

aThe County of Yuba

Community Development and Services Agency



TO: Board of Supervisors

FROM: Community Development and Services Agency
Sam Bunton, Public Works Director
Nicholas Clavel, Parks and Landscape Coordinator

SUBJECT: Adopt the resolution approving the agreements with Heartland Payment Systems and Authorize.Net for credit card processing for parks reservations; supporting the signing of said service agreements by the Treasurer/Tax Collector or Treasury & Tax Manager; and delegating the authority to the Community Development and Services Agency Director, or designee, to work in conjunction with the Treasurer/Tax Collector and Auditor-Controller's offices to conduct all negotiations, make minor alterations, and submit all documents, including, but not limited to, applications, agreements, amendments, payments, and payment requests, which may be necessary for the operations of the services.

DATE: March 26th, 2024

NUMBER: 142/2024

RECOMMENDATION:

Adopt the resolution approving the agreements with Heartland Payment Systems and Authorize.Net for credit card processing for parks reservations; supporting the signing of said service agreements by the Treasurer/Tax Collector or Treasury & Tax Manager; and delegating the authority to the Community Development and Services Agency Director, or designee, to work in conjunction with the Treasurer/Tax Collector and Auditor-Controller's offices to conduct all negotiations, make minor alterations, and submit all documents, including, but not limited to, applications, agreements, amendments, payments, and payment requests, which may be necessary for the operations of the services.

BACKGROUND:

At the two County parks in Browns Valley, Sycamore Ranch and Hammon Grove, there are facilities available for the public to rent and reserve at a fee. Those facilities primarily include a barbeque area,

two pavilions, and campsites. In 2017, through the vendor Brandt Information Systems (formerly Itinio/ Rev'd Up Inc. dba ITINIO), an online reservation system was established to manage these reservations.

The system acts as a point of sales system for staff, and it allows for self-guided customer reservations. These are accomplished through a website featuring an internal-facing reservation management system and an out-facing customer website that allows customers to check availability and place reservations. The website allows customers to place reservation without the input of County staff by paying online with a credit card. Unfortunately, in 2022, this feature of self-guided reservations was temporarily halted. Presently, customers must call into County offices, and the Community Development and Services Agency (CDSA) staff must manually enter reservation and take payments utilizing two different systems.

The loss of this function has led to several negative outcomes. In addition to the loss of convenience for customers, there is a potential loss in revenue for the parks, because now reservations are dependent on staff input. When a customer is interested in placing a reservation outside of CDSA operating hours—showing up unplanned on the weekend to camp for example—the customer is unable to pay, and the County is unable to take the reservation and subsequent payments. This burden has also become quite time consuming for CDSA staff and is taking away from their typical duties.

DISCUSSION:

In the intervening time since the shutdown of the payment system, staff has developed a solution that resolves the previous concerns with the prior process. These efforts involved the collaboration of many departments and offices including CDSA, Treasurer/Tax Collector, Auditor-Controller, County Administrator, and County Counsel.

CDSA staff were able to solicit two vendors, Heartland Payment Systems and Authorize.Net, based on compatibility, price, and ease. The two vendors, in conjunction, serving separate functions to the County, will provide the joint service of processing online credit card payments. Yuba County will need to enter into two respective service agreements with said vendors to employ their services. These agreements, their terms, their conditions, and the related internal County processes developed have been reviewed and approved by the offices of the Treasurer/Tax Collector, Auditor-Controller, and County Counsel.

The services provided will streamline park reservations for customers and staff—reducing labor and offering greater ease and flexibility for customers. As County Counsel has determined that the Treasurer/Tax Collector or Treasury Tax Manager is to be the authorized signer, the agreements with Heartland Payment Systems and Authorize.Net are being presented to the Board for review and approval without signature. The resolution approves the service agreements, supports the signing of the agreements by the Treasurer/Tax Collector or Treasury Tax Manager, and delegates certain working authorities to the CDSA Director for the operations of the services.

COMMITTEE ACTION:

This item is being presented directly to the Board due to the urgent need to have these agreements in place. The camping season at Sycamore Ranch begins on April 1, leaving a narrow window to implement these services and related software to provide customers with the added convenience by the start of the camping season.

FISCAL IMPACT:

The costs for the credit card processing services by Heartland Payment Systems and Authorize.Net will be variable, based on the volume of transactions, plus monthly fees, plus an annual fee. These costs will be recovered through a number of means.

First, park customers placing reservations will be charged a credit card processing fee at actual cost (2.9% plus \$0.40). This will recover the majority of the costs. Additionally, customers pay a \$10.00 transaction fee, and finally, they pay the nightly rate. This revenue recovers the remaining credit card processing fees, website operations, and overhead for related County staff processing.

General Fund - None
Non-General Fund - Estimated \$6,350.00 for 2024
Source of Funds - Fees and charges recovered from paying customers

ATTACHMENTS:

Resolution
Applications – Heartland and Authorize.net
Government Credit-Debit Merchant Processing Agreement
Authorize.net Service Agreement