

TO: CHAIR AND MEMBERS
PARKS, RECREATION AND CULTURE COMMISSION

**SUBJECT: PARKS, RECREATION AND CULTURE INFORMATION SYSTEM
IMPLEMENTATION UPDATE**

RECOMMENDATION:

THAT the Parks, Recreation and Culture Commission receive the report titled "Parks, Recreation and Culture Information System Implementation Update" from the Deputy General Manager Parks, Recreation and Culture, dated July 10, 2023, for information.

REPORT

Burnaby City Council, at the Open Council meeting held on July 10, 2023, received and adopted the *attached* report providing an update on the implementation of the new Parks, Recreation and Culture information system management (PRISM) and request authorization to waive drop-in admission fees on July 17, 2023 to allow for cutover to the new system.

This report is forwarded to the Parks, Recreation and Culture Commission for information.

Respectfully submitted,

Blanka Zeinabova
Sr. Manager Legislative Services

TO: MAYOR & COUNCIL

FROM: DEPUTY GENERAL MANAGER PARKS, RECREATION AND CULTURE

SUBJECT: **PARKS, RECREATION AND CULTURE INFORMATION SYSTEM IMPLEMENTATION UPDATE**

PURPOSE: To provide an update on the implementation of the new Parks, Recreation and Culture information system management (PRISM) and request authorization to waive drop-in admission fees on July 17, 2023 to allow for cutover to the new system.

RECOMMENDATION

THAT Council authorize a fee waiver for all drop-in Parks, Recreation and Culture (PRC) fees on July 17, 2023 to allow for cutover to the new PRC information management system; and

THAT a copy of the report titled “Parks, Recreation and Culture Information System Implementation Update” from the Deputy General Manager Parks, Recreation and Culture dated July 10, 2023 be forwarded to the Parks, Recreation and Culture Commission for information.

CHIEF ADMINISTRATIVE OFFICER’S COMMENTS

I concur with the recommendation of the Deputy General Manager Parks, Recreation and Culture.

1.0 POLICY SECTION

The PRISM project and its full scope align with the goals and values in the Corporate Strategic Plan (2017), Social Sustainability Strategy (2011), Burnaby Economic Strategy (2017), Healthy Community Policy, and City of Burnaby’s purpose to create a city that we all want to live, work, and play in.

2.0 BACKGROUND

The City is in the final stages of implementing a new Parks, Recreation and Culture (PRC) management system. This is the core system that supports most PRC functions including point-of-sale transactions, membership sales, facility bookings, and program registration in person, over the phone and online. In November 2021, the PRISM project was initiated to guide the replacement of the existing software. The project is a collaboration between the PRC, Finance, and Information Technology (IT) Departments

and represents a significant undertaking to replace the existing outdated CLASS (Webreg) system with a new Software-as-a-Service (SaaS) cloud-based system.

At the February 27, 2023 Council meeting, staff provided an update on the project and indicated the new system would be implemented in November 2023. However, in early March 2023, spring program registration occurred and it was determined the transition to the new PRC management system needed to be prioritized and made available to the public as soon as possible. As a result the implementation was advanced to July 2023.

3.0 GENERAL INFORMATION

3.1 Project Implementation Timeline

As one of the largest public-facing systems in the City, staff have been working to ensure the implementation of the new software is successful and provides the best customer experience possible. To achieve this timeline, the implementation of the new system has been phased beginning with the launch of the point-of-sale and membership sales module on July 18, 2023, which will be followed by the launch of program registration in September 2023 and facility bookings in early 2024.

To launch the new system on July 18, 2023, both the existing and replacement systems will be shut down one day prior in order to cutover from one system to the other. During the cutover period, staff will not be able to access either system to take payment or register clients for programs. As facilities will remain open on this day, staff recommend that all drop-in fees be waived on July 17, 2023 to enable the system cutover. This will allow staff to provide the best customer service to residents without limiting access to services.

It is estimated that all activities related to this cutover period can be completed within one business day. However, staff also anticipate that there may be transitional issues with the new system during the week of July 18 to 23 and ad hoc waivers of drop-in fees may be required during this period in order to maintain exceptional customer service at PRC facilities.

3.2 Business Improvements and Process Changes

While the project is to replace software, it is ultimately a significant business transformation project as it requires the City to update many of its business processes and procedures to both meet system requirements and enhance the customer experience. Many of these changes have been captured in updates to the Parks, Recreation and Culture Fees Bylaw and other operational procedures (i.e. refund procedures, cash handling etc.) to meet the requirements, and in some cases limitations, of the new system.

While the new system is expected to be a significant improvement from the current system, including a more user-friendly interface and improvements to the registration

process, it is important to note it will not be a panacea for every current challenge. As the department continues to face staffing shortages, specifically in aquatics, many programs cannot meet current demand. PRC is actively working to resolve some of the staffing challenges in an effort to increase offerings in response to demand.

Through the phased implementation, staff will continue working on the configuration of the system and improvements to current processes and policies. The phased approach will allow staff sufficient time to identify additional needs after the July go-live and make adjustments before program registration go-live in September. The change to a new software system is significant and while staff have been provided robust training, there is likely to be challenges and unforeseen circumstances during the initial implementation. Staff will continue to implement customer oriented solutions and limit disruptions as much as possible.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

The transition to a new PRC management system is also a significant change for our customers. Recognizing this, staff have worked closely with Marketing and Communications to promote the upcoming changes and explain how these changes will be implemented and what steps are required from customers.

Staff have developed an extensive marketing campaign including direct mailers to over 100,000 households in Burnaby, updates in program guides, eNewsletters, media releases, onsite signage at City facilities, external advertising through local newspaper, social media, transit shelters, outdoor banners, as well as engagement at events including Canada Day. Staff are also providing direct customer support through information tables at recreation centres and “how-to” video tutorials.

It is anticipated that the cost of the full marketing campaign including a pre-launch, launch and post launch phase is approximately \$75,000. This amount has already been approved by Council in the overall project budget.

5.0 FINANCIAL CONSIDERATIONS

Based an analysis of previous year’s revenues, it is anticipated that the fee waivers will result in a small revenue loss of approximately \$7,500.

Respectfully submitted,

Carmen Gonzalez, Deputy General Manager Parks, Recreation and Culture

REPORT CONTRIBUTORS

This report was prepared by Rebecca Thandi, Director PRC Strategic Initiatives, and reviewed by Marie Ishikawa, Director Marketing and Communications