

Fees and Charges Bylaw Amendment

RECOMMENDATION:

That Council:

1. Give first three readings to Bylaw 4149; and
2. Direct staff to implement a One City pass; and
3. Direct staff to implement an expanded youth/young-adult category for passes and admission fees, effective November 1, 2020.

PREVIOUS COUNCIL/COMMITTEE ACTION

None.

REPORT SUMMARY

This report proposes fee increases and modifications to the pricing structure for recreation facility admissions and rentals. Further, this report proposes that any adjustments to fees be effective January 1, 2020 to allow adequate time to notify impacted user groups. In preparation for opening of the Port Coquitlam Community Centre's fitness areas, this report proposes that the all-inclusive "One City" pass be introduced along with an expanded youth/young adult admission and pass fee age range, effective November 1, 2019.

BACKGROUND

Fees and charges are reviewed annually. The last Fees and Charges Bylaw - "Schedule C" (Parks and Recreation) was approved by City Council on May 22, 2018. In preparation for opening new amenities at the Port Coquitlam Community Centre, this report proposes adjustments for admission rates, memberships, and facility booking fees. The identified primary motivators for the proposed changes include:

- Improving customer service through a simplified fee structure and more efficient administration processes,
- Reducing fees for young adults to increase participation and reduce barriers,
- Aligning price increases with market and inflationary costs, and
- Introducing an all-inclusive pass for drop in activities at both the Hyde Creek Recreation Centre and the Port Coquitlam Community Centre (i.e. public swim, public skate, weight room, and fitness classes).

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DISCUSSION

The proposed changes and bylaw amendments are summarized as follows:

Proposed One City Pass – Effective November 1, 2019:

Staff recommends that the One City pass be implemented November 1, 2019. Promotion of the “One City” pass will help build excitement for the opening of the Fitness Areas of the new Community. The One City pass will provide access to all of the City’s recreation centres and outdoor pools; similar to the pass system in neighboring municipalities such as Coquitlam’s One Pass. An optional auto-renewable monthly option is recommended along with an annual pass.

Proposed Youth/Young Adult admission rates – effective November 1, 2019:

Staff recommends a redefined admission age classification for Youth/Young Adults 13-24 years old. Participation trends show an approximate 50% decline in participation by young adults. Not only will this price adjustment enhance affordability for young adults, there is also potential for increased revenue if participation by 18-24 year olds increases, even with the lower fee.

Taxes excluded in all listed pricing:

The proposed Fees and Charges Bylaw shows all pricing without taxes (see Attachment #1).

Proposed 2% fee increase:

The Fees and Charges Bylaw was last amended on May 22, 2018. In acknowledgement of the impacts of facility construction, fees for the Port Coquitlam Recreation Complex were excluded from the rate increase in 2018, and have not been adjusted since 2015.

A 2% increase is proposed to be effective January 1, 2020. No increase was applied to the rental rates for ice arenas for 2020 in acknowledgement of the over prescribed prime ice times with two arenas operating. As shown on the market rate comparison tables (Attachments #2 & #3), a 2% increase to the base rate situates Port Coquitlam in the mid to low range of most fee categories. In addition Port Coquitlam’s rates may be lower in comparison assuming that several municipalities will adjust fees prior to the proposed implementation date of January 1, 2020.

Youth focused base-rate fee structure for arenas and fields:

This report proposes that pricing be realigned using the adult base price model and the fees for each other customer type be adjusted accordingly (Youth/Schools pay 50% of the base rate, Local Private groups pay 125% of the base rate, and Commercial/Non-Resident/Political pay 150% of the base rate). The fee structure model was applied using the youth rate as the constant for ice arena and field rentals rather than the adult rate, to avoid increasing rates for youth groups while applying the model consistently through all categories of fees and charges. The table shows the impact of the changes for youth and other user categories for Ice Arenas and A Level Grass Fields in the table below (see Attachment #1 – Fees & Charges Bylaw):

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Arenas – Ice (no fee increase January 1, 2020)			
Organizations	2019 Rate	2020 Rate	Model
Local Non-Profit - Youth/Schools	\$110.00/hour	\$110.00/hour	50%
Local Non-Profit – Adult	\$237.00/hour	\$220.00/hour	Base Rate
Local Private	\$290.00/hour	\$275.00/hour	125%
Commercial/Non-Resident/Political	\$314.00/hour	\$330.00/hour	150%
Fields - A-Level Grass (with proposed 2% fee increase applied to the local non-profit youth rate, effective January 1, 2020)			
Organizations	2019 Rate	2020 Rate	Model
Local Non-Profit - Youth/Schools	\$8.40/hour	\$8.55/hour	50%
Local Non-Profit – Adult	\$19.90/hour	\$17.15/hour	Base Rate
Local Private	\$21.20/hour	\$21.45/hour	125%
Commercial/Non-Resident/Political	\$25.30/hour	\$25.70/hour	150%

In summary, the fee adjustments and revised pricing structure for recreation admissions and facility rentals proposed in this report will enhance affordability for youth user groups and young adults. Furthermore, the report recommends no fee increase for ice arena users for 2020 in acknowledgement of the over prescribed prime ice times with two arenas operating. The recommended 2% increase to Port Coquitlam's fees reflects current market trends, situating Port Coquitlam in the mid to lower range of most fee categories.


Introducing the One City pass on November 1, 2019 will align with promotions for opening the new Port Coquitlam Community Centre's fitness and aquatic areas. Approval of the Fees and Charges Bylaw amendment prior to the end of October is recommended in order to provide ample opportunity for additional marketing and promotion of the new amenities in the Community Centre and to advise user groups of increases effective January 1, 2020.

FINANCIAL IMPLICATIONS

Based on 2018 year end revenue and a similar volume of admissions, pass sales, and facility rentals, the combined impact of the proposed fee adjustments is an estimated increase in revenue of \$40,000 annually.

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OPTIONS (✓ = Staff Recommendation)

	#	Description
	1	Give Bylaw 4149 first three readings. Approve a One City pass and an expanded youth/young-adult category for passes and admission fees.
	2	Amend Bylaw 4149 prior to first three readings.
	3	Request more information.

ATTACHMENTS

Att#1: Proposed Fees and Charges Bylaw 4149 (to be effective January 1, 2020)

Att#2: Comparison of Lower Mainland Municipalities' Rental Fees

Att#3: Comparison of Lower Mainland Municipalities' Admissions & Passes