

CORPORATE REPORT

To: CAO for the Recreation, Culture & Airpark Services Commission Date: 2019-03-05

From: Jody Castle, Manager of Recreation, Culture & Airpark Services File No:

Subject: RCAS Commission Strategic Planning Session

RECOMMENDATION

THAT a Recreation, Culture and Airpark Services strategic planning session be held in 2019.

STRATEGIC AREA(S) OF FOCUS

Foster a Strong & Diverse Economy

Support Healthy & Sustainable Community

Provide Responsive & Effective Public Services

BACKGROUND

Strategic planning sessions are a means to achieving comprehensive and inclusive service delivery. Past RCAS strategic planning sessions were held in August of 2012 and 2015. Discussions regarding the preferred format has been considered in the past, and have included facilitated sessions with Commission members only, public sessions or a series of sessions between the facilitator and Commission followed by public consultation.

Hiring a facilitator provides a non-biased approach to strategic planning. The facilitator ensures the meeting stays on track, that everyone is able to participate, and that the hard questions get asked. Past strategic planning sessions were hosted by facilitators, and the quality of the session was dependent on the ability of the facilitator.

DISCUSSION

The strategic plan for 2014-2018 focused on these top five priorities.

- 1. Increase services to older adults, many who are new to the community, to meet their needs.**
 - a. Training grants awarded through Fraser Health have provided diversified seniors programming including Get up and Go and Osteofit.
 - b. Smaller weights have been added to the weight room, and personal training is currently available for all ages.
- 2. Focus on maintaining and replacing infrastructure as required.**
 - a. Upgrades to IT infrastructure have provided public wifi access as well as improved staff access.
 - b. New POS system was implemented in 2017-18. This system is cloud-based and enables staff access from any location, and provides users the opportunity to utilize online registration.
 - c. Cardio and weight room equipment was upgraded during a renovation of the fitness area and office spaces.
 - d. Capital infrastructure studies conducted in 2017-18 have provided guidance for future capital projects.
- 3. Review and evaluate options for effective marketing and communication of services.**
 - a. Working closely with FVRD Communications staff, RCAS has developed a social media presence. Regular communication occurs with patrons through Facebook and Instagram, with comments and questions being responded to during facility opening hours including weekends.
 - b. Program Guides are now developed in-house, allowing for greater flexibility, creativity and reduced costs. Guides are printed and distributed three times per year.
- 4. Focus on providing opportunities for people to improve their health and well-being in collaboration with appropriate sectors.**
 - a. A partnership with Hope and Area Transition Society and the YMCA brought forward MindFit – a program that encourages teens with anxiety to be active. One session ran successfully in 2018, with further programming anticipated in 2019.
 - b. The Healthy Communities Grant saw funding for recreational programming for Silver Creek and Boston Bar. Partnerships were created with Fraser Health, Silver Creek PAC and the Boston Bar / North Bend Enhancement Society to create new programs in both the Silver Creek and Boston Bar area.
 - c. A Joint Use Agreement was signed by the FVRD and School District 78 that enables students to access the facilities without charge at specified times, as well as opportunities to provide services to the community at schools during evenings and weekends (Club Child, drop in sports).
- 5. How to attract staff, particularly aquatic staff, and retain senior staff.**

- a. The aquatic training assistance program was developed to allow local residents to attend lifeguarding training courses at the recreation centre for a reduced cost, potentially providing trained individuals that could be hired as lifeguards in the future.
4 local residents accessed this program in 2018.

Staff are recommending that a strategic planning session be held and that the format include a session with Commission members, followed by a public session, and that all sessions be facilitated by a quality facilitator.

COST

2019 funding to a maximum of \$6,500 is available for this purpose.

COMMENTS BY:

Mike Veenbaas, Director of Financial Services

Reviewed and supported.

Paul Gipps, Chief Administrative Officer

Reviewed and supported