

# 2<sup>ND</sup> CENTURY DISTRICT PLAN – PLACEWORKS AWARD OF CONTRACT

BOARD OF DIRECTORS MEETING – JULY 30<sup>TH</sup>, 2024

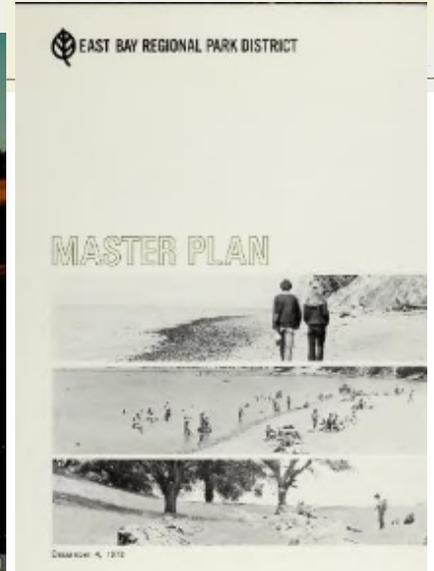
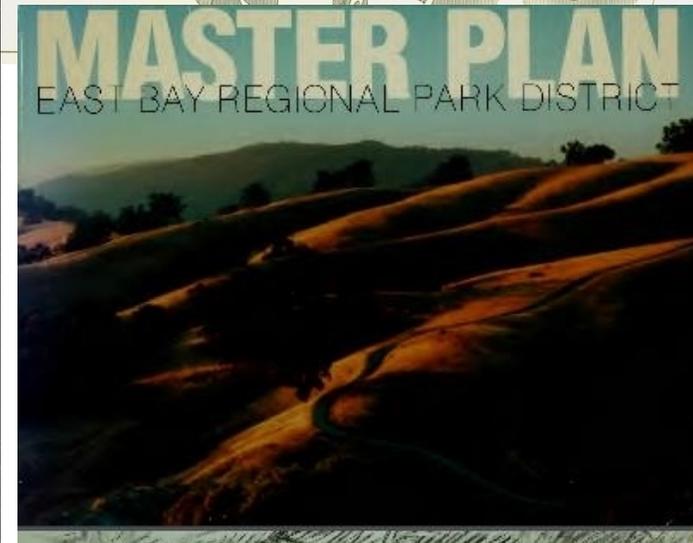
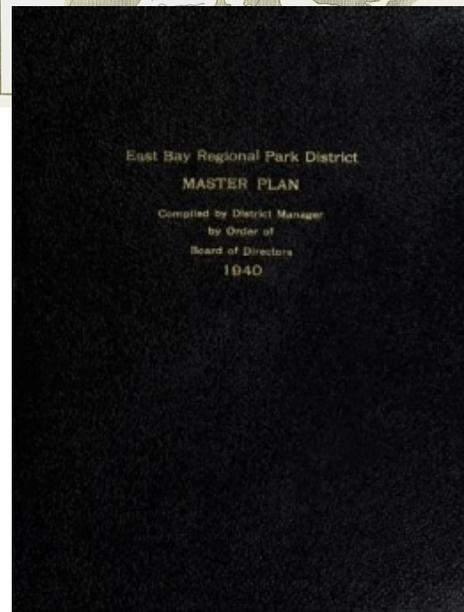


East Bay   
Regional Park District



# 2<sup>nd</sup> 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



# 2<sup>ND</sup> 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



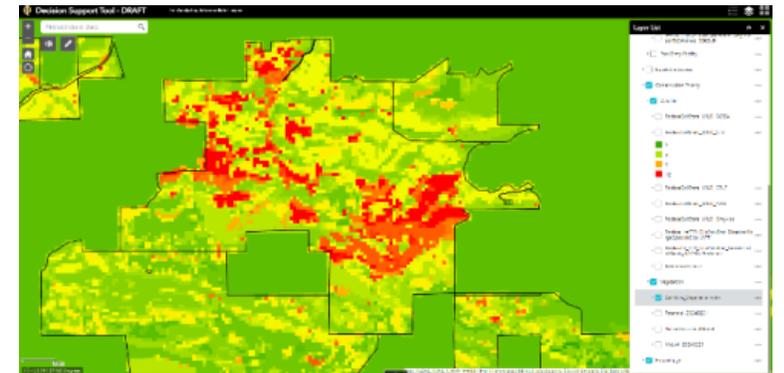
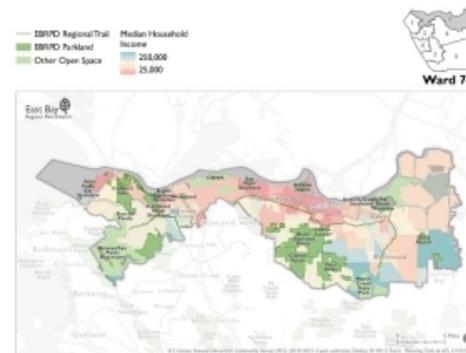
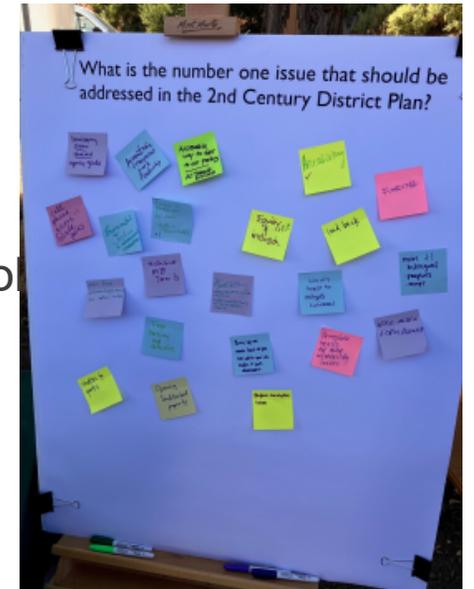
## Staff & Board Engagement:

- June 5, 2024 Board Executive Committee
- June 24, 2024 Park Advisory Committee
- 2<sup>nd</sup> 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

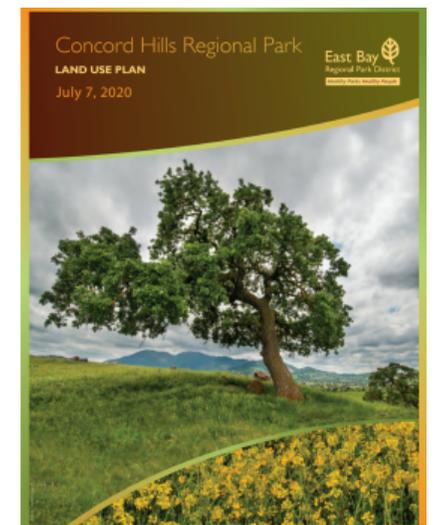
○ Long-range planning experience:

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

# 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
<b>Total Available Funds</b>	<b>\$599,547</b>
<b>PlaceWorks Contract Phase 1 Cost</b>	<b>\$ 599,547</b>

# 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.