



Town of Riverview

Parks, Recreation & Community Relations Department Monthly Report

To: Colin Smith - CAO
 Prepared by: Gerry Cole - Director
 Date: March 20, 2018
 Month & Year: March 2018

Section 1: Operational Dashboard

Metric	Previous Period	Current Period	Annual Result	Trend
Pro Kids (Placements)	Winter 2018: 131	Spring 2018: 78	2018 total: 209	Stable
JUMPSTART (Riverview only) <i>*(See note below in Other Notable Development & Highlights for Council's Attention)</i>	Winter 2018: 44	Spring 2018: 11	2018 Total: 55	
TOTAL # of children helped (P.R.O. Kids + Jumpstart)	Winter 2018: 175	Spring 2018: 89	2018 Total: 264	
Total from previous year	Winter 2017: 175	Spring 2017: 109	2017 Total: 590	
Coverdale Centre Weekly Usage (<i>Mon.-Fri. 9 am-6 pm</i>)				Decrease due to reduced number of weekday events and weather cancellations.
Kitchen	February 58.3%	March 46.6%	Kitchen 44.5% (2017)	
Hall	47.2%	32.3%	Hall 41.2% (2017)	

Parks, Recreation and Community Relations Department Monthly Report
March 2018

Skate Park (Participants)	Jan. 2018: 517 Jan. 2017: 537	Feb. 2018: 421 Feb. 2017:505	YTD 2018:938 2017 total: 2,843	Slight decrease
Swimming Lesson Registration	Winter 2017: 332 Winter 2016: 272	Winter 2018: 517	Total to date 2018: 517 Total 2017: 1,873	Increasing YTD 2018: 517 <i>Total 2017: 1873</i> <i>Total 2016: 1544</i>
60 + Registration	Total 2017: 754 Total 2016: 551	Winter 2018: 128 To Date Winter 2017: 95	2018 total: 128 YTD 2017 Total: 754	Increase
Adult Fitness & Wellness Classes	Total 2017: 1,158 Total 2016: 1,166	Winter 2018 to date: 106 Winter 2017: 397	2018 total: 106 YTD 2017 Total: 1158	Decrease <i>(Note: Aqua fitness programs have moved to Aquatics)</i>
Children's Programs	Total 2017: 1,176 Total 2016: 1,023	Winter 2018 to date: 61 Winter 2017: 90	2018 total: 61 YTD 2017 Total: 1176	Decrease <i>(Note: March Break Camp registration lower than last year. Tiny Adventurers Program did not run due to low numbers. has not commenced)</i>

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

Priority	Status
Tenders	<p>Mill Creek Nature Park Work is almost complete to determine specifications required to complete work at Mill Creek Nature Park in 2018. Upon re-evaluation of the required work related to trail construction, it has been determined that a portion of this work can be completed in-house, in cooperation with the Engineering and Public Works Department. This decision has necessitated changes to the scope of work required, and the resulting tender documents. Once complete, the tender will be posted to NBON.</p> <p>Wellness Centre The Request for Proposals for the selection of a consultant to assist the Town with fundraising activities related to the proposed Wellness Centre has been posted to NBON, with a closing date of April 6th, 2018.</p>
A Safe and Welcoming Community	<p>Festivals Staff are hard at work finalizing bookings for the Summer Concert Series and other summer events including Sunfest, Canada Day, block parties, and Party in the Park. In keeping with the</p>

	<p>Town’s new branding, attracting partners with similarly focussed values, such as the Fundy Biosphere to support and sponsor events, continues to be a priority.</p> <p>Community Garden A Community Garden Committee meeting is scheduled for late March to discuss plans and directions for 2018. This year will see the hiring of a student Community Garden facilitator. The Town received a Summer Work Experience Green Jobs Initiative grant through the Canadian Parks & Recreation Association, funding 50% of the wages for this position. With respect to the planting beds rented to date, the raised beds have 13 of 20 rented while in- ground plots have 19 of 40 rented.</p> <p>Art Procurement Committee The Art Procurement Committee met to discuss the ongoing role of the committee (i.e. organizing art shows or purchasing art from pre-existing shows within the Town), with no decisions taken and discussion ongoing. Also addressed was the appropriate display of purchased art work in Council Chambers. The recently purchased photographs have been delivered to a local business to be matted and framed. The next meeting is scheduled for late March.</p>
Planning for the Future	<p>PCMAC Staffing A meeting was hosted with the Human Resources Department and the Communications Coordinator to begin the development of a long term recruitment and retention model for the aquatic centre. This meeting helped identify our employment “target market,” the creation of a recruitment video clip and print advertising.</p>
Smart and Sustainable Growth	<p>PCMAC Program Development Pool staff contacted daycare & homeschool groups from Jan 1st to Mar 1st, to assist in building Fall 2018 daytime programming. The result was that recent changes to the provincial legislation governing daycares, has significantly increased staff to child ratios for early childhood education centres visiting swimming pools. This will result in a significant decline in daycares using the aquatic centre for out trips and extended education programs (swimming lessons).</p>
Fiscal Responsibility and Service Excellence	<p>Nothing to report at this time.</p>

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

***Jumpstart:**

In 2005, Riverview P.R.O. Kids, along with many other similar programs across the country, became recipients of funds from the Canadian Tire Jumpstart Program to help pay for children to participate in recognized sports. Since 2005, Riverview P.R.O. Kids has received over \$150,000 that has been used to provide opportunities for Riverview children to participate in sports.

Last year, Jumpstart made the decision to no longer funnel funds through programs like P.R.O. Kids, but, rather, to give the funds directly to the sport organizations. This decision was to help increase the exposure of the Jumpstart program, as many organizations and families across Canada did not understand that Jumpstart was responsible for providing the funds for their child to attend their

particular sport. Jumpstart still requires the assistance of organizations like P.R.O. Kids, who are rooted in the communities they serve, to process applications and answer questions from parents and sports groups on a local level. It makes sense that all applications stemming from Riverview are reviewed and processed from one central point of contact to ensure that the funds (P.R.O. Kids funds and Jumpstart alike) are fairly distributed among residents.

Because the two funding programs are now separated, the reporting will be separated going forward, with a total of the two programs noted, so that the larger impact to the community can be captured.

A quick reference to point out the differences between the two programs:

RIVERVIEW P.R.O. KIDS	JUMPSTART
Serves children up to age 18	Serves children ages 4-18
Screening process requires reference checks	Screening process requires proof of income
Life circumstances are weighed into decision regarding approvals.	Approval is based on L.I.C.O. (low income cut off) scale.
Funding is provided for art and music programs in addition to sports.	Funding is provided for sports only.
Applicants may apply four times per year (seasonally).	Each applicant may apply two times between January 15 – November 15 annually (once in the first half of the year, and once in the second half).
P.R.O. Kids will cover the cost of the registration fee to allow children to become involved in basic recreation or low level competitive sports and does not provide funding for highly competitive sports.	Jumpstart allows all qualifying children to apply for up to \$300 twice annually, for a yearly maximum of \$600 for any recognized sport organization regardless of the competitive level.
P.R.O. Kids partners with youth serving organizations in the community. Organizations donate 2-12 spaces in their program or provide spaces to P.R.O. Kids at a reduced rate.	Jumpstart sends a cheque to the sport organization automatically once an application is approved for a child. No partnerships are forged with the organizations.
Where a child does not have the equipment to participate in a sport or activity, P.R.O. Kids will attempt to find them what they need through contacts within the various youth serving organizations, or through donations that have been accepted by P.R.O. Kids.	Jumpstart has an option to request funds for equipment to be purchased at Canadian Tire. The total amount requested must not exceed \$300. Example application for a child: Soccer Registration = \$150 Equipment = 100. Total amount = \$250, which is within the \$300 max.
Applications can be submitted online or paper application.	Applications are accepted online only.
A child does not qualify for funding if they are already in another paid program at the same time as the program that is being requested.	A child may be in another paid program at the same time and still qualify for their funding allotment, provided L.I.C.O. is proven.

It should also be noted that where a registration fee exceeds the maximum allowed through Jumpstart, a family who has received approval from Jumpstart for \$300 towards their registration may also apply to Riverview P.R.O. Kids to have the difference covered. For example: Hockey registration is \$450.

Families with an income below the low income cut off scale may have a very difficult time coming up with the remaining \$150 to go towards their child's hockey registration fee.

Staff Development

The Aquatic Coordinator along with other Town staff attended the "Safety in Action Conference" (hosted by Dekra). This is an international conference to educate participants about safety leadership and other relevant workplace safety topics.

From the DEKRA website:

"The Safety in Action conference is the largest frontline employee safety conference in the world. For 30 years, the conference has created networking and learning opportunities among employee teams, supervisors, and managers from across diverse industries and regions. Workshops and sessions are offered across a range of safety-related topics with an emphasis on practical application, employee engagement, and continuous improvement."