

TO: Mayor J. Lehman and Members of Council

FROM: J. Weston, M.A.Sc., P. Eng., PMP, Director of Engineering *so Wash*

NOTED: R. J. Forward, MBA, M.Sc., P. Eng., General Manager of Infrastructure & Growth Management *R. J. Forward*
C. Ladd, Chief Administrative Officer *CL*

RE: Update on Barrie's Waterfront Fitness Equipment Pilot Project

DATE: July 16, 2015

The purpose of this memo is to update Council on the progress of the Waterfront Fitness Equipment Pilot Project prior to installation of the equipment in summer 2015.

The initial memo to Council in June 2014, indicated that the City had been approached by a group of local business owners interested in donating outdoor exercise equipment to be installed along Barrie's waterfront. A Waterfront Fitness Working Group (WFWG) was formed with representation of City staff in the Engineering and Roads, Park and Fleet Departments to review and develop an action plan for the implementation of this waterfront fitness "trail". The WFWG developed and were responsible for the issuance of a Request for Proposal (RFP) to various equipment manufacturers. The primary companies involved in the vetting and selection were Busch Systems, NetGain SEO, Canplas, Barrie Press and DV Systems.

The goal of the RFP was to create "training excursion" stations along the waterfront with a variety of fitness opportunities focusing on muscle strength and balance, combined with aerobic (cardiovascular) fitness and flexibility components within each station area.

The target audience is the general public with specific concern for accessibility of the equipment by both mobility-challenged and senior-aged users. Interaction between users at each station was also considered for family participation as well as instructional signage on the use of the equipment is also a necessary component of the product delivery.

The primary criteria for choosing a successful vendor were as follows:

- **Aesthetics** - Would the equipment contribute to the natural landscape of the waterfront?
- **Durability** - Would the product be robust and have minimum damage / breakage from use?
- **Maintenance** - Would parts need to be replaced frequently or would painting be required?
- **Functionality** - Would people get a valuable workout from the equipment? Would the equipment work all parts of the body?
- **Appeal to a wide cross section of the population** - Would seniors, casual exercisers and serious athletes all benefit from and use the equipment?
- **Clear Communication** - Would the function of the equipment be easily understood and how would that user information be conveyed?
- **Extra Features** - What would improve the user's experience?

Equipment Selection

The selection of a vendor was based on the receipt of six submissions resulting in three viable submissions advanced to the interview stage and final recommendation stage.

Equipment Recommendation to Award

The recommended product "Norwell" by Openspace Solutions Inc. offered additional public benefits including stainless steel product line (to reduce operational maintenance concerns), architectural signage and a mobile App with information on the Fitness Trail Pilot Project that can describe how to use the equipment and how the equipment can enhance user experience through the individual workout recording. This mobile App would also allow the City to monitor the use of the equipment, determine the popularity of certain components and establish a frequency of use. Refer to Appendix "A" for the proposed six station locations.

Construction implementation of the equipment for this pilot project will be on individual concrete footings on existing turf. These footings and the equipment can be easily removed if needed. At this time, there is no CSA Standard for the installation of outdoor fitness equipment although ASTM Standards currently does not require surfacing underneath the equipment (i.e. can be installed on grass/turf) except on elevated units like the pull-up bars and combination unit, which will be installed on our waterfront. The cost for this surfacing has been included in the total cost to install the fitness equipment as part of this pilot project.

Pilot Project Financing

Funding for the fitness equipment was sponsored by a group of local manufacturers and other interested businesses and business groups with an initial budget for equipment to be donated estimated at \$30,000. Since fall 2014, the number of businesses and donation levels has increased to a final donation amount of \$79,500 from 14 different manufacturers, businesses and business organizations.

Based on the donations received, Openspace Solutions Inc. was endorsed the ability to pre-manufacture the fitness equipment to accelerate the implementation of the equipment on Barrie's waterfront in summer 2015.

Project Next Steps

The following next steps are expected for implementation:

- The City is in the final stages of awarding a Purchase Order to OpenSpace Solutions Inc.
- Manufacturer to begin installation of the fitness equipment based on the current schedules for events and festivals on the waterfront, the largest being Kempenfest – July 31 to August 3rd.
- Construction installation expected to begin after August 3rd.
- Implementation is expected to be less than 5 working days.
- Project "soft launch" will be scheduled for August after completion of the project with an official recognition ceremony at Council for the recognition of the group of local manufacturers and other interested businesses and business groups who sponsored the project.
- Fall 2016 – a proposed public survey (Survey Monkey) conducted with Access Barrie to gauge public response to the equipment. A future staff report on the pilot project will include a summary of the survey and provide a recommendation regarding continuing the waterfront fitness "trail".

If you have any questions regarding the foregoing, please contact the undersigned.



J. Weston, M.A.Sc., P. Eng., PMP
Director of Engineering

Appendix "A"

Locations for Exercise Equipment

