

EAST BAY REGIONAL PARK DISTRICT

EQUITY OFFICER



EXECUTIVE SUMMARY

The East Bay Regional Park District (EBRPD) seeks a strategic and visionary change agent to serve as its inaugural Equity Officer. Reporting to the General Manager, the Equity Officer will be responsible for providing internal and external leadership in the creation, development, and execution of diversity, equity, and inclusion (DEI) programs and activities that will transform candidate outreach, workforce development, and employee retention throughout the Park District. The Equity Officer will also collaborate with EBRPD divisions and residents to improve EBRPD's access and service delivery for all community members. The Equity Officer will join a newly energized leadership team that is committed to advancing diversity and equity throughout the organization and providing outstanding services to the entire East Bay community.

THE EAST BAY

The East Bay is home to one of the world's most dynamic economies and fastest growing regions in the U.S. The East Bay is the most populous and geographically diverse region of the Bay Area, consisting of the eastern region of the San Francisco Bay Area, which comprises Alameda and Contra Costa counties. With a population of approximately 2.8 million, the largest cities include Oakland, Fremont, Hayward, Richmond, Concord, and Berkeley. Tri-Valley has become a major hub for innovation and entrepreneurship, and among the fastest-growing areas in Northern California. The area draws from the East Bay's highly educated, diverse and skilled workforce. The East Bay is home to UC Berkeley, California State University, East Bay, and over a dozen community colleges, giving employers direct access to abundant talent. Some of the major companies headquartered in the East Bay include Bayer, Blue Shield, Clorox, Kaiser Permanente, Lam Research, Pixar, Tesla, Workday, 10x Genomics, and many more.

The East Bay's diverse and family-friendly communities, attractions, and year-round recreation make it the ideal place to live, work and do business.





THE EAST BAY REGIONAL PARK DISTRICT

EBRPD was founded in 1934 to create a beautiful, extraordinary, and well-managed system of open space parkland in Alameda and Contra Costa counties, within the East Bay area of the San Francisco Bay Area, that would forever provide the opportunity for its growing and diverse community to experience nature nearby. Now, with over 30 million visitors annually, the EBRPD is a result of decades of hard work by innumerable citizen activists, elected district directors, general managers, district employees, environmental organizations, public officials, volunteers, and taxpayers who have collaborated to ensure that residents in the region have access to a system of magnificent regional parklands.

Since realizing that vision, EBRPD's mission has been to preserve the region's rich heritage of natural and cultural resources, and to provide open space, parks, trails, safe and healthful recreation and environmental education. At 125,496 acres, spanning two counties and 33 urban cities, EBRPD maintains and operates the largest urban regional park district in the United States, including:

- 73 regional parks, recreation areas, wilderness, shorelines, preserves and land bank areas;
- 31 regional inter-park trails;
- 1,330 miles of trails;
- 225 family campsites, including 5 cabins, 42 youth camping areas, and 24 backpacking camps;
- 11 freshwater swimming areas, boating and/or stocked fishing lakes, 3 lagoons, and a disabled-accessible swimming pool;
- 40 fishing docks;
- 3 bay fishing piers;
- 8 freshwater lakes;
- 7 equestrian centers;
- 2 golf courses;
- 1 disc-golf course;
- 1 mobile education exhibit;
- 2 mobile education centers;
- 137 reservable group picnic sites;
- 10 interpretive and education centers;
- 10 children's playgrounds;
- 1 adult exercise location; and
- 17 Wedding, meeting and banquet facilities.

EBRPD continues to strive to ensure a healthy and thriving ecosystem that protects wildlife and enhances natural habitats by adapting to the changing climate, restoring wetlands, repairing levees, thinning trees, monitoring algae blooms, and building park facilities, as well as:

- Providing a diversified system of regional parklands, trails and related services that will offer outstanding opportunities for creative use of outdoor time;
- Acquiring and preserving significant biologic, geologic, scenic and historic resources within Alameda and Contra Costa counties;
- Managing, maintaining and restoring the parklands so that they retain their important scenic, natural and cultural values;
- Interpreting the parklands by focusing educational programs on the visitor's relationship to nature, natural processes, ecology, the value of natural conditions and the history of the parklands;
- Balancing environmental concerns and outdoor recreational opportunities within regional parklands;
- Providing recreational development that fosters appropriate use of parklands while preserving their remoteness and intrinsic value;
- Participating in partnerships with public agencies, nonprofit organizations, volunteers and the private sector to achieve mutual goals;
- Providing leadership to help guide land use decisions of East Bay governments that relate to the District;
- Pursuing all appropriate activities to ensure the fiscal health of the District; and
- Monitoring the effects of climate change on District resources and utilize adaptive management techniques to adjust stewardship methods and priorities to preserve the natural, cultural and scenic values of the parks and trails.



GOVERNANCE

EBRPD is governed by a seven-member elected Board of Directors. The Board selects the Board President and other Board Officers to serve a one-year term. Each Director represents a specific geographic area of the District known as a ward. EBRPD itself comprises all of Alameda and Contra Costa counties representing 2.8 million residents. Bi-monthly public Board meetings and monthly committee meetings are conducted to transparently discuss policies and conduct EBRPD business.

Operations are under the leadership of the General Manager who serves at the pleasure of the Board. The General Manager oversees six divisions: **Public Safety** (Fire, Police, Lifeguard Services); **Operations** (Business Services, Interpretative and Recreation Services, Maintenance and skilled trades, Park Operations); **Public Affairs** (Communications, Community Relations, Creative Design Group, and District Archives); **Acquisition, Stewardship and Development** (Land Acquisition, Design and Construction, Planning, Trails and GIS, and Stewardship); **Human Resources** (Employee and Employer Relations, Benefits, Recruitment and Classification, and Learning and Development); and **Finance and Management Services** (Finance, Grants, Information Services, and Office Services).

THE EQUITY OFFICE

In 2021, EBRPD undertook a systemwide workforce and workplace diversity, equity, and inclusion assessment. The Study's primary intent was to benchmark EBRPD against DEI workplace and workforce best practices and enumerate the most pressing challenges and opportunities that reside within the Park District to achieve greater diversity, equity and inclusion in its workforce, workplace, and consequentially the communities it serves. Over 350 EBRPD employees participated in the assessment.

One of the key outcomes of this assessment was the realization that creating the Office of Equity, and the addition of an Equity Officer would accelerate the EBRPD's ability to achieve its continuing goals of:

- Supporting the development and retention of well-trained, dedicated and productive employees;
- Improving access to and use of the parks by members of groups that are historically underrepresented, such as persons with disabilities, the economically disadvantaged, culturally diverse, and elderly park visitors;
- Ensuring open and inclusive public processes; and
- Creating quality programs and services that recognize the cultural diversity represented in the region.

THE POSITION

Reporting to the General Manager, the Equity Officer is a key member of the senior management leadership team and serves as the senior expert and advisor to EBRPD's executive team and Board on the development and administration of the Park District's diversity, equity, and inclusion initiatives. The Equity Officer will establish and lead the strategic operations and daily activities of the new Office of Equity and serve as a catalyst to implement best practices and resources across EBRPD to promote and create a thriving culture of equity and inclusion across the organization. Through targeted initiatives grounded in best practices, the Equity Officer will play a pivotal role in creating new policies and driving enhancements to existing policies, procedures, and practices, to institutionalize the use of a diversity and equity lens to address systemic disparities existing in EBRPD's workforce, service delivery and access.

The Equity Officer champions, educates, and influences the importance and value of a diverse and inclusive work environment and fosters a culture of belonging that attracts diverse candidates. This individual will work across the organization to cultivate an environment where all members can thrive in the workplace culture, achieve equitable utilization and development of staff, high morale and productivity, and effective and inclusive communication between management and employees. The Equity Officer will also lead EBRPD's approach to effectively engage underserved communities and direct community engagement programs that appeal to the cultural diversity of the community.

MISSION CRITICAL PRIORITIES

Upon appointment, the Equity officer will begin the work of normalizing conversations around DEI, focusing on the following mission critical priorities.

- Developing, recommending, and implementing training programs and education tools that increase employee competence around DEI, and help all understand, embrace and facilitate the mission, goals, strategies and expected outcomes of the Equity Office.
- Collaborating with senior leadership to develop an equity needs assessment to inform prioritizing the work of the equity office and the development of a district-wide DEI strategic plan that includes a strategic blueprint of systems, structures and programs where substantial impact in recruitment, service delivery and community engagement is realized and measured.
- Collaborating with outside agencies, organizations, community groups, contractors, and the public to identify historical barriers to EBRPD access and utilization to increase visitation and engagement by all members of the East Bay community.

MISSION CRITICAL PRIORITIES

- Completing a comprehensive policy and practices review to identify and correct administrative barriers to equity.
- Informing budget decisions and propose policy that prioritize the use of an equity lens that advances diversity, equity, and inclusion district-wide and focuses on workforce development, service delivery and community engagement.

Duties and Responsibilities

The Equity Officer's essential duties and responsibilities include:

- Planning, organizing, supervising and coordinating the implementation and performance measurement of the diversity, equity, and inclusion strategic plan;
- Leading, researching, developing, and recommending organizational goals, programs, and projects as they relate to equity;
- Reviewing current policies and practices to ensure they are inclusive and equitable;
- Coordinating, developing, and implementing actions through a project management practice in alignment with agency equity goals;
- Providing oversight of targeted implementation and enhanced service delivery in underserved communities;
- Guiding community engagement and discussions as needed;
- Serving as an EBRPD representative to outside agencies, organizations, contractors and the public;
- Serving as a subject matter expert on a variety of internal committees, work groups, and task forces;
- Supervising one or more support employees performing the full range of supervisory functions, i.e., selection, direction, performance management, leave administration, employee and labor relations, and assures workplace safety;
- Presenting to, or preparing materials for, the General Manager and/or Board of Directors;
- Assisting with the preparation of the Division's budget; and
- Performing related duties as assigned.

THE IDEAL CANDIDATE

The ideal candidate will be a strategic and visionary leader with outstanding people and management skills. The successful candidate will be an accomplished Diversity, Equity, and Inclusion (DEI) professional with a proven work history of results that demonstrates that the incumbent can lead the development of DEI initiatives and apply specialized DEI skill and knowledge in an innovative, influential, and collaborative manner. The successful candidate will have an inspirational leadership style marked by an explicit commitment to, and broad vision for, the role of diversity, equity, and inclusion in achieving organizational excellence. This individual must be adept at facilitating difficult discussions, shepherding cultural change, creating, and strengthening partnerships with the community, peer departments, and staff, and aligning an array of inclusive and belonging efforts across the District.

In addition, the successful candidate must possess the following attributes:

- Demonstrated success as a collaborator and relationship builder, with strong interpersonal skills and ability to build collaborative working relationships with a broad range of culturally diverse individuals and groups, including senior executives, to achieve results;
- Strong track record in leading organizational and institutional change with an understanding of the contexts, cultures and politics within institutions that impact the implementation of effective equity change efforts;
- Demonstrated cultural awareness and agility and ability to build trust, credibility and navigate a complex landscape;
- Demonstrated success in implementing best practices of diversity, equity and inclusion and an excellent command of modern DEI concepts and issues in large complex organization;
- Experience operationalizing an organization or department;
- Demonstrated success in working collaboratively to develop and implement recruitment and retention strategies focused on building a diverse workforce;
- Demonstrated success in partnering with leadership efforts that advance diversity, inclusion, and social justice;
- Exceptional oral and written communication skills with experience in multiple communication modes with the ability to articulate the importance of inclusion and diversity;
- Knowledge of laws, regulations and guidelines related to diversity, inclusion and nondiscrimination in an organization;
- Experience working with or in a public or governmental organization serving large complex urban environments;
- Experience with public policy development and implementation; and
- Proven analytical skills and ability to provide oversight for assessments related to organizational climate, diversity, and inclusion.

Minimum Qualifications

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying.

EDUCATION

A bachelor's degree from an accredited college or university with major coursework in equity, social justice, or a closely related field. A master's degree from an accredited college or university with major course work in a related field is desirable.

AND

EXPERIENCE:

Five years of full-time professional level experience supporting diversity, equity, and inclusion work, preferably in a governmental agency.

SUBSTITUTION

A master's degree in equity, social justice, human resources, or a closely related field may substitute for one year of the required experience.

COMPENSATION AND BENEFITS

The annual salary range for this position is \$130,416 - \$166,358.40. EBRPD also District offers a generous benefits package. For additional benefits information **[CLICK HERE](#)**.





THE APPLICATION PROCESS

The Equity Officer recruitment is being conducted on a national basis by **The Byers Group**. **The Byers Group** will review all written materials submitted and will screen and evaluate all candidates. The most qualified candidates will be invited to participate in an interview. To ensure initial consideration, please submit your resume and cover letter electronically to: **EBRPD.Equity@byersgroupca.com** no later than **Friday, July 14, 2023**. The letter of interest should outline why you are interested in joining the East Bay Regional Park District and your relevant accomplishments and experiences that make you the ideal candidate. The recruitment will remain open until filled.



THE BYERS GROUP
EXECUTIVE SEARCH AND C-SUITE CONSULTING

Confidential inquiries are encouraged and can be directed to:

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The East Bay Regional Park District is an Equal Opportunity Employer that values and respects a diverse workforce and community. It is committed to promoting an equitable and inclusive workspace that is welcoming to all. Applicants from all backgrounds and life experiences are encouraged to apply. All qualified applicants will receive consideration for employment.