



# City of Port Moody

## Report/Recommendation to Council

Date: November 12, 2024  
Submitted by: Community Services Department – Recreation Services Division  
Subject: Priority Recreation Registration for Port Moody Residents - Review of Pilot Project

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### Purpose

To provide Council with a review of the pilot project for priority recreation registration for Port Moody residents that was implemented for the 2024 summer and fall seasons.

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### Recommended Resolution(s)

**THAT priority recreation registration for Port Moody residents be implemented permanently as recommended in the report dated November 12, 2024, from the Community Services Department – Recreation Services Division regarding Priority Recreation Registration for Port Moody Residents – Review of Pilot Project.**

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### Background

At the regular Council meeting of January 23, 2024, Council passed the following resolution:

RC24/020

THAT a pilot project for Port Moody residents to have priority access to register in recreation programs be approved, effective for Summer 2024, as recommended in the report dated January 23, 2024, from the Community Services Department – Recreation Services Division regarding Priority Recreation Registration for Port Moody Residents.

In support of the above resolution, staff implemented a priority registration process for the 2024 summer and fall seasons where Port Moody residents were permitted to register in recreation programs 48-hours in advance of the general public. As noted in the January 23, 2024, report to Council (**Attachment 1**), only registered programs were eligible for advanced registration; all drop-in programs remained available on a first come first serve basis. During the implementation phase, staff collected registration data, monitored for impacts and have prepared this report with an analysis of the pilot project. Staff are seeking direction from Council on how to proceed with priority registration for 2025 and beyond.

## Discussion

### Impact of Priority Registration on Port Moody Residents

Table 1 provides a comparison of program registration and waitlist data for the summer and fall seasons in 2024 and 2023. Overall, the implementation of priority registration had a positive effect in providing more access to recreation programs for Port Moody residents. For the summer 2024 season, 66% of all registrants were Port Moody residents, compared to 56% in 2023. This trend has continued into the 2024 fall season, where 64% of all registrants are Port Moody residents, up from 56% in the previous year. While fall registration remains in progress at the time of this report, staff anticipate this distribution to remain within the same range when the season is complete. Table 2 highlights this information further and breaks down the percentage of enrollments by Port Moody residents in each program area. There were increases in all program areas with the most significant changes observed in Aquatics, Children and Ice Sports programs.

Regarding waitlists, no significant differences on the percentage of Port Moody residents on the waitlist were measured year-over-year. Staff suggest this may be the result of some residents missing the advanced registration period or not being ready to commit to programs when the early registration window was open.

Table 1. Summer and Fall Recreation and Waitlist Data – 2024 vs. 2023

Recreation Registration Data (All Program Areas)	Summer		*Fall	
	2023	2024	2023	2024
Fill Rate (%)	88%	88%	82%	85%
% PoMo Residents Registered	56%	66%	56%	64%
% of PoMo Residents Waitlisted	52%	53%	54%	53%

*\*Registration data as of October 31, 2024, and October 31, 2023.*

Table 2. Percentage of Port Moody Residents Enrolled in Recreation Programs

Program Area	Summer		*Fall	
	2023	2024	2023	2024
Adult and Senior	58%	74%	62%	63%
Aquatics	68%	79%	n/a	n/a
Children	59%	73%	63%	77%
Fitness	49%	63%	62%	66%
Ice Sports	39%	49%	46%	59%
Preschool	51%	59%	58%	65%
Youth	71%	83%	66%	70%
Average	56%	66%	56%	64%

*\*Registration data as of October 31, 2024, and October 31, 2023.*

## Other Findings

In addition to a review of program data, staff also received public feedback on the priority registration process and monitored for other effects as summarized below:

- **No impact on program fill rates:** As noted in Table 1, there were no significant changes in the fill rates for Summer/Fall 2024 compared to 2023. Priority registration did not appear to have any effect on overall program registration.
- **Fewer non-resident registrations:** Staff have noted a decrease in non-resident registrations. While no concerns and impacts on overall registration numbers have been identified at this time (as noted above), it is recognized that as a small City, non-resident registrations are needed to ensure sustainability of the recreation service area. Staff will continue to collect registration data in the seasons that follow and monitor for any impacts as a result of changes in non-resident registrations.
- **Resident feedback:** Port Moody resident feedback was overwhelmingly positive and reflected in the increase in the number of Port Moody residents who enrolled in programs. Many residents appreciated the increased likelihood of securing a spot in popular programs such as summer camps and swimming lessons.
- **Non-resident feedback:** Some non-residents expressed frustration with the change in process and the reduced chances of securing a spot in their desired programs, but many were understanding of the change and accustomed to the approach which has been applied throughout the region.
- **Unintended consequences on specialized programs and vulnerable populations:** Staff did not identify any unintended consequences or any programs that were negatively affected by this change, including specialized programs that service vulnerable populations.

## Conclusion and Recommendation

Based on the available data, the pilot program was successful at increasing access to recreation programs for Port Moody residents without any identified concerns and is recommended as a practice moving forward. This approach is consistent with the best practices in the region and ensures Port Moody residents continue to benefit from the programs their tax dollars support. Moving forward, staff will continue to monitor registration data in the seasons that follow and propose adjustments to the process if concerns emerge.

## Other Option(s)

THAT the report dated November 12, 2024, from the Community Services Department – Recreation Services Division regarding Implementation of Priority Access to Recreation Program Registration for Port Moody Residents – Review of Pilot Project be received for information.

## Financial Implications

There are no financial implications associated with the recommendations in this report.

## Communications and Public Engagement Initiatives

Communication initiatives to notify the public will include email communication to active users through the Xplor Recreation registration platform, updating of the City's webpages and promotion through the City's 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 1.1 – Prioritizing core services (enhance and standardize customer service approach);
- Strategic Goal 1.3 – Lead with good governance (Maintain and improve the efficiency of City processes); and
- Strategic Goal 3.3 – Enhance community well-being (Provide recreation services and access to indoor and outdoor amenities for all ages and abilities)

## Attachment(s)

1. Report considered at the January 23, 2024, Regular Council Meeting – Priority Recreation Registration for Port Moody Residents.

## Report Author

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Manager of Recreation

## Report Approval Details

Document Title:	Priority Recreation Registration for Port Moody Residents - Review of Pilot Project.docx
Attachments:	- Attachment 1 - Report Considered at the January 23, 2024, Regular Council Meeting - Priority Recreation Registration.pdf
Final Approval Date:	Nov 7, 2024

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

Julie Pavey-Tomlinson, General Manager of Community Services - Nov 5, 2024

Stephanie Lam, City Clerk and Manager of Legislative Services - Nov 6, 2024

Lindsay Todd, Manager of Communications and Engagement - Nov 6, 2024

Paul Rockwood, General Manager of Finance and Technology - Nov 7, 2024

Anna Mathewson, City Manager - Nov 7, 2024