

# Recreation Fee Review



**What is the value of recreation to you?**

**April 15, 2019 Council  
Memorandum MEM RP-2019-0001**

## Project Goal

Review existing recreation fees and provide a new framework to rationalize rates, subsidy/cost recovery levels, and future trends based on projected demographics.

RFP P-122-18 awarded to Watson & Associates Inc.

# Guiding Principles

- Ensure **affordable** access
- Be **specific** to the needs of our residents
- Strike a **balance** between reliance on tax base funds, other funding sources, and user fees
- Access to basic services in order to enjoy a better **quality of life.**



# Project Objectives

- Respond to changing **demographics, employment forecasts and income levels;**
- Define a **fair and transparent** recovery rate for the various programs and services provided in Recreation and Parks;

## Recreation Fee Review

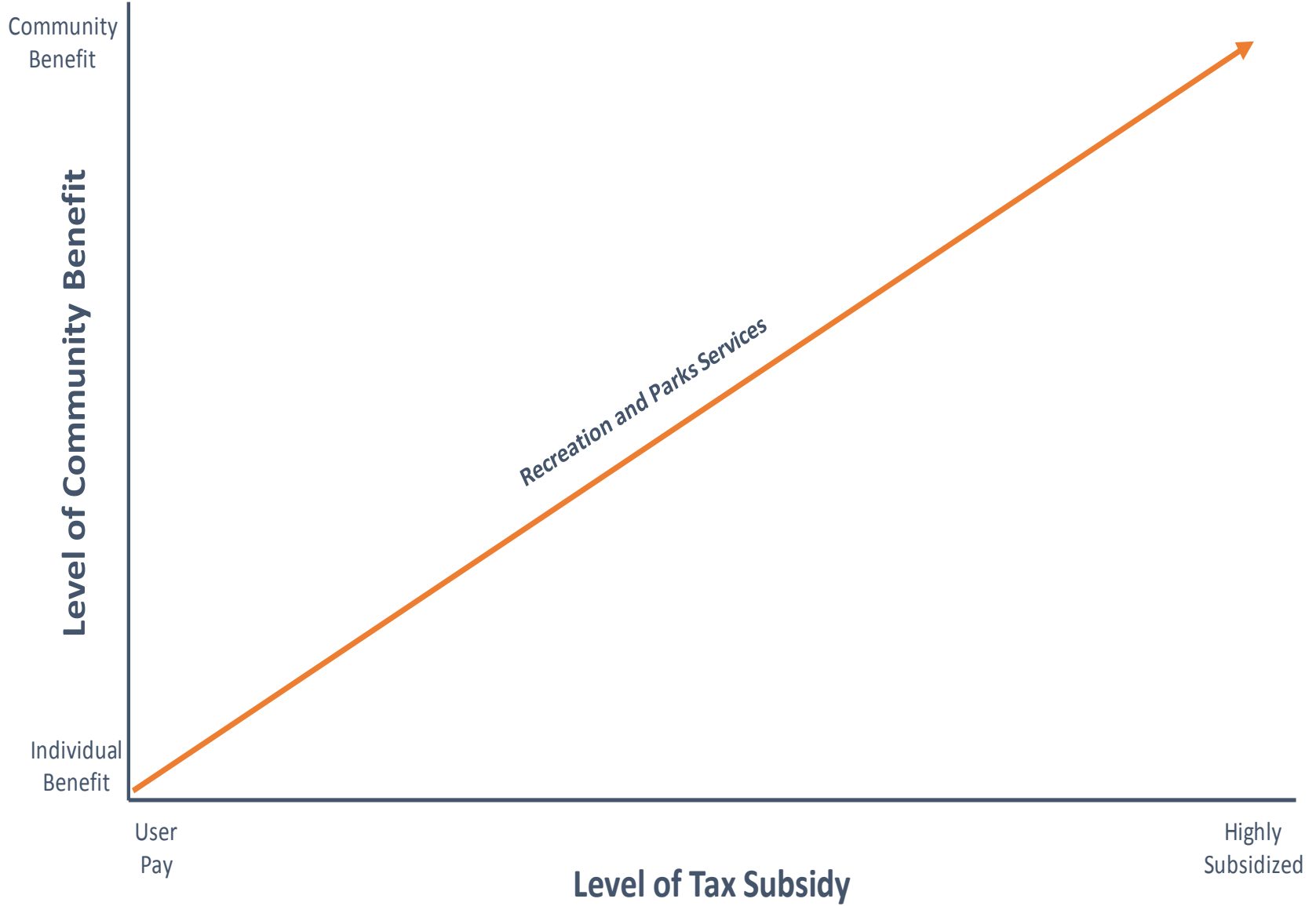
What is the value of recreation to you?

# Project Objectives

- Ensure that required service delivery is sustainable without significant burden on the **tax base**;
- Define a rate structure that aligns with those services that **most benefit the community** and the public's ability to pay (public : private services and benefits);

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# Project Objectives

- Engage the public in key aspects of the rate review per the Town's **public engagement process.**



# Recreation Fee Review Examples

	Program Type	Examples
A	Aquatic instructions	Swimming lessons
B	Sports Instructions	Basketball, Volleyball, Dance
C	Recreational Drop-In	Public swimming, Public skating
D	Leadership and Certification Courses	National Lifeguard, First –Aid
E	Health and Wellness Classes	Yoga, T'ai Chi, Qi Gong
F	Fitness Classes	Aqua Fitness, Body Blast, ZUMBA
G	Lifestyle and Leisure Instruction	Art and Computer Workshops, Languages
H	Camp Programs	March Break and Summer Camps
I	Facility Rentals	Ice, sportsfields, rooms



# Recreation Fee Review

Demographics,  
Employment  
and  
Income levels

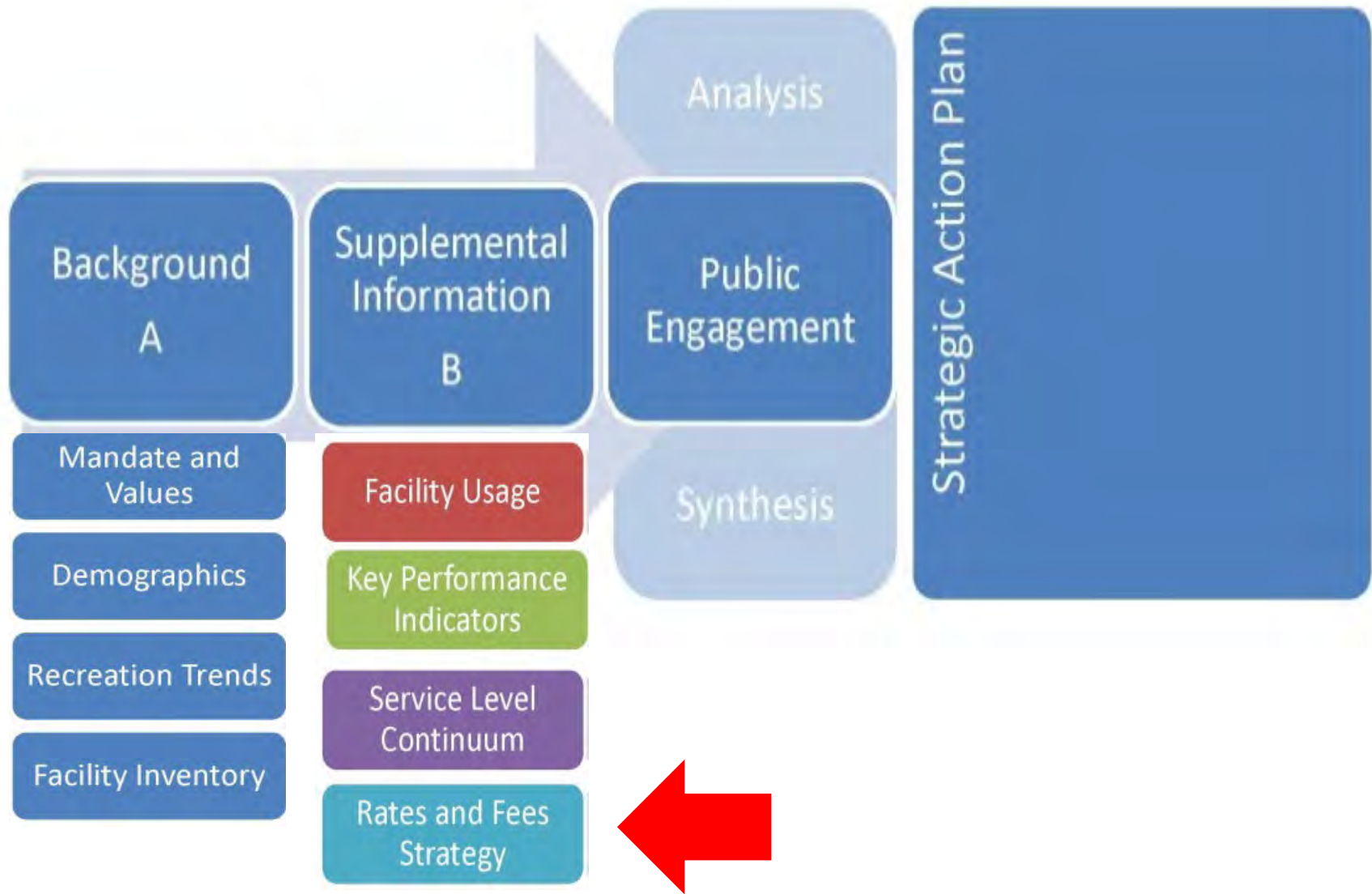
Comparative  
Fees

Existing  
subsidy levels

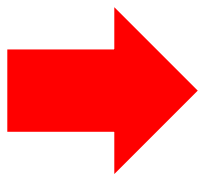
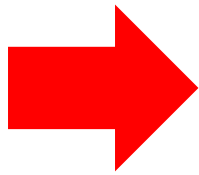
Policy  
Framework -  
Principles

Rate Model

Public Engagement



Engagement Tools - Consult	Target Date(s)
Dedicated Web Page, Media Release, Web Page Banner, Newspaper ad (Tanner and IFP), E-mail blast to PerfectMind program participants, R+P E-news/Current E-news (subscribed members), E-mail blast to Registered Group contacts, Poster at Facilities, Digital Displays at Facilities, Counter Stand Sign/Display	Launch April 18 through end of survey
Let's Talk On-Line Survey (3 weeks)	April 25 - May 16
Hard copy On-Site Survey	April 25 - May 16
Social media - Twitter and Facebook posts	Monthly
Facility marquees (GCC, MMSP, AACC)	Week of April 23 - 30
Focus Group	April 23
Informal Open House 1 (Gellert Community Centre)	April 30
Corporate and Community Affairs Committee Presentation	August 26
Open House 2 or Focus Group 2	TBC
Council Presentation	September 30



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Take the survey!  
[www.haltonhills.ca/recplan](http://www.haltonhills.ca/recplan)

- Survey Open April 25 – May 16
- Open House April 30 at Gellert Community Centre
- See [www.haltonhills.ca/recplan](http://www.haltonhills.ca/recplan) for more information

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# Thank You