

# East Bay Regional Park District

## REQUEST FOR PROPOSAL

### For

# Consulting Services for Reservations System/Service Needs Assessment, Selection, and Implementation Plan

Contact:

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**Proposals Due:**  
**January 13, 2025, no later than 4:00 pm**



# **REQUEST FOR PROPOSAL FOR CONSULTING SERVICES FOR RESERVATIONS SYSTEM/SERVICE NEEDS ASSESSMENT, SELECTION, AND IMPLEMENTATION PLAN**

## **A. Statement of Purpose**

East Bay Regional Park District (Park District) is inviting qualified firms to submit proposals for consulting services for Reservations System/Service Needs Assessment, Selection, and Implementation. The Park District is requesting proposals from qualified firms with proven experience to conduct a needs assessment for the Park District's Reservations System, draft a request for proposal (RFP), assist in evaluating proposals, and (optional task) provide advisory and project management support during implementation of the new system.

## **B. Park District Background**

The Park District was incorporated in 1934 as a California Special District and operates under Sections 5500-5595 of the Public Resource Code of the State of California. It is a legally separate and fiscally independent entity from other government agencies. The Park District's purpose is to acquire land, develop and maintain parks, recreation, and open space within Alameda and Contra Costa counties for recreation.

The Park District manages a system of beautiful parklands and trails, including over 126,000 acres in 73 parks, and over 1,300 miles of trails. It is governed by a seven-member Board of Directors, elected by voters in their respective wards and serving a four-year term. The Park District has 978.5 budgeted full-time equivalent positions (FTEs) and a head-count of over 1,000 employees.

The 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 using the Cisco Finesse software (not part of this needs assessment) 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. Program registrations and family camping reservations can be made online and all other services must be made by phone via the call center.

The Park District currently uses the Reserve America system (camping) and ActiveNet software (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 and plans to complete a comprehensive needs assessment and review of the current market to determine if there is an opportunity to consolidate to one software system, as well as improve overall efficiencies and customer service for the Reservations Department.

The following modules are currently in use:

Reserve America - Call Manager, Online reservations for individual campsites and backpacking sites

ActiveNet – Online program registration, facility reservations

Financial data export to ERP System

Additionally, the Park District is possibly interested in implementing modules for field manager or equivalent for camping (ability to check in/out reservations and make reservations in the field).

## **C. Scope of Work**

### **Task #1: Needs Assessment**

Evaluate and conduct reviews of the Park District's existing reservations processes and systems; determine and document 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. In collaboration with the Park District's functional experts, identify deficiencies with the current systems and propose opportunities for improved system design, system consolidation and efficiency. Evaluate other applications and systems in use by the Park District that might be replaced, interfaced, or integrated with the Reservations system, including the software systems currently used for bus transportation, volunteer tracking (Interpretive and Recreation Services Department) as well as park access permits (Maintenance and Skilled Trades Department).

#### **Deliverable:**

- (1) Needs Assessment report which should include business practices, process diagrams, areas that needs are not being met by the current business processes; as well as Reservations technology solution and opportunities for improved business process changes that will assist in the adoption of best practices and online customer services common to Reservations software applications.
- (2) Organizational Readiness Assessment that addresses areas of alignment and misalignment, strengths and weakness, potential issues and recommendations for change management strategy when preparing for a new system.

### **Task #2: Develop a Request for Proposal**

Using the results of Needs Assessment/Gap Analysis, develop a request for proposal (RFP) that incorporates the Park District's functional and technical requirements, structured list of items for vendors to address in their responses, and evaluation criteria.

#### **Deliverables:**

- (1) Completed RFP to solicit a vendor to implement a new reservations software system or Service that meets the needs of the Park District.
- (2) List of potential vendors that are qualified to provide the requested software system or service.

### **Task #3: Evaluation and Selection of Vendor**

Assist the Park District staff in the RFP selection process which may include responding to vendor questions and developing RFP addenda, coordination of both onsite and virtual vendor

demonstrations and any other follow-up actions. Facilitate the Park District staff's proposal review process by aiding in analyzing vendor proposals to identify any potential risks or issues and assess vendor's ability to meet the documented requirements.

**Deliverable:**

Proposal Summary report that analyzes each vendor's proposal compared against the Park District's objectives as described in the RFP; to include an analysis of each vendor's proposed solutions to the Park District's needs.

**Task #4: Action Plan to Integrate the Reservations System Implementation Plan (Additional/optional task)**

Develop a comprehensive project action plan that integrates the Reservations System vendor's implementation plan with the Park District's, which shall include all implementation tasks, deadlines, milestones, Park District staff resources required, and time allocations. The plan should prioritize delivery of functional components based on the Park District's goals and objectives for customer service, fiscal responsibility and management, system reliability, customer service and other objectives as identified in the needs assessment. Provide a suggested milestone based payment plan that encourages successful implementation of the selected solution.

**Deliverable:**

Detailed action plan that combines selected vendor's implementation plan with Park District's resources and phases for deployment of each functional area. Identify and document any potential risks that could affect the overall success of the implementation.

**Task #5: Advisory and Project Management Support (Additional/optional task)**

Provide project management support and advisory services as requested by the Park District. Specific tasks and deliverables will be determined after vendor selection and based upon needs identified in Task #1.

**D. RFP Calendar**

<b>TASK</b>	<b>DATE</b>
RFP Issued	November 20, 2024
Deadline to Submit Questions	December 4, 2024 (by 4pm)
Informational Zoom meeting (tentative)	December 5, 2024 (11am to noon)
Proposal Submission Deadline	January 13, 2025 (by 4pm)
Evaluation of Proposals/ Optional Interviews	Week of January 13, 2025
Board Meeting for Authorization - Award of Contract (tentative)	March 4, 2025

**E. RFP Questions**

Questions concerning this RFP and the selection process shall be submitted by email to Tiffany Margulici [tmargulici@ebparks.org](mailto:tmargulici@ebparks.org). Questions will not be taken or answered verbally other than at the scheduled informational meeting. No other Park District source is authorized to give information concerning the RFP document or to be contacted about this RFP.

Questions should be submitted to the Park District via email to [tmargulici@ebparks.org](mailto:tmargulici@ebparks.org) no later than December 4, 2024, by 4pm.

## **F. Requirements**

To be considered for selection, proposing firm must meet the following requirements:

- Must have a minimum of five (5) years' experience providing similar professional services as outlined in the Scope of Work with local government projects.
- Must declare that no undue influence or pressure, including coercion, confidential financial arrangement, or financial inducement, is used against or in concert with any officer or employee of the Park District in connection with the award of the contract.
- Must not be related to the software developer that they recommend.
- The Park District may reject a Proposal from any firm that, in the Park District's opinion, would be in a conflict of interest if the firm is awarded a contract.

## **G. Proposal Format and Contents**

Each proposal shall be submitted in several parts as set forth below. The selected firm's proposal in response to this RFP will be incorporated into the final agreement between the Park District and the selected firm. Note that submitted proposals become the property of the Park District and will be public records subject to public disclosure under the California Public Records Act (Gov't Code section 7920 et seq.) The submitted proposals should include each of the following sections:

1. Transmittal Letter – 1 page maximum. The letter should address the firm's interest and commitment to perform work necessary to provide consulting services as described. The person authorized by the firm to negotiate a contract with the Park District shall sign the letter.
2. Qualifications – 4 page maximum. Provide an overview of your firm, including a succinct description of capabilities, and specific qualifications to perform work as described above. Describe your firm's experience with at least three similar projects (e.g. agency size, existing reservation system utilization) highlighting scope of work performed, project team members, schedule, and costs.
3. Project Approach – 2 pages maximum. Describe your firm's approach, including the process, steps, and timing for providing the requested deliverables as detailed in the Scope of Services (Section C).
4. Project Team Staffing – 4 page maximum. Identify the person who will serve as the primary point of contact with the Park District. Provide information about other key personnel who will be actively involved in working with the Park District, including name, role, responsibility, experience, and length of tenure with your firm and experience with public agencies. Provide a list of major projects both ongoing and planned to which the proposed

team members are committed to during the time frame of this project, status of project, and estimated team member time commitment. Include résumés of key personnel as an attachment. If awarded the contract, no staffing substitutions shall be made without the Park District's approval.

5. References - 1 page maximum. Provide a minimum of three (3) client references that are similar in size to the Park District. Include brief description of work performed, role of your firm, proposed team members that were involved and their role, and project duration. For each reference, please include the name of reference, organization, address, email address, and telephone numbers of individuals qualified to provide information from management/technical viewpoints.
6. Detailed and Itemized Pricing – 1 page maximum. Provide proposed project fee separated by Task # and include hourly billing rates for the proposed personnel that determine the fee and any proposed increases in such rates during the term of the contract, and the types of reimbursable expenses with proposed charges.
7. Affirmations – 1 page maximum. Affirm that your firm meets the “District Requirements” as stated in Section F or indicate in which areas the firm cannot comply. Include the statement confirming “no undue influence” and “no professional or personal financial interest which could be a conflict.” Affirm that your firm will be able to meet the conditions specified in the Park District's Professional Services Contract (Appendix A) or provide your proposed modifications to the contract.

## **H. Evaluation Of Proposals**

Award of the contract resulting from this RFP will be based upon the most responsive firm whose offer will be the most advantageous to the Park District in terms of experience and qualifications of firm and assigned personnel, cost, understanding of the Park District, ability to provide services outlined in Scope of Services, and other factors as specified elsewhere in this RFP. The Park District reserves the right to do the following:

- Reject any or all bids and discontinue this RFP process without obligation or liability to any potential vendor.
- Accept other than the lowest priced offer.

### **Appendix:**

- A. Park District's Standard Contract for Services for Licensed Professionals