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<b>TO:</b>	<b>CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE FEBRUARY 18, 2015</b>
<b>FROM:</b>	<b>WILLIAM C. COXHEAD MANAGING DIRECTOR OF PARKS &amp; RECREATION &amp; LYNNE LIVINGSTONE MANAGING DIRECTOR OF NEIGHBOURHOOD, CHILDREN, &amp; FIRE SERVICES</b>
<b>SUBJECT:</b>	<b>RFP14-48 RECREATION ACTIVITY MANAGEMENT SYSTEM</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Managing Directors of Parks and Recreation and Neighbourhood, Children, and Fire Services, the following actions **BE TAKEN**, with respect to the acquisition of a Recreation Activity Management System:

- a) The submission from Active Network Limited, 717 N. Harwood Street, #2500, Dallas, Texas, USA implementing a Recreation Activity Management System for the City of London and their submitted implementation cost of \$56,400 and annual service agreement of one percent (1%) of revenue processed for the contract term of three (3) years (excluding HST), **BE ACCEPTED**; and
- b) That the Civic Administration **BE AUTHORIZED** to undertake all administrative acts which are necessary in connection with this contract; and
- c) Approvals hereby given **BE CONDITIONAL** upon the Corporation entering into a formal contract or issuing a purchase order relating to the subject matter of this approval.
- d) The financing for this project **BE APPROVED** as set out in the Source of Financing Report attached as Appendix 'A'.

It being noted that these additional costs will be reflected in the 2016 operating budget.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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None

<b>BACKGROUND</b>
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**Introduction**

The City of London's recreation activity management system (the CLASS system), which is owned by the Active Network, will no longer be supported at the end of 2017. The city has used CLASS for the last twenty-four (24) years and a new system is required to replace it. CLASS currently includes: program registration; membership management; point-of-sale; financial assistance allocation and tracking; online registration and facility booking; facility reservation; full accounting with integrations to the city's financial system; and extensive reporting capabilities. The replacement system will need to perform all of the above and be scalable for future business needs.

With time to plan, staff have been investigating vendors/systems that can best deliver what the current system does and have the functionality and practicality to take us into the next twenty years of service.

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## **Purchasing Process**

On October 9, 2014 Purchasing & Supply together with Parks and Recreation issued a Request for Proposal, RFP14-48, for a recreation activity management system. The proposals were to address the acquisition and implementation of a software solution for Parks and Recreation and Neighbourhood, Children, and Fire Services, and a transition plan from the existing system with minimal impact to day-to-day operations.

The submissions were required to address the following set of deliverables and requirements:

- Recommend hardware, software, and architecture of the new system;
- Provide a system licensing plan, including all costs and any options;
- Include a detailed, phased implementation and deployment plan;
- Document a system configuration and data migration plan;
- Provide a strategy outlining system testing to verify performance;
- Create a detailed training plan and training materials;
- Include ongoing support information including service level agreements.

Three (3) submissions were received on November 3, 2014: Active Network Limited, Links Modular Solutions America, and Intelligenz Solutions.

The three (3) companies were evaluated based on the predetermined evaluation criteria outlined in the RFP. At a high level the criteria for the selection of a vendor were:

- Proven track record in providing major application solutions;
- Extensive experience working with municipalities comparable to the City of London;
- Proven track record delivering requirements on time and within stated budget; and
- Knowledge of, and experience in, the Canadian marketplace especially as it relates to banking regulations, tax rules, and applicable federal and provincial legislation.

Active Network Limited was the company that best met the evaluation criteria and submission deliverables and is a compliant bid.

Further, as a result of the system being an internet-based application and built on a newer operating platform, there are additional benefits to the service areas and the corporation as a whole:

- Improved customer experience and expanded self-serve opportunities;
- Integrated workflow and communication tools resulting in increased staff efficiency and accuracy;
- Reduction in support time required by Information Technology Services (ITS) and Parks and Recreation customer service staff;
- Compliance with Payment Card Industry (PCI) standards by external processing of credit cards resulting in significant avoidance of additional costs;
- Dynamic access to data management tools for better decision making.

## **Financial Impact**

Capital funding for the implementation cost of \$56,400 is provided by the customer service systems budget.

The annual operating cost of licensing and maintaining the new recreation activity management system for the term of the contract will be 1% of revenue processed (estimated at \$161,050 annually based on 2015 budget submission) commencing upon completion of project.

The current operating budget for CLASS of \$75,000 will be applied to this expense and additional costs of the new system, including external hosting by the vendor and additional banking fees, of approximately \$100,000, will be included in go-forward operating budgets as necessary/required to support this system.

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**Conclusion**

Active Network Limited met the requirements of the RFP, delivers the best overall value to the corporation, has the capability to implement the replacement successfully in partnership with the City, and is expected to be able to support the system for the next twenty years of anticipated use.

**Acknowledgements**

The RFP evaluation team consisted of: Cathy Hazael, Parks and Recreation Customer Service; Christine Wootten, Neighbourhood, Children, and Fire Services; Kelly Medinilla, Finance and Corporate Services; Ben Perlman, Aquatic Services; Travis Bailie, Parks and Recreation; Dan Dobson, Information Technology Services; and Geoff Smith, Purchasing and Supply.

<b>SUBMITTED &amp; RECOMMENDED BY:</b>	<b>SUBMITTED &amp; RECOMMENDED BY:</b>
<b>L. SCOTT OLDHAM MANAGER, BUSINESS SOLUTIONS PARKS AND RECREATION - ADMINISTRATION</b>	<b>WILLIAM C. COXHEAD MANAGING DIRECTOR PARKS AND RECREATION</b>
<b>SUBMITTED &amp; RECOMMENDED BY:</b>	<b>REVIEWED AND CONCURRED BY:</b>
<b>LYNNE LIVINGSTONE MANAGING DIRECTOR NEIGHBOURHOOD, CHILDREN &amp; FIRE SERVICES</b>	<b>MAT DALEY INTERIM DIRECTOR INFORMATION TECHNOLOGY SERVICES</b>

cc:      John Freeman, Manager of Purchasing and Supply  
          Anna Lisa Barbon, Director of Financial Services  
          Geoff Smith, Procurement Officer