




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

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

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