



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: J. Nicholas Williams
Director

SUBJECT: Parks, Recreation and Youth
Development Software Agreement

DATE: April 18, 2022

City Administrator Approval

Date:

May 6, 2022

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution 1) Waiving The Competitive Multiple-Step Solicitation Process Required For The Acquisition Of Information Technology Systems And Waiving the Local and Small Local Business Enterprise Program Requirements; 2) Awarding A Contract To PerfectMind, Inc. In An Amount Not To Exceed \$249,880 For A Three-Year Term To Continue Providing A Software Platform That Will Allow Program Registrations And Facility Rentals; And 3) Authorizing The City Administrator To Enter Into Three One-Year Contract Extensions In An Amount Not To Exceed \$547,485 Over The Six-Year Period.

EXECUTIVE SUMMARY

City Council approval of the proposed resolution will authorize the City Administrator to enter into an agreement with PerfectMind, Inc., in an amount not to exceed \$249,880, for a three-year term to continue providing a software platform that will allow program registrations and facility rentals; and authorizing the City Administrator to enter into three one-year contract extensions in an amount not to exceed \$547,485 over the six-year period.

BACKGROUND / LEGISLATIVE HISTORY

Oakland Parks, Recreation & Youth Development (OPRYD) relies on software to assist with processing program registration and facility rentals. These transactions include registration of the City's recreation programs and facility reservations for parks, picnic sites, East Oakland Sports Center, sports fields and recreation centers. Approximately 65,000 unduplicated OPRYD clients utilize the PerfectMind software platform transacting over 163,900 transactions per year.

The purchase and implementation of PerfectMind System was authorized on December 13, 2016 by City Council Resolution No. 86515 C.M.S., for an amount of \$535,000 over a five-year period including \$114,500 in travel expenses and \$74,048 annually for platform subscription fees. The authorized agreement has expired as of February 28, 2022.

City Council
May 17, 2022

ANALYSIS AND POLICY ALTERNATIVES

PerfectMind

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 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 OPRYD staff, who work in recreation and sports facilities throughout the City with limited access to the City's network, and OPRYD customers will be able to access OPRYD 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.

PerfectMind has improved the efficiency and effectiveness in which Oakland Parks Recreation and Youth Development (OPRYD) processes program registrations and facility rentals. Current data shows there are over 163,900 transactions per year across 64,991 individual customers.

The advantage of the recommended action is the continued use of a software reservation platform that has proven to be effective. There is no known disadvantage to the recommended action.

Vendor Selection Process

Oakland Municipal Code ("OMC") Section 2.04.042.A requires that the City Administrator conduct a competitive multiple-step solicitation process for the acquisition of any computerized or information technology systems. OMC section 2.04.042.D provides that the City Council may waive the competitive process upon a recommendation of the City Administrator and finding and determination by the City Council that it is in the best interests of the City to waive the solicitation processes.

It is in the best interest of the City to waive the multiple-step solicitation process as a change from the current PerfectMind platform would be disruptive resulting in a system outage and significant loss of revenues.

Reservation software systems, as with PerfectMind, are semi-custom systems that require significant time for development and training. The implementation of PerfectMind took over six months to build out and migrating to an alternative system would require at least six months of testing and implementation involving both OPRYD and Oakland's Information Technology Department (ITD) staff. Furthermore, an alternative system would require significant time to re-

train approximately 100 staff. OPRYD staff's familiarity with the PerfectMind software has produced system experts who are involved with the continuous improvement of the PerfectMind software to both internal and external clients. For example, improvements in data gathering and data mining have helped OPRYD to better understand the needs of clients. Each year, almost 65,000 individual external clients use the PerfectMind system, of which a significant percentage are repeat customers. A change to an alternative system would also negatively affect the external clients' interface from a system they are familiar with.

During the five years using PerfectMind staff have experienced updates and customizations resulting in improved performance for both staff and external clients. PerfectMind has a proven track record in maintaining data integrity and protecting our client data from system hacks.

At the time the current contract with PerfectMind was expiring, ITD did not have the capacity to assist with the RFP/RFQ. To waive the multi-step solicitation process would address the Citywide priority of vibrant, sustainable infrastructure by continuing to serve OPRYD clients via a software platform that has proven to be effective.

There are no known locally sourced alternatives for this type of reservation software platform for recreation services industry.

FISCAL IMPACT

The requested authorization is for a total amount not to exceed \$249,880 for a three-year term and three one-year contract extension for a total contract amount not to exceed \$547,485.

The subscription cost will be:

- Year 1 - \$78,490
- Year 2 - \$83,200
- Year 3 - \$88,190
- Year 4 - \$93,480
- Year 5 - \$99,090
- Year 6 - \$105,035

The annual subscription will increase six percent per year for the duration of the Contract.

Funds are available in OPRCA Self Sustaining Revolving Fund (1820), Special Programs Organization (509320), OPRYD Administrative Project (1000012).

PUBLIC OUTREACH / INTEREST

There was no outreach deemed necessary for this report other than posting on the City's website.

COORDINATION

This report has been reviewed by the Office of the City Attorney and the Budget Bureau.

SUSTAINABLE OPPORTUNITIES

Economic: The continuation of PerfectMind will improve the efficiency and effectiveness in which OPRYD processes program registrations and facility rentals. Current data shows that there are over 163,900 transactions per year across 64,991 individual customers. It would 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.

Race & 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 Adopt A Resolution 1) Waiving The Competitive Multiple-Step Solicitation Process Required For The Acquisition Of Information Technology Systems And Waiving the Local and Small Local Business Enterprise Program Requirements; 2) Awarding A Contract To PerfectMind, Inc. In An Amount Not To Exceed \$249,880 For A Three-Year Term To Continue Providing A Software Platform That Will Allow Program Registrations And Facility Rentals; And 3) Authorizing The City Administrator To Enter Into Three One-Year Contract Extensions In An Amount Not To Exceed \$547,485 Over The Six-Year Period.

For questions regarding this report, please contact Neil Valle, Administration Services Manager II, at 510-238-3926.

Respectfully submitted,

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Development

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