



**CITY OF SANTA BARBARA**  
**PARKS AND RECREATION COMMISSION REPORT**

**AGENDA DATE:** May 23, 2018

**TO:** Parks and Recreation Commission

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

**SUBJECT:** Implementation of PerfectMind, a New Registration and Facility Booking System

**RECOMMENDATION:**

That the Commission receive a report on the recently implemented activity registration and facility booking system, hosted by PerfectMind.

**DISCUSSION:**

The Parks and Recreation Department (Department) manages over 22,000 annual activity registrations and facility bookings across its wide range of programs, services and locations. On March 8, 2018, the Department successfully launched its new online registration system hosted by PerfectMind, Inc., following many months of configuration and testing by a significant number of staff within the Parks and Recreation and other City Departments.

For more than 17 years the Department had been using the software product CLASS provided by ActiveNet, a leading provider in the industry, to facilitate programming and reservations. While the program was commonly used by many municipalities, it was beginning to fall behind technological standards. ActiveNet announced the sunsetting of CLASS in October 2017, and advised all customers that support would be withdrawn for the product at that time. In response to this, the Department began work to identify alternate software projects, and issued a request for proposals (RFP) in April 2016.

The New System

Following the RFP process, the Department selected PerfectMind for a number of reasons, including its modern interface and capacity to be configured to the Department's needs, and the framework it provides for users to manage more of their own information online. Users can view the system in any language, add family members, maintain medical information, register for programming, buy memberships, view and pay invoices, and reset their passwords online using a PC, tablet or smart phone.

### Configuration, Testing and Implementation

To ensure a successful launch, the Department began planning how to configure and implement the new system with the least impact to customers and programs. With input from a significant number of Department staff, a core project team worked closely with the PerfectMind consultants to develop the new system.

Staff developed 86 locations and 217 facilities within the system, added multiple fee structures, and the pertinent information to advertise and facilitate bookings. In addition, staff developed a new approach to activity seasons and service categories in order to manage programs and services for single use, drop-in, courses, memberships, and camps. Once created, staff transitioned all live facility booking permits from CLASS into the new system to ensure that facilities would not be double booked and existing customer agreements were honored.

To provide a more streamlined and efficient registration process, the new system enables the Department to accept electronic signatures. A wet signature was previously required for all permits and registration forms, which necessitated customers to physically visit a Department location and duplicate information submitted for participation in more than one event. Medical information and liability waivers can now be completed online and will be valid for the calendar year. This process takes only a few minutes to complete. The Department also developed additional processes to assist customers with no email access, limited English, or who simply prefer to use paper and pen.

### System Launch

More than 6,000 new client accounts have been created since March 8, 2018, with almost \$800,000 in revenue processed. Staff has received many positive comments about how intuitive and easy it is to create an account and register for programming. Registration for summer programming commenced on time on March 21. To date, revenues are 5% greater than last year. This is encouraging, given all customers were required to create new accounts, and add family members in order to complete the registration process.

Although the system is still very new, the Department continues to focus on ways to enhance services and sees the new system as another integral step toward that goal.

**SUBMITTED BY:** Mark D. Sewell, Parks and Recreation Business Manager

**APPROVED BY:** Jill E. Zachary, Parks and Recreation Director