

Parks Forward Initiative
Contracts Summary
July 2014

Kenneth Wiseman

Serves as Executive Director. Mr. Wiseman is responsible for assembling and supervising a work team to support the commitments and procedures described in the Memorandum of Understanding. This includes managing the Parks Forward Commission, overseeing the public workshops of the California Park and Recreation Commission, directing development of draft and final plans, providing executive management, and managing the public outreach and engagement process for the Initiative.

Melissa Johnson

Serves as Deputy Executive Director. Ms Johnson is responsible for assisting and advising the Executive Director.

Delbra Gibbs

Serves as Office Administrator. Ms Gibbs is responsible for a variety of logistical, clerical, and administrative office support duties.

AGP Video, Inc.

Provides video, webcasting, and archiving services for Commission meetings and public workshops.

The Business Research Lab

Provided technical assistance to develop and implement a survey of California Department of Parks and Recreation employees. A summary of this work was provided to the Commission.

Forward Observer

Provided a written report analyzing public funding options for the California state park system. A summary of this work was provided to the Commission.

Forza Communications

Assists with messaging and media strategy, and provides regular postings on Facebook, Twitter, and other social media outlets.

FTI Consulting

Conducted a baseline financial assessment of State Parks' current assets and operations, as well as providing financial modeling and forecasting of State Parks' partnership arrangements and an assessment of the maintenance backlog and prioritization. This work helps ensure that the Commission has detailed, accurate, and accessible financial and organizational information to inform plan recommendations. A summary of this work was provided to the Commission.

Also conducted research to design a process to assess costs to operate California's state park system. Consultant is also on point to review plans for spending \$40 million in funds earmarked for deferred maintenance. A summary of this work will be provided to the Parks Forward Commission in 2014.

GreenInfo Network

Provides mapping services for the Parks Forward Commission, as requested.

IMPACTS Research & Development, LLC

Conducted research on the awareness and attitudes of the state park system to measure changes in perceptions over time and analysis of means to respond to market conditions and opportunities. A summary of this work was provided to the Commission.

Destry Jarvis

Developed a written report based on research and analysis of partnership and collaborative operating agreements in California and in other states with federal government, regional and local governments, and nonprofit organizations. A summary of this work was provided to the Commission.

Kearns and West, Inc.

Provides facilitation of public workshops and meetings of Department of Parks and Recreation staff. Tasks include preparation of all meeting materials, summary reports, and overview presentations that provides highlights of the public workshops and focus groups for use at PFC meetings and on the website. A summary of this work was provided to the Commission.

Alison Kupkowski

Provides regular updates to the website.

Steve McCormick

Assists with research, analysis, outreach, and advice on designing the California Parks Conservancy.

Push Marketing, Inc./Misfit Communications

Assists with preliminary design and final layout and design of recommendations.

Redstone Strategy Group, LLC

Provided assistance in researching, interviewing, analyzing, and preparing a working draft plan. Redstone's work is complete.

Randy Sederquist

Assists in drafting, advising on, and reviewing recommendations on State Parks field staff organization, training, and delegation.

Steven Treanor

Assists in drafting, advising on, and reviewing recommendations on State Parks operations, organizational structure, and budgeting.

Dick Troy

Assists in drafting, advising on, and reviewing recommendations on State Parks operations, organizational structure, and budgeting.

Dave Van Cleve

Assists in drafting, advising on, reviewing, and outreach to build support among Department staff for the California Parks Conservancy.

Samantha Young

Assists with writing and editing draft recommendations.