


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

DATE	January 27, 2025
TITLE	Proposed Special Interest Months (SIM) and Observances Designation Process and Calendar
DIVISION	General Manager's Office
FROM	José G. González, Equity Officer Sabrina Landreth, General Manager
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

Provide input on the Proposed 2025 Special Interest Months (SIM) Calendar.

BACKGROUND

In the United States, “Special Interest Months” (SIM) and Observances are periods within the year that are designated to celebrate and acknowledge various ethnic and marginalized groups or focus on particular causes and efforts. For the purposes of this staff report, Heritage Months, Awareness Months, and other Observances are all considered types of SIMs.

Examples of each include:

- Heritage Month: Native American Heritage Month (November)
- Awareness Month: Disability Awareness Month (October)
- Observance: International Day of Peace (September 21st)

Designation may be done at the federal level via Congressional or Presidential action or at the state level via Gubernational and Legislative action. Local governments may also designate accordingly, in addition to following federal and state designations.

ANALYSIS

The Park District has historically celebrated several “Heritage/Special Months” (<https://www.ebparks.org/we-celebrate>) but does not have a standardized process nor guidelines outlining how SIMs are identified districtwide. This has resulted in some confusion and inconsistent SIMs being celebrated by different Divisions. Adopting an official Park District SIM calendar provides value to external partners and communities via recognition and also supports District Divisions with decision-making prioritization and resource allocation, such as deciding what programming to prioritize and how to allocate budget for resourcing.

The new guidelines for designating districtwide SIMs (Attachment A) outline the role of the Board of Directors (Board), the Park Advisory Committee (PAC), the General Manager, and the Park District’s Divisions in identifying, reviewing, approving, and implementing SIMs. Notably, a vote of the Board is the only way SIMs can be added to the district-wide calendar for official recognition, although recommendations for new SIMs can come from both the Board and staff. The guidelines also recommend that all SIMs get presented as one item to the Board so they may be approved with

one action and suggests that the calendar be presented to the PAC for comments and feedback prior to its consideration by the Board.

Once the calendar is approved, it is the responsibility of the General Manager to implement and resource the SIMs. Park District Divisions may request special permission to participate in non-Board designated SIMs that have a clear Division programmatic or operational benefit if they also align with the Park District's Mission and Vision. Division participation in non-Board designated observances is subject to the General Manager's approval.

The "Proposed 2025 Special Interest Months (SIM) Calendar" (Attachment B) reflects all known SIMs currently being celebrated by the Park District and is being presented to the PAC for review and feedback in accordance with the new guidelines. Feedback from the PAC will be provided to the Board via memo in advance of the Board's discussion on this item at their February 4, 2025 meeting.

FISCAL IMPACT

This item is for informational purposes only and does not have a direct fiscal impact or cost.

ATTACHMENTS

- A. Special Interest Months & Observances Designation Process
- B. Proposed 2025 Special Interest Months (SIM) Calendar