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AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Council Chambers, 305 West Third Street
January 28, 2020
Regular Meeting - 6:00 to 7:15 PM

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services Committee approve the minutes of the January 14, 2020 regular meeting as presented.

Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. Cultural & Community Services Department

SUBJECT: New Digital Platform (Facilitron) for Reservations. (10/10/10)

RECOMMENDATION: That the Community Services Committee receive a report on Facilitron, the new digital platform for reservations.

Contact: Terrel Harrison, (805) 385-7994

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

MINUTES
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Regular Meeting
January 14, 2020

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 6:01 p.m., Chair Ramirez called to order the regular meeting of the Oxnard City Council Community Services Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Gabriela Basua, Oscar Madrigal, and Chair Carmen Ramirez were present.

Staff members present were Ashley Golden, Assistant City Manager; Shiri Klima, Deputy City Manager; Kenneth Rozell, Chief Assistant City Attorney; Keith Brooks, Chief Information Officer; Mike Shaffer, Information Technology Manager; and Michelle Ascencion, City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services Committee approve the minutes of the November 12, 2019 regular meeting as presented.

It was moved by Member Madrigal, seconded by Member Basua, to approve the minutes as presented. VOTE: Basua, Madrigal, and Ramirez voted in favor; the motion carried 3-0.

D. REPORTS

Information Technology Department

1. SUBJECT: Oxnard 311 - Performance Update Report.

RECOMMENDATION: That the Community Services Committee receive an update on the third year performance of the Oxnard 311 Constituent Relationship Management Mobile Application.

The Chief Information Officer and Information Technology Manager gave a report. Discussion ensued among the Committee and staff. No action was required.

E. ITEMS FOR FUTURE AGENDAS

Member Basua requested an update on the status of the College Estates Park bathroom repairs.

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Ramirez adjourned the meeting at 6:33 p.m.

MICHELLE ASCENCION, CMC
City Clerk

CARMEN RAMIREZ
Chair



**COMMUNITY SERVICES COMMITTEE
AGENDA REPORT
REPORTS
AGENDA ITEM NO. D.1.**

DATE: January 28, 2020

TO: Community Services Committee

FROM: Terrel Harrison, Cultural & Community Services Director, (805) 385-7994,
terrel.harrison@oxnard.org

SUBJECT: New Digital Platform (Facilitron) for Reservations. (10/10/10)

RECOMMENDATION

That the Community Services Committee receive a report on Facilitron, the new digital platform for reservations.

BACKGROUND

In an effort to improve service to residents and visitors, staff began researching digital reservation platforms, specifically to address access for soccer reservations. Staff contacted local school districts to find out which platforms they used and to get feedback about their experience with their platforms. Staff found that both the Oxnard Union High School District and Oxnard Elementary School District utilize Facilitron to manage community field use requests. Both schools districts have had good experiences with Facilitron. Facilitron is an on-line reservation system that can be used for both internal and external reservations. They provide software, design, and site set-up at no upfront costs, with a 10% fixed service fee applied only to approved external reservation requests.

The Oxnard Recreation Division currently reserves many locations in the city, but a great majority of the reservations systems is focused on the sports play fields to 8 soccer leagues. The process is done manually for every reservation; meaning applicants come into the city office to request a reservation and staff inputs a reservation into a calendar system that is only available to the City staff to view. This process requires a lot of staff time and resources to ensure that it is done properly and efficiently. It is also inefficient for the applicant. As part of the current reservations system staff calculates all costs associated with each reservation, tracks data on field utilization, collects and submits liability insurance for approval on an annual basis, and notifies clients of unexpected field closures. They also to do all reporting manually. This is an antiquated system. Use of this digital platform will allow the City to digitally organize schedules, calendars, and communications; thereby increasing staff and applicant efficiencies and increasing access to the community.

Staff will launch the platform in February 2020 with the Recreation Division, with a focus on the soccer leagues. Staff will set dates fields are available to reserve and approve or deny any request before clients receive a final confirmation of their reservation. The platform will also provide valuable data to help support policy and procedural changes and evaluate the use of play spaces. The Facilitron platform will be integrated into the Recreation homepage. After a trail period the City will expand this digital platform to other city

venues (i.e. South Oxnard Center, Hertigae Square, etc).

STRATEGIC PRIORITIES

This agenda item is a routine operational item or does not relate to the four strategic plans adopted by City Council on May 17, 2016.

FINANCIAL IMPACT

Based on the revenue generated in FY18-19, the adult and youth sport projected revenue for FY19-20 is \$136,068. With 10% flat-rate service fee, the anticipated cost of this agreement is \$13,607. The anticipated costs is budgeted and will be funded from Recreation Services Professional Contract (account 101-5501-805-8209).

Prepared by: Julie Estrada, Recreation Coordinator

ATTACHMENTS

1. Facilitron Presentation 01.28.20

New Digital Platform for Reservations

City Council

Terrel Harrison, Cultural & Community Services Director

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Background - Facilitron

- Division Identified Need: Improve access to services
 - Access for soccer reservations
 - Current system is outdated
- Staff researched digital platforms
- Currently used by
 - Oxnard (Elementary) School District
 - Oxnard Union High School District

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Background - Recreation & Reservations

- Recreation reserves space at multiple facilities & play fields.
- 8 soccer leagues currently reserve City owned play fields
- Currently everything related to play spaces are inputted manually by Recreation staff for:
 - Reservations
 - Data tracking
 - Customer notifications

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Background - Facilitron

- How it works
 - Online reservation system
 - Organizes schedules and calendars
 - Automatically tracks data on utilization
 - Provides additional valuable data to support policy and procedural changes
 - Collects insurance information from customers
 - Sends notifications to customers
 - 10% service fee applied to approved external reservation requests.

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Background - Faciliton Cont'd

- With no direct costs, Facilitron provides:
 - Software
 - Design and website set-up
 - Support
- Platform will be integrated into the Recreation Homepage
- Recreation Division will go live in February 2020
 - Eventually other reservation spaces and facilities will be added to the platform

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Fiscal Impact

- 10% fixed service fee applied to approved external reservation requests
- Projected cost of this agreement is \$13,607
 - Based on generated revenue from FY19-20, projected revenue is \$136,068

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Active Demo of Facilitron



QUESTIONS?