



State of Recreation and Parks

Prepared by: Recreation and Parks Department

Date: June 2017





2016

The 2012 Recreation Master Plan is a comprehensive plan that provides the long-range vision for recreation in St. Albert. The development of this plan included an extensive amount of research and public consultation. The plan contains priorities that align the philosophy of recreation in St. Albert with the service delivery and strategic direction of the City.

The Recreation Master Plan (RMP) priorities listed below poise the Recreation and Parks department to continue to provide the community of St. Albert with recreation opportunities that meet the current and future recreation needs and enable us to achieve the community vision of creating quality of life for the community through recreation.

- **Building – Invest in Recreation Infrastructure**
- **Partnering – Bolster Community Development**
- **Delivering – Ensure Community Health and Wellbeing**
- **Engaging – Celebrate and Communicate Recreation**

Through the Community Vision, the “Pillars of Sustainability”, the vision for how recreation opportunities are delivered to the community is set, linking directly to the Recreation Master Plan priorities and forming the foundation and vision for the work of Recreation and Parks. The services of Recreation and Parks link directly to all five pillars including social, economic, built environment, natural environment and culture.

The State of Recreation and Parks Report provides highlights around the Recreation Master Plan (RMP) priorities and initiatives, along with updates in the overall management and operation of recreation facilities, programs, events and services in the community of St. Albert. There were many achievements in 2016 and the following report highlights a portion of the work that was accomplished.





Building

Recreation and Parks provides recreation facilities and parks. Facilities and parks are built and maintained to ensure longevity and to meet community needs.

BUILT ENVIRONMENT

The built environment supports St. Albert in building our community towards the future to sustain balanced development, with a reverent eye to the past, honouring our unique settlement history and distinct identity. The department is responsible for both indoor and outdoor recreation and sport facilities.

INDOOR RECREATION AND SPORTS

1	1	1	1	2	2	3	
Leisure Ice	Raquetball/ Squash Court	Indoor Fitness Centre	Indoor Track	Indoor Playgrounds	Indoor Artificial Turf	Community Gymnasiums	
29*	2	5	5	5	1*		
School Gymnasiums	Indoor Aquatic Facilities	Clubhouses	Indoor Arenas	Meeting Rooms	Curling Rink		

OUTDOOR RECREATION AND SPORTS FACILITY

1	1	1	76	4	1*	2	1
Athletic Park	Outdoor Track	Artificial Turf Field	Outdoor Playgrounds	Pickleball Courts	Specialty Sport Park	Tarmac Areas	Outdoor Fitness Centre
1	13	15	20*	35*	55*	2	1
Picnic Shelter	Outdoor Rinks	Social Ice Surfaces	Tennis Courts	Ball Diamonds	Natural Turf Fields	Outdoor Aquatics Facilities	Volleyball Court

*Through partnerships in addition to direct delivery

HOW THE COMMUNITY ACCESSES OUR BUILT FACILITIES

The community accesses recreation facilities through memberships, day admissions, rentals, programing or through free access to specific facilities.

ADMISSION FACILITIES

933,000+

SERVUS PLACE VISITORS

572,718

SERVUS PLACE DAY USERS

6,421

SERVUS PLACE MEMBERS

132,515

FOUNTAIN PARK DAY USERS

20,435

GROSVENOR DAY USERS

SUMMER FUN MULTI ACCESS PASS

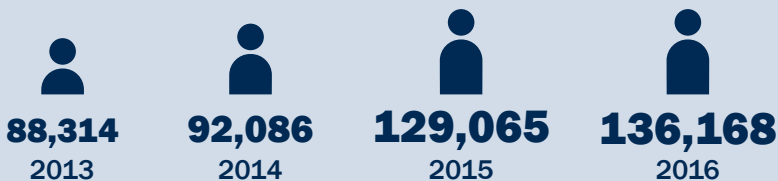
A new access option the “City Wide Summer Fun Multi-Access Pass” was offered for the first-time in 2016. The pass was purchased by 361 individuals and was valid from May 1 to September 5. The pass provided access to Servus Place, Fountain Park and Grosvenor Pool over the summer months.



HOW MANY HOURS WERE RENTED AND PROGRAMMED IN OUR BUILT FACILITIES



NUMBER OF HOURS RENTED AND PROGRAMMED IN CITY RECREATION FACILITIES



136,168

HOURS

365

DAYS PER YEAR

=

373

HOURS DAILY
programmed and rented
at recreation facilities



SPONTANEOUS USERS IN OUR BUILT FACILITIES

Spontaneous recreation is activity that is able to occur in an open and natural manner without premeditated programming or structure. Recreation and Parks continues to expand and develop systems to better capture the spontaneous use of City recreation spaces.

818,462

**SPONTANEOUS
RECREATION**
users tracked

Service Area	2014	2015	2016
Aquatics Facilities – Landrex Water Play Centre	270,270	274,520	287,413
Aquatics Facilities – Woodlands Water Play Park	96,946	110,807	81,812
Aquatics Facilities – FPRC - Lane Swimming	N/A	N/A	36,833
Fitness Equipment – Servus Place Fitness Centre and Track	346,495	291,338	287,599
Gymnasiums – ReidBuilt Community Gym	49,511	51,408	57,228
Ice Surfaces – Leisure Ice	14,785	14,013	13,450
Ice Surfaces – Outdoor Rinks – Manned*	N/A	N/A	2,000
Playgrounds – Indoor Playgrounds	39,952	39,438	39,166
Specialty Sport Parks – Skateboard Park	18,160	16,838	12,961
TOTAL	836,119	769,962	818,462

* Spontaneous users at Manned Outdoor Rinks are only tracked for eight hours per day, 5 days per week.
2016 is an estimate based on the average number of users and the number of operating days.

RECIPROCAL USE – SCHOOL GYMNASIUMS

The Reciprocal Use Agreement provides the community with access to school gymnasiums and lunchrooms and also provides schools with access to City facilities.

In 2016, schools utilized 2,517 hours of community recreation spaces; primarily in arenas and at Riel Park.

There were 19,294 hours of community use booked in St. Albert schools through 2016. This is a decrease of 5,000 from 2015. The demand for school gymnasiums remains high; however, space within the schools is becoming more limited resulting in a decrease in hours. There are three new schools opening in 2017/2018, and staff will work with the schools to include these in the allocation process.



2,517

HOURS
of recreation spaces
used by schools

19,294

HOURS
of community use booked
in St. Albert Schools



Wild Rose Elementary School

HOW WE IMPROVED OUR BUILT ENVIRONMENT

SERVUS CREDIT UNION PLACE

- Construction of the large pylon sign at Servus Place was completed to enhance promotion of recreation programs and services to the community and to generate revenue through additional advertising opportunities for the community.
- Parking lot boulevard islands were replaced with rock and new signage installed on the front and south entrance; new shrubs and plants were planted at west and south entrances.
- The turf in the Servus Place fieldhouse was replaced.
- A new geodesic climbing dome was added to the indoor playground at Servus Place.



VOTED BEST GYM/WORKOUT CENTRE
T8N Magazine, 2016

SERVUS PLACE

VOTED FAVOURITE PLACE TO WORK OUT 8 YEARS IN A ROW
St. Albert Gazette, 2008-2016

SERVUS PLACE

RMP Initiative P.3.3.

Servus Place Enhancement

At the direction of Council, work has begun on the development of an aquatics expansion and a fitness expansion at Servus Place to be submitted into the 2018 capital budget process.

- The Fitness Centre expansion includes expanding the locker rooms, creating additional studio space and maximizing the flat floor space in the Fitness Centre.
- The Landrex Water Play Centre expansion includes adding a lane pool, program pool and expanding the locker rooms.

The development of the concept plan for a sixth arena has proceeded with Servus Place being selected as the location. The project is pending approval through the 2018 capital budget development.

AQUATICS FACILITIES

- As per Council Motion, a new slide has been installed at Grosvenor Outdoor Pool and was available to the public when the facility opened for the 2016 summer season. Public reaction to the slide has been very positive.
- A large patch was done in 2016 to the Grosvenor Pool basin. Full replacement of the marcite that lines the pool basin in both tanks will be completed in 2017 prior to the 2017 summer season.
- Two water features in the Landrex Water Play Centre were replaced with new stainless steel features that have been custom designed specifically for the space and water volume.

RMP Initiative P.3.4.

Fountain Park Recreation Centre Enhancement

- Currently, staff are focusing on the analysis and implementation of the aquatics lifecycle program to continue the enhancement of Fountain Park. Major work that occurred in 2016 included interim repairs made to the filter system at Fountain Park with a full replacement to occur in 2017.
- Staff are also currently evaluating options for a new amenity to replace the "skywalk" which was removed in 2015.
- At the direction of Council, staff evaluated the costing, impacts and feasibility of removing the peninsula in the Leisure Pool at Fountain Park. Information on this analysis has been provided to Council.

COMMUNITY FACILITIES

- Permanent home plate, outfield fencing and a storage unit were installed at Mission Park to support fastball.
- A ball diamond safety fencing standard was developed and safety fencing was installed at ten ball diamonds in 2016. Final deficiencies will be completed in 2017. Following the completion, staff will assess the need to update the remaining ball diamonds to this standard.
- The sportsfields at Dorchester Park (JJ Nearing) and Gloucester Park has been aerated, top-dressed and over-seeded as part of the Sportsfield Refresh Project.
- The playground at Muriel Martin Elementary School has been installed. The field at Muriel Martin will be refreshed in 2017 to complete the work required on that site.
- In consultation with the community, refurbishment of asphalt at Larose Park Pickleball Courts will occur in 2017 to ensure the safety of users.
- In 2017, installation of lines and permanent nets will occur at two of the temporary pickleball courts at Larose Park which will provide six permanent pickleball courts. Additional lines will be painted on the two existing tennis courts at Larose Park to accommodate multifunction between tennis and pickleball. This will result in up to four additional temporary pickleball courts at this location.
- Administration has discontinued work on the Bike Skills Park project at this time due to land limitations but will continue to look for a suitable location in future developments.

RMP Initiative P.3.5.

Akinsdale/Kinex Arenas Enhancement

The tender for repurpose of the existing boardroom/ trophy room and the equipment room at Akinsdale and Kinex Arenas into warm up spaces has been issued. Construction will begin in the spring/summer of 2017.

Office space at Akinsdale Arena has been modified into a multipurpose meeting room available to all community groups for meetings, tournaments within the facility or as an organizing space.

RMP Initiative P.3.8.

Skateboard Park Enhancement

Based on feedback from Skateboard Park users as well as an evaluation of the current condition of the Skateboard Park, a Project Charter has been developed for enhancements to the Skateboard Park. This charter has been submitted through the 2018 capital development process.



COMMUNITY FACILITIES CONTINUED

- Staff have worked with St. Albert Bike Association on the development of bike repair stations for three locations in St. Albert; St. Albert Place, Woodlands Water Play Park and Lacombe Lake Park. The stations were funded by the Bike Association through an environmental grant and will include an air pump, stand and a set of tools. The stations will be installed by Public Works in spring 2017.
- In 2016, a successful test run was carried out of a new boat launch to be placed in the Sturgeon River, near the end of Rodeo Drive, adjacent to Rotary Park. This boat launch will be installed each spring and removed each fall. The launch will provide the community and specifically the St. Albert Canoe and Kayak Club with improved access to the Sturgeon River.

RMP Initiative P.3.6.

Clubhouse Review

A review of clubhouse operational protocol is currently underway. This review will examine the current operating model of the clubhouses including infrastructure management and booking guidelines.

RMP Initiative P.3.7.

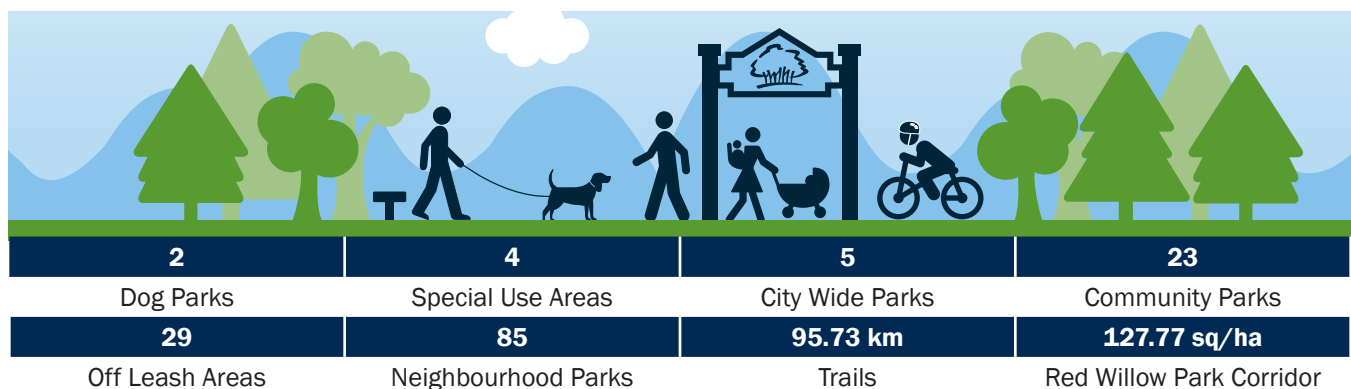
Riel Park Enhancements

The design of Riel Phase 5 and the Riel Amenities Building capital projects have been completed. Construction on the Riel Amenities Building has begun and will be complete in 2017. Construction on Riel Phase 5 is pending approval through the 2018 capital budget development.

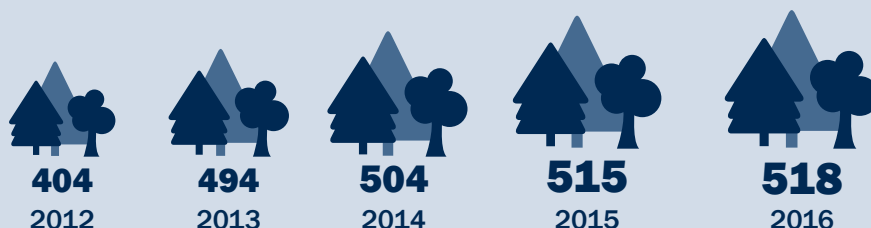


NATURAL ENVIRONMENT

The Natural Environment pillar protects, embraces and treasures our deeply-rooted connections with the natural environment through championing environmental action. Recreation and Parks is mindful of the environment and the direct impact the City's parks and natural areas have on it when maintaining and developing.



TOTAL AREA OF PARK LAND PROVIDED (HECTARES)



395

HECTARES

of actively maintained park land

HOW WE ARE BUILDING THE FOUNDATION FOR OUR NATURAL ENVIRONMENT

PARK AMENITY STANDARDS

Recreation Amenity Engineering and Landscape standards are being developed for approximately 50 types of recreation amenities, such as baseball diamonds, outdoor rinks, outdoor sport courts, fire pits and more. The standards will create consistency in the construction of our recreation amenities and will be integrated into the City Engineering Standards.



SIGNAGE GUIDELINES

Signage guidelines were created and approved by the City Manager to upgrade and replace parks infrastructure to create a cohesive and innovative signage program for the park system throughout the City of St. Albert. Installation of signage will begin in 2017 with the full transition of all park signage to occur over several years.



RMP Initiative P.3.2.

Neighborhood Park Planning and Standards Model

A comprehensive review is underway of the current Park Planning process in St. Albert, including research into other municipal planning processes and recommendations for an improved process. Extensive internal stakeholder consultation will occur as well as engagement with the development community in the development of a new model.

The new model will include required policies, best practices, a funding model and changes to key existing City documents to align with the new process.

RMP Initiative P.3.2.

Parks Classification

A Parks and Open Space classification will be used by Administration to create new open space, redevelop existing open space and evaluate Area Structure Plans in an appropriate and consistent manner.

Various internal stakeholders have been engaged in the development of a draft set of classifications which will be used as part of the Park Planning and Standards Model review and will be further tested in 2017 before adopting. The classification will include:

- Classification for parks and open spaces in St. Albert.
- Standards and guidelines that define the purpose and requirements of each classification.
- Provide a tool for development of neighborhood parks.



HOW WE MADE OUR NATURAL ENVIRONMENT BETTER

- Development of Everitt Park in Erin Ridge North, adjacent to Lois E. Hole School began in 2016. This park will include a playground, sportsfield and trails and will be complete before the school opens in September 2017 to provide a welcoming play space for school children.
- In 2016, development of Joyal Park in Jensen Lakes, adjacent to Joseph M. Demko School and Sister Alphonse Academy began including two sportsfields and trails.
- In 2016, the playground, trails, outdoor rink and parking lot at Natalia Park were completed and opened to the public.
- Staff are developing a plan for portable toilets at outdoor recreation facilities and parks in St. Albert to provide the community with improved access to washroom facilities while they are recreating outdoors in the summer months. This phased project will include placement of portable toilets (20 - 2017, 30 - 2018) throughout the community as well as the development of a standard that will address screening, vandalism reduction strategies, site selection, consultation with user groups and public notification.
- Grey Nuns White Spruce Forest Plantings included:
 - 800 white spruce seedlings and 190 other deciduous tree/shrub seedlings planted in the Grey Nuns White Spruce Park (Junior Forest Wardens)
 - 640 white spruce seedlings planted in Grey Nuns White Spruce Park (St. Albert Scouts)
 - 6,380 seedlings planted (Environmental Initiatives Grant to the Working Group)

VOTED BEST PUBLIC SPACE
T8N Magazine, 2016

RED WILLOW PARK

RMP Initiative P.3.9.

Red Willow Park Enhancements

The Red Willow Park West Master Plan Update will complete planning of park and trail connections from the west side of the City (the trestle bridge) to Big Lake. This plan will be developed in 2017.



- Public engagement was carried out with the community on Dog-Friendly Parks and Off-Leash Sites. As an outcome of this engagement and to promote the public safety, the boundary for the Lacombe Lake Dog-Friendly Park was adjusted and a fence will be installed in 2017 to separate the dog area from the general public while still allowing for dog access to the lake.

HIGHLIGHTS FROM THE DOG DESIGNATED AREAS PUBLIC ENGAGEMENT

39%

have a dog
in their household

3 – 6 PM

MOST POPULAR TIME
to visit dog parks

41%

use Lacombe Lake
Dog Park



Partnering

Recreation and Parks partners with the community in the delivery of recreation to provide recreation opportunities; building community connectedness.

HOW WE PARTNER IN COMMUNITY EVENTS

St. Albert was host to 78 recreation events in 2016 which were offered throughout the community. Event highlights included:

PICNIC IN THE PARK
APPROXIMATELY
4,000
PEOPLE

PAINT NIGHT AT SERVUS PLACE
200
PEOPLE

ROCK 'N AUGUST
APPROXIMATELY
5-7,000
PEOPLE

VOLUNTEER FAIR
46
COMMUNITY ORGANIZATIONS



RMP INITIATIVE P.2.6. and P.2.7.

Collaborative Event Planning and Support

With the approval of Council Policy C-CS-10: Special Events Permits in 2016, staff have been working collaboratively to identify standards and guidelines to facilitate the consistent, transparent and diligent review and processing of event applications. These standards will be documented and fully in place in 2017.

HOMETOWN HOCKEY

The Rogers Hometown Hockey road show was held in St. Albert from March 5-6, 2016 and took over St. Anne Street for the weekend festivities. The event included a ceremonial puck drop, Mark Messier autograph signing, a school visit to Leo Nickerson School by some of the Hometown Hockey staff and performers, St. Albert Minor Hockey Stick Relay, live broadcast of the game from St. Albert Place and so much more!

RMP INITIATIVE P.2.5

Major Hosting Opportunity

Staff have been exploring possibilities for a major games/sport hosting opportunity for St. Albert. A report will be shared with Council in 2017.

ST. ALBERT EVENTS

Date	Event
January 14 – 17	John Reid Memorial AAA Bantam Hockey Tournament
February 6	St. Albert Canadian Progress Club Pond Hockey Tournament
February 15	Heritage Lakes Family Day
February 15	Fire & Ice Family Day Festival
February 20 – 21	SASA Mini-fest Tournament
February 21	Make & Bake Cookie Marathon XCcountry Ski
Feb 25 – 28	Slush Cup Soccer Tournament
March 4 – 6	Dieter Knobloch Memorial Adult Soccer Tournament
March 5	Masters Moonlight XCcountry Ski
March 5 – 6	Rogers Hometown Hockey
March 5 – 6	Wonderfun Hockey Tournament
April 1	Snowmobile Dealers Preview
April 15 – 17	St. Albert Lifestyle Expo & Sale
April 17	St Albert Road Race 5k,10k and 10 mile race
April 22 – 24	Blues Lacrosse Tournament
May 6	Mental Health Walk
May 1	Tudor Glen Vet Clinic Poopathon
May 6 – 7	DESA Karate
May 7	Kinderland Market
May 7	Clean & Green RiverFest
May 15	Jayman Built MS Walk
May 15	Leading Edge WildOnes, Kids MaraFun 1.6km run
May 18	Costco\Stollery Teddy Bear Run
May 20 – 21	Metis Festival
May 27 – 29	Rainmaker Rodeo
May 28	Rainmaker Rodeo Parade
May 28	Remax Bouncy Castle/Hot Dogs
May 28	Gazette Rodeo Parade Pancake Breakfast
May 28 – 29	Road Rage Street Hockey
May 29	Autorama
May 31 – June 4	Children's Festival
June 3 – 5	Eek! Comic & Pop Culture Fest
June 5	Public Safety Event
June 5	Bockman Foundation Wheel, Walk or Run 2.5k, 5k, & 10k race
June 8	Clean Air Day
June 8	Arbor Day (rain out June 10)



Fire & Ice Festival



Clean Air Day



Canada Day

ST. ALBERT EVENTS CONTINUED

Date	Event
June 9	PCN 10th Anniversary
June 10 – 12	Bagattaway Lacrosse Tournament
June 11 – October 1	Outdoor Farmers' Market
June 12	(R)ACE of Hearts
June 12	Tails on the Trail
June 12	Heroes Walking/Running Out Stronger
June 12	St. Albert Kids of Steel Triathlon
June 18	Relay for Life
June 18	Pride Day
June 18	Walk, Run, Bike For Hope
June 19	Father's Day Soapbox Derby
June 19	Aboriginal Days
June 19	Beagle Paws Rescue Walk
June 19	Food Truck Event
June 24 – 26	Cross Fit Competition
June 25	Take It or Leave It
July 1	Canada Day
July 9	Seven Music Festival
July 4-8	Gretzky Hockey School
July 10	MEC Race #5 5/10/15/30 km race
July 11	BAM Slip and Slide
July 11	Volkssport Triathlon & BBQ
July 11 – 15	Gretzky Hockey School
July 15	Orienteering
July 15	St. Albert FRC Summer Carnival
July 18 – Aug 5	Edmonton Oilers Hockey School
August 2 – 6	Rock'n August
August 6 – 7	J.R. Classic 3 on 3 Basketball Tournament
August 7	St. Albert Triathlon
August 26	Food Truck Event
August 27	Christcity Church Block Party
August 28	Shakedown Skateboard Event
September 13	Seniors in Isolation Walk
September 17	Kinderland Market
September 18	Terry Fox Run
October 7 – 10	Turkey Ring Ringette Tournament
October 21	Halloween Haunt
November 11	Remembrance Day
November 19	Volunteer Fair
November 20	Snowflake Festival
Nov 27, Dec 4, Dec 11, Dec 18	St. Albert Christmas Indoor Farmers' Market
December 31	New Year's Eve Fireworks



Rock N' August



Snowflake Festival



New Year's Eve Fireworks

HOW WE PARTNER WITH COMMUNITY GROUPS

LOIS HOLE PROVINCIAL PARK

Recreation and Parks meets annually with Alberta Parks to discuss the operation and development of Lois Hole Centennial Park and any City or Provincial initiatives. The addition of the parking lot and access to the east side of the park has enhanced the user experience which is demonstrated through increased traffic volumes. Minor adjustments including removal of rocks and the addition of parking lot barriers, snow clearing, grass mowing and janitorial services have been made to help accommodate the additional usage.

BIG LAKE ENVIRONMENTAL SUPPORT SOCIETY (BLESS)

In 2016, seven logs were replaced by a contractor secured by BLESS to ensure the aesthetics of the log cabin remain intact. This project was completed seamlessly with support from Recreation and Parks and Public Works.

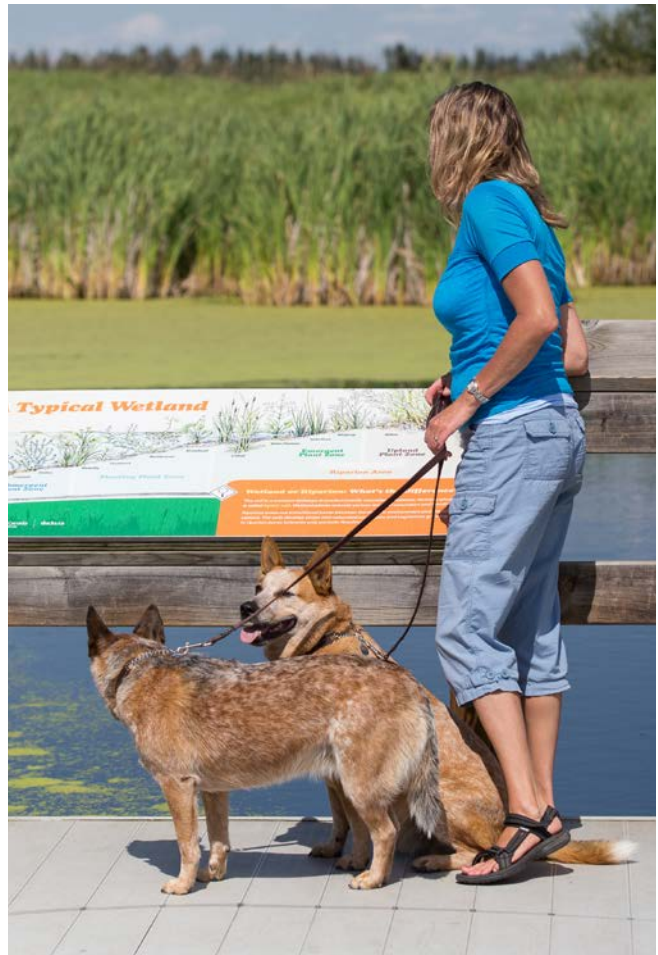


Ducks Unlimited Chapter memorial rock located by the Big Lake lookout.

RMP INITIATIVE P.2.1.

Community Partnership Program

Staff are currently analyzing and evaluating the service delivery model for community groups to better understand the service that recreation community groups are receiving and where the community need lies. The program will be confirmed, documented and aligned with operational protocols to support this work moving forward. Part of the project is also to connect and meet with all of our supported associations to better understand their needs and support requirements from the City in order to align our services moving forward.

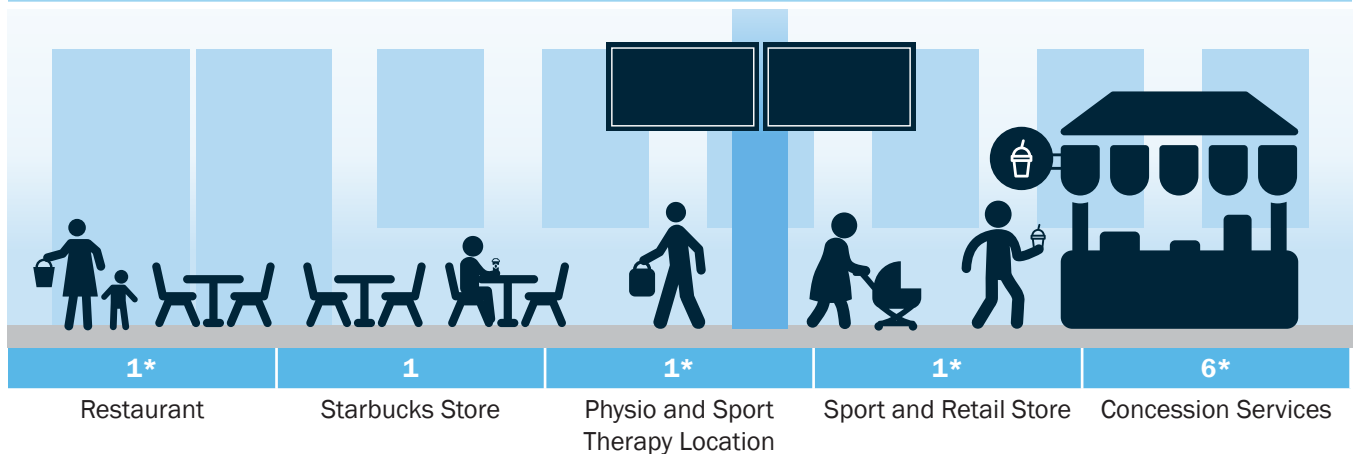


RMP INITIATIVE P.2.2.

Independent Organization Engagement

- **YMCA Partnership**
Recreation and Parks is currently exploring a potential partnership with the YMCA to deliver programs and services to the community.
- **Field of Dreams**
The St. Albert Soccer Association (SASA) is exploring potential partnerships to build an indoor fieldhouse. A Memorandum of Understanding (MOU) has been signed between SASA, the City of St. Albert and the City of Edmonton exploring this proposal in more detail.
- **Dynamyx Gymnastics**
The Dynamyx Gymnastics Club has completed a needs assessment and feasibility study for a new facility. The reports have been submitted to Council for partnership consideration.

HOW WE PARTNER WITH THE BUSINESS COMMUNITY



*Through lease

Booster Juice lease was renewed and a renovation of their location was completed in 2016. This renovation included the installation of digital menu boards and a complete public facing modernization of their storefront.



NEW ADVERTISER



RMP INITIATIVE P.4.1.

Fund Development Policy

Initial work has started on a proposed new city-wide Fund Development Policy that will guide the decision-making process as to what inventories are available for advertising and sponsorship and develop the necessary guidelines to ensure consistency and maintain service levels.

NEW SPONSORS

**LONDON
DRUGS®**

Sponsor of all Seniors Programming with the exception of Swiss Chalet Seniors' Day.

London Drugs sponsorship includes semi-regular enhancements and presentations at Swiss Chalet Seniors' Day, such as blood pressure monitoring or other health and nutrition activities. Also, London Drugs provided Influenza Vaccination clinics at Servus Place in the fall of 2016.

RE/MAX®

The Woodlands Water Play Park presented by RE/MAX

Reliance
The Furnace™
C O M P A N Y

Reliance the Furnace Company Meeting Room

**ST ALBERT
DODGE**
CHRYSLER JEEP RAM MOPAR

The St. Albert Dodge Leisure Pool

LANDREX

Landrex Water Play Centre

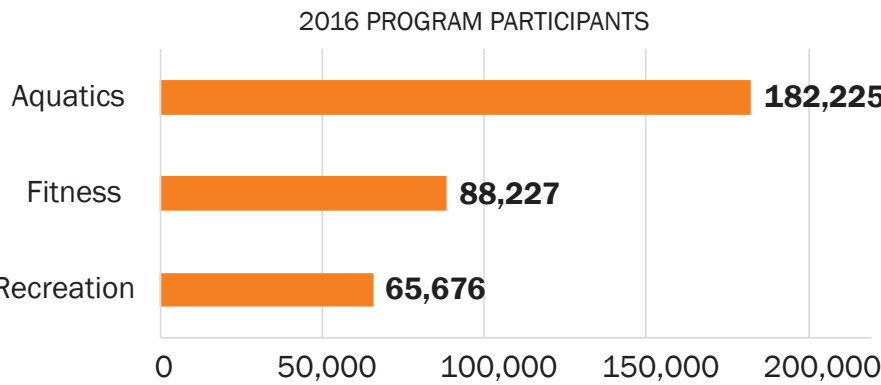




Delivering

Recreation and Parks directly delivers recreation programs, services, facilities and parks to foster community well being.

HOW WE DELIVER PROGRAMS TO THE COMMUNITY



78%
FILL RATE
in fitness programs

87%
FILL RATE
in recreation programs

92%
FILL RATE
in aquatics programs

AQUATICS PROGRAMS

The community continues to put a high priority on aquatics with strong participation in all Aquatics programs. Preschool programs and Swimmer 1 and 2 continue to be the most popular aquatics programs. Tuesday PM, Thursday PM and Saturday AM continue to be the most desirable program times.

In August 2016, St. Albert residents and Servus Place annual membership holders were able to register early for Fall 2016 aquatics programs, providing residents with priority for the most popular aquatics programs. In September 2017, staff will report on the first full-year of impacts of this change. Based on the first resident pre-registration survey:

84%
OF RESPONDENTS
are satisfied with their registration date

89%
OF RESPONDENTS
were able to get into the program they wanted

FITNESS PROGRAMS AND SERVICES

The new “Active Agers” introductory fitness class was launched for first-time fitness users or users with lower exercise capacity needs.

In response to community demand, additional early morning drop-in aquatics fitness classes have been added to Landrex Water Play Centre to provide the community with more options for aquatics fitness programs.

Seniors Tuesday and Thursday mid-morning classes were moved to the fieldhouses to accommodate more users, accommodating an average of 70 participants in both sessions weekly.

Fitness services saw a significant decrease from 2015 to 3,788 with 900 less services sold and 80 less group/team training hours. Through 2017, staff will focus on coaching, mentoring and training staff to potentially increase utilization of fitness services.

7,646

PARTICIPANTS
in 50+ and 60+ shinny

20-40

PARTICIPANTS WEEKLY
at Youth Night
(BAM partnership)

RECREATION PROGRAMS

Active Kids preschool and Learn to Skate programs are trending strong and continue to be very popular with the community. Staff have seen that for preschool programming, parents prefer programming that occurs at Servus Place due to the range of facilities that are accessible for preschoolers as well as the flexible options for their use while children are in programs.

Cooking programs help to develop life skills and teach responsibility to children and youth. These programs were extremely popular in 2016.

RMP INITIATIVE P.1.5. and P.1.6.

Nature Based Programming

Nature based programming was a focus for Recreation in 2016. Components of this were included in preschool programs, children's programs, and summer programs through geocaching, shelter building and outdoor cooking.

SUMMER CAMP PROGRAMS

Summer camps were very popular with 1,330 participants in 2016. Notable partnerships this summer were with St. Albert Soccer Association with the soccer development camps, the St. Albert Art Gallery with camps experiencing local art, and St. Albert Transit helping develop independence and awareness of their community by taking this mode of transportation to activities both inside and outside St. Albert.

2,066

PARTICIPANTS
in Cruisin Clubhouse

97%

SATISFACTION
in Summer Camps



PARKS PROGRAMS

The Spruce Up St. Albert program saw many dedicated community members and volunteers coming together to help clean up and plant trees in and around parks and the Sturgeon River through programs including school yard, neighborhood and litter clean ups and the Partners in Parks Program.

8,496

VOLUNTEER HOURS

200+

HOUSEHOLDS
involved as Partners in Parks
across the city

15

SCHOOLS
participated in the spring
schoolyard clean ups

5,000

STUDENTS
picking up litter through
school yard clean ups

HOW WE DELIVER EVENTS TO THE COMMUNITY

ST. ALBERT CELEBRATES CANADA DAY

St. Albert Celebrates Canada Day 2016 included a daytime celebration with a wide variety of activities including live performances, activities, food, interactive displays, inflatables, face painting, cycling, canoe rides, an obstacle course, petting zoo and more. The evening show featured a live concert headlined by “The Odds” with “The Dungarees” and “Scenic Route to Alaska” also performing. The grand finale of the day was the Kinsmen Club fireworks display; a 16-minute pyrotechnic event at Seven Hills.

For the 150th Canada Day celebration in 2017, the event will include a longer firework display and additional entertainment in the evening.

VOTED BEST LOCAL FAMILY EVENT
T8N Magazine, 2016

CANADA DAY CELEBRATIONS

15,000+
ATTENDEES



SERVUS PLACE HALLOWEEN HAUNT PRESENTED BY KINGSWAY TOYOTA

On Friday, October 21st, Servus Place celebrated the 9th annual Halloween Haunt with community members of all ages visiting the event to take part in spooky bouncy castles, haunted houses and ghastly games – all in a safe and warm environment. Activities included a Haunted Hotel, activity areas, Mad Hatter room, creepy photo booth, colouring contest and more!

3,000+
ATTENDEES



PARKS EVENTS

TD CLEAN AND GREEN RIVERFEST

240
PARTICIPANTS

250
KILOGRAMS
of refuse picked up

465
TREES/SHRUBS
planted

ARBOR DAY

523
GRADE ONE STUDENTS
attended

523
TREES/SHRUBS
planted

662
SEEDLINGS
distributed to schools for planting

HOW WE ENHANCE THE CUSTOMER EXPERIENCE WITHIN RECREATION FACILITIES

RMP INITIATIVE P.5.4.

New Customer Relations Management Software (Intelligenz)

The City of St Albert purchased a new customer relations management system which will be transitioned in 2018. Intelligenz Solutions will now manage memberships, admissions, program registrations, facility bookings, point of sale and various data collection and financial reporting at all recreation facilities.

SERVUS PLACE CUSTOMER SATISFACTION SURVEY

The biennial Servus Place Customer Satisfaction Survey was conducted in November. Key strengths were indicated in personal safety, atmosphere, overall facility maintenance and air quality. Customer service was highlighted especially in regard to staff being polite, helpful, treating customers fairly and staff working together.



94%

CUSTOMER
satisfaction

88%

CUSTOMER SERVICE
satisfaction

93%

GOOD/VERY GOOD VALUE
for Money in regard to annual memberships

CUSTOMER ENGAGEMENT

Recreation and Parks works continually with the community to better meet their needs. There are many methods in place for Recreation and Parks to interact with customers and for the community to provide feedback including face-to-face interactions, phone calls, direct email, facility tours and comment cards.

59,805

PHONE CALLS
to Fountain Park and Servus Place
reception

103

PLAY PASSES
distributed on Servus Place
facility tours

CHILDMINDING ELECTRONIC PASSES

In 2015, childminding moved from paper punch passes to the electronic punch pass. This allowed the Guest Services staff to connect with the families when they need to purchase more childminding time and the childminding staff to focus on the children in their care.



STARBUCKS OPERATION

The Starbucks operation was added to Servus Place to enhance the user experience at the facility, providing over 120,000 individual purchases in 2016. Starbucks continues to receive very positive feedback from the community.

13%

OF SERVUS PLACE
visitors purchased from Starbucks

98%

CUSTOMER SATISFACTION



Engaging

Recreation and Parks understands the recreation needs and desires of the community, and the community understands the benefit that recreation brings to their lives and the community.

Social Media Stats	2012	2013	2014	2015	2016
Website Hits	135,318	172,063	191,099	214,189	200,815
Servus Place Twitter Followers	N/A	779	1,139	1,494	1,832
Servus Place Twitter Tweets	N/A	1,037	1,099	1,328	1,031
Servus Place Facebook Likes	N/A	1,343	1,624	1,907	2,182
Recreation Twitter Followers	N/A	N/A	N/A	1,317	1,878
Recreation Twitter Tweets	N/A	N/A	N/A	700	1,027
Recreation Facebook Likes	N/A	N/A	N/A	494	1,664

FACEBOOK PAGE CONTEST

The Facebook Page Contest was launched to increase the number of “likes” on the Recreation Facebook page and engage more of the community with the information that is shared on the page. Contest results include:

807

NEW FACEBOOK
likes

4

WEEK
contest

3

FITBITS
winners

1

IPAD AIR
winner

RECREATION AND PARKS MONTH

June is Recreation and Parks Month, a national celebration that promotes the health benefits of recreation and engages people in physical activity. The City of St. Albert celebrated by proclaiming Recreation and Parks month and giving away prizes every day of the month to residents and visitors who use our parks and recreational facilities.

A Chalkboard Tree was used as part of the campaign inviting residents to share their ideas on getting active, recreating and enjoying life in the City. The tree is now permanently at Woodlands Water Play Park for the community’s enjoyment.



217

PRIZE WINNERS

30

DIFFERENT
park and facility locations

Activities included being active on the Red Willow Park Trail, using the fitness circuit at Lions Park, playing baseball at Mission Park or splashing at the Landrex Water Play Centre.



Operating

HEALTH & SAFETY

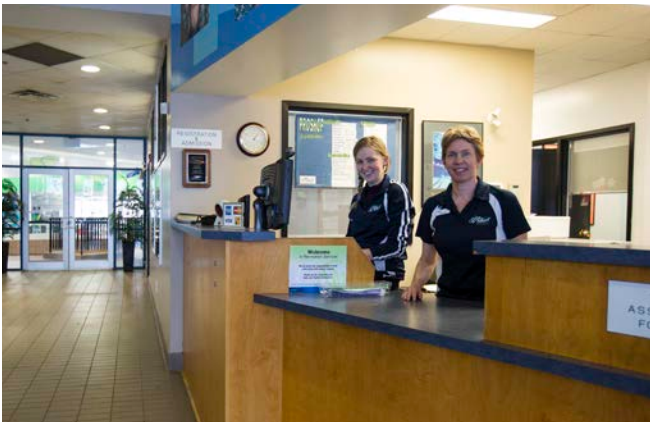
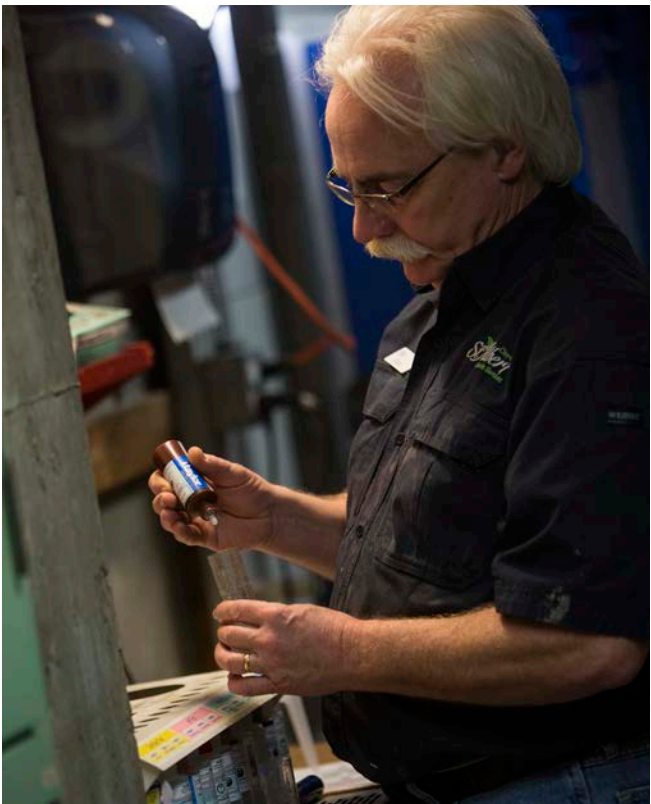
Safety within facilities as it relates to the infrastructure and the safety of the individuals while they are in facilities is the first priority of Recreation and Parks.

Procedures that were reviewed and approved in 2016 include:

- Evacuation Procedure.
- Power Outage Procedure.
- Armed Robbery Procedure.
- Severe Weather Procedure.
- Dealing with Biohazards Procedure.

Upcoming work in Health & Safety will include:

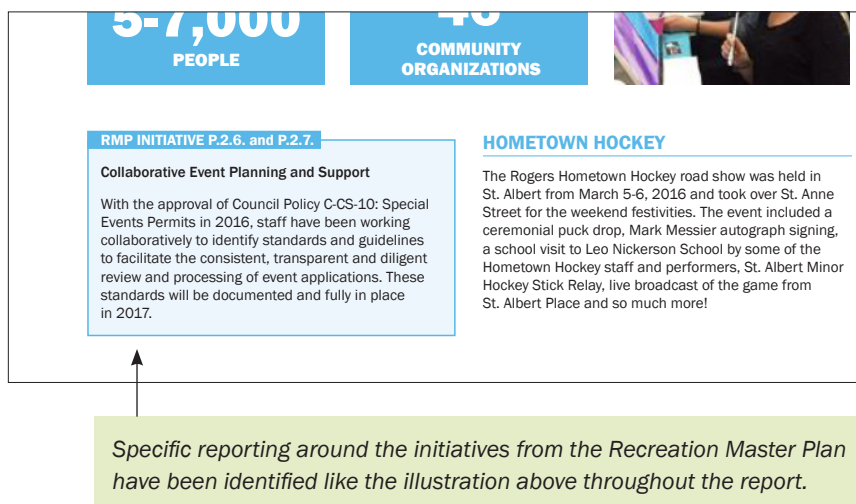
- Installation of AEDs and metal cabinets in five clubhouses.
- Safety reporting through Intalex Software.
- Review of:
 - Lock Down Procedure.
 - Ammonia Release Procedure.
 - Missing Persons/Child Procedure.
 - Preventative Maintenance Program.
 - Sub-Contractor Management Program.
 - Portable Heaters Safe Work Practice.





Recreation Master Plan Initiatives

Through the 2012 Recreation Master Plan, initiatives were identified in order to continue to move forward with the strategic direction of the plan. The table below summarizes these initiatives and provides an update on the status. Initiatives have either been incorporated into the service delivery for the department, are included as part of the 10 Year Capital Plan, are a part of the 2017 Strategic Plan for Recreation and Parks, or are addressed through current Corporate wide initiatives.



Priority 1 – DELIVER – Ensure Community Health and Well Being		
P.1.1. – neighborhood based programming		
Scope: This recommendation suggests that the community partners could play a role in neighborhood based programming, block parties, etc. to ensure geographic provision of services across the City.		Status: Incorporated into services.
P.1.2. – active community strategy		
Scope: This recommendation suggests working with other quality of health service providers to identify local health issues and creating programs to respond to those needs.		Status: Incorporated into services.
P.1.3. – after-school program focus		
Scope: This recommendation suggests that to meet resident demand a focus on after school recreation programming.		Status: Incorporated into services.
P.1.4. – long-term athlete development plan		
Scope: This recommendation suggests that the municipality has a role to play in programming for adults, and that partnering to provide programming for adults is a trend, and must consider seniors, shift workers and those with a sedentary lifestyle.		Status: Incorporated into services.
P.1.5. – children and nature focus		
Scope: This initiative indicates that to combat the obesity epidemic and inactivity getting children outdoors, providing them with youth opportunities and offering volunteer opportunities is a focus.		Status: Incorporated into services.

P.1.6. – nature based program focus		
Scope: This initiative is an extension of P.1.5 and nature based programming, spontaneous use opportunities, fitness and wellness programming out of doors, bicycling programs, long board programs, etc.		Status: Incorporated into services.
Priority 2- PARTNER - Bolster Community Development		
P.2.1. – formalize protocol for working with partners and stakeholders		
Scope: This initiative identifies the need to develop a formal partner program that identified roles and responsibilities and outlines a transparent and equitable process.		Status: 2017 Strategic Plan
P.2.2. – independent organization engagement		
Scope: This initiative identifies the need to target independent organizations that have the capacity to meet City needs.		Status: Incorporated into services.
P.2.3. – volunteer group gap analysis and assistance		
Scope: This initiative indicates a need to understand the volunteer resources available in the community and those currently being utilized by partners.		Status: Addressed through current corporate wide initiatives.
P.2.4. – volunteer resource centre for recreation groups		
Scope: This recommendation suggests that as volunteerism continues to be a focus and need that a volunteer resource centre may become necessary.		Status: Addressed through current corporate wide initiatives.
P.2.5. – event hosting strategy		
Scope: This recommendation suggests that support of the event hosting strategy would stimulate economic development for the City and support sport groups through the provision of non-traditional revenue streams.		Status: 2017 Strategic Plan
P.2.6. – collaborative event planning		
Scope: This recommendation suggests that collaborative strategic approach to event planning amongst all event organizers, both community based and City would better manage limited resources.		Status: 2017 Strategic Plan
P.2.7. – coordinating tournament packages		
Scope: This is an extension of P.2.6 and suggests alignment of tournaments.		Status: Incorporated into services.
P.4.1. – city-wide sponsorship program		
Scope: This initiative suggested a city-wide sponsorship program, as a way to broaden funding sources.		Status: 2017 Strategic Plan
Priority 3 – BUILDING - Invest in Recreation Infrastructure		
P.3.1. – infrastructure management plan		
Scope: This recommendation suggests that a feasibility planning model be developed and utilized to make decisions regarding the development of public recreation facilities.		Status: Addressed through current corporate wide initiatives.
P.3.2. – develop an urban parks management plan		
Scope: This initiative identified the need to further develop the parks planning to include the development of a detailed parks classification system and hierarchy, refinement of development expectations and maintenance standards, and incorporation of new trends in parks.		Status: 2017 Strategic Plan
P.3.3. – Servus Credit Union Place enhancement		
Scope: This initiative identified the need to consider the Servus Place enhancement plan in the 5-10-year horizon.		Status: Included in 10 Year Capital

P.3.4. – Fountain Park Recreation Centre enhancement		
Scope: This initiative identified the need to consider an enhancement of Fountain Park in the 5-10-year horizon.		Status: 2017 Strategic Plan and included in 10 Year Capital Plan
P.3.5. – Akinsdale/Kinex Arenas enhancement		
Scope: This initiative identified an enhancement of Akinsdale/Kinex Arenas in the next 2-5 years.		Status: Included in 10 Year Capital
P.3.6. – Community Clubhouse enhancement		
Scope: This initiative identified the need for an enhancement of community clubhouses in the next 2-5 years		Status: 2017 Strategic Plan
P.3.7. – Riel Park enhancements		
Scope: This initiative identified the need for Riel enhancements, a change facility for the multipurpose facility, in the next 2-5 years.		Status: Included in 10 Year Capital Plan
P.3.8. – Skateboard enhancements		
Scope: This initiative recommended the need for skate park enhancements immediately.		Status: Included in 10 Year Capital Plan
P.3.9. – Red Willow Park enhancements		
Scope: This initiative recommended Red Willow Park enhancements in the next 2-5 years.		Status: Incorporated into services.
Priority 5 – ENGAGE – Celebrate and Communicate Recreation		
P.5.1. – communication programs		
Scope: This initiative suggested providing a single point to program information for residents.		Status: Incorporated into services.
P.5.2. – Recreation Success Report		
Scope: This recommendation suggests a mechanism to deliver the positive outcomes of recreation initiatives to residents.		Status: Incorporated into services.
P.5.3. – Social Media campaign		
Scope: This recommendation suggests a strategic plan to make effective use of social media to communicate recreation information.		Status: Incorporated into services.
P.5.4. – customer relations management system		
Scope: This recommendation indicates the development of a CRM system to improve efficiencies.		Status: 2017 Strategic Plan
P.5.5. – editorial		
Scope: This initiative suggests a regular editorial to share the benefits of recreation with residents and keep the recreation community informed.		Status: Incorporated into services.

CONTACT

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