



Dee Andrews
City of Long Beach
Councilmember, Sixth District

NB-24

Date: October 13, 2015

To: Honorable Mayor and Members of the City Council

From: Councilmember Suzi Price, Third District *SP*
Councilmember Dee Andrews, Sixth District *DA*
Councilmember Roberto Uranga, Seventh District *RU*

Subject: Water Exercise Fee for Seniors

RECOMMENDATION:

Recommendation to refer to the Parks and Recreation Commission to revoke the new senior water exercise fee at Martin Luther King, Jr. Pool and Silverado Pool, as well as, all City Pools and report back to City Council.

DISCUSSION:

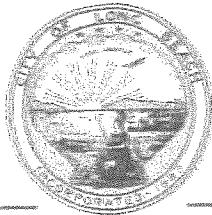
On August 20, 2015 the Finance and Appeals Subcommittee reviewed and approved the Proposed Fiscal Year 2016 fees and fee changes for parks and recreation programs and facilities. Department of Parks, Recreation and Marine Department fees established by the Parks and Recreation Commission are intended to recover the costs associated with providing the service to individuals and organizations for activities that are consistent with the Department's mission and vision. The fee increase included new senior water exercise fees at Martin Luther King, Jr. Pool and Silverado Pool instead of taking other steps to increase mainstream attendance to off-set the cost like promoting pool use with families and additional programming to increase revenue.

The new fee increase amounted to \$2.00 a class or \$480.00 a year per individual. The average senior income in the City of Long Beach \$26,000 annually which is below the national poverty level. Creating this new fee places an unnecessary burden on our aging population, as well as, creating a barrier to physical activity for our older adults.

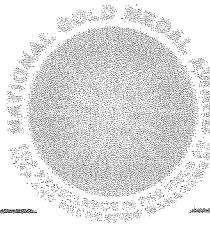
As people age, regular exercise becomes increasingly critical to maintain fit and healthy bodies. Beyond helping seniors to feel strong and energetic, a consistent schedule of light exercise has several other positive side. Along with taking regular walks, swimming is an ideal workout for the aging because it's low impact and presents a minimal risk of injury. Swimming is also a complete workout, incorporating the entire body and utilizing all muscles groups. Furthermore, swimming in public pools or with friends and family creates situations for older adults to be social and avoid feelings of isolation or loneliness.

FISCAL IMPACT:

There is no significant cost for this item.



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CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

2760 N. Studebaker Road, Long Beach, CA 90815-1697
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September 17, 2015

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MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Adopt a resolution and approve the proposed Fiscal Year 2016 (FY 16) General Park fees and fee changes and make such changes effective October 1, 2015.

DISCUSSION

On August 20, 2015 the Finance and Appeals Subcommittee reviewed and approved the Proposed Fiscal Year 2016 fees and fee changes for parks and recreation programs and facilities. Department of Parks, Recreation and Marine (Department) fees established by the Parks and Recreation Commission (Commission) are intended to recover the costs associated with providing the service to individuals and organizations for activities that are consistent with the Department's mission and vision.

The attached list includes proposed adjustments to 21 fees, resulting in an estimated net revenue increase of approximately \$49,529 to provide cost recovery for user fees consistent with Commission policy. As a result of increases recommended throughout the past fiscal years, the majority of the approximately 344 park-related fees are not recommended for increase in FY 16. A summary of recommended changes effective October 1, 2015 includes:

- New per hour class fee for Adaptive Recreation
- Four new forfeit fees for adult sports leagues
- New Chittick Field scoreboard fee for staff charges
- New youth league concession fee
- New additional participant fee at the El Dorado Nature Center
- New senior water exercise fees at Martin Luther King, Jr. and Silverado Pools

Staff recommends increasing the following fees:

- Youth participant fees for residents and non-residents
- Staff fee at enclosed sports facilities (Joe Rodgers)
- Viewing fee at non-staffed facilities
- Fee for Park Rangers at events
- Staff fee for band shells
- Permit to Gather fee for park non-reservable areas
- Staff fee for commercial filming fees

MEMBERS OF THE PARKS AND RECREATION COMMISSION

September 17, 2015

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- Permit administrative fee at Homeland Cultural Center
- Staff fee (non-technical) for Homeland Cultural Center
- Refundable security deposit fee for Homeland Cultural Center

As part of the Master Fee and Charges Schedule (Schedule) clean-up effort, 42 fees were deleted to eliminate fees that are no longer used. City Attorney the City Attorney has advised that Commission approval is not required to remove obsolete fees from the Schedule.

Staff recommends deleting the following fees as the services are no longer offered:

- Youth sport clinic fee
- Six field use fees for adult and youth commercial use
- Two premium late booking fees

Staff recommends deleting the following fees because the activities associated with the fees are not permissible at Department facilities:

- Seven Game Court facilities fees
- Eight Social Hall/Activity Room facility rental fees
- Three commercial purpose fees at the Long Beach Senior Center
- El Dorado East Regional Park family camping fee
- Three campground fees in El Dorado East Regional Park
- Three campground picnic area fees in El Dorado East Regional Park
- Eight picnic areas fees in Recreation Park

A complete listing of the proposed changes is attached for review (Attachment A).

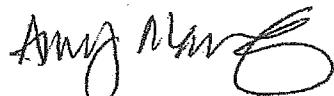
FISCAL IMPACT

Staff estimates that these changes will result in approximately \$49,529 in additional revenue accrued to the General Fund (GP 105) in an effort to achieve cost recovery for providing these services.

SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,



AMY G. MANNING
ACTING MANAGER OF BUSINESS OPERATIONS

APPROVED:



STEPHEN P. SCOTT
ACTING DIRECTOR

SS:AM:ls

R:\Business Operations Bureau\Fees\FY16\2015 0901 FY 16 Proposed Fees - Commission letter.doc

Attachments: Resolution

List of Proposed FY 16 Fee Adjustments and Deletions

List of Proposed Fee Adjustments For Parks & Recreation Fees

Department: PARKS, RECREATION, & MARINE						
Fee Description (Fee Name)	Current Fee	Requested Fee	Per	Annual Revenue Changes	Annual Subsidy	Fund
GENERAL PARK AND RECREATION FEES						
THE FOLLOWING GENERAL PARKS AND RECREATION FEES ARE PROVIDED FOR INFORMATION ONLY. THESE FEES ARE APPROVED BY THE PARKS AND RECREATION COMMISSION AS PART OF THEIR CHARTER APPOINTED RESPONSIBILITIES. THE PARKS AND RECREATION COMMISSION MAY CHANGE FEES AT ANY COMMISSION MEETING. PLEASE GO TO WWW.LONGBEACH.GOV/PARK FOR UPDATED FEE INFORMATION						
ADAPTIVE RECREATION						
Per Hour Class Fee		\$1	Hour	\$3,100		PARKS AND RECREATION
ADAPTIVE RECREATION Subtotal				\$3,100		
ADULT SPORTS LEAGUES						
BASEBALL FEES						
Forfeit Fee - Baseball		\$140	Game	\$840		PARKS AND RECREATION
BASKETBALL FEES						
Forfeit Fee-Basketball		\$50	Game	\$100		PARKS AND RECREATION
SLOW PITCH SOFTBALL FEES						
Forfeit Fee - Softball		\$24	Game	\$240		PARKS AND RECREATION
INDOOR VOLLEYBALL FEES						
Forfeit Fee - Volleyball		\$24	Game	\$96		PARKS AND RECREATION
ADULT SPORTS LEAGUES Subtotal				\$1,276		
ATHLETIC FACILITIES - PERMITS AND RESERVATIONS						
Youth Participant Fee - Resident	\$12	\$14	Each	\$16,734		PARKS AND RECREATION

ATTACHMENT A

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ATHLETIC FACILITIES - PERMITS AND RESERVATIONS						
Youth Participant Fee - Non Resident	\$17	\$19	Each	\$3,158		PARKS AND RECREATION
MISCELLANEOUS LEAGUE & SPORTS FEES						
Chittick Field Scoreboard Fee		\$25	Hour	\$750		PARKS AND RECREATION
Youth League Concession Fee		\$100	Year	\$3,300		PARKS AND RECREATION
Staff Fee	\$23	\$25	Hour	\$0		PARKS AND RECREATION
ATHLETIC FACILITIES - PERMITS AND RESERVATIONS Subtotal				\$23,942		
FACILITY RENTALS/FEES - COMMUNITY CENTERS, PICNIC AREAS, OPEN SPACE, CAMP GROUNDS & BANDSHELLS						
COMMUNITY CENTERS						
Viewing Fee at Non-staffed Facilities	\$23	\$25	Hour/2 Hour Minimum	\$4		PARKS AND RECREATION
FACILITY RENTALS/FEES - COMMUNITY CENTERS, PICNIC AREAS, OPEN SPACE, CAMP GROUNDS & BANDSHELLS Subtotal				\$4		
PICNIC AREAS						
Special Events: additional requirements & fees applied by the Special Events Office upon issuance of Special Event Permit						
VEHICLE ENTRY FEES						
Staff Charges-Rangers	\$23 - \$66	\$25 - \$66	Hour	\$25		PARKS AND RECREATION
PICNIC AREAS Subtotal				\$25		

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PARK NONRESERVABLE AREAS						
Permit to Gather (25-100 persons)		\$30	Day	\$900		PARKS AND RECREATION
PARK NONRESERVABLE AREAS Subtotal					\$900	
BANDSHELLS						
Staff Charge	\$23 - \$75	\$25 - \$75	Hour	\$10		PARKS AND RECREATION
BANDSHELLS Subtotal					\$10	
FILMING LOCATION						
Commercial Filming Location Fees - Park Staff	\$24 - \$75	\$25 - \$75	Hour	\$0		PARKS AND RECREATION
FILMING LOCATION Subtotal					\$0	
HOMELAND CENTER						
Permit Administrative Fee	\$29	\$30	Each	\$1		PARKS AND RECREATION
Staff Charge (non-technical)	\$24	\$25	Hour	\$1		PARKS AND RECREATION
Refundable Security Deposit	\$365	\$375	Event	\$10		PARKS AND RECREATION
HOMELAND CENTER Subtotal					\$12	
NATURE CENTER						
Additional Participant Fee		\$10	Class	\$260		PARKS AND RECREATION

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NATURE CENTER Subtotal				\$260		
COMMUNITY & SCHOOL POOLS						
JORDAN, KING, MILLIKAN & SILVERADO POOLS						
We do not offer diving classes or party rentals at the school pools						
Senior Water Exercise Fee-Silverado Pool		\$2	Person	\$10,000		PARKS AND RECREATION
Senior Water Exercise Fee-King Pool		\$2	Person	\$10,000		PARKS AND RECREATION
COMMUNITY & SCHOOL POOLS Subtotal					\$20,000	
Department Total				\$49,529		

ATTACHMENT A

List of Fee Deletions - Parks and Recreation Fees - Fiscal Year 2016 (FY 16)

Fee Title	Current Fee	Per	Notes
Youth Sport Clinic Fee	\$11 - \$57	Participant	Delete. Per Michelle Wilson, this fee was never used.
Ball Field (Softball & Baseball) Adult Commercial Rental Fee	\$64	Hour	No commercial use. These are through Special Events or lease agreements.
Ball Field (Softball & Baseball) Youth Commercial Rental Fee	\$32	Hour	No commercial use. These are through Special Events or lease agreements.
Soccer/Football Field Adult Commercial Rental Fees	\$84	Hour	No commercial use. These are through Special Events or lease agreements.
Soccer/Football Youth Commercial Field Rental Fees	\$33	Hour	No commercial use. These are through Special Events or lease agreements.
Cricket Field Adult Commercial Rental Fees	\$64	Hour	No commercial use. These are through Special Events or lease agreements.
Cricket Field Youth Commercial Rental Fees	\$32	Hour	No commercial use. These are through Special Events or lease agreements.
Private Use, Resident Fees - Light	\$14	Hour	All light fees are associated with field rentals. Obsolete fee.
Nonprofit, Public Service Fees (Organization/Fundraising) - Light	\$14	Hour	Fundraising and Commercial rentals are not allowed in our parks. If any commercial or fundraising group wanted to use a Park site, they would have to pull a permit through Special Events and pay their fees. We do not use these fees any longer.
Nonprofit, Public Service (Non-Resident) - Light	\$16	Hour	Fundraising and Commercial rentals are not allowed in our parks. If any commercial or fundraising group wanted to use a Park site, they would have to pull a permit through Special Events and pay their fees. We do not use these fees any longer.
Commercial Business/Revenue Fees (Resident) - Rental	\$41	Hour	Fundraising and Commercial rentals are not allowed in our parks. If any commercial or fundraising group wanted to use a Park site, they would have to pull a permit through Special Events and pay their fees. We do not use these fees any longer.

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List of Fee Deletions - Parks and Recreation Fees - Fiscal Year 2016 (FY 16)

Fee Title	Current Fee	Per	Notes
Commercial Business/Revenue Fees (Resident) - Light	\$20	Hour	Fundraising and Commercial rentals are not allowed in our parks. If any commercial or fundraising group wanted to use a Park site, they would have to pull a permit through Special Events and pay their fees. We do not use these fees any longer.
Commercial Business/Revenue (Non-Resident) - Rental	\$58	Hour	Fundraising and Commercial rentals are not allowed in our parks. If any commercial or fundraising group wanted to use a Park site, they would have to pull a permit through Special Events and pay their fees. We do not use these fees any longer.
Commercial Business/Revenue (Non-Resident) - Light	\$21	Hour	Fundraising and Commercial rentals are not allowed in our parks. If any commercial or fundraising group wanted to use a Park site, they would have to pull a permit through Special Events and pay their fees. We do not use these fees any longer.
Premium Late Booking Fee	\$70	Per Booking	Eliminate - it is a deterrent to reservations.
Premium Late Booking Fee	\$70	Booking	Eliminate - it is a deterrent to reservations.
Prime Time Fees - Friday, Saturday & Sunday - Resident, Promotional	\$110	Hour	We do not allow promotional events (promoting business i.e. real estate seminars).
Prime Time Fees - Friday, Saturday & Sunday - Revenue-Producing	\$130	Hour + 10% Gross/\$2,500	We do not allow promotional events (promoting business i.e. real estate seminars).
Non-Prime Time, Monday-Thursday - Resident, Promotional	\$90	Hour	We do not allow promotional events (promoting business i.e. real estate seminars).
Non-Prime Time, Monday-Thursday - Revenue-Producing	\$115	Hour + 10% Gross/\$2,500	We do not allow promotional events (promoting business i.e. real estate seminars).
Prime Time Fees - Friday, Saturday & Sunday - Resident, Promotional	\$66	Hour	We do not allow promotional events (promoting business i.e. real estate seminars).

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List of Fee Deletions - Parks and Recreation Fees - Fiscal Year 2016 (FY 16)

Fee Title	Current Fee	Per	Notes
Prime Time Fees - Friday, Saturday & Sunday - Revenue-Producing	\$79	Hour + 10% Gross/\$2,500	We do not allow promotional events (promoting business i.e. real estate seminars).
Non-Prime Time Fees, Monday-Thursday, Resident, Promotional	\$56	Hour	We do not allow promotional events (promoting business i.e. real estate seminars).
Non-Prime Time Fees, Monday-Thursday, Revenue-Producing	\$66	Hour + 10% Gross/\$2,500	We do not allow promotional events (promoting business i.e. real estate seminars).
Commercial Purpose Fees - Resident	\$86	Hour	We do not allow commercial activities.
Commercial Purpose Fees - Non-Resident	\$100	Hour	We do not allow commercial activities.
Corporate Fees - Resident	\$53	Hour	We do not allow commercial activities.
El Dorado East Regional Family Camping	\$35	Night	Per Michelle Wilson we do not allow kids to camp with adults.
Pavilion at Campground Location Fees - Half Day, Monday-Thursday Rate	\$110	Half Day	This area is not reservable. It is first come, first served.
Pavilion at Campground Location Fees - Full Day, Monday-Thursday Rate	\$143	Full Day	This area is not reservable. It is first come, first served.
Pavilion at Campground Location Fees - Refund, Monday-Thursday	\$145	Refundable Deposit	This area is not reservable. It is first come, first served.
Shady Oaks Picnic Rental Rates-Family Rate	\$195	Site	This area is not reservable. It is first come, first served.
Shady Oaks Picnic Rental Rates-Group & Company Rate	\$205	Site	This area is not reservable.
Shady Oaks Picnic Rental Rates-Security Deposit	\$118	Site	This area is not reservable.
Woodland, Eucalyptus, & Cedar Grove Rental Rates-Family Rate	\$135	Site	This area is not reservable.

ATTACHMENT A

List of Fee Deletions - Parks and Recreation Fees - Fiscal Year 2016 (FY 16)

Fee Title	Current Fee	Per	Notes
Woodland, Eucalyptus, & Cedar Grove Rental Rates-Nonprofit Group	\$135	Site	This area is not reservable.
Woodland, Eucalyptus, & Cedar Grove Rental Rates-Commercial Company	\$150	Site	This area is not reservable.
Woodland, Eucalyptus, & Cedar Grove Rental Rates-Security Deposit	\$118	Day	This area is not reservable.
Silverado Park Rental Rates-Family Rate	\$64	Day	This area is not reservable.
Silverado Park Rental Rates-Nonprofit Group	\$64	Day	This area is not reservable.
Silverado Park Rental Rates-Commercial Company	\$65	Day	This area is not reservable.
Silverado Park Rental Rates-Security Deposit	\$118	Day	This area is not reservable.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: October 13, 2015

To: Maria Garcia, City Clerk

From: Councilmember Dee Andrews

Subject: Request to Add Agenda Item to Council Agenda of October 13, 2015

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Recommendation to refer to the Parks and Recreation Commission to revoke the new senior water exercise fee at Martin Luther King, Jr. Pool and Silverado Pool and report back to City Council.

Council District	Authorizing Councilmember	Signed by
6	Dee Andrews	
1	Roberto Uranga	
4	Daryl Supernaw	

Attachment: Staff Report dated October 13, 2015

CC: Office of the Mayor