



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
November 1, 2022

TOPIC: Santa Ana Zoo Ticketing Software System

AGENDA TITLE:

Approve an Agreement with Centaman, Inc. to Provide a Ticketing System Software for the Santa Ana Zoo for a Three-Year Period, with an Optional Extension Period of Five Additional Years (General Fund).

RECOMMENDED ACTION

Authorize the City Manager to execute a three-year agreement with Centaman, Inc. from November 1, 2022 through October 31, 2025 to provide a ticketing system software for the Santa Ana Zoo, for an amount not to exceed \$243,738, which includes a 10% contingency, with the option to extend the agreement for five years through October 31, 2030, for an amount not to exceed \$266,761.60, which includes a 10% contingency and a 4.5% CPI increase each year during the five-year term, for an aggregate total not to exceed \$510,499.60, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

On January 26, 2022, the Parks, Recreation, and Community Services Agency (PRCSA) issued a Request for Proposals (RFP) for a ticketing software system for the Santa Ana Zoo. Broadly accessible online ticketing and purchasing operability is rapidly becoming a zoo industry standard. The zoo sought a ticketing solution that includes all of the following basic components:

- Ticketing
- Group Educational (School) Reservations
- Party or Event Reservations
- Membership Sales and Tracking
- Point of Sale (POS) for purchase of rides, stroller rentals, etc.
- Customer Relationship Management
- Marketing and Outreach to generate and track donors
- Reporting

A shared goal between PRCSA and Friends of Santa Ana Zoo is the integration of ticketing processes handled by each entity, resulting in a seamless experience for guests and consistency throughout the organization. Because of the intricacies involved with incorporating both user groups, the review of the RFP proposals and final agreement language took many months.

The recommended ticketing solution is on par with those utilized by peer organizations in the community and at large, such as Bowers Museum and Discovery Cube Orange County. The upgrade provides many benefits including:

- Improved accessibility and convenience for the public
- Improved analytics and data capture to understand trends
- Efficiency improvements for staff managing program reservations, rentals, and special events
- Safety improvements through better access control of visitors to the zoo and at events
- Digitization of processes like reservation tracking, which are currently tracked manually

During the course of the RFP process, 39 vendors were notified, 38 vendors downloaded the RFP, and nine vendors submitted a proposal. There were no proposals submitted from local Santa Ana businesses. An evaluation committee reviewed and rated the proposals according to the criteria listed in the RFP: Statement of Qualifications & References, Manner for Performing Services & Schedule and Fee Proposal. The results of the RFP evaluation were as follows:

Company	Score (300 Max)
Centaman, Inc.	278
KMIT Solutions	256
Anchor Operating Systems, LLC	253
Gateway Ticketing Systems, Inc.	252
Rocketrez, Inc.	194
Amilia Technologies USA, Inc.	190
Technotic Sports	143
Parkeon, Inc.	139
Ticketsearch	128

After ratings were finalized, a multi-agency committee worked with Centaman, Inc. to finalize the proposed agreement terms and deployment plan. Additionally, the team worked with System Innovators, FMSA's current merchant provider to establish a plan for necessary integrations.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

Funds are budgeted and available in the following accounts for the specified year.

Fiscal Year	Accounting Unit-Account #	Fund Description	Accounting Unit, Account Description	Amount
FY 22-23	01113220-62300	General Fund	PRCSA-Zoo, Contract Services-Professional	\$103,752
FY 22-23	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$46,662
			First Year Subtotal	\$150,414

Funds will be budgeted and made available in the following account for subsequent years of the initial term.

FY 23-24	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$46,662
FY 24-25	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$46,662
			Years 2-3 Subtotal	\$93,324
			Initial Term Total	\$243,738

The City has the option to extend the agreement an additional five years at an increased cost of the greater of 4.5% or the increase in consumer price index from the original annual cost. The amounts below reflect an annual 4.5% increase plus 10% contingency of the initial annual cost.

Fiscal Year	Accounting Unit-Account #	Fund Description	Accounting Unit, Account Description	Amount
FY 25-26	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$48,761.79
FY 26-27	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$50,956.07
FY 27-28	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$53,249.10
FY 28-29	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$55,645.30
FY 29-30	01113220-66511	General Fund	PRCSA-Zoo, Computer Software Subscription	\$58,149.34
			Years 4-8 Total	\$266,761.60

EXHIBIT(S)

1. Agreement

Submitted By: Hawk Scott, Executive Dir. of Parks, Recreation and Community Services

Approved By: Kristine Ridge, City Manager