


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

---

<b>DATE</b>	January 16, 2024
<b>TITLE</b>	Approval of 2024 Park Advisory Committee Objectives
<b>DIVISION</b>	General Manager's Office
<b>FROM</b>	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
<b>APPROVED</b>	Sabrina B. Landreth, General Manager 

---

**RECOMMENDATION**

The General Manager recommends the full Board adopt the 2024 Park Advisory Committee Objectives in alignment with the Executive Committee's support.

**BACKGROUND**

The Park Advisory Committee (PAC) is a 21-member community advisory group primarily appointed by the East Bay Regional Park District (Park District) Board of Directors. Candidates are nominated by individual Board members and a variety of other public entities, such as the Mayors' Conference, Board of Supervisors, and Special District Chapters of Alameda and Contra Costa Counties.

The PAC studies issues and makes recommendations and comments on a spectrum of policy items, such as: conservation grazing, leash and off-leash dog areas, equestrian, bike and multiuse trails, the Park District operational and capital budget, naming and planning of park facilities, new concessionaires, and more.

In 2022, the PAC focused on refining the role statement of the committee to support clarity of purpose. Following a series of discussions with the Board of Directors, PAC Members, and Park District leadership, the Park District Board of Directors adopted an updated role statement on January 17, 2023, as follows: To provide community perspectives and advice to staff and to the Board on the issues, projects and policies of the Park District.

To activate this role statement and in alignment with the regular PAC practice to adopt annual objectives, the following are proposed for the PAC to advance in 2024:

1. Provide Community Perspectives on the Park District's Second Century District Plan
2. Expand Understanding of the East Bay's Biodiversity and Role the Park District Serves in Protecting Natural and Cultural Resources
3. Maintain Understanding of and Engagement on the Park District's Active Capital Projects and Programs
4. Maintain Understanding of the Park District's Funding Programs
5. Provide Community Oversight of Park District Local Funding Measures and Initiatives
6. Provide Guidance and Recommendations on Park District Policies and Practices

The proposed objectives will be achieved through engagement with the Park District Board of Directors and staff in the form of presentations, site visits and working meetings. The proposed

objectives were reviewed and refined by the PAC during the month of November 2023 and approved unanimously by the Board Executive Committee in December. At their December 13, 2023 meeting, the Board Executive Committee unanimously supported the General Manager's recommendation to approve the proposed 2024 Park Advisory Committee Objectives.

## **ANALYSIS**

In advancing the proposed objectives, the PAC will take on various roles including as community liaisons, oversight and advocacy. Specifically, 38% of the objectives will require the PAC to serve as a community liaison, providing insights on behalf of the region they represent to the discussion. In supporting transparent and accountable government processes, 50% will require the PAC to serve as community oversight to Park District policies and finances. Lastly, 12% of the proposed objectives will support the PAC in a role of advocacy relative to the Park District's grants and government affairs work.

1. Provide Community Perspectives on the Park District's Second Century District Plan: Serving in the role of community liaison, the Park Advisory Committee will engage with Park Staff to provide input and insights during project development and implementation. Specifically, the Park Advisory Committee will share input on community values and priorities for the parklands and trails managed by the East Bay Regional Park District.
2. Expand Understanding of the East Bay's Biodiversity and Role the Park District Serves in Protecting Natural and Cultural Resources: In the role of community oversight and liaison to Park District activities, the Park Advisory Committee will expand their understanding of the Park District's work to protect ecosystems, manage preservation and recreation together, invest in ecosystem connectivity, preserve the rich heritage of cultural resources, and support the advancement of the Habitat Conservation Plan.
3. Maintain Understanding of and Engagement on the Park District's Active Capital Projects and Programs: As the Park District works to maintain and expand welcoming facilities for all East Bay visitors, the Park Advisory Committee will serve as community liaison and provide input in projects under advancement including visitor centers, trail expansion projects, and vegetation management needs. Additionally, the PAC will maintain a strong understanding and awareness of Park District initiatives including environmental education and cultural programs. In compliment, the PAC will engage on Park District community survey work to understand the current project and program interests of East Bay communities.
4. Maintain Understanding of the Park District's Funding Programs: Providing support to the Park District through advocacy and community oversight, the Park Advisory Committee will maintain a strong understanding of current and future funding programs, attend site visits, and provide letters of support when appropriate. Specific attention will be given to active grants, Federal Emergency Management Agency (FEMA) disaster recovery efforts, and the legislative program.
5. Provide Community Oversight of Park District Local Funding Measures and Initiatives: As implementation continues, the Park Advisory Committee will serve in the role of community oversight on the Park District's local funding measures including Measure CC, Measure FF, Measure AA and Measure WW. The PAC will also serve as a community liaison as the Park District advances local voter surveys to understand willingness to support additional revenue measures.
6. Provide Guidance and Recommendations on Park District Policies and Practices: As the Park District considers changes to existing policies, the Park Advisory Committee will provide community oversight including on the agency's budget process, land use plans and

amendments, Ordinance 38 and safety procedures, changes to recreational use policies and the Park District's Naming Policy. Across all policies and practices, the PAC will work to ensure diversity, equity and inclusion work is prioritized. Additionally, as the Park District prepares for significant milestones, such as the 90th Anniversary, the Park Advisory Committee will engage through event attendance and discussions.

**FISCAL IMPACT**

None.

**ATTACHMENTS**

None.



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2024-01-  
JANUARY 16, 2024**

**APPROVAL OF 2024 PARK ADVISORY COMMITTEE OBJECTIVES**

**WHEREAS**, the Park Advisory Committee (PAC) is a 21-member community advisory group appointed by the East Bay Regional Park District Board of Directors; and

**WHEREAS**, the role of the Park Advisory is to provide community perspectives and advice to staff and to the Board on the issues, projects and policies of the Park District; and

**WHEREAS**, to activate this role statement, the PAC has identified six key working objectives for 2024 including to provide community perspectives on the Park District's Second Century District Plan, expand understanding of the East Bay's biodiversity and role the Park District serves in protecting natural and cultural resources, maintain understanding of and engagement on the Park District's active capital projects and programs, maintain understanding of the Park District's funding programs, provide community oversight of Park District local funding measures and initiatives and to provide guidance and recommendations on Park District policies and practices; and

**WHEREAS**, these objectives will be achieved through engagement with the Park District Board of Directors and staff in the form of presentations, site visits and working meetings.

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby approve the 2024 Park Advisory Committee objectives as presented to the Board on January 16, 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 January 16, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: