

**EAST BAY REGIONAL PARK DISTRICT  
PARK ADVISORY COMMITTEE  
AGENDA STAFF REPORT**

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<b>DATE</b>	October 28, 2024
<b>TITLE</b>	Informational Update on the Park Advisory Committee Objectives
<b>DIVISION</b>	General Manager's Office
<b>FROM</b>	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
<b>APPROVED</b>	Sabrina Landreth, General Manager

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**RECOMMENDATION**

This is an informational item.

**BACKGROUND**

The Park Advisory Committee (PAC) plays a crucial role in connecting the East Bay Regional Park District (Park District) with the community. In 2024, the PAC focused on several key objectives designed to enhance community engagement, understand the Park District's biodiversity efforts, engage on active projects, oversee funding mechanisms and advise on policies. These objectives were aimed at deepening the PAC's understanding of Park District priorities while promoting transparency and effective management.

As part of preparing for 2025, the PAC will review the previous year's objectives and Board Member priorities, brainstorm and identify new goals, and prioritize these goals through a collaborative process at the October 2024 meeting. The PAC will also review a summary analysis of priorities submitted by the Board of Directors which are included in the 2025 budget process, as a reference. The finalized objectives will guide the PAC's efforts for the upcoming year. They will be presented to the Park District General Manager and Board of Directors for inclusion in the PAC's 2025 work plan.

**ANALYSIS**

In 2024, the PAC engaged in several critical activities to fulfill its updated role of providing community perspectives and advice on Park District issues, projects, and policies. The following provides an overview of how each 2024 objective was supported and fulfilled:

1. **Objective #1:** Provide Community Perspectives on the Park District's Second Century District Plan
  - Description: Engage with Park Staff to provide community input and insights during the development and implementation of the Second Century District Plan.
  - Support: Presentations in January and June provided foundational information and facilitated engagement in the initial planning process.
2. **Objective #2:** Expand Understanding of the East Bay's Biodiversity and the Park District's Role in Protecting Natural and Cultural Resources

- Description: Enhance understanding of the Park District's efforts to protect ecosystems, manage preservation and recreation, invest in ecosystem connectivity, and support the Habitat Conservation Plan.
  - Support: May presentation detailed biodiversity efforts and the Habitat Conservation Plan, as well as an October presentation on the Park District's stewardship work.
3. **Objective #3:** Maintain Understanding of and Engagement on the Park District's Active Capital Projects and Programs
- Description: Serve as a liaison to provide input on active projects such as visitor centers and trail expansions, and maintain awareness of Park District programs and community surveys.
  - Support: Updates were provided in March, April, May, and September covering various aspects from environmental education to wildfire mitigation.
4. **Objective #4:** Maintain Understanding of the Park District's Funding Programs
- Description: Advocate and oversee funding programs, attend site visits, and provide support letters for active grants, FEMA disaster recovery, and legislative programs.
  - Support: Presentations in February & April highlighted funding mechanisms from Government and Legislative Affairs and the Grants Department, as well as an October presentation on the Park District's Measure WW Local Grant Program.
5. **Objective #5:** Provide Community Oversight of Park District Local Funding Measures and Initiatives
- Description: Oversee local funding measures such as Measure CC, Measure FF, Measure AA, and Measure WW, and serve as a liaison for local voter surveys on additional revenue measures.
  - Support: An August presentation from the Finance and Management Services Division supported this objective.
6. **Objective #6:** Provide Guidance and Recommendations on Park District Policies and Practices
- Description: Provide oversight on policy changes, including budget processes, land use plans, Ordinance 38, recreational use policies, and the Naming Policy, ensuring diversity, equity, and inclusion are prioritized.
  - Support: Presentations on the 2025 Budget Process and the Annual Comprehensive Financial Report supported this objective.

To set the foundation for 2025 objectives, the PAC will participate in an interactive exercise. This session will start with an introduction and a brief review of the previous year's objectives, as well as Board Member priorities. Members will then brainstorm, share in group discussions about continuing and new objectives. The refined ideas will be prioritized through a voting process. The session will conclude with a wrap-up summarizing the final objectives to be proposed to the Park District General Manager and Board of Directors. An overview of the objective setting exercise can be found next in this report.

### **Park Advisory Committee Objectives Workshop Flow**

The purpose of this workshop is to collaboratively identify and prioritize shared objectives for the PAC for the year 2025. This exercise will take place following a presentation on PAC 2024 Objectives and Board Member priorities.

### **Individual Brainstorming**

- PAC members will be asked to individually brainstorm and write down ideas for new objectives on the provided worksheet. PAC members should provide both community specific and district-wide objectives.
- PAC members will be encouraged to think about areas where the PAC can make a unique impact, while considering community needs, emerging trends and gaps from last year's objectives.

### **Group Sharing and Categorization**

- PAC members will share their ideas within a group of three to four. (*see proposed breakout groups by region*)
- As ideas are shared, PAC members will be asked to identify similar objectives and overarching themes or categories.
- As a group, PAC members will identify four to five shared objectives (either community-specific or district wide) to be written on a post-it note and placed on the provided poster board for full PAC consideration.

### **Prioritization**

- Each PAC member will be provided six dot stickers to prioritize their top objectives from the entire refined proposed objectives.
- Through a “gallery walk” of the provided poster boards, members will place their dots to identify the objectives they believe are most important for the PAC to focus on in 2025. *One dot per member per item.*

### **Review and Finalization**

- Following the gallery walk, all materials will be collected, documented and analyzed by staff.
- At the November 2024 PAC meeting, a recommendation will be made for 2025 Objectives guided by the workshop's results.

Additional supplemental materials can be found attached to this report.

### **FISCAL IMPACT**

None.

### **ATTACHMENTS**

PAC Objectives Setting Presentation

Attachment A – Individual 2024 Board Priorities

Attachment B – Board Study Session Board Priorities

Attachment C – PAC Objectives Worksheet

Attachment D – PAC Breakout Groups