



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: April 8, 2010 REPORT NO. 202
ATTENTION: Park and Recreation Board, Agenda of April 15, 2010
SUBJECT: On-Line Activity Registration Update

SUMMARY

THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE BOARD.

BACKGROUND

At the March 17, 2010 Park and Recreation Board Meeting, Board Member Barnes requested an update on the status of the Department's efforts to implement on-line recreation activity registration. This report provides a brief overview of the objectives, strategy and timeline for program implementation.

In the next 18 months the Department will be moving forward with implementation of a web-based on-line program registration process currently identified by the working title SDRecConnect. The new process will help customers to simply identify the location, content, schedule and cost of activities for themselves, or their families, and to enroll from any computer, or device with Internet access, at any time using the Internet.

Objectives

The primary objectives of the new program are to improve customer service, internal controls and accountability with the goal of decreasing employee time spent on routine recordkeeping associated with the traditional activity registration process which occurs three or four times a year at recreation centers.

In addition, implementation of on-line registration will be a vehicle bringing departmental business and program management processes like seasonal program calendars, activity structure and naming protocols, activity descriptions, pricing practices and marketing and promotional strategies into alignment across our network of activity centers. At the same time this will allow centers the ability to develop activity offerings targeted to the special needs of the residents in their service area. The program will help enhance the Department's image, build brand and

maintain a competitive presence by enabling the Department to actively market its activities and events in the community and provide easy accessibility for activity registration and real time information about activities and events.

ActiveNetwork Software Application

The City is proceeding with a “Hosted” service provided through software developer ActiveNetwork. ActiveNetwork has offices in San Diego and Vancouver, British Columbia and is the market leader in the recreation activity registration software. The Department currently uses other software provided by the ActiveNetwork at the golf course for golf reservations, and at the permits and reservations center for facility reservations. Contract negotiations with ActiveNetwork have recently been completed.

ActiveNetwork Corporate Background is the largest corporate entity providing program and facility management software and services. Its product line provides the most full featured portfolio of programs and services and the best support services. They have more than 4,000 installations nationwide, and the most installations in California and San Diego County.

The contract provides for ActiveNetwork to host the activity registration software. This means that all hardware and software maintenance will be performed by ActiveNetwork on the site. Department staff will use a web-based browser to access the program for data entry and management functions. Program access can be secured from any location. We understand that many of our residents currently purchase recreational services on-line from other local public and private service providers using the ActiveNetwork interface and/or are familiar and comfortable with the convenience of the process.

The method for enrolling for recreation activities involves two stages. First, families will be able to create a family account by providing basic enrollment family information. Once a family account is created, family members will be able to log on from any Internet connection, select and enroll in activities based upon activity title, type, location, instructor, cost, time and date. They will be able to see and enroll in program offerings across the network of community centers. Payment will be made by credit card.

Pilot Sites

The Department is moving forward with a pilot project at two activity “Hubs,” Tierrasanta Community Center and Carmel Valley Community Center. Programming at these initial pilot sites will be used as the basis to test existing program procedures and establish new procedures where necessary. Tierrasanta and Carmel Valley sites were selected for the pilot because they provide a rich offering of recreation programs and events upon which to base system set-up and testing. In addition, these centers feature a wide range of athletic, aquatic and recreational facilities upon which to launch the facility reservations capabilities of the software in the future. When the pilot sites are operationally stabilized and business practices are tested, additional sites will be added incrementally.

Outreach

General public outreach will be initiated with presentations to the Recreation Council's Park Advisory Committees beginning in May and continuing through the summer. A customizable communications template / schedule will be created for use by each center at the time of their respective rollout. The template will include, but not limited to sample press releases, Questions and Answers (Q&A), graphics and narrative articles.

Current Status

The Department has organized the project team with staff members from each of the pilot sites as well as Area Managers, District Managers, Deputy Directors and representatives from the Department's finance, technical and training groups as well as experts from the San Diego Data Processing Center and the software vendor. A preliminary analysis of current site activity offerings and scheduling is complete. Staff training and system set up will begin in late April and continue through May. The pilot sites will begin to enroll families this spring and families will be able to register online for some summer activities and events, and all fall 2010 activities. A more detailed schedule is attached.

Respectfully submitted,

Scott Reese
Assistant Park and Recreation Director

Attachment: (On-Line Activity Registration Program Implementation)

ON-LINE ACTIVITY REGISTRATION PROGRAM IMPLEMENTATION

Staged implementation

- 1.) Processing ActiveNetwork Contract – Jan / Mar
- 2.) Team Formation –March
- 3.) Technology – Feb / Apr
 - a.) Establish Project collaborative networking and communications system
 - b.) Complete pilot site technology assessments
 - c.) Execute pilot site specific technology acquisitions
- 4.) Training – Apr/May
 - a.) Staff super users
 - b.) Staff secondary users
 - c.) Support staff
 - d.) Administrative staff
- 5.) Program Development – April/June
 - a.) Recreation program assessment
 - b.) Department business practices assessment
 - c.) Site specific program content development
- 6.) Registration – May / August
 - a.) Family Registration – May/ Ongoing
 - b.) Program Registration – July / Aug
- 7.) Rolling Implementation
 - a.) First Phase - Pilot Sites Summer/ Fall
 - (1.)Tierrasanta
 - (2.)Carmel Valley
 - b.) Second Phase - Second site selection – Fall
 - (1.)Facility programming resource robustness
 - (2.)Program content robustness
 - (3.)Geographic position
 - (4.)Facility readiness
 - (5.)Staff readiness
 - c.) Third Phase - Ongoing