



CITY COUNCIL REPORT

September 8, 2010

TO: Honorable Mayor and City Council

FROM: John Szerlag, City Manager
John M. Lamarato, Assistant City Manager/Finance & Administration
Carol K. Anderson, Parks and Recreation Director

SUBJECT: Parks and Recreation Senior Program Fees and Age Requirements

Background:

This memo serves as a response to a council inquiry regarding the fee structure and age requirements for senior programs.

Program fees are set to cover costs. At one time, senior recreation programs and services were offered at no cost or very low fees. Over time, fees have been increased and are now set to cover costs. The fees for senior classes are generally lower than adult fitness classes. Programs that are sponsored can be offered at a reduced fee or no cost. For example, two of the four water aerobics sessions are offered at no cost as HAP sponsors these classes.

Financial assistance is offered to those ages 50 and older for senior classes. The maximum annual income to qualify is \$24,450 for a one-person household. There were seven seniors who received this assistance in FY 2009/10.

Offering discounts to seniors is a marketing strategy to attract participants to parks and recreation programs and facilities. Many businesses with full time professional marketing departments offer senior discounts because this type of pricing is good for business. These discounts are offered for a variety of reasons including: positive word of mouth which brings additional patrons to programs, patron loyalty to the programs, as well as a willingness to pay for additional services when there is a discount.

A survey of surrounding Parks and Recreation Departments found that the majority including Canton, Oakland County, Royal Oak, Farmington Hills, and Southfield, offer senior discounts.

The fixed income that most senior citizens have causes them to be cautious and frugal in their spending. These citizens have little idea how much money they will need in their lifetime and are reluctant to pay more than they have to for services. Without a discount, these patrons will go elsewhere if the service is available at a lower rate. By offering a discount, market share increases.

Many more seniors will take advantage of a senior discount than will take advantage of financial assistance. Many seniors will not ask for financial assistance even if they qualify but will seek reduced rates on programs and services.

The Parks and Recreation Department offer discounts to seniors 60 and older for Community Center fitness memberships and at the two municipal golf courses.

The minimum age for senior programs is 50. The senior age requirement at 50 may seem low; however, this enables a wider range of offerings as there are more people in the demographic. Traditional sedentary senior programs appealed to older seniors. Many current seniors are more likely to be attracted to active, less sedentary activities. Those programs require a wider age range to reach minimum enrollments. Many parks and recreation agencies set the minimum age of 50 for senior programs for these reasons.

The Parks and Recreation Department does not set the age for the following programs/services: the federally funded lunch program, Medi-Go transportation, food distributions, and SHARP. These programs require a participant reach the minimum age of 60.

HUD establishes the minimum age for the home chore program at 62.

Participants in the Northwest Parks and Recreation league must be 55 as established by league rules. This is a league comprised of Oakland County communities. Currently, Troy players participate in the volleyball and softball league.

The minimum age for the Community Center discount and the golf course discount is 60. The minimum age for these services is set higher than other programs to cover costs.

Financial Considerations:

The program fees and budget are set to account for financial assistance or a senior discount.

Legal Considerations:

There are no legal considerations

Policy Considerations:

Changing the policy would result in a departure from the way we have traditionally operated the senior program and may result in fewer participants to programs.

Recommendation:

Staff recommends that programming for seniors continue to be structured to cover costs.

50+ Program Annual Report FY 09/10

1. Participation

Annual 132,045
Weekly 2,539
Daily 528

% Change: 12% increase over last year

2. Newsletter

Number of households receiving newsletter as of 6/30/10: 3,322

- 484 mailed
- 822 e-mailed
- 1566 picked up
- 450 to Oakland Park Towers, Bethany Villa and Library

Annual Newsletter Cost (10 issues): \$5,155

Annual Newsletter Revenue: \$4,052 (Subscriptions and \$2,050 in ads)

Net: (\$1,103)

3. New Programs This Year

- 50+ Women on Weights
- Ballroom Dance Drop-In with Amy Tranchida
- Ballroom Dance with Fred Caducio
- Belly Dance for Weight Loss
- Falls Prevention Class
- Fitness Fusion
- Mindfulness Group
- Oil and Acrylic Painting with Marat Paransky
- Origami Lessons
- Pickleball – Introduction to the game
- Shanghai Rummy Card Group
- Sudoku Lessons
- Watercolor Painting with Karen Halpern
- Where Did That Document Go? Computer Class

4. Low Income Scholarship

Number of scholarships awarded: 14

Number of different recipients: 7

Total benefits awarded: \$391

Programs used for: Aqua Aerobics (4), Bridge (2), Piano (1), Tai Chi (3), Yoga (4)

5. Volunteers

Total senior program volunteers: 294

Total volunteer hours: 16,317

Program leaders: 28

Program assistants: 62

Advisory Committee: 6

Tax Preparation: 22

Creative Endeavors store: 11

Computer lab: 44

SHARP: 43

Homebound meal delivery: 78

6. Senior Lunches Served

Congregate	10,792
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Homebound*	28,288
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Total	39,080
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*Includes liquid meals. Does not include Oakland Park Towers or breakfasts

Average congregare meals served per day: 43 – 7% increase over last year

Average congregare donation per day: Not provided

Average homebound meals delivered per day: 113 – 14% increase from last year

7. Groups and Clubs

Number of groups and clubs: 24

Number of unique individuals paying annual participation fee: 421

Number of drop-in fees paid: 606

Total income from groups: \$4842

This was the first year to charge these groups. See attachment A for details.

8. Classes

Class	Total Enrollment	Units of Service	Income	Expenses*	Net
Aquatic Exercise includes 140 pd. and 400 HAP drop-in passes	351	7720	24,742	12,195	12,547
Anyone Can Paint	317	317	8343	6288	2055
Balance and Stretch	128	894	3495	1826	1669
Ballroom Dance	Drop-In	634	1283	0	1283
Ballroom Dance- Term	34	244	1648	1082	566
Bridge Lessons	32	512	1411	1008	403
Computer classes – 62	334	1436	11835	857	10979
Driver Workshop – Aug	16	48	408	320	88
Driver Workshop – Dec	16	48	250	204	46
Drop-In Exercise	Drop-In	2862	6608	2902	3706
Exercise single pass	386	386	2012	0	2012
Falls Prevention	49	119	958	820	138
Fitness RX Classes ALL	114	1168	5818	4070	1748
Harmonica Lessons	Drop-In	160	0	0	0
Line Dance – Connie	Drop-In	1199	1253	0	1253
Line Dance - Evening	Drop-In	583	582	0	582
Muscle Conditioning	115	1150	4711	1850	2861
Origami Class	25	100	0	0	0
Painting Classes ALL	13	104	838	588	250
Piano Keyboarding	61	610	1864	1374	490
Pilates Exercise	43	824	2968	2151	817
Square Dance	Drop-In	2037	2568	0	2568
Tai Chi	77	746	2892	1890	1002
Tap Dance	67	720	2992	1045	1947
Yoga	99	1030	4179	2782	1397
Zumba Gold	Drop-In	2561	2502	0	2502
TOTAL		28,212	96,160	43,252	52,909

*Includes direct costs only: Instructors wages, pool rental and program supplies

9. Special Events/Activities

Month	Activity	Attendance	Income	Expenses	Net
July	Travel Show	20			0
August	Heritage Band Performance	50			0
	Cell Phone Help	36			
	MI Sr. Olympics – medals won	43			0
September	Troy Daze Senior Sensation Day	60			0
	Open House	130	135	132	3
	Quilt Group Quilt Show	48			0
	SeniorNet Open House	80			0
October	Leaf Raking	67			0
	Harmonica Grinders	38			
	Document Shredding	196			
	Spelling Duel	6			
	Flu Shots	1934			0
November	Free Origami Classes	100			0
	Craft Show	350	811		811
	Variety Show – 3 performances	168	2126	1488	638
	Memory Screening Day	28			0
	Wayne State Handwriting Study	24			
	Medicare Enrollment Day	30			
December	Chorus Performance	45			0
	Harmonica Grinders	42			0
Jan. 2010					
February	Life Line Screening	71	200		200
March	Expo (Elaine time shown elsewhere)	350	8925	2158	6767
	Free Legal Advice	9			0
	Harmonica Performance	34			
April	Document Shredding	206			0
	Falls Prevention Workshop	35	224	100	124
	Chef's Choice Dinner	75	886	775	111
May	Senior Week	180			0
	Harmonica Performance	41			0
June	Garage Sale (Elaine time shown elsewhere)	1500	4360	698	3662
	Chef's Choice Dinner	154	956	765	191
TOTAL		6,150	18,623	6,116	12,504

10. Ongoing Programs

Program	Total Sessions	Units of Service	Income*	Expenses	Net
Advisory Comm.	10	80			0
Asian Pacific	50	550	118		118
Ask the Attorney	12	108			0
Band	24	648	318		318
Bingo	46	2239	212	55	157
Birthday Party	12	816			0
Blood Pressure	12	288			0
Book Club	10	48	25		25
Bowling	28	644			0
Bridge - ACBL Mon	48	4019	6028		6028
Bridge – ACBL Fri	48	1785	3213		3213
Bridge – Duplicate	50	1463	349		349
Bridge – Party	48	1515	331		331
Caregiver’s Support	9	98	43		43
Chorus	40	1040	146		146
Computer Lab: drop-in/ consultations/ disk erasure	137	1276	234		234
Computers – Reading Rm	250	1000			0
Creative Endeavors	282 days open	5996 transactio ns	35592	26229	9363
Cribbage	48	400	86		86
Emg. Cell Phones	# distributed	5			0
Employment Ref.	52 listings	32			0
Euchre	48	966	196		196
Focus Hope	12	792			0
Gardens - 82	60 (3/wk,20wks)	4920	3034	2332	702
Golf Leagues - 136	20	2720	38960	37880	1080
Grandparent Swims	3	72	404	327	77
Harmonica Club	35	420	134		134
Hearing Aid Battery	Pkgs. sold	810			0
Hearing Loss Group	9	54	870	656	214
Hospital Equip.	Loans/year	292			0
India Club	12	327	183		183
Lunch - congregate	250	10792			0
Lunch - homebound	250	28288			0
Massage	84	269	806		806

Medicare Counsel	24	72			0
Movies	12	290	121	169	-48
Multiple Group	35	3640	898		898
Needlework Club	48	600	119		119
One Day Trips	48	668	26891	23214	3677
Overnight Trips	12	127	90538	84049	6489
Painting Club	50	500	102		102
Pickleball – ALL	83	1265	5382	4402	980
Pinochle	100	3127	490		490
Pinochle - Junior	50	400	75		75
Puzzle Loan		98			0
Quilting Club	48	550	114		114
Restaurant Group	6	180			0
Red Hat Society	12	228	101		101
SHARP		434			0
Softball-5 mens	70 games	1120	Revenue and Expenses Shown in 753		
Softball-2womens	26 games	340			
Speakers	23	555	650		650
Surplus Food	4	240			0
Table Tennis	100	400	42		42
Tax Assistance		491			0
Tennis	23	966	270		270
TOPS	52	2964	622		622
Volleyball	20 matches 56 practices	2888	2035	3710	-1675
Wii	12	48			0
Woodcarving Club	48	720	168		168
TOTAL		97,683	219,900	183,023	36,877

*Income from those who paid the multiple group fee is shown on a separate line, so actual revenue for each group could be larger.

11. Other Income

Newsletter Subscriptions	2,002
Newsletter Ads – Act. 115000	2050
SMART Tickets	5,048
Brochure rack rental – Act. 118996	2940
Misc. revenue – NOCA pickleball prize	250
TOTAL	\$12,040

12. Other Expenses

FT/PT Administration wages/benefits	\$109,082
Senior Coordinator	\$26,944
Newsletter printing	\$4,040
Newsletter postage	\$1,115
SMART Tickets	\$4,320
Computer Services	\$8,355
Memberships	\$320
TOTAL	\$127,232

12. Net*

Total Income	Total Expenses	Net
\$352,361	\$353,669	(\$1308)

*Most figures listed in this report show direct costs only and some programs, while considered senior programs may show expenses in other business units (park costs, etc.)

14. Highlights

- Total number of classes and ongoing programs (does not include special events): 85
- Total number of these programs led by volunteers: 40 (47%)
- The SHARP home repair program performed 434 jobs for 208 different homeowners. 43 volunteers donated 1370 hours of service to this program. The service was rated excellent by 94% of the recipients and very good by 6% of recipients.
- 334 students took computer classes. 96% of these students rated our volunteer instructors as excellent.
- The Troy 50+ Computer Learning Center received the MRPA Community Service Award

- Troy's pickleball program was one of four nationwide to receive honorable mention in the National Council on Aging Healthy Aging contest. We received a \$250 prize and one year's free membership to the NCOA. Carla presented a webinar for the NCOA on the subject.
- HAP sponsored the summer and winter swim program with a \$9500 donation.
- WOW donated a dedicated Internet line to the senior computer lab.
- The number of seniors signing up to receive the newsletter via email increased 16%, from 737 to 822.
- This was the second year to offer ad sales for the senior newsletter. Sales increased 413%, from \$400 in 08/09 to \$2050 in 09/10.
- Most popular speaker: The New Health Care Reform Law with 65 attending
- Biggest one day event: Flu shot clinic with 1934 shots given.
- 805 senior passes to the fitness area were purchased during FY 09/10.

15. Cost Cutting/Income Increasing Measures Taken

- Eliminated IT support for the computer lab – \$25,065
- Eliminated SeniorNet membership fees and buy our own software – \$2,000
- Eliminated volunteer banquet – \$2,500
- Eliminated free retakes of computer classes - \$800
- Eliminated half-price SMART tickets - \$4000
- Raised newsletter fee \$1 - \$480
- Initiated annual fee for free groups - \$4,842
- Raised class fees and added non-resident fee
- Initiated \$1 admission to craft show and garage sale: \$1,360
- Initiated fees for outdoor pickleball mixers and court reservations: \$340

16. Cost Cutting/Income Increasing Measures for 2010/11

- Form a Friends of Troy Seniors to raise funds
- Decrease number of newsletter issues from 10 to 6
- Decrease low-income scholarship from 50% to 25%.
- Increase revenue from garage sale
- Sell more ads for newsletter
- Increase annual fee for group
- Supervisor wages less 5% (furlough)
- Increase business partnerships

Group Fees Paid FY 09/10 – First year to charge groups

Annual fee was \$5 (\$7 NR) for groups meeting 12 times or less

Annual fee was \$10 (\$12 NR) for groups meeting more than 12 times

Annual fee was \$20 (\$22 NR) for multiple group attendance - allows them to attend any/all groups

Drop-in fee for a single meeting was \$.50

Group	# Res. Enrolled	# NR Enrolled	Total Enrolled	Total drop-in fees collected	Total Revenue	Units of service*	
Band	3	24	27	\$0.00	\$318.00	648	24 meetings
Book Club	1	1	1	\$18.00	\$25.00	48	12 meetings
Bridge - Thu Party	20	9	29	\$32.50	\$330.50	1,515	50 meetings
Bridge - Tue Dup.	17	10	27	\$56.50	\$348.50	1,463	50 meetings
Caregiver's Support	7	1	8	\$1.00	\$43.00	98	12 meetings
Chorus	18	8	26	\$0.00	\$146.00	1,040	40 meetings/performances
Cribbage	5	3	8	\$0.00	\$86.00	400	50 meetings
Euchre	16	3	19	\$8.00	\$196.00	966	50 meetings
Harmonica	5	7	12	\$0.00	\$134.00	420	35 meetings
Hearing Support	0	0	0	\$19.00	\$19.00	38	9 meetings
India Club	4	23	27	\$1.50	\$182.50	327	12 meetings
Mindfulness Group	2	1	3	\$6.00	\$38.00	48	24 meetings
Movie Matinee	6	2	8	\$97.25	\$121.25	290	12 meetings
Needlework	10	2	12	\$0.00	\$119.00	600	50 meetings
Pacific Rim	4	7	11	\$0.00	\$118.00	550	50 meetings
Painting Club	9	1	10	\$0.00	\$102.00	500	50 meetings
Pinochle	17	13	30	\$63.50	\$489.50	3,127	100 meetings
Pinochle - Jr.	8	0	8	\$0.00	\$75.00	400	50 meetings
Quilting Group	9	2	11	\$0.00	\$114.00	550	50 meetings
Red Hat Society	13	6	19	\$0.00	\$101.00	228	12 meetings
Shanghai Rummy	4	1	5	\$0.00	\$6.00	130	26 - started in Jan.
Table Tennis	3	1	4	\$0.00	\$42.00	400	100 meetings
TOPS	31	26	57	\$0.00	\$622.00	2,964	52 meetings
Woodcarving	6	9	15	\$0.00	\$168.00	750	50 meetings
Multiple Groups	35	9	44	\$0.00	\$898.00	4,400	Twice a week x 50 weeks (could be more)
TOTAL			421	\$303.25	\$4,842.25	17,500	