



Town of Riverview

Parks, Recreation & Community Relations Department Monthly Report

To: Colin Smith - CAO
 Prepared by: Gerry Cole - Director
 Date: January 17, 2018
 Month & Year: Dec. 2017- Jan. 2018

Agenda Item:

Meeting Date:

For use by Office of the Town Clerk only

Section 1: Operational Dashboard

| Metric | Previous Period | Current Period | Annual Result | Trend |
|--|--|--|---|---|
| Pro Kids (Placements) | 2017 total to date: 590 2016 total: 630 | Winter 2018: 165 to date Winter 2017: 175 | 2018 Total: 165 | Decrease |
| Coverdale Centre Weekly Usage (<i>Mon.-Fri. 9 am-6 pm</i>) Kitchen Hall | 35.5% (2016) 36.6% (2016) | | Kitchen 44.5% (2017) Hall 41.2% (2017) | Kitchen (<i>Increase in 2017 due to the Incubator kitchen program being documented for a full year.</i>) Hall (<i>Increase is due to Pickle ball rentals being initiated in 2017.</i>) |
| Skate Park (Participants) | Oct. 2017: 100 Nov. 2017: 249 Oct. 2016: 155 Nov. 2016: 212 | Dec. 2017: 368 Dec. 2016: 265 | 2017 total: 2,843 2016 total: 1,886 | Annual trend increasing over 2016. |
| Swimming Lesson Registration | Fall 2017: 585 | Winter 2017: 332 | Total to date 2018: 515 | Increasing <i>Total 2017: 1873 Total 2016: 1544</i> |

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|----------------------------------|---------------------------|--------------------------|----------------------|---|
| | Fall 2016: 495 | Winter 2017:272 | Total 2016: 2,023 | |
| 60 + Registration | Total 2017: 754 | Winter 2018: 128 | 2018 total: 128 | Increase |
| | Total 2016: 551 | Winter 2017: 95 | | . |
| Adult Fitness & Wellness Classes | Total 2017 to date: 1,158 | Winter 2018 to date: 106 | 2018 total: 106 | Decrease (Aqua fitness programs have moved to Aquatics) |
| | Total 2016: 1,166 | Winter 2017: 397 | | |
| Children's Programs | Total 2017 to date: 1,176 | Winter 2018 to date: 52 | 2018 total: 52 | Decrease (March Break Camp registration has not commenced) |
| | Total 2016: 1,023 | Winter 2017: 90 | | |

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

| Priority | Status |
|---------------------------------------|--|
| Tenders | <p>Dobson Arena Work is underway toward developing specifications related to the production of tender documents for the Dobson Arena. It is expected the Tender(s) will be let by late January or early February.</p> <p>Mill Creek Park Work is underway to determine specifications regarding the production of tender documents for Mill Creek Nature Park. It is expected the Tender(s) will be let by mid to late February.</p> <p>Wellness Centre Work is ongoing to develop a Scope of Work document for the anticipated Fundraising Campaign and a Position Description to guide the activities of a Fundraising Administrator to guide and support the activities of the Wellness Fundraising Committee.</p> |
| A Safe and Welcoming Community | <p>PCMAC Community Events</p> <p>Holiday Hoopla Swim: The aquatic centre hosted a free Christmas time "holiday hoopla" swim on Dec. 9th, which saw approximately 185 participants.</p> <p>Underwater Swim: As part of a community engagement initiative, the aquatic centre will be hosting more frequent themed swims, with games and activities and discounted admission. For this upcoming swim, January 20th, children can tell front desk staff 3 facts about their favourite sea creature to gain free admission.</p> <p>Holiday Swims: The aquatic centre hosted additional daytime and evening open swims, which were well attended by families and daycare groups.</p> <p>Mayor's Tree Lighting The Mayor's Christmas Tree Lighting was held on November 22nd, 2017 at the Chocolate River Station. Despite the rainy weather, the event drew approximately 500 people to and</p> |

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| | <p>around the Chocolate River Station, to view the launch of Light Up Riverview along the Riverfront Trail, listen to some live music inside the Cocoa Room, and enjoy holiday refreshments.</p> <p>Holiday Hoopla Approximately 150 attended the Christmas Skate, with the local radio station providing free ads, prizes, treats and an emcee for the event.</p> <p>Community Garden The 2018 garden plots are presently being offered to both current garden members and the general public. As of January 15th, 2018, 18/40 in-ground plots and 12/20 raised bed plots have been assigned.</p> <p>Program Evaluations Program Evaluations were conducted on 2017 fall programs. As an example, the adult/60+ programs are contained in Section 3 of this report.</p> |
| Planning for the Future | <p>PCMAC Max Galaxy Web Update The Aquatic Coordinator worked with ActiveNet to refresh and update the online registration portal, to coincide with the launch of the new Town website. The new page makes registrations and browsing programs easier.</p> <p>Aqua fitness As of January 1st, the Aquatic Coordinator will be responsible for aqua fitness staff and programs. This was a natural change, as the programs take place at the aquatic centre.</p> <p>Training All aquatic centre staff participated in an emergency procedures and facility evacuation training on Dec 19th.</p> <p>Art Procurement Committee The committee met and chose several art pieces, which will be displayed in 2018. The Parks, Recreation & Community Relations Department has Ms. Paulette Tingley as staff liaison for the 2018 season.</p> |
| Smart and Sustainable Growth | <p>Program Development Marketing is underway from January 1st through March 1st to target and approach daycare and homeschool groups to assist in developing the Fall 2018 daytime programming schedule.</p> |
| Fiscal Responsibility and Service Excellence | N/A |

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

ADULT/60 + PROGRAMS EVALUATION, FALL 2017

This fall, there were 481 adult & senior participants enrolled in fitness and wellness programs. 107 program evaluations were completed by the participants (22% provided feedback).

1. Which program(s) did you attend?

| | |
|-------------------------|-----------------------------|
| Prime Time – 17 | Total Body Toolbox – 14 |
| A.M. Energize – 10 | Fit & Strong - 8 |
| Yoga Body Sculpt – 8 | Morning Splash – 7 |
| Afternoon Aqua size – 7 | Deep Water Aqua jogging – 6 |
| Chair Yoga – 6 | Learn to Run – 4 |
| Aqua Bootcamp – 3 | Hydro sculpt – 3 |
| Learn to Hike – 3 | Splash & Burn – 3 |
| Aqua Yoga – 2 | Bush craft Basics – 2 |
| Family Yoga – 2 | Beginner Yoga - 2 |

2. How did you hear about our program?

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|---|
| Events & Activities Brochure – 58 (54%) |
| Word of Mouth – 26 (24%) |
| Town of Riverview website – 18 (17%) |
| Facebook – 2 (2%) |
| Electronic Billboard by Gunningsville Bridge – 2 (2%) |
| Called the office – 1 (1%) |

3. Please rate the following aspects of the program:

| | |
|-----------------------------------|----------------|
| Length of the program: | N/A – 2 |
| | Poor – 2 |
| | Fair – 1 |
| | Good – 48 |
| | Excellent – 27 |
| Time of Day program is held: | N/A – 1 |
| | Poor – 4 |
| | Fair - 10 |
| | Good – 37 |
| | Excellent – 55 |
| Room suitability: | N/A – 8 |
| | Poor – 1 |
| | Fair – 14 |
| | Good – 44 |
| | Excellent – 40 |
| Equipment (steps, weights, etc.): | N/A – 16 |
| | Poor – 1 |
| | Fair – 3 |

Good – 48
Excellent – 39

Cost of the program: N/A – 1
Poor – 0
Fair – 6
Good – 39
Excellent – 61

If you answered with a poor or fair to any of the above questions, please tell us how we can improve:

The heating of this room had some challenges (8 responses)
Prefer later time (5 responses).
Prefer earlier time (4 responses).
Room is not big enough (2 responses).
There were issues with the sound not working properly (2 responses)

4. Please rate the following aspects of the instructor/coach/field leader:

Modifications offered for all abilities: N/A – 6
Poor – 1
Fair – 2
Good – 30
Excellent – 65

Easy to follow / clear instructions: N/A – 0
Poor – 1
Fair – 1
Good – 28
Excellent – 76

Shows enthusiasm: N/A – 0
Poor – 2
Fair – 3
Good – 20
Excellent – 81

Use of time: N/A – 0
Poor – 2
Fair – 1
Good – 32
Excellent – 71

Knowledge & expertise: N/A – 0
Poor – 0
Fair – 2
Good – 21

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| | Excellent – 82 |
| Warm-up routine: | N/A – 4 Poor – 0 Fair – 4 Good – 35 Excellent – 63 |
| Variety of movements: | N/A – 6 Poor – 0 Fair – 5 Good – 27 Excellent – 68 |
| Cool-down routine: | N/A – 4 Poor – 1 Fair – 3 Good – 37 Excellent – 61 |
| Music variety: | N/A – 8 Poor – 1 Fair – 6 Good – 46 Excellent – 43 |
| Music volume: | N/A – 8 Poor – 2 Fair – 5 Good – 49 Excellent – 41 |
| Overall instructor rating: | N/A – 0 Poor – 1 Fair – 1 Good – 22 Excellent – 82 |
| If you answered with a poor or fair to any of the above questions, please tell us how we can improve: | |
| Too loud (3 responses). | |
| Class was too easy (2 responses) | |

Additional comments:

Love the class / excellent program / great value / fun (58 responses)!

Love the instructors (enthusiastic, fun, funny) (35 responses)

Love the variety of workouts prepared by the instructor (6 responses)

I will register for next session (6 responses).

Great class for seniors (3 responses).
Could not hear the instructor (3 responses)
Enjoy the class and other participants very much. (2 responses)
Room was too cold (2 responses)
Would like more evening class options (2 responses)

Report Approval Details

| | |
|----------------------|---|
| Document Title: | Council Report- Dec. 2017, Jan. 2018.docx |
| Attachments: | |
| Final Approval Date: | Jan 17, 2018 |

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

Colin Smith - Jan 17, 2018 - 10:21 AM