



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
April 4, 2012**

TO: Mayor and City Council
FROM: Patty Lorick, Recreation Supervisor
SUBJECT: Amending the Daily Family Pass Fee and Establishing New Fees for Private Party Use at the Rankin Aquatic Center
DATE: March 26, 2012

RECOMMENDATION:

Conduct a public hearing to consider a resolution amending the Schedule of Fees for City services to increase the daily family pass at the Rankin Aquatic Center and establish new user fees for pool party facility reservations.

BACKGROUND:

The Rankin Aquatic Center opened on July 23, 2011. The initial fee schedule for the new pool set a price of \$12 for a “Daily Family Pass” that could be used for a family of up to five people. Aquatic staff found that those patrons using the Family Pass were seldom family members, and often brought in more adults than children. Such misuse of the Daily Family Pass was unfair to those patrons purchasing individual 20-punch passes, who had to pay more per swim. Additionally, the misuse had the effect of benefiting adults instead of children as was intended when the Family Pass was created.

The following is a comparative analysis of the Daily Family Pass vs. the individual daily price and the 20-punch pass price.

<u>Individual Price</u>	<u>20-Punch Pass Price</u>	<u>Family Pass</u>
\$5.00 adult	\$3.50	
\$5.00 adult	\$3.50	
\$5.00 adult	\$3.50	
\$2.75 child	\$1.70	
<u>\$2.75 child</u>	<u>\$1.70</u>	
\$20.50	\$13.90	<u>\$12.00</u>

Increasing the Daily Family Pass Fee from \$12 to \$16 will continue to offer family users a deep discount for recreational swimming over paying the individual rates. Equally important is the revised fee will establish an improved fee structure that rewards consistent users of the pool who purchase a punch pass with a fair discount over the individual and family rates. A copy of the proposed fee amendment is attached as Exhibit A. The PRMCC met on March 20, 2012 and recommended adoption of the fee amendments.

Since the Rankin Aquatic Center's opening, private birthday parties at the pool have become so popular that groups have dominated the usage of picnic areas available to the general public and consumed nearly all of the staff time. Establishing private party fees will enable the City to recover some portion of its costs in making these areas available for private parties, while also serving to streamline the process for patrons and enable the staff to monitor and discourage the overtaking of shade structures by birthday party groups that are not paying for the privilege to use the area. As a result, it is expected that the general public will have more access to these pool amenities. Additionally, the fee provides a method to draw a distinction between users that are residents, who partially subsidize the City's costs in operating these programs, and non-residents, who would be charged a higher fee. Credit card payments will be accepted as a means of accommodating the patrons.

Private Party fees will also allow Rankin Aquatic staff to add a new program to the facility before and after the Saturday and Sunday Rec Swim, which would be partially funded by the proceeds of the new fees. Companies, organizations and the public will be able to rent a portion of, or the entire aquatic center. Fees are designed to cover the cost of staff and pool operations attributable to the party being charged. A copy of the proposed new fees is attached as Exhibit B.

FISCAL IMPACT:

As with all cities, Martinez subsidizes its recreation programs – including those involving use of the pool – from the General fund to make these programs affordable to the community. As such, the fees set forth by Exhibits A and B are not expected to fully cover the costs of the City in operating the programs for which the fees are being imposed. Rather, they are expected to defray a greater portion of the costs being incurred by the City for the operation of these programs than the City is currently recovering under the present fee schedule.

The establishment of fees for Private Pool Parties will add additional funds to the highly subsidized pool program. Fiscal impact is unknown since this a new program.

ACTION:

Hold a public hearing and adopt a resolution amending the Daily Family Pass Fee and establishing new fees for private party use at the Rankin Aquatic Center.

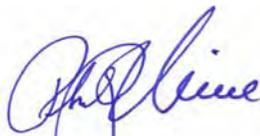
Attachments:

Resolution

Exhibit A – General Aquatic Fees

Exhibit B – Rankin Aquatic Center Facility Reservations

APPROVED BY:


City Manager

RESOLUTION NO. -12

AMENDING THE SCHEDULE OF FEES FOR CITY SERVICES TO INCREASE THE DAILY FAMILY PASS AT THE RANKIN AQUATIC CENTER AND ESTABLISH NEW USER FEES FOR POOL PARTY FACILITY RESERVATIONS

WHEREAS, it is the policy of the City Council of the City of Martinez to establish fees in regard to governmental services specifically authorized by statute or ordinance as well as certain services and functions performed by the City in a proprietary capacity; and

WHEREAS, it has been the policy of the City Council to review and adjust the fees periodically to ensure they are equitable and justifiable; and

WHEREAS, the City Council has authorized the construction of the Rankin Aquatic Center, a facility of significantly greater capacity featuring numerous enhancements and amenities; and

WHEREAS, user fees are required to help supplement City General Fund contributions to operate and maintain the facility in a condition that meets public health codes and desired levels of service; and

WHEREAS, notice was published as required by Government Code sections 66018 and 6062(a); and

WHEREAS, on April 04, 2012 the City Council held a public hearing in compliance with Government Code Section 66018 where all oral and written presentations were heard; and

WHEREAS, the City Council finds that the fees set forth by Exhibits A and B do not exceed the reasonable costs of the City in offering and operating the programs for which the fees are being imposed, and in fact the City will still continue to subsidize the costs of these programs even after this resolution takes effect.

NOW, THEREFORE, IT BE RESOLVED that the City Council of the City of Martinez hereby adopts the amended user fees for the Rankin Aquatic Center to increase the Daily Family Pass as shown on Exhibit A, and to establish Pool Party facility reservation fees as shown on Exhibit B, both attached to this resolution.

BE IT FURTHER RESOLVED that page 14 of the Schedule of Fees for City Services (Community Services - Municipal Swimming Pools) is hereby amended to replace the existing Daily Family Pass pool fee with the fee enacted herein; and

BE IT FURTHER RESOLVED that page 15 of the Schedule of Fees for City Services (Community Services - Municipal Swimming Pools Facility Reservations), is hereby added to establish the fees enacted herein; and

BE IT FURTHER RESOLVED that this Resolution shall become effective upon its adoption.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 4th day of April, 2012, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ

EXHIBIT A GENERAL AQUATIC FEES

The City operates a fully ADA accessible 2-pool complex that includes a kiddie pool with playground and spray features, and an 8-lane lap pool with diving well. All pools are heated to an average temperature of 82-84 degrees.

Activity	Fee
Ages 0 – 2	No charge with paying adult
Youth Ages 3 – 17	
Daily Fee	\$ 2.75
10-punch swim card	\$22.00
20-punch swim card	\$38.00
City Resident Full Season Pass*	\$50.00
Adults Ages 18 – 54	
Daily Fee	\$ 5.00
10-punch swim card	\$40.00
20-punch swim card	\$70.00
City Resident Full Season Pass*	\$90.00
Senior Citizens (55+ years)	
Daily Fee	\$ 4.00
10-punch swim card	\$32.00
20-punch swim card	\$56.00
City Resident Full Season Pass*	\$72.00
Family Pass (up to 5 people)	
Daily Fee	\$12.00 (<i>\$16.00 recommended</i>)

**Must reside within Martinez city limits or produce tax bill showing Measure H contribution*

Group Swim Lessons (4-14 years old; 8 lessons, 30 minutes each):

\$57 resident, \$62 non-resident

Parent-Tot Swim Lessons (2-3 years old; 8 lessons, 30 minutes each):

\$30 resident, \$35 non-resident

Private Swim Lessons (all ages):

\$25 per lesson, or 4 lessons for \$90

EXHIBIT B
RANKIN AQUATIC CENTER
FACILITY RESERVATIONS

RECREATIONAL SWIM POOL PARTIES

Location	Cleaning/ Security Dep. (refundable)	Martinez Resident	Non-Resident
Shelters 1, 2 or 3 (up to 30 people)	\$15	\$150	\$160
Shelter Area 4A (up to 20 people)	\$15	\$130	\$140
Shelter Area 4B (up to 30 people)	\$15	\$150	\$160
Shelter Area 4 (A+B) (up to 50 people)	\$30	\$250	\$260

PRIVATE POOL PARTY RENTAL FEES

Pool and Amenities	1 – 50	50 -100	100-200	200-300	Each person Above 300
A. Rec Pool – No bucket (Good for kids 5 & under)	\$180	\$220	\$260	NA	N/A
B. Rec Pool with Bucket	\$225	\$265	\$305	NA	N/A
C. Lap Pool – No Dive Tank	\$180	\$220	\$260	\$300	\$3 each
D. Lap Pool & Dive Tank	\$225	\$265	\$305	\$350	\$3 each
E. Lap & Rec Pool – No Dive or bucket	\$360	\$420	\$480	\$530	\$3 each
F. Lap & Rec Pool -Use bucket or dive tank	\$470	\$530	\$590	\$650	\$3 each
G. Full Facility	\$520	\$580	\$640	\$700	\$3 each

A %15 cleaning deposit is paid at the pool at the time of rental. The deposit is returned if the rental area is left clean. Brooms and dust pans are provided.