

**COUNTY OF SACRAMENTO  
CALIFORNIA**

For the Agenda of:  
September 13, 2007  
9:30 a.m.

**To:** Board of Supervisors

**From:** Department of Regional Parks

**Subject:** **Report Back: Additional Requests for Leisure Services**

**Contact:** Jill Ritzman, Deputy Director, 876-5134

**Introduction**

This is a report back regarding two of Parks' Additional Requests for Leisure Services:

- Recreation Specialist, fully funded by program revenues and
- On-Line Reservation System, cost of \$10,000.

**Background**

Leisure Services unit is the community outreach and recreation programming unit within Parks. Specifically, the unit is responsible for Group Picnic Services, County Service Areas, special events and special use request, such as competitive trail events and festivals in the park system. In 2001, this unit had as many as four permanent recreation staff, including a staff assigned exclusively to community outreach and coordination of volunteers and service clubs. All but one position has been lost due to past budget reductions.

**Discussion**

Participation in the Group Picnic Services program is increasing, raising additional revenues in the unit. Businesses and clubs are making more reservations and requesting more services. To respond to the increased business, Leisure Services is requesting an additional position which would be fully funded by new program revenues. This position has been recommended by the CEO and has no associated net cost.

In addition to the new position, Parks is requesting \$10,000 for a new on-line reservation system to allow customers the convenience of making reservations and arranging for picnic services on-line, without the assistance of a staff person via telephone. The on-line services would be available 24/7. On many occasions, customers leave messages because staff is assisting other customers in the office or over the telephone, or calls are received after business hours.

The on-line reservation system would have the following benefits:

- Allow customers the option to make reservations, request services, or change existing arrangements on-line without waiting for staff to become available;
- Generate more business for Group Picnic Services because of the ease of doing business;
- Staff hours would be re-directed to assisting those customers who need additional help in planning their picnic or special event;
- Staff hours would be re-directed to other Leisure Services program areas which need additional staff time such as County Service Areas and coordination of large special events.

**Conclusion**

The purpose of the online reservation system is not to reduce the number of staff assigned to the Leisure Services Unit, but to re-direct the staff time into program areas where additional staff is needed.

Respectfully submitted,

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GARY KUKKOLA, Director  
Regional Parks

APPROVED:  
TERRY SCHUTTEN  
County Executive

By: \_\_\_\_\_  
PAUL J. HAHN, Administrator  
Municipal Services Agency