



CITY OF
EL SEGUNDO

Recreation Technologies

11/19/2025



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Recreation Software History

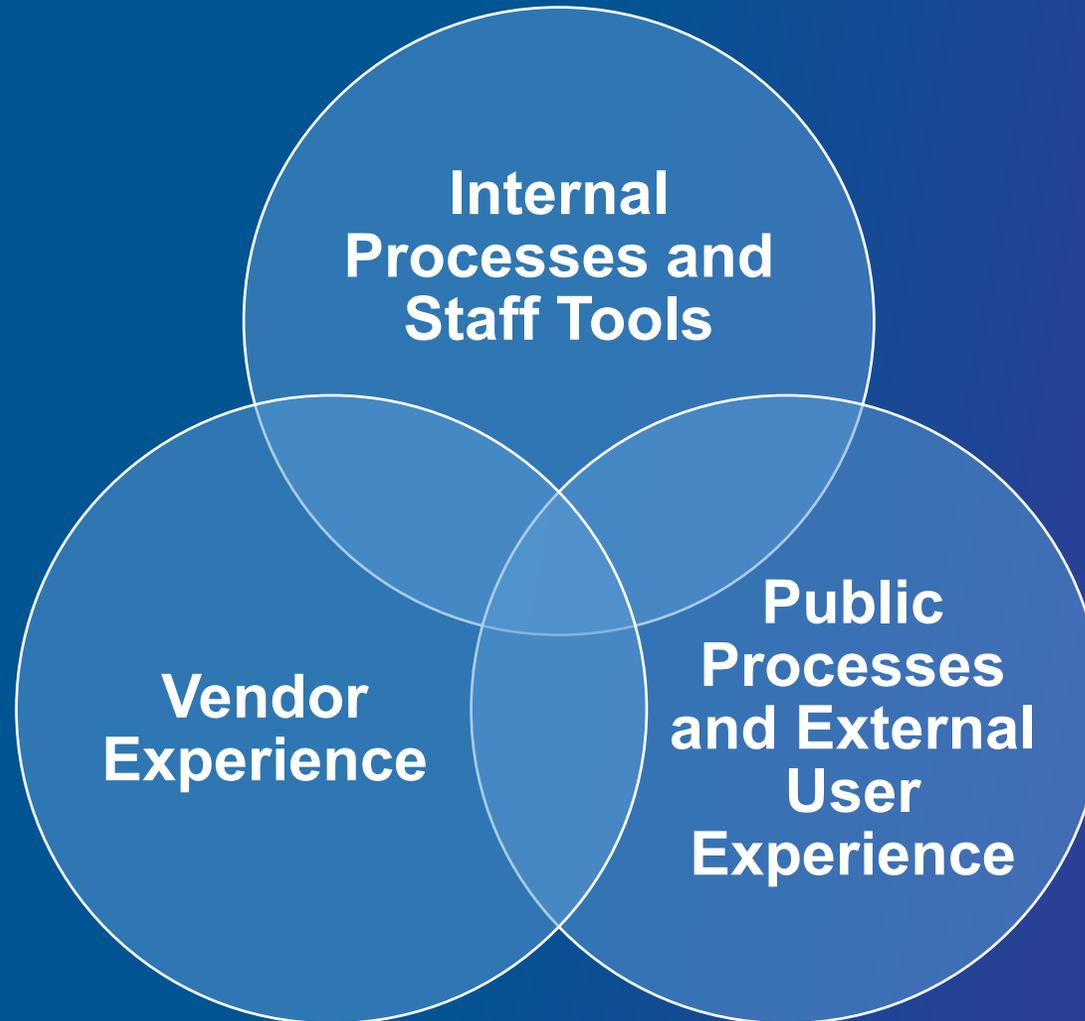
2003-2017

2017-Present

Class Software System

Civic Rec

Priorities



Demonstrations

- Tyler Technologies
- Xplor Recreation
- Kaizen Labs
- Recreation Technologies

Process

- Demonstrations
- Grading Rubric
- Interdepartmental Meetings
- Reference Calls

rec technologies

Mission: To provide recreation software that your residents and staff will actually love, enable great discovery, and ultimately increase access to more pay.

Modernized Website

The screenshot shows the top section of a website for 'El Segundo Sandbox', powered by 'rec'. The header includes the 'REC, PARKS & LIBRARY' logo and a user profile for 'Linnea'. A main title 'El Segundo Sandbox' is prominently displayed. Below the title, there are navigation tabs for 'Programs', 'Passes', 'Coaching', and 'Facility Rentals'. A search bar is present. A row of activity icons includes Swimming, After School, Turkey Trot, Theater, Music, Art, Dance, Exercise, Racket Sports, and Special Interest. Filter buttons for 'Activity', 'Days of week', 'Age', and 'Available only' are shown. Two program cards are visible: '3 - Play & Me Pickleball' with 3 sections and 'Acro Dance (Dancing with RKDC)' with 1 section.

This screenshot shows a 'powered by rec' banner. Below it is a call to action box: 'Get matched to an instructor for private and semi-private lessons! We'll send you instructors that fit your preferred time, place, and skill level. Available for music, golf, tennis, and pickleball.' A 'Get Matched' button is provided. Below this is another banner with a speaker icon and text: 'See here for the Seasons Guide for Fall programming in Torrance.' Further down are navigation tabs for 'Programs', 'Passes', and 'Coaching', and a 'Facility Rentals' section with a search bar and activity icons.

Modernized Website Cont.

El Segundo Sandbox
powered by **rec**

Reservations | LP Linnea

Programs Locations Facility Rentals

Location Site Type

- Competition Pool**
Acacia Park · 10 guests
from \$0/hr · 1 hr minimum
- Meeting Room 1**
George E. Gordon Clubhouse · 10 guests
from \$0/hr · 1 hr minimum
- Meeting Room 2**
George E. Gordon Clubhouse · 10 guests
from \$0.00 · 1 hour minimum
- Meeting Room 3**
George E. Gordon Clubhouse · 10 guests
from \$0.00 · 1 hour minimum
- Pavilion #1**
Acacia Park · 10 guests
from \$0/hr · 1 hr minimum
- Pool Lane 1**
Wiseburn Unified School District Aquatic Center · 1 guests
from \$7.00 · 1 hour minimum
- Pool Lane 2**
Wiseburn Unified School District Aquatic Center · 1 guests
from \$7.00 · 1 hour minimum
- Pool Lane 3**
Wiseburn Unified School District Aquatic Center · 3 guests
from \$7.00 · 1 hour minimum

Programs Locations
Facility Rentals

Location Site Type

Competition Pool
Acacia Park · 10 guests
from \$0/hr · 1 hr minimum

Instant Book

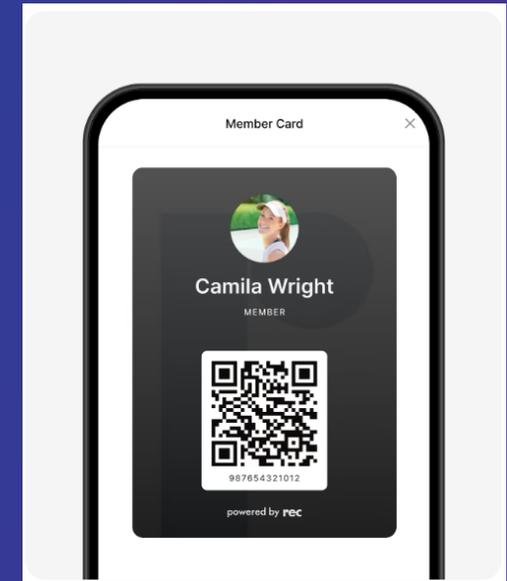
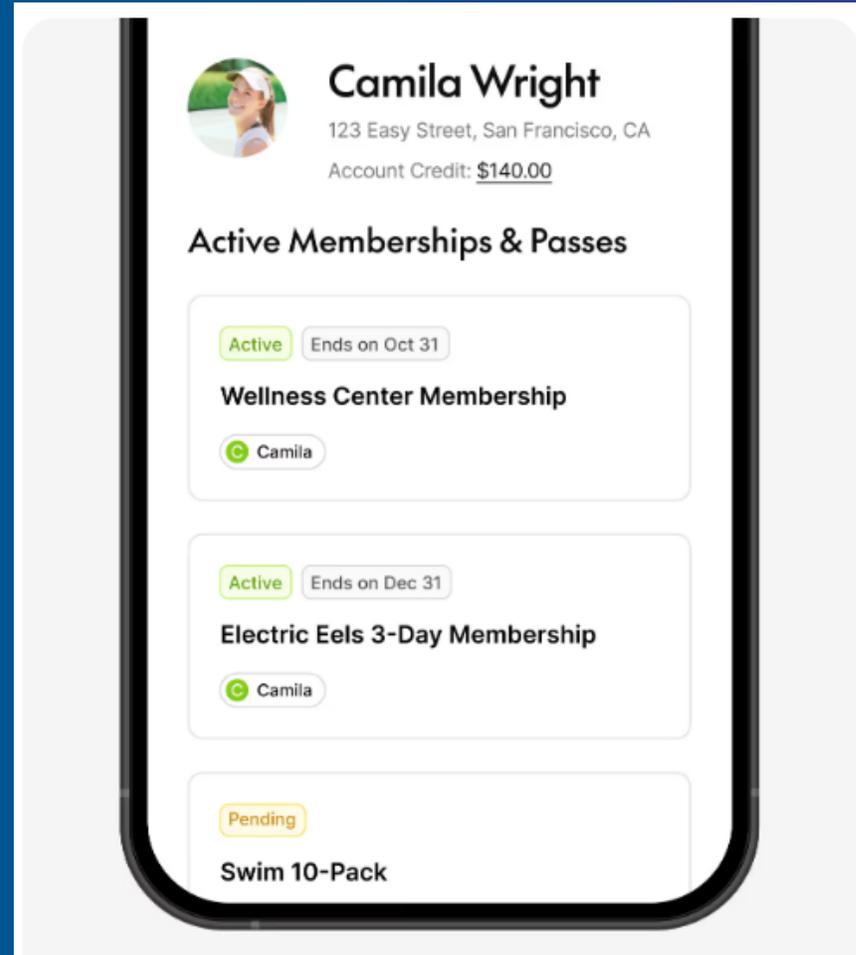
Program Registration

- Simplified Registration
 - Quicker Registration Experience
 - Multiple Course Registration and User Simplicity
 - Automated Waitlist Features
 - FastTrack Feature
 - Electronic Waivers and Forms

The screenshot displays a user interface for program registration. At the top, there is a 'Select Sessions' header with a 'Refresh' button. Below this, the user's name 'Linnea Palmer' is shown with a 'Filter' dropdown. Two session cards are visible: one for '4 NOV' on Tuesday (6:30 PM - 7:30 PM) and another for '5 NOV' on Wednesday (6:30 PM - 7:30 PM). Both sessions indicate '10 spots left' and a price of '\$10.00'. Each session card has a lightning bolt icon and a shopping cart icon. Below the sessions is a 'My Fast Track' section with a descriptive paragraph: 'Plan ahead for registration day! Add eligible classes and participants to your Fast Track. Remember, adding a program to your Fast Track doesn't reserve your spot—you'll need to add it to your cart once registration opens. When a program is in your cart, your spot will be held. Your cart will expire after 10 minutes if you do not complete payment.' A card for 'Swim Lessons' is shown, detailing 'Wed, 6:30pm - 7:30pm', '1 Sessions · Nov 5 · #', 'TBD' location, 'Beginners' level, and '\$5.00 / \$10.00' price. At the bottom, the participant 'Linnea Palmer' is listed with an 'Add to Cart' button.

Membership Management

- All memberships redeemable online
- Automated renewal eligibility
- Digital Phone Passes for Instant Access
- Custom class and rental rates based on membership tier
- Punch pass, memberships based on time, and resident memberships



Facility Rental and Management

- Instant Book Options
- Form and Document uploads
- Facility Calendar vs. Booking Availability



 PICKLEBALL

Rec - Golden Gate Village

3:00 PM 60	3:30 PM 90	4:00 PM 60	5:00 PM 60 · 90
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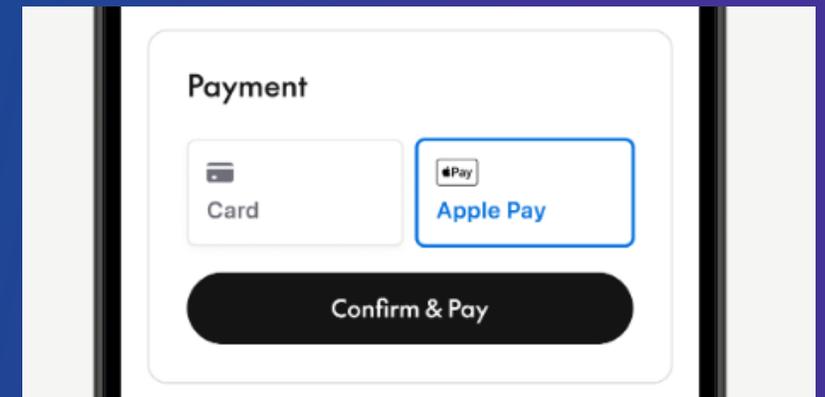
BOOK NOW **CALENDAR** GUIDELINES

← Wed 19 Nov Thu 20 Nov Fri 21 Nov **Sat 22 Nov**

Pickleball COURT 1 (60 MINUTE SLOTS)	Pickleball COURT 2 (90 MINUTE SLOTS)
First Come, First Serve 7:00am - 8:00am	First Come, First Serve 7:00am - 8:00am
Reservable 8:00am - 10:00am	Reservable 8:00am - 11:00am
Reserved 10:00am - 11:00am	
Reserved 11:00am - 12:00pm	Reserved 11:00am - 12:30pm JH
Reservable 12:00pm - 7:00pm	Reservable 12:30pm - 7:00pm

Payment Processing

- Stripe Terminals at facilities
- Stripe Terminals at events
- Mobile payment options including Apple and Google Pay



Implementation Process

Phase 1: Discovery & Planning- In-person discovery workshops, collecting requirements and building a timeline together to get ready for launch

Phase 2: Configuration & Building- Data transfer and customizations over to Rec to ensure a seamless transition

Phase 3: Staff Training- In-person training sessions with Recreation team to ensure everyone feels comfortable in

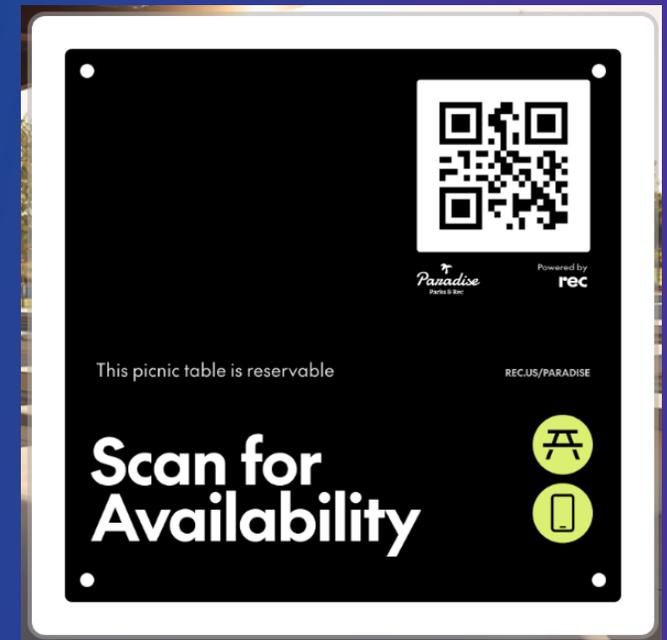
Phase 4: Community Engagement- Rec dedicates resources to educate constituents on how to use the new platform!

Launch! (Goal prior to Summer Camp Registration)

Cost & Term of Service

- **One-time Implementation \$15,000**
 - Unlimited # of training days on site and/or remote, complete data configuration and transfer by Rec team, and design and brand collaboration
- **Requested Add-On estimated \$6,310**
 - Point of Sale Hardware Readers: \$350 each (9)
 - 18x18"- Court, Field, Rinks, etc: \$60/sign (30)
 - 9x9"- Rec Facility and Picnic Rentals: \$40/sign (34)
- **Annual rate: \$54,000**

Proposed Contract Term of 4 Years





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Questions?