



2950 PERALTA OAKS COURT P.O. BOX 5381 OAKLAND CALIFORNIA 94605-0381 T: 1-888-EBPARKS F: 510-569-4319 TRS RELAY: 711 WWW.EBPARKS.ORG

12:30 p.m. Item

TO: Board Operations Committee
FROM: Dania Stoneham, Recreation Areas Unit Manager
DATE: October 20, 2016
SUBJECT: **Update of Park Operations Recreation Areas Unit:
District-wide**

Recreation Areas Unit Manager Dania Stoneham and Park Ranger II Nancy Hodges will present information to the Board Operations Committee on the projects that have been completed with Napa CCC Grant throughout the District.

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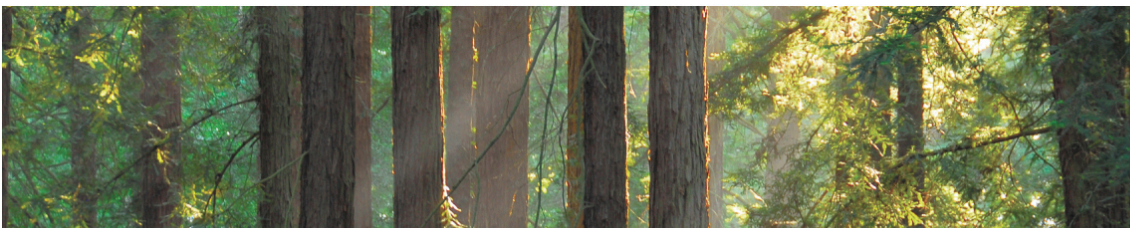
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1:00 p.m. Item

TO: Board Operations Committee

FROM: Renee Patterson, Administrative Analyst II

DATE: October 20, 2016

SUBJECT: **Review of Results of Concession RFP:
Contra Loma Regional Park**

The food concession is a part of the Swim Complex at Contra Loma Regional Recreation Area. The lake's swim lagoon has a beach and shaded picnic areas, which are surrounded by a lawn with restrooms nearby. By agreement, the waters of Contra Loma's lake are maintained by the Contra Costa Water District. The surrounding lands, owned by the U.S. Government Bureau of Reclamation, are managed by the East Bay Regional Park District.

On July 15, 2016, the District announced a Request for Proposal (RFP) for an experienced concessionaire to operate the existing food concession at Contra Loma Regional Park which is located on Fredrickson's Lane in Antioch, California. Concession food service will include healthy options as well as standard snack foods such as hot dogs, chips and ice cream. Concessionaire shall operate the food service at a level consistent with the required Contra Costa County Health Department license.

To offer open competition to the public, the RFP was advertised in local newspapers, posted on the District's website, and a government agency RFP advertisement website resulting in two submittals from the following prospective operators: 1) Sycamore Concessions Corporation (SCC), and 2) Jobetty, LLC. After initial screening and review, staff conducted interviews with both proposers to determine how, if awarded the contract, they would best accomplish the defined expectations for revenue, customer service, and future improvements, if any.

After careful consideration and review of the proposals and responses to panel interview questions, District staff recommends that the Board Operations Committee approve and recommend to the full Board the award of the Food Concession Agreement at Contra Loma Regional Park to Jobetty, LLC. The basis of the award is centered on the evaluation of the working relationship Jobetty, LLC has with District staff, their proven ability to reach a required level of revenue, their previous and proposed quality and quantity of service, their years in business, and their capability to provide services throughout the term.

District staff recommends a concession agreement with Jobetty, LLC for an initial 2-year term and, at District's sole discretion, an extension of the term for an additional 3 years. Based on projected gross receipts from the concessionaire, the District can expect annual concession fee revenue of \$2,010 (3%) and \$4,690 (7%) to be set aside in a site-specific concession maintenance fund each year.

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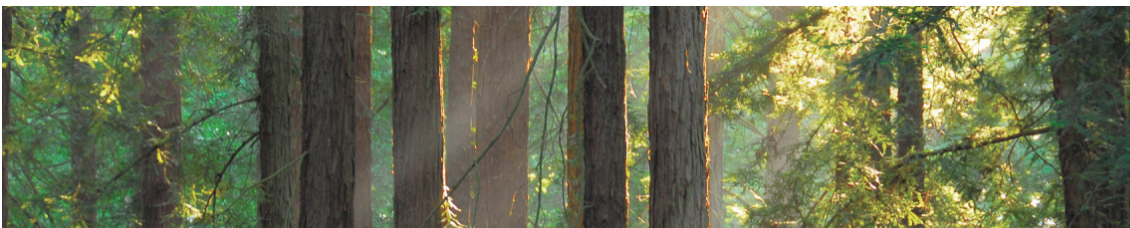
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I: 15 p.m. Item

Date: October 20, 2016
To: Board Operations Committee
From: Noah Dort, Administrative Analyst II, Operations Business Services
Subject: **Review 2017 Consolidated Fee Schedule: District-wide**

The Board Operations Committee reviews the Consolidated Fee Schedule each year. During this review process, concessionaires and staff make recommendations for changes based on price comparisons of similar facilities operated by other agencies and businesses in the area. Research to ensure comparable and competitive fee ranges were vetted and reviewed by staff.

Listed below are the requested changes to Operations fees and charges for 2017; all other fees and charges are not affected. In 2016, it is anticipated that concessionaire operations will generate \$892,200 in fees and Public Use Fees will generate approximately \$6,849,220.

District staff recommending that the Board Operations Committee approve and recommend to the full Board the proposed changes to the Consolidated Fee Schedule, as outlined below. If approved, the requested Consolidated Fee Schedule changes for 2017 should result in an increase of \$13,422 in concessionaire fees and an increase of \$3,186 in Public Use Fees to the District.

Concessionaire Fee Requests

1. Anthony Chabot – Equestrian Center

Increase 12x16 Stall boarding by \$40 per month, from \$505 to \$545
Increase 10x20 Stall boarding by \$40 per month, from \$520 to \$560
Increase 12x24 Outside Stall boarding by \$40 per month, from \$540 to \$580
If approved, concession fees to the District may increase by \$1,624.

2. Anthony Chabot – Skyline Ranch

Increase 10x12 Stall boarding by \$20 per month, from \$505 to \$525
Increase 12x24 Stall boarding by \$20 per month, from \$525 to \$545
If approved, concession fees to the District may increase by \$378.

3. Del Valle – Camp Arroyo (YMCA)

Increase 3-day Outdoor Environmental Education for Students by \$8, from \$217 to \$225
Increase 3-day Outdoor Environmental Education for Adults by \$2, from \$183 to \$185
Increase 4-day Outdoor Environmental Education for Students by \$8, from \$248 to \$256
Increase 4-day Outdoor Environmental Education for Adults by \$3, from \$207 to \$210
Increase 5-day Outdoor Environmental Education for Students by \$8, from \$280 to \$288

Board of Directors

Increase 5-day Outdoor Environmental Education for Adults by \$4, from \$210 to \$214
Increase Conference 1 night (3 meals) by \$3, from \$92 to \$95
Increase Conference 2 night (6 meals) by \$4, from \$176 to \$180
Increase Conference 3 night (9 meals) by \$2, from \$253 to \$255
Increase Conference 4 night (12 meals) by \$2, from \$333 to \$335
Increase Conference 5 night (15 meals) by \$2, from \$418 to \$420
Increase 3 hour Dining Hall/Lodge for Meetings & Conferences rental by \$100, from \$500 to \$600
Increase 6 hour Dining Hall/Lodge for Meetings & Conferences rental by \$100, from \$900 to \$1,000
Increase Dining Hall/Lodge for Events & Weddings rental by \$400, from \$1,100 to \$1,500
Increase Meadow Rental (up to 6 hours) by \$200, from \$800 to \$1,000
If approved, concession fees to the District may increase by \$1,650.

4. Del Valle – Outback Adventures

Decrease Bicycle and Helmet rental by \$5 per hour, from \$15 to \$10
Decrease Bocce Ball rental by \$5 per hour, from \$15 to \$10
If approved, concession fees to the District are unlikely to be significantly changed.

5. Lake Chabot – Marina (Urban Parks Concessionaires)

Increase Rowboat/Canoe/Kayak 1 hour rental by \$3, from \$20 to \$23
Increase Rowboat/Canoe/Kayak 2 hour rental by \$4.20, from \$28 to \$32.20
Increase Rowboat/Canoe/Kayak 3-5 hour rental by \$4.80, from \$32 to \$36.80
Increase Rowboat/Canoe/Kayak day (over 5 hour) rental by \$6, from \$40 to \$46
Increase Pedal Boat 1 hour rental by \$3, from \$20 to \$23
Increase Pedal Boat 2 hour rental by \$4.20, from \$28 to \$32.20
Increase Pedal Boat 3-5 hour rental by \$4.80, from \$32 to \$36.80
Increase Pedal Boat day (over 5 hour) rental by \$6, from \$40 to \$46
Increase Electric Motor Boat 2 hour rental by \$7, from \$35 to \$42
Increase Electric Motor Boat 3-5 hour rental by \$6.75, from \$45 to \$51.75
Increase Electric Motor Boat day (over 5 hour) rental by \$8.25, from \$55 to \$63.25
Increase 16' Electric Motor Boat 1 hour rental by \$7, from \$35 to \$42
Increase 16' Electric Motor Boat 2 hour rental by \$7.50, from \$50 to \$57.50
Increase 16' Electric Motor Boat 3-5 hour rental by \$9.75, from \$65 to \$74.75
Increase 16' Electric Motor Boat day (over 5 hour) rental by \$12, from \$80 to \$92
Increase Electric Pontoon Patio Boat 1 hour rental by \$10.50, from \$70 to \$80.50
Increase Electric Pontoon Patio Boat 2 hour rental by \$21, from \$140 to \$161
Increase Electric Pontoon Patio Boat 3-5 hour rental by \$26.25, from \$175 to \$201.25
Increase Electric Pontoon Patio Boat day (over 5 hour) rental by \$43.75, from \$215 to \$258.75
Increase Non-electric Boat Refundable Deposit by \$6, from \$40 to \$46
Increase Electric Motor Boat Refundable Deposit by \$7.50, from \$50 to \$57.50
Increase 16' Electric Motor Boat Refundable Deposit by \$9.75, from \$65 to \$74.75
Increase Electric Pontoon Boat Refundable Deposit by \$28.75, from \$225 to \$258.75
Increase Charter Boat by \$15 per hour, from \$85 to \$100
Increase Tour Boat Adult by \$0.75 per hour, from \$5 to \$5.75
Increase Tour Boat Child by \$0.45 per hour, from \$3 to \$3.45
If approved, concession fees to the District may increase by \$1,261.

6. Las Trampas – The Ranch at Little Hills

Increase Wedding Venue Saturday by \$850, from \$4,495 to \$5,345
Increase Wedding Venue Friday or Sunday by \$280, from \$3,995 to \$4,275
Increase Wedding Food & Beverage by \$2 - \$3.50 per person, from \$34 - \$49 to \$36 - \$52.50

Increase Event Venue (varies by capacity) by \$19.25 - \$556.50, from \$294.25 to \$8,506.50
Increase Event Food & Beverage by \$1.89 - \$2.77 per person, from \$27 - \$39.50 to \$28.89 - \$42.27
Increase Youth Group Day Camp (for-profit) by \$2 per person, from \$10 to \$12
If approved, concession fees to the District may increase by \$2,032.

7. Pt. Isabel – Mudpuppy’s Tub & Scrub

Increase Basic Dog Wash (varies by dog size) by \$1, from \$26 - \$43 to \$27 - \$44
If approved, concession fees to the District may increase by \$952.

8. Redwood – Piedmont Stables

Increase 10x12 Stall boarding by \$20 per month, from \$505 to \$525
If approved, concession fees to the District may increase by \$358.

9. Tilden – Merry-Go-Round

Increase One Ride Ticket by \$1, from \$2 to \$3
Increase Seven Ride Ticket Book by \$5, from \$10 to \$15
If approved, concession fees to the District may increase by \$5,167.

Public Use Fee Recommendations

10. Contra Loma – Volleyball Equipment Rental

Add Volleyball Rental at \$2 per rental with a \$20 refundable deposit.
If approved, public use fees to the District may increase by \$36.

11. Shadow Cliffs – Electric Vehicle Charging

Add EV Charging at \$0.25 per kWh with a 4 hour limit.
If approved, District staff will monitor the public use fees generated by this service and recommend adjustments as necessary.

12. District-Wide – Interpretive Program Fees and Charges

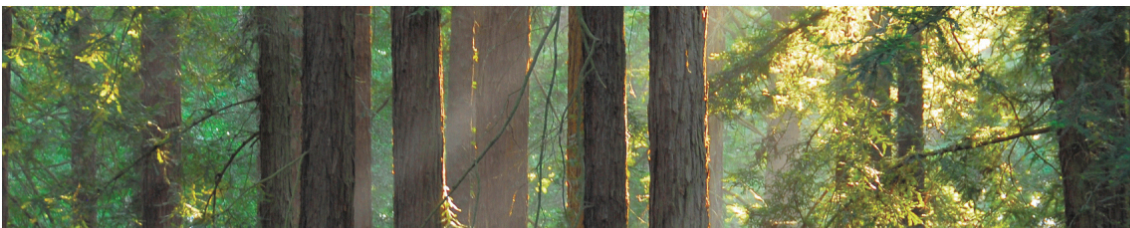
Increase Interpretive Program Fee for Private Schools, Non-District Schools, and For-Profit Agencies by \$21 per hour per District employee, from \$40 to \$61.
If approved, public use fees to the District may increase by \$3,150.

Other Updates

A. The District’s Invasive Mussel Program, part of a multi-agency program coordinating efforts to prevent the spread of quagga/zebra mussels, will now include “paddle board” among the types of water vessels requiring inspection. The inspection fee will be \$4 per inspection, equivalent to the current inspection fee for “cartop,” “float tube,” and “inflatable boat” water vessels.

B. Shadow Cliffs Regional Recreation Area is now part of the District’s Invasive Mussel Program. The inspection fee will be the same as other District locations at \$7 per trailered boat and \$4 per cartop/float tube/inflatable boat/paddle board.

C. The Regional Parks Foundation will have a new membership and fee structure in 2017. The categories and additional permits have been consolidated for ease of promotion, understanding and processing. District Board approval is required for the new permit structure.



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1:30 p.m. Item

TO: Board Operations Committee

FROM: Renee Patterson, Administrative Analyst II

DATE: October 20, 2016

SUBJECT: **Review of Results of Concession RFP:
Lake Anza, Tilden Regional Park**

The Food Concession at Lake Anza is a part of Tilden Regional Park. Lake Anza's beach is open to the sun and sheltered from the wind, with lifeguards posted during the swim season. Picnic grounds are located nearby.

On July 15, 2016, the District announced a Request for Proposal (RFP) for an experienced concessionaire to operate a food concession at Tilden Regional Park's Lake Anza area, which is located near Berkeley. Concession food service should include healthy options as well as standard snack foods such as hot dogs, chips and ice cream. Concessionaire shall operate food service at a level consistent with the required Contra Costa County Health Department license.

To offer open competition to the public, the RFP was advertised in local newspapers, posted on the District's website, and a government agency RFP advertisement website resulting in two submittals from the following prospective operators: 1) Sycamore Concessions Corporation (SCC), and 2) Jobetty, LLC. After initial screening and review, staff conducted interviews with both companies to determine how, if awarded the contract, they would best accomplish the defined expectations for revenue, customer service, and future improvements, if any.

After careful consideration and review of the proposal and response to panel interview questions, District staff recommends that the Board Operations Committee approve and recommend to the full Board the award of the Food Concession Agreement at Lake Anza, Tilden Regional Park to Jobetty, LLC. The basis of the award is centered on the evaluation of the Jobetty working relationship with District staff, proven ability to reach a required level of revenue, previous and proposed quality and quantity of service, years in business, and capability to provide services throughout the term.

District staff recommends a concession agreement with Jobetty, LLC for an initial 2-year term and, at District's sole discretion, an extension of the term for an additional 3 years. Based on projected gross receipts from the concessionaire, the District can expect annual concession fee revenue of \$2,220 (3%) and \$5,180 (7%) to be set aside in a site-specific concession maintenance fund each year.

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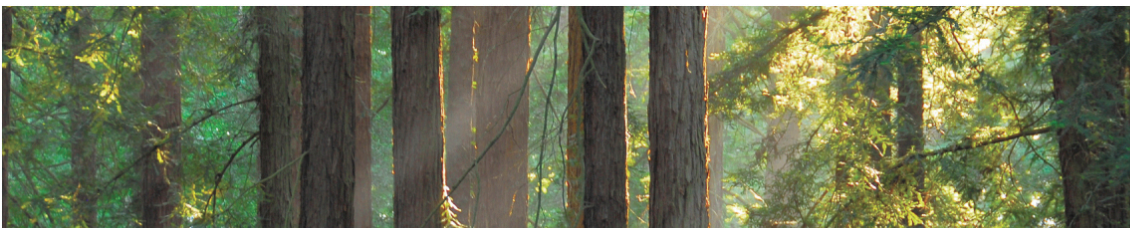
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1:45 p.m. Item

TO: Board Operations Committee
FROM: Mimi Waluch, Business Services Manager
DATE: October 20, 2016
SUBJECT: **Review of new Proposal Buoy Line California Rowing Club:
Marin Luther King Jr. Regional Shoreline**

The California Rowing Club has submitted a proposal to the District for a one season (November 2016 to March 2017) pilot program to install and maintain, at its sole cost, a removable single buoy line located in Martin Luther King Jr. Regional Shoreline of the Oakland Estuary. The line would promote safety in the waterway which is currently used by sailors, kayakers, fishermen, jet skiers, paddle boarders and approximately 1,000 rowers.

The California Rowing Club proposal for a single buoy line will mark the traffic pattern in the estuary. Adding a line of buoys in the center of the channel would allow all vessels to follow the deepest and safest part of the waterway and provide a clear traffic pattern into and out of the channel. It would also create a safe designated turn around area at the end of the channel. The buoy line would be placed in the middle of the last stretch of the estuary extending approximately 3,000 feet in length.

District staff recommends accepting the proposal by the California Rowing Club for a single buoy line pilot program for one season (November 2016 to March 2017).



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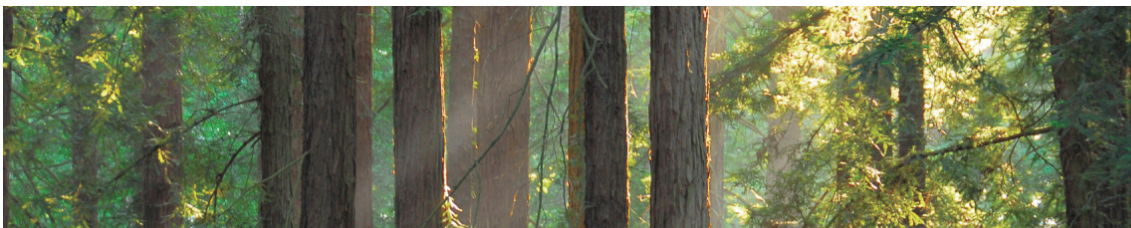
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2:00 p.m. Item

TO: Board Operations Committee
FROM: Renee Patterson, Administrative Analyst II
DATE: October 20, 2016
SUBJECT: **Review of Results of Concession RFP:
Crown Beach Memorial State Park**

The Watersports Concession is located in a part of Crown Memorial State Beach operated by the District, under a cooperative agreement with the State of California and City of Alameda. The 2.5-mile beach has sand dunes bordered by a bicycle trail, lawns, and picnic grounds and is popular with windsurfers and kite boarders. Boardsailing lessons and rentals have been conducted since the early 1980's by various concessionaires. The District has encouraged other rental suggestions, land or water, to be presented in the proposal, i.e., bicycles, kayaks, etc.

On July 15, 2016, the District announced a Request for Proposal (RFP) for an experienced concessionaire to operate a Watersports Concession offering kayaks, paddle boards, kite boarding, and boardsailing sales, rentals, lessons, as well as clinics for kids and adults at Crown Memorial State Beach in Alameda. To offer open competition to the public, the RFP was advertised in local newspapers, posted on the District's website, and a government agency RFP advertisement website resulting in one submittal from the current concessionaire, Boardsports School, LLC d.b.a. Boardsports California (Boardsports) owned and operated by Jane Comier and Rebecca Geffert. Staff interviewed Boardsports to determine how they would best accomplish the defined expectations, details of proposed fees and expenses, and their proposed business plan if awarded the agreement.

After careful consideration and review of the proposal and response to panel interview questions, District staff recommends that the Board Operations Committee approve and recommend to the full Board the award of the Watersports Concession Agreement at Crown Memorial State Beach to Boardsports California. The basis of the award is centered on the evaluation of the Boardsports working relationship with District staff, proven ability to reach the required level of revenue, previous and proposed quality and quantity of service, years in business, and capability to provide services throughout the term.

District staff recommends a concession agreement with Boardsports California for an initial 3-year term and, at District's sole discretion, an extension of the term for an additional 3 years. Based on projected gross receipts from the concessionaire, the District can expect annual concession fee revenue of \$5,900 (3% of lessons/rentals and 2% of equipment/accessories) and \$12,500 (5% of lessons/rentals and 2% of equipment/accessories) to be set aside in a site-specific concession maintenance fund each year.

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