




**EAST BAY REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING  
AGENDA STAFF REPORT**

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<b>DATE</b>	October 1, 2024
<b>TITLE</b>	Authorization to Amend the Reserve America Camping Software License Agreement with RA Outdoors, LLC – District Wide to Extend the Term for up to Five Additional Years
<b>DIVISION</b>	Operations
<b>FROM</b>	Tiffany Margulici, Business Services Manager Lisa Goorjian, Assistant General Manager of Operations
<b>APPROVED</b>	Sabrina Landreth, General Manager 

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**RECOMMENDATION**

The General Manager recommends that the Board of Directors authorize an amendment to the Reserve America camping software license agreement with RA Outdoors, LLC dba Aspira (“Aspira”) extending the term for up to five additional years.

**BACKGROUND**

The East Bay Regional Park District (Park District) has used the Reserve America system since 1993 for camping reservations in the Park District call center. Use of the software has increased over the years, with the addition of online reservations in 2006, management of the group camping reservations, and more recently the addition of the Dumbarton Quarry by the Bay Campground. Currently, over 16,000 camping reservations are managed through this system, with nearly 80 percent of family campsite reservations made online.

While the Reserve America brand name has stayed constant, the software has had several ownership changes over the course of the agreement. The Reserve America system was initially owned by Reserve America, Inc. Subsequently, it was acquired by Active Network, Inc. in 2008 and is now owned by RA Outdoors, LLC dba Aspira.

This is an ongoing software license, which the Park District may terminate at any time with sixty (60) days written notice. Appendix E of the Board Operating Guidelines states that multi-year contracts over \$50,000 must have Board approval every five (5) years. Therefore, the Park District approved an amendment to the software license agreement in 2008, Resolution No. 2208-2-037, followed by re-authorization continuation of the agreement in 2014 Resolution No. 2014-12-300; and again in 2019 Resolution No. 2019-12-310.

**ANALYSIS**

Reserve America is one of two reservations software programs used by the Park District. Reserve America is specialized in camping and offers the Park District a reliable and well-established reservation system. Both staff and customers are familiar with its interface and functionality, contributing to a seamless user experience. The system has a proven track record of reliability and performance, efficiently managing the high volume of annual reservations. Reserve America also

provides a strong support framework, including a dedicated support person who understands the Park District's specific needs.

While staff are generally satisfied with the Reserve America software, the reservations software market has evolved over the past several years. With additional options now available, the Reservations/Business Services Departments are planning to conduct an assessment of the Park District's reservation needs for camping as well as for picnic reservations, programs, and permits. Over the next 1-2 years, the Reservations and Business Services Departments will be engaging in a needs assessment with the plan of releasing a Request for Proposals for software solutions. In the meantime, staff are recommending an amendment to the Reserve America license agreement to extend the term for up to five additional years to ensure consistency in reservation processes and to allow for conducting a needs assessment and planning for any potential future transitions in technology.

### **FISCAL IMPACT**

The agreement consists of a \$20,000 yearly support and maintenance fee in addition to \$4.25 per internet transaction and \$2 per call center transaction. Funding has been allocated for the \$20,000 yearly fee in the Information Services Department Support Contracts budget 101-4150-000-6443. The transaction fees are estimated to not exceed \$100,000 annually and are funded from the Reservations Department Professional Services budget 101-5324-000-6191.

### **ATTACHMENTS**

None.



**EAST BAY REGIONAL PARK DISTRICT  
RESOLUTION NO. 2024 – 10 -  
OCTOBER 1, 2024**

**AUTHORIZATION TO AMEND THE RESERVE AMERICA CAMPING SOFTWARE  
LICENSE AGREEMENT WITH RA OUTDOORS, LLC – DISTRICT WIDE TO  
EXTEND THE TERM FOR UP TO FIVE ADDITIONAL YEARS**

**WHEREAS**, the East Bay Regional Park District (Park District) has continuously used the Reserve America system since 1993 for camping reservations over the phone and since 2006 over the phone and online; and

**WHEREAS**, the Park District approved an amendment to the software license agreement with Reserve America, Inc. in 2008 at the cost of \$20,000 per year in support and maintenance fees and \$4.25 per internet transaction and \$2.00 per call center transaction; and

**WHEREAS**, the Agreement has been authorized every five years since 2008 Resolution No. 2018-02-037 and 2014 Resolution No. 2014-12-300 and was most recently authorized in 2019 Resolution No. 2019-12-310; and

**WHEREAS**, Appendix E of the Board Operating Guidelines states that multi-year contracts over \$50,000 require authorization by the Board of Directors every five years; and

**WHEREAS**, the use of the Reserve America software has expanded over the years as the District's camping program has expanded including the recent addition of the Dumbarton Quarry by the Bay Campground and the total transaction fees have increased accordingly; and

**WHEREAS**, Reserve America, Inc was acquired by Active Network, Inc. in 2008 and subsequently acquired by RA Outdoors, LLC dba Aspira as successor-in-interest to Active Network LLC; and

**WHEREAS**, the funds for the \$20,000 yearly base fee are available in the Information Support Department Support Contracts budget, and the transaction fees which are estimated not to exceed \$100,000 annually are available in the Reservations Department Professional Services budget; and

**WHEREAS**, the Park District may terminate the agreement at any time with sixty (60) days written notice; and

**WHEREAS**, the Park District desires to continue utilizing the Reserve America software for camping reservations; and

**NOW, THEREFORE BE IT RESOLVED,** that the Board of Directors of the East Bay Regional Park District hereby authorizes amendment to the license agreement with RA Outdoors, LLC dba Aspira for camping software to extend the term for up to five (5) additional years as presented to the Board on October 1, 2024; and

**BE IT FURTHER RESOLVED,** that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director \_\_\_\_\_, and seconded by Director \_\_\_\_\_, and adopted October 1, 2024, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: