

**City of Pitt Meadows  
Pitt Meadows, British Columbia, Canada**



**Working Together for Results**

**2012 Business Plan  
Parks & Leisure Services Overview**



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## **Executive Summary**

### Significant issues

The 2010 Parks and Leisure Services Satisfaction Survey indicated Pitt Meadows residents have a good level of satisfaction with Parks and Leisure Services.

- 85% of Pitt Meadows residents are satisfied with the combined municipalities parks, recreation and cultural programs and facilities.
- 85% of Pitt Meadows households use the trails and dykes, 78% use parks and 47% use sport fields.
- 53% of households use the Leisure Centre pool, 41% use Pitt Meadows Arena and an equal percent use the Arts Centre Theatre.

A service that residents would like to see in future is a pool, indicated by 54% of respondents.

Key trends in parks and recreation are that:

- Citizens increasingly want services located within their own neighbourhoods demonstrated by the popularity of active kids clubs, Seed grants, community gardens, dog parks and other neighbourhood initiatives.
- Neighbourhood organizations want more communication about projects and issues within their neighbourhoods including more opportunity to input to planning for their neighbourhood.
- Participation and interest in outdoor recreation opportunities continues to grow combined with an increasing interest in urban gardening and environmental protection.

As a result of the growing interest in outdoor recreation and use of our trails, combined with the Haney Horsemen Fee for Service Agreement transitioning to a trail users association, the need to develop a long-term, sustainable trail management plan has come to the forefront as a top priority. In 2012, staff will work to establish a sustainable trail management program for the extensive trail network that is in place while retaining the significant level of engagement and volunteer involvement of this volunteer community.

From a demographic perspective, the senior adult population continues to grow in size and diversity which leads to a desire for more programs combined with interest in a broader range of services than previously provided. At the same time, this population offers a growing opportunity for volunteer engagement.

Additionally, the incidence of poverty remains a focus area to ensure that services remain accessible to all residents, noting that there has been some loss of service locally due to cuts in provincial grant funding that affect the sports, recreation and arts sectors.

### Key Activities, Projects and Initiatives

- Developing operating procedures and programs while engaging citizens in new facilities in Pitt Meadows will be a primary focus in 2012. 2012 will deliver the first full year of operation of the upgraded Pitt Meadows Arena, the new South Bonson Community Centre, Pitt Meadows Youth Action Park, and the Pitt

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- Meadows Seniors Recreation Centre will open. With this in mind, staff will focus on:
- Establishing efficient operating systems within each facility.
  - Programming a range of active and social opportunities.
  - Supporting community initiatives and involvement in these facilities in a manner that maximizes facility use. This includes work with new partners and service providers that can enhance the level of service provided to the community for example, by facilitating a planning with stakeholders to enhance use of the Fraser River Waterfront Park at South Bonson.
- Neighbourhood development work will focus on:
    - Strengthening communication systems between departments that serve neighbourhoods.
    - Increasing connections with and supporting the development of groups that represent neighbourhoods.
    - Developing strategies for program expansion into neighbourhoods. For example, outdoor trail and fitness programs utilizing neighbourhood park fitness equipment.
  - Priority work in the Arts and Culture sector includes:
    - Finalization of the Cultural Mapping Process that has been underway. Results and recommendations from this process will be brought forward to Commission early in 2012.
    - Cultural Mapping will provide foundational information that can be used in the development of an Arts and Cultural Plan, and in 2012 we will actively seek grant funding opportunities to enable this work to go forward.
    - A continued emphasis on development of the public art program.
  - On the subject of fiscal responsibility and sustainability, we will strengthen the operating model that Commission has established, which relies on the skill and capacity of our community partners by:
    - Development of resources and tools that increase our partner's ability to implement fee for service agreements.
    - Support new facility operators at Pitt Meadows Arena and the Golden Ears Curling Club.
    - Work with the Maple Ridge-Pitt Meadows Arts Council on projects to strengthen the sustainability of The Arts Centre Theatre operations.
    - The continued implementation of Parks and Leisure continuous service quality improvement program.
    - Regular review of contracts and services to identify efficiencies.
  - Work will also continue on the development of initiatives that strengthen relationships and the capacity of our sport community. This includes:
    - Continued support for the development of a Sport Council.
    - Projects such as the second annual Sport Expo at the Pitt Meadows Family Recreation Centre.
  - In the area of parks, trails and open spaces, 2012 includes new challenges and new opportunities. In 2012 we will:

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- Develop a new trail management strategy to ensure the long-term sustainable management of our extensive trail network.
- Establishment a structure that ensures the continued involvement of the equestrian community and other trail users to input to and volunteer with trail management projects.
- Significant Capital projects planned for 2012 include:
  - Hoffmann Park fitness circuit.
  - Pitt Meadows Athletic Park caretaker unit.
  - Construction of the MacLean Park site.
  - Playfield renovations at Harris Park.
  - Renovation of sport field at Harris Road Park (North field).
  - Implementation of the space plan at the Pitt Meadows Family Recreation Centre if approved to proceed.
  - Window replacement at Heritage Hall to improve energy use and extend lifespan
  - Development of a concept plan for the municipal lands east of Bonson Road and north of Airport Way.
- Regarding the completion of Capital projects, staff will also coordinate celebrations for new facility openings and upgrades including:
  - Pitt Meadows Arena early in the New Year.
  - Pitt Meadows Seniors recreation Centre following project completion.

#### Operating Budget

The proposed 2012 operating budget for Parks and Leisure Services is \$2,047,235. This is a 4% increase from 2011, primarily due to an increase in wage and benefits as well as adjustments to the management team including the establishment of the Pitt Meadows Senior Recreation Manager position. Utility costs and equipment charge out rates also increased.

#### Decision Packages

Parks and Leisure has prepared one decision package for a grant for \$6,890.00 to support the Pitt Meadows Farmers Market at Spirit Square.

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**Attachment A – Decision Package – Haney Farmers Market  
Fee for Service Agreement**

Department/Division:	Parks & Leisure Services
Submitted by:	Tony Cotroneo
Estimated Capital Cost:	\$6,890
Estimated Operating Costs:	One time: \$6,890                      Ongoing: \$5,000
SMT Recommendation:	Kelly Swift
Staff Priority:	1

**Description**

On November 8, 2011 Council directed staff to add the Pitt Meadows Farmers Market and a Fee for Service Agreement to the 2012 business planning process to determine if continued funding for the Haney Farmers Market Society (HFMS) is feasible.

**Financial Implications**

A Fee for Service Agreement in the amount of \$6,890 for the 2012 Farmers Market Season for 13 weeks would give the HFMS the financial baseline they would need in order to move forward with looking for additional funds for planning a PM Farmers Market in 2012.

**Discussion**

In March of 2011, Council entered into a Fee for Service agreement with the Haney Farmers Market in the amount of \$6,890 for a 13 week Farmers Market at Spirit Square in Pitt Meadows. The Market ran from June 19-September 11. The market experienced similar success levels as all beginning markets do as it takes time to build vendor and customer loyalty. Haney Farmers Market Society indicates that they experienced good response from the community and that they do feel that a market in Pitt Meadows is viable if they are able to obtain financial support. Their report indicates that in order to host a market in 2012 they would require \$10,000 in funding. They feel confident that a portion of this amount can be accessed through grants and donations but that covering the remainder would require a Fee for Service Agreement with the City of Pitt Meadows in the same amount as 2011, \$6,890 in order to provide a 13 week market to be held in the summer months of 2012.

Opening day of the market had 1,300 people. Average attendance at the Market was 713 with average sales of \$3,553 per market. Total sales over the 13 week period were \$46,201. (NB: these numbers have been adjusted since the council presentation on November 8 and indicate an increase in average attendance and sales).

Pitt Meadows Communications and Bylaws staff as well as the Parks & Leisure Services staff liaison and Building Support Workers provided in kind support to the market.

The market was very successful at engaging community. While providing shoppers with access to farm fresh food, the market also created a festive atmosphere hosting a variety of themes throughout the 13 weeks. Activities included music performed by local musicians, children’s activities, and educational sessions provided by chefs. A local person was hired to be the Market Day Coordinator and local volunteers assisted with

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set up, take down and staffing the information tent at each market. Local businesses participated on various theme days. Fourteen of the vendors who sold at the market were from Pitt Meadows – 3 vegetable, 8 crafts and 3 prepared foods. A nine year old resident came weekly to sell food from his garden under the “backyard growers” and “youth vendor” categories.

Market organizers reported that the Spirit Square location worked extremely well as a market site. The proximity to Harris Road worked well for visibility and signage. The amenities at the site (access to water, power, equipment and parking) met the needs of the current market and will be sufficient as the market grows. The centralized location with a mix of residential, civic services (ie. Library, Recreation Centre, and future Seniors Centre), and community activities and festivals enhanced the market opportunities to attract customers. The market believes that their customer base will continue to increase in this location as the area continues to grow in density.

In addition to the Fee for Service Agreement funds that the market received from the City of Pitt Meadows, the market was successful at receiving some additional funds from Vendor fees, Van City, and Maple Ridge-Pitt Meadows Festivals. Three other grant applications were not successful and the projected revenue from vendor revenue fell short. They estimated 20 vendors on average, and realized 18.

BC Farmers Market research demonstrates that markets are not sustainable without additional funding sources or sponsorship, but that the benefits justify community investments. It also demonstrates that it takes years to grow a customer and vendor base for Farmers Markets. There is evidence that markets support local agriculture, tourism, and the local economy. They provide citizens with access to fresh produce and they contribute to building a sense of connection and place of belonging in the community. Should council wish to see the Pitt Meadows Farmers market continue, consideration may be given to entering into a multi-year Fee for Service Agreement that would enable the market to build vendor and customer loyalty over time. The Haney Farmers Market Society is committed to continuing to pursue partnership and sponsorship opportunities to support the Pitt Meadows Market, and should additional excess funding be received, the proposed Fee for Service Agreement would be reduced accordingly.

#### **Alternatives**

To postpone the operation of the 2012 Pitt Meadows Farmers Market until such a time that the required financial resources can be allocated for the market’s implementation.

Enter into a multi-year Fee for Service Agreement.

#### **Summary**

The Pitt Meadows Farmers Market at Spirit Square provided citizens with an opportunity to: support local agriculture; access to fresh, locally grown produce; and provided a weekly gathering place which, in turn, contributed to strengthening community connections. A Fee for Service Agreement to the Haney Farmers Market Society for a Pitt Meadows market in 2012 would allow the Society to continue to build on the success and momentum of the 2011 market.

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