


MEMORANDUM

April 30, 2019

TO: Planning, Housing and Economic Development
 Education & Culture Committee

FROM: Vivian Yao, Legislative Analyst 

SUBJECT: Worksession: Recommended Capital Improvements Program (CIP) Amendment, Department of Recreation: Shared Agency Booking System Replacement

PURPOSE: Review and make recommendations on the FY19-24 DHHS CIP Amendment for the Shared Agency Booking System Replacement project

The Executive transmitted the CIP amendment (©1-2) for the Shared Agency Booking Replacement System project on March 15. The following table provides the recommended expenditure schedule for the project.

In \$000	Total	Total 6 years (FY19-24)	FY19	FY20	FY21	FY22	FY23	FY24
FY 20 Rec	1,377	1,377	962	415	0	0	0	0

*Recommended funding source: \$917,000 in current revenue from the CUPF Enterprise Fund, and \$460,000 in intergovernmental transfers from Park's Enterprise Fund
 FY20 Appropriation Request: \$1.377 million*

Project Description: The project is a joint collaboration between the Office of Community Use of Public Facilities (CUPF), Montgomery County Recreation Department, and Montgomery Parks, a division of the Maryland-National Capital Park and Planning Commission (M-NCPPC) to replace their shared, on-line booking and sales software application to improve efficiency and customer experience.¹

¹ In 2010, the Council mandated the three departments/agencies to develop a stream-lined, user-friendly registration system that would allow customers to register for activities, programs, and memberships, access facility bookings, and permit athletic fields through a shared online portal.

The Project Description Form (PDF) states that the software functions will: “facilitate registration for activities and programs, membership sales and management, point of sale (admission and product sales), league scheduling and management, reserving facilities and athletic fields, scholarships, and customer payment process. Back end, business operations will include enhanced reporting capabilities, more efficient set-up of large bookings, and improved financial operations.” The PDF explains that prior efforts to work with the initial vendor to provide these needed enhancements have been unsuccessful.

Project Schedule: Vendor selection will be finalized in FY20, and implementation will begin in FY21 based on a staggered schedule to accommodate seasonal scheduling managed by all three agencies. Since the project is still in developmental stages, there is not set schedule of completion.

Project Costs: The project will be supported with current revenue of \$613,000 in FY20 from the CUPF Enterprise Fund, and \$304,000 in FY21. The project will also receive \$349,000 from the Parks’ Enterprise Fund in FY20 and \$111,000 in FY21,

Project Justification: The three departments/agencies are currently using the ActiveNet software, which is owned by the same parent company as the CLASS business software that the departments used prior to the software’s discontinuation. The ActiveNet software has not met the needs of the Departments. The software must be able to handle more than 500,000 transactions. Having a single booking system requires software that supports customer account management and financial transactions across multiple agencies. The proposed improvements are needed to ensure proper financial management, refund processing, performance measurement, and reporting and to reduce the need for manual work created by deficiencies of the ActiveNet system. The gap analysis completed by the Departments is attached on ©3-6.

Council staff recommendation: Approve the Shared Agency Booking System Replacement as recommended by the Executive. The Council has previously received reports about the challenges in working with the ActiveNet software. This software will support core functions of the Departments and will allow the Departments to operate more efficiently.



Shared Agency Booking System Replacement (P722001)

Category	Culture and Recreation	Date Last Modified	03/14/19
SubCategory	Recreation	Administering Agency	Recreation
Planning Area	Countywide	Status	Planning Stage

Total	Thru FY18	Rem FY18	Total 6 Years	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	Beyond 6 Years
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EXPENDITURE SCHEDULE (\$000s)

Other	1,377	-	-	1,377	-	962	415	-	-	-
TOTAL EXPENDITURES	1,377	-	-	1,377	-	962	415	-	-	-

FUNDING SCHEDULE (\$000s)

Current Revenue: CUPF	917	-	-	917	-	613	304	-	-	-
Intergovernmental	460	-	-	460	-	349	111	-	-	-
TOTAL FUNDING SOURCES	1,377	-	-	1,377	-	962	415	-	-	-

APPROPRIATION AND EXPENDITURE DATA (\$000s)

Appropriation FY 20 Approp. Request	1,377	Year First Appropriation
Cumulative Appropriation	-	Last FY's Cost Estimate
Expenditure / Encumbrances	-	
Unencumbered Balance	-	

PROJECT DESCRIPTION

This project is a joint collaboration between the Office of Community Use of Public Facilities (CUPF), Montgomery County Recreation Department (MCRD) and the Montgomery Parks (Parks) division of the Maryland-National Capital Park and Planning Commission (M-NCPPC) to replace their shared, on-line booking and sales software application in order to improve efficiency and the customer experience. Software functions will facilitate registration for activities and programs, membership sales and management, point of sale (admission and product sales), league scheduling and management, reserving facilities and athletic fields, scholarships, and customer payment processing. Built in tools to drive participation and customer engagement will include catalog export and targeted emails. Back-end, business operations will include enhanced reporting capabilities, more efficient set-up of large bookings, and improved financial operations. Prior efforts to work with the initial vendor to provide these needed enhancements have been unsuccessful.

With support from the Department of Technology Services, CUPF, Recreation, and M-NCPPC staff have developed a detailed analysis of the deficiencies of the current system, conducted an evaluation of over 20 different software products providing these services, and obtained feedback from other jurisdictions using these products. As a result of this work and their five years of partnering in these endeavors, the agencies have a clear sense of the features needed and available to proceed with replacing the current system.

ESTIMATED SCHEDULE

Vendor selection will be finalized in FY20 and implementation will begin in FY21 based on a staggered schedule to coincide with and accommodate seasonal scheduling managed by all three Agencies.

PROJECT JUSTIFICATION

In 2010, the Council first mandated that CUPF, Recreation, and M-NCPPC use a joint registration system that would create a more streamlined and user-friendly system that enables customers to have a shared online portal for facility booking, athletic field permitting, activity/ program registration, and membership sales. Recreation began using CLASS as a business software in 1994 with CUPF and M-NCPPC following suit in the next few years. Prior to the legislative mandate, the three agencies had been using different aspects of CLASS software to perform Agency specific registration. When it was announced that the CLASS system was no longer going to be supported by the Contractor by the end of the CLASS contract term, the three agencies opted to move to the ActiveNet software since it was owned by the same parent company as CLASS and it was portrayed as offering CLASS-like capabilities with other enhancements including new, on-line capabilities. Unfortunately, the ActiveNet software has failed to live up to its billing, and efforts to work with the vendor on enhancements have not been successful.

The importance of having a good booking software and the complexities of meeting the needs of the three agencies cannot be overstated. In total, MCRD and Parks offer nearly 6,000 activities and memberships annually. CUPF manages coordination of approximately 17,000 school facilities, athletic fields, and county building facilities. Additionally, MCRD manages bookings for approximately 500 facilities and open spaces; and Parks manages use of over 1,000 fields, facilities and open spaces. The software must be able to handle more than 500 thousand transactions per year for the three Agencies. While the user benefits of having a single booking system are substantial, this creates complexities in terms of managing customer accounts and financial transactions across multiple agencies. Improvements are needed to ensure proper financial management, refund processing, performance measurement, and reporting and to reduce the need for manual work created by the deficiencies of the ActiveNet system.

FISCAL NOTE

Park's Enterprise Fund will contribute \$349,000 in FY20 and \$111,000 in FY21 to the project.

COORDINATION

Office of Community Use of Public Facilities, Department of Recreation, Montgomery Parks, Maryland National Capital Park and Planning Commission, Department of Technology Services, Office of Management and Budget, Office of Procurement, Office of the County Attorney.

GAP ANALYSIS

Module	Criteria	ActiveNet	RecTrac (VSI)	Amilia	Rec1 (CivicPlus)	Booking	MyRec.com	Dash	Peake Software "Sportsman"	Perfect Mind	RecDesk	RecPro	Tyler	Community Pass
Accounting	Accrual Accounting		X	X										
Accounting	Gift Cards, Coupons and Discounts	X	X		X	X	X	X	X	X	X	X	X	X
Accounting	Request Refund Processing	X	X											
Accounting	Payment Linking and Unlinking													
Accounting/ Security	Comprehensive audit trail		X											
Activities/ Programs	Ability to modify main activity when grouped/linked													
Activities/ Programs	Activity Registration Module	X	X	X	X	X	X		X	X	X	X	X	X
Activities/ Programs	Waitlist capabilities for grouped/linked activities		X		X		X							
All Modules	Full flexible payment plans with all modules		X											
All Modules	Full Functionality for Organizations		X											
All Modules	Leverages Expert Functionality through Integration (google analytics)		X	X										
All Modules	Rule based configuration (can customize for each agencies uniqueness)		X		X									
All Modules	Staff side Integrated Availability Search Capabilities		X											
All Modules	Subsidy/Scholarship	X	X	X	X	X	X	X	X	X		X	X	X
Communication	Automated Survey Capabilities													
Communication	Catalog/guide export with various formats		X											
Communication	Marketing/Communication Module	X	X	X	X		X		X	X			X	
Customer	Detailed Customer Account Transaction History (balance @ one glance/CLASS)													
Customer	Handling of Customer Residency	X	X											
Facilities/ Rentals	Ability to modify a booking and not affect entire permit													

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Facilities/Rentals	Advance Scheduling of Fee Changes		X											
Facilities/Rentals	Automated Scheduling Application Windows (skip dates, customer type and event type)		X											
Facilities/Rentals	Extra Fee Processing at both booking and rental level													
Facilities/Rentals	Facility Reservation Module	X	X	X	X	X	X		X	X	X		X	X
Facilities/Rentals	Open Source Data (access to code, utilities)													
Facilities/Rentals	Facility Booking Conflict Management		X											
Facilities/Rentals/Activities	Shared use of facility for Activity Enrollment without loss of Permit information. Ex. primary has transactional capability. Others have view only													
Leagues	Advance League Options		X											
Leagues	League and Team age restriction override for coaches and team contacts		X											
Leagues	League and Team communication		X											
Leagues	League Scheduling		X											X
Memberships	Memberships Module	X	X	X	X		X		X	X			X	X
Memberships	System generated barcodes		X											
Point of Sale	POS - Inventory control/Reporting		X											
Point of Sale	POS Module	X	X	X	X	X	X		X	X			X	X
Public Access	Customer Interface Account capabilities (using credit on account)													
Public Access	Full access to customize online customer portal		X											
Public Access	Full Functionality for Online Reporting with Organizations													
Public Access	Online Amendment and Cancellation Functionality for Permits		X											
Public Access	Online Customer Portal	X	X		X	X	X		X	X	X			

GAP ANALYSIS

Module	Criteria	ActiveNet	RecTrac (VS)	Amilia	Rec1 (CivicPlus)	Booking	MyRec.com	Dash	Peake Software "Sportsman"	Perfect Mind	RecDesk	RecPro	Tyler	Community Pass
Public Access	Online Integrated Availability Search Capabilities		X											
Public Access	Online Memberships	X	X	X	X		X		X	X	X		X	X
Public Access	Online POS	X	X	X			X		X		X			X
Public Access	Online Registration	X	X	X	X		X		X	X	X		X	X
Reports	Attendance (Reporting for YD)		X											
Reports	Customizable Business Intelligence Dashboard		X											
Reports	Customizable Report Functionality		X											
Reports	Reporting module with access to all data and various export file formats		X	CSV ONLY										
Reports	Scheduled Reporting	X	X	X	X		X			X				
Security	Granular security (customer, staff and processes)		X		X									
System	24/7/365 Support		X	-7 P.M. (M-F)						X				
System	Accessible through any operating system													
System	Apps with Mobile Compability													
System	Authentication to Active Directory Environment		X											
System	Cloud based hosting	X	X	X	X				X	X	X	X		X
System	Compatible through any browser		X											
System	Credit Card Processing External		X											
System	Credit Card Processing Internal	X												
System	Data Dictionary		X		X									
System	Frequent Ongoing Upgrades	X	X	X										
System	Full integration of all data tables on fully customizable reports		X											
System	Full platform operability without third party add-ons		X											
System	Fully ADA Compliant	X	X		X									
System	Future Orientated Development (voice commands, siri, etc.)													

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System	Future product and development staff													
System	Guaranteed 3-second page response		X											
System	Guaranteed resolution time on technical issues		X											
System	Hardware Compatability References		X											
System	Hierachy overall system configuration	X	X	X	X		X		X				X	
System	HIPAA Compliant		X											
System	Is there a Data Export/Import Initial Set Up Fee?													
System	PCI Compliant	X	X											
System	Process at least 500 concurrent transactions													
System	Regularly scheduled upgrades and releases	X	X											
System	Reliable Software References/Prior Experiences		X	X	X		X							
System	Scalable high capacity cloud infrastructure (700 limit, 1st registration day limitations, etc.)		X											
System	Single Sign-on		X											
System	Trainer database	X	X	X	X		X						X	
System	Training	X	X	X	X	X	X		X	X	X	X	X	X

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VSI Impl Cost Summary
 Replacement of ActiveMontgomery

RecTrac Cost Summary				
Department	FY20 Implementation Cost	FY21 Implementation Cost	Total Implementation Cost	Funding Source
CUPF	\$170,120	\$68,310	\$238,430	CUPF Fund
Recreation	\$442,690	\$235,370	\$678,060	CUPF Fund
M-NCPPC	\$348,540	\$111,120	\$459,660	Enterprise Fund
Total	\$961,350	\$414,800	\$1,376,150	

CUPF Total	\$612,810	\$303,680	\$916,490
rounds to	\$613,000	\$304,000	\$917,000

RecTrac Implementation Schedule	
7/1/2019	Funding Secured
8/15/2019	Parks Contract Brudge / County Rider
8/15/2019 thru 8/1/2020	Project Development (12 months)