



**EAST BAY REGIONAL PARK DISTRICT
BOARD OPERATIONS COMMITTEE
AGENDA STAFF REPORT**

| | |
|-----------------|--|
| DATE | March 19, 2025 |
| TITLE | Cashless Kiosk Pilot Program and Cash Handling Update |
| DIVISION | Operations |
| FROM | Tiffany Margulici, Business Services Manager Lisa Goorjian, Assistant General Manager of Operations |
| APPROVED | Sabrina Landreth, General Manager |

RECOMMENDATION

This is an informational item only.

BACKGROUND

In 2022, Finance Management Services, Operations, and Public Safety created a working group to access improving cash collection at the Park District. In 2023, approximately one-third of the revenue the Park District collected at parks was in cash. Safely transporting the cash from the parks to the banks requires careful coordination between the Operations, Finance and Management Services and Public Safety Divisions.

Internal audit reports repeatedly have identified cash collection and cash handling as a source of weak controls: cash pick-ups are often delayed, or cash is inconsistently handled by staff. Additionally, both Public Safety and Operations Division staff provided feedback that operational efficiencies and improvement in staff safety could likely be achieved through exploring alternatives to the current system.

As a result of that effort, it was determined to pilot going cashless at Coyote Hills Visitor Center in May 2022, followed by Del Valle Visitor Center, and Sunol Visitor Centers in November 2022. These Visitor Centers sell a limited number of items such as Ohlone Wilderness Permits and Regional Park Foundation Memberships. The cashless pilot at the Visitor Centers was well received by both staff and the public with no complaints and is now part of the standard operations for those locations. To expand this effort, Crown Memorial State Beach Otis Street parking lot has been cashless since May 2024, coinciding with the installation of a year-round fee collection machine.

Based on the success of the existing cashless locations and ongoing cash handling concerns, a second cashless pilot was initiated in Fall 2024 at Roberts Regional Recreation Area and Quarry Lakes Regional Park scheduled to continue at least through April 2025 with an option to extend based on a six-month period assessment. These locations were selected based on having a highly reliable internet connection for credit card processing, along with a lower ratio of cash to credit card transactions as compared to other sites. To support the transition to cashless, tap-to-pay readers that allow for Google Pay and Apple Pay were deployed to these locations.

Staff will provide an informational update on the progress of this pilot program including feedback from park visitors and staff.

ATTACHMENTS

None.