

To the Mayor and Members of the City Council

November 10, 2015

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**SUBJECT: PARK RESERVATIONS ON-LINE APPLICATION AND AFTER-HOURS ON-CALL**

This Informal Report is being provided to respond to questions raised at the September 29, 2015 Pre Council meeting regarding the status of an on-line park reservation system and after hour's on-call answering services of the park reservationist.

The Park and Recreation Department provides a park reservations program as a service to citizens, citizen groups and event sponsors. The Department books an average of 900 park reservations generating \$100,000.00 in reservations revenue each year. The purpose of this program is to ensure that all park sites are made available for reservation in an equitable and organized manner.

**Park Reservation On-line Process** Information currently on-line includes a listing of locations available for reservation, associated fees, the City's reservation policy and contact information for the park reservationist including telephone and email. **Plans are in place to allow on-line park reservations within certain parameters, i.e., basic reservations that do not use any special park amenities or lesser used park sites. It is anticipated that this will be available by spring 2016.** In the meantime, customers may continue to call or email the park reservationist with the requested site location, date and time. Within two (2) business days of receiving a reservation inquiry contact is made to confirm and complete the reservation process.

Because many reservations are unique and have the potential for various requirements such as site availability, number of projected participants, type of event, insurance, health permit, security, parking & traffic management, the reservation application for more complex reservations will continue to be offered by phone or email. Once a reservation request is made and a completed application is submitted, staff reviews the policy and requirements with each event holder to ensure they understand what is available for their event, provides information on the requested site and provides contact numbers for questions prior to and during their event.

**Park Reservation On-Call After-Hours** Each park reservation permit contains contact information for the associated park operations district including office phone number and after hour's phone number, the park reservation business hours number and an after-hours/weekends contact number (cell phone assigned to a weekend duty person). This information is highlighted to the event holder. They are also reminded to take the permit with them to their event in case there is a site conflict, question or concern during their event.

Follow up research on the event mentioned during the Pre-Council meeting determined that messages were left on the business hours reservation line; unfortunately no messages were received on the after-hours/weekend line. Because of this the reservation protocol will be revised to ensure that additional emphasis occurs to highlight the weekend phone number as an easy reference for event holders.

**Future Opportunities** Staff is also currently evaluating opportunities for online registration for classes and programs at community centers.

If additional information or clarification is needed, please contact Richard Zavala, Park and Recreation Department Director at 817-392-5704.

**David Cooke**  
City Manager