



## BOARD EXECUTIVE COMMITTEE

**Thursday, October 28, 2010**  
**12:45 p.m., Board Room**

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](http://www.ebparks.org)), the Headquarters reception desk, and at the meeting.

### AGENDA

<u>STATUS</u>	<u>TIME</u>	<u>ITEM</u>	<u>STAFF</u>
(I)	12:45 p.m.	1. Pleasanton Ridge Regional Park Land Use Plan Draft Access and Trail System Concept Map Update	Bondurant
(R)	1:30 p.m.	2. Renewal of Consulting Contract with Strategy Research Institute	Collins
(R)	1:45 p.m.	3. 2011 Board Budget Objectives	O'Brien/Collins
(I)	2:00 p.m.	4. Update on Breuner Marsh Restoration and Public Access Project	Olson
		5. Public Comments	

- (R) Recommendation for Future Board Consideration  
 (I) Information  
 (D) Discussion

**Future Meetings:**

November 23

(Note: There is no meeting in December.)

**Executive Committee Members:**

Doug Siden, Chair; Ted Radke; Beverly Lane  
 Carol Severin, Alternate  
 Pat O'Brien, Staff Coordinator

**Distribution/Agenda**

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 Director John Sutter  
 Director Whitney Dotson  
 AGMs  
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**Public:**  
 Bruce Beyaert  
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 Ralph Kanz  
 Michael Kelley  
 Judi Bank  
 Barry Weiss  
 Sylvia Falcon  
 Rich Guarienti  
 Daniel Levy  
 Glen Kirby (via e-mail)  
 Tom Gandesbery (via e-mail)  
 Bill Roberson (via e-mail)  
 Jim McGrath (via e-mail)

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 Dave Collins  
 Mike Anderson  
 Bob Doyle  
 Tim Anderson  
 Kristin Vorderbrueggen – Local 2428  
 Dave Kalahela – Local 2428  
 Tyrone Davis – POA  
 Lobbyist/Receptionist

**Public:**  
 Norman LaForce

**Project Manager(s):**  
 Dave Collins  
 Brad Olson  
 Julie Bondurant



**ITEM I**

**DATE:** October 21, 2010

**TO:** Board Executive Committee

**FROM:** Pat O'Brien, General Manager

**SUBJECT:** Background Information for the October 28, 2010 Board Executive Committee Meeting

**ITEM I:** Pleasanton Ridge Regional Park Land Use Plan Draft Access and Trail System Concept Map Update

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Julie Bondurant, Senior Park Planner, will make a presentation on this agenda item.

**BACKGROUND**

Land Use Plan Development. The Park District has begun development of a Land Use Plan (LUP) for Pleasanton Ridge Regional Park that will evaluate existing resources and facilities; document agreements and restrictions related to use of the park; and recommend programs for managing resources, as well as recreation uses and service facilities.

The 7,352 acre property includes over 54 miles of sanctioned (signed and mapped) and unsanctioned (developed through informal use) trails on the 5,152 acres that are currently open to the public, as well as land banked parcels. The LUP will open over 2,200 acres of parklands to the public, providing opportunities for two new access points and adding 12 miles of narrow and service road trails for a total system of 62 miles of trails. The new trail system incorporates about 2 miles of unsanctioned trails and involves closing nearly 10 miles of service road and narrow trails and reducing the width of about 4 miles of service road trails to create narrow trails.

Land Use Plan Draft Access and Trail System Concept Map. The draft Access and Trail System Concept Map has been developed at this stage of the LUP process to provide the Board and public the opportunity to provide input on this component of the recreation section of the LUP. Based on this input final recommendations will be incorporated into the LUP. The full draft LUP will be presented to the Board and the public in the future. Recommendations regarding which trails to include in the trail system were based on balancing social, environmental, and economic sustainability as described below.

- Social Sustainability - Recreational Value. Social sustainability considers the *total* numbers of park visitors likely to be served; not small groups or single user benefits. The Draft Access and Trail System Concept Map addresses social sustainability by:

- Adding relative short trail loops with gentle grades at Foothill and Garms staging areas to complement the longer, steeper loops found along Pleasanton, Main and Sunol Ridges.
  - Providing three entry options at the entrance of Foothill Staging Area: 1) a hike-only narrow trail; 2) a service road route; and 3) a multi-use narrow trail, to disperse use where the highest concentration of visitors with varied skills and travel modes will interact.
  - Categorizing trails according to level of obstacles/challenges (*not* user skill level) in keeping with Universal Trail Assessment Process that will guide visitors to trails that will match their desired recreation experience.
- Environmental Sustainability.  
Environmental sustainability considers trails relative to potential plant and wildlife impacts (e.g., trampling, disturbance of wildlife nesting and foraging activities) and potential cultural resource impacts. The Draft Access and Trail System Concept Map addresses protection and avoidance of sensitive habitat/cultural sites by:
    - Incorporating existing trails into system where appropriate to minimize resource habitat disturbance; soil displacement; and associated permitting requirements.
    - Lessening trail and road density by closing and removing poor quality and redundant trails.
    - Avoiding construction of new trails in areas:
      - That traverse key Alameda Whipsnake habitat areas.
      - Above the tree line known to support nesting habitat for raptors over multi-year period.
      - Within a 100' buffer of aquatic habitats with permanent bodies of water and riparian or emergent vegetation known to support California Red Legged Frog.
      - Within the Pleasanton Ridge Conservation Area.
    - Incorporating the following interpretive elements into the trail system:
      - Interpretive hike only trails to accommodate group needs to gather to discuss interpretive features.
      - A trail through historic olive orchard.
      - Identification of sites suited to view opportunities and interpretive panels within overall trail system.
      - Creation of an interpretive experience on the scale of a long hike, horse ride or bike ride.
  - Economic Sustainability.  
Economic sustainability weighs construction and maintenance requirements. In determining economically sustainable routes, the Draft Access and Trail System Concept Map considers the relative impacts of new construction and trail closures/site restoration against the long term maintenance costs (environmental effects, staff time) of retaining unsanctioned and overly steep trails.

The Draft Access and Trail System Concept Map has been designed to create a viable, multi-use trail system comprised of narrow and service road width trails that will accommodate hikers, equestrians, bicyclists, and dogs. This differs from the 1997 District Master Plan which defines the use of narrow trails as limited to hikers and equestrians (exceptions allowing for bicycle use are currently completed

through the trail change checklist process). This change in direction reflects language in Measure WW which called for “*expanding trail access for all users.*”

The map also identifies picnic areas and back-country camping sites, as well as viewpoints and interpretive opportunities. Programming elements such as accommodating organized events will be explored as the LUP is further developed.

Community Outreach. To date, there have been two opportunities for community input into the planning process--the June 2009 scoping meeting and the 2009 on-site trail use survey. Community support derived from this input has been applied to the draft Access and Trail System Concept Map in the following elements:

- Additional access into the Park.
- A mixed trail system incorporating:
  - Narrow trails (<4')
  - Service road trails (>8')
- Picnic areas/ shelters.
- Back-country camping sites.
- Interpretation of heritage sites as an integral part of the trail system.
- Organized trail events.

Future opportunities for the community to provide input on the Draft Access and Trail System Concept Map that will form part of Pleasanton Ridge Regional Park LUP will include open houses that may include accompanying field tours and a meeting hall presentation.

#### RECOMMENDATION

This is an informational item; therefore, no recommendation is included here.



**ITEM 2**

**DATE:** October 21, 2010

**TO:** Board Executive Committee

**FROM:** Pat O'Brien, General Manager

**SUBJECT:** Background Information for the October 28, 2010 Board Executive Committee Meeting

**ITEM 2:** Renewal of Consulting Contract with Strategy Research Institute

Dave Collins, Assistant General Manager of Finance and Management Services, will make a presentation on this agenda item.

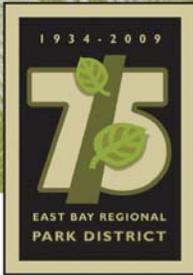
BACKGROUND

Strategy Research Institute (SRI), headed by Dr. George Manross has, for several years, been retained by the District to develop surveys, conduct research, consult with staff on policy-level decisions, and assist with development of informational materials related to District-sponsored elections seeking voter support for funding measures. Work by Dr. Manross and his staff was invaluable in shaping the successful Measure WW ballot measure in November 2008 as well as Measure CC in 2004, and his work has contributed significantly to assessing public interest and support for a number of District initiatives.

Dr. Manross is currently working with staff on the District's Master Plan update which includes both public and employee survey components. Staff is also in the initial stages of developing a *Healthy Parks, Healthy People* related initiative that is expected to include exploration of public perceptions related to this theme and to guide District efforts in this regard. Both of these projects will be ongoing in 2011, and it is recommended that SRI's annual contract be renewed to allow for continuation of these projects. In consideration of the upcoming selection of a new General Manager, it is recognized that this contract may be modified during the course of the year, and it is also recommended that the contract be for a one-year term rather than a two-year period as previously authorized. The contract cost is \$66,000 per year, which has not been increased from prior years. Funds are included in the Draft 2011 Budget for this purpose.

RECOMMENDATION

Staff recommends that the Board Executive Committee approve the renewal of the SRI consulting contract for a one-year period, and forward this item to the Full Board for favorable consideration.



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**DATE:** October 21, 2010

**TO:** Board Executive Committee

**FROM:** Pat O'Brien, General Manager  
Dave Collins, Asst. General Manager, Finance and Management Services

**SUBJECT:** Background Information for the October 28, 2010  
Board Executive Committee Meeting

**ITEM 3:** 2011 Board Budget Objectives

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Pat O'Brien, General Manager, and Dave Collins, Assistant General Manager for Finance and Management Services, will make a presentation on this agenda item.

#### BACKGROUND

The District is in the process of preparing its 2011 Budget. Part of this process includes the annual review of the Board Budget Objectives by the Board Executive Committee.

Attached for the Committee's review and comment are the draft 2011 Board Budget Objectives, which is attached Exhibit A. The Committee will note the change in format compared to the previous year's write-up. As a brief background, the District initiated the concept of "Performance Management" in the 2010 budget process. Division and department roles were restated to link to the District mission and vision statements. Performance measures were included, but no standard formatting was required. These changes marked an important commitment to continued improvement of the District budget document and budgeting process, as prescribed by the Government Finance Officers Association (GFOA).

The District's 2010 budget document was submitted to the GFOA for their critique. Feedback from the GFOA was positive in regard to staff's initial efforts toward performance measurement; however, two of the three budget reviewers judged the 2010 performance measures presentation as "not proficient." The reviewers encourage the District to continue its efforts and to "focus on measurable objectives and tie them with quantifiable benchmarks that are auditable." Considering the GFOA review, as well as staff's desire to bring the District's budget closer to the "proficient" level, new guidelines were brought forward by the Finance Department. The attached draft 2011 Board Budget Objectives were written as a result of these new guidelines.

After Committee review, comment, and concurrence, these Board Budget Objectives will be submitted for inclusion in the draft 2011 Budget, which the entire Board will be reviewing prior to final adoption.

Also attached for the Committee's reference are the adopted 2010 Board Budget Objectives (Exhibit B).

RECOMMENDATION

Staff recommends that the Board Executive Committee review, comment, and approve the draft 2011 Board Budget Objectives and forward to the full Board via the draft 2011 Budget for favorable consideration.

**LEGISLATIVE & EXECUTIVE DIVISION****BOARD OF DIRECTORS****ROLE**

The elected seven-member Board of Directors, the legislative body of the District, determines District policy which supports and advances the District's vision and mission as articulated in the District's Master Plan.

**SERVICE DESCRIPTION**

The Board of Directors provides policy direction for the administration of the District. With recommendations from the General Manager, the Board provides strategic direction in concert with the District's Master Plan.

- I. Provide policy direction which fulfills requirements of the Master Plan.

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Support policies and activities which acquire and preserve open space and wildlife habitat as reflected in the development of a new Master Plan.	Continued land acquisition programs and protected more than 5,000 acres of parkland during 2010.	Ongoing; on an as-needed basis.
Support policies and activities which provide public access to the regional park system.	The District completed the Tidewater Aquatic Center, the Coyote Hills Group Camp, and numerous project and program elements to improve public access to parks.	Ongoing; on an as-needed basis.

2. Provide policy direction for administrative and financial organizational needs.

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Develop strategies and priorities for District activities and capital financing of projects.	Participated in 5 Board Workshops and established District strategy for 2010/11.	Participate in 5 Board Workshops to plan for the 2011/12 period.
Monitor and take action on proposed federal, state and local legislation affecting District lands, parks, facilities, operations, and budget.	Scheduled and participated in all District Legislative Committee Meetings, acted as a Board to support or oppose legislation, and attended Legislative outreach programs and conferences.	Monitor, comment on, and take formal positions regarding legislation of interest to the District.

**LEGISLATIVE & EXECUTIVE DIVISION**

**BOARD OF DIRECTORS**

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Pursue all appropriate activities to ensure the fiscal health of the District.	Monitored District activities through Finance and Executive committees, took action as a Board to adopt policies and budgets and authorize contracts, and took other action necessary to ensure the District's fiscal health.	Participate in meetings of the Executive and Finance committees to review and recommend Human Resources, Budget and other financial policies critical to the District's operations.
Acquire and preserve parklands and natural and historic resources, and enact capital funding plans to coordinate this effort.	Participated in all District-held Board of Directors' meetings, workshops and committee meetings.	Provide direction to staff in open and confidential sessions as appropriate to pursue important acquisitions and set priorities for annual work plans.

3. Provide policy direction for Acquisition, Planning, Development and Restoration of parkland.

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Participate in Board Workshops to help develop strategies and prioritize acquisition and capital development projects.	Participated in 4 Board Workshops.	Participate in 4 Board Workshops.
Participate in Closed Session meetings on confidential active acquisition projects.	Participated in all District-held closed session meetings on confidential active acquisition projects.	Participate in all District-held closed session meetings on confidential active acquisition projects.
Participate in Executive Committee Meetings to recommend Planning processes and documents to the full Board.	Participated in all District-held Executive Committee Meetings.	Participate in all District-held Executive Committee Meetings.
Participate in meetings of the Board of Directors to consider policy and project recommendations on acquisition, planning and development of parkland.	Participated in all District held Board of Directors' meetings.	Participate in all District-held Board of Directors' meetings.

**LEGISLATIVE & EXECUTIVE DIVISION****BOARD OF DIRECTORS**

4. Provide public outreach leadership to enhance communications regarding the District's values as reflected in the Master Plan, with members of the public and organizations representing public and private business interests.

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Identify the public's interest and priorities for Regional Parks through scientific survey projects.	Conducted community and staff interest surveys in support of the Master Plan update.	Ongoing; on an as-needed basis.
Support and participate in programs and events provided by the Public Affairs Division and those provided by other District public outreach efforts.	Participated in WW Thank You Reception, 75 <sup>th</sup> Anniversary Celebration, Living Landscape book release; Attended dedications at Dublin Hills, Dairy Glen Campground, G. Roeding Picnic site, John Waters Auditorium, Tidewater Boating Center, among others.	Support and participate in programs and events provided by the Public Affairs Division and those provided by other District public outreach efforts.
Participate in public workshops in the development of the new Master Plan.	N/A. There were no public workshops in the development of the new Master Plan in 2010.	Participate in public workshops in the development of the new Master Plan.
Participate in various outreach efforts such as the Mayors Conferences, liaison meetings with other agencies, and the Park Advisory Committee.	Attended Alameda and Contra Costa Mayors Conferences, Liaison, JPA and Park Advisory Committee meetings and various State of the City addresses.	Participate in various outreach efforts such as the Mayors Conferences, liaison meetings with other agencies, and the Park Advisory Committee.

5. Oversee the implementation of updates to the Board Operating Guidelines.

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Conduct annual Developmental Reviews of Board-appointed employees: General Manager, Clerk of the Board and the Chief Financial Officer/Controller.	Conducted annual Developmental Reviews for all Board-appointed employees.	Conduct annual Developmental Reviews for all Board-appointed employees.

**LEGISLATIVE & EXECUTIVE DIVISION****BOARD OF DIRECTORS**

<i>KEY INDICATORS</i>	<i>2010 ACCOMPLISHMENTS</i>	<i>2011 TARGETS</i>
Maintain effective Board operations by the annual appointment of Board Officers and the assignment of Board Members to Board Committees by the President of the Board.	Board President appointed all Board Officers at the beginning of 2010, and all Board Committees had Board Members assigned to them.	Board President to appoint Board Officers at the beginning of 2011, and assign Board Member participants to all Board Committees.
Give direction to the labor negotiation team during contract negotiations.	N/A. No negotiations were held during 2010.	Provide direction to the labor negotiation team.
Consider benefit and wage adjustments as recommended by Human Resources Division.	N/A	Consider benefit and wage adjustments on an as-needed basis as recommended by Human Resources Division.

**ROLE**

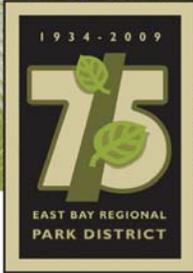
The seven-member Board of Directors, the legislative body of the District, determines District policy and adopts the District Budget. Board members, who are elected by ward to overlapping four-year terms, are responsible for promoting and protecting the public interest, as it is served by District parks and programs. The Board plays a major role in ensuring that the District develops and maintains positive and productive working relationships with federal, state, regional, county, city, and special district agencies, in addition to a multitude of special interest groups, citizens' organizations, community representatives, and private citizens. As described in the Board Operating Guidelines, the Board of Directors, as the appointing authority, conducts annual performance appraisals of the General Manager, Clerk of the Board, and Chief Financial Officer.

**ONGOING OBJECTIVES**

1. Support the long-term preservation of open space resources through acquisition of additional land by the District and advocacy of other public and private organizations.
2. Identify citizens' needs, analyze changing constituencies, and provide policy direction for delivering District services to meet those needs, with a special emphasis on youth, seniors, minorities, low income populations and those who are challenged.
3. Participate in governmental and community forums to provide leadership and represent District goals and objectives. Communicate with the public, other agencies, and local interest groups to assist with the planning and construction of District projects.
4. Attend Park Advisory Committee and Regional Parks Foundation meetings to coordinate efforts and strengthen community ties.
5. Work cooperatively and effectively as a Board to represent District interests with constituents and elected representatives.
6. As articulated in the Master Plan, set policy to protect habitat, natural and cultural resources, enhance the natural and urban environment, and ensure that an equitable and diversified system of programs, trails, and regional parks is available to meet a variety of community needs.
7. Position the District so that it can respond strategically to long-term planning needs and possible changes in its revenue base. Set financial policy to guide and support the District's financial operations and the District's work force.
8. Develop an agenda for, and participate in, Board Workshops (finance, land acquisition, and capital projects, regional trails and maintenance).
9. Through committee review, assess planning, operating, legislative and fiscal policies to insure that service delivery is consistent with these policies.
10. Continue to monitor casino development and project proposals as they affect the District.
11. Promote open communication with the public and within the District in collaboration with the General Manager.
12. Continue to oversee the development and any changes in the staff who are directly appointed by the Board.

## **2010 OBJECTIVES**

1. Continue to seek alternative sources of funding for environmental maintenance and park operations given current Budget reductions.
2. Continue to assess all methods of funding opportunities for future land acquisitions. Oversee the General Manager's efforts to implement the Measure WW program through committee and Board oversight, taking actions required to implement the Local Grant and the Regional Park Project programs.
3. Guide the review, update, and continued implementation of the District's budget objectives in support of the District's Master Plan and Board Workshops.
4. Guide the District's participation in the military base transition process at Point Molate, Point Alameda, the Oakland Army Base, Oak Knoll and the Concord Naval Weapons Station.
5. Support the development of District volunteer programs and activities.
6. Continue to establish upgraded camping facilities District-wide.
7. Explore and support the establishment of short-distance connecting loop trails.
8. Support the planning and celebration for the District's 75<sup>th</sup> anniversary.
9. Review Wildfire Hazard Reduction and Resource Management Plan and EIR.
10. Support the 2010 update of the District's Master Plan.



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**DATE:** October 14, 2010

**TO:** Board Executive Committee

**FROM:** Pat O'Brien, General Manager

**SUBJECT:** Background Information for the October 28, 2010  
Board Executive Committee Meeting

**ITEM 4:** Update on Breuner Marsh Restoration and Public Access Project

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Brad Olson, Environmental Programs Manager, will make a presentation on this agenda item.

#### BACKGROUND

On May 4, 2010, the Board of Directors authorized a \$576,385 contract with Questa Engineering for preparation of a preliminary design and environmental impact report for the proposed Breuner Marsh Restoration and Public Access Project at Point Pinole Regional Shoreline. Questa and its consultant team are conducting several technical studies to determine the environmental constraints and opportunities associated with the proposed project. These studies include geotechnical, hazardous materials, hydrology, wetlands, special-status species, cultural resources and property boundary investigations. Questa is also modeling the potential effects of sea level rise and diminishing sediment supply on the long-term sustainability of potential improvements. They are developing design concepts that consider this new information. Staff will provide an informative update on Questa's investigations.

#### RECOMMENDATION

This is an information item; therefore, no recommendation is included here.