



City of Santa Clara

Call and Notice of Special Meeting

Board of Library Trustees

Tuesday, October 15, 2019

6:00 PM

Cafeteria - City Hall East Wing
1500 Warburton Avenue
Santa Clara, CA 95050

NOTICE IS HEREBY GIVEN that, pursuant to the provisions of California Government Code §54956 ("The Brown Act") and Section 708 of the Santa Clara City Charter, the Chairperson calls for a Special Meeting of the Board of Library Trustees to commence and convene on October 15, 2019, at 6:00 pm for a Special Meeting in the Cafeteria located at City Hall, 1500 Warburton Avenue, Santa Clara, California, to consider the following matter(s) and to potentially take action with respect to them.

6:00 PM BOARD SPECIAL MEETING

CALL TO ORDER AND ROLL CALL

PUBLIC PRESENTATIONS

This portion of the meeting is reserved for persons to address the Board of Library Trustees on any matter on the agenda. The law does not permit the Board of Library Trustees action on, or extended discussion of, any item not on the agenda except under special circumstances. Trustees or the staff liaison may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting. Please limit your remarks to 3 minutes.

GENERAL BUSINESS

- 1 19-1188 [Review of Municipal Fee Schedule and Room Rental Rates Proposal](#)

Recommendation: Recommend Council approval of the proposed user group prioritization and fee schedule as recommended by staff.

ADJOURNMENT

The Board of Library Trustees Meeting is adjourned to December 2, 2019, at 6:00 PM.



Agenda Report

19-1188

Agenda Date: 10/15/2019

REPORT TO BOARD OF LIBRARY TRUSTEES

SUBJECT

Review of Municipal Fee Schedule and Room Rental Rates Proposal

BACKGROUND

As part of the Fiscal Year 2019/20 User Fee Study (Cost of Service), the City is reviewing and providing opportunities for additional public input on Phase II Community Room Rentals. User fees charged by local public agencies may not exceed the estimated reasonable cost of providing the service for which the fee is charged. The Cost of Service Study identifies the full cost (direct and indirect) for staff and overhead associated with fee-supported services and the associated revenue gaps if less than full cost recovery is implemented as a policy. The analysis helps inform staffing levels, explore preferred service delivery models and highlights any opportunities to streamline fee schedules and/or eliminate outdated fees or inefficient practices. The Study also ensures compliance with State and local laws (e.g., Prop 218 and 26). During the current Study, inconsistencies were noted in facility rentals across various City Departments in the amount of fees charged, staffing levels, restrictions on room use, guidelines for food and beverage, and the categories/types of users. Council has also noted the interest from various community groups for free or lower cost facility rentals where feasible.

DISCUSSION

The City contracted with Matrix Consulting Group to study facility rental fees. A working group of consultant and staff from Finance, Parks & Recreation, and Library Departments reviewed current room rental rates, trends and practices. In an effort to standardize rental fees and practices, rates were evaluated on two attributes--type of use and user group. The two main types of use are Meetings and Events. Meetings usually last up to three hours, have minimal participants, and are less dependent on amenities and location. Events are longer than three hours, have numerous attendees and require specific amenities and/or location. The City currently has 10 types of users, which were classified into various priority groups. These groups are not standardized across City departments and are cumbersome to administer and track. After study and discussion, it was determined that there are three primary types of Users which correspond to three priorities of service as follows:

- **Priority 1 - Reciprocal / Affiliation:** The City partners with a variety of organizations within the community for whom reciprocal services are provided, or with whom the City is affiliated. Examples of groups who fall into this category include: the Santa Clara Unified School District, West Valley / Mission College, Friends of the Library, and various youth organizations.
- **Priority 2 - Resident:** This group represents individual residents or businesses that reside within the City of Santa Clara. Examples of those who fall into this category include: members of the community who reside within City limits or businesses who maintain an office within City limits.

- **Priority 3 - Non-Resident:** This group represents individuals or businesses that reside outside of the City of Santa Clara. This includes members of the community who live outside the City limits, and businesses who do not maintain an office within the City limits.

By condensing the current priorities and rental structures used by Parks & Recreation and incorporating affiliated and reciprocal agencies associated with the Library, the above user categories provide a more streamlined grouping of users, and better reflect how the City would like to provide low-cost rental facilities for community use.

The City is proposing a fee schedule which identifies the rooms available for rent by Department, the types of occasions (meeting or event), and the fee for each identified priority group. Varying levels of subsidy are proposed for the priority groups, based on use type (Attachment 1, Table 1: Use Type).

Use Type

The following points highlight the changes proposed:

- **Meeting Use:** The City is proposing to not charge any room rental fees for Priority 1 (reciprocal / affiliation) or Priority 2 (residential) type users who wish to rent rooms for meetings which last up to three hours. Users who fall into the Priority 3 classification (non-residential) will be charged the full cost associated with room rentals.
- **Event Use:** The subsidy structure for events which would last over three hours, is similar to rates for meetings, where Priority 1 users will not be assessed a fee, and Priority 3 users will be assessed the full fee. Priority 2 users, however, will be assessed 25% of the full cost of the room rental.

The proposed rate subsidies only apply to unstaffed facility rentals. Any facility rentals that require city staff presence during the meeting or event would be subject to staff hourly rate charges.

Proposed Fee Structure

The proposed fee structure for room rentals, including use type availability, and hourly rate per user type (priority) are shown in Attachment 1, Table 2: Proposed Fee Structure.

Each room available for rent is identified by the Department in charge of the rental, as well as the room's location (Teen Center, Senior Center, etc.). Hourly rental rates are shown for each Priority group, broken out if an occasion is up to three hours (meeting) or over three hours (event). It should be noted that hourly rates for library technology staff and building attendants during open and closed hours are in addition to proposed room rental hourly rates. Library technology staff hourly rates are only charged if equipment setup is required for a meeting; and attendant hourly rates are only charged if City staff are required to be present during a rental. No discounts are being proposed for these rates based on priority user types.

At the October 15, 2019 Board of Library Trustees' Special Meeting, representatives from the Finance, Parks and Recreation, and Library Departments will present an overview of the proposed changes to the Board for review and comment (Attachment 2). A similar presentation will be made to the Parks & Recreation Commission for their review and comment.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

COORDINATION

This report has been coordinated with the Finance Department, Library Department, Parks & Recreation Department and the City Manager’s Office.

PUBLIC CONTACT

Public contact was made by posting the Board’s agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

A City E-notify notice was emailed to persons who have opted to receive notification of Parks & Recreation and/or Library information and activities related to the Parks & Recreation Commission Regular Meeting and Library Board of Trustees Special Meeting topics, date, times and location.

RECOMMENDATION

Recommend Council approval of the proposed user group prioritization and fee schedule as recommended by staff.

Approved by: Hilary Keith, City Librarian

ATTACHMENTS

1. Use Type and Proposed Fee Structure
2. User Fee Study Phase II Community Room Rentals Presentation FY2019-20

Table 1 - Use Type

Table 1						
Use Type	Meetings (Up to three hours)			Events (Over three hours)		
User Type	Priority 1	Priority 2	Priority 3	Priority 1	Priority 2	Priority 3
Proposed Subsidy	100%	100%	0%	100%	75%	0%

Table 2 - Proposed Fee Structure

Table 2						
Proposed Room Rental Fee Structure and Rates						
	MEETING (UP TO THREE HOURS)			EVENT (OVER THREE HOURS)		
	Priority 1	Priority 2	Priority 3	Priority 1	Priority 2	Priority 3
Santa Clara Facility Rentals	Reciprocal / Affiliation	Resident	Non-Resident	Reciprocal / Affiliation	Resident	Non-Resident
Library (Meetings must be open to the general public, and held during open hours)						
Central Park Redwood	\$0	\$0	\$134			
Central Park Edinger	\$0	\$0	\$134			
Northside Community Room	\$0	\$0	\$134			
Mission Branch Evans Community Room	\$0	\$0	\$134			
Library Technology Staff Support hourly	\$72	\$72	\$72			
Parks & Recreation / Recreation						
Community Recreation Center Room Rental						
Arts & Crafts Room	\$0	\$0	\$303	\$0	\$76	\$303
Diablo Room	\$0	\$0	\$303	\$0	\$76	\$303
Mary Louise Mello Auditorium	\$0	\$0	\$463	\$0	\$116	\$463
Music Room	\$0	\$0	\$303	\$0	\$76	\$303
Park Building Room Rentals						
Agnew Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Bowers Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Lick Mill Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Machado Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Maywood Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Montague Park Building	\$0	\$0	\$173	\$0	\$43	\$173

Table 2 Proposed Room Rental Fee Structure and Rates						
	MEETING (UP TO THREE HOURS)			EVENT (OVER THREE HOURS)		
	Priority 1	Priority 2	Priority 3	Priority 1	Priority 2	Priority 3
Santa Clara Facility Rentals	Reciprocal / Affiliation	Resident	Non-Resident	Reciprocal / Affiliation	Resident	Non-Resident
Senior Citizens Center (All functions held at this facility must be for the benefit of adults over the age of 50)						
#101 Auditorium & Kitchen - Dining Style	\$0	\$0	\$463	\$0	\$116	\$463
#101 Auditorium & Kitchen - Theater Style	\$0	\$0	\$463	\$0	\$116	\$463
#149 Ceramics	\$0	\$0	\$303	\$0	\$76	\$303
#205 Conference	\$0	\$0	\$303	\$0	\$76	\$303
#222 Dance Aerobics	\$0	\$0	\$303	\$0	\$76	\$303
#232 Dance Theater	\$0	\$0	\$303	\$0	\$76	\$303
Mezzanine	\$0	\$0	\$303	\$0	\$76	\$303
Youth Activity Center Room Rental Fees (Events must be for youth groups (under 18 years of age))						
Cabrillo Room	\$0	\$0	\$303	\$0	\$76	\$303
Gymnasium	\$0	\$0	\$463	\$0	\$116	\$463
San Tomas Room	\$0	\$0	\$303	\$0	\$76	\$303
Teen Center Room Rental (Rooms may be rented for social functions for the benefit of teens age 11-18)						
Arts & Crafts Room	\$0	\$0	\$303	\$0	\$76	\$303
Classroom	\$0	\$0	\$303	\$0	\$76	\$303
Conference Room	\$0	\$0	\$303	\$0	\$76	\$303
Multi-Purpose Room	\$0	\$0	\$463	\$0	\$116	\$463
Staffed Facilities						
Meetings During Open Hours - Attendant Hourly	\$64	\$64	\$64	\$64	\$64	\$64
Meetings During Closed Hours - Attendant Hourly	\$193	\$193	\$193	\$193	\$193	\$193
Police						
Community Room Rental	\$0	\$0	\$71			



User Fees (Cost of Service) - Phase II Community Room Rentals Outreach Presentation

October 15, 2019



**City of
Santa Clara**
The Center of What's Possible

Agenda

- User Fee Study Overview
- Background
- Methodology
- Proposed Fees
- Next Steps



User Fee Study

Legal Framework

- User fees charged by local agencies “...may not exceed the estimated reasonable cost of providing the service for which the fee is charged”
- A user fee can be no more than necessary to cover the reasonable cost

Overview

- Identifies the full cost (direct and indirect) for staff and overhead associated with fee-supported services and associated revenue gaps
- Ensures compliance with State and local laws (e.g., Prop 218 and 26)
- Informs staffing levels and service delivery model
- Streamlines fee schedules to eliminate outdated fees or ranges
- Incorporates new fees and services

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Background

- Current inconsistencies across facility rentals
 - Room rental rates vary across facilities
 - Restrictions and guidelines for food and beverage differ
 - Types of users varied across City departments
- Various community groups have expressed interest in lower to no cost facility rentals
 - Meetings

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Methodology

- A “bottom up” approach was employed, where time spent per unit of fee activity is determined for each position within a Department or program.
 - - Widely accepted
 - - Most defensible
- Update fee schedules and structures
- Calculate fully burdened hourly rates for each position
- Establish time estimates by position for each service provided
- Collect volume statistics to project workload and revenue impacts
- Analyze the gaps between cost and revenue.

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Library Policy Impacts

- User Fee Study
 - Reviewed Library Guiding Principles, Parks & Recreation Facility Use Guidelines, and Other municipalities practices
 - Established shared definitions between Library and Parks & Recreation for the Municipal Fee Schedule
 - Priorities integrate with Library Meeting Room Policy
 - Applies to non-City functions and community rooms
- Library Meeting Room Policy impact:
 - Library Community Room Rentals limited to 3 hours
 - Library Meeting Room Policy will point to Municipal Fee Schedule for other fees associated with room rentals and List Community rooms available for Rent

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Types of Use

- **Meetings:**
 - Limited to three hours
 - Minimal attendees
 - Generally, smaller room use
 - Less dependent on location/amenities
- **Events:**
 - Longer than three hours
 - Numerous attendees
 - Generally, larger room use
 - Specific locations/amenities are required

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Types of User

- **Priority 1 – Reciprocal/Affiliation** – the City partners with a variety of organizations within the community for whom reciprocal services are provided/with whom the City is affiliated (i.e.: Santa Clara Unified School District, West Valley/Mission College, Friends of the Library)
- **Priority 2 – Resident** – individual residents or businesses that reside within the City of Santa Clara (i.e.: members of the community or businesses with offices residing within City limits) *note: currently, the City only rents to this user type*
- **Priority 3 – Non-Resident** – individuals or businesses that reside outside the City of Santa Clara (i.e.: members of the community or businesses with offices residing outside City limits)

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Proposed Fees – Parks and Community Centers

	Meeting (up to three hours)			Event (over three hours)		
	Priority 1	Priority 2	Priority 3	Priority 1	Priority 2	Priority 3
Community Recreation Center Room Rental						
Arts & Crafts Room	\$0	\$0	\$303	\$0	\$76	\$303
Diablo Room	\$0	\$0	\$303	\$0	\$76	\$303
Mary Louise Mello Auditorium	\$0	\$0	\$463	\$0	\$116	\$463
Music Room	\$0	\$0	\$303	\$0	\$76	\$303
Park Building Room Rental						
Agnew Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Bowers Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Lick Mill Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Machado Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Maywood Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Montague Park Building	\$0	\$0	\$173	\$0	\$43	\$173
Senior Citizens Center Rental (all functions must be for the benefit of adults over the age of 50)						
#101 Auditorium & Kitchen – Dining Style	\$0	\$0	\$463	\$0	\$116	\$463
#101 Auditorium & Kitchen – Theater Style	\$0	\$0	\$463	\$0	\$116	\$463
#149 Ceramics	\$0	\$0	\$303	\$0	\$76	\$303
#205 Conference	\$0	\$0	\$303	\$0	\$76	\$303
#222 Dance Aerobics	\$0	\$0	\$303	\$0	\$76	\$303
#232 Dance Theater	\$0	\$0	\$303	\$0	\$76	\$303
Mezzanine	\$0	\$0	\$303	\$0	\$76	\$303

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Proposed Fees – Parks and Community Centers

	Meeting (up to three hours)			Event (over three hours)		
	Priority 1	Priority 2	Priority 3	Priority 1	Priority 2	Priority 3
Youth Activity Center Room Rental (events must be for youth groups under 18 years of age)						
Cabrillo Room	\$0	\$0	\$303	\$0	\$76	\$303
Gymnasium	\$0	\$0	\$463	\$0	\$116	\$463
San Tomas Room	\$0	\$0	\$303	\$0	\$76	\$303
Teen Center Room Rental (rooms may be rented for social functions for the benefits of teens age 11-18)						
Arts & Crafts Room	\$0	\$0	\$303	\$0	\$76	\$303
Classroom	\$0	\$0	\$303	\$0	\$76	\$303
Conference Room	\$0	\$0	\$303	\$0	\$76	\$303
Multi-purpose Room	\$0	\$0	\$463	\$0	\$116	\$463
Staffed Facilities Rental						
Meetings During Open Hours – Attendant	\$64	\$64	\$64	\$64	\$64	\$64
Hourly						
Meetings During Closed Hours – Attendant	\$193	\$193	\$193	\$193	\$193	\$193
Hourly						

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Proposed Fees – Libraries

	Meeting (up to three hours)		
	Priority 1	Priority 2	Priority 3
Library (meetings must be open to the general public and held during open hours)			
Central Park Redwood	\$0	\$0	\$134
Central Park Edinger	\$0	\$0	\$134
Northside Community Room	\$0	\$0	\$134
Mission Branch Evans Community Room	\$0	\$0	\$134
Library Technology Staff Support - hourly	\$72	\$72	\$72

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Proposed Fees – Police

	Meeting (up to three hours)		
	Priority 1	Priority 2	Priority 3
Police			
Community Room Rental	\$0	\$0	\$71

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Revenue Impacts

- **Meeting Use** – the City is proposing to subsidize room rentals for Priority 1 and Priority 2 type users and fully charge Priority 3 type users.
- **Event Use** – the City is proposing to subsidize room rentals for Priority 1 type users, subsidize 75% for Priority 2 type users and fully charge Priority 3 type users.
- If the fee schedules are approved, meeting revenues would be eliminated completely, while event revenues would be reduced by 75% for **Priority 2** type users (the only type of user the City has rented these facilities out to)

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Next Steps

- Outreach Meetings/Board of Library Trustees and Commissions discussion
 - October 15, 2019
- City Council Study Session
 - October 22, 2019
- City Council Consideration and Fee Approval
 - November 19, 2019

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User Fees (Cost of Service) - Phase II Community Room Rentals Outreach Presentation

October 15, 2019