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12:30 p.m. Item

TO: Board Operations Committee

FROM: Tiffany Margulici, Acting Business Services Manager

DATE: November 21, 2019

SUBJECT: **Approval of Recommendation for Little Hills Reservable Picnic and Events Park Concession Request for Proposal Response and New Agreement: Little Hills Recreation Area in Las Trampas Regional Wilderness**

The Little Hills Regional Recreation Area facility, currently known as Little Hills Ranch (“Little Hills”), is an enclosed reservable picnic/special event park with controlled access. Little Hills is a seasonal facility and includes the capacity for limited food and beverage services for corporate and private group picnics and special events; midweek corporate seminars, functions, and night parties, as well as day camps for up to 1400 people. Urban Parks Concessionaires, part of Basecamp Hospitality (previously known as California Parks Company), is the current concessionaire and has been in contract with the Park District since 1983.

On May 3, 2019, the East Bay Regional Park District issued a Request for Proposal (“RFP”) seeking an experienced concessionaire to operate the reservable picnic and event park facility in Little Hills Regional Recreation Area located within the Las Trampas Regional Wilderness. To offer open competition to the public, the RFP was posted in the local newspapers under Legal Ads, posted on the Park District’s website, posted on a government RFP advertising website, and sent directly to five businesses in the picnic and event industry resulting in one submittal from Urban Parks Concessionaires (“UPC”).

Park District staff reviewed the proposal and interviewed representatives from UPC to determine how UPC would best accomplish the defined expectations listed in the RFP and meet the Park District’s concessionaire agreement requirements. After consideration of the proposal and interview, it was determined that UPC met the Park District’s criteria; therefore, UPC is being recommended by Park District staff for the Board’s consideration.

UPC are committed to continued facility improvement and enhancement, high quality group services, stable and effective management, and significant license and maintenance fee generation. They are committed to preserve and enhance the condition of the Concession while maintaining an environmentally and economically viable operation.

UPC considers Capital Projects to be a critical concession element and their plan includes improvement projects funded entirely by UPC. UPC’s most critical wish is to reconfigure and/or improve the irrigated meadow with a reduced footprint by adding a new sports court on the side of the field abutting the existing asphalt as well as a greening program to reduce waste. Other proposed capital investment projects include an animal interpretation structure, challenge course additions, an interpretive garden, and picnic area improvements.

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All proposed projects must be approved by the Park District before commencement.

Park District staff recommends that the Board Operations Committee approve and recommend to the full Board the selection of Urban Park Concessionaires as concessionaire of Little Hills Ranch with an initial ten-year concession agreement with a capital investment by UPC of no less than \$460,000 with an additional five-year term by mutual consent, with a capital investment by UPC of no less than \$250,000. The Park District can expect revenue of up to \$56,100 annually, representing 4% of total gross monthly receipts. In addition, 10% of total gross monthly receipts, up to \$140,300 annually, will be set aside in a site-specific Concession Maintenance Fund (“CMF”). There will be no cost to the Park District for this action except for any unknown cost of maintenance or repairs to the property not covered by the concessionaire or the CMF.



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12:50 p.m. Item

TO: Board Operations Committee

FROM: Ruby Tumber, Management Analyst

DATE: November 21, 2019

SUBJECT: **Annual Review of Reservable Facilities and Concessionaires**

The Park District Master Plan (2013) affirms that concessionaires are to be viable and independent entities that provide some share of revenue to the Park District, while maintaining the condition of their facilities.

Management Analyst Ruby Tumber will present an annual update on revenues, indirect, and direct costs associated with Districtwide concessions and reservable facilities.

This annual report originated during the December 15, 2015 Board of Directors meeting, when several Directors requested information on direct and indirect costs associated with concessions. During this time, the Board Operations Committee decided that staff would bring the five highest earning concessions and the five lowest earning concessions back to the Board Operations Committee for review and comment. An update was provided at the February 18, 2016 Board Operations Committee, during which the Committee reviewed the report and requested that the study be expanded to all Park District concessions and reservable facilities and be presented annually. The informational overview is a continuation of the annual update.

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1:15 p.m. Item

TO: Board Operations Committee

FROM: Ruby Tumber, Management Analyst

DATE: November 21, 2019

SUBJECT: Green Fleet Management Plan

Management Analyst Ruby Tumber will provide an informational overview of the Green Fleet Management Plan (Plan). The document outlines the procurement strategies undertaken by the Fleet Management Unit of the Maintenance and Skilled Trades Department, to improve fleet fuel efficiency and reduce greenhouse gas emissions. The Plan discusses the various internal purchasing practices that have contributed to the greening of the fleet including, but not limited to: the right-sizing of new and replacement vehicles, selecting alternative, non-petroleum fueled vehicles, and following a replacement strategy that capitalizes on improved efficiency from new technologies. The Plan also discusses potential future actions to continue greening the fleet.

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