




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

DATE	March 18, 2025
TITLE	Recommendation to Award and Authorize Execution of Contract for Services in the Amount of \$88,000 with Newport Technical Consulting Services, Inc., for a Reservations Systems Needs Assessment: District-wide
DIVISION	Operations
FROM	Tiffany Margulici, Business Services Manager Lisa Goorjian, Assistant General Manager of Operations
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

The General Manager recommends that the Board of Directors authorize the award and execution of a Contract for Services with Newport Technical Consulting Services, Inc. for a Reservations Systems Needs Assessment in the amount of \$88,000.

BACKGROUND

The East Bay Regional Park District (Park District) Reservations Department is comprised of 9 full-time employees within the Business Services Unit of the Operations Division. The Reservations department has its own customer service call center and handles an average of 40,550 calls annually. The Reservations Department processes approximately 10,000 program registrations, and makes approximately 4,600 picnic reservations, and 9,000 camping reservations annually. In addition, the Reservations Department issues more than 2,400 other permits, such as special event permits. Program registrations and family camping reservations can be made online, and all other services must currently be made by phone via the call center.

The Park District currently uses the Reserve America system for camping reservations and ActiveNet software for programs, permits, day use reservations and point of sale for fee collections. The Park District has been using these software programs since the early 2000's. Consistent with best practices, the Business Services Department identified the need for a comprehensive needs assessment of the reservations system business requirements and a review of the current reservations software market to determine if there is an opportunity to consolidate to one software system, as well as improve overall efficiencies and customer service. In 2024 staff from the Business Services Department initiated scoping a needs assessment project and convened a cross divisional team to work together on it.

The needs assessment for reservation software will include evaluation and documentation of the functional and technical system requirements necessary to implement the reservation system or service that takes into consideration multiple viewpoints: financial, information services, customer services, and call center services. Furthermore, the assessment will identify deficiencies with the

current systems and propose opportunities for improved system design, system consolidation and efficiency. The consultant will also develop a Request for Proposal (RFP) for a new reservations software vendor, support in the evaluation and selection process, and prepare for a possible transition in software vendors.

In November 2024, the Park District invited qualified firms with proven experience to submit proposals for consulting services to conduct this Reservations System Needs Assessment project. On January 13, 2025, the Park District received eight proposals in response to the RFP.

ANALYSIS

The evaluation process included a panel of members from the Operations Division and Finance and Management Services Division who were assembled to review and rank the proposals. The proposals were evaluated based on experience, approach, qualifications, additional noteworthy items, and price. After reviewing all the proposals, the top four firms were interviewed by the five panel members, who recommended moving forward with a contract with Newport Technical Consulting Services, Inc. (NTC) based on their demonstrated extensive needs assessment, RFP writing, project management, business analysis, and Park reservations/recreation system experience.

Established in 2011, NTC has 14 years of experience working with customers across state, and local, government markets providing consulting services and implementing leading edge information technology solutions. Headquartered in Rocklin, California, NTC is a privately held, woman-owned certified small business that has built a reputation providing IT project needs assessments, proposal writing, end-to-end implementation, organizational change management, project management, thought leadership, business process mapping, training, and oversight support services for numerous complex and high-value government projects throughout California. NTC is not a product-based company; their discovery, assessment, and recommendations are based upon the technological needs of the enterprise system from end-to-end data needs, interfaces, and end-user functionality.

FISCAL IMPACT

The consultant costs to support the Reservations Systems Needs Assessment and Selection is up to \$88,000. Funds are available in the Upgrade Reservations System Project No. 549700.

ATTACHMENTS

None.



**EAST BAY REGIONAL PARK DISTRICT
RESOLUTION NO. 2025 – 03 -
MARCH 18, 2025**

**RECOMMENDATION TO AWARD AND AUTHORIZE EXECUTION OF
CONTRACT FOR SERVICES IN THE AMOUNT OF \$88,000 WITH NEWPORT
TECHNICAL CONSULTING SERVICES, INC., FOR A RESERVATIONS NEEDS
ASSESSMENT DISTRICT-WIDE**

WHEREAS, the East Bay Regional Park District (Park District) has been utilizing the same Reservations Software since the early 2000's for reservations, program registration, recreational permits and point of sale for fee collection; and

WHEREAS, consistent with best practices, staff is conducting a needs assessment of the Reservations Systems business requirements to determine if an opportunity exists to consolidate to one software system, as well as improve overall efficiencies and customer service; and

WHEREAS, in November 2024, staff issued a Request for Proposals (RFP) for a qualified firm to conduct a needs assessment for the Park District's Reservations System, draft a Request for Proposals for new software, assist in evaluating proposals, and prepare for a possible transition to a new system; and

WHEREAS, eight proposals were received, and Newport Technical Consulting Services, Inc., rated highest in the Park District's RFP selection process based on their based on their extensive needs assessment, RFP writing, project management, business analysis and Park reservations/recreation system experience; and

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the East Bay Regional Park District hereby authorize award and execution of a contract to Newport Technical Consulting Services, Inc. in the amount of up to \$88,000 to be funded out of the Upgrade Reservations System Project No. 549700, as presented to the Board on March 18, 2025; 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 March 18, 2025, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: