



RECREATION AND COMMUNITY SERVICES DEPARTMENT
CITY HALL
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CITY COUNCIL STAFF REPORT

Meeting: August 18, 2015

SUBJECT

Contract with PerfectMind Technology, Inc. for the replacement of the current Recreation and Community Services Enterprise Management System.

RECOMMENDED ACTION

a. Authorize the City Manager or his designee to negotiate and execute a ten year agreement with PerfectMind Technology, Inc. for Recreation and Community Services Enterprise Management System; and b. Authorize the appropriation of \$360,233 in FY 15-16.

BACKGROUND

A Recreation Management System is a key part of the Recreation and Community Services Department's ability to provide quality services to the community in an easy to use format. The volume and complexity of the Department's offerings requires an effective and efficient system. The recreation software currently in use (Class) was purchased in 1999 to process transactions at Quinlan Community Center, Senior Center, and Blackberry Farm. These transactions include registering for classes, drop-in programs, facility reservations, the travel program, memberships, and concessions. Additional software systems are in use at the Sports Center and Blackberry Golf Course to process memberships and reserve tee-times.

The Class system has been in use for 16 years and has reached its technical end-of-life effectiveness. Class was purchased several years ago by Active Network, who announced that their support of the product would be discontinued. An upgrade to the final version of Class 8.0 was performed at Quinlan Community Center and Blackberry Farm in April 2015 to extend the full technical support date to November 2017. Active Network announced in June that they would also continue technical support for Class

7.0, in use at the Senior Center, however, no further patches or fixes are available. Furthermore, there have been no significant product enhancements for several years and customer support has also dwindled. Although the software has met the department's basic needs, it is a complex system that frequently requires workarounds and manual processes due to software limitations.

The Department's options were to either purchase Active Network's own product or to explore other software vendors more qualified to meet the Department's current and future technological and operational needs.

Recreation staff conducted a current needs assessment and also determined that new advances in technology could provide an improved customer experience. Staff then examined ten recreation systems, attending multiple software demonstrations and a software symposium to explore each product's functionality. Staff also reached out to current customers to determine ease of use and product limitations.

RFQ

Subsequently, an RFQ (Request for Qualifications) was prepared and sent out to four software vendors in April 2015. Three responses were received.

Vendor	Proposed Solution
PerfectMind Technology, Inc.	Management Solution v4.1.1
Vermont Systems	RecTrac 3.1
Maximum Solutions	MaxGalaxy
e-Trak	No Response

The Recreation and Community Service Department's Technology Committee and the Information Technology Department evaluated proposals based on the following criteria:

Evaluation Criteria	Weighted Value
Overall presentation of material in response	5%
Ability to deliver requirements as stated in RFQ	25%
Commitment to schedule and availability of key team members	10%
Qualifications, experience, understanding of work flow processes with similar jurisdictions	20%

Quality, intuitive, user-friendly system	15%
Overall cost	25%
Total	100%

Software Demonstrations

Two vendors, PerfectMind and Vermont Systems, were selected to provide on-site demonstrations of their software's capabilities. Each vendor was provided with a Proof of Capabilities scripted demonstration packet, which incorporated our requirements for the system, and was given two days to demonstrate the software. Staff was invited to attend and score these demonstrations and over 20 City staff members from several departments participated.

References

City staff conducted thorough reference checks with existing customers of both companies, both verbally and through extensive questionnaires relating to software capabilities, implementation, and experiences with the vendors. Over 20 detailed responses were received.

Finally, staff scheduled site visits to review current customer usage of the software. Key Recreation Department staff visited Sunnyvale, CA to review fully implemented versions of Vermont Systems' RecTrac. Staff also visited San Mateo, CA and Richmond BC to see PerfectMind's software both in action and in the implementation phase.

Proposed Solution

Based on RFQ responses, on-site demonstrations, site visits, and reference checks, PerfectMind was the overwhelming product of choice by all involved in the process.

○ *Proven Product*

PerfectMind was established in 2000, with a track record of successful implementations in 21 countries, including health and education markets. Their experience in working with large scale parks and recreation management systems includes national customers, such as Z-Ultimate Self Defense Studios with over 90 locations across the U.S., and Amerikick Martial Arts Studios with over 20 locations.

PerfectMind has now expanded their experience into public sector recreation organizations including the Richmond Olympic Oval. The Oval was built for the

2010 Olympic Winter Games in British Columbia and has since been converted into an immense recreation center which hosts hundreds of programs and events annually.

Locally, the Los Gatos-Saratoga Recreation Department recently signed a contract with PerfectMind to replace their existing recreation software and work on the project began last month. City of Brentwood is currently in contract negotiations and City of Pleasanton is in discussions with them as well.

- *Implementation Timeline*

PerfectMind is able to begin implementation immediately and are confident that they can meet our goal of going live with the entire system by fall 2016. Vermont Systems is unable to meet our implementation timeline or, for that matter, even schedule a project start date until April-May 2016. This delay brings us that much closer to our Class end of customer support deadline.

- *Superior Customer Support*

PerfectMind has demonstrated their commitment to customer service from our first request for information through the RFQ and demonstration process. PerfectMind's client base consistently stated how easy the system is to use and how responsive they are to their customer's needs. Technical support is available 24/7.

Vermont Systems technical support is limited to Monday-Friday 8am-8pm EST, with weekend pager support from 8am-5pm EST. Many Vermont Systems customers expressed dissatisfaction with the failure of financial processes to function properly with no explanation from their customer service team. Several members of the Recreation Department have used Vermont Systems in the past and have reported that they experienced multiple issues with the system and could not recommend it.

- *Advanced Technology*

PerfectMind is an advanced cloud-based product which provides all the functionality, plus many additional features, that the Department requires. The system would provide departmental interconnectivity in that it can be utilized by all divisions and facilities in the Department, with real time access to customer information at any location.

PerfectMind has also proved to be the most intuitive and user-friendly product for both recreation staff and customers. PerfectMind is far more technologically advanced than other recreation systems and would provide the opportunity to configure the system to specifically fit our needs. Featuring an API (Application Performance Interface), PerfectMind can easily interface with the City's new financial software, New World Systems, the City website, and other software applications in use by the Department.

PerfectMind's marketing tool with integrated email will enable City staff to analyze membership usage, define our market, and appeal to prospective clients. Targeted email campaigns, promotions, or newsletters can easily be tailored based on customer interests. Customers can share their recreational activities with friends via social media. PerfectMind's calendar syncs with Yahoo, Google, and Apple calendars for added customer convenience.

PerfectMind's Platform-as-a-Service (PaaS) product offers a fully customizable management solution with the ability to automate many tasks which are now accomplished manually, from calculating instructor payments to notifying wait listed customers of availability in programs via email or text. The system encourages a paperless environment, with the ability to scan documents and attach to an electronic record.

Access to the system is readily available via the internet and any mobile device with access to the internet. Customers will be able to easily access public areas of the system to take advantage of the Recreation and Community Services Department offerings, including:

- ◆ Activity/Program Registration
- ◆ Facility Reservations
- ◆ Memberships
- ◆ Travel Programs
- ◆ Golf and Foot Golf Tee-Time Scheduling
- ◆ Tennis Court Reservations

○ *Demonstrated Software Functionality*

As previously mentioned, part of the vetting process for both vendors entailed an on-site demonstration of their product. City staff developed a detailed script for both vendors to follow to demonstrate that their systems could complete

functions required by the City as listed in the RFQ. Of the two vendors, PerfectMind was able to demonstrate their ability to meet nearly all of the requirements and configure the system specifically to our needs. Vermont Systems is not only a more complex set system, but is sorely limited in both marketing and social media functionality. Staff is confident that PerfectMind's product can best meet the City's functionality requirements.

○ *Overall Value*

Although Vermont Systems and PerfectMind are comparably priced, PerfectMind's technological advances and commitment to continued product growth to meet the demands of today's customer base is outstanding. The shorter implementation timeframe will save time and staff resources. Being a cloud based system, PerfectMind performs all system maintenance, data backups, and system upgrades, thus reducing the impact on IT staff and eliminating the need for an on-site server.

One-Time Costs		
<i>Implementation & Training</i>	Exhibit B	\$146,251
<i>Software Cost</i>		\$ 0
<i>Hardware Costs</i>		\$ 35,000
<ul style="list-style-type: none"> Scanners, iPads, card printers, etc. 		
<i>Efficiency Review & Backfill</i>		
<ul style="list-style-type: none"> Workflow analysis 	\$20,000	<u>\$100,000</u>
<ul style="list-style-type: none"> Transitional staff support 	\$80,000	
TOTAL		\$281,251
Ongoing Costs		
10-Year Annual		
<i>Support/Maintenance-YR 1-5</i>		\$ 78,982
<i>Support/Maintenance YR 6-10</i>		\$102,676

PerfectMind calculates subscription costs based on annual revenue processed through the system and number of customers and facilities. Based on average annual revenue of \$6.5 million, PerfectMind estimates our usage rate will be 1.21% or \$78,982 annually for

the first five years. Increased usage rates for years six through ten will be calculated in year 6 and will not exceed 30% of the 2015 quote.

PerfectMind Annual Subscription Calculations

Revenue	\$1 mil	\$3 mil	\$5 mil	\$10 mil	\$15 mil	\$20+ mil
Usage Rate	2%	1.5%	1.3%	1%	0.9%	0.8%
Annual Cost	\$20,000	\$45,000	\$65,000	\$100,000	\$135,000	\$160,000

FISCAL IMPACT

The one-time cost for implementation of PerfectMind's enterprise management system is \$146,251 with a subscription fee of approximately \$78,982/year for the first five years and a not to exceed subscription fee of approximately \$102,677/year. Because this is a cloud based system, there are no software costs. Hardware costs of \$35,000 have been estimated for all facility locations to take full advantage of system capabilities, such as mobile payments and registration through the use of iPads, new scanners, and card printers. In addition, a one-time cost of implementation for an efficiency review and staff backfill for our six recreation facilities is \$ 100,000. Total fiscal impact will be \$360,233 in FY 2015-16.

Prepared by: Rebecca Shaffer, Senior Office Assistant

Reviewed by: Carol Atwood, Director of Recreation and Community Services

Approved for Submission by: David Brandt, City Manager

Attachments: Exhibit A – Implementation Timeline
Exhibit B – Statement of Work