

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: JASON PARRISH, ADMINISTRATIVE SERVICES OFFICER  
RECREATION & PARKS

SUBJECT: PURCHASE OF PERFECTMIND TECHNOLOGY, INC.  
RECREATION MANAGEMENT SOFTWARE SOLUTION

AGENDA ACTION: RESOLUTION

---

RECOMMENDATION

It is recommended by the Recreation and Parks Department and the Information Technology Department that the Council, by resolution, approve the purchase of recreation management software and related installation and training services with PerfectMind Technology, Inc., of British Columbia, Canada, for a five-year contract in an amount not to exceed \$370,240.

---

EXECUTIVE SUMMARY

The technical support for the recreation management software currently in use by the Recreation & Parks Department is ending on December 31, 2017, which renders the existing system obsolete. New software to replace it is needed to continue operations such as registration, facility reservation and point of sale. Through an extensive Request for Proposal (RFP) process it was determined that the PerfectMind software solution was the best option to meet the growing needs of the Recreation & Parks Department. This software will be utilized 24/7, 365 days a year in the collection of approximately 4 million dollars annually in General Fund revenue.

BACKGROUND

In 1999 Recreation and Parks implemented CLASS recreation management software to process activity registrations, facility reservations, point of sale transactions, financial reporting, cash tracking and online registration. In 2014, the parent company, Active Network, LLC, announced that it would cease support of the software on December 31, 2017.

An RFP was conducted and PerfectMind was determined as the most qualified responder. Their platform will replace the current recreation management software that

was used in the 15/16 fiscal year to register 22,000 participants for classes, book 9,000 facility rental reservations, sell 90,000 admission tickets at Howarth Park and process over \$3,800,000 in General Fund revenue.

#### PRIOR CITY COUNCIL REVIEW

Not applicable.

#### ANALYSIS

A total of six responsive proposals were submitted for evaluation. Proposals were reviewed by an evaluation team that consisted of staff from the Information Technology Department, Purchasing Division, and a cross-section of the Recreation & Parks Department. The top three vendors provided on-site demonstrations of their software solutions.

The PerfectMind hosted platform was selected for an intuitive staff interface, user-friendly online activity registration, and having the overall lowest cost proposal. The proposed contract is for five years with a not to exceed cost of \$370,240 including annual maintenance fees. The contract also includes the option to extend support for an additional five years with a not to exceed cost of \$349,850. Costs in the five-year extension are lower than the first five years due to the lack of development, implementation and training costs associated with the initial year.

#### FISCAL IMPACT

FY 16-17 implementation progress payments for the system total \$59,025, built into the current Department operating budget. FY 17-18 costs total \$77,983, which include \$19,675 in remaining implementation costs and the annual maintenance fee of \$58,308. Annual maintenance costs of \$58,308 will be offset by the \$26,200 currently budgeted for the CLASS system, with the difference being anticipated from existing resources, with no additional net increase to the General Fund.

#### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

#### NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

CONTACT

Jason Parrish, Administrative Services Officer, [jparrish@srcity.org](mailto:jparrish@srcity.org), (707) 543-3271.