

EAST BAY REGIONAL PARK DISTRICT

Resolution No. 1994-12- 320

Tuesday, December 20, 1994

ADOPTION OF THE CULTURAL DIVERSITY POLICY AND
AMENDMENT OF THE POLICY INTO THE DISTRICT MASTER PLAN

WHEREAS, the East Bay Regional Park District Master Plan (Master Plan 1989) was adopted on May 17, 1988, and

WHEREAS, in March, 1994, the Board requested that the Park Advisory Committee (PAC) report on ways that District planning could accommodate the need for youth, minorities and cultural diversity and further requested that the PAC hold public meetings to develop policy language on cultural diversity, and

WHEREAS, the PAC established a Cultural Diversity Task Force under the leadership of Robin Breuer, Chair of the Master Plan subcommittee, to direct this effort with assistance from the Association of Bay Area Governments (ABAG), and

WHEREAS, the PAC prepared a draft policy which was presented at 1994 public workshops in Concord, on May 19; Oakland, May 24; Newark, June 2; and Richmond June 29, 1994 and the policy language was revised to reflect key issues from the public.

NOW, THEREFORE, BE IT RESOLVED that the Board adopts the Cultural Diversity Policy as a part of the District's Master Plan and amends the Master Plan to include the Cultural Diversity Policy as a part of Chapter 3; and

BE IT FURTHER RESOLVED that the General Manager is hereby authorized and directed, on behalf of the 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 the above resolution.

BE IT FURTHER RESOLVED that the Board of Directors of the East Bay Regional Park District hereby commends the PAC and the Cultural Diversity Task Force for serving as an effective link with the community and for developing a policy which can guide the District as the cultural diversity of Alameda and Contra Costa Counties increases in the coming years.

Moved by Director O'Donnell, seconded by Director Smartt, and approved this 20th day of December, 1994 by the following vote:

FOR: Jocelyn Combs, Oliver Holmes, John O'Donnell, Ted Radke, Douglas L. Siden, Jean Siri, Susan Smartt

AGAINST: None
ABSENT: None
ABSTAIN: None

CERTIFICATION
I, Diana Amo, Acting Clerk of the Board of Directors of the East Bay Regional Park District, do hereby certify that the above and foregoing is a full, true and correct copy of Resolution 1994-12-320 adopted by the Board of Directors at a regular meeting held on December 20, 1994

Diana Amo

**East Bay Regional Park District
Master Plan Policy On Cultural Diversity***

Diversity can be described in many ways, including age, gender, lifestyle, ethnic heritage, religious affiliation, and mental and physical ability. A significant change currently underway in the East Bay community is the evolving cultural and ethnic makeup of the population. In 1930, just prior to the creation of the EBRPD, only 6 percent of the District's population was comprised of what are defined today as ethnic minorities. Now, sixty years later, almost 40 percent of the population is ethnically diverse. And, by 2010, it is projected that no single group will comprise more than 50 percent of the District's population.

The District will continue to adapt its services and programs in response to changes in the East Bay's resident population, recognizing that the cultural diversity of the District is expected to increase due to complex social and economic factors.

The District will develop programs and activities consistent with the District's purpose that respond to the recreational preferences of the culturally diverse population, and that recognize the heritage of the District residents. The District will also focus on developing programs to involve culturally diverse youth in programs and activities of the Park District. These programs will be coordinated, whenever possible, with other organizations in the East Bay, emphasizing partnerships with school districts, recreation and conservation agencies, and community groups representing the culturally diverse population.

The District will broaden its outreach and multilingual media programs and signage to inform the culturally diverse audience of its purpose, recreational programs and facilities, hiring practices and opportunities, and ways to actively participate in all aspects of the Park District. Communication will recognize the varying English proficiency of the District's residents.

The District will solicit community input on an on-going basis regarding how to successfully interest and meet the needs of its diverse constituency.

The District will include its increasingly diverse population in all aspects of its operations, particularly: the hiring of staff, docents, interns, consultants, contractors and concessionaires; the appointments to its advisory committees and to the Board of Directors, the design and operation of District facilities; and the prioritization of District acquisitions. An emphasis will be placed on developing the multilingual capabilities of the District.

*Adopted on December 20, 1994, Oakland, CA (Resoultion # 1994-12-320)