

## Digital Citizen Advisor Input Summary

This report summarizes the information gathered from [Digital Citizen Advisor's](#) during the first Digital Citizen Advisor survey for Parks, Forestry & Recreation division's Registration and Booking Transformation project. Visit the [project's web page](#) for summaries of feedback provided by the User Advisory Group and by residents during pop-up feedback opportunities.

### Engagement Method

375 Digital Citizen Advisors provided input by completing an online survey between June 3 and June 24, 2019. The survey focused on how Digital Citizen Advisors learn about and research recreation and booking services.

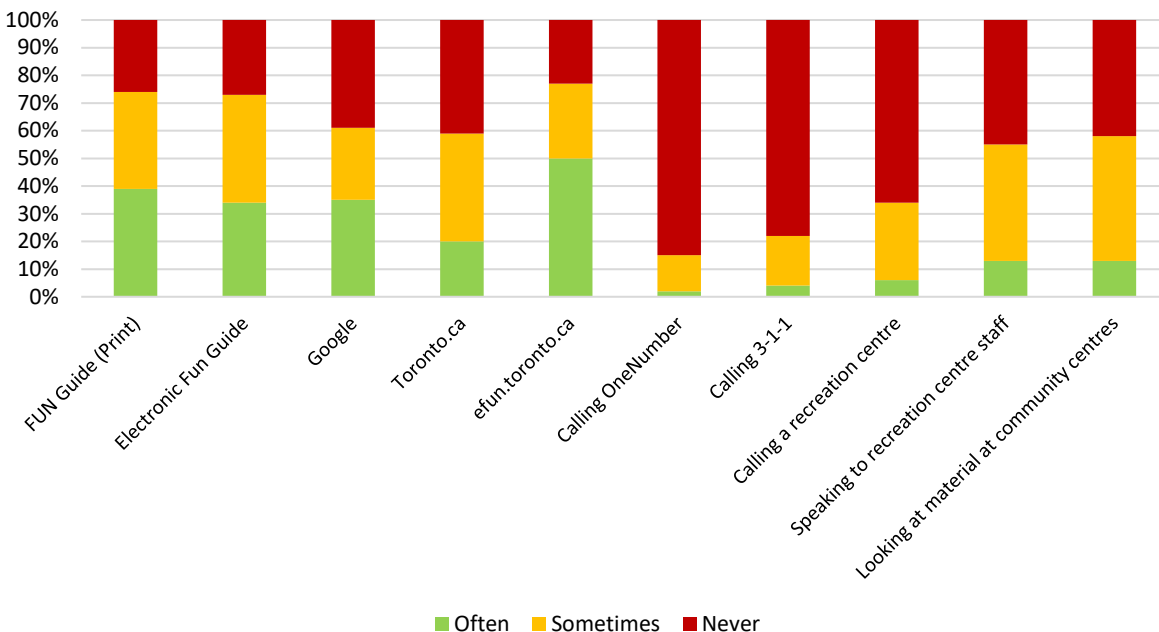
### Program Registration Findings

#### Search & Planning Tool Preferences

Digital Citizen Advisors were presented with 11 recreation program search tools and asked to identify which they prefer to use. Respondents consistently identified four tools as their primary tool:

- efun.toronto.ca and toronto.ca
- Electronic FUN Guide
- Printed FUN Guide
- Google or other search engines

Figure 1: Search Tool Frequency – Program Registration

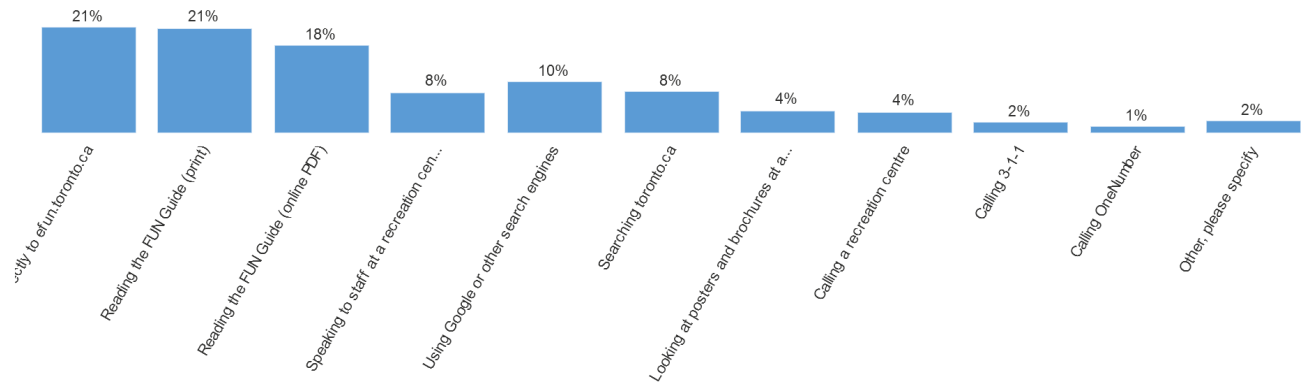


## Phase 1: Digital Citizen Advisor Input Summary

### Search & Planning Tool Sequencing

Digital Citizen Advisors were asked to identify the sequence in which they use different search tools. The majority of respondents start their research by visiting the City's website, some then move on to the FUN Guide for more detailed planning.

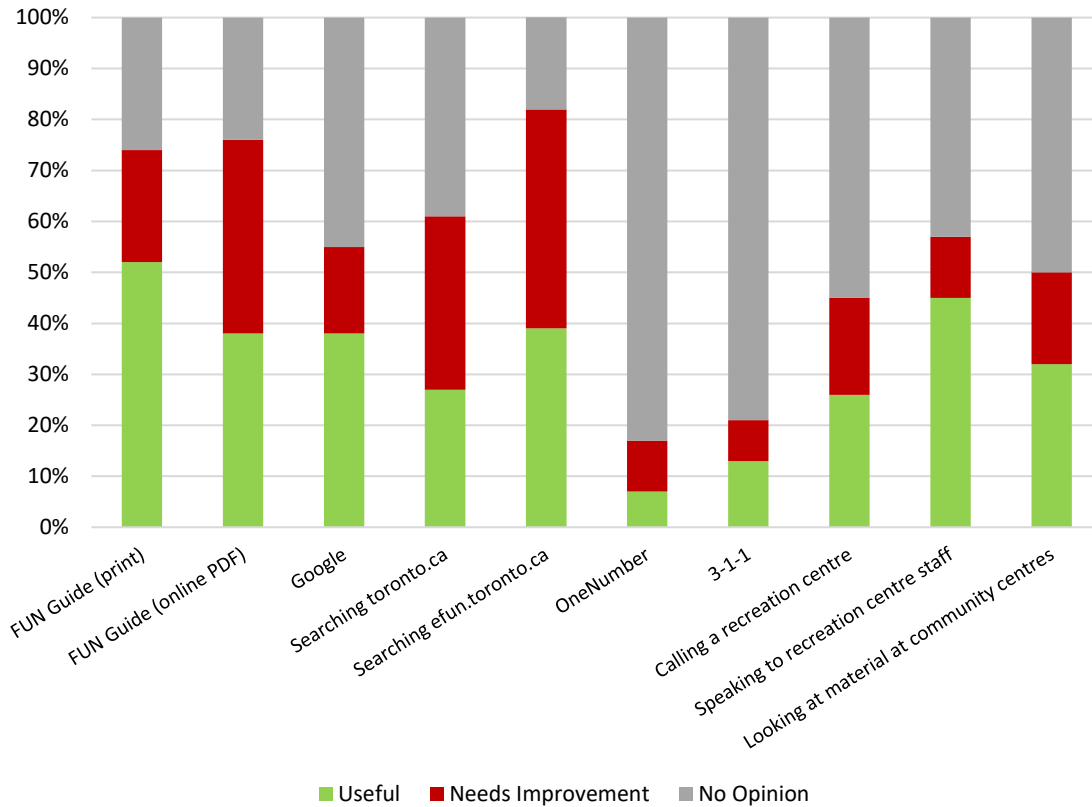
Figure 2: Search Tool Sequencing - Program Registration



### Search & Planning Tool Improvements

Digital Citizen Advisors identified which program registration search tools are useful and which ones need improvement.

Figure 3: Search Tool Feedback - Program Registration



## Facility Booking Findings

Digital Citizen Advisors were presented with 10 facility booking search tools and asked to identify which they prefer to use. Respondents identified four tools as their primary search method for recreation program research:

- Efun.toronto.ca and Toronto.ca
- Electronic FUN Guide
- Calling and/or visiting a recreation centre
- Google or other search engines

Figure 4: Search Tool Frequency - Facility Booking

