

May 4, 2021

C-20

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute all documents necessary to amend Contract No. 33364 with Active Network, LLC, of Dallas, TX, to provide continued utilization of the Parks, Recreation and Marine Department's facility reservation and registration system, to extend the term of the contract to March 31, 2022, with the option to renew for three additional one-year periods. (Citywide)

DISCUSSION

City Council approval is requested to amend Contract No. 33364 with the Active Network, LLC (Active), to provide continued utilization of the Parks, Recreation and Marine Department's (PRM) facility reservation and registration system, ActiveNet.

On December 3, 2013, the City Council approved a contract with Active for upgrades and continued utilization of the facility reservation and registration system for PRM in the amount of \$150,000 related to the upgrades, configuration and implementation. The requested amendment will ensure the continuation of services without additional cost and impact to operations from a potential implementation of a new platform.

Active continues to be a valuable tool to manage registration and reservation processes for staff, customers, and other end users and to connect existing and new participants to its recreation programs and services. Active supports a critical function of PRM and streamlines operations, engages community members, and manages participation in programs. It is a cloud-based solution and revenue is shared via a transaction-based model so that the City is responsible for only what is used. Active retains a small, varying percentage of each payment received, based on the type and amount of the transaction processed. Active continues to be a leader in the profession, as demonstrated by its use in over 1,400 communities.

This matter was reviewed by Deputy City Attorney Arturo D. Sanchez on March 23, 2021, Business Services Bureau Manager Tara Mortensen on April 1, 2021, and by Revenue Management Officer Geraldine Alejo on April 14, 2021.

TIMING CONSIDERATIONS

City Council action is requested on May 4, 2021, to ensure there is no interruption to services.

FISCAL IMPACT

This recommendation extends the term of the contract with Active to March 31, 2022, with the option to renew for three additional one-year periods. Payment to ActiveNet will continue to be transaction-based where Active retains a small, varying percentage of each payment received, based on the type and amount of the transaction processed. Net annual revenue to the City is estimated at \$2,000,000 and is based on the anticipated number of transactions. Revenue will continue to accrue in the General Fund, Tidelands Operating Fund, and Tidelands Area Fund Groups in the Parks, Recreation and Marine Department. This recommendation has no staffing impacts beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



BRENT DENNIS
DIRECTOR
PARKS, RECREATION AND MARINE

BD:SS:GK:jm

APPROVED:



THOMAS B. MODICA
CITY MANAGER