

Seniors Advisory Committee (SAC) Input on

Servus Place Walking Track Only Membership & 80 Years and Over Free Membership

March 21, 2019 SAC meeting recommendations:

- The feedback from the majority of the Senior Advisory Committee members, although not unanimous, is that Servus Place should proceed with a pilot for a track-only membership.
- Similarly, the majority of the Senior Advisory Committee members support Servus Place providing free memberships to individuals who are 80+ years of age.

March 21, 2019 SAC meeting discussion and input:

- Leduc program shared; walking track open to seniors at no cost during the week from 12 noon to 4 pm. Was busy 12 to 1 so hours adjusted.
- Cost-recovery discussed, including concern about loss of revenue
- Is there a link to the Recreation Leisure subsidy; this should be explored as an option
- Like idea of a pilot to see response and impact of this
- Would help with isolation for residents (not just for seniors)
- Marginal financial impact; motion is progressive as is more philosophical than cost
- Concerned about the 'optics' as is another 'senior' benefit; many seniors can afford membership
- Majority agree with free membership for residents 80 and over
- Wondered about impact of Morinville residents who have membership at Servus Morinville once Morinville recreation centre is complete (May 2019)

Post-meeting SAC member written input (verbatim) received:

1. My concern is doing a pilot. How do you give a particular special interest group what they are asking for as a 'pilot' and then at the end say no it doesn't work for administration and take it away? Either Council jumps all in or not at all.
2. Managing the equipment around the track, as a time to time member of Servus I would be not be impressed by others using the equipment when they purchase the simple walk membership. I believe this opens a can of worms we don't need as a community.
3. And swimming, when will we pilot a singular pass for residents for swimming?

Servus Place Track-only membership:

- Encourages physical activity for St. Albert Residents of all ages, including seniors (particularly during inclement weather).
- A pilot will enable Servus Place to track interest in a track-only membership and record issues/requests for other single amenity memberships (i.e. pool only).
- The creation of a track-only membership has been researched at other facilities in Alberta and has been deemed a success in the other municipalities.

Free membership for those 80 years and older:

- This proposal is aligned with other municipalities.
- The overall cost is small relative to the annual Servus Place budget.

Thank you for the opportunity to further comment on this subject. I feel it necessary to further address the price discrimination point because it is a point that has been raised by some councilors as well as a minimal number with Servus Place memberships.

As we all know, It doesn't matter what they do there is always going to be a perception of price unfairness. This perception, however, can be overcome or at least made acceptable if presented as a revenue maximizing strategy (by bring more people into the facilities), which I believe, supported by Councilor Hansen, it would do. Those new members would then be exposed to all the other activities and services available to them and, as indicated by other communities who are doing this, will likely result in an uptick in new full memberships.

Why the track over the pool or the gym or why not include the pool and the gym? primarily for cost recovery.

Nearly everyone walks or is mobile with some aids (walkers/wheelchairs) but not everyone can or wants to use the gym and not everyone wants to use the pool. Secondly, Recreation Administration assures the track would have minimal cost to service with no significant cost for maintenance or in monitoring. The costs, however, for the pool would increase by the extra pool cleaning and chemicals required by increased traffic and the gym by extra wear and tear on the equipment and extra cleaning of equipment. Both would require additional service of the change rooms.

For reasons stated, the track option would be the most reasonable and would be justified by minimal cost exposure as well as the health and societal benefits to the general public, specifically for seniors. Any suggested loss of revenue by some switching from full membership to track only would be offset by increased traffic on the track, new memberships resulting from exposure to the other amenities and to the several business services available .

- We don't know what we don't know – those who aren't using Servus Place as they feel it is too expensive & they only want to use the track
- Once they come – they may decide there are other services that they would use & will buy a full membership in the future
- People will talk to others & more will join, increasing usage
- Individuals will feel their membership is a good value – ie only paying for what they use
- Demonstrates St Albert is 'listening' to it's feedback from Citizens
- Makes St Albert more inclusive of all citizens regardless of age or abilities or income
- Promotes Healthy, Active, Social Lifestyle for all & reduces isolation of citizens
- Promotes Servus Place as a welcoming safe & environment to get active
- Partnerships could be formed with Alberta Health Services so those recovering from surgeries or injuries could use Track to rehabilitate

On behalf of SAC Chair and SAC members, SAC input submitted March 27, 2019 by Debi Skoye, Social Master Coordinator, Community Services