

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2019 Feb 12

FROM: DIRECTOR - PARKS, RECREATION &
CULTURAL SERVICES

FILE: 2410-20

SUBJECT: DISCOUNTED RECREATION PASSES

PURPOSE: To provide information to Commission on discounted recreation passes currently available.

RECOMMENDATIONS:

1. **THAT** this report be received for information.
2. **THAT** a copy of this report be sent to Ms. Alice Lum.

REPORT**1.0 INTRODUCTION**

At the Parks, Recreation and Culture Commission Meeting on 2018 October 24, Ms. Alice Lum, resident, enquired about discounts on recreation passes.

2.0 POLICY SECTION**Goal**

- A Healthy Community
 - Healthy life –
Encourages opportunities for healthy living and well-being

3.0 BACKGROUND

In Burnaby, 1 month, 4 month or annual bActive passes can be purchased at any time for a discounted price from the daily adult drop-in rate, currently \$6.19. For example when an annual adult pass holder uses their bActive pass just 3 times a week it costs only \$2.57 per visit, a discount of 61% over drop-in. Using the pass 2 times a week costs \$3.86 per visit, a discount of 38%. The bActive pass is available at 75% of the adult rate for Seniors (65 years & older) and Students (19-25 years with valid student ID), providing a further discount of 25% from adult rates. Since introducing this bActive

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pass model in 2006 we have not offered further discounts through sales or promotions on passes.

The cost of a fitness drop-in or pass, along with all other fees and charges, are reviewed bi-annually by staff through a process of market comparison amongst neighbouring cities to ensure we are priced fairly for like services. The most recent market survey, conducted November 2018, included a survey of sales or promotions on fitness passes. Ten cities were included in the recent review and the market survey shows pass sales or promotions are not offered at all by seven of ten neighbouring cities (*Table 1*). Only Surrey and Vancouver offer one or more sales on fitness passes. Only West Vancouver offers a seasonal time limited promotional fitness pass.

City	Pass name	
Coquitlam	One Pass	No pass sales or promotions
Maple Ridge	Leisure Centre Membership	No pass sales or promotions
New Westminster	Active Pass	No pass sales or promotions
North Vancouver	Fitness Membership	No pass sales or promotions
Port Coquitlam	All-inclusive Membership Pass	No pass sales or promotions
Port Moody	Recreation Cash Card	No pass sales or promotions
Richmond	Fitness Pass & Aquatic Centre Pass	No pass sales or promotions
Surrey	Recreation Passcard	December 01-January 01: 13 months for the price of a 12 month pass (8% discount)
Vancouver	One Card Flexipass	Jan 02-Feb 02: \$30 for 30 days for new customers only (37% discount) OR buy a 3 month pass and get an additional month free for existing customers (33% discount) May: \$99 for a 3 month pass (22% discount) September-October: \$50 off a 12 month pass (12% discount)
West Vancouver	Fit Pass	December 01-31: Jingle Pass 2 weeks for \$20

Table 1 Neighbouring Cities Recreation Passes

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A closer look at Vancouver's Fitness pass sales shows Vancouver's pass prices are slightly higher than Burnaby's with the exception of the 1 month pass (*Table 2*). It is significant to note that Burnaby's bActive pass includes all the same services as Vancouver's Flexipass. Burnaby's bActive pass also includes access to drop-in fitness classes including Zumba at 5 facilities, Indoor Cycling classes, and racquet court use making the bActive pass a better value for the customer.

	Annual	4 month	3 month	1 month
Burnaby	401.05 \$2.57 for 3 visits/week	167.10 (41.76/month)	n/a	55.70
Vancouver	406.98 \$2.61 for 3 visits/week	n/a	127.00 (42.33/month)	47.11

Table 2 Burnaby/Vancouver Comparison

In addition to the opportunities available for discounted passes through the bActive pass model, the Recreation Credit program provides Burnaby residents with financial assistance to access recreational activities. Qualified residents receive a credit of \$192.00 per person to use toward the City's recreational activities of their choice, including the purchase of bActive passes.

4.0 RECOMMENDATION

The current bActive pass model provides opportunities to enjoy Burnaby's recreation facilities at a discounted rate. This is for the information of Commission.



Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES

RJ:km:tc