



## CITY OF SANTA BARBARA

### PARK AND RECREATION COMMISSION REPORT

**AGENDA DATE:** October 28, 2009

**TO:** Park and Recreation Commission

**FROM:** Recreation Division, Parks and Recreation Department

**SUBJECT:** Transfer of Registration and Reservation Services from the Parks and Recreation Administration Office Front Desk

**RECOMMENDATION:** That the Commission receive a presentation on the transfer of registration and reservation services from the Parks and Recreation Administration Office to other Department facilities in response to the additional Fiscal Year (FY) 2010 budget reductions.

#### **DISCUSSION:**

For many years, the Parks and Recreation Administration Office front desk at 620 Laguna Street has been the registration and reservation hub for the Department. Numerous phone-in and walk-in customers received services at this location. As an example, during FY 2009, over 5,000 incoming and nearly 4,000 outgoing phone calls were made on the main department line, and walk-in traffic generated 2,909 activity registrations and 1,007 facility reservations. Although this office is considered the hub, customers are also regularly assisted at other recreation facilities. For example, in FY 2009, staff processed 3,791 activity registrations at the Carrillo Recreation Center, 1,535 at the Cabrillo Bathhouse, and 117 at Los Baños Pool. In addition, there were 3,076 registrations made through the Department's online registration service, e-Recreation.

For several years, staff discussed the feasibility of closing the front desk at 620 Laguna Street and expanding reservation and registration services at other facilities. No changes were made due to the planned renovation closure of the Carrillo Recreation Center. When additional budget reductions were required for FY 2010, the Department determined it could achieve an estimated \$60,000 in savings with the closure of the front desk and expansion of facility reservation and program registration services in other facilities. The savings are achieved through hourly staff reductions.

Beginning October 5<sup>th</sup>, staff at the Cabrillo Bathhouse, Franklin Center, Westside Center, and Davis Center began providing new or expanded facility reservation and program registration services. Registration services were shifted to different facilities based on staff program responsibilities.

During the transition, staff considerations included the need to maintain quality customer service, balance the added registration and reservation responsibilities among staff and

facilities, provide staff training, and inform the public. Changes to registration locations are outlined below.

<b>Program</b>	<b>Previous registration site</b>	<b>New registration site</b>
Adapted	Front desk or Cabrillo Bathhouse	Cabrillo Bathhouse
Aquatics	Front desk or Cabrillo Bathhouse	Cabrillo Bathhouse
Sports	Front desk or Cabrillo Bathhouse	Cabrillo Bathhouse
Tennis	Front desk	Cabrillo Bathhouse
Youth Activities	Front desk or Carrillo	Cabrillo Bathhouse
Senior activities	Carrillo Recreation Center	Davis Center
Youth and Adult Classes	Front desk or Carrillo	Davis Center
Teen activities	Front desk or Twelve35 Teen Center	Twelve35 Teen Center
Neighborhood and Outreach Services	Franklin or Westside Center	No change

The biggest shift of facility reservation responsibilities was to move park picnic site rentals, as well as rentals of the MacKenzie Adult Building and Ortega Welcome House to Neighborhood and Outreach Services. These facilities are rented by a high percentage of Spanish-speaking customers, and services are best supported by the bilingual staff at the centers. This change has some additional benefits: the centers are located conveniently in the neighborhoods, and customers will be introduced to other center programs. The table below outlines the shift of facility reservations.

<b>Facility</b>	<b>Previous reservation site</b>	<b>New reservation site</b>
Park Picnic Sites	Front desk	Franklin or Westside Center
MacKenzie Adult Building and Ortega Welcome House	Front Desk	Franklin or Westside Center
Beach Volleyball Courts	Front desk	Cabrillo Bathhouse
Twelve35 Teen Center	Twelve35 Teen Center	Davis Center
Outdoor sites; events other than picnics	Cabrillo Arts Center	No change
Soccer and Softball Fields	Cabrillo Bathhouse	No change

Davis Center	Davis Center	No change
Franklin and Westside Center	Franklin and Westside Center	No change
Cabrillo Arts Center, Casa las Palmas, Chase Palm Park Center	Cabrillo Arts Center	No change

Although registration and reservation services are no longer provided at 620 Laguna Street, there is one permanent staff to answer the main phone line, direct calls, and greet and redirect customers to the new registration/reservation sites. If the phone lines are busy or the office is closed, a phone tree assists customers. The Administration Office is still open to the public from 7:30 a.m. to 4:30 p.m. Monday through Thursday and every non-flex Friday.

Over the coming weeks, staff will be evaluating the changes to registration and reservation service locations to address any shortcomings or customer suggestions. Staff is committed to maintaining quality customer service and directly assisting customers at the new sites.

**ATTACHMENT:** Registration and Reservation Site Information

**SUBMITTED BY:** Sarah Hanna, Recreation Programs Manager

**APPROVED BY:** Jill Zachary, Assistant Parks and Recreation Director