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OAKLAND

2016 NOV 22 AM 10:17

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Stephanie Hom
Deputy City Administrator

SUBJECT: Parks and Recreation Management
Software Agreement

DATE: October 31, 2016

City Administrator Approval

Date:

11/21/16

RECOMMENDATION

Staff Recommends That The City Council Consider Adopting A Resolution Authorizing the City Administrator To Enter Into An Agreement With PerfectMind, Inc. To Provide Implementation, Training, And On-Going Support Of The PerfectMIND Cloud-Based Parks and Recreation Software For A One-Time Amount Of \$114,500 Plus Travel Costs And \$74,048 Annually For A Not To Exceed Amount of \$535,000 Over a Five Year Period

EXECUTIVE SUMMARY

City Council approval of this resolution will authorize the City Administrator to enter into an agreement with PerfectMind, Inc., for a five year period in an amount not to exceed \$535,000, for professional services to implement the company's cloud-based parks and recreation software and an annual subscription fee for the use of the company's "platform" and on-going technical support. The up-front implementation costs is \$114,500 plus estimated travel costs of \$50,000. The subscription cost is \$74,048 per year, locked in for five years, based on the current annual revenue activity of just under \$6 million related to the City's parks and recreation programs.

PerfectMind will improve the efficiency and effectiveness in which Oakland Parks & Recreation (OPR) processes program registrations and facility rentals. Current data shows that there are over 80,000 transactions per year across 30,000 individual customers. The current system is obsolete, creating difficulty in its use by both OPR staff and external customers, as well as poor data in which to use for decision-making.

The PerfectMind system meets, and in some cases exceeds, the requirements set forth in the Request for Proposals (RFP) process conducted to replace the existing recreation software system. Key factors that placed PerfectMind as the preferred vendor include PerfectMind's ability to accept electronic signatures, scan documents, and attach an electronic record; its user-friendly interface and ease of use (such as needing less than "3 clicks" to reach a desired screen/information); and being able to analyze and target communications about OPR services based on customer interests. PerfectMind has a mobile responsive interface making it easy to access from any mobile device.

Item: _____

Finance and Management Committee
December 6, 2016

BACKGROUND / LEGISLATIVE HISTORY

OPR relies on parks and recreation software to assist with processing program registration and facility rentals. These transactions include registration for all of the City's recreation programs and facility reservations for parks, picnic sites, East Oakland Sports Center, sports fields, and recreation centers, serving over 80,000 transactions per year across 30,000 individual customers.

OPR has been using Active Network's product, RecWare, since 2001. RecWare is no longer a viable system. It was implemented over 15 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. Currently, Active Network continues to provide recreation management solutions with a newer product called ACTIVE Net®. 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.

The purchase and implementation of RecWare Safari System was authorized on March 6, 2001 by City Council Resolution No. 76317 C.M.S. for an amount of \$895,314. 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.

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.

On February 9, 2016, staff presented an informational report to the Life Enrichment Committee with an update of replacing the RecWare system.

On June 21, 2016, as part of the Fiscal Year (FY) 2016-17 Midcycle Budget, the City Council appropriated \$390,000 for the purpose of purchasing and replacing the RecWare system.

On April 1, 2016, OPR, with assistance from the City Administrator's Office and the Information Technology Department (DIT), issued an RFP for a new parks and recreation management software solution.

ANALYSIS AND POLICY ALTERNATIVES

Vendor Selection Process

A multiple-step solicitation and evaluation process for a new parks and recreation software system resulted with PerfectMIND as the overwhelming preferred software product. In response to the RFP for a new parks and recreation software, the City received two (2) proposals that included one from PerfectMind, Inc. and the other from Active Network. The evaluation of the proposals included review of the written proposals, on-site vendor demonstrations, and

reference checks. The evaluators included OPR staff, as well as, Finance and Information Technology staff.

The RFP included an extensive list of functional requirements and each vendor was provided the opportunity to demonstrate many of these require features through the on-site demonstrations. Each product was evaluated on various criteria, including (1) the parent company's experience and track record in implementation, support, and customer service; (2) the product's functionality and features for ease of use to both internal and external customers, comprehensiveness, data storage and report generation, and usability on mobile devices; and (3) cost of implementation and on-going support.

The PerfectMind system meets the requirements set forth in the RFP. Key factors that placed PerfectMind as the preferred vendor over Active Network include PerfectMind's ability to accept electronic signatures, scan documents, and attach an electronic record; its user-friendly interface and ease of use (such as needing less than "3 clicks" to reach a desired screen/information); and being able to analyze and target communications about OPR services based on customer interests. PerfectMind also gives customers the ability to have calendar synchronization with Microsoft Outlook, Google Calendar, Android, and Apple iOS calendars.

The City's Local and Small Local Business Enterprise (L/SLBE) minimum participation requirement of 50 percent was waived based on an availability analysis conducted by the City's Contracts and Compliance Division.

Oakland Municipal Code ("OMC") Section 2.04.042 requires a solicitation and competitive process for contracts when the City purchases computerized or information technology systems. The selection of PerfectMind, Inc. was completed in compliance with the OMC.

PerfectMIND

PerfectMind, Inc. was established in 2000 and is headquartered in British Columbia, Canada. The company has over 120 employees serving more than 5,000 customers in 21 countries in North America, Australia, and Europe in health and wellness, parks and recreation, education, and service industries. PerfectMind has a proven track record of successful implementations, resilient security features, and a firm commitment to quality and adjustability. In the Bay Area, PerfectMind is currently used in the Los Gatos-Saratoga Recreation district, Brentwood, and has a GoLive date of January 1, 2017 in the City of Pleasanton. PerfectMind will also be implemented in the cities of Walnut Creek, San Ramon, and Cupertino. Recently, the company announced plans to open an office in California in early 2017 to provide better regional support for its expanding client base.

PerfectMind is an advanced cloud-based product that provides all the necessary functionality to operate large parks and recreation departments and a very customer-friendly interface. PerfectMind uses a Platform as a Service (PaaS) technology that is an easy to use, out of the box solution, which also can be configured for specific requirements and business processes.

Access to the system is available via the internet and from any mobile device with access to the internet, with a mobile responsive interface. Both OPR staff, who work in recreation and sports

facilities throughout the City with limited access to the City's network, and OPR customers will be able to access OPR programs and facility rentals through the PerfectMind system, including:

- Activity/Program Registration
- Facility Rental Reservations
- Membership (to East Oakland Sports Center)
- Special Events

In addition, PerfectMind provides an Application Program Interface (API) that enables the City to develop interfaces with the City's other systems, including the City's website and Oracle Financials.

FISCAL IMPACT

The requested authorization is for a total non-to-exceed amount of \$535,000 over a five year period. This five-year period covers an up-front implementation and training costs of \$114,500 plus estimated travel costs of \$50,000. The subscription cost is \$74,048 per year, locked in for five years, is calculated at 1.24 percent of the current annual revenue activity of \$5.96 million related to the City's parks and recreation programs. This annual subscription fee will remain the same for the duration of the contract, even in the event that OPR's revenue increases.

Funding in FY 2016-17 in the amount of \$390,000 is included in the OPR budget, as approved by the City Council as part of the FY 2016-17 Midcycle Budget. The funds are appropriated in Fund 1820 (OPR Self-Sustaining Fund), Organization 501110, Account 54011, Program 1TY.

For future years, OPR will include in the budget development process a request to cover the annual subscription cost of \$74,048 through revenues generated by OPR programs and rentals.

PUBLIC OUTREACH / INTEREST

On a regular basis, OPR staff receives complaints and questions from the public associated with the use of the current recreation software system, RecWare. During the evaluation process, staff considered the user-friendliness of PerfectMind as a major determinant in support of selecting the product. Staff believes that the implementation of PerfectMind will provide significant customer service improvements for the public in accessing OPR services.

COORDINATION

The drafting and issuance of the RFP was led by the City Administrator's Office on behalf of the OPR, in coordination with the departments/divisions of Information Technology, Treasury, and Contracts and Compliance. The evaluation of the proposals included coordination with OPR staff and the departments/divisions of Information Technology, Treasury, City Auditor, and Contracts and Compliance.

This report has been reviewed by the Office of the City Attorney and Controller's Bureau.

SUSTAINABLE OPPORTUNITIES

Economic: The implementation of PerfectMind will improve the efficiency and effectiveness in which OPR processes program registrations and facility rentals. Current data shows that there are over 80,000 transactions per year across 30,000 individual customers. It was be economically infeasible to process a comparable volume and complexity manually.

Environmental: The PerfectMind system encourages a paperless environment, with the ability to accept electronic signatures, scan documents, and attach an electronic record.

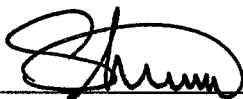
Social Equity: The use of PerfectMind provides some opportunities for social equity in that PerfectMind is designed to interface well when using a mobile device. While studies show there continues to be a digital divide across socio-economic indicators, the gap is lessened through the availability and wide use of mobile devices such as Smartphones. Thus, PerfectMind provides improved access to City services through the mobile devices.

ACTION REQUESTED OF THE CITY COUNCIL

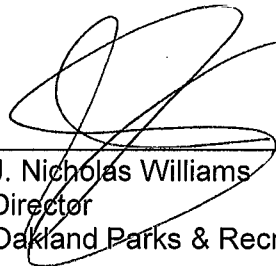
Staff Recommends That The City Council Consider Adopting A Resolution Authorizing the City Administrator To Enter Into An Agreement With PerfectMind, Inc. To Provide Implementation, Training, And On-Going Support Of The PerfectMIND Cloud-Based Parks and Recreation Software For A One-Time Amount Of \$114,500 Plus Travel Costs And \$74,048 Annually For A Not To Exceed Amount of \$535,000 Over a Five Year Period.

For questions regarding this report, please contact Stephanie Hom, Deputy City Administrator at (510) 238-7542.

Respectfully submitted,



Stephanie Hom
Deputy City Administrator
City Administrator's Office

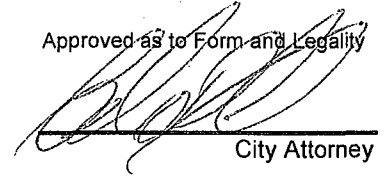


J. Nicholas Williams
Director
Oakland Parks & Recreation

2016 NOV 22 AM 10:17

OAKLAND CITY COUNCIL

Approved as to Form and Legality



City Attorney

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH PERFECTMIND, INC. TO PROVIDE IMPLEMENTATION, TRAINING, AND ON-GOING SUPPORT OF THE PERFECTMIND CLOUD-BASED PARKS AND RECREATION SOFTWARE FOR A ONE-TIME AMOUNT OF \$114,500 PLUS TRAVEL COSTS AND \$74,048 ANNUALLY FOR A NOT TO EXCEED AMOUNT OF \$535,000 OVER A FIVE YEAR PERIOD

WHEREAS, the City of Oakland's Parks & Recreation Department relies on parks and recreation management software to process program registrations and facility rentals, processing over 80,000 transactions per year across 30,000 individual customers; and

WHEREAS, the current software, Active Network's RecWare Safari System, was implemented in 2001 and is long obsolete, creating significant difficulty in its use by both OPR staff and external customers, as well as poor data in which to use for decision-making; and

WHEREAS, Oakland Municipal Code ("OMC") Section 2.04.042 requires a solicitation and competitive process for contracts when the City purchases computerized or information technology systems; and

WHEREAS, the City's Local and Small Local Business Enterprise (L/SLBE) minimum participation requirement of 50% was waived based on an availability analysis conducted by the City's Contracts and Compliance Division; and

WHEREAS, a multiple-step solicitation and evaluation process for a new parks and recreation software system resulted with PerfectMIND as the overwhelming preferred software product; and

WHEREAS, each proposal was evaluated on criteria, including (1) the company's experience and track record in implementation, support, and customer service; (2) the product's functionality and features for ease of use to both internal and external customers, comprehensiveness, data storage and report generation, and usability on mobile devices; and (3) cost of implementation and on-going support; and

WHEREAS, the PerfectMind system meets, and in some cases exceeds, the requirements set forth in the Request for Proposals (RFP) process with key factors that placed PerfectMind as the preferred vendor including PerfectMind's ability to accept electronic signatures, scan documents, and attach an electronic record; its user-friendly interface and ease of use; and being able to analyze and target communications about OPR services based on customer interests; and

WHEREAS, PerfectMind provides an API (Application Program Interface) that enables the City to develop interfaces with the City's other systems, including the City's website and Oracle Financials; and

WHEREAS, the proposed cost to provide initial implementation and training of the PerfectMind system is \$114,500 plus travel costs; and

WHEREAS, the subscription cost of \$74,048 per year for use of the PerfectMind platform and on-going support is calculated at 1.24% of the current annual revenue activity of \$5.96 million related to the City's parks and recreation programs, and this annual subscription fee will remain the same for the duration of the contract term of five years, even in the event that OPR's revenue increases; and

WHEREAS, funding in FY 2016-17 in the amount of \$390,000 is included in the OPR budget, as approved by the City Council as part of the FY 2016-17 Midcycle Budget, and OPR will include in future budgets a request to cover the annual subscription costs through revenues generated by OPR programs and rentals; and

WHEREAS, the City Administrator has determined that the services to be provided under the contract are of a professional, scientific or technical and temporary nature, are in the public interest because of economy or better performance and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore be it

RESOLVED, That the City Administrator is hereby authorized to enter into an agreement with PerfectMind, Inc. in an amount not-to-exceed \$535,000 over a five year period, including \$114,500 plus travel expenses and \$74,048 annually for platform subscription fees; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute any amendments or modifications to said agreement with the exception of those related to an increase in total compensation or the allocation of additional funds, and provided that the Agreement and such amendments or modifications shall be reviewed by the City Attorney and filed with the City Clerk's Office.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID and PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California