



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legislation Details (With Board Report)

File #:	20-901	Name:	Receive a report to the proposed update to Article V – Park User Fees of the Monterey County Master Fee Resolution for park use, enforcement, and rentals; and Support a recommendation to the Board of Supervisors to adopt a Resolution amending Article V of
Type:	General Agenda Item	Status:	Agenda Ready
File created:	10/23/2020	In control:	Parks Commission
On agenda:	12/3/2020	Final action:	
Title:	a. Receive a report to the proposed update to Article V-Park User Fees of the Monterey County Master Fee Resolution for park use, enforcement, and rentals, effective January 8, 2021; and b. Support a recommendation to the Board of Supervisors to adopt a Resolution Amending Article V of the Monterey County Master Fee Resolution relating to the Parks User Fees for park use, enforcement, and rentals, effective January 8, 2021, pursuant to the attached Article V.		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. Board Report.pdf, 2. Attachment A - Resolution - Recommended Article V -Park User Fees.pdf, 3. Attachment B - Summarization of Changes and Additions to Article V -Park User Fees.pdf, 4. Attachment C - Proposed Parks User Fees - redlined version .pdf, 5. Attachment D - Recommended Article V - Park User Fees .pdf		

Date	Ver.	Action By	Action	Result
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- a. Receive a report to the proposed update to Article V-Park User Fees of the Monterey County Master Fee Resolution for park use, enforcement, and rentals, effective January 8, 2021; and
b. Support a recommendation to the Board of Supervisors to adopt a Resolution Amending Article V of the Monterey County Master Fee Resolution relating to the Parks User Fees for park use, enforcement, and rentals, effective January 8, 2021, pursuant to the attached Article V.

RECOMMENDATION:

It is recommended that the Parks Commission:

Receive a report to the proposed update to Article V-Park User Fees of the Monterey County Master Fee Resolution for park use, enforcement, and rentals, effective January 8, 2021; and

b. Support a recommendation to the Board of Supervisors to adopt a Resolution Amending Article V of the Monterey County Master Fee Resolution relating to the Parks User Fees for park use, enforcement, and rentals, effective January 8, 2021 (Attachment A), pursuant to the attached Article V.

SUMMARY/DISCUSSION:

The Monterey County Master Fee Resolution-Article V-Parks User Fees (“Article V”) was last updated on January 10, 2019. The Public Works, Facilities, and Parks (PWFP) staff evaluated its current park operations and reviewed the fee article as it pertains to use of facilities and access to parks. Operational issues that arose

since the adoption of the current fee Article V include:

- 1) Customers and staff raised concerns with delays at the entry gate due to changing the fees from vehicles to walk-in/Pedestrians in 2019. This issue was compounded during high use periods - weekends, special events and holidays.
- 2) Staff received customer comments that the County was not being transparent with our fees - the County had one fee for annual passes or reservable areas and then added a processing fee, a credit card fee, and charged for day use entry into the park.
- 3) Revenue was analyzed for the peak seasons of April - September 2018 and 2019. The comparison found an overall average reduction in day use revenue of 14% (\$234,467 vs \$202,383) from 2018 to 2019. The comparison showed a loss in revenue which was partially attributed the customer comments above, and several large RV groups no longer coming to the park. These groups expressed concerns that a building was no longer available for their use and other parks offered more amenities.
- 4) Basecamp and Laguna Seca management requested fee changes.
- 5) Staff collected data and compared the data to the County for entry fees, vehicle fees, household pet fees, camping fees, and photography permit fees from local agencies/businesses and other California counties. After analyzing the data, adjustments are being requested.

Attachment B summarizes proposed changes that are reflected in a redlined version of the adopted schedule. Attachment C is the redlined version of the adopted schedule.

Staff requests the Parks Commission support a recommendation to adopt the Resolution to amend existing fees and establish new fees in Article V to align park fees with like agencies. The amendment to Article V would become effective thirty (30) days after adoption; accordingly, the updated Article V-Parks User Fees would become effective January 8, 2021.

Parks fees are authorized by state law pursuant to Government Code, Section 50402. By definition, the changes to these fees are not a “tax” and are exempt from voter approval pursuant to Article XIII C, section 1(e), subpars. (1)-(5) of the California Constitution (Proposition 26, excepting certain fees and charges from the definition of “tax”). As such, they reflect no more than the actual cost of the service/benefit received by the payor. Proposed changes are designed to maintain Article V fees align with other like agencies, while still not exceeding, the actual and reasonable costs of services and benefits provided to the public. COVID-19 impacts are not part of the current review. The recommended Article V - Park User Fees is Attachment D.

OTHER AGENCY INVOLVEMENT:

PWFP staff collaborated with the County Administrative Office and the Office of the County Counsel. The

Office of the County Counsel has reviewed the proposed amendment to Article V of the Monterey County Master Fee Resolution and has approved as to form.

FINANCING:

PWFP-Parks consists of two operating units: 1) Park Operations, General Fund 001-Unit 8510, which includes the County Day-Use Park facilities (Toro Park, Manzanita Park, Royal Oaks Park, Jack's Peak Park, Travel Camp, San Lorenzo Park, and Lake San Antonio); and 2) Lake Operations, Enterprise Fund 452-Unit 8477 (Lake Nacimiento). WeatherTech® Raceway at Laguna Seca is managed by the County Administrative Office, including camping and the Rifle Range(s).

BOARD OF SUPERVISORS' STRATEGIC INITIATIVES:

Parks are intended to provide a safe, recreational environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general. Parks require a certain level of financial stability to continue offering opportunities for outdoor recreation and green space, in support of healthy lifestyles and the environment. Establishing appropriate Parks User Fees ensures that PWFP can respond to customer preferences and recover costs for the use of Parks infrastructure. When necessary, PWFP will bring a future update to the fee schedule reflecting the Board of Supervisors' General Financial Policy number 7.4, User Fees, directing that "all fees be reviewed as necessary and adjusted (as necessary). The full cost of providing a service is calculated to provide a basis for setting the charge or fee. Full cost incorporates direct and indirect costs, including operations and maintenance, overhead, charges for the use of capital facilities, as well as depreciation."

☐ Economic Development

☒ Administration

☒ Health & Human Services

☒ Infrastructure:

☒ Public Safety

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Reviewed by: Melanie Beretti, Special Programs Manager

Approved by: Shawne E. Ellerbee, Assistant Director of Public Works, Facilities & Parks

Approved by: Randy Ishii, M.S., P.E., P.T.O.E., Director of Public Works, Facilities, & Parks

Attachments:

A - Resolution - Recommended Article V-Parks User Fees

B - Summarization of Changes and Additions to Article V-Park User Fees

C -Proposed Park User Fees - redline version

D - Recommended Article V - Park User Fees