

NO: R259

COUNCIL DATE: December 17, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **December 13, 2018**
FROM: **General Manager, Parks Recreation & Culture** FILE: **8000-01**
SUBJECT: **75% Discount on Admission and Passes for Seniors 70 Years and Older**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receives this report for information;
2. Approve a 75% discount on recreation passes and drop-in admissions for clients 70 years and older effective January 1, 2019; and
3. Authorize the City Clerk to bring forward the necessary amendment bylaw for the required readings.

INTENT

The purpose of this report is to seek Council's approval to increase the discount on adult admission rate for clients 70 years and older from 25% to 75% for Parks, Recreation & Culture drop-in admissions and passes.

BACKGROUND

The City operates, through the Parks, Recreation & Culture Department (PRC) a variety of registered and drop-in programs. User fees for these programs are set annually through the Parks, Recreation & Culture Admissions, *Fee-Setting By-law, 2004, No. 15391*. Surrey PRC delivers community and health enhancing services that help build healthy communities in Surrey. Individual users receive direct benefits from their use of City services. This duality of benefit-to-all and direct-benefit is a significant component of PRC's Fees and Charges philosophy. User fees are reviewed annually to ensure that services are priced fairly to market value, valued by the public and responsive to public demand.

The following guiding principles are applied when evaluating fees to ensure they are:

- Simple to understand and administer;
- Appropriate for the recreation service environment; and
- Consistent with business strategies and principles.

PRC recognizes that some residents have financial challenges accessing services. Several programs and services are delivered to address these particular challenges such as: the Leisure Access Program and both Value and Social Well-being programs.

User Fee Structure

The following is the current fee structure:

- Passes and Drop-In admissions - Market value for adults passes, followed by age-based discounts:
 - Adults 19-59: no discount;
 - Seniors 60+: 25% discount;
 - Children 2-12: 50% discount; and
 - Youth 13-18: 50% discount.
- Swipes Passes - Provide pre-paid admissions, based on the drop-in admission fee, with a 10% to 20% discount, based on volume of swipes purchased.

Seniors 70 Years and Older Usage Analysis

In 2017, 6,200 seniors 70 years or older participated in PRC services, resulting in 217,000 visits from drop-in admissions, passes and swipes.

DISCUSSION

The following section outlines the approach and considerations in implementing Council's commitment for a 75% discount on drop-in admissions and passes for seniors 70 years and older.

Encouraging seniors to be active and engaged is important to the quality of life of older adults. Through this universal discount, the City can promote life-long participation in our community; low-income seniors can receive additional discounts through the Leisure Access Program.

The recommended approach is to introduce a new age-based discount for seniors 70 years and older, which would be based on a 75% discount on the adult fee. The reduced user fee will benefit the community and will increase participation in City programs.

Clients 70 years and older who have purchased an annual pass at a higher fee would receive a prorated refund to account for the updated discount. A full communication plan is in place to ensure all eligible seniors are aware of the increased discount.

Based on the annual historical usage of 217,000 seniors 70 years plus, the increased discount will result in \$400,000 reduced revenues. The following will be implemented in 2019 to offset the reduced revenues:

- Reduce printed materials and increase use of social media and digital advertisement;
- Reduce access to some aquatic amenities during non-prime times to reduce operating costs e.g. close access to pool deep end; and
- Ensure significant levels of registration in advance of confirming registered programs.

In addition to the above, staff will focus on growth and innovation in existing service delivery to increase participation and revenues to address the reduced revenues.

All existing PRC user fees are included in the Surrey Parks, Recreation & Culture Admissions, *Fee-Setting By-law, 2004, No. 15391* and thus any changes must be approved by Council. This report seeks to amend the current fee by-law, which provides a baseline for future user fees.

SUSTAINABILITY CONSIDERATIONS

The work of this amendment supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 theme of Health and Wellness. Specifically, this project supports the following Desired Outcomes ("DO")

- Health Services and Programs DO2: Universally accessible physical and mental health care and support is available.
- Wellness and Recreation DO8: Residents feel a sense of belonging and connectedness, and have opportunities for social interaction in their neighbourhoods and community.

CONCLUSION

A 75% discount for seniors 70 years and older can be implemented through a new age-based discount. This new rate will encourage participation and healthy living by increasing the use of recreation facilities by this age group.

The Parks, Recreation and Culture Department recommends that Council:

- Approve a 75% discount on recreation passes and drop-in admissions for clients 70 years and older; and
- Authorize the City Clerk to bring forward the necessary amendment bylaw (See Appendix "I") for the required readings.

Laurie Cavan,
General Manager,
Parks, Recreation & Culture

Appendix "I": Surrey Parks, Recreation and Culture *Fee-Setting By-law, 2004, No. 15391, Amendment Bylaw, 2018, No.19528*

CITY OF SURREY

BYLAW NO. 19528

A bylaw to amend the provisions of "Surrey Parks, Recreation and Culture Fee-Setting By-law, 2004, No. 15391", as amended.

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The Council of the City of Surrey, ENACTS AS FOLLOWS:

1. "Surrey Parks, Recreation and Culture Fee-Setting By-law, 2004, No. 15391", as amended, is hereby further amended as follows:
 - (a) Facility Admission Schedules, Admissions – Definitions is amended as follows:
 - i. Under the Fee Structure for "Senior 70 Years and older", delete the words "75% of Adult Rate" and replace it with the words "25% of Adult Rate"
 - ii. Under Admissions, delete the existing table and replace it with a new table attached hereto as Schedule A, forming part of the Bylaw.
 - iii. Under Facility Passes, delete the existing table and replace it with a new table attached hereto as Schedule B, forming part of the Bylaw.
2. This Bylaw shall be cited for all purposes as "Surrey Parks, Recreation and Culture Fee-Setting Bylaw, 2004, No. 15391, Amendment Bylaw, 2018, No. 19528".

PASSED FIRST READING on the th day of December, 2018.

PASSED SECOND READING on the th day of December, 2018.

PASSED THIRD READING on the th day of December, 2018.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the th day of December, 2018.

MAYOR

CLERK

Admissions

All Fees are subject to applicable taxes; Per person fee, unless otherwise noted

2018/19

Base

Valid at all City Operated Facilities

Infant (under 2 years)	\$0.00
Children/Youth	\$3.28
Adult	\$6.56
Senior 60 to 69	\$4.92
Senior 70 Years and older	\$1.64
Student	\$4.92
Family*	\$3.28
Senior 90 Years and Older	\$1.64
Value Time	50% discount
Shower Only Fee	\$3.28

Facility Passes

All Fees are subject to applicable taxes; Per person fee, unless otherwise noted

2018/19**Base****Monthly**

Infant	\$0.00
Children/Youth	\$34.03
Adult	\$68.06
Senior 60 to 69	\$51.05
Senior 70 Years and older	\$17.02
Student	\$51.05
Family	\$136.13

Annually

Infant	\$0.00
Children/Youth	\$249.33
Adult	\$498.65
Senior 60 to 69	\$373.99
Senior 70 Years and older	\$124.66
Student	\$373.99
Family	\$997.30