



PORTLAND PARKS & RECREATIONSM

Healthy Parks, Healthy Portland

Launching the ActiveNet Captivate App for PP&R



I am **Donna Leslie**

I use she/her pronouns

I work for Portland Parks & Recreation as a **Recreation Coordinator I – Public Event Permits** and have worked for PP&R since October of 2000.





My process



History:

- ❖ In 2014, as a member of the Budget Ideas committee, I suggested that PP&R consider creating an app for simple reservations.
- ❖ I reached out to SMEs, researched functions and capabilities of the app, and how the app was launched previously.
- ❖ My overall objective was to launch the Captivate app with a comprehensive plan to remove language barriers and improve customer engagement.
- ❖ I incorporated concepts I learned through the Leadership Academy like active listening, emotional intelligence, and communicating across different learning styles.



Overcoming Challenges



- My original project morphed and changed.
- My research led me to a better understanding of how to manage a project in multiple phases.
- For various reasons, I had to pivot this project to focus on research and a detailed comprehensive plan.
- Smaller incremental steps lead to more opportunities, and a potential larger impact to our customers.



More Challenges

- The Captivate app was initially implemented in 2021 when OSHA distance regulations were in place.
- Some staff reported the app was “clunky” and hard to navigate. Most didn’t remember.
- A majority of the app users at the time were not familiar with apps.
- Intentions for launching the app were misunderstood.
- As more staff were contacted with questions, more staff downloaded the app.
- After downloading the Captivate app, I made a tennis court reservation and got to the payment screen.





Why launch the ACTIVENet Captivate Mobile App?

- PP&R currently doesn't use the Captivate mobile app even though its part of the ActiveNet software package.
- If PP&R uses a booking App by another software company, it will need to be maintained outside of our existing system.
- PP&R could launch use of this app in a pilot program.
- Future possibilities include simple wedding/picnics community center rentals, 5K run events, and other registered events.
- The app customizable to an organization's branding.

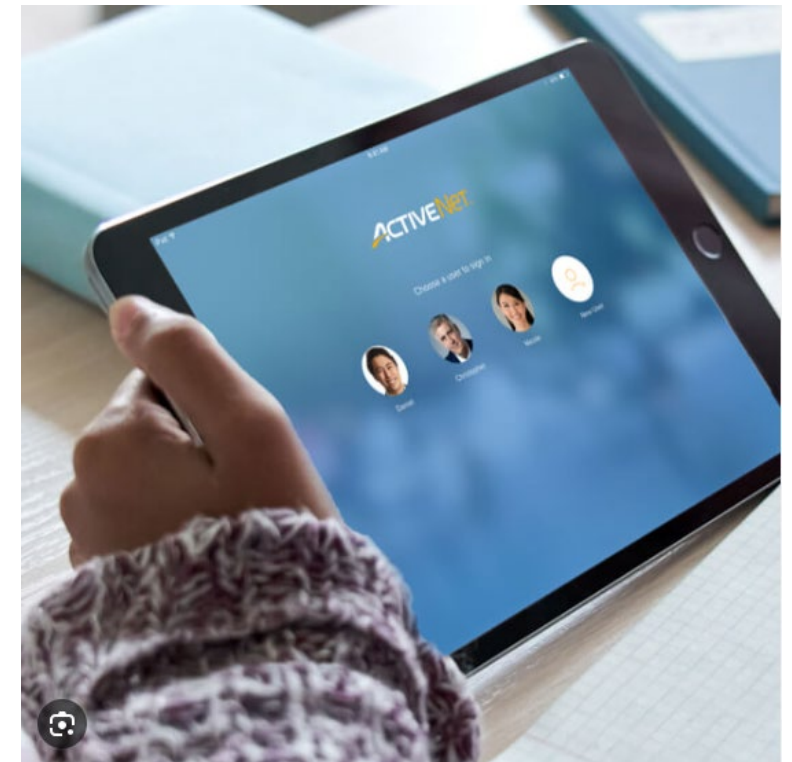
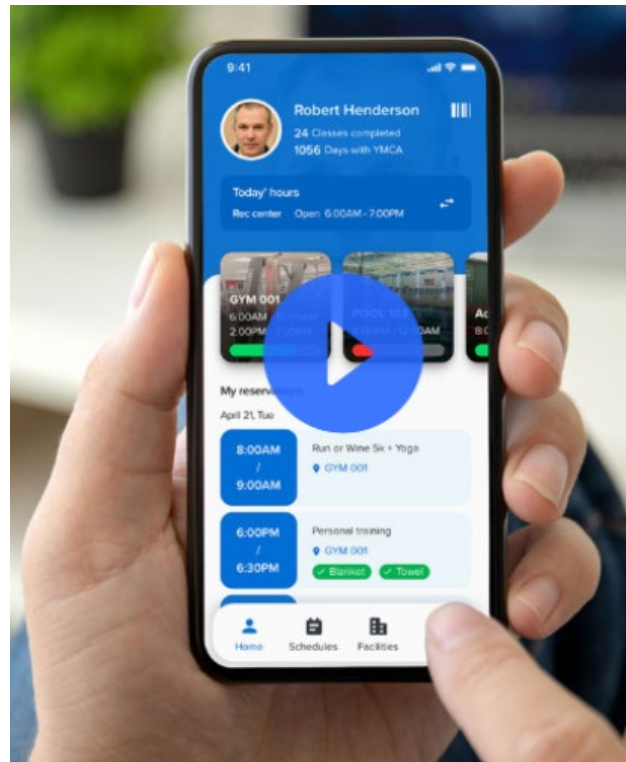
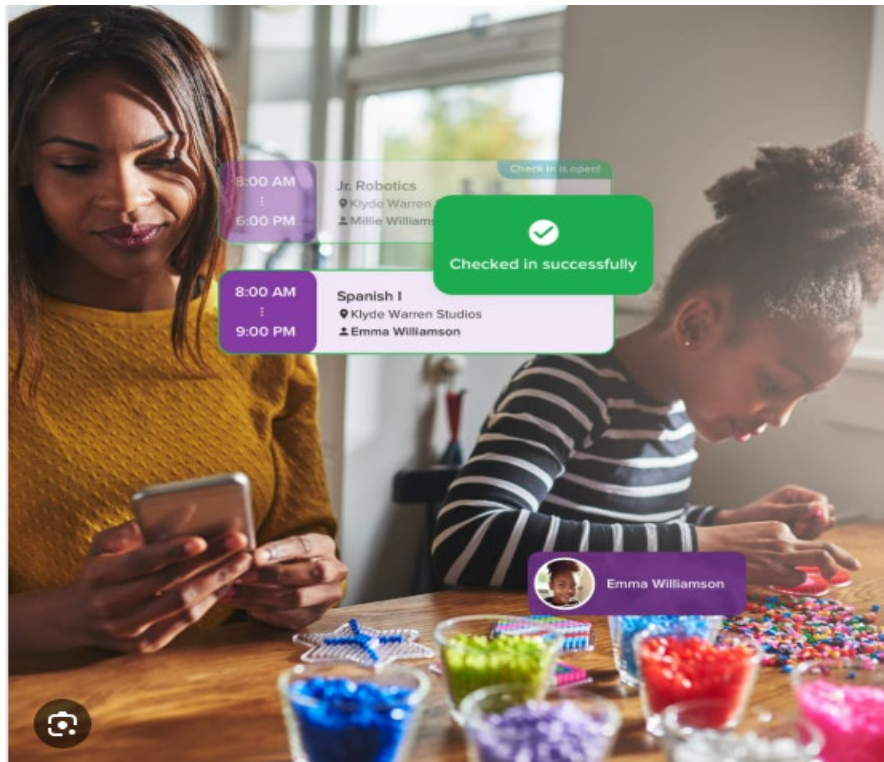




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Serve Customers where they are – on their phones and mobile devices!





Use the ActiveNet Captivate Start-Up Guide

Getting Set-up

Everything you need to know to be a Captivate App pro

- 1 To enable integration with ACTIVENet Captivate, please contact your Account Manager to purchase the ACTIVENet Captivate license.
- 2 Once purchase is complete, email activenetsupport@activenetwork.com and include the following information:
 - + **Your Developer Apple ID** (email and password)
 - + **A test member/participate account** (email and password)
 - + **How you would like your app named** (you can enter up to 30 characters, but only the first 19 characters display in the AppStore)
 - + **Your splash screen image** (1242 x 2688 pixels)
 - + **Your icon image** (1024 x 1024 pixels in PNG format)

- + **Description** (optional to add unique description that highlights the features and functionality of your app)
 - + **Target Go-Live Date for the App** (minimum 3 weeks from case submission)
- 3 Log into ACTIVENet Captivate Staff Portal with your ACTIVENet login credentials:
 - + For US organizations, the URL is <https://captivate.active.com/Login>
 - + For Canadian organizations, the URL is <https://captivateca.active.com/Login>

- 4 Review [ACTIVENet Captivate - Technical Guide](#) for instructions on ACTIVENet AUI configuration

- 5 ACTIVENet will customize and configure your application to submit to Apple. Pending Apple review and approval, the app can be downloaded in the app store.

Participant will download the app in the app store.

- + Search for 'ACTIVENet Captivate' and install the app.
- + If the app name has been branded for your organization, then search for the branded name and install the app.



- 1 Icon Image
- 2 App Name



Splash Screen Image
Appears when the app is first opened





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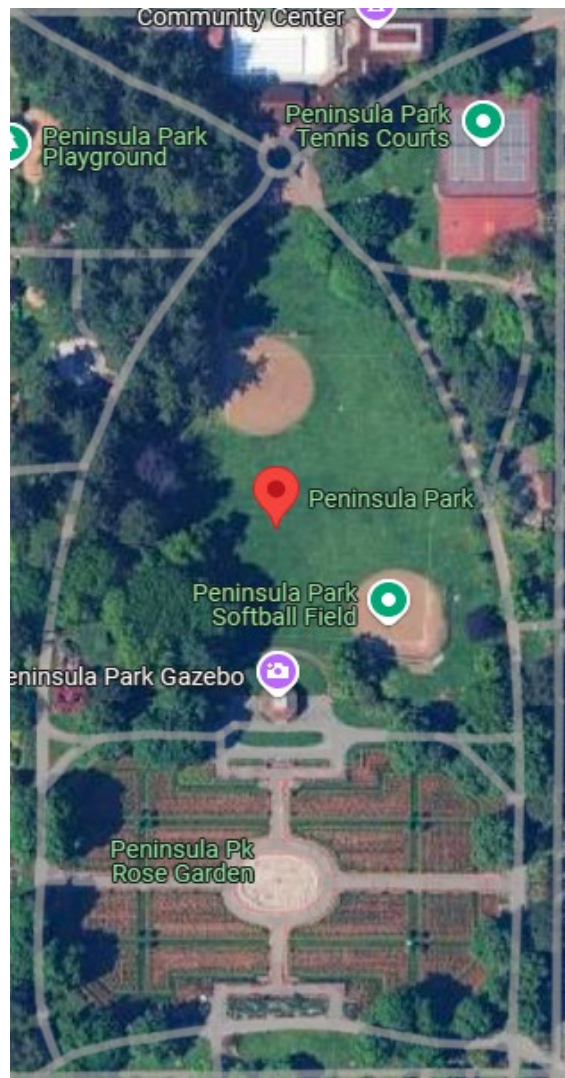
Launching the ActiveNet Captivate Mobile App for Portland Parks & Recreation



Integrating **ACTIVENet** with **ACTIVE Captivate** requires your organization to perform the following steps:

1. [Enable ACTIVE Captivate.](#)
2. [In the ACTIVENet AUI, enable your centers, activities, FlexReg programs, facilities and equipment to be displayed in ACTIVE Captivate.](#)
3. (Optional) [In the ACTIVE Captivate staff site, customize your organization name.](#)





Technology will continue to improve and change

- It won't be long before we'll be able to scan a QR code or drop a virtual beacon to designate our reservable facilities like ball fields and picnic sites. ActiveNet software is constantly evolving.
- The Captivate App allows GIS data to be input for designating facilities or events. This allows customers to self-check in to activities/programs.
- We could employ intergenerational engagement by involving the TeenForce program to test the Captivate App and help customers put the app on their phones.





Using Apps vs. a Browser

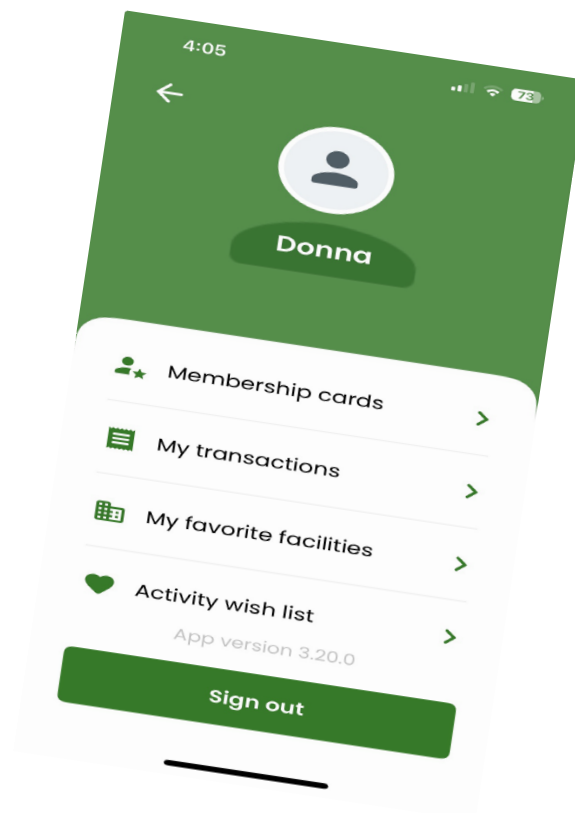


- **Apps and browsers store data differently.**
- **Apps are generally faster.**
- **Apps offer a seamless user experience with access to specific device features.**
- **Browsers provide wider compatibility across different devices.**
- **Browsers rely on internet connectivity and website servers.**



Mobile Apps vs. Mobile Websites: Why People Spend 90% of their time in Apps

- Data shows that nearly 90% of mobile internet usage is spent in apps, owing to the better user experience apps provide for mobile web users.
- Overall, app usage is steadily increasing, with more than 100 billion hours logged in mobile apps each year.
- Mobile apps have a 157% higher conversion rate than mobile websites, and score better in several other key engagement metrics.
- Even if your mobile website is fast and well-optimized, it will benefit you to convert your website into an app to boost user engagement and retention.





Why launch the ACTIVENet Captivate Mobile App?

Blog post by Nitin Deshdeep

September 2024

So, the mobile era is here – today, the number of mobile users is greater than the number of desktop users!

Consequently, businesses have realized the need to attract customers by effectively using mobile channels.

Studies show that users prefer mobile apps more than mobile websites. This makes a solid reason to create mobile apps to reach out to potential and existing customers.

In addition, various other reasons make mobile apps better than mobile websites.

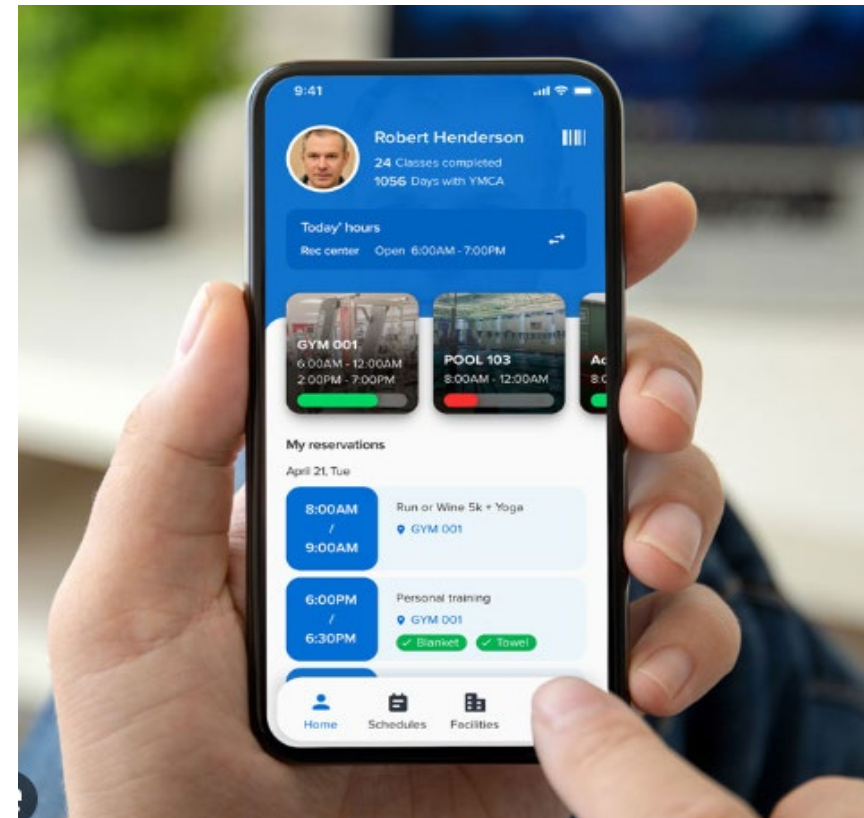
1. **Mobile apps offer better personalization**
2. **Ease of sending notifications: push/in-app**
3. **Making use of mobile device features; GPS/contacts**
4. **Ability to work offline; basic content/functionality**
5. **Freedom in designing: refresh/back /tap/swipe**
6. **New branding experience; new service, etc.**
7. **Users spend more time on Apps – 88% of their time in apps, 12% on mobile websites**
8. **New stream of conversions; visitor to customer**
9. **Brand presence; a mini-advertisement for the brand**
10. **Apps can work faster than websites; local/servers**



Imagine the possibilities

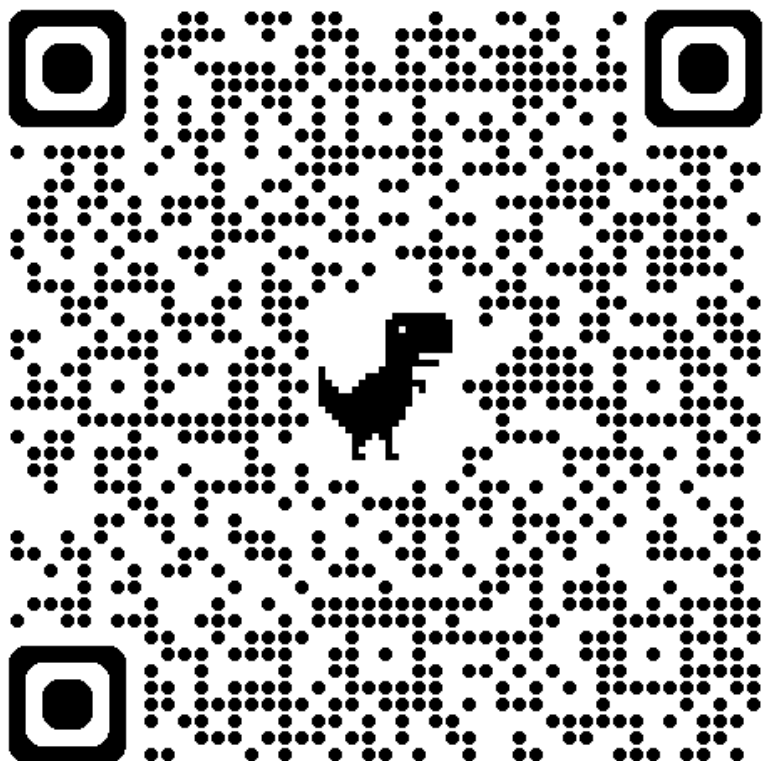
Take a journey with me for a moment if you will.....

- Let's say I have a Zumba class in ½ hour.
- I don't need to take much with me, so I'm just going to bring my phone.





Engage your members with the Captivate App



Features of the *ACTIVENet* Captivate app

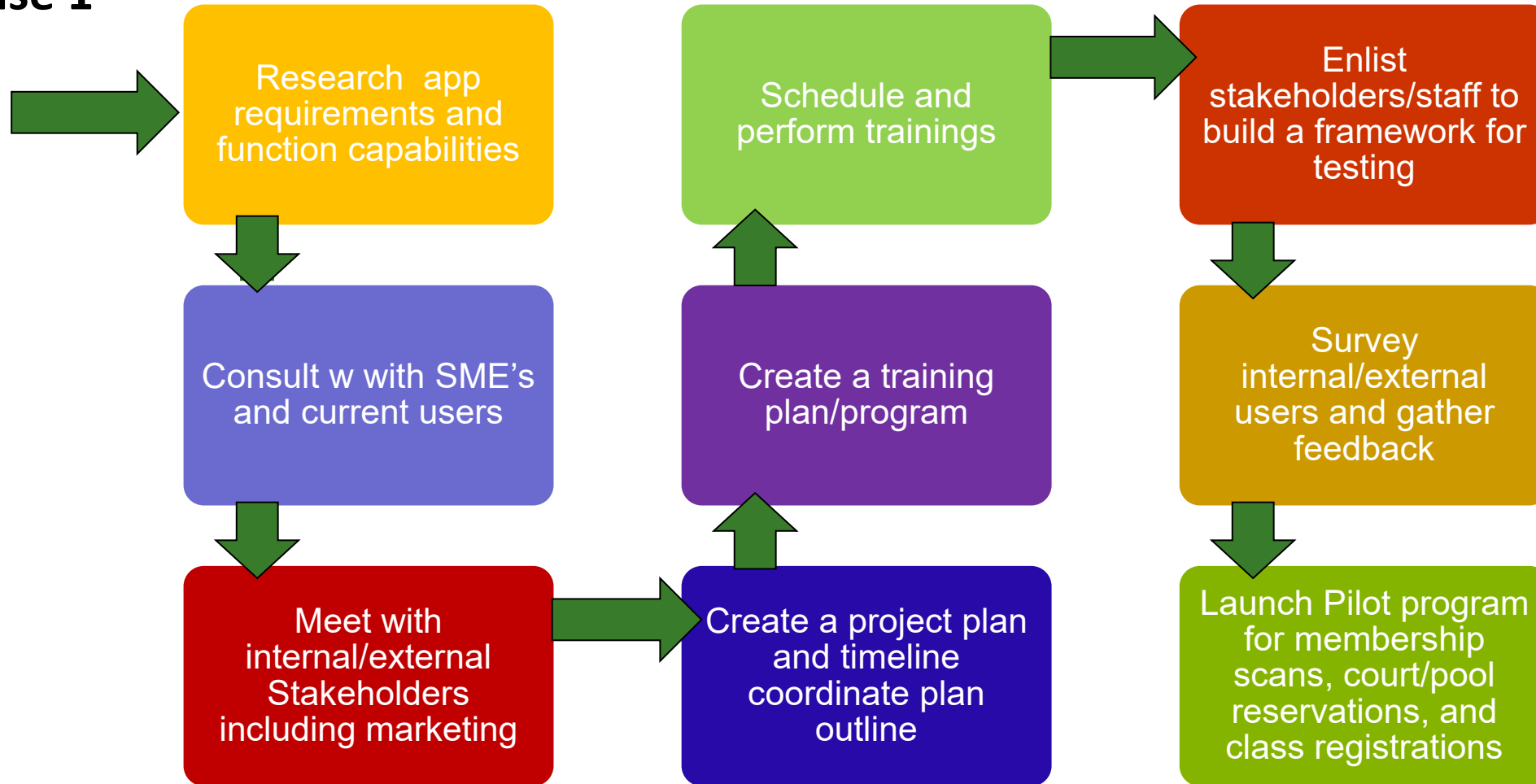
- **Check in:** Users can scan their membership pass to check in to facilities using contactless check-in
- **View information** about facilities, including hours of operation, capacity, and driving directions
- **Book:** Users can book classes, equipment, and facility reservations.
- **Share:** Users can share classes with friends via social media, email, or text
- **Notifications:** Users can receive facility news, updates, and notifications via text
- **Fitness challenges:** Users can join fitness challenges, 5K runs, and fitness in the park sessions
- **HealthKit integration:** Users can track calories burned, distance walked, and steps climbed by integrating it with their phone.

<https://video.activenetwork.com/watch/dKs9LEuHZviV6v84eEgoKL?autoplay=2&second=12.69>



A Comprehensive Plan for Implementation

Phase 1





Comprehensive Plan for Implementation

Phase 2

Registered
events

- 5K Fun Runs
- Other registered events

Simple
reservations

- Simple Weddings
- Simple Picnics w/out alcohol

Field/court
reservations

- Simple ballfield reservations
- Simple outdoor court reservations



Did you just
say
Pickleball?



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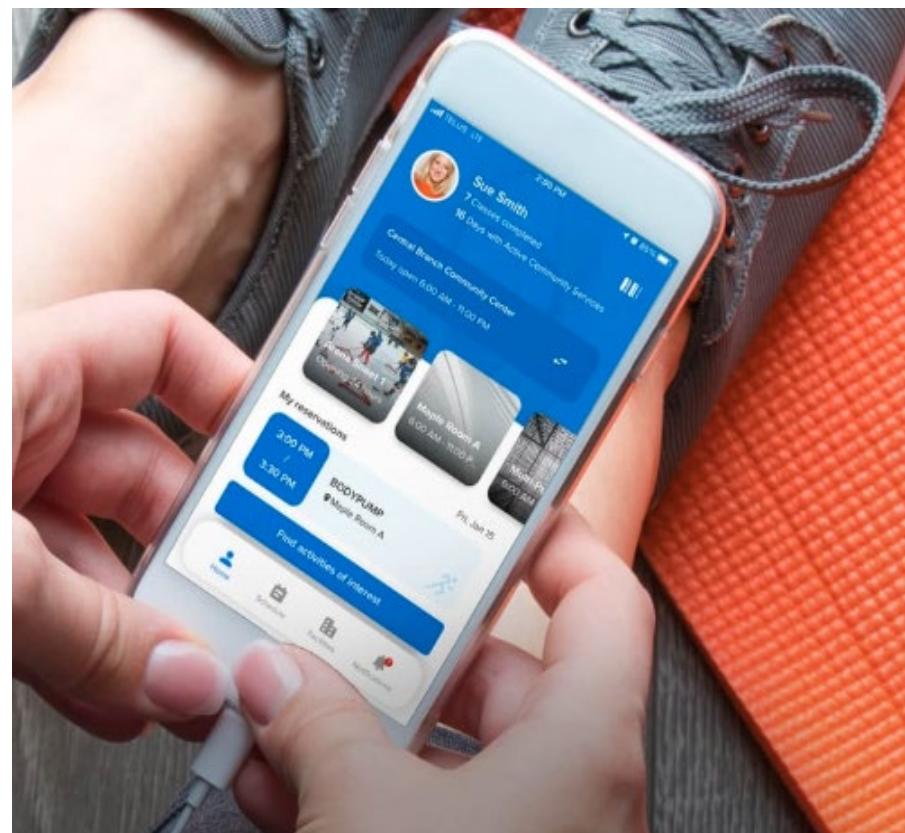
The Captivate App can bring equity to the table

Phase 3



Captivate Mobile App User Registrations

- Most people have their phones set to their preferred language.
- We could offer the App in additional languages like Chinese, Russian, Spanish, and Vietnamese.
- We could also include a registration category for Captivate App users.





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PP&R's Racial Equity Plan



Portland Parks & Recreation's (PP&R's) five-year Racial Equity Plan provides a framework and future guidance for the implementation of racial equity goals adopted by City Council. This plan sets a direction for the bureau that is consistent not only with the Citywide racial equity goals, but with our 2020 vision and with the City's vision outlined in the Portland Plan, which envisions that "everyone has access to opportunities necessary to satisfy their essential needs, advance their well-being and achieves their full potential."

The following six goals are identified in this plan:

1. Change existing services within the bureau using racial equity best practices.
2. End disparities in City government hiring and promotions.
3. Strengthen outreach and public engagement for communities of color and refugee and immigrant communities.
4. Increase access to culturally and linguistically responsive services for communities of color and refugee and immigrant communities.
5. Provide equitable access to City services to all residents.
6. Meet or exceed Citywide contracting goals for Minority Business Enterprises (MBE).



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Let's offer the Captivate App in Spanish



PROJECTS IN DEVELOPMENT PROGRAMS & ACTIVITIES LOCATIONS NEWS & ANNOUNCEMENTS ABOUT US

LANGUAGE

DONATE

USE THE DESERT REC APP TO REGISTER AS EASY AS 1-2-3!

If you're not using the Desert Rec App yet, you're missing out on seamless mobile activity registration and quick, easy digital membership scans at our facilities! Download the app today .

OCTOBER 12, 2022



Desert Rec App - How to Use ENGLISH
Desert Rec App - How to Use SPANISH

THIS ITEM APPEARS IN
Announcements

Activity & Program Guide Agendas Careers Contact Us

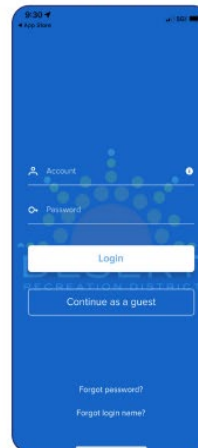
Customer Account Login Forms General Information

¡REGISTRO HECHO FÁCIL!

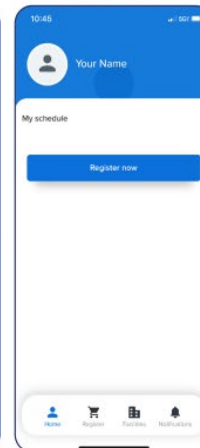
¡El registro es tan fácil como 1 - 2 - 3!



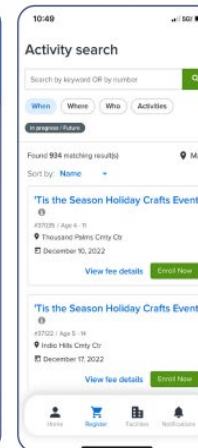
1 Acceso



2 Registro



3 Seleccionar actividades



Registro hecho fácil

La aplicación del DRD es fácil de usar y de fácil acceso. Aspectos destacados de nuestra aplicación:

- Ver programas y actividades
- Regístrese para las clases
- Pagos en línea
- Alertas en vivo
- Calendario de registro
- Membresías digitales
- Compatible con iOS y Android

**¡Más características por venir!*

¿Necesita ayuda con la aplicación? Encuentra un miembro del equipo para ayudarte a empezar, Escanea el código QR, o Descarga la aplicación hoy.



MyRecreationDistrict.com • 760-347-3484



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Let's offer the Captivate Mobile App in Chinese

ACTIVENet Captivate

ACTIVE Network, LLC

100+

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适合所有人 ⓘ

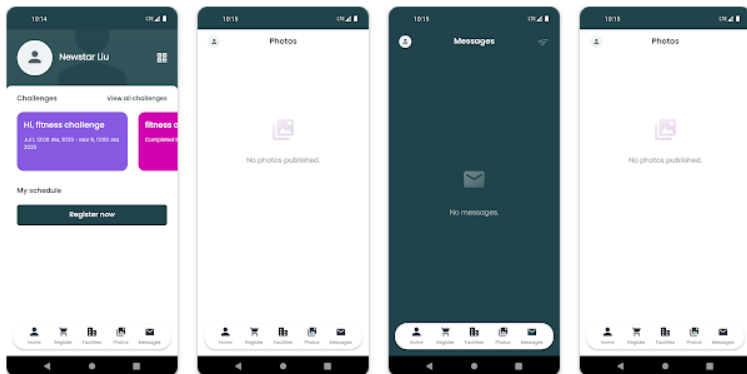
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ACTIVE Network, LLC
2.8 ★



ACTIVE
ACTIVE Network, LLC
3.3 ★



Track Meet Mobile
ACTIVE Network, LLC
2.0 ★





Conclusion

- The App offers things the website can't.
- Mobile contactless check-in.
- Access to your contacts.
- The ability to send push notifications, access GPS locations, etc.
- I learned that it is sometimes challenging to navigate throughout a large organization.
- It's always a good idea to set smaller achievable goals, ask for clarification, and gather input/feedback.



Next Steps:

- Recording the successes and hiccups with current pilot roll-out would be beneficial for future mobile app pilot programs.
- Research the costs associated with offering the ActiveNet Captivate Mobile App in other languages.
- Keep up to date with software developments, improvements, capabilities.
- Survey staff/customers to gauge interest.



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Please send any questions and feedback to:

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