

Parks Forward Initiative
Contracts Summary
February 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 six Commission meetings and ten public workshops.

The Business Research Lab

Provided technical assistance to develop and implement a survey of 951 California state parks employees.

A summary of this work was provided to the Parks Forward Initiative in 2013.

Forward Observer

Providing a written report analyzing various public funding options for the California state park system and other conservation priorities.

A summary of this work will be provided to the Parks Forward Initiative in 2014.

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 Parks Forward Initiative in 2013.

GreenInfo Network

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

IMPACTS Research & Development, LLC

Conducting research on the awareness and attitudes of the state park system from which to measure changes in perceptions over time, an admission or usage pricing strategy, and analysis of state parks data from various sources to provide a summary that can enable parks to respond quickly to market conditions and opportunities.

A summary of this work will be provided to the Parks Forward Initiative in 2014.

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 Parks Forward Initiative in 2013.

Kearns and West, Inc.

Provided facilitation of public workshops and focus group meetings of Department of Parks and Recreation staff. Tasks included 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 PFI website.

A summary of this work was provided to the Parks Forward Initiative in 2013.

Alison Kupkowski

Provides regular updates to the PFI website, under the direction of the PFI Executive Director or Deputy Executive Director.

Rick Rayburn

Retired Department of Parks and Recreation employee. Assists in drafting, advising on, and reviewing recommendations on State Parks natural and cultural resources.

Redstone Strategy Group, LLC

Provides assistance in preparing a unified, compelling, and highly implementable draft plan that will feature recommendations for ensuring the long-term financial sustainability and functional relevance of the California State Park System. The draft plan will provide: brief history, including value of state parks to the people of California; current assessment of the state park system, including financial information; assessment of current challenges; recommendations for creating a financially sustainable and functionally relevant park system; and an implementation plan.

Redstone's work will contribute to presentations at the Commission's remaining meetings.

Steven Treanor

Retired Department of Parks and Recreation employee. Assists in drafting, advising on, and reviewing recommendations on State Parks operations, organizational structure, and budgeting.

Dick Troy

Retired Department of Parks and Recreation employee. Assists in drafting, advising on, and reviewing recommendations on State Parks operations, organizational structure, and budgeting.