

City of Calistoga

Staff Report

TO: Community Resources Commission
FROM: Mary Cahill, Community Resource Director
SUBJECT: Online Registration Update
DATE: September 17, 2008

1 **DISCUSSION:**

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3 We have recently completed the project for the new Fall/Winter Activity Guide and have
4 added it to the City's website. We are very excited about a new feature which allows
5 online registration for our special events, activities, and classes.
6

7 This feature will allow community members and visitors to view, register, and pay for the
8 Community Resources Department's (CRD) activities online. This system will help us to
9 reallocate staff time to increase services and reduce paperwork required to process
10 registrations. Additionally, this registration system will be ready for the new aquatic
11 programs in support of the aquatic program operations.
12

13 There are several ways to view the online registration information from the City's website
14 at www.ci.calistoga.ca.us. You can get to it by using the link "Register Online" or by going
15 to the CRD page or directly to www.activenet.active.com/calistogarecreation.
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17 The City CRD class offerings have been translated into Spanish and have been published
18 to the website. These copies will also be delivered to the schools, Chamber of
19 Commerce, Library, and other locations.
20

21 **ATTACHMENTS:**

22 1. Active Network Press Release
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Media Contact:

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**Calistoga Community Resources Department Debuts Online
Registration for Programs and Activities**

Be First In-Line, Online!

CALISTOGA, CA – September 3, 2008 – Driving value and convenience for the local community, the Calistoga Community Resources Department will offer online registration for classes and activities beginning September 3, 2008. The department has chosen San Diego-based **The Active Network, Inc.**, a leading provider of software technology and marketing solutions for community service organizations, to provide the online service. With online registration capabilities, community members and visitors will now be able to view, register and pay for the recreation department's many activities including a new lecture series, hiking, safety classes, teen trips, youth/adult/senior activities, special events, lifeguard training and the aquatics programs beginning in the Spring of 2009, from any Internet-enabled computer.

"With The Active Network's online registration system, our community can register for our programs from home and utilize a variety of payment options," explained Mary Cahill, Community Resources Director with the Calistoga Community Resources Department. "The new system has streamlined administrative duties for our department and visitors to Calistoga can easily plan their vacations and enjoy full online access to the variety of classes and activities we offer."

By making online registration services available for classes, programs and activities 24/7 via the Internet, the department can reallocate staff time to increase services and reduce the paperwork required to process registrations. The Active Network's Internet registration makes signing up for programs simple, fast and convenient. The community can search for activities, view program details, schedules and availability, register in just minutes, and pay online with a credit card. As an added convenience, registrants will receive an e-mail immediately following an online transaction to confirm their enrollment in a program.

To access the Calistoga Community Resources Department's online registration service, please visit the Web site at www.ci.calistoga.ca.us or call 707-942-2805 for more information.