

AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, February 21, 2017

C. BUSINESS BEFORE THE BOARD

x. BOARD COMMITTEE REPORTS

x. Board Executive Committee (2/2/2017) (Lane)

Present

Board: Beverly Lane (Chair), Ayn Wieskamp, Dennis Waespi

Staff: Robert Doyle, Dr. Ana Alvarez, Carol Johnson, Mona Koh, Chris Barton, Bob Nisbet, Raphael Breines, Anne Kassebaum

Public: Whitney Dotson, Bruce Kern, Jess Brown, Bill Yarborough, Teifion Rice-Evans, Ben Sigman

The meeting was called to order at 12:40 p.m.

I. **2016 Regional Parks Foundation Year in Review and 2017 Community Relations Plan**

2016 Regional Parks Foundation ("RPF")

Carol Johnson, Assistant General Manager and Executive Direction of the RPF, and Bill Yarborough, President of the RPF, presented the RPF's 2016 year in review.

For the sixth consecutive year, the RPF has seen continued growth. As of December 31, 2016, the RPF raised over \$2 million. This was 26% more than 2015, and 39% over goal. Total membership also increased by 10% or 9,922 members. Increased communication and publicity contributed to the growth in memberships. The *Trails Challenge* program had approximately 10,000 participants. The RPF continued its corporate outreach of the program by partnering with Kaiser. In the area of campership, the RPF served approximately 9,000 people. The RPF supported several camping and after school programs including summer day camping, community outreach outdoor programs, boating scholarships, fishing derbies, Ash Street summer day camp, community engagement initiative and senior programs, and swim lessons and junior lifeguard programs. Four estate planning seminars were held with approximately 50 people in attendance. Ms. Johnson gave a summary of the bequests received in 2016 including:

- \$190,893 from Jill Bryans 2005 Trust,
- \$80,000 from Philip Scholz Memorial, and
- \$10,000 from V. Lorel Bergeron Living Trust.

The RPF helped fund several projects in 2016 including a \$50,000 donation by Nancy and Gary Harrington for Shadow Cliffs pavilion design. An additional \$150,000 will be donated for construction in 2017-2018. The RPF welcomed two new Boardmembers—Audree Jones-Taylor, retired City of Oakland Parks and Recreation Director, and Les Hausrath, partner/attorney at Wendel, Rosen, Black & Dean.

Looking forward to 2017, the RPF will be launching memberships in parks and at retail stores such as REI, providing funds for new projects in the Stewardship Department, and exploring a capital campaign for visitor center renovations.

General Manager Robert Doyle thanked the RPF Board members and staff for all their work. Over the past seven years, the RPF has grown in visibility and exceeded their funding goals.

The Committee complimented staff's work, and the RPF's creative funding events including its partnership with Drake's Brewery and Whole Foods Market.

Community Relations & Communications Plan

Mona Koh, Community Relations Manager, gave a presentation on the District's 2017 community relations and communications plan. The key areas of focus are 1) economic impact of regional parks; 2) Measure CC; 3) Healthy Parks Healthy People; 4) community relations and communications; 5) environmental leadership; and 6) events and dedications.

The results of the Economic Impact Study will be released in 2017. The results will be presented to the public at an economic summit and public forums. Planning for Measure CC renewal will continue in 2017, and includes development of communication tools, publication through multiple communication channels, hosting public meetings, and development of internal/external presentations. The *Healthy Parks Healthy People* initiative will continue in 2017. The *Kids Healthy Outdoors Challenge* is designed with teachers and 3rd grade school children in mind. Elements of this program include guidebooks, teacher training, free bus transportation to the parks, and evaluation. Since 2013, approximately 2,000 students have been served by this program. The *Nature in Clinics* project consists of placing banners and pictures of the regional parks throughout various health clinics and hospitals. In 2017, District staff will continue to develop and expand Parks Rx with East Bay public health institutions.

The District's 2017 communications plan consists of the use of the District's website, social media, electronic newsletter, park finder, brochures, and maps. Staff will look into using new mobile apps to further expand public outreach and communication. Currently, the District uses 34 media groups including the Bay Area News Group, Post News Group, and Brentwood Publishing Corp. In addition, the District uses several ethnic media outlets including Univision, FilAM Start, India West, and Chinese Times. The multicultural advisory committee will be formalized and expanded this year.

Some of the events planned for 2017 include dedication of the solar panel installation at Shadow Cliffs, Dotson Family Marsh Restoration, Atlas Bridge Staging Area at Pt. Pinole, and Dumbarton Quarry Campgroup.

Director Beverly Lane commented on the District's outreach in the community, and asked staff to reach out to the Sikh community. Ms. Koh responded that she has already made some contacts in the past years with the community, and will ask them to attend District events this year.

Director Ayn Wieskamp commented on the importance of healthy walks and the popularity of the Trails Challenge.

Director Dennis Waespi complemented Ms. Koh on her work on multicultural events and ethnic media channels.

Recommendation: None. This was an informational item.

2. 2017 Economic Impact Study

Carol Johnson, Assistant General Manager, introduced this agenda item. Economic Planning & Systems ("EPS") was hired by the District to conduct the first analysis of the District's economic impact. The 2017 report is a follow up study to that analysis. Staff showed a short video highlighting the District's economic value.

Consultant Teifion Rice-Evans and Ben Sigman gave an overview of the 2017 report and the methodology that was used. Since the first economic report was released in 2000, there has been a 13% increase in human population of the East Bay; 32% increase in acres of District parks, trails, and open space; 65% increase in visitor spending; 78% increase in annual visitation at District parks and facilities; and 97% increase in recreation value of experiences at District parks and facilities. This report measures both the economic value and regional economic impact of the District. According to the report, the District:

- Provides a range of benefits that total about \$500 million annually;
- Produces a return of investment of 400% with its annual General Fund budget of about \$127 million; and
- Generates nearly \$200 million in annual economic activity in the East Bay.

The research shows that the District is interconnected with many aspects of life in the East Bay; an important part of the East Bay's livability and quality of life; plays a huge role in the East Bay economy; and its economic value and impact of the District has increased significantly since the initial report in 2000.

General Manager Robert Doyle commented that this updated report is an expansion and update of the 2000 report. The report contains important data and shows the impact of District on the East Bay communities.

Director Ayn Wieskamp mentioned that the report contains a lot of numbers and data. The report to the general public should be presented in a way that is easy to read and understand. She recommended that staff try to simplify the data.

Director Beverly Lane inquired about how increased park visitation data was derived. Staff responded that the data and methodology used to obtain the data was provided by Dr. George Manross, who worked closely with the consultant and staff on this report.

Director Dennis Waespi commented on the benefits of living next or near a park and the economic value.

Recommendation: None. This was an informational item.

3. Bay Point Public Access and Restoration Projects Update

Chris Barton, Environmental Programs Manager, presented this agenda item.

This project is located at Bay Point Regional Shoreline. This is a disadvantaged community with limited access to parks and open space. The 51-acre property was acquired in 1996. A land use plan and wetland restoration plan was adopted in 2001. In July 2016, the District retained a consultant to help move the Bay Point access and restoration project forward. Mr. Barton provided a brief update of the project and talked about the effects of sea level rise. The project goals include implementation of the improvements identified in the land use plan, habitat restoration, and increased public access. Planned improvements include a kayak/canoe launch, shade structure, water faucet, and trails. The base project, which consists of restoration, public access, kayak launch, is between \$4 - \$6 million. Staff does not recommend development of the Great Delta Spur Trail given the cost and sea level rise. Funding for the project will come from a variety of sources including Measure W and state grants. Staff will be presenting this project to the Bay Point community meeting in the spring of 2017, and working to secure permits by the end of the year.

Director Ayn Wieskamp recommended that the project be broken up in phases, with the first phase consisting of building a shade structure given the area's warm summer weather and construction of a kayak/boat launch.

Director Dennis Waespi commented on sea level rise.

Director Beverly Lane would like to see the construction of a kayak/boat launch as part of the phase one improvements.

Recommendation: None. This was an informational item.

4. Black Diamond Mines Regional Preserve Land Use Plan Amendment Concept

Raphael Breines, acting Principal Planner, presented this agenda item. Black Diamond Mines Regional Park is approximately 4,600 acres and consists of moderately steep ridges, peaks, and valleys. In 2013, the District initiated a land use plan amendment (LUPA) to formally incorporate 5,000 acres of landbank property into the park, most of which was purchased in partnership with the East Contra Costa County Habitat Conservancy. The proposed framework of the LUPA includes the following development proposals:

- Two staging areas and a parking lot;
- Transforming the Arata/Moller Ranch to serve as a gateway to the preserve, with parking and public staff facilities;
- Backpack campsite; and
- Opening more than 46 miles of trail.

Mr. Breines showed a map of the area and proposed concept. The challenge is to create safe access into the park from Marsh Creek Road. A map was presented to show which buildings could be demolished and preserved. The District's consultant identified several buildings that are historic and should be preserved, including an old dairy farm. Staff anticipates completion of the draft LUPA in the spring and commencement of the EIR process in the summer/fall.

Director Beverly Lane suggested that staff host community meetings on the project sooner rather than later. There is a lot of interest and support for the project.

Recommendation: By motion of Director Ayn Wieskamp, and seconded by Director Dennis Waespi, the Board Executive Committee voted 3-0 to approve the proposed concepts, as presented by staff, for the Black Diamond Mines Regional Preserve Land Use Plan Amendment.

5. Open Forum for Public Comments

None.

6. Board Comments

None.

There being no further business, Committee Chair Beverly Lane declared the meeting adjourned at 4:30 p.m.

Respectfully submitted,

Becky K. Pheng