



The District Plan

A Vision for East Bay Regional Parks

A New District Plan for EBRPD's 2nd Century
March 26, 2025



Background

- 2023 – Board Directed Staff to Initiate District Plan Process
- July 2024 – Board Authorized Contract With Placeworks
- July 2024 - Today:
 - » Background Data Analysis
 - » Development of Engagement Plans
 - » Baseline Mapping
 - » Internal Engagement Toolkit



What is the District Plan?

The Park District is embarking on a **transformative journey** to create our next District Plan. The plan is a **strategic roadmap** with key priorities to guide us into the next century of **leadership and excellence**.



District Plan Process Desired Outcomes



Establish a clear vision and direction as the Park District moves into its next century



Identify key priorities of Park District staff, constituents, and visitors



Updated maps and accessible data



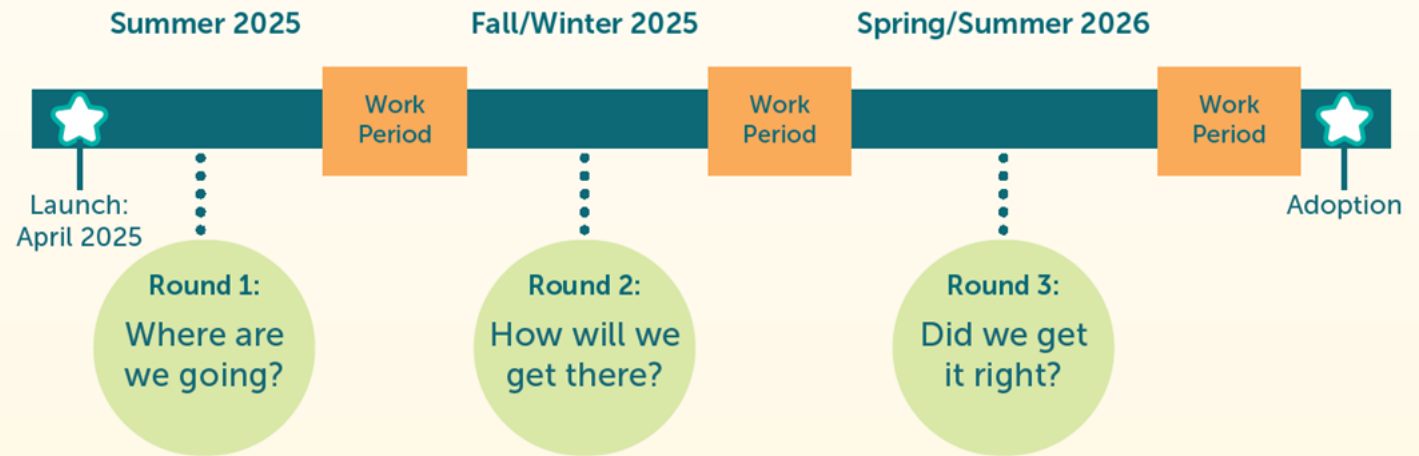
A robust community engagement process



What is the Process?

Input will be gathered from staff and the community throughout 2025, culminating in 2026 when we will synthesize all we've learned into a forward-looking, actionable District Plan ready for your feedback before adoption by the Board.

Shape the Future of East Bay Regional Parks



The District Plan

A Vision for East Bay Regional Parks

Questions for Park District Staff

- What is your vision for the future of the Park District?
- What tools, resources, or support do you need to be successful in your role with the Park District now and in the future?
- What do you think visitors will want and need in the future to make their experience in the parks even better? How can we ensure our parks are welcoming places for all visitors, regardless of background, interest, ability, etc.?
- What's important to know as we plan community engagement for the District Plan? What should we keep in mind to ensure community voices are heard and valued during the District Plan process? Are there any specific groups we should reach out to?



The District Plan

Staff Engagement Opportunities

Spring 2025 Events	Time	Location
Monday, February 24	1:00 - 2:30pm	PO Board Room
Tuesday, February 25	9:00 - 10:30am	PO Patio
Monday, March 3	11:00am - 12:00pm	Zoom
Thursday, March 6	3:00 - 4:30pm	PO Board Room
Tuesday, March 11	11:00am - 12:00pm	Pleasanton CDG office
Wednesday, March 12	8:00 - 9:00am	Tilden Corp Yard
Wednesday, March 12	1:00 - 2:00pm	Peralta Oaks Patio
Wednesday, March 19	9:00 - 10:00am	PO Patio
Wednesday, March 19	2:00 - 3:00pm	MS Teams
Thursday, March 20	2:00 - 3:00 pm	Zoom
Monday, March 24	3:00 - 5:00pm	PO Board Room
Wednesday, March 26	10:30am - 1:00pm	PO Board Room
Thursday, March 27	1:00 - 2:00pm	PO Board Room
Thursday, April 3	8:00 - 9:00am	South County Corps Yard
Thursday, April 3	4:00 - 6:00 pm	Trudeau
Monday, April 7	2:00 - 3:00pm	Trudeau
Tuesday, April 8	9:00 - 10:00am	Glory of the Seas Building, Crab Cove
Wednesday, April 9	9:30 - 10:30am	Trudeau
Wednesday, April 9	1:00 - 2:00pm	Sunol Service Yard
Wednesday, April 16	9:30 - 10:30am	Vasco Staging Area
Wednesday, April 16	1:00 - 2:00pm	Nike Classroom
Wednesday, April 23	9:00 - 10:00am	East CoCo Trails office, 470 Walnut Meadows Dr., Oakley
Wednesday, April 23	2:00 - 3:00pm	Pacheco Corp Yard
Wednesday, April 30	10:00 - 11:00am	Dumbarton Quarry Service Yard
Wednesday, April 9	1:00 - 2:00pm	Thurgood Marshall, site of future Visitor Center
Wednesday, May 7	2:00 - 3:00pm	Zoom
Wednesday, May 21	1:00 - 3:00pm	Zoom

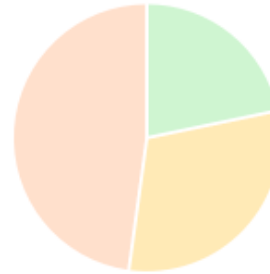


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Staff Engagement

- 7 Engagement Events Completed
- 22 Additional Events Scheduled
- 105 attendees thus far
- 632 comments
- Summary Report will be developed

Responses by Work Site Type



Category

● Park (public-facing) ● Field (not public-facing) ● Office

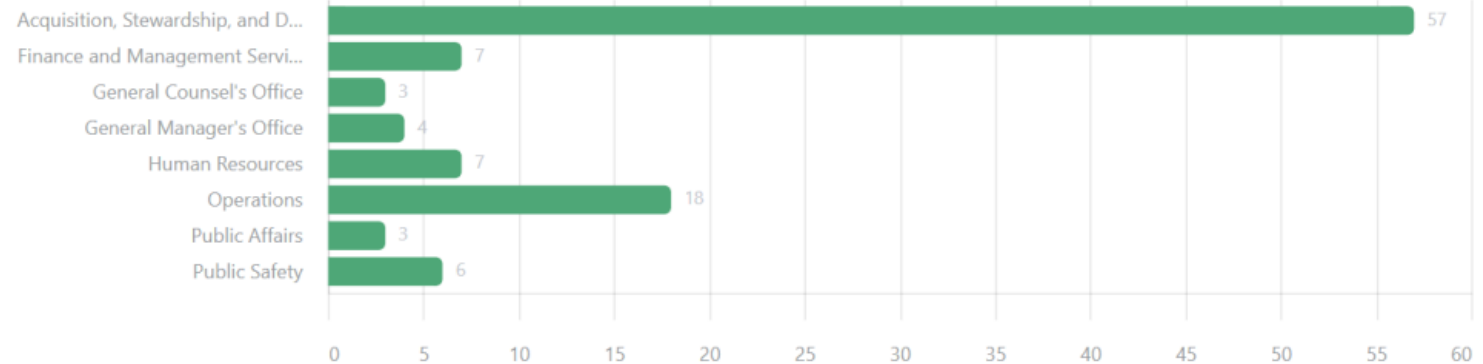
Responses by Tenure



Tenure

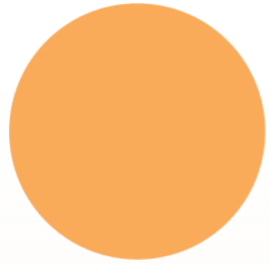
● 0-5 years ● 6-20 years ● 20+ years

Attendees by Division



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External Engagement



1. What is your vision for the future of regional parks in the East Bay?
2. What do you want and need to make your experience in the parks even better?
3. How could our parks welcome visitors that represent the full range of the growing and diverse communities nearby?
4. How could our parks protect land, water, plants, animals, historic sites, and places of cultural significance?
5. Share other ideas, questions, or comments you have about the future of regional parks in the East Bay.



How Will We Engage?

Indirect Engagement

- Board Member and Park Advisory Committee Toolkit
- Info Available at Interpretive Programs
- Info Stations In Visitor Centers, Libraries, and Community Centers
- Distribution by Partner Organizations
- Social Media

Round 1 is underway. We want to hear from you about your vision for the Park District, community needs for parks and recreation, and how to make the parks welcoming for all.

Take the survey by July 31, 2025

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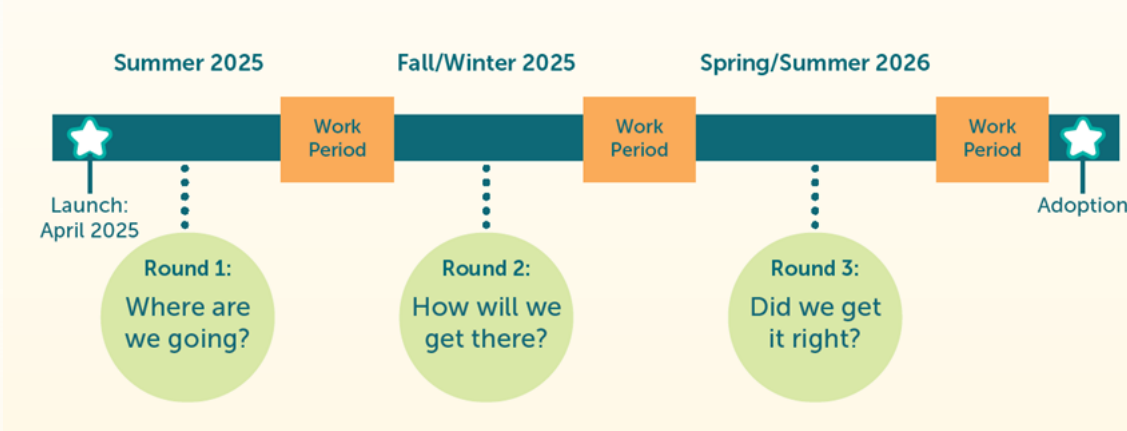
How Will We Engage?

Direct Engagement

- Local Government Engagement
- Stakeholder Interviews
- Partnership with Community Based Organizations

» Needs identified during Round 1

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Who Will We Engage?

- **Park District Staff**

- **Park District Retirees***

- **User Groups**

- » Hikers, Equestrians, Cyclists, Dog Walkers, Families, Youth, Seniors, etc.

- **Business Community**

- » Chambers of Commerce, Economic Organizations, etc

- **Environmental Community**

- » Sierra Club, CNPS, Golden Gate Bird Alliance, etc

* Suggestions made during 2025
Board retreat



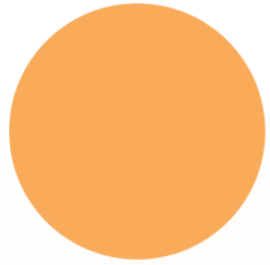
Who Will We Engage?

- Elected Officials
- Neighbors* and Neighborhood Organizations
- Climate Organizations*
- Environmental Justice*
- Immigrant and Refugee Communities
- Partner Organizations
 - » John Muir Land Trust, Save Mount Diablo, Tri-Valley Conservancy, etc.
- Tribal Organizations

* Suggestions made during 2025
Board retreat



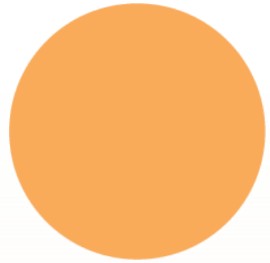
Park Advisory Committee



- Mayors Conference
- Friends of the Creek & Watershed Groups
- Farmer's Markets, First Fridays
- Car Shows, Flea Markets
- Hiking Clubs
- Libraries
- Neighborhood Associations

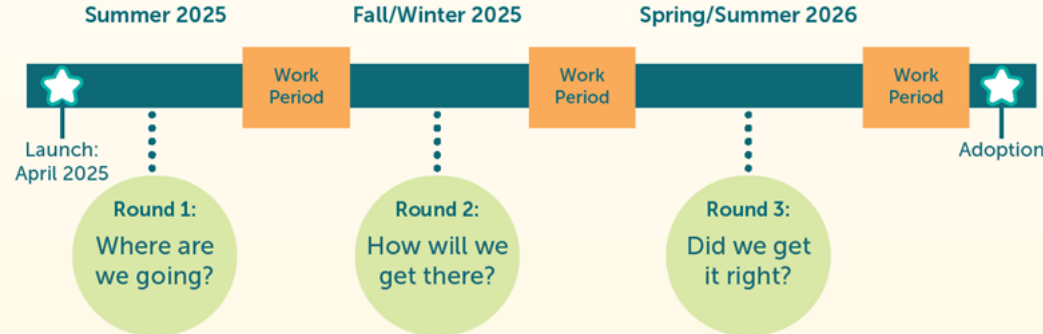


External Engagement



1. What organizations do you suggest we reach out to?

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Thank you

For questions, please contact: bholt@ebparks.org