



CITY OF NOVI CITY COUNCIL
AUGUST 11, 2025

SUBJECT: Approve to purchase a shooting lane upgrade system for the Novi Firearms Training Center (FTC) from Action Target in the amount of \$154,950.

SUBMITTING DEPARTMENT: Public Safety – Police Department

KEY HIGHLIGHTS:

- Purchase will be made through the Gun Range Facility Fund.
- Upgrades were planned and included in the CIP in FY 25/26 Project # 93
- Action Target has been providing service to the FTC since 2008
- Action Target is expected to stop producing and servicing the hardware at our range now that the technology is sixteen years old

FINANCIAL IMPACT

	FY 25/26	Total
EXPENDITURE REQUIRED	\$ 154,950	\$ 154,950
BUDGET		
1. Gun Range Shooting Lanes Upgrade (409-303.00-976.232)	\$ 167,500	\$ 167,500
APPROPRIATION REQUIRED	\$ N/A	\$ N/A
FUND BALANCE IMPACT	\$ 0	\$ 0
• Purchase made through the Gun Range Facility Fund • No impact to Fund Balance		

BACKGROUND INFORMATION:

Included in the 2025-26 Gun Range Budget was the purchase of a shooting range system upgrade for the Firearms Training Center. The Novi Police Department Firearms Training Center (FTC) was built in 2008 with technology that was state of the art at the time. Action Target provided the hardware and software to operate eight shooting lanes. Since the FTC was built, the amount of usage has significantly increased. The increased usage has increased the wear and tear on the range lanes and associated hardware. The Novi Police Department has been proactive in

maintaining the range by utilizing the "gold maintenance plan" from Action Target. This plan involves a technician inspecting and providing needed repairs to the range on a quarterly basis. This aggressive maintenance plan has allowed the range to be operating at nearly 100% since 2019. However, Action Target is expected to stop producing and servicing the hardware at our range now that the technology is sixteen years old. New components have been developed that can enhance the abilities of the range. They have also upgraded their software that runs newly constructed ranges so that the software currently used at the FTC is out of date.

The recommended upgrade would provide eight pilot turning wireless retrievers. These retrievers turn 360 degrees and have edging and teasing capabilities for a dynamic shooter experience. The retrievers are wireless and can be pre-programmed with training scenarios and our qualification course. These retrievers also have an onboard camera for performance viewing. The upgrade provides SmartRange Axis-Range Controls. This system can wirelessly control all eight lanes. New programs can be created with this control, which can be saved to individual files. Lane management allows range staff to schedule lane time and provides the range safety officer with real-time information for safety and training. These features are all enhancements compared to the current system.

Parts and labor are covered by a three-year warranty from Action Target. It is expected that the installation time will be approximately twelve working days. Action Target's new system will integrate into the existing structure that is already installed at the range. Using Action Target's system will allow for cost and time savings as there will be no need to modify the existing hanging structure. Action Target has proven to be a reliable partner in building and maintaining the range since 2008. Continuing the existing relationship with Action Target should continue to yield positive results.

Technology has advanced over the years for both the hardware and software for gun ranges. The FTC should be modernized to meet current industry standards with the package proposed by Action Target.

RECOMMENDED ACTION: Approval to purchase a shooting lane upgrade system for the Novi Firearms Training Center (FTC) from Action Target, sole source provider, and through a General Services Administration (GSA) contract in the amount of \$154,950.