



October 3, 2024

MEMO TO : Park Board Commissioners

FROM : Director, Recreation Services

SUBJECT : **Leisure Access Program Pilot Expansion – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to provide an update on the Leisure Access Program (LAP) pilot expansion which was approved in the [2023 Fees and Charges](#) report on February 6, 2023.

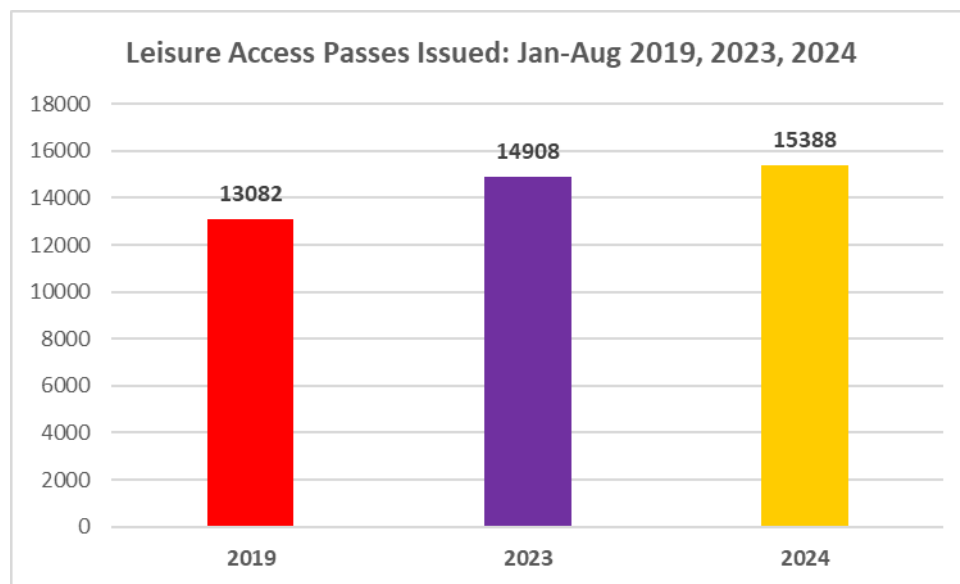
The LAP provides free and reduced cost programming for residents who have low-income and includes external partnerships with agencies that serve individuals facing systemic marginalization.

Leisure Access Program Pilot (the Pilot)

The Pilot has two components:

1) Increased Eligibility

The Pilot increased LAP income eligibility from 50% of median income to 60% to reflect the cost of living in the City of Vancouver. Since the beginning of the pilot in 2023 the current trend indicates an increase in Leisure Access Passes issued citywide in the first eight months of 2024 compared to previous years as illustrated below. The total passes in circulation as of August 31, 2024, is 21,140 which is the highest recorded in the history of the program. Staff believe this upward trend will continue which means more individuals are accessing free and reduced cost services and programs.





- 2) The temporary Leisure Education Facilitator position was the second component of the pilot. There was a delay in hiring this position until November 2023, however, once hired this position engaged community members, who face economic barriers to access recreation with the Leisure Access Pass and increased promotion and marketing of the program. During the 10-month period this position has issued 757 Leisure Access Passes, 232 Flexipasses, met with 39 third-party agencies and attended 71 outreach events. These important connections would not have been possible without this position in place.

The value of this position has been in the personalized approach with folks who face systemic challenges in accessing recreation opportunities, identification of barriers at registration and opportunities for improving the third-party referral process. Staff are now working to reduce the identified barriers and improving service provision in the recreation system.

Financial Impact of Pilot

To support the LAP pilot, \$200,000 was allocated from the Corporate Sponsorship Fund. To date, \$63,600 has been spent on salary for the pilot which means \$136,400 remains in the Corporate Sponsorship Fund. Expected expenditures in 2024 will be for the Leisure Education Facilitator's salary plus marketing for LAP.

Looking Forward

The marketing component of this pilot will be ramping up now that the Leisure Education Facilitator is in place. Staff anticipates returning to the Board in November 2024 to request an extension of the LAP pilot including the Leisure Education Facilitator position for an additional year. Furthermore, staff will be exploring adding Indigeneity as another way to receive LAP.

Regards,

A handwritten signature in black ink, appearing to read "Steve Kellock", with a long horizontal line extending to the right.

Steve Kellock (*he/him*)
Director, Recreation Services – Vancouver Parks and Recreation

Copy to: PB Leadership Team
PB Communications