



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: May 19, 2026

Subject

Award of contract to Snapology of Los Gatos DBA SV Kids Corp for STEAM Lego Enrichment Programs for a total not-to-exceed amount of \$222,000; Authority to Extend for Two Additional Years for Five-Year Total Not to Exceed \$370,000

Recommended Action

1. Award a three-year contract to Snapology of Los Gatos to provide STEAM Lego Enrichment Programs in the amount not to exceed \$74,000 per year, totaling \$222,000;
2. Authorize the City Manager to execute the contract with Snapology of Los Gatos when all conditions have been met; and
3. Authorize the City Manager to extend the contract for up to two additional years, at an annual amount not to exceed \$74,000, for a five-year total not-to-exceed \$370,000, provided pricing and services remain acceptable.

Background

Since 2020, the City has been offering Lego STEAM (Science, Technology, Engineering, Arts, and Math) programs that provide children with hands-on learning experience in robotics, engineering, science exploration, and mechanical design through building using Lego® bricks. The classes deliver students a highly impactful learning environment designed to stimulate creativity, critical thinking, problem solving, and spark an interest in learning. Classes and camps are offered year-round at various city facilities. Classes and programs currently offered include an assortment of topics from building to robotics and coding using Lego®.

The City Manager awarded a three-year contract to Snapology of Los Gatos in September 2020. The City Council approved an amendment on November 7, 2023, which extended the contract expiration date to August 31, 2026.

Request for Proposal

On March 20, 2026, the City issued a Request for Proposal (RFP) seeking a qualified vendor to provide STEAM Lego classes and camps. The RFP sought proposals for

a three-year contract commencing on September 1, 2026. The RFP included the option to extend the term for up to two additional years, not exceeding a total of five years.

The RFP process was conducted in accordance with applicable City policy and the Municipal Code while following standard best practices for this process. The RFP was posted on the City's website (<https://apps.cupertino.org/details/837>), which included notifications to registered vendors, local plan rooms and builders exchanges. Additionally, it was advertised on Euna OpenBids, a publicly available procurement site for government contracts with thousands of registered vendors.

On April 24, 2026, the City received two proposals, one from Snapology of Los Gatos DBA SV Kids Corp and the other from Rocketology LLC DBA Professor Egghead Science Academy.

Reasons for Recommendation

Staff evaluated both proposals based on the submitted instructor team qualification and experience, experience with similar contractors, work plan and approach, and the proposed number of program activities and the cost to participants. After the evaluation, staff determined that Snapology of Los Gatos (Snapology) provided the highest-ranked proposal as explained below. As is typical with an RFP, the compensation/proposal amount is not the determining factor.

Snapology's proposal demonstrated a thorough understanding of the City's work request and included a clear explanation of the methodologies used regarding program offerings, procedures, and the on-site staff organization and duties. The proposal outlined a clear instructional model that emphasized hands-on, Lego-based STEAM learning supported by consistent program structure and age-appropriate curriculum. Snapology provides a franchise with multiple locations in the Bay Area providing STEAM programs, camps, and workshops, possessing the expertise necessary to deliver an engaging learning experience for students in the City's unique technology-driven environment.

Snapology currently provides year-round Lego-based STEAM programming, including after-school enrichment classes, in-school workshops, and summer camps for the Town of Los Gatos and has done so successfully for the past five years. Additionally, Snapology has provided STEAM enrichment programs that serve the Cupertino community for over five years. Their team has proven a strong commitment to quality instruction, safety, and innovation. Snapology has maintained a successful partnership with the City demonstrating reliability, responsiveness, and the ability to meet or exceed program expectations. Snapology has built a personalized brand over the years of working with the community to provide structured, organized, and creative programs which are supported with a high level of participant satisfaction and continued program expansion.

The proposal includes an estimated annual total revenue of \$116,872.00 based on the current program’s average numbers, which projects a contractor payment of \$70,123.20 and \$46,748.20 in City net revenue. This breakdown reflects contractor compensation at 60% revenue of the resident fee based on final class/camp rosters with the City receiving 40% of the revenue. The City is estimated to receive a total of approximately \$140,000 in net revenue over the 3-year contract based on the proposed programming.

Proposer	Estimated Annual Total Revenue	Annual Contractor Payment	Annual City Net Revenue
Snapology of Los Gatos DBA SV Kids Corp	\$116,872.00	\$70,123.20	\$46,748.80

Snapology will administer the program including hiring and training instructors and providing all class and camp materials. The City provides the facility, registration, and a listing in the recreation class schedule. Offering specialty recreation classes and programs through contracts such as these are an industry standard and occur commonly in surrounding cities such as Sunnyvale, Santa Clara, Mountain View and Campbell. Based on the findings outlined above, staff recommend awarding a three-year contract to Snapology of Los Gatos for a total not-to-exceed amount of \$222,000, with the option to execute annual extensions to the contract for two additional years for a total of five years, provided the services and pricing remain acceptable (Attachment A).

Sustainability Impact

No sustainability impact.

Fiscal Impact

The Fiscal Year 2026-2027 Parks and Recreation Youth Teen Recreation budget (GL 580-62-613 700-702) includes a projected allocation of \$74,000 for this contract and is adequate for funding this contract.

City Work Program (CWP) Item/Description

None.

Council Goal:

Quality of Life

California Environmental Quality Act

No California Environmental Quality Act impact.

Prepared by: Jacinta Liang, Management Analyst

Reviewed by: Rachelle Sander, Director of Parks and Recreation

Floy Andrews, City Attorney

Approved for Submission by: Tina Kapoor, City Manager

Attachments:

A – Draft Agreement