



Date: January 3, 2001

**TO: Board Members - Parks and Recreation**  
**FROM: General Manager - Parks and Recreation**  
**SUBJECT: PHOTO ID PROJECT UPDATE**

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## RECOMMENDATION

*THAT this report be received for information.*

## POLICY

While there is no specific policy with regards to Photo Identification, the Park Board's Draft Strategic Plan goals for Service Delivery: Technological Support is to:

Enhance service delivery through the use of appropriate new technologies.

## BACKGROUND

In 1998, staff embarked on a photo identification (Photo ID) project to replace the Board's manual based Flexipass and Leisure Access Card programs. For a set fee, Flexipass participants are granted unlimited access to fitness centres and swimming pools for a specific time period (i.e., one month, three months, etc.). Leisure Access participants are granted free access to public swimming and skating sessions as well as reduced fees (usually 50%) at various other Park Board facilities. Leisure Access Cards are generally issued for a one year period.

The Flexipasses and Leisure Access Cards issued to patrons are hand written and patron identification is limited to the patron's name, signature and age group. Patron and pass/card information is filed manually. In 1998, the Board issued approximately 38,250 Flexipasses and 22,450 Leisure Access Cards.

## DISCUSSION

Staff identified three major concerns with the existing Flexipass and Leisure Access Card programs:

1. the manual system is labour intensive

The existing system is labour intensive, both in terms of processing and inventory control.

2. information retrieval is difficult.

Information retrieval with regards to patron and pass/card information is limited to the site where the pass or card is purchased and the retrieval of this information must be done manually. As a result, statistical analysis of patron profiles is limited. In addition, verifying information with regards to forgotten or lost cards requires staff to contact other sites.

3. potential mis-use of the passes/cards.

Currently pass and card users can only be verified by their name, age group and signature. Staff have experienced patrons mis-using both Flexipasses and Leisure Access Cards.

The committee conducted a feasibility study of various computer software packages which would improve both the efficiency and integrity of the Board's pass/card system. Based on this investigation, staff developed a Request for Proposal for a Photo ID for Flexipasses and Leisure Access Cards system. The Proposal called for the introduction of the patron's photo on the pass or card as well as a centralized computer database for patron and pass/card information. The following goals were established for the project:

<b>Goal</b>	<b>Outcome</b>
improved customer demographics/statistics	- centralized database will provide marketing and statistical information (customer profiles)
improved customer service	- faster processing of renewals. - should patron forget pass or card, the centralized database can be queried from any location.
improved integrity of the pass/card program	- better identification of patron using the pass or card would result in better control of "sharing", counterfeiting, selling of passes/cards. - potential increase in revenue if there is a reduction in fraudulent uses of passes and cards.
improved staff efficiencies in processing and checking cards/passes	- faster processing of passes and cards. - reduction in confrontation between staff and suspected mis-users of the pass/card programs.

The Proposal called for the installation of Photo ID systems at sixteen sites with swimming pools and/or fitness centres. The cost of the hardware and software is funded from the 2000-2002 Capital Plan.

In September of 2000, a Request for Proposal was issued for Photo ID software. The proposal called for a “turn key” system with the bidder providing the complete hardware/software, supplies and training for the system. The Board received three proposals; two of which met all the criteria in the Request for Proposal.

The Association Presidents were updated on the Photo ID project at their December 2000 meeting.

## **CONCLUSION**

The contract for the Photo ID proposal will be awarded after a complete review of the bids. It is the intent of the committee to have the new Photo ID system in place by May of 2001.

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