

AWG

March 1, 2012

Parks, Forestry, and Recreation

Working with our partners to
enhance aquatics in Toronto

Post-Budget Status

- At the final budget meeting, Toronto City Council restored funding for the seven TDSB pools locations (657k).
- For 2012, the City will continue to utilize the same 33 TDSB pools.

Direction from City Council

- Council also directed PFR to:
 - Reduce the costs paid by the City for the TDSB pools
 - Consult with the aquatics community (including the AWG) on the future use of the TDSB pools
 - Use the consultation information to develop an aquatics plan
 - Look at ways to increase permit revenue and swim program participation at TDSB pools
 - Request the TLC to conduct an audit of TDSB pools the city uses, similar to the one it did for other pools

Draft City-TDSB Agreement

- City and TDSB representatives have negotiated a new agreement regarding the City's use of TDSB pools.
- The agreement still has to be formally approved by both parties:
 - March 8 - TLC Board
 - April 2 - Planning & Priorities Committee of the Board
 - April 11 - TDSB Board
 - April 24 – Community Development and Recreation Committee at City
 - May 8 & 9 – Toronto City Council

The Big Challenge

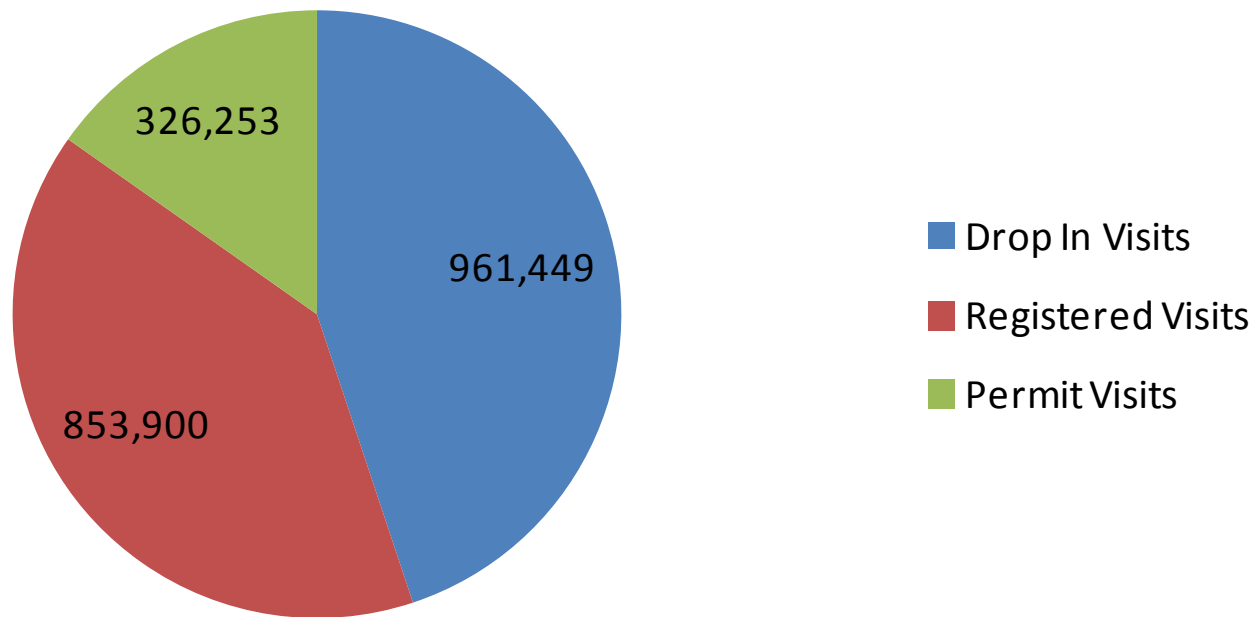
How do we get more
people swimming?

City of Toronto Swim Visits

2010 Data	Indoor Pools - City	Indoor Pools - TDSB	Outdoor Pools	Wading Pools	Total Visits
Number of Facilities	30	33	59	105	
Drop In Visits	961,449	94,651	1,164,258	482,246	2,702,604
Registered Visits	853,900	467,515	53,352	0	1,374,767
Permit Visits	326,253	83,918	13,037	0	423,208
Total Visits	2,141,602	646,084	1,230,647	482,246	4,500,579

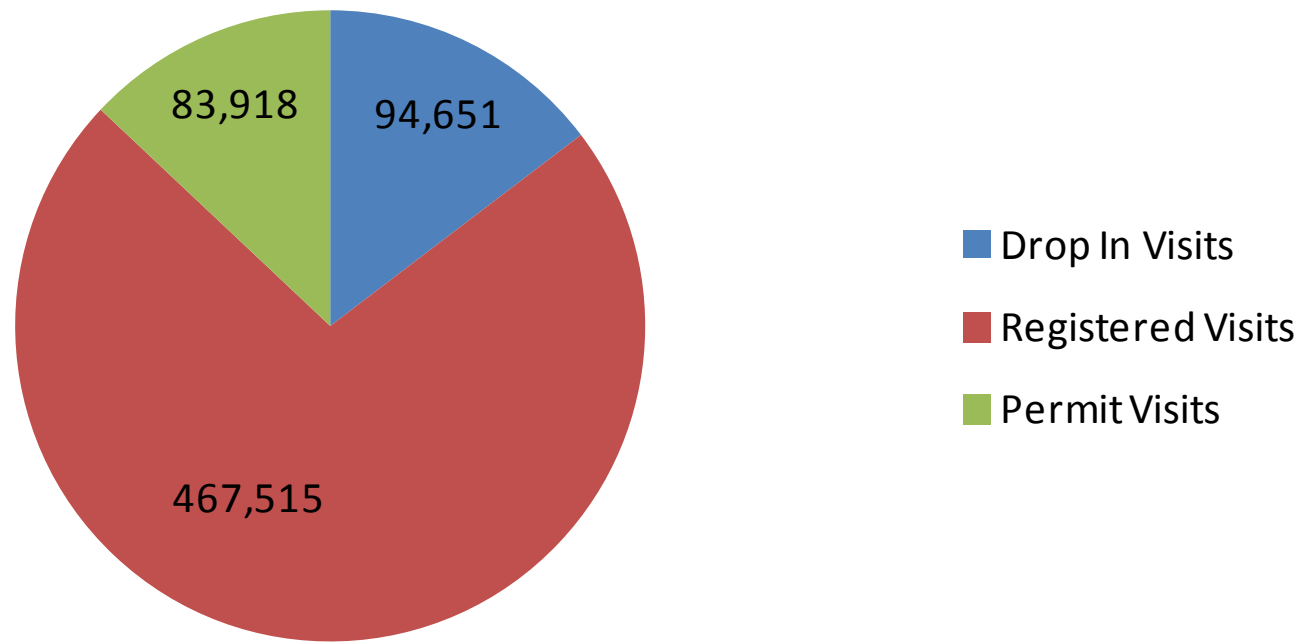
Swim Visits

Indoor Pools - City of Toronto



Swim Visits

Indoor Pools - TDSB



Other Challenges

- Collecting and sharing information – TDSB swims?
- Aging facilities and lack of amenities
- Uneven distribution of facilities
- Competing for same permit holders
- Planning together – TDSB vision?
- Communications and Marketing

We Need Your Help

- Sharing information
- Addressing the challenge of unevenly located and aging facilities
- Planning for the future
- Increasing revenue, including permits
- Increasing participation in City programs

Opportunities for increasing pool permits

- during the "shoulder seasons" (between lesson periods)
- after 8 pm week nights
- some weekend time periods (Sunday evenings)
- periods of time during summer months

Other Opportunities

- Improved marketing, communications
- Pool Captains
- Improved permitting process
- Planning and coordinating programs responding to demand, local needs
- Other opportunities to work together?