

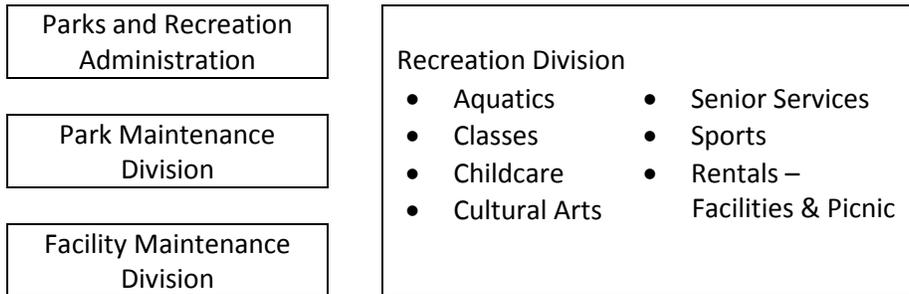
Notice of Request for Proposals for Recreation Management System for the City of South San Francisco

Appendix A: Program Information

Appendix A: Program Information provides information about the Parks and Recreation Department’s various program areas, specifies how the Department currently uses CLASS, identifies high priority areas that each program area would like to see addressed in a new Recreation Management System (RMS), and identifies other computer programs/software that is currently being used. This appendix is intended to give proposers some context for items listed in *Attachment 2 – Recreation Software Functional/Technical Requirements*.

1.0 Parks and Recreation Department Overview

The Parks and Recreation Department (Department) is divided into the following program areas:



The Recreation Division is currently the sole user of CLASS. As described in further detail below, some program areas within the Recreation Division do not currently use CLASS, or only use it to a limited extent. The Department hopes to expand use of the RMS to all Recreation programs and other divisions as part of its long-term implementation plan. The City hopes to select a RMS that can anticipate these future needs. The Department currently uses the Registration and Rentals modules in CLASS.

High Priority Areas – All Programs

- A. Easy to use and intuitive design for both staff and customers.
- B. Allows customers to create accounts and retrieve login information with minimal staff assistance.
- C. Flexibility in making and tracking payments and credits.
 - i. Ability to schedule payments.
 - ii. For divorced families or a situation with more than one payee, ability to credit, track, and split payments to each party.
 - iii. Ability to choose when client credits can be used to pay transactions in other program areas.
 - iv. Use of gift certificates and scholarships.

- D. For staff, ability to easily view current facility or field reservations and search for available spaces.

Other computer programs/software:

- Monthly newsletters: Constant Contact
- Social Media: Facebook, Twitter, Pinterest

2.0 Recreation Division

2.1 Aquatics

The Aquatics program processes over 7,000 registrations per year for activities that take place at the City's only City-operated swimming pool. The pool features a 25-yard indoor pool, sauna, and shower and locker facilities. Aquatics programs include:

- Aquatic exercise/fitness
- Lap swim
- Swim lessons for children and adults scheduled on a quarterly basis
- Lifesaving certification classes
- Red Cross health and safety classes
- Recreational swim program
- Competitive swim team (co-sponsored program)
- Volunteer swim aide/instructor training
- Pool rental

Swim lessons for children and adults are offered through the Department's Activity Guide brochure, and participants have the option to register in the same way as other recreation classes and activities (See Section 2.3 Classes for more information). Swim lessons are currently the only component of the Aquatics program in which participants can register online. Script cards, monthly passes, and pool rentals are processed at the pool by staff.

High Priority Areas:

- A. Management of script cards and monthly passes. 10-punch script cards for lap and recreational swimming are available for purchase. Adults may purchase a monthly pass for lap swim.
- B. Payment considerations. Currently, drop-in swimmers can make a cash-only payment per lap or recreation swim. All forms of payment are accepted for aquatics classes.
- C. Staff / instructor scheduling. Currently, staff/instructor scheduling takes place manually outside of the CLASS system. Staff/instructor assignments are dependent on skill level, certifications, and areas of specialization.
- D. Student pass or fail. Students are assigned a pass or fail upon completion of an aquatics class. This information is tracked manually outside of CLASS.
- E. Class participant sub-groups. Some aquatics classes are separated into two or more sub-groups after the registration period closes. Management of these sub-groups happens outside of

CLASS. For example, there are two *Level I - Beginners* classes available on Mondays at 6pm. To ease participant registration, this class is entered into the RMS as one class. Upon the close of registration, students are divided into two groups and assigned an instructor. This final step happens outside of CLASS.

Other computer programs/software:

- Digiquatics – Swimming pool management software that was recently implemented and currently used to keep chemical records, track pool maintenance reports, incident reports, manage staffing schedules, and communicate with staff.

2.2 Childcare

The City's Childcare program generates half of the Department's revenue stream and processes the most program registrations at over 10,000 per year. The City's Childcare Program covers four sub-program areas:

- Preschool – The City operates three preschools for children 2.5 to 5 years old.
- Before and after school program – The City operates six before and after school recreation programs for school-age children up to 12 years old.
- Camps – The City offers a 10-week summer camp program consisting of about 50 various camp options. In addition, camps are typically offered during the Winter and Spring school holidays, which generally last a few days.
- Full of Fun – The Full of Fun Program takes place throughout the year is open to youth with special needs.

CLASS is currently being used to track all Childcare program registrations; however, all registrations are processed through staff. The public does not have the ability to register for any Childcare programs online.

High Priority Areas:

- A. Flexibility in payment processing. Both the preschool and before and after school programs enroll families who are subsidized by special grants or are subject to fees on a sliding scale.
- B. The CLASS Registration module is currently used for Summer Camp enrollment. A new RMS that includes features that support camp creation, registration, and payment is highly desirable.
- C. Camp participant sub-groups. Once registration closes, participants within a given camp are separated into sub-groups by grade level. These sub-groupings are managed outside of CLASS.
- D. Emergency communication. Easily track and export emergency contact information. The Childcare program would like to explore options for using mass voice, text, and e-mail messaging options to contact families in emergency situations.
- E. Waiting list management. There is currently a 3-year waiting list for the preschool program, and there are many children on the before and after school program waiting lists at each school site.

Other computer programs/software:

- None

2.3 Classes

The Classes program is responsible for generating the second largest revenue stream for the Department and processes over 7,000 registrations per year. Recreation classes are offered quarterly on a Fall, Winter, Spring, and Summer schedule. Currently, patrons have the option to register in-person, online, fax, or touch-tone phone registration. With the implementation of the new RMS, the Department hopes to increase participants' use of the online registration system. In fiscal year 2015-2016, only about 14% of the Department's course registration revenue was generated from online registrations.

High Priority Areas:

- A. Ease of designing classes, including calculating fees, and export for Activity Guide brochure.
- B. Currently, a 10-punch script card is available for Pickle Ball classes. With the implementation of a new RMS, the Department may consider implementing some sort of pass or script card process for its other drop-in classes, which currently accept cash-only payment from participants.
- C. Ability to modify charges to patrons because of scholarships, request for refunds, use of credit or gift cards, etc.
- D. Instructor management and interface. 161 instructors are currently listed in CLASS, however, the listing is primarily used so that instructor names appear in the brochure export. Little information about instructors is captured in CLASS. Currently, coordination with instructors takes place outside of CLASS. The Department is open to considering new ways of managing and coordinating with instructors upon implementation of a new RMS.

Other computer programs/software:

- Microsoft Word and Excel – for brochure export
- InDesign – for brochure design

2.4 Rentals – Facilities and Picnics

The Rentals program manages room usage in community centers and picnic sites around the City. This adds up to over 1,400 rentals in the past year representing over 5,000 bookings. All sites are available for rent to the general public and are also frequently used at no cost or low cost for City-sponsored meetings and functions. Currently, all rentals of facilities, picnic sites, and sports fields by the general public are managed by staff at the Parks and Recreation office, and renters must come in person to complete the necessary paperwork and make payments. Requests to reserve rooms for City-sponsored functions are made via an official form that is submitted to Rentals program staff. In both scenarios, Rentals program staff enter the information into CLASS. The Rentals program frequently uses reports exported from CLASS to communicate bookings with relevant City staff.

High Priority Areas:

- A. Easy navigation and search function to review room reservations and availability.
- B. Ability to set notification reminders to staff (e.g. to follow up on a tentative hold on a room, scheduled payments due, etc.).
- C. Ability to track various charges and fees that may apply to a rental.
- D. Ability to track staff notes on a reservation that are separate from notes to the client.
- E. Ability to schedule payments.
- F. Space management and coordination with other program areas within the Parks & Recreation Department. For example, scheduling considerations for maintenance of floors by Facilities Division staff and utilization of the space for a party rental. The Department is open to considering other ways of communicating space usage between the Department's program areas.
- G. Online Rentals. While the City currently requires all rentals to be made in-person, the City would like to consider functionality that would allow facility and picnic rentals to occur online.
- H. Staff management and interface. Currently, assignment of building or picnic site coordinators and post-event reports are managed outside of CLASS. The Department is open to considering new ways of assigning staff and receiving and recording post event reports upon implementation of the new RMS.

Other computer programs/software:

- None

2.5 Senior Services

At this time, Senior Services is just beginning to include some of its offerings through CLASS for program registration, but management of the program is still mostly outside of CLASS. Senior Services offers programs and services geared towards adults ages 50 or older. It is divided into three sub-program areas:

- Adult Day Care - Participants in this program are assisted in maximizing their abilities to maintain their physical, emotional, and social functioning, encouraging the highest level of independence. Benefits to participants include: supervision, assistance and adaptive equipment for activities of daily living. The Adult Day Care program offers a structured activity program, including bingo, entertainment, daily exercise, special events, and a chance to make new friends. Transportation is available, and a nutritious lunch is also served.
- Programs and Activities – Seniors have a plethora of informational, educational, and recreational programs and activities to choose from, many of which are free or low cost.
- Nutrition Program – Hot lunch is served Monday through Friday.

Many of the Senior Services program offerings take place at the Magnolia Center, although other activities also take place throughout the City. Magnolia Center houses the Adult Day Care and free, drop-in recreational features that are open to the public, such as a pool room, exercise equipment, ping

pong table, and computers. Currently, Magnolia Center tracks participants using their facility with a sign-in/sign-out sheet. This information is not recorded in CLASS.

High Priority Areas:

- A. Flexibility in payment processing. Similar to the Childcare program, the Senior Services program also requires flexibility in payment processing as participants in the Adult Day Care pay fees based on a sliding scale. Furthermore, many Seniors programs and activities are no or low-cost and may also have variable fees.
- B. Increase registration through RMS. Upon implementation of the new RMS, Senior Services is open to considering implementing options such as a membership pass, or request participant registration for more programs to better track program use over time.
- C. Largely due to the no or low-cost program offerings, Senior Services has not allowed participants to pay for services by credit card because it would not be cost-effective for the program. Payments are made via cash or check.

Other computer programs/software:

- None

2.6 Sports

The Sports program is housed at the Terrabay Gym and Recreation Center, and is the primary location for Open Gym, and use of the fitness room. At this time, Sports program participants do not have online access to register for Sports activities. Staff input any registrations processed in CLASS. The primary components of the Sports program are:

- Adult Sports Leagues – Basketball and softball
- Middle School Sports – Badminton, basketball, cheerleading, flag football, golf, lacrosse, tennis, track & field, and volleyball. The Sports program also hosts two middle school dances.
- Recreation and Playground Program (RAPP) – Basketball for Kindergarten through 5th grade students.
- Junior Giants – Baseball program for 8 to 13 year olds offered through the Junior Giants organization.
- Open Gym – Basketball, futsal, and badminton.
- Onsite Fitness Room
- Sports field rentals

High Priority Areas:

- A. Management of script cards. Participants in Open Gym sports or those who use the Fitness Room have the option to purchase a 10-punch script card or pay per use. Cash, check, and credit card payments are accepted onsite.
- B. Use league management functions in the new RMS. The Sports program is open to implementing the use of the new RMS to manage its various sports leagues.

- C. Allow participants to register online. Where it makes sense, the Sports program would like to allow participants the option to register for programs online.
- D. Space management and coordination with other program areas within the Parks & Recreation Department. For example, scheduling considerations for softball field maintenance by Parks Division staff and utilization of the field by the Sports program's softball league. The Department is open to considering other ways of communicating space usage between the department's program areas.

Other computer programs/software:

- Quick Scores (<http://www.quickscores.com/ssf>) – Used for league scheduling and scorekeeping.

2.7 Special Events

The Department hosts a variety of both free and paid events. The Department has been using the CLASS registration module to collect payment and track attendance to some of its paid events. Some of the Department's paid events include:

- Seniors Picnic
- Cultural Arts BBQ
- Friends of Parks and Recreation Chili Cookoff
- Halloween Extravaganza
- Thanksgiving Fun Run

The Department also hosts fairs that are free to the public, such as the annual Holiday Boutique and Veteran's Job Fair. Neither of these events requires attendee registration, but they require a significant amount of coordination from over 50 vendors who have tables at these fairs. Information about these vendors is stored outside of CLASS. Depending on the functionality of the RMS, the Department may consider moving this vendor information into CLASS.

High Priority Areas:

- A. Expand use of online event registration/ticket purchase as an option for prospective event participants
- B. Expand use of the RMS to manage event participants and vendors, and improve marketing and communication to both groups.

Other computer programs/software:

- None

3.0 Parks Division

The Parks Division manages 264.9 total acres of parks and open space, comprising of 32 parks sites and 16 ballfields. This Division currently does not use CLASS, and references reports provided by the Rentals Program when coordinating maintenance of the City’s parks, playgrounds, and athletic fields.

High Priority Areas:

- A. Art Studio and Community Garden rentals. The Parks Division currently manages rentals of the City’s Art Studios and plots in the Community Garden. This is one area in which the Division would like to automate its processes to fall in line with the Rentals program.
- B. Access to the RMS to view and schedule activities taking place in City parks, playgrounds, and athletic fields.

Other computer programs/software:

- Cityworks – Software used to track maintenance issues, assign staff, and track the status of those issues.
- SeeClickFix – Branded as “Engage SSF”, this program is linked to Cityworks and is the online portal used by the general public and City staff to report and view the status of maintenance issues.

4.0 Facilities Division

The Facilities Division services 661,000 square feet of floor space comprising of 24 buildings, 9 park restrooms, and 7 portables. The Division provides general and preventive maintenance, custodial services, oversees construction projects, manages room set ups for meetings and events, and fulfills many other services needed in City facilities. This Division currently does not use CLASS, and references reports provided by the Rentals Program when coordinating maintenance of the City’s facilities.

High Priority Areas:

- A. Access to the RMS to view and schedule activities taking place in City facilities.

Other computer programs/software:

- Cityworks – Software used to track maintenance issues, assign staff, and track the status of those issues.
- SeeClickFix – Branded as “Engage SSF”, this program is linked to Cityworks and is the online portal used by the general public and City staff to report and view the status of maintenance issues.

5.0 Other Considerations

5.1 Contact management

The Department staffs several commissions and committees, and works with many other community groups. The City is interested in learning about systems with functionality that would be able to track a contact's community group association(s) and generate exports that would support mailings or e-mails to designated groups.

5.2 New Community Center & Library

The City is planning to build a new civic center plaza within the next 5 years that will include a co-located community center and library. This is one area in which the City would like the RMS to be able to accommodate future needs. The civic center will also include the departments of Police, Fire, Information Technology, and Human Resources. The City would like to plan for modern technology to be incorporated in the design and planning of the new civic center. While the details are still to be determined, the Parks and Recreation Department would like to see electronic kiosks that patrons could use to register for classes, and electronic signage to display the schedule of events and room locations.

In addition, discussions are already taking place regarding how the Parks and Recreation Department and Library Department might organize and program the shared space. While this is also another aspect that is still to be determined, the City has identified some areas in which the RMS might be able to accommodate some of the Library's needs.

- A. Classes, workshops, and special events. Similar to Parks and Recreation, the Library hosts a variety of classes, workshops, and special events. Future needs may include:
 - i. Coordination of room/space reservations will be increasingly important as both departments plan their events.
 - ii. The Library hosts many one-day, one-time events that are free to the public, and participants can drop-in. The Library could use the RMS to track anticipated attendance, or perhaps implement a pass system to better identify attendees.
- B. Aside from books, the Library loans patrons the use of other items such as fitness devices, and also has a MakerSpace where patrons can reserve the use of computers and special printers. These items are reserved through a separate system from books, and the Library could explore options in the RMS for reserving these special devices.

Other computer programs/software:

- Peninsula Public Library System (PLS) – A consortium of libraries throughout San Mateo County, PLS provides the infrastructure for a patron database and joint catalog of member library holdings and services.
- LibCal by Springshare – Calendaring and event management platform for libraries. This is currently used by the public to reserve a collaboration room (i.e. meeting room for small group meetings) and use of equipment in the MakerSpace (e.g. includes 3-D printers, special sewing machines, computers, etc.).