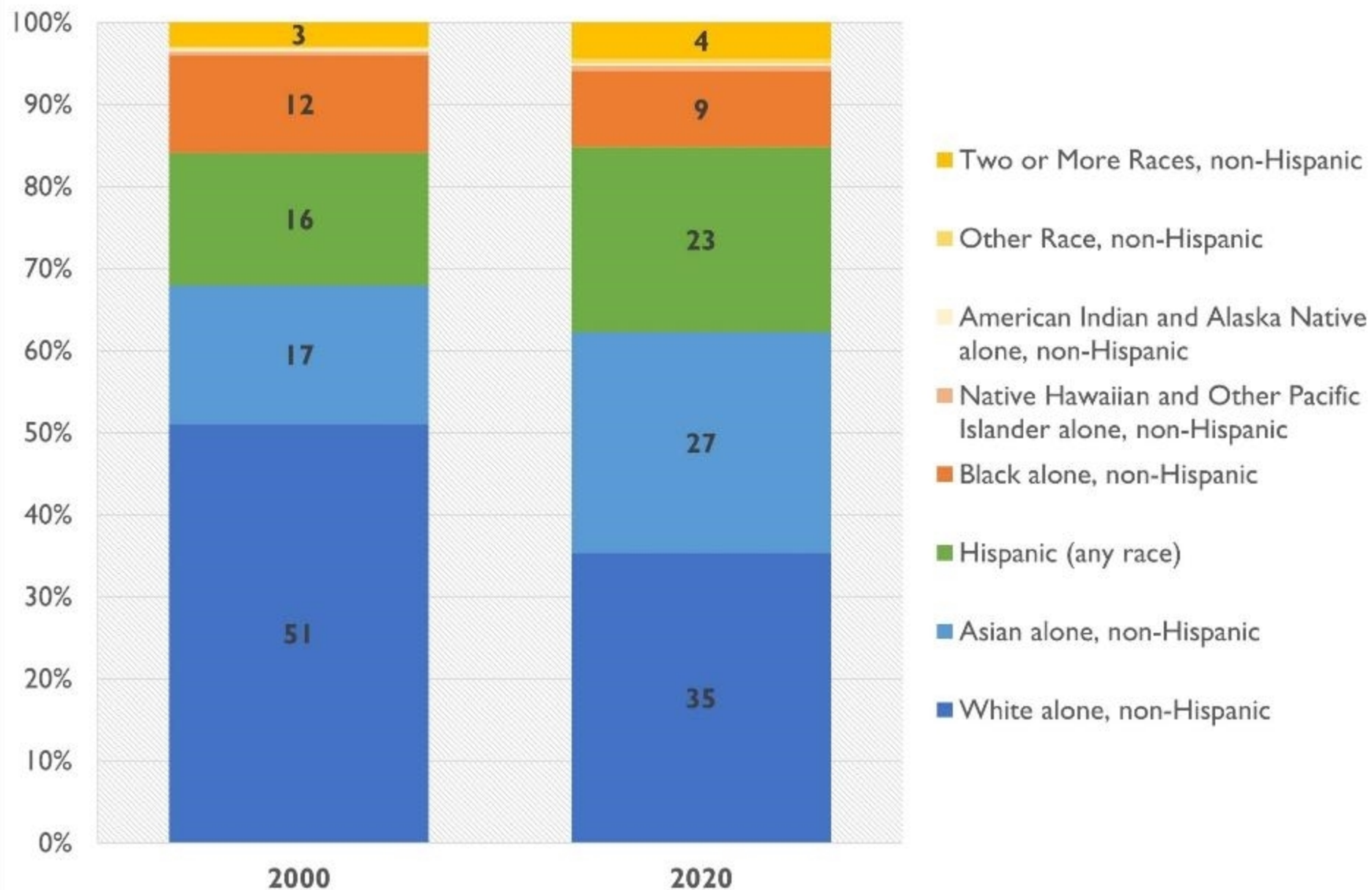
# A Growing East Bay





# A More Diverse East Bay

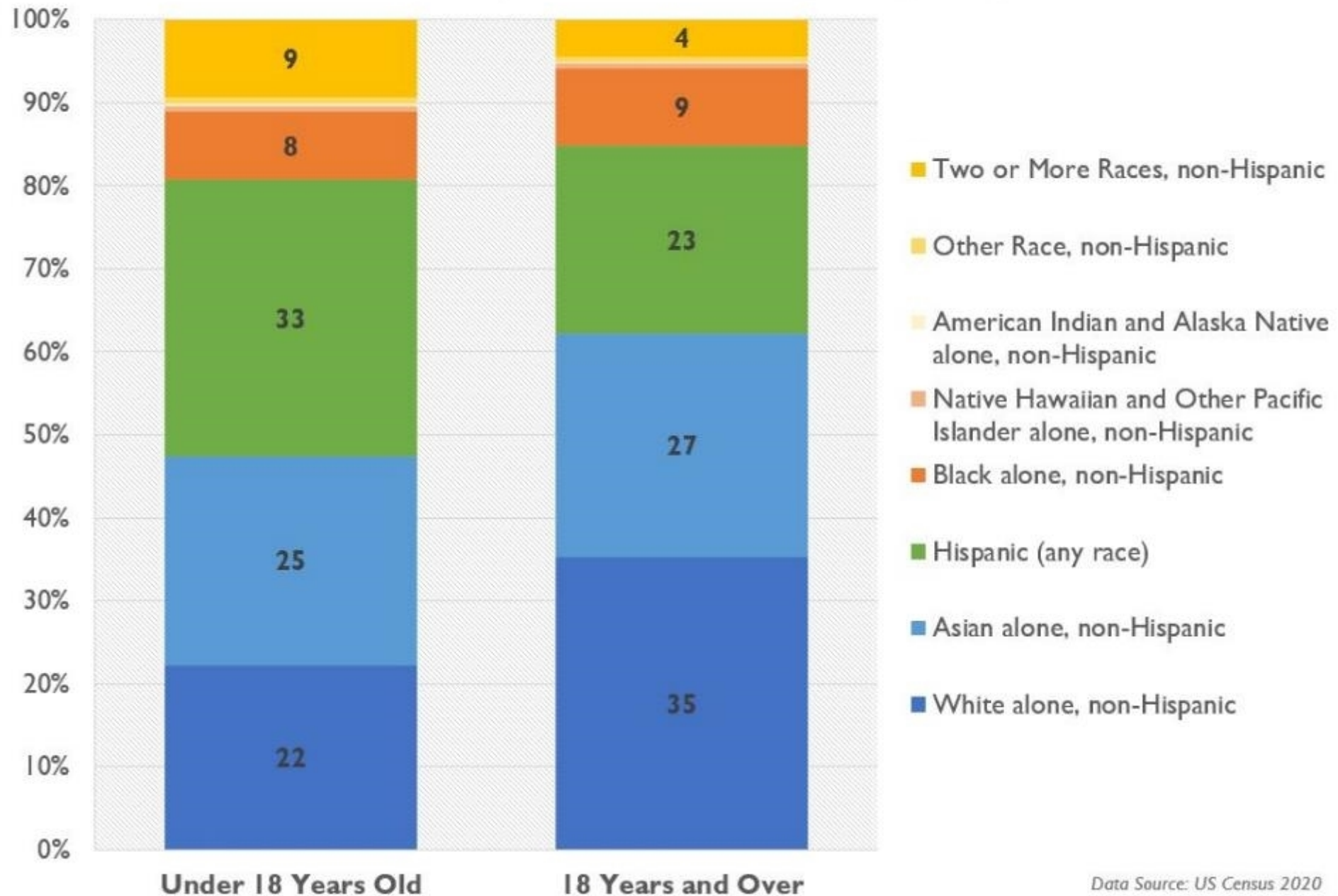
*Distribution of Race and Hispanic Origin  
for the Population 18 Years and Over*





# A More Diverse East Bay

*Distribution of Race and Hispanic Origin by Age Group*



Data Source: US Census 2020



# Guiding Principles for a New District Plan



Expand  
Access



Ensure  
Stewardship



Enhance  
Experiences

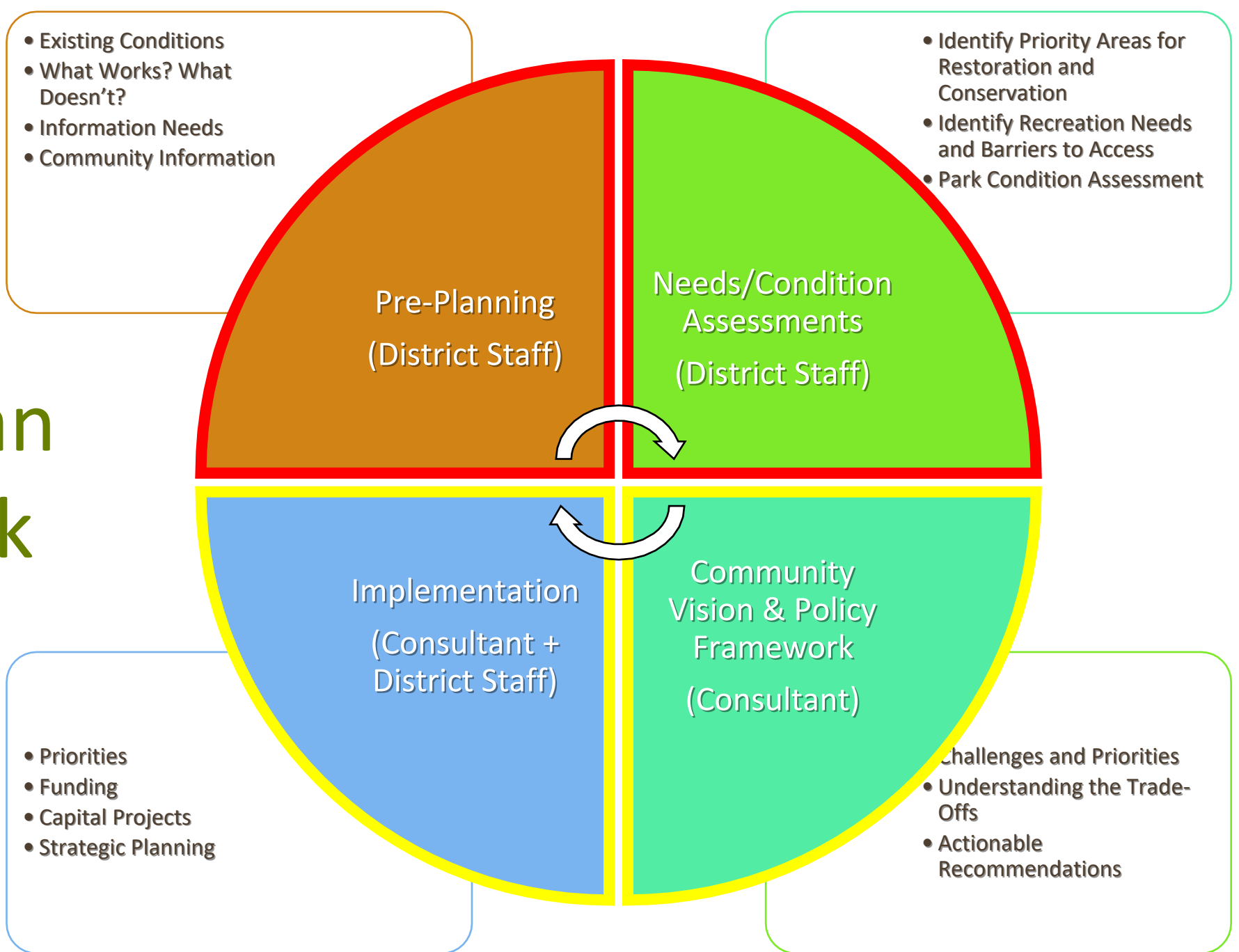


Emphasize  
Connectivity

← **Equity & Resiliency** →



# District Plan Framework





## 2<sup>nd</sup> CENTURY DISTRICT PLAN OUTCOMES

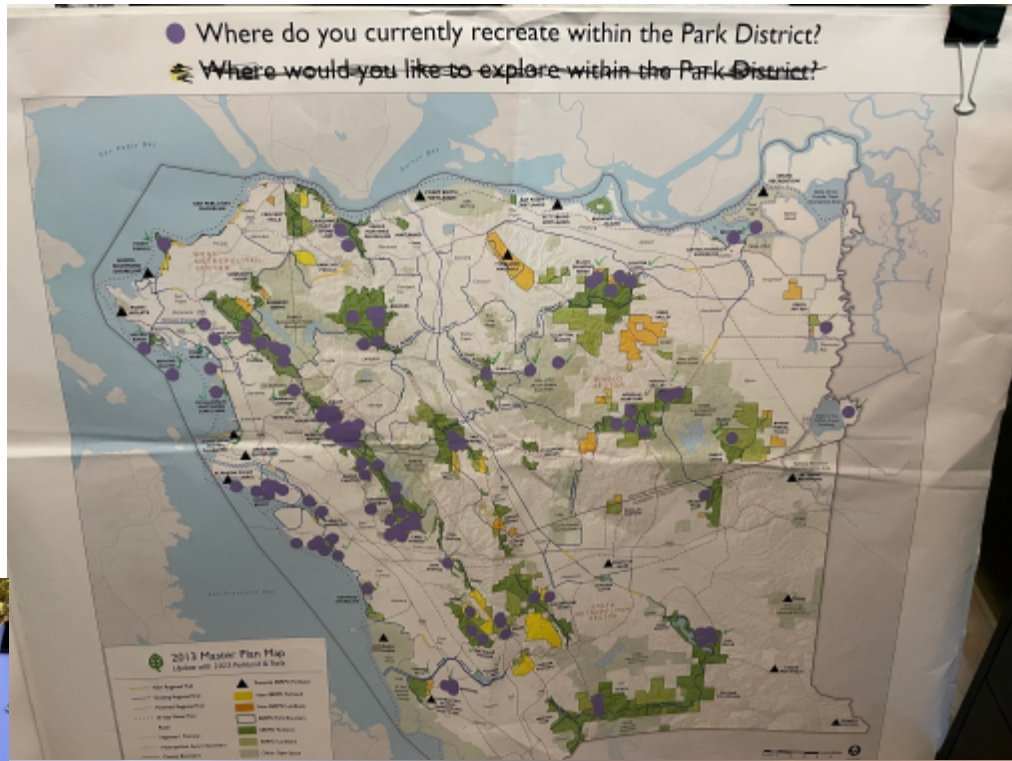
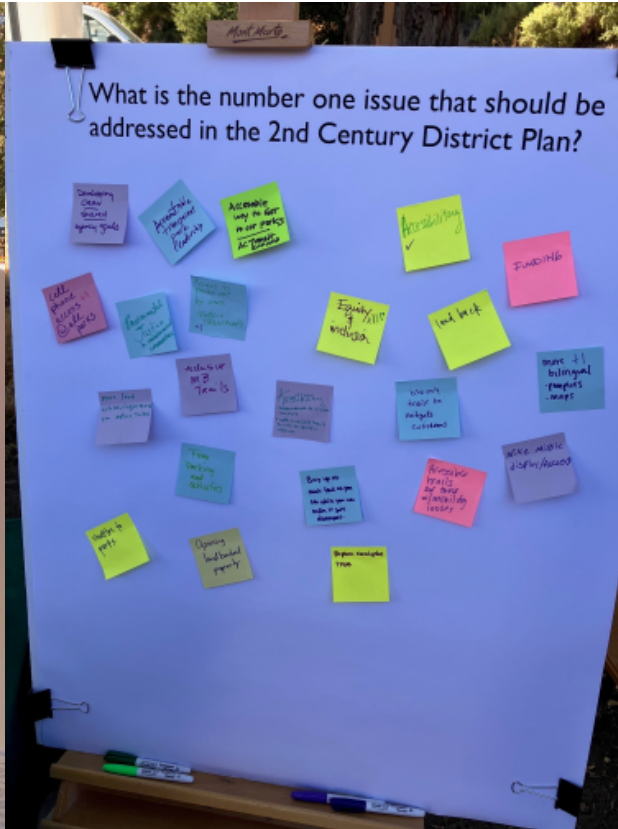
- Equity based outreach process that builds constituency of traditionally under-represented communities;
- Guidance to continue development of focused strategies (e.g. Trails Strategy Plan, Park Activation Plans, etc);
- Alignment of priorities from Budget through Department workplans;
- Review of current outdated policies (e.g. Naming Policy, Arts Policy);
- Focus on programming, park activation, welcoming park amenities;
- Opportunity to address comprehensive agency-wide issues (Trail Design Guidelines, Cultural Resource Management, Wildland Strategies);
- Establish clear priorities to guide the work of staff and the Board.





# STAFF ENGAGEMENT

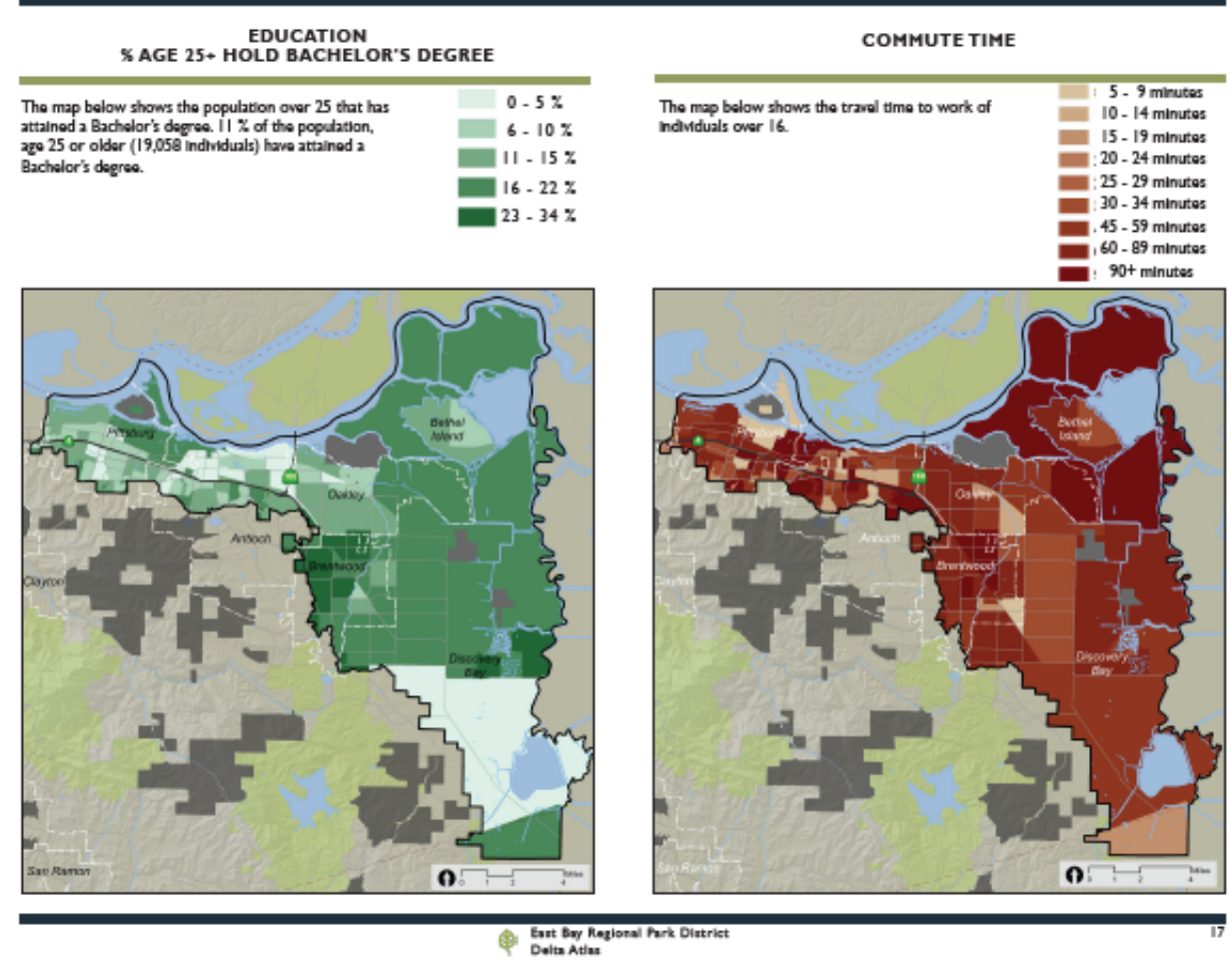
- Division and Staff Meetings
- Health and Safety Fair, Employee Appreciation Events, etc
- 90<sup>th</sup> Anniversary Events
- Staff Working Group





# ROLE OF THE BOARD

- District Plan Leadership Team will provide briefings to the Board at key milestones;
- Planning staff will identify PAC members within that Ward;
- Director, PAC members, and Planning staff will work to identify key stakeholders, community-based organizations, elected officials, and targeted communities for outreach;
- Develop Ward Reports summarizing existing conditions, facilities, programs, etc. in each Ward.



# ROLE OF THE PAC

- Liaison in support of the Board and the community;
- Engage with Park Staff to provide input and insights during development of the 2<sup>nd</sup> Century District Plan;
- Share input on community values and priorities for the parklands and trails managed by the East Bay Regional Park District.





# ROLE OF THE CONSULTANT TEAM

- Community Engagement;
- Evaluating existing District information and initiatives;
- Developing actionable Goals, Priorities, Actions;
- Financial assessments;

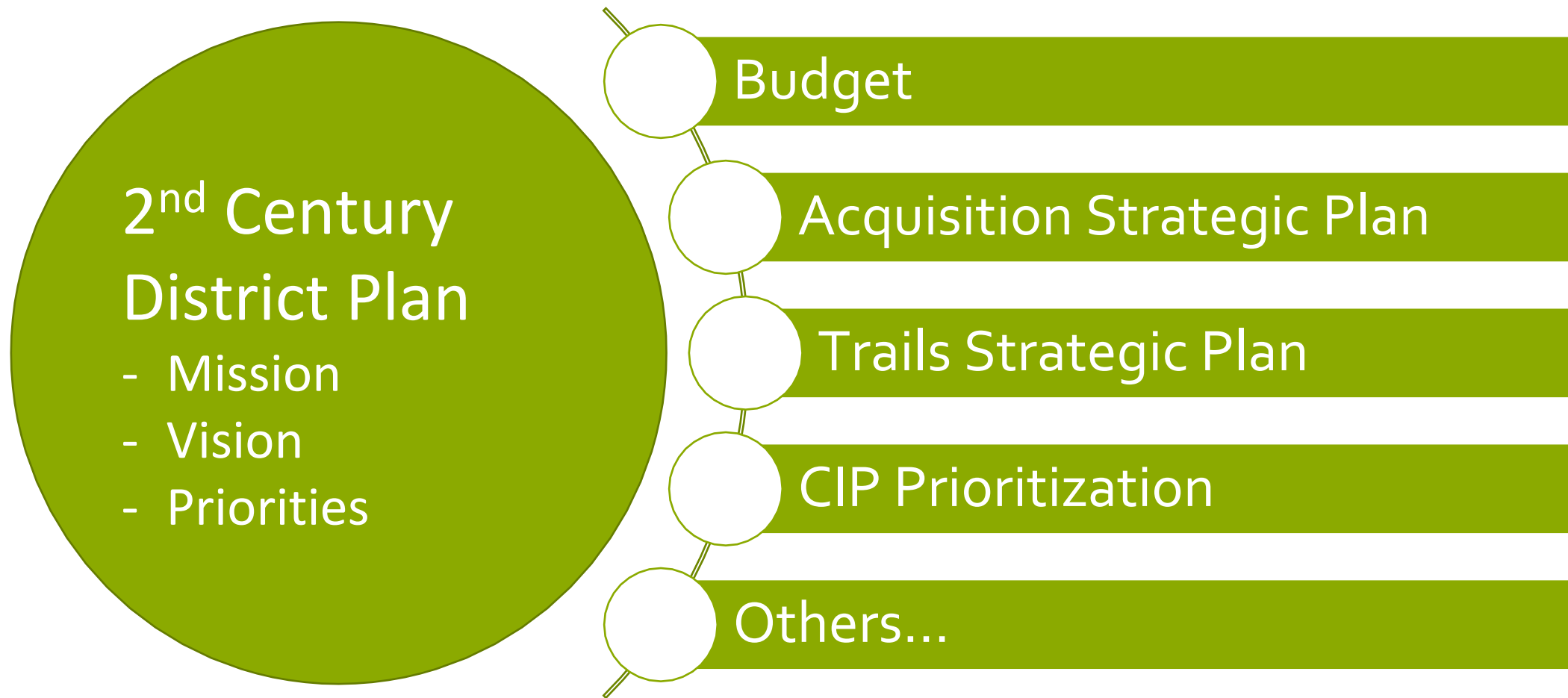


Goals

Priorities

Actions

# Implementation Plans





WHAT ARE THREE MAJOR TOPICS THAT SHOULD BE  
ADDRESSED IN 2<sup>nd</sup> CENTURY DISTRICT PLAN?

HOW WILL YOU AS A MEMBER OF THE PARK  
ADVISORY COMMITTEE LIKE TO BE INVOLVED IN  
THE 2<sup>ND</sup> CENTURY DISTRICT PLAN?



WHAT ORGANIZATIONS AND STAKEHOLDER GROUPS  
IN YOUR COMMUNITY SHOULD BE ENGAGED IN THE  
2<sup>ND</sup> CENTURY PLAN?

# East Bay Regional Park District

## A New District Plan

A Plan for EBRPD's 2<sup>nd</sup> Century

