

Township of
Langley



Est. 1873

REPORT TO MAYOR AND COUNCIL

PRESENTED: APRIL 15, 2019 - REGULAR AFTERNOON MEETING
FROM: PARKS AND RECREATION
SUBJECT: "SUPER SENIOR" ADMISSION FEE

REPORT: 19-72
FILE: 1810-01

RECOMMENDATION(S):

That Council approve adoption of a new rate structure in "Langley Fees and Charges Bylaw 2007 No. 4616 Amendment Bylaw 2019 No. 5469" to include a "Super Senior" admission fee, for seniors aged 85+ equal to that of a Child admission fee.

EXECUTIVE SUMMARY:

Council requested that staff review and report on the potential to introduce a "Super Senior" admission fee category into the Parks and Recreation fees and charges structure. Staff have compared admission fees charged and senior's age ranges for 17 other municipalities and have developed recommendations based on this analysis. Admissions in the Township of Langley (TOL) within the Seniors age group were summarized to help better understand the potential impact of this change on revenue. Further options have also been given to assist in keeping the introduction of the "Super Senior" rate revenue neutral.

PURPOSE:

That staff provide a report on the potential for a "Super Senior" admission fee category with a discounted, revenue neutral rate, and the necessary bylaw amendment.

BACKGROUND/HISTORY:

In preparation for updating the 2019/20 Fees and Charges Bylaw, Schedule 1 Recreation, Culture, and Parks section to present to Mayor and Council, staff noted several neighbouring communities have adopted a “Super Senior” rate. Council has subsequently requested staff provide a report on the potential for a “Super Senior” admission fee category with a discounted, revenue neutral rate, and the necessary bylaw amendment.

DISCUSSION/ANALYSIS:

In the Township of Langley current fees and charges, the age group for “Senior” is 60+, and the current rate (2018/19) with tax is \$4.55 for drop in. With Council’s direction, analysis was undertaken to see what the impact of introducing a “Super Senior” admission fee would be.

A comparison of neighbouring municipalities’ Senior’s age rate structures was considered and is as follows:

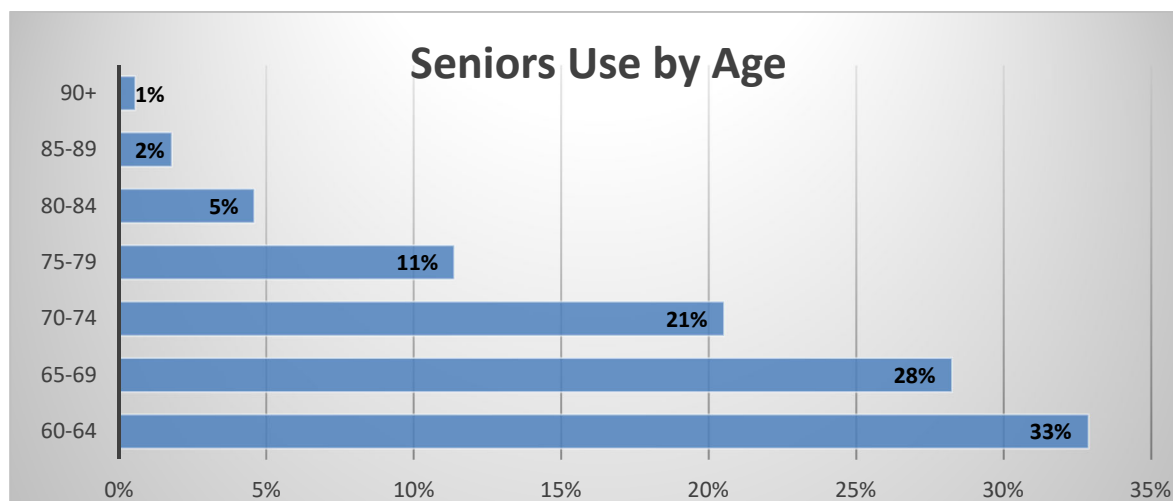
Municipality	Senior Age	Super Senior (Age)
Township of Langley	60+	N/A
Abbotsford	60+	80+ (1 yr No Charge)
Burnaby	65+	N/A
Chilliwack	65+	N/A
City of Langley	60+	N/A
Coquitlam	65-84	85+ (Same as Child Rate)
Delta	60-84	85+ (No Charge)
Maple Ridge	60-84	85-89 (1/2 price) 90+ (Free)
Mission	60+	N/A
New Westminster	65+	N/A
North Vancouver	65+	N/A
Pitt Meadows	60+	85+ (No Charge)
Port Coquitlam	60-84	85+ (Same as Child Rate)
Port Moody	60+	N/A
Richmond	55+	N/A
Surrey	60-69	70+ (50% Child Rate)
Vancouver	65+	N/A
West Vancouver	65-75	75+ (\$.40 less)

- 8 out of the neighbouring 17 communities reviewed above have a “Super Senior” rate.
- 5 (Delta, Maple Ridge, Pitt Meadows, Coquitlam and Port Coquitlam) use age 85+ as the “Super Senior” age.
 - 3 of these municipalities charge the “Super Senior” rate as the same rate of a child. Maple Ridge also offers free for age 90+.
 - 2 municipalities (Delta and Pitt Meadows) offers a “Super Senior” structure where guests aged 85+ are free.

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- Surrey offers a “Super Senior” age of 70+, and the rate is 50% less than the rate of a child admission.
- Abbotsford offers 80+ 1 year free membership
- West Vancouver offers a \$.40 rate reduction on the senior rate for those age 75+

Within the Township of Langley, as recorded by swipe card admissions, there were 4,933 unique senior users (aged 60+) in 2018. Of this, the age breakdown within the senior group shows approximately 61% age 60-69, 32% age 70-79, 7% age 80-89, and 1% age 90+. Approximately 39% are 70+, and 3% are 85+. (NOTE: Though swipe card admission does not include drop in admissions and the age breakdown of drop in admissions, the swipe card breakdown does provide some percentages to allow analysis of different age groups.)



Based on this data, multiple questions were considered:

- **What age should the Super Senior rate take effect?**

“Super Senior” ages range between 70 and 85 for neighbouring communities. Should Council choose to adopt a “Super Senior” rate, staff recommend making the Township of Langley age 85+. This falls in line with the majority of neighbouring communities who have a “Super Senior” rate, and would provide the least financial impact. Further consideration could be given in future years to reduce the age once the “Super Senior” rate has been operational and impacts are reviewed.

- **What rate is proposed for Super Senior admission (if any)?**

Rate comparisons for municipalities who do offer “Super Senior” admission, range from free, to 50% off the price of a Child’s admission fee, to the price of a Child’s admission fee. Roughly 3 of the 5 communities reviewed that offer “Super Senior” rates with an 85+ age charge the equivalent of a Child admission fee. Staff recommendation is to charge the Super Senior admission fee at the same rate as a Child admission fee. This would reduce the rate for those aged 85+ from \$4.55 (current senior rate with tax) to \$2.95 (current Child rate with tax), a savings of \$1.60 per visit or a 35% reduction versus the current “Senior” admission fee.

- **What effect on the budget would introducing a Super Senior rate have?**

Adoption of age 85+ as the “Super Senior” age group would involve approximately 3% of current seniors who use TOL facilities. For the 3% in the 85+ age group, their admission fees

would be reduced by 35% (\$1.60 per admission). Revenue within the Township of Langley for Senior’s admission fees in 2018 was \$475,736. Extrapolated, the revenue impact of introducing a “Super Senior” admission fee for ages 85+ is approximately \$5,000.

- **How could introducing a Super Senior rate be kept cost neutral?**

Multiple options exist to neutralize the cost of implementing a Super Senior admission fee. Each municipality has different amenities compared to each other and to TOL. There are also distinct nuances in rates charged, age groups used, and community priorities.

- 7 out of the 8 municipalities reviewed who do offer a Super Senior rate have lower child age group ranges. Child age ranges for Abbotsford is age 3-12; Coquitlam is age 0-12; Delta is age 2-12; Maple Ridge is age 3-12; Pitt Meadows is age 3-12; Surrey is age 2-18 and West Vancouver is age 3-12yrs. Overall 11 of the 17 neighboring municipalities reviewed have a child age range of age 3 or lower. In the Township of Langley a child age range is currently ages 4-12 and adjusting that age range to ages 3-12 staff believe would offset the complete amount of introducing a Super Senior admission fee.
- There is the possibility users aged 85+ who do not currently use TOL facilities could be attracted to use TOL facilities with the reduction of the rate, which would assist in offsetting the fee reduction with the addition of that revenue, as they would be new users.

Community Implications:

In general, the median age within Canada continues to increase with longer life expectancy. Including a “Super Senior” rate in TOL admissions structure allows those who are not able to afford to utilize TOL facilities, often on a fixed income, a better opportunity to use them more regularly.

Financial Implications:

As previously noted, adoption of age 85+ as the “Super Senior” age group would involve approximately 3% of current seniors who use TOL facilities. For the 3% in the 85+ age group, their fees would be reduced by 35% (\$1.60 per admission). Revenue within the Township of Langley for senior’s admissions in 2018 was \$475,736. Extrapolated, the revenue impact of introducing a “Super Senior” admission for ages 85+ is approximately \$5,000. It is anticipated that by reducing the child age range from 4 years of age to 3, the \$5,000 reduction in revenue due to implementing the Senior’s rate could be substantially offset.

Optional Recommendations/Alternatives:

Alternate Options considered include:

- Leave the “Senior” age and rate structure the same. The current “Senior” admission structure is consistent with 9 of 17 neighbouring municipalities.
- Should Council wish to adopt a lower age structure for “Super Senior” similar to that of a municipality like Surrey (aged 70+), roughly 40% of the current “Senior” admissions would be effected. Assuming a child rate admission charge (reduction of the senior rate by 35%), the net revenue reduction for this structure would be approximately

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\$67,000. This is approximately \$62,000 greater than the 85+ age structure that is recommended.

Respectfully submitted,

Rob Stare
DEPUTY DIRECTOR
for
PARKS AND RECREATION DIVISION

This report has been prepared in consultation with the following listed departments.

CONCURRENCES	
Division / Department	Name
Finance Division	K. Sinclair