

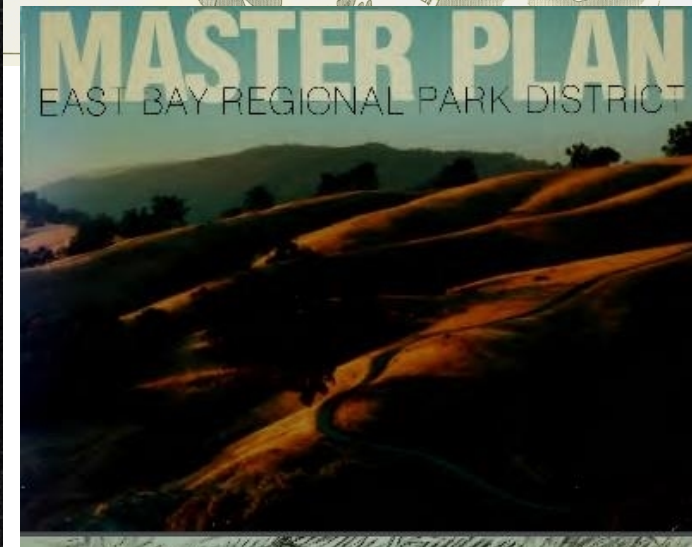
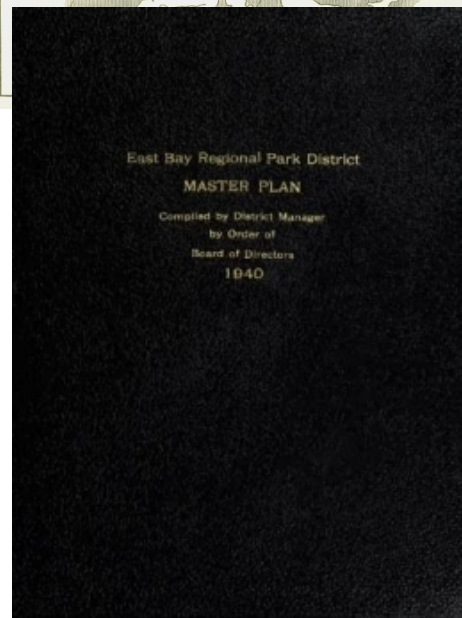
2ND CENTURY DISTRICT PLAN – PLACEWORKS AWARD OF CONTRACT

BOARD OF DIRECTORS MEETING – JULY 30TH, 2024



2nd Century District Plan

- Guide EBRPD into its Second Century
- Build from previous Master Plans
 - 1930, 1940, 1964, 1973
1980, 1989, 1997, 2013
- Emphasize equity, sustainability, & resiliency



2ND CENTURY DISTRICT PLAN: EXAMPLE GOALS



- **Equity & Access** – Our parks, programs, and facilities are welcoming and accessible to all.
- **Connectivity & Recreation** – Our lands are interconnected natural areas that provide engaging outdoor recreation opportunities for the diverse East Bay community.
- **Stewardship & Resiliency** – Our parks are part of a healthy ecosystem that is resilient to the impacts of climate change.
- **Engagement & Experiences** – Our programs and facilities offer visitors opportunities to explore the outdoors and understand the resources present in the parks.
- **Maintenance & Public Safety** – Our lands and facilities are well-maintained and support safe and healthy recreation and natural resource protection.
- **Finance & Operations** – We are financially sustainable and organized to foster an effective and collaborative workplace that employs technology and innovation to guide internal operations.
- **Partnerships & Collaboration** – We work closely with agencies and jurisdictions to



EBPRD TEAM & ENGAGEMENT



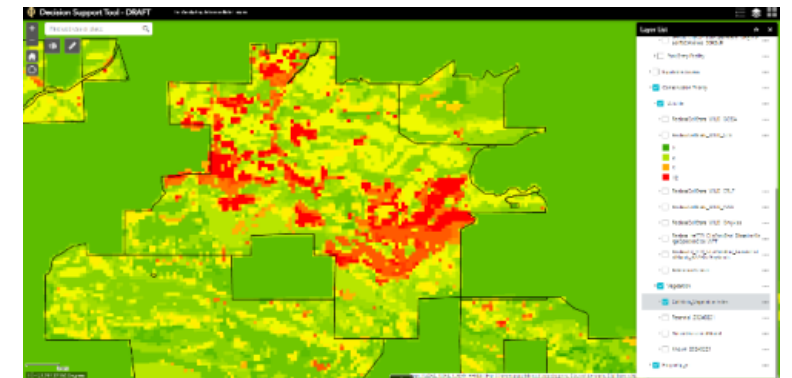
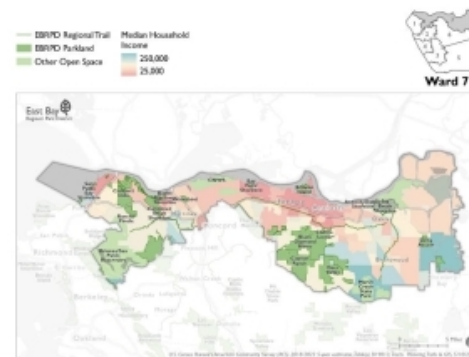
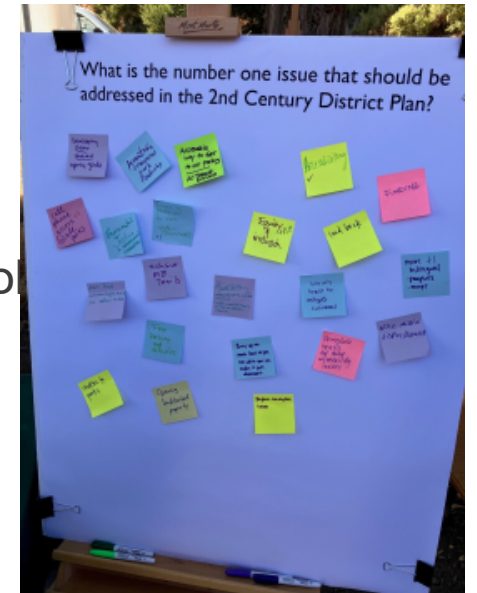
Staff & Board Engagement:

- June 5, 2024 Board Executive Committee
- June 24, 2024 Park Advisory Committee
- 2nd Century District Plan Leadership Team Meetings
- Employee Appreciation Committee
- Employee Working Groups
- Districtwide events tabling
- Division events – small group discussions



Data Collection:

- Ward Reports
- Background Papers
- Parkland Decision Support Tool
- Data Collation And Cleanup
- Trails Strategic Plan
- Capital Project Prioritization



CONSULTANT SELECTION

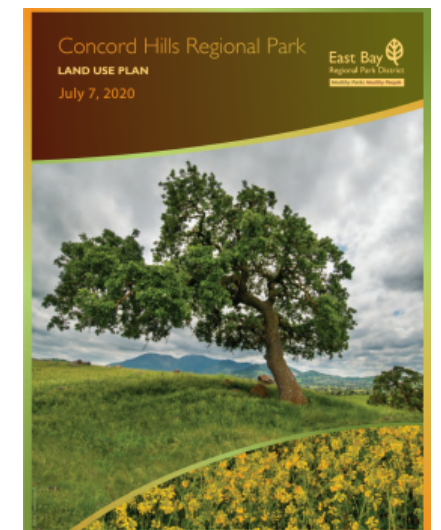


- Request for Proposals (RFP) released February 9, 2024
- EBRPD consultant selection team consisted of senior management from:
 - Acquisition, Stewardship, and Development Division
 - Operations Division
 - General Manager's Office
- Consultant selection team prioritized experience in:
 - Long-range planning
 - Park and natural resource planning
 - Community engagement
 - Public agency operations and finance

CONSULTANT SELECTION



- PlaceWorks, Inc. selected as most qualified firm
 - Experience with EBRPD:
 - Thurgood Marshall Regional Park Land Use Plan
 - McKay Ave Crown Beach Expansion Master Plan
 - Tidewater Day Use Area Public Access Improvement Project
 - Long-range planning experience:
 - Los Angeles County Parks - Comprehensive Park and Recreation Needs Assessment
 - Santa Cruz County Parks - North Coast Facilities and Management Plan
 - Contra Costa County General Plan Update
 - Richmond Park Equity Project



CONTRACT PHASING & SCHEDULE



Phase #	Scope	Timing	Cost
Phase 0	<ul style="list-style-type: none">- Develop work plan- Identify available data & data needs	May 2024 – September 2024	\$30,504
Phase 1	<ul style="list-style-type: none">- Data collection & analysis- Public engagement strategy	September 2024 – May 2025	\$599,547
Phase 2	<ul style="list-style-type: none">- Community & agency engagement- Plan preparation	June 2025 – June 2027	\$832,941
Total Estimated Contract Cost			\$1,632,548

BUDGET



Fund Source	Fund Balance
Second Century Plan (Project No. 557300)	\$500,000
Stott Planning Associates Consulting Services (Management Support)	(\$54,050)
PlaceWorks Consulting Services (2CDP Phase 0)	(\$31,303)
Planning/Trails/GIS Admin (101-7320-000-6191)	\$61,900
Community Engagement Project (Project No. 559200)	\$73,000
Total Available Funds	\$599,547
PlaceWorks Contract Phase 1 Cost	\$ 599,547

GENERAL MANAGER'S RECOMMENDATION



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