



## **TITLE**

Parks and Recreation Department User Fee Schedule

## **RECOMMENDATION**

Adopt a Resolution to repeal and replace Resolution 2024-91 with the updated Parks and Recreation Department User Fee Schedule.

## **CONTACT**

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## **BACKGROUND & ANALYSIS**

On December 8, 2022, the Parks and Community Services (PCS) Commission reviewed and recommended 16 Service Categories (Attachment 1) and the Cost Recovery Pyramid Model (Attachment 2), which outlines and defines the cost recovery percentage rates for services provided through the Parks and Recreation Department.

Each Service Category was strategically placed within the Cost Recovery Pyramid Model (Pyramid), establishing a common language of terms and concepts related to pricing, and setting the cost recovery percentages associated with each level of service. Each "tier" of the Pyramid, one through five, represents a level of service ranging from the Highest Community Benefit to Highly Individual Benefit, ensuring equitable pricing, maintain the quality of our services, and identify and recognize core community services. In 2024, Tier 2 of the model was updated to address the existing percentage gap between Tier 1 and Tier 2.

This foundation and progression reflect the core mission of parks and recreation while also demonstrating the growth and maturity of the organization as program and facility offerings are enhanced. Additionally, City staff surveyed similar parks and recreation agencies to ensure our fees remain competitive and aligned with current market rates.

In 2023, the City initiated a three-year plan to gradually update program and service fees, moving toward a more modern and realistic pricing structure. The plan involved implementing structural fee increases in 2023 and 2024, raising fees beyond the Consumer Price Index (CPI) for All Urban Consumers for the San Francisco, Oakland, and San Jose metropolitan areas, as published by the U.S. Bureau of Labor Statistics, based on the Service Categories and Cost Recovery Pyramid Model.

For 2025, and thereafter, the City planned to adjust fees solely based on CPI. The City Council adopted the 2025 Parks and Recreation Department User Fee Schedule (Attachment 3) with the 2.7% CPI adjustment effective from January 1, 2025 through December 31, 2025.

For the January 1, 2026 through December 31, 2026 fee cycle, staff recommends a 2.5% CPI adjustment to the Parks and Recreation Department Fee Schedule based on the September 2025 CPI for All Urban Consumers for the San Francisco, Oakland, and San Jose metropolitan area, published by the U.S. Bureau of Labor Statistics (Attachment 4). Due to market conditions and benchmarking of surrounding agencies, not all program and service fees are able to accommodate an increase. Only those fees determined to be appropriate for adjustment have been modified and are shown in red.

Upon adoption of the updated Resolution, select programs and services fees will be adjusted by 2.5% based on the September 2025 CPI, effective January 1, 2026 through December 31, 2026.

## **COUNCIL PRIORITY PROGRAMS AND PROJECTS**

Infrastructure: "Develop and maintain infrastructure resources to support sustainable growth."

## **FISCAL IMPACT**

It is anticipated that the proposed fee adjustment will result in additional revenue to the General Fund of approximately \$8,000 annually. This revenue is intended to "offset" the costs of existing services provided by the City. Recovering these costs from service recipients will help free up critical General Fund resources.

## **ENVIRONMENTAL REVIEW**

15378(b) - The action is not a "Project" subject to the California Environmental Quality Act ("CEQA") because it does not qualify as a "Project" under Public Resources Code Sections 21065 and 21080 and in Section 15378(b) of Title 14 of the California Code of Regulations.

## **COMMUNICATION**

Level 2: Targeted Communication

Staff will develop a Communications Plan and coordinate with the City's communications team to inform program participants and the community of the fee changes. Outreach efforts will include, but not be limited to, posting a notice at the Parks and Recreation Office for at least 30 days prior to implementation, sharing information through the City's social media channels and other digital platforms, and direct communication with program participants.

## **ATTACHMENTS:**

- [1. Service Categories](#)
- [2. Cost Recovery Pyramid Model](#)

3. Resolution 2024-91

4. 2026 Resolution and Parks and Recreation Department User Fees