

## Exhibit 2



### Memo

**To:** Matt Nowlen, Acting Assistant Recreation and Parks Director, City of Alameda

**From:** William Duncanson, NBSC Development Partners, LLC

**CC:** Amy Wooldridge, Kui Nakamura, Keith McCoy

**The Following represents our summary of, and responses to questions arising from, the Community Engagement Pop-Up event that was held on Saturday May 17<sup>th</sup>.**

#### **Overview of the Proposed Surf Park Concept**

Neptune Beach Surf Club's (NBSC) mission is to enhance the lives of as many people as possible through increased access to surfing. We believe that surfing elevates both individuals and communities through improved physical and mental health, through positive social interaction around a common pursuit, and building awareness and stewardship of the environment. Furthermore, NBSC, being a "Surf Park", creates economic uplift in the Alameda community through strategic partnerships with local organizations and businesses, and community benefit in the form of infrastructure improvements and donated time in the pool for surf therapy non-profits, schools, and other entities who serve populations benefitting from elevated stoke.

Neptune Beach Surf Club proposes to provide access to the gift of surfing to families and friends of all skill levels and all communities.

#### **Community Engagement Event Marketing, Purpose and Methodology**

Neptune Beach Surf Club (NBSC) representatives hosted a Community Engagement Pop-Up event on Saturday, May 17<sup>th</sup>, between the hours of 10AM and Noon. This event was co-marketed and co-attended by the City of Alameda.

*The Pop-Up event was marketed in the following ways:*

- City of Alameda Social Media announcements and website

210 West Main Street, Suite 201, Tustin, CA 92780  
T: 415 595 3599 W: <https://neptunebeachsurfclub.com>

- A banner ad on the Alameda Post website
- An article in the Alameda Post leading up to the event: <https://alamedapost.com/news/neptune-beach-surf-club-sets-sights-alameda/>
- Multi-segment coverage on KTVU FOX2 news on the morning of May 16<sup>th</sup> <https://www.ktvu.com/video/1642545>
- An article on ***every.street.of.alameda*** on Instagram: [Instagram post on NBSC](#)
- Direct engagement to local businesses, non-profits, and community members by the NBSC team

*The purpose of the event was as follows:*

- Socialize the concept of a “Surf Park” with the Community to identify the proposed location, program, and community benefits associated with the project proposal
- Solicit feedback from the Community on the Surf Park in terms of overall program and location

*Feedback on the Surf Park was collected in the following ways:*

- An online Survey that was live from May 3, 2025, through May 22, 2025
- Verbal feedback collected at the Pop-Up event
- A “Park Programs” Board at the Pop-Up on which attendees could demonstrate positive or negative sentiment towards current and future Park programs
- An open-ended Board on which attendees could write their comments on a sticky note
- A Sign-In sheet that included a field for attendees to share comments

## **Summary of Pop-Up Event Feedback**

### *Attendance and Content*

We estimate 100 to 125 people attended the Pop-Up event. There are 55 Unique signatures on the Sign-In sheets from the day of the event, however, many attendees did not sign-in on the day of the event because there was a separate “sign-up” feature on the NBSC website by which many attendees had already “signed-up”. The NBSC website, as of June 20<sup>th</sup>, has 143 unique requests to be added to our Email List. NBSC directly engaged over 75 unique businesses, organizations, non-profits, and individual stakeholders in addition to marketing efforts described above.

The presentation materials at the Pop-Up event included a short video demonstrating “what is a surf park” and physical boards outlining the project vision, project program, illustrative site plan and 3D rendering, and Enterprise Park programming and visioning.

Select photos of the Event are below:



*A Few Select Quotes from Respondents to Survey / Website*

***“The surf park and campground sound amazing! Our family would love this!”***

***“Keep hornet field for alameda soccer club games/training!”***

***“Fun things for individuals and families to do***

***“I love this idea! My whole family loves this idea! So cool!”***

***“Revitalize a space with a lot of potential, match the great energy from the sailing and paddling communities, counter the dilapidated vibe of that side of the base.”***

***“I think it will truly and finally make Alameda the regional, aquatic hub. it will add a lot of value to the island. and it will be the anchor of revitalizing Alameda Point. “***

***“Better road access & parking, a nice adventure playground & a bike park/pump track where the campground would be great.”***

***“Beautification to this dumpy and unused area. Businesses and activities to Alameda”***

***“The Surf Park is a great idea! The reactivated camping would be fantastic and having a cafe and a bar and restaurant out there would be great!”***

***“I’m interested in improving and expanding Alameda’s recreation infrastructure. Especially to attract and appeal to young families.”***

***“Surf Park! Camping/glamping sounds pretty great too, especially for our Girl Scout troop! Also, all the proposed ideas sound wonderful.”***

***“This looks incredible! I am a lifelong surfer living in Alameda, my family and I would love to have a surf park like this in our backyard.”***

***“This sounds very interesting and has great potential as truly a great part of the bay.”***

***“I live in Alameda and have 3 kids. Been surfing for 25 years! Excited about a wave pool nearby to help my kids learn to surf.”***

***“Amazing, hope this becomes a reality!”***

### *Park Program Station*

While the primary goal of the event was to educate members of the public about the concept of the Surf Park, there was a station dedicated to overall visioning for Enterprise Park. The City has long sought a comprehensive visioning for this area of Alameda Point and the Surf Park Pop-Up provided an opportunity to initiate the collection such feedback. Additionally, NBSC proposes to facilitate a comprehensive Park Planning Community Engagement and Planning Process, should the Surf Park project advance. A station, staffed by members of CMG Site landscape architects and City Staff collected visioning ideas for additional improvements and programs to Enterprise Park in the future, and collect community sentiment for the existing conditions and uses in the Park. A handful of clear themes were established and are summarized below.

- Strong support for the continued use of Hornet Field by the Alameda Soccer Club
- Strong support for Alameda Community Sailing Center, O'Kalani Canoe Club, and Stacked Adventures.
- Strong support for continued waterfront access and passive enjoyment of the waterfront
- Strong support for maintenance of the cluster of existing trees in the campground area
- Strong support for expanded restroom facilities
- Strong support for improved vehicular access including improved parking lot capacity

Below is a summary of the qualitative content collected at the Park Program station.



See below for an image of the board that was used at the event itself and a graphic summary (and ranking) of the content.

# Enterprise Park Visioning - share your Ideas!

- Walking and biking trails
- Nature and wildlife observation areas
- Natural play areas (logs, boulders, water features)
- Open lawn for informal play and relaxation
- Picnic areas with tables and shade
- Community gathering spaces or event lawns
- Outdoor amphitheater or performance space
- Public art walks or sculpture gardens
- Fitness equipment
- Disc golf course
- Adventure play areas or rope courses (nature-based)
- Interpretive trails with QR codes or signs
- Outdoor classroom or pavilion for educational programs
- Environmental education center
- Orchard or community garden (educational/interactive)
- Dog parks
- Binocular stations for birdwatching
- Sensory garden or healing garden (ADA-accessible)
- Sports Fields
- Soccer Field
- BMX course
- Skatepark
- Campground

Please Complete  
our Survey!



NEPTUNE  
BEACH Surf Club



URBANMIX  
DEVELOPMENT



BAR architects  
& interiors

Graphic Summary Chart & Photo of Board

Enterprise Park Visioning Program Board

Program		For	Against		Graphic Representation
Soccer Field	35	5			
Walking and Bike Trails	27	0			
Adventure Play Areas or Rope Courses (Nature Based)	24	2			
Campground	23	1			
Natural Play Areas (logs, boulders, water features)	17	1			
Pinic Areas with Tables and Shade	17	1			
Skatepark	16	4			
Outdoor Amphitheater or Performance Space	15	6			
Environmental Education Center	14	0			
Open Lawn for Informal Plan and Relaxation	11	0			
Public Art Walks or Sculpture Gardens	11	0			
BMX Course	10	11			
Binocular Stations for Bird Watching	9	0			
Sensory Garden or Healing Garden (ADA Accessible)	9	0			
Nature and Wildlif Observation Areas	8	0			
Outdoor Classroom or Pavillion for Educational Programs	8	1			
Sports Fields	8	5			
Interpretive Trails with QR Codes or Signs	7	0			
Dog Parks	7	12			
Fitness Equipment	6	3			
Disc Golf Course	6	3			
Orchard or Community Garden (educational / interactive)	6	2			
Community Gathering Spaces or Event Lawns	5	0			

YOUR COMMENTS HERE!

Can you get the...  
...they're not all...  
...the...  
...the...  
...the...

What are the operating hours?

Wrong Location

Keep the trees!

Looking forward to an official...  
...being...  
...on both...  
...and on...  
...the...

Can you get the...  
...they're not all...  
...the...  
...the...  
...the...

What will the...  
...the...  
...the...  
...the...  
...the...

Add a...  
...the...  
...the...  
...the...  
...the...

No...  
...the...  
...the...  
...the...  
...the...

Butter NOT to...  
...the...  
...the...  
...the...  
...the...

Any...  
...the...  
...the...  
...the...  
...the...

Do Not commercialize our public park! ✓

Support...  
...the...  
...the...  
...the...  
...the...

Why privatize and commercialize our community? ? ? ?

Tell the...  
...the...  
...the...  
...the...  
...the...

What is the...  
...the...  
...the...  
...the...  
...the...

I do not want the...  
...the...  
...the...  
...the...  
...the...

Why weren't we asked?

Yes to Surf!  
- Erik D

Make the pool SALT WATER!

Different Location - Blank lot adjacent

Sell them the big empty lot on W. H Street

Compared...  
...the...  
...the...  
...the...  
...the...

Very Frustrated that this is...  
...the...  
...the...  
...the...  
...the...

question to...  
...the...  
...the...  
...the...  
...the...

The HS needs food!

We need basic services before this

Side walks

bat h rooms

bathrooms that are maintained

different...  
...the...  
...the...  
...the...  
...the...

Botanical garden for...  
...the...  
...the...  
...the...  
...the...

Make the pool SALT WATER!

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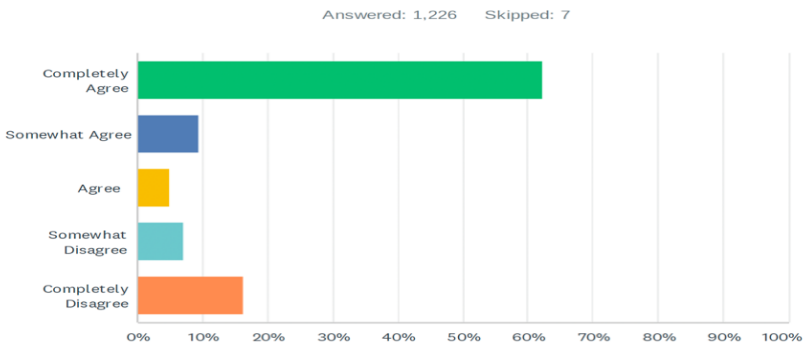
Summary of Survey Feedback

Survey

The Survey was “live” live from May 3, 2025, through May 22, 2025. At the time of closing, the Survey received 1,232 responses. The overwhelming majority of these responses were completed before the Pop-Up event and thus were reactions to the limited information available on the NBSC website, on social media, and the various articles and media posts. 1,125 (91.3% of responses) responses to the Survey were collected by May 16<sup>th</sup>, 2025, prior to the actual Community Engagement Pop-Up. The complete Survey report is attached to this memorandum as Appendix A. A clear majority of respondents indicate support for the concept of a Surf Park at Enterprise Park, are interested in learning to surf, and believe that revitalization of Enterprise Park will foster increased attendance of the Park.

A Few highlights are referenced below.

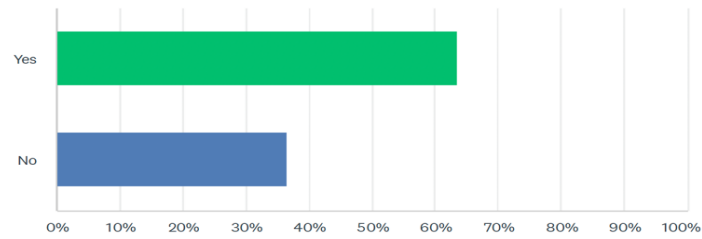
Q1 I'm super stoked on the concept of a Surf Park at Enterprise Park?



ANSWER CHOICES	RESPONSES	
Completely Agree	62.32%	764
Somewhat Agree	9.38%	115
Agree	4.98%	61
Somewhat Disagree	7.10%	87
Completely Disagree	16.23%	199
TOTAL		1,226

### Q3 Are you interested in learning to Surf?

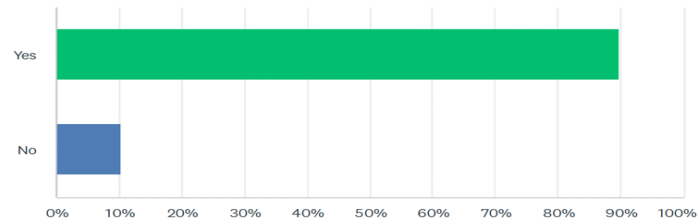
Answered: 1,197 Skipped: 36



ANSWER CHOICES	RESPONSES	
Yes	63.58%	761
No	36.42%	436
TOTAL		1,197

### Q11 Do you think that more members of the Community will use Enterprise Park after revitalization?

Answered: 1,174 Skipped: 59



ANSWER CHOICES	RESPONSES	
Yes	89.78%	1,054
No	10.22%	120
TOTAL		1,174

Question 7, 8 and 10 offered the opportunity for respondents to contribute open ended answers. While not every survey respondent answered any or all of these questions a majority did, resulting in several hundred responses to each question. The entirety of the open-ended responses is made available in spreadsheet format in Appendix B, however, a comprehensive accounting is not possible in this summary report. Question 7 received 621 narrative responses. Question 8 received 606 narrative responses. Question 10 received 664 narrative responses.

The top 5 repeated themes / words for each of the open-ended questions are indicated below and followed by AI generated “word cloud” graphics on the next pages.

Question 7: ***What Amenities at Enterprise Park do you use and value?***

1. Beach
2. Soccer Field
3. Walking Path
4. Park
5. Bathrooms

Question 8: **What type of amenities are most needed at Enterprise Park?**

1. Parking
2. Area
3. Bathrooms
4. Surf Park
5. Soccer Field

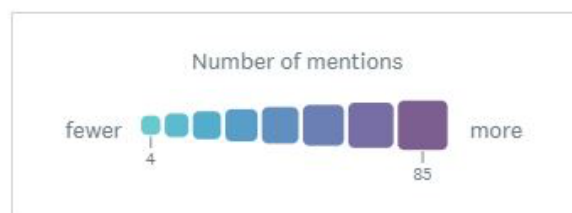
Question 10: **What do you hope a revitalized Enterprise Park will bring to the Community?**

1. Alameda
2. Area
3. Community
4. Activities
5. People

**Question 7: What Amenities at Enterprise Park do you use and value?**



**Question 8: What type of amenities are most needed at Enterprise Park?**





**Question 10: What do you hope a revitalized Enterprise Park will bring to the Community?**



## NBSC responses to some of the major topics, questions, and concerns that arose from the Pop-Up event

### *Surf Park Location*

A few members of the community suggested an alternate location for the Surf Park, specifically the area on the northern side of Alameda Point commonly referred to as the future “Sports Courts”, which has a Master Plan that was conceptualized in 2009. Years ago, NBSC considered the Sports Courts location prior to selecting Enterprise Park as the best possible location for the Surf Park. NBSC’s reasons for Enterprise Park as a preferred location are as follows:

- ***Synergy with existing programs and uses.*** NBSC believes that combining the Surf Park with the existing active uses in Enterprise Park including Alameda Community Sailing Center, O’Kalani Canoe Club, Stacked Adventures, the Alameda Soccer Club, as well as members of the public that use the Encinal Boat Ramp and lagoon will benefit both the Surf Park and the existing operations and uses. We look forward to collaborating with these organizations on programming and we look forward to an “all watercraft rise” scenario.
- ***Catalyze Enterprise Park.*** Enterprise Park is a regularly attended, publicly accessible park now, as opposed to a “future park” in the case of the Sports Courts. NBSC can improve access to an ***existing park*** with improved vehicular access, circulation, and parking facilities. NBSC proposes to improve functionality with expanded restroom facilities open to the public. NBSC proposes to expand utilization of the park with the creation of a Community Room that can be utilized by the public, as well as existing operations.
- ***Enterprise Park Master Plan.*** NBSC proposes to fund and facilitate a Master Planning effort to identify future Park improvements.
- ***Re-activate the Campground.*** NBSC proposes to study the reactivation of the campground into either a revitalized campground or other public amenity. NBSC will benefit from this activation. Either NBSC, the City, or a third party could operate this campground.
- ***Solves the Blight of 150 West Hornet.*** The existing building located at 150 West Hornet was once a recreational facility for the Navy and anchored the overall Enterprise Park area. Many Alameda residents have shared their lived history of engaging with this building and this site. The building now sits boarded up and vacant (except for occasional squatters) and is covered in graffiti. NBSC proposes to renovate and adaptively re-use this building. Approximately 75% of the building would be used as our “Surf Center” and food and beverage operations. The remaining 25% would be used as expanded restrooms for the Park, a community room, and storage for the Park. NBSC would provide the maintenance and operations for these Park serving spaces and they would be open to the public during NBSC operating hours.
- ***Improve Bike and Pedestrian Access to Central Avenue and Main Street.*** Currently, there is no safe way for bikers and pedestrians to get from the Enterprise Park parking lot to Central Avenue. Bikes, peds, and cars share a minimally improved driveway. NBSC proposes to improve this connection as indicated in the MIP, or as determined is appropriate through stakeholder engagement during the ENA phase, thus creating a safer public realm.
- ***Would not displace the Antiques Fair.*** If located in the Sports Courts area, NBSC would displace the Antiques Fair.
- ***Enterprise Park is superior for wind as it relates to wave conditions in the Surf Pool.*** The siting of the Surf Pool downwind from 150 West Hornet, and with the stand of Cypress Trees along the southwestern edge of the Surf Pool will create a superior wind mitigation situation by creating a wind break. The Sports Courts area has no “upwind” mitigation measures to speak of.

### *Collaborate with Alameda Businesses and Stakeholders*

NBSC recognizes how special Alameda is, and it is this special ecosystem of local businesses, community, and non-profits that originally attracted NBSC to Alameda generally, and the Point specifically. It is our intention to uplift the Alameda community through strategic partnerships on three fronts.

First, NBSC intends to donate a portion of time in the surf pool to non-profits, the school district, and other worthy organizations. We see surfing as a means to improve people's lives and we want to ensure that barriers to entry to the gift of surfing are minimized.

Second, NBSC intends to implement a local hire program that prioritizes Alameda residents, with an aim towards strategic partnerships with organizations like Alameda Point Collaborative and training through local Surf centric non-profits the Salted Roots, MeWater Foundation and City Surf Project. A consistent need for a high volume of trained "Surf Guides" will benefit the mission and efficacy of those organizations in their regular programming and operations beyond the Surf Park.

Third, NBSC welcomes an RFP process to identify operational partners for the food and beverage component and the campground component. Moreover, we believe that the influx of patrons to the Surf Park will increase the volume of patrons to other businesses in Alameda.

### *No Impact to Hornet Field*

NBSC does not propose any work on the areas currently operated by the Alameda Soccer Club (ASC) and more commonly referred to as Hornet Field. NBSC has met with representatives of ASC and both parties agree to collaborate on program offerings when NBSC is operating and that ASC operations would benefit from improved facilities and access at Enterprise Park.

### *Traffic*

We understand that traffic impacts are a primary concern among Alamedans. The operational scenarios for NBSC will have a minimal impact on traffic patterns in the City for the following reasons:

- On a regular operating day, time in the pool is organized by the hour. Each operating hour will have a maximum surfer capacity of approximately 50 people. Surfers will have staggered arrival times depending on their familiarity with the facility, familiarity with changing in and out of a wetsuit, their utilization, or not, of NBSC provided wetsuits and equipment, etc. Some surfers will stay for more than one session, and some surfers will leave after one session. Some surfers will come alone, and some will come in groups. For these reasons there will be no significant "peak trip generation" events and visitors will come and go at various times across an operating day.

- Oakland Alameda Access Project Timing. Our current schedule has NBSC opening in Spring of 2029. This coincides with the current scheduled delivery of the Oakland Alameda Access Project, which should further alleviate traffic congestion relative to off-Island trips.
- A Traffic Study and Traffic Demand Management Plan will be commissioned during the project entitlement phase.

#### Preservation of Trees

We love trees! It is NBSC's goal to preserve as many mature trees on the proposed site as feasible and the overwhelming majority will remain in their current location. The current site plan is conceptual and requires refinement, however, at this time we believe that only one mature cypress tree will need to be relocated (rather than removed) to accommodate the surf pool. This tree is indicated with an R (for Relocate) in the image below. K represents "Keep". NBSC will continue to refine the site plan and endeavor to retain and / or relocate as many trees as possible.



Below is a revised Site Plan identifying more specifically the existing trees to remain relative to the Surf Park programming.

***FORTHCOMING (with more clearly detailed information about the existing trees to remain and those to be relocated)***



### *Operating Hours and Costs*

Regular Operating Hours. We are currently proposing two operating “seasons” with weekday and weekend hours for each season. Peak Season is May through September and Low Season is October through April. Peak Season will have 16-hour operating days M-Th and 17-hour operating days F-S. Low Season will have 14-hour operating days M-TH and 15-hour operating days F-S. Operating days will begin at 6AM in Peak season and 7AM in Low season.

There are generally three types of “waves” that will be offered.

- **Shore Waves** are geared towards first time surfers and beginners that are acquiring the fundamentals of wave catching and standing up. These waves are running concurrently with either A-Frame waves or Point Break waves in an inside section of the surf pool. These waves are our most affordable waves and are currently priced at \$85/Hour.
- **A-Frame Waves** are offered in a variety of ability levels from beginner to expert with lefts and rights running simultaneously. These waves will comprise most of the time offered in the primary section of the surf pool. These waves are currently priced at \$145/Hour.
- **Point Break Waves** are offered in a variety of ability levels from intermediate to expert with only a left or right running at one time. This is a premium offering resulting in a significantly longer “ride time” on the wave. These waves are currently priced at \$225/Hour and will comprise the least number of hours in the surf pool.

Additional information to address frequently asked questions.

**Alameda Discounts.** NBSC proposes an Alameda Discount program of 15% per session for qualifying residents that are able to provide proof of residence.

Use of **Wetsuits and Softboards are included in the session price** for all patrons.

**Events.** We do propose to host occasional events in the form of surf competitions or private events. We do not expect these to be frequent occurrences and may average 2 to 4 events per month across a calendar year. Amplified music or other high decibel level sounds are not expected to be a regular occurrence and will seek either low impact or high impact event permits and will comply with chapter 6.60 of the Alameda Municipal Code.

**Costs identified above have been used for financial modeling purposes. Ultimately, pricing will follow the market when NBSC opens.**

For additional information on Neptune Beach Surf Club see the NBSC Mission Statement and FAQ’s that were handed out of the Community Engagement Event and a compilation of the Boards that were presented in exhibits C and D respectively.