

CITY OF FORT SASKATCHEWAN

Proposed Recreation Access Program

Motion:

That Council approve the Recreation Access Program, in principle, with funding to implement the program being considered as part of the 2016 Budget deliberations.

Purpose:

To provide Council with information on the proposed Recreation Access Program.

Background:

Council approved the following motion at the November 25, 2014 regular Council meeting:

“That Council direct Administration to establish a proposal for the implementation of a future Recreation Access Program for consideration at a future Council meeting. The intent of the Recreation Access Program would be to provide a discounted monthly pass for Fort Saskatchewan residents who fall below the Low Income Cut-off Line, as determined by Statistics Canada. Approved applicants would be permitted to buy one recreation pass each month for each family member in their home.

This proposal should include the following guidelines:

- Separate recreation passes for youth, adult and seniors; and
- A subsidy amount of 90% for the purchase of the recreation pass.”

The Recreation Department is aware of the need for access to our recreation facilities and programs by those residents who are not able to, due to limited income. The City received almost 100 inquiries last year from residents who are currently unable to access City programs and facilities, due to financial reasons.

A draft document, attached as Appendix A, has been prepared by the Recreation Department, and proposes a Recreation Access Program for the residents of Fort Saskatchewan. The document was created based on criteria used by surrounding municipalities that are successfully running similar programs. The City also consulted with and have the support of other community groups, such as Families First Society and KidSport.

Implementation of this Program will involve working with Family and Community Support Services, Families First Society, Primary Care Network, KidSport, and other community agencies.

A communication plan will be developed once a decision has been made, whether to proceed with the Recreation Access Program.

Plans/Standards/Legislation:

Community Sustainability Plan: As part of being a welcoming community (Principle A), we strive to ensure that our residents have a variety of recreation opportunities to choose from, and that these opportunities are available to all residents.

In order to build a community with spirit (Principle B), we want to encourage our residents to actively participate in recreation throughout the community. By alleviating as many barriers as possible, we will allow them to take advantage of the many recreational opportunities that the City of Fort Saskatchewan has to offer and in turn, this will assist residents to have their daily needs met within their community (Principle F).

Next Steps:

Consideration of the Recreation Access Program will be included as a new initiative budget request for the 2016 Budget deliberations.

Financial Implications:

As outlined during the 2015 Budget deliberations introduction of new major programs such as the Recreation Access Program would require an increase of one staff position. As previously outlined during the budget, this Program would be one aspect within of a number of responsibilities for that staff position. In order to launch and implement the Program it would take in excess of 100 hours, and approximately 20 hours per month to maintain.

The anticipated costs of the actual Recreation Access Program are:

- \$25,000 - Program creation and implementation (one time).
- \$5,000 - Communication and Marketing Program to reach target audience (ongoing). This includes hard costs, such as advertising and brochures, and staffing costs for the Communications and Marketing Department.
- \$20,000 – Annual subsidy based on Program estimate usage.

The City has received some interest from potential sponsors of the Program and if the resources to implement are approved as part of the 2016 Budget, further discussion would occur with those sponsors.

Enclosures:

Appendix A – Proposed Fort Recreation Access Program.

File No.:

Prepared by:	Barb Shuman Director, Recreation	Date: February 17, 2015
Approved by:	Troy Fleming General Manager, Infrastructure and Community Services	Date: February 19, 2015
Reviewed by:	Kelly Kloss City Manager	Date: February 19, 2015
Submitted to:	City Council	Date: February 24, 2015