

Meeting Date: 5/28/2013

Report Type: Consent

Report ID: 2013-00488

Title: Recreation Swim Pool Entry Fee and Pool Entry Pass Discount Program

Location: Citywide

Issue: Council approval is needed to implement a City swimming pool entry fee and entry pass discount program for low income residents.

Recommendation: Pass a Resolution amending citywide fees and charges to add a discounted recreation swim pool entry fee and pool entry pass for low income residents.

Contact: Elizabeth Anderson, Operations Manager, (916) 808-6076, Department of Parks and Recreation

Presenter:

Department: Parks & Recreation Department

Division: Aquatics

Dept ID: 19001521

Attachments:

- 1-Description/Analysis
- 2-Background
- 3-Resolution

City Attorney Review

Not Approved as to Form
Sheryl Patterson

City Treasurer Review

Prior Council Financial Policy Approval or
Outside City Treasurer Scope
City Treasurer

Approvals/Acknowledgements

Department Director or Designee: Dawn Bullwinkel - 5/23/2013 10:12:54 AM

Description/Analysis

Issue Detail: Pursuant to the Citywide Fees and Charges policy, Council approval is required to add, modify, or delete any fees and charges. This report requests approval to implement a City swimming pool entry fee and entry pass discount program for low income residents for pools operated by the City of Sacramento.

Policy Considerations: The recommendations in this report will help maximize use of the important community resource for low income families and extend the health, safety and wellness benefits of aquatics services.

Economic Impacts: None

Environmental Considerations: This report concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project," as defined by CEQA Guidelines sections 15061(b)(3), 15378(b)(2).

Sustainability: There are no sustainability issues associated with this report

Commission/Committee Action: On May 2, 2013, the Parks and Recreation Commission unanimously supported the proposed fee increase for recreation swim pool entry fees and passes. Commissioners and staff discussed a potential discount or subsidy program.

Rationale for Recommendation: The proposed discount program will help extend this core service to those most in need.

Financial Considerations: On May 14, 2013, City Council approved an increase in recreation swim pool entry fees to \$2 up to age 17, and \$4 age 18 and up, and \$18 - \$100 for pool entry passes. The approved fees are the same as the YMCA's rates charged for three of eleven City swimming pool operations they will manage. Additional revenues are meant to help restore swimming pool operations.

To maximize use and enjoyment of pools operated by the City of Sacramento, a discount program for low income residents is recommended to be administered by the Department of Parks and Recreation. By offering a 50 percent discount program for low income families, it is anticipated that more residents will be able to access pools, which in turn will minimize the loss of revenue from the higher fees.

Emerging Small Business Development (ESBD): There are no ESBD considerations with this report.

Background

City of Sacramento pool admission fees are among the lowest in the regional area. Last summer, the YMCA charged twice the City's fee at Southside Pool and did not experience a notable drop in attendance. The YMCA will operate three pools this summer at the higher rate to recoup more operating costs. Staff recommended City Council approve an increase in recreation swim entry fees equal to the rate charged by the YMCA. Additional revenues would help provide for further restoration of services as well.

On May 14, 2013, the City Council approved the following rates for pool entry and pool passes:

- \$2 up to age 17
- \$4 age 18 and up
- \$18 - \$100 for pool entry passes

To address concerns about access and affordability in low income areas, staff recommends offering a 50% discount program for low income families for swimming pools operated by the City of Sacramento. It is anticipated that more residents will be able to access pools, which in turn will minimize the loss of revenue.

The administrative requirements to identify, track and administer a scholarship or reduced fee program based upon income qualification (tax returns, paystubs, address and employment verification, etc.) and participant application is one that would be an impossible undertaking given staffing resources. Parks and Recreation staff has researched more efficient ways to determine eligibility based on family income, and will implement a discount program based on school identification verification. As a measure of family income, staff is obtaining verification of schools in the Sacramento area where 50% or more of the student body utilize free or reduced lunch, and/or an after school literacy/enrichment program is offered. Students can show their identification card and be added to a list at the pool entry gate for ease of access during the summer season. Adults accompanying children that qualify for the discount may also receive a discount on their admission or pass.

RESOLUTION NO. 2013-

Adopted by the Sacramento City Council

AMENDING CITYWIDE FEES AND CHARGES TO ADD A DISCOUNTED RECREATION SWIM POOL ENTRY FEE AND POOL ENTRY PASS FOR LOW INCOME RESIDENTS

- A. On May 14, 2013, the Sacramento City Council approved Fiscal Year 2013/14 citywide fees and charges including Recreation Swim Pool Entry Fees and Pool Entry Passes. Council approval is required to modify fees and charges. An earlier effective date of Saturday, June 1, 2013 is recommended to set fees when pools are open to the public.
- B. The City will operate eight swimming pools for Summer 2013, the first time in several years given the previous downturn in the economy. The YMCA will operate three swimming pools and has the ability to set fees and charges for those operations.
- C. To maximize use and enjoyment of swimming pools operated by the City of Sacramento, a discount program for low income residents is recommended to be administered by the Department of Parks and Recreation.
- D. There are sufficient General Funds to cover the discount with the expectation that more residents will be able to access pools and therefore minimize impacts on generating additional fee revenue sufficient to cover the costs of the program.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The citywide fees and charge plan is hereby amended to add a discounted recreation swim pool entry fee and pool entry pass for low income residents. Persons that qualify as "low income residents" are youth who either attend schools where 50% or more of the total student population qualify for free or reduced lunch based on their household income, and/or attend schools that offer a free literacy/enrichment program after regular school hours. Adults accompanying students at the pools also qualify for the discount.

- Section 2. The discounted fee rate for low income residents is \$1 up to age 17 and \$2 age 18 and up for pool entry, and \$9 - \$50 for pool entry passes depending on age and number of visits allowed by the pass.
- Section 3. The Department of Parks and Recreation is to implement and monitor methods to verify eligibility for low income residents.
- Section 4. The effective date for all swim pool entry and pool pass fees shall be Saturday, June 1, 2013.