

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

Meeting Date: <u>05/03/11</u>		Item Number: <u>A-3</u>	
PRCS COMMISSION AGENDA ITEM: Informational Item Regarding Recreation Class Attendance After the Transition to <i>Culver City Living Online</i>.			
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 (04/28/11).			
Department Approval: Dan Hernandez (04/26/11).		City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A		City Manager Approval: N/A	

RECOMMENDATION:

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission receive information regarding Recreation class attendance after the transition to *Culver City Living Online*.

BACKGROUND:

The Fiscal Year 2010/2011 Budget Proposal

During the Fiscal Year 2010/2011 City budget process, each City Department was required to propose both budget reductions and solutions addressing how such reductions would be implemented without significantly impacting City services. One of the budget reductions proposed by the Parks, Recreation and Community Services (PRCS) Department was the elimination of the printed version of the *Culver City Living* brochure and the related quarterly mailers and a transition to *Culver City Living Online* as the primary source of information on the Department's programs, classes and services.

It was estimated that this proposal would result in an annual savings to the City of approximately \$27,000 in hard costs. Hard costs include printing, professional mailing services (to sort the brochure and prepare it for mailing) and postage to mail the brochure to 22,000 recipients each quarter. Two thousand (2,000) additional brochures were printed each quarter for distribution at various City facilities and other venues. It was anticipated that the transition to *Culver City Living Online* would not impact the number of staff hours spent producing the brochure, since the mailing

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was done professionally and staff has produced an online version of *Culver City Living* for the past several years.

PRCS Department staff presented the proposed budget to the City Council on June 8, 2010. The City Council expressed support for the transition to *Culver City Living Online* with the condition that outreach was done to promote *Culver City Living Online* and to ensure that current and potential customers who may not have access to computers and/or do not like using computers also have access to the brochure. Staff stated that funds had been set aside to do a postcard mailing to inform customers of the change and to make a limited number of printed brochures available at the Senior Center. The City Council then asked staff to track and evaluate any unforeseen or unintended consequences related to the transition to *Culver City Living Online*.

The Transition to Culver City Living Online

After gaining City Council support for the elimination of printed brochures and mailers, the Fall 2010 edition of *Culver City Living* was reformatted to a screen and printer friendly online version. In August 2010, a notification postcard was sent to the regular brochure mailing list informing them of the change and where to go online to subscribe to the brochure online. The Information Technology Department assisted with the transition to the online brochure by simplifying the subscribing process as much as possible and creating redundancies on the PRCS homepage to ensure that customers can easily find their way to the brochure online.

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 *Culver City Living Online*. The City's automated email system, GovDelivery, is being used to notify several thousand subscribers when the new brochure goes online each quarter. Attractive graphics on the City's website and an ongoing posting are also used to publicize *Culver City Living Online*. As of this date, the Fall 2010 and Winter 2011 editions of *Culver City Living* have transitioned to online brochures.

DISCUSSION:

The PRCS Commission has expressed an interest in the effectiveness of *Culver City Living Online* versus the printed version. The topic is on the Commission's Tentative List of Upcoming Agenda Items. This Agenda Item has been prepared to give the PRCS Commission an opportunity to receive information and ask questions regarding Recreation class attendance after the transition to *Culver City Living Online*. Tables containing attendance data from Fall 2009/Fall 2010 and Winter 2010/Winter 2011 are provided as Attachment A. The tables summarize attendance data across Recreation class categories and display the attendance trends in the Youth and Adult customer subgroups. A sampling of the classes subsumed in the Recreation class categories are provided as Attachment B.

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FISCAL ANALYSIS:

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

ATTACHMENTS:

- A. Recreation Class Attendance Data from Fall 2009/Fall 2010 and Winter 2010/Winter 2011
- B. Sampling of Classes in Various Recreation Class Categories

MOTIONS:

That the Parks, Recreation and Community Services Commission:

Receive information regarding Recreation class attendance after the transition to Culver City Living Online.