

REVIEW OF THE 2011-2012 CITY WIDE ICE ALLOCATION PROCESS

Date:	May 23, 2012
To:	Community Development and Recreation Committee
From:	Jim Hart, General Manager, Parks, Forestry and Recreation
Wards:	All
Reference Number:	P:\2012\ClusterA\PFR\CD14-062612-AFS#15784

SUMMARY

The purpose of this report is to provide an update on the effectiveness of the city wide Ice Allocation process implemented in 2011-2012. In 2010, Council directed Parks, Forestry and Recreation to implement a City-wide ice application and allocation process to effectively utilize all of the City's arena facilities in order to achieve fair and equitable outcomes for all residents. Council also directed that the City's Arena Board of Management facilities come into compliance with the City's Ice Allocation Policy, which successfully achieves equitable access on a percentage and proportionate basis at City-operated arenas.

Financial Impact

There are no financial implications through the receipt of this report.

DECISION HISTORY

At its meeting of February 22 and 23, 2010, City Council amended and adopted the Community Development and Recreation Item CD30.5 entitled "Ice Allocation practices in City Arenas Operated by Arena Boards of Management" and in so doing, requested the General Manager, Parks, Forestry and Recreation to report back to the Community Development and Recreation Committee after one year following the implementation of the new Ice Allocation Process.

ISSUE BACKGROUND

Parks, Forestry and Recreation developed a transparent City-wide ice allocation application and allocation process in consultation with representatives from the Arena Boards of Management and multiple other user groups. The process successfully leveraged all of the City's arena assets and offered many benefits to both new and emerging groups, and existing user groups, through a streamlined process with consistent business processes and accurate and transparent documentation of allocations.

The new process implemented for the 2011-2012 season also allowed groups to confirm their seasonal ice allocations four months earlier than the previous years, which was a significant benefit to user groups with respect to reducing their need to secure private ice at considerably higher costs.

The process also consolidated the nine separate and inconsistent ice application and allocation systems that were previously used by the Arena Boards of Management. The implementation of the City-wide application/allocation system was carried out in accordance with the work plan and critical path developed and reviewed with all Arena Boards of Management. The due date for all ice user groups and organizations, including the City's Board of Management arenas, to submit all ice applications to the City was November 30, 2010, for the 2011-2012 season.

COMMENTS

Implementation of Work Plan

The 2011-2012 Ice Allocation Work Plan ensured that a City-wide application/allocation process was implemented in a timely and efficient manner.

The applications which were available through the Parks, Forestry and Recreation website, as well as through mail outs to all existing, new and emerging groups, including the Arena Boards of Managements, were received by November 30, 2010. Staff reviewed all applications for ice and determined the number of hours that each applicant was entitled to on a City-wide basis, as per the Ice Allocation Policy, through the application of the ice allocation formula for each applicant by December 17, 2010. Staff provided all Arena Boards of Management locations with all applications received for their particular arena by January 21, 2011. This included the City-wide entitlement at 'city administrated' arenas for each of these applicants. Arena Boards of Management facilities submitted the ice allocation schedules for their arenas directly to City staff who, in turn, reviewed the allocations to determine compliance with the City's Ice Allocation Policy by February 22, 2011 and subsequently all Arena Boards of Management facilities were deemed 'compliant'. Staff distributed all final ice allocation schedules to all City facilities and user groups and organizations. These final schedules were also available publically on the Parks, Forestry and Recreation web site as of March 14, 2011.

Analysis of the 2011-2012 Ice Allocation

The Ice Allocation Policy governs the use of all prime time ice in all City of Toronto arenas. There are 58 arena pads of ice that represented 3123 weekly hours of ice during prime time. Directly operated programs total 466 hours which left 2657 hours available for allocation. There were 130 organizations and over 300 pickup groups representing 35,000 participants.

The City's Ice Allocation policy sets out the following allocation targets, in priority order.

- 60% to Community Youth (not-for-profit 90% resident children/youth)
- 25% to Competitive Youth (not-for-profit non-resident children/youth)
- 1% to Competitive Junior Hockey
- 13% to Community Adult (not-for-profit resident adult and older adult)
- 1% to Commercial (private)

The chart below reflects the final allocation percentages for the 2011-2012 season based on the total number of prime time hours available.

Allocated Ice Category	Percentage	Hours
Community Youth	60.00%	1594
Community Competitive	25.00%	664
Community Junior	0.50%	13
Community Adult	14.00%	373
Commercial Private	0.50%	13
Totals	100.00%	2657

As part of the 2011-2012 allocation, over 5,000 participants from Boards of Management Community Youth Resident organizations had access to additional ice time at City operated arenas for the first time. In total, these organizations accepted approximately 30% more additional City ice time in addition to the amount allocated to them at the Board arena(s).

In order to meet the compliance requirements of the policy, some Boards of Management arenas adjusted their historical allocation. This allowed several children and youth organizations to obtain ice time that they hadn't previously had access to. This meant additional allocation by children and youth, which, in turn, saw adult leagues now obligated to relinquish some long standing ice time. In most cases, these adult groups were provided with ice at other City facilities by City staff, or they were able to negotiate alternative arrangements directly through the Board(s).

In conclusion, the implementation of the ice allocation process has achieved, overall, the intended results.

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SIGNATURE

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