

Legislative Committee  
August 21, 2020



# Park and Public Interest Public Engagement *Project Update*

Erich Pfuehler, Chief of Government Affairs  
Lisa Baldinger, Legislative and Policy Management Analyst





East Bay Regional Parks District

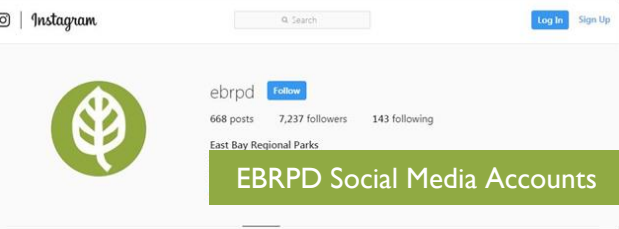
Live & scheduled messages from EBRPD Public Affairs. 1-888-EBPARKS Public safety emergencies call (510) 881-1121

Oakland, California

ebparks.org

Joined March 2009

1,183 Photos and videos



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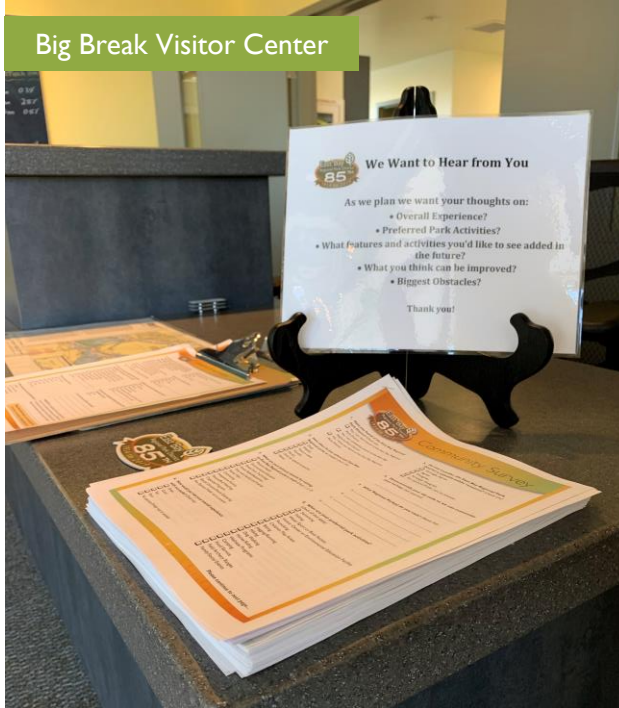
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East Bay Regional Parks

EBRPD Social Media Accounts



# How We Engaged the East Bay Communities in 2019:

- Social Media Postings
- Ambassador Engagement
- Stakeholder Emails
- In-Park Surveys
- Posters in Parks
- Stickers and Bookmarks Available in Parks and at Events



providers. For more info or to confirm eligibility, visit [www.readyforwildfire.org](http://www.readyforwildfire.org). To participate, please call 510-632-3473 x1190, email: [OneLessSpark@acgov.org](mailto:OneLessSpark@acgov.org).

### East Bay Regional Park District Community Engagement Survey Available

As the East Bay Regional Park District celebrates its 85th anniversary, they have partnered with the Regional Parks Foundation to launch a community engagement survey. Residents are invited to provide public input to help inform the District's future priorities and interests on the recreational needs of the East Bay's evolving multi-cultural community. The survey is available in English, Spanish, Korean, and Chinese at: [www.EastBayParkSurvey.com](http://www.EastBayParkSurvey.com). For more information, contact Lisa Baldinger with East Bay Regional Park District at 510-544-2016.

SAN LEANDRO NEXT

## EAST BAY TIMES

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Community News

### Park It: East Bay parks officials seeking public input

District sets up online survey to receive comments on future facilities, programs



### Form of Recreation



Ever wonder how many of these same threats — drought, wildfire, sea-level rise — will impact local parks and trails? The East Bay Regional Park District (EBRPD) wants the public's say on these important issues in a new online survey. Feedback helps district staff gauge priorities with an eye toward wildfire prevention and climate change. They also want to know what services, programs, and recreational activities residents think should be added



Una Visión Para Vivir Mejor  
Vision For a Better Life 510-863-4982

### Queremos conocer tu opinión

Senderismo, ciclismo, natación, canotaje, pesca, picnic, campamento y descubrimiento de la naturaleza – el **Distrito de Parques Regionales del Este de la Bahía** ofrece acceso público a muchas actividades e instalaciones en 73 parques. A medida que planeamos para el futuro, queremos conocer tus opiniones sobre qué nuevos elementos y actividades te gustaría ver y qué piensas que puede mejorarse.

Aprender sobre las necesidades recreativas de la comunidad hispana es muy importante para nosotros.

Por favor contesta nuestra encuesta (español o inglés) en

[www.eastbayparksurvey.com](http://www.eastbayparksurvey.com)



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Contra Costa County

## East Bay Regional Park District Seeks Public Input to Help Inform Future Priorities

Press Release

By ECT - Jun 14, 2019



Albany's eNews provides a weekly summary of City happenings. Click on the links included below to get more information on any topic. General questions? [email us](mailto:email)

Visit our Website

### Tri-Valley Public Asked To Decide Parks' 'Most Pressing Issues'

Residents are asked to take a short survey designed to help the East Bay Regional Parks District board and staff evaluate priorities.

By Toni McAllister, Patch Staff  
Jun 17, 2019 4:27 pm ET

Like 01 Share

Reply



### Martin Luther King Jr. Freedom Center

1 hr ·

Help our friends and partners at the East Bay Regional Park District help serve the community!

As the East Bay Regional Park District celebrates its 85th anniversary, it's partnering with the Regional Parks Foundation to launch a community engagement survey. They are seeking public input, to help inform the District's future priorities and interests on the recreational needs of the East Bay's evolving multi-cultural community. East Bay Regional Park District Regional Parks Foundation

Take moment to complete their survey to benefit us all:

<http://eastbayparksurvey.com/>



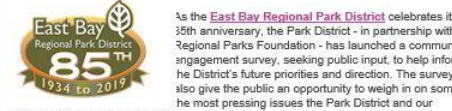
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### East Bay Regional Park District releases survey

Jun 20, 2019 Updated Jun 20, 2019

1 Share



As the East Bay Regional Park District celebrates its 85th anniversary, the Park District - in partnership with Regional Parks Foundation - has launched a community engagement survey, seeking public input, to help inform the District's future priorities and direction. The survey also give the public an opportunity to weigh in on some of the most pressing issues the Park District and our

### Berkeleyside

Arts Business City Community Crime Nosh Real Estate Schools Obituaries Opinion Events Podcasts Vid

COMMUNITY

By Kianita Orestrom, Aug. 27, 2019, 1:50 p.m.

### As East Bay parks turn 85, the district asks visitors to weigh in on its future

73° Partly Cloudy

Welcome to Point Richmond, a neighborhood in the City of Richmond, California  
**POINT RICHMOND Online**  
RICHMOND BAY TRAIL TRAC  
POINT RICHMOND NEIGHBORHOOD COUNCIL  
ARTS of Point Richmond  
THE PLUNGE  
Nextdoor Point Richmond  
CITY OF RICHMOND CALIFORNIA  
Share your thoughts on the East Bay parks and trails by completing this short survey.  
Fri June 21 7:30 PM The Manick 1 antem presents TRANSIT in the Community Center. Details >>  
You and 3 others







**Thank You  
For Your  
Feedback!**

**8,268 Responses**

### **Thank You for Participating in the East Bay Regional Parks Community Survey**

This past summer, as part of the Park District's 85th Anniversary outreach, the District launched a community survey to obtain public input regarding Regional Park services and priorities. Over 8,000 individuals responded to the community survey!

The Park District is working hard to compile the results to share publicly, but in the meantime here are a few highlights from what we heard:

- **98%** of respondents consider the East Bay Regional Park District to be a valuable public resource
- Respondents identified **physical health** and **stress relief/relaxation** as their main reasons for visiting regional parks, shorelines, and trails.

Respondents would like to see more services in the Regional Parks, including:

- Water bottle filling stations
- Recycle/compost containers
- Additional restrooms

*Next Project Steps:*

**Thank all who engaged!**

- Work with GIS to map and further understand survey responses
- **Develop a scientific survey from analyzed feedback**
- Share what we learned with our board members, elected officials, and others





**Thank You  
For Your  
Feedback!**

**8,268 Responses**

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- Recycle/compost containers
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### Next Project Steps:

**July 27-30, 2020  
Scientific Survey**

- Consultant: Lake Research Partners



- Methodology:

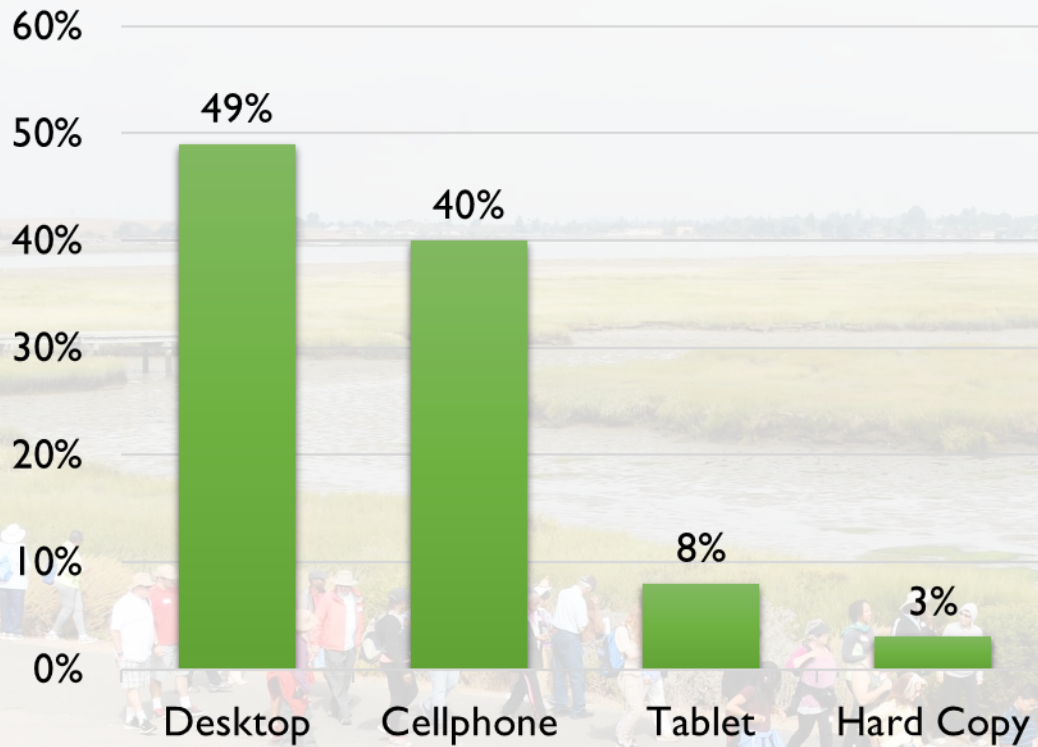
- Phone + Text-to-Online
- N = 500 East Bay Adults
- English / Spanish

- Goal: Scientifically build on results of Park and Public Interest 2019 Survey

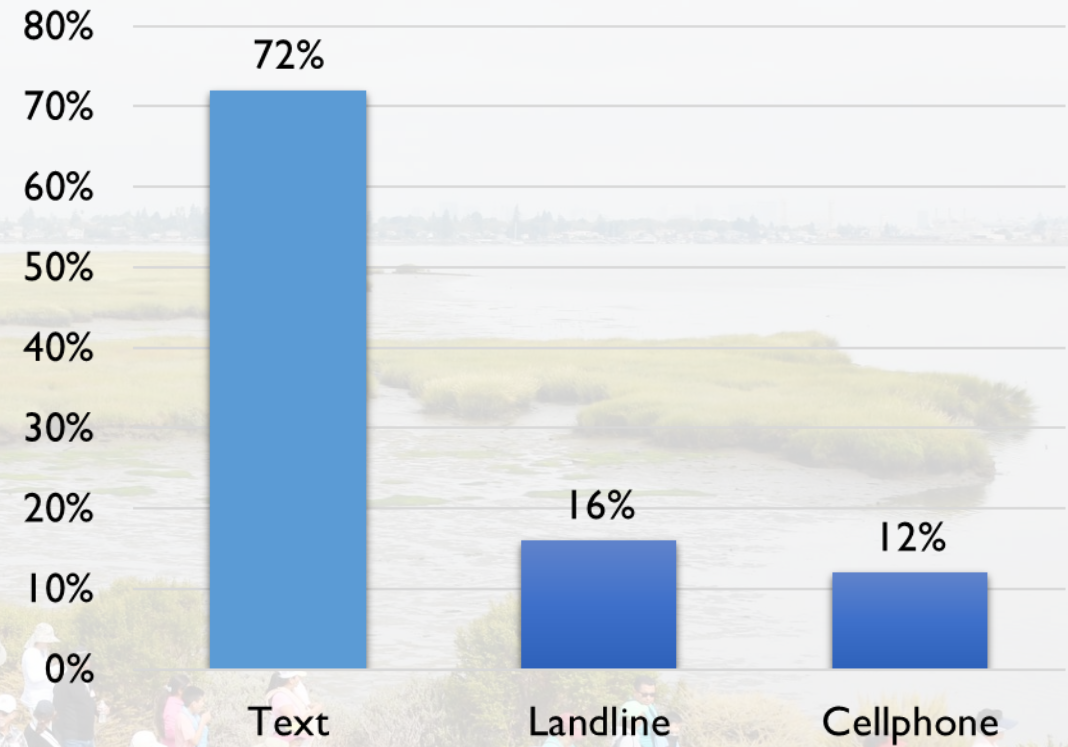


# Medium of Survey Completion

## 2019 Survey

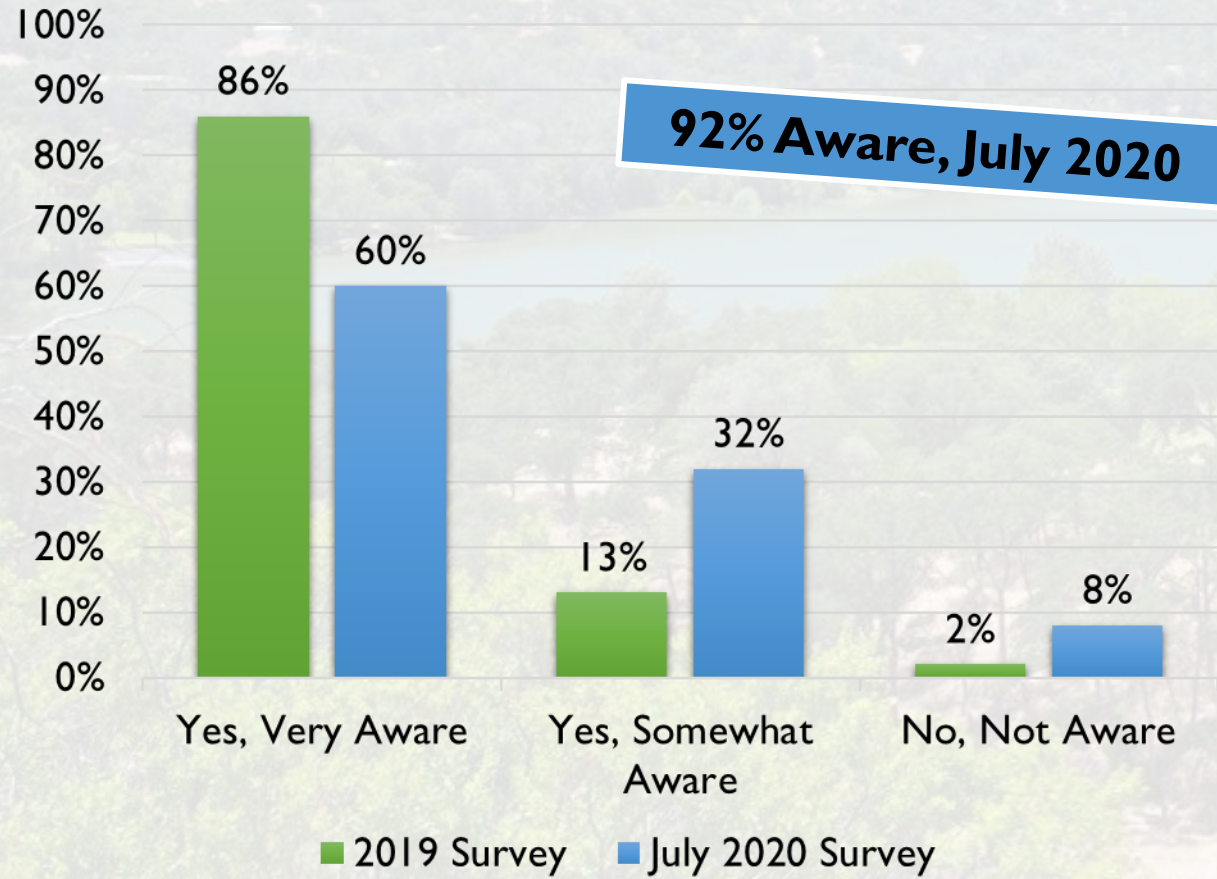


## July 2020 Survey





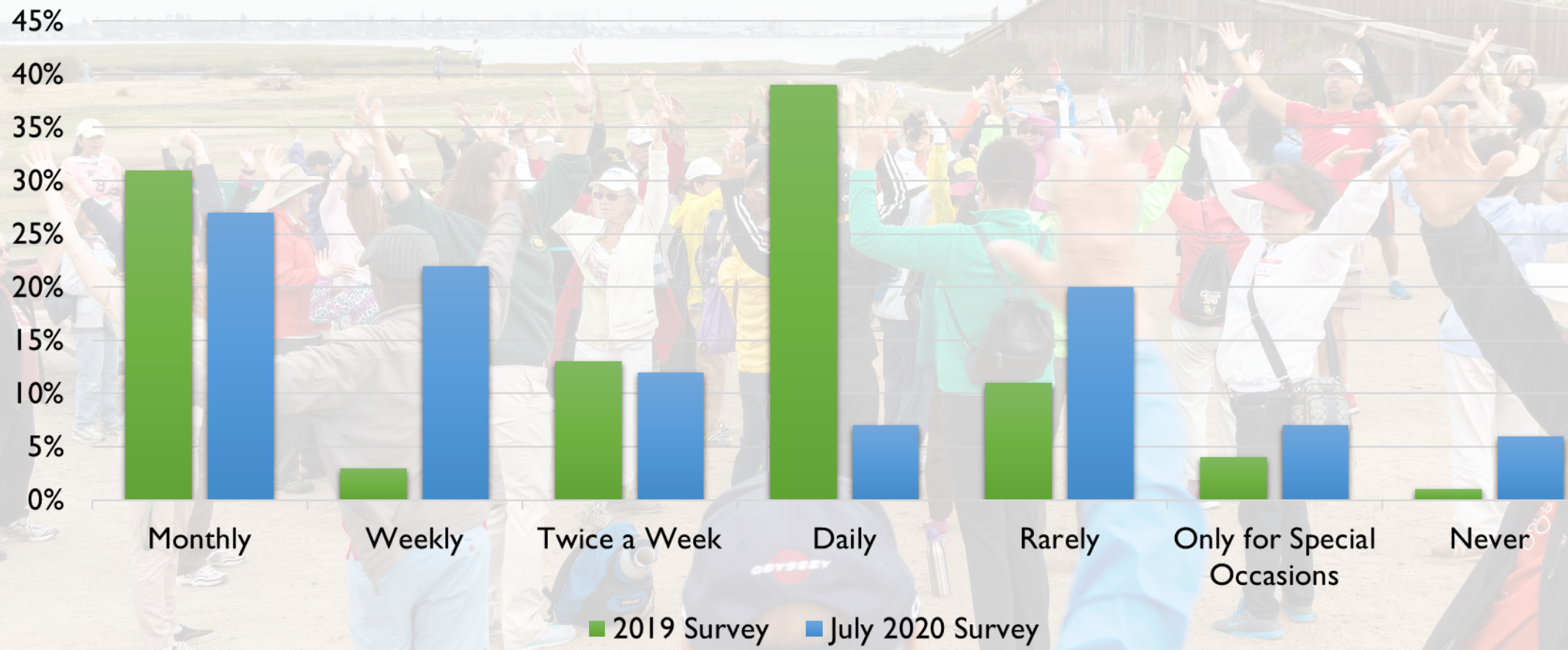
# Awareness of the Park District



Quarry Lakes

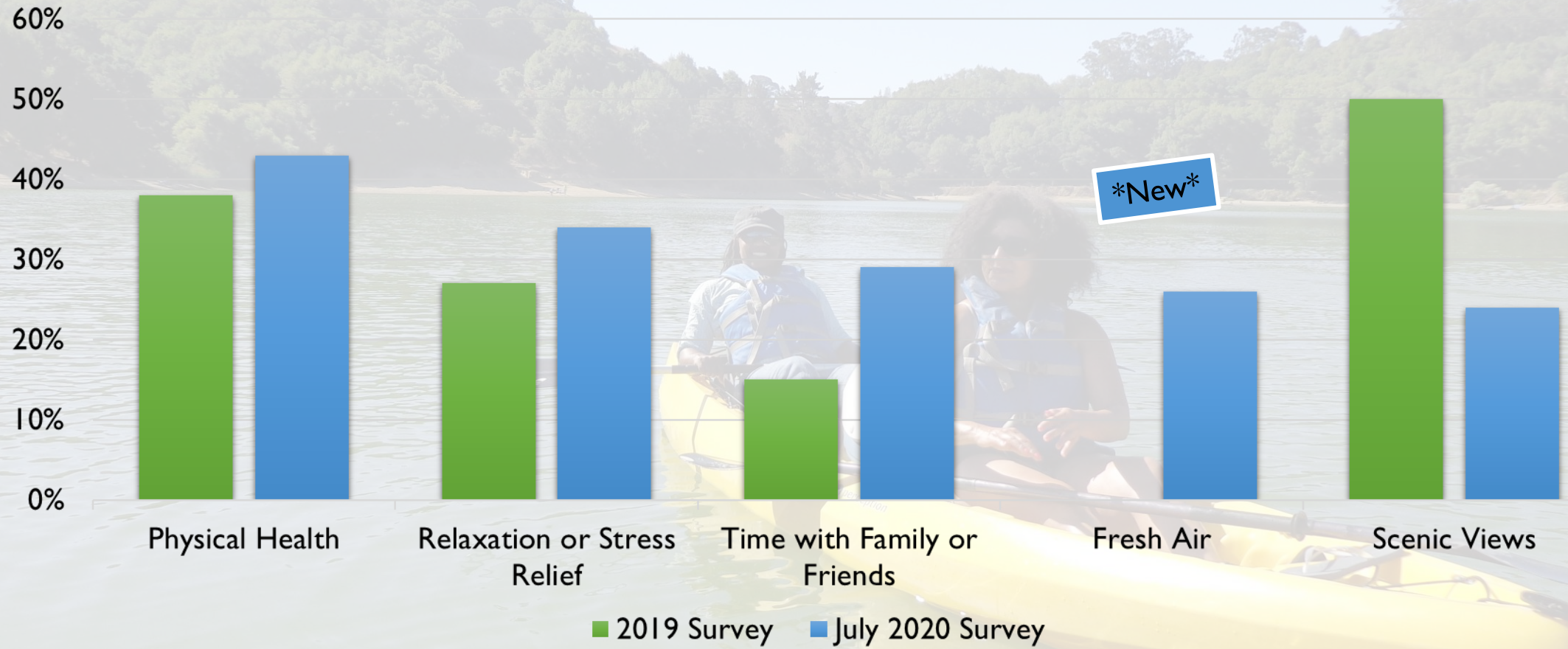


# Frequency of Visit





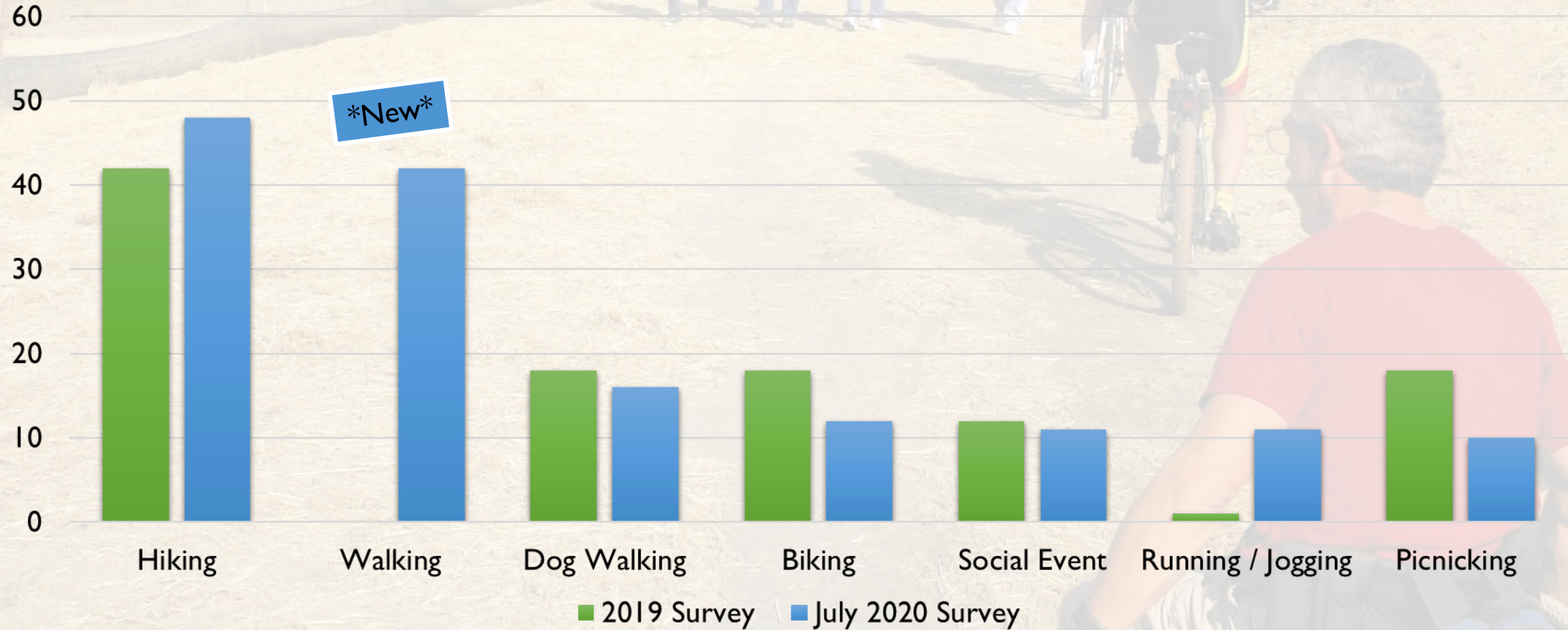
# Reason for Visit



All numbers above are approximate percentages, only top responses are displayed.



# Current Park / Trail Uses



Individuals surveyed were permitted to select multiple responses, only top responses are displayed.



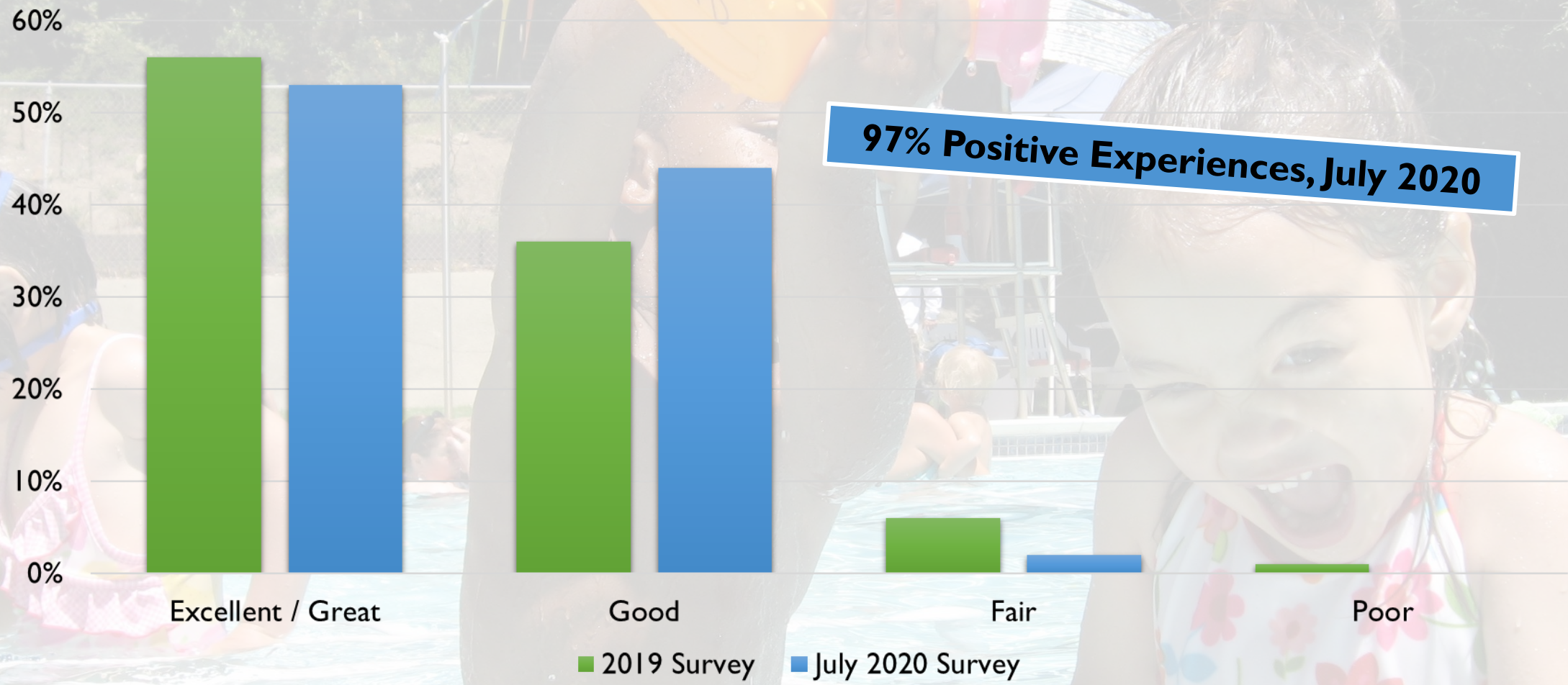
# Transportation to Parks / Trails



Individuals surveyed were permitted to select multiple responses, only top responses are displayed.



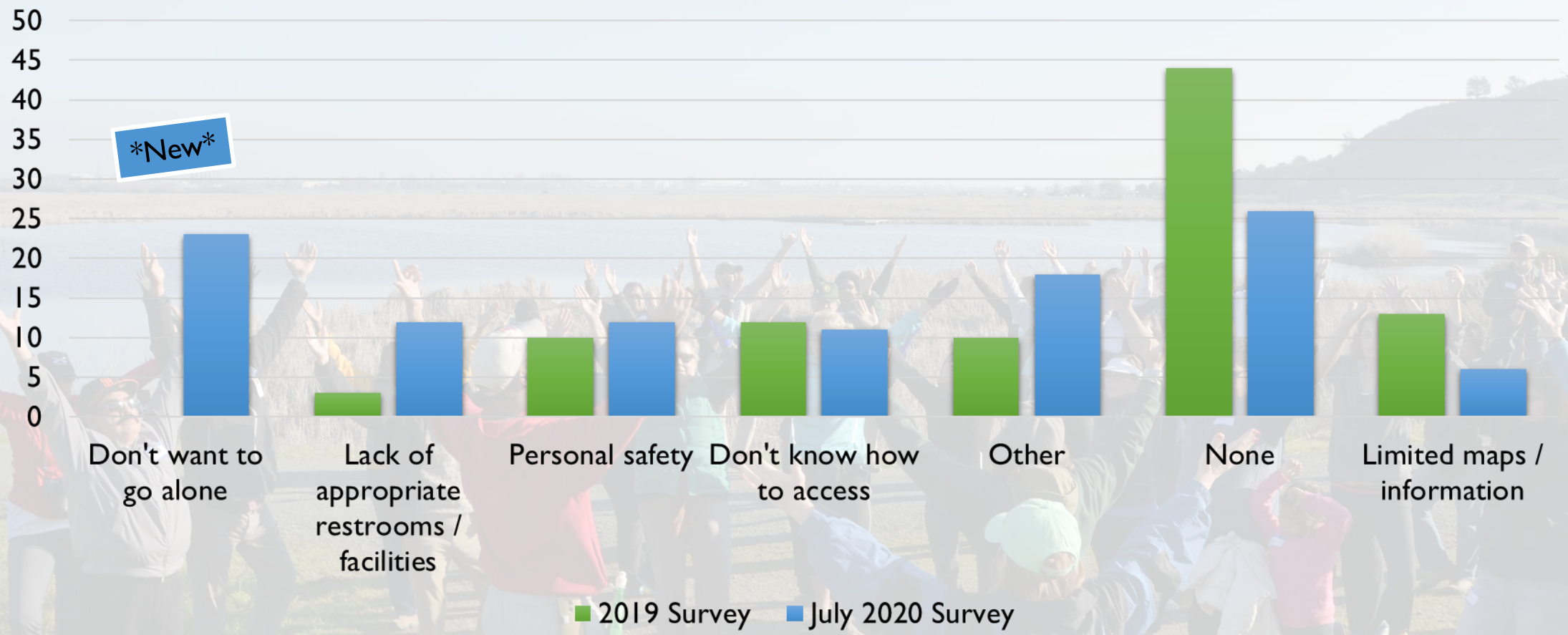
# Overall Experience at EBRPD Park / Trail



**97% Positive Experiences, July 2020**



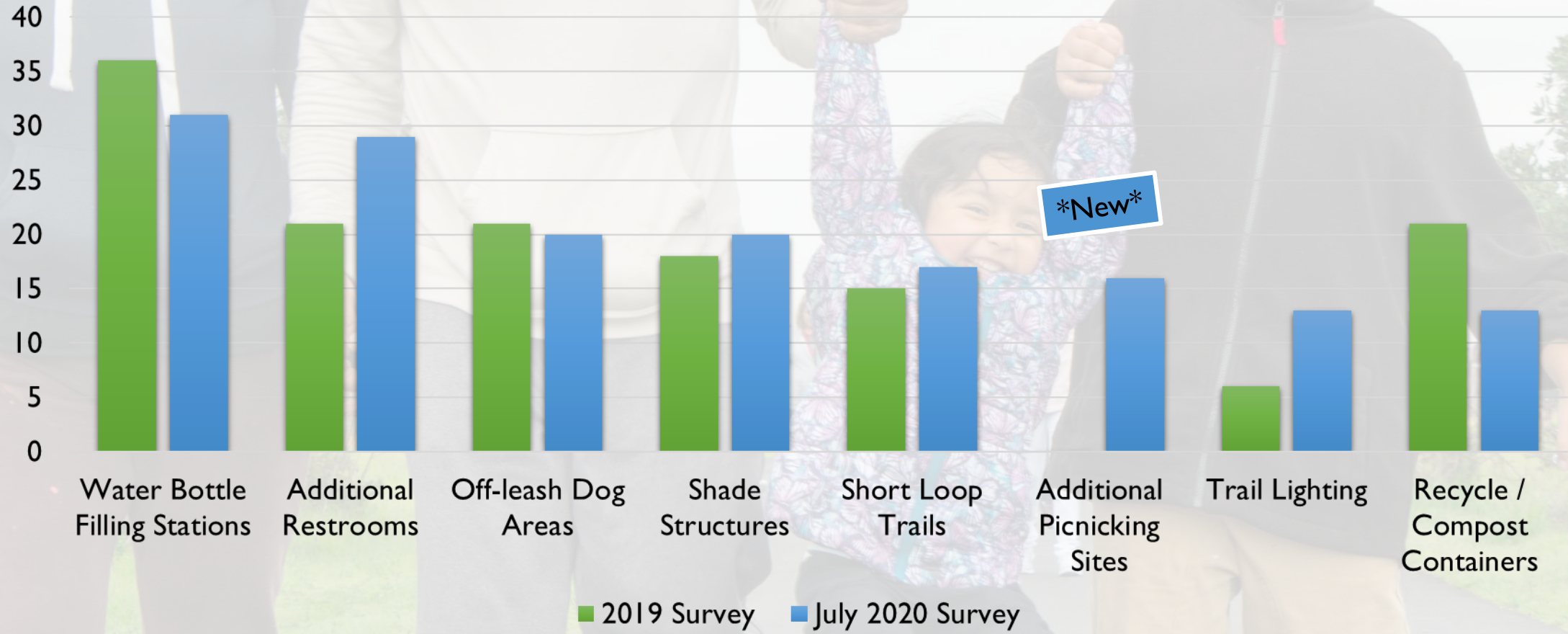
# Barriers to Visit



Individuals surveyed were permitted to select multiple responses, only top responses are displayed.



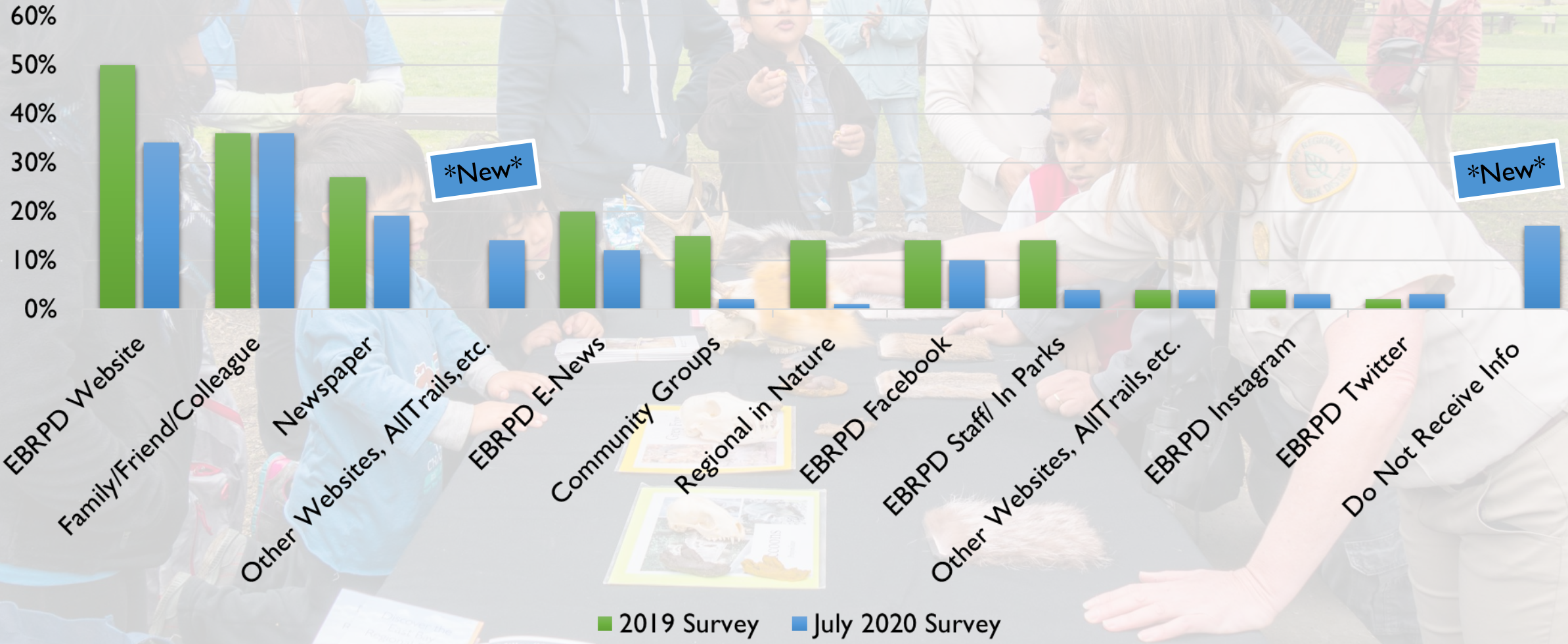
# Future Park / Trail Amenities



Individuals surveyed were permitted to select multiple responses, only top responses are displayed.



# Learn About EBRPD



\*New\*

\*New\*

■ 2019 Survey ■ July 2020 Survey





# Demographic Information







## Region

West Contra Costa	8%
East Contra Costa	10%
Central Contra Costa	21%
Unknown Contra Costa	2%
Northwest Alameda	26%
East Alameda	8%
Southwest Alameda	24%
Unknown Alameda	1%

## County

Alameda	59%
Contra Costa	41%

# Demographic Information





## Identified Gender

Male	48%
Female	51%
Non-binary / Other	1%

## Age

18 – 24 years	9%
25 – 29 years	11%
30 – 34 years	9%
35 – 39 years	11%
40 – 44 years	9%
45 – 49 years	9%
50 – 54 years	8%
55 – 59 years	10%
60 – 64 years	7%
65 – 69 years	6%
70 – 74 years	6%
Over 74 years	6%

# Demographic Information





## Employment Status

Employed full-time	49%
Employed part-time	9%
Self-employed	6%
Student	3%
Retired	19%
Homemaker/stay at home parent	4%
Not Employed	6%
Refused	3%

## Last Year of Schooling

1 – 11 <sup>th</sup> Grade	3%
High School Graduate	8%
Vocational or technical school	4%
Some college but no degree	13%
Associate degree	9%
4-year college graduate or bachelor's degree	35%
Graduate School or advanced degree	26%
Refused	1%

# Demographic Information







## Rent / Own

Own	57%
Rent	32%
Other – (unsheltered, live in dorm, with parents, etc.)	8%
Don't Know / Refused	3%

## Children Living at Home

None	61%
One	15%
Two	13%
Three or more	6%
Refused	5%

# Demographic Information







## Years in the East Bay

0 – 5 years	9%
6 – 10 years	9%
11 – 15 years	12%
16 – 20 years	13%
21 – 25 years	15%
26 – 30 years	7%
30 + years	35%
Don't know / Refused	1%

## Demographic Information







## Identified Racial or Ethnic Group

White or Caucasian	39%
Black or African American	11%
Latino / Latina or Hispanic	20%
Asian American or Pacific Islander	25%
Native American	3%
Middle Eastern	2%
Other	2%
Don't Know / Refused	4%

## *Asian American or Pacific Islander secondary question*

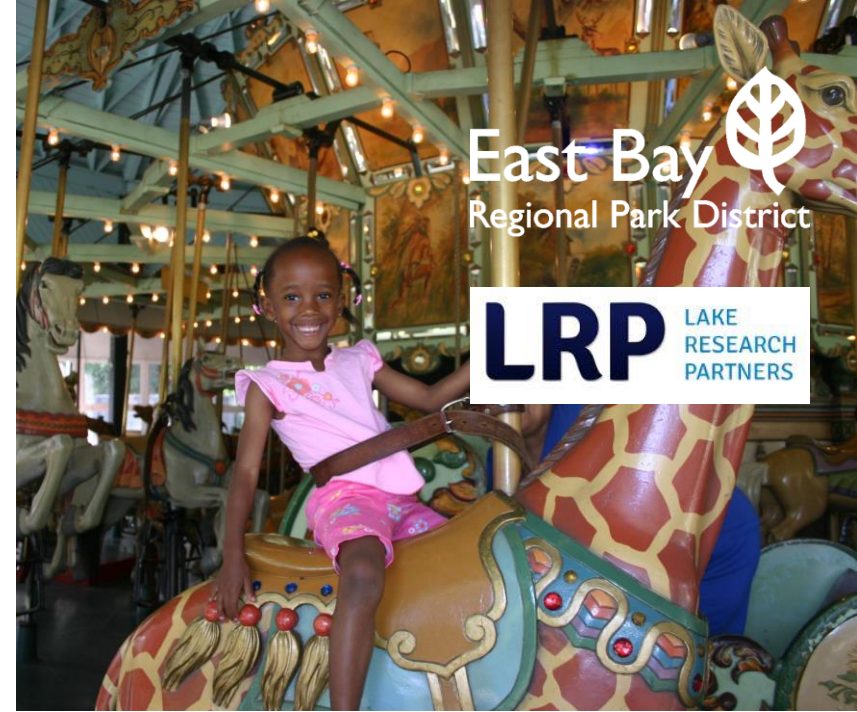
*N = 125*

Chinese	31%
Japanese	7%
Filipino	25%
Indian	11%
Vietnamese	14%
Korean	9%
Other	9%
Don't Know / Refused	4%

# Demographic Information









# Additional Questions – COVID-19 Related





Some people have said that the East Bay Regional Park District should be considered an essential service during the COVID-19 pandemic, due to the many psychological and physical health benefits of outdoor activity.

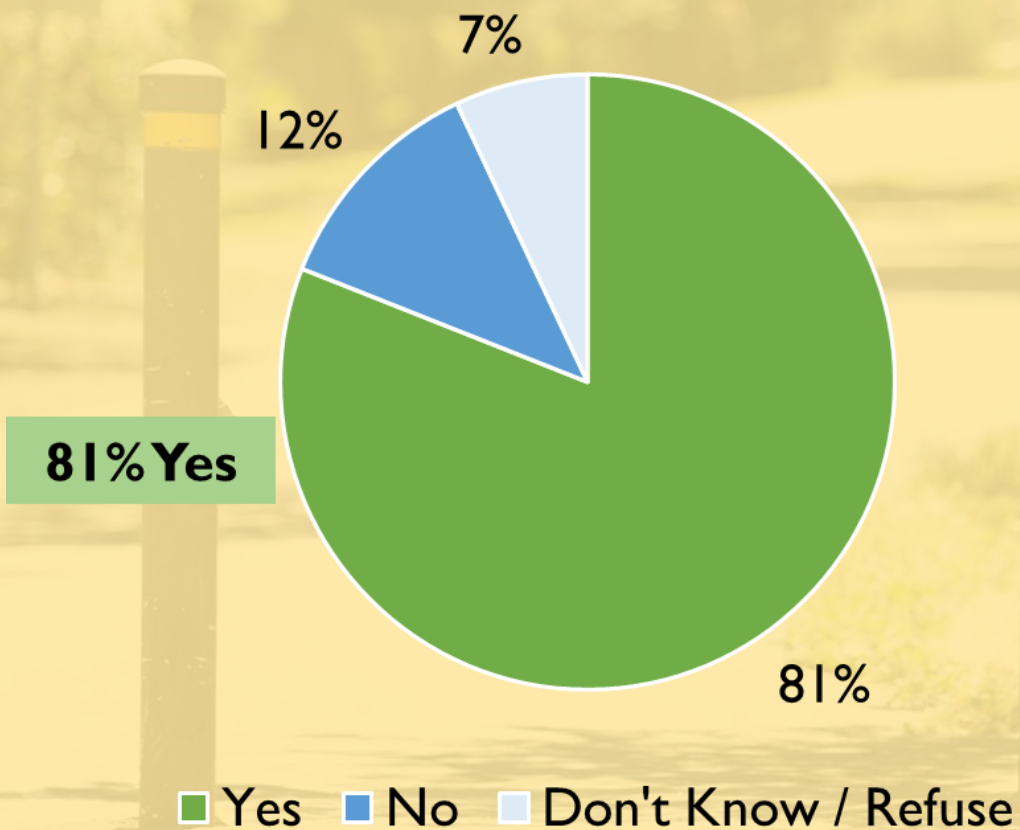
Others say that public services should be limited to essential services that most people actually need to get by, and parks and trails should not be included.

How about you, **would you consider the East Bay Regional parks to be an essential service during COVID-19?**





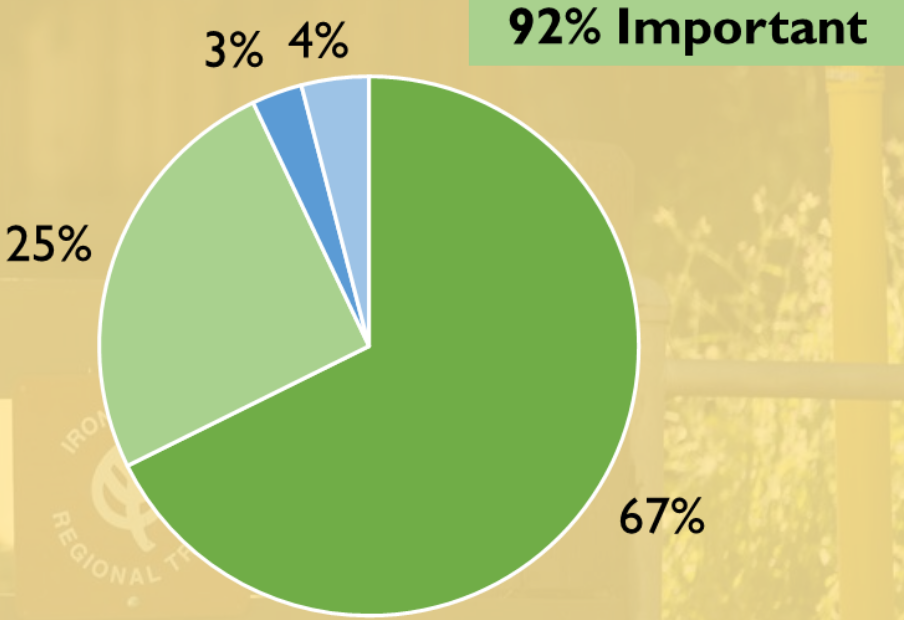
Would you consider the East Bay Regional parks to be an essential service during COVID-19?





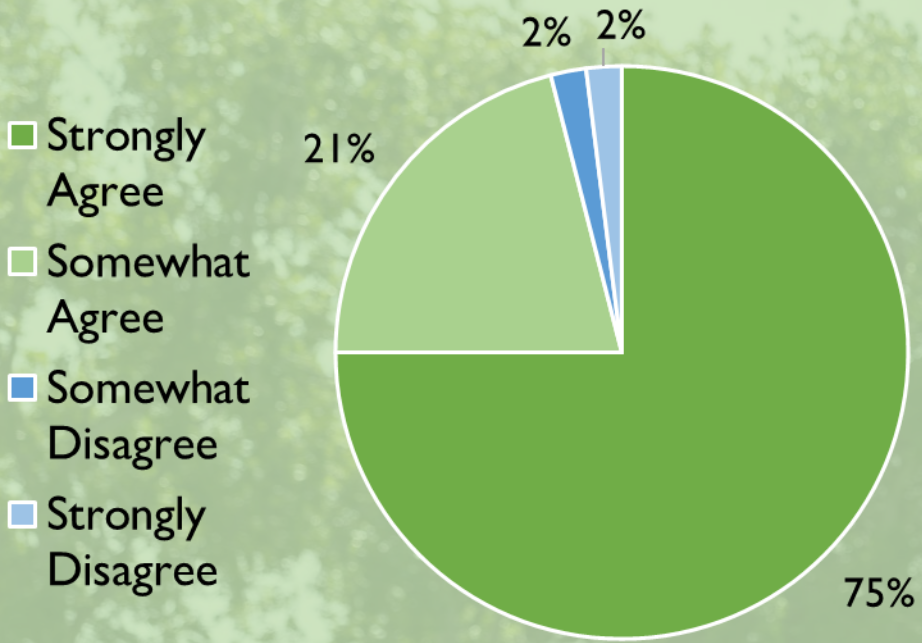


How important is it to you to have the regional parks and trails open during the Coronavirus pandemic?



- Very Important
- Somewhat Important
- Not Too Important
- Not Important At All





Now more than ever, parks and trails must remain open and accessible so people have the opportunity to be outside and get **physical exercise** in a safe, socially distant manner.

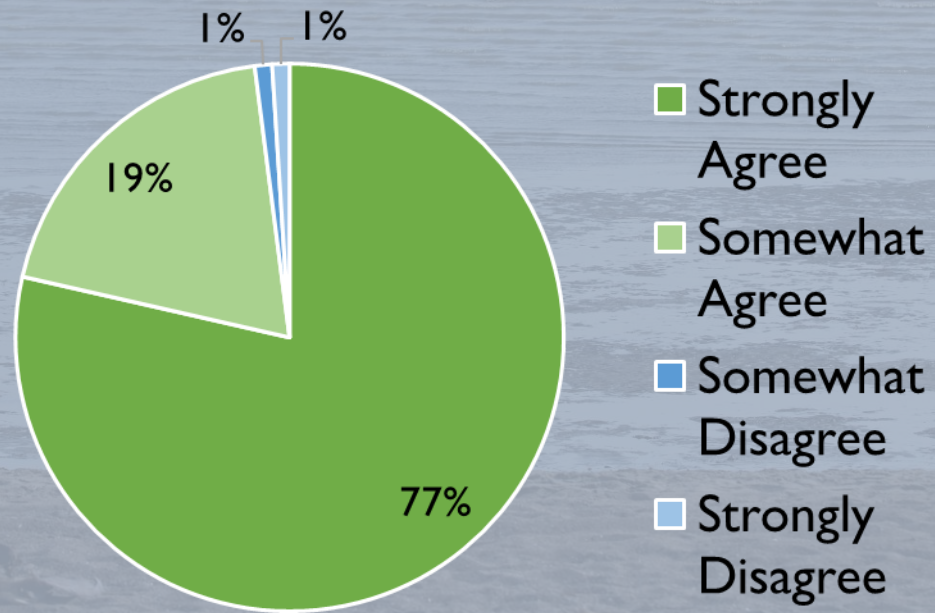
**96% Agree**



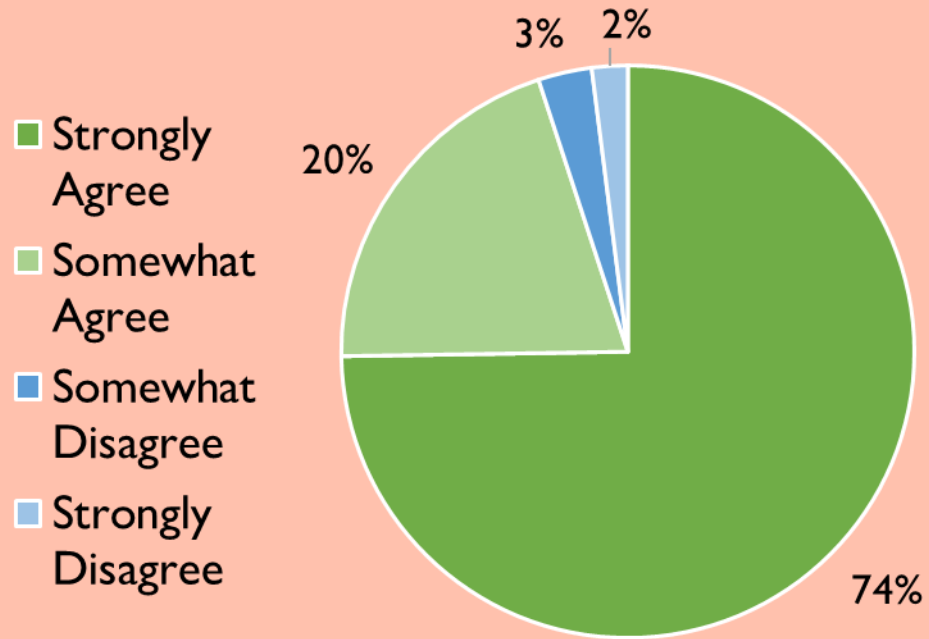


In a time when most people are in their homes the majority of the day, the accessibility of parks and trails plays an important role in maintaining the **mental health** of our community.

**96% Agree**







With school closures and limited activities for our youth, parks and trails are needed to provide a place where **children** in our community can be outside, play, and stay active.

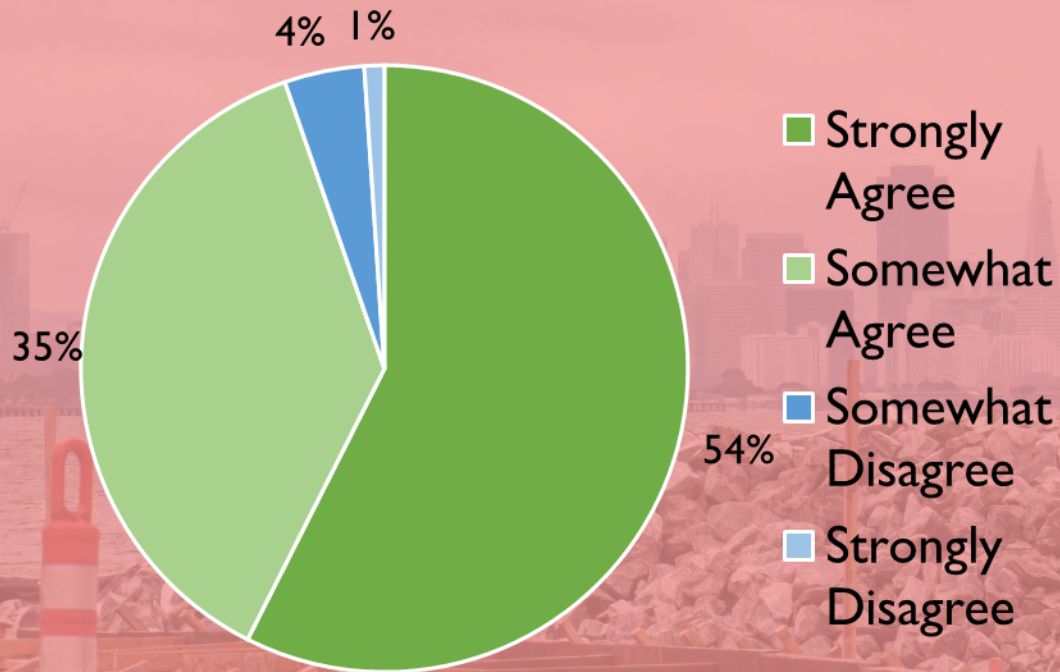
**94% Agree**





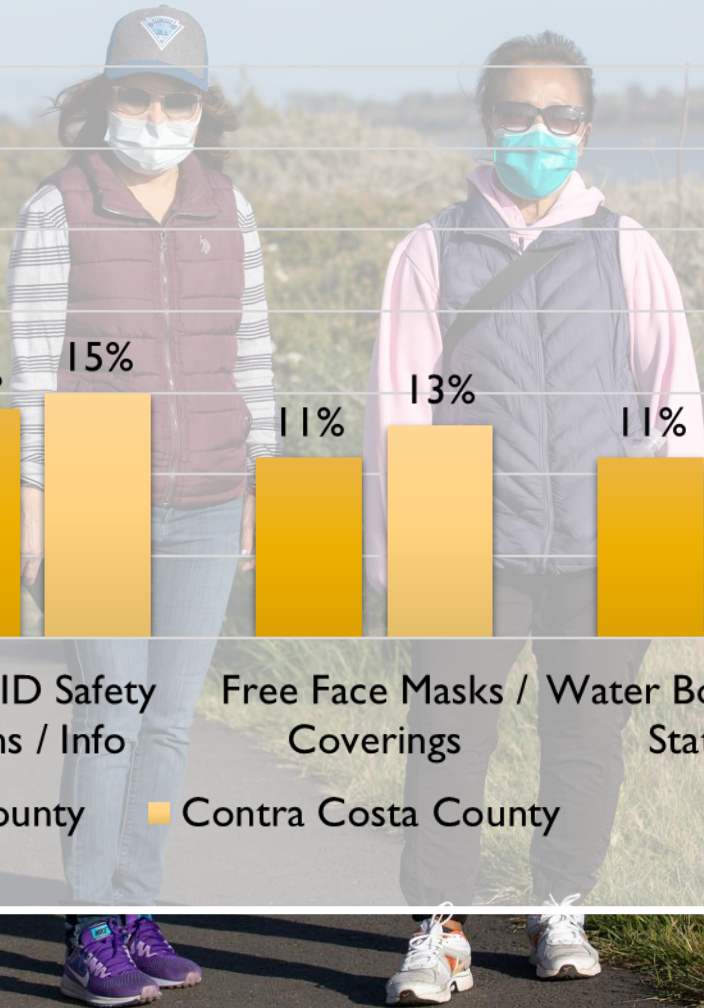
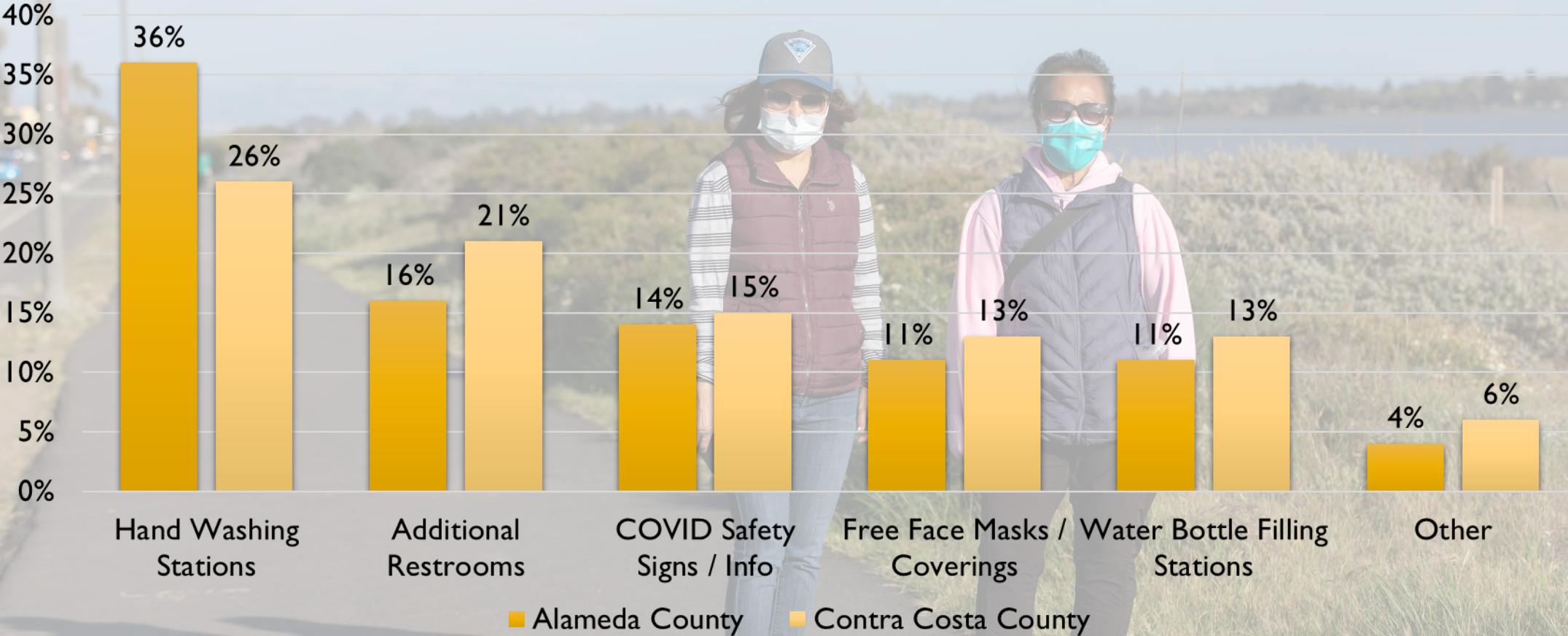
Because of the Park District's on-going support of maintenance, construction, and restoration jobs in the East Bay, including many private sector contractors, the Park District **helps our local economy.**

**90% Agree**





# East Bay Regional parks and trails during the COVID-19 pandemic, which of the following amenities would be most important for you?

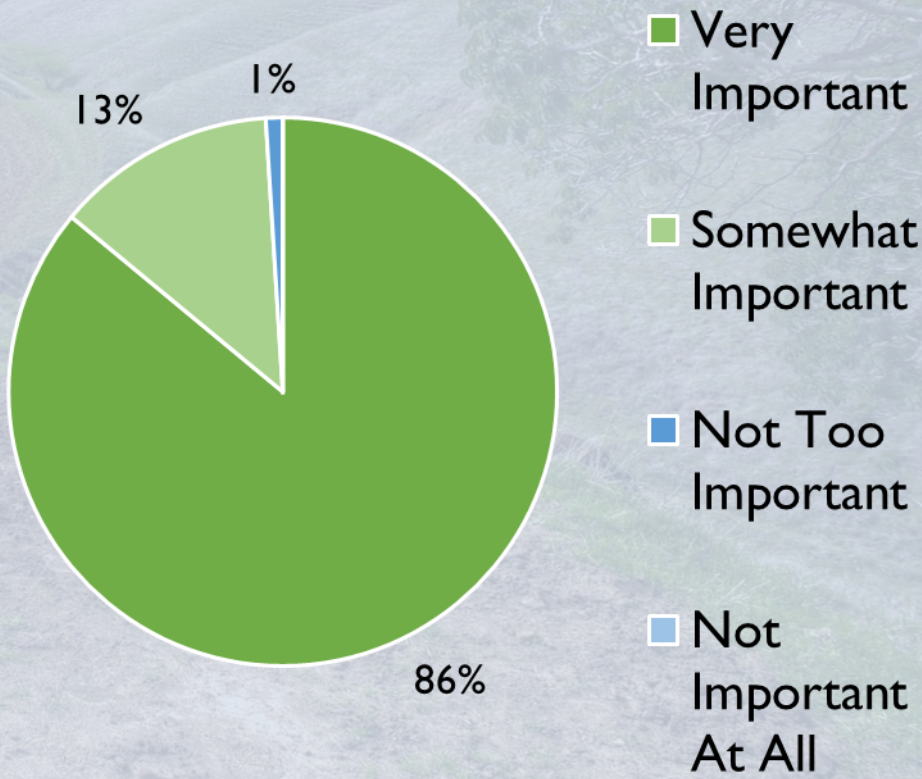






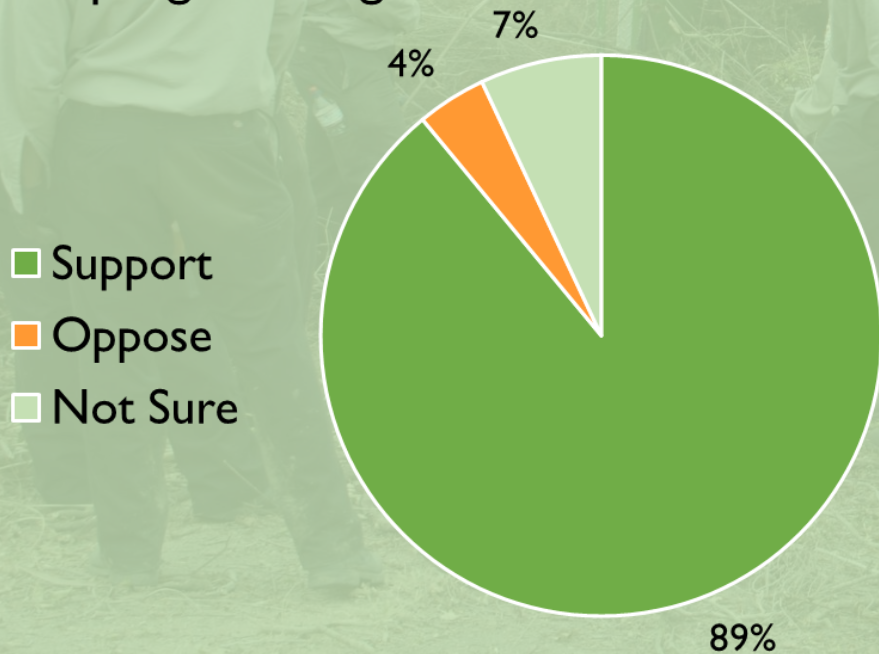
Under the COVID-19 pandemic, East Bay Regional Park District staff are continuing to work to clean the restrooms, maintain safe park facilities, and manage vegetation to mitigate for wildfire.

**99% Important**



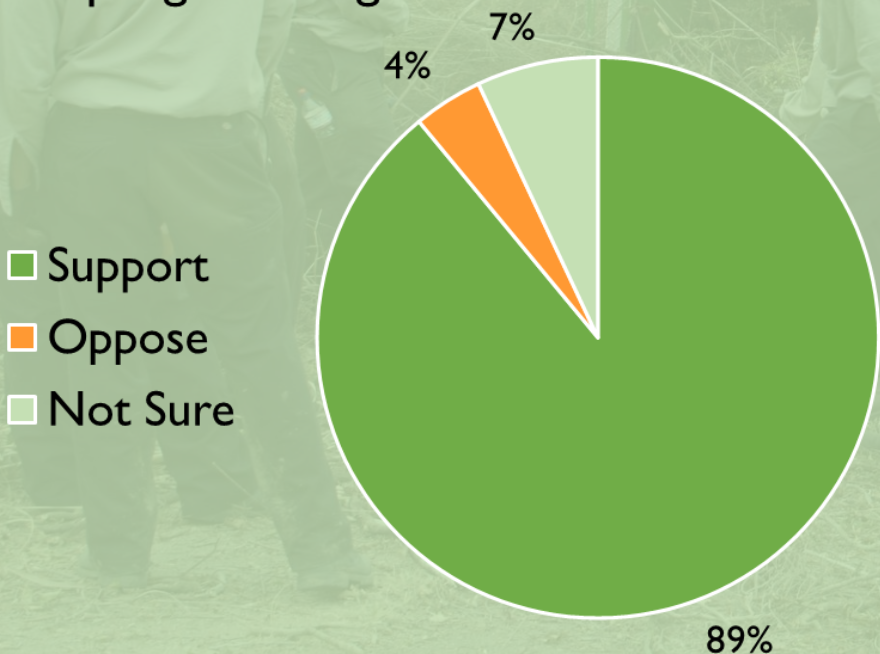


The East Bay Regional Park District is considering expanding its youth summer job program under COVID, providing additional training and job opportunities for the youth in our community. These jobs include student aides, wildfire vegetation management crews, lifeguards, trail management crews, and online activities for park programming.

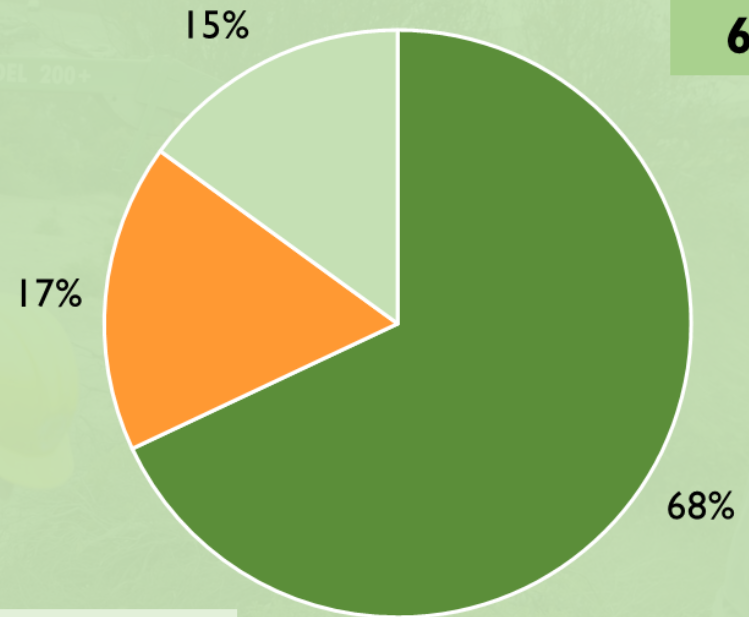




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■ Yes ■ No ■ Not Sure



**N = 445**

In order to expand the Park District youth summer program, would you be willing to support a tax increase of one dollar per month per household in the East Bay?



Temescal, Crown Beach, Shadow Cliffs



# Thank you

August 21, 2020