



SUMMARY REPORT

Agenda Date: 3/25/2025

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Sonoma County Regional Parks

Staff Name and Phone Number: David Robinson, 707-565-2041

Vote Requirement: Majority

Supervisorial District(s): Fourth, Fifth

Title:

Russian River parks shuttle services

Recommended Action:

- A) Authorize the Director of Regional Parks, or designee, to execute an agreement with Code 3 Entertainment Services, LLC, for shuttle services at Sonoma County Russian River parks for an initial five-year term in the amount of \$504,530.
- B) Authorize the Director of Regional Parks, or designee, to execute an amendment to extend the contract for up to five additional years, with the extension amount of up to \$625,000 over the maximum five extension years.
- C) Authorize the Director of Regional Parks, or designee, to execute modifications to the agreement provided such modifications do not significantly change the scope of services and may increase the total not-to-exceed amount by up to \$100,000 over the full contract term to address increased service needs, subject to sufficient fees collected to offset costs, available funding, and review and approval by County Counsel.

Executive Summary:

The Regional Parks Department proposes to enter into an agreement with Code 3 Entertainment Services, LLC, for shuttle services at Sonoma County Russian River parks for an initial five-year term, with a contract amount of \$504,530. The shuttle service will operate between Steelhead Beach and Sunset Beach on weekends and holidays from May through September to enhance visitor safety, reduce vehicle congestion and unsafe parking along River Road, and decrease greenhouse gas emissions. Additional trips to Guerneville Park and the Airport SMART station will be coordinated to expand service coverage. Additionally, Code 3 Entertainment will provide kayak and tube rental service through a subcontractor.

This items also seeks authorization to extend the contract for up to five additional years upon the expiration of the initial term to ensure continuity and stability of service. The amount of the extension will be not to exceed \$625,000. Service costs will be partially offset by ridership fees and a 10% share of the operational revenue from the kayak rental service.

Additionally, this item authorizes the Director of Regional Parks, or designee, to execute modifications to the agreement, provided they do not significantly change the scope of services. Approved modifications may include adding shuttle destination stops, adjusting the number of shuttles to meet demand, and increasing total not-to-exceed amount to address service needs, subject to available funding and County Counsel review

and approval.

Discussion:

Regional Parks operates Steelhead Beach, Sunset Beach, and Guerneville River parks, which experience high-visitation season during the summer months, from Memorial Day Weekend at the end of May through Labor Day Weekend in the first week of September. Historically, this period has seen issues with traffic congestion, unsanctioned parking, trespassing, and littering on adjacent private properties.

To address these challenges, Regional Parks issued a Request for Proposals (RFP) for shuttle services at Russian River parks on the County Supplier Portal in April 2021. The process resulted in one proposal from Code 3 Entertainment Services, LLC. After evaluating the proposal, Regional Parks determined that Code 3 Entertainment Services, LLC, was a qualified provider of requested services and awarded the contract to the company in June of 2021.

The launch of shuttle service has reduced traffic congestion, unsanctioned parking, trespassing, and littering on private properties, enhancing public safety, and fostering goodwill within the local community. Under the contract with Code 3 Entertainment, LLC, the shuttle service provided approximately 23,000 passengers over three years, in addition to individuals 18 and under who ride free of charge. Ridership has steadily increased, with 14,000 passengers using the shuttle service in the summer of 2024, demonstrating growing demand for the shuttle service.

Upon the expiration of the contract with Code 3 Entertainment, LLC., Regional Park issued a new Request for Proposals (RFP) for shuttle services at Russian River parks on the County Supplier Portal in November 2024, to award a 5-year agreement with the option to extend for a longer term. An evaluation committee, consisting of three staff from two County departments with expertise in purchasing and recreation and one external reviewer employed by a public transportation agency, reviewed and scored two proposals based on the criteria outlined in the RFP. Code 3 Entertainment, LLC, offered competitive pricing, the ability to perform requested services, and the ability to meet the timeline of the project.

Staff recommends that the Board authorize the Director of Regional Parks, or designee, to execute an agreement with Code 3 Entertainment Services, LLC, for shuttle services at Sonoma County Russian River parks, for an initial five-year term in the amount of \$504,530, approve contract modifications as needed to accommodate service demands, and authorize a contract extensions of up to five additional years, with an amount for the extension of up to \$625,000 over the five potential years of contract extension with the option to execute amendments in the amount of not to exceed an additional \$100,000 over the full contract term.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

N/A

FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$33,750	\$101,940	\$101,714
Additional Appropriation Requested			
Total Expenditures	\$33,750	\$101,940	\$101,714
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	33750	101940	101714
Use of Fund Balance			
General Fund Contingencies			
Total Sources	33,750	101,940	\$101,714

Narrative Explanation of Fiscal Impacts:

There are sufficient appropriations in the FY 2024-25 budget to fund the cost of this agreement for the remainder of the current fiscal year. This contract, if approved, will go through FY 29-30is with the funding amounts of \$101,940 and \$101,714 for FY 25-26 and FY 26-27 respectively, to be financed with approximately 50% in fees collected and 50% of Regional Parks’ annual Measure M Category 3 Access funds. Appropriations for subsequent years will be requested as part of the budget development process.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

- Agreement
- Exhibit A: Scope of Work

Related Items “On File” with the Clerk of the Board:

None