

Candidate Name: Shane Reisman  
Email: shane@shane4eastbayparks.com  
Phone Number: 202-297-3766  
Office and District sought: East Bay Regional Park District, Board Director, Ward 2  
Campaign Website: www.shane4eastbayparks.com  
Social Media Handles: TBD  
Expected Total Fundraising Amount: \$10K  
Fund Raised to Date: \$2K committed

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### 1. What is Your Background / Experience in Oakland

I am a 12-year resident of the Bay Area. I led a Northern California technology practice for Slalom Consulting with teams staffed at companies in and around Oakland for 7 years.


In 2023, I began to volunteer time and personal resources to support local political issues and campaigns in Oakland, including Chris Moore for County Supervisor and the campaign to recall Pam Price. I am focused on efforts to improve public safety in Alameda and Contra Costa Counties with a concentration on Oakland.

Through my volunteer efforts, I gain a close understanding of Oakland residents and their concerns. I help local campaigns build issue-specific websites and craft emails with messages to resonate with target Oakland voters, I coordinate grassroots activity to convene Oakland volunteers at strategic locations for political rallies, and I organized in-person and online events to capture thousands of recall signatures from Oakland citizens.

I serve on the leadership committee for SAFE (Save Alameda for Everybody), a grassroots volunteer organization committed to safer streets in Oakland and around Alameda County. In this role, I coordinate committee grassroots activity, meeting with residents, business owners and political activists to discuss priorities and needs of Oakland voters. One of my primary roles on the SAFE Committee is to guide messaging, working with political advisers and Oakland activists to design public awareness campaigns targeting various groups in and around Oakland.

These efforts reflect my commitment to affect positive lasting change in Oakland. Further, they have been enlightening and exciting, I have come to realize the pain and trauma of violent crime in Oakland and the thrill of hanging campaign posters on highway overpasses.

**Grassroots Experience in Oakland**



I advocate for and provide direct support to important issues in and around Oakland, including County candidate and Public Safety campaigns

## 2. What are the top two challenges facing Oakland today? Bright spots?

The top challenges facing Oakland today identified by voters in recent surveys are Crime and Public Safety followed by Homelessness. Three in four Oakland residents say reducing crime is “Absolutely Critical” and 80% feel crime is getting worse. These sky-high concerns over crime span every demographic and District in Oakland. No other issues come close as a priority challenge for Oakland voters.

Challenges associated with high crime in Oakland are ongoing and exacerbated by recent economic forces including COVID and a history of government policies that limit socio-economic opportunities based on race.

One bright spot for Oakland residents is the sense that things have finally bottomed-out. While 74% believe things are moving in the wrong direction and the same percentage believe the overall quality of life has become worse, there is strong support for a change in city leadership. In recent surveys, over half of respondents voiced support to recall the County District Attorney and City Mayor. At the same time, there are new leaders emerging in Alameda County to pursue a different approach to crime and public safety. These new trends in strong local leadership are accompanied by improving economic and right track/wrong track numbers elsewhere in the County.

One potential new bright spot is the collaboration between Oakland city leaders and East Bay Regional Parks to address city-wide challenges like crime through the prism of effective park and land management. It is widely acknowledged that urban parks and green space enhance the well-being of city residents. Recent studies suggest that more green space – measured by the amount of grass, plants and tree canopy – is associated with lower risks of crime. In many cases, violent crime decreases in closer proximity to parks designed with safety in mind. More productive communication and collaboration between city and regional agencies will expand this bright spot and opportunity for Oakland to address its top challenges.

### An Eternal Bright Spot

“Our agricultural hinterland, our central distributing position, our location between rail and ship, between air and water, have place unusual advantages in our lap.”

Ralph Fisher, President  
Oakland Board of Port Commissioners  
1929

**3. Why are you running for office and why are you uniquely qualified to fulfill the office you are running for at this time?**

I am an independent-minded Parks Commissioner with a 20-year professional background in strategy and operations consulting. I live in Lafayette with my wife, three kids, and dog, we are frequent park visitors. No other candidate is better suited to represent the needs of Ward 2.


As a Lafayette Parks Commissioner, I grew to appreciate the threads of interconnectedness of our vast East Bay park and trail system and the diverse experiences of East Bay residents. I am running for East Bay Parks District in Ward 2 to communicate a sweeping vision of the physical connections of our park and trails and the cultural connections of our shared history. Through deeper bonds with our shared space, more residents across the East Bay can experience the health, financial, and social benefits of parks.

I am qualified because I lead projects that span communities and geographies to convey a powerful story about parks and our shared experiences.

One example of my unique qualifications in this area is my leadership on the Lafayette-Moraga Regional Trail Historic Walking Experience. I created the Lafayette-Moraga Regional Trail Historic Walking Experience to educate visitors about the iconic Lafayette-Moraga Trail and its cultural, historical, and regional importance. The concept is a partnership with community members and local historical societies to launch a newly imagined EBRPD interpretive walking experience to 1) tell local stories about our shared culture, history and resources along the trail, 2) drive more activity from the most popular EBRPD locales, and 3) refresh existing trail panels and maps for consistency.

I worked with the Lafayette and Moraga Historical Societies in partnership with East Bay Parks to launch this new interpretive experience along the Lafayette Moraga Trail. The project, in development, will educate visitors about the iconic Lafayette-Moraga Trail and also provide an entry point for further expansion deeper into surrounding parks to tell visitors an even bigger story about the value of parks to enhance our shared experiences.

**Lafayette- Moraga Regional Trail Historic Walking Experience**



I partnered with community members and local historical societies on a newly-imagined interpretive design to tell local stories about our shared culture, history and resources along the trail

The project will drive activity from popular East Bay Parks locales to encourage visitors to explore other East Bay Parks locations.

**4. Prior to running for office, how were you involved in local government and/or your community. What are your biggest accomplishments?**


I have been involved in politics, government and public policy since 1996. I began my career in the legislative office of Senator Dianne Feinstein and worked on the press team at the Democratic National Committee. As a political consultant, I led multiple state-wide education and healthcare issue advocacy outreach efforts and helped Supreme Court and other local and statewide candidates execute winning political campaigns across the country.

I studied public policy in my MBA program at Georgetown University and transitioned from politics to public sector government consulting. As a public sector consulting services practice leader at IBM and then Booz Allen Hamilton, I managed large-scale technology and communication programs for the US Air Force, Health and Human Services and NASA. These projects required effective collaboration with government stakeholders at the Federal level as well as local and community leaders across military and civil service posts.

Today, I participate in local history community projects to bring together people, history and public space. I am a member of the Lafayette Historical Society and serve as Contra Costa County Regional Vice President for the Conference of California Historical Societies. I have been active in the Western Neighborhoods Project and Bernal Heights Historical Societies.

One example of my community work around history and public park space is my role in the creation of the Columbia Heights Heritage trail project in Washington, DC. Heritage Trails are the official walking tours of Washington, DC, each is a self-guided neighborhood walking journey.

I led an effort to design the map and designate Heritage Trails sign locations across the historic sites of my Washington, DC neighborhood of Columbia Heights. After a multi-year effort working with residents, business leaders, and government stakeholders, the trail successfully launched and today the three-mile tour is visited by thousands of locals and tourists annually. The trail features 12 large poster-sized markers that combine stories, photographs and maps. My name appears on the signage today and reflects one of my biggest life accomplishments to bring together community, history and public space. I hope to implement similar projects for East Bay Parks with virtual and technology-rich interactive history experiences.

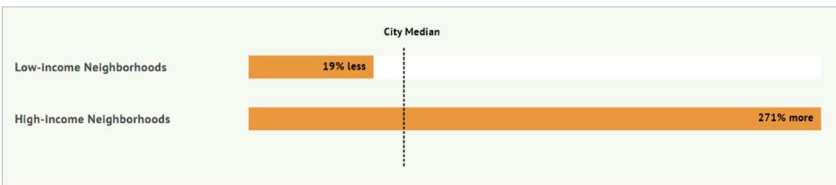
	<p style="text-align: center;"><b>Columbia Heights Heritage trail project in Washington, DC</b></p> <p>The Columbia Heights Heritage trail project is a three-mile tour punctuated by large poster-sized markers that combine stories, photographs and maps. The project is one of my biggest life accomplishments to bring together people, history and public space.</p> <p>This project was later refreshed with an online component through a public-private partnership with AllTrails and the AllTrails Public Lands Program.</p> <p style="text-align: center;"></p>
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## 5. What are the top needs of East Bay Parks? What is your vision for the agency in 10 years?

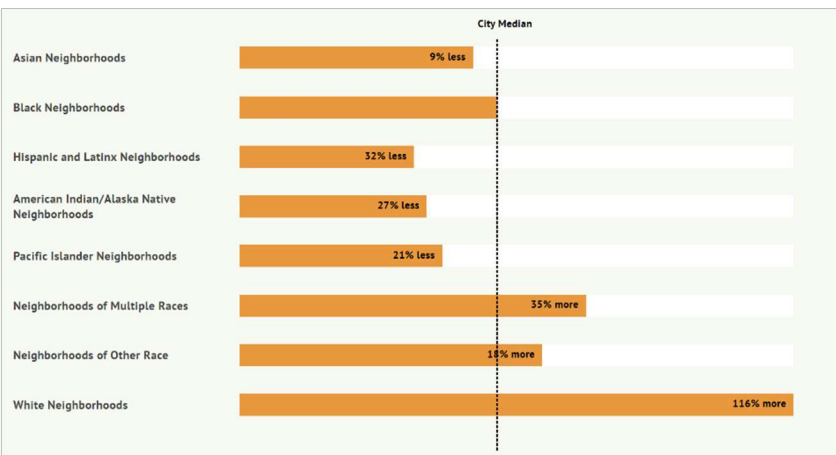
The Trust for Public Lands (TPL) is a national nonprofit that works to connect everyone to the benefits and joys of the outdoors. TPL conducts a national comparison of park systems across the 100 most populated cities in the US based on categories such as park access and equity.\* On these measures, TPL creates a Park Score for each city. Oakland's Park Score is 52 out of 100 US cities. Oakland's Park Score is too low for a world-class West Coast city. We must do better.

While the Park District addresses ongoing needs such as preservation of open space, completion of key projects, and expansion of recreational programs, the Shane Reisman 10-Year Vision for East Bay Parks is to increase park access and equity in Oakland. Today, families in low-income Oakland neighborhoods or neighborhoods of color have less access to the benefits of nearby parks. My Vision for East Bay Parks is to change that dynamic and achieve a Park score in the 90<sup>th</sup> percentile of US cities.

### Trust For Public Land Accessibility Measures for Target Oakland Communities



In Oakland, residents of **lower-income neighborhoods** have access to 78% less nearby parks space than those in higher-income neighborhoods.



Residents in **neighborhoods of color** have access to 69% less nearby parks space than those living in white neighborhoods.

My Vision for East Bay Parks is to address these disparities and demonstrate Oakland's commitment to access and equality with a Park Score in the 90<sup>th</sup> percentile of US cities.

\* <https://www.tpl.org/city/oakland-california>

**6. What specific and measurable accomplishments will you deliver to address those needs? In 2 years? In 4 years?**

To drive increases in Oakland’s Park Score, I will deliver specific and measurable accomplishments in two areas, 1) Park Investment per Person and 2) Park Amenities.





- 1) Park Investment per Person: Park investment directly impacts Oakland’s capacity to foster healthy, inclusive, and flourishing communities. Compared with the other 100 most populous cities in the nation, Oakland total park investment, aggregating all public and private spending for any publicly accessible park in the city, is \$109 per person. The National benchmark is \$124 per person.

I will focus on increasing the amount of investment as well as diversification in the sources of investment. Today, over 90% of park revenues are public, but proper growth in park investment must reflect a more diversified mix of sources. I will explore and pursue increases in investment from creative public and private sources, including new grant opportunities and partnerships with state and local commercial and trade groups.

- 2) Park Amenities: Common amenities provide a reason for people to visit parks and should appeal to people of all user groups, kids, teenagers, adults, seniors. For each amenity, Oakland should work with East Bay Parks to achieve par with other cities according to the TPL 100-point scoring system.

Over the course of 2 and 4-year periods, citizens should expect to see measurable increases in targets for each amenity to reflect improved investment and access. Preliminary goals can demonstrate annual 3-5% increases and yield meaningful improvements in the experience of park visitors.

**Sample Targets to Address Disparity in Park Amenities**

<p style="text-align: center;"><b><u>Basketball Hoops</u></b></p> <p style="text-align: center;"></p> <p style="text-align: center;">Today: 2.2 per 10,000 people (19/100pts) 2-4 Year Target: 4/10,000 people</p>	<p style="text-align: center;"><b><u>Playgrounds</u></b></p> <p style="text-align: center;"></p> <p style="text-align: center;">Today: 2.8 per 10,000 people (40/100pts) 2-4 Year Target: 3/10,000 people</p>
<p style="text-align: center;"><b><u>Dog Parks</u></b></p> <p style="text-align: center;"></p> <p style="text-align: center;">Today: 4.1 per 100,000 people (100/100pts)</p>	<p style="text-align: center;"><b><u>Bathrooms</u></b></p> <p style="text-align: center;"></p> <p style="text-align: center;">Today: 1.2 per 10,000 people (35/100pts)</p>

**7. What is your perspective of the fiscal budget of the East Bay Regional Parks? How will you think about budget priorities?**

My perspective is that the fiscal budget of East Bay Regional Park District is sound. The 2024 Budget is balanced and in compliance with budget priorities. Revenues are around \$300M, a 5.3% increase over 2023 with growth due primarily due to increased property tax assessments and increased charges for services. The District's major source of financial support is property tax revenues and residential property values continue to be a strong source of revenue.

Other measures and bonds round out and help complete a major portion of the District's system of parks, regional trails and projects.

My bullish position on the fiscal budget is tempered by recognition that nearby cities and municipalities are struggling with higher operating costs related to increased insurance and construction materials. Many California towns are exploring new paths or opportunities to sustainable revenue generation. Increasing costs will continue to weigh heavily on local agencies and ultimately impact the East Bay Regional Park District. A future-looking budget will consider these shifting economic dynamics and plan to offset the impacts of rising costs.

**8. Please describe how you plan to address service quality if elected. Summarize the problem East Bay Regional Parks faces, how we can address them, and what tradeoffs might need to be considered.**

The service quality priority for East Bay Regional Parks is to provide safe, healthy, cost-effective park management and maintenance practices that meet the complex needs of visitors to our vast system of parks and trails.

East Bay Parks maintains an overall impression of good service quality with residents. According to a 2021 report, [Inclusive Outreach and Community Engagement for the East Bay Regional Park District](#), respondents reported largely positive experiences at EBRPD parks and trails, with 34% reporting an overall excellent experience and 45% reporting an overall good experience. Very few people reported a fair or poor experience.

There is an ongoing tension to address the evolving service quality needs of East Bay residents between maintaining existing parks and trails and developing new regional parks and trails. In a 2024 "Accessibility and Recreation Habits at East Bay Regional Parks" survey, 94% of respondents supported maintaining existing versus 65% supporting developing new. I will prioritize and direct Agency resources to ensure existing parks meet high service quality standards over any acquisition efforts to add new parkland at the expense of maintaining overall excellent service quality.






**9. Please describe how you plan to address equity and expanding access to East Bay Regional parklands, recreational and cultural resources if elected.**



In Oakland, 89% of residents live within a 10-minute walk to a public park, the city therefore ranks in the top 20% at 83 out of 100 US cities in the TPL category of “Access”. However, this leaves 51,000 people in Oakland without access to a nearby park.

The corresponding image (above) identifies priority spaces in Oakland to create new public access to parks based on a 2023 TPL analysis using a mix of demographic and environmental metrics, population density, density of low-income households and people of color.

The shaded areas indicate varying degrees of priority development zones to expand parkland.

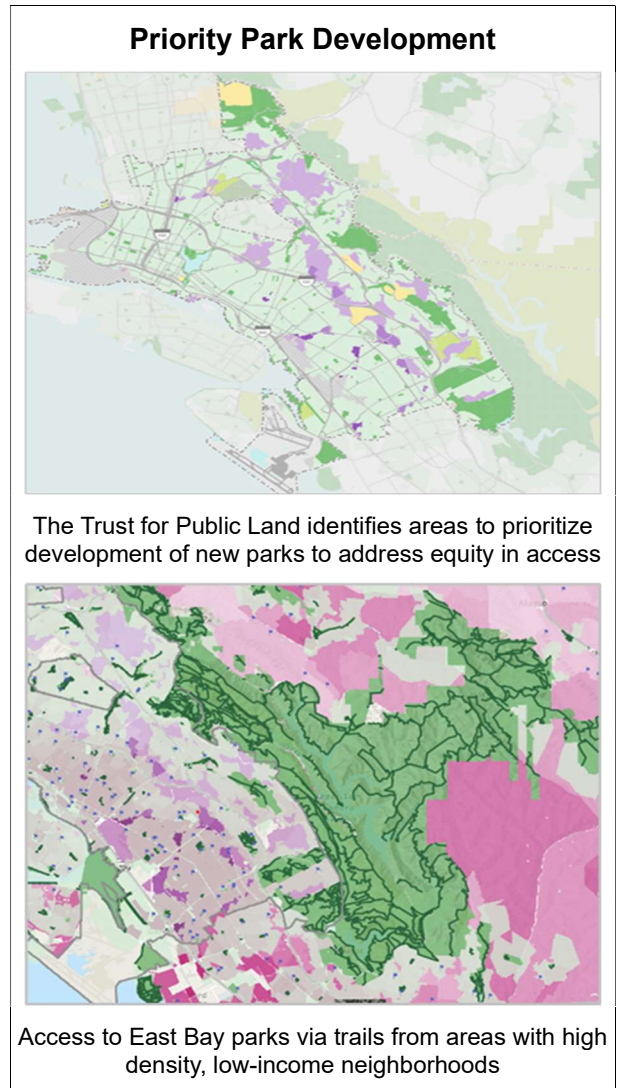
-  Very High Priority
-  High Priority
-  Moderate Priority

The corresponding image (below) is a detailed mapping of these areas in Oakland with neighborhoods reflecting very high concentrations of people of color and low-income households. To address accessibility, increased focus on these areas with opportunities in Ward 2 to open access via East Bay Park trails and pedestrian points as alternate routes to East Bay Regional parklands, recreational and cultural resources.

-  High Density, Low Income
-  Trails

These acquisition strategies can incrementally address accessibility issues to East Bay Regional parklands for the 51,000 people in Oakland without existing access to a nearby park.

Transportation Programs: Efforts to expand access to East Bay Regional parklands can be achieved by the types of acquisition and provision programs described above. Access can also be gained through programs to transport people in mass to East Bay Parks. Although these programs are important to Pilot in new areas, public transport and large-scale transportation programs via shuttle are expensive and difficult to sustain.





**10. Please describe how you plan to address climate change and the threat of wildfires in your East Bay Regional Park District.**

The most urgent need for East Bay Parks to mitigate climate change and wildfire impacts is to incorporate emerging technology into planning and decision-making using data modeling and artificial intelligence to identify and reduce short and long-term risks.

The emergence of Cloud computing and adoption of learning models enable land managers to predict fire risks and alert officials to fires or areas prone to fire otherwise not visible with maps or satellite coverage. New Artificial Intelligence applications can be deployed via automated drone to capture footage of high-risk areas or even learn to self-deploy tools to trim overgrown vegetation with minimal human intervention.

The capacity of East Bay Parks to successfully incorporate these revolutionary technologies into operations and decision-making will rely on an East Bay Park approach to employee hiring, staffing and human capital that builds a workforce for a new digital era.

East Bay Parks should position the Agency as a future-facing innovator in order to attract and retain top talent. World-class students from local universities and academic institutions will fuel the next generation of digital innovation and leadership at East Bay Parks. It's this future generation of leaders, with skills and knowledge to apply next-generation solutions, that form the backbone of East Bay Regional Park District's response to future climate and wildfires threats.