



The Corporation of the Town of LaSalle

Date	January 17, 2018	Report No:	R & C 2018-02
Directed To:	Council	Attachments:	Walking Track Policy
Department:	Culture and Recreation	Policy References:	Walking Track
Prepared By:	Director of Culture and Recreation		
Subject:	2018 walking track policy and update		

RECOMMENDATION:

That the report from the Director of Culture and Recreation dated January 17th, 2018 (C&R 2018-02) regarding the Walking Track Policy BE APPROVED;

AND THAT Council support staff promoting the Free Walking Track through social media, town website and other marketing outlets to educate our residents on the opportunity available.

REPORT:

The Culture and Recreation Department have committed to increasing activity and promoting fitness at Vollmer Recreation Centre as an operational goal and objective for 2018. The Department received \$2,000 in funding from Pathway to Potential (P2P) sponsoring the Walking Track making it free and accessible to the public from January 1, 2018 – December 31, 2018. This sponsorship will allow the current fee of \$1.90/person to be waived.

Past years, have seen low attendance on the walking track with weekly totals ranging between 0 – 5 participants. The fee was not listed in the program guide and not promoted in our fee bylaw. In previous years there was no promotion or marketing for the walking track as a way to provide activity to residents.

Annual totals from 2017 - 423 people \$1.90 (Total Revenue \$ 2,775)

Annual totals from 2016 – 113 people \$1.90 (Total Revenue \$ 210)

The Culture and Recreation Department began a Walk This Way Campaign in January promoting the walking track at the Vollmer Recreation Complex. The promotion was shared on social media, flyers and the program guide. Staff have been tracking the usage during the last two weeks and noted the following attendance.

Fitness Centre Walking Track Usage							
Week of: Jan 2 – Jan 7, 2018							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seniors	n/a	5	3	1	2	2	3
Adults	n/a	6	2	5	11	10	13
Child/Youth	n/a	0	7	1	1	0	1
TOTAL	n/a	11	12	6	14	12	17
Weekly Total: 72							

Week of: Jan 8 – Jan 14, 2018							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seniors	4	7	17	6	4	11	37
Adults	10	23	28	31	9	26	52
Child/Youth	7	11	9	8	7	5	18
TOTAL	21	41	54	45	20	42	107
Weekly Total: 330							

There have been **402 walkers** on the track in the first two weeks of 2018. With the increase in access and usage of the walking track the department has created a policy for use. The Policy is attached outlining the rules of engagement, times of operation and will be reviewed annually. It will be the Department's goal to have the track sponsored annually to continue to allow free access to the residents.



 Director of Culture and Recreation

Reviewed by:							
CAO	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire