



**EAST BAY REGIONAL PARK DISTRICT  
BOARD EXECUTIVE COMMITTEE MEETING  
AGENDA STAFF REPORT**

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<b>DATE</b>	February 26, 2025
<b>TITLE</b>	Overview of Current Public Affairs Publications and Media
<b>DIVISION</b>	Public Affairs
<b>FROM</b>	Kendra Strey, Communication and Outreach Manager, Public Affairs
<b>APPROVED</b>	Sabrina Landreth, General Manager 

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**RECOMMENDATION**

This is for informational purposes only.

**BACKGROUND**

Communications and Outreach Manager Kendra Strey will provide an overview of the Public Affairs Division's regular product output and special projects. Her presentation will outline the various communication channels used to engage community members and promote increased park usage. She will also summarize ongoing media outreach efforts highlighting the Park District's wildfire mitigation initiatives, work on an episode with the OpenRoad television program on NBC Bay Area, as well as an upcoming collaborative approach to promoting the District Plan.

**FISCAL IMPACT**

None. Work is already accounted for in regular budget process.

**ATTACHMENTS**

- A. PowerPoint Presentation