


## COUNCIL COMMUNICATION

	Number:	<b>20-509</b>	Meeting:	<b>November 23, 2020</b>
	Agenda Item:	<b>42</b>	Roll Call:	<b>20-1896</b>
	Submitted by:	<b>Benjamin R. Page, Park and Recreation Director</b>		

### AGENDA HEADING:

Approving amendment for extension of contract with the Active Network, Inc. (Active) for online registration, reservation and payment services and authorization of amendment by City Manager.

### SYNOPSIS:

Recommend approval of extension of contract with the Active for online registration, reservation and payment services and authorization of amendment by City Manager. The initial 6-year agreement has expired, and this extension will support services continuing through June 2022.

### FISCAL IMPACT:

Amount: Expense of approximately \$50,000 in annual fees.

Funding Source: FY2021 Operating Budget, Park and Recreation Department, G001 PK001200 Management Services, page 153

### ADDITIONAL INFORMATION:

- On December 17, 2012 the Parks and Recreation Department entered into an initial 3-year agreement with the Active Network, Inc, now known at ActiveNet, Inc., to provide enhanced online services and additional efficiencies meeting consumer technology expectations, improving customer service, enhanced departmental marketing capabilities and to compete with other municipal agencies in the metro area.
- Active's recreation management software assists in the automation of receipts, email confirmations, customer reminders and provides a variety of detailed reports such as rosters of paid participants, revenue, expenses, league scheduling, and auto-emailing functions. Additionally, valuable statistics for recreational program are generated from this system.
- As in-person registration and related communications continue to be limited, online access to registration and associated information about the facilities and programs is ever more critical. Customers and participants are using online resources in far greater numbers than even just a year ago, evolving into the undisputed preferred method to access information about programs.

- Since 2012, when the department first began working with Active, strong competitors to their approach have become available. In the time between now and the expiration of this June 2022 extension, the department will explore these alternatives. The City anticipates releasing a Request for Proposals (RFP), so the City can confidently enter into a new, full-length contract with the best recreation management software provider. Should the City select a new provider, this timeline will also allow a seamless transition to a new system.

**PREVIOUS COUNCIL ACTION(S):**

Date: December 17, 2012

Roll Call Number: [12-1945](#)

Action: [Acceptance](#) of proposal from The Active Network, Inc. for online park and recreation registration, reservation and payment services and approving contact. ([Council Communication No. 12-630](#)) Moved by Meyer to adopt. Motion Carried 7-0.

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

Consideration of future recreation management software provider agreement.

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