

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: PARKS AND RECREATION

AGENDA DATE: July 21, 2009

CONTACT PERSON/PHONE: Judy Weiss, Assistant Parks and Recreation Director/541-4259
Terrence Freiburg, Purchasing Manager/ 541-4308

DISTRICT(S) AFFECTED: ALL

SUBJECT: Request for Proposal Number 2009-182R

BACKGROUND / DISCUSSION: Request award of Request for Proposal Number 2009-182R to the Active Network, Inc. for vendor hosted recreation management software. This system will automate the Parks and Recreation Department's program registration, facility reservation, sports league management, membership management, and point of sale functions. This system will also allow participants to register for programs on-line and to use credit cards through on-line or on-site registration, enhancing customer service.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one? No

AMOUNT AND SOURCE OF FUNDING: Total first year cost: \$122,448 which includes hardware.
Total cost, Years 2-5: \$248,000.

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A: N/A

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD:  _____
(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

PROJECT FORM
REQUEST FOR PROPOSALS

DATE: July 7, 2009

PROJECT: RECREATION MANAGEMENT SOFTWARE
SOLICITATION NO: 2009-182R
FUNDING SOURCE: Parks General Fund
REPRESENTATIVE DISTRICT(S): All

DEPARTMENT: Parks

RECOMMENDATION: Vendor: The Active Network, Inc.
San Diego, CA
Item: All
Total First Year Cost: \$122,448.00
Total Cost (Years 2-5): \$248,000.00

Parks and Recreation and Financial Services Departments recommend award to the highest ranked proposer.

This is a five (5) year contract for Recreation Management Software. Vendor offers the City the option to extend the term of the contract at the same unit price for an additional five (5) year period if the option is exercised prior to the expiration of the original term of the contract. No prompt payment discount is offered.

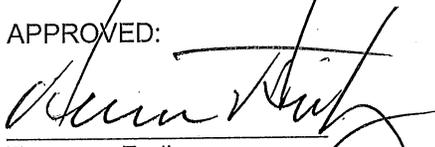
RFPS SOLICITED- 5 (0 local)
RFPS RECEIVED- 2
"NO OFFER" RECEIVED 0

TOTAL RECOMMENDED AWARD: \$370,448.00
Estimated total 5-year cost

COUNCIL APPROVED REJECTED MUNICIPAL CLERK _____

APPROVED:

COUNCIL MEETING DATE: July 21, 2009


Terrence Freiburg
Purchasing Manager
Financial Services, Purchasing Division

cc: Rfp File

COMMITTEE SCORE SHEET

RECREATION MANAGEMENT SOFTWARE

SOLICITATION NO: 2009-182R

	THE ACTIVE NETWORK, INC.	US eDIRECT, INC.			
Cost 35 (# points max)	35.00 (\$370,448.00)	22.25 (\$582,630.00)			
Software Specification Requirements 25 (# points max)	23.75	12.50			
Experience with Projects similar in scope & size 15 (# points max)	14.25	11.75			
Technical Specifications/Compliance with Industry Standards 10 (# points max)	9.50	7.75			
Other Information (Training, Support Maintenance etc) 10 (# points max)	10.00	8.00			
Oral Presentations 5 (# points max)	5.00	3.25			
GRAND TOTAL (Maximum 100 points)	97.50	65.50			

CITY OF EL PASO RFP TABULATION

TITLE: RECREATION MANAGEMENT SOFTWARE DATE: APRIL 29, 2009	RFP #: 2009-182R DEPARTMENT: PARKS AND RECREATION
THE ACTIVE NETWORK, INC.	SAN DIEGO, CA
US eDIRECT INC.	HUNTINGTON, NY
RFPs SOLICITED: 5	RFPs RECEIVED: 2
RFPs LOCAL: 0	NO RFPs: 0

NOTE: THIS IS A BEST VALUE PROCUREMENT. OTHER FACTORS BESIDES PRICE WILL BE CONSIDERED.

APPROVED: *[Signature]*
 DATE: 4/30/09

CITY OF EL PASO BID TABULATION

SOLICITATION TITLE: RECREATION MANAGEMENT SOFTWARE RFP # 2009-182R
 RFP DUE DATE: APRIL 29, 2009
 BEST AND FINAL OFFER RESPONSE DATE: JUNE 22, 2009 DEPARTMENT: PARKS AND RECREATION

		The Active Network, Inc. San Diego, CA		US eDirect Inc. Huntington, NY
ITEM	DESCRIPTION			
A.	TOTAL FIRST YEAR COST (PART A) <small>(Vendor hosted minimum cost, training, Project cost management, bank charges, etc., for 1st year)</small>	\$122,448.00		\$301,038.00
B.	TOTAL COST YEARS 2-5 (PART B) <small>(Vendor hosted minimum cost, bank charges, etc., for years 2-5)</small>	\$248,000.00		\$281,592.00
A+B	TOTAL FIVE (5) YEAR COST (PARTS A + B)	\$370,448.00		\$582,630.00
<p>OPTION TO EXTEND:</p> <p>The City, at its sole discretion, may extend the initial term of this contract for five (5) additional years (6th - 10th year) by giving the Contractor written notice prior to the expiration of the current term. If the option to renew is exercised, the contract will continue under the same terms and conditions set forth herein. The total duration of this contract, under this clause, shall not exceed ten (10) years.</p> <p>Bidder offers the City the option of extending the term of the contract:</p>				
	YES	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	NO	<input type="checkbox"/>		<input type="checkbox"/>
PAYMENT TERMS:		NET 30 DAYS		NET 30 DAYS
RFPS SOLICITED: 5		RFPS RECEIVED: 2		RFPS LOCAL: 0

APPROVED BY: *MWP*

DATE: *7-7-09*

ACTIVE NETWORK
ATTN: SUKH SANGHERA
6400 ROBERTS ST. STE. 160
BURNABY, BC V5G 4C9

VERMONT SYSTEMS
12 MARKET PLACE
ESSEX JUNCTION, VT 05452

CSI SOFTWARE
3333 RICHMOND, 2nd FLR.
HOUSTON, TX 77098

MYRECDEPT.COM
P.O. BOX 302
KILLINGTON, VT 05751

RC SYSTEMS INC.
ATTN: MARIA McCORMICK
35807 MORAVIAN
CLINTON TOWNSHIP, MI 48035



Recreation Management System

July 28, 2009



Impacted Services

- All registration counters (front desks) will be automated
- Recreation Centers, Senior Centers, Sports Centers, Pools, and Administrative Office
- Facility Reservation, Program Registration, Point of Sale, Membership, Sports League Scheduling



Recommendations for Automation

- Internal Audit recommends implementation of this system to improve cash handling
- Adopted Parks Master Plan recommends for ready access to data



Without and With

- Cash handling, receipts, financial accounting done manually
- Program participation tracking– hash marks and hand-written rosters
- Decentralized data – each program and center has its own manual tracking system and no unified format
- Receipts are computer generated. Reports are available real time and compiled in seconds
- All participants have an account. Rosters and waiting lists computer generated
- Data is centralized and available to view from administrative office and other locations in standard formats



Without and With

- Cash registers (only installed at pools currently)
- Credit cards not accepted
- People line up to register for a swim lesson session
- Each PC turns into a cash register with cash drawer and credit card swipe
- Credit cards accepted with fee
- System allows on-line registration from home or public access computer



Without and With

- Customers call City Hall for a shelter, pavilion, or reserve availability
- Manual system prone to operator error by entry level staff, causing inconsistencies in collection of fees and charges
- On line information will show availability and rentals can be done by phone and with e-mail
- All fees are populated in the system eliminating error



Automated Options

Two models are available to implement automation:

1. Client-server
2. Vendor hosted, internet based



Client-Server Option

System software is put on hardware (server) located at City Hall (one time cost)	\$15,000
Training and system set up (one time cost)	\$26,200
Software modules are purchased (one time cost)	\$130,000
Annual maintenance fees required to support, receive upgrades (on-going cost)	\$100,000 annually
Cost for City IT staff to maintain hardware (on-going cost)	\$5000 annually
TOTALS: \$171,200 in one time costs \$105,000 annual costs to City (on-going)	



Vendor Hosted, Internet Based Option

System software is put on hardware (server) located at City Hall	NA
Training and system set up (one-time cost)	\$26,200
Software modules	\$0
Purchase ancillary equipment (cash drawers, credit card swipes, etc) (one-time cost)	\$34,250
Annual maintenance fees required to support, receive upgrades	\$0
Cost for City IT staff to maintain hardware	\$0
Weekly Remittance Fees (annual cost)	\$2000
TOTALS: \$60,450 in one time costs \$2000 annual on-going costs to City	

Note: transaction fees, paid by registrant, are applied to each transaction



Transaction Fees

- Cash/Check Transaction Fee – 1.5%
 - Covers unlimited technical support, new updates, hosting/maintenance of data, back ups every 30 minutes
- Credit Card Processing Fee – 3.75%
 - This is in lieu of credit card fees paid by the City to a third party vendor



Transaction Fees

- On-Line Transaction Fees – 6.5% plus \$.50
 - Covers the cost that the City currently incurs by processing its own credit cards:
 - Different rates charged by different credit card companies
 - PCI Compliance
 - Cost of payment servers and infrastructure
 - Cost of Software Security License certificates and Merchant Accounts
 - Flat fees charged by credit companies on each transaction
 - Higher rates for affinity, frequent flyer, or international cards
 - Assessment charges from the bank or clearinghouse
 - Interchange fees from the bank or clearinghouse



Fee Payment Example

On-Line Credit Card Transaction

Aerobics Class Fee: \$25

Online Transaction Fee (6.5% + \$.50): \$2.13

Participant pays: \$27.13

City keeps: \$25

Vendor keeps: \$2.13



Fee Payment Example

Walk-Up Transaction - Aerobics Class Fee: \$25

Cash/Check Transaction Fee (1.5%): \$0.38

Participant pays: \$25.38

City keeps: \$25

Vendor receives: \$0.38

Credit Card Transaction Fee (3.75%): \$0.94

Participant pays: \$25.94

City keeps: \$25

Vendor receives: \$0.94



Accounting Example

Class Fee	\$25.00
Transaction Fee	\$.38
Total Collected	\$25.38

	Credit	Debit
Revenue Acct 4xxxxx	\$25.00	
Suspense Acct 219900*	\$.38	
Cash Acct 101000		\$25.38
Suspense Acct 219900*		\$.38
Cash Acct 101000	\$.38	

*City does not budget for suspense item since net result is \$0



Sample of Current ActiveNet Users

- City of New York
- Clark County Parks & Recreation
- City of Philadelphia
- City of Phoenix
- City of Dallas
- DuPage County, Forest Preserve District
- Milwaukee County Parks
- City of San Jose
- City of Indianapolis
- City of San Francisco
- City of Columbus
- DeKalb County
- City of Oklahoma
- City of Tucson
- City of Las Vegas
- Cleveland Metroparks
- City of Long Beach
- City of Virginia Beach
- City of Sacramento
- City of Tulsa
- City and County of Honolulu
- City of Orlando
- Louisville Metro Parks and Recreation
- City of Austin
- City of Baltimore
- City of Boston
- City of Fort Worth
- City of Charlotte
- District of Columbia
- City of Seattle
- City of Denver
- Metro Nashville and Davidson County
- City of Portland
- City of Minneapolis
- City of Colorado Springs
- City of Wichita
- City of Anaheim
- City of Raleigh
- City of Stockton
- City of Newark
- Galveston County Beach and Parks
- City of Plano
- City of Scottsdale
- City of Modesto
- City of Lubbock
- City of Reno



Cost Breakdown – Year 1

Equipment	\$34,250
Training/Set-up	\$26,200
Remittance Fee	<u>\$ 2,000</u>
Paid by City	\$62,450
Paid by <i>Registrant</i>	<u>\$60,000</u>
	<u>\$122,450</u>



Cost Breakdown – Year 2+

Equipment	\$0
Training/Set-up	\$0
Remittance Fee	<u>\$2,000</u>
Paid by City	\$2,000
Paid by <i>Registrant</i>	<u><u>\$60,000</u></u>
	\$62,000