



**County of Santa Cruz Board of Supervisors  
Agenda Item Submittal**

**From:** Parks, Open Space & Cultural Services  
(831) 454-7901

**Meeting Date:** February 27, 2018

**Recommended Action(s):**

1. Approve a contract with Active Network, LLC in the amount of \$29,132.54 for implementation services and hardware;
2. Approve the transaction fee structure for ongoing software product services; and
3. Authorize the Director of Parks, Open Spaces and Cultural Services (POSCS) to sign the agreement on behalf of the County.

**Executive Summary**

POSCS is reporting on the results of a Request for Proposals (RFP) for an integrated recreation software system replacement as well as requesting approval of the attached contract for implementation services, hardware, and software product services.

**Background**

POSCS current Class Software Service supports over 12,000 active customer accounts for individuals and organizations, with approximately 200,000 transactions annually.

Active Network notified customers that it would discontinue sales and support of the Class Software Service product by the end of 2017. On June 16, 2017 the Board authorized the Parks Department to issue a Request for Proposals (RFP) for an integrated recreation software system replacement.

**Analysis**

A total of three responses to the integrated software replacement RFP were received. The RFP criteria included the quality of responses to the business requirements, including contractor qualifications and experience, quality of product, cost, training and implementation plan, and reference checks for the same or similar services.

The RFP selection committee unanimously recommended that the contract be awarded to Active Network, LLC, for Active Net, a fully-hosted web-based application. Customer references provided included the City of San Carlos, City of Mountain View, City of Belmont, and Cordova Recreation and Park District.

Active Net is an all-in-one solution with tools and support needed to manage operations, build engagement and promote health. POSCS will be able to provide continuity of services through core functionality in activity registration, point of sale, facility reservations, memberships and accounting, while expanding public online access and ease of use with online membership, facility reservation, and private swim lesson capabilities. Active Net also provides advancements in marketing and communication

tools, social media integration, advanced browser and PCI compliant security features, intelligent data and insights, GIS import, mobile optimization and a learning management system.

After the implementation phase, Active Network will collect technology fees and payment processing fees per transaction for ongoing software product services through the software-as-a-service fully-hosted web-based application, which is anticipated to be fully implemented in July, 2018. Monthly, Active Network will remit sums due to POSCS based on the total payments collected, less transaction fees.

**Financial Impact**

The term of the contract will be for three years from February 27, 2018 through February 26, 2021, with renewal options thereafter. The costs for implementation services and hardware is \$26,484.13, with a 10% contingency of \$2,648.41, for a total contract amount of \$29,132.54. Appropriations for new registration software implementation costs are included in account 491100/62890 in the FY 2017-18 Parks Department budget. Based on current data, the transaction fee costs will represent 3.1% of overall annual revenue, or approximately \$75,000 per fiscal year. Appropriations for banking or transaction fees are included in account 491100/62310 in the proposed FY 2018-19 budget to be approved by the Board during budget hearings. The source of funds is the General Fund.

**Submitted by:**

Jeff Gaffney, Director of Parks, Open Spaces & Cultural Services

**Recommended by:**

Carlos J. Palacios, County Administrative Officer

**Attachments:**

- a Contract 18C4296 - Active Network, LLC
- b ADM 29 contract 18C4296

**cc:**

General Services Department  
Auditor-Controller-Treasurer Tax Collector