



2950 PERALTA OAKS COURT • P.O. BOX 5381 • OAKLAND • CA • 94605-0381
 T. 1 888 EBPARKS F. 510 569 4319 TDD. 510 633 0460 WWW.EBPARKS.ORG

BOARD OPERATIONS COMMITTEE
Thursday, February 20, 2014 – 12:45 p.m.
Peralta Oaks – Board Room

The following agenda items are listed for Committee consideration. In accordance with the Board Operating Guidelines, no official action of the Board will be taken at this meeting; rather, the Committee’s purpose shall be to review the listed items and to consider developing recommendations to the Board of Directors.

AGENDA

<u>Status</u>	<u>Time</u>	<u>Item</u>	<u>Staff</u>
(D)	12:45	1. Update of Anthony Chabot Regional Park Marksmanship Range Request for Proposals Process	(Waluch/O’Connor)
(R)	1:15	2. Review of Merry-Go-Round and Food Service Request for Proposals: Tilden Regional Park	(Dort/Waluch)
(R)	1:45	3. Review of Watersports and Other Recreational Rentals Request for Proposals: Del Valle Regional Park	(Patterson/Waluch)
(I)	2:15	4. Update of Proposed Changes to Interpretive Services Sectors	(Kaiser)
	2:30	5. Public Comments	
	2:40	6. AGM Comments	(O’Connor)
	2:50	7. Board Comments	
	3:00	8. Adjourn	

Status
 (R) Recommendation
 (I) Information
 (D) Discussion

Board Operations Committee Members
 Beverly Lane (Chair); Carol Severin; Ayn Wieskamp;
 Doug Siden (Alternate); Jim O’Connor (Staff Coordinator)

Next Meeting
 March 20, 2014

Distribution/Agenda Only

Board of Directors	Carol Victor
Ted Radosevich	Cinde Rubaloff
Chief Tim Anderson	Afton Crooks
Dave Collins	Robert Herrick
Bob Nisbet	Michael Kelly
Carol Johnson	Peter Rauch
Diane Althoff	

Distribution/Full Packet

Clerk of the Board	Cliff Rocha Local /2428
Board Committee	Ilana Peterson Local 2428
Robert E. Doyle	Tyrone Davis/Police Assoc.
Jim O’Connor	Glenn Kirby/PAC
Anne Scheer	Judi Bank/PAC
Kelly Barrington	Jerry Kent
Anne Kassebaum	Nancy Kaiser
Mimi Waluch	

Board of Directors

Ayn Wieskamp President Ward 5	Whitney Dotson Vice-President Ward 1	Ted Radke Treasurer Ward 7	Doug Siden Secretary Ward 4	Beverly Lane Ward 6	Carol Severin Ward 3	John Sutter Ward 2	Robert E. Doyle General Manager
-------------------------------------	--	----------------------------------	-----------------------------------	------------------------	-------------------------	-----------------------	------------------------------------



2950 PERALTA OAKS COURT • P.O. BOX 5381 • OAKLAND • CA • 94605-0381
T. 1 888 EBPARKS F. 510 569 4319 TDD. 510 633 0460 WWW.EBPARKS.ORG

12:45 p.m. Item

TO: Board Operations Committee
FROM: Jim O'Connor, Assistant General Manager, Operations
DATE: February 20, 2014
SUBJECT: Update of Anthony Chabot Regional Park Marksmanship Range Request for Proposal Process

Staff will present an update to the Board Operations Committee on the status of the Anthony Chabot Regional Park Marksmanship Range Request for proposals (RFP) process. Utilizing a PowerPoint presentation, staff will address the timeline of the evaluation process and the site condition assessment identified through various inspections of this facility.

The Anthony Chabot Regional Marksmanship Range was developed in 1963, in cooperation with the Oakland Pistol Club, relocating from their phased out site in Knowland Park. In 1990, the District entered into a 25-year agreement with the Chabot Gun Club for operation and maintenance of the facility. Specific features of the site include public lines for rifle, pistol, shotgun shooting and public trap fields, a security residence, clubhouse, snack stand, restrooms and parking.

Board of Directors

Ayn Wieskamp
President
Ward 5

Whitney Dotson
Vice-President
Ward 1

Ted Radke
Treasurer
Ward 7

Doug Siden
Secretary
Ward 4

Beverly Lane
Ward 6

Carol Severin
Ward 3

John Sutter
Ward 2

Robert E. Doyle
General Manager



2950 PERALTA OAKS COURT • P.O. BOX 5381 • OAKLAND • CA • 94605-0381
T. 1 888 EBPARKS F. 510 569 4319 TDD. 510 633 0460 WWW.EBPARKS.ORG

1:45 p.m. Item

TO: Board Operations Committee

FROM: Renee Patterson, Administrative Analyst II
Mimi Waluch, Operations Revenue and Administration Manager

DATE: February 20, 2014

**SUBJECT: Review of Watersports and Other Recreational Rentals
Request for Proposals: Del Valle Regional Park**

In 2006, the Board of Directors granted a 1-year concession agreement at Del Valle Regional Park with Sunrise Mountaineering Inc., d.b.a. Sunrise Mountain Sports (Sunrise) that converted the pre-existing boardsailing concession into a kayak instruction and rental concession. Sunrise was granted a 1-year agreement with an additional 1-year option ending in March 2008 to test the public’s response to the new activity. At the end of this term, Sunrise expressed an interest in continuing its operation of the Del Valle kayak concession. Sunrise was given a 3-year extension on the original agreement, ending March 2011, to allow them to replace and upgrade their rental equipment and storage container, and to continue to establish a customer base for the kayaking venue at Del Valle. Subsequently, an additional 3-year extension, ending March 2014 was granted by the District.

On November 27, 2013, the East Bay Regional Park District issued a Request for Proposals (RFP) seeking an experienced operator to manage the Watersports and Other Recreational Rentals Concession for Del Valle Regional Park. To offer full and open competition to the public, the current watersports and other recreational rentals RFP was advertised in the local papers, posted on the District’s website, and sent to eight local watersports companies resulting in four submittals from the following prospective operators: 1) Sunrise Mountaineering Inc., 2) Rocky Mountain Recreation Company, 3) Outback Adventures, and 4) Wheel Fun Rentals.

District staff reviewed the proposals, checked references, and interviewed the top three prospective concession operators to determine how they would best accomplish the defined expectations, acceptance of District’s concessionaire agreement requirements, and their proposed transition plan if awarded the contract.

Board of Directors

Ayn Wieskamp President Ward 5	Whitney Dotson Vice-President Ward 1	Ted Radke Treasurer Ward 7	Doug Siden Secretary Ward 4	Beverly Lane Ward 6	Carol Severin Ward 3	John Sutter Ward 2	Robert E. Doyle General Manager
-------------------------------------	--	----------------------------------	-----------------------------------	------------------------	-------------------------	-----------------------	------------------------------------

After careful consideration and review of each proposal and response to panel interview questions, District staff is recommending that the Board Operations Committee approve and recommend to the full Board the selection of Outback Adventures as the new concessionaire at Del Valle. Outback Adventures met and exceeded all of the criteria contained in the District's RFP.

The basis of the award is centered on the evaluation of projected payments and evidence of ability to achieve such projections, evaluation of previous and proposed quality and quantity of service, years in business and the amount of relevant experience, evidence of a variety of experiences in the business, capability to provide services throughout the term with adequate strength to cover start-up costs and sustain possible losses, sources of financing and availability of funds, the proposed investment in promotion, proposed enhancement plan of services at the concession, and the evidence of ability to accomplish these objectives.

The selected company's proposal was concise and provided all the requested items. Outback Adventures also addressed many issues that are essential to the effective operation of a recreational rental concession that were not outlined in the RFP, enhanced safety levels for staff and customers and an extended list of potential rentals and activities for Del Valle. The new operator of the concession will focus on improving and expanding the watersports experience at Del Valle. In addition, this will offer a multi-discipline outfitting operation combining programs with non-motorized watersports and bicycle rentals with lessons and tours for kayak and stand up paddleboarding with possible expansion into windsurfing and boat sailing.

Staff recommends that the Board Operations Committee approve and recommend to the full Board a 3-year concession agreement with one additional 2-year option period to manage and operate the Watersports and Other Recreational Rentals Concession for Del Valle Regional Park. There is no cost to the District for this action. The District can expect revenue of up to \$20,000 annually, representing a percentage of total gross monthly sales, (2% in first year and 5% through the end of the term as the concession fee), derived from the operation of a non-motorized watersports and bicycle rentals concession at Del Valle Regional Park. Additionally, 5% of total gross monthly sales will be set aside in a site-specific maintenance fund.



2:15 p.m. Item

TO: Board Operations Committee

FROM: Nancy Kaiser, Interpretive Services Manager

DATE: February 20, 2014

SUBJECT: Update of Proposed Changes to Interpretive Services Sectors

Interpretive Services Manager Nancy Kaiser will provide an update on the changes proposed for the Interpretive Services Sectors. Visitor Centers serve as the primary point of contact for a geographic region within the East Bay Regional Park District boundaries. Staff delivers programs and services in the regional parks that are included in each sector, as well as assists with District-wide initiatives and programs.

Visitor Centers also provide a unique focus and experience for park visitors, school children, families, groups and individuals. The visitor center emphasis is a result of several criteria including history of the region, natural resources, or developed features within the park. By the same token, interpretive sectors are created using the same criteria.

Since opening in 2012, Big Break Visitor Center at the Delta has created a unique focus on Delta wetlands, history of the region, and the contemporary study of water quality. Additionally, the District is developing permanent exhibits to reflect this unique character and the naturalist staff has developed educational programs that follow the same themes.

Having a new visitor center has prompted the need to update the Interpretive Services Sectors.

Board of Directors

Ayn Wieskamp President Ward 5	Whitney Dotson Vice-President Ward 1	Ted Radke Treasurer Ward 7	Doug Siden Secretary Ward 4	Beverly Lane Ward 6	Carol Severin Ward 3	John Sutter Ward 2	Robert E. Doyle General Manager
-------------------------------------	--	----------------------------------	-----------------------------------	------------------------	-------------------------	-----------------------	------------------------------------



1:15 p.m. Item

TO: Board Operations Committee

FROM: Noah Dort, Administrative Analyst II
Mimi Waluch, Operations Revenue and Administration Manager

DATE: February 20, 2014

**SUBJECT: Review of Merry-Go-Round and Food Service
Request for Proposals: Tilden Regional Park**

The Tilden Merry-Go-Round was built in 1911 by the Hershell-Spillman Company of North Tonawanda, New York. It did duty in San Bernardino County, San Diego, and Griffith Park in Los Angeles before finding its current location in Berkeley since 1948. Jeanette and Harry Perry operated and maintained the facility for the District for over 40 years until their retirement.

In 1993, the Board of Directors granted a 10-year concession agreement at Tilden Regional Park with Terri and Peter Holleman to operate and maintain the Tilden Merry-Go-Round and Food Service Concession. Subsequently, in 2004, an additional 10-year agreement was approved by the Board of Directors for the continued operation of the concession. During this period, the District performed several site upgrades to include food concession remodel, residence improvements, carousel major maintenance overhaul, and front entrance patio redesign with rotunda enclosure replacement.

On October 31, 2013, the East Bay Regional Park District issued a Request for Proposals (RFP) seeking an experienced operator to manage the Merry-Go-Round and Food Service Concession for Tilden Regional Park.

To offer full and open competition to the public, the RFP was advertised in local and major newspapers, posted on the District’s website, and sent to 18 west coast carousel and concession operators resulting in three submittals from the following prospective operators: 1) Terri Oyarzun, 2) Jobetty, LLC, and 3) Sycamore Concessions Corporation.

District staff reviewed the proposals, checked references, and interviewed the three prospective concession operators to determine how they would best accomplish the defined expectations, acceptance of District’s concessionaire agreement requirements, and their proposed transition plan if awarded the contract.

Board of Directors

Ayn Wieskamp President Ward 5	Whitney Dotson Vice-President Ward 1	Ted Radke Treasurer Ward 7	Doug Siden Secretary Ward 4	Beverly Lane Ward 6	Carol Severin Ward 3	John Sutter Ward 2	Robert E. Doyle General Manager
-------------------------------------	--	----------------------------------	-----------------------------------	------------------------	-------------------------	-----------------------	------------------------------------

After careful consideration and review of each proposal, presentation, and response to panel interview questions, District staff is recommending that the Board Operations Committee approve and recommend to the full Board the selection of Sycamore Concessions Corporation as the new concessionaire at Tilden. Sycamore Concessions Corporation met and exceeded all of the criteria contained in the District's RFP.

The basis of the award is centered on the evaluation of projected payments and evidence of ability to achieve such projections, evaluation of previous and proposed quality and quantity of service, years in business, evidence of a variety of experiences in business, capability to provide services throughout the term with adequate fiscal resources to cover start-up costs and sustain possible losses, sources of financing and availability of funds, the proposed investment in promotion of the facility and services, proposed enhancement plan for services at the concession, and the evidence of ability to accomplish these objectives.

The staff recommended proposal was concise and provided all the requested items. Sycamore Concessions Corporation also addressed many issues that are essential to the effective operation with emphasis on the maintenance program and preservation of the facility while promoting the historic elements.

Staff recommends that the Board Operations Committee approve and recommend to the full Board a 5-year concession agreement with one additional 5-year option period to Sycamore Concessions Corporation for management and operation of the Tilden Merry-Go-Round and Food Service Concession. There is no cost to the District for this action. The District can expect revenue of up to \$30,000 annually, representing 7% of total gross monthly sales. Additionally, 10% of total gross monthly sales will be set aside in a site-specific maintenance fund.