Update on Recreation Software Vendor

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Current Use

- The ACTIVE Network
  - Activity Registration
  - Customer Management
  - Data & Analytics
  - Facility Reservations
  - Field Use & Permitting
  - Financial Tools & Accounting
  - Marketing
  - Online Enrollment & Services
  - Point of Sale

Challenges with the ACTIVE Network

- ▶ Lack of Product Support
- ▶ Pass Through Fees Unresolved
- ▶ Confusing Fee Model
- ▶ Discourages Online Enrollment
- ▶ System Errors
- ▶ "Too Big to Fail"

RFP Process

- ▶ RFP through Purchasing using invitation and PlanetBid
- ▶ 4 bids were received
  - ▶ The ACTIVE Network
  - ▶ CivicRec
  - ▶ US eDirect
  - ▶ Vermont Systems
- ▶ Reviewed by interdepartmental panel and Recreation Division leads
  - ▶ Interactive demonstration
  - ▶ References
  - ▶ Best fit for Corona's unique needs

Financial Comparison

	ACTIVE network.	CIVICREC
Startup Costs	N/A – Current Established	$23,000 (Year 1 Only)
License Renewal	$0	$0
Transaction (Software) Fee	1.74%	1.5% (Competitive)
Transaction Total Est. (FY)	$36,000	$31,500
Merchant (Credit Card) In-Person	2.60%	3.00% + $.30
Merchant (Credit Card) Online	<$150 7.03% + $1.00 $150-$500 3.79% + $5.50 $500+ 2.71% + $10.50	3.00% + $.30
Merchant Total Est. (FY)	$35,000	$28,000
Total Cost to City	$35,000 – Unable to pass through merchant fees onto customer.	$23,000 (Year 1) – 50% recovery first year.
Average Cost to Resident	6.08%	3.00%

Function Comparison

	ACTIVE network.	CIVICREC
Activity Registration	✓	✓
Citizen Dashboard	✓	✓
Event Ticketing	✓	✓
Facility Reservations	✓	✓
Financial Tools & Accounting	✓	✓
Hardware Compatibility	✓	✓
IT Support	⊘	✓
League Management	✓	✓
Marketing & Brochure Export	✓	✓

Function Comparison (Continued)

	ACTIVE network.	CIVICREC
Membership Management	✓	✓
Mobile Friendly	⊘	✓
PCI Compliance	✓	✓
Point of Sale	✓	✓
Proven Competence	⊘	✓
Reporting	✓	✓
Secure Data	✓	✓
Surveys	⊘	⊘
Training	⊘	✓
Volunteer Tracking	⊘	✓

Best Solution

▶ CivicRec
  ▶ Opportunity to Start Over
  ▶ Extensive Staff Training
  ▶ Greater Accessibility for Residents
  ▶ Simplified 3% Convenience Fee
  ▶ Immediate Cost Recovery
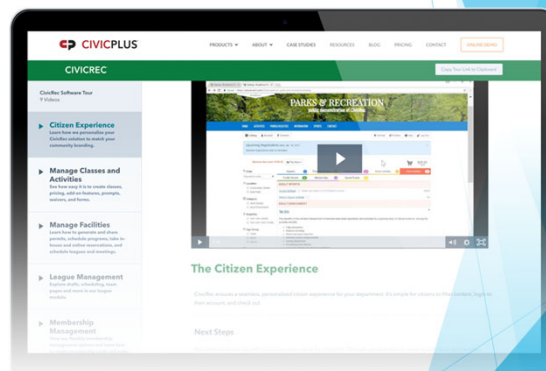
Recommendation

▶ Proceed with separation from the ACTIVE Network and the acquisition of CivicRec for implementation by March 1, 2020, and;

▶ Request a one-time appropriation of $23,000 to purchase software. Purchase will be recovered 50% in Year 1 (2020-2021), and 100% by Year (2021-2022).

Questions or Comments

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