



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Maria Öberg

**SUBJECT: SEE BELOW**

**DATE:** May 12, 2025

Approved

Date

5/19/25

**COUNCIL DISTRICT:** Citywide

**SUBJECT: Report on Request for Proposal for a Recreation Registration System**

## **RECOMMENDATION**

Adopt a resolution authorizing the City Manager or her designee to:

- (a) Negotiate and execute an agreement with Active Network, LLC (Plano, TX) for a recreation registration system for a one-year term beginning on or about June 1, 2025 through May 31, 2026, with a maximum compensation not to exceed \$113,600, subject to the appropriation of funds;
- (b) Negotiate and execute amendments to the agreement as required to address changes in the City's recreation registration system needs, including associated adjustments in compensation, consistent with the procurement and the City's standard terms and conditions, subject to the appropriation of funds; and
- (c) Exercise up to nine one-year options to extend the term of the agreement, subject to the appropriation of funds.

## **SUMMARY AND OUTCOME**

Authorizing the City Manager or her designee to take these actions provides the City with access to a software platform to manage reservations for the City's recreation programs and community facilities.

## **BACKGROUND**

The Parks, Recreation and Neighborhood Services (Department) offers approximately 6,000 to 7,000 activities annually, serving over 70,000 users across educational,

athletic, and recreational programs at community centers and parks. The Department also manages over 80 reservable sites, including sports fields, meeting rooms, and facilities like Happy Hollow Park and Zoo, and Family Camp.

The Department's online reservation platforms enable customers to register, view activities, access information on programs and upcoming events, and details about their enrollments. This system serves as the primary entry point for public access to the Department's programs and amenities. Additionally, it captures program data, processes revenues, and supports citywide scholarship distribution. Given the size and diversity of the community, a single online, web-based system is essential for ensuring accessibility to these services.

## **ANALYSIS**

In October 2023, the Finance Department released a Request for Proposals (RFP) on behalf of the Department for a recreation registration system through the City's e-procurement system, Biddingo. Over 6,500 vendors were notified of the bid opportunity by Biddingo through its daily bid notices. Thirty-one companies viewed the RFP. Five vendors submitted proposals in response prior to the submittal deadline.

**Evaluation Process:** Proposals were independently evaluated and scored, in accordance with the evaluation criteria set forth in the RFP by a three-member evaluation team comprised of representatives from the Department and Information Technology Department. Following the initial scoring of proposals, staff conducted interviews and a best and final offer process with the three highest scoring respondents. Final scores for the three finalists are as follows:

<b>Evaluation Criteria</b>	<b>Maximum Points</b>	<b>PerfectMind, Inc. (dba Xplor Recreation)</b>	<b>Active Network, LLC</b>	<b>US eDirect, Inc.</b>
General Requirements	10	7	6	6
Experience/Qualifications	10	7	7	6
Project	5	3	4	3
Approach/Schedule				
Technical Capabilities	20	13	13	13
Cost Proposal	20	15	20	14
Oral Interview	25	14	15	12
Local Business	5	0	0	0
Enterprise				
Small Business	5	0	0	0
Enterprise				
<b>TOTAL</b>	<b>100</b>	<b>59</b>	<b>65</b>	<b>54</b>

**Local and Small Business Enterprise Preference:** In accordance with City of San José Municipal Code, Section 4.12.320, 10% of the total evaluation points were

reserved for the local and small business preference. No proposers requested the local or small business preferences.

**Protest:** The City RFP process included a ten-day protest period that began when the City issued the Notice of Intended Award on May 3, 2024. No protests were received.

**Award Recommendations:** Based on the results of the evaluation, staff recommends award of contract to Active Network, LLC, whose proposal was scored as the highest-ranked responsive and responsible proposer pursuant to the evaluation criteria set forth in the RFP. This vendor was rated highly as having extensive experience, knowledge, expertise, and provides the most competitive pricing for the services. Active Network, LLC is the incumbent vendor currently providing these services for the City.

Staff conducted reference checks with the City and County of Denver, CO, City of Seattle, WA, and the City of San Francisco Recreation and Parks, CA. All references provided positive feedback.

**Summary of Agreements:** The agreement with Active Network, LLC will be in accordance with the City's standard terms and conditions and include the following provisions:

- Fixed not-to-exceed rates for a one-year initial term and a maximum not-to-exceed amount; and
- Detailed scope of services to ensure that the services comply with the City's requirements.

## **EVALUATION AND FOLLOW-UP**

This memorandum will not require any follow-up from staff.

## **COST SUMMARY/IMPLICATIONS**

The recommended agreement cost is \$113,600 and is to be funded by the General Fund. The annual subscription and services for each of the nine options will be based on the contractually negotiated price increase and are subject to appropriation of funds in the future budget process.

**1. AMOUNT OF RECOMMENDATION (One-Year Term) \$113,600****2. INTITAL TERM COST ELEMENTS\*:**

- Annual Subscription (includes unlimited support and maintenance incidents)	\$110,000
- ActiveNet API Annual Gateway Service	\$3,600
<b>TOTAL NOT-TO-EXCEED FOR INITAL TERM OF AGREEMENT</b>	<b>\$113,600</b>

**3. ONGOING COST ELEMENTS:**

- Option 1 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 2 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 3 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 4 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 5 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 6 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 7 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 8 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
- Option 9 Annual Subscription and ActiveNet API Gateway Service**	\$113,600
<b>TOTAL ONGOING COST OF AGREEMENT</b>	<b>\$1,022,400</b>
<b>TOTAL COST OF AGREEMENT (INITIAL TERM + OPTION TERMS)</b>	<b>\$1,136,000</b>

\*There will be a credit card processing fee of 2.4% of the transaction amount payable to Active Network for all online and in-person credit card transactions. Additionally, if a credit card is refunded through the ActiveNet system there will be a \$0.10 transaction fee, voided transactions incur no cost. The total projected annual credit card processing fee and refund fee based on previous usage is estimated at \$270,908 for the initial term of the contract.

\*\*Renewal term subscription costs and rates are subject to renegotiation in accordance with Exhibit B – Compensation, Section 3.2 Price Renegotiation and are capped at 3% or as otherwise negotiated.

**BUDGET REFERENCE**

The table below identifies the fund and appropriations for the Department budget to fund the contract recommended as part of this memorandum.

Fund #	Appn. #	Appropriation Name	Total Appropriation	Amt. for Contract	2025-2026 Proposed Operating Budget Page*	Last Budget Action (Date, Ord. No)
001	0642	Non-Personal/Equipment	\$49,004,643	\$78,600	636	N/A
001	2275	Fee Activities	\$13,222,078	\$35,000	636	N/A

\*The 2025-2026 Proposed Budget was released on May 1, 2025 and is scheduled to be reviewed on June 10, 2025 and adopted on June 17, 2025 by the City Council.

HONORABLE MAYOR AND CITY COUNCIL

June 3, 2025

**Subject: Report on Request for Proposal for a Recreation Registration System**

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### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office, City Manager's Budget Office and Parks, Recreation and Neighborhood Services Department.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's Council Agenda website for the June 3, 2025 City Council meeting.

### **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

### **CEQA**

Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

### **PUBLIC SUBSIDY REPORTING**

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/  
MARIA ÖBERG  
Director of Finance

For procurement- and contract-related questions, please contact Albie Udom, Deputy Director of Finance – Purchasing and Risk Management, at [albie.udom@sanjoseca.gov](mailto:albie.udom@sanjoseca.gov). For program-related questions, please contact Amanda Carrera, Recreation Superintendent, at [amanda.carrera@sanjoseca.gov](mailto:amanda.carrera@sanjoseca.gov).