



City of Culver City

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Staff Report

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PRCSC - Receipt and Filing of a Report Regarding the Parks, Recreation and Community Services Department's ActiveNet Facility and Program Management Software and the Registration Process.

Meeting Date: November 10, 2020

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Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☐

Public Hearing: ☐

Action Item: ☒

Attachments: ☒

Public Notification: (Email) Meetings and Agendas - Parks, Recreation and Community Services Commission (11/06/2020); (Email) Parks, Recreation & Community Service Department Updates (11/06/2020)

Department Approval: Armando Abrego, Interim PRCS Director (11/06/2020)

RECOMMENDATION

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission receive and file the report regarding the PRCS Department's ActiveNet Facility and Program Management software and the registration process.

BACKGROUND/DISCUSSION

The Existing Professional Services Agreement with ACTIVE Network, LLC

Companies providing licensed software services charge fees for processing certain types of transactions such as registrations and online payments. Before the advent of the coronavirus pandemic, those wishing to register for an activity or reserve a facility that is under the purview of the Culver City PRCS Department (PRCS) could do so in person at the Recreation Registration Office located at the Veterans Memorial Building or online using the City's contracted registration/reservation software services company, ACTIVE Network, LLC ("ACTIVE"). Now, all registrations and reservations must be done online.

ACTIVE is a software provider that processes activity registrations and online payments for organizations in multiple markets, such as endurance (running, swimming, cycling), team sports (baseball, basketball, football, soccer), camping (reservations), communities (park and recreation centers), business conferences, and school-affiliated groups. ACTIVE's facility and program management software is known as "ActiveNet."

The City of Culver City's professional services agreement with ActiveNet runs from July 1, 2020 to June 30, 2023. For this agreement, the PRCS purchased the Premium Upgrade package. This was an additional expenditure of \$25,000 which provided the PRCS Department with the following services:

- A dedicated Technical Account Manager with monthly meetings
- Priority escalation of issues with 24 hour response times
- Four day-long in depth staff trainings annually
- Important staff support measure to optimize our program usage

City Council Approved 4% Administrative Processing Fee

During Fiscal Year 2018-2019, a meager 12% of PRCS registrations and reservations were done online. Formerly, customers who registered for classes online paid a 5.41% an administrative processing fee that went directly to ActiveNet. This fee still exists but 1.41% is now absorbed by the PRCS Department and 4% is paid by all registrants and rental customers regardless of whether they register online or on-site registration. What this means for our patrons is that those who formerly registered online are paying 1.41% less than before the fee was implemented. Those customers who formerly registered on-site are paying 4% more than before the fee was implemented. The 4% is applied to the base rate of the registration/reservation fee. For example, if the cost of a class or reservation is \$100.00, all customers pay \$104.00. There are no additional credit card or electronic check fees.

The plan to request and implement this 4% administrative processing fee was discussed during the Fiscal Year 2020-2021 Budget process. It was first proposed to the City Council during the PRCS Department's Budget presentation on May 18, 2020, which was live streamed. On June 2, 2020, during the Proposed Fiscal Year 2020-2021 Budget presentation to the PRCS Commission, former PRCS Director Corey Lakin presented the slide with the same information that was discussed by the City Council and explained the rationale for the 4% administrative processing fee to the Commission. In addition, the fact that the staff report for the approval of the proposed 4% administrative processing fee was scheduled to go before the City Council on June 22, 2020, was listed on the PRCS Commission's "Upcoming Agenda Items List" at that meeting.

On June 22 City Council approved the elimination of this higher fee for online customers and the implementation of a lower 4% administrative fee to be applied across the board to allow for a higher percentage of cost recovery of the ActiveNet processing fee overall. This saves some customers money and decreases in-person contact, which is highly desirable due to the current coronavirus pandemic.

Classes, Programs and the Registration Process

PRCS staff oversees the classes and programs that are offered by the PRCS Department. Some of these are led by staff while others are led by contract instructors. Contract Instructor Program Partnerships allow PRCS to offer a wide range of diverse classes with varying schedules. The contract instructor agreements were reformatted in 2019. Agreement periods vary from three to five years. Contractors must provide insurance, a business license and a Live Scan. Program variables are such as pricing, number and length of classes, course content, etc. is set by the instructors. Contractor Instructors receive 70% of revenue received for their classes, excluding non-resident fees and the 4% administrative processing fee.

Registration for classes and programs usually follows a four season schedule. However, this year a special date will be added in late March or early April for Summer Camp registration. The 2021 seasons and registration dates are as follows:

November 30, 2020 - Winter Class Resident Registration Begins

January 25, 2021 - Spring Class Resident Registration begins on

To Be Determined Date in late March or early April - Specifically for Summer Camp Program Registration

May 3, 2021 - Summer Class Resident Registration Begins

August 2, 2020 - Fall Class Resident Registration Begins

Non-resident registration begins one week following the resident date. Non-residents pay an additional \$11.00 per recreational class/camp. For those who request refunds, a \$25.00 refund processing fee is charged.

An "Illustrated Guide to the ActiveNet Registration Process" is provided as Attachment 1. It includes Information and instructions on how to create an ActiveNet account, search for activities and register for classes and programs.

Highlights of the New ActiveNet Facility Management Module

Prior to the pandemic all PRCS facility rentals were done in person at the Veterans Memorial Building rental office. This was a time consuming process for both customers and staff. Patrons had to travel to facility they wanted to rent and view it in person to get an understanding of the location, layout and related amenities. Calendars showing available dates and times of facilities were not shared with public and patrons had to rely on a specific staff member for updates and information about their rental.

Using the ActiveNet Facility Management Module, PRCS will be implementing a new online reservation request process. This will provide both customers and staff with a much easier, faster and more efficient facility rental experience. There will be a calendar that will let patrons know if a date is available up to a year in advance. Rental reservations will be reviewed and approved online by staff as the request moves through the process. The following will also be available online:

- Maps of the facility locations
- Facility set-up diagrams
- Sample pictures of facilities set-up for a variety of events

Plans for Future Improvements of the PRCS Registration/Reservation Process

PRCS staff is researching new registration/reservation software programs for future implementation. ActiveNet is a web-based application that has limitations to its capabilities. The contract with ActiveNet expires in two years and PRCS will start preparing a request for proposals (RFP) for new registration software from a company that will better meet the needs of the Department and the public. In planning for the future of the registration/reservation process, some of the key features for a new system include:

- Interconnectivity with the City's financial software, MUNIS
- Online facility rentals with map integration
- Annual calendar view
- Expanded reporting functions
- User-friendly interface
- Clear instructor payment records
- Intuitive system actions
- Strong customer service
- Enhancement requests
- Brochure exporting
- Membership management
- Point of sale transactions
- Credit card processing terminals
- Geographic information system (G/S) capabilities
- Design and marketing functions

FISCAL ANALYSIS

There is no fiscal impact associated with this discussion.

ATTACHMENT

1. 2020-11-10 - ATT 1 Illustrated Guide to the ActiveNet Registration Process

MOTION

That the Parks, Recreation and Community Services Commission:

Receive and file the report.