



Shared Agency Booking System Replacement (P722001)

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

EXPENDITURE SCHEDULE (\$000s)

Cost Elements	Total	Thru FY18	Rem FY18	Total 6 Years	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	Beyond 6 Years
Other	1,377	-	-	1,377	-	962	415	-	-	-	-
TOTAL EXPENDITURES	1,377	-	-	1,377	-	962	415	-	-	-	-

FUNDING SCHEDULE (\$000s)

Funding Source	Total	Thru FY18	Rem FY18	Total 6 Years	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	Beyond 6 Years
Current Revenue: CUPF	917	-	-	917	-	613	304	-	-	-	-
Intergovernmental	460	-	-	460	-	349	111	-	-	-	-
TOTAL FUNDING SOURCES	1,377	-	-	1,377	-	962	415	-	-	-	-

APPROPRIATION AND EXPENDITURE DATA (\$000s)

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

PROJECT DESCRIPTION

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

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

ESTIMATED SCHEDULE

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

PROJECT JUSTIFICATION

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

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

FISCAL NOTE

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

COORDINATION

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