



Memorandum

Date: 11/1/2022
Meeting of: City Council

File No. AM No. 22-168
Type: Consent Item

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Parks	Loreen Hamilton	425-556-2336
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DEPARTMENT STAFF:

Parks	Zach Houvener	Recreation Business Manager
Parks	Jeffrey Guptil	Customer Experience Administrator
Technology and Information Services	Courtney Miller	Technology Project Manager

TITLE:
Approval to Award Contract for Recreation Software to Amilia Technologies USA, Inc.

OVERVIEW STATEMENT:
Following completion of a competitively bid RFP process, and in line with the City Purchasing Policy, we are seeking approval to award the Recreation Software contract to Amilia Technologies USA Inc., for their software product named "SmartRec". This software is utilized to manage all aspects of over-the-counter and online activity/program registrations, facility reservations and scheduling, memberships, point-of-sale, payment processing, and reporting for approximately 3,000 recreation programs offered each year (nearly 20,000 registrations/year on average). The company was chosen by a cross-departmental committee including sponsors from Parks, TIS, and Finance. We are asking for Council approval of \$38,176 for the total cost of implementation and license fees for the initial 24-month term of the agreement.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

- Receive Information Provide Direction Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
PARCC Plan
- **Required:**
Council approval is required to award a Technology Services Agreement that exceeds \$50,000
- **Council Request:**

N/A

- **Other Key Facts:**

RFP is part of due diligence for the department as our needs have changed and evolved out of the pandemic. Existing vendor and software contract was originally executed in 2015.

OUTCOMES:

With our current contract ending, we chose to go through a competitive process to ensure we had a tool that best met the department needs. Awarding this contract to Amilia Technologies USA Inc. will modernize and improve the recreation software user experience for the public and allow staff to track cost recovery/service levels in line with our council adopted cost of service policy.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**

N/A

- **Outreach Methods and Results:**

N/A

- **Feedback Summary:**

N/A

BUDGET IMPACT:

Total Cost:

The total costs for implementation (\$19,000) and license fees (\$19,176) for the initial 24-month term would be \$38,176. Implementation fees include one-time professional service fees, purchase of Point-of-Sale terminals, and costs related to Data Migration. Starting in March 2023, software license fees of \$799/month would be invoiced monthly to license the product for the initial 24-month term of the agreement.

Approved in current biennial budget: Yes No N/A

Budget Offer Number:

00217

Budget Priority:

Healthy and Sustainable: Community Recreation.

Other budget impacts or additional costs: Yes No N/A

If yes, explain:

SmartRec charges a 1% service fee on all transactions through the platform. Credit Cards (Visa, Mastercard, Discover) are charged 2.75% + \$0.30 per transaction; \$0.30 per transaction for refunds. E-checks (ACH) are charged 1% + \$0.50 per transaction.

Service fees would not begin until we “go-live” with SmartRec software. The service fee costs are in line with our cost recovery and are built into our fees for programs and is similar to the fees paid to our current provider. It is anticipated

that the service fees would put the annual contract amount over \$50,000 and is the reason for seeking council authorization.

Funding source(s):

Ongoing costs will come out of the Recreation Activity Fund. Costs associated with the RFP and implementation will be absorbed within the current Parks and Recreation budget.

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
10/25/2022	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

We are currently seeking to renew our contract with our current software provider, ActiveNet, for a one-year contract extension that would continue our relationship through March 2024. Implementation of SmartRec software is scheduled to start in March 2023 to allow time for kick-off, business process assessment, configuration planning, data migration, staff training, testing, and launching the product to the public.

ANTICIPATED RESULT IF NOT APPROVED:

If the contract is not awarded to Amilia Technologies USA Inc., we would have a significant disruption to our services that would impact the community's ability to register for programs. Parks and Recreation would need to re-negotiate a further extension with our current service provider.

Our current recreation software provider has proven inadequate to keep up with the demands of our department, since originally executing the contract in 2015. Their product does not allow for cost recovery to be captured in the system, we experience glitches with the Activity Page during registration periods that cause confusion to our community, resulting in a loss of revenue and an unpleasant customer experience, and they shifted their policy that no longer allows us to process refunds unless our account is pre-funded. This lengthy process often takes several days and requires interdepartmental approval at many levels.

ATTACHMENTS:

Attachment A: City of Redmond - SmartRec Software License Agreement

Attachment B: Appendix A

Attachment C: Amilia Privacy Policy

Attachment D: Statement of Work

Attachment E: Project Schedule

Attachment F: Information Privacy and Security Agreement

Attachment G: Certificate of Insurance