




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

DATE	May 7, 2024
TITLE	Advancing Local Government Engagement Strategy Pilot Program
DIVISION	General Manager's Office
FROM	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

The General Manager recommends the Board of Directors support the proposed 2024 – 2025 Local Government Engagement Strategy Pilot Program.

BACKGROUND

The East Bay Regional Park District (Park District) is located in the eastern San Francisco Bay Area. Across the region served by the Park District, there are over ninety-seven government agencies and organizations who share priorities, interests, and values with the Park District. This includes cities, counties, regional governments, special districts, as well as state and Federal agencies. Historically, the Park District has engaged with partner entities in a variety of ways including structured meetings, liaison committees, issue tracking and written engagement, and formal conferences. However, the approach has not been uniformed or coordinated across the region. There is opportunity to expand what is possible for local government engagement with elected officials for the benefit of the Park District's service delivery. To address this gap in service, this report recommends advancing a 2024 – 2025 Local Government Engagement Strategy Pilot Program.

ANALYSIS

In addition to Federal and state elected offices, at the local level, the Park District regularly engages with over ninety-seven government agencies and non-governmental organizations (NGOs) with jurisdiction in the East Bay. In summary, this includes two Federal agencies, nine state agencies, nine regional governments, thirteen county governments, thirty-three cities, twenty-six special districts, two joint power authorities (one of which is with a city government) and four NGOs. These agencies are identified because Park District's work requires consistent and coordinated communication to advance service delivery for East Bay communities. A full list of these agencies is enclosed.

Historically, to support communication with the agencies and organizations across the East Bay, the Park District uses a variety of approaches including structured meetings, liaison committees, issue tracking and written engagement, and formal conferences. Each of these are expanded on below.

Structured Meetings: To connect on relevant items, the Park District organizes informal, structured meetings for the Board of Directors and General Manager to connect with local, regional, state, and

Federal partners. These meetings are supported by the Government and Legislative Affairs team and include an agenda, briefing materials and encourage a collaborative approach to identifying shared solutions for the benefit of East Bay communities. Structured meetings allow for a time-sensitive and adaptable approach to engaging with local, regional, state, and Federal partners. These meetings are typically organized on an as-needed basis.

Liaison Committees: Liaison committees are formal Brown Act public meetings which require advance posting of agenda items, packet materials, presentations by staff and minutes. Such meetings are time and staff intensive with limited adaptability. Additionally, with only 16% of East Bay partner agencies currently participating in formal liaison committees, expanding this program would be challenging without additional resources.

Issue Tracking and Written Engagement: To maintain an understanding of and participation in regional decision making, Park District staff provides issue tracking of regional government partners. These reports, known as Strategic Actions of Governmental Entities (SAGE) are presented at the Board Legislative Committee and in written form from the Planning Department. As items at the local, regional, state, and Federal level arise which request written feedback and input from partners, the Park District General Manager facilitates a response within the requested window.

Annual Conferences: Specific to state and Federal partners, the Board of Directors and General Manager participate in two annual conferences hosted by the Park District. The State Advocacy Conference, which takes place in Sacramento, California, engages with the East Bay's state delegation, as well as state agencies on legislative objectives. The Federal Advocacy Conference, which takes place in Washington, D.C., engages the East Bay's Federal delegation and Federal agency partners. These conferences are coordinated by the Government and Legislative Affairs team in the General Manager's Office.

The Park District achieves success at the state and Federal level annually through coordinated conference events and regularly organized structured meetings. However, it has been identified there is room for growth at the local and regional level. Of the local, regional, and county agencies with jurisdiction in the East Bay, only a portion have regularly facilitated meetings.

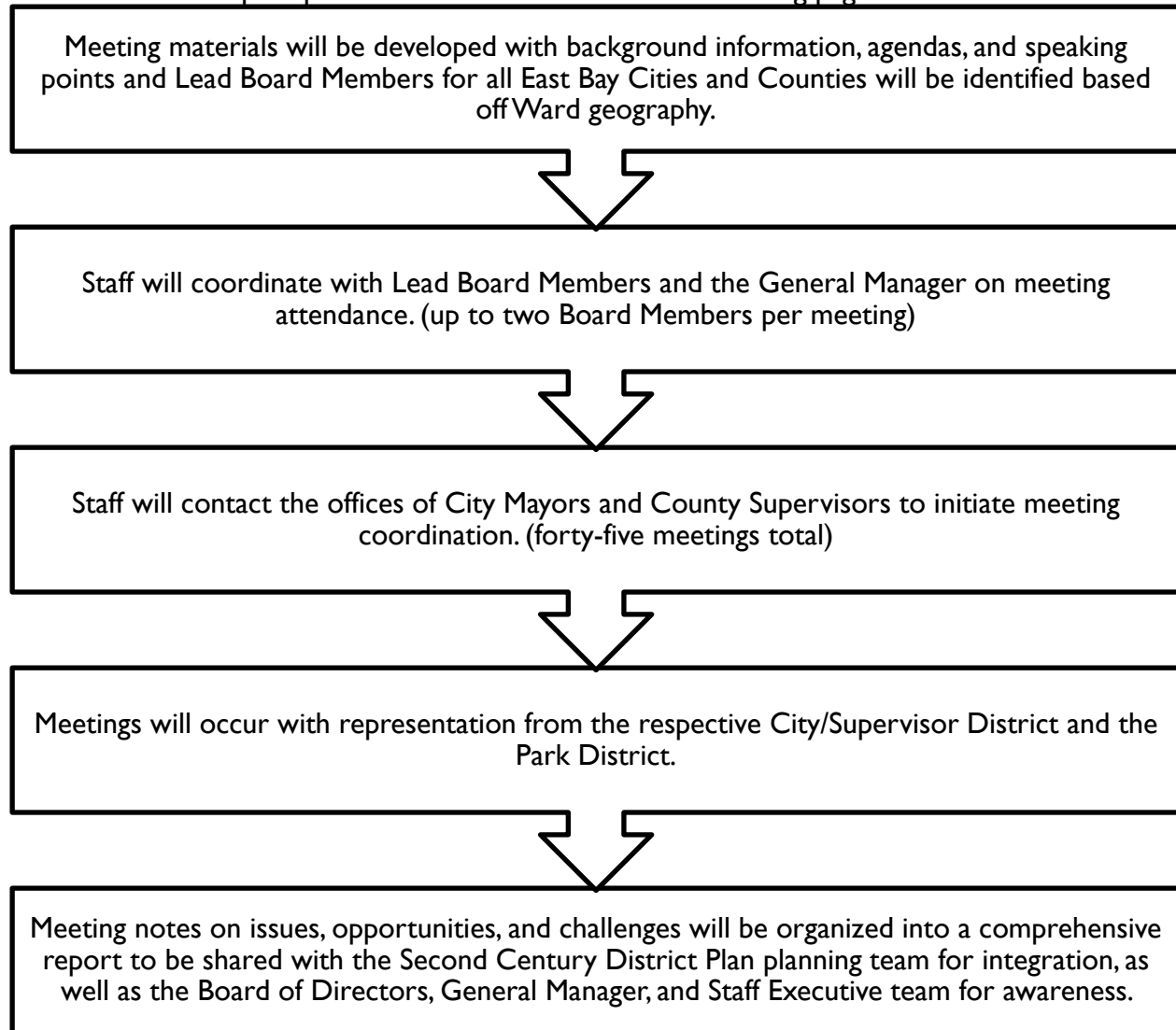
To address the identified need for consistent and coordinated engagement with all East Bay local elected officials, defined as local city, county, and special district agencies, it is recommended a 2024 – 2025 Local Government Engagement Strategy Pilot Program be advanced. Through this work, an increase in local and regional elected official engagement would be supported by the Government and Legislative Affairs team to provide for consistent and coordinated meeting facilitation between the Park District Board of Directors and local elected officials.

This pilot initiative would provide for coordinated engagement with local government elected officials. Such meetings will require participation from the Board of Directors and General Manager, or their designee, to guide discussions focused on key Park District priority issues. For these meetings to be successful, staff coordination of agendas, briefing materials, day-of meeting support and follow-up will be required.

Within the Local Government Engagement Strategy Pilot Program, the following agenda is recommended for 2024 - 2025 meetings with city and county elected officials:

1. Introductions and Welcome
2. East Bay Regional Park District 90th Anniversary
3. Second Century District Plan

A workflow of the pilot process is demonstrated on the following page.



This recommendation aims to establish a foundation for regular and productive interactions with local elected officials to advance key priorities for the benefit of the East Bay communities. Meeting notes on issues, opportunities, and challenges will be organized into a comprehensive report to be shared with the Second Century District Plan planning team for integration, as well as the Board of Directors, General Manager, and Staff Executive team for awareness.

By advancing this work through a formalized pilot strategy, there is opportunity for review and refinement prior to finalizing a formal local government program within the Park District. Following the implementation of this program, a formal report will be provided on the insights and outcomes in early 2026.

FISCAL IMPACT

None.

ATTACHMENTS

Presentation Materials

Overview of Agencies and Organizations.



**EAST BAY REGIONAL PARK DISTRICT
RESOLUTION NO. 2024 – 05 -
MAY 7, 2024**

**ADVANCING LOCAL GOVERNMENT ENGAGEMENT STRATEGY
PILOT PROGRAM**

WHEREAS, there is a recognized need for consistent and coordinated engagement with all East Bay local elected officials, including city, county, and special district agencies; and

WHEREAS, the establishment of a Local Government Engagement Strategy Pilot Program for the years 2024 – 2025 is proposed to address this need; and

WHEREAS, the Government and Legislative Affairs team will spearhead efforts to increase engagement with local and regional elected officials by facilitating consistent and coordinated meetings between the East Bay Regional Park District Board of Directors and local elected officials.

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the East Bay Regional Park District hereby advance the 2024 – 2025 Local Government Engagement Strategy Pilot Program as presented to the Board on May 7, 2024; and

BE IT FURTHER RESOLVED, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director _____, and seconded by Director _____, and adopted May 7, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: