

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

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**DATE** March 18, 2025  
**TITLE** Authorization to Amend the Contract with PlaceWorks, Inc. to Include Phase II Work of the District Plan and Increase the Total Contract Amount by \$783,394: District-wide  
**DIVISION** Acquisition, Stewardship, and Development  
**FROM** Brian Holt, Division Lead of Planning, Trails, Cultural Resources & GIS  
Ken Wysocki, Assistant General Manager of Acquisition, Stewardship & Development  
**APPROVED** Sabrina Landreth, General Manager 

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**RECOMMENDATION**

The General Manager recommends that the Board of Directors amend the contract and authorize appropriation of \$783,394 for Phase II of the Second Century District Plan Project (Project No. 557300) with PlaceWorks, Inc. for a total contract amount of \$1,382,941.

**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 Phase I Consulting Services contract with PlaceWorks, Inc. (PlaceWorks) to develop the project graphic identity and branding, analysis of existing data, baseline mapping, and review of Park District policies, funding, and other background information. Additionally, PlaceWorks has worked with staff in the Planning, Trails, Cultural Resources, and GIS Department, the Office of Equity, Public Affairs, and others in developing an internal engagement and external engagement strategy and plan.

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 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**

The East Bay Regional Park District was established in 1934 and has gone through several District-wide planning efforts as the agency has grown and the population of the East Bay has expanded. The last comprehensive planning effort for the Park District was completed in 1973 with a series of limited scope updates since that time. Since the last update to the Master Plan was completed in 2013, the Park District has experienced a series of ongoing and emerging challenges that were not fully addressed in past planning efforts including rising challenges and adaptation opportunities associated with climate change, increases in park use following the COVID-19 pandemic, and the increasing growth and diversity in the East Bay population.

**FISCAL IMPACT**

This Board action will utilize the funds from the Second Century Plan Project (No. 557300) to amend the existing consulting contract with PlaceWorks, Inc. for an additional amount of \$783,394 bringing the total District Plan Consulting Services contract to \$1,382,941.

<b>SOURCE OF FUNDS</b>	
Second Century Plan (Project 557300)	\$ 1,382,941
PlaceWorks Phase I Consulting Services	(599,547)
<b>Total Funds Available</b>	<b>\$ 783,394</b>

<b>USE OF FUNDS</b>	
PlaceWorks Phase II Consulting Services	\$ 783,394
<b>Total Current Project Costs</b>	<b>\$1,382,941</b>
<b>Total Remaining Project Funds Available</b>	<b>\$ 0</b>

**ATTACHMENTS**

None.



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2025 – 03 -  
MARCH 18, 2025**

**AUTHORIZATION TO AMEND THE CONTRACT WITH PLACEWORKS, INC. TO  
INCLUDE PHASE II WORK OF THE DISTRICT PLAN AND INCREASE THE  
TOTAL CONTRACT AMOUNT BY \$783,394: DISTRICT-WIDE**

**WHEREAS**, the East Bay Regional Park District (Park District) last completed a comprehensive District-wide planning effort in 1973; and

**WHEREAS**, there have been four focused updates to the 1973 Master Plan occurring in 1980, 1988, 1997, and 2013; and

**WHEREAS**, the population of the East Bay has grown significantly both in numbers and diversity since the last comprehensive District-wide planning effort; and

**WHEREAS**, the Park District continues to experience emerging and ongoing challenges arising from climate change, expansion of park use since the COVID-19 pandemic, increasing operational and management challenges, and competing demands for Park District resources; and

**WHEREAS**, in 2023, the Board of Directors directed staff to initiate development of a new District Plan and staff determined that a comprehensive District-wide planning effort was the appropriate scope to respond to changes in the East Bay's population and demographics and to respond to emerging challenges resulting from growth in the Park District parklands, visitation, and climate change; and

**WHEREAS**, in July of 2024, the Park District Board of Directors adopted Resolution No. 2024-07-166 to enter into a contract with PlaceWorks, Inc. in the amount of \$599,547 to provide consulting services for the District Plan; and

**WHEREAS**, staff seeks to initiate Phase II consulting services to include a robust community engagement effort and development of draft District Plan materials; and

**WHEREAS**, sufficient funds are available to amend the contract with PlaceWorks, Inc. in the Second Century District Plan project (No. 557300) to complete Phase II consulting services;

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Directors of the East Bay Regional Park District hereby authorizes an amendment to the consulting contract with PlaceWorks, Inc. for an additional amount of \$783,394 bringing the total PlaceWorks Consulting Services contract to \$1,382,941 as presented to the Board on March 18, 2025; 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 March 18, 2025, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: