

Park Support Pilot Summer 2021 Options

CM-06-21 Appendix A

Background

Park Ambassadors

- Support for Sport Organizations - 1 staff on at night and weekends roving to various sports fields

Pandemic Support at various locations

- Provided education, monitoring and enforcement support of provincial orders
- Re-deployed staff to provide on-site support as well as hired PT staff
- Enhanced Customer Experience and information sharing with visitors
- All parks extremely busy
- Hot stops – Spencer Smith, Beachway and Lowville
- Tourism part time staff also assisted with customer service and monitoring

<p style="text-align: center;">Criteria for consideration level of enhancement</p> <ul style="list-style-type: none"> ✓ Volume of utilization ✓ Level of compliance through self regulation ✓ Risk of not complying <ul style="list-style-type: none"> • to public • to city ✓ Liability ✓ Public perception ✓ Cost ✓ Feasibility (can we get staff?) 	<p>Awareness (Self Regulate)</p>	<p>Generic signage Asset specific signage (e.g. tennis rules) Media Release Social Media Council members amplifying the messages Specifically: Corporate Campaigns tied to Regulations</p>
	<p>Monitoring (Educating)</p>	<p>Resident Educator</p> <ul style="list-style-type: none"> ○ Educate/observe ○ Call enforcement if needed <ul style="list-style-type: none"> • Roving site visits • On-site at high risk – peak times • On-site at high risk - daily
	<p>Enforcement (Education/Enforcement)</p>	<p>Hot Line By-law officers</p> <ul style="list-style-type: none"> ○ Educate/warn ○ Ticket <ul style="list-style-type: none"> • Respond to Hotline calls • Roving site visits • On-site at high risk – peak times • On-site at high risk – daily <p>Restrict Access</p> <ul style="list-style-type: none"> • Caution tape • Lock gates • Fence

Concerns and Risks

- Resident behavior towards staff –verbal and near misses
- Wage needs to match the role and expectations of staff in order to attract appropriate skill set and experience
- Not able to enforce restrictions – called by-law officers to attend
- Not well received - some people felt that the City was eroding trust
- Staff safety requires teams of two and a reliable communication system

Opportunities – Re-position and strengthen relationships – Better Community Experience

- Building and strengthening relationships with citizens especially people that are harder to reach – working parents, youth, newcomers
- Strengthens city going to community vs expecting the community to come to city
- People aspire to be in the role similar to the groundskeepers at Disney
- Attract our most knowledgeable, customer oriented staff to be our front line park experience staff
- Mitigation of reputational risk
- Engagement for Parks, Recreation and Culture Master Plan Update
- Support of by-law – example: bikes on promenade, adherence to COVID restrictions
- CRM support and link to knowledge base articles
- Support for Local Boards, local attractions and Business Associations

Parks and Schedule – Proposed and flexible

Service Option	Park	Time of year	Days	Hours	# of Teams of 2	Cost
1	Spencer Smith	Now until Victoria Day	weekends	11 AM – 6:00 PM	1	\$10,000
2	Spencer Smith	Victoria Day to Canada Day	Weeknights and weekends	5-9 PM 10 AM – 10 PM	1	\$10,000 \$15,000
3	Spencer Smith	Canada Day to Labour Day	Daily	10 AM – 10 PM	2	\$105,000
4	Beachway	Canada Day to Labour Day	weekends	10AM – 10 PM	1	\$55,000
5	Roaming	Victoria Day to Canada Day	Weeknights and weekends	5-9 PM 10 AM – 10PM	1	\$10,000 \$15,000
6	Roaming	Canada Day to Labour Day	Daily	10 AM – 10 PM	2	\$105,000

Resources and Dependencies

- iPads with Data
- Rental car or mileage
- Uniform
- Technology access to CRM and transactional technology
- Engagement tools
- Training

Total for above \$25,000.

Staff Cost \$325,000

Resource and training \$25,000

Total as Proposed \$350,000

Staff Recommendation

- Authorize the Director of Recreation, Community and Culture to implement a pilot park customer experience program in 2021, utilizing service options items 1, 2, 3, 4, 5 and 6 as outlined in report CM-06-21, to an upset limit of \$350,000 to be funded through the Recreation, Community and Culture COVID operating cost centre.