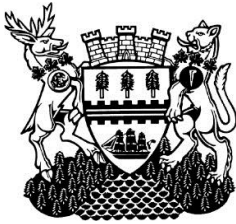


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City of Port Moody Report/Recommendation to Council

Date: May 14, 2024
Submitted by: Community Services Department – Recreation Services Division
Subject: \$2.00 Outdoor Public Swimming Admissions

Purpose

To receive approval from Council to change outdoor public swimming admission fees to \$2.00 for all age categories, effective for the start of the 2024 summer season.

Recommended Resolution(s)

THAT City of Port Moody Fees Bylaw, 2023, No. 3435, Amendment Bylaw No. 2, 2024, No. 3457 be read a first, second, and third time as recommended in the report dated May 14, 2024, from the Community Services Department – Recreation Services Division regarding \$2.00 Outdoor Public Swimming Admissions.

Background

Swimming is an essential life skill and leisurely activity enjoyed by many residents, offering both community and individual benefits that supports physical activity, fitness, water safety and drowning prevention, while providing an opportunity outside of structured swimming programs for skill development. From a community standpoint, this activity offers relief from the summer heat and is a low-barrier recreation opportunity where a large part of the community including families and other groups can participate together.

The Recreation Division currently offers outdoor drop-in public swimming opportunities at Rocky Point and Westhill pools during the summer months with daily swims being offered from 1:00-5:00pm and 6:00-8:00pm at both pools seven (7) days a week (except on statutory holidays) respectively. Admission fees for the 1:00-5:00pm swim are based according to the Port Moody Fees Bylaw (noted below) while fees for the 6:00-8:00pm swim are \$2.00 for all age categories and have remained unchanged for several years.

Admission fees for outdoor public swimming vary across the region. Those in proximity to Port Moody are summarized below:

- Port Moody charges \$2.25 for children/youth, \$4.80 for students/senior, \$6.15 for adults, \$3.80 per person for families, and \$2.00 for all age categories during evening swims;
- Port Coquitlam offers free admission for all users;
- Coquitlam charges \$2.00 for all users;

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- Surrey offers free admission for all users;
- Maple Ridge charges \$2.00 for children/youth/seniors and \$3.00 for adults;
- New Westminster offers free admission to children under 4 years and charges \$2.00 for all other users; and
- Burnaby offers free admission to children under 4 years, \$3.50 for children, \$5.20 for youth/seniors, \$6.95 for adults, and \$1.00 for all users during special “loonie swims” offered throughout the week at each of their outdoor pools.

Discussion

In consideration of regional trends, the City’s current admission fees for children and youth (which are currently priced at the lower end of the market) and regular \$2.00 swimming sessions already offered by the City, staff are recommending that admission fees for all outdoor public swimming sessions be changed to \$2.00 per person (inclusive of tax) for all age categories through an amendment to the Fees Bylaw (**Attachment 1**), effective in time for the start of the summer 2024 season. The proposed change would improve access to outdoor swimming and support increased participation by reducing financial barriers, especially for families who make up most visits. Under the new fee, each family member would pay \$2.00 instead of \$3.80 each, providing a significant savings for a family of four, decreasing the cost from \$15.20 to \$8.00 per session. In addition, this change would provide administrative benefits by creating a consistent approach with respect to fee setting for all outdoor public swimming sessions and aligning with fees in neighboring communities.

Other Option(s)

THAT the report dated May 14, 2024, from the Community Services Department – Recreation Services Division regarding \$2.00 Outdoor Public Swimming Admissions be received for information.

Financial Implications

Table 1 provides a breakdown of the estimated financial implications for 2024 if fees were adjusted to \$2.00 and compared to projected revenues under the current fee structure. Assuming the number of visits in 2024 is similar to 2023, the estimated cost would be in the range of \$17,861.60, with reduced revenue from family admissions contributing to most of the change. The addition of new admission revenues and a predicted year end surplus would offset the actual net cost. If Council approves this change, staff will incorporate the revenue adjustment into the 2025 operating budget to reflect the change for subsequent years.

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Table 1 – Financial implications of adjustments to public swimming admissions

	2023	Current 2024		Proposed 2024		
Age	Admissions	¹ Fee	³ Estimated Revenue	¹ Fee	³ Estimated Revenue	Revenue Change
Child (0-12)	3,607	\$2.25	\$8,115.75	\$2.00	\$7,214.00	(\$901.75)
Teens (13-18)	645	\$2.15	\$1,386.75	\$1.90	\$1,225.50	(\$161.25)
Students (19+ with ID)	63	\$4.55	\$286.65	\$1.90	\$119.70	(\$166.95)
Adults (19-59)	682	\$5.85	\$3,989.70	\$1.90	\$1,295.80	(\$2,693.90)
Seniors (60-84)	309	\$4.55	\$1,405.95	\$1.90	\$587.10	(\$818.85)
Super Seniors (85+)	0	\$3.35	\$0	\$1.90	\$0	\$0
² Family (per person)	7,717	\$3.60	\$27,781.20	\$1.90	\$14,662.30	(\$13,118.90)
Toonie Swims (6-8pm daily)	6,644	\$1.90	\$12,623.60	\$1.90	\$12,623.60	\$0
TOTALS	19,667		\$55,589.60		\$37,728.00	(\$17,861.60)

¹All fees are exclusive of applicable tax; taxes are not applied to children 0-12 years.

²A family is defined as 1-2 adults and children from the same household.

³2024 revenue is estimated using admissions from 2023.

Communications and Public Engagement Initiatives

Communication initiatives to notify the public will include a news item, social media, email to active users through PerfectMind, signage posted at City facilities, updating of relevant webpages, and other forms of communication as required.

Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 2.3 – Enhance community wellbeing; and
- Strategic Goal 4.3 – Leverage public spaces.

Attachment(s)

1. Draft City of Port Moody Fees Bylaw, 2023, No. 3435, Amendment Bylaw No. 2, 2024, No. 3457.

Report Author

Nathan Taylor, M.Sc.
Manager of Recreation

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Report Approval Details

Document Title:	\$2 Outdoor Public Swim Admissions.docx
Attachments:	- Attachment 1 - Draft City of Port Moody Fees Bylaw, 2023, No. 3435, Amendment Bylaw No. 2, 2024, No. 3457.pdf
Final Approval Date:	May 2, 2024

This report and all of its attachments were approved and signed as outlined below:

Devin Jain, Acting GM of Community Services - Apr 30, 2024

Stephanie Lam, City Clerk and Manager of Legislative Services - May 1, 2024

Lindsay Todd, Manager of Communications and Engagement - May 1, 2024

Paul Rockwood, General Manager of Finance and Technology - May 1, 2024

Anna Mathewson, City Manager - May 2, 2024

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Attachment 1



City of Port Moody

Bylaw No. 3457

A Bylaw to amend the Fees Bylaw to update Community Services Fees by adding a single public swimming admission fee.

The Council of the City of Port Moody enacts as follows:

1. Citation

- 1.1 This Bylaw may be cited as “City of Port Moody Fees Bylaw, 2023, No. 3435, Amendment Bylaw No. 2, 2024, No. 3457”.

2. Amendments

- 2.1 City of Port Moody Fees Bylaw, 2023, No. 3435 is amended by adding the following table under Community Services in Schedule A – Fees:

OUTDOOR POOL ADMISSIONS		
SINGLE PUBLIC SWIMMING ADMISSIONS		2024
All Ages (Flat rate inclusive of applicable taxes)		2.00

3. Severability

- 3.1 If a portion of this Bylaw is found invalid by a court, it will be severed, and the remainder of the Bylaw will remain in effect.

Read a first time this ____ day of ____, 2024.

Read a second time this ____ day of ____, 2024.

Read a third time this ____ day of ____, 2024.

Adopted this ____ day of ____, 2024.

M. Lahti
Mayor

S. Lam
Corporate Officer

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Attachment 1

I hereby certify that the above is a true copy of Bylaw No. 3457 of the City of Port Moody.

S. Lam
Corporate Officer

DRAFT