REPORT

THE CITY OF SAN DIEGO
TO THE PARK AND RECREATION BOARD

DATE ISSUED: April 21, 2014   REPORT NO.   201

ATTENTION: Park and Recreation Board Agenda of May 15, 2014

SUBJECT: Park and Recreation Department Update of Online Registration

SUMMARY

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

BACKGROUND

This memorandum provides an update to the online activity registration efforts by the Park and
Recreation Department (Department). This provides the most recent information since the
November 2013 update the Park and Recreation Board (Board) received. ·

Online registration is intended to improve customer service, enhance internal cash controls and
reporting, and decrease staff time on routine recordkeeping tasks. Online registration was also
recommended by the City Auditor in its hotline investigation report of cash handling at recreation
centers in September 2012. The Department successfully implemented ActiveNet (the online
software program selected for this service) by March 2013 at the following sites:

- Carmel Valley Recreation Center (program registration and point-of-sale only)
- Tierrasanta Recreation Center (program registration and point-of-sale only)
- All 13 Swimming Pools (program registration and point-of-sale for daily admissions)

To date, there are approximately 35,000 individuals in the ActiveNet database.

DISCUSSION

In January 2014, the Permit Center supporting Balboa Park, Mission Bay Park, beaches, and
shoreline park locations (facility reservations) was converted to ActiveNet. On March 22, 2014
ActiveNet was expanded to the following sites: Adams, Carmel Mountain/Sabre Springs, Golden
Hill, North Park, Ocean Air, Presidio, Rancho Bernardo, and Scripps Ranch Recreation Centers.

This phase also included the reservation of space at these sites and expanded this feature to Carmel Valley and Tierrasanta. This initial group of centers is considered part of Wave 1.

On February 4, 2014, a memo was distributed to all Recreation Councils regarding online expansion and charges related to ActiveNet. Since ActiveNet is a hosted solution, certain costs will be incurred by both the Department and the Recreation Councils. Currently those charges are $2.00 per transaction and a 3% credit card fee. ActiveNet collects these charges, along with the program/permit fee, as one combined fee to the customer. ·The credit card fee and transaction fee are then retained by ActiveNet and the remaining amount is transmitted to the Department and Recreation Council biweekly. Programs with no fee are not assessed a transaction fee. Recreation Councils were provided with two options for these new fees: either absorb the fees or increase the cost of the class. (As an example, an existing $50 craft class could increase to $53.50 if the transaction and credit card fees are passed on to the participant.) Both Carmel Valley and Tierrasanta Recreation Councils have opted to include the ActiveNet fees into the rates charged to the participant. The Department suggests that all recreation councils adopt this practice to avoid funding shortfalls and provide consistency across all locations.

There should be no impact to record keeping functions for recreation councils with ActiveNet. ActiveNet has several reports that can be easily accessed. Accounting software such as QuickBooks or Quicken can continue to be used by recreation councils. However, since the City is currently upgrading computers to Windows 7, recreation councils will need to ensure accounting software media and licenses are available at sites to reinstall where needed.

Additional centers will continue to be phased in throughout 2014, with the final locations completed in June 2015 per the following tentative schedule:

Wave #	Sites	Training Start Date	Completion Date
1	Adams Carmel Mountain Ranch Golden Hill North Park Ocean Air Presidio Rancho Bernardo Scripps Ranch (Also includes facility reservation component for Carmel Valley and Tierrasanta)	December 2013	March 22, 2014

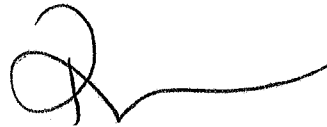| Wave #	Sites	Training Start Date	Completion Date
2	Allied Gardens Azalea City Heights Chollas Lake Colina del Sol Kumeyaay Campground La Jolla Mid City Gymnasium Pacific Beach Paradise Hills Penn Athletic Area San Carlos Santa Clara	March 2014 (Projected)	May 17, 2014 (Projected)
3	Black Mountain Gymnasium Canyonside Dolores Magdaleno Memorial Encanto Hilltop Martin Luther King, Jr. Mountain View Southcrest Stockton Willie Henderson	June 2014 (Projected)	August 23, 2014 (Projected)
4	Cabrillo Cadman Cesar Chavez Egger, Robert Sr., South Bay Montgomery Waller North Clairemont Ocean Beach Robb Field San Ysidro Silver Wing South Clairemont Tecolote	September 2014 (Projected)	November 22, 2014 (Projected)

Wave #	Sites	Training Start Date	Completion Date
5	Balboa Park Activity Center Doyle Hourglass Field House Kearny Mesa Linda Vista Lopez Ridge Mira Mesa Municipal Gymnasium Nobel Serra Mesa Standley	December 2014 (Projected)	February 21, 2015 (Projected)
6	Citywide Dance Program	March 2015 (Projected)	May 23, 2015 (Projected)

Staff receives approximately 50 hours in training and program development prior to implementation of ActiveNet at their site. Access to the Department's online registration can be found at http://sdrecconnect.com. Information regarding this program has been shared with recreation councils and the Board through meetings and reports. Updates will be provided as the project continues.

Respectfully submitted,

Andrew Field
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AF:PJ

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Online Registration Update

Park and Recreation Board
May 15, 2014

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Park and Recreation Department

Background

- Began project in 2009 for hosted solution

- Pilot registration program implemented at Carmel Valley and Tierrasanta Recreation Centers in December 2011

- Expanded to include pools and point-of-sale in March 2013

- Facility reservations for the Permit Center completed on January 2, 2014

2

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Project Objectives

- Improve customer service
- Enhance internal cash controls
  - Hotline investigation report recommendation
- Improve accountability and reporting
- Improve efficiency
- Increase program awareness
- Increase program participation

3

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Example of ActiveNet Charges for $50 Recreation Council Craft Class

- ➤ $2.00 Transaction Fee
- ➤ 3% Credit Card Fee

- Recreation Council absorbs the cost:
  - $50 Paid by the Participant
  - $46.50 Remitted to the Recreation Council
- Recreation Council does not absorb the cost:
  - $53.50 Paid by the Participant
  - $50.00 Remitted to the Recreation Council

4

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Project Timeline

Phase	Target Training Start Date	Target Completion Date
Pilot: 2 Sites (Completed)	August 2011	December 2011
Aquatics/POS (Completed)	December 2012	March 2013
Wave 1: 10 Sites (Completed)	December 2013	March 22, 2014
Wave 2: 13 Sites	March 2014	May 17, 2014
Wave 3: 10 Sites	June 2014	August 23, 2014
Wave 4: 12 Sites	September 2014	November 22, 2014
Wave 5: 11 Sites	December 2014	February 21, 2015
Citywide Dance Program	March 2015	May 23, 2015

5

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Public Outreach

- Joint Area Committee Presentation May 6, 2009

- Online Registration Update Report and Presentation to Park Board April 15, 2010

- Online Registration Update Memo to Park Board September 15, 2011

- Online Registration Update Memo to Park Board November 20, 2013

- Online Expansion and ActiveNet Charges Memo to Recreation Councils February 4, 2014

6

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Questions?