East Bay Shoreline Recreation Outreach Program: Final Programmatic Report (AMENDED)

Recipient Organization/Agency: East Bay Regional Park District
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Project Number: 8006.12.032904

1. Summary of Accomplishments
Main Accomplishments
One of the primary accomplishments of the East Bay Shoreline Recreation Outreach Program was that it enabled the East Bay Regional Park District (District) to profoundly expand its community outreach program to new and diverse audiences in ways that would otherwise not have been possible. The program also helped lay the groundwork for continuation of much these community services even after the grant expires.

Using Project resources, the District reached a total of 4,216 youth from the six key shoreline communities that were part of the grant. The vast majority of participants—3,754 youth—experienced exciting and active in-park shoreline programs, activities and events, while some received different programming, including swim lessons, at recreation centers or inland parks. The District planned and led a total of 133 in-park shoreline recreational field trips during the grant period from October 1, 2014 through September 30, 2018. These recreational experiences included water safety lessons, fishing, canoeing, biking, hiking, service learning, shoreline clean ups, and camping. In 2017, the District focused almost exclusively on using the modular program approach as outlined in the initial grant application.

Youth served under this grant benefited from recreation programming in numerous ways. The programs provided hands-on water safety and boating skills coupled with a series of other outdoor experiences. This combination of program experiences allowed youth to develop their own interpersonal and technical skills in the outdoors. These skills gained ranged from increased leadership and teamwork to hard skills such as knot-tying, boating paddle-strokes, personal flotation device fitting, exposure to the shoreline ecosystem, identification of flora and fauna, and more. Without the grant resources—in terms of staff, equipment, supplies and transportation—most youth served would likely not have experienced recreational opportunities in the District. Many youths reported experiencing various activities such as boating and fishing for the very first time because of this program.

An increased physical activity level, in local shoreline parks and the greater outdoors, was a key benefit to program participants. The busy lives of youth and ever-increasing technology has contributed to a disconnect between youth and active outdoor activity. The Project provided consistent youth engagement, mostly in a modular approach, and provided participants with a wide range of outdoor activities. As the participants hiked
in the parks, boated on the estuary, biked along shoreline trails, or explored the fishing piers, they were being active—moving, exercising, and helping build habits for a healthy lifestyle in the outdoors. With the knowledge gained through this program, many of the youth can now access local shoreline parks on their own and know better how to use them. As a result, they may stay active outdoors on their own or with their families. Additionally, a large part of this program was showing participants how to access shoreline parks using public transportation. This helped ensure they can come back to the shoreline parks and repeat these activities with or without their community organization.

To help measure Project outcomes, the District arranged for Heather Pegas Consulting to perform a variety of evaluation services, mostly through the use of pre- and post-trip surveys. Results showed that desired program outcomes were largely achieved, especially in the areas of water safety and environmental stewardship.

Summary of Annual Activities
2014
The initial year of the East Bay Shoreline Recreation Outreach Program saw the accomplishment of many of the goals and objectives outlined in the project proposal. The grant served youth from four of the six shoreline communities with a variety of outdoor recreational activities. In this first year, a total of 1,367 participants received programming through the grant. Of those, 306 participants had in-park recreational experiences. Additionally, District Lifeguard Services staff presented water safety awareness training to 304 of those youth. Shoreline park recreational experiences included canoeing, fishing, biking, hiking, an overnight camping trip, and a week-long day camp.

John Muir Middle School in San Leandro and Wood Middle School in Alameda were the school program participants in 2014. The two other major partners this year were the REACH Ashland Youth Center/Deputy Sherriff’s Activity League in San Leandro and Oakland Youth First.

The week-long day camp was a major accomplishment in year one. The community partner Oakland Youth First was the main cohort that participated in the camp. Each day of camp was filled with a variety of outdoor recreation activities, connecting youth to the shoreline parks and each other, through team-building, service-learning, career exploration, and environmental education.

Additionally, in 2014 the District reached out to Hayward Area Recreation and Park District (HARD) and contracted for them to offer a series of swim lessons for youth in the Fall. Swim and water safety lessons were held with this partnership with the Hayward Area Recreation and Park District (HARD); 75 youth received a series of eight 30-minute lessons for a total of 600 overall swim lessons.

2015
During this second year of the grant, a total of 372 youth received grant programming. The majority were served with programs that ranged from boating, fishing, hiking and service learning. Others received various recreational programs including rock-climbing, archery, and other outdoor skills.

During this year, funded by the Project, the District purchased a Ford F-250 Super Duty truck. The truck has proven to be a highly useful tool that allows for the transport of up to six staff members and all necessary program gear, as well as the ability to tow boat trailers and carry multiple boats with a roof rack.

2016
In the third year of the grant, the bulk of participants were served with outdoor recreation activities. A total of 983 youth participated in 44 park visits which included at least one of the following: boating, fishing, biking, hiking, service learning projects, or camping within various District shoreline parks.
This year saw a large number of boating field trips. 165 youth received water safety instruction and then went canoeing in the estuary, many for the first time in their life. 471 youth went fishing and participated in educational activities around bay ecology and watershed themes.

2017
In year four of the grant, as the District’s recreation staffing became permanent, a more modular program approach was adopted (as originally envisioned in the grant application). Five of the six shoreline communities were served, and programming was provided for a total of 965 participants. The three main cohorts that followed the program modules were Palma Ceia Baptist Church from Hayward, Oakland Parks, Recreation & Youth Development (OPRYD), and Oakland International High School. All cohort youth participated in all four program modules. A total of 522 swim lessons were offered by the District or HARD Aquatics staff, consisting of a total of 78 youth. These lessons consisted of various water safety components as well as learn-to-swim curriculum, and were typically 45 to 50 minutes long.

In the summer, District Outdoor Recreation staff hosted a family campout at Point Pinole Regional Shoreline for the Palma Ceia Baptist Church group of youth. During the campout, the youth and their families enjoyed shoreline naturalist-led hikes, pier fishing, stargazing, and an entertaining and educational campfire circle. Palma Ceia Baptist Church also went on a different, all-day outing at Point Pinole Regional Shoreline that included fishing, shoreline naturalist-led hikes, and mountain biking. During all these outings, program surveys developed by Heather Pegas Consulting were administered to both youth participants and their parents. This work continued into 2018 and is summarized in the attached reports.

2018
In the fifth and final year of the East Bay Shoreline Recreation Outreach Program, the District accomplished all the major goals and objectives outlined in the project proposal. In all key areas, program benchmarks were significantly exceeded. The final year of this grant provided 341 outdoor experiences for youth in District shoreline parks, primarily using a program partner model that took the same participant groups though a variety of all four program modules.

The District provided swim and water safety lessons to a new cohort: Lincoln Kinship Family Services of Hayward. In spring, 28 youth from Lincoln Kinship participated in six, 45-minute swim and water safety lessons conducted by District lifeguards at the District’s Roberts Regional Park pool facility. One participant said in his post-evaluation, “I liked learning how to be safe.” He also drew a picture on the back of his evaluation of himself swimming and the water safety instructor working with him. To date, the District has provided 1,343 individual youth swimming and water safety lessons through the grant. This number includes youth who experienced multiple water safety and swim lessons. Each Saturday, after the swim lessons, these 28 youth visited a shoreline park. The grant enabled the District to work intensively with this youth group, building skills through swimming, water safety, boating, fishing, biking, service learning, and camping opportunities. For many youths this was their first time doing these activities.

Lincoln Kinship youth went canoeing twice in Oakland, once at Elmhurst Slough and once at Tidewater Boating Center, both located in Martin Luther King Jr. Regional Shoreline on San Francisco Bay. The group also participated in several fishing programs at Miller/Knox and Point Pinole Regional Shorelines near Richmond. Additionally, they attended a service-learning day with a presentation about watersheds from a District Naturalist at Martin Luther King Jr. Regional Shoreline. Later, they did a mountain biking day trip led by the Trips for Kids organization at Point Pinole Regional Shoreline; a Naturalist was present on the ride to talk about the Bay, its waters, and wildlife.

In the summer, grant services continued with shoreline park visits and an overnight campout at Point Pinole Regional Shoreline with the main cohort, Lincoln Kinship. During the campout, 18 participants enjoyed naturalist-led shoreline hikes, pier fishing, mountain biking, LNT (Leave No Trace) camping curriculum,
stargazing, and an entertaining, educational campfire program. At the time, due to extreme fire danger, there were fire restrictions in place, so no open fires or charcoal burning was permitted. The program was adapted with the use of a portable propane fire place, and portable stoves for cooking. Staff used the experience as a learning opportunity to talk to the youth about carbon emissions, air quality, and exactly why the ban was in place.

Another program highlight for this year was the annual Camp Days event with the Richmond community group YES Nature to Neighborhoods. Richmond youth participated in a series of fishing and watershed shoreline hiking days at Miller Knox Regional Park. 128 youth were served during these sessions and learned about their local park and its surrounding waters. They also acquired fishing, and water safety and boating skills. This program has been offered all five years of the grant, and District staff consistently served many of the same youth throughout the five years. Many participants have moved into other programs the District offers, and some have even gained employment with the District in a desire to share their newly acquired outdoor skills with future youth.

2. Project Activities & Outcomes

Primary Activities Conducted for this Project

Module One
Whether participating in swimming and water safety lessons, or shoreline activities such as fishing, hiking, canoeing, biking, or camping, all 4,028 program participants in years one through five received an orientation from District Aquatic and Outdoor Recreation staff. These introductions typically included an overview of the East Bay Regional Park system, a discussion of shoreline habitat and watersheds, technical recreational skills, natural history, and a safety talk. Additionally, a thorough water and boating safety orientation was presented for all swim, water safety, boating, and outdoor recreational programs.

Moving forward, as grant funding expires, the District has continued to provide orientations prior to all activities for all program participants. Staff are also experimenting with incorporating more pre-trip experiences in the classroom setting for many of the outdoor programs offered to school-age children.

Module Two
By and large, Outdoor Recreation and Aquatics staff provided the water and boating safety orientations at swimming pools and in District shoreline parks, rather than in classrooms, as originally envisioned in the grant application. This approach proved easier to accomplish. Being on-site allowed for dynamic, hands-on experiences that were immediately put into practice. Water safety orientations included: how to enter and exit a boat safely, how to fit and use a PFD (personal flotation device), and what to do in case the boat capsized. In year five of the grant, all 341 participants received a water safety orientation as a vital part of their program. A total of 2,122 participants received a thorough water safety orientation in years one through five of the grant. This total includes youth who experienced multiple session days.

Module Three
To date, the District has provided 1,193 individual youth swimming and water safety lessons. This number includes youth who experienced multiple water safety and swim lessons. Swim and water safety lessons incorporated key topics such as: swimming only when adults are present and lifeguard staff are guarding the waters, or how to do a “reach assist” to save a distressed swimmer using a shepherd's hook, tube, or throwable PFD ring. Swimming strokes were taught at various levels, along with basic concepts such as streamline or kicking. (curriculum was tailored to the ages and swim ability of each youth).

This by far was the most challenging module to successfully carry out as it was hard to find adequate pool time and instructors in the various city recreation departments. In the last two years of the grant, a strong partnership
with the District’s Aquatics staff allowed for successful implementation of swim and water safety lessons, mostly in the District’s pool facility in Roberts Regional Recreation Area.

Module Four
The most successful component of this grant was the module four. This module involved shoreline park visits with program participants. Of the total 4,028 participants served, 3,445 of the youth engaged in 133 in-park recreational experiences during the period from October 1, 2014 through September 30, 2018. Please note, some of these programs took place in inland parks during the early years of the grant. Most of the youth completed all phases of the Oakland estuary visits, participating in fishing, boating, biking, hiking/service learning projects, and camping within their local shoreline parks.

Fishing was the most frequent outdoor activity offered over the five years. This was largely due to stated participant preferences. Additionally, younger children were more easily served with this activity since boating could only be done for older youth. 1,150 participants were taught basic fishing skills. They also learned about watersheds and marine habitat in shoreline parks, tackle and bait selection for salt water fishing, and knot tying. In addition to the basic “learn to fish” program, and education on the Bay’s wildlife, mercury levels and polychlorinated biphenyls (PCB’s) were also discussed length so participants could make appropriate choices moving forward when they eat seafood.

Boating was the second most common outdoor activity during the grant period, with the District providing these services for 566 participants throughout the entire length of the grant. A strong boating safety curriculum was used during all the canoe trips on the estuary. The water safety orientations were also a critical part in preparing participants for boating excursions. As mentioned above, water safety orientations included how to enter and exit a boat safely, how to fit and use a PFD (personal flotation device), and what to do in case the boat capsizes. As one participant stated in their post-program survey, “I learned how to paddle in the boat safely.” Basic maneuvering and paddle stroke refinement were also taught, creating many new boaters due to the grant.

Service learning programs also played a key role during the grant. Shoreline cleanup events were the main projects that took place in various parks. 401 participants helped District staff clean up shoreline environments. District Ranger and Naturalist staff used the opportunity to teach about many topics, including a discussion of micro trash, plastics, and Leave no Trace (LNT) principles. These topics were then linked to the concept of watershed health and bay ecology.

The other outdoor activities of biking, hiking, and camping also took place but were less frequent. 177 participants went on an overnight camping trip, 107 went biking, 406 went hiking, and 660 participated in an outreach event in a local shoreline parks. Similar curriculum such as LNT and basic ecology were also incorporated into these activities, and various camping, biking, and hiking technical skills were taught during these sessions.

Discrepancies
Several of the activities conducted in the first three years of the grant were in District parks but were not specifically in shoreline locations. Tilden, Redwood, Roberts, Lake Chabot, Don Castro, Quarry Lakes, and Del Valle Regional Parks were among these used for field trips or events. In the first years of the grant, outreach events and service projects were also held at these parks because that is where the classes could meet, and various service projects were offered.

In the first few years of the grant there was some difficulty in arranging for swim lessons, and some participants went to lake locations that were not strictly in the targeted shoreline communities. During years four and five, all Module 4 components were scheduled in shoreline parks. The only non-shoreline parks used for programming were Roberts Regional Recreation Area and the Hayward Plunge, which were used for swim and water safety lessons (though the youth served were indeed from shoreline communities). Swim and water safety
lessons were not conducted in year one and three due to challenges with outside agency pool capacity and internal staffing issues. To date, in years one through five of the grant, 1,193 youth have participated in swim and water safety lessons.

Benefits
Much of the grant’s outdoor programming focused on water and boating safety, with a strong emphasis on environmental education focusing on watersheds and wetlands. By participating in all four modules, youth developed new outdoor skills, developed an increased awareness of local parks, and demonstrated a desire to return on their own or with their families. The goals of these shoreline programs were to connect youth to the outdoors, expose them to new outdoor experiences, teach them about the bay and its waters and wildlife, and promote a sense of stewardship. Service learning projects were a key part of the stewardship piece.

Another key goal of the outreach program was to break down the barriers to using the parks that are experienced by youth in underserved areas of the East Bay shorelines. Barriers to accessing shoreline recreation include the following: physical barriers (e.g., lack of transportation, lack of safe pedestrian access to shoreline), knowledge barriers (e.g., lack of awareness about shoreline recreation facilities or opportunities), and emotional barriers (e.g., fear of water or boating, not knowing what to expect, fear of feeling unwelcome).

The Shoreline Recreation Outreach Program worked to overcome these barriers by employing specially trained outreach staff to work closely with community groups. Groups included churches, non-profits, and schools located within the six underserved shoreline communities. The outreach work consisted of researching and identifying suitable groups and community partners, and then educating them about the unique opportunities the District was able to provide through the grant-funded program. The work then focused on allaying fears expressed by teachers, leaders, students, and/or administrators. Finally, trained Recreation Leaders delivered the actual programs in the shoreline parks, and certified Water Safety Instructors delivered swim and water safety lessons. Each program module served as a crucial component in the overall process of breaking down access barriers and in providing a base set of skills to build upon as the programs progressed.

In working with the 4,028 participants during this grant, all the above goals were addressed in some way. Though not all participants over the life of the grant went through the complete modular approach, they all experienced lasting outdoor experiences that met many of the program goals. However, a substantial number of participants did indeed go through all program modules; they experienced a variety of outdoor activities that focused on environmental learning and water safety education in District shoreline parks. By attending multiple program modules and gaining new outdoor skills, youth participants overcame fears of the outdoors, and increased their own self-efficacy. According to survey data collected, youth tried new activities outdoors, and reported wanting to continue such experiences, especially in local shoreline parks.

Each program participant received a park and safety orientation, information about the District, and learned of upcoming District interpretive and recreational opportunities. More than half of the participants received swim and water-safety lessons. The District also engaged an outside consultant to administer evaluation services. Heather Pegas Consulting, compiled previous years’ post-survey data, and created a pre-trip and post-trip evaluation tool for the main cohorts in 2017 and 2018. This has enabled the District to track and measure the effectiveness of the grant-funded program outcomes from an objective point of view. The reports show that all youth enjoyed something about the programs delivered and were also able to write something they learned about water and boating safety or stewardship.

3. The Future
Despite the grant coming to an end, the District is continuing to use this program model in its Outdoor Recreation Unit, especially with boating and fishing programs. Outreach is continuing to all six shoreline communities, as well as the other communities located within Alameda and Contra Costa Counties. The strong
partnership formed with the District’s Aquatics staff is also continuing, and it was made possible by this grant program. Together the two groups are providing joint water and boating safety programs to participants before they visit shoreline parks and go boating or fishing in District programs.

The District is grateful for the opportunities and the valuable resources that the shoreline grant provided. Not only were lasting impacts made with thousands of youth from shoreline communities, but participants also gained lifelong skills, and developed environmental awareness and stewardship. Additionally, and importantly, the District was able to strengthen and improve the delivery of outreach services in lasting ways due to this grant program. The benefits of this will be reaped for years to come.

4. Lessons Learned

Many valuable lessons were learned by the District over the course of the grant’s five years. Perhaps most notably, the District was able to practice, hone, and significantly strengthen its ability and expertise in delivering outreach programs to under-represented communities. Though this kind of work had been ongoing for quite some time, having freely available resources to dedicate solely for this purpose proved key in taking this work to the next level.

As the grant period continued, the District has made increasingly deeper commitments to its communities by providing more longitudinal, in-depth programming to various youth groups—both as part of this grant, as well as separately. While this approach has yielded less overall numbers served, it allows for the delivery of more lasting and potentially life-changing services. Ultimately, the District seeks to balance in-depth programming with more traditional short-term programming.

The serial approach to programming, is, of course, represented in the original grant application with its emphasis on a modular approach. Though the District struggled somewhat in the early years in achieving this approach, overall, thousands of youth were served with high quality programming. And, as seen in this report, during the last two years of the grant, several cohorts of youth successfully experienced all the program modules with effective outcomes.

One of the largest challenges experienced by the District with the administration of the grant program was the large amount of staff change early on. Due to promotions and other changes, there were different individuals filling key positions for the first few years at manager, supervisor and recreation coordinator level. In 2016, as staffing became permanent, the program services began to follow the originally intended model. One key benefit of following this model proved to be a strengthened collaborative relationship between District Outdoor Recreation staff, Naturalist staff, and the Aquatics Department. As seen in the report, all worked together, especially in the latter years, to deliver seamless, integrated programming to participants.

Surprisingly, swim lessons proved one of the more difficult aspects to achieve. The District Aquatics Department is made up of seasonal hires and these lifeguard and water safety instructors are not available to work year-round. They are hired and trained in the late spring which presented a challenge to carrying out pool visits and completing Module 3 fully in all five grant years. This problem was recognized early in the first year of the grant. The District explored options and considered partnering with various agencies such as City of Richmond Community Services Department and Hayward Recreation Area Department (HARD). Onerous insurance requirements and lack of pool availability were difficult obstacles to overcome, but ultimately a series of lessons was offered through the HARD agency.

To ensure the other cohorts could complete their swim lessons the District started combining the Modules 3 and 4 components together, calling them Shoreline Saturdays. This enabled the District to fulfill the swim lessons with seasonal District Aquatics staff (who were hired and trained by that time). This approach also worked very well because youth would start the morning with their lesson, followed by a District-provided lunch, and then a
shoreline park experience in the afternoon. Youth thoroughly enjoyed this, and attendance was high, so the District used this same approach in year five with the main cohort, Lincoln Kinship.

Despite having a lack of consistent staffing each year, specific modules were reached and in general, exceeded the participant capacity goal of the grant. The District learned from the efforts of all the various staff overseeing the grant, and ultimately its final success was a cumulative effort.

In summary, the District completed the grant on a high note, and original programming goals were far exceeded. Educational and transformative outdoor recreational experiences were provided for youth from key shoreline communities that were impacted by the Cosco Busan oil spill in 2007. In so doing, the District greatly improved its ability to deliver outreach programming and has deepened its long-term commitments to underrepresented communities of the East Bay.

5. Project Documents

- Photos attached below
- Example flyer used to advertise a program event
  Report titled “A Report on the East Bay/Cosco Busan Shoreline Recreation Outreach Program Lincoln Families: Kinship Support Services Program: March 31 – August 17, 2018 for the East Bay Regional Park District” by Heather Pegas, MPA

**POSTING OF FINAL REPORT:** This report and attached project documents may be shared by the Foundation and any Funding Source for the Project via their respective websites. In the event that the Recipient intends to claim that its final report or project documents contains material that does not have to be posted on such websites because it is protected from disclosure by statutory or regulatory provisions, the Recipient shall clearly mark all such potentially protected materials as “PROTECTED” and provide an explanation and complete citation to the statutory or regulatory source for such protection.
Image 1: Lincoln Kinship youth, swim and water safety lesson at Robert’s Regional Recreation Pool, youth practicing rescues and pool side reach assists with WSI’s (Water Safety Instructors). (Photo by Megan Seccombe)
Image 2: Lincoln Kinship youth, mountain biking with Trips for Kids at Point Pinole Regional Shoreline for their final shoreline Saturday. (Photo by Megan Seccombe)
Image 3: Lincoln Kinship night fishing on camping overnight at Point Pinole Regional Shoreline, participant caught his first fish, a striped bass. (Photo by Megan Seccombe)
Image 4: Main cohort Lincoln Kinship camping at Point Pinole Regional Shoreline for their end of year overnight end of trip all group photo. (Photo by Megan Seccombe)
Image 5: Palma Ceta Baptist Church Camping Overnight at Point Pinole Regional Shoreline, participants taking down tents and cleaning up the campsite. (Photo by Megan Seccombe)
Image 6: Caliber Beta Academy 3rd Grader fishing at Miller Knox Regional Shoreline during their afterschool fishing field trip. (Photo by Kelsey Gielen)
Image 7: Urban Promise Academy Elementary youth fishing at Port View Park, Middle Harbor Shoreline for their afterschool shoreline program. (Photo by Kelsey Gielen)
Image 8: EBRPD Lifeguard Services staff conducting Water Safety presentation at REACH Ashland Youth Center. (Photo by Ilana Peterson)
Image 9: Example of a flyer used for the camping overnight participants in 2018
Hello!
Thank you for expressing interest in applying for our East Bay Regional Shoreline Program for youth. We are able to provide a variety of outdoor experiences for shoreline communities in:

- Hayward
- San Leandro
- Oakland
- Alameda
- Berkeley
- Richmond

This FREE program is made possible by grant funding from the National Fish and Wildlife Foundation. The grant specifies that we serve shoreline communities that were impacted by the Cosco Busan oil spill in 2007. Activities include swim lessons, water safety, canoeing, fishing, hiking/service learning, biking, and overnight camping programs for youth ages 8 to 17 years old.

We provide the staffing, gear, and transportation, (pick up and drop off from your center), for each activity date. However, staff from your center must accompany the youth and assist with behavior management for each program day.

Our programming focuses on water and boating safety with a strong emphasis in environmental education tailored to our local watersheds and wetlands. Youth will learn and develop new outdoor skills and a desire to engage in these programs at their local shoreline park.

The goals of these shoreline programs are to connect youth to the outdoors, engage them in new outdoor experiences, and expose them to the Bay and its waters and wildlife so they will understand the threats to its health. Service learning projects are available in the form of shoreline clean ups where youth also engage in Stewardship and gain more knowledge about the concept of “Leave No Trace”.

Please fill out the attached application and include all important details for your field trip or afterschool program request(s). We offer field trip days and weekly afterschool sessions, please specify which you prefer on your application. You can email your completed application to, mseccombe@ebparks.org.

Once the request is approved, I will send a confirmation email with details and a waiver with the trip date(s) listed. Each participant attending, adult or youth, is required to complete a waiver. Please make sure each waiver is signed or they cannot participate in the activities.

Please feel free to email or call me, if you have additional questions.

Have a great day,

**Megan Seccombe**

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