City of Fort Collins
Recreation Department

REDUCED FEE PROGRAM PROPOSED UPDATES
Reduced Fee Program Proposed Updates

TEAM

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Reduced Fee Program Proposed Updates

BACKGROUND
Reduced Fee Program Proposed Updates

REDUCED FEE PROGRAM OVERVIEW

• 5,036 reduced fee applications approved in 2016
• 3,011 facility passes distributed through the reduced fee program
• 2,378 youth participants in Recreation programs
• 827 adult participants in Recreation programs
• $190,000 appropriated by City Council to help fund program
• $228,881 is funded by Recreation
Top 5 Reduced Fee Program Areas
1. Swimming
2. Youth Sports
3. Child Development
4. Ice Skating Lessons
5. Northside Programs (Youth and Teen)
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GOALS & CHALLENGES

- Minimize financial barriers for low-income residents to participate in programs.
- Simplify Reduced Fee Program application process.
- Simplify administration of program and benefits for qualified applicants.
- Simplify approval/eligibility period.
- Create consistencies in discounting programs and methodology.
- Enable on-line registration.
- Review and improve communications and awareness of Reduced Fee Program.
Reduced Fee Program Proposed Updates

RECOMMENDATIONS & PUBLIC OUTREACH
Reduced Fee Program Proposed Updates

RECOMMENDATIONS

• Develop a plan to move towards an online application process.
• Allow applications to be accepted year-round.
• Activate automated discounts within RecTrac (Recreation’s database).
• Define discounts by assigning levels to all programs (intro, intermediate and advanced).
• Allow unlimited enrollments to all recreation programs.
• Expand and improve the program’s eligibility period.
• Create a Reduced Fee Program communications and awareness plan.
• A pass purchase is required for benefits to be activated (includes unlimited drop-in visits).
ONLINE REGISTRATION AND APPLICATION PROCESS
• Reduced Fee Program participants can register for programs on Recreation’s website.
• Reduced Fee Program participants will have same opportunities as general participants.

ONLINE REGISTRATION FACTS
• Over 70% of current registrations take place online.
• Over 2,000 online registrations on opening day (24 hour period).
# Reduced Fee Program Proposed Updates

## Featured Updates

### Discounts Based on Program Levels

<table>
<thead>
<tr>
<th>Beginner &amp; Intro</th>
<th>Intermediate</th>
<th>Advanced, Competitive &amp; Private</th>
<th>Fitness Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% Discount</td>
<td>70% Discount</td>
<td>10% Discount</td>
<td>70% Discount</td>
</tr>
</tbody>
</table>

#### Programs Like:
- Baby & Me 1 Swimming
- Basic 1 Ice Skating
- Baby Gym
- Parent & Tot Science
- Sporties for Shorties
- SNAG Golf
- QuickStart Tennis
- Computer Basics
- Northern Colorado Trips and Travel

#### Programs Like:
- Level 3 Swim Lessons
- Basic 3 Ice Skating
- CARA Track
- Cheerleading
- Ballet, Low-Intermediate
- CPR & First Aid
- EPIC Adventure Camp
- After School Farmers
- Historic Cafe

#### Programs Like:
- Speed Skating Clinic
- Advanced Pony Camp
- Lifeguard Training
- Freeze Basketball
- Freestyle Ice Skating
- Synchronized skating
- San Juan Islands Adventure Trip
- Shotokan, Advanced
- Pottery, Advanced

#### Programs Like:
- Boomer Bootcamp
- Low Impact Aerobics
- CrossTrain
- Spin & Tone
- Zumba
- Limitless Yoga
- Tai Chi
- Teen Boot Camp
- Family Yoga

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**Excluded Programs:** Adult Sports Teams and Tournaments (individuals do not register, only team), Ticketed events (Social Dances, Treatsylvania, Father's Day 5K, Ice Shows, etc.) and Private Instruction
Reduced Fee Program Proposed Updates

FEATURED UPDATES

RECREATION PASS & FITNESS PROGRAMS

• Reduced Fee program participants will receive an annual Recreation pass.
  • Youth, Senior passes are $6
  • Adult passes are $25
  • Family passes are $40 (2 adults, no limit on children, same household)
  • Unlimited visits to Recreation facilities like Northside Aztlan Center, The Farm, Mulberry Pool, Foothills Activity Center, EPIC and Senior Center.

• 70% discount on Fitness programs.
# Reduced Fee Program Proposed Updates

## Featured Updates

### Costs & Fee Comparison: Family of Four

<table>
<thead>
<tr>
<th>Sample of Recreation Programs</th>
<th>Standard Fee Cost</th>
<th>Current Reduced Fee Cost</th>
<th>Proposed Reduced Fee Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth NFL Flag Football</td>
<td>$84</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Youth Level 2 Swim Lessons</td>
<td>$56</td>
<td>$7</td>
<td>$6.50</td>
</tr>
<tr>
<td>Youth STEM Explorers Program</td>
<td>$75</td>
<td>$54</td>
<td>$23.20</td>
</tr>
<tr>
<td>Youth Survival in the Woods Day Camp</td>
<td>$161</td>
<td>$25</td>
<td>$49</td>
</tr>
<tr>
<td>Youth CARA Track &amp; Field</td>
<td>$82</td>
<td>$5</td>
<td>$25.30</td>
</tr>
<tr>
<td>Adult Yoga, Beginning</td>
<td>$41</td>
<td>$13</td>
<td>$13</td>
</tr>
<tr>
<td>Adult CPR &amp; First Aid Training</td>
<td>$78</td>
<td>$78 (No Discount)</td>
<td>$24</td>
</tr>
<tr>
<td>Annual Family Recreation Pass (2 Adults, 2 Youth)</td>
<td>$495</td>
<td>$124</td>
<td>$40</td>
</tr>
</tbody>
</table>

**Total Cost**

- **Standard Fee Cost**: $1072
- **Current Reduced Fee Cost**: $331 (69% Discount)
- **Proposed Reduced Fee Cost**: $206 (80% Discount)
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PUBLIC OUTREACH

**PHASE ONE RESEARCH & ESTABLISH NEEDS**
- Research peer cities and consider best practices.
- Deploy questionnaire to all current Reduced Fee Program participants.

**PHASE TWO PRESENT & LISTEN**
- Visit with boards and other City departments to discuss proposed changes.
- Present information during community open house and listen to feedback.

**PHASE THREE COMPILE & REVIEW**
- Compile and review information received from public outreach and peer review.
- Make adjustments as needed.
Reduced Fee Program Proposed Updates

QUESTIONNAIRE SUMMARY

• Deployed Questionnaire in April 2017
• Direct mailed and emailed questionnaire to over 1000 households (Spanish and English)
• Received 204 questionnaire responses
• Focus of the questionnaire was to gain perspective on participant needs.
• Results will be used to determine priorities and validate committee’s proposed changes.
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QUESTIONNAIRE RESULTS

1. Would you like the ability to register for Recreator classes online?
   - Yes: 82% (168 responses)
   - No: 5% (10 responses)
   - No opinion: 13% (26 responses)

2. Would you like the option to register for an unlimited number of classes once enrolled in the Reduced Fee Program?
   - Yes: 82.40% (168.8 responses)
   - No: 6.40% (12.8 responses)
   - No opinion: 11.30% (22.6 responses)
Reduced Fee Program Proposed Updates

QUESTIONNAIRE RESULTS

3. As a reduced fee participant would you like to receive a Recreation Pass to use at all recreation facilities (except City Park Pool)?

- Yes: 96.10% (196 responses)
- No: 1.50% (3 responses)
- No opinion: 2.50% (5 responses)

Total: 204 responses

4. How often would you like to apply or re-apply for the reduced fee program?

- Once per year: 91.20% (182 responses)
- Every 6 months: 7.80% (15.6 responses)
- No opinion: 1.00% (2 responses)

Total: 204 responses
5. With the proposed changes, participants will be able to apply for the Reduced Fee program at any time during the year. If you qualify, your benefits would remain active one year from the date of approval/pass activation. Would you appreciate this change taking place?

6. With the proposed changes for the Recreation Reduced Fee Program, some offered classes will decrease in price and some may increase in price. An entry level program may remain the same price or be less expensive while an advanced level program may increase in cost. Would you be in agreement with this outcome?
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QUESTIONNAIRE RESULTS

7. Inclusion in the new Recreation Reduced Fee Program may require the purchase of a Recreation Pass at a significantly reduced fee (youth ($6), adult ($25), or family ($40)). Once this fee has been paid you will be officially enrolled in the Reduced Fee Program and receive all the benefits proposed. Would you still enroll in the program if this was required?

88.70% Yes
88.70% Yes
6.40% No
6.40% No
4.90% No opinion
4.90% No opinion

QUESTIONNAIRE DEMOGRAPHICS

81% Female participants
61% 25-44 years of age
29% 45-64 years of age
32% Live in 80526 (Southwest Fort Collins)
22% Live in 80524 (North Fort Collins)
## Reduced Fee Program Proposed Updates

### NEXT STEPS

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Activity Details</th>
</tr>
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<tbody>
<tr>
<td>July-August</td>
<td>✔ Parks &amp; Recreation Board, Social Sustainability</td>
</tr>
<tr>
<td>August-October</td>
<td>✔ Public Open Houses &amp; Boards (Youth, Northside, Senior Center)</td>
</tr>
<tr>
<td>January</td>
<td>Implement Reduced Fee Changes</td>
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</tbody>
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QUESTIONS