

Thinking outside the book

Transitioning registration from print to digital



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Agenda

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- Development stages
- Financial impact
- Transition strategy
- Marketing & Communications Plan
- Integration – City website
- Features
- Current status & analysis
- Next Steps
- Discussion

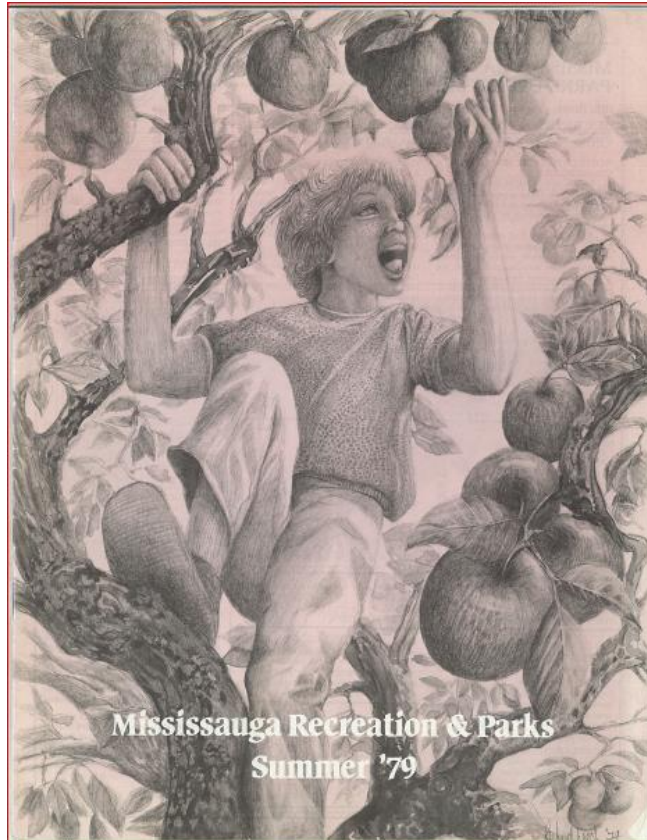


Background

- Active Mississauga Guide had been in circulation since 1979
- Complete listing of recreation, arts and general interest programs offered citywide
- Bi-annual circulation (S/S & F/W)
- Replacement strategy of the printed Active Mississauga Guide with a new online tool was approved in the 2013-2016 Business Plan & 2013 Budget
- Activemississauga.ca was launched on May 13, 2015. Final edition of the Active Mississauga Guide was the 2015-2016 F/W edition
- Transitioning away from the Active Mississauga Guide was a five year strategy that involved:
 - Home delivery removal
 - Reduction in print volumes
 - Strategic reduction of programs & information
 - Development of a new online program guide and registration site improvements
 - In person customer service support



Background



First Edition (Summer 1979)



Last Edition (Fall/Winter 2015/2016)

Goals & Objectives

Goal

- To maintain and increase recreation registrations once the Active Guide is no longer produced in its current format

Objectives

- Maintain or increase programs sales
- Grown internal online database
- Improve value perception
- Cost efficiency
- Enhance Customer Service support mediums
- Up to date content and information



Development Stages

Pre-development

- Preliminary user testing of application concept with Mississauga Youth Action Committee (MYAC) as well as non-recreation City staff
- Municipal partnership agreement with the City of Surrey to use application code and single source recommendation for Yellow Pencil consulting services

Development

- Consultation, regular engagement of project steering committee, marketing, customer service, Recreation and Culture programmer, front desk staff
- User Acceptance Testing process
 - Project team and contributors
 - MYAC and non-recreation City staff
 - Recreation & City staff stakeholders (Customer Service, LOB function teams, facility managers, Culture, Library, Parks & Forestry)
 - Adult / Older Adults customers



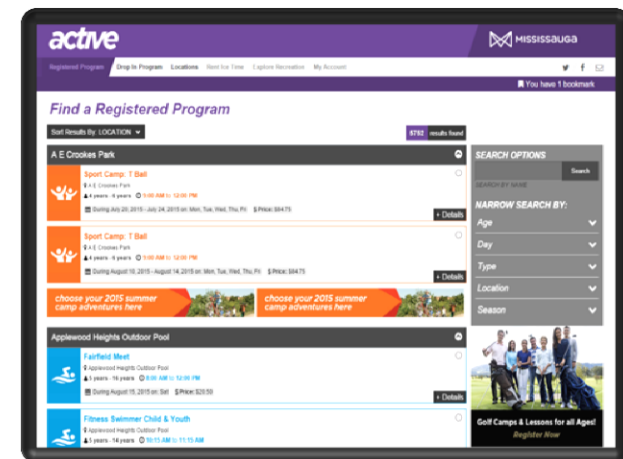
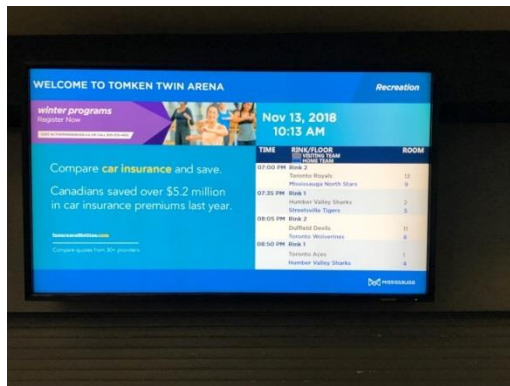
Financial Impact

Expenses

- Overall, the elimination of the Active Mississauga Print Guide yielded a cost savings of approximately \$75,000 per year based on print and distribution

Revenue

- Average advertising sales – Active Mississauga Printed Guide = \$65,000 (annual)
- Average advertising sales – Digital advertising network / Active + Guide / Active Mississauga online = \$154,000 (annual)



Transition Strategy

- Five (5) year transition strategy began in 2010 and included the following initiatives:
 - Home delivery removal.
 - Reduction in print volumes and circulation.
 - Phased strategic reduction of programs & services from the guide over four editions.
 - Introduction of targeted marketing materials for specific services
 - Converged media plan with a mix of paid, owned and earned marketing tactics to replace the Guide as a promotional resource.
 - Awareness campaign informing customers of the new tool while integrating benefits, convenience and usability in all communications.
 - Transformation of the Active + Guide (Older Adults) into a regularly published magazine, designed to provide program information and allow assessment of this segment's transition to the online approach.
 - In person customer service supports (in person registrations, consultations) continue to remain part of Recreation's service delivery model.
 - Enhanced public Wi-Fi access and publicly accessible computers at Community Centres and Libraries

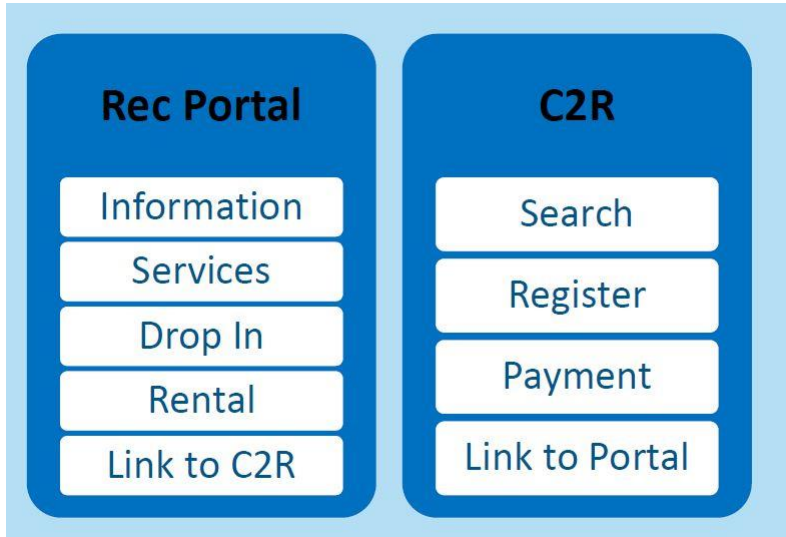


Marketing & Communications Plan

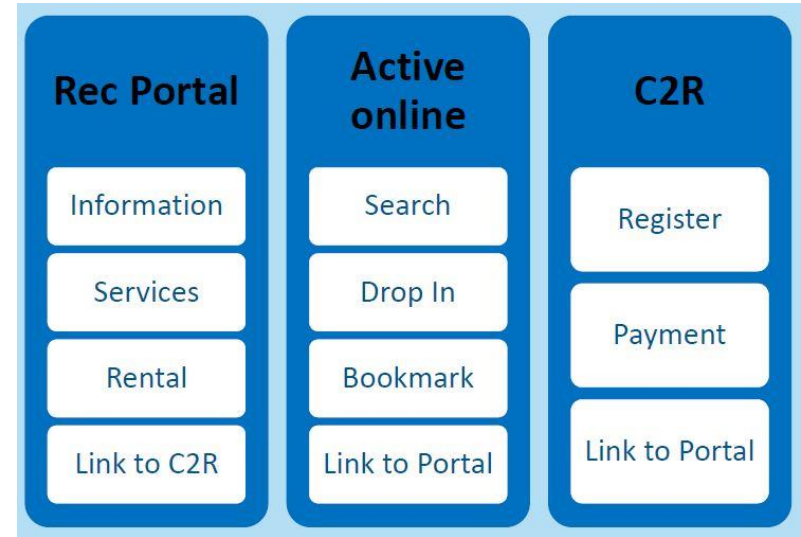
- **Converged Media Plan** was launched to enable a one-year concurrent availability of printed guides as well as the new online guide. Highlights included:
 - Call outs and features in printed Active Guide driving traffic to newly designed webpages on E-City recreation website.
 - Program listings were strategically removed from the printed Guide in the previous four editions as readers were directed to equivalent online information sources.
 - Mix of marketing tactics designed around lines of businesses in Recreation drove awareness of on-line registration:
 - Recreation web pages
 - Email marketing (Recreation E-Newsletter)
 - Program specific pamphlets and advertising
 - In-facility signage (digital display and posters)
 - Citywide outdoor signage (mobile, electronic readerboards)
 - Media relations
 - Social media



Integration - City Website

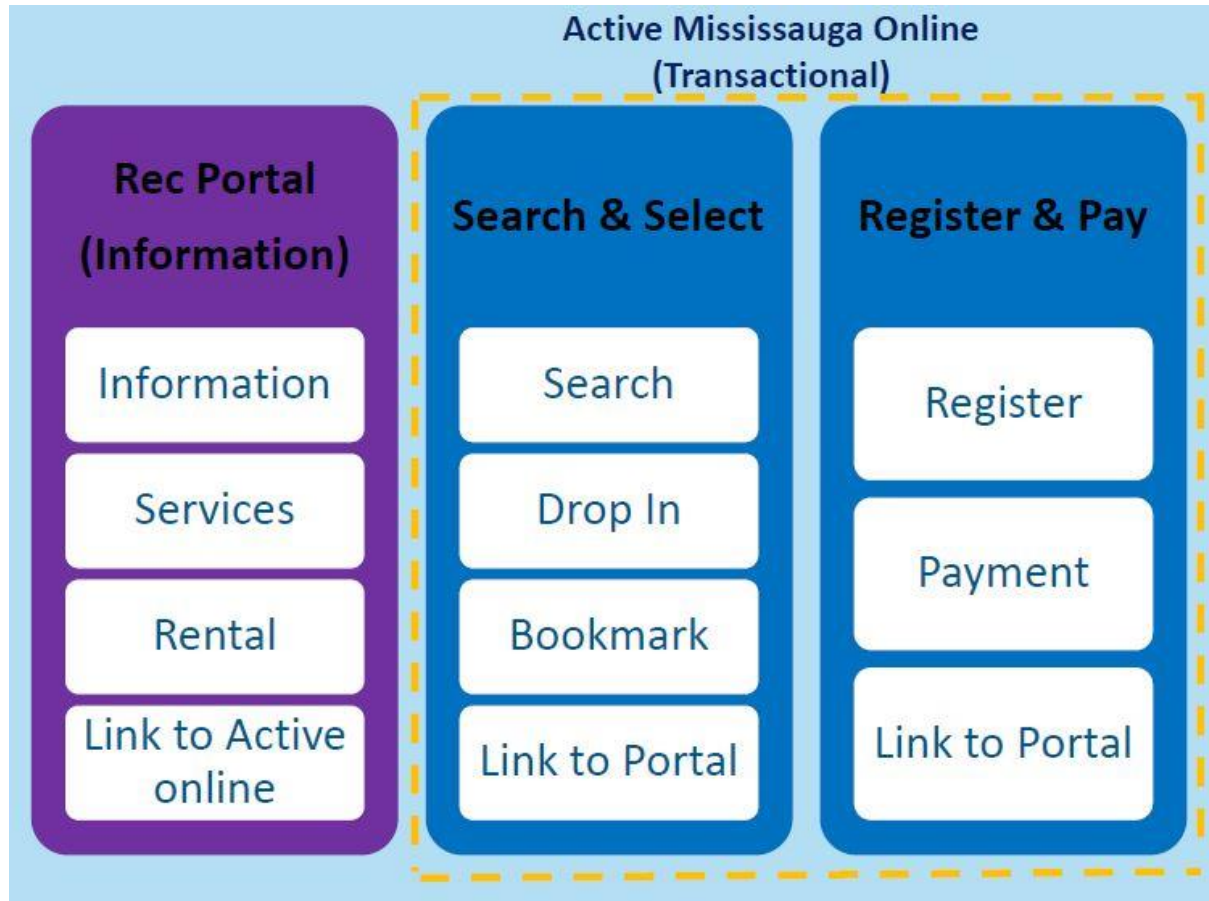


Before Active online

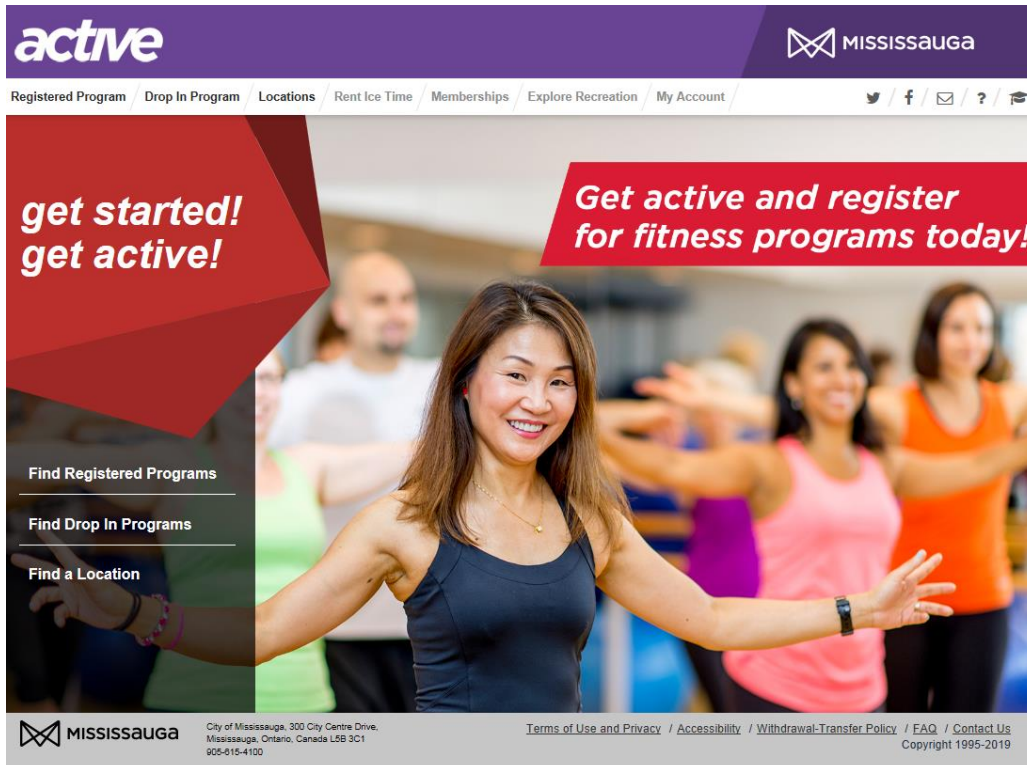


With Active online

Integration - City Website



Features



- **Narrow Search Filters**
 - Age
 - Day of week
 - Type
 - Location
 - Season
- **Drop In Program Calendar**
- **Bookmark Programs – ease for multiple registrations**
- **Location page with program filter**
- **Facility bookings & ice rentals online**
- **On-line memberships**
- **Manage your account**



Current Status & Analysis

The Good ...

- Overall increase in on-line registration (especially during peak registration)
- Financial Impact
- Flexibility to add or adjust programs / offerings
- Powerful filters and sorting capability
- Bookmarks, email and social sharing

The Bad ...

- Availability of printed materials
- 3 websites to complete journey (difficult to restart search, journey can break easily)
- Limited “deeplinking” capability
- Difficult to maintain, add or change code

And the fixable ...

- Drop In Calendar display
- On line membership purchase (annual)
- Equal experience to program catalogue (multi-program registrations / bookmarking)



Next Steps


- City's Corporate Communications digital team are rebuilding the website code and design templates for mississauga.ca
- Completed and ongoing project tasks for Recreation:
 - Developing a navigation and customer journey
 - Exploration of marketing spotlights
 - Design of prototype pages
 - Writing content (information & marketing pages)
 - Evaluating technical approaches and feasibility of solutions.
- Adapting a user-centered approach with testing at each stage of development with customers
 - Improve task completion
 - Apply evidence based approach
 - Few customer complaints



Next Steps

MISSISSAUGA

Recreation and sports [Give Feedback](#) [Return to the Main Site](#)



Welcome! ✕

You're trying the new fitness registration experience. We'd love to hear your thoughts on how to make it better.

[Maybe Later](#) [Give Feedback](#)

[Return to the main site](#)

Register for a fitness class

The City offers a large variety of fitness classes and programs to choose from to stay active and healthy.

Our classes are taught by certified instructors for all fitness levels. All our group exercise programs include music and motivation to make workouts more energetic and fun.

Thank you!



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