



**RECREATION AND CULTURE  
SERVICES  
MEMORANDUM**

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**TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: C. GILLARD, MANAGER OF RECREATION AND CULTURE BUSINESS SERVICES, EXT.4452**

**NOTED: D. BELL, DIRECTOR OF RECREATION AND CULTURE SERVICES**

**D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES**

**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: RECREATION MEMBERSHIPS: ONLINE RECPASS SALES**

**DATE: SEPTEMBER 20, 2023**

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The purpose of this Memorandum is to provide members of Council with an update on several fantastic enhancements to Recreation and Culture Services' flagship all-in-one membership, the recPASS! These innovative e-service updates will provide 24/7 access to Barrie residents to purchase memberships, increase scanning options for entry, and reduce program administration to allow reallocation of resources to grow our membership base.

#### **Online Membership Sales**

Effective September 25<sup>th</sup>, for the first time ever in the City of Barrie, residents can visit [www.play.barrie.ca](http://www.play.barrie.ca) to purchase an individual or family recPASS! Whether it's 3PM in the afternoon or 3AM in the morning, whenever the thought hits, residents can purchase a recPASS membership. Customers purchasing online will receive a welcome package outlining the benefits of membership and instructions on how to have their membership photo taken and obtain their membership card. Membership purchases will still be available in-person at any of our major recreation/community centres.

#### **Auto-Renewing Memberships**

No need to renew! Members will no longer worry about their recPASS expiring! Announcing the introduction of monthly auto-renewing memberships for all new recPASS registrations. Being the gold standard membership process within the fitness industry, this e-service enhancement eliminates the hassle of annual renewals so members can focus on the benefits a recPASS membership offers. Existing members will be transitioned to the monthly membership upon expiry of their current pass.

#### **Flexible Cancellation**

Although we do not like saying "goodbye", sometimes life changes mean we need to be flexible. With auto-renewing memberships, residents will still be able to request cancellation of their membership at any time; their membership will end on the day prior to the next renewal date. Members can speak with our customer-focused staff at the Client Service Desk in a recreation/community centre or by emailing [recreation.information@barrie.ca](mailto:recreation.information@barrie.ca) to withdraw from their pass with no financial penalty! Now that's flexible!

### Improved Scanning Capabilities and New Key Fobs

Imagine scanning your membership from your mobile phone. Imagine no more! Beginning September 25<sup>th</sup>, recPASS members will be able to scan a photo of their membership card from their phone using new digital card scanners at all major community centres. No need to worry about losing their membership card! And for those who prefer leaving their phone at home or in the car when working out or going for a swim, recPASS members can now ask for a convenient membership key tag in lieu of a membership card. Just clip it on to a keychain and, voilà, scannable entry.



The affordable City of Barrie recPASS offers unlimited access to the fitness centre plus any of our numerous **drop-in** programs provided at the recreation centres:

- Public skates, Stick 'n Puck, and Adult/Seniors non-contact hockey
- Swimming including lane swims, open swims, and aquafit classes
- Open-gym sessions
- Drop-in fitness classes
- Drop-in dance programs
- Drop-in pre-school programs
- Drop-in after-school programs.

These product and service enhancements link to Council's 2022-2026 Strategic Plan goals of a Thriving Community by improving access to recreation opportunities and Responsible Governance by increasing the number of e-services available to residents.

The service improvements will provide the following benefits:

- no additional cost to the customer
- increase online accessibility to recPASS memberships
- improve ease of access with multiple scanning options for members
- reduce program administration workflow
- allow for reallocation of resources to building membership.

September 25<sup>th</sup> is an exciting day for Recreation & Culture Services as staff launch these innovative enhancements to the City's recPASS program. And stay tuned for more program and service improvements over the next year.