

TO: Tom Frutchey, City Manager
FROM: Julie Dahlen, Director, Library and Recreation Services
SUBJECT: City Swimming Pool Entry Fees
DATE: April 19, 2016

Needs: For the City Council to consider revising daily entry fees at Municipal and Centennial Pools.

Facts:

1. Swimmers are currently charged \$3 each to participate in open swim at Municipal and Centennial Pools, and 10-punch passes cost \$28 each.
2. Youth scholarships are available for children from qualifying families to defray all or a portion of the cost of a 10-punch pass.
3. The Paso Robles Boys & Girls Club, Paso Robles Youth Development and Enrichment program (PRYDE), Paso Robles Housing Authority Youth Group, and the YMCA currently have agreements with the City to purchase a 100-punch pass for \$215 to enable their program participants to take part in summer open swim.
4. Although City fees are typically subject to annual Consumer Price Index increases, daily swim rates have not been increased in at least 10 years.
5. The City's \$3 per person rate is between \$2.50 -- \$7 lower than other comparable aquatics facilities in the area.
6. A 2005 Cost of Services study recommended pool fees of \$7 per entry for full cost recovery.
7. At its April 11, 2016 meeting, the Parks and Recreation Advisory Committee unanimously endorsed increasing pool entry fees by at least \$1, preferring an even greater increase of at least \$5 per person.
8. Groups eligible for a 100-punch pass were notified about the proposed fee increase, and some acknowledged budget implications for summer programming.

Analysis and Conclusion:

Current fees for open swim at Municipal and Centennial Pools are \$3 each; \$28 for a 10-punch pass and \$215 for a 100-punch pass for the Boys & Girls Club, PRYDE, Housing Authority Youth, and the YMCA. Daily rates are significantly lower than those at other comparable aquatics facilities in the area, and they have not been increased for at least 10 years. Revenues collected will help to partially offset the approximate \$375,000 annual maintenance and operational costs of both public pools.

Policy

Reference: City of Paso Robles Fiscal Policy

“The City will establish and maintain a user fee policy that:

- Imposes user fees when appropriate to capture the cost for the delivery of services and goods.
- Attempts to establish levels of cost recovery that support all costs including administrative overhead and depreciation.
- Determines the minimum frequency of user fee reviews.”

Fiscal

Impact:

Anticipated annual revenue at the current rate is estimated at \$25,300. The proposed fee increase will add an estimated \$16,700 in annual revenue for an estimated total of \$42,000.

Options:

1. **Revise entry fees at Municipal and Centennial Pools as follows:**

- \$5 per person single entry fee
- \$45 for a 10-punch pass
- \$357 for a 100-punch pass for Boys & Girls Club, PRYDE, Housing Authority Youth, and YMCA.

Additionally, entry fees shall be subject to annual increases per the Consumer Price Index.

2. **Amend, modify, or reject option #1.**
3. **Take no action.**

Attachments:

1. Resolution 16-XXX

RESOLUTION NO. 16-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
TO REVISE DAILY ENTRY FEES AT MUNICIPAL AND CENTENNIAL POOLS

WHEREAS, swimmers are currently charged \$3 each to participate in open swim at Municipal and Centennial Pools and 10-punch passes cost \$28.00 each; and,

WHEREAS, youth scholarships are available for children from qualifying families to defray all or a portion of the cost of a 10-punch pass; and,

WHEREAS, the Paso Robles Boys & Girls Club, Paso Robles Youth Development and Enrichment program (PRYDE), Paso Robles Housing Authority Youth Group and the YMCA currently have agreements with the City to purchase a 100-punch pass for \$215 to enable their program participants to take part in summer open swim; and,

WHEREAS, although City fees are typically subject to annual Consumer Price Index increases, daily swim rates have not been increased in at least 10 years; and,

WHEREAS, the City's \$3 per person rate is between \$2.50 -- \$7.00 lower than other comparable aquatics facilities in the area; and,

WHEREAS, a 2005 Cost of Services study recommended pool fees of \$7.00 per entry for full cost recovery; and,

WHEREAS, at its April 11, 2016 meeting, the Parks and Recreation Advisory Committee unanimously endorsed increasing pool entry fees by at least \$1, preferring an even greater increase of at least \$5 per person; and,

WHEREAS, groups eligible for a 100-punch pass were notified about the proposed fee increase and some acknowledged budget implications for summer programming,

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES DOES HEREBY RESOLVE AS FOLLOWS:

1 -- Entry fees at Municipal and Centennial Pools shall be charged as follows:

- \$5 per person single-entry fee
- \$45 for a 10-punch pass
- \$357 for a 100-punch pass for Boys & Girls Club, PRYDE, Housing Authority Youth, and YMCA.

2 – Entry fees shall be adjusted annually, per the Consumer Price Index, rounded to the appropriate amount, for the convenience of patrons and ease of administration.

PASSED AND ADOPTED this 19th day of April by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Steven W. Martin, Mayor

ATTEST:

Kristen L. Buxkemper, Deputy City Clerk