



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

DATE	July 30, 2024
TITLE	Award Second Century District Plan Planning Services Contract to PlaceWorks Incorporated in an Amount Not to Exceed \$1,632,548 and Authorize a Contract for Phase I Consulting Services in the Amount of \$599,547: District-wide
DIVISION	Acquisition, Stewardship, and Development
FROM	Brian Holt, Chief of Planning, Trails & GIS Ken Wysocki, Assistant General Manager of Acquisition, Stewardship & Development
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

The General Manager recommends that the Board of Directors award a contract for Second Century District Plan planning services to PlaceWorks, Incorporated (PlaceWorks), in the amount of \$1,632,548 and authorize execution of a contract in the amount of \$599,547 for Phase I Consulting Services.

BACKGROUND

In 2023, the Board of Directors and the General Manager directed staff to initiate the development of a new Master Plan for the East Bay Regional Park District (Park District). Staff, led by the Planning, Trails & GIS Department, has conducted a thorough evaluation of the Park District's past master planning efforts, current relevant District-wide initiatives, and interviews with the Board of Directors, Executive Team, and key staff to determine the appropriate scope and work plan for a new comprehensive planning effort that is being referred to as the Second Century District Plan.

Throughout 2023 and the first six months of 2024, Planning, Trails & GIS Department staff have provided multiple presentations to various staff groups, conducted outreach efforts with members of the public, and provided project updates to the Board, Executive Committee, and Park Advisory Committee. Additionally, staff has formed a District Plan Leadership Team (Leadership Team), comprised of Assistant General Managers and Chiefs, to review project status updates and provide input in project development. To date, the Leadership Team has been meeting bimonthly and will continue to meet to provide oversight throughout the development of the Second Century District Plan.

A Request for Proposals (RFP) was developed and posted on the Park District's website on February 9th, 2024. The RFP was shared broadly, and a pre-proposal meeting was held on February 21, 2024, with over 25 attendees representing various consulting firms in attendance.

A selection team comprised of senior management from the Acquisition, Stewardship, and Development, Operations, and General Manager's Office divisions selected PlaceWorks, Inc. as the most qualified firm to provide planning services necessary to develop the Second Century District

Plan. PlaceWorks has successfully worked with the Park District previously, having completed the Thurgood Marshall Regional Park Land Use Plan, the McKay Ave Crown Beach Expansion Master Plan, and the Tidewater Day Use Area Public Access Improvement Project. They have led similar comprehensive planning efforts for other park agencies throughout California including the Comprehensive Park and Recreation Needs Assessment for Los Angeles County Parks, the North Coast Facilities and Management Plan for Santa Cruz County Parks, the Contra Costa County General Plan Update, and the Richmond Park Equity Project.

The estimated total cost for the entire Second Century District Plan Consulting Services is \$1,632,548. Note, however, this total cost will be refined throughout Phase I. The Board of Directors made an initial budget allocation to initiate the Second Century District Plan in 2024. These funds will be used to provide the first phase of project development totaling \$599,547 including review of background information, analysis of existing policies, evaluation of available data and trends, funding and budget analysis, and development of an extensive community engagement strategy. Staff anticipates an additional budget request for the 2025 Budget to fund later phases of the project that will involve initiation of focused community engagement, including partnerships with relevant community-based organizations, and development of goals and strategies, actions, and priorities that will guide implementation of the District Plan.

ANALYSIS

The East Bay Regional Park District was established in 1934 and has gone through several district-wide planning efforts as the agency has grown and the population of the East Bay has expanded. The last comprehensive planning effort for the Park District was completed in 1973 with a series of limited scope updates since that time. Since the last update to the Master Plan was completed in 2013, the Park District has experienced a series of ongoing and emerging challenges that were not fully addressed in past planning efforts including rising challenges and adaptation opportunities associated with climate change, increases in park use following the COVID-19 pandemic, and the increasing growth and diversity in the East Bay population.

FISCAL IMPACT

This Board action will utilize the remaining balance of the Second Century Plan Project (No. 557300) \$464,647, \$61,900 from the Planning, Trails & GIS Department Other Services operating budget (101-7320-000-6191), and \$73,000 from the Community Engagement Project (No. 559200).

Additional funds will be allocated for later project phases as determined necessary and informed by review of existing information and refinement of community engagement efforts throughout the initial phase of project development.

SOURCE OF FUNDS	
Second Century Plan (Project No. 557300)	\$550,000
Stott Planning Associates Consulting Services	(54,050)
PlaceWorks Consulting Services	(31,303)
Sub-Total	\$464,647
Planning/Trails/GIS Admin (101-7320-000-6191)	\$61,900
Community Engagement Project (No. 559200)	73,000
Total Funds Available	\$ 599,547
USE OF FUNDS	
Second Century District Plan – Phase I Consulting Services	\$ 599,547
Total Current Project Cost	\$ 599,547

ATTACHMENTS

None.



**EAST BAY REGIONAL PARK DISTRICT
RESOLUTION NO. 2024 – 07
JULY 30, 2024**

**AWARD SECOND CENTURY DISTRICT PLAN PLANNING SERVICES
CONTRACT TO PLACEWORKS INCORPORATED IN AN AMOUNT NOT TO
EXCEED \$1,632,548 AND AUTHORIZE A CONTRACT FOR PHASE I
CONSULTING SERVICES IN THE AMOUNT OF \$599,547: DISTRICT-WIDE**

WHEREAS, the East Bay Regional Park District (Park District) last completed a comprehensive District-wide planning effort in 1973; and

WHEREAS, there have been four focused updates to the 1973 Master Plan occurring in 1980, 1988, 1997, and 2013; and

WHEREAS, the population of the East Bay has grown significantly both in numbers and diversity since the last comprehensive District-wide planning effort; and

WHEREAS, the Park District continues to experience emerging and ongoing challenges arising from climate change, expansion of park since the COVID-19 pandemic, increasing operational and management challenges, and competing demands for Park District resources; and

WHEREAS, in 2023, the Board of Director's directed staff to initiate development of a new District Plan and staff determined that a comprehensive District-wide planning effort was the appropriate scope to respond to changes in the East Bay's population and demographics and to respond to emerging challenges resulting from growth in the Park District parklands, visitation, and climate change; and

WHEREAS, in February of 2024, the Park District issued a Request for Proposals and selected PlaceWorks, Inc., for recommendation to provide consulting services for the Second Century District Plan; and

WHEREAS, sufficient funds are available for Phase I Consulting Services in Second Century Plan Project (No. 557300) supplemented with Other Services funds from the Planning, Trails & GIS Department budget and Community Engagement Project (No. 559200);

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the East Bay Regional Park District hereby awards the Second Century District Plan planning services project to PlaceWorks, Inc.; and

BE IT FURTHER RESOLVED, that the Board of Directors of the East Bay Regional Park District authorizes the execution of a contract with PlaceWorks, Inc. for Phase I Consulting Services in an amount not to exceed \$599,547.

Moved by Director _____, and seconded by Director _____, and
adopted July 30, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: