

Approved Meeting Minutes
PARK ADVISORY COMMITTEE
September 24, 2018

ATTENDING: Best, Bueren, Corkin, Gregory, Kern, Rickard, Robinson, Skaredoff, Thompson, Tsutsui, Burke, Brubaker, Trotter, Wilkins

ABSENT: Madsen, Mercurio, Williams, Yee, Godfrey, Ho, Sanwong

STAFF ATTENDING: Pfuehler, Barrington, Nisbet, Johnson, Holt, Zuckerman, Kassebaum, Hamlat, Thai, Baldinger, Alatorre, Love, Reiff, Clay

GUESTS: Directors Ellen Corbett and Beverly Lane

PUBLIC: Bruce 'Ollie' Olson, Debra Fuller, Brittany Breach, Kelly Abreu, William Yragui

The meeting began at 7:03 p.m.

1. **Approval of the July 23, 2018 Minutes:** The July 23, 2018 minutes were approved with edits. The motion to approve was moved by PAC member Best. PAC member Kern seconded approval of the minutes. PAC members Brubaker, Trotter and Burke abstained due to being absent.
2. **Introductions:** PAC Chair Bueren asked PAC members, staff and the public to introduce themselves.
3. **Board Member Comments:** Director Corbett reported about Measure FF. Corbett noted the Board unanimously voted on June 5, 2018 to place Measure FF on the November ballot. Measure FF will support operations, maintenance and stewardship for parks within the area of east Oakland to Richmond, including Alameda. Services and programs that have been in effect for many years will be extended, and it will be on the ballot at the same tax rate as in the past. Corbett stated FF will provide funding to continue the District's wildfire protection work. Corbett remarked the polling looks good, and she is hopeful the measure will pass.
4. **Foundation Update:** Carol Johnson, Public Affairs Manager, AGM of Public Affairs and Foundation Executive Director reported the top three parks for membership sales are Lake Chabot, Quarry Lakes and Roberts Regional Park. Johnson commented the Foundation has received a \$5,800.00 bequest from Laurie Hill, a long-term member of the Park Foundation and UC Berkeley graduate. Johnson continued the Foundation also received an \$ 8,000 grant from the City of San Pablo for reducing childhood obesity. It will be used to expand the SHINE program in partnership with the Contra Costa Health Department.

Kern asked about the membership campaign. Johnson replied there are about 1,000 additional new members.

5. **Public Comments:**
Kelly Abreu commented about the Fall 2018 publication of the San Francisco Bay Area Sierra Club

Chapter Yolder cover which showcased Mission Peak. Abreu passed out an article on the Secret Sidewalk formerly known as the Sunol Aqueduct and an article about the microbrewery amendment of Alameda County.

William Yragui reported there is a moratorium on dirt dumping at construction sites in Alameda County. Yragui asked the District support this moratorium.

6. Presentations:

(I) a. Measure FF Update – Erich Pfuehler, Government Affairs Manager, Lisa Baldinger, Legislative Assistant

Erich Pfuehler, Government Affairs Manager and Lisa Baldinger, Legislative Assistant provided a presentation about this item. He gave background on the Park Bond and how it potentially sets up Measure FF for the extension.

Pfuehler spoke about a poll funded by organizations in Sacramento that are interested in broader landscapes, wild spaces and water quality issues. The poll showed the public had a very strong reaction to water quality and investing in safe drinking water. Pfuehler explained a series of questions about parks were also asked, but the questions were asked in a way that didn't elicit the same response as the questions about water quality. The conclusion reached was that park maintenance and improvements were less pertinent, and parks focused messages were not as persuasive as water and climate change.

Baldinger discussed Proposition 68. She reported because of the initial polling, the campaign for Proposition 68 utilized water images for their outreach and engagement. They associated water with drinking, lakes and children. During the campaign there was a Twitter party, which is when organizations, nonprofits and agencies set aside an hour of their day to go on Twitter at the same time to discuss parks and their community.

Pfuehler touched on the State Park Bond and the statistics associated with it. Pfuehler stated talking about the park bond motivated people to vote, and it increased support of the Measure by 5%. After folks were presented the arguments on the State Park Bond, it went from 41% support to 67%, and the actual vote in the East Bay was 68%.

Baldinger specified exit polling showed voters statewide felt strongly about Proposition 68. She observed awareness of Proposition 68 across California increased the most and ended the highest in the Bay Area over the months of May and June 2018. Baldinger stated conversations with family, friends or coworkers had the largest major impact on decisions regarding Proposition 68. The highest percent of 'Yes' votes per county were San Francisco County at 79.9%, Marin County at 74.1%, Alameda County at 72.5%, Santa Cruz County at 70.9%, San Mateo County at 68.2%, Sonoma County at 67.1%, Santa Clara County at 65.8%. Contra Costa County came in 12th at 61.6% just behind Los Angeles County at 62.2%. Ultimately, 31% of the state-wide votes came from the Bay Area and 21% came from Los Angeles.

Pfuehler showed a map where the yes votes took place for Proposition 68 in the East Bay; he pointed out that most of the yes votes occurred in the Measure FF zone cities. Baldinger reported Measure FF is an extension of a voter approved dollar per month parcel tax and does not increase the tax rate. The tax zone ranges from Richmond to the southern border of Oakland in the East

Bay hills out to the shoreline. About 21 parks fall within this area, and regional issues such as wildfire, trail connectivity and water quality are being featured.

Pfuehler touched on Measure FF Community Engagement. Pfuehler commented several stakeholder meetings were conducted, input was solicited from key organizations with a long-term history of working with the District. He noted the draft commitment list was available for six months on the District's website for comments from the public. Stakeholders and polling indicated wildfire protection in the East Bay hills is the main reason the community would support the measure. The measure also provides more access, natural habitat and improvement of visitor use facilities.

Pfuehler reported, as a public agency, EBRPD has been very responsible in managing its' financial resources. The measure includes the same fiscal accountability and transparency requirements included in Measure CC and regularly practiced by the Park District.

Trotter inquired if support has been given by the three Contra Costa County city councils within the Measure FF area, and have they officially endorsed Measure FF by resolution. Boardmember Corbett answered there have been 100 endorsements so far, and outreach to every city council within the Measure FF zone is being conducted.

Burke congratulated Johnson for the Measure FF mailing she received in her mail and offered her support to the campaign efforts.

PAC member Tsutsui commented in the post-election survey that Contra Costa was an outlier compared to the rest of the Bay Area counties, is that typical or unusual. Baldinger replied the seven Bay Area counties were at the top, and Contra Costa and Solano are more conservative counties.

PAC member Skaredoff asked if any of the counties to the east will receive funding. Baldinger replied it is stated within the Expenditure Plan that all funding received as revenue from the parcel tax will be applied to the communities paying this tax.

Recommendation: This is an informational item only.

(R) b. Carol Severin Short-Loop Trail, Garin - Sandra Hamlat, Senior Planner

Sandra Hamlat, Senior Planner, presented a Power Point about the renaming of Jordan Pond to the Carol Severin Short-Loop Trail. The intent is to honor the service of former Director Carol Severin in recognition of her strong interest and advocacy for short-loop trails. Short-loop trails are suitable for senior citizens, persons in wheelchairs, parents with small children and/or in strollers, or for anyone not ready for the more demanding trails of wilderness parklands.

Hamlat provided details about the trail and surrounding area. She highlighted facts about Carol Severin's life, career and her advocacy for short-loop trails. In 1994, Ms. Severin was elected to the Park District's Board of Directors to represent Ward 3, which includes Garin/Dry Creek Pioneer Regional Parks, until she retired in 2015. She served as president of the Board of Directors four times (1995, 2000, 2006 and 2012). She is credited with pioneering the short-loop trails and recreation programs, especially for people with disabilities, at the Park District. Within her first year on the Board, she gently promoted the idea of short-loop trails that were already in existence

in Washington State. Eight years later, the Park District developed short-loop trails and accompanying brochures. Ms. Severin also served as an active member of the California Special Districts Association. In 2000, she was honored by the American Academy for Park and Recreation Administration with the Cornelius Pugsley Award.

Kern urged the PAC to support this renaming. He commented it was a long overdue recommendation. Kern said in her capacity at San Francisco State Carol Severin developed an internship program for students as a pathway for young people to come into the District.

Skaredoff asked if the approach to the loop is handicapped accessible. Hamlat said the trail is not entirely ADA accessible.

Kern made the motion, Trotter seconded the motion to recommend the approval of the renaming of the Jordan Loop Pond Trail to the Carol Severin Short-Loop Trail.

Recommendation: By motion of PAC member Kern, and seconded by PAC member Trotter, the Park Advisory Committee voted to approve the renaming of the Jordan Loop Pond Trail to the Carol Severin Short-Loop Trail. The approval is forwarded to the full Board for consideration.

(I) c. **Gateway Park Naming – Brian Holt, Chief Planning/GIS, Kim Thai, Planner**

Brian Holt, Chief Planning/GIS began the presentation with a historical perspective about the project. Holt introduced Kim Thai, Planner who led the PAC members in an interactive naming exercise. Thai explained the location of the park, a brief history of the area, and the components that will be included at the park.

Thai described the park is a 45-acre property located at the foot of the eastern span of the Bay Bridge. It is in a very industrial, urban area. It is quite different than the District's typical natural parks. It is surrounded by the toll plaza, Port of Oakland shipping terminal and the Bay Bridge. As a future park, it will include the Bridgeyard building (former Caltrans maintenance yard), a public observation deck at the western end of the park, and property currently owned by the Army at the lower end of the park. Future planning of the park will also include Radio Beach owned by the Port of Oakland, as well as, potential trail connections to west Oakland.

Thai stated the Bridgeyard building and the Alexander Zuckerman Bicycle/Pedestrian Path on the Bay Bridge are part of the project and are now open. Currently under construction, is the public observation deck expected to be completed this year. The Bridgeyard Building is planned to be a multipurpose building open to the public, and potentially a visitor center. In a previous life, it was part of the railway system. Thai touched on the great views that can be seen from this site. Transportation is the major theme and the Key System which ran along the old bridge will be a major highlight for the park's interpretive features. The Oakland Army Base was located in the area from 1940 – 1990 and was a port of embarkation for the military going to war.

Thai instructed the PAC to text words they associated with the project site. Holt clarified the park name will include regional shoreline. Thai asked the membership to break into groups and work on creating two potential names for the future park. The group reconvened. Potential names suggested by the group included:

- Kerr-Gulick Gateway Regional Shoreline Park (two of the Save the Bay founders) would connect to the McLaughlin park (#1)
- Gateway Regional Shoreline (#2)
- Key Portal Regional Shoreline, or Key Connector Regional Shoreline (#3)
- Esplanade Regional Shoreline Park
- Water Line Regional Shoreline Park
- Fred Korematsu (Oakland born activist) Gateway Regional Shoreline
- Crossroads Regional Shoreline Park

Thai explained that the Bay Area Toll Authority (BATA) hired a naming consultant. Recommended names from BATA included:

- Bay Bridge Landing
- Bay Junction Shoreline
- Bay Port Park
- Bridge Base Park
- Bridgeyard Landing
- Central Pacific Point
- Transit Point Park
- The Key

Bueren thanked staff for the groundwork. Best suggested a combination Gateway Portal or Gateway Connector.

Recommendation: This is an informational item only.

7. PAC Member Comments

PAC member Rickard said he and PAC members Thompson, Burke and Tsutsui attended the ribbon cutting for the Point Pinole Bridge dedication.

PAC member Thompson also attended the ribbon cutting for an interim section of Bay Trail in Hercules, and then walked to the Point Pinole dedication.

Skaredoff attended the Multicultural Wellness Walk at Martinez Shoreline.

PAC member Robinson announced on October 17 there will be an Alameda County Watershed Conference in Oakland similar to the Contra Costa Watershed Forum. PAC member Gregory commented that Doug Siden was instrumental in the creation of the Alameda County Watershed Conference.

Gregory announced a hike at Sibley with the Friends of San Leandro Creek on September 29.

8. **Report from Chair** – Chair Bueren passed out information about the Measure FF meetings.

9. **Board Committee Reports** – None.

10. **Old Business** – Rickard stated he attended the Board Legislative Committee meeting where

consultant Dr. George Manross, SRI, spoke about trail use. He noted that 65% of the responses were from commuters using Park District trails.

11. New Business – None.

12. Adjournment – The meeting was adjourned 8:47p.m.

Summary of Actions:

1. The PAC approved the July 23, 2018 minutes.
2. The PAC recommended to approve the renaming of the Jordan Loop Pond Trail to the Carol Severin Short-Loop Trail and to forward it to the full Board for consideration.

Respectfully submitted,

Sharon Clay
Confidential Secretary