

Section I – Items for Board of Directors Action

TO: Chair and Members of the Board of Directors
Meeting #7/20, Friday, October 23, 2020

FROM: Richard Ubbens, Director, Parks and Culture

RE: **CONSERVATION PARKS SENIOR MEMBERSHIP**

KEY ISSUE

Approval of a new senior level Conservation Parks membership.

RECOMMENDATION

WHEREAS Toronto and Region Conservation Authority Board of Directors at its meeting on September 25, 2020 requested that staff report back at the next meeting of the Board of Directors on opportunities to implement an affordable Conservation Parks seniors' membership category;

AND WHEREAS TRCA staff in consultation with Credit Valley Conservation staff identified an opportunity to introduce a discounted seniors' level membership for Conservation Parks;

LET IT BE RESOLVED THAT a Senior Membership category for Conservation Parks be added to TRCA membership offerings for \$60.00 plus HST per senior, available for purchase effective January 2021.

BACKGROUND

At the TRCA Board of Directors Meeting #6/20, held on September 25, 2020, Resolution #A121/20 was approved as follows:

THAT above-noted correspondence items 7.1 – 7.2 be received;

AND FURTHER THAT Toronto and Region Conservation Authority staff report back at the next meeting of the Board of Directors on opportunities to implement an affordable Conservation Parks seniors' membership, and on conservation parks and areas winter off-season opening and programming opportunities.

RATIONALE

The Conservation Parks membership program is a cooperative joint program with Credit Valley Conservation (CVC) and provides general admission access to all TRCA and CVC Parks, including free parking at the locations, free cross-country skiing admission at Albion Hills, free general admission to special events (i.e. Maple Syrup Festival), as well as discounts for pools, Treetop Trekking, equipment rentals, camping, workshops and other various events. There are two tiers of this membership program: an individual membership costing \$75.00 plus tax and family membership costing \$135.00 plus tax.

TRCA and CVC staff met to discuss the option of implementing a senior membership at a discounted rate. Other park systems such as Ontario Parks and some Conservation Authorities have senior membership discounts in the 20% range. TRCA and CVC staff collectively agreed to introduce a senior level membership for Conservation Parks costing \$60.00 plus HST per

Item 7.1

senior, effective January 2021. This would provide 20% discount to only the individual membership for members over the age of 65.

Relationship to Building the Living City, the TRCA 2013-2022 Strategic Plan

This report supports the following strategy set forth in the TRCA 2013-2022 Strategic Plan:

Strategy 7 – Build partnerships and new business models

FINANCIAL DETAILS

Financial implications of this change are expected to be negligible, as the opportunity cost associated with reducing fees for seniors is expected to be offset by the sale of more passes.

DETAILS OF WORK TO BE DONE

Upon approval of the new senior membership category and rate, TRCA staff will work with CVC and required internal partners (i.e. Marketing and Communications) to launch this new membership level.

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