

# City of San Leandro

Meeting Date: December 17, 2012

**Staff Report** 

File Number: 12-534 Agenda Section: PUBLIC HEARINGS – CITY

COUNCIL

Agenda Number: 3.A.

TO: City Council

FROM: Chris Zapata

City Manager

BY: Carolyn Knudtson

Recreation and Human Services Director

FINANCE REVIEW: David Baum

**Finance Director** 

TITLE: Staff Report for Resolution Amending Section 6.4.100 of the San Leandro

Administrative Code to Modify Picnic Rental Fees which Facilitates Online

Reservations

#### SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council adopt the picnic rentals fees listed in Attachment 1. The proposed fees are being modified to facilitate online reservations while maintaining revenue.

Park picnic tables are reserved from April to October. Reservations for the season are accepted on the second Monday of January each year. In order to be prepared for accepting reservations as of January 14, 2013, the new fees should be approved at this time.

#### **BACKGROUND**

In response to limited staff and resources, the Recreation and Human Services Department looks to reduce processes and improve efficiency whenever possible. The department processed 753 picnic rental applications in 2011. Providing online reservation capability gives clients an additional and more convenient option for securing their reservations, which will more effectively deploy limited staff resources. Online reservation capability also allows clients to complete and submit requests and receive reservation verification immediately. If a problem arises and they are unable to complete the online process, clients can call or come to the office for assistance. Clients continue to be welcome to reserve at our customer service locations.

## **Analysis**

In preparation for the move to online reservations, we are proposing to simplify the park fee structure. We currently have eight fee ranges and 74 areas available for reservation. The

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proposed fees are based on picnic area capacity. This fee structure reduces the number of price tiers from 8 to 4, while maintaining the revenue generated by the current reservation system. The impact to fees in changing the structure is as follows: 20 of the 74 picnic areas available retain the same fee; 45 were increased by \$10-\$20 (10-15% increase); 4 increased by \$30 (28%); 3 increased by \$50 (30%) and 2were decreased. Given the same reservations next season as last season, there is a potential revenue gain of approximately \$3800.00.

Determining the recommended fees and capacities was done by reviewing our current fees and use and comparing structures and fees of surrounding agencies that reserve picnic areas (see Attachment 1). Fees are based on the base rate of resident rate (which includes San Leandro non-profits and non-San Leandro non-profits serving San Leandro), plus 50% for non residents and San Leandro business and 75% for non-San Leandro business, non profit or other group not serving San Leandro. In comparing our proposed fees to those of surrounding cities and potential competitors, our new fees remain competitive. Due to location, we feel our biggest competitors are East Bay Regional Park District, Hayward Area Recreation and Park District and City of Alameda.

One potential concern associated with going online is that clients could register themselves as residents without verification. If clients choose to use a resident address, the online system does not have a method to verify City residence. However, the current system of proving residency is labor and time intensive, and clients still find many methods of evading residency verification.

### **Previous Actions**

- 2005 Removed weekend and weekday park rental rates and replaced all rentals with a
  day rental rate. Added t fees to allow reservation of picnic sites at the following parks:
  Siempre Verde, Toyon and Heron Park.
- 2006 Added fees to allow reservation of picnic sites at the following parks: Floresta Park (playground and lawn sites), Halcyon, Thrasher, Memorial (front and back sites) and Mulford Point.
- 2007 Added fees to allow reservation of picnic sites at the following parks: Washington Manor, Marina, Cherry Grove and Bonaire.
- 2008 Added a fee to allow reservation of a picnic area at Washington Manor Park. Implemented a Vehicle Access permit of \$30 to make it possible for clients to load and unload within the park at Chabot and Washington Manor Park.
- 2009 Increased some park rental fees based on survey of similar facilities and reflecting desirability and use of each park rental site.
- 2010 Increased all park rental fees by \$5. Implemented a new park special event fee, \$250/event, for groups over 350 to help defray cost of increased use.
- 2011 Added fees to allow reservation of picnic sites at the following parks: Root, Grover Cleveland, Halcyon and Stenzel.
- 2012 Added fees to allow reservation of picnic sites at the following parks: Marina, Halcyon and Thrasher. Increased Seagull Picnic Area from \$200 to \$220 to be consistent with fees in surrounding jurisdictions.

## **Fiscal Impacts**

Potential increase in revenue of \$3800.00.

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# **Budget Authority**

N/A

## **ATTACHMENTS**

Attachment 1 - 2012 Proposed Fees and Agency Comparisons

PREPARED BY: Carolyn Knudtson, Director, Recreation and Human Services Department

2012 Proposed Fees and Agency Comparisons								
	Capacity		Resident Rate Daily		Non-Resident Rate Daily	Comments		
San Leandro	under 40	Current	45-105		68-158			
		Proposed	55		83			
	40-75	Current	85-150		128-158			
		Proposed	125		188			
	75-150	Current	125-155		188-233			
		Proposed	175		263			
	150+	Current	220		330	Seagull Picnic Area only		
		Proposed	225		338			
	0.40	l	FF		75			
Fact Pay Pagianal Parks District	0-40		55 98		75			
East Bay Regional Parks District	40-75				115			
	75+		296		406			
	0-40		85		170	Hayward Charges \$17.00 per table/Daily		
Hayward Area Recreation District	40-75		153		306			
,	75+		404		808			
	0.40		300		420			
Alameda	0-40 40-75		300		420 420	Alameda rate is high due to a \$50 hourly rate plus additional \$20/hour for 75+		
	75+				540			
	/5+		420		540			
	0-40		75		90	Berkeley charges in 4 hour increments		
Berkeley	40-75		110		132			
	75+		156		162			
	0-40		60		72			
Dublin	40-75		95		114	Daily		
Dabiiii	75+		185		222	Dully		
		<u> </u>						
Livermore	0-40		100		150			
	40-75		100		150	Daily		
	75+		138		175			
Pleasanton	0-40		N/A		N/A			
	40-75		N/A		N/A	Daily		
	75+		120		150			
		I				Daily		
San Ramon	0-40		95		175			
	40-75		185		305			
	75+		230		380			



# City of San Leandro

Meeting Date: December 17, 2012

**Resolution - Council** 

File Number: 12-535 Agenda Section: PUBLIC HEARINGS – CITY

COUNCIL

**Agenda Number:** 

TO: City Council

FROM: Chris Zapata

City Manager

BY: Carolyn Knudtson

Recreation and Human Services Director

FINANCE REVIEW: David Baum

**Finance Director** 

TITLE: ADOPT: Resolution Amending Section 6.4.100 of the San Leandro

Administrative Code to Modify Picnic Rental Fees which Facilitates Online Reservations (modifies rental fees to simplify fee structure and facilitate online

reservations)

The City Council of the City of San Leandro does RESOLVE as follows:

1. That following notice and hearing as may be required by law, Title 6, Chapter 4, Section 6.4.100 of the San Leandro Administrative Code ("Fee Schedule") is hereby amended as follows:

#### RECREATION AND HUMAN SERVICES DEPARTMENT

B. Parks

				Proposed
	Current	Proposed	Proposed	Non-San Leandro
	Resident	Resident	Non-Resident	Business/Group
Capacity	Daily Fee	Daily Fee	Daily Fee	Daily Fee
Under 40	\$45-105	\$55	\$83	\$96
40 to 75	\$85-150	\$125	\$188	\$219
75 to 150	\$125-200	\$175	\$263	\$306
Over 150*	\$220	\$225	\$338	\$394

<sup>\*</sup>For Seagull Picnic Area only

Fees are based on the base rate of resident rate (which includes San Leandro non-profits and non-San Leandro non-profits serving San Leandro), plus 50% for non residents and San Leandro business and 75% for non-San Leandro business, non profit or other group not serving San Leandro.

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2. That the provisions of the Fee Schedule shall take effect on January 1, 2013.