



## **PARKS AND RECREATION COMMISSION REGULAR MEETING AGENDA**

**Wednesday, April 23, 2014 at 6:30 p.m.**  
**700 Alma Street, Menlo Park, CA 94025**  
Arrillaga Family Recreation Center  
Cypress Room

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### **CALL TO ORDER**

**ROLL CALL** – Kelly Blythe, James Cebrian, Tom Cecil (Chair), Kristin Cox (Vice-Chair), Christopher Harris, Marianne Palefsky, Noria Zasslow

#### **A. PUBLIC COMMENT #1 (Limited to 30 minutes)**

Under “Public Comment #1”, the public may address the Commission on any subject not listed on the agenda and items listed under the Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information.

#### **B. CONSENT CALENDAR**

- B1.** Approval of minutes for the March 26, 2014 meeting ([attachment](#))

#### **C. REGULAR BUSINESS**

- C1.** Review and discuss the defunct Arts Commission scope of work and explore areas for consideration consistent with the Commission’s work plan goals ([attachment](#))
- C2.** Review and discuss the Update on the Menlo-Atherton Performing Arts Center and the Menlo Grant for the Arts Program ([attachment](#))

#### **D. PRESENTATION**

- D1.** Presentation by Menlo-Atherton Performing Arts Center User Group

#### **E. INFORMATION ITEMS**

- E1.** Community Services Department Director’s Update and Announcements ([attachment](#))

**E2.** City Council Proposed Master Fee Schedule for Community Services FY 2014-15  
(attachment)

**F. PUBLIC COMMENT #2 (*This item is optional*)**

Under "Public Comment #2", the public may address the Commission on any subject not listed on the agenda and items listed under the Consent Calendar. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information

**G. ADJOURNMENT**

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At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission's consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection in the Arrillaga Family Recreation Center, 700 Alma Street, Menlo Park, CA 94025 during regular business hours.

Persons with disabilities, who require auxiliary aids or services in attending or participating in Commission meetings, may call the City Clerk's Office at (650) 330-6620.



**PARKS AND RECREATION COMMISSION  
MINUTES  
Wednesday, March 26, 2014  
6:30 p.m. – 700 Alma Street, Menlo Park, CA 94025  
Arrillaga Family Recreation Center  
Cypress Room**

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Meeting was called to order at 6:35 p.m.

PRESENT – J. Cebrian, T. Cecil (Chair), K. Cox (Vice Chair), N. Zasslow, M. Palefsky, C. Harris

ABSENT – K. Blythe

Staff Present – Derek Schweigart, Community Services Assistant Director

**Minutes:**

**A. PUBLIC COMMENT #1:** None

**B. CONSENT CALENDAR**

1. Approval of minutes dated February 26, 2014

**ACTION: Motion and second (Palefsky/Cebrian) to approve the minutes of February 26, 2014.**

**Motion passed with all present members in favor.**

**C. REGULAR BUSINESS**

**C1.** Review and provide general direction on the City's Non-Resident Fee Policy as it relates to unincorporated areas of Menlo Park

Derek Schweigart, Community Services Assistant Director, provided the Commission with a background on the City's Non-Resident Fee Policy. Derek mentioned that Staff recommends the Parks and Recreation Commission consider the following questions in their review and discussion of the City's non-resident fee policy and the treatment of residents in unincorporated areas of Menlo Park as non-residents for the purpose of fee collection: Should the City of Menlo Park reconsider charging a surcharge to non-residents for programs and services? Should the City of Menlo Park reconsider how it classifies residents of unincorporated areas of Menlo Park? If the City should reconsider charging a surcharge to non-residents or residents of unincorporated Menlo Park, what other information would the Parks and Recreation Commission want to receive that would assist in making a recommendation to the City Council?

**Public Comment**

Jon Kossow – Spoke to the Commission regarding his concern about the accessibility to Community Services Programs for unincorporated Menlo Park residents. He mentioned the problems with the current structure and proposed the City create 3 categories for program registration.

Laura Vaughan – Spoke to the Commission regarding the City's Non-Resident Fee. She mentioned that she lived in unincorporated Menlo Park for 14 years and now lives in Atherton. She was never able to register her children in Menlo Park activities due to Menlo Park's priority registration policy. She thinks Menlo Park is a wonderful place but does not think the surcharge is a good idea.

Following discussion the following action was taken:

**ACTION: Motion and second (K. Cox/C. Harris) to table this item until the Commission receives the following information from Staff: history and background information for providing priority registration to Menlo Park residents, clarity on current and past practices of the City's treatment of unincorporated Menlo Park residents and non-residents in other cities, and information on alleged misuse by customers having non-family members on their accounts for the purpose of class registration.**

**Motion passed with the following present Commission Members in favor: K. Cox, T. Cecil, M. Palefsky, C. Harris. Commissioner Zasslow abstained.**

**C2. Review and Approve Quarterly Update to City Council**

Derek Schweigart, Community Services Assistant Director, provided the Commission with the Quarterly Report to City Council. He mentioned the Quarterly Report will be presented to the City Council on Tuesday, April 1, 2014.

The following action was taken:

**ACTION: Motion and second (K. Cox/C. Harris) to approve the Quarterly Report with the following amendment: Add the San Mateo County Star as an approved new field user group.**

**Motion passed with all present members in favor.**

**D. PRESENTATION**

**D1. Menlo Children's Center Preschool and After School Programs**

Natalya Jones, Program Supervisor – Title 22, gave the Commission a presentation of the Menlo Children's Center and the After School Program. She described all the different programs at the Center.

Tiffany Vora, a member of the Parent Committee at the Menlo Children's Center, spoke to the Commission. She mentioned that the Parent Committee meets once a month to discuss fundraiser ideas and any concerns. She also mentioned a few fundraiser ideas they have organized this year.

**E. INFORMATION ITEMS**

**E1. Community Services Department Director's Update**

Derek Schweigart provided an update to the Commission. No discussion followed.

**F. PUBLIC COMMENT #2 None**

**G. ADJOURNMENT**

The meeting was adjourned at 8:22 p.m.

Tom Cecil arrived at 6:37 p.m. and left at 7:52 p.m. with Kristin Cox taking over as Chairperson for the entire meeting.

Noria Zasslow arrived at 6:37 p.m.

James Cebrian left at 7:33 p.m.

Minutes submitted by Linda Munguia

# Memo

**To:** Parks and Recreation Commission  
**From:** Derek Schweigart, Community Services Manager  
**Date:** April 23, 2014  
**Re:** Review of the Defunct Arts Commission Scope of Work

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This agenda item is for informational purposes and does not require Commission action.

## OVERVIEW

The Menlo Park Arts Commission has been inactive for approximately 10 years and its scope of work consisted of the following:

The Menlo Park Arts Commission provides programs to enhance and enrich the community by:

- Publicizing arts opportunities.
- Encouraging new talent.
- Interpreting the community's diverse interests in the arts and striving to meet those needs.
- Coordinating arts resources for the community and the artist.
- Commissioning and placing of public art.

During its tenure, the Arts Commission was significantly involved with the work of the Burgess Theatre which was later razed in favor of other campus renovations, many of which can be seen today including renovations to the Menlo Children's Center, Arrillaga Family Recreation Center, Burgess Pool, Arrillaga Family Gymnasium, Sports Fields and the most recently the Arrillaga Gymnastics Center. When attempts to renovate and/or replace the former Theatre failed to generate sufficient support by the City Council and the community, the Arts Commission's relevance and scope of work began to decline.

The Art Commission's scope of work focused on selecting art, creating art and cultural policy and implementing that policy. More specifically that work included the following:

1. Provided oversight of programs and events held at the former Burgess Theatre on the Burgess campus.
2. Commissioning works of art for public display – The City Council provided funding from the General Fund to support public arts projects. The Arts Commission was responsible for overseeing an application and review process of the proposed public art projects. Examples include public art projects at Willow Oaks Park, Seminary Oaks Park, Downtown Fremont Park, Belle Haven Library, Belle Haven Gateway, 7-Eleven bench project, Longs Pharmacy art project and Art at the Skate Park.
3. Collaborated with the San Mateo County Arts Council, Allied Arts Guild, Menlo Art League, Artshare and Library Commission.
4. Proposed an Art-in-Lieu fund for commercial developments in Menlo Park to support public art projects.
5. Proposed the development of a non-profit fundraising organization "Friends of the Arts" to support cultural arts.
6. Proposed a permanent band shell and dance floor for Fremont Park.
7. Proposed that Measure T funds support public art projects.
8. Reviewed and provided oversight of the Summer Concert Series events at Fremont Park.
9. Considered and provided feedback on the proposed Menlo-Atherton Performing Arts Center.

## **DISCUSSION**

The Parks and Recreation Commission is being presented background information on the scope of work performed by the defunct Menlo Park Arts Commission to help guide their discussion on potential topics to consider in support of their work plan goal to:

Research and evaluate opportunities to support and increase arts program offerings for the community resulting in residents having a greater exposure to the arts and improved partnerships with new and existing arts groups and venues.

In framing the discussion, one of the important givens and an important consideration for the Commission is the lack of financial resources to support the outcomes discussed in this memorandum. This was a consistent theme and challenge for the Art Commission in many of the proposals they supported. The City does not have any resources currently allocated in support of these outcomes and either an alternative funding source would need to be identified or a reallocation from other sources would need to occur.

Here are some questions to help guide the discussion:

1. What other information does the Commission require in helping to guide their discussion on ways to support their work plan goal?
2. What are the topics the Commission would like to consider that addresses their work plan goal?
3. What arts groups would the Commission like to hear from over the course of their current work plan?
4. Given the lack of funding sources to support the outcomes discussed, are there other sources of funding that can be identified and/or suggestions for reallocation from other sources?
5. What role does the Commission want to play in addressing their work plan goal?





# COMMUNITY SERVICES

Parks and Recreation Commission Meeting Date: April 23, 2014

Agenda Item: # C2

**REGULAR ITEM:** Update on the programs at the Menlo-Atherton Performing Arts Center (PAC) and Menlo Park Grant for the Arts.

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## RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission review and provide feedback on the programs at the Menlo-Atherton Performing Arts Center (PAC) and the Menlo Park Grant for the Arts.

## BACKGROUND

As part of the joint-use agreement with the Sequoia High School District, the City is allotted 55 annual program days at the Menlo-Atherton Performing Arts Center. Since its opening in the Fall 2009, the City has not been able to utilize their allotted dates due to a number of reasons which include:

- Minimal fiscal support from the City's General Fund.
- Limited staffing to support the program.
- Challenges with scheduling and coordination of open PAC dates for programs and events.
- The PAC is too costly to rent for many community groups which range from \$1,000 to \$2,500 per event date.
- Limitations placed on the school on scheduling PAC dates when other high-profile events are held on the school campus due to parking and other impacts to the neighborhood.
- The size of the theatre with its 492 seats has proven too large for many types of community events that include lecture series, recitals, youth sports workshops, gymnastics demonstrations and theater camps.

The City usage of the PAC has consisted of three main categories including 1) community group rentals, 2) city events, and 3) summer theater camp. The most successful usage of the theater thus far has been other community groups using city-sponsored days. Some of these groups are reoccurring (i.e. Music@Menlo, Western Ballet, Menlowe Ballet, and Dance Expressions) while others are one-time events.

The current fiscal budget for the Performing Arts Center is approximately \$69,838, which includes full-time staff for coordinating with community groups and the high school; fees to use the facilities (high school reimbursement for theater manager and custodian costs); fees to pay for contactors to conduct performances, camps, or additional technical expertise; and minimal expenses to pay for event marketing and part-time staff.

This year the projected revenues are \$29,500 which leaves a General Fund subsidy of \$40,338. The cost-recovery for the PAC is 42% which is over the 0-30% cost recovery target established by the City Council fiscal policy for similar programs.

### **Menlo Park Grant for the Arts (MPGA)**

The Menlo Park Grant for the Arts (MPGA) was designed to allow organizations that might not otherwise have the opportunity to utilize the PAC, due to financial constraints, the opportunity to receive support from the City to perform in the venue. Additionally, this grant is intended to help support the Menlo Park artistic community and programs that benefit our local residents.

Existing funds are adequate to support up to five (5) organizations per year will be at \$500-\$1000 each to be used for renting the PAC during the upcoming year. Applications were accepted February 1<sup>st</sup> through March 12<sup>th</sup> for programs scheduled July 2014 through June 2015. Five grants were awarded at that time.

The grant committee reviewed the applications received by the deadline and evaluated them based on the following criteria: (1) Proximity to the city of Menlo Park (location/services/constituents); (2) degree to which presenting in the PAC would aid the organization; (3) alignment of the planned performance with the goals and values of the City of Menlo Park, including: fostering human development, connecting people to others, strengthening families, and material appropriate for all ages, races, religions, etc. In addition, the application included questions about the intended use of the PAC, target audience, marketing plan, related fees, and the educational element of the performance.

The grant packet, application, and evaluation form are included as [Attachment A](#).

### **ANALYSIS**

Evaluation of the applications against the award criteria resulted in the following organizations scoring sufficient points to receive an award (in ranked order of points):

<b>Year</b>	<b>Organization</b>	<b>Program</b>	<b>Awarded</b>
2014-15	Menlowe Ballet	Fall Ballet Performance	\$1,000
	Peninsula Youth Orchestra	Young Peoples' Concert	\$1,000
	West Bay Opera	Opera Classics Fundraiser	\$1,000
	Western Ballet	Spring Ballet Show	\$1,000
	Keplers Arts & Lectures	TBD - Author Lecture	\$1,000

The awards, as granted, will use the full \$5,000 that was allocated for the grant program this year. Staff intends to continue recommending to the City Council an ongoing allocation of \$5,000 for the MPGA for the City's 2014-15 fiscal year budget.

## FY 2013-14 PROGRAMS

ORGANIZATION	PROGRAM	PROGRAM DATES	DAYS USED
City of Menlo Park	Willy Wonka Sing-along	7/14/13	1
Music@Menlo	Summer Festival	7/19/13 to 8/10/13	10
ALS Association	"Running for Jim" Documentary	9/12/13	1
Music@Menlo	Winter Series	10/13/13, 2/9/14, and 5/11/14	3
Menlowe Ballet	"Lineage" - Fall Program	11/7/13, 11/15/13 to 11/17/13	4
Menlo Park Chorus	Practice & Winter Concert	12/3/13 & 12/13/14	2
West Bay Opera	Opera Classics Fundraiser	12/8/13	1
City of Menlo Park	Holiday Showcase Rehearsal & Program	12/11/13 to 12/12/13	2
Palo Alto Chamber Orchestra	Chamber Music Performance	12/15/13	1
City of Menlo Park	Toy Story Toy Drive	12/16/13	1
Menlowe Ballet	"Transcendence" - Spring Program	4/4/14 to 4/6/14	3
San Francisco Choral Artists	Choir Performance	4/28/14	2
Western Ballet	Ballet Performance	5/2/14	1
City of Menlo Park	Mother's Day Mamma Mia! Sing-along!	5/10/14	1
Dance Expressions	Dance Expressions Performance	6/12/14 to 6/14/14	3
City of Menlo Park	Father's Day The Princess Bride Quote-along!	6/15/14	1
Peninsula Youth Orchestra	Peninsula Young Artists Performance	6/26/14	1
<b>TOTAL</b>			<b>38</b>

## **MA-PAC Progress Update and Next Steps**

In November 2013, the school ended the use of paper Facility Use Forms for PAC reservation requests and switched to a new online booking system called, "Civic Permits". Since that time, the booking process has been much easier and the calendar has been more up-to-date. Some minor issues with communicating reservation status were identified and have gradually improved.

City staff continues to look for ways to increase the utilization of the theater. Building on the programs that were offered in FY 2012-13 and during this fiscal year, an increase of City funding and the current availability of the PAC, staff has explored other programs to use the City allotted dates. Sing-along/Quote-along events have been popular with participants but they come at a high price tag to offer. Staff will continue to offer these events but will need to limit them for next year. One option that staff is exploring is offering a movie series that will allow for use of more PAC dates but at a lower cost than other types of events.

Another opportunity to increase the theater usage has arisen due to the success of the Menlo Park Grant for the Arts (MPGA) program. Staff will look to create the Menlo Park Grant for Theater Camps (MPGTC) to encourage utilization of city summer dates, bring theater programs for youth to the PAC, and to support theater organizations in recouping the high cost of the PAC. Similar to the MPGA, a grant packet including information, application, and evaluation will be designed in 2014 for summer programs in 2015.

In April 2014, City staff met with the Menlo-Atherton School Principal, Matt Zito, to go over a number of concerns with the school schedule. Based on this meeting the following items were discussed:

1. The school will be hiring a secretary who will assist the Theater Manager in the theater reservations.
2. The school has seen an increased workload on the current Theater Manager and is supportive of working with the City on way to improve scheduling and other management related tasks due to an anticipated increase of 600 students over the next two years.
3. An initial meeting will be held with the new secretary, Theater Manager, and City Staff to explore ways for better communication on available dates, reversing dates farther in advance for our more professional groups, and other administrative efficiencies.

Some progress has been made in working with the school and programming for the PAC but there are still some persistent challenges that need to be addressed which include:

- Working with the school for programs that work under short reservation windows.
- The ability to offer programs in the theater while other school functions are on campus.
- The increase in theater staff and equipment cost.
- General theater maintenance.

- Difficulty in recruiting rental groups who want to use the theater during summer month.
- Communication difficulties with the school that include long wait-time on e-mail/phone call returns.
- The inability for renter groups to utilize school marketing assets (website ads, billboard display information, banners, etc.)

In review and consideration of this report on the M-A Performing Arts Center and Menlo Grant for the Arts, here are some questions to help guide the Commission's discussion:

1. Does the Commission have any feedback with regard to the Menlo Grant for the Arts program and/or any of the recipients of the grants for the coming year?
2. Does the Commission have any suggestions or feedback for staff on increasing programs at the M-A Performing Arts Center?
3. Given the current challenges, does the Commission have any suggestions on improving communications between M-A school staff and the City?
4. In light of the Commission's work plan goal to research and evaluate opportunities to support and increase arts program offerings for the community, what role does the Commission want to play with the M-A Performing Arts Center moving forward?

### **IMPACT ON CITY RESOURCES**

The current fiscal budget for the Performing Arts Center is approximately \$69,838, with projected revenues of \$29,500. The annual budget allocation for the Menlo Grant for the Arts is \$5,000.

### **POLICY ISSUES**

This report does not have any policy issues for consideration.

### **ENVIRONMENTAL REVIEW**

This report does not require an environmental review.

### **PUBLIC NOTICE**

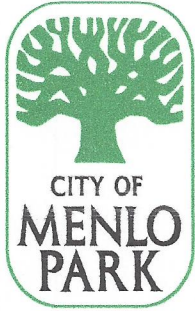
Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

### **ATTACHMENTS**

- A. The Menlo Grant for the Arts Information Packet

Report prepared by:  
*Matt Milde*  
*Recreation Coordinator*

*Derek Schweigart*  
*Community Services Manager*



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## ***COMMUNITY SERVICES DEPARTMENT***

To whom it may concern:

The Menlo Park Community Services Department has launched the **Menlo Park Grant for the Arts (MPGA)** for 2014-15, which is designed for organizations looking to perform in a professional-grade theater in an effort to support the Menlo Park artistic community.

Five (5) organizations will be awarded \$500-\$1000 toward subsidizing the rental cost of the Menlo-Atherton Performing Arts Center (PAC) for performance from July 2014 to June 2015. This grant was created to increase the accessibility of the PAC by members of the community and to encourage the development of local artistic groups by providing a high-quality venue at a subsidized cost. MPGA applications will be accepted until March 12<sup>th</sup>, 2014.

If you have any questions regarding the grant or the grant process please feel free to contact me.

Regards,

Matt Milde  
Recreation Coordinator  
[mlmilde@menlopark.org](mailto:mlmilde@menlopark.org)

# COMMUNITY SERVICES DEPARTMENT

## Menlo Park Grant for the Arts Guidelines

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



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### CITY AND VENUE INFORMATION

Menlo Park is a city of roughly 30,000 people located in the South Bay Area, with San Francisco and Oakland to the north and San Jose to the south. In 2009, the City constructed the Menlo-Atherton Performing Arts Center (PAC) in conjunction with Menlo-Atherton High School. This facility is available to the City of Menlo Park 55 days out of the year including six weeks during the summer.

The Performing Arts Center seats 492 and contains professional-quality sound and lighting, an orchestra pit accommodating up to 80 musicians, and a full lobby and box office. Organizations may also rent the 150-seat multi-purpose space or other locations around the school during certain days.

The venue has mainly been used for musical performances. It has also hosted touring dance companies, author lectures, documentaries, and live chamber music. The venue is available for a wide variety of performances including dance, theatre, musicals, film screenings, and many other art forms.

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### GRANT INFORMATION

The Menlo Park Grant for the Arts (MPGA) is a grant designed for organizations looking to perform in a professional-grade theater. This grant is intended to help subsidize the cost of rental for new, small, and/or local organizations in an effort to support the Menlo Park artistic community. Five (5) organizations will be selected each year and will be awarded \$500-\$1000 to be used toward subsidizing the rental cost of the PAC. Organizations that are not awarded the grant can still use the PAC at its normal rate by contacting the City of Menlo Park.

This grant was created to increase the accessibility of the PAC by members of the community and to encourage the development of local artistic groups by providing a high-quality venue at a subsidized cost.

Groups utilizing the facility will be listed on the PAC and City of Menlo Park website. Additionally, the city can provide some resources to assist in marketing efforts to help promote the event(s), if requested.

**MPGA applications will be accepted January 24<sup>th</sup> through March 12<sup>th</sup>, or until funds are no longer available.** Grants are valid for performances held from July 2014 thru June 2015. Grants expire June 30<sup>th</sup>, 2015. No applications will be accepted once all funding is awarded, but any organization can reapply the following year.

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### QUALIFICATIONS

Applicants will be judged based on the following criteria:

1. Proximity to the City of Menlo Park (location/services/constituents).
2. If presenting in the PAC would greatly aid the organization.
3. The planned performance aligns with the values of the City of Menlo Park, including:
  - a. Fostering human development
  - b. Connecting people to others
  - c. Strengthening families, community, and providing a sense-of-place
  - d. Material appropriate for all ages, races, religions, etc.

The MPGA may not be used for: (1) Any religious purpose; (2) Political advocacy efforts; (3) Programs, projects or events not accessible to the general public; (4) Receptions and social activities.

## RULES & REGULATIONS

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**Hours:** Any time in the building, including set-up and clean-up, is chargeable to the renter. Facilities will be opened at a designated opening time and need to be vacated by an arranged closing time. Should it be necessary to extend the time beyond what is specified on the application, special permission can be obtained from the administrator in charge of the facility before the event convenes. In such instances, additional charges may be applied.

**Fees:** All renters will work with city staff and theater staff to complete a *Tech Worksheet* to determine the rental fees. If additional equipment or staff hours are needed for the rental, the renter will be invoiced for those charges or will be paid for by the grant.

**Admission Fees:** Facility users may charge an admission fee or entrance fee but require prior approval. Please note any entrance fees in the MPGA application.

**Facility Attendant:** A city-staff attendant can be made available to assist with your event, if requested, for additional cost. They would ensure the building is unlocked and locked, inform the renter the of equipment location, answer any questions, and enforce the rules of the facility. The attendant is there to assist the renter; however the renter is responsible for their own set-up and clean-up. Please report any facility issues to the attendant.

**Ushers/Lobby Attendants:** The renter will be responsible for providing all of the required ushers, box office, and lobby attendants. At least one person must remain in the lobby area for the entire rental time. The renter will be asked to complete a *Staffing Worksheet* to ensure the appropriate numbers of staff or volunteers will be available for the size and type of event.

**Renter Conduct:** The renter is responsible for any and all accidents or injuries to persons or property resulting from the use of the facility. The renter is responsible for the control and supervision of all people in attendance. The renter shall take care that no damage is done to the facility and that all of the attendees conduct themselves in an orderly manner in and around the facility, including the surrounding areas and parking lot. If damages or behavior of the group are deemed inappropriate or unsafe for any reason, the function may be stopped in progress and denied further use of the facilities. In addition, if it becomes necessary during the course of the function to summon the police for any reason, all or part of the security deposit will be forfeited. Groups composed of minors (under the age of 18) must be supervised by 1 adult for every 20 minors. Minors must be under adult supervision at all times.

- **Decorations:** There is no adhering anything to the walls, doors, windows or other parts of the building without permission of the Theater Manager. If permission is granted, only blue painters tape will be permitted. Use gaffers or appropriate stage tape only on or around the stage area (absolutely no duct tape, scotch tape, screws or other unauthorized fasteners will be allowed). No open flames, candles, or pyrotechnics are allowed. The renter is responsible for taking down all decorations and removing trash to the proper area.
- **Damages:** Any damage incurred to the walls, windows, tables, chairs, stage, lights, AV or sound system, or any of the property will be deducted from the deposit and is the responsibility of the renter. This includes litter in the parking lot, patio area, and lobby or any excessive cleaning done by our staff. Renter will be billed for damages, cleaning expenses, and staff overtime in excess of the deposit or for total damages.
- **Storage:** Storage may be available either before or after the rental; however, requires prior approval by the school.



- **Opening/Closing Checklist:** If the renter finds anything to their dissatisfaction upon entering the building, staff should be notified immediately so that prompt action can be taken to correct the situation. Failure to do so may result in all or partial withholding of the security deposit. In addition, the renter must check with staff before leaving and after cleaning up to ensure everything on the checklist has been completed.
- **Hours of Reservation:** In the event that the renter has not exited the building within the time parameters noted on the contract, a penalty will be assessed. It is not an option for the renter to add additional time to their reservation on the day of the event itself. Any and all time changes must be made at least one week in advance. There are no partial refunds/prorated fees if an event ends earlier than the scheduled time.

**Food & Drink:** No food or drink is allowed in the theater. Food and drinks may be served in the lobby or patio areas but requires prior approval. Menlo-Atherton Arts Program reserves the right to run the concession area for events as fundraising for their department.

**Alcohol:** No alcohol will be allowed at any time on school premise.

**Smoking:** Smoking is not allowed on any premises, including patios and entry areas.

**School District:** All renters are subject to comply with all of the Sequoia Union High School District rules and regulations.

#### FACILITY FEE SCHEDULE

ITEM	FEE	REQUIRED/OPTIONAL
Theater Manager	\$50/hr	<b>Required</b>
Custodial Personnel	\$55/hr + 1 hr	<b>Required</b>
City Staff Coordinator	Varies	Optional
Student Technicians	\$10/hr	Optional
Wireless, Hanging, or Boundary Microphones	\$50 each	Optional
LCD Projector	\$75	Optional
VCR/DVD with screen	\$25	Optional
Laptop	\$50	Optional
Overhead projector	\$25	Optional
Rehearsal Stairs	\$50 each	Optional
Choral Risers	\$20 each	Optional
Chairs	\$1 each	Optional
Tables	\$5 each	Optional
Dance Flooring	\$65 per roll(installed) \$40 per roll (uninstalled)	Optional
Band Shell	\$1600	Optional
Follow Spot	\$50 each	Optional

*Please Note: These fees are subject to change.*

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



Organization Name:			
Organization Website:			
Contact Name:			
Address:	City:	State:	Zip:
Phone:	Alternate Phone:		
E-mail:	501(c)(3) Organization:    Yes <input type="checkbox"/> No <input type="checkbox"/>		
Estimated Attendance:	Type of Use:		

	Date	Start Time	End Time	Total Hours
1				
2				
3				
4				
5				

**Please tell us about your organization.**

**What does your organization typically perform, and where?**

**What is your intended use of the PAC if the grant is awarded?**

**What is the target audience for your presentation?**

**How do you intend to market your performance to the Menlo Park community?**

**Will you be charging an entrance fee for your performance? If so, how much?**

**In what ways would your presentation educate the audience?**

**How will performing at the PAC aid your organization?**

**Would you consider using the PAC on an annual basis? If so, how?**

**Any additional information you wish to share?**

**Required Materials:**

- ☐ I have read and understand the Menlo Park Grant for the Arts Guidelines.
- ☐ I have completed the Menlo Park Grant for the Arts Application in its entirety.

**Optional Materials:**

- ☐ I have included any brochures, media kits, or information sheet on the organization.
- ☐ I have included sample marketing materials of previous performances.

I hereby certify and agree that I shall be personally responsible on behalf of myself/organization for any damage sustained by the facility, equipment, or premises as a result of the occupancy of said facility by my group/organization. Approval is dependent upon the intended use, availability and the applicant's agreement to facility rental terms. The City of Menlo Park is not responsible for arrangements made and expenses incurred if your application is not approved. I hereby waive, release, discharge and agree to indemnify, defend and hold harmless the City, its officers, employees, and agents from and against any and all claims by any person or entity, demands, causes of action or judgments for personal injury, death, damage or loss of property, or any other damage and/or liability occasioned by, arising out of, or resulting from this reservation or use of the facilities. I hereby declare that I have read and understand and agree to abide by and to enforce the rules, regulations, and policies affecting the use of the facilities.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date



# Menlo-Atherton Performing Arts Center

## SILICON VALLEY BUSINESS JOURNAL

Named the Center for  
Performing Arts the  
Municipal Building of the Year  
for the region.

## THE LOS ANGELES CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

Commended the district and  
architect for constructing  
“a rich environment for users,  
a sophisticated exterior and  
interior, and making a great-  
looking, ephemeral theater.”

## CITY OF MENLO PARK

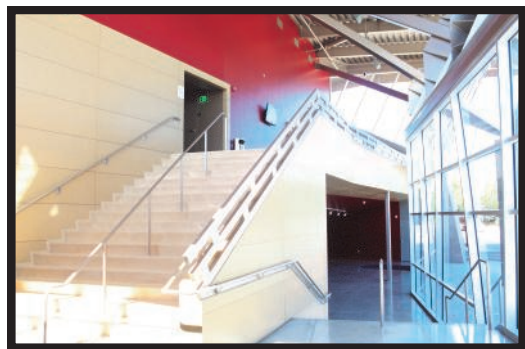
Matt Milde  
Recreation Coordinator  
701 Laurel Street  
Menlo Park, CA 94025  
(650) 330-2223 office  
(650) 330-2242 fax  
[mlmilde@menlopark.org](mailto:mlmilde@menlopark.org)



Theater Interior



Theater Exterior



Lobby



Outdoor Theater



Dressing Room



Green Room





# COMMUNITY SERVICES DEPARTMENT

## Menlo Park Grant for the Arts Evaluation Form

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330.2242



Organization:

Evaluator:

Application submitted by deadline: ☐ Yes ☐ No

Date:

### SECTION A - Please select a score for each item based on the following:

5pts. = Strongly Agree; 4pts. = Agree; 3pts. = Neutral; 2 pts. = Disagree; and 1pt. = Strongly Disagree

- \_\_\_\_\_ Organization provides most of its programs/services to the City of Menlo Park
- \_\_\_\_\_ Membership of the organization resides in the City of the Menlo Park
- \_\_\_\_\_ Performance would allow for the fostering of human development
- \_\_\_\_\_ Performance would connect people to others
- \_\_\_\_\_ Performance would strengthen community by providing a sense of place
- \_\_\_\_\_ Applicant has provided ample details about their organization (may include media kits, brochures, etc.)
- \_\_\_\_\_ Applicant has performed at venues comparable to the PAC
- \_\_\_\_\_ Intended use of the PAC aligns with the organization's mission/values/purpose
- \_\_\_\_\_ Target audience of the performance is appropriate
- \_\_\_\_\_ Organization has clearly outlined how they plan to market the performance
- \_\_\_\_\_ Entrance fee for the type of performance articulated is appropriate
- \_\_\_\_\_ Applicant has clearly stated how their presentation will educate their audience
- \_\_\_\_\_ Presenting in the PAC would greatly aid the organization
- \_\_\_\_\_ Applicant has high potential to utilize the PAC in the future if awarded the grant
- \_\_\_\_\_ Applicant has completed the Grant Application in its entirety

SCORE: \_\_\_\_\_ / 75

### SECTION B - To qualify, all submissions MUST meet the following criteria:

Award 1pt. for each item.

- \_\_\_\_\_ Performance is NOT intended for any religious purpose
- \_\_\_\_\_ Performance is NOT intended for any political advocacy efforts
- \_\_\_\_\_ Performance is NOT intended for any non-public programs, projects or events
- \_\_\_\_\_ Performance is NOT intended for any receptions and/or social activities
- \_\_\_\_\_ Performance aligns with the values of the City of Menlo Park

SCORE: \_\_\_\_\_ / 5

**SECTION C – Overall Evaluator Comments:**

Please provide BOTH support and any concerns with the intended performance (ie. presentation, marketing, ability to attract ticket buyers, technical needs, etc.). – May allot up to 8pts. for this section.

SCORE: \_\_\_\_ / 8

**SECTION D – Final Assessment:**

4 pts. = Yes; 0pts. = No

- \_\_\_\_\_ Intended use is NOT for a currently scheduled nor regularly scheduled PAC performance
- \_\_\_\_\_ Without grant, organization probably would not otherwise perform at the PAC
- \_\_\_\_\_ PAC is currently available for one or more of the requested dates

SCORE: \_\_\_\_ / 12

**COMMITTEE USE ONLY:**

Reviewed Application: Initial: \_\_\_\_\_ Date \_\_\_\_\_

Score: Section A: \_\_\_\_\_ Section B: \_\_\_\_\_ Section C: \_\_\_\_\_ Section D: \_\_\_\_\_ TOTAL: \_\_\_\_\_ /100

Recommended for Commission Approval: ☐ YES ☐ NO

**DIRECTOR USE ONLY:**

Awarded Grant: ☐ YES Amount: \_\_\_\_\_

Director Approval: \_\_\_\_\_ Date: \_\_\_\_\_

# Memo

**To:** Parks and Recreation Commission  
**From:** Derek Schweigart, Community Services Manager  
**Date:** April 23, 2014  
**Re:** Director's Update and Announcements for April 2014

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## **1. Summer Activity Guides**

The much-anticipated Summer Activity Guide will be available online and mailed to residents on Monday, April 21<sup>st</sup>. Look for them in your mailboxes! Resident registration opens on Monday, April 28<sup>th</sup> and non-resident registration will begin on Monday, May 5<sup>th</sup>.

## **2. Gymnastics**

On April 7<sup>th</sup> the gymnastics staff held their annual retreat. After congregating at the gymnastics center, the team car pooled over to the Belle Haven neighborhood. They put on sunscreen, garden gloves, and set off to work! Staff started at the Menlo Park Senior Center where they built a new planter box, cleared the garden of dead plants and weeds, and planted several varieties of vegetables, herbs and flowers. Senior Center patrons expressed their gratitude for the new updated garden and Avidah Samardar, Senior Center Supervisor, said she felt as if she had won a home makeover show. In addition, the staff did some yard work at the Belle Haven After School Program pulling weeds, putting soil amendments into the ground and planting a variety of vegetable plants with some flowers and herbs too.

On April 12 and 13, 2014 the Level 5 Menlo Park Boys Gymnastics Team competed at the Region I Championships in Phoenix Arizona. Representing Menlo Park Gymnastics at the competition was Noah Kim & Ezekiel Eason. Region I consists of gymnasts from California, Arizona, Nevada and Hawaii. Ezekiel Eason placed 3<sup>rd</sup> on Parallel Bars and represented Northern California on the State All Star team. Noah Kim had his highest All Around score of the season and placed 15<sup>th</sup> on Still Rings. This is the first time that Menlo Park Gymnastics has qualified boys to a regional championship.

## **3. First Annual Summer Camp Fair**

In response to parents requesting more information about the types of camps the Community Services Department offers, we will be hosting the first annual summer camp fair at the Arrillaga Family Recreation Center on Friday, May 9<sup>th</sup> to promote all city-run and city-sponsored summer camps. The purpose is to

provide a family-fun event allowing parents to orient themselves through the various camp options for the summer and for kids to have an opportunity to meet our staff. We will offer free pizza, games, and crafts to the community as well as a raffle. The event will also serve as an opportunity for teens and young adults to submit applications for open summer positions and meet and greet with potential employers of City-run and City-sponsored programs.

#### **4. Potential Solar on Five City Buildings and Electric Vehicle Charging Stations Coming Soon**

On November 27, 2012, the City Council approved participation in the Regional Renewable Energy Procurement Project (R-REP), led by Alameda County. R-REP is an initiative utilizing collaborative procurement to purchase renewable energy systems for public agencies. The project will bring clean, renewable energy to up to 187 public facility sites including community centers, libraries, fire stations, medical facilities, city halls and educational facilities across 19 Bay Area public agencies. If all sites are developed, these projects will effectively eliminate greenhouse gas emissions equal to over 6,300 average-sized homes for an entire year. Five of Menlo Park's facilities (Corporation Yard, Belle Haven Child Care Center, Gymnastics, Gymnasium, and Onetta Harris Center) were included in the regional procurement RFP. This would potentially install photovoltaic systems at all of these sites and offset PG&E energy use for each by at least 80%.

#### **5. Special Events**

The Community Services Department will present its Annual Egg Hunt at Burgess Park on Saturday, April 19<sup>th</sup> from 10 a.m. to 12:00 p.m. The Bunny visits Burgess Park with toys and candy filled eggs for girls and boys ages eight and under. The festivities include bounce houses, crafts, a jellybean guess, and pictures with the Bunny. Activities are co-sponsored by the Menlo Park Firefighter's Association and the Menlo Park Fire District. Volunteers for the event will include Kuk Sool Wan of Menlo Park and the National Academy of Athletics.

#### **6. Onetta Harris Community Center**

Also on Saturday, April 19<sup>th</sup> from 10:00 a.m. to 12:00 p.m. the Onetta Harris Community Center will be hosting their annual Egg Hunt. This event will be taking place at Kelly Park, which is located directly behind Onetta Harris Community Center. The Menlo Park Police and Fire will be at this event to show their support and to meet with the community. In addition to collecting colorful eggs, there will be a Jelly Bean Guess, Crafts and a Magic Show which will start at 11:30 a.m.

#### **7. Menlo Park Senior Center**

Menlo Park Senior Center is honoring its many volunteers this month during National Volunteer Month. In 2013, over 48 regular volunteers donated a total of 6,360 hours to the Senior Center. Without these volunteers, many of the programs at the Senior Center would not be possible or would not run as successfully as they do.

#### **8. Belle Haven Neighborhood Action Plan**

On Thursday, April 10<sup>th</sup>, the Menlo Park Rotary held a meeting at the Onetta Harris Community Center to present their preliminary proposal to build a

community garden in the Belle Haven neighborhood. This idea was first presented at the Community Action Workshop that was held in June last year. There were around 10 residents who attended the meeting to listen and have their questions addressed. The Public Safety Action Team continues to meet with another meeting to be held this month. In addition, the Police Dialogues which were very popular with residents back in 2013 will continue with one tentatively scheduled later in the month.

### **Announcements**

1. The Annual Training and Commission Appreciation Event to be held on Tuesday, May 20, 2014 between 4:00-6:00 p.m. with an appreciation reception following from 6:00-7:30 p.m. in the Council Chambers.

Event highlights include:

- Wine & hors d'oeuvres
- Recognition of outgoing (termed out) Commissioners
- Introduction of new Commissioners (less than 1 year service)
- Group picture taking of every Commission
- Giveaways for each Commissioner
- Address by Mayor/Mayor Pro Tem



# ADMINISTRATIVE SERVICES DEPARTMENT

Council Meeting Date: April 29, 2014

**DRAFT**

Staff Report #:

Agenda Item #:

**PUBLIC HEARING: Adopt a Resolution Amending the City's Master Fee Schedule to Incorporate Proposed Changes in Fees to Become Effective Immediately, July 1, 2014, or as Required by Statute for the Following Departments: Community Services, Community Development, and the Menlo Park Municipal Water District**

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## RECOMMENDATION

Staff recommends City Council adopt a resolution amending the City's Master Fee Schedule to incorporate proposed changes in fees to become effective immediately, July 1, 2014, or as required by statute for the following departments: Community Services, Community Development, and the Menlo Park Municipal Water District.

## BACKGROUND

The Master Fee Schedule reflects fees charged by all City departments. It is amended annually so that fees reflect current costs to provide services, to bring fees closer to full cost recovery targets, to add new fees when applicable for new City services, and/or to eliminate fees for discontinued services.

The City imposes different categories of fees with different requirements regarding how fees are set or changed:

- Fees and charges for the use of facilities, services, and access to property: these fees are elective on the part of the customer/user. The purpose of these fees and charges is to generate revenues for access or use of the service or facility. There is no legal restriction on the amount of such fees or charges, and they can be effective immediately.
- Property development processing fees: these include fees for building and use permits, variances, building inspections, map applications, and planning services. These fees cannot exceed the reasonable cost of providing the service. Any new fee or increase to existing fees in this category can be effective no sooner than sixty days after approval by City Council.
- Fees relating to public records act requests and copies of documents and reports: these fees are limited to the actual cost of copying (not including personnel time to copy) or the statutory amount, whichever is less. There are no changes recommended for any fees in this category at the present time.

## **ANALYSIS**

Identifying the cost components of providing services is integral to the establishment of the fees and cost recovery rates. Accordingly, a detailed cost study was identified as a priority project for the 2006-07 budget and completed in 2008-09. Staff has prepared the following recommendations using analyses provided by the Cost Allocation and Overhead Rate Study, the Fully Burdened Hourly Staff Labor Rate Study, the Comprehensive Fee and Service Charge Study, using updated cost information. In addition, the citywide Cost Recovery Fee Policy/Strategy (Attachment B) was referenced as a guide in determining appropriate cost recovery rates for services.

The recommendations presented by staff in this report ensure not only that charges keep pace with the costs of providing services, but are also competitive with comparable programs (where applicable), aligned with cost recovery levels defined in the Cost Recovery Fee Policy, and are responsive to demands for these services within the community. The proposed fee changes are summarized below, by department. Fees for which there are no recommended changes are not listed.

### **Community Services**

Several fee increases for recreation programs are suggested in order to continue progress toward the department's long-term cost recovery goals. Staff believes the 2005 *Your City/Your Decision* community-driven budget process provided community direction and support for increasing the degree to which recreational services pay for themselves. The Cost Allocation Plan and User Fee Study and Policy also provides further clarification for making fee changes in order to align fees more appropriately to the costs of recreation services and some social service programs.

In accordance with the Cost Recovery Policy, staff has suggested the greatest fee increases for programs that are of special benefit to individuals or groups, where the goal is to set fees to a level sufficient to support direct program costs, plus up to 100% of City overhead associated with the activity. These programs provide individual benefit foremost, and minimal community benefit. Activities promoting the full utilization of parks and recreation facilities are also included in those recommended for the greatest fee increases.

Several programs delineated in the policy are included in the medium cost recovery category, with recovery of a majority of direct (budgeted) costs incurred in the delivery of the service. However, administrative and other overhead costs of the Community Services Department are not being recovered. Both the community and individuals benefit from these services.

The schedule below summarizes the current fees, proposed fees, and percentage change in certain Community Services fees. If approved, it is estimated that increases and new fees will generate an additional \$171,300 annually at current and estimated participation levels.

Fee Title	Current Fee	Proposed Fee	Change %
<b>MENLO CHILDREN'S CENTER – RESIDENT:</b>			
<b><u>Preschool</u></b> (per month)			
Toddler Room			
Full-time 5 days per week	1,787.00	1,805.00	1%
Part-time 3 days per week	1,304.00	1,317.00	1%
Part-time 2 days per week	1,018.00	1,028.00	1%
Early pre-school and Pre-school room			
Full-time 5 days per week	1,405.00	1,419.00	1%
Part-time 3 days per week	1,026.00	1,036.00	1%
Part-time 2 days per week	801.00	809.00	1%
<b><u>School-Age Child Care</u></b>			
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 5 day)	425.00	446.00	5%
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 4 day)	N/A	400.00	New
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 3 day)	310.00	326.00	5%
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 2 day)	242.00	254.00	5%
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 1 day)	N/A	150.00	New
Morning Kindergarten (Full-time 5 day)	670.00	704.00	5%
Morning Kindergarten (Full-time 3 day)	489.00	513.00	5%
Morning Kindergarten (Full-time 2 day)	382.00	401.00	5%
Afternoon Kindergarten (Full-time 5 day)	460.00	483.00	5%
Afternoon Kindergarten (Full-time 3 day)	331.00	348.00	5%
Afternoon Kindergarten (Full-time 2 day)	262.00	275.00	5%
<b><u>Seasonal Programs – 2 week Camp*</u></b>			
1 <sup>st</sup> through 5 <sup>th</sup> grades	375.00	425.00	13%
Middle School grades	375.00	400.00	7%
Kindergarten	447.00	550.00	23%
(*Field Trips subject to extra fees)			
<b>BELLE HAVEN PROGRAMS - RESIDENT:</b>			
<b><u>Afterschool</u></b> (per month)			
Kindergarten – standard start (non-subsidized)	460.00	483.00	5%
1 <sup>st</sup> through 6 <sup>th</sup> grade – standard start (non-subsidized)	425.00	446.00	5%
Kindergarten – standard start (subsidized*)	104.00	109.00	5%
1 <sup>st</sup> through 6 <sup>th</sup> grade – standard start (subsidized*)	95.00	99.00	4%
Kindergarten – early start (non-subsidized)	670.00	704.00	5%
Kindergarten – early start (subsidized*)	124.00	129.00	4%



Fee Title	Current Fee	Proposed Fee	Change %
<b>BELLE HAVEN PROGRAMS – RESIDENT:</b> continued			
<b><u>Seasonal Programs</u></b>			
Camp Programs			
Kindergarten (subsidized)	156.00	159.00	2%
1 <sup>st</sup> through 6 <sup>th</sup> grade & Counselor-in-training (subsidized*)	135.00	139.00	3%
*Subsidized rates for eligible residents only			
<b>ARRILLAGA FAMILY RECREATION CENTER:</b>			
Menlo Madness – Camps			
- per week – sliding scale	175.00 to 304.00	150.00 to 380.00	(14%) to 25%
Birthday Party Packages – Residents	175.00 to 800.00	225.00 to 1,000.00	25% to 29%
- Non-Residents	52.00 additional	25% additional	Varies
Sequoia Room Rentals – per hour			
Weekday – Residents	125.00	150.00	20%
- Non-Residents	170.00	195.00	15%
Weekend – Residents	170.00	200.00	18%
- Non-Residents	230.00	260.00	13%
<b>ARRILLAGA FAMILY GYMNASTICS CENTER:</b>			
<b><u>Gymnastics – Per hour fee</u></b>			
1– 2 hours per week	13.40	14.10	5%
3 hours per week	10.45	11.00	5%
6 hours per week	8.90	9.35	5%
9 hours per week	8.45	8.90	5%
12 hours per week	7.85	8.25	5%
15 hours per week	7.00	7.35	5%
<b><u>Private Lessons</u></b>			
1/2 hour – resident – up to two children	35.00	35.00	No Change
- each additional child	15.00	15.00	No Change
1 hour – resident – up to two children	N/A	57.00	New
- each additional child		25.00	New
Gymnastics Program T-Shirt – each	N/A	10.00	New
Birthday Party Packages – Residents	175.00 to 800.00	225.00 to 1,000.00	25% to 29%
- Non-Residents	52.00 additional	25% additional	Varies
All gymnastics fees for non-residents are 125% of resident fee			

Fee Title	Current Fee	Proposed Fee	Change %
<b>MENLO PARK SENIOR CENTER</b>			
Grand Ballroom and Kitchen Rental Fee			
Resident – per hour	120.00	120.00	No Change
Non-resident – per hour	150.00	150.00	No Change
Kitchen Only			
Resident – per hour	N/A	30.00	New
Non-resident – per hour	N/A	40.00	New
Imagination Room			
Resident – per hour	40.00	40.00	No Change
Non-resident – per hour	50.00	50.00	No Change
Community Room			
Resident – per hour	40.00	40.00	No Change
Non-resident – per hour	50.00	50.00	No Change
Minimum Rental Period All Locations	1 hour	2 hours	100%
Discounts on per hour rates			
Multi-room – entire facility	N/A	30%	New
Long-term – 20 or more hours in a year	N/A	25%	New
Non-Profit use of facilities (only one discount per rental)	N/A	25%	New
<b>ONETTA HARRIS COMMUNITY CENTER</b>			
Drop-In Basketball Fee	1.00	1.00	No Change
Drop-In Fitness Fee	1.00	1.00	No Change
Drop-In Class Fee	N/A	3.00	New
Activity Room Rental Fee			
Resident – per hour	50.00	70.00	40%
Non-resident – per hour	65.00	85.00	31%
<b>FEE NAME CHANGES</b>			
<i>From:</i> Athletic Fields Usage – Natural Turf - For Profit Groups			
<i>To:</i> Athletic Fields Usage – Natural Turf – For Profit Groups and Non-Profit Groups Camps and Clinics			
Resident – Per hour – per group	33.00	33.00	No Change
Non-resident – Per hour – per group	72.00	72.00	No Change
<i>From:</i> Athletic Fields Usage – Synthetic Turf – For Profit Groups			
<i>To:</i> Athletic Fields Usage – Synthetic Turf – For Profit Groups and Non-Profit Groups Camps and Clinics			
Resident – per hour – per group	60.00	60.00	No Change
Non-resident – per hour – per group	100.00	100.00	No Change
<b>(All non-resident fee are 135% of resident fees unless a specific non-resident fee is listed)</b>			

## **Child Care Programs**

**Menlo Children's Center (MCC) Preschool Programs:** The tuition increase proposal for the MCC Preschool is a 1% increase in child care fees. This moderate increase will help remain comparable to other preschool programs in the area, as well as moving MCC closer to its cost-recovery target. In the Afterschool Program, there has been a decrease in the demand for full-time afterschool care by parents in favor of part-time spots that provide for greater flexibility for parents whose children participate in a variety of afterschool activities. Although full-time participants will continue to be the majority of participants, we are proposing options for a 1 day per week at \$150 per month and a 4 day per week at \$400 per month. These options will allow families to continue to use all of the services of the program even if their childcare needs change. The tuition proposal for MCC Afterschool calls for a 5% increase in childcare fees. This increase will keep the program at a comparable tuition fee when compared to other afterschool programs in the area.

For Seasonal Programs, fees for the 1 week camp range between \$175 to \$304. Staff proposes bringing fees for the 2 week camp within the 1 week camp range by increasing the fees for 1<sup>st</sup> through 5<sup>th</sup> grades from \$375 to \$425, for Middle School grades from \$375 to \$400, and for Kindergarten from \$447 to \$550.

The estimated increase in annual revenue is \$26,500.

**Belle Haven School Age Programs and Camp Menlo:** Staff proposes increasing the Kindergarten and 1<sup>st</sup> through 6<sup>th</sup> grade monthly afterschool program fees, as well as camp fees by 2% to 5% in order to continue progress toward achieving the program's cost recovery target of 30% per City Council Cost-Recovery Policy. These moderate increases will move us toward our cost-recovery target while not significantly impacting parents and ensuring that we can maintain our capacity of 56 children or greater.

The estimated increase in annual revenue is \$2,900.

## **Recreation Programs**

**Arrillaga Family Recreation Center:** The Menlo Madness Summer Camp fees are currently set within a sliding scale range of \$175 to \$304 per week. An expansion of the Menlo Madness Summer Camp is being proposed to include a Munchkin Madness Camp to accommodate preschool age children (3 to 4 year olds) to meet an identified community need in this popular day camp. In order to offer the half-day camp at a competitive rate, we request that the lower range of the sliding scale be lowered from \$175 to \$150 per week. Camp fees have not been increased 3 years. So, we are also, at the same time, proposing an increase in the higher range of the scale from \$304 to \$380 due to increased cost for field trips and program supplies. This will result in a new sliding scale range of \$150 to \$380 per week. The addition of the Munchkin Madness Camp is expected to generate \$15,000 in annual revenue for the program, while the increase to the Menlo Madness Camp for grade school-age participants is expected to result in a \$10,000 annual increase in revenue.

Increases in the rental fees for the Arrillaga Family Recreation Center are being proposed due to the high demand and increased facility usage since the facility was renovated. There has not been an increase in room rental fees since the renovation, and an increase will continue the progress made toward achieving the community center's cost-recovery targets. The following increases are being proposed: Sequoia Room Weekday increase \$25 per hour from \$125 to \$150 per hour for residents and \$170 to \$195 per hour for non-residents; Sequoia Room Weekends increase \$30 per hour from \$170 to \$200 per hour for residents and \$230 to \$260 per hour for non-residents.

An increase to the Birthday Party Packages range is being proposed to account for the increased demand and for the potential party add-on's that customers frequently request. The current range is \$175 to \$800 and the range being proposed is \$225 to \$1,000.

The estimated increase in total annual revenue is \$50,900.

**Arrillaga Family Gymnastics Center:** An increase of 5% to gymnastics classes is being proposed to account for the high-demand, below-market pricing, and is in alignment with the gradual fee increases outlined in the Gymnastics Business Plan to make the Gymnastics Center more competitive with other neighboring gymnastics programs. In addition to the half-hour private lessons we currently offer, there is a proposal to include a full-hour private lesson at \$57 per hour to accommodate the demand for longer lesson time. T-shirts were offered this year as a promotional opportunity for Preschool Gymnastics students and were well received. This year we would like to offer the T-shirts for sale to parents at \$10 per shirt for both the preschool and developmental program students. An increase to the Birthday Party Package Non-resident fee is proposed that would equal 25% of the resident rate, which will make it more consistent with the non-resident rate for classes and with other birthday party packages offered by other programs in the City.

The estimated annual increase in revenue is \$79,200.

**Menlo Park Senior Center:** As a result of a reduction of rental pricing and increased promotion in FY 2013-14, the Menlo Park Senior Center has seen an increase in the demand by residents and groups to rent the facility. One area of interest is the rental of the Senior Center Kitchen, for which we are proposing a new fee of \$30 per hour for residents and \$40 per hour for non-residents to meet the demand for this type of rental. Rental of the Kitchen would only be available as an add-on to the rental of space in the Senior Center or an adjacent facility. It is also being recommended that all room rentals for the Grand Ballroom, Community Room, and Imagination Room be a minimum of two hours in order to offset the amount of staff support required to conduct a rental and to be consistent with the two hour minimum requirement of other facilities. A multi-room discount of 30% is being proposed to encourage larger groups who have expressed an interest in renting the whole facility for additional breakout rooms the ability to do so. The discount would not apply to renters who are already receiving a lower rate, as in non-profits, or those who are getting long-term rental discounts. A long-term rental

discount of 25% is being proposed for those renting for 20 or more hours in a year. This will encourage church, non-profits, and other local businesses to hold their regular meetings at the Senior Center.

The estimated increase in annual revenue based on the higher projected volume of rentals is \$1,900.

**Onetta Harris Community Center:** The Onetta Harris Community Center collects a drop-in fee of \$1 for its basketball gym and fitness room. Recently the community center began offering a drop-in option for classes to encourage people who did not want to commit to the longer class session the opportunity to participate. Staff proposes a new fee of \$3 per class for these drop-in participants. The center has seen a large increase in weekend rentals of activity rooms which are requiring a significant amount of professional maintenance. In order to offset the additional maintenance cost, staff proposes increasing the Activity Room Rental fee from \$50 to \$70 per hour for residents and from \$65 to \$85 per hour for non-residents. These increases are not expected to have an impact to the demand in rental business given the current below-market rates offered.

The estimated increase in annual revenue for these changes is \$9,600.

**Athletic Fields Usage:** Currently there are fees established for the use of both natural and synthetic turf athletic fields by non-profit sports team organizations (Little League, AYSO, MAASL, etc.) for team play. There are separate fees charged to "For Profit Groups" for the use of these fields for group activities. To accommodate requests from non-profits to conduct "camps and clinics", staff recommends changing the fee names for use of athletic fields by "For Profit Groups" to "For Profit Groups and Non-Profit Groups Camps and Clinics".

The estimated increase in annual revenue is \$300.

**Non-resident surcharge:** Staff does not recommend changing the non-resident surcharge for Community Services programs from the current rate of 35 percent of the resident fee. For example, if a resident fee is \$100, the non-resident fee is \$135, which includes the \$35 surcharge. This surcharge percentage applies when an alternate percentage or dollar amount for non-resident use has not been approved.

## **IMPACT ON CITY RESOURCES**

The estimated annual net increase in General Fund revenue from the revisions discussed in this report is \$ (Included in Final Draft Report).

User fees provide a significant source of cost recovery for the City. The recommended revisions to the Master Fee Schedule will be built into the 2014-15 budget recommendations and will help in maintaining service levels in the current fiscal year.

## **POLICY ISSUES**

The fee changes proposed in this report are in compliance with the Cost Recovery / Subsidization Policy adopted by Council on March 9, 2010.

## **ENVIRONMENTAL REVIEW**

Adoption of a Master Fee Schedule is categorically exempt under current California Environmental Quality Act guidelines.

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Drew Corbett  
Finance Director

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John McGirr  
Revenue & Claims Manager

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Cherise Brandell  
Community Services Director

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Arlinda Heineck  
Community Development Director

**PUBLIC NOTICE:** Published legal notice on April 16, 2014 in the local newspaper.

## **ATTACHMENTS:**

- A. Resolution Amending City Fees and Charges
- B. User Fee Cost Recovery – Fiscal Policy

**RESOLUTION NO.**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO PARK  
AMENDING CITY FEES AND CITY CHARGES**

WHEREAS, under the provisions of the City of Menlo Park Municipal Code Section 1.25.010, fees and charges assessed by the City of Menlo Park may be amended or modified upon the adoption of a Resolution by the City Council; and

WHEREAS, the City Council of the City of Menlo Park considers that said amended fees, as per Staff Report #14-\_\_\_\_\_ dated April 29, 2014 are appropriate and should be adopted.

The City Council of the City of Menlo Park makes the following findings:

1. User fee services are those performed by the City on behalf of a private citizen or group with the assumption that the costs of services benefiting individuals, and not society as a whole, should be borne by the individual receiving the benefit. However, in some circumstances, it is reasonable to set fees at a level that does not reflect the full cost of providing service but to subsidize the service.
2. A listing of the fee changes proposed for City services was available to the public for at least ten days preceding the Public Hearing on April 29, 2014, at which time the fees were adopted.

NOW, THEREFORE, BE IT AND IT IS HEREBY RESOLVED that the Master Fee Schedule last amended April 2, 2013, is hereby amended to take effect on the date this resolution is passed and adopted; and

BE IT FURTHER RESOLVED that the City Manager is authorized to waive, modify or amend fees on any matter in his/her reasonable discretion, provided that said fees may not be increased and if he/she does so, he/she shall so advise the City Council.

PASSED AND ADOPTED at a regular meeting of the Menlo Park City Council on the twenty-ninth day of April, 2014, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of the City of Menlo Park this twenty-ninth day of April, 2014.

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Pamela I. Aguilar, City Clerk

# City of Menlo Park

## Fiscal Policy

<b>Department</b> City Council	<b>Page 1 of 11</b>	<b>Effective Date</b> 03/09/10
	<b>Approved by</b> Minute Order March 9, 2010	<b>Procedure #</b> CC-10-0001
<b>Subject</b> User Fee Cost Recovery		

### **Purpose:**

A clear User Fee Cost Recovery Policy will allow the City of Menlo Park to provide an ongoing, sound basis for setting fees that allows charges and fees to be periodically reviewed and updated based on predetermined, researched and supportable criteria that can be made available to the public.

### **Background:**

In 2005 the *Your City/Your Decision* community driven budget process provided community direction and initial information on approaches to cost recovery of services. In 2007, the Cost Allocation Plan provided further basis for development of a standardized allocation system by providing a methodology for data-based distribution of administrative and other overhead charges to programs and services. The Cost of Services Study completed in 2008 allowed the determination of the full cost of providing each service for which a fee is charged and laid the final groundwork needed for development of a values-based and data-driven User Fee Cost Recovery Policy. A draft User Fee Cost Recovery Policy was presented for consideration by the Council at a Study Session on February 10, 2009. Comments and direction from the Study Session were used to prepare this Fiscal Policy.

### **Policy:**

The policy has three main components:

- Provision for ongoing review
- Process of establishing cost recovery levels
  - Factors to be Considered
- Target Cost Recovery Levels
  - Social Services and Recreation Programs
  - Development Review Programs
  - Public Works
  - Police
  - Library
  - Administrative Services

### ***Provision for ongoing review***

Fees will be reviewed at least annually in order to keep pace with changes in the cost of living and methods or levels of service delivery. In order to facilitate a fact-based approach to this review, a comprehensive analysis of the city's costs and fees should be made at least every five years. In the interim, fees will be adjusted by annual cost factors reflected in the appropriate program's operating budget.

### ***Process of establishing service fee cost recovery levels***

The following factors will be considered when setting service fees and cost recovery levels:

1. Community-wide vs. special benefit
  - The use of general purpose revenue is appropriate for community-wide services while user fees are appropriate for services that are of special benefit to individuals or groups. Full cost recovery is not always appropriate.
2. Service Recipient Versus Service Driver
  - Particularly for services associated with regulated activities (development review, code enforcement), from which the community primarily benefits, cost recovery from the "driver" of the need for the service (applicant, violator) is appropriate.
3. Consistency with City public policies and objectives
  - City policies and Council goals focused on long term improvements to community quality of life may also impact desired fee levels as fees can be used to change community behaviors, promote certain activities or provide funding for pursuit of specific community goals, for example: health and wellness, environmental stewardship.



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4. Impact on demand (elasticity)
  - Pricing of services can significantly impact demand. At full cost recovery, for example, the City is providing services for which there is a genuine market not over-stimulated by artificially low prices. Conversely, high cost recovery may negatively impact lower income groups and this can work against public policy outcomes if the services are specifically designed to serve particular groups.
5. Discounted Rates and Surcharges
  - Rates may be discounted to accommodate lower income groups or groups who are the target of the service, such as senior citizens or residents.
  - Higher rates are considered appropriate for non-residents to further reduce general fund subsidization of services.
6. Feasibility of Collection
  - It may be impractical or too costly to establish a system to appropriately identify and charge each user for the specific services received. The method of assessing and collecting fees should be as simple as possible in order to reduce the administrative cost of collection.

### *Target cost recovery levels*

1. Low cost recovery levels (0% – 30%) are appropriate if:
  - There is no intended relationship between the amount paid and the benefit received
  - Collecting fees is not cost-effective
  - There is no intent to limit use of the service
  - The service is non-recurring
  - Collecting fees would discourage compliance with regulatory requirements
  - The public at large benefits even if they are not the direct users of the service
2. High cost recovery levels (70% – 100%) are appropriate if:
  - The individual user or participant receives the benefit of the service
  - Other private or public sector alternatives could or do provide the service
  - For equity or demand management purposes, it is intended that there be a direct relationship between the amount paid and the level and cost of the service received
  - The use of the service is specifically discouraged
  - The service is regulatory in nature
3. Services having factors associated with both cost recovery levels would be subsidized at a mid-level of cost recovery (30% - 70%).

General categories of services tend to fall logically into the three levels of cost recovery above and can be classified according to the factors favoring those classifications for consistent and appropriate fees. Primary categories of services include:

- Social Services and Recreation Programs
- Development Review Programs – Planning, and Building
- Public Works Department – Engineering, Transportation, and Maintenance
- Public Safety

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### Social Services and Recreation Programs

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
9	<u>Parks</u>			
	Dog Park	X		
	Skate Parks	X		
	Open Space/Parks	X		
7 11 10 11 11 7 7 11	<u>Social Services</u>			
	Senior Transportation	X		
	Senior Classes/Events	X		
	Belle Haven School Age – Title 22		X	
	Menlo Children’s Center – Title 22			X
	Preschool - Title 22			X
	Preschool – Title 5		X	
	Second Harvest	X		
	<u>Events/Celebrations</u>			
	City Sponsored	X		
	City-Wide	X		
	Youth & Teen Targeted	X		
	Cultural	X		
5, 6, 7 9 9 9 10 5,6,7 9 5,6,7,8,9,10	<u>Facility Usage</u>			
	City Functions (e.g. commissions)	X		
	Co-Sponsored Organizations	X		
	Non-Profit	X		
	Fields - Youth (non-profit)		X	
	Fields - Adult (non-profit)		X	
	Tennis Courts		X	
	Picnic Rentals - Private Party			X
	Private Rentals			X
8 8 8 7 11	<u>Fee Assisted Programs</u>			
	Recreational Swim	X		
	Swimming Classes	X		
	Lap Swimming	X		
	Recreation Classes	X		
	Open Gym Activities	X		

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### Social Services and Recreation Programs - continued

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
11 10,11 9 10 10 12 6,12 11	<u>Recreation Programs</u> Drop-In Activities Camps & Clinics Youth Leagues Youth Special Interest Adult Special Interest Gymnastics Birthday Parties Adult League		X	X X X X X X X

**Low Recovery Expectations:** Low to zero recovery is expected for programs in this category as the community benefits from the service. Non-resident fees if allowed may provide medium cost recovery.

In general, low cost programs or activities in this group provide a community wide benefit. These programs and activities are generally youth programs or activities enhancing the health, safety and livability of the community and therefore require the removal of a cost barrier for optimum participation. Recreation programming geared toward the needs of teens, youth, seniors, persons with disabilities, and/or those with limited opportunities for recreation are included. For example:

- **Parks** – As long as collecting fees at City parks is not cost-effective, there should be no fees collected for general use of parks and playgrounds. Costs associated with maintaining the City's parks represent a large cost for which there is no significant opportunity for recovery – these facilities are public domains and are an essential service of City government.
- **Social Services** – There is no intended relationship between the amount paid and the benefit received for social service programs. Some programs are designed and delivered in coordination/partnership with other providers in Menlo Park.
- **Senior Transportation** – Transportation is classified as a low cost recovery program because there is no fee charged for the program and the majority of the seniors served cannot afford the actual cost of the service. Donations are solicited, but they are minimal. No fee should be established for this service, as it would threaten ridership and County reimbursements would be withdrawn.
- **Senior Classes/Events** – The primary purpose of senior classes and events is to encourage participation. The seniors served in these classes do not have the means of paying for the classes and are classified as “scholarship” recipients due to their low income levels. The classes should continue to be offered in collaboration with outside agencies which can offer them for free through state subsidies.
- **Second Harvest** – Monthly food distributions provide free food to needy families and so contribute a broad community benefit. The coordination and operation of the program is through the Onetta Harris Center staff with volunteers assisting with the distribution of food, to keep costs as low as possible.
- **Events/Celebrations** – Community Services events provide opportunities for neighborhoods to come together as a community and integrate people of various ages, economic and cultural backgrounds. Events also foster pride in the community and provide opportunities for volunteers to give back. As such, the benefits are community-wide. In addition, collection of fees are not always cost effective.

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- Facility Usage – Safe and secure facilities for neighborhood problem-solving and provision of other general services support an engaged community and should be encouraged with low or no fees.
- Fee Assisted Recreation Programs – Activities with fee assistance or sliding scales make the programs affordable to all economic levels in the community. Organized activities, classes, and drop-in programs are designed to encourage active living, teach essential life and safety skills and promote life-long learning for broad community benefit.

**Medium Recovery Expectation** – recovery of most program costs incurred in the delivery of the service, but without recovery of any of the costs which would have been incurred by the department without the service. Both community and individuals benefit from these services. Non-resident fees if allowed may provide high cost recovery.

- Belle Haven School Age – Title 22 - Licensed Child Care Program – Services to participants in this program are not readily available elsewhere in the community at low cost. The program provides broad community benefit in the form of a safety net for children in the community. Organized activities and programs teach basic skills, constructive use of time, boundaries and expectations, commitment to learning and social competency. Resident fees charged based on San Mateo County Pilot program for full day care that sets fees at no more than 10% of the family's gross income.
- Preschool Title 5 – The Preschool Program is supported primarily by reimbursement of federal and state grants for low income children. Tuition and reimbursement rates are regulatory.
- Senior Lunches – Congregate Nutrition is classified as a medium cost recovery fee as it asks a donation coupled with a per meal reimbursement from OAA & State funds.
- Belle Haven School Community School – The Community School partners with various non-profit and community-based agencies to provide much needed services to the community – high quality instruction, youth enrichment services, after-school programs, early learning and a family center. Services are open to Belle Haven students, their families and residents of the surrounding neighborhood.
- Field Rentals and Tennis Courts – Costs should be kept low for local non-profit organizations providing sports leagues open to residents and children in the Menlo Park Schools that encourage healthy lifestyles and lifelong fitness. Opportunities exist to collect a reasonable fee for use to defray citywide expenses for tennis facilities and fields.
- Programs – Drop-in programs can be accessed by the widest cross section of the population and therefore have the potential for broad-base participation. Recreation drop-in programs have minimal supervision while providing healthy outlets for youth, teens and adults

**High Recovery Expectations** – present when user fees charged are sufficient to support direct program costs plus up to 100% of department administration and city overhead associated with the activity. Individual benefit foremost and minimal community benefit exists. Activities promote the full utilization of parks and recreation facilities.

- Menlo Children's Center School Age and Pre-school – Title 22 – Participation benefits the individual user.
- Picnic Areas – Picnic rental reservations benefit the individual but help defray the cost of maintaining parks benefiting the entire community.
- Facility Usage – Facility use is set at a higher rate for the private use of the public facility for meetings, parties, and programs charging fees for services and celebrations.

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- Programs – Activities in this area benefit the individual user. Programs, classes, and sports leagues are often offered to keep pace with current recreational trends and provide the opportunity to learn new skills, improve health, and develop social competency. The services are made available to maximize the use of the facilities, increase the variety of offerings to the community as a whole and spread department administration and city-wide overhead costs to many activities. In some instances offering these activities helps defray expenses of services with no viable means of collecting revenue e.g. parks, playgrounds, etc.
- Contracted Venues – (for profit) – Long term arrangements where a facility is rented or contracted out to reduce general funding expense in order to provide specialized services to residents.

### Development Review Services

1. Planning (planned development permits, tentative tract and parcel maps, re-zonings, general plan amendments, variances, use permits)
2. Building and safety (building permits, structural plan checks, inspections)

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
	<u>1. Planning</u>			
24	Appeals of Staff Decisions	X		
24	Appeals of Planning Commission Decisions by Residents	X		
	Subsequent Appeals			X
24	Temporary Sign Permits	X		
23	Use Permits – Non-Profits	X		
24	Administrative Reviews – Fences		X	
	Appeals of Planning Commission Decisions by			X
24	Non-Residents			X
23	Administrative Reviews – Other			X
23	Architectural Control			X
23	Development Permits			X
23	Environmental Reviews			X
23	General Plan Amendments			X
24	Tentative Maps			X
24	Miscellaneous – not listed elsewhere			X
	Reviews by Community Development			X
24	Director or Planning Commission			X
23	Special Events Permitting			X
23	Study Sessions			X
24	Zoning Compliance Letters			X
23	Signs and Awnings			X
23	Use Permits – other			X
23	Variances			X
23	Zoning Map			X
	Ordinance Amendments			

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Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
28-48	<u>2. Building and safety</u> Solar installations Building Permits Mechanical Permits Electrical Permits Plumbing Permit Consultant Review	X		X X X X X

**Low Recovery Expectations:** Low to zero recovery is expected for services in this category to maintain open and accessible government processes for the public, encourage environmental sustainability and encourage compliance with regulatory requirements. Example of Low Recovery items:

- Planning – The fees for applicants who wish to appeal a Staff Decision or for a Menlo Park resident or neighbor from an immediately adjacent jurisdiction who wishes to appeal a decision of the Planning Commission is purposefully low to allow for accessibility to government processes.
- Planning – Temporary sign permit fees are low so as to encourage compliance.
- Building – The elimination or reduction of building permits for solar array installations is consistent with California Government Code Section 65850.5, which calls on local agencies to encourage the installation of solar energy systems by removing obstacles to, and minimizing costs of, permitting for such systems.

**Mid-level Recovery Expectations:** Recovery in the range of 30% to 70% of the costs incurred in the delivery of the service reflects the private benefit that is received while not discouraging compliance with the regulation requirements.

- Planning – Administrative permits for fences that exceed the height requirements along Santa Cruz Avenue are set at mid-level to encourage compliance.

**High Recovery Expectations:** Cost recovery for most development review services should generally be high. In most instances, the City's cost recovery goal should be 100%.

- Planning – Subsequent Appeals - The fees for applicants who are dissatisfied with the results of a previous appeal of an administrative permit or a decision of the Planning Commission should be at 100% cost recovery.
- Planning – Most of the Planning fees charged are based on a "time and materials" basis, with the applicant/customer being billed for staff time (at a rate that includes overhead cost allocations) and the cost of actual materials or external services utilized in the delivery of the service.
- Building – Building fees use a cost-basis, not a valuation basis, and are flat fees based on the size and quantities of the project.

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### Public Works Department - Engineering, Transportation, and Maintenance

1. Engineering and Transportation (public improvement plan checks, inspections, subdivision requirements, encroachments)
2. Transportation (red curb installation, truck route permits, traffic signal repairs from accidents)
3. Maintenance (street barricades, banners, trees, special event set-up, damaged city property)

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
	<u>1. Engineering</u>			
25	Heritage Tree	X		
25	Appeals to Environmental Quality Commission and City Council	X X		
	Bid Packages	X		
19	Plotter Prints		X	
19	Encroachment Permits for			
19	City-mandated repair work (non-temporary)		X	
25	Heritage Tree		X	
	Tree Removal Permits 1 – 3 trees			
19	City Standard Details		X	
20	Improvement Plan Review			X
20	Plan revisions			X
21	Construction Inspection			X
20	Maps / Subdivisions			X
	Real Property			X
19	Abandonments			X
19	Annexations			X
21	Certificates of Compliance			X
20	Easement Dedications			X
20	Lot Line Adjust/Merger			X
19	Encroachment Permits			X
19	Completion Bond			X
	Processing Fee			X
25	Heritage Tree Permits			X
	After first 3 trees			X
16	Downtown Parking Permits			X
	<u>2. Transportation</u>			
22	Red Curb Installation	X		
22	Truck Route Permits	X		
22	Traffic Signal Accident			X
22	Aerial Photos			X

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Minute Order  
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Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
22	3. Maintenance			
22	Tree Planting	X		
22	Banners – Santa Cruz Ave			X
22	Barricade replacement			X
22	Weed Abatement			X
22	Special Event set-up – for profit use			X
22	Special Event set-up- for non-profits use		X	
22	Damaged City property			X

**Low Recovery Expectations:** Low to zero recovery is expected for services in this category as the community benefits from the service. In general, low cost services in this group provide a community-wide benefit. These services generally are intended to enhance or maintain the livability of the community and therefore require the removal of a cost barrier to encourage use. However, in some instances the maximum fee that can be charged is regulated at the State or Federal level and therefore the City fee is not determined by City costs (truck route permits, copies of documents). Examples of Low Recovery items:

- Maintenance – Tree Plantings is classified as a low cost recovery fee to replacement of trees removed due to poor health and to encourage new tree plantings.
- Transportation – Red Curb Installation is classified as a low cost recovery fee for support traffic/parking mitigation requests to address safety concerns of residents and businesses.
- Transportation – Truck Route Permits Fees – maximum fee set by State Law.
- Engineering – Heritage Tree Appeals is classified as a low cost recovery fee to insure that legitimate grievances are not suppressed by high fees.
- Engineering – Bid Packages are provided at a low cost to encourage bid submissions thereby insuring that the City receives sufficient bids to obtain the best value for the project to be undertaken.

**Medium Recovery Expectations:** Recovery in the range of 30% to 70% of the costs incurred in the delivery of the service. Typically both the community and individuals benefit from these services.

- Engineering – Encroachment Permits for City-mandated repairs are classified as a medium cost recovery. Since the property owner is paying for the cost of construction but is required by ordinance to perform it promptly, a discounted fee for the permit is appropriate.

**High Recovery Expectations:** Recovery in the range of 70% to 100% when user fees charged are sufficient to fully recover costs of providing the service. Individual benefit is foremost and minimal community benefit exists. Most services provided by the Public Works Department fall in this area.

- Engineering – Encroachment Permits where the public right of way is used or impacted on a temporary or permanent basis for the benefit of the permittee. Debris Boxes are such an example.
- Transportation – Traffic Signal Accident repair cost is the responsibility of the driver/insurer.
- Maintenance – Weed Abatement performed by Public Works staff to address ongoing code violation.
- Maintenance – Banners on Santa Cruz Avenue and El Camino Real.



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**Public Safety – Police Services** (Case Copies, False Alarms, Parking Permits, Abatements, Emergency Response, Background Investigations, Tow Contract)

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
14	Case Copies	X		
15	Citation Sign Off - Residents	X		
1, 15	Document Copies	X		
14	Bicycle Licenses	X		
16	Overnight Parking Permits			X
16	Residential Parking Permits	X		
15	Property Inspection – Code Enforcement	X		
15	Real Estate Sign Retrieval	X		
14	False Alarm – Low Risk		X	
15	Rotation Tow Service Contract		X	
15	Repossession Fee		X	
14	False Alarm – High Risk			X
14	Good Conduct Letter			X
14	Preparation Fees			X
14	Research Fee			X
14	Civil Subpoena Appearance			X
14	Finger Printing Documents			X
15	Background Investigations			X
14	Notary Services			X
14	Vehicle Releases			X
14	DUI - Emergency Response			X
15	Intoximeter Rental			X
15	Street Closure			X
15	Unruly Gatherings			X
18	Abatements			X

**Low Recovery Expectations:** Low to zero recovery is expected for services in this category as the community generally benefits from the regulation of the activity. The regulation of these activities is intended to enhance or maintain the livability of the community. However, in some instances the maximum fee that can be charged is regulated at the State or Federal level and therefore the City fee is not determined by City costs (copies of documents).

**Medium Recovery Expectation:** Recovery in the range of 30% to 70% of the costs of providing the service. Both community and individuals benefit from these services.

- False Alarm – primarily residential and low cash volume retail. Alarm response provide a disincentive to crime activity. However excessive false alarms negatively impact the ability of prompt police response to legitimate alarms.

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<b>Subject</b> User Fee Cost Recovery	<b>Approved by</b> Minute Order March 9, 2010	<b>Procedure #</b> CC-10-0001

### **Public Safety – Police Services** - continued

**High Recovery Expectations:** Recovery in the range of 70% to 100% when user fees charged are sufficient to recover costs of the service provided. Individual benefit is foremost and minimal community benefit exists. Items such as False Alarm, DUI Emergency Response, Vehicle Releases, Unruly Gathering, and Abatements are punitive in nature and the costs should not be funded by the community. Items such as Good Conduct Letter, Preparation Fees, Research Fee, Finger Printing, Background Investigations, and Notary Service primarily benefit the individual. 100% of the cost for services in these areas is typical.

- Overnight Parking Permits – the fee charged for One Night Parking Permits fall into Low Cost Recovery, however when combined with the fees collected from the issuance of Annual Permits the result is the program should achieve High Cost Recovery.
- Street Closure – primarily residential for activities within a defined area. This service is provide for public safety and therefore is provided at a rate below 100% cost recovery.

**Library** (Library Cards, Overdue Fines, etc.) – fees are primarily established by the Peninsula Library Service.

**Administrative Services** (Copying Charges, Postage, etc.) – fees are primarily set by regulations and are generally high cost recovery of pass-thru charges.



**PARKS AND RECREATION COMMISSION  
MINUTES  
Wednesday, March 26, 2014  
6:30 p.m. – 700 Alma Street, Menlo Park, CA 94025  
Arrillaga Family Recreation Center  
Cypress Room**

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Meeting was called to order at 6:35 p.m.

PRESENT – J. Cebrian, T. Cecil (Chair), K. Cox (Vice Chair), N. Zasslow, M. Palefsky, C. Harris

ABSENT – K. Blythe

Staff Present – Derek Schweigart, Community Services Assistant Director

**Minutes:**

**A. PUBLIC COMMENT #1:** None

**B. CONSENT CALENDAR**

1. Approval of minutes dated February 26, 2014

**ACTION: Motion and second (Palefsky/Cebrian) to approve the minutes of February 26, 2014.**

**Motion passed with all present members in favor.**

**C. REGULAR BUSINESS**

**C1.** Review and provide general direction on the City's Non-Resident Fee Policy as it relates to unincorporated areas of Menlo Park

Derek Schweigart, Community Services Assistant Director, provided the Commission with a background on the City's Non-Resident Fee Policy. Derek mentioned that Staff recommends the Parks and Recreation Commission consider the following questions in their review and discussion of the City's non-resident fee policy and the treatment of residents in unincorporated areas of Menlo Park as non-residents for the purpose of fee collection: Should the City of Menlo Park reconsider charging a surcharge to non-residents for programs and services? Should the City of Menlo Park reconsider how it classifies residents of unincorporated areas of Menlo Park? If the City should reconsider charging a surcharge to non-residents or residents of unincorporated Menlo Park, what other information would the Parks and Recreation Commission want to receive that would assist in making a recommendation to the City Council?

**Public Comment**

Jon Kossow – Spoke to the Commission regarding his concern about the accessibility to Community Services Programs for unincorporated Menlo Park residents. He mentioned the problems with the current structure and proposed the City create 3 categories for program registration.

Laura Vaughan – Spoke to the Commission regarding the City's Non-Resident Fee. She mentioned that she lived in unincorporated Menlo Park for 14 years and now lives in Atherton. She was never able to register her children in Menlo Park activities due to Menlo Park's priority registration policy. She thinks Menlo Park is a wonderful place but does not think the surcharge is a good idea.

Following discussion the following action was taken:

**ACTION: Motion and second (K. Cox/C. Harris) to table this item until the Commission receives the following information from Staff: history and background information for providing priority registration to Menlo Park residents, clarity on current and past practices of the City's treatment of unincorporated Menlo Park residents and non-residents in other cities, and information on alleged misuse by customers having non-family members on their accounts for the purpose of class registration.**

**Motion passed with the following present Commission Members in favor: K. Cox, T. Cecil, M. Palefsky, C. Harris. Commissioner Zasslow abstained.**

**C2. Review and Approve Quarterly Update to City Council**

Derek Schweigart, Community Services Assistant Director, provided the Commission with the Quarterly Report to City Council. He mentioned the Quarterly Report will be presented to the City Council on Tuesday, April 1, 2014.

The following action was taken:

**ACTION: Motion and second (K. Cox/C. Harris) to approve the Quarterly Report with the following amendment: Add the San Mateo County Star as an approved new field user group.**

**Motion passed with all present members in favor.**

**D. PRESENTATION**

**D1. Menlo Children's Center Preschool and After School Programs**

Natalya Jones, Program Supervisor – Title 22, gave the Commission a presentation of the Menlo Children's Center and the After School Program. She described all the different programs at the Center.

Tiffany Vora, a member of the Parent Committee at the Menlo Children's Center, spoke to the Commission. She mentioned that the Parent Committee meets once a month to discuss fundraiser ideas and any concerns. She also mentioned a few fundraiser ideas they have organized this year.

**E. INFORMATION ITEMS**

**E1. Community Services Department Director's Update**

Derek Schweigart provided an update to the Commission. No discussion followed.

**F. PUBLIC COMMENT #2 None**

**G. ADJOURNMENT**

The meeting was adjourned at 8:22 p.m.

Tom Cecil arrived at 6:37 p.m. and left at 7:52 p.m. with Kristin Cox taking over as Chairperson for the entire meeting.

Noria Zasslow arrived at 6:37 p.m.

James Cebrian left at 7:33 p.m.

Minutes submitted by Linda Munguia

# Memo

**To:** Parks and Recreation Commission  
**From:** Derek Schweigart, Community Services Manager  
**Date:** April 23, 2014  
**Re:** Review of the Defunct Arts Commission Scope of Work

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This agenda item is for informational purposes and does not require Commission action.

## OVERVIEW

The Menlo Park Arts Commission has been inactive for approximately 10 years and its scope of work consisted of the following:

The Menlo Park Arts Commission provides programs to enhance and enrich the community by:

- Publicizing arts opportunities.
- Encouraging new talent.
- Interpreting the community's diverse interests in the arts and striving to meet those needs.
- Coordinating arts resources for the community and the artist.
- Commissioning and placing of public art.

During its tenure, the Arts Commission was significantly involved with the work of the Burgess Theatre which was later razed in favor of other campus renovations, many of which can be seen today including renovations to the Menlo Children's Center, Arrillaga Family Recreation Center, Burgess Pool, Arrillaga Family Gymnasium, Sports Fields and the most recently the Arrillaga Gymnastics Center. When attempts to renovate and/or replace the former Theatre failed to generate sufficient support by the City Council and the community, the Arts Commission's relevance and scope of work began to decline.

The Art Commission's scope of work focused on selecting art, creating art and cultural policy and implementing that policy. More specifically that work included the following:

1. Provided oversight of programs and events held at the former Burgess Theatre on the Burgess campus.
2. Commissioning works of art for public display – The City Council provided funding from the General Fund to support public arts projects. The Arts Commission was responsible for overseeing an application and review process of the proposed public art projects. Examples include public art projects at Willow Oaks Park, Seminary Oaks Park, Downtown Fremont Park, Belle Haven Library, Belle Haven Gateway, 7-Eleven bench project, Longs Pharmacy art project and Art at the Skate Park.
3. Collaborated with the San Mateo County Arts Council, Allied Arts Guild, Menlo Art League, Artshare and Library Commission.
4. Proposed an Art-in-Lieu fund for commercial developments in Menlo Park to support public art projects.
5. Proposed the development of a non-profit fundraising organization "Friends of the Arts" to support cultural arts.
6. Proposed a permanent band shell and dance floor for Fremont Park.
7. Proposed that Measure T funds support public art projects.
8. Reviewed and provided oversight of the Summer Concert Series events at Fremont Park.
9. Considered and provided feedback on the proposed Menlo-Atherton Performing Arts Center.

## **DISCUSSION**

The Parks and Recreation Commission is being presented background information on the scope of work performed by the defunct Menlo Park Arts Commission to help guide their discussion on potential topics to consider in support of their work plan goal to:

Research and evaluate opportunities to support and increase arts program offerings for the community resulting in residents having a greater exposure to the arts and improved partnerships with new and existing arts groups and venues.

In framing the discussion, one of the important givens and an important consideration for the Commission is the lack of financial resources to support the outcomes discussed in this memorandum. This was a consistent theme and challenge for the Art Commission in many of the proposals they supported. The City does not have any resources currently allocated in support of these outcomes and either an alternative funding source would need to be identified or a reallocation from other sources would need to occur.

Here are some questions to help guide the discussion:

1. What other information does the Commission require in helping to guide their discussion on ways to support their work plan goal?
2. What are the topics the Commission would like to consider that addresses their work plan goal?
3. What arts groups would the Commission like to hear from over the course of their current work plan?
4. Given the lack of funding sources to support the outcomes discussed, are there other sources of funding that can be identified and/or suggestions for reallocation from other sources?
5. What role does the Commission want to play in addressing their work plan goal?





# COMMUNITY SERVICES

Parks and Recreation Commission Meeting Date: April 23, 2014

Agenda Item: # C2

**REGULAR ITEM:** Update on the programs at the Menlo-Atherton Performing Arts Center (PAC) and Menlo Park Grant for the Arts.

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## RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission review and provide feedback on the programs at the Menlo-Atherton Performing Arts Center (PAC) and the Menlo Park Grant for the Arts.

## BACKGROUND

As part of the joint-use agreement with the Sequoia High School District, the City is allotted 55 annual program days at the Menlo-Atherton Performing Arts Center. Since its opening in the Fall 2009, the City has not been able to utilize their allotted dates due to a number of reasons which include:

- Minimal fiscal support from the City's General Fund.
- Limited staffing to support the program.
- Challenges with scheduling and coordination of open PAC dates for programs and events.
- The PAC is too costly to rent for many community groups which range from \$1,000 to \$2,500 per event date.
- Limitations placed on the school on scheduling PAC dates when other high-profile events are held on the school campus due to parking and other impacts to the neighborhood.
- The size of the theatre with its 492 seats has proven too large for many types of community events that include lecture series, recitals, youth sports workshops, gymnastics demonstrations and theater camps.

The City usage of the PAC has consisted of three main categories including 1) community group rentals, 2) city events, and 3) summer theater camp. The most successful usage of the theater thus far has been other community groups using city-sponsored days. Some of these groups are reoccurring (i.e. Music@Menlo, Western Ballet, Menlowe Ballet, and Dance Expressions) while others are one-time events.

The current fiscal budget for the Performing Arts Center is approximately \$69,838, which includes full-time staff for coordinating with community groups and the high school; fees to use the facilities (high school reimbursement for theater manager and custodian costs); fees to pay for contactors to conduct performances, camps, or additional technical expertise; and minimal expenses to pay for event marketing and part-time staff.

This year the projected revenues are \$29,500 which leaves a General Fund subsidy of \$40,338. The cost-recovery for the PAC is 42% which is over the 0-30% cost recovery target established by the City Council fiscal policy for similar programs.

### **Menlo Park Grant for the Arts (MPGA)**

The Menlo Park Grant for the Arts (MPGA) was designed to allow organizations that might not otherwise have the opportunity to utilize the PAC, due to financial constraints, the opportunity to receive support from the City to perform in the venue. Additionally, this grant is intended to help support the Menlo Park artistic community and programs that benefit our local residents.

Existing funds are adequate to support up to five (5) organizations per year will be at \$500-\$1000 each to be used for renting the PAC during the upcoming year. Applications were accepted February 1<sup>st</sup> through March 12<sup>th</sup> for programs scheduled July 2014 through June 2015. Five grants were awarded at that time.

The grant committee reviewed the applications received by the deadline and evaluated them based on the following criteria: (1) Proximity to the city of Menlo Park (location/services/constituents); (2) degree to which presenting in the PAC would aid the organization; (3) alignment of the planned performance with the goals and values of the City of Menlo Park, including: fostering human development, connecting people to others, strengthening families, and material appropriate for all ages, races, religions, etc. In addition, the application included questions about the intended use of the PAC, target audience, marketing plan, related fees, and the educational element of the performance.

The grant packet, application, and evaluation form are included as [Attachment A](#).

### **ANALYSIS**

Evaluation of the applications against the award criteria resulted in the following organizations scoring sufficient points to receive an award (in ranked order of points):

<b>Year</b>	<b>Organization</b>	<b>Program</b>	<b>Awarded</b>
2014-15	Menlowe Ballet	Fall Ballet Performance	\$1,000
	Peninsula Youth Orchestra	Young Peoples' Concert	\$1,000
	West Bay Opera	Opera Classics Fundraiser	\$1,000
	Western Ballet	Spring Ballet Show	\$1,000
	Keplers Arts & Lectures	TBD - Author Lecture	\$1,000

The awards, as granted, will use the full \$5,000 that was allocated for the grant program this year. Staff intends to continue recommending to the City Council an ongoing allocation of \$5,000 for the MPGA for the City's 2014-15 fiscal year budget.

## FY 2013-14 PROGRAMS

ORGANIZATION	PROGRAM	PROGRAM DATES	DAYS USED
City of Menlo Park	Willy Wonka Sing-along	7/14/13	1
Music@Menlo	Summer Festival	7/19/13 to 8/10/13	10
ALS Association	"Running for Jim" Documentary	9/12/13	1
Music@Menlo	Winter Series	10/13/13, 2/9/14, and 5/11/14	3
Menlowe Ballet	"Lineage" - Fall Program	11/7/13, 11/15/13 to 11/17/13	4
Menlo Park Chorus	Practice & Winter Concert	12/3/13 & 12/13/14	2
West Bay Opera	Opera Classics Fundraiser	12/8/13	1
City of Menlo Park	Holiday Showcase Rehearsal & Program	12/11/13 to 12/12/13	2
Palo Alto Chamber Orchestra	Chamber Music Performance	12/15/13	1
City of Menlo Park	Toy Story Toy Drive	12/16/13	1
Menlowe Ballet	"Transcendence" - Spring Program	4/4/14 to 4/6/14	3
San Francisco Choral Artists	Choir Performance	4/28/14	2
Western Ballet	Ballet Performance	5/2/14	1
City of Menlo Park	Mother's Day Mamma Mia! Sing-along!	5/10/14	1
Dance Expressions	Dance Expressions Performance	6/12/14 to 6/14/14	3
City of Menlo Park	Father's Day The Princess Bride Quote-along!	6/15/14	1
Peninsula Youth Orchestra	Peninsula Young Artists Performance	6/26/14	1
<b>TOTAL</b>			<b>38</b>

## **MA-PAC Progress Update and Next Steps**

In November 2013, the school ended the use of paper Facility Use Forms for PAC reservation requests and switched to a new online booking system called, "Civic Permits". Since that time, the booking process has been much easier and the calendar has been more up-to-date. Some minor issues with communicating reservation status were identified and have gradually improved.

City staff continues to look for ways to increase the utilization of the theater. Building on the programs that were offered in FY 2012-13 and during this fiscal year, an increase of City funding and the current availability of the PAC, staff has explored other programs to use the City allotted dates. Sing-along/Quote-along events have been popular with participants but they come at a high price tag to offer. Staff will continue to offer these events but will need to limit them for next year. One option that staff is exploring is offering a movie series that will allow for use of more PAC dates but at a lower cost than other types of events.

Another opportunity to increase the theater usage has arisen due to the success of the Menlo Park Grant for the Arts (MPGA) program. Staff will look to create the Menlo Park Grant for Theater Camps (MPGTC) to encourage utilization of city summer dates, bring theater programs for youth to the PAC, and to support theater organizations in recouping the high cost of the PAC. Similar to the MPGA, a grant packet including information, application, and evaluation will be designed in 2014 for summer programs in 2015.

In April 2014, City staff met with the Menlo-Atherton School Principal, Matt Zito, to go over a number of concerns with the school schedule. Based on this meeting the following items were discussed:

1. The school will be hiring a secretary who will assist the Theater Manager in the theater reservations.
2. The school has seen an increased workload on the current Theater Manager and is supportive of working with the City on way to improve scheduling and other management related tasks due to an anticipated increase of 600 students over the next two years.
3. An initial meeting will be held with the new secretary, Theater Manager, and City Staff to explore ways for better communication on available dates, reversing dates farther in advance for our more professional groups, and other administrative efficiencies.

Some progress has been made in working with the school and programming for the PAC but there are still some persistent challenges that need to be addressed which include:

- Working with the school for programs that work under short reservation windows.
- The ability to offer programs in the theater while other school functions are on campus.
- The increase in theater staff and equipment cost.
- General theater maintenance.

- Difficulty in recruiting rental groups who want to use the theater during summer month.
- Communication difficulties with the school that include long wait-time on e-mail/phone call returns.
- The inability for renter groups to utilize school marketing assets (website ads, billboard display information, banners, etc.)

In review and consideration of this report on the M-A Performing Arts Center and Menlo Grant for the Arts, here are some questions to help guide the Commission's discussion:

1. Does the Commission have any feedback with regard to the Menlo Grant for the Arts program and/or any of the recipients of the grants for the coming year?
2. Does the Commission have any suggestions or feedback for staff on increasing programs at the M-A Performing Arts Center?
3. Given the current challenges, does the Commission have any suggestions on improving communications between M-A school staff and the City?
4. In light of the Commission's work plan goal to research and evaluate opportunities to support and increase arts program offerings for the community, what role does the Commission want to play with the M-A Performing Arts Center moving forward?

### **IMPACT ON CITY RESOURCES**

The current fiscal budget for the Performing Arts Center is approximately \$69,838, with projected revenues of \$29,500. The annual budget allocation for the Menlo Grant for the Arts is \$5,000.

### **POLICY ISSUES**

This report does not have any policy issues for consideration.

### **ENVIRONMENTAL REVIEW**

This report does not require an environmental review.

### **PUBLIC NOTICE**

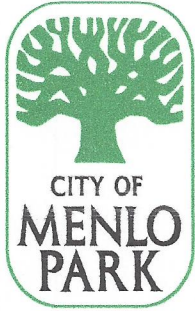
Public Notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting.

### **ATTACHMENTS**

- A. The Menlo Grant for the Arts Information Packet

Report prepared by:  
*Matt Milde*  
*Recreation Coordinator*

*Derek Schweigart*  
*Community Services Manager*



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## ***COMMUNITY SERVICES DEPARTMENT***

To whom it may concern:

The Menlo Park Community Services Department has launched the **Menlo Park Grant for the Arts (MPGA)** for 2014-15, which is designed for organizations looking to perform in a professional-grade theater in an effort to support the Menlo Park artistic community.

Five (5) organizations will be awarded \$500-\$1000 toward subsidizing the rental cost of the Menlo-Atherton Performing Arts Center (PAC) for performance from July 2014 to June 2015. This grant was created to increase the accessibility of the PAC by members of the community and to encourage the development of local artistic groups by providing a high-quality venue at a subsidized cost. MPGA applications will be accepted until March 12<sup>th</sup>, 2014.

If you have any questions regarding the grant or the grant process please feel free to contact me.

Regards,

Matt Milde  
Recreation Coordinator  
[mlmilde@menlopark.org](mailto:mlmilde@menlopark.org)

# COMMUNITY SERVICES DEPARTMENT

## Menlo Park Grant for the Arts Guidelines

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



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### CITY AND VENUE INFORMATION

Menlo Park is a city of roughly 30,000 people located in the South Bay Area, with San Francisco and Oakland to the north and San Jose to the south. In 2009, the City constructed the Menlo-Atherton Performing Arts Center (PAC) in conjunction with Menlo-Atherton High School. This facility is available to the City of Menlo Park 55 days out of the year including six weeks during the summer.

The Performing Arts Center seats 492 and contains professional-quality sound and lighting, an orchestra pit accommodating up to 80 musicians, and a full lobby and box office. Organizations may also rent the 150-seat multi-purpose space or other locations around the school during certain days.

The venue has mainly been used for musical performances. It has also hosted touring dance companies, author lectures, documentaries, and live chamber music. The venue is available for a wide variety of performances including dance, theatre, musicals, film screenings, and many other art forms.

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### GRANT INFORMATION

The Menlo Park Grant for the Arts (MPGA) is a grant designed for organizations looking to perform in a professional-grade theater. This grant is intended to help subsidize the cost of rental for new, small, and/or local organizations in an effort to support the Menlo Park artistic community. Five (5) organizations will be selected each year and will be awarded \$500-\$1000 to be used toward subsidizing the rental cost of the PAC. Organizations that are not awarded the grant can still use the PAC at its normal rate by contacting the City of Menlo Park.

This grant was created to increase the accessibility of the PAC by members of the community and to encourage the development of local artistic groups by providing a high-quality venue at a subsidized cost.

Groups utilizing the facility will be listed on the PAC and City of Menlo Park website. Additionally, the city can provide some resources to assist in marketing efforts to help promote the event(s), if requested.

**MPGA applications will be accepted January 24<sup>th</sup> through March 12<sup>th</sup>, or until funds are no longer available.** Grants are valid for performances held from July 2014 thru June 2015. Grants expire June 30<sup>th</sup>, 2015. No applications will be accepted once all funding is awarded, but any organization can reapply the following year.

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### QUALIFICATIONS

Applicants will be judged based on the following criteria:

1. Proximity to the City of Menlo Park (location/services/constituents).
2. If presenting in the PAC would greatly aid the organization.
3. The planned performance aligns with the values of the City of Menlo Park, including:
  - a. Fostering human development
  - b. Connecting people to others
  - c. Strengthening families, community, and providing a sense-of-place
  - d. Material appropriate for all ages, races, religions, etc.

The MPGA may not be used for: (1) Any religious purpose; (2) Political advocacy efforts; (3) Programs, projects or events not accessible to the general public; (4) Receptions and social activities.

## RULES & REGULATIONS

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**Hours:** Any time in the building, including set-up and clean-up, is chargeable to the renter. Facilities will be opened at a designated opening time and need to be vacated by an arranged closing time. Should it be necessary to extend the time beyond what is specified on the application, special permission can be obtained from the administrator in charge of the facility before the event convenes. In such instances, additional charges may be applied.

**Fees:** All renters will work with city staff and theater staff to complete a *Tech Worksheet* to determine the rental fees. If additional equipment or staff hours are needed for the rental, the renter will be invoiced for those charges or will be paid for by the grant.

**Admission Fees:** Facility users may charge an admission fee or entrance fee but require prior approval. Please note any entrance fees in the MPGA application.

**Facility Attendant:** A city-staff attendant can be made available to assist with your event, if requested, for additional cost. They would ensure the building is unlocked and locked, inform the renter the of equipment location, answer any questions, and enforce the rules of the facility. The attendant is there to assist the renter; however the renter is responsible for their own set-up and clean-up. Please report any facility issues to the attendant.

**Ushers/Lobby Attendants:** The renter will be responsible for providing all of the required ushers, box office, and lobby attendants. At least one person must remain in the lobby area for the entire rental time. The renter will be asked to complete a *Staffing Worksheet* to ensure the appropriate numbers of staff or volunteers will be available for the size and type of event.

**Renter Conduct:** The renter is responsible for any and all accidents or injuries to persons or property resulting from the use of the facility. The renter is responsible for the control and supervision of all people in attendance. The renter shall take care that no damage is done to the facility and that all of the attendees conduct themselves in an orderly manner in and around the facility, including the surrounding areas and parking lot. If damages or behavior of the group are deemed inappropriate or unsafe for any reason, the function may be stopped in progress and denied further use of the facilities. In addition, if it becomes necessary during the course of the function to summon the police for any reason, all or part of the security deposit will be forfeited. Groups composed of minors (under the age of 18) must be supervised by 1 adult for every 20 minors. Minors must be under adult supervision at all times.

- **Decorations:** There is no adhering anything to the walls, doors, windows or other parts of the building without permission of the Theater Manager. If permission is granted, only blue painters tape will be permitted. Use gaffers or appropriate stage tape only on or around the stage area (absolutely no duct tape, scotch tape, screws or other unauthorized fasteners will be allowed). No open flames, candles, or pyrotechnics are allowed. The renter is responsible for taking down all decorations and removing trash to the proper area.
- **Damages:** Any damage incurred to the walls, windows, tables, chairs, stage, lights, AV or sound system, or any of the property will be deducted from the deposit and is the responsibility of the renter. This includes litter in the parking lot, patio area, and lobby or any excessive cleaning done by our staff. Renter will be billed for damages, cleaning expenses, and staff overtime in excess of the deposit or for total damages.
- **Storage:** Storage may be available either before or after the rental; however, requires prior approval by the school.



- **Opening/Closing Checklist:** If the renter finds anything to their dissatisfaction upon entering the building, staff should be notified immediately so that prompt action can be taken to correct the situation. Failure to do so may result in all or partial withholding of the security deposit. In addition, the renter must check with staff before leaving and after cleaning up to ensure everything on the checklist has been completed.
- **Hours of Reservation:** In the event that the renter has not exited the building within the time parameters noted on the contract, a penalty will be assessed. It is not an option for the renter to add additional time to their reservation on the day of the event itself. Any and all time changes must be made at least one week in advance. There are no partial refunds/prorated fees if an event ends earlier than the scheduled time.

**Food & Drink:** No food or drink is allowed in the theater. Food and drinks may be served in the lobby or patio areas but requires prior approval. Menlo-Atherton Arts Program reserves the right to run the concession area for events as fundraising for their department.

**Alcohol:** No alcohol will be allowed at any time on school premise.

**Smoking:** Smoking is not allowed on any premises, including patios and entry areas.

**School District:** All renters are subject to comply with all of the Sequoia Union High School District rules and regulations.

#### FACILITY FEE SCHEDULE

ITEM	FEE	REQUIRED/OPTIONAL
Theater Manager	\$50/hr	<b>Required</b>
Custodial Personnel	\$55/hr + 1 hr	<b>Required</b>
City Staff Coordinator	Varies	Optional
Student Technicians	\$10/hr	Optional
Wireless, Hanging, or Boundary Microphones	\$50 each	Optional
LCD Projector	\$75	Optional
VCR/DVD with screen	\$25	Optional
Laptop	\$50	Optional
Overhead projector	\$25	Optional
Rehearsal Stairs	\$50 each	Optional
Choral Risers	\$20 each	Optional
Chairs	\$1 each	Optional
Tables	\$5 each	Optional
Dance Flooring	\$65 per roll(installed) \$40 per roll (uninstalled)	Optional
Band Shell	\$1600	Optional
Follow Spot	\$50 each	Optional

*Please Note: These fees are subject to change.*

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



Organization Name:			
Organization Website:			
Contact Name:			
Address:	City:	State:	Zip:
Phone:	Alternate Phone:		
E-mail:	501(c)(3) Organization:    Yes <input type="checkbox"/> No <input type="checkbox"/>		
Estimated Attendance:	Type of Use:		

	Date	Start Time	End Time	Total Hours
1				
2				
3				
4				
5				

**Please tell us about your organization.**

**What does your organization typically perform, and where?**

**What is your intended use of the PAC if the grant is awarded?**

**What is the target audience for your presentation?**

**How do you intend to market your performance to the Menlo Park community?**

**Will you be charging an entrance fee for your performance? If so, how much?**

**In what ways would your presentation educate the audience?**

**How will performing at the PAC aid your organization?**

**Would you consider using the PAC on an annual basis? If so, how?**

**Any additional information you wish to share?**

**Required Materials:**

- ☐ I have read and understand the Menlo Park Grant for the Arts Guidelines.
- ☐ I have completed the Menlo Park Grant for the Arts Application in its entirety.

**Optional Materials:**

- ☐ I have included any brochures, media kits, or information sheet on the organization.
- ☐ I have included sample marketing materials of previous performances.

I hereby certify and agree that I shall be personally responsible on behalf of myself/organization for any damage sustained by the facility, equipment, or premises as a result of the occupancy of said facility by my group/organization. Approval is dependent upon the intended use, availability and the applicant's agreement to facility rental terms. The City of Menlo Park is not responsible for arrangements made and expenses incurred if your application is not approved. I hereby waive, release, discharge and agree to indemnify, defend and hold harmless the City, its officers, employees, and agents from and against any and all claims by any person or entity, demands, causes of action or judgments for personal injury, death, damage or loss of property, or any other damage and/or liability occasioned by, arising out of, or resulting from this reservation or use of the facilities. I hereby declare that I have read and understand and agree to abide by and to enforce the rules, regulations, and policies affecting the use of the facilities.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date



# Menlo-Atherton Performing Arts Center

## SILICON VALLEY BUSINESS JOURNAL

Named the Center for  
Performing Arts the  
Municipal Building of the Year  
for the region.

## THE LOS ANGELES CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

Commended the district and  
architect for constructing  
“a rich environment for users,  
a sophisticated exterior and  
interior, and making a great-  
looking, ephemeral theater.”

## CITY OF MENLO PARK

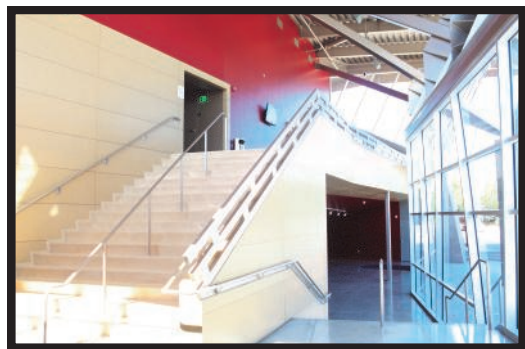
Matt Milde  
Recreation Coordinator  
701 Laurel Street  
Menlo Park, CA 94025  
(650) 330-2223 office  
(650) 330-2242 fax  
[mlmilde@menlopark.org](mailto:mlmilde@menlopark.org)



Theater Interior



Theater Exterior



Lobby



Outdoor Theater



Dressing Room



Green Room





# COMMUNITY SERVICES DEPARTMENT

## Menlo Park Grant for the Arts Evaluation Form

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330.2242



Organization:

Evaluator:

Application submitted by deadline: ☐ Yes ☐ No

Date:

### SECTION A - Please select a score for each item based on the following:

5pts. = Strongly Agree; 4pts. = Agree; 3pts. = Neutral; 2 pts. = Disagree; and 1pt. = Strongly Disagree

- \_\_\_\_\_ Organization provides most of its programs/services to the City of Menlo Park
- \_\_\_\_\_ Membership of the organization resides in the City of the Menlo Park
- \_\_\_\_\_ Performance would allow for the fostering of human development
- \_\_\_\_\_ Performance would connect people to others
- \_\_\_\_\_ Performance would strengthen community by providing a sense of place
- \_\_\_\_\_ Applicant has provided ample details about their organization (may include media kits, brochures, etc.)
- \_\_\_\_\_ Applicant has performed at venues comparable to the PAC
- \_\_\_\_\_ Intended use of the PAC aligns with the organization's mission/values/purpose
- \_\_\_\_\_ Target audience of the performance is appropriate
- \_\_\_\_\_ Organization has clearly outlined how they plan to market the performance
- \_\_\_\_\_ Entrance fee for the type of performance articulated is appropriate
- \_\_\_\_\_ Applicant has clearly stated how their presentation will educate their audience
- \_\_\_\_\_ Presenting in the PAC would greatly aid the organization
- \_\_\_\_\_ Applicant has high potential to utilize the PAC in the future if awarded the grant
- \_\_\_\_\_ Applicant has completed the Grant Application in its entirety

SCORE: \_\_\_\_\_ / 75

### SECTION B - To qualify, all submissions MUST meet the following criteria:

Award 1pt. for each item.

- \_\_\_\_\_ Performance is NOT intended for any religious purpose
- \_\_\_\_\_ Performance is NOT intended for any political advocacy efforts
- \_\_\_\_\_ Performance is NOT intended for any non-public programs, projects or events
- \_\_\_\_\_ Performance is NOT intended for any receptions and/or social activities
- \_\_\_\_\_ Performance aligns with the values of the City of Menlo Park

SCORE: \_\_\_\_\_ / 5

**SECTION C – Overall Evaluator Comments:**

Please provide BOTH support and any concerns with the intended performance (ie. presentation, marketing, ability to attract ticket buyers, technical needs, etc.). – May allot up to 8pts. for this section.

SCORE: \_\_\_\_ / 8

**SECTION D – Final Assessment:**

4 pts. = Yes; 0pts. = No

- \_\_\_\_\_ Intended use is NOT for a currently scheduled nor regularly scheduled PAC performance
- \_\_\_\_\_ Without grant, organization probably would not otherwise perform at the PAC
- \_\_\_\_\_ PAC is currently available for one or more of the requested dates

SCORE: \_\_\_\_ / 12

**COMMITTEE USE ONLY:**

Reviewed Application: Initial: \_\_\_\_\_ Date \_\_\_\_\_

Score: Section A: \_\_\_\_\_ Section B: \_\_\_\_\_ Section C: \_\_\_\_\_ Section D: \_\_\_\_\_ TOTAL: \_\_\_\_\_ /100

Recommended for Commission Approval: ☐ YES ☐ NO

**DIRECTOR USE ONLY:**

Awarded Grant: ☐ YES Amount: \_\_\_\_\_

Director Approval: \_\_\_\_\_ Date: \_\_\_\_\_

# Memo

**To:** Parks and Recreation Commission  
**From:** Derek Schweigart, Community Services Manager  
**Date:** April 23, 2014  
**Re:** Director's Update and Announcements for April 2014

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## **1. Summer Activity Guides**

The much-anticipated Summer Activity Guide will be available online and mailed to residents on Monday, April 21<sup>st</sup>. Look for them in your mailboxes! Resident registration opens on Monday, April 28<sup>th</sup> and non-resident registration will begin on Monday, May 5<sup>th</sup>.

## **2. Gymnastics**

On April 7<sup>th</sup> the gymnastics staff held their annual retreat. After congregating at the gymnastics center, the team car pooled over to the Belle Haven neighborhood. They put on sunscreen, garden gloves, and set off to work! Staff started at the Menlo Park Senior Center where they built a new planter box, cleared the garden of dead plants and weeds, and planted several varieties of vegetables, herbs and flowers. Senior Center patrons expressed their gratitude for the new updated garden and Avidah Samardar, Senior Center Supervisor, said she felt as if she had won a home makeover show. In addition, the staff did some yard work at the Belle Haven After School Program pulling weeds, putting soil amendments into the ground and planting a variety of vegetable plants with some flowers and herbs too.

On April 12 and 13, 2014 the Level 5 Menlo Park Boys Gymnastics Team competed at the Region I Championships in Phoenix Arizona. Representing Menlo Park Gymnastics at the competition was Noah Kim & Ezekiel Eason. Region I consists of gymnasts from California, Arizona, Nevada and Hawaii. Ezekiel Eason placed 3<sup>rd</sup> on Parallel Bars and represented Northern California on the State All Star team. Noah Kim had his highest All Around score of the season and placed 15<sup>th</sup> on Still Rings. This is the first time that Menlo Park Gymnastics has qualified boys to a regional championship.

## **3. First Annual Summer Camp Fair**

In response to parents requesting more information about the types of camps the Community Services Department offers, we will be hosting the first annual summer camp fair at the Arrillaga Family Recreation Center on Friday, May 9<sup>th</sup> to promote all city-run and city-sponsored summer camps. The purpose is to

provide a family-fun event allowing parents to orient themselves through the various camp options for the summer and for kids to have an opportunity to meet our staff. We will offer free pizza, games, and crafts to the community as well as a raffle. The event will also serve as an opportunity for teens and young adults to submit applications for open summer positions and meet and greet with potential employers of City-run and City-sponsored programs.

#### **4. Potential Solar on Five City Buildings and Electric Vehicle Charging Stations Coming Soon**

On November 27, 2012, the City Council approved participation in the Regional Renewable Energy Procurement Project (R-REP), led by Alameda County. R-REP is an initiative utilizing collaborative procurement to purchase renewable energy systems for public agencies. The project will bring clean, renewable energy to up to 187 public facility sites including community centers, libraries, fire stations, medical facilities, city halls and educational facilities across 19 Bay Area public agencies. If all sites are developed, these projects will effectively eliminate greenhouse gas emissions equal to over 6,300 average-sized homes for an entire year. Five of Menlo Park's facilities (Corporation Yard, Belle Haven Child Care Center, Gymnastics, Gymnasium, and Onetta Harris Center) were included in the regional procurement RFP. This would potentially install photovoltaic systems at all of these sites and offset PG&E energy use for each by at least 80%.

#### **5. Special Events**

The Community Services Department will present its Annual Egg Hunt at Burgess Park on Saturday, April 19<sup>th</sup> from 10 a.m. to 12:00 p.m. The Bunny visits Burgess Park with toys and candy filled eggs for girls and boys ages eight and under. The festivities include bounce houses, crafts, a jellybean guess, and pictures with the Bunny. Activities are co-sponsored by the Menlo Park Firefighter's Association and the Menlo Park Fire District. Volunteers for the event will include Kuk Sool Wan of Menlo Park and the National Academy of Athletics.

#### **6. Onetta Harris Community Center**

Also on Saturday, April 19<sup>th</sup> from 10:00 a.m. to 12:00 p.m. the Onetta Harris Community Center will be hosting their annual Egg Hunt. This event will be taking place at Kelly Park, which is located directly behind Onetta Harris Community Center. The Menlo Park Police and Fire will be at this event to show their support and to meet with the community. In addition to collecting colorful eggs, there will be a Jelly Bean Guess, Crafts and a Magic Show which will start at 11:30 a.m.

#### **7. Menlo Park Senior Center**

Menlo Park Senior Center is honoring its many volunteers this month during National Volunteer Month. In 2013, over 48 regular volunteers donated a total of 6,360 hours to the Senior Center. Without these volunteers, many of the programs at the Senior Center would not be possible or would not run as successfully as they do.

#### **8. Belle Haven Neighborhood Action Plan**

On Thursday, April 10<sup>th</sup>, the Menlo Park Rotary held a meeting at the Onetta Harris Community Center to present their preliminary proposal to build a

community garden in the Belle Haven neighborhood. This idea was first presented at the Community Action Workshop that was held in June last year. There were around 10 residents who attended the meeting to listen and have their questions addressed. The Public Safety Action Team continues to meet with another meeting to be held this month. In addition, the Police Dialogues which were very popular with residents back in 2013 will continue with one tentatively scheduled later in the month.

### **Announcements**

1. The Annual Training and Commission Appreciation Event to be held on Tuesday, May 20, 2014 between 4:00-6:00 p.m. with an appreciation reception following from 6:00-7:30 p.m. in the Council Chambers.

Event highlights include:

- Wine & hors d'oeuvres
- Recognition of outgoing (termed out) Commissioners
- Introduction of new Commissioners (less than 1 year service)
- Group picture taking of every Commission
- Giveaways for each Commissioner
- Address by Mayor/Mayor Pro Tem



# ADMINISTRATIVE SERVICES DEPARTMENT

Council Meeting Date: April 29, 2014

**DRAFT**

Staff Report #:

Agenda Item #:

**PUBLIC HEARING: Adopt a Resolution Amending the City's Master Fee Schedule to Incorporate Proposed Changes in Fees to Become Effective Immediately, July 1, 2014, or as Required by Statute for the Following Departments: Community Services, Community Development, and the Menlo Park Municipal Water District**

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## **RECOMMENDATION**

Staff recommends City Council adopt a resolution amending the City's Master Fee Schedule to incorporate proposed changes in fees to become effective immediately, July 1, 2014, or as required by statute for the following departments: Community Services, Community Development, and the Menlo Park Municipal Water District.

## **BACKGROUND**

The Master Fee Schedule reflects fees charged by all City departments. It is amended annually so that fees reflect current costs to provide services, to bring fees closer to full cost recovery targets, to add new fees when applicable for new City services, and/or to eliminate fees for discontinued services.

The City imposes different categories of fees with different requirements regarding how fees are set or changed:

- Fees and charges for the use of facilities, services, and access to property: these fees are elective on the part of the customer/user. The purpose of these fees and charges is to generate revenues for access or use of the service or facility. There is no legal restriction on the amount of such fees or charges, and they can be effective immediately.
- Property development processing fees: these include fees for building and use permits, variances, building inspections, map applications, and planning services. These fees cannot exceed the reasonable cost of providing the service. Any new fee or increase to existing fees in this category can be effective no sooner than sixty days after approval by City Council.
- Fees relating to public records act requests and copies of documents and reports: these fees are limited to the actual cost of copying (not including personnel time to copy) or the statutory amount, whichever is less. There are no changes recommended for any fees in this category at the present time.

## **ANALYSIS**

Identifying the cost components of providing services is integral to the establishment of the fees and cost recovery rates. Accordingly, a detailed cost study was identified as a priority project for the 2006-07 budget and completed in 2008-09. Staff has prepared the following recommendations using analyses provided by the Cost Allocation and Overhead Rate Study, the Fully Burdened Hourly Staff Labor Rate Study, the Comprehensive Fee and Service Charge Study, using updated cost information. In addition, the citywide Cost Recovery Fee Policy/Strategy (Attachment B) was referenced as a guide in determining appropriate cost recovery rates for services.

The recommendations presented by staff in this report ensure not only that charges keep pace with the costs of providing services, but are also competitive with comparable programs (where applicable), aligned with cost recovery levels defined in the Cost Recovery Fee Policy, and are responsive to demands for these services within the community. The proposed fee changes are summarized below, by department. Fees for which there are no recommended changes are not listed.

### **Community Services**

Several fee increases for recreation programs are suggested in order to continue progress toward the department's long-term cost recovery goals. Staff believes the 2005 *Your City/Your Decision* community-driven budget process provided community direction and support for increasing the degree to which recreational services pay for themselves. The Cost Allocation Plan and User Fee Study and Policy also provides further clarification for making fee changes in order to align fees more appropriately to the costs of recreation services and some social service programs.

In accordance with the Cost Recovery Policy, staff has suggested the greatest fee increases for programs that are of special benefit to individuals or groups, where the goal is to set fees to a level sufficient to support direct program costs, plus up to 100% of City overhead associated with the activity. These programs provide individual benefit foremost, and minimal community benefit. Activities promoting the full utilization of parks and recreation facilities are also included in those recommended for the greatest fee increases.

Several programs delineated in the policy are included in the medium cost recovery category, with recovery of a majority of direct (budgeted) costs incurred in the delivery of the service. However, administrative and other overhead costs of the Community Services Department are not being recovered. Both the community and individuals benefit from these services.

The schedule below summarizes the current fees, proposed fees, and percentage change in certain Community Services fees. If approved, it is estimated that increases and new fees will generate an additional \$171,300 annually at current and estimated participation levels.

Fee Title	Current Fee	Proposed Fee	Change %
<b>MENLO CHILDREN'S CENTER – RESIDENT:</b>			
<b><u>Preschool</u></b> (per month)			
Toddler Room			
Full-time 5 days per week	1,787.00	1,805.00	1%
Part-time 3 days per week	1,304.00	1,317.00	1%
Part-time 2 days per week	1,018.00	1,028.00	1%
Early pre-school and Pre-school room			
Full-time 5 days per week	1,405.00	1,419.00	1%
Part-time 3 days per week	1,026.00	1,036.00	1%
Part-time 2 days per week	801.00	809.00	1%
<b><u>School-Age Child Care</u></b>			
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 5 day)	425.00	446.00	5%
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 4 day)	N/A	400.00	New
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 3 day)	310.00	326.00	5%
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 2 day)	242.00	254.00	5%
1 <sup>st</sup> through 5 <sup>th</sup> grades (Full-time 1 day)	N/A	150.00	New
Morning Kindergarten (Full-time 5 day)	670.00	704.00	5%
Morning Kindergarten (Full-time 3 day)	489.00	513.00	5%
Morning Kindergarten (Full-time 2 day)	382.00	401.00	5%
Afternoon Kindergarten (Full-time 5 day)	460.00	483.00	5%
Afternoon Kindergarten (Full-time 3 day)	331.00	348.00	5%
Afternoon Kindergarten (Full-time 2 day)	262.00	275.00	5%
<b><u>Seasonal Programs – 2 week Camp*</u></b>			
1 <sup>st</sup> through 5 <sup>th</sup> grades	375.00	425.00	13%
Middle School grades	375.00	400.00	7%
Kindergarten	447.00	550.00	23%
(*Field Trips subject to extra fees)			
<b>BELLE HAVEN PROGRAMS - RESIDENT:</b>			
<b><u>Afterschool</u></b> (per month)			
Kindergarten – standard start (non-subsidized)	460.00	483.00	5%
1 <sup>st</sup> through 6 <sup>th</sup> grade – standard start (non-subsidized)	425.00	446.00	5%
Kindergarten – standard start (subsidized*)	104.00	109.00	5%
1 <sup>st</sup> through 6 <sup>th</sup> grade – standard start (subsidized*)	95.00	99.00	4%
Kindergarten – early start (non-subsidized)	670.00	704.00	5%
Kindergarten – early start (subsidized*)	124.00	129.00	4%



Fee Title	Current Fee	Proposed Fee	Change %
<b>BELLE HAVEN PROGRAMS – RESIDENT:</b> continued			
<b><u>Seasonal Programs</u></b>			
Camp Programs			
Kindergarten (subsidized)	156.00	159.00	2%
1 <sup>st</sup> through 6 <sup>th</sup> grade & Counselor-in-training (subsidized*)	135.00	139.00	3%
*Subsidized rates for eligible residents only			
<b>ARRILLAGA FAMILY RECREATION CENTER:</b>			
Menlo Madness – Camps			
- per week – sliding scale	175.00 to 304.00	150.00 to 380.00	(14%) to 25%
Birthday Party Packages – Residents	175.00 to 800.00	225.00 to 1,000.00	25% to 29%
- Non-Residents	52.00 additional	25% additional	Varies
Sequoia Room Rentals – per hour			
Weekday – Residents	125.00	150.00	20%
- Non-Residents	170.00	195.00	15%
Weekend – Residents	170.00	200.00	18%
- Non-Residents	230.00	260.00	13%
<b>ARRILLAGA FAMILY GYMNASTICS CENTER:</b>			
<b><u>Gymnastics – Per hour fee</u></b>			
1– 2 hours per week	13.40	14.10	5%
3 hours per week	10.45	11.00	5%
6 hours per week	8.90	9.35	5%
9 hours per week	8.45	8.90	5%
12 hours per week	7.85	8.25	5%
15 hours per week	7.00	7.35	5%
<b><u>Private Lessons</u></b>			
1/2 hour – resident – up to two children	35.00	35.00	No Change
- each additional child	15.00	15.00	No Change
1 hour – resident – up to two children	N/A	57.00	New
- each additional child		25.00	New
Gymnastics Program T-Shirt – each	N/A	10.00	New
Birthday Party Packages – Residents	175.00 to 800.00	225.00 to 1,000.00	25% to 29%
- Non-Residents	52.00 additional	25% additional	Varies
All gymnastics fees for non-residents are 125% of resident fee			

Fee Title	Current Fee	Proposed Fee	Change %
<b>MENLO PARK SENIOR CENTER</b>			
Grand Ballroom and Kitchen Rental Fee			
Resident – per hour	120.00	120.00	No Change
Non-resident – per hour	150.00	150.00	No Change
Kitchen Only			
Resident – per hour	N/A	30.00	New
Non-resident – per hour	N/A	40.00	New
Imagination Room			
Resident – per hour	40.00	40.00	No Change
Non-resident – per hour	50.00	50.00	No Change
Community Room			
Resident – per hour	40.00	40.00	No Change
Non-resident – per hour	50.00	50.00	No Change
Minimum Rental Period All Locations	1 hour	2 hours	100%
Discounts on per hour rates			
Multi-room – entire facility	N/A	30%	New
Long-term – 20 or more hours in a year	N/A	25%	New
Non-Profit use of facilities (only one discount per rental)	N/A	25%	New
<b>ONETTA HARRIS COMMUNITY CENTER</b>			
Drop-In Basketball Fee	1.00	1.00	No Change
Drop-In Fitness Fee	1.00	1.00	No Change
Drop-In Class Fee	N/A	3.00	New
Activity Room Rental Fee			
Resident – per hour	50.00	70.00	40%
Non-resident – per hour	65.00	85.00	31%
<b>FEE NAME CHANGES</b>			
<i>From:</i> Athletic Fields Usage – Natural Turf - For Profit Groups			
<i>To:</i> Athletic Fields Usage – Natural Turf – For Profit Groups and Non-Profit Groups Camps and Clinics			
Resident – Per hour – per group	33.00	33.00	No Change
Non-resident – Per hour – per group	72.00	72.00	No Change
<i>From:</i> Athletic Fields Usage – Synthetic Turf – For Profit Groups			
<i>To:</i> Athletic Fields Usage – Synthetic Turf – For Profit Groups and Non-Profit Groups Camps and Clinics			
Resident – per hour – per group	60.00	60.00	No Change
Non-resident – per hour – per group	100.00	100.00	No Change
<b>(All non-resident fee are 135% of resident fees unless a specific non-resident fee is listed)</b>			

## **Child Care Programs**

**Menlo Children's Center (MCC) Preschool Programs:** The tuition increase proposal for the MCC Preschool is a 1% increase in child care fees. This moderate increase will help remain comparable to other preschool programs in the area, as well as moving MCC closer to its cost-recovery target. In the Afterschool Program, there has been a decrease in the demand for full-time afterschool care by parents in favor of part-time spots that provide for greater flexibility for parents whose children participate in a variety of afterschool activities. Although full-time participants will continue to be the majority of participants, we are proposing options for a 1 day per week at \$150 per month and a 4 day per week at \$400 per month. These options will allow families to continue to use all of the services of the program even if their childcare needs change. The tuition proposal for MCC Afterschool calls for a 5% increase in childcare fees. This increase will keep the program at a comparable tuition fee when compared to other afterschool programs in the area.

For Seasonal Programs, fees for the 1 week camp range between \$175 to \$304. Staff proposes bringing fees for the 2 week camp within the 1 week camp range by increasing the fees for 1<sup>st</sup> through 5<sup>th</sup> grades from \$375 to \$425, for Middle School grades from \$375 to \$400, and for Kindergarten from \$447 to \$550.

The estimated increase in annual revenue is \$26,500.

**Belle Haven School Age Programs and Camp Menlo:** Staff proposes increasing the Kindergarten and 1<sup>st</sup> through 6<sup>th</sup> grade monthly afterschool program fees, as well as camp fees by 2% to 5% in order to continue progress toward achieving the program's cost recovery target of 30% per City Council Cost-Recovery Policy. These moderate increases will move us toward our cost-recovery target while not significantly impacting parents and ensuring that we can maintain our capacity of 56 children or greater.

The estimated increase in annual revenue is \$2,900.

## **Recreation Programs**

**Arrillaga Family Recreation Center:** The Menlo Madness Summer Camp fees are currently set within a sliding scale range of \$175 to \$304 per week. An expansion of the Menlo Madness Summer Camp is being proposed to include a Munchkin Madness Camp to accommodate preschool age children (3 to 4 year olds) to meet an identified community need in this popular day camp. In order to offer the half-day camp at a competitive rate, we request that the lower range of the sliding scale be lowered from \$175 to \$150 per week. Camp fees have not been increased 3 years. So, we are also, at the same time, proposing an increase in the higher range of the scale from \$304 to \$380 due to increased cost for field trips and program supplies. This will result in a new sliding scale range of \$150 to \$380 per week. The addition of the Munchkin Madness Camp is expected to generate \$15,000 in annual revenue for the program, while the increase to the Menlo Madness Camp for grade school-age participants is expected to result in a \$10,000 annual increase in revenue.

Increases in the rental fees for the Arrillaga Family Recreation Center are being proposed due to the high demand and increased facility usage since the facility was renovated. There has not been an increase in room rental fees since the renovation, and an increase will continue the progress made toward achieving the community center's cost-recovery targets. The following increases are being proposed: Sequoia Room Weekday increase \$25 per hour from \$125 to \$150 per hour for residents and \$170 to \$195 per hour for non-residents; Sequoia Room Weekends increase \$30 per hour from \$170 to \$200 per hour for residents and \$230 to \$260 per hour for non-residents.

An increase to the Birthday Party Packages range is being proposed to account for the increased demand and for the potential party add-on's that customers frequently request. The current range is \$175 to \$800 and the range being proposed is \$225 to \$1,000.

The estimated increase in total annual revenue is \$50,900.

**Arrillaga Family Gymnastics Center:** An increase of 5% to gymnastics classes is being proposed to account for the high-demand, below-market pricing, and is in alignment with the gradual fee increases outlined in the Gymnastics Business Plan to make the Gymnastics Center more competitive with other neighboring gymnastics programs. In addition to the half-hour private lessons we currently offer, there is a proposal to include a full-hour private lesson at \$57 per hour to accommodate the demand for longer lesson time. T-shirts were offered this year as a promotional opportunity for Preschool Gymnastics students and were well received. This year we would like to offer the T-shirts for sale to parents at \$10 per shirt for both the preschool and developmental program students. An increase to the Birthday Party Package Non-resident fee is proposed that would equal 25% of the resident rate, which will make it more consistent with the non-resident rate for classes and with other birthday party packages offered by other programs in the City.

The estimated annual increase in revenue is \$79,200.

**Menlo Park Senior Center:** As a result of a reduction of rental pricing and increased promotion in FY 2013-14, the Menlo Park Senior Center has seen an increase in the demand by residents and groups to rent the facility. One area of interest is the rental of the Senior Center Kitchen, for which we are proposing a new fee of \$30 per hour for residents and \$40 per hour for non-residents to meet the demand for this type of rental. Rental of the Kitchen would only be available as an add-on to the rental of space in the Senior Center or an adjacent facility. It is also being recommended that all room rentals for the Grand Ballroom, Community Room, and Imagination Room be a minimum of two hours in order to offset the amount of staff support required to conduct a rental and to be consistent with the two hour minimum requirement of other facilities. A multi-room discount of 30% is being proposed to encourage larger groups who have expressed an interest in renting the whole facility for additional breakout rooms the ability to do so. The discount would not apply to renters who are already receiving a lower rate, as in non-profits, or those who are getting long-term rental discounts. A long-term rental

discount of 25% is being proposed for those renting for 20 or more hours in a year. This will encourage church, non-profits, and other local businesses to hold their regular meetings at the Senior Center.

The estimated increase in annual revenue based on the higher projected volume of rentals is \$1,900.

**Onetta Harris Community Center:** The Onetta Harris Community Center collects a drop-in fee of \$1 for its basketball gym and fitness room. Recently the community center began offering a drop-in option for classes to encourage people who did not want to commit to the longer class session the opportunity to participate. Staff proposes a new fee of \$3 per class for these drop-in participants. The center has seen a large increase in weekend rentals of activity rooms which are requiring a significant amount of professional maintenance. In order to offset the additional maintenance cost, staff proposes increasing the Activity Room Rental fee from \$50 to \$70 per hour for residents and from \$65 to \$85 per hour for non-residents. These increases are not expected to have an impact to the demand in rental business given the current below-market rates offered.

The estimated increase in annual revenue for these changes is \$9,600.

**Athletic Fields Usage:** Currently there are fees established for the use of both natural and synthetic turf athletic fields by non-profit sports team organizations (Little League, AYSO, MAASL, etc.) for team play. There are separate fees charged to "For Profit Groups" for the use of these fields for group activities. To accommodate requests from non-profits to conduct "camps and clinics", staff recommends changing the fee names for use of athletic fields by "For Profit Groups" to "For Profit Groups and Non-Profit Groups Camps and Clinics".

The estimated increase in annual revenue is \$300.

**Non-resident surcharge:** Staff does not recommend changing the non-resident surcharge for Community Services programs from the current rate of 35 percent of the resident fee. For example, if a resident fee is \$100, the non-resident fee is \$135, which includes the \$35 surcharge. This surcharge percentage applies when an alternate percentage or dollar amount for non-resident use has not been approved.

## **IMPACT ON CITY RESOURCES**

The estimated annual net increase in General Fund revenue from the revisions discussed in this report is \$ (Included in Final Draft Report).

User fees provide a significant source of cost recovery for the City. The recommended revisions to the Master Fee Schedule will be built into the 2014-15 budget recommendations and will help in maintaining service levels in the current fiscal year.

## **POLICY ISSUES**

The fee changes proposed in this report are in compliance with the Cost Recovery / Subsidization Policy adopted by Council on March 9, 2010.

## **ENVIRONMENTAL REVIEW**

Adoption of a Master Fee Schedule is categorically exempt under current California Environmental Quality Act guidelines.

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Drew Corbett  
Finance Director

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John McGirr  
Revenue & Claims Manager

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Cherise Brandell  
Community Services Director

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Arlinda Heineck  
Community Development Director

**PUBLIC NOTICE:** Published legal notice on April 16, 2014 in the local newspaper.

## **ATTACHMENTS:**

- A. Resolution Amending City Fees and Charges
- B. User Fee Cost Recovery – Fiscal Policy

**RESOLUTION NO.**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO PARK  
AMENDING CITY FEES AND CITY CHARGES**

WHEREAS, under the provisions of the City of Menlo Park Municipal Code Section 1.25.010, fees and charges assessed by the City of Menlo Park may be amended or modified upon the adoption of a Resolution by the City Council; and

WHEREAS, the City Council of the City of Menlo Park considers that said amended fees, as per Staff Report #14-\_\_\_\_\_ dated April 29, 2014 are appropriate and should be adopted.

The City Council of the City of Menlo Park makes the following findings:

1. User fee services are those performed by the City on behalf of a private citizen or group with the assumption that the costs of services benefiting individuals, and not society as a whole, should be borne by the individual receiving the benefit. However, in some circumstances, it is reasonable to set fees at a level that does not reflect the full cost of providing service but to subsidize the service.
2. A listing of the fee changes proposed for City services was available to the public for at least ten days preceding the Public Hearing on April 29, 2014, at which time the fees were adopted.

NOW, THEREFORE, BE IT AND IT IS HEREBY RESOLVED that the Master Fee Schedule last amended April 2, 2013, is hereby amended to take effect on the date this resolution is passed and adopted; and

BE IT FURTHER RESOLVED that the City Manager is authorized to waive, modify or amend fees on any matter in his/her reasonable discretion, provided that said fees may not be increased and if he/she does so, he/she shall so advise the City Council.

PASSED AND ADOPTED at a regular meeting of the Menlo Park City Council on the twenty-ninth day of April, 2014, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of the City of Menlo Park this twenty-ninth day of April, 2014.

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Pamela I. Aguilar, City Clerk

# City of Menlo Park

## Fiscal Policy

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	<b>Approved by</b> Minute Order March 9, 2010	<b>Procedure #</b> CC-10-0001
<b>Subject</b> User Fee Cost Recovery		

### **Purpose:**

A clear User Fee Cost Recovery Policy will allow the City of Menlo Park to provide an ongoing, sound basis for setting fees that allows charges and fees to be periodically reviewed and updated based on predetermined, researched and supportable criteria that can be made available to the public.

### **Background:**

In 2005 the *Your City/Your Decision* community driven budget process provided community direction and initial information on approaches to cost recovery of services. In 2007, the Cost Allocation Plan provided further basis for development of a standardized allocation system by providing a methodology for data-based distribution of administrative and other overhead charges to programs and services. The Cost of Services Study completed in 2008 allowed the determination of the full cost of providing each service for which a fee is charged and laid the final groundwork needed for development of a values-based and data-driven User Fee Cost Recovery Policy. A draft User Fee Cost Recovery Policy was presented for consideration by the Council at a Study Session on February 10, 2009. Comments and direction from the Study Session were used to prepare this Fiscal Policy.

### **Policy:**

The policy has three main components:

- Provision for ongoing review
- Process of establishing cost recovery levels
  - Factors to be Considered
- Target Cost Recovery Levels
  - Social Services and Recreation Programs
  - Development Review Programs
  - Public Works
  - Police
  - Library
  - Administrative Services

### ***Provision for ongoing review***

Fees will be reviewed at least annually in order to keep pace with changes in the cost of living and methods or levels of service delivery. In order to facilitate a fact-based approach to this review, a comprehensive analysis of the city's costs and fees should be made at least every five years. In the interim, fees will be adjusted by annual cost factors reflected in the appropriate program's operating budget.

### ***Process of establishing service fee cost recovery levels***

The following factors will be considered when setting service fees and cost recovery levels:

1. Community-wide vs. special benefit
  - The use of general purpose revenue is appropriate for community-wide services while user fees are appropriate for services that are of special benefit to individuals or groups. Full cost recovery is not always appropriate.
2. Service Recipient Versus Service Driver
  - Particularly for services associated with regulated activities (development review, code enforcement), from which the community primarily benefits, cost recovery from the "driver" of the need for the service (applicant, violator) is appropriate.
3. Consistency with City public policies and objectives
  - City policies and Council goals focused on long term improvements to community quality of life may also impact desired fee levels as fees can be used to change community behaviors, promote certain activities or provide funding for pursuit of specific community goals, for example: health and wellness, environmental stewardship.



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4. Impact on demand (elasticity)
  - Pricing of services can significantly impact demand. At full cost recovery, for example, the City is providing services for which there is a genuine market not over-stimulated by artificially low prices. Conversely, high cost recovery may negatively impact lower income groups and this can work against public policy outcomes if the services are specifically designed to serve particular groups.
5. Discounted Rates and Surcharges
  - Rates may be discounted to accommodate lower income groups or groups who are the target of the service, such as senior citizens or residents.
  - Higher rates are considered appropriate for non-residents to further reduce general fund subsidization of services.
6. Feasibility of Collection
  - It may be impractical or too costly to establish a system to appropriately identify and charge each user for the specific services received. The method of assessing and collecting fees should be as simple as possible in order to reduce the administrative cost of collection.

### ***Target cost recovery levels***

1. Low cost recovery levels (0% – 30%) are appropriate if:
  - There is no intended relationship between the amount paid and the benefit received
  - Collecting fees is not cost-effective
  - There is no intent to limit use of the service
  - The service is non-recurring
  - Collecting fees would discourage compliance with regulatory requirements
  - The public at large benefits even if they are not the direct users of the service
2. High cost recovery levels (70% – 100%) are appropriate if:
  - The individual user or participant receives the benefit of the service
  - Other private or public sector alternatives could or do provide the service
  - For equity or demand management purposes, it is intended that there be a direct relationship between the amount paid and the level and cost of the service received
  - The use of the service is specifically discouraged
  - The service is regulatory in nature
3. Services having factors associated with both cost recovery levels would be subsidized at a mid-level of cost recovery (30% - 70%).

General categories of services tend to fall logically into the three levels of cost recovery above and can be classified according to the factors favoring those classifications for consistent and appropriate fees. Primary categories of services include:

- Social Services and Recreation Programs
- Development Review Programs – Planning, and Building
- Public Works Department – Engineering, Transportation, and Maintenance
- Public Safety

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### Social Services and Recreation Programs

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
9	<u>Parks</u>			
	Dog Park	X		
	Skate Parks	X		
	Open Space/Parks	X		
	Playgrounds	X		
7 11 10 11 11 7 7 11	<u>Social Services</u>			
	Senior Transportation	X		
	Senior Classes/Events	X		
	Belle Haven School Age – Title 22		X	
	Menlo Children’s Center – Title 22			X
	Preschool - Title 22			X
	Preschool – Title 5		X	
	Second Harvest	X		
	Congregate Nutrition		X	
	Belle Haven Community School		X	
	<u>Events/Celebrations</u>			
	City Sponsored	X		
	City-Wide	X		
	Youth & Teen Targeted	X		
	Cultural	X		
	Concerts	X		
5, 6, 7 9 9 9 10 5,6,7 9 5,6,7,8,9,10	<u>Facility Usage</u>			
	City Functions (e.g. commissions)	X		
	Co-Sponsored Organizations	X		
	Non-Profit	X		
	Fields - Youth (non-profit)		X	
	Fields - Adult (non-profit)		X	
	Tennis Courts		X	
	Picnic Rentals - Private Party			X
	Private Rentals			X
	Fields - For-profit			X
	Contracted Venues – for profit			X
8 8 8 7 11	<u>Fee Assisted Programs</u>			
	Recreational Swim	X		
	Swimming Classes	X		
	Lap Swimming	X		
	Recreation Classes	X		
	Open Gym Activities	X		

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### Social Services and Recreation Programs - continued

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
11 10,11 9 10 10 12 6,12 11	<u>Recreation Programs</u> Drop-In Activities Camps & Clinics Youth Leagues Youth Special Interest Adult Special Interest Gymnastics Birthday Parties Adult League		X	X X X X X X X

**Low Recovery Expectations:** Low to zero recovery is expected for programs in this category as the community benefits from the service. Non-resident fees if allowed may provide medium cost recovery.

In general, low cost programs or activities in this group provide a community wide benefit. These programs and activities are generally youth programs or activities enhancing the health, safety and livability of the community and therefore require the removal of a cost barrier for optimum participation. Recreation programming geared toward the needs of teens, youth, seniors, persons with disabilities, and/or those with limited opportunities for recreation are included. For example:

- **Parks** – As long as collecting fees at City parks is not cost-effective, there should be no fees collected for general use of parks and playgrounds. Costs associated with maintaining the City's parks represent a large cost for which there is no significant opportunity for recovery – these facilities are public domains and are an essential service of City government.
- **Social Services** – There is no intended relationship between the amount paid and the benefit received for social service programs. Some programs are designed and delivered in coordination/partnership with other providers in Menlo Park.
- **Senior Transportation** – Transportation is classified as a low cost recovery program because there is no fee charged for the program and the majority of the seniors served cannot afford the actual cost of the service. Donations are solicited, but they are minimal. No fee should be established for this service, as it would threaten ridership and County reimbursements would be withdrawn.
- **Senior Classes/Events** – The primary purpose of senior classes and events is to encourage participation. The seniors served in these classes do not have the means of paying for the classes and are classified as “scholarship” recipients due to their low income levels. The classes should continue to be offered in collaboration with outside agencies which can offer them for free through state subsidies.
- **Second Harvest** – Monthly food distributions provide free food to needy families and so contribute a broad community benefit. The coordination and operation of the program is through the Onetta Harris Center staff with volunteers assisting with the distribution of food, to keep costs as low as possible.
- **Events/Celebrations** – Community Services events provide opportunities for neighborhoods to come together as a community and integrate people of various ages, economic and cultural backgrounds. Events also foster pride in the community and provide opportunities for volunteers to give back. As such, the benefits are community-wide. In addition, collection of fees are not always cost effective.

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- Facility Usage – Safe and secure facilities for neighborhood problem-solving and provision of other general services support an engaged community and should be encouraged with low or no fees.
- Fee Assisted Recreation Programs – Activities with fee assistance or sliding scales make the programs affordable to all economic levels in the community. Organized activities, classes, and drop-in programs are designed to encourage active living, teach essential life and safety skills and promote life-long learning for broad community benefit.

**Medium Recovery Expectation** – recovery of most program costs incurred in the delivery of the service, but without recovery of any of the costs which would have been incurred by the department without the service. Both community and individuals benefit from these services. Non-resident fees if allowed may provide high cost recovery.

- Belle Haven School Age – Title 22 - Licensed Child Care Program – Services to participants in this program are not readily available elsewhere in the community at low cost. The program provides broad community benefit in the form of a safety net for children in the community. Organized activities and programs teach basic skills, constructive use of time, boundaries and expectations, commitment to learning and social competency. Resident fees charged based on San Mateo County Pilot program for full day care that sets fees at no more than 10% of the family's gross income.
- Preschool Title 5 – The Preschool Program is supported primarily by reimbursement of federal and state grants for low income children. Tuition and reimbursement rates are regulatory.
- Senior Lunches – Congregate Nutrition is classified as a medium cost recovery fee as it asks a donation coupled with a per meal reimbursement from OAA & State funds.
- Belle Haven School Community School – The Community School partners with various non-profit and community-based agencies to provide much needed services to the community – high quality instruction, youth enrichment services, after-school programs, early learning and a family center. Services are open to Belle Haven students, their families and residents of the surrounding neighborhood.
- Field Rentals and Tennis Courts – Costs should be kept low for local non-profit organizations providing sports leagues open to residents and children in the Menlo Park Schools that encourage healthy lifestyles and lifelong fitness. Opportunities exist to collect a reasonable fee for use to defray citywide expenses for tennis facilities and fields.
- Programs – Drop-in programs can be accessed by the widest cross section of the population and therefore have the potential for broad-base participation. Recreation drop-in programs have minimal supervision while providing healthy outlets for youth, teens and adults

**High Recovery Expectations** – present when user fees charged are sufficient to support direct program costs plus up to 100% of department administration and city overhead associated with the activity. Individual benefit foremost and minimal community benefit exists. Activities promote the full utilization of parks and recreation facilities.

- Menlo Children's Center School Age and Pre-school – Title 22 – Participation benefits the individual user.
- Picnic Areas – Picnic rental reservations benefit the individual but help defray the cost of maintaining parks benefiting the entire community.
- Facility Usage – Facility use is set at a higher rate for the private use of the public facility for meetings, parties, and programs charging fees for services and celebrations.

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- Programs – Activities in this area benefit the individual user. Programs, classes, and sports leagues are often offered to keep pace with current recreational trends and provide the opportunity to learn new skills, improve health, and develop social competency. The services are made available to maximize the use of the facilities, increase the variety of offerings to the community as a whole and spread department administration and city-wide overhead costs to many activities. In some instances offering these activities helps defray expenses of services with no viable means of collecting revenue e.g. parks, playgrounds, etc.
- Contracted Venues – (for profit) – Long term arrangements where a facility is rented or contracted out to reduce general funding expense in order to provide specialized services to residents.

### Development Review Services

1. Planning (planned development permits, tentative tract and parcel maps, re-zonings, general plan amendments, variances, use permits)
2. Building and safety (building permits, structural plan checks, inspections)

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
	<u>1. Planning</u>			
24	Appeals of Staff Decisions	X		
24	Appeals of Planning Commission Decisions by Residents	X		
	Subsequent Appeals			X
24	Temporary Sign Permits	X		
23	Use Permits – Non-Profits	X		
24	Administrative Reviews – Fences		X	
	Appeals of Planning Commission Decisions by			X
24	Non-Residents			X
23	Administrative Reviews – Other			X
23	Architectural Control			X
23	Development Permits			X
23	Environmental Reviews			X
23	General Plan Amendments			X
24	Tentative Maps			X
24	Miscellaneous – not listed elsewhere			X
	Reviews by Community Development			X
24	Director or Planning Commission			X
23	Special Events Permitting			X
23	Study Sessions			X
24	Zoning Compliance Letters			X
23	Signs and Awnings			X
23	Use Permits – other			X
23	Variances			X
23	Zoning Map			X
	Ordinance Amendments			

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Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
28-48	<u>2. Building and safety</u> Solar installations Building Permits Mechanical Permits Electrical Permits Plumbing Permit Consultant Review	X		X X X X X

**Low Recovery Expectations:** Low to zero recovery is expected for services in this category to maintain open and accessible government processes for the public, encourage environmental sustainability and encourage compliance with regulatory requirements. Example of Low Recovery items:

- Planning – The fees for applicants who wish to appeal a Staff Decision or for a Menlo Park resident or neighbor from an immediately adjacent jurisdiction who wishes to appeal a decision of the Planning Commission is purposefully low to allow for accessibility to government processes.
- Planning – Temporary sign permit fees are low so as to encourage compliance.
- Building – The elimination or reduction of building permits for solar array installations is consistent with California Government Code Section 65850.5, which calls on local agencies to encourage the installation of solar energy systems by removing obstacles to, and minimizing costs of, permitting for such systems.

**Mid-level Recovery Expectations:** Recovery in the range of 30% to 70% of the costs incurred in the delivery of the service reflects the private benefit that is received while not discouraging compliance with the regulation requirements.

- Planning – Administrative permits for fences that exceed the height requirements along Santa Cruz Avenue are set at mid-level to encourage compliance.

**High Recovery Expectations:** Cost recovery for most development review services should generally be high. In most instances, the City's cost recovery goal should be 100%.

- Planning – Subsequent Appeals - The fees for applicants who are dissatisfied with the results of a previous appeal of an administrative permit or a decision of the Planning Commission should be at 100% cost recovery.
- Planning – Most of the Planning fees charged are based on a "time and materials" basis, with the applicant/customer being billed for staff time (at a rate that includes overhead cost allocations) and the cost of actual materials or external services utilized in the delivery of the service.
- Building – Building fees use a cost-basis, not a valuation basis, and are flat fees based on the size and quantities of the project.

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### Public Works Department - Engineering, Transportation, and Maintenance

1. Engineering and Transportation (public improvement plan checks, inspections, subdivision requirements, encroachments)
2. Transportation (red curb installation, truck route permits, traffic signal repairs from accidents)
3. Maintenance (street barricades, banners, trees, special event set-up, damaged city property)

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
	<u>1. Engineering</u>			
25	Heritage Tree	X		
25	Appeals to Environmental Quality Commission and City Council	X		
	Bid Packages	X		
19	Plotter Prints		X	
19	Encroachment Permits for			
19	City-mandated repair work (non-temporary)		X	
25	Heritage Tree		X	
	Tree Removal Permits			
	1 – 3 trees			
19	City Standard Details		X	
20	Improvement Plan Review			X
20	Plan revisions			X
21	Construction Inspection			X
20	Maps / Subdivisions			X
	Real Property			X
19	Abandonments			X
19	Annexations			X
21	Certificates of Compliance			X
20	Easement Dedications			X
20	Lot Line Adjust/Merger			X
19	Encroachment Permits			X
19	Completion Bond			X
	Processing Fee			X
25	Heritage Tree Permits			X
	After first 3 trees			X
16	Downtown Parking Permits			X
	<u>2. Transportation</u>			
22	Red Curb Installation	X		
22	Truck Route Permits	X		
22	Traffic Signal Accident			X
22	Aerial Photos			X

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	<u>3. Maintenance</u>			
22	Tree Planting	X		
22	Banners – Santa Cruz Ave			X
22	Barricade replacement			X
22	Weed Abatement			X
22	Special Event set-up – for profit use			X
22	Special Event set-up- for non-profits use		X	
22	Damaged City property			X

**Low Recovery Expectations:** Low to zero recovery is expected for services in this category as the community benefits from the service. In general, low cost services in this group provide a community-wide benefit. These services generally are intended to enhance or maintain the livability of the community and therefore require the removal of a cost barrier to encourage use. However, in some instances the maximum fee that can be charged is regulated at the State or Federal level and therefore the City fee is not determined by City costs (truck route permits, copies of documents). Examples of Low Recovery items:

- Maintenance – Tree Plantings is classified as a low cost recovery fee to replacement of trees removed due to poor health and to encourage new tree plantings.
- Transportation – Red Curb Installation is classified as a low cost recovery fee for support traffic/parking mitigation requests to address safety concerns of residents and businesses.
- Transportation – Truck Route Permits Fees – maximum fee set by State Law.
- Engineering – Heritage Tree Appeals is classified as a low cost recovery fee to insure that legitimate grievances are not suppressed by high fees.
- Engineering – Bid Packages are provided at a low cost to encourage bid submissions thereby insuring that the City receives sufficient bids to obtain the best value for the project to be undertaken.

**Medium Recovery Expectations:** Recovery in the range of 30% to 70% of the costs incurred in the delivery of the service. Typically both the community and individuals benefit from these services.

- Engineering – Encroachment Permits for City-mandated repairs are classified as a medium cost recovery. Since the property owner is paying for the cost of construction but is required by ordinance to perform it promptly, a discounted fee for the permit is appropriate.

**High Recovery Expectations:** Recovery in the range of 70% to 100% when user fees charged are sufficient to fully recover costs of providing the service. Individual benefit is foremost and minimal community benefit exists. Most services provided by the Public Works Department fall in this area.

- Engineering – Encroachment Permits where the public right of way is used or impacted on a temporary or permanent basis for the benefit of the permittee. Debris Boxes are such an example.
- Transportation – Traffic Signal Accident repair cost is the responsibility of the driver/insurer.
- Maintenance – Weed Abatement performed by Public Works staff to address ongoing code violation.
- Maintenance – Banners on Santa Cruz Avenue and El Camino Real.



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**Public Safety – Police Services** (Case Copies, False Alarms, Parking Permits, Abatements, Emergency Response, Background Investigations, Tow Contract)

Master Fee Schedule Page #'s	General categorization of programs, Services, Activity, and facilities	Low cost recovery (0-30%)	Mid cost recovery (30-70%)	High cost recovery (70-100%)
14	Case Copies	X		
15	Citation Sign Off - Residents	X		
1, 15	Document Copies	X		
14	Bicycle Licenses	X		
16	Overnight Parking Permits			X
16	Residential Parking Permits	X		
15	Property Inspection – Code Enforcement	X		
15	Real Estate Sign Retrieval	X		
14	False Alarm – Low Risk		X	
15	Rotation Tow Service Contract		X	
15	Repossession Fee		X	
14	False Alarm – High Risk			X
14	Good Conduct Letter			X
14	Preparation Fees			X
14	Research Fee			X
14	Civil Subpoena Appearance			X
14	Finger Printing Documents			X
15	Background Investigations			X
14	Notary Services			X
14	Vehicle Releases			X
14	DUI - Emergency Response			X
15	Intoximeter Rental			X
15	Street Closure			X
15	Unruly Gatherings			X
18	Abatements			X

**Low Recovery Expectations:** Low to zero recovery is expected for services in this category as the community generally benefits from the regulation of the activity. The regulation of these activities is intended to enhance or maintain the livability of the community. However, in some instances the maximum fee that can be charged is regulated at the State or Federal level and therefore the City fee is not determined by City costs (copies of documents).

**Medium Recovery Expectation:** Recovery in the range of 30% to 70% of the costs of providing the service. Both community and individuals benefit from these services.

- False Alarm – primarily residential and low cash volume retail. Alarm response provide a disincentive to crime activity. However excessive false alarms negatively impact the ability of prompt police response to legitimate alarms.

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### **Public Safety – Police Services** - continued

**High Recovery Expectations:** Recovery in the range of 70% to 100% when user fees charged are sufficient to recover costs of the service provided. Individual benefit is foremost and minimal community benefit exists. Items such as False Alarm, DUI Emergency Response, Vehicle Releases, Unruly Gathering, and Abatements are punitive in nature and the costs should not be funded by the community. Items such as Good Conduct Letter, Preparation Fees, Research Fee, Finger Printing, Background Investigations, and Notary Service primarily benefit the individual. 100% of the cost for services in these areas is typical.

- Overnight Parking Permits – the fee charged for One Night Parking Permits fall into Low Cost Recovery, however when combined with the fees collected from the issuance of Annual Permits the result is the program should achieve High Cost Recovery.
- Street Closure – primarily residential for activities within a defined area. This service is provide for public safety and therefore is provided at a rate below 100% cost recovery.

**Library** (Library Cards, Overdue Fines, etc.) – fees are primarily established by the Peninsula Library Service.

**Administrative Services** (Copying Charges, Postage, etc.) – fees are primarily set by regulations and are generally high cost recovery of pass-thru charges.