



THE CITY OF SAN DIEGO

## MEMORANDUM

DATE: September 15, 2011  
TO: Park and Recreation Board  
FROM: Scott Reese, Assistant Director, Park and Recreation Department  
SUBJECT: On-Line Activity Registration Update

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### BACKGROUND

This memorandum provides a brief update of the status of implementation of on-line registration including an updated timeline for SDRecConnect.

As you are aware the Department is implementing on-line activity registration to facilitate customer access to program information and to enroll themselves and family members from any computer, or device with Internet access, at any time using the Internet. The primary operational objectives of the program are to improve customer service, increase internal cash controls and accountability and enhance program administration and reporting with the goal of decreasing employee time spent on routine recordkeeping associated with the traditional activity registration process which occurs four times a year at recreation centers. These goals are beginning to be realized with the recent implementation of the ActiveNet software.

The pilot project is being implemented at two activity "Hubs," Tierrasanta Community Center and Carmel Valley Community Center. The programming at these sites is being used 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 and they feature a wide range of athletic, aquatic and recreational facilities upon which to launch the facility reservations capabilities of the software in the future. As the pilot sites are operationally stabilized and business practices are tested, additional sites will be added incrementally.

### CURRENT STATUS

Staff completed extensive preparation of information and policy development and modification earlier this year. This included updating all current program related forms for electronic use as well as establishing a scaleable program data structure necessary to categorize programs; creation of a structure demographic parameters to assist in the planning, development and evaluation of programs; the creation of an unified annual program calendar tuned to community, organizational and school district calendars; and the development of new program descriptions, program guide layout and website related materials.

Immediately following City budget approval, a refined contract with the Active Network was signed and the Departmental business assessment and training were scheduled. The assesment was completed in July and included a three day on site business assessment in early August. A four day training program for 18 key administrative, supervisory and line personnel was conducted in late August. The training

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included configuring the hosted solution to Departmental / City and recreation council accounting and reporting systems, configuring of key demographic parameters, loading of all pertinent recreation and aquatic program data and pre-testing of the system at the front desk, supervisor and administrator level. Program information for both Tierrasanta and Carmel Valley recreation centers and pools was loaded.

On September 10, the first electronic registration using the ActiveNet program was completed. At recommendation of ActiveNet consultants the Department initiated a limited registration to assure that software systems and financial systems were operational and staff was comfortable and confident with the software. The "soft rollout" went extremely well. There were no system glitches, staff performed exceptionally; recreation council volunteers were very pleased, the public reaction was strongly positive. By the end of the five hour registration approximately 120 registrations had been completed and over \$18,000 in transactions had been booked. The process of enrolling families and registering participants continues to go very well.

Additional training and refresher training is scheduled for October. In October we will add facility reservation capability to the system allowing each recreation center to automate reservation of facilities under their administration. In November additional training will be provided for aquatic staff in an effort to get the aquatic programs fully on-line as soon as possible. SDRecConnect will be opened to the community and families will begin to self-enroll without Department staff assistance. In mid-November winter program information will be available for public review. The current target is November 28 for full access to be able to self-register on-line for programs at the Tierrasanta and Carmel Valley facilities without assistance from Departmental staff. A walk-in registration will still be conducted for those who desire and to provide further training for staff. We are evaluating the need for walk-in aquatics program registration because of the need to conduct an initial evaluation of swimming skills to assure that participants self-register for the appropriate skill level class.

Respectfully submitted,

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Scott Reese  
Assistant Park and Recreation Director

Cc: Park and Recreation Communications Group  
Community Parks I Area Committee  
Community Parks II Area Committee  
Tierrasanta Recreation Center Staff  
Carmel Valley Recreation Center Staff  
Aquatics Staff