



**General Services Agency  
Parks & Recreation  
COUNTY OF TULARE  
AGENDA ITEM**

**BOARD OF SUPERVISORS**

KUYLER CROCKER  
District One  
PETE VANDER POEL  
District Two  
AMY SHUKLIAN  
District Three  
EDDIE VALERO  
District Four  
DENNIS TOWNSEND  
District Five

**AGENDA DATE:** May 21, 2019

Public Hearing Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Published Notice Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Advertised Published Notice	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Meet & Confer Required	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Electronic file(s) has been sent	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
Personnel Resolution attached	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
CONTACT PERSON: Maria Benavides    PHONE: 205-1124				

**SUBJECT:** Parks Reservation System

**REQUEST(S):**

That the Board of Supervisors:

1. Approve the purchase and implementation of Active Network reservation software for Fiscal Year 2018/19 in the amount of \$7,600 for the Parks & Recreation Division.
2. Approve the necessary budget adjustment per the attached AUD 308 (4/5ths vote required).

**SUMMARY:**

On June 6, 2017, the Board approved the Parks & Recreation Strategic Business Plan (Plan) and directed staff to implement the following initiatives to improve the condition of the Parks system:

1. Establish a Maintenance and Improvement Program (MIP)
2. Annually evaluate the availability of one-time project funding
3. Increase public engagement and outreach
4. Improve customer service

On March 6, 2018, staff updated the Board on the Plan's progress and discussed other opportunities to move its initiatives forward. Part of this presentation included the recommendation to evaluate a new Parks Reservation System to improve customer service.

The current Parks Reservations software was built by the Tulare County Information & Communications Technology department (TCiCT). As the system is past its

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**DATE:** May 21, 2019

serviceable life, ongoing support and system updates have been a challenge. Furthermore, the current software lacks many features that would allow Parks to improve customer service including: the ability for the public to make reservations online; integrated maps that show geographic areas of the parks and real-time availability of arbors and campsites for reservations; the ability for the public to pay for reservations with a credit card online; and financial and statistical reports. TCiCT does not recommend upgrading the current system to include these features.

While there are no added costs to keeping the current software, it is quickly becoming obsolete and no longer able to meet the department's needs. It is not user-friendly and impedes the Agency's customer service improvement goals. In addition, significant staff resources are required to take payments, coordinate reservations, and answer phone calls.

Over the past year, TCiCT and GSA staff have worked together to conduct extensive research on software that would allow for more efficient online reservations and improve overall customer service at a reasonable cost. Of the systems evaluated, staff has identified Active Network as the best option.

Active Network offers all of the desired upgrades, is user friendly, provides essential administrative support for staff, and has functionality that can also be shared with the Museum. Many other local jurisdictions, including the City of Visalia use Active Network for their park reservations. In terms of cost, Active Network charges a \$15,200 implementation fee, which includes building the site, financial export services, and remote training sessions for staff.

The annual fee is 2.52% of incoming revenue from the reservations. Based on parks reservation revenue from fiscal year 2017/18, this would be approximately \$6,105. However, projected revenue increases due to Park Fees adjustments, approved by the Board on April 9, 2019 and effective July 1, 2019, may increase the reservation system fee by approximately \$200.

Therefore, it is requested that the Board approve one-time funding in the amount of \$15,200 to purchase and implement Active Network, and approve an ongoing budget increase of \$6,500 per year to maintain the system.

**FISCAL IMPACT/FINANCING:**

The proposed action will result in a one-time \$15,200 and annual \$6,500 Net County Cost to the General Fund.

The attached AUD 308 increases expense line 001-087-1140-7043 by \$7,600 to cover 50% of the Active Network implementation fee this fiscal year. Funding to cover the balance of the implementation as well as the estimated annual \$6,500 fee, for a total of \$14,100, will be included in the Fiscal Year 2019/20 Parks budget.

**LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:**

Tulare County's Strategic Plan includes the Quality of Life initiative. The four



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initiatives included in the Plan will improve the appearance and usability of the County's Parks reservation system, and enable essential quality of life recreational opportunities for County residents.

**ADMINISTRATIVE SIGN-OFF:**

A handwritten signature in black ink, appearing to read "Brooke Sisk", written over a horizontal line.

Brooke Sisk

General Services Agency Assistant Director

cc: County Administrative Office

Attachment(s)

AUD 308

**BEFORE THE BOARD OF SUPERVISORS  
COUNTY OF TULARE, STATE OF CALIFORNIA**

**IN THE MATTER OF PARKS  
RESERVATION SYSTEM**

)  
) Resolution No. \_\_\_\_\_  
)  
)

UPON MOTION OF SUPERVISOR \_\_\_\_\_, SECONDED BY  
SUPERVISOR \_\_\_\_\_, THE FOLLOWING WAS ADOPTED BY THE  
BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD \_\_\_\_\_  
\_\_\_\_\_, BY THE FOLLOWING VOTE:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

ATTEST: JASON T. BRITT  
COUNTY ADMINISTRATIVE OFFICER/  
CLERK, BOARD OF SUPERVISORS

BY: \_\_\_\_\_  
Deputy Clerk

\* \* \* \* \*

1. Approved the purchase and implementation of Active Network reservation software for Fiscal Year 2018/19 in the amount of \$7,600 for the Parks & Recreation Division.
2. Approved the necessary budget adjustment per the attached AUD 308 (4/5ths vote required).

**AUD-308 - Budget Adjustment Form**

3:01 PM

05/07/2019						11/19		2019	
Date		Document ID Number		Accounting Period		Budget Fiscal Year			
				General Services Agency		Brenda Medrano		205-1117	
				Agency Name		Contact Person		Phone	
								Extension	

Action** A,C,D	Fund	Dept	Appr #				LEVEL 1 Finish Here	Current Amount	Revised Amount	Inc / Dec Amt
C	001	087	087SSUP					1,180,708	1,188,308	7,600
										-
										-
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										-
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										-
<b>Appropriations Total</b>							<i>Need Not Equal Zero</i>	<b>1,180,708</b>	<b>1,188,308</b>	<b>7,600</b>

Action** A,C,D	Fund	Dept	Appr #	Unit	Object	Rev	LEVEL 2 Start Here	Current Amt	Revised Amount	Inc / Dec Amt
C	001	087	087SSUP	1140	7043			30,000.00	37,600	7,600
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<b>Line Total</b>							<i>Must Equal Zero</i>	<b>\$ 30,000</b>	<b>\$ 37,600</b>	<b>\$ 7,600</b>

**Reason for Adjustment (To Avoid Correspondence, State Reason in Detail)**

Increase 001-087-1140-7043 budget to cover 50% of one-time cost associated with the new Parks reservation system, Active Network.

*Tina Korman 5/7/19*  
Affected Dept Head Signature

\_\_\_\_\_  
Other Affected Dept Head Signature

Checked By: _____ County Executive Office Action: No. _____ Date: _____ ( ) Approved ( ) Disapproved	Entered By: _____ Date: _____ Distribution: 1: BOS/CAO/Auditor
By: _____ Board of Supervisors Action: No. _____ Date: _____	

**\*\* Action Codes: A=Add, C=Change, D=Deactivate**  
 \* Whenever a 93XX account budget is adjusted, a corresponding 94XX account budget must be adjusted in the billing agency, **except for ISFs**  
 \* Whenever a 95XX account budget is adjusted, a corresponding 96XX account budget must be adjusted in the billing agency, and vice versa  
 \* Whenever a 97XX account budget is adjusted, a corresponding 98XX account budget must be adjusted in the billing agency, and vice versa