



SUMMARY REPORT

---

**Agenda Date:** 5/14/2019

---

**To:** Sonoma County Board of Supervisors  
**Department or Agency Name(s):** Sonoma County Regional Parks  
**Staff Name and Phone Number:** Jim Piercy, (707) 565-3955  
**Vote Requirement:** Majority  
**Supervisorial District(s):** All

**Title:**

Regional Parks Fee Package FY19-20

**Recommended Actions:**

- A) Approval of Resolution of the Board of Supervisors authorizing new fees for Recreation Programs, Multi-day Excursions, and Trainings for Partner Agencies effective on July 1, 2019.
- B) Approval of the Resolution of the Board of Supervisors authorizing adjustments in hourly staff billing rates applicable to recover the reasonable cost of providing services such as repairs, set-up and staffing for events, special use permits, and for maintenance and grounds keeping services. Fee changes become effective July 1, 2019.

**Executive Summary:**

Sonoma County manages 56 parks, trails, beaches and other facilities covering more than 12,500 acres and hosts more than 5.5 million visitors annually. In FY17-18 fees paid by park visitors provided more than 40% of the Regional Parks operating budget and fee revenue is expected to provide more than 30% of the operating budget in FY19-20 even after adjusting for Measure M revenue. Fee revenue is critical in operating and maintaining the growing system of parks for residents and visitors. Regional Parks proposes changes to its fees to recover the reasonable costs of maintaining parks for public use, for providing park services, and for consistency with prior fee adjustments. Details are included in the Fee Package Cover Sheet attached to the Resolutions accompanying this Agenda Report and summarized here.

**Discussion:**

Changes to Current Fees and Rates

Regional Parks does not propose any changes to existing fees in FY19-20.

New Fees

Regional Parks proposes three new fees for FY19-20: Recreation Programs, Multi-Day Excursions, and Trainings.

Regional Parks would like to offer enhanced recreational opportunities to introduce the public to kayaking, whale watching, fishing and other activities in Sonoma County for groups of four to 20 participants. The cost for these excursions would be calculated on an ad hoc basis. The Recreation Programs fee would be between \$100 and \$300 and would recover the direct cost of providing the service. Direct costs include staffing, transportation, meals and snacks, boat and equipment rental, insurance, and other supplies. Recreation

Programs will be for the general public with opportunities to engage youth from underserved communities with Regional Parks Foundation scholarship support as needed to better serve the community. We anticipate 100 participants in Recreation Programs. The Day Camp fee is expected to generate \$20,000 per year in revenue.

Regional Parks would also like to offer multi-day programs to introduce Sonoma County residents to overnight camping and backpacking. Multi-day Excursions would cost up to \$450 and would recover the direct cost of providing the service and include four to 12 participants. Direct costs include staffing, transportation, meals and snacks, equipment rental, insurance, and other supplies. We anticipate 120 participants in these programs and the Regional Parks Foundation will offer scholarships as needed to better service the community. Multi-day Excursions are expected to generate \$27,000 in additional revenue.

Regional Parks is developing expertise in recreation related topics such as wilderness first aid, historic, cultural, and natural resource interpretation and will be providing regular training to Regional Parks staff. We would also like to offer these trainings to our partner agencies on an ad hoc basis. Fees for Trainings would range from \$100 to \$300 and include the direct cost of providing the service. Costs include staffing, speaker fees, facility rentals, snacks and beverages, and other supplies. We anticipate 30 participants in these training opportunities providing \$4,500 in revenue to offset the cost of providing the service.

Justification to Changes to Current Fees:

The primary purpose of the proposed increases to Regional Park Fees is to maintain core services that provide park users with a safe experience in our parks. The proposed fees also comply with Proposition 26 criteria because the fees reflect the reasonable cost of maintaining the parks for public use and recovering the reasonable costs of the services provided. Fee amounts cover only a portion of the Department's overall costs as the park system receives over \$7M per year in support from the General Fund and Transit and Occupancy Taxes. Therefore, the proposed increases do not exceed the reasonable cost of maintaining the parks for public use and for providing for these public services. The proposed fees are reasonably allocated since they are applied equally based on use or service provided either to the public at large or to those who buy annual memberships, which are available to the public. While partial cost recovery is the key driver necessitating Parks fees, Regional Parks seeks to ensure that its fees are not prohibitive to users even at the expense of cost recovery.

Changes to Staff Charges:

Regional Parks requests Board approval of updates to the rates for Staff Charges to obtain full reimbursement for special events that require extra staffing, staff costs for the repair of damage caused by special events, set up of specialized equipment by County staff, and staff costs for maintenance and grounds services. The Department has established these rates based on the budgeted cost of salaries and benefits along with administrative overhead associated with the positions.

Summary of Expected Results:

With revenue from user fees the Department expects to keep all Regional Parks open with a satisfactory level of maintenance and enhanced visitor services and experiences.

**Prior Board Actions:**

May 9, 2017 BOS adopted Regional Parks Fee Adjustments

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 18-19 Adopted</b>	<b>FY19-20 Projected</b>	<b>FY 20-21 Projected</b>
Budgeted Expenses		51,500	
Additional Appropriation Requested			
<b>Total Expenditures</b>		<b>51,500</b>	
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other		51,500	
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>		<b>51,500</b>	

**Narrative Explanation of Fiscal Impacts:**

Fees collected for Recreation Programs, Multi-day Excursions, and Trainings will offset the direct costs of providing these programs.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll)</b>	<b>Monthly Salary Range (A - I Step)</b>	<b>Additions (number)</b>	<b>Deletions (number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

The proposed new fees will not impact staffing.

**Attachments:**

- Concurrent Resolution 1
- Concurrent Resolution 2
- Regional Parks Fee Package Cover Sheet
- Attachment A, Regional Parks Fee and Revenue Summary Staff Charges

**Related Items "On File" with the Clerk of the Board:**

None



# County of Sonoma

## State of California

---

Date: May 14, 2019

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

---

4/5 Vote Required

---

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Authorizing New Fees For Recreation Program Fees, Multi-day Excursion Fees, And Training  
Fees To Recover The Cost Of Providing These Services.**

**Whereas**, the County of Sonoma owns and operates fifty six Regional Parks, trails and other facilities; and

**Whereas**, pursuant to California Constitution, Article XI, section 7, California Constitution, Art. XIII C, Section 1(e)(4), and Sonoma County Code section 20-24, the County of Sonoma may charge fees to the public for the entrance and use of County parks, and to recover the reasonable cost of service provided to the fee payor for maintaining the parks and providing government services; and

**Whereas**, in fiscal year 2017-18 the Regional Parks Department generated \$6.9M in revenues and \$14.4M in expenditures with a General Fund subsidy of \$4.5M and Transit and Occupancy Tax of \$3.0M to operate and maintain the County's park system, excluding the Marinas and Spring Lake Park; and

**Whereas**, the fee revenue generated for the provision of these services does not fully recover the cost to provide those services to the fee payors, however, the fee revenue offsets expenses incurred in the operation and maintenance of the County's park system; and

**Whereas**, a comparison of Regional Parks revenue, expenditures, and the General Fund subsidy in the last fiscal year indicates that the additional revenues to be collected from the adjusted fees will be less than the cost to the County of funding the Regional Parks programs;

**Now, Therefore, Be It Resolved** that to recover the reasonable cost of providing certain parks services, it is necessary to increase certain fees and establish certain new fees as set forth below.

**Now, Therefore, Be It Resolved** based on information presented to this Board, this Board finds that the proposed fees comply with all legal requirements, including Art. XIII C of the California Constitution.

**Be It Further Resolved** that in all other respects, previously established fees for the Regional Parks Department not modified by this resolution shall remain in full force and effect.

**Be It Further Resolved** that if any section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be unconstitutional or otherwise invalid, such decision shall not affect the validity of the remaining portion of this resolution

**Be It Further Resolved** that pursuant to state law and Section 20-24 of the Code of the County of Sonoma, the Director of Regional Parks shall be authorized to provide new services (Recreation Programs, Multi-day Excursions, Trainings) for members of the public who request these additional programs and the County is authorized to charge the direct cost of providing these requested services. These new programs and cost recovery for those services is hereby authorized to become effective on July 1, 2019, and shall supersede rates and policies presently in effect, and shall be incorporated into the schedule of all rates and fees charged for the use of Sonoma County's park facilities.

**Be It Further Resolved** that the Director of Regional Parks is hereby authorized and directed to take such steps as necessary to implement and charge the adjusted fees adopted herein.

**Supervisors:**

Gorin:

Zane:

Gore:

Hopkins:

Rabbitt:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**



# County of Sonoma

## State of California

---

Date: May 14, 2019

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

---

4/5 Vote Required

---

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Adjusting Staff Charges For Equipment, Repair Of Damage, Setup For Events, And Staff Hourly Costs For Maintenance, Grounds Services, Park Operations, Administration, Planners, Building Workers, And General Services Mechanics And Painters To Recover The Reasonable Cost Of Providing These Services.**

**Whereas**, the County of Sonoma owns and operates fifty-six parks, trails and other facilities; and

**Whereas**, it is in the interest of the County to operate or oversee operations of Regional Parks and the Occidental Community Center to respond to recreational and cultural needs; and

**Whereas**, it is in the best interests of the County of Sonoma and the general public to maintain and operate said facilities at a standard of care that provides for the welfare, safety, and enjoyment of park visitors; and

**Whereas**, staff charges have been established by the County to offset operations, maintenance, administration, and planning costs and to recover the reasonable cost of providing these services; and

**Whereas**, imposition of staff charges will provide an alternative revenue source so that the General Fund does not have to be used to pay for these services; and

**Whereas**, the Director of Regional Parks has recommended that the Board of Supervisors of the County of Sonoma adopt adjustments to staff charges for equipment, repair of damage, setup for events and staff hourly costs for maintenance, grounds services, park operations, administration, planning, building workers, and General Services mechanics and painters as identified in Attachment A to the Agenda Report accompanying this Resolution ("Fee and Revenue Summary Chart, Staff Charges").

**Now, Therefore, Be It Resolved** that to recover the reasonable cost of providing certain park services, it is necessary to increase certain fees and establish new fees as set forth

below.

**Be It Further Resolved** that staff charges shall be adjusted as specified in the table below are to become effective July 1, 2019, and that the Director of Regional Parks is hereby authorized and directed to take such steps as necessary to implement and charge the rates adopted herein.

**Be It Further Resolved** that the Director of Regional Parks is hereby authorized and directed to take such steps as necessary to implement and charge the adjusted rates and new fees adopted herein.

Position	FY19-20 Rate
Building Mechanic	\$114.23
Lifeguard A	\$34.76
Lifeguard B	\$37.27
Lifeguard C	\$39.95
Lifeguard Supervisor	\$47.58
Park Aide	\$30.48
Park Ranger Assistant	\$41.84
Park Ranger I	\$97.67
Park Ranger II	\$108.74
Supervising Ranger	\$131.55
Undergrad Intern	\$29.21
Parks and Grounds Maintenance Worker I	\$38.78
Parks and Grounds Maintenance Worker II	\$97.02
Park Maintenance Supervisor	\$103.74
Department Analyst	\$131.28
Planning Technician	\$62.92
Planning SOA	\$69.90
Planner II	\$104.36
Senior Park Planner	\$131.28
Program Manager	\$116.39
Right of Way Agent	\$68.14
Planning Manager	\$144.45

**Supervisors:**

Gorin:

Zane:

Gore:

Hopkins:

Rabbitt:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**

Department: Regional Parks

Fee Hearing: 5/14/2019

Reference Number	Fee Description (Short)	Legal Basis for Fee*	Requirement to Adjust Fee (Resolution or Ordinance)	FY 2017-18 Units	Anticipated Units, FY 2019-20	Current Fee Amount	Proposed Fee Amount	Change in Fee	Proposed Effective Date	Additional Revenue Expected**	Last Date Fee Changed	Amount Prior to Last Change	Actual Cost of Providing Service
1	Recreation Programs	California Constitution, Article XI, section 7, California Constitution, Art. XIII C, Section 1(e)	Resolution	0	100	n/a	\$100 - \$350	n/a	7/1/2019	\$ 20,000.00	n/a	n/a	\$100 - \$300
2	Multi-day Excursions	California Constitution, Article XI, section 7, California Constitution, Art. XIII C, Section 1(e)	Resolution	0	120	n/a	\$100 - \$450	n/a	7/1/2019	\$ 27,000.00	n/a	n/a	\$100 - \$450
3	Trainings for Partner Agencies	California Constitution, Article XI, section 7, California Constitution, Art. XIII C, Section 1(e)	Resolution	0	30	n/a	\$100 - \$300	n/a	7/1/2019	\$ 4,500.00	n/a	n/a	\$100 - \$300

\*Please cite all applicable sections.

\*\*Please explain if not equal to the difference between proposed and current fee times the expected volume of fees.



**REGIONAL PARKS**  
**FEE AND REVENUE SUMMARY CHART, STAFF CHARGES**  
(effective 07/01/19)

**FY 19-20 Projected Revenues**

Regional Parks Department		CURRENT	PROPOSED			
FEE DESCRIPTION	FY 19-20 BUDGET UNITS OF SERVICE	RATE Effective 7/1/2017	RATE Effective 7/1/2019	RATE DOLLAR CHANGE	RATE PERCENTAGE CHANGE	FY 19-20 REVENUE INCREASE DUE TO RATE CHANGE

Departments 29010101, 29010102, and 29010103  
**REGIONAL PARKS - Regional Parks (Department-wide)**

**HOURLY RATE ADJUSTMENTS:**

**Staff Charges for facility users or damage**

Building Mechanic II (General Services)	2	\$114.23	\$114.23	\$0.00	0.0%	\$0
Lifeguard A	4	\$30.99	\$34.76	\$3.77	12.2%	\$15
Lifeguard B	8	\$33.90	\$37.27	\$3.37	9.9%	\$27
Lifeguard C	0	\$35.92	\$39.95	\$4.03	11.2%	\$0
Lifeguard Supv	0	\$42.08	\$47.58	\$5.50	13.1%	\$0
Park Aide	5	\$29.82	\$30.48	\$0.66	2.2%	\$3
Park Ranger Assistant	2	\$38.99	\$41.84	\$2.85	7.3%	\$6
Park Ranger I	2	\$96.24	\$97.67	\$1.43	1.5%	\$3
Park Ranger II	0	\$114.11	\$108.74	(\$5.37)	-4.7%	\$0
Supervising Ranger	0	\$130.84	\$131.55	\$0.71	0.5%	\$0
Undergrad Intern	0	\$24.50	\$29.21	\$4.71	19.2%	\$0
Park Grounds and Maintenance Worker I	0	\$38.06	\$38.78	\$0.72	1.9%	\$0
Park Grounds and Maintenance Worker II	0	\$90.88	\$97.02	\$6.14	6.8%	\$0
Park Maintenance Supervisor	0	\$108.72	\$103.74	(\$4.98)	-4.6%	\$0
Department Analyst	0	\$136.24	\$135.44	(\$0.80)	-0.6%	\$0
Planning Technician	0	\$81.50	\$62.92	(\$18.58)	-22.8%	\$0
Planning SOA	0	\$65.92	\$69.90	\$3.98	6.0%	\$0
Planner II	0	\$107.60	\$104.36	(\$3.24)	-3.0%	\$0
Senior Park Planner	0	\$136.75	\$131.28	(\$5.47)	-4.0%	\$0
Program Manager	0	\$123.00	\$116.39	(\$6.61)	-5.4%	\$0
Right of Way Agent	0	\$63.69	\$68.14	\$4.45	7.0%	\$0
Planning Manager	0	\$155.18	\$144.45	(\$10.73)	-6.9%	\$0
<b>Total Revenue:</b>						<b>\$54</b>

Note: Budget units are estimated staff hours. Does not include all Regional Parks job classes. The same methodology will be used to create billable rates for job classes not included in this document on an as needed basis.

**Justification:**

This fee schedule is used by the Department to obtain full reimbursement for: (1) special events that require additional staffing, (2) staff costs for repair of damage caused by special events, (3) setup of specialized equipment by County staff, (4) staff costs for maintenance and grounds services.

The proposed fee represents the actual cost of providing staffing and will be used to help offset the cost of providing staffing services associated with special events at County facilities. The Department has established these rates based on the budgeted cost of salary plus benefits for positions with administrative overhead included in the rates. Regional Parks has calculated the rates for all Regional Park staff. Building Mechanic rates are established with General Services and charged through Regional Parks. Rate increases would become effective July 1, 2018.