



CITY OF ST. ALBERT ADMINISTRATIVE BACKGROUNDER

TITLE: Servus Place Swimming Lessons Trial

On October 3, 2016 Councillor provided notice in accordance with Section 23 of Procedure Bylaw 35/2009 that he/she intended to bring forward the proposed motion below.

In order for Council to debate the motion, the motion must be formally moved.

That Administration begin as of winter session 2017, a one-year trial of swimming lessons in the Servus Place pool for select hours on Saturday and/or Sunday mornings, to offset some of the swimming lesson wait list demands.

BACKGROUND:

It is not possible to implement any swim lesson programs at Landrex Water Play Centre at Servus Place for the Winter 2017 session, as programs have been set and promotional materials finalized. If passed, this motion could not be implemented earlier than the Spring 2017 program session.

Landrex Water Play Centre at Servus Place

Landrex Water Play Centre sees approximately 275,000 visitors per year and there is an average of 50 to over 100 swimmers per hour through 9:00am – 12:00pm during Saturday and Sunday morning periods.

The Landrex Water Play Centre was designed and constructed for spontaneous, leisure use, in alignment with the operating model of Servus Place. The overall pool amenities and deck space were designed for leisure use, which presents challenges for learn-to-swim programs due to deck layout, water feature locations, pool configuration and depths.

Programming swim lessons in Landrex Water Play Centre represents a change to the Servus Place operating model of spontaneous use, as well as a major change of service level.

If directed to implement, Administration would require time to undertake an operational review of the service level changes and impacts including but not limited to: program and operating supplies, staffing resources, impacts to membership benefits and subsequent revenue impacts.

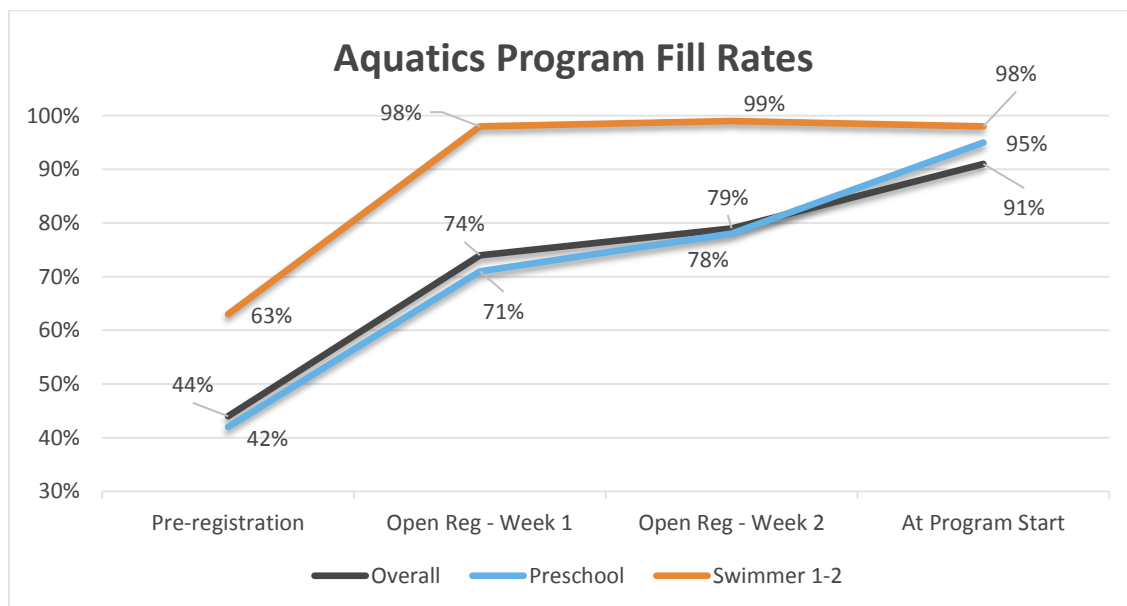
Further public feedback would be required to ensure that this service level change meets community need.

Swim Lesson Demand

St. Albert continually experiences high demand for aquatics programs due to many internal and external factors including:

- Limited pool space within facilities.
- Pool space allocated based on program need and skill level.
- Only one other indoor aquatic facility within a 10 km radius.
- Proximity of bordering municipalities, naturally non-residents frequent nearby recreation, health, business and other services.
- Municipal and regional population growth.

At the beginning of the Fall 2016 program session, overall aquatics programs are at 91% fill rate. Administration is very conscious of this high demand and is continually evaluating the overall pool usage and capacity to identify opportunities to provide additional swim programs.



New Program Offerings

Schedule changes were implemented by Administration in the Fall 2016 program session at Fountain Park Recreation Centre. Thirty-nine additional programs (228 additional spots) were added in the highest waitlist programs, Preschool and Swimmer 1-2 with the potential to accommodate approximately 23% of the typical annual waitlist.

Programs were introduced on Saturday afternoons and Sunday mornings for Fall 2016. The adjustments that were made to the schedule had marginal impacts on other pool users with lessons held in conjunction with public swim times and a reduction in rental hours.

It is important that we allow time for evaluation of effectiveness of these programs and impact to the pool users before incorporating further schedule changes. Administration will continue to evaluate and strategize methods to accommodate more program spaces, particularly for those programs that are in high demand.

Report Date: October 24, 2016

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