

2000 June 22

TO: CITY MANAGER

FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT: 2001 FACILITY USE FEE SCHEDULE -
FOR PARKS, RECREATION & CULTURAL SERVICES

PURPOSE: To request Council to bring forward the Burnaby 2001 Facility Use Fee Schedule bylaws as detailed on Attachment #1 of the attached report.

RECOMMENDATION:

1. THAT the Burnaby 2001 Facility Use Fee Schedule bylaws be brought forward as detailed on Attachment #1 (provided under separate cover) of the attached report.

REPORT

At its meeting of 2000 June 21, the Parks, Recreation and Culture Commission received the attached report and adopted the three recommendations contained therein.



Kate Friars
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment

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cc: Director Finance

**SUBJECT: 2001 FACILITY USE FEE SCHEDULE -
FOR PARKS, RECREATION & CULTURAL SERVICES**

RECOMMENDATIONS:

1. THAT the 2001 Fees & Charges Pricing Guidelines be approved.
2. THAT the 2001 Facility Use Fee Schedule, as outlined in this report, be approved
3. THAT Council be requested to bring forward the Burnaby 2001 Facility Use Fee Schedule bylaws as detailed on Attachment #1 of this report.

REPORT

BACKGROUND

Each spring the Commission receives a report outlining the recommended fee structure for the upcoming year's parks, recreation and cultural services. Fees are established at this time to enable staff to better project revenues for the upcoming Provisional Budget process. The adjusted 2001 rates are advertised in the Fall/Winter Leisure Guide.

- **Burnaby Facility Use Fee Schedule – Bylaw (Attachment #1)**

This document is required under the provisions of the Municipal Act. The bylaw covers all fees and charges related to admission and allotment/rental usage of recreation buildings and facilities. The bylaw is established on an annual basis and does not cover program registration fees or drop-in fitness classes.

- **Burnaby Village Museum - Bylaw**

This document is required under the Municipal Act and the bylaw covers fees and charges for the Burnaby Village Museum. Advanced annually, the Burnaby Village Museum program year is January 01 to December 31 therefore a separate bylaw is required.

- **Burnaby Program Fee Guidelines – Non bylaw**

A detailed listing of annual program registration fees are not required under the provisions of the Municipal Act, such a listing is also impractical due to the volume, diversity and complexity of services provided. Pricing considerations and guidelines for program registration fees are reviewed in relation to the Fees and Charges Values Statements (Attachment #2), the Fees and Charges Operational Principles (Attachment 3#) and the pricing guidelines as outlined in this report. The rates are set, implemented by staff and approved by Commission through the Annual Budget process.

PRICING GUIDELINES

In 1997, the Commission approved a Value Statements document (Attachment #2) and an Operating Principles document (Attachment #3), to provide a framework for fees and charges, as well as guidance to staff for creating rates for programs and services. These documents are used to set new rates and to review established rates on an ongoing basis.

Market research on comparable programs and services throughout the Lower Mainland is completed annually to confirm that the City of Burnaby's prices remain reasonable and competitive.

For the 2001 Facility Use Fee Schedule (by law) and Program Fees (non bylaw) it is recommended that most rate increases be limited to amounts of up to 2.0%. This increase would be applicable to all bylaw and non bylaw fees. In the admissions area there are a small number of fees that would increase more than 2.0% due to the rounding of rates to the nearest nickel for ease of cash handling.

It is also recommended that all Seniors and Student admission rates be set at a standard amount of 25% off the adult admission rate. Discounted rates have not been consistently applied to all service areas and rates vary from 25 to 50%. In areas where rate increases are appropriate (e.g. aquatics; weight training) adjustments would be phased in over a 4 year period to reduce the impact on patrons. On 2000 September 01 the process for standardizing Seniors and Student rates at 25% off the adult admission fee would begin.

EXCEPTIONS AND ADJUSTMENTS

Within the Facility Use Fees document, there are a few services falling outside of the established 2.0% guidelines. There are also some services being introduced for the first time which are therefore new to the document. These exceptions and adjustments are summarized below:

Burnaby Village Museum Fee Increases

The 2000 Burnaby Village Museum fees and charges schedule shows increases in rates for individual admissions for adults, seniors, children and students and for the related group rate based on adjustments related to market research. For similar institutions in the lower mainland and for related museum fees, it is evident that the Burnaby Village Museum admission fees are at the lower to bottom end of market range. Adjustments of these rates have been made to be nearer to the middle of the range.

In many institutions no family admission rates apply. In the past the Burnaby Village Museum offered a lower admission rate for a family, described as one to two adults and up to three children over the age of six. Children under six are free admission and family rates do not apply in this definition.

It has become difficult to apply this rate without complaints from some patrons. There is no anticipated revenue loss from applying individual rates as most institutions do now. The family rate is discontinued but the group rate for groups over ten or more will be continued.

Youth User Fees for Sports Fields and Pools

A schedule of fees for youth groups using sports fields and pools is currently being developed and will be presented to Commission and Council for approval in the fall. User groups are being consulted about this process which is targeted for implementation in Spring 2001.

Adult User Fees for Artificial Turf Fields

User fees for adult groups using artificial turf fields were introduced last year and were based on the fees historically charged for grass fields. Research has now been completed that indicates that these introductory fees are significantly below market range especially in relation to fees charged for private groups which are either commercially based or from outside of Burnaby. It is proposed that the preferred rates increase from \$10.97/hr to \$16.00/hr and that the private rates increase from \$12.57/hr to \$32.00/hr. Although these increases are significant, they would place the City's rates at the low end of market range.

Lifestyle Pass

An increase in the cost of the Lifestyle Pass is not recommended at this time as it is priced significantly higher than other fitness or aquatic passes. The Lifestyle Pass was introduced in 1999 September to encourage patrons to try a variety services. The pass allows the holder to use weight room, fitness classes, studio cycling, and aquatic services at all sites.

Standardize and Increase Pass Length Options

Currently, pass length options vary for weight training and aquatic admissions. It is recommended that standard pass length options of 1, 3, 6 and 12 months for adults, seniors and students be implemented at all sites to provide more flexibility to meet individual schedules.

Eliminate Swirl and Sauna Rate at Bonsor Recreation Complex

A survey conducted over a two week period in February/March confirmed complaints from patrons that a large number of people paying the reduced rate to use the whirlpool and sauna are also using the pool for lane swim or aquafitness. As a result, it is proposed that the "Swirl and Sauna" rate be eliminated from the schedule.

Standardize and Increase Seniors Weight Training Options

It is proposed that 1, 3, 6 and 12 month passes be introduced at the Edmonds Community Centre to the newly opened weight room. Passes would be priced at the same rate as Confederation Seniors Centre and allow the holder (adults 55 and older) use of both Edmonds and Confederation weight training facilities.

Introduction of Lifestyle Plus Pass

A number of court users at the Bonsor Recreation Complex have expressed interest in also using the fitness, weight room and aquatic services that are only available to Lifestyles Pass holders. To maintain the loyalty of these patrons it is recommended that a racquet playing option be added to the current Lifestyle Pass. The Lifestyle Plus Pass would be available in 1, 3, 6 or 12 month options and feature access to squash and racquetball courts at the Bonsor and Cameron Recreation Complexes in addition to drop-in fitness, weight room and aquatic services at all recreation sites. This new pass will also interest new or current fitness/aquatic/studio cycling patrons that would pay a small amount more to try playing squash or racquetball.

Service Credit Program

It is proposed that the Service Credit amount to be increased as of 2001 January 1 from \$100 to \$110 per person. This increase would address inflationary and cost of living increases.

Stale Dating of Punch Cards

To meet requirements set out in Bill 88, it is proposed that all punch cards (e.g. 11 admissions for the price of 10) be stale dated 1 year from date of purchase.

Commercial Filming Fee in Parks

It is proposed that the "First Day" and "Succeeding Day" categories be replaced with "Filming Day" and "Non Filming Day". This change reflects the industry standard in regard to Commercial Filming Fees.

SUMMARY

According to local research the proposed 2001 Facility Use Fee Schedule appears to be priced in relation to the market and demand. It is believed that the recommended adjustments will assist in providing the best possible service to Burnaby residents at reasonable and appropriate rates for convenient, quality leisure services.

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Attachments (3)

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FEES AND CHARGES VALUES STATEMENTS

WHILE IT IS RECOGNIZED THAT ALL RECREATIONAL SERVICES ARE SUPPORTED BY SOME DEGREE OF SUBSIDIZATION, THE FOLLOWING VALUES REFLECT SPECIFIC AREAS WHICH WILL RECEIVE HIGHER LEVELS OF SUBSIDY:

- THE IMPORTANCE OF RECREATIONAL ACTIVITIES TO CERTAIN AGE GROUPS IS RECOGNIZED.
 - There is a great long term benefit to the community when preschoolers, children, and youth are involved in recreational activities.
 - Seniors' mental and physical health is greatly enhanced through their participation in recreational activities.

- THE PROMOTION AND CELEBRATION OF COMMUNITY SPIRIT AND CULTURAL HARMONY THROUGH PARTICIPATION IN RECREATIONAL OPPORTUNITIES IS VERY IMPORTANT TO THE HEALTH OF THE BURNABY COMMUNITY.
 - Services which include the opportunity for involvement of community members in the planning and leading of a recreational activity will receive greater level of subsidization.

- PARKS AND RECREATION PROGRAMS AND SERVICES ARE ESSENTIAL TO THE WELL-BEING OF THE COMMUNITY THEREFORE THEY NEED TO BE AFFORDABLE.
 - Community members will have the opportunity to participate in a range of low cost or no cost recreational activities.

- BEGINNER OR ENTRY LEVEL PROGRAMS HEIGHTEN AWARENESS AND ENCOURAGE INVOLVEMENT IN NEW RECREATIONAL EXPERIENCES.

- GROUP PARTICIPATION PROVIDES OPPORTUNITIES FOR COMMUNITY MEMBERS TO INTERACT, WHICH IN TURN BENEFITS THE COMMUNITY AS A WHOLE.
 - Services which are for groups, rather than individuals, will receive higher levels of subsidization.

- THE PARTICIPATION OF PERSONS WITH ANY TYPE OF DISABILITIES IS VALUED AND ENCOURAGED. FACILITIES, PROGRAMS AND SERVICES WILL BE ACCESSIBLE.

- RECREATIONAL OR CULTURAL ACTIVITIES THAT PROMOTE GOOD HEALTH AND DISEASE PREVENTION THROUGH PHYSICAL ACTIVITY CONTRIBUTE TO THE WELL-BEING OF THE COMMUNITY.

FEES AND CHARGES OPERATIONAL PRINCIPLES

WHILE IT IS RECOGNIZED THAT THE FEES AND CHARGES VALUE STATEMENTS WILL DETERMINE THE LEVEL OF SUBSIDIZATION WHICH EACH SERVICE AREA WILL RECEIVE, OPERATIONAL PRINCIPLES WILL GUIDE THE ACTUAL IMPLEMENTATION.

- THE ACTUAL COSTS OF A PARKS AND RECREATION SERVICE IS BASED ON AN APPROVED, CONSISTENT FORMULA AND THE COSTS WILL BE REFLECTED IN THE FEE.
- A FEE OR CHARGE WILL BE COMPARED TO OTHER SIMILAR MARKET PRICES TO ENSURE IT IS A FAIR MARKET PRICE. THE MARKET PRICE WILL REFLECT THE EFFECTS OF SUPPLY AND DEMAND ON THE SERVICE AREA.
- DIFFERENT FEES AND CHARGES WILL BE APPLIED DEPENDING ON THE DEMAND AS IT RELATES TO THE TIME OF DAY. NON-PRIME TIME OR PRIME TIME CHARGES WILL BE APPLIED IF THIS IS CONSISTENT WITH THE MARKET.
- CONSIDERATION WILL BE GIVEN TO OFFERING HIGHLY SUBSIDIZED SERVICES IN AREAS WHICH REQUIRE THEM DUE TO THE SOCIO-ECONOMIC CONDITIONS OF THE COMMUNITY.

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