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2016 JAN 28 PM 12:48 **AGENDA REPORT**

TO: Sabrina B. Landreth
City Administrator

FROM: Stephanie Hom
Interim Director
Parks & Recreation

SUBJECT: Parks and Recreation Management
Software (RecWare)

DATE: January 15, 2016

City Administrator Approval

Date:

1/26/16

RECOMMENDATION

Staff Recommends That City Council Life Enrichment Committee Receive An Informational Report On RecWare, the Oakland Parks & Recreation (OPR) program and management software system.

EXECUTIVE SUMMARY

This informational report provides an update of RecWare, which is a recreation program and management software system used by Oakland Parks & Recreation (OPR). OPR relies on RecWare to serve over 80,000 enrollments per year for over 30,000 individual customers. However, RecWare is an obsolete system. It was implemented over 14 years ago, software updates have not taken place since approximately 2008 or 2009, and it is no longer supported by its parent company, Active Network. While having RecWare is more advantageous than a fully manual, paper-based, cash-based system, over the years, the system has gradually become less and less user friendly for the City's recreation customers, as well as less efficient and effective for City staff.

BACKGROUND / LEGISLATIVE HISTORY

On March 6, 2001, the City Council approved Resolution No. 76317, which authorized \$895,314 for the purchase and implementation of the RecWare Safari System, a recreation management software sold by Active.com. In the same action, the Council action also appropriated ongoing operating expenditures in the amount of \$388,307 for system management, data entry and help desk staff positions, as well as \$129,600 for annual software maintenance expenses, in support of the system.

Today, RecWare Safari is an obsolete system. It was implemented over 14 years ago, software updates have not taken place since approximately 2008 or 2009, and it is no longer supported by its parent company, Active Network. Active Network continues to provide recreation management solutions with a newer system called ACTIVE Net®.

Item: _____
Life Enrichment Committee
February 9, 2016

At the September 29, 2015 Life Enrichment Committee Meeting, the Committee requested that OPR look into a replacement for the RecWare system that could provide better reporting of OPR data for Council.

ANALYSIS AND POLICY ALTERNATIVES

OPR relies on a recreation management system to serve over 80,000 enrollments per year for over 30,000 individual customers. Unequivocally, the current system, RecWare, needs to be replaced. Over the years, the system has gradually become less and less user friendly for the City's recreation customers, as well as less efficient and effective for City staff. While having RecWare is more advantageous than a fully manual, paper-based, cash-based system, the following is a sample list of the problems that exist due to the obsolescence of the system:

Customer Service

- Extremely slow processing time.
- Frequent frozen screens while waiting for pending transactions requiring restarting process.
- New accounts must be manually activated by OPR staff, causing delays in new customers being able to continue the registration process on-line.
- E-mail notifications advising customers that a new account has been activated stopped working over a year ago.
- As of December 2015, the backend of the system has stopped enabling users to complete payment of registrations. Currently, the customer must contact the Recreation Center to complete the payment process.

OPR Recreation Management

- RecWare does not meet OPR's current recreational programming and management needs. To compensate, OPR now has additional "add-on" systems including Gym Assist for membership processing at the East Oakland Sports Center, League Line-Up for league scheduling for City adult sports programs, Social Tables for special events at the Dunsmuir Hellman Historic Estate.
- Data produced for activities by Council District is inaccurate.
- Substantial staff time and effort is spent on trouble-shooting RecWare and manually processing functions that are not working in RecWare or do not exist.
- RecWare is not compliant with the Payment Card Industry Data Security Standard (PCI DSS), which is a set of requirements designed to ensure that all companies that process, store or transmit credit card information maintain a secure environment.

Staff is committed to taking measurable steps toward implementing a new recreation management system. These steps include the following targets:

1. March 1, 2016: Issue a Request for Proposals (RFP) to solicit a solution appropriate for the City of Oakland.
2. April 15, 2016: Receive proposals.
3. May 24, 2016: Present Life Enrichment Committee or Finance Committee staff report and recommendation for funding of a new system.

4. June – July 2016: Subject to funding availability, evaluate and select a recommended solution.
5. July 2016: Seek Council approval to award a contract.
6. August – December 2016: Implement new solution and train staff on its use.

FISCAL IMPACT

This report is prepared for informational purposes only and does not have a direct fiscal impact or cost. However, the future replacement of RecWare will require both one-time and on-going costs. One-time costs will include the purchase and licensing of software and hardware, and project implementation costs. On-going costs will include annual software maintenance and staffing to support the system.

Staff will return to the City Council for a budget appropriation after determining the cost estimates, and as part of the mid-year budget cycle.

PUBLIC OUTREACH / INTEREST

No outreach was deemed necessary for the proposed policy action beyond the standard City Council agenda noticing procedures.

COORDINATION

The writing of this report did not involve other City departments. However, RecWare failures and deficiencies over the years as involved consultations with various departments, including Treasury and Information Technology.

SUSTAINABLE OPPORTUNITIES

There are no Economic, Environmental, or Social Equity opportunities associated with this report, which is informational. However, the use of a recreational management system enables a “paperless” process, which is an environmental benefit. In addition, the social equity benefit of having a recreational management system is that it improves access to OPR services and does not require that customers register for services at a particular recreation facility.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That City Council Life Enrichment Committee Receive An Informational Report On RecWare, the Oakland Parks & Recreation (OPR) program and management software system.

For questions regarding this report, please contact Stephanie Hom, Interim Director, Oakland Parks & Recreation at 238-7542.

Respectfully submitted,



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