




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

DATE	May 20, 2025
TITLE	Authorization to Execute Contract Amendment with Matrix Consulting Group for Phase Two of the Resource Allocation Study in the Total Amount of \$84,000: District-wide
DIVISION	Operations
FROM	Ruby Tumber, Management Analyst Lisa Goorjian, Assistant General Manager of Operations
APPROVED	Sabrina Landreth, General Manager 

RECOMMENDATION

The General Manager recommends that the Board of Directors authorize execution of a \$84,000 contract to Matrix Consulting Group to conduct a second phase of a Resource Allocation Study for the Operations Division to be initiated in summer 2025 and completed in 2026.

BACKGROUND

The Operations Division assumes a lead role in managing, maintaining, and restoring the Park District's trails and parklands. As the East Bay Regional Park District's (Park District's) largest Division, currently with 509 regular / permanent full-time equivalent (FTEs) positions, it is comprised of 5 internal departments with staff dispersed throughout the 127,000 acres of the Park District. As such, the Operations Division provides a wide variety of service delivery: recreation and programming, trail maintenance, park oversight, revenue collection via special use and concession agreements, residence and reservable facility management, vehicle maintenance, and skilled trades.

In 2024, the Operations Division initiated a Resource Allocation Study to better understand the dispersal of resources within the Operations Division, service delivery as well as means for improvement, and operational effectiveness. Funds for the first phase of the Resource Allocation Study were allocated in Project No. 561700 in the Adopted 2024 Budget.

In March of 2024, the Park District invited qualified firms to submit proposals for consulting services to conduct a Resource Allocation Study. In April, the Park District received four proposals in response to a Request for Proposal (RFP). Matrix Consulting Group (Matrix) was selected due to their overall experience and responsiveness to the RFP. Matrix was awarded a contract for \$49,995 and the project initiated in June of 2024.

The first phase of the project was to understand and document a current state assessment that concludes in spring of 2025. Based on the findings of the first phase, staff are finalizing a scope for the second phase of the study, which will delve deeper into providing recommendations and guidelines for areas of improvement for the Operations Division.

ANALYSIS

An interdivisional Steering Team was established to inform and provide feedback to Matrix on the various tasks and deliverables of the project. The consulting team utilized a wide variety of data collection and analytical techniques for the first phase of the study with the goal of understanding baseline conditions. This included interviews, site visits, analyses of Operation Division's metrics and data, as well as surveys.

Surveys were deployed to all full-time Operations employees, with additional in-depth surveys to members of the Park Operations Department and Interpretive and Recreation Department. The response rate for the Division-wide survey was 43%, and 52% for the concentrated survey. A presentation of the findings was provided to the April 16, 2025, Board Operations Committee that described the current state of operations and outline key areas of focus for the second phase of the project. The findings in phase one have identified various areas for improvement, ranging from the need to create improved standard operating procedures and succession planning documents, to improving organization of staff and exploring staff office space.

For the second phase of the project, staff will explore issues recognized as the most critical for the Operations Division, analyzing and making recommendations pertaining to staffing, service delivery, and performance. If while performing the second phase of the study additional work is identified that is critical to completing the project, staff is requesting that the Board authorize the issuance of contract amendments up to 15% of the total contract price.

FISCAL IMPACT

This recommendation will authorize an amendment to the contract for \$84,000 with Matrix Consulting Group, above the current contract amount of \$49,995 for the first phase. These funds have been exhausted as the first phase comes to an end. An additional \$84,000 is needed to complete the second phase of the work. An additional \$70,000 was allocated to the Resource Allocation Study Project No. 561700 in the Adopted 2025 Budget. An additional \$14,000 will be transferred into the project from the Assistant General Manager of Operation's Contingency Fund to complete the work.

SOURCE OF FUNDS	
Resource Allocation Study Project No. 561700	\$ 120,000
Expenditures/Encumbrances to Date (Phase I)	(\$ 49,995)
AGM Contingency Fund (101-2010-000-5833)	\$ 14,000
Total Funds Available	\$ 84,000

USE OF FUNDS	
Contact Amendment with Matrix (Phase 2)	\$ 84,000
Balance Remaining	\$ 0

ATTACHMENTS

None.



**EAST BAY REGIONAL PARK DISTRICT
RESOLUTION NO. 2025 - 05
MAY 20, 2025**

**AUTHORIZATION TO EXECUTE CONTRACT AMENDMENT WITH MATRIX
CONSULTING GROUP FOR PHASE TWO OF THE RESOURCE ALLOCATION
STUDY IN THE TOTAL AMOUNT OF \$84,000: DISTRICT-WIDE**

WHEREAS, the Operations Division provides on-the-ground service delivery for a variety of functions: recreation and programming, trail maintenance, park oversight, revenue collection via special use and concession agreements, residence and reservable facility management, fleet and equipment maintenance, and skilled trades; and

WHEREAS, staff is interested in learning how to optimize existing resources within the Operations Division to better understand the dispersal of said resources, service delivery as well as means for improvement, and operational effectiveness; and

WHEREAS, staff issues a Request for Proposals (RFP) for a Resource Allocation Study in Spring of 2024 for a qualified firm to conduct a Resource Allocation Study, with the work awarded to Matrix Consulting Group based on their experience and responsiveness to the RFP; and

WHEREAS, funding for the first phase of the project was allocated in the Adopted 2024 project has now been exhausted with its completions, with findings presented to the April 16, 2025, Board Operations Committee; an additional \$84,000 is required to conduct the second phase of the study; and

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the East Bay Regional Park District (Park District) hereby authorize an amendment of a contract to Matrix Consulting Group in the amount of \$84,000 to be funded out of the Resource Allocation Study Project No. 561700,

BE IT FURTHER RESOLVED, that the Board of Directors of the East Bay Regional Park District hereby authorize the General Manager or designee to approve contract amendments provided that the net aggregate of all amendments does not exceed 15% of the total contract price of \$133,995;

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 May 20, 2025, by the following vote:

FOR:
AGAINST:
ABSTAIN:
ABSENT: