



CITY OF MARTINEZ

PARKS, RECREATION, MARINA & CULTURAL  
COMMISSION

DATE: March 16, 2011  
TO: Parks, Recreation, Marina & Cultural Commission  
FROM: Mitch Austin, Recreation Manager  
SUBJECT: Aquatic User Fees

**RECOMMENDATION**

Consider a tiered approach to the fee structure for pool entrance and lap swim fees and provide feedback on proposed swim lesson fees.

**BACKGROUND**

The Pool Subcommittee makes a good case based on other types of recreation for charging a \$5.00 per person fee for entrance to the new aquatics facility, see the attached memo. It is conceivable that the public may pay this fee to enter the facility. The surrounding community pool fees seem to suggest the optimal price point might be a little lower for this type of a facility. Also these types of fees are commonly tiered. All five agencies surveyed have between three and four levels of fees for admission during recreational swim. The old fee structure for pool admission had three levels of fees.

Because the public is used to this structure, Staff is recommending the Commission discuss and consider recommending a tiered fee structure for the recreational and lap swim. A price point that might encourage use and yet bring in optimal revenue could be as follows:

**Recreational and Swim Lap Swim**

2 years old and Under – Free  
3 years old – 17 years - \$3.00  
Adults 18 years- 54 years - \$4.00  
Seniors 55 years and up - \$3.00

These fees would be for a 10 punch pass would be discounted 25% and a 20 punch pass would be discounted 30%.

Swim lesson fees are going to be raised from \$52 to \$57 and Mom and Me program from \$26 to \$30 to accommodate the extra staff needed for the new facility. Private lessons are \$88 for four lessons or \$24 for one lesson. These fees will remain the same due to market rate considerations.

Attachments: PRMCC Pool Subcommittee Meeting – Pool Fees

**CITY OF MARTINEZ**

**MEMO**

Date: March 8, 2011  
To: Mitch Austin, Recreation Manager  
From: Patty Lorick, Recreation Supervisor  
Subject: PRMCCC Pool Subcommittee Meeting - Pool Fees

The Parks, Recreation, Marina and Cultural Commission Pool Sub Committee met Monday, March 7 to discuss recreational swim admission fees, lap swimming, discount passes, swim lessons and private lessons.

The Commissioners noted the admission price will provide access to a brand new \$6 Million state of the art aquatic facility. The 1.2 acre Rankin Aquatic Center includes two swimming pools. The lap pool has eight 25-yard lap lanes with the ability to convert to three lanes of 30 meters and a diving tank. The large recreational pool consists of beach entry on one side and a wide stair area for teaching or playing. In the recreational pool will be a play apparatus with two small slides, spray features and a dumping bucket. The new facility will be Americans with Disability Act (ADA) accessible. Five large shade structures will provide respite from the sun and a great place to hold birthday parties, team events and group gatherings.

The Pool Subcommittee looked at the price of an admission to a movie matinee with a movie length of ninety minutes at \$7.25 per child 3-11 years old. They then noted changes to the pool operating costs; larger pools, need for more chemicals, two additional pumps, more heaters, spray and play features and the need for more staff to operate the facility. Looking at these factors and reviewing the survey they determined that \$5 per person was fair.

The Commission agreed on a discount fee pass program to reduce the admission price for frequent visitors. The ten punch pass is discounted 25% and the 20 punch pass is discounted 30%.

Swim lessons fees went up slightly to help offset the cost of an additional lifeguard and increase the lesson manager's time on deck to three days. Private lesson fees remained the same as 2009.

Commissioner Karen Bell-Patten talked of creating a pool fundraiser to provide funds for a swim lesson scholarship program. Recreation staff appreciated the suggestion and will be happy to assist. The Brick Yard Run did not donate to the youth scholarship program in 2010 and will not be held in 2011.

**PROPOSED RANKIN AQUATIC CENTER FEES, per pool subcommittee**

<b>Recreation Swim Admission</b>		<b>10 punch pass</b>	<b>20 punch pass</b>
0-2 years old	Free with a paying adult	\$0	\$0
3-17	\$5	\$37.50/\$3.75 a swim	\$70/\$3.50 a swim
Adult	\$5	\$37.50/\$3.75 a swim	\$70/\$3.50 a swim
Seniors	\$5	\$37.50/\$3.75 a swim	\$70/\$3.50 a swim
<b>Lap Swim</b>		<b>10 punch pass</b>	<b>20 punch pass</b>
Teen/Adult/Senior	\$3	\$37.50/\$3.75	\$70/\$3.50 a swim

**SWIM LESSONS**

Staff would like the provision to allow a yearly increase of \$2-\$4 per year based on staff/equipment and supply costs.

**Groups Swim Lessons (4-14) - 8 lessons, 30 minutes - \$5 increase from 2010**

\$57 resident \$62 Non-Resident

**Mom & Me Classes (2-3 year olds) – 8 lessons, 30 minutes - \$4 increase from 2009**

\$30 resident \$35 Non-Resident

**Private Lessons – 20 minutes – remains the same from 2009**

\$24 per lesson

4 lessons for \$88.

# RECREATION SWIMMING SURVEY - 2011

## Recreation Swim Admission Fee

Agency	Child		Youth		Adult		Seniors	
Benicia	2 & under		3 - 17		18 - 54		55 +	
	Free		Res 2.25	NR 3.75	Res 3.75	NR 5.75	Res 2.00	NR 3.75
Concord	5 & under		6 - 17		Adult		Senior	
	Res 3.75	NR 4.00	Res 4.25	NR 5.00	Res 5.00	NR 6.00	Res 5.00	NR 6.00
Crockett	3 & under		4-17		18 -54		Senior	
	Free		2.00		3.00		2.00	
Hercules	0-1		2-17		Adult		Senior	
	Free		Res 3.00	NR 4:00	Res 4.00	NR 5.00	Res 3.00	NR 4.00
Pleasant Hill	0-23 mns	2-6	7-17		Adult		55+	
	Free	3.50	4.00		4.00		3.50	
Walnut Creek	6 and under		7-17		Adult		Senior	
	3.50		4.25		4.75		4.75	

Recreation Admission Fees						
<b>Martinez 2009</b>	<b>0-2</b>	<b>3 – 6</b>	<b>7-17</b>	<b>18 – 54</b>	<b>55 +</b>	
	Free	0.75	1.50	2.50	1.50	
<b>Martinez 2011</b>	<b>0-2</b>		<b>3-17</b>	<b>18-59</b>	<b>60 +</b>	
<b>Proposed</b>	<b>Free</b>		<b>5.00</b>	<b>5.00</b>	<b>5.00</b>	

## Recreation Swim Punch Passes

Agency	Child	Youth	Adult	Senior
Benicia	30 swims \$55 Res \$105 NR	30 swims \$55 Res \$105 NR	30 swims \$97 Res \$161 NR Res	30 swim \$55 Res \$105 NR
Concord	15 swims \$45 Res \$54 NR	15 swims \$54 Res \$64 NR	15 swims \$60 Res \$70 NR	
Crockett	Seasonal passes only			
Hercules	10 swims \$18 res 25 swims \$40 Res	\$29 Non Res \$67 Non Res	10 swims \$29 Res 25 swims \$67 Res	\$40 NR \$94 NR
Pleasant Hill	15 punches = \$45	13 punches = \$45		
Walnut Creek	15 swims \$45	15 swim \$56.25	15 Swims \$63.75	
Martinez 2009	Free 0-2 3-6 yrs 10 = \$5.50 3-6 yrs 20 = \$10	10 - \$12.50 20 - \$20	10 - \$22 20 - \$38	10 - \$12.50 20 - \$20.00
Martinez 2011	Free 0 -2	10 swims @ 25% discount = \$37.50 or \$3.75 a visit 20 swim @ 30% discount = \$70 or \$3.50 a visit		

## Recreation Lap Swim Fee

Agency	Teen	Adult	Senior
Benicia	\$2.25/\$3.75		
Concord	\$5 Res \$6 NR per visit \$60 Res \$70 NR 15 punch passes \$68 Res \$73 NR Monthly		
Crockett	\$3		
Hercules	\$3 (14 +) \$18 Res \$29 NR 10 punch \$40 res \$67 NR 25 punch	\$4 \$29 res \$40 NR 10 punch \$67 res \$94 NR 25 punch	
Pleasant Hill	\$40 for 8 swims \$99 Res \$104 NR 12 weeks		
Walnut Creek	\$4.75 \$71 per month		
Martinez 2010 At AHS	\$3 \$45 18 punch pass \$85 Summer pass (9 wks, 36 swims at AHS)		
Martinez 2011	\$5 \$37.50 10 punch pass \$70.00 20 punch pass		

## Swim Lessons

Agency	Tots/Mom & Me	Youth
Benicia	\$58 Res \$79 NR	\$58 Res \$79 NR
Concord	\$64 Res \$69 NR	\$64 Res \$69 NR
Crockett	\$33 Res \$40 NR	\$33 Res \$40 NR
Hercules	\$63 Res \$73 NR	\$63 Res \$73 NR
Pleasant Hill	\$92 Res \$105 NR (3-4 yrs) \$87 Res \$74 NR (4-6 yrs)	\$58 Res \$71 NR
Walnut Creek	\$68	\$68
Martinez 2010	2-3 yrs with a parent – 2009 fee \$26 Res \$31 NR	\$52 Res (4 -14) \$57 NR
Martinez 2011	\$30 res \$35 NR	\$57 res \$62 NR

## Private Lesson

Agency	Youth	
<b>Benicia</b>	One 25 minute lesson	\$33 Res \$41 Non-Res
<b>Concord</b>	4 days 30 minutes lessons	\$26.25 per lesson \$105 Res \$110 Non-Res
<b>Crockett</b>	8 days 30 minute lessons	\$6.25 res/\$8.75 NR per lesson \$50 Res \$70 Non-Res
<b>Hercules</b>	<i>8 days, 30 minutes 4-8 year olds only</i>	\$14.75 each/\$16 NR per lesson \$118 res \$128 NR
<b>Pleasant Hill</b>	4 lessons, 20 minutes	\$27 each 108
<b>Walnut Creek</b>	One 20 minute lesson	\$40
<b>Martinez 2010</b>	One 20-minutes lessons	\$24 per lesson \$88 for 4 lessons
<b>Martinez 2011</b>	One 20 minute lesson	\$24 per lesson \$88 for 4 lessons