



The Corporation of the Town of LaSalle

To: Members of the Parks, Recreation and Events Committee

Prepared by: Patti Funaro, Director of Culture and Recreation and Scott Bisson, Manager of Culture and Recreation

Department: Culture and Recreation

Date of Report: August 23, 2021

Report Number: CR-2021-23

Subject: Software Efficiencies

Recommendation

That the report of the Director and Manager of Culture and Recreation and dated August 23, 2021 (CR-2021-23) regarding software efficiencies be received.

Report

The recent upgrade of the recreation software system to ActiveNet, along with the upgraded website have created a number of efficiencies and are increasing the number of digitized services both internally and externally.

ActiveNet

There are a number of marketing and communication tools to enhance the user experience while reducing the workload for staff. The ability to customize each activity with photos and detailed program information including links and documents, provides all the details needed to make a registration decision. Users are also able to search activities and filter by things such as day, time and level for example. This improves the user experience and eliminates the need to look programs or activities up in an activity guide. The department has not produced an activity guide since prior to the pandemic. Moving forward, we will continue to operate with this green practise on a trial basis to determine if the staff time and cost to produce are necessary. The addition of self service kiosks (iPads) at the Vollmer front desk further support the elimination of an activity guide and allow patrons to search activities and register online while at the Vollmer. Online registration has been very successful and has steadily increased since the new software went live on March 1, as evidenced in the chart below.

Season	Online Enrolled	Front Desk Enrolled
Winter 2021	13%	87%
Spring 2021	29%	71%
Summer 2021	92%	8%

Another positive feature of the software is the ability to send text messaging for user group representatives. When fields are closed, staff can send one message that reaches all user group representatives at the same time, rather than making individual calls.

Website

The forms builder feature on the upgraded website has provided many opportunities to digitize our work. This includes backend reporting and workflows to automate processes. For example, part-time employees submit a work availability form each session. Typically, supervisors would then have to search through the forms by hand to schedule employees. This has been automated through the forms building, making it easier for employees to submit. The data is then automatically inserted in a spreadsheet, allowing the supervisor to view all employee availability at a glance, and to sort by day or time. The supervisors estimate that this has saved one to two days of work time, per session. Another example is patron incident reports. Employees now complete the form and it is automatically emailed to a supervisor for review and follow up. The digital forms are then transferred to central filing. Patron refund requests have also been updated through the forms building. When a patron requests a refund, the staff on duty complete the form on the patron's behalf and it is automatically emailed to a supervisor for approval. At the same time, the patron receives an email that the form has been submitted for approval. After the supervisor approves the refund, it is emailed to the clerical assistant for processing. The patron receives another automated email to inform them that the refund has been approved and has been submitted for processing.

The manager and supervisors meet weekly to review goals and objectives related to technology and digitization. Upcoming projects include digitized participant attendance and membership check-in from an iPad and a digital internal form for event work orders to provide greater consistency and accuracy in sending information to the public works department.

Consultations

Financial Implications

Prepared By:

A handwritten signature in black ink, appearing to read "P. Funaro". The signature is stylized with a large, looped initial "P" and a cursive "Funaro".

Director of Culture & Recreation

Patti Funaro

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

Notifications