



# 2017 Parks Fee Adjustment

Board of Supervisors Meeting  
June 6, 2017



# Recommendation

- 1.) Adopt a resolution adjusting County parks fees for day use of park and veteran facilities, junior lifeguard, camping, special event and establishing new fees.
- 2.) Determine that the adoption of the resolution is statutorily exempt from CEQA.



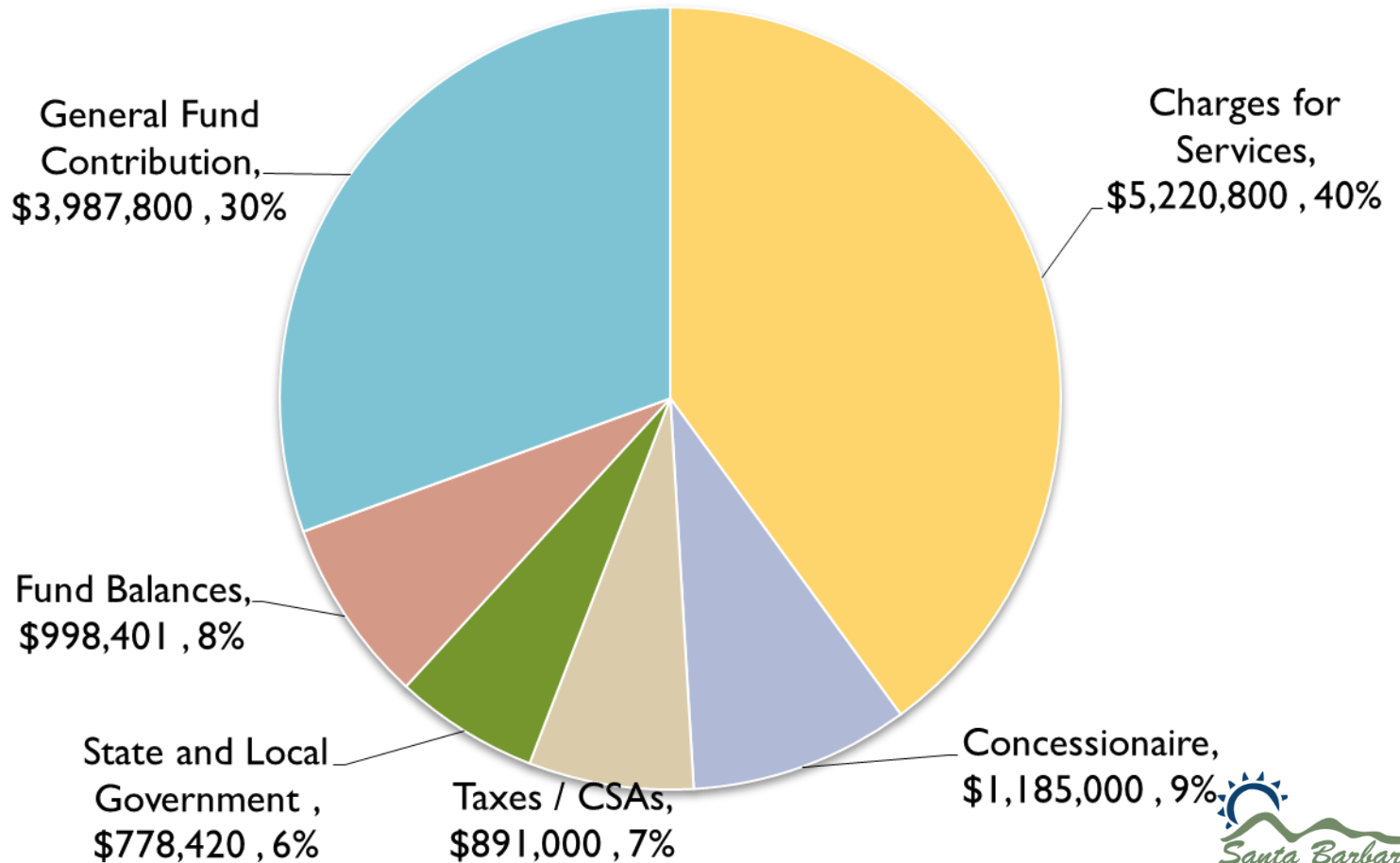
# County Parks Fees

- Park Fees were last updated by the Board of Supervisors in July 2015.
- Fee benchmarks have been evaluated against similar jurisdictions and competitors.
- Staff is proposing adjustments to existing fees.
- Staff is proposing new fees to be established.
- Parks Fees help offset the costs of park operations. These fees help pay for:
  - Grounds Maintenance
  - Utilities
  - Infrastructure Repair
  - Ranger Supervision & Administration

# County Parks Fees

How are Parks operations funded?

## Parks Division Revenue Sources



# Fee Updates

The Proposed Fee Schedule includes the following:

- ▶ Adjustments to Junior Lifeguard fees
- ▶ Adjustments to Camping fees
- ▶ Adjustments to Courthouse fees
- ▶ Adjustments to Veteran Building Fees
- ▶ Establishment of new fees



# Proposed Fee Program Changes

<b>Day Use and Aquatics</b>			
<b>Goleta Pier</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var %</b>
Goleta Pier Boat Hoist Fee - Regular	\$16.00	\$20.00	25%
Goleta Pier Boat Hoist Fee - Senior	\$9.00	\$10.00	11%
<b>Joseph Centeno Aquatics Complex</b>			
Family Summer pass	N/A	\$40.00	
<b>Junior Lifeguard Program</b>			
JG Standard rate	\$285.00	\$315.00	11%
Sibling rate	\$245.00	\$275.00	12%
T-Shirt	\$12.00	\$15.00	25%
Sweatshirt - Crew	\$20.00	\$25.00	25%
Sweatshirt - Hooded	\$25.00	\$30.00	20%
Rash guards	\$20.00	\$25.00	25%

# Proposed Fee Program Changes (continued)

	Cachuma			Jalama		
	Current Fee	Proposed Fee	Var. %	Current Fee	Proposed Fee	Var. %
<b>Camping</b>						
<b>Day Use</b>						
Bus	\$35.00	\$40.00	14%	\$35.00	\$40.00	14%
<b>Annual Permits</b>						
Annual Vehicle - County Resident	\$75.00	\$90.00	20%	\$75.00	\$90.00	20%
Annual Vehicle - Non-Resident	\$100.00	\$120.00	20%	\$100.00	\$120.00	20%
Senior/ <b>Veteran's</b> Annual	\$50.00	\$50.00	0%	\$50.00	\$50.00	0%
Senior/ <b>Veteran's</b> Annual - Non-Resid	\$60.00	\$60.00	0%	\$60.00	\$60.00	0%
<b>Eagle and Wildlife Lake Cruises</b>						
Adult	\$17.00	\$15.00	-12%			
Child (12 and Under)	\$7.00	\$10.00	43%			
<b>Other</b>						
Non-Refundable Reservation Fee, Per	\$7.00	\$8.00	14%	\$7.00	\$8.00	14%
Showers	\$0.50	\$1.00	100%	\$0.50	\$1.00	100%
<b>Overnight</b>						
Tent Sites Off Peak	\$25.00	\$25.00	0%	\$25.00	\$30.00	20%
Tent Sites Peak	\$30.00	\$30.00	0%	\$30.00	\$35.00	17%
Tent Sites Premium	\$45.00	\$45.00	0%	\$45.00	\$50.00	11%
Partial Hook-Up Off Peak (no sewer)	\$40.00	\$40.00	0%	\$40.00	\$45.00	13%
Partial Hook-Up Peak (no sewer)	\$45.00	\$45.00	0%	\$45.00	\$50.00	11%

# Proposed Fee Program Changes (continued)

Camping	Cachuma			Jalama		
	Current Fee	Proposed Fee	Var. %	Current Fee	Proposed Fee	Var. %
<b>Yurts</b>						
Non-Refundable Reservation Fee - Yurts	\$20.00	\$20.00	0%			
Yurt Small Off-Peak	\$65.00	\$75.00	15%			
Yurt Medium Off-Peak	\$75.00	\$85.00	13%			
Yurt Large Off-Peak	\$90.00	\$100.00	11%			
Yurt Small Peak	\$65.00	\$90.00	38%			
Yurt Medium Peak	\$75.00	\$100.00	33%			
Yurt Large Peak	\$90.00	\$120.00	33%			
<b>Cabins</b>						
<b>Cabins Peak (April-Sept.)</b>				<b>Cabins - Year Round</b>		
Cabins Weekend (incl Holiday)	\$140.00	\$175.00	25%	\$220.00	\$240.00	9%
Cabins Weekday	\$120.00	\$150.00	25%	\$170.00	\$190.00	12%
<b>Cabins (October-March)</b>						
Cabins Weekend (incl Holiday)	\$120.00	\$150.00	25%			
Cabins Weekday	\$100.00	\$125.00	25%			
<b>Recreational Vehicle Storage</b>						
Daily Trailer Storage	\$10.00	\$10.00	0%			
Monthly Trailer Storage	\$90.00	\$75.00	-17%			
Annual Trailer Storage	\$850.00	\$750.00	-12%			



# Proposed Fee Program Changes (continued)

	Cachuma			Jalama		
	Current Fee	Proposed Fee	Var. %	Current Fee	Proposed Fee	Var. %
<b>Camping</b>						
<b>Group Area Camping - Jalama</b>						
Abalone Point (max 20)				\$220.00	\$280.00	27%
Starfish Cove (max 32)				\$220.00	\$250.00	14%
<b>Cachuma - Live Oak Area</b>						
Live Oak Reservation Fee	\$100.00	\$200.00	100%			
Live Oak Site	\$1,100.00	\$1,400.00	27%			
<b>Recreational Vehicle Storage</b>						
Daily Trailer Storage	\$10.00	\$10.00	0%			
Monthly Trailer Storage	\$90.00	\$75.00	-17%			
Annual Trailer Storage	\$850.00	\$750.00	-12%			

# Proposed Fee Program Changes (continued)

<b>Special Events</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var. %</b>
External Courthouse - All Areas Daily- Capacity 615*	\$2,500	\$3,000	20%
<b>Courthouse Garden Weddings</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var. %</b>
Courthouse Gardens	\$750	\$900	20%
<b>Courthouse Interior Weddings</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var. %</b>
Mural Room - Capacity 100	\$200	\$400	100%
<b>SB Vets</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var. %</b>
Entire Building	\$1,750	\$1,800	3%
Auditorium Room	\$650	\$700	8%
<b>Lompoc Vets</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var. %</b>
Admin Fee (non-refundable)	\$40	\$40	0%
Auditorium Room	\$500	\$400	-20%
Banquet Room	\$250	\$200	-20%
Conference Room	\$60/hr	\$30/hr	-50%
<b>Cachuma Rec Hall</b>	<b>Current Fee</b>	<b>Proposed Fee</b>	<b>Var. %</b>
Half Day	\$75	\$0	-100%
Full Day	\$150	\$0	-100%
Recreation Hall	N/A	\$30/hr 2 hrs min	
Kitchen Fee	\$0	\$100	\$0
Security Deposit	up to \$1,500	up to \$1,500	
*50% discount off full day rental rate for Group Campers			



# Park Commission Feedback

- Park Commission received a presentation of the proposed fees on March 23, 2017.
- Park Commission unanimously recommended the approval of the fees.

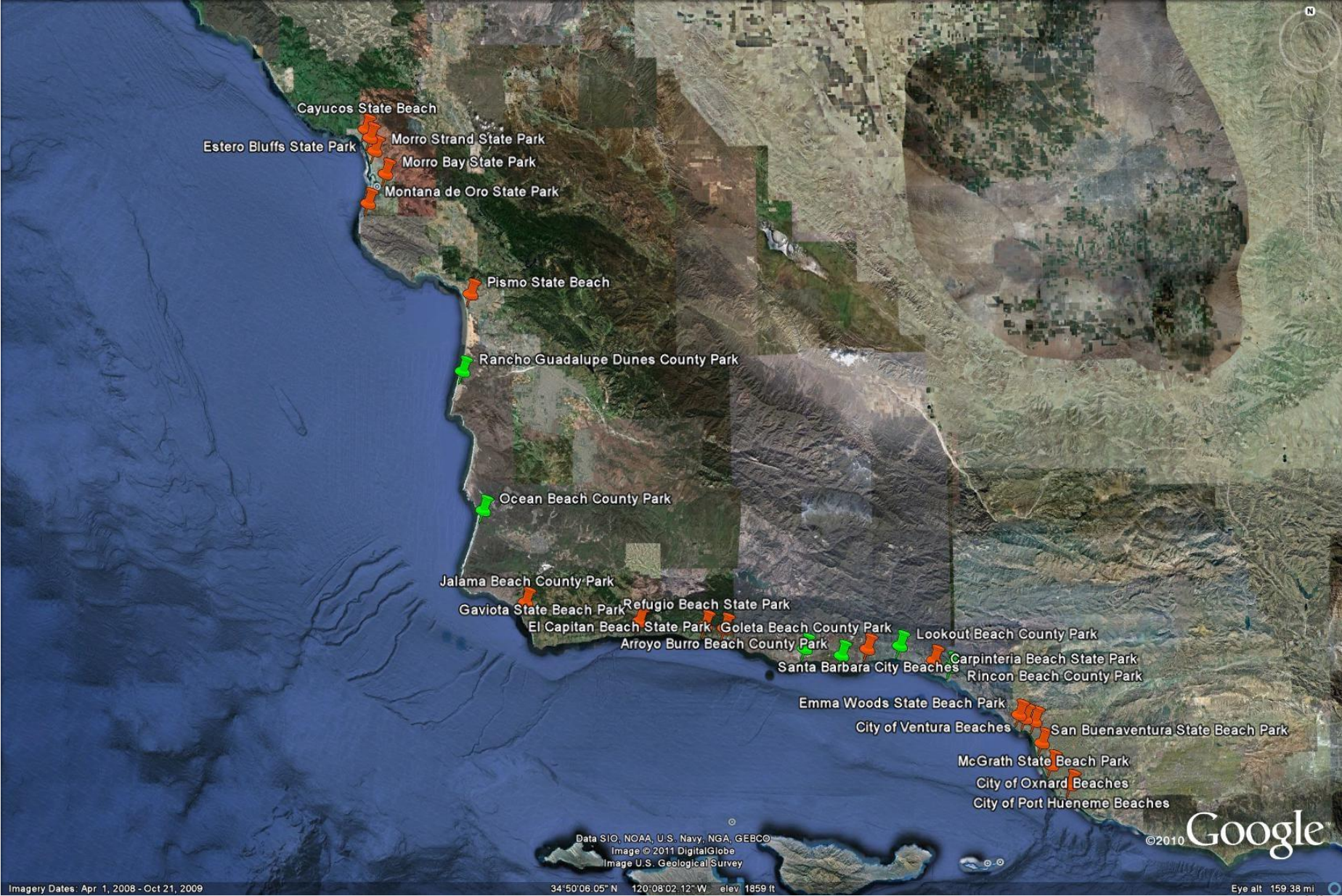
# Revenue Projections

Revenue Category	Annual Revenue
Annual Pass Revenue	\$10,000
Reservation Fee Revenue	\$20,000
Camping Revenues	\$140,000
Facility Revenues	\$20,000
Total	\$ 190,000

# Beach Parking

During the Set Hearing for Parks Countywide Fee Adjustment on May 16, 2017, the Board of Supervisors discussed parking fees.

# Regional Beach Access Points with Designated Parking



# Beach Parking

## County Parks with Beach Access Points

Park	Lot Capacity	2016 Vehicle Count
<b><i>Day Use</i></b>		
Rincon Beach	194	166,431
Loon Point	52	Unknown
Lookout Park	79	113,873
Arroyo Burro	213	444,645
Goleta Beach *	589	640,565
Rancho Guadalupe Dunes	56	35,886
Ocean Beach	104	45,682
<b><i>Camping</i></b>		
Jalama Beach	81	250,838

\* - Per Coastal Permit CDP 4-14-0687 – SB County Parks shall provide free public access and vehicle parking at Goleta Beach for the 20 year term.

# Beach Parking

## Projections from 2012

- Estimated 1.2 Million Cars Annually across 7 locations
- 25% estimated reduction in vehicle count
- Expected Revenue = \$1.6M / year
- Expected Cost = \$1M in year 1, with ongoing costs approximately \$800k thereafter
  
- The Board unanimously voted 5-0 against parking fees in October 2012.



# Summary

In Conclusion, the Community Services Department recommends that the Board of Supervisors approve the proposed fee adjustments.

If approved, the fees will be effective on July 1, 2017.

