



Leisure Access Program Expansion Pilot

Interim Report Back

Committee Meeting
Monday, March 10, 2025



- The purpose of this presentation is:
 - To provide an update to the Board on the Leisure Access Program Expansion Pilot
 - To outline priorities for the remainder of the pilot



RECONCILIATION MISSION, VISION & VALUES

MISSION

Decolonize the Vancouver Park Board

The Park Board recognizes the institution's colonial history and upholds the Board's commitment to the 11 Reconciliation Strategies.

VISION

An evolvable organization in which every employee and Commissioner recognizes the humanity in themselves by recognizing and respecting the humanity of First Peoples; and an organization that sets a worldwide example in treating Reconciliation as a decolonization process.

VALUES

These values are your compass to help guide the way you work, interact with colleagues, external partners and the public.



PATIENCE

Colonialism didn't happen overnight. Untangling it takes time. We will pace ourselves for the marathon, not the sprint. We will adjust deadlines to ensure things are done well and respectfully.



CLARITY

We will focus on how colonialism functions to exclude, not on how to include.



PRAGMATISM

All staff are inheriting a system not of our making. The Park Board Reconciliation Team (PBRT) is here to assist colleagues with examining the ways colonialism continues to damage others. Blame is unproductive.



LEADERSHIP

We will nurture and sustain each other, demonstrating Indigenous principles in the way we function as a team.



LEARNING

We consent to learn in public. We will make mistakes. We will sit with those mistakes, be transparent about them, and use them both to learn and to teach. Our mistakes will be diagnostic tools.



Background



- Leisure Access Program (LAP) was established in 1993 and is informed by Economic Access Policy
- LAP provides access to free and reduced cost programming and amenities for Vancouver residents with low-income
- LAP also includes external partnerships such as Aquarium, Playland and Maritime Museum
- On February 6, 2023, the Board approved an allocation from Corporate Sponsorship Fund of up to \$200,000 to fund pilot expansion of the LAP



LAP Pilot Expansion



- Pilot approach includes three key action areas:
 - Increase Leisure Access income eligibility from 50% of median income to 60% to reflect cost of living in the City of Vancouver
 - Introduce Leisure Education Facilitator position to engage residents in recreation and opportunities available with the Leisure Access Pass
 - Increase marketing, promotion and education of the program

Update: Increasing Income Eligibility to 60%



- Income eligibility was increased from 50% to 60% of median income to reflect cost of living in the City of Vancouver in February 2023

	2023	2024
Eligible Residents	157,000	192,000
Passes Issued	18,995	21,959 (15.6% increase)

Update: Leisure Education Facilitator role



- Leisure Education Facilitator (LEF) hired for one year
- Priority focus on building relationships with individuals and organizations; introducing people to LAP program benefits and Park Board amenities; and facilitating LAP sign-up on the spot in community settings
- LEF developed new, simpler LAP resource materials for staff training and to support program promotion

- Interim Findings
 - Barriers to accessing services include accessibility of information and navigating the application process
 - Feedback has reinforced importance of relationship building and "meeting people where they are at"

- Next Steps
 - Continue Leisure Education Facilitator role for one year, with strategic focus on new partner development and increasing program participation (e.g. developing "Introduction to Recreation" programming)
 - Continue marketing and engagement, including developing plain-language translated materials and a promotional campaign

- \$200k from Corporate Sponsorship approved in February 2023
 - \$84k spent to date
 - Remaining \$116k will fund continuation of Leisure Education Facilitator role for one year, and marketing and engagement plan
- At the conclusion of this pilot, project learnings and new processes and resources will be incorporated into current staff work plans
- Report back to Park Board Q3 2026

