



CITY OF KIRKLAND
Department of Parks & Community Services
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MEMORANDUM

To: David Ramsay

From: Carrie Hite, Deputy Director
Jennifer Schroder, Director

Date: September 2, 2008

Subject: Myparksandrecreation.com

RECOMMENDATION:

Council receive an update on the progress of Myparksandrecreation.com and be introduced to the newest addition to the site, the functionality of the trails search.

BACKGROUND DISCUSSION:

Myparksandrecreation.com has long desired to become the regions connection for recreation, parks, facilities, trails and special events. The project's vision is to enhance the quality of our service to the community by providing dynamic online business to fulfill all of our customer's parks and recreation needs. Through the creation of a central web site, customers can search and register for classes and programs, access our local and regional special events, search for facility and park availability, and find parks and trails information. Since the inception in 2001 project teams have accomplished the following:

- Blended and aligned business practices
- Launched online registration in each city.
- Developed a manual entry option for those cities that do not operate the Class software system.
- Launched a dynamic search functionality that allows users to go online and search for recreation classes in six cities, and search for Parks in nine cities. Users can go online and search for Parks by city, amenity, distance from an address, keyword, or park name.
- Launched the newest functionality, a trails search.
- Aligned business policy to have all customers link directly to MPR when looking for recreation classes or parks information.

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Next Steps

The Project Team is excited to be working on the work plan for 2008/2009. Our work plan items for 2008/2009 include:

- Facility availability and easy on-line reservations.
- Special events search.
- Systems analysis to determine how to accomplish a fully integrated site.
- GIS mapping to determine residency
- Partnerships and advertising