

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 2 were 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 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.

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		
East Bay Regional Parks District	0-40		55		75	
	40-75		98		115	
	75+		296		406	
Hayward Area Recreation District	0-40		85		170	Hayward Charges \$17.00 per table/Daily
	40-75		153		306	
	75+		404		808	
Alameda	0-40		300		420	Alameda rate is high due to a \$50 hourly rate plus additional \$20/hour for 75+
	40-75		300		420	
	75+		420		540	
Berkeley	0-40		75		90	Berkeley charges in 4 hour increments
	40-75		110		132	
	75+		156		162	
Dublin	0-40		60		72	Daily
	40-75		95		114	
	75+		185		222	
Livermore	0-40		100		150	Daily
	40-75		100		150	
	75+		138		175	
Pleasanton	0-40		N/A		N/A	Daily
	40-75		N/A		N/A	
	75+		120		150	
San Ramon	0-40		95		175	Daily
	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

	Current Resident Daily Fee	Proposed Resident Daily Fee	Proposed Non-Resident Daily Fee	Proposed Non-San Leandro Business/Group Daily Fee
Capacity 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

*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.

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