

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>02/07/12</u>		Item Number: <u>A-1</u>
PRCS COMMISSION AGENDA ITEM: Informational Item Regarding Recreation Class Attendance Since the Transition to <i>Culver City Living Online</i> in August 2010.		
Contact Person/Dept.: Dan Hernandez, PRCS Director		Phone Number: (310) 253-6655
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐
Public Hearing: ☐		Action Item: ☒ Attachments: ☒
Public Notification: (Email) Meetings and Agendas – Parks, Recreation and Community Services Commission (02/02/12).		
Department Approval: Dan Hernandez (02/01/12).	City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A	City Manager Approval: N/A	
<u>RECOMMENDATION:</u> Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission receive information regarding Recreation class attendance since the transition to <i>Culver City Living Online</i> in August 2010. <u>BACKGROUND:</u> The Culver City Living brochure is a guide to leisure activities provided by the Parks, Recreation & Community Services Department. Since the elimination of the printed version of the Culver City Living brochure and the related quarterly mailers in August 2010, <i>Culver City Living Online</i> is made available exclusively online on a quarterly basis. To become a brochure subscriber, members of the public simply visit www.culvercity.org/subscribe and provide an email address. The City's automated email system, GovDelivery, is used to notify several thousand subscribers when the new brochure goes online each quarter. "Going green" with Culver City Living has resulted in an annual savings to the City of approximately \$27,000 in hard costs. In terms of public outreach, computer terminals at the Senior Center, Teen Center and City Hall are available for use by public for the purpose of accessing <i>Culver City Living Online</i>. Also, fifty (50) photocopies of the Culver City Living brochure are distributed to the Senior Center each quarter. As of this date, the Fall 2010 and the Winter, Spring, Summer and Fall 2011 editions of Culver City Living have transitioned to online brochures. The Winter 2012 edition of Culver City Living is currently posted at: http://www.culvercity.org/Government/PRCS/Recreation/CulverCityLiving.aspx		

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DISCUSSION:

This Agenda Item has been prepared to give the PRCS Commission an opportunity to receive information and ask questions regarding Recreation class attendance since the transition to *Culver City Living Online* in August 2010. The table below highlights the online publication process and the number of Culver City Living webpage views during calendar year 2011:

Online Notification	Registration Begins	2011 Season	Months	Webpage Views	
Early December	Mid-December	Winter	January	770	
			February	620	
			March	2,022	
Early March	Mid-March	Spring	April	912	
			May	1,592	
			June	1,613	
Early June	Mid-June	Summer	July	859	
			August	1,174	
			September	818	
Early September	Mid-September	Fall	October	443	
			November	685	
			December	700	

The table below summarizes the more detailed information contained in Attachment A:

Before / After Attendance Comparison					
SEASON	# of Classes	Hard Copy plus Online	Online Version Only	Change	% Change
Fall	49	821	791	-30	-4%
Winter	54	755	761	6	1%
Spring	58	795	801	6	1%
Summer	61	831	785	-46	-6%

Attachment A summarizes attendance data across Recreation class categories and displays the attendance trends in the Youth and Adult customer subgroups. A sampling of the classes subsumed in the Recreation class categories is provided as Attachment B.

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Both the Fall 2010 and Fall 2011 editions of Culver City Living have been available exclusively online, therefore, the following information is also provided for review:

FALL SEASON ONLY	CC Living Available	# of Classes	Attendance Total	Average Attendance per Class
Fall 2009	Hard Copy plus Online	49	821	17
Fall 2010	Online Only	49	791	16
Fall 2011	Online Only	49	661	13

The Culver City Senior Center

Unlike the programs and classes offered by the PRCS Department's Recreation Division, the majority of the classes, activities and programs offered at the Culver City Senior Center do not require registration. Instead, participation at the Center is related to membership in the Culver City Senior Citizens Association (CCSCA), a 501 (c)(3) organization which is open to individuals 50 years of age and over. The primary publication that promotes awareness of the Senior and Social Services Division and its offerings at the Senior Center is the *Senior Center Newsletter*. The Newsletter is published monthly in both online and hard copy versions. Participation at the Culver City Senior Center, as gauged by CCSCA membership, is robust, as usual:

<u>Year</u>	<u>CCSCA Membership</u>
2008	Over 5,000 members
2009	Over 4,900 members
2010	Over 5,000 members
2011	Over 5,200 members
2012	2,400 members as of 1/26/12

FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this Agenda Item

ATTACHMENTS:

- A. Recreation Class Attendance Data Comparison Tables
- B. Sampling of Classes in Various Recreation Class Categories

MOTIONS:

That the Parks, Recreation and Community Services Commission:

Receive information regarding Recreation class attendance since the transition to Culver City Living Online in August 2010.