

TO: James L. App, City Manager

FROM: Ann Robb, Director, Library and Recreation Services
David McCue, Information Technology Manager

SUBJECT: Electronic Class Registration - Recreation Software

DATE: August 21, 2007

Needs: For the City Council to consider authorizing a contract with The Active Network to implement the ActiveNet online product.

Facts:

1. The City's adopted Information Systems Strategic Plan calls for utilizing technology to improve customer service.
2. The City's adopted budget for 07-08 includes \$47,000 for the implementation and maintenance of web-based recreation class registration and web-based facility registration.
3. Four proposals were received and reviewed. ActiveNet was found to best fit the needs of citizens and Recreation applications.
4. The Active Network is a leader in the recreation software industry. They have completed many successful implementations, and are known for a quality product and superior service. Their many positive references set them apart from other vendors.
5. Implementation of ActiveNet will provide around the clock public access to activities and programs on the internet, deliver enhanced customer service, reduce administrative tasks, and facilitate community participation.
6. To reduce initial investment, ActiveNet uses a transaction based fee structure. This is consistent with the Council's direction of partial cost recovery through user fees. Based on 2006 fees, and assuming 25% Internet usage, the cost for the first year including implementation and training is projected to be \$42,000. The City has budgeted \$47,000 for this fiscal year. The balance could be used if needed to cover Internet registrations in excess of 25%.
7. Transaction costs range from 1.5% to 6.5% depending on payment method. The average transaction would result in a charge of \$3.72 to the City. These costs will be factored into class fees when City Users fees are revisited 2008.

Analysis &

Conclusion: As called for in the Information Systems Strategic Plan, implementation of recreation software will provide improved customer service and streamline administrative tasks. Information Technology and Recreation staff concur that The Active Network provides a robust, secure system with a quality customer interface.

Policy

Reference: Information Systems Strategic Plan

Fiscal

Impact: Not to exceed \$47,000 for implementation of online recreation program

Options:

- a. Direct staff to enter into a contract with The Active Network to provide ActiveNet.
- b. Amend, modify, or reject above option.

Recreation Online Proposal Rating Matrix

FIRM	Active	GovPartner	MaxSolutions	Certain.com
Cost	2	5	3	3
Technique	5	5	4	4
Look and Feel	4	5	3	1
References	5	1	3	1
Core Items Included	5	5	2	1
Optional Items Included	5	3	2	2
Responsiveness to RFP	4	3	3	2
Support/Maintenance	5	5	3	3
Schedule	4	5	1	1
Avg. Rating	4.33	4.11	2.67	2.00
RANK	1	2	3	4

RESOLUTION NO. 07-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH THE ACTIVE
NETWORK FOR ACTIVENET RECREATION SOFTWARE

WHEREAS, The City's adopted Information Systems Strategic Plan calls for utilizing technology to improve customer service; and

WHEREAS, City adopted budget provides funds in the amount of \$47,000 to provide new recreation registration software; and

WHEREAS, The City issued a Request for Proposals (RFP) for software implementation; and

WHEREAS, The Active Network's ActiveNet product achieved the best rank score in the rating matrix

THEREFORE, BE IT RESOLVED AS FOLLOWS:

The City Council of the City of Paso Robles does authorize the City Manager to enter into a contract with The Active Network for ActiveNet recreation software implementation

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 21st day of August by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

Frank R. Mecham, Mayor

ATTEST:

Cathy M. David, Deputy City Clerk

Recreation and Facility Management Software

May 25, 2007

City of Paso Robles, CA

City Clerk
1000 Spring Street
Paso Robles, CA 93446

Attention:
Charlotte Gorton
Caryn Jackson

Submitted by:
The Active Network

Matt Leahy
Account Manager
6400 Roberts Street – Suite 160
Burnaby, BC V5G 4C9
800-661-1196 ext 1332
Matt.leahy@active.com

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1.0 Letter of Transmittal

The Active Network (TAN) is pleased to respond to the City of Paso Robles Request for Proposal for a Recreation and Facility Management Software Solution. The City of Paso Robles is looking to find a partnership with a company that will meet the current needs of the Parks and Recreation Department as well as the future needs of the department.

As the population and demographics continue to grow and shift, the City will be faced with new challenges while working to meet this community vision. To ensure the department's vision of a united community enjoying a **fully-resourced** and **networked-system** of programs, facilities and parks is realized, it is likely current business practices will be required to shift. Decisions such as how services are delivered, who they are delivered to and when they are delivered, will require data that is easy to obtain and readily available.

To succeed long term, The City of Paso Robles, Park and Recreation Department is looking to implement an integrated recreation management software solution that will complement the community vision, better serve the population growth and ultimately, allow for an enriched recreation experience for all citizens. The software must have the ability to offer real-time registration for activities, facilities, membership management, financial reporting by activities and facilities. As well, it should provide 24 hour online access for their participants to register online. The vendor you chose and the services they offer will lay the foundation for The City of Paso Robles Parks and Recreation department to meet and exceed current service levels, and as well as allow effective planning to accommodate future growth and challenges.

The City of Paso Robles Recreation and Parks Requirements

Based on the requirements set out in the RFP, we recognize that you have the following objectives that must be delivered by the Recreation and Parks Software System:

- o Automated real-time registration for activities and facilities
- o To allow 24 hour access to your participants via the internet for activities, facilities, and payment processing
- o Provide new application and database solution to support the various applications of the Parks Department from any location
- o Provide consulting services to improve internal operating efficiencies and leverage industry best practices

2.0 Project Schedule

Listed Below is a tentative timeline based on the information provided in the RFP as well as consulting availability:

- August 2007: Contract Signed
- August – October 2007: Pre-Implementation Tasks
- November – December 2007: Implementation Tasks
- June 2008: Refresher / Follow Up Training

I. PRE-IMPLEMENTATION

- Introductory Conference Call: Introduction to Project Manager, Project Consultant
- Off-Site Pre-project Planning and Documentation
- Project Launch Meeting – project expectations, scope, schedule, technical and risk analysis
- Accounting Phone Call to evaluate current accounting practices and cash flow management
- Introduction to Consultant working with the site, including verification of implementation schedule, resources to be made available, etc.

II. IMPLEMENTATION

- Investigation of business practices, Accounting Set-up and discussion with Finance staff (if available)
Consultation: business practices, etc.
Implementation of modules and end user training, including Daily Cash Practices, Accounting Practices, and "Best Business" practices.
- Audit of system set-up, course set-up, facility set-up
- Introduction to Support services with consultant: telephone, email

III. POST-IMPLEMENTATION

- Pre go-live Conference Call 1-2 weeks ahead of time
- Introduction to Support Services Conference Call
Follow up Refresher / Best Practice Training

3.0 Statement of Qualifications

The Active Network, Inc. was founded in 1998. The company acquired Class Software Solutions in October, 2004. Class brings a 30-year history in the community services market. We have a total of 714 employees, with 334 in the Active Community Division. We also have 6 main offices, San Diego CA, Denver CO, Burnaby Canada, Sacramento CA, Seattle WA, and Boston MA. Besides these main offices we have remote offices around the country and Australia.

Location

Corporate Headquarters
10182 Telesis Ct. Suite 300
San Diego, CA 92121

Managing and Implementation
6400 Roberts St. Suite 260
Burnaby, BC V5G 4C9
Canada

4.0 Company History and Profile

The Active Network

Founded in 1998, The Active Network offers top services for professionals managing participatory activities and fundraising events. Organizations of all sizes use the company's application services to automate information collection, activity registration, facility reservation, membership and fundraising management. The Active Network's application services provide the technology to help organizations increase efficiency, while reducing the cost and complexity of managing community activities and fundraising events.

Our mission is to provide the world's best technology applications and marketing access to the community services and active lifestyle marketplace.

To that end, we've built a smart business providing technology application services and marketing access that effectively meet the needs of community service and active lifestyle organizations worldwide.

Helping our customers succeed with smart technology solutions and innovative marketing services is our top priority. Through our products, services and dedicated team, we've developed strong relationships with a wide range of professionals and consumers in the community services market.

What Makes The Active Network Unique?

We identify with the needs of our market.

We love this market and our passion shows. Keeping the industry we love, alive, with strong products and services that foster healthy, active lifestyles is our goal.

We are the only provider in our market with the scale to serve it well

Our technology solutions support participation and management of any sport, activity or event imaginable. Our marketing services deliver unprecedented access to the active consumer. Our team of customer service professionals provides dedicated support for every organizer and consumer.

We focus our resources and talents on customer needs.

Our resources are focused on the needs of our customers, and have been from the start. We're always working on new solutions to improve the experience for organizers and their customers.

Markets Served By The Active Network

We bring a track record of success serving the diverse needs of the community services market, a market that includes city halls, YMCAs, local parks and recreation, charities, endurance sports, teams and leagues, school districts, college campuses, and much more.

Parks & Recreation: Park and recreation agencies use our program, facility, membership and revenue management software to automate recreation administration and provide their communities better access to classes, programs, services and facilities.

Community and Non-Profits: Local and national non-profit organizations use our online fundraising tools to build online fundraising communities and provide better services to donors. YMCAs and YWCAs, health clubs and wellness centers, sports and campus recreation facilities, scouting and reunion planning organizations use our program, facility, membership and revenue management software to automate their administration and improve service to their communities.

Government: Local municipalities automate their operations and provide improved customer service using our payment, customer service request, or crisis and information management software. Cities and counties realize new revenues and marketing opportunities through our municipal marketing partnerships

Sports: Sports teams, leagues, camps and tournaments enhance their efficiency, gain a competitive edge and better serve their members through our easy-to-build Web sites, online registration, online fundraising and database management services. Active-minded people access our online event search and registration, online training plans, membership savings, and other resources.

Consumer Brands: Marketers rely on our creative, integrated marketing services to effectively reach active consumers and achieve bottom line results. Brands realize opportunities in the public sector through our municipal marketing partnerships.

Education: School districts, and private and public universities use our program, facility, membership and revenue management software to automate their operations and provide students improved access to services. School systems also generate new revenues through our municipal marketing services.

Healthcare: Hospitals and health care systems find innovative ways to improve revenues and provide new services through our municipal marketing partnerships.

Customer Owner Group (COG) Meetings

Customer Owner Groups (COGs) is a new program that is a revised version of our user groups. COGs bring together Active Community Solution users in a specific geographical area to share ideas and approaches to using the system, provide training to users and to serve as a forum for users to share ideas for future releases. COGs are managed by an area representative, who ensures we are addressing the concerns of the majority of users during the time together.

The Active Network Annual International Customer Conference

Now in its 11th year, this is a multi-day event that blends together internationally recognized keynote speakers with Active training sessions, open lab times, one-on-one time with our consultants, customer showcases and provides unlimited opportunities for networking with Active Users from across North America and Australia.

Customer Requested Enhancements

As sites begin to explore the functionality of our products, it is likely that they will find opportunities for enhancement that will benefit their organization and business processes. By listening to these ideas and requests, The Active Network involves our users in developing future releases that reflect the trends and best practices of the industry.

Enhancement requests are gathered from the industry through support calls, emailed requests, sales proposal feedback (yes, your feedback could make it into a future release!) and client site visits. Criteria for deciding what will be included with a future release take into consideration four main points:

- Suitability to a particular release – for example, a particular release may be focusing on the membership module, therefore a request related to facility reporting may not be a good fit at that particular time
- Number of customers requesting an enhancement – Aristotle's law of sewing the needs of the many plays a role when making a decision around enhancements
- Time it takes compared with benefit it will deliver – Is the required programming to make the enhancement far greater than the benefit it will deliver? Will other enhancements deliver greater benefit with less use of resources?
- Suitability to customer base as a whole – Because we do not do custom programming, any changes that we make impact all our users, taking this into consideration is important before changes are made

Partnerships

Our position as the foremost provider of software solutions to the Parks and Recreation industry allows us to form partnerships with the world leaders of software applications. These partnerships allow Active Community Solutions to provide our clients with solutions for specific business challenges that are built on technology developed by that particular application's industry leader.

MICROSOFT

By partnering with Microsoft we can ensure that our products will stay leading edge, easy to learn, faster and more flexible. In 1992, we rebuilt our existing software using Microsoft development technologies (Visual Basic) and we embraced the ODBC and relational database standard, which allows our customers to write directly to Microsoft SQL Server. Today we are investing in emerging technologies such as XML, SOAP and .NET.

ORACLE:

As an Oracle Alliance Partner we can offer our customers the ability to write directly to an Oracle Database. Eliminating the need for a proprietary database relieves your IT staff of the need to master additional programs. By using a database standard such as Oracle your department will have greater access to both training and support resources and well as a greater pool of experienced people to hire from.

CITRIX:

Our partnership with Citrix reduces your reliance on hardware providing a solution to distribute the Class application to remote sites. Class supports Citrix's virtual workplace solutions (Winframe, Metaframe, Microsoft Terminal Server, etc) allowing our customers to enjoy advanced yet easy to use Windows interfaces, regardless of bandwidth restrictions.

CRYSTAL DECISIONS:

Crystal Decisions provides the world with the technology industry's standard reporting software. As the reporting engine in Active Community Solutions, Class clients benefit from the amazing flexibility and depth of reporting that Crystal offers. As Crystal is the dominant reports software, courses on its use are often offered at community colleges and technical schools allowing your staff to continually upgrade their skills. If you prefer, Active Customer Care representatives are available to customize reports for your individual needs.

After Sales Technical Support

Account Managers are assigned to all customers and act as your advocate within the company. They contact all customers regularly to make sure we are doing everything possible to help the client succeed.

The Active Network is proud to be known as a provider of superior telephone and email support; we look to exceed customer expectations in all aspects. Our stringent service standards have ensured our **96%** customer retention rate since 1986!

Unlimited toll free telephone support between 6:00 am and 5:30 pm Pacific Time ("PST") Monday – Friday ("Regular Support Hours")

Unlimited dial-in access support for "system down" issues **24** hours a day, 7 Days a week ("Extended Support Hours")

Access to the Customer Area on The Active Network secure website (including incident tracking, access to future release functionality, etc.)

Regular documentation and communications sent to customers throughout the year

"Evergreen Policy" – under the Active support and agreement contracts, there will not be a need to **ever** re-purchase the software. The provision of new Releases and Versions of the modules in use – including appropriate documentation – will be sent to the customer without additional charge. **All** versions are created to Microsoft standards and open ODBC standards so you can be assured continued compatibility and high quality with every release

The members of our Customer Care Team are skilled in all aspects of the software and in technical knowledge, and many have technical certifications such as the MCSE, Oracle **DBA**, Citrix Certification and Crystal reports Certification. We maintain a 1:15 ratio of Support Staff to Clients, and are able to solve most of your concerns on your first call to us.

Marketing Services

The Active Network is offering a complimentary marketing service for newly launched online services to help communities inform residents and build awareness about online registration and other online services offered to the community. Marketing Services offered to the Organization include an eMarketing Centre, Marketing Tips, Tools, and Techniques, eMarketing Newsletters, and Webinars.

5.0 References

The Active Network currently has over 2,000 customers around the world, including 323 customers utilizing the ActiveNet product. The following is a list of existing ActiveNet reference customers in your area:

City of Petaluma, CA – Parks and Recreation
320 North McDowell Blvd.
Petaluma, CA 94954
Donnie Frank
dfrank@ci.petaluma.ca.us
(707) 778-4432

City of Half Moon Bay, CA – Recreation Division
535 Kelly Avenue
Half Moon Bay, CA 94019
Mike Blondino
mblondino@hmbcity.com
650-726-8293

City of El Dorado Hills, CA
1021 Harvard Way
El Dorado Hills, CA 95762
Judy Klein
jklein@edhcsd.org
(916) 614-3222

City of Pacifica, CA – Parks, Beaches, and Recreation
1810 Francisco Blvd.
Pacifica, CA 94044
Lisa Warns
warnsl@ci.pacifica.ca.us
(650) 738-7380

City of San Dimas, CA – Parks and Recreation
201 East Bonita Avenue
Sab Dimas, CA 91773
Teddie Main
tmain@ci.san-dimas.ca.us
(909) 394-6320

6.0 Recreation and Facility Management Software Specifications

6.1.0 General System and Company Requirements

Requirements	Response
<p>100% browser-based (interface compatible with Internet Explorer. Firefox, Netscape Navigator, Safari and Opera) on an industry standard platform (e.g. Microsoft .NET) – accessible from any location via an Internet connection</p>	<p>ActiveNet has been tested on Microsoft Internet Explorer (6.0 or higher) or Netscape (6.0 or higher)</p> <p>Cookies must be permitted on all workstations</p> <p>JRE 1.4 is required to run applets such as POS</p> <p>ActiveNet is certified to operate on all name brand workstations, running all commonly installed Windows platfwms</p>
<p>The desired solution is a combination of software and services. The successful Vendor must have experience implementing the software with a proven implementation process.</p>	<p>Please Refer to ActiveNet Implementation details below for further information</p>
<p>The system must allow for customization of configuration to the City's processes with the ability to make changes downstream as requirements evolve.</p>	<p>The City will have full control over the customization and configuration of the solution within the parameters of the ActiveNet framework. Enhancement requests can also be made as specified in the "Customer Requested Enhancements" section above.</p>
<p>Company must provide the City with ongoing system enhancements at no additional cost. These enhancements should be regularly available and deployed automatically – after customer notification.</p>	<p>Upgrades are provided automatically on a quarterly basis and are perfwmed on behalf of the City at no additional cmt. The city will be notified prior to all upgrades and will be provided online documentation to outline the modifications.</p>

<p>Maintenance and support of the system must be offered as part of the ongoing hosting services.</p>	<p>The Active Network is proud to be known as a provider of superior telephone and email support; we look to exceed customer expectations in all aspects. Our stringent service standards have ensured our 96% customer retention rate.</p> <p>Unlimited toll free telephone support between 6:00 am and 5:30 pm Pacific Time ("PST") Monday – Friday ("Regular Support Hours").</p> <p>Unlimited support for "system down" issues 24 hours a day, 7 Days a week ("Extended Support Hours").</p>
<p>System must be available to the public directly from the City website – presentation should be seamless from City website.</p>	<p>The Public Access portion of the ActiveNet solution is intended to be supplementary to your existing city website. A hyperlink is typically provided on a city's main website to direct patrons to the ActiveNet site when applicable. For an example, select the link below and click on "Online Registration" found on the left hand side of the page:</p> <p>http://cityofpetaluma.net/parksnrec/index.html</p>
<p>Web-based system will provide option to be managed by City staff but maintained and technically supported by the software provider.</p>	<p>The city has the opportunity to add its own pictures and color scheme to the website to provide a uniform feel from one site to another. Also, the vast majority of all words and phrases on the site can be fully customized to meet the cities needs.</p> <p>Technical support and maintenance of the website is the responsibility of the Active Network.</p>

<p>System must offer rich user configurability to allow City employees the ability to set business rules for the online and internal management components of the system – including, but not limited to the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> manage application of waiver functionality (required prior to account creation, or prior to class registration, or both) <input type="checkbox"/> manage online discounts (promotional and incentive) for class registration <input type="checkbox"/> Flexible fields to track registrations and revenues according to City accounting codes <input type="checkbox"/> ability to manage group level security settings <input type="checkbox"/> manage and tailor content on the system home page <input type="checkbox"/> manage system header, graphics, and colors <input type="checkbox"/> managing the resident / non-resident zip codes the system will validate against 	<p>From a functionality perspective. City employees have full control over the solution to set business rules for both online and internal components:</p> <ul style="list-style-type: none"> <input type="checkbox"/> ActiveNet has the ability to track waiver information on registrants to ensure appropriate signatures have been provided, both internally and online. <input type="checkbox"/> ActiveNet has the ability to have online-specific discounts. <input type="checkbox"/> The City has the opportunity to set parameters for each program they enter into the system including items such as registration and age restrictions as well as having the opportunity to specify City accounting codes for revenue recognition purposes <input type="checkbox"/> The City has the opportunity to set any number of different security group levels, each of which can be tailored to provide the appropriate level of security for their staff. <input type="checkbox"/> Please see previous requirement <input type="checkbox"/> The City has the opportunity to further customize the look and feel of the application interface to include the City's color scheme as well as the City header image. <input type="checkbox"/> The City has the opportunity to enter in various Zip Codes and specify whether or not these Zip Codes qualify as resident or non-resident.
<p>Along with technical implementation of the web-based systems, the company should have experience working with cities and training non-technical staff to use and manage the software, including but not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> providing extensive training for non-IT City employees and limited City technical support staff (our technical team should be trained as Administrators of the software for functionality and daily Users) <input type="checkbox"/> adding customizations and enhanced functionality to the software system as specified and approved by the City <input type="checkbox"/> provide post-implementation training class 6 months after installation and on-going maintenance and support services, including any general upgrades / enhancements made to the web based system 	<p>Please refer to the ActiveNet Implementation Section below for further information regarding training as well as the Company Profile Section for experience.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Please refer to ActiveNet Implementation Section. <input type="checkbox"/> The Active Network has a very comprehensive enhancement request process whereby all requests are documented and reviewed on a regular basis and prioritized based on the impact to all affected ActiveNet customers. Please refer to the section above pertaining to Customer Enhancement Requests. <input type="checkbox"/> Post implementation training hours are not only possible, but are highly recommended. Follow up training has been incorporated into the cost of the solution below.

6.1.1 Specific System and Service Requirements

Requirements	Response
<p>The new system will be used to maintain and manage seasonal recreation brochures with the desired ability to easily update or change information online.</p>	<p>ActiveNet allows for the grouping of programs, not only over various registration cycles but also across various brochure sections. The information entered into ActiveNet can be easily exported to assist in the publication of brochures via either a CSV or RTF file. Information can also be readily updated via the ActiveNet interface. Changes to this information will automatically update information on the Internet website.</p>
<p>The system must allow the City to enter criteria to manage each class (rules about the amount of people that can enroll in a specific class, location, instructor information, fees, age requirements, etc).</p>	<p>When creating activities in ActiveNet, there is a wide variety of information that can be entered for each. Information that is included, but is not limited to:</p> <ul style="list-style-type: none"> - Activity Name, description, and category - Locations, times and dates - Residency Status, gender, age, and grade restrictions (optional) - Participation number restrictions (optional) - Instructor and Supervisor assignment
<p>System must allow for the complete roll-over of catalog (including all class categorization, data and images) via a user-friendly copy function.</p>	<p>There are seasonal maintenance tasks that can be performed in ActiveNet to make the regular usage of the system more streamline and user friendly. These include, but are not limited to:</p> <ul style="list-style-type: none"> - The ability to change the status of activities in batch. Statuses available are Open, Closed, Cancelled, Tentative, On hold, Retired, or Date Conflicted. - Retire previous activities and copy them into upcoming seasons.
<p>Revenue for each activity/facility rental must be tracked, including deposit, discount, scholarship and refund information.</p>	<p>Revenue account numbers can be assigned to all charges entered into ActiveNet, whether they be deposits, discounts, scholarships, or refunds.</p>
<p>The system should manage information for instructors and allow for tracking up-to-date information about their classes</p>	<p>Detailed information can be tracked on all instructors in the system, including personal information, skills, contact information, and additional notes. Each instructor can</p>

	also potentially be given login credentials into ActiveNet to access the system remotely to check things like Class lists.
The system must track and manage user profiles for people who sign up for a class, including "students" or children that users will also be registering under their account.	ActiveNet allows for the creation of Accounts which can encapsulate any number of customers. These customers can further be flagged as having different "roles" such as parent, child, or friend.
System must not allow for duplication of accounts and must provide a merge feature to consolidate accounts.	Whenever a new account is entered into the system, any duplicates (or potential duplicates based on close spelling) will be brought to the attention of the individual entering the information. It will then be their responsibility to review the list to ensure the account is not a duplicate. There is functionality within ActiveNet to allow for the consolidation of duplicate accounts.
System must allow for registration by staff at the counter or over the phone, as well as by the public through the city website – complete with verification of information in real-time, such as age requirements and seats available in a class, as well as a secure credit-card payment.	Registration is possible through the front desk interface or through the website. When a customer account is brought forward, so is the personal information for verification. Given the criteria entered when the activity was created and based on current registration numbers, an individual may or may not be permitted to register. For further information on credit card security, please refer to the Appendix section below.
For faxed and mailed in registrations, system must allow for payment transaction without the secure 3-digit credit card code (required for online transactions).	As the Active Network takes full responsibility for the processing of credit card information on the City's behalf, we do not require the 3-digit credit card code for processing. Not using this security feature has no effect on the credit card rate charged.
System must be user friendly for both staff and the public - must consist of simple point-and-click data entry for staff as well as for the public. It should also explain to an online user what has happened if a registration cannot be completed because the age is not acceptable for the class, if the class is full (at which time the user should be placed on a wait-list) or if the credit-card was not accepted.	Being a web-based application, ActiveNet is an intuitive application to learn and it has been designed to follow logical steps when performing such tasks as a registration. When registering via the website, there is a wide variety of information to help ensure a positive online experience, including detailed messages informing the customer of activity registration or waitlist status.
Automatic email notification capability should be included along with tracking of successful or unsuccessful notifications.	Upon registration, waitlist, or declined access into an activity online, emails can automatically be sent to a customer.

<p>System must allow for a multiple student discount.</p>	<p>ActiveNet allows for automatic fee discounts based on the number of registrants signed up for a given activity in a given customer account. It also accommodates multiple fee options for staff to choose when registering individuals via the front desk interface.</p>
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6.1.2 Specific Functionality for Class Registration

Requirements	Response
<p>The system should create automatic notices when a class becomes full, reaches the session date, has been cancelled or when a participant is moved from wait-listed to active.</p>	<p>Once an activity has been found, if no spots are available the front desk staff Person will be notified as follows:</p> <p><i>This activity is full. If you proceed, you will have the choice of putting the person on a wait list or overenrolling the activity.</i></p> <p>Over-enrolling is a permissions-based task.</p> <p>Once an individual is placed on the waitlist, an email can be sent.</p> <p>When an individual registers for an activity online, if the activity is full they will be prompted once the activity has been selected. Once they have been placed on the waitlist, an email will be sent to the participant.</p> <p>Once an individual has been registered off the waitlist, an email can be sent.</p>
<p>Online registrations must include a waiver acceptance as part of the registration process, and an indication of whether or not this waiver has been signed shown on the class roster.</p>	<p>There is an online waiver that a registrant must agree to before they are permitted to register into an activity. As it is impossible to register without acknowledgement of the waiver, it is implied that the customer agreed to the terms and conditions listed.</p>
<p>Provide administrative city users with comprehensive class catalog management capability (allow staff to work on a catalog for an upcoming season without the "in-process" catalog being accessible via the internet until you are ready to publish it).</p>	<p>The city has the ability to activate and inactivate activities for general viewing and registration as well as specify automated publication dates on the website. Automated dates that can be assigned to each activity include:</p> <ul style="list-style-type: none"> - First Date /Time for registration in person for residents, non residents, and members (if applicable) - Last Date/Time for registration in person.

	<ul style="list-style-type: none"> - First Date /Time for registration on the Internet for residents, non residents, and members (if applicable) - Last Date /Time for registration on the Internet.
Allow for more than one active catalog published simultaneously on the Internet. Also allow for upload and display of graphics for classes and catalog categories on the City web site.	The display of activities on the Internet is date-driven not season-driven, therefore activities can be published from any number of seasons.
Ability to manage scholarship percentages as well as automatically apply a discount or reduction of the regular fee.	Discounts and scholarships can be applied to fees at the time of registration. This can be either a percentage or a flat rate. ActiveNet also has the ability to set up Customer scholarships that are special discount grants that may be used by a customer when enrolling for selected activities.
Allow staff to determine resident and non-resident add-on fees (or discounts) and automatically calculate this into an online registration fee.	Resident and non resident fees are automatically assigned based on the status of the customer account. This is accomplished both at the front desk and online.

6.1.3 Specific Functionality for Facility Reservations

Requirements	Response
System must provide database of all city assets and facilities with corresponding details.	<p>You can list all centers and facilities along with a detailed amount of information on each which includes, but is not limited to:</p> <ul style="list-style-type: none"> - Facility Name, type, and geographical location - Capacity, description, amenities - Open/Close times and dates - Various rates depending on the event type and customer.
Facility calendars will be provided with real-time views on bookings and availability.	Real time facility availability can be accessed via ActiveNet either through the front desk application or via the Internet website.

<p>Public should be allowed reservation requests which will be reviewed and approved/denied by staff.</p>	<p>You have the ability to specify, for certain facilities, the ability to place a reservation request online. This does not create a contract, only allows the customer to fill in some preliminary information for your review. When making a request, the customer will provide:</p> <ul style="list-style-type: none"> - A brief description of the event, plus the type of event. - What type of facility they would like to rent. - What location or area they would like to rent from. - Any amenities they would like such as lights, power outlets, etc.
<p>Facility plans, contracts, setup layouts, and other documents specific to each facility will be available from the system for download.</p>	<p>As this is a web based application, all reports are available from any location given the proper login credentials. All ActiveNet reports can be exported into PDF, Excel, or HTML.</p>
<p>Facility reservations can be paid for and finalized online with a shopping cart feature after the approval process with City staff.</p> <p>Ability to track discounted or "No Fee" rentals for statistical financial reporting.</p>	<p>Once a contract has been approved, you have the ability to specify an amount due, whether it be all or a portion of the total rental contract. Once that amount is owed, a customer may go online to pay off the balance.</p> <p>You have the ability to create "No fee" contracts or simply flag facilities for internal usage purposes to help track utilization as well as ensure there are no overlapping bookings.</p>
<p>Automatic notifications of any customer status changes.</p>	<p>See Below in Exceptions Section</p>
<p>Staff facility calendar showing any activities that is filterable and sortable by day, week, or month and by facility.</p>	<p>There are a wide variety of filtering criteria when producing a calendar report. These include, but are not limited to:</p> <ul style="list-style-type: none"> - Facility name, type, and geographic location - Customer or company name - Event type - Daily, weekly, or monthly format <p>For more information on Reports, please refer to the Appendix Section below.</p>

6.1.4 Reporting

Requirements	Response
<p>System must provide reporting capabilities of all daily financial transactions (break-out of payment method desired).</p>	<p>There are a wide variety of daily financial reports that can be utilized for reconciliation purposes. To help expedite the GL posting process to your financial system, an export can take place from ActiveNet directly to your financial software. These financial reports can be produced in summary or in detail. For further examples, please refer to the Appendix section below. Daily reports commonly used include, but are not limited to:</p> <ul style="list-style-type: none"> - Cash Distribution By Account - Cash Receipts - Account Distribution - Refunds
<p>Automatic download of daily activities, rosters, instructor payment reports, labels and quarterly reports (download preferred into Microsoft Word or Excel for printing / data manipulation such as charts and graphs).</p>	<p>All reports in ActiveNet can be exported into PDF, HTML or Excel. Most reports have in depth filtering criteria for date, location and customer, etc. For a list of relevant reports, please refer to the Appendix Section below.</p>
<p>Report, either on a daily basis or by request, of email notifications that have bounced back or of email addresses that are invalid.</p>	<p>Comprehensive email marketing reports exist for tracking email status. For a list of these reports, please refer to the Appendix Section below.</p>

6.1.5 Content Management and Business Features

Requirements	Response
<p>Allow non-technical staff to create targeted "messages" or Recreation activities or facilitate special announcements, and the ability for the customer to opt out of marketing messages.</p>	<p>You have the ability in ActiveNet to customize the vast majority of all web content. You can also flag new activities to highlight them when a customer performs a search. Finally, you have the ability to enter in specific activity descriptions for your various programs.</p> <p>There is comprehensive marketing functionality that exists in ActiveNet and within that, customers have the opportunity to opt out of marketing campaigns if they so choose. You can create specific marketing campaigns that the customer has the ability to opt in and out of on a case by case basis if you so choose.</p>
<p>Provide for a search of classes, activities, and facilities on the Recreation website (the search function must be automatically updated as information is added or changed by staff). The search function should also allow website users to search for classes, activities, and facilities using a variety of criteria such as by days offered, by facility, by subject or key word, age group, instructor, etc.</p>	<p>The customer has the ability to search for activities and facilities using a wide variety of filtering criteria. For example, for Activities, you can search via (but are not limited to):</p> <ul style="list-style-type: none"> - Location or Geographic Area - Category - Keyword Search - Activity Number - Instructor - Date and time restrictions - Age <p>For Facilities, you can search via (but are not limited to):</p> <ul style="list-style-type: none"> - Location - Facility Type - Amenities
<p>The web-based system must provide for a seamless link into this system on the City's website so that the person does not feel they have left the City website. The Recreation online section must have the City's logo on it, must contain no advertising, a link back to the City's website and have a similar color scheme as the City website.</p>	<p>Customers can access the website via a link on the City's main web site. Once on the ActiveNet site, the color scheme, language and images can be modified to be in line with the City's standards. Hyperlinks can be entered into the text of the site to provide access back to the City's main website.</p>

7.0 Exceptions to the RFP

Allow for more than one active catalog published simultaneously on the Internet. Also allow for upload and display of graphics for classes and catalog categories on the City web site.

While ActiveNet allows you to upload images such as your city header and start page image, you are not able to upload specific images for individual activities or catalog categories.

Automatic notifications of any customer status changes.

Modifications made to a customer's account, whether by a City staff member or by the customer themselves, does not automatically initiate an email to be sent to the customer.

The system should create automatic notices when a class becomes full, reaches the session date, has been cancelled or when a participant is moved from wait-listed to active.

When an activity is cancelled in ActiveNet, the City staff member must first withdraw the individuals from the activity and send email notifications on a per-registrant basis.

No automatic email notification is provided when an activity reaches its session date. Emails must be initiated by City staff members.

8.0 Pricing Proposal

ActiveNet Pricing Overview

The City of Paso Robles is currently a customer of the Active Network, utilizing the Class application. The implementation of ActiveNet would replace Class as the Recreation and Facility Management Software System with the city. Currently, Paso Robles is paying \$3,938 in annual maintenance for the Class application. Once the switch has been made between Class and ActiveNet, annual maintenance on Class would cease and a prorated amount of maintenance (based on the month of the switch) would be put towards the initial cost of the implementation as specified below.

Your software project is comprised of two parts: the ActiveNet software and its implementation. The following provides further information regarding each.

ActiveNet Implementation

ActiveNet implementation provides the users with the greatest overall advantages for learning the system. Our instructor-led format provides hands-on training in an interactive environment and can be carried out either onsite or remotely. Training focuses on the system administration functions specifically related to effectively managing your operations with ActiveNet. A realistic sample database containing everyday examples and illustrations promotes practical usage in staff's daily transactions.

Our consultants work with your team to ensure your team will be ready to take advantage of all ActiveNet has to offer. Based upon decades of experience, our customers have found:

- Learning new skills as a group fosters collaboration and team building, ensures consistency of the learning experience across team members, and enables the team to support each other in the practice and application of their new skills.
- Each user has individual time with the instructor in order to ask questions, repeat testing scenarios, and discuss future system functionality.
- The instructor assists in creating of master files, tables, and customizing the system to your department's specific needs.
- The Instructor focuses on the particular needs of all individuals, based on their job-specific responsibilities.
- Staff immediately develop proper software habits, helping them quickly master the system and maximize the effectiveness of ActiveNet.

ActiveNet Software

ActiveNet Software pricing is based upon Online and Offline transactions, as well as credit card payment transactions. **Offline transactions** are "in office" transactions; those transactions that are entered into the system by your staff members. **Online transactions** refer to those transactions in which your patrons register themselves directly into your programs via the online self-serve internet option.

Offline Transactions

For each transaction entered into the system by a staff member, the City of Paso Robles Parks & Recreation Department will pay a **1.5%** transaction fee. This fee provides:

- **Worry-Free Support:** Unlimited access to a team of technical analysts trained to resolve issues and provide user support
- **Evergreen Software:** All future software updates and releases are provided to your department without additional charge
- **Security:** For peace of mind, backups of your department's data occurs every 30 minutes
- **Easy IT:** ActiveNet provides complete hosting and maintenance of your data on our secure servers, negating your need for IT infrastructure or IT staff.

X **Online Transactions**

For each transaction entered into the system directly by your patrons using the self-serve online registration option, your patrons pay a convenience fee of **6.5%** plus **\$.50 of the total receipt amount** when they register themselves via online registration. **If the registration fee is between #150-\$500, the service charge will be 3.5% plus \$5.00, and for fees above \$500, the service charge will be 2.5% plus \$10.00.** The greater the Percentage of participant register online, the lower the costs will be to City of Paso Robles Parks and Recreation as with this registration method, the City does **not** pay a transaction fee. I would be pleased to provide more detailed information detailing the differences based on 10%, 15%, and 20% of your department's registration carried out via the self-serve online registration option.

Credit Card transactions

For transactions paid with credit card,* an additional credit card processing fee of **3.75%** applies. Your department may choose to offer credit card payment either both in the office and online, or solely online. Again, a greater proportion of online registrations will result in a lower cost to the City, as the City does not pay for transactions carried out via online registration.

These numbers are based off of the information provided by The Parks and Recreation Department and may vary depending on revenue, online transactions and credit card transactions.

Confidential and TAN Property
May 25, 2007

City of Paso Robles, CA
Recreation and Facility Management
Software

Handwritten calculation:

$$\begin{array}{r}
 100.00 \\
 + 6.50 \\
 + .50 \\
 \hline
 107.00 \\
 4.01 \\
 \hline
 111.01
 \end{array}
 \quad
 \begin{array}{r}
 15.02 \\
 - 2 \\
 \hline
 13.02 \\
 \text{user} \\
 - 95.99 \\
 \hline
 3.03
 \end{array}$$

Total estimated revenue per year – Registrations	\$616,095.79
Estimated % in office transactions processed by Cash/Check	78%
Estimated % in office transactions processed by Credit Card	22%
Estimated % transactions processed via Online Registration	

ActiveNet Software

Transaction Type	Transaction Amount	Fee	Total
Registrations:			
Cash Check	\$481,511.10	1.5%	\$7,222.67
Credit Card	\$134,584.69	3.75%	\$5,046.93
Total Registration Offline Transaction Fees			\$12,269.59

ActiveNet Implementation

OPTION A: Onsite Consulting Services* Pleasenote airfare is not included.

Service	# of Hours	Total
Activity Registration	16	\$2,400
Facility Reservation	16	\$2,400
Public Access	12	\$1,800
Data Conversion *	8	\$1,320
Refresher Training **	16	\$2,400
Total ONSITE Consulting Services		\$10,320

OPTION B: Remote Consulting Services

Service	#ofHours	Total
Activity Registration	16	\$1,600
Facility Reservation	16	\$1,600
Public Access	12	\$1,200
Data Conversion*	8	\$1,320
Refresher Training **	16	\$1,600
Total REMOTE Consulting Services		\$7,320

* Data **Conversion** refers to the moving over of existing client information from Class to **ActiveNet**

** Refresher Training is in accordance to the RFP requirement listed above

Quote Summary

Total Training Cost	\$10,320 OR \$7,320
Total Transactions Cost	\$12,269.59
Grand Total:	\$22,589.59 OR \$19,589.59

Notes:

1. Please note airfare is NOT included; for the onsite training option, please allow \$300-\$700 for the consultant's travel
2. As specified earlier, the grand total would be reduced by the prorated amount of software maintenance currently being paid for the Class application.
3. The minimum quarterly fee is \$750 (\$3,000 annually) and is a combination of the transaction fees that Paso Robles Park & Recreation will pay for in office transactions plus the convenience fees for online registration/reservations that your participants will pay.

Appendix A – Certificate of Insurance

ACORD		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 04/25/2007	
PRODUCER Aon Risk Services Inc. of Central California 8880 Cal Center Drive, Suite 450 Sacramento CA 95825 USA PHONE: (916) 369-4800 FAX: (916) 369-4801		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
INSURER Active Network, Inc. 10182 Telesis Ct., #300 San Diego CA 92121 USA		INSURERS AFFORDING COVERAGE		NAIC #	
		INSURER A: Federal Insurance Company		20281	
		INSURER B: Illinois Union Insurance Company		27960	
		INSURER C:			
		INSURER D:			
		INSURER E:			
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.					
INSTR LTR	INSURANCE TYPE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIM MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC	358779916	04/16/07	04/16/08	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (See schedule) \$1,000,000 MED EXP (Adv see period) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMPOD ADD \$2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> RENT OWNED AUTOS	73546655	04/16/07	04/16/08	COMBINED SINGLE LIMIT (See schedule) \$1,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT OTHER THAN AUTO ONLY: EA ACC AGG
A	EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input checked="" type="checkbox"/> RETENTION \$10,000	79865288	04/16/07	04/16/08	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000
A	WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER IS EXCLUDED? If yes, describe in the SPECIAL PROVISIONS below	71726313	04/16/07	04/16/08	<input checked="" type="checkbox"/> WC STATU- TORY LIMITS <input type="checkbox"/> OTHER \$1,000,000 \$1,000,000 \$1,000,000
B	OTHER Prof Liability	80420042191 Technology E & O	04/16/07	04/16/08	Limit \$2,000,000 Self Insured Retention \$50,000
DESCRIPTION OF OPERATIONS, LOCATIONS, VEHICLES, EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS Information Purposes Only					
INFORMATION CONTAINED HEREIN IS FOR INFORMATION PURPOSES ONLY : CA . USA		SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.			
		AUTHORIZED REPRESENTATIVE <i>Alan M. Miller</i>			

Holder Identifier : Certificate No. - 570022177104

Appendix B – Sample Hosted Contract

Hosted Global Services Agreement

This Hosted Global Services Agreement ("Agreement") is made effective as of _____, 2007 and entered into between The Active Network, Inc., a Delaware corporation, ("Active" or "we" or "us") and _____ ("you" or "your" or "Agency"). Active agrees to provide you the Services (as defined below) subject to the following terms and conditions:

1. Services.

We will provide you with access to a fully-hosted version of Active's hosted product, "the Product", through our website. To assist us in the successful implementation and promotion of the Services, you agree to provide us with certain information requested by us relating to your organization. The Services and the functionalities and features of the Product and related consulting fees are more specifically described in Exhibit 1 attached hereto and made a part hereof.

2. License to Intellectual Property/Promotion.

- a) Active shall retain all right, title and interest in and to the Product and its software, trademarks, service marks, logo and trade names worldwide ("Intellectual Property") subject to a limited license necessary to perform this Agreement. You shall use the Intellectual Property only as provided, and shall not alter the Intellectual Property in any way, or act or permit action in any way that would impair Active's rights in its Intellectual Property. You acknowledge that your use of the Intellectual Property shall not create in you or any other person any right, title or interest in or to such Intellectual Property. Any goodwill accruing from the use of the Intellectual Property shall inure solely to the benefit of Active.
- b) Active hereby grants to you a limited, non-exclusive, non-transferable license (i) to use the Product in accordance with Active's specifications, and (ii) to display, reproduce, distribute and transmit in digital form Active's name and logo in connection with promotion of the Services. You hereby grant to Active a limited non-transferable license to use, display, reproduce, distribute, modify and transmit in digital or printed form information provided by you relating to your organization, including your organization's name, trademarks, service marks and logo, in connection with the implementation and promotion of the Services and the promotion of your organization. You will make reasonable efforts to promote and encourage adoption of the Services, including displaying Active's name and logo in any newsletters, printed registration forms or mailings provided by you to prospective participants.

3. Information Security.

We will collect information, including names, addresses, credit card information and other information required by you, from individuals registering for your Activities through the Website. Such information shall be stored on a secure remote server. You may access this information at any time by downloading it from our servers using your private password and "login" identifier. If you are unable to access your registrants' information through the event director portion of the Website, upon request we will send such information to you via e-mail, fax or airmail. You will be responsible for protecting the privacy and security of any information that you retrieve from our servers and shall prevent any unauthorized or illegal use or dissemination of such information. All information collected by Active shall be jointly owned by Active and you.

4. Privacy.

Each party shall comply with all applicable laws, regulations and guidelines (including each party's privacy policy) governing online privacy in fulfilling its obligations hereunder and in collecting and using personal information about users of the Website.

5. Fees.

Transactions entered directly by participants through the Website will be assessed the customary service fee charged by Active to online registrants ("Service Charge"), as described below. Transactions entered by a member of the Agency on behalf of a participant will be assessed a Service Charge equal to 1.5% for cash or check, and 3.75% for credit card transactions. Each online registrant will pay the event registration fee charged by Agency plus a Service Charge equal to 6.5% of the registration fee plus \$.50, with a minimum Service Charge of \$2.00. If the registration fee is between \$150-\$500, the Service Charge will be 3.5% plus \$5.00, and for fees above \$500, the Service Charge will be 2.5% plus \$10.00. We may change the Service Charge at any time and you agree to such change unless you provide us with written objection to such change within 30 days from the date such change is first implemented. We will be responsible for collecting all registration fees charged by you and all Service Charges assessed by us. All registration fees, except Service Charges, are your exclusive property. Any registration fees collected by us will be sent to you twice a month and Service Charges shall be retained by us. You shall guarantee and pay to Active a minimum aggregate Service Charge, whether through offline or online transactions, of \$750 per calendar quarter (the "Minimum Quarterly Service Charge"). You shall pay to Active the difference between such Minimum Quarterly Service Charge and the actual Service Charges collected by us during such quarter, which will be billed at the end of each quarter beginning from the date set forth below. Active shall not be responsible for processing or making any refunds. All credit card refunds processed will be assessed a \$.10 fee charged by Active to you. Active may reimburse itself for any credit card charge backs and associated fees out of registration fees collected by it. In the event such funds are not available, you agree to reimburse Active for any charge backs or refunds.

6. Consulting Fees.

Consulting Fees are more specifically described in Exhibit 1. All fees set forth in this Agreement and in Exhibit 1 will be due within 30 days of invoice date. Each Fee is due on or prior to the 15th day of the first month of the billing period. Any Fees rendered later than this deadline shall accrue interest at the annual rate of 10%. In the event of delay in paying a Fee, you shall reimburse Active for any legal fees incurred by Active in its collection efforts.

7. Disclaimer of Warranty/Limitation of Liability.

Active expressly disclaims any warranty that the use of its Intellectual Property or the Services will be uninterrupted or error free or that the specifications will meet your requirements. The Intellectual Property and Services are provided to you on an "AS-IS" basis without warranties of any kind, either express or implied, including without limitation warranties of merchantability or fitness for a particular purpose. Active shall not be liable for indirect, incidental, consequential, or lost profit damages. Active's total liability under this Agreement is limited to the amount of registration fees retained and not distributed to you and Service Charges collected and retained hereunder.

8. Term and Termination

The term of this Agreement shall be for two (2) years from the date set forth below, with automatic renewals for one (1) year terms thereafter until either party gives written notice to terminate this Agreement no less than ninety (90) days prior to the end of a term. Either party may terminate this Agreement upon a material breach by the other party if such breach is not cured within thirty (30) days following written notice to the breaching party.

9. Representations and Warranties.

Each party represents and warrants that it has the necessary and full right, power, authority and capability to enter into this agreement and to perform its obligations hereunder; that it owns or controls the rights granted or licensed to the other party herein; that the execution and performance of its obligations under this Agreement will not violate any known rights of any third party, any contractual commitments or any applicable federal, state and local law or regulation; and that to its knowledge the marks, logos and intellectual property licensed to the other party herein do not violate the proprietary rights of a third party.

10. Exclusivity

Active will be the sole and exclusive provider of the Services for your agency for the term of this Agreement.

11. Indemnification.

Each party shall indemnify and hold harmless the other party and its directors, officers, employees, affiliates and agents, against any claim, demand, cause of action, debt or proceedings (whether threatened, asserted, or filed) and all related damages, losses, liabilities, cost and expenses (including reasonable attorneys' fees), to the extent that: (i) it is based upon the indemnitor's breach of a representation, warranty or obligation hereunder; (ii) it arises out of the indemnitor's gross negligence or willful misconduct; or (iii) it is based upon the indemnitor's violation of any applicable federal, state or local law or regulation. You shall indemnify and hold harmless Active against any claim or cause of action to the extent that it is based on injury to a participant in any of your Activities.

12. Arbitration.

Any controversy or claim arising out of or relating to this agreement shall be settled by binding arbitration in accordance with the American Arbitration Association (AAA) rules then in force and effect. The arbitration, including the rendering of an award, shall take place in San Diego, California. The arbitrator or arbitrators shall apply the substantive law of the State of California. Judgment on the award rendered by the arbitrator or arbitrators may be entered in any court of competent jurisdiction.

13. Miscellaneous.

Any notices shall be in writing by fax or airmail. Neither party may assign its rights or obligations arising out of this Agreement without the other party's prior written consent, except that Active may assign this Agreement in connection with any sale of all or substantially all of its assets or any other transaction in which more than fifty percent of its voting securities are transferred. This Agreement shall be governed by the laws of the State of California. This Agreement contains the entire understanding of the parties regarding the subject matter and can only be modified by a subsequent written agreement executed by both parties. In any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorneys' fees. Sections 2, 7, 10, 11 and 13 of this Agreement shall survive any termination or expiration of this Agreement.

The individuals signing below represent and warrant that they have the power and authority to bind the respective entities that they represent.

<i>Full Legal Customer Name</i>	<i>Authorized Signatory</i>	<i>Date</i>
<i>Address</i>		
<i>Facsimile</i>		
The Active Network, Inc.	<i>Authorized Signatory</i>	<i>Date</i>

Exhibit 1

Hosted Product: ActiveNet

Consulting Services	Rate per Hour	Number of Hours	Total Services Cost
A. Pre- Project Documentation	\$125		
B. On-Site less than 3 days (PLUS AIRFARE)			
B.i. Standard Consultants	\$185		
B.ii. Senior Consultant / Project Planner	\$220		
B.iii. Technical Specialist	\$250		
C. On Site 3 days or More (PLUS AIRFARE)			
C.i. Standard Consultants	\$150		
C.ii. Senior Consultant / Project Planner	\$190		
C.iii. Technical Specialist	\$220		
D. e-Consulting (REQUIRES INTERNET ACCESS ON EACH PC)			
D.i. Standard Consultants	\$100		
D.ii. Senior Consultant / Project Planner	\$165		
D.iii. Technical Specialist	\$195		
E. Weekend Surcharge *			
E.i. Standard Consultants	\$75		
E.ii. Senior Consultant / Project Planner	\$75		
E.iii. Technical Specialist	\$75		
NOTE THAT RATES SHOWN INCLUDE ALL TRAVEL EXPENSES OTHER THAN AIRFARE	TOTALS		

Appendix C – Compliance with Payment Card Industry (PCI 1.0) Data Security Standard

At Active, ensuring customers' data is private and secure is a priority. With a proven track record processing millions of secure online transactions annually for events and activities, the company uses industry-leading security measures to ensure the privacy and security of all data stored in its system.

Active is compliant with security standards for the Payment Card Industry (PCI 1.0) Data Security Standard, an internationally-recognized, best practices standard for cardholder data security.

For service providers like Active, who store, process and transmit cardholder data, compliance certification with the PCI Data Security Standard represents a significant commitment to industry security standards. The certification is supported by all major credit card associations, including American Express, MasterCard International, Visa USA and Visa International.

To achieve compliance for the PCI Data Security Standard, the company enrolled in AmbironTrustWave's TrustKeeper™ remote Compliance Program. Through the program, Active's policies, procedures and technical systems were evaluated, security levels were assessed, and monthly scans were conducted to ensure consistent protection.

For more information on the compliance program, visit www.atwcorp.com/trustKeeper.php.

Appendix D – Reporting Capabilities

Below is a list of just some of the standard reports available in ActiveNet:

Registration Reports

- Activities Totals
- Activity Overview
- Activity Text
- Attendance Sheet
- Attendance Sheet - Daily
- Create Activity Catalog
- Deposit Due Report
- Facility Usage
- Instructor Contracts
- Instructor Labels
- Instructor Payment Due
- Instructor Payment History
- Instructor Sign-in
- Instructors
- Roster (Brief)
- Roster (Expanded)
- Roster (With Payments)

Population Reports

- Company Listing
- Customer Rewards
- Customer Listing
- Customer Revenue
- Customer Waivers
- Email open/click through report
- Email Out-out Report
- Email Results
- Emails (perform batch emails to target groups)
- Labels
- View email batches

Facility Reports

- Charge Matrix
- Daily Calendar
- Daily Multi-Facility calendar
- Facility Utilization
- Locker Report
- Monthly Calendar
- Permit Master Report
- Registration dot Report
- Reservation Master Report
- Weekly Calendar

Financial Reports

- AR Aging Report
- AR Statements
- AR Summary
- AR Transactions
- Account Distribution
- Agency Distribution
- Agency Payment
- Cash Distribution by account
- Cash Receipts
- Coupon Usage Report
- Credit Card
- Credit on Account
- Donations
- Expense Report
- Financial Export
- Financial Statistics
- Internet income by site
- Net Revenue Reports
- Payment Plan
- Receipt Audit
- Refunds
- Reprint Receipt
- Scholarship
- System usage Log
- Transaction Comparison

Appendix E – End of Day Reporting Examples

Cash Distribution Report

Page: 1 of 1
 Transaction Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM
 5/23/2007 1:23 PM

Account Name	Account Number	Total Cash Payment	Total Check Payment	Total Card Payment	Total Cash, Check, Card Manual Debit Payment	Total Vmo / Manual Debit Payment	Total Payments	Total EFT and Journal Payments	Total Payments + EFT/Journal
Activity Fee- General	4321-101	\$70.00	\$1,130.00	\$0.00	\$1,250.00	\$0.00	\$1,250.00	\$0.00	\$1,250.00
Agencies	00-12-4050-2041	\$112.00	\$0.00	\$0.00	\$112.00	\$0.00	\$112.00	\$0.00	\$112.00
Art and Craft	00-01-1050-2041	\$72.00	\$0.00	\$70.00	\$142.00	\$0.00	\$142.00	\$0.00	\$142.00
Comm User Fee	00-09-3050-2041	\$8.00	\$0.00	\$0.00	\$8.00	\$0.00	\$8.00	\$0.00	\$8.00
Dance Drama	00-02-4050-2041	\$0.00	\$0.00	\$23.00	\$23.00	\$0.00	\$23.00	\$0.00	\$23.00
Donations	DONT	\$115.00	\$5,000.00	\$9,050.00	\$14,165.00	\$0.00	\$14,165.00	\$0.00	\$14,165.00
Miscellaneous	XX-XX-XXXX-XXXX-XXXX	\$25.00	\$0.00	\$0.00	\$25.00	\$0.00	\$25.00	\$0.00	\$25.00
New Resident Account	1234-101	\$10.00	\$0.00	\$0.00	\$10.00	\$0.00	\$10.00	\$0.00	\$10.00
Rentals	2323-001-001	\$590.00	\$0.00	\$0.00	\$590.00	\$0.00	\$590.00	\$0.00	\$590.00
Youth programs-track break	00-03-2550-2041	\$35.00	\$0.00	\$20.00	\$55.00	\$0.00	\$55.00	\$0.00	\$55.00
Totals:		\$1,017.00	\$6,130.00	\$9,163.00	\$16,309.00	\$0.00	\$16,309.00	\$0.00	\$16,309.00

Account Distribution Report

5/23/2007
1:34 PM

Account Distribution Report (Summary)

Transaction Site: Central Community Center
Transaction Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM

Page: 1 of 1

Account Name	Account Number	Transactions	Credited	Debited	Transferred
A.P Account	A.P Account	1	(\$35.00)	\$0.00	(\$35.00)
A.R Account	A.R Account	47	(\$668.00)	\$638.00	(\$10.00)
Activity Fee- General	4321-101	10	(\$2,290.00)	\$1,040.00	(\$1,250.00)
Aquatics	00-12-6000-2041	6	(\$140.00)	\$28.00	(\$112.00)
Arts and Crafts	00-01-1000-2041	8	(\$122.00)	\$83.00	(\$37.00)
Cash Account	Cash Account	59	(\$1,098.00)	\$8,324.00	\$7,226.00
Count User Fee	00-09-3000-2041	2	(\$8.00)	\$0.00	(\$8.00)
Customer Account	Customer Account	49	(\$683.00)	\$693.00	\$10.00
Donations	DON1	3	(\$5,115.00)	\$0.00	(\$5,115.00)
Miscellaneous	XX-XX-XXXX-XXX-XXXX	7	(\$34.00)	\$0.00	(\$34.00)
Non Resident Account	1234-101	4	(\$15.00)	\$5.00	(\$10.00)
Rentals	2323-001-001	14	(\$590.00)	\$0.00	(\$590.00)
Youth programs-track break	00-03-2500-2041	7	(\$35.00)	\$0.00	(\$35.00)
Totals:		217	(\$10,833.00)	\$10,833.00	\$0.00

Cash Receipts Report

5/23/2007
1:31 PM

Cash Receipts Report (Summary)

Receipt Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM
Sites: Central Community Center

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Totals:		Sub-Total Cash/Check/Credit Card:	\$8,324.00
	Cash:	Sub-Total Memo: +	\$0.00
	Check:	Sub-Total Cash Refunds/Credit Card Refunds: +	-\$1,098.00
	Sub-Total Cash/Check:	Sub-Total Manual Deduct: +	\$0.00
	Credit Card:	Grand Total: =	\$7,226.00
	Cash Refunds:	Sub-Total From Account: +	\$0.00
	Credit Card Refunds:	Grand Total With From Account:	\$7,226.00
		Sub-Total From EFT:	\$0.00
		Grand Total With EFT:	\$7,226.00
		Sub-Total From Journal Entries:	\$0.00
		Grand Total With Journal Entries:	\$7,226.00

Refunding Report

Page: 1 of 1

Refunding Report

5/23/2007

1:41 PM

Receipt Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM
 Sites: Central Community Center

Receipt #	Date	Time	Payer	Payment Type	Refund Details / Notes	Amount Paid	Receipt Total
2000007.005	05/07/2007	11:56AM	Leung, Brandon	In Cash		-\$ 165.00	
					Brandon Leung:		-\$ 165.00
2000008.005	05/09/2007	01:35PM	Walters, Chris 201-1250 Quayside Dr New Westminster BC V3M 6E2	Mail Check		-\$ 35.00	
					Chris Walters:		-\$ 35.00
2000009.005	05/10/2007	09:32AM	Fuller, Joe	In Cash		-\$ 15.00	
					Joe Fuller:		-\$ 15.00
2000010.005	05/10/2007	09:34AM	Leung, Brandon	In Cash		-\$ 33.00	
					Brandon Leung:		-\$ 33.00
2000011.005	05/10/2007	10:28AM	Leung, Brandon	In Cash		-\$ 850.00	
					Brandon Leung:		-\$ 850.00
2000012.005	05/10/2007	01:25PM	Leung, Brandon	In Cash		-\$ 35.00	
					Brandon Leung:		-\$ 35.00
Totals:							
			Mail Check:			-\$ 35.00	
			Credit Card Refund:			\$ 0.00	
			To Account:			\$ 0.00	
			In Cash:			-\$ 1,098.00	

Grand Total: -\$ 1,133.00

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Recreation and Facility Management Software

May 25, 2007

City of Paso Robles, CA

City Clerk
1000 Spring Street
Paso Robles, CA 93446

Attention:
Charlotte Gorton
Caryn Jackson

Submitted by:
The Active Network

Matt Leahy
Account Manager
6400 Roberts Street – Suite 160
Burnaby, BC V5G 4C9
800-661-1196 ext 1332
Matt.leahy@active.com

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1.0 Letter of Transmittal

The Active Network (TAN) is pleased to respond to the City of Paso Robles Request for Proposal for a Recreation and Facility Management Software Solution. The City of Paso Robles is looking to find a partnership with a company that will meet the current needs of the Parks and Recreation Department as well as the future needs of the department.

As the population and demographics continue to grow and shift, the City will be faced with new challenges while working to meet this community vision. To ensure the department's vision of a united community enjoying a **fully-resourced** and **networked-system** of programs, facilities and parks is realized, it is likely current business practices will be required to shift. Decisions such as how services are delivered, who they are delivered to and when they are delivered, will require data that is easy to obtain and readily available.

To succeed long term, The City of Paso Robles, Park and Recreation Department is looking to implement an integrated recreation management software solution that will complement the community vision, better serve the population growth and ultimately, allow for an enriched recreation experience for all citizens. The software must have the ability to offer real-time registration for activities, facilities, membership management, financial reporting by activities and facilities. As well, it should provide 24 hour online access for their participants to register online. The vendor you chose and the services they offer will lay the foundation for The City of Paso Robles Parks and Recreation department to meet and exceed current service levels, and as well as allow effective planning to accommodate future growth and challenges.

The City of Paso Robles Recreation and Parks Requirements

Based on the requirements set out in the RFP, we recognize that you have the following objectives that must be delivered by the Recreation and Parks Software System:

- Automated real-time registration for activities and facilities
- To allow 24 hour access to your participants via the internet for activities, facilities, and payment processing
- Provide new application and database solution to support the various applications of the Parks Department from any location
- Provide consulting services to improve internal operating efficiencies and leverage industry best practices

2.0 Project Schedule

Listed Below is a tentative timeline based on the information provided in the RFP as well as consulting availability:

- August 2007: Contract Signed
- August – October 2007: Pre-Implementation Tasks
- November – December 2007: Implementation Tasks
- June 2008: Refresher / Follow Up Training

I. PRE-IMPLEMENTATION

- Introductory Conference Call: Introduction to Project Manager, Project Consultant
- Off-Site Pre-project Planning and Documentation
- Project Launch Meeting – project expectations, scope, schedule, technical and risk analysis
- Accounting Phone Call to evaluate current accounting practices and cash flow management
- Introduction to Consultant working with the site, including verification of implementation schedule, resources to be made available, etc.

II. IMPLEMENTATION

- Investigation of business practices, Accounting Set-up and discussion with Finance staff (if available)
Consultation: business practices, etc.
Implementation of modules and end user training, including Daily Cash Practices, Accounting Practices, and "Best Business" practices.
- Audit of system set-up, course set-up, facility set-up
- Introduction to Support services with consultant: telephone, email

III. POST-IMPLEMENTATION

- Pre go-live Conference Call 1-2 weeks ahead of time
- Introduction to Support Services Conference Call
Follow up Refresher / Best Practice Training

3.0 Statement of Qualifications

The Active Network, Inc. was founded in 1998. The company acquired Class Software Solutions in October, 2004. Class brings a 30-year history in the community services market. We have a total of 714 employees, with 334 in the Active Community Division. We also have 6 main offices, San Diego CA, Denver CO, Burnaby Canada, Sacramento CA, Seattle WA, and Boston MA. Besides these main offices we have remote offices around the country and Australia.

Location

Corporate Headquarters
10182 Telesis Ct. Suite 300
San Diego, CA 92121

Managing and Implementation
6400 Roberts St. Suite 260
Burnaby, BC V5G 4C9
Canada

4.0 Company History and Profile

The Active Network

Founded in 1998, The Active Network offers top services for professionals managing participatory activities and fundraising events. Organizations of all sizes use the company's application services to automate information collection, activity registration, facility reservation, membership and fundraising management. The Active Network's application services provide the technology to help organizations increase efficiency, while reducing the cost and complexity of managing community activities and fundraising events.

Our mission is to provide the world's best technology applications and marketing access to the community services and active lifestyle marketplace.

To that end, we've built a smart business providing technology application services and marketing access that effectively meet the needs of community service and active lifestyle organizations worldwide.

Helping our customers succeed with smart technology solutions and innovative marketing services is our top priority. Through our products, services and dedicated team, we've developed strong relationships with a wide range of professionals and consumers in the community services market.

What Makes The Active Network Unique?

We identify with the needs of our market.

We love this market and our passion shows. Keeping the industry we love, alive, with strong products and services that foster healthy, active lifestyles is our goal.

We are the only provider in our market with the scale to serve it well

Our technology solutions support participation and management of any sport, activity or event imaginable. Our marketing services deliver unprecedented access to the active consumer. Our team of customer service professionals provides dedicated support for every organizer and consumer.

We focus our resources and talents on customer needs.

Our resources are focused on the needs of our customers, and have been from the start. We're always working on new solutions to improve the experience for organizers and their customers.

Markets Served By The Active Network

We bring a track record of success serving the diverse needs of the community services market, a market that includes city halls, YMCAs, local parks and recreation, charities, endurance sports, teams and leagues, school districts, college campuses, and much more.

Parks & Recreation: Park and recreation agencies use our program, facility, membership and revenue management software to automate recreation administration and provide their communities better access to classes, programs, services and facilities.

Community and Non-Profits: Local and national non-profit organizations use our online fundraising tools to build online fundraising communities and provide better services to donors. YMCAs and YWCAs, health clubs and wellness centers, sports and campus recreation facilities, scouting and reunion planning organizations use our program, facility, membership and revenue management software to automate their administration and improve service to their communities.

Government: Local municipalities automate their operations and provide improved customer service using our payment, customer service request, or crisis and information management software. Cities and counties realize new revenues and marketing opportunities through our municipal marketing partnerships

Sports: Sports teams, leagues, camps and tournaments enhance their efficiency, gain a competitive edge and better serve their members through our easy-to-build Web sites, online registration, online fundraising and database management services. Active-minded people access our online event search and registration, online training plans, membership savings, and other resources.

Consumer Brands: Marketers rely on our creative, integrated marketing services to effectively reach active consumers and achieve bottom line results. Brands realize opportunities in the public sector through our municipal marketing partnerships.

Education: School districts, and private and public universities use our program, facility, membership and revenue management software to automate their operations and provide students improved access to services. School systems also generate new revenues through our municipal marketing services.

Healthcare: Hospitals and health care systems find innovative ways to improve revenues and provide new services through our municipal marketing partnerships.

Customer Owner Group (COG) Meetings

Customer Owner Groups (COGs) is a new program that is a revised version of our user groups. COGs bring together Active Community Solution users in a specific geographical area to share ideas and approaches to using the system, provide training to users and to serve as a forum for users to share ideas for future releases. COGs are managed by an area representative, who ensures we are addressing the concerns of the majority of users during the time together.

The Active Network Annual International Customer Conference

Now in its 11th year, this is a multi-day event that blends together internationally recognized keynote speakers with Active training sessions, open lab times, one-on-one time with our consultants, customer showcases and provides unlimited opportunities for networking with Active Users from across North America and Australia.

Customer Requested Enhancements

As sites begin to explore the functionality of our products, it is likely that they will find opportunities for enhancement that will benefit their organization and business processes. By listening to these ideas and requests, The Active Network involves our users in developing future releases that reflect the trends and best practices of the industry.

Enhancement requests are gathered from the industry through support calls, emailed requests, sales proposal feedback (yes, your feedback **could** make it into a future release!) and client site visits. Criteria for deciding what will be included with a future release take into consideration four main points:

- Suitability to a particular release – for example, a particular release may be focusing on the membership module, therefore a request related to facility reporting may not be a good fit at that particular time
- Number of customers requesting an enhancement – Aristotle's law of sewing the needs of the many plays a role when making a decision around enhancements
- Time it takes compared with benefit it will deliver – Is the required programming to make the enhancement far greater than the benefit it will deliver? Will other enhancements deliver greater benefit with less use of resources?
- Suitability to customer base as a whole – Because we do not do custom programming, any changes that we make impact all our users, taking this into consideration is important before changes are made

Partnerships

Our position as the foremost provider of software solutions to the Parks and Recreation industry allows us to form partnerships with the world leaders of software applications. These partnerships allow Active Community Solutions to provide our clients with solutions for specific business challenges that are built on technology developed by that particular application's industry leader.

MICROSOFT

By partnering with Microsoft we can ensure that our products will stay leading edge, easy to learn, faster and more flexible. In 1992, we rebuilt our existing software using Microsoft development technologies (Visual Basic) and we embraced the ODBC and relational database standard, which allows our customers to write directly to Microsoft SQL Server. Today we are investing in emerging technologies such as XML, SOAP and .NET.

ORACLE:

As an Oracle Alliance Partner we can offer our customers the ability to write directly to an Oracle Database. Eliminating the need for a proprietary database relieves your IT staff of the need to master additional programs. By using a database standard such as Oracle your department will have greater access to both training and support resources and well as a greater pool of experienced people to hire from.

CITRIX:

Our partnership with Citrix reduces your reliance on hardware providing a solution to distribute the Class application to remote sites. Class supports Citrix's virtual workplace solutions (Winframe, Metaframe, Microsoft Terminal Server, etc) allowing our customers to enjoy advanced yet easy to use Windows interfaces, regardless of bandwidth restrictions.

CRYSTAL DECISIONS:

Crystal Decisions provides the world with the technology industry's standard reporting software. As the reporting engine in Active Community Solutions, Class clients benefit from the amazing flexibility and depth of reporting that Crystal offers. As Crystal is the dominant reports software, courses on its use are often offered at community colleges and technical schools allowing your staff to continually upgrade their skills. If you prefer, Active Customer Care representatives are available to customize reports for your individual needs.

After Sales Technical Support

Account Managers are assigned to all customers and act as your advocate within the company. They contact all customers regularly to make sure we are doing everything possible to help the client succeed.

The Active Network is proud to be known as a provider of superior telephone and email support; we look to exceed customer expectations in all aspects. Our stringent service standards have ensured our **96%** customer retention rate since 1986!

Unlimited toll free telephone support between 6:00 am and 5:30 pm Pacific Time ("PST") Monday – Friday ("Regular Support Hours")

Unlimited dial-in access support for "system down" issues **24** hours a day, 7 Days a week ("Extended Support Hours")

Access to the Customer Area on The Active Network secure website (including incident tracking, access to future release functionality, etc.)

Regular documentation and communications sent to customers throughout the year

"Evergreen Policy" – under the Active support and agreement contracts, there will not be a need to **ever** re-purchase the software. The provision of new Releases and Versions of the modules in use – including appropriate documentation – will be sent to the customer without additional charge. **All** versions are created to Microsoft standards and open ODBC standards so you can be assured continued compatibility and high quality with every release

The members of our Customer Care Team are skilled in all aspects of the software and in technical knowledge, and many have technical certifications such as the MCSE, Oracle **DBA**, Citrix Certification and Crystal reports Certification. We maintain a 1:15 ratio of Support Staff to Clients, and are able to solve most of your concerns on your first call to us.

Marketing Services

The Active Network is offering a complimentary marketing service for newly launched online services to help communities inform residents and build awareness about online registration and other online services offered to the community. Marketing Services offered to the Organization include an eMarketing Centre, Marketing Tips, Tools, and Techniques, eMarketing Newsletters, and Webinars.

5.0 References

The Active Network currently has over 2,000 customers around the world, including 323 customers utilizing the ActiveNet product. The following is a list of existing ActiveNet reference customers in your area:

City of Petaluma, CA – Parks and Recreation
320 North McDowell Blvd.
Petaluma, CA 94954
Donnie Frank
dfrank@ci.petaluma.ca.us
(707) 778-4432

City of Half Moon Bay, CA – Recreation Division
535 Kelly Avenue
Half Moon Bay, CA 94019
Mike Blondino
mblondino@hmbcity.com
650-726-8293

City of El Dorado Hills, CA
1021 Harvard Way
El Dorado Hills, CA 95762
Judy Klein
jklein@edhcsd.org
(916) 614-3222

City of Pacifica, CA – Parks, Beaches, and Recreation
1810 Francisco Blvd.
Pacifica, CA 94044
Lisa Warns
warnsl@ci.pacifica.ca.us
(650) 738-7380

City of San Dimas, CA – Parks and Recreation
201 East Bonita Avenue
Sab Dimas, CA 91773
Teddie Main
tmain@ci.san-dimas.ca.us
(909) 394-6320

6.0 Recreation and Facility Management Software Specifications

6.1.0 General System and Company Requirements

Requirements	Response
<p>100% browser-based (interface compatible with Internet Explorer. Firefox, Netscape Navigator, Safari and Opera) on an industry standard platform (e.g. Microsoft .NET) – accessible from any location via an Internet connection</p>	<p>ActiveNet has been tested on Microsoft Internet Explorer (6.0 or higher) or Netscape (6.0 or higher)</p> <p>Cookies must be permitted on all workstations</p> <p>JRE 1.4 is required to run applets such as POS</p> <p>ActiveNet is certified to operate on all name brand workstations, running all commonly installed Windows platfwms</p>
<p>The desired solution is a combination of software and services. The successful Vendor must have experience implementing the software with a proven implementation process.</p>	<p>Please Refer to ActiveNet Implementation details below for further information</p>
<p>The system must allow for customization of configuration to the City's processes with the ability to make changes downstream as requirements evolve.</p>	<p>The City will have full control over the customization and configuration of the solution within the parameters of the ActiveNet framework. Enhancement requests can also be made as specified in the "Customer Requested Enhancements" section above.</p>
<p>Company must provide the City with ongoing system enhancements at no additional cost. These enhancements should be regularly available and deployed automatically – after customer notification.</p>	<p>Upgrades are provided automatically on a quarterly basis and are perfwmed on behalf of the City at no additional cmt. The city will be notified prior to all upgrades and will be provided online documentation to outline the modifications.</p>

<p>Maintenance and support of the system must be offered as part of the ongoing hosting services.</p>	<p>The Active Network is proud to be known as a provider of superior telephone and email support; we look to exceed customer expectations in all aspects. Our stringent service standards have ensured our 96% customer retention rate.</p> <p>Unlimited toll free telephone support between 6:00 am and 5:30 pm Pacific Time ("PST") Monday – Friday ("Regular Support Hours").</p> <p>Unlimited support for "system down" issues 24 hours a day, 7 Days a week ("Extended Support Hours").</p>
<p>System must be available to the public directly from the City website – presentation should be seamless from City website.</p>	<p>The Public Access portion of the ActiveNet solution is intended to be supplementary to your existing city website. A hyperlink is typically provided on a city's main website to direct patrons to the ActiveNet site when applicable. For an example, select the link below and click on "Online Registration" found on the left hand side of the page:</p> <p>http://cityofpetaluma.net/parksnrec/index.html</p>
<p>Web-based system will provide option to be managed by City staff but maintained and technically supported by the software provider.</p>	<p>The city has the opportunity to add its own pictures and color scheme to the website to provide a uniform feel from one site to another. Also, the vast majority of all words and phrases on the site can be fully customized to meet the cities needs.</p> <p>Technical support and maintenance of the website is the responsibility of the Active Network.</p>

<p>System must offer rich user configurability to allow City employees the ability to set business rules for the online and internal management components of the system – including, but not limited to the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> manage application of waiver functionality (required prior to account creation, or prior to class registration, or both) <input type="checkbox"/> manage online discounts (promotional and incentive) for class registration <input type="checkbox"/> Flexible fields to track registrations and revenues according to City accounting codes <input type="checkbox"/> ability to manage group level security settings <input type="checkbox"/> manage and tailor content on the system home page <input type="checkbox"/> manage system header, graphics, and colors <input type="checkbox"/> managing the resident / non-resident zip codes the system will validate against 	<p>From a functionality perspective. City employees have full control over the solution to set business rules for both online and internal components:</p> <ul style="list-style-type: none"> <input type="checkbox"/> ActiveNet has the ability to track waiver information on registrants to ensure appropriate signatures have been provided, both internally and online. <input type="checkbox"/> ActiveNet has the ability to have online-specific discounts. <input type="checkbox"/> The City has the opportunity to set parameters for each program they enter into the system including items such as registration and age restrictions as well as having the opportunity to specify City accounting codes for revenue recognition purposes <input type="checkbox"/> The City has the opportunity to set any number of different security group levels, each of which can be tailored to provide the appropriate level of security for their staff. <input type="checkbox"/> Please see previous requirement <input type="checkbox"/> The City has the opportunity to further customize the look and feel of the application interface to include the City's color scheme as well as the City header image. <input type="checkbox"/> The City has the opportunity to enter in various Zip Codes and specify whether or not these Zip Codes qualify as resident or non-resident.
<p>Along with technical implementation of the web-based systems, the company should have experience working with cities and training non-technical staff to use and manage the software, including but not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> providing extensive training for non-IT City employees and limited City technical support staff (our technical team should be trained as Administrators of the software for functionality and daily Users) <input type="checkbox"/> adding customizations and enhanced functionality to the software system as specified and approved by the City <input type="checkbox"/> provide post-implementation training class 6 months after installation and on-going maintenance and support services, including any general upgrades / enhancements made to the web based system 	<p>Please refer to the ActiveNet Implementation Section below for further information regarding training as well as the Company Profile Section for experience.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Please refer to ActiveNet Implementation Section. <input type="checkbox"/> The Active Network has a very comprehensive enhancement request process whereby all requests are documented and reviewed on a regular basis and prioritized based on the impact to all affected ActiveNet customers. Please refer to the section above pertaining to Customer Enhancement Requests. <input type="checkbox"/> Post implementation training hours are not only possible, but are highly recommended. Follow up training has been incorporated into the cost of the solution below.

6.1.1 Specific System and Service Requirements

Requirements	Response
<p>The new system will be used to maintain and manage seasonal recreation brochures with the desired ability to easily update or change information online.</p>	<p>ActiveNet allows for the grouping of programs, not only over various registration cycles but also across various brochure sections. The information entered into ActiveNet can be easily exported to assist in the publication of brochures via either a CSV or RTF file. Information can also be readily updated via the ActiveNet interface. Changes to this information will automatically update information on the Internet website.</p>
<p>The system must allow the City to enter criteria to manage each class (rules about the amount of people that can enroll in a specific class, location, instructor information, fees, age requirements, etc).</p>	<p>When creating activities in ActiveNet, there is a wide variety of information that can be entered for each. Information that is included, but is not limited to:</p> <ul style="list-style-type: none"> - Activity Name, description, and category - Locations, times and dates - Residency Status, gender, age, and grade restrictions (optional) - Participation number restrictions (optional) - Instructor and Supervisor assignment
<p>System must allow for the complete roll-over of catalog (including all class categorization, data and images) via a user-friendly copy function.</p>	<p>There are seasonal maintenance tasks that can be performed in ActiveNet to make the regular usage of the system more streamline and user friendly. These include, but are not limited to:</p> <ul style="list-style-type: none"> - The ability to change the status of activities in batch. Statuses available are Open, Closed, Cancelled, Tentative, On hold, Retired, or Date Conflicted. - Retire previous activities and copy them into upcoming seasons.
<p>Revenue for each activity/facility rental must be tracked, including deposit, discount, scholarship and refund information.</p>	<p>Revenue account numbers can be assigned to all charges entered into ActiveNet, whether they be deposits, discounts, scholarships, or refunds.</p>
<p>The system should manage information for instructors and allow for tracking up-to-date information about their classes</p>	<p>Detailed information can be tracked on all instructors in the system, including personal information, skills, contact information, and additional notes. Each instructor can</p>

	also potentially be given login credentials into ActiveNet to access the system remotely to check things like Class lists.
The system must track and manage user profiles for people who sign up for a class, including "students" or children that users will also be registering under their account.	ActiveNet allows for the creation of Accounts which can encapsulate any number of customers. These customers can further be flagged as having different "roles" such as parent, child, or friend.
System must not allow for duplication of accounts and must provide a merge feature to consolidate accounts.	Whenever a new account is entered into the system, any duplicates (or potential duplicates based on close spelling) will be brought to the attention of the individual entering the information. It will then be their responsibility to review the list to ensure the account is not a duplicate. There is functionality within ActiveNet to allow for the consolidation of duplicate accounts.
System must allow for registration by staff at the counter or over the phone, as well as by the public through the city website – complete with verification of information in real-time, such as age requirements and seats available in a class, as well as a secure credit-card payment.	Registration is possible through the front desk interface or through the website. When a customer account is brought forward, so is the personal information for verification. Given the criteria entered when the activity was created and based on current registration numbers, an individual may or may not be permitted to register. For further information on credit card security, please refer to the Appendix section below.
For faxed and mailed in registrations, system must allow for payment transaction without the secure 3-digit credit card code (required for online transactions).	As the Active Network takes full responsibility for the processing of credit card information on the City's behalf, we do not require the 3-digit credit card code for processing. Not using this security feature has no effect on the credit card rate charged.
System must be user friendly for both staff and the public - must consist of simple point-and-click data entry for staff as well as for the public. It should also explain to an online user what has happened if a registration cannot be completed because the age is not acceptable for the class, if the class is full (at which time the user should be placed on a wait-list) or if the credit-card was not accepted.	Being a web-based application, ActiveNet is an intuitive application to learn and it has been designed to follow logical steps when performing such tasks as a registration. When registering via the website, there is a wide variety of information to help ensure a positive online experience, including detailed messages informing the customer of activity registration or waitlist status.
Automatic email notification capability should be included along with tracking of successful or unsuccessful notifications.	Upon registration, waitlist, or declined access into an activity online, emails can automatically be sent to a customer.

<p>System must allow for a multiple student discount.</p>	<p>ActiveNet allows for automatic fee discounts based on the number of registrants signed up for a given activity in a given customer account. It also accommodates multiple fee options for staff to choose when registering individuals via the front desk interface.</p>
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6.1.2 Specific Functionality for Class Registration

Requirements	Response
<p>The system should create automatic notices when a class becomes full, reaches the session date, has been cancelled or when a participant is moved from wait-listed to active.</p>	<p>Once an activity has been found, if no spots are available the front desk staff Person will be notified as follows:</p> <p><i>This activity is full. If you proceed, you will have the choice of putting the person on a wait list or overenrolling the activity.</i></p> <p>Over-enrolling is a permissions-based task.</p> <p>Once an individual is placed on the waitlist, an email can be sent.</p> <p>When an individual registers for an activity online, if the activity is full they will be prompted once the activity has been selected. Once they have been placed on the waitlist, an email will be sent to the participant.</p> <p>Once an individual has been registered off the waitlist, an email can be sent.</p>
<p>Online registrations must include a waiver acceptance as part of the registration process, and an indication of whether or not this waiver has been signed shown on the class roster.</p>	<p>There is an online waiver that a registrant must agree to before they are permitted to register into an activity. As it is impossible to register without acknowledgement of the waiver, it is implied that the customer agreed to the terms and conditions listed.</p>
<p>Provide administrative city users with comprehensive class catalog management capability (allow staff to work on a catalog for an upcoming season without the "in-process" catalog being accessible via the internet until you are ready to publish it).</p>	<p>The city has the ability to activate and inactivate activities for general viewing and registration as well as specify automated publication dates on the website. Automated dates that can be assigned to each activity include:</p> <ul style="list-style-type: none"> - First Date /Time for registration in person for residents, non residents, and members (if applicable) - Last Date/Time for registration in person.

	<ul style="list-style-type: none"> - First Date /Time for registration on the Internet for residents, non residents, and members (if applicable) - Last Date /Time for registration on the Internet.
Allow for more than one active catalog published simultaneously on the Internet. Also allow for upload and display of graphics for classes and catalog categories on the City web site.	The display of activities on the Internet is date-driven not season-driven, therefore activities can be published from any number of seasons.
Ability to manage scholarship percentages as well as automatically apply a discount or reduction of the regular fee.	Discounts and scholarships can be applied to fees at the time of registration. This can be either a percentage or a flat rate. ActiveNet also has the ability to set up Customer scholarships that are special discount grants that may be used by a customer when enrolling for selected activities.
Allow staff to determine resident and non-resident add-on fees (or discounts) and automatically calculate this into an online registration fee.	Resident and non resident fees are automatically assigned based on the status of the customer account. This is accomplished both at the front desk and online.

6.1.3 Specific Functionality for Facility Reservations

Requirements	Response
System must provide database of all city assets and facilities with corresponding details.	<p>You can list all centers and facilities along with a detailed amount of information on each which includes, but is not limited to:</p> <ul style="list-style-type: none"> - Facility Name, type, and geographical location - Capacity, description, amenities - Open/Close times and dates - Various rates depending on the event type and customer.
Facility calendars will be provided with real-time views on bookings and availability.	Real time facility availability can be accessed via ActiveNet either through the front desk application or via the Internet website.

<p>Public should be allowed reservation requests which will be reviewed and approved/denied by staff.</p>	<p>You have the ability to specify, for certain facilities, the ability to place a reservation request online. This does not create a contract, only allows the customer to fill in some preliminary information for your review. When making a request, the customer will provide:</p> <ul style="list-style-type: none"> - A brief description of the event, plus the type of event. - What type of facility they would like to rent. - What location or area they would like to rent from. - Any amenities they would like such as lights, power outlets, etc.
<p>Facility plans, contracts, setup layouts, and other documents specific to each facility will be available from the system for download.</p>	<p>As this is a web based application, all reports are available from any location given the proper login credentials. All ActiveNet reports can be exported into PDF, Excel, or HTML.</p>
<p>Facility reservations can be paid for and finalized online with a shopping cart feature after the approval process with City staff.</p> <p>Ability to track discounted or "No Fee" rentals for statistical financial reporting.</p>	<p>Once a contract has been approved, you have the ability to specify an amount due, whether it be all or a portion of the total rental contract. Once that amount is owed, a customer may go online to pay off the balance.</p> <p>You have the ability to create "No fee" contracts or simply flag facilities for internal usage purposes to help track utilization as well as ensure there are no overlapping bookings.</p>
<p>Automatic notifications of any customer status changes.</p>	<p>See Below in Exceptions Section</p>
<p>Staff facility calendar showing any activities that is filterable and sortable by day, week, or month and by facility.</p>	<p>There are a wide variety of filtering criteria when producing a calendar report. These include, but are not limited to:</p> <ul style="list-style-type: none"> - Facility name, type, and geographic location - Customer or company name - Event type - Daily, weekly, or monthly format <p>For more information on Reports, please refer to the Appendix Section below.</p>

6.1.4 Reporting

Requirements	Response
<p>System must provide reporting capabilities of all daily financial transactions (break-out of payment method desired).</p>	<p>There are a wide variety of daily financial reports that can be utilized for reconciliation purposes. To help expedite the GL posting process to your financial system, an export can take place from ActiveNet directly to your financial software. These financial reports can be produced in summary or in detail. For further examples, please refer to the Appendix section below. Daily reports commonly used include, but are not limited to:</p> <ul style="list-style-type: none"> - Cash Distribution By Account - Cash Receipts - Account Distribution - Refunds
<p>Automatic download of daily activities, rosters, instructor payment reports, labels and quarterly reports (download preferred into Microsoft Word or Excel for printing / data manipulation such as charts and graphs).</p>	<p>All reports in ActiveNet can be exported into PDF, HTML or Excel. Most reports have in depth filtering criteria for date, location and customer, etc. For a list of relevant reports, please refer to the Appendix Section below.</p>
<p>Report, either on a daily basis or by request, of email notifications that have bounced back or of email addresses that are invalid.</p>	<p>Comprehensive email marketing reports exist for tracking email status. For a list of these reports, please refer to the Appendix Section below.</p>

6.1.5 Content Management and Business Features

Requirements	Response
<p>Allow non-technical staff to create targeted "messages" or Recreation activities or facilitate special announcements, and the ability for the customer to opt out of marketing messages.</p>	<p>You have the ability in ActiveNet to customize the vast majority of all web content. You can also flag new activities to highlight them when a customer performs a search. Finally, you have the ability to enter in specific activity descriptions for your various programs.</p> <p>There is comprehensive marketing functionality that exists in ActiveNet and within that, customers have the opportunity to opt out of marketing campaigns if they so choose. You can create specific marketing campaigns that the customer has the ability to opt in and out of on a case by case basis if you so choose.</p>
<p>Provide for a search of classes, activities, and facilities on the Recreation website (the search function must be automatically updated as information is added or changed by staff). The search function should also allow website users to search for classes, activities, and facilities using a variety of criteria such as by days offered, by facility, by subject or key word, age group, instructor, etc.</p>	<p>The customer has the ability to search for activities and facilities using a wide variety of filtering criteria. For example, for Activities, you can search via (but are not limited to):</p> <ul style="list-style-type: none"> - Location or Geographic Area - Category - Keyword Search - Activity Number - Instructor - Date and time restrictions - Age <p>For Facilities, you can search via (but are not limited to):</p> <ul style="list-style-type: none"> - Location - Facility Type - Amenities
<p>The web-based system must provide for a seamless link into this system on the City's website so that the person does not feel they have left the City website. The Recreation online section must have the City's look on it, must contain no advertising, a link back to the City's website and have a similar color scheme as the City website.</p>	<p>Customers can access the website via a link on the City's main web site. Once on the ActiveNet site, the color scheme, language and images can be modified to be in line with the City's standards. Hyperlinks can be entered into the text of the site to provide access back to the City's main website.</p>

7.0 Exceptions to the RFP

Allow for more than one active catalog published simultaneously on the Internet. Also allow for upload and display of graphics for classes and catalog categories on the City web site.

While ActiveNet allows you to upload images such as your city header and start page image, you are not able to upload specific images for individual activities or catalog categories.

Automatic notifications of any customer status changes.

Modifications made to a customer's account, whether by a City staff member or by the customer themselves, does not automatically initiate an email to be sent to the customer.

The system should create automatic notices when a class becomes full, reaches the session date, has been cancelled or when a participant is moved from wait-listed to active.

When an activity is cancelled in ActiveNet, the City staff member must first withdraw the individuals from the activity and send email notifications on a per-registrant basis.

No automatic email notification is provided when an activity reaches its session date. Emails must be initiated by City staff members.

8.0 Pricing Proposal

ActiveNet Pricing Overview

The City of Paso Robles is currently a customer of the Active Network, utilizing the Class application. The implementation of ActiveNet would replace Class as the Recreation and Facility Management Software System with the city. Currently, Paso Robles is paying \$3,938 in annual maintenance for the Class application. Once the switch has been made between Class and ActiveNet, annual maintenance on Class would cease and a prorated amount of maintenance (based on the month of the switch) would be put towards the initial cost of the implementation as specified below.

Your software project is comprised of two parts: the ActiveNet software and its implementation. The following provides further information regarding each.

ActiveNet Implementation

ActiveNet implementation provides the users with the greatest overall advantages for learning the system. Our instructor-led format provides hands-on training in an interactive environment and can be carried out either onsite or remotely. Training focuses on the system administration functions specifically related to effectively managing your operations with ActiveNet. A realistic sample database containing everyday examples and illustrations promotes practical usage in staff's daily transactions.

Our consultants work with your team to ensure your team will be ready to take advantage of all ActiveNet has to offer. Based upon decades of experience, our customers have found:

- Learning new skills as a group fosters collaboration and team building, ensures consistency of the learning experience across team members, and enables the team to support each other in the practice and application of their new skills.
- Each user has individual time with the instructor in order to ask questions, repeat testing scenarios, and discuss future system functionality.
- The instructor assists in creating of master files, tables, and customizing the system to your department's specific needs.
- The Instructor focuses on the particular needs of all individuals, based on their job-specific responsibilities.
- Staff immediately develop proper software habits, helping them quickly master the system and maximize the effectiveness of ActiveNet.

ActiveNet Software

ActiveNet Software pricing is based upon Online and Offline transactions, as well as credit card payment transactions. **Offline transactions** are "in office" transactions; those transactions that are entered into the system by your staff members. **Online transactions** refer to those transactions in which your patrons register themselves directly into your programs via the online self-serve internet option.

Offline Transactions

For each transaction entered into the system by a staff member, the City of Paso Robles Parks & Recreation Department will pay a **1.5%** transaction fee. This fee provides:

- **Worry-Free Support:** Unlimited access to a team of technical analysts trained to resolve issues and provide user support
- **Evergreen Software:** All future software updates and releases are provided to your department without additional charge
- **Security:** For peace of mind, backups of your department's data occurs every 30 minutes
- **Easy IT:** ActiveNet provides complete hosting and maintenance of your data on our secure servers, negating your need for IT infrastructure or IT staff.

X **Online Transactions**

For each transaction entered into the system directly by your patrons using the self-serve online registration option, your patrons pay a convenience fee of **6.5%** plus **\$.50 of the total receipt amount** when they register themselves via online registration. **If the registration fee is between #150-\$500, the service charge will be 3.5% plus \$5.00, and for fees above \$500, the service charge will be 2.5% plus \$10.00.** The greater the Percentage of participant register online, the lower the costs will be to City of Paso Robles Parks and Recreation as with this registration method, the City does **not** pay a transaction fee. I would be pleased to provide more detailed information detailing the differences based on 10%, 15%, and 20% of your department's registration carried out via the self-serve online registration option.

Credit Card transactions

For transactions paid with credit card,* an additional credit card processing fee of **3.75%** applies. Your department may choose to offer credit card payment either both in the office and online, or solely online. Again, a greater proportion of online registrations will result in a lower cost to the City, as the City does not pay for transactions carried out via online registration.

These numbers are based off of the information provided by The Parks and Recreation Department and may vary depending on revenue, online transactions and credit card transactions.

Confidential and TAN Property
May 25, 2007

City of Paso Robles, CA
Recreation and Facility Management
Software

Handwritten calculation:

$$\begin{array}{r}
 100.00 \\
 + 6.50 \\
 + .50 \\
 \hline
 107.00 \\
 4.01 \\
 \hline
 111.01
 \end{array}
 \quad
 \begin{array}{r}
 15.02 \\
 - 2 \\
 \hline
 13.02 \\
 \text{user} \\
 - 95.99 \\
 \hline
 3.03
 \end{array}$$

Total estimated revenue per year – Registrations	\$616,095.79
Estimated % in office transactions processed by Cash/Check	78%
Estimated % in office transactions processed by Credit Card	22%
Estimated % transactions processed via Online Registration	

ActiveNet Software

Transaction Type	Transaction Amount	Fee	Total
Registrations:			
Cash Check	\$481,511.10	1.5%	\$7,222.67
Credit Card	\$134,584.69	3.75%	\$5,046.93
Total Registration Offline Transaction Fees			\$12,269.59

ActiveNet Implementation

OPTION A: Onsite Consulting Services* Pleasenote airfare is not included.

Service	# of Hours	Total
Activity Registration	16	\$2,400
Facility Reservation	16	\$2,400
Public Access	12	\$1,800
Data Conversion *	8	\$1,320
Refresher Training **	16	\$2,400
Total ONSITE Consulting Services		\$10,320

OPTION B: Remote Consulting Services

Service	#ofHours	Total
Activity Registration	16	\$1,600
Facility Reservation	16	\$1,600
Public Access	12	\$1,200
Data Conversion*	8	\$1,320
Refresher Training **	16	\$1,600
Total REMOTE Consulting Services		\$7,320

* Data **Conversion** refers to the moving over of existing client information from Class to **ActiveNet**

** Refresher Training is in accordance to the RFP requirement listed above

Quote Summary

Total Training Cost	\$10,320 OR \$7,320
Total Transactions Cost	\$12,269.59
Grand Total:	\$22,589.59 OR \$19,589.59

Notes:

1. Please note airfare is NOT included; for the onsite training option, please allow \$300-\$700 for the consultant's travel
2. As specified earlier, the grand total would be reduced by the prorated amount of software maintenance currently being paid for the Class application.
3. The minimum quarterly fee is \$750 (\$3,000 annually) and is a combination of the transaction fees that Paso Robles Park & Recreation will pay for in office transactions plus the convenience fees for online registration/reservations that your participants will pay.

Appendix A – Certificate of Insurance

ACORD		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 04/25/2007		
PRODUCER Aon Risk Services Inc. of Central California 8880 Cal Center Drive, Suite 450 Sacramento CA 95826 USA PHONE: (916) 369-4800 FAX: (916) 369-4801		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.				
INSURER Active Network, Inc. 10182 Telesis Ct., #300 San Diego CA 92121 USA		INSURERS AFFORDING COVERAGE		NAIC #		
		INSURER A: Federal Insurance Company		20281		
		INSURER B: Illinois Union Insurance Company		27960		
		INSURER C:				
		INSURER D:				
		INSURER E:				
COVERAGE INFORMATION THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSTR LTR	INSURANCE TYPE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIM MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC	358779916	04/16/07	04/16/08	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (See schedule) \$1,000,000 MED EXP (Adv see period) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMPOD AGG \$2,000,000	
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> RENT OWNED AUTOS	73546655	04/16/07	04/16/08	COMBINED SINGLE LIMIT (See schedule) \$1,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT OTHER THAN EA ACC AUTO ONLY: EA ACC AGG	
A	EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input checked="" type="checkbox"/> RETENTION \$10,000	79865288	04/16/07	04/16/08	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000	
A	WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/EMPLOYEE EXCLUDED? If yes, describe in the SPECIAL PROVISIONS below	71726313	04/16/07	04/16/08	<input checked="" type="checkbox"/> WC STATU- POLY LIMIT <input type="checkbox"/> OTHER \$1,000,000 \$1,000,000 \$1,000,000	
B	OTHER Prof Liability	80420042191 Technology E & O	04/16/07	04/16/08	Limit \$2,000,000 Self Insured Retention \$50,000	
DESCRIPTION OF OPERATIONS, LOCATIONS, VEHICLES, EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS Information Purposes Only						
INFORMATION CONTAINED HEREIN IS FOR INFORMATION PURPOSES ONLY Information only CA, USA						
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.						
AUTHORIZED REPRESENTATIVE <i>Alan Michan</i>						

Holder Identifier : 570022177104 Certificate No. : 570022177104

Appendix B – Sample Hosted Contract

Hosted Global Services Agreement

This Hosted Global Services Agreement ("Agreement") is made effective as of _____, 2007 and entered into between The Active Network, Inc., a Delaware corporation, ("Active" or "we" or "us") and _____ ("you" or "your" or "Agency"). Active agrees to provide you the Services (as defined below) subject to the following terms and conditions:

1. Services.

We will provide you with access to a fully-hosted version of Active's hosted product, "the Product", through our website. To assist us in the successful implementation and promotion of the Services, you agree to provide us with certain information requested by us relating to your organization. The Services and the functionalities and features of the Product and related consulting fees are more specifically described in Exhibit 1 attached hereto and made a part hereof.

2. License to Intellectual Property/Promotion.

- a) Active shall retain all right, title and interest in and to the Product and its software, trademarks, service marks, logo and trade names worldwide ("Intellectual Property") subject to a limited license necessary to perform this Agreement. You shall use the Intellectual Property only as provided, and shall not alter the Intellectual Property in any way, or act or permit action in any way that would impair Active's rights in its Intellectual Property. You acknowledge that your use of the Intellectual Property shall not create in you or any other person any right, title or interest in or to such Intellectual Property. Any goodwill accruing from the use of the Intellectual Property shall inure solely to the benefit of Active.
- b) Active hereby grants to you a limited, non-exclusive, non-transferable license (i) to use the Product in accordance with Active's specifications, and (ii) to display, reproduce, distribute and transmit in digital form Active's name and logo in connection with promotion of the Services. You hereby grant to Active a limited non-transferable license to use, display, reproduce, distribute, modify and transmit in digital or printed form information provided by you relating to your organization, including your organization's name, trademarks, service marks and logo, in connection with the implementation and promotion of the Services and the promotion of your organization. You will make reasonable efforts to promote and encourage adoption of the Services, including displaying Active's name and logo in any newsletters, printed registration forms or mailings provided by you to prospective participants.

3. Information Security.

We will collect information, including names, addresses, credit card information and other information required by you, from individuals registering for your Activities through the Website. Such information shall be stored on a secure remote server. You may access this information at any time by downloading it from our servers using your private password and "login" identifier. If you are unable to access your registrants' information through the event director portion of the Website, upon request we will send such information to you via e-mail, fax or airmail. You will be responsible for protecting the privacy and security of any information that you retrieve from our servers and shall prevent any unauthorized or illegal use or dissemination of such information. All information collected by Active shall be jointly owned by Active and you.

4. Privacy.

Each party shall comply with all applicable laws, regulations and guidelines (including each party's privacy policy) governing online privacy in fulfilling its obligations hereunder and in collecting and using personal information about users of the Website.

5. Fees.

Transactions entered directly by participants through the Website will be assessed the customary service fee charged by Active to online registrants ("Service Charge"), as described below. Transactions entered by a member of the Agency on behalf of a participant will be assessed a Service Charge equal to 1.5% for cash or check, and 3.75% for credit card transactions. Each online registrant will pay the event registration fee charged by Agency plus a Service Charge equal to 6.5% of the registration fee plus \$.50, with a minimum Service Charge of \$2.00. If the registration fee is between \$150-\$500, the Service Charge will be 3.5% plus \$5.00, and for fees above \$500, the Service Charge will be 2.5% plus \$10.00. We may change the Service Charge at any time and you agree to such change unless you provide us with written objection to such change within 30 days from the date such change is first implemented. We will be responsible for collecting all registration fees charged by you and all Service Charges assessed by us. All registration fees, except Service Charges, are your exclusive property. Any registration fees collected by us will be sent to you twice a month and Service Charges shall be retained by us. You shall guarantee and pay to Active a minimum aggregate Service Charge, whether through offline or online transactions, of \$750 per calendar quarter (the "Minimum Quarterly Service Charge"). You shall pay to Active the difference between such Minimum Quarterly Service Charge and the actual Service Charges collected by us during such quarter, which will be billed at the end of each quarter beginning from the date set forth below. Active shall not be responsible for processing or making any refunds. All credit card refunds processed will be assessed a \$.10 fee charged by Active to you. Active may reimburse itself for any credit card charge backs and associated fees out of registration fees collected by it. In the event such funds are not available, you agree to reimburse Active for any charge backs or refunds.

6. Consulting Fees.

Consulting Fees are more specifically described in Exhibit 1. All fees set forth in this Agreement and in Exhibit 1 will be due within 30 days of invoice date. Each Fee is due on or prior to the 15th day of the first month of the billing period. Any Fees rendered later than this deadline shall accrue interest at the annual rate of 10%. In the event of delay in paying a Fee, you shall reimburse Active for any legal fees incurred by Active in its collection efforts.

7. Disclaimer of Warranty/Limitation of Liability.

Active expressly disclaims any warranty that the use of its Intellectual Property or the Services will be uninterrupted or error free or that the specifications will meet your requirements. The Intellectual Property and Services are provided to you on an "AS-IS" basis without warranties of any kind, either express or implied, including without limitation warranties of merchantability or fitness for a particular purpose. Active shall not be liable for indirect, incidental, consequential, or lost profit damages. Active's total liability under this Agreement is limited to the amount of registration fees retained and not distributed to you and Service Charges collected and retained hereunder.

8. Term and Termination

The term of this Agreement shall be for two (2) years from the date set forth below, with automatic renewals for one (1) year terms thereafter until either party gives written notice to terminate this Agreement no less than ninety (90) days prior to the end of a term. Either party may terminate this Agreement upon a material breach by the other party if such breach is not cured within thirty (30) days following written notice to the breaching party.

9. Representations and Warranties.

Each party represents and warrants that it has the necessary and full right, power, authority and capability to enter into this agreement and to perform its obligations hereunder; that it owns or controls the rights granted or licensed to the other party herein; that the execution and performance of its obligations under this Agreement will not violate any known rights of any third party, any contractual commitments or any applicable federal, state and local law or regulation; and that to its knowledge the marks, logos and intellectual property licensed to the other party herein do not violate the proprietary rights of a third party.

10. Exclusivity

Active will be the sole and exclusive provider of the Services for your agency for the term of this Agreement.

11. Indemnification.

Each party shall indemnify and hold harmless the other party and its directors, officers, employees, affiliates and agents, against any claim, demand, cause of action, debt or proceedings (whether threatened, asserted, or filed) and all related damages, losses, liabilities, cost and expenses (including reasonable attorneys' fees), to the extent that: (i) it is based upon the indemnitor's breach of a representation, warranty or obligation hereunder; (ii) it arises out of the indemnitor's gross negligence or willful misconduct; or (iii) it is based upon the indemnitor's violation of any applicable federal, state or local law or regulation. You shall indemnify and hold harmless Active against any claim or cause of action to the extent that it is based on injury to a participant in any of your Activities.

12. Arbitration.

Any controversy or claim arising out of or relating to this agreement shall be settled by binding arbitration in accordance with the American Arbitration Association (AAA) rules then in force and effect. The arbitration, including the rendering of an award, shall take place in San Diego, California. The arbitrator or arbitrators shall apply the substantive law of the State of California. Judgment on the award rendered by the arbitrator or arbitrators may be entered in any court of competent jurisdiction.

13. Miscellaneous.

Any notices shall be in writing by fax or airmail. Neither party may assign its rights or obligations arising out of this Agreement without the other party's prior written consent, except that Active may assign this Agreement in connection with any sale of all or substantially all of its assets or any other transaction in which more than fifty percent of its voting securities are transferred. This Agreement shall be governed by the laws of the State of California. This Agreement contains the entire understanding of the parties regarding the subject matter and can only be modified by a subsequent written agreement executed by both parties. In any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorneys' fees. Sections 2, 7, 10, 11 and 13 of this Agreement shall survive any termination or expiration of this Agreement.

The individuals signing below represent and warrant that they have the power and authority to bind the respective entities that they represent.

<i>Full Legal Customer Name</i>	<i>Authorized Signatory</i>	<i>Date</i>
<i>Address</i>		
<i>Facsimile</i>		
The Active Network, Inc.	<i>Authorized Signatory</i>	<i>Date</i>

Exhibit 1

Hosted Product: ActiveNet

Consulting Services	Rate per Hour	Number of Hours	Total Services Cost
A. Pre- Project Documentation	\$125		
B. On-Site less than 3 days (PLUS AIRFARE)			
B.i. Standard Consultants	\$185		
B.ii. Senior Consultant / Project Planner	\$220		
B.iii. Technical Specialist	\$250		
C. On Site 3 days or More (PLUS AIRFARE)			
C.i. Standard Consultants	\$150		
C.ii. Senior Consultant / Project Planner	\$190		
C.iii. Technical Specialist	\$220		
D. e-Consulting (REQUIRES INTERNET ACCESS ON EACH PC)			
D.i. Standard Consultants	\$100		
D.ii. Senior Consultant / Project Planner	\$165		
D.iii. Technical Specialist	\$195		
E. Weekend Surcharge *			
E.i. Standard Consultants	\$75		
E.ii. Senior Consultant / Project Planner	\$75		
E.iii. Technical Specialist	\$75		
NOTE THAT RATES SHOWN INCLUDE ALL TRAVEL EXPENSES OTHER THAN AIRFARE	TOTALS		

Appendix C – Compliance with Payment Card Industry (PCI 1.0) Data Security Standard

At Active, ensuring customers' data is private and secure is a priority. With a proven track record processing millions of secure online transactions annually for events and activities, the company uses industry-leading security measures to ensure the privacy and security of all data stored in its system.

Active is compliant with security standards for the Payment Card Industry (PCI 1.0) Data Security Standard, an internationally-recognized, best practices standard for cardholder data security.

For service providers like Active, who store, process and transmit cardholder data, compliance certification with the PCI Data Security Standard represents a significant commitment to industry security standards. The certification is supported by all major credit card associations, including American Express, MasterCard International, Visa USA and Visa International.

To achieve compliance for the PCI Data Security Standard, the company enrolled in AmbironTrustWave's TrustKeeper™ remote Compliance Program. Through the program, Active's policies, procedures and technical systems were evaluated, security levels were assessed, and monthly scans were conducted to ensure consistent protection.

For more information on the compliance program, visit www.atwcorp.com/trustKeeper.php.

Appendix D – Reporting Capabilities

Below is a list of just some of the standard reports available in ActiveNet:

Registration Reports

- Activities Totals
- Activity Overview
- Activity Text
- Attendance Sheet
- Attendance Sheet - Daily
- Create Activity Catalog
- Deposit Due Report
- Facility Usage
- Instructor Contracts
- Instructor Labels
- Instructor Payment Due
- Instructor Payment History
- Instructor Sign-in
- Instructors
- Roster (Brief)
- Roster (Expanded)
- Roster (With Payments)

Population Reports

- Company Listing
- Customer Rewards
- Customer Listing
- Customer Revenue
- Customer Waivers
- Email open/click through report
- Email Out-out Report
- Email Results
- Emails (perform batch emails to target groups)
- Labels
- View email batches

Facility Reports

- Charge Matrix
- Daily Calendar
- Daily Multi-Facility calendar
- Facility Utilization
- Locker Report
- Monthly Calendar
- Permit Master Report
- Registration dot Report
- Reservation Master Report
- Weekly Calendar

Financial Reports

- AR Aging Report
- AR Statements
- AR Summary
- AR Transactions
- Account Distribution
- Agency Distribution
- Agency Payment
- Cash Distribution by account
- Cash Receipts
- Coupon Usage Report
- Credit Card
- Credit on Account
- Donations
- Expense Report
- Financial Export
- Financial Statistics
- Internet income by site
- Net Revenue Reports
- Payment Plan
- Receipt Audit
- Refunds
- Reprint Receipt
- Scholarship
- System usage Log
- Transaction Comparison

Appendix E – End of Day Reporting Examples

Cash Distribution Report

Page: 1 of 1
 Transaction Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM
 5/23/2007 1:23 PM

Account Name	Account Number	Total Cash Payment	Total Check Payment	Total Card Payment	Total Cash, Check, Card Manual Debit Payment	Total EFT and Journal Payments	Total Payments	Total EFT and Journal Payments
Activity Fee- General	4321-101	\$70.00	\$1,130.00	\$0.00	\$1,250.00	\$0.00	\$1,250.00	\$1,250.00
Agencies	00-12-4050-2041	\$112.00	\$0.00	\$0.00	\$112.00	\$0.00	\$112.00	\$112.00
Art and Crafts	00-01-1050-2041	\$72.00	\$0.00	\$70.00	\$142.00	\$0.00	\$142.00	\$142.00
Comm User Fee	00-09-3050-2041	\$8.00	\$0.00	\$0.00	\$8.00	\$0.00	\$8.00	\$8.00
Dance Drama	00-02-4050-2041	\$0.00	\$0.00	\$23.00	\$23.00	\$0.00	\$23.00	\$23.00
Donations	DONT	\$115.00	\$5,000.00	\$9,050.00	\$14,165.00	\$0.00	\$14,165.00	\$14,165.00
Miscellaneous	XX-XX-XXXX-XXXX-XXXX	\$25.00	\$0.00	\$0.00	\$25.00	\$0.00	\$25.00	\$25.00
New Resident Account	1234-101	\$10.00	\$0.00	\$0.00	\$10.00	\$0.00	\$10.00	\$10.00
Rentals	2323-001-001	\$590.00	\$0.00	\$0.00	\$590.00	\$0.00	\$590.00	\$590.00
Youth programs-track break	00-03-2550-2041	\$35.00	\$0.00	\$20.00	\$55.00	\$0.00	\$55.00	\$55.00
Totals:		\$1,017.00	\$6,130.00	\$9,163.00	\$16,309.00	\$0.00	\$16,309.00	\$16,309.00

Account Distribution Report

5/23/2007
1:34 PM

Account Distribution Report (Summary)

Transaction Site: Central Community Center
Transaction Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM

Page: 1 of 1

Account Name	Account Number	Transactions	Credited	Debited	Transferred
A.P Account	A.P Account	1	(\$35.00)	\$0.00	(\$35.00)
A.R Account	A.R Account	47	(\$668.00)	\$638.00	(\$10.00)
Activity Fee- General	4321-101	10	(\$2,290.00)	\$1,040.00	(\$1,250.00)
Aquatics	00-12-6000-2041	6	(\$140.00)	\$28.00	(\$112.00)
Arts and Crafts	00-01-1000-2041	8	(\$122.00)	\$83.00	(\$37.00)
Cash Account	Cash Account	59	(\$1,098.00)	\$8,324.00	\$7,226.00
Count User Fee	00-09-3000-2041	2	(\$8.00)	\$0.00	(\$8.00)
Customer Account	Customer Account	49	(\$683.00)	\$693.00	\$10.00
Donations	DON1	3	(\$5,115.00)	\$0.00	(\$5,115.00)
Miscellaneous	XX-XX-XXXX-XXX-XXXX	7	(\$34.00)	\$0.00	(\$34.00)
Non Resident Account	1234-101	4	(\$15.00)	\$5.00	(\$10.00)
Rentals	2323-001-001	14	(\$590.00)	\$0.00	(\$590.00)
Youth programs-track break	00-03-2500-2041	7	(\$35.00)	\$0.00	(\$35.00)
Totals:		217	(\$10,833.00)	\$10,833.00	\$0.00

Cash Receipts Report

5/23/2007
1:31 PM

Cash Receipts Report (Summary)

Receipt Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM
Sites: Central Community Center

Page: 1 of 1

Totals:		Sub-Total Cash/Check/Credit Card:	\$8,324.00
	Cash:	Sub-Total Memo: +	\$0.00
	Check:	Sub-Total Cash Refunds/Credit Card Refunds: +	-\$1,098.00
	Sub-Total Cash/Check:	Sub-Total Manual Deduct: +	\$0.00
	Credit Card:	Grand Total: =	\$7,226.00
	Cash Refunds:	Sub-Total From Account: +	\$0.00
	Credit Card Refunds:	Grand Total With From Account:	\$7,226.00
		Sub-Total From EFT:	\$0.00
		Grand Total With EFT:	\$7,226.00
		Sub-Total From Journal Entries:	\$0.00
		Grand Total With Journal Entries:	\$7,226.00

Refunding Report

Page: 1 of 1

Refunding Report

5/23/2007

1:41 PM

Receipt Date/Time: From May 1, 2007 12:00 AM through May 23, 2007 11:59 PM
 Sites: Central Community Center

Receipt #	Date	Time	Payer	Payment Type	Refund Details / Notes	Amount Paid	Receipt Total
2000007.005	05/07/2007	11:56AM	Leung, Brandon	In Cash		-\$ 165.00	
					Brandon Leung:		-\$ 165.00
2000008.005	05/09/2007	01:35PM	Walters, Chris 201-1250 Quayside Dr New Westminster BC V3M 6E2	Mail Check		-\$ 35.00	
					Chris Walters:		-\$ 35.00
2000009.005	05/10/2007	09:32AM	Fuller, Joe	In Cash		-\$ 15.00	
					Joe Fuller:		-\$ 15.00
2000010.005	05/10/2007	09:34AM	Leung, Brandon	In Cash		-\$ 33.00	
					Brandon Leung:		-\$ 33.00
2000011.005	05/10/2007	10:28AM	Leung, Brandon	In Cash		-\$ 850.00	
					Brandon Leung:		-\$ 850.00
2000012.005	05/10/2007	01:25PM	Leung, Brandon	In Cash		-\$ 35.00	
					Brandon Leung:		-\$ 35.00
Totals:							
			Mail Check:		-\$ 35.00		
			Credit Card Refund:		\$ 0.00		
			To Account:		\$ 0.00		
			In Cash:		-\$ 1,098.00		
Grand Total: -\$ 1,133.00							

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CITY OF EL PASO DE ROBLES
"The Pass of the Oaks"

REQUEST FOR PROPOSALS

Recreation and Facility Management Software

May 14, 2007

INFORMATION AND INSTRUCTIONS TO BIDDER

Direct all inquiries regarding this bid to:

Charlotte Gorton at (805) 237- 3987 CGorton@prcity.com
or Caryn Jackson at (805) 237-4905 CJackson@prcity.com

- 1) The City of Paso Robles will receive bids on the following:

Recreation and Facility Management Software System – including Class Registration, Facility Reservations, Online Customer Registration, and Point of Sale.

- 2) Bids must be signed by the bidder, enclosed in a sealed envelope addressed to:

City Clerk
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

All Proposals must be clearly marked to indicate item bid upon, and received and time stamped in the office of the City Clerk on or before 5:00 p.m., June 1st 2007 at which time and place the bids will be opened.

- 3) There is no expressed or implied obligation for the City of Paso Robles to reimburse responding vendors for any expense occurred in preparing proposals in response to this request.

The City reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected.

- 4) When a bidder shall fail to deliver any article within the time limits specified, or shall deliver any article which does not conform to specifications, the City may, at its option, annul and set aside the purchase order or contract entered into with said bidder either in whole or in part, and make and enter into a new contract in such manner as deemed necessary to the City for furnishing such article or articles so agreed to be furnished. Any additional cost or expense incurred by the City in making of such purchase and any additional cost of supplying any

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

articles by reason of failure of bidder as stated above, shall be the liability against such bidder and his/her sureties.

- 5) The City reserves the right to reject any or all bids, or any position thereof, and to use discretion as to quality and fitness of the article bid upon, and equality or items bid. Facsimile or electronically transmitted proposals will not be accepted due to the fact that they do not contain original signatures.
- 6) Submissions of a bid will be considered as acceptance of these conditions unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the Vendor selected.

PROPOSAL REQUIREMENTS

Each individual or firm (PROPOSER) submitting a proposal shall meet all of the terms and conditions specified in this Request for Proposal/Qualifications (RFP). By virtue of its proposal submittal, the PROPOSER acknowledges agreement with the acceptance of all provisions of the RFP specifications.

Each proposal should contain the following:

A. Cover Letter.

B. Explanation of how PROPOSER views assignment:

Proposer must describe in detail how he/she will meet the requirements of this RFP, and may provide additional related information with his/her proposal. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer.

If a complete response cannot be provided without referencing supporting documentation, Proposer must provide such documentation with the proposal indicating where the supplemental information can be found.

The City is not liable for any costs incurred by Proposers before entering into a formal contract. Costs of developing the proposals or any other such expenses incurred by the Proposer in responding to the RFP, are entirely the responsibility of the Proposer, and shall not be reimbursed in any manner by the Agency.

C. Tentative schedule by phase and tasks to be completed.

D. Proposer Qualifications:

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

Each Proposer shall be skilled and regularly engaged in the general class or type of work called for under the contract. The Proposer's experience shall be set forth and submitted. It is the intention to award a contract to the Proposer who furnishes satisfactory evidence that the Proposer has the requisite experience, ability, sufficient capital, and facilities to enable the Proposer to prosecute the work successfully and properly, and to complete it within the time specified in the contract. In selecting the most responsible Proposer, consideration will be given to the general competency of the Proposer for the performance of the documents. To this end, each Proposal shall be supported by a statement of the Proposer's experience on a document entitled "Proposer's Experience" and incorporated as part of the contract.

E. Proposer's Background

- a. Company ownership. If incorporated, the state in which the company is incorporated and the date of incorporation.
- b. Location of company offices.
- c. Location of the officer servicing any California accounts.
- d. Locations from which employees will be assigned.
- e. Name, address, email address, and telephone number of the Proposer's point of contact for a contract resulting from this RFP.
- f. Company background/history and why Proposer is qualified to provide the services described in this RFP.
- g. Length of time Proposer has been providing services described in this RFP. Please provide a brief description.
- h. Resumes for key staff to be responsible for performance of any contract resulting from this RFP.

F. Client References

PROPOSER is required to provide a relevant list of client references. A minimum of three references from similar projects performed for any local government clients within the last three years must be provided. Information provided shall include:

- a. Client name, address, telephone number, email address.
- b. Type of service provided to client.
- c. Project description
- d. Project dates (starting and ending)

G. Certificate of Insurance – Please provide sample insurance documentation. The successful Proposer will provide certificates of insurance.

H. Compensation

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

Provide a cost for the software and an estimate of cost to complete the plan including a breakdown of daily rates, reimbursable, and maximum anticipated cost, and any additional training costs.

- I. Any other information which would assist City in making this contract award decision.

INTRODUCTION

The City of Paso Robles, located in San Luis Obispo County, is a distinguished City with a population of approximately 29,500. The City's Recreation department staffs multiple locations from pool and gymnasium use to facility and class booking with data connection speeds varying from dial-up modems to Fast Ethernet. The City is seeking proposals from companies that can provide a comprehensive Parks & Recreation System to streamline the Class Registration and Facility Reservation processes with mechanisms to extend these services to the public via the City's website. The public should have access to these services 24 hours a day, seven days a week, and be able to conduct business using this system at any time. The system should provide self-service mechanisms to allow transactions (including payment) 24X7 at the customer's convenience. This will enable the City to achieve a high degree of customer service and extend services to the public on its terms through the use of technology.

The City expects its new Parks & Recreation System and corresponding consulting engagement will improve internal operating efficiency, leverage industry best practices, and serve as the main tool to track and manage registrations and facility reservations from any location.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

PRODUCT SPECIFICATIONS

Specifically, the City plans to hire a qualified firm to implement a new software system that will automate the Parks and Recreation Department. The desired system will provide a central data store that provides real-time access for both staff and the public. This will offer an easily accessible system with centralized data for all the City's Recreation programs and facilities. The system must be web based with an unlimited user license and offer real-time access to information. It will allow staff to create, copy and archive recreation catalogues, programs, classes and sessions. In addition, the system will provide a database of City assets and facilities allowing staff and the public to review facility calendars and supporting details. Reservation requests should be able to be completed at any City facility and online by the public. The City will consider proposals for a Vendor Hosted system.

General System and Company Requirements

- 100% browser-based (interface compatible with Internet Explorer, Firefox, Netscape Navigator, Safari and Opera) on an industry standard platform (e.g. Microsoft .NET) – accessible from any location via an Internet connection
- The desired solution is a combination of software and services. The successful Vendor must have experience implementing the software with a proven implementation process.
- The system must allow for customization of configuration to the City's processes with the ability to make changes downstream as requirements evolve.
- Company must provide the City with ongoing system enhancements at no additional cost. These enhancements should be regularly available and deployed automatically – after customer notification.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

- Maintenance and support of the system must be offered as part of the ongoing hosting services.
- System must be available to the public directly from the City website – presentation should be seamless from City website.
- Web-based system will provide option to be managed by City staff but maintained and technically supported by the software provider.
- System must offer rich user configurability to allow City employees the ability to set business rules for the online and internal management components of the system – including, but not limited to the following:
 - manage application of waiver functionality (required prior to account creation, or prior to class registration, or both)
 - manage online discounts (promotional and incentive) for class registration
 - Flexible fields to track registrations and revenues according to City accounting codes
 - ability to manage group level security settings
 - manage and tailor content on the system home page
 - manage system header, graphics, and colors
 - managing the resident /non-resident zip codes the system will validate against
- Along with technical implementation of the web-based systems, the company should have experience working with cities and training non-technical staff to use and manage the software, including but not limited to:
 - providing extensive training for non-IT City employees and limited City technical support staff (our technical team should be trained as Administrators of the software for functionality and daily Users)

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

- adding customizations and enhanced functionality to the software system as specified and approved by the City
- provide post-implementation training class 6 months after installation and on-going maintenance and support services, including any general upgrades / enhancements made to the web-based system

Specific System and Service Requirements

- The new system will be used to maintain and manage seasonal recreation brochures with the desired ability to easily update or change information online.
- The system must allow the City to enter criteria to manage each class (rules about the amount of people that can enroll in a specific class, location, instructor information, fees, age requirements, etc).
- System must allow for the complete roll-over of catalog (including all class categorization, data and images) via a user-friendly copy function.
- Revenue for each activity/facility rental must be tracked, including deposit, discount, scholarship and refund information.
- The system should manage information for instructors and allow for tracking up-to-date information about their classes
- The system must track and manage user profiles for people who sign up for a class, including “students” or children that users will also be registering under their account.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

- System must not allow for duplication of accounts and must provide a merge feature to consolidate accounts.
- System must allow for registration by staff at the counter or over the phone, as well as by the public through the City website – complete with verification of information in real-time, such as age requirements and seats available in a class, as well as a secure credit-card payment.
- For faxed and mailed in registrations, system must allow for payment transaction without the secure 3-digit credit card code (required for online transactions).
- System must be user friendly for both staff and the public – must consist of simple point-and-click data entry for staff as well as for the public. It should also explain to an online user what has happened if a registration cannot be completed because the age is not acceptable for the class, if the class is full (at which time the user should be placed on a wait-list) or if the credit-card was not accepted.
- Automatic email notification capability should be included along with tracking of successful or unsuccessful notifications.
- System must allow for a multiple student discount.

Specific functionality for Class Registrations:

- The system should create automatic notices when a class becomes full, reaches the session date, has been canceled or when a participant is moved from wait-listed to active.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

- Online registrations must include a waiver acceptance as part of the registration process, and an indication of whether or not this waiver has been signed shown on the class roster.

- Provide administrative city users with comprehensive class catalog management capability (allow staff to work on a catalog for an upcoming season without the “in-process” catalog being accessible via the Internet until you are ready to publish it).

- Allow for more than one active catalog published simultaneously on the Internet. Also allow for upload and display of graphics for classes and catalog categories on the City web site.

- Ability to manage scholarship percentages as well as automatically apply a discount or reduction of the regular fee.

- Allow staff to determine resident and non-resident add-on fees (or discounts) and automatically calculate this into an online registration fee.

Specific functionality for Facility Reservations

- System must provide database of all city assets and facilities with corresponding details.

- Facility calendars will be provided with real-time views on bookings and availability.

- Public should be allowed reservation requests which will be reviewed and approved/denied by staff.

- Facility plans, contracts, setup layouts, and other documents specific to each facility will be available from the system for download.

- Facility reservations can be paid for and finalized online with a shopping cart feature after the approval process with City staff.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

- Ability to track discounted or “No Fee” rentals for statistical/financial reporting.
- Automatic notifications of any customer status changes.
- Staff facility calendar showing any activities that is filterable and sortable by day, week, or month and by facility

Reporting

- System must provide reporting capabilities of all daily financial transactions (break-out of payment method desired).
- Automatic download of daily activities, rosters, instructor payment reports, labels and quarterly reports (download preferred into Microsoft Word or Excel for printing / data manipulation such as charts and graphs).
- Report, either on a daily basis or by request, of email notifications that have bounced back or of email addresses that are invalid.

Content Management and Business Features:

- Allow non-technical staff to create targeted “messages” or communication on the City website to promote specific Recreation activities or facilitate special announcements, and the ability for the customer to opt out of marketing messages.
- Provide for a search of classes, activities, and facilities on the Recreation website (the search function must be automatically updated as information is added or changed by staff). The search function should also allow website users to search for classes, activities, and facilities using a variety of criteria such as by days offered, by facility, by subject or key word, age group, instructor, etc.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

- The web-based system must provide for a seamless link into this system on the City's website so that the person does not feel they have left the City website. The Recreation online section must have the City's logo on it, must contain no advertising, a link back to the City's website and have a similar color scheme as the City website.

Recreation and Facility Management Software REQUEST FOR PROPOSAL (RFP)

Proposed Project Timeline

A.	Distribution of Proposal Documents	May 14, 2007
B.	Proposals Due	June 1, 2007
C.	Proposal Evaluation	June 1-18, 2007
D.	Vendor Recommendation	June 19, 2007
E.	City Council Approval	July 3, 2007
F.	Anticipated Contract Start Date	August 2007