



REPORT

Council

Meeting Date: June 17, 2024

FROM: Recreation and Culture

DATE: June 4, 2024

SUBJECT: 2024 Recreation and Culture Rates and Fees - Seniors Services Fee Amendments

LOCATION: Multiple

WARD: Town-wide

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RECOMMENDATION:

That the report entitled “2024 Recreation and Culture Rates and Fees - Seniors Services Membership Fee Amendment” be received and the recommendation to amend the 2024 Recreation and Culture Rates and Fees be approved.

KEY FACTS:

The following are key points for consideration with respect to this report:

- Seniors Services memberships are open to adults 50 years of age and over and are required to access Senior Services.
- Currently, members pay an additional \$1 per visit fee for drop-in programs.
- Members have requested an improved check-in process for drop-in programs.
- Staff and the advisory committees worked collaboratively on exploring options to improve the process.
- The recommended new membership fee is slightly higher but eliminates the additional \$1 per visit fee.
- The proposed membership changes from the approved \$40.89 (with additional \$1 per visit) to \$49.50, with no additional drop-in fee. Seniors over 80 receive a 50% discount, and over 90 have no charge.
- These changes will not impact the current budget.
- If approved, the proposed changes are planned to take effect July 1, 2024.

BACKGROUND:

Senior Services programs and facilities are managed by the Recreation and Culture Department in collaboration with volunteer advisory committees, as outlined in the Senior Services Terms of Reference (Appendix A).

Seniors Services Memberships, available to adults aged 50 and above, are necessary for accessing Senior Services events, registered, and drop-in programs. The current structure includes an additional \$1 per visit fee for drop-in programs.

A wide variety of active and social drop-in programs are offered through the Seniors Services programming. Seniors Services drop-in programs are supported and led by volunteers. The highest attended drop-in programs include Pickleball, Snooker, Badminton, Cards (Bridge and Euchre) and Table Tennis.

Currently, there are approximately 3,100 active Seniors Services members. In 2023, there were over 35,500 drop-in program visits, averaging about 11 visits annually per member.

Seniors Services memberships have additional age-based subsidy for individuals over 80 years. Approximately 11% of members are under 60, 65% are aged 60-79, 21% are 80-89 (half price membership) and 3% are over 90 (free membership).

COMMENT/OPTIONS:

Feedback was received from Seniors Services members to improve the drop-in program check-in process.

Staff worked collaboratively with the Seniors Services advisory committees to recommend a streamlined admission structure for drop-in programs with an all-inclusive membership for drop-in programs. This is similar to other town membership models including Recreation and Fitness memberships. This will speedup the advanced registration and check-in process by eliminating the per-visit drop-in fee.

The recommended membership structure provides unlimited access to drop-in activities, encouraging more active and social engagements without additional costs.

This update aligns with the forthcoming renewal of the Seniors Services Terms of Reference, scheduled for presentation to council in the fall of 2024.

An all-inclusive fee reduces confusion, encourages participation in drop-in activities, and streamlines administrative processes, enhancing the overall customer experience.

The increased revenue from the membership cost will offset the removal of the per-visit drop-in fee without impacting the approved budget.

RECOMMENDATION:

That the 2024 approved Seniors Services Membership fees be replaced with the recommended fee inclusive of all drop-in fees.

Seniors Services Annual Membership	2024 Approved Fee (pre-tax) <i>With additional Drop-in Fee</i>	Recommended Fee (pre-tax) Inclusive of Drop-in fee
Age 50 – 70 years	\$40.89	\$49.50
Age 80 – 89 years	\$20.44	\$24.50
Age 90+ years	\$0.00	\$0.00

CONSIDERATIONS:**(A) PUBLIC**

Amending the existing senior's services membership fee would allow unlimited access to drop-in programming, streamline administrative process and enhancing the value of the membership.

(B) FINANCIAL

The amended membership fee does not impact the approved budget.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

There would be no impact to other departments or users.

(D) COUNCIL STRATEGIC PRIORITIES

This report addresses Council's strategic priorities: Community Belonging and Accountable Government.

(E) CLIMATE CHANGE/ACTION

N/A

APPENDICES:

Appendix A – Seniors Services, Terms of Reference

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