



CITY COUNCIL STAFF REPORT

From: City Manager

Report Type: CONSENT

Lead Department: Community Services

Meeting Date: January 23, 2023

TITLE

Approval of Contract with CivicPlus, LLC (C23186719) for CivicRec Recreation Management Software for a Period of Six Years in an Amount Not to Exceed \$735,065 (Including a 5% Contingency for Additional Services Amount of \$29,229)

RECOMMENDATION

Staff recommends the City Council approve and authorize the City Manager or their designee to execute Contract No. C23186719 with CivicPlus, LLC for CivicRec recreation and facility management software renewal for six years from January 1, 2023 to December 31, 2028, in an amount not to exceed \$735,065 (including a 5% percent contingency for Additional Services in the amount of \$29,229).

BACKGROUND

The Community Services Department (CSD) uses a Recreation Management Software, CivicRec, to process program registrations, facility rentals, membership sales, ticket sales, and point of sale transactions throughout the department. The system allows customers to view the Enjoy! Catalog and self-register for classes and camps, purchase tickets and reserve facility spaces. The system can also generate custom reports such as number of registrations, including by residents and non-residents, class waitlists, and others. The reporting features in CivicRec are quite robust and gives staff the ability to create reports based on specific informational needs by adjusting the filters and fields in each report. CivicRec also allows staff to send periodic email announcements and reminders to registered users. CivicRec provides an export of CSD programming for the Enjoy! Catalog that is produced five (5) times a year.

Some of the features of CivicRec that directly benefits customers and class instructors include:

- Automatically directs the customer to a specific grouping of activities, programs, or facility rentals.
- Capability for customers to save their credit cards with end-to-end encryption resulting in a quicker checkout process for customers who are signing up for activities (in-person and from home) and enables auto-pay set up for rental customers.

- At the end of an activity or rental, CivicRec generates and auto-sends a custom survey to participants for feedback.
- From the customer interface, the customer can view their position on a waitlist, check facility rental availability, and view transaction receipts.
- Instructors and contractors have limited access to the system to view class rosters and important information such as emergency contacts for participants.
- Instructors of drop-in pass programs, such as the BOOST! adult fitness program, have the ability to scan in participants at the start of class.

CivicRec is currently in use by both the Palo Alto Junior Museum and Zoo and the Children's Theatre for ticket sales. However, due to the one-time nature of these ticket purchase transactions, these facilities will transition to a new ticketing system in Fiscal Year 2023 to make the user experience for these facilities more efficient for the customer.

Request for Proposals Process

In November 2018, the City issued a Request for Proposals (RFP) for recreation management software, as the contract term for the previous system, ActiveNet, was ending in December 2019. After a competitive solicitation process, bids from six different service providers were reviewed and a contract was awarded to CivicRec on August 19, 2019. More information on the original RFP and service provider selection process can be found in [Staff Report #10440](#).

The transition to CivicRec on December 3, 2019 was only possible after extensive research during the RFP process, historical data preservation from ActiveNet, data transfer into CivicRec, CivicRec system configuration, and hardware setup. The configuration process for City staff to use CivicRec to its fullest capability required a lot of assistance from the IT Department, and due to the pandemic was a process that took nearly two years to complete. Staff training is an ongoing and continual process.

An exemption to competitive solicitation was approved by the City Manager pursuant to PAMC 2.30.260(b)(2). To ensure there is no disruption of services provided to the community, and no increased demands on staff time to configure a new system, staff recommends continuing with CivicRec for an additional six years to maximize the return on our investment since its 2019 implementation. In addition, staff does not anticipate significant changes in registration and facility booking technology and expects pricing to remain competitive.

DISCUSSION

The contract covers the term of January 1, 2023 through December 31, 2028, for a not-to-exceed amount of \$735,065. This is in alignment with the fee schedule included in the current contract that states in year three and beyond, the service rates will increase 5% per year. A 5% per year contingency amount is included to use for special system build requests to add features to improve efficiencies for both staff and customers.

Fiscal Year	Annual Fee	Contingency Funds	Total/fiscal year
FY23 Jan 1 – June 30	\$50,378	\$0	\$50,378
FY24	\$105,793	\$5,290	\$111,083
FY25	\$111,082	\$5,555	\$116,636
FY26	\$116,636	\$5,832	\$122,468
FY27	\$122,469	\$6,124	\$128,592
FY28	\$128,591	\$6,430	\$135,021
FY29 July 1- Dec 31	\$70,887	\$0	\$70,887
Total Contract Amount:			\$735,065

FISCAL/RESOURCE IMPACT

Staff is making the recommendation to extend the existing contract instead of issuing a new RFP to ensure that the user experience of the City's 48,173 number of registered CivicRec users is not disrupted, to leverage the significant staff resources used to implement the current system, and ensure other priorities can be focused on instead of the dedication and time needed to issue a new RFP and onboard a new system.

The Community Services Department's FY 2023 Adopted Operating Budget has sufficient funding to absorb the cost of the contract, with no additional budget action being required for the current fiscal year. Funding for future years will be subject to Council's adoption of future budgets, and if necessary, requests for additional funding in alignment with escalating contract costs will be brought forward as a part of the City's annual budget development process.

STAKEHOLDER ENGAGEMENT

Although Community Services Department staff is satisfied with the performance of CivicRec and would like to continue with the software, staff did take into consideration other vendors providing similar Recreation Management Software. Staff consulted with the IT Department on the resources that would be required to migrate to a different system while also retaining historical information. Staff also assessed the time and resources required to learn and configure a new system. In consideration of the comprehensive resources that would be required and inconvenience to community members who use the current system, staff is recommending a renewal of the contract with CivicPlus.

ENVIRONMENTAL REVIEW

Council action on this item is not a project as defined by CEQA because the approval of a recreation management software does not involve any commitment to any specific project which may result in potentially significant impact on the environment per the California Environmental Quality Act (CEQA), section 15378(b)(4).

ATTACHMENTS

Attachment A: CivicPlus Contract C23186719

APPROVED BY:

Kristen O'Kane, Community Services Director

Report #: {{item.custom_tracking_number}}