



PARK, MARINA, RECREATION & CULTURAL COMMISSION AGENDA

DATE: Tuesday, February 20, 2024

TIME: 7:00 PM

PLACE: Council Chamber, 525 Henrietta Street, Martinez, CA 94553; and via Zoom

INFORMATION FOR THE PUBLIC

Information regarding meetings, including agenda materials, schedules and more, please visit the City's Meetings & Agendas webpage: <https://www.cityofmartinez.org/government/meetings-and-agendas>.

REMOTE PARTICIPATION

This meeting will be conducted in-person in the City Hall Council Chamber and shall be aired in real time via Zoom. The City cannot guarantee the public's access to teleconferencing technology, nor guarantee uninterrupted access as technical difficulties may occur from time to time. If attending via Zoom, please join us by choosing any of the following options:

1. Via Mobile Phone or Desktop, using the Zoom App direct link:
2. Via Web Browser, from <https://zoom.us/join>
 - a. Webinar ID: 943 2902 4235
 - b. Passcode: 983057
3. Via Phone by calling **(669) 900-9128** and enter the provided meeting details above.

PUBLIC COMMENTS

Public comments can be made in person at the meeting or submitted in writing. Written comments must be received by 12 PM the day of the meeting. For information on how to submit written comments, please visit the City's Meetings & Agendas webpage linked above.

ADA ACCOMODATIONS

In accordance with the Americans with Disabilities Act and California law, the Council Chamber is wheelchair accessible and disabled parking is available at City Hall. If you are a person with a disability and require modifications or accommodation to attend and/or participate in this meeting, please contact the City Clerk's Office at (925) 372-3512. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.

CALL TO ORDER

ROLL CALL - Commissioners Karen Bell-Patten, Kylie Long, Lorena Castillo, Brian Eychner, Jeremie Ginelli, Jeff Manley, Max Godino, Vice Chair Rob Parolek, Chair Dylan Radke.

CIVILITY STATEMENT - As your appointed Governing Board, we will treat each other and the public with patience, civility, and courtesy as a model of the same behavior we wish to reflect in Martinez for the conduct of all City business and community participation. This includes respect for everyone's First Amendment Right to voice their opinion on matters within the City's subject matter jurisdiction, even if that opinion is different from our own. The decisions made tonight will be for the benefit of the Martinez community and not for personal gain.

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PUBLIC COMMENT – Agenda Items Only

PRESENTATION(S)

1. NorCal Courts Annual Report
2. Universal Sports Academy Annual Report

CONSENT CALENDAR

1. Motion to Approve January 2024 Meeting Minutes
[PRMCC Action Minutes 01-16-24.pdf](#)

NEW ITEMS

ACTION ITEMS

1. Receive report, hold discussion, and make a motion to forward the proposed fee adjustments for Community and Recreation Services to the City Council for consideration and approval.
[Staff Report.pdf](#)
[Attachment A - Community Survey Results 12 2023.pdf](#)
[Attachment B - Price Point Recommendation Worksheet 12 2023.pdf](#)
[Attachment C - User Fee Schedule \(1\).pdf](#)
[Attachment D - User Fee Schedule Revision 2024.pdf](#)
[Attachment E - Youth Scholarship Application.pdf](#)

SUBCOMMITTEE(S)

CITY STAFF COMMENTS

1. Receive Recreation Manager's Verbal Update
2. Receive Assistant City Manager's Verbal Update
- Pine Meadow Park Update

COMMISSIONER COMMENTS

ADJOURNMENT – Adjourn to the next Regular PRMCC Meeting on Tuesday, March 19, 2024, at 7:00 PM.

On February 16, 2024, a true and correct copy of this agenda was posted on the City Hall Bulletin Board, located at 525 Henrietta Street, Martinez, CA 94553, and on the City website at www.cityofmartinez.org.

/s/ Elizabeth Flores, Administrative Aide III



Community and Recreation Services User Fee Update

Park, Recreation, Marina and Cultural Commission
February 20, 2024

Agenda



- Background
- Work Plan Update
- Review Price Point Worksheet and Recommendations
- Youth Scholarship Revisions
- Community Survey Results
- Next Steps
 - Make a motion to recommend proposed fees for Council consideration



- Community and Recreation Services
 - Who we are
 - Who we serve
 - Funding source – general fund and user fees
- Fee adjustments
 - Reasoning for adjustments
 - Martinez last fee adjustment: 2001-2019
 - Council approved fee adjustments for city in May 2023; Recreation fees would be updated in FY 23-24



Activities (completed)

- Presented Martinez benchmark cities
- Presented draft fee policy
- Initiated discussion with PRMCC/re-established
Fee Subcommittee



Activities (completed)

- Collect fees from peer agencies



Activities (completed)

- Identified fees to be included and excluded from User Fee Schedule
- Compared list of fees with benchmark cities & considered adjustments
- Reviewed community survey and launched outreach



Activities (completed)

- Meeting cancelled
- Garnered internal and external feedback from stakeholders on proposed fees



Activities (completed)

- Presented survey results and fee adjustments
- Defined funding and eligibility for scholarship program



Activities

- Presentation of price point recommendations
- Presentation of community survey results
- Presentation of revised master fee schedule
- Presentation of revised scholarship program packet
- PRMCC final recommendation of new fees

https://martinez.granicus.com/AgendaViewer.php?view_id=9&event_id=823



Activities

- City Council approval of new fees
- Implementation

Price Point Worksheet - confirmed Benchmark Cities



Benchmark Cities	Criteria
Pleasant Hill Oakley San Pablo Danville Hercules	Population Amenities** Capacity Geographical area

**Merced, H.A.R.D., Antioch

Fee Philosophy



- Making Recreation Accessible to All
- Achieving Financial Sustainability
- Assessing Market Value
- Transparent Communication
- Continuous Improvement



Information provided:

- Fee program/activity
- Current fee
- Proposed fee
- Justification for proposed fee
- Percentage difference

Price Point Worksheet Discussion and Review



- Simplification of fee structure
 - Reduce number of categories for less confusion and more standardization
 - Add non-profit and business rate to align with industry best practice and expansion for rental opportunities for local non-profits
 - Add summer camp fees to align with industry best practice and transparency in price setting
 - Remove fees related to kitchen and alcohol at the Senior Center; not a current practice to allow use of kitchen or outside alcohol
 - Add 3% credit card transaction fee
 - Adjust Memorial Tree Planting fee from \$150 to \$500
 - CPI annual increase of up to 4.5%

Price Point Worksheet Discussion and Review



- Price point worksheet

https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2450855/Attachment_B_-_Price_Point_Recommendation_Worksheet_12_2023_1_1.pdf

- Current User Fee Schedule

https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2450854/Attachment_C_-_User_Fee_Schedule_1.pdf

- Recommended User Fee Schedule

https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2450853/Attachment_D_-_User_Fee_Schedule_Revision_2024.pdf

- Special Events – Future Review

Diablo Roadrunners Youth Scholarship



- Up to 50% of youth program registration fees
- Increased to \$150 limit per youth per fiscal year
- Martinez city limits/attend MUSD school
- Adjusted income level to match Lifeline program - "Very Low Level" for HUD in 2023.
- In the past, was funded through private donations and Restaurant Tour - \$4,285
- Recommend funding via 5% of each transaction fee for youth programs (aquatics/camps)
- Rebrand to City of Martinez Youth Scholarship

Community Survey Results - Summary



- Majority have never heard of the city's Road Runner's Scholarship Program.
- Majority would like more variety of offerings for youth, adults, and senior citizens including afternoon and evening programs.
- Majority would like improvement in marketing and communications of community and recreation services.



- New ideas from Community:
 - Martinez Community Center
 - More playing fields
 - Downtown playground
 - Ice skating
 - Waterfront Hub for trails, skating, biking, and water activities
 - Gym for basketball and exercise classes



- Themed improvements and/or expansions:
 - Year-round pool access; cleaner bathrooms and parks; more youth activities and programs
 - Continued improvements and enforcement of dogs, loitering, vandalism, encampments and drug use policies.
 - Maintenance of skate park, courts, broken equipment at parks, benches and upgraded signage.



- With implementation of price points, staff anticipates \$100,000 increase in revenue (\$583k to \$683k); cost recovery rate to increase from 29% to 34%.
- With implementation of 5% allocation to Scholarship fund, staff anticipates an annual allotment of \$5300 to the program.



CITY OF MARTINEZ
SPEAKER CARD

First & Last Name: Leigh Bernstein
PRINT CLEARLY

Instructions: Select option 1 or 2 below and fill in the corresponding fields.

I wish to speak on a/an:

Option 1: Agenda Item

- Item # _____

- I am... In Favor Neutral Oppose ... this item.

Option 2: Non-Agenda Item/Topic

- Item/Topic: _____

BRIEF DESCRIPTION

Turn in completed card to Clerk located at front dias. Thank you!