

Attachment 2: Table 2 - Comparison of Current State System and Future State System Benefits

A comparison of CLASS and ACTIVENet, and the new system benefits that address insights that were collected from customer and staff engagement.

Function	CLASS / Current State	ACTIVENet / Future State Improvements
User Experience	<ul style="list-style-type: none">Website user interface is out of date and not responsive across mobile devicesDesign and workflow is not intuitive, and feels dated.	<ul style="list-style-type: none">Residents will be able to register for programs and book parks and facilities using an enhanced online platform that is fully AODA-compliant, mobile-responsive, and with a modern and well-designed user interface.Enhanced booking display including facility information and availability calendar.Integrated program planning tools including a program wish list, and ability to add registered programs to a personal calendar.Enhanced search capability including interactive maps.
Self-Serve Options	<ul style="list-style-type: none">Membership renewals are manual and completed in-person.	<ul style="list-style-type: none">Enhanced account management includes user-friendly log-in and online update of account information.Enhanced program management includes online program withdraw and transfer.Online membership purchases and renewals.Residents can request or make one-time bookings in real-time.
Integrated Marketing and Communications	<ul style="list-style-type: none">Social media integration, email communication and marketing are limited	<ul style="list-style-type: none">Clients can like, share and promote programs and facilities.Enhanced marketing and communication tools will allow the City to connect with residents to share information and receive feedback to inform continuous improvement efforts.Subscription lists for marketing and promotions.SMS and email notifications.

Function	CLASS / Current State	ACTIVENet / Future State Improvements
Advanced Data Analytics	<ul style="list-style-type: none"> • Data analysis and advanced reporting is not directly available to staff. • Dashboards and advanced reports are not easily accessible to staff. • Ability to inform decision-making is limited. 	<ul style="list-style-type: none"> • The system has a range of standard reports and a dynamic report module that integrates with PFR's business intelligence tools, staff can develop custom reports, track KPIs, generate accurate forecasts and ultimately make better-informed business decisions.
Payment Card Industry Data Security Standard (PCI)	<ul style="list-style-type: none"> • City is responsible for PCI technology (hardware and data storage). • PCI compliance requires significant City resources to ensure the security and integrity of payment data. 	<ul style="list-style-type: none"> • PCI compliance is now the responsibility of the vendor which reduces liability and scope of responsibility for the City.
Waitlist Management	<ul style="list-style-type: none"> • Staff manually review and manage waitlists on a program-by-program basis. 	<ul style="list-style-type: none"> • New transparency on waitlist function, residents will know how many people are already on the waitlist and can make informed decisions. • System automated waitlist process will send a notification to customers about an opening in their desired program; customer can accept or decline, until the program is full. This function will help optimize program capacity and ensure the City is serving the highest number of users in every program at all times.
Cloud-based vs On-premise	<ul style="list-style-type: none"> • The server infrastructure is fixed in its capacity. 	<ul style="list-style-type: none"> • Cloud-based services can keep up with growing or fluctuating bandwidth demands. When demand increases, so will the scale of the cloud capacity.