



2950 PERALTA OAKS COURT P.O. BOX 5381 OAKLAND CALIFORNIA 94605-0381 T: 1-888-EBPARKS F: 510-569-4319 TRS RELAY: 711 WWW.EBPARKS.ORG

BOARD EXECUTIVE COMMITTEE

Thursday, February 2, 2017

12:30 p.m.

**EBRPD - Administrative Headquarters
2950 Peralta Oaks Court
Oakland, California 94605**

The following agenda items are listed for Committee consideration. In accordance with the Board Operating Guidelines, no official action of the Board will be taken at this meeting; rather, the Committee's purpose shall be to review the listed items and to consider developing recommendations to the Board of Directors.

A copy of the background materials concerning these agenda items, including any material that may have been submitted less than 72 hours before the meeting, is available for inspection on the District's website (www.ebparks.org), the Headquarters reception desk, and at the meeting.

Public Comment on Agenda Items

If you wish to testify on an item on the agenda, please complete a speaker's form and submit it to the recording secretary. Your name will be called when the item is announced for discussion.

Accommodations and Access

District facilities and meetings comply with the Americans with Disabilities Act. If special accommodations are needed for you to participate, please contact the Clerk of the Board at 510-544-2020 as soon as possible, but preferably at least three working days prior to the meeting.

AGENDA

Joint Board Executive Committee and Regional Parks Foundation Board Meeting

<u>TIME</u>	<u>ITEM</u>	<u>STATUS</u>	<u>STAFF</u>
12:30 pm	1. 2016 Regional Parks Foundation Year in Review and 2017 Community Relations Plan	I	Johnson
1:00	2. 2017 Economic Impact Study	I	Johnson
1:30	3. Bay Point Public Access and Restoration Projects Update	I	Barton
1:50	4. Black Diamond Mines Regional Preserve Land Use Plan Amendment Concept	R	Breines
	5. Open Forum for Public Comments <i>Individuals wishing to address the Committee on a topic not on the agenda may do so by completing a speaker's form and submitting it to the recording secretary.</i>		
	6. Board Comments		

R - Recommendation for Future Board Consideration

I - Information

D - Discussion

Executive Committee Members

Beverly Lane (Chair), Dennis Waespi, Ayn Wieskamp

Whitney Dotson, Alternate

Robert E. Doyle, Staff Coordinator



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Future Meetings:

January – No Meeting	July 6
February 2	August 3
March 2	September 7
April 6	October 5
May 4	November 2
June 1	December 7

Distribution/Agenda

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Pat O'Brien (via e-mail)
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Patricia Vaughan Jones (via e-mail)
Ted Radosevich (via e-mail)
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Bob Maddow (via e-mail)
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Distribution/Full Packet

District:

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Ana Alvarez
Jim O'Connor
Debra Auker
Bob Nisbet
Clerk of the Board
Mark Pearson – Local 2428
Eri Suzuki– Local 2428
Tyrone Davis – POA
Lobby/Receptionist

Project Manager(s):

Carol Johnson
Chris Barton
Raphael Breines

R - Recommendation for Future Board Consideration
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**BOARD EXECUTIVE COMMITTEE**

Meeting of February 2, 2017

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

STAFF REPORT PREPARED BY: Carol Johnson, AGM, Public Affairs

SUBJECT: 2016 Regional Parks Foundation Year in Review and 2017 Community Relations Plan

Carol Johnson, AGM and Executive Director of the Regional Parks Foundation, along with William Yarborough, President of the Regional Parks Foundation Board of Directors, and Mona Koh, Community Relations Manager, will present on these agenda items.

BACKGROUND**A. 2016 Regional Parks Foundation Year in Review**

The Regional Parks Foundation (RPF) celebrated its 47th year serving the East Bay Regional Park District (District) by providing under-resourced residents with programs and access to regional parks. Befitting this significant and historic milestone, the RPF enjoyed its best financial results ever. Following are highlights of the year's results which will be showcased in a presentation made by William Yarborough, RPF President.

TOPIC	RESULT
Fundraising results (excluding Antioch Holdings land donation)	\$2.16 million; 39% above plan
Fundraising results (including Antioch Holdings land donation)	\$5.9 million (Land \$3,750,000)
Membership Revenue	\$737,564 increased 6%
Membership Numbers	9922, increased 10.5%
Investment Returns	\$185,145
Expenses	\$132,498 under budget
Signature Program: Sending kids to camp	Served 8,997 children, increased 121%
Board Leadership	Two new Board members – Les Hausrath, Attorney, and Audree Jones-Taylor, retired Director of Parks & Recreation, City of Oakland

B. 2017 Community Relations Plan

The purpose of the Community Relations program is to inform and engage the diverse residents of the communities the District serves. Annually, Public Affairs presents this work plan for the year to the Executive Committee, focusing on several key District-wide objectives of interest indicated by the Board of Directors and General Manager. This plan is a tool used to inform staff, the Board, and the PAC of the strategic direction planned.

For 2017, the focused topics include:

1. Measure CC
2. Partnerships to promote *Healthy Parks Healthy People* and Park Rx
3. Strategic collaboration with multicultural leaders
4. “High touch” communications
5. Economic impacts of parks

Mona Koh, Community Relations Manager, will share a presentation featuring specific tactics planned for community outreach and communication for each of these topics. Public Affairs will continue to work collaboratively with other departments and divisions on the activities planned for 2017.

RECOMMENDATION

None. This is an informational item.

**BOARD EXECUTIVE COMMITTEE**

Meeting of February 2, 2017

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

**STAFF REPORT
PREPARED BY:** Carol Johnson, AGM, Public Affairs

SUBJECT: 2017 EBRPD Economic Impact Study

Carol Johnson, AGM for Public Affairs, will introduce the District's efforts to capture its economic impacts provided to the East Bay economy in its updated study called "*Quantifying Our Quality of Life: An Economic Analysis of the East Bay's Unique Environment.*" The study's author, Teifion Rice-Evans, Principal Director of Economic & Planning Services, Inc., will present a PowerPoint presentation outlining the economic outcomes of this initiative. Additional contributing editors to this study, including Dr. George Manross of Strategy Research Institute, and Bruce Kern, Chair of Parks Advisory Committee, will be available as well.

BACKGROUND

The East Bay Regional Park District (District) was an early proponent of illuminating the connection between open space, quality of life, and economic vitality. In year 2000, the District commissioned a study to quantify the quality of life benefits due to regional parks and trails. At the time, this cutting edge report compiled leading research on the linkages between local and regional economies, and parks and open space including recreational opportunities, business attraction and retention, property values, user utility, park user expenditures, ecosystem services, public health, education, public safety, and other quality of life factors.

Today, much has changed throughout the District and the communities it serves since the first Economic Study was commissioned. For example, the East Bay population has grown by 10%, yet annual visitation to East Bay Regional Parks has increased by 78%! In 2016, District officials concluded it was time to revisit this important dimension of life in the East Bay.

Quantifying our Quality of Life: An Economic Analysis of the East Bay's Unique Environment, 2017 updates the economic benefits of the District on the local and regional economies. This analysis takes into account the District's current portfolio of lands, trails, and programs. It applies new data and methods from recent research publications and studies. More specifically, this study focuses on valuing the societal and economic significance of the District using five primary inter-related lenses:

1. Ecosystem Services
2. Real Estate
3. Recreation
4. Public Health

5. Additional Benefits

In addition, this report evaluates the regional economic impacts associated with changes in inter-regional spending attributable to District operations and visitation.

SUMMARY OVERVIEW

By combining prior research with new thinking, methods, and outcomes, it demonstrated that the District, at the present time, is contributing over \$500 million annually in economic value (benefit to society). The District draws nearly \$200 million annually in economic impact (gross new spending in the local and regional economies). In addition, there are a number of other benefits provided, in the form of land use, agricultural production, educational, and public safety, that all have value, but are harder to quantify.

Key findings from this analysis of the economic significance of the District include the following:

- District lands play a critical role in the environmental sustainability of the East Bay by providing a range of ecosystem services that enhance air quality, water quality, and support species habitat.
- District lands offer unparalleled opportunities for outdoor recreation. This study finds District users place an annual value of \$200 million on their park visits.
- The value of the District is expressed in the home price premiums in areas proximate to District lands. This study finds nearby property sales include \$65 million per year in value attributable to the presence of the District.
- Rigorous physical activity on District parklands keeps East Bay residents fit and healthy, thereby reducing the medical cost burden attributable to insufficient exercise. This study finds recreational activities on District lands provide healthcare cost savings of \$20 million annually.
- The District provides direct funding to all 33 cities within its jurisdiction to help each city and town address the unmet park and recreation needs within their respective community.
- Visitors to the District come for programs and activities on District parklands and generate spending in the regional economy that would not occur in the absence of the District. This study finds the visitor-generated economic impact of the District in the East Bay economy is \$190 million annually.

COMMUNICATIONS STRATEGY

The updated study and companion video will be released to the public at a Quality of Life Economic Forum planned for March 15, 2017. This forum will feature a panel discussion with several partnering agencies with whom EBRPD has sought peer review, including leaders from the Bay Area Council Economic Institute, East Bay Economic Development Alliance, and REI, Inc.

The District's goal in this report's release is to equip target audiences with new information to help them advocate for parks in general and the District specifically. The Park District is essential to the East Bay and needs to be nurtured for future generations to continue to enjoy the valued landscape that benefit so much within the East Bay.

Other communication plans include:

- Press release to local, regional, state, and national media;
- Presentations before the Alameda and Contra Costa Mayor's Conferences, and other key stakeholder groups;
- Articles in regional and national trade journals and publications; and
- Media kit for Board, Park Advisory Council, partners, and volunteers.

RECOMMENDATION

None. This is an informational item.



BOARD EXECUTIVE COMMITTEE

Meeting of February 2, 2017

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

**STAFF REPORT
PREPARED BY:** Chris Barton, Environmental Programs Manager

SUBJECT: Bay Point Restoration and Public Access Projects Update

Chris Barton, Environmental Programs Manager, will make a presentation on this agenda item.

BACKGROUND

The Land Use Plan (plan) for Bay Point Regional Shoreline was adopted in 2001. The plan included a number of public access and habitat improvements. A 14-car parking lot (plus 1 bus), lighting, picnic area, and vault toilet restroom have been constructed (completed in 2007). In 2010, the main loop trail around the marsh area (Harrier Loop Trail) was improved to an all-weather surface using recycled material.

A feasibility and preliminary engineering study to evaluate improving an existing public access trail on private property to the east (McAvoy Harbor) was completed in 2016. The study concluded the price to improve the trail is around \$3 million (total project cost)--much higher than originally expected. Other factors also make trail improvements to this area unattractive including high mitigation requirements for impacts to sensitive habitat and questionable long-term viability of the improvements given anticipated inundation of the existing fishing destination due to sea level rise.

On July 5, 2016, the Board awarded a contract to Environmental Science Associates consultants for engineering, design, and permitting services to assist with further implementing improvements identified in the plan. These improvements include development of a kayak launch, restoration of tidal wetlands and staging area amenities. The project is on schedule to go to construction in 2018.

RECOMMENDATION

None. This is an informational item.

**BOARD EXECUTIVE COMMITTEE**

Meeting of February 2, 2017

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

**STAFF REPORT
PREPARED BY:** Raphael Breines, Acting Principal Planner

SUBJECT: Black Diamond Mines Regional Preserve Land Use Plan Amendment
Concept

Raphael Breines, Acting Principal Planner, will make a presentation on this agenda item.

BACKGROUND

With its natural beauty, valuable wildlife habitat and rich history, Black Diamond Mines Regional Preserve (preserve), located in east Contra Costa County, is one of the most unique and important interpretive parks in the regional park system. The East Bay Regional Park District began acquiring land for the preserve in 1973 and opened the park to the public in May 1976. Today, 4,667 acres of moderately to extremely steep ridges, peaks, and valleys are open to the public. Since its establishment, the District has identified that the preserve's greatest public value is in conserving and interpreting its natural and cultural resources, while providing low-intensity recreational opportunities. The preserve contains a unique cultural landscape and landmarks, and features an underground mine open to the public, two visitor centers, guided tours, a historic cemetery, two campsites, and over 47 miles of roads and trails.

In 2013, District staff initiated a land use plan amendment (LUPA) to formally incorporate into the preserve and open to the public almost 5,000 acres of landbank property that has been acquired over a span of more than 40 years, of which 3,246 acres have been purchased in partnership with the East Contra Costa County Habitat Conservancy (Conservancy). The preserve is located within a segment of east Contra Costa County that has been designated a high priority conservation area by the Conservancy. Additionally, the 191-acre Arata/Moller property was transferred to the District last year from Antioch Unified School District, completing the northern entrance and gateway to the preserve. This property, a former dairy farm, contains an assortment of 31 structures, several of which provide the opportunity to re-purpose for staff and public use.

Staff has hired two consulting firms to prepare technical studies to inform the LUPA--Stantec, to provide traffic engineering and air quality services, focusing on designing safe access into the park from Marsh Creek Road and across the road to connect the preserve with Mount Diablo State Park; and Knapp Architects, centering on determining the historic significance of the Arata/Moller Ranch building complex and creating a compelling and feasible reuse plan for the complex.

The LUPA is a long-range plan that includes resource management and protection and public use recommendations. Within a conservation framework, the LUPA includes the following major development proposals:

- Two staging areas, several local access points, and a parking lot to serve the preserve and state park;
- Transforming the Arata/Moller Ranch to serve as a gateway to the preserve, with parking and public and staff facilities, including accommodating Interpretive staff and providing space for indoor programming, to enhance visitors' experience and contribute to environmental and historical education;
- A backpack campsite; and
- Opening more than 46 miles of trail including more than 33 miles of existing roads and trails and almost 13 miles of new trail including a 6.3-mile segment of the Black Diamond Mines to Round Valley Regional Trail.

Staff's presentation will inform the Board Executive Committee on the LUPA concept, focusing on the results of both of the consultant studies and schedule.

RECOMMENDATION

Staff seeks a recommendation from the Board Executive Committee to complete the Draft Black Diamond Mines Regional Preserve LUPA incorporating the concept presented.

At a later date, the Draft LUPA will be brought before this committee for its consideration and approval to forward it to the Park Advisory Committee and Board of Directors.