



Date of Council Meeting: April 21, 2014

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Subject: Online Registration for Recreation Programs

Staff Contact: Rich Williams, Director of Parks & Recreation

Recommendation: This item is for informational purposes only.

Issue: Concerns raised by Councilmember Dunn regarding the online registration system used by the Parks and Recreation Department.

Fiscal Impact: There is no additional fiscal impact at this time as the program is currently utilized by the Parks and Recreation Department.

Background: At the April 7, 2014 Town Council Work Session, Councilmember Dunn raised concerns in regards to the usability of the online registration system, WebTrac, used by the Department of Parks and Recreation. Specifically, what modifications can be made to the system, either independently or through the Town's website, to create a more customer-friendly experience.

The Department of Parks and Recreation has utilized the RecTrac Software System since 1995 to manage all of our programs and operations. Through this system, the department manages over 78,000 individual households, processes program registrations and rental reservations, conducts point of sale transactions, handles all pass transactions and management, creates detailed financial and statistical reports, and directly interfaces with the Town's MUNIS financial system.

In 2005, the department implemented WebTrac, the online registration module of RecTrac. Approximately 49% (10,800) of the department's annual program registrations are processed by the customer via the online WebTrac system. This results in a significant efficiency for departmental operations.

The WebTrac module is an independent software system that is accessed via the Town's webpage. As with most independent systems, the Town is limited as to the level "customization" that can be performed. However, after speaking with Councilmembers Dunn and Butler, there were some modifications staff was able to incorporate that will result in a better customer experience. These changes included more direct page navigation, the addition of a key word search option, and some minor layout changes. Staff will continue to work with our RecTrac/WebTrac vendor to identify and implement any modification that can improve the overall customer experience.

The RecTrac/WebTrac system is not the only recreation database system on the market. However, through ongoing comparative evaluation of other products, the customer support level of our vendor and our overall satisfaction with the product, it is felt that RecTrac/WebTrac is the best option for the department's operations at this time.