


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

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<b>DATE</b>	March 26, 2025
<b>TITLE</b>	2nd Century District Plan Update
<b>DIVISION</b>	Acquisition, Stewardship, and Development
<b>FROM</b>	Brian Holt, Division Lead for Planning, Trails, & GIS Ken Wysocki, Assistant General Manager of Acquisition, Stewardship, & Development
<b>APPROVED</b>	Sabrina Landreth, General Manager 

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**RECOMMENDATION**

This is an informational item only.

**BACKGROUND**

In 2023, the Board of Directors and the General Manager directed staff to initiate the development of a new District Plan for the East Bay Regional Park District (Park District). On July 30, 2024, the Board of Directors approved a contract with PlaceWorks, Inc. (PlaceWorks) to initiate development of a new District Plan and assist in internal and external engagement.

Staff have initiated internal engagement through a series of engagement exercises with various Park District staff groups. Additionally, Legislative and Government Affairs staff have facilitated a series of District Plan engagement conversations between the Board of Directors and local government officials through the Local Government Engagement Strategy Pilot Program. These efforts will continue throughout the project. Additional internal engagement exercises have been identified to ensure that every staff member at the Park District has the opportunity to participate in the development of the District Plan.

Phase II of the District Plan will kick off in the Spring 2025 with robust community engagement. Information compiled through the Phase I analysis and ongoing internal and external engagement will then be used to develop the draft materials and maps that will present the clear vision and direction as the Park District moves into its next century informed by the key priorities of staff, constituents, and visitors.

Community engagement will run through 2025 and into 2026. Draft materials will be developed in 2026 and presented to staff and the community throughout the process. The District Plan will be brought forward to the Board for input at key milestones and ultimately for final consideration and adoption.

**ANALYSIS**

Park District staff will provide an overview of the District Plan planning process, update on internal engagement activities, and upcoming opportunities for external engagement.

**FISCAL IMPACT**

This item is for informational purposes only and does not have a direct fiscal impact or cost.

**ATTACHMENTS**

None.