

## 2014 Council Study Issue

**LCS 14-02 Review of Park Use Policies and Related User Fees**

**Lead Department:** Library and Community Services

**Sponsor(s)** Parks and Recreation Commission

**History** 1 year ago: n/a 2 years ago: n/a

1. **Scope of the Study**

a. What are the key elements of the study?

This study would analyze existing City of Sunnyvale park use policies including special use permits and agreements, and related user fees. The intent of the analysis would be to determine if current policy sufficiently addresses the increasing demand for City of Sunnyvale parks and whether established priorities for issuing use permits and agreements to groups and organizations is effective. An analysis of user fees and policies would include collection of data from other municipalities for benchmarking purposes as well as compiling best practice information from professional organizations and associations.

b. What precipitated this study?

This Study was proposed by Parks & Recreation Commissioner Robert Harms, and approved unanimously by the Commission on 9/11/13. Municipal Code 9.62 (Public Parks) was last updated in 2003. Findings from the proposed study issue could determine if additional permitting requirements are needed to address the increased use of parks, and specifically for large user groups. In addition, the Parks and Recreation Commission agreed that the study of user fees would also be relevant in light of the improving economy and that an analysis of comparative user fees from other municipalities is recommended.

c. Is this a multiple year project? No Planned Completion Year: 2014

2. **Fiscal Impact**

a. Cost to Conduct Study

i. Level of staff effort required (opportunity cost)

Major  Moderate  Minor

ii. Amount of funding above current budget required \$

Will seek budget supplement  Will seek grant funding

iii. Explanation of Cost:

Staff would conduct a comprehensive community outreach process to incorporate community input and feedback. Staff time will also be used for the collection of related benchmarking data and best practice information. The amount of staff time required to effectively address this issue will need to be balanced (and prioritized) with the existing staff workload.

b. Costs to Implement Study Results

- No cost to implement.
- Unknown. Study would include assessment of potential costs.
- Some cost to implement. Explanation:

3. **Expected participation in the process**

- Council-approved work plan
- Council Study Session
- Board/Commission Review by Parks and Recreation Commission

4. **Staff Recommendation**

a. Position: Support

b. Explanation: The proposed study issue could result in a new or revised City policy as well as potential changes to the City Municipal Code. In addition, it is anticipated that the City's ability to manage and maintain park sites and buildings would be improved by implementing policies that address the high demand for these facilities. Any change to existing park use policies would continue to preserve the rights of Sunnyvale resident's use of the park system. Revisions, if any, to the current fee structure would likely improve the City's fee generation and cost recovery rates. If the study issue is approved, City staff will provide Council with results of the study and related recommendations.

Reviewed By:	Approved By:
<i>Lisa J. Rosenblum</i> 10/3/13	<i>Andy Luna</i> 10/8/13
Department Director      Date	City Manager      Date