



Town of Riverview

Parks, Recreation & Community Relations Department Monthly Report

To: Colin Smith - CAO
 Prepared by: Gerry Cole - Director
 Date: September 20, 2017
 Month & Year: July, August, September 2017

Agenda Item: 7e.1

Meeting Date: COW 09/25/2017

For use by Office of the Town Clerk only

Section 1: Operational Dashboard

| Metric | Previous Period | Current Period | Annual Result | Trend |
|--|---|---|--|---|
| Pro Kids (Placements) | Summer 2017: 129 Summer 2016: 141 | Fall 2017: 176 Fall 2016: 199 | 2017 total to date: 589 2016 total: 630 | Decrease |
| Coverdale Centre Weekly Usage (Mon-Fri) 9am-6pm Kitchen Hall | 39.3 34.3 | 36.1% 49.8% | | Kitchen Down slightly due to Incubator kitchen tenants cancellations. Hall Hall rentals up due to Parks & Rec Camps booking 2 weeks in August. |
| Skate Park (Participants) | June '16: 139 July '16: 83 August '16: 82 | June '17: 74 July '17: 29 August '17: 105 | 2017 total to date: 2,060 2016 total: 2,987 | Annual trend increasing over 2016. Summer decrease due to the exceptionally fine weather and youth wishing to be outside. |
| PCMAC (Pool Visits) | June 2017: 2,010 June 2016: 1,536 | July/Aug./Sept. 2017 5,762 July/Aug./Sept. 2016: 4,225 | 2017 to date: 22,745 2016 total: 36,164 | Increasing |

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July, August, September 2017

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| Lions Pool | July/Aug. 2016: 2,830 | July/Aug./Sept. 2017: 3,611 | Total 2017: 3,611 | Increase |
| Swimming Lesson Registration | Spring 2017: 535 | Summer 2017: 288 | Total to date 2017: 1155 | Increasing |
| | Spring 2016: 454 | Summer 2016: 264 | Total 2016: 2,023 | |
| 60 + Registration | Summer 2017: 265 | Fall 2017: 200 | Total 2017 to date: 754 | Increase |
| | Summer 2016: 228 | Fall 2016: 169 | Total 2016: 551 | |
| Adult Fitness & Wellness Classes | Summer 2017: 48 | Fall 2017: 335 | Total 2017 to date: 1158 | Decreasing |
| | Summer 2016: 63 | Fall 2016: 418 | Total 2016: 1,166 | |
| Children's Programs | Summer 2017: 951 | Fall 2017: 65 (Registration ongoing) | Total 2017 to date: 1,176 | Increasing |
| | Summer 2016: 822 | Fall 2016: 73 | Total 2016: 1,023 | |

Section 2: Status of Department's/Section's Operational Priorities for 2017

| Priority | Status |
|----------------|---|
| Tenders | <p>Dobson Arena The majority of work tendered to be completed during the summer months has been completed, and crews began preparing the facility to receive Minor Hockey at the lower arena Monday September 18th. With some minor work to complete at the upper arena, both ice surfaces at the Dobson arena will open as usual on Thanksgiving, October 9th, for the season.</p> <p>Ridgeway Playground & Mill Creek Park The successful bidder has received the majority of the materials required to begin the Ridgeway Playground. They are expected to begin work in the next 2 weeks. Mill Creek work will begin once the approvals have been received from the provincial Departments of Environment, Fisheries and Environment. That approval is expected anytime, now that summer vacations have ended.</p> <p>Winter Wonderland Park The majority of work has been completed at this site. The outstanding item is some minor sodding that was delayed and to be completed in the fall once the wetter weather returns.</p> |

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| | Currently staff are working on a Signage Master Plan that identifies the activities within the Park and guides users to Dobson Trail linkage. An application has been submitted to Keen, a footwear company, in the amount of \$5,000 to complete this work. |
| A Safe and Welcoming Community | <p>The Skatepark continues to provide a safe, supervised environment for our youth. The fantastic summer weather negatively impacted the indoor summer participation rates. A water bottle refill station was installed at this facility and it is drawing other youth to the facility from the other Biggs Drive facilities, exposing them to our services.</p> <p>The Block parties offered many Canada 150 Participaction Challenge Playlist activities for people to try instead of the traditional games & activities. Prizes seem to be a great incentive to get participation. The booths this summer included: Active Transportation information, Eco 360, Envision Riverview, Neighborhood Watch, and new this summer, Enbridge Gas ran games at two of them. Also attending for the August block party were Atlantic Ballet with their “Jungle Book” characters, and Canadian Blood Services. Over 1,500 people were served hamburgers, hot dogs and gluten free options over the 4 block parties. Riverview Sobeys was again a sponsor, sending several of their staff along with their banner and big red Canada150 lawn chair; it served as a great photo opportunity. Both K94.5 & MAX 103.9 sponsored as well providing their Road Runners on site.</p> <p>The Community Garden offered a workshop per month, all of which were facilitated by Garden committee members. The topics included: Gardening Basics with the summer coordinator, Make Veggie Pizza, Make Sour Dough and Kombucha (two workshops due to demand), and All Things Zucchini. Pauline Axford, originally from Scotland, and John McLaughlin of Riverview Lawns & Gardens joined the committee earlier this summer. There were 31 of 40 in-ground plots spoken for, and all of the 24 raised beds were purchased. There were 5 communal areas including: a garlic bed, a flower bed, a sensory garden, an herb garden and a veggie garden.</p> <p>The Town partnered with Public Health and the RCMP in a Positive Ticketing initiative as part of Active Transportation initiatives. The tickets were used to promote/reward those wearing helmets when cycling, scootering or skateboarding. Public Health provided 1,000 tickets, which were distributed by the Community Active Living summer staff person & SunCrews. They were on hand at Block Parties and Junior Leader events. Participants filled in their ticket and took it to their local library for a chance to win a prize. Each of the three municipalities donated prizes which were drawn weekly for the 9 weeks. Mason Centis was the grand prize winner from Riverview, winning a bike and helmet from Mike’s Bike Shop.</p> <p>Also with Active Transportation, the summer Active Living Coordinator was stationed along the Riverfront trail on three different occasions, varying the day and time of each session. He did some Positive Ticketing, shared information about the trail network and gave out bicycle bells (approximately 400 bells). This initiative was an effort to educate the public to safe and respectful use of the trails by all. Coupled with this, was the placement of Shared Use, No Smoking and Etiquette signage that informed users of the rules to apply when using the trails. He also distributed step</p> |

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| | <p>counters for those who were walking and stopped by the booth.</p> <p>There were 4 Summer Movies this season Beauty and The Beast Rogue One Guardians of the Galaxy Vol 2 Smurfs, The Lost Village</p> <p>This summer patrons were provided give-aways which proved very popular, as an example, “smurfberries” (local blueberries from the market) were provided during the Smurf movie. These giveaway also helped with social media promotion. This program is currently under review given the decreasing attendance.</p> <p>Objective: Promote Riverview as an inclusive community with a good quality of life for residents.</p> <p>The P.R.O. Kids promotional video is currently being edited. The plan is to have all edits completed with the final version of the video ready to launch in late September.</p> <p>PCMAC Aquatic Centre and Lion’s Pool began using wrist banding this summer to identify swimmers who completed a swim test (proving competence to swim alone in deep water). This made recognizing those at risk a lot easier for staff.</p> <p>Aquatic staff were deeply saddened by the passing of several long-time program participants. Employee Assistance has been offered to all of our employees.</p> |
| Planning for the Future | <p>PCMAC The Aquatic Centre hired 5 new staff for this Fall. Certifications and hiring has been re-aligned so that only qualified individuals are hired, instead of offering on-the-job training courses. This created an efficient on-boarding process and a safer facility. Aquatic Centre staff are exploring the possibility of working towards delivering oxygen to those who need it during an emergency, beginning Jan. 1st, 2018. This is an additional measure that many aquatic facilities currently use in other parts of the country. Riverview would be the first in NB to offer this higher level of care. PCM Aquatic Centre was closed from Sept. 4th to Sept 22nd this year for annual maintenance. This closure is one week shorter than previous years. During this closure, the Aquatic Centre is cleaned top-to-bottom, and maintenance items are completed that could not be done with users in the building.</p> <p>Staff continue to look at revamping our Volunteer Recognition Program and explore other opportunities for awards presentations. We will be meeting with the parties involved with our current awards, and other stakeholders who may be looking to do additional awards.</p> |
| Smart and Sustainable Growth | <p>As a motivational activity, our Aquatic Staff participated in a summer-long challenge that had teams of lifeguards compete in the following areas:</p> <ul style="list-style-type: none"> Teams most actively using a re-usable water bottle all summer Teams most actively bringing litterless lunches Teams using active transportation and car-pooling the most to get to work Teams collecting the most litter from around Riverview Individuals completing weekly skills (first aid and fun work-outs). |

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| | <p>Individuals going above and beyond on the job</p> <p>This was a very popular activity and had our staff working together and improving the community.</p> <p>Community Tree Planting</p> <p>The Town Partnered with the TD Bank and Trees Canada as well as community volunteers and the Riverview High School to plant a variety of trees in the Mill Creek Nature Park. The event was a great success with the planting completed Tuesday, September 19th from 4-6 pm.</p> |
| Fiscal Responsibility and Service Excellence | <p>The Lion's Pool was set to close Aug 27th, but due to its popularity and the warm summer weather, the season was extended, with reduced hours, to Sept. 1st</p> <p>Adjustments made to the CVAC user agreement over the summer allows the Town to have uninterrupted time for public swimming lessons each evening.</p> <p>Staff is working toward closing the gap in club pricing based on staffing costs and environmental scans. Club rates now include aquatic staff require from the Town.</p> |

Section 3: Other Notable Development & Highlights for Council's Attention

Summer Program numbers were very high in all of our children and 60+ programming.

Sixty plus programming in particular, seen a 57.5% increase in numbers attending the various programs and activities that were planned throughout the summer (see dashboard above).

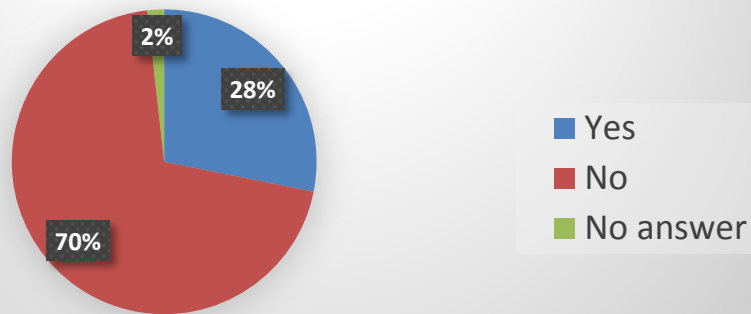
The **Skate Board Camps** were 67.5% filled in 2016, seeing 54 out of 80 spots filled. In 2017 these camps seen 72 out of 112 available spots taken, or a 39% fill rate. This accounts for a 28.5 % decrease year over year. Although weather can account for some of the decrease, additional marketing of these camps is required.

With respect to the **Teen Programs** in 2017, out of 216 available spots, 94 were filled which is a 44% fill rate. The numbers for this program has been decreasing year over year and will be evaluated in the near future.

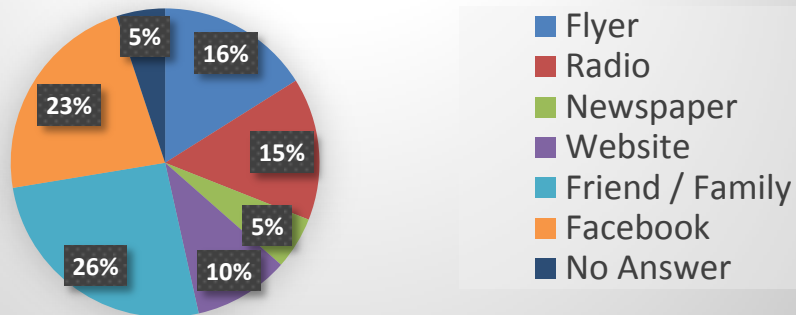
The very successful **Junior Leadership Program (JL)** continues to attract youth. The 20 JL's each averaged 220 volunteer hours. In total, participants logged approximately 4,400 volunteer hours in 2017. The demand for this program continues to increase.

Due to the weather, **Canada Day Celebrations** was moved indoors, and as illustrated from the statistics below, it was still a successful event, with over 5,500 people attending. From those surveyed, 50% of attendees were from Riverview, 17% from Moncton and 33% from 48 other communities including: Dieppe, Albert Mines, Alberta, Alma, Amherst, Aulac, Bangor, Bathurst, Berry Mills, Bouctouche, Campbellton, Cocagne, Edgett's Landing, Fredericton, Grand Falls, Halifax, Hillsborough, Hong Kong, Hopewell Cape, Las Vegas, Lisbon, Upper Coverdale, Lower Coverdale, Memramcook, Neguac, Newfoundland, Nova Scotia, Quebec, River Hebert NS, Richibucto-Village, Sackville, Saint Antoine, Saint John, Salisbury, Scoudouc, Shediac, Springhill NS, St. Stephen, Steeves Mountain, Stilesville, Stoney Creek, Sussex, Texas, Tracadie and Turtle Creek.

Is this your first time at our Canada Day event?

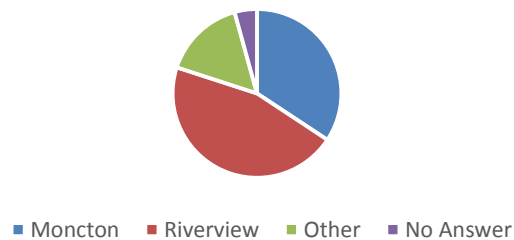


How did you hear about this event ?



The **Summer Concert Series** continues to be a popular event. This year seen in excess of 2,200 visits to the concerts. There is significant feedback from the public regarding which bands and entertainment to have during the summer. Some statistics of interest are provided below.

Place of Residence of Audience Members



46% from Riverview

34% from Moncton

16% from - Other, including: Dieppe, Lower Coverdale, St. Antoine, Cornwall, PEI and Allison.

Demographics:

87% are 60+ years of age

13% reported they were 36-59 years

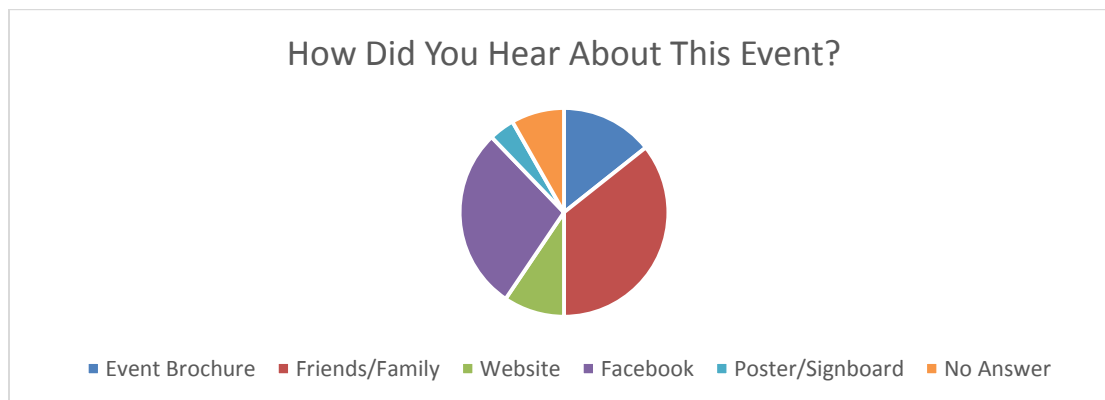
87% are returnees

13% reporting it was their first time at one of our concerts.

67% have been attending our concerts for more than 3 years (with 22% of those coming for 9+ years)

19% have been coming for 1-2 years...so we continue to get new people.

The **Party in the Park- End of Summer Bash** event was a ½ day special event held on Friday, August 25th, for Riverview summer day camp children and the public from 3-6 p.m. There was a D.J., free swimming, bounces, face painting, air brush tattoos, games and the Lady Boss Collective was onsite with a children's bazaar. The Riverview Lions Club cooked corn for the corn boil and there was a food truck onsite. The majority of attendees were from Riverview, however approximately 18% were from Moncton and about 3% from other places. There were approximately 800 people attend. The majority of participants were happy with this event and had suggestions to enhance the Friday event into the future.



The majority of people heard about Party in the Park from friends and family (36%), then Facebook (28%), our event booklet (14%) and our website (9%). There was no radio advertising or newspaper advertising for this event.

Fall Program Registration

Staff were busy on Thursday, September 7th with fall registration for the 60+ population, from 10 a.m. to noon on Thursday there were:

56 online registrations

52 in person registrations

So, the 60+ population is still registering slightly more online than in person.

On Saturday September 9th for the regular program registration there were a whopping 417 online registrations between 10 a.m. and noon, with only 53 in person registrations.

Fall program registration is ongoing both online and in person.

Staff Town Hall

All full time and casual staff of the Parks, Recreation and Community Relations Department participated in its first, of what is expected to be biannual Town Hall meetings. The purpose of the meeting was to:

Get all employees together in a positive social setting

Give an update on the activities of the department (Operations and Capital)

Review the Town's Strategic and Departmental Operational Plans (AWARENESS)

Emphasize Safety in the workplace and update on the WorkSafe Leadership Program

Engage staff in a positive and motivating experience encouraging feedback. By all accounts, staff were appreciative of this initiative and asked several questions around the Operational Plan. They also were interested in clarification of several Town policies and provided suggestions on improving arena operations. The next Town Hall is scheduled for spring of 2018.

Report Approval Details

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|----------------------|---|
| Document Title: | Council Report- July, August, September 2017.docx |
| Attachments: | |
| Final Approval Date: | Sep 20, 2017 |

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

Colin Smith - Sep 20, 2017 - 4:10 PM