



Agenda Report

20-51

Agenda Date: 1/14/2020

REPORT TO COUNCIL

SUBJECT

Study Session on the City's Community Room Rental Fee Structure and Use Policies [Council Pillar: Enhance Community Engagement and Transparency]

BACKGROUND

In December 2018, the City entered into an agreement with Matrix Consulting Group to conduct a comprehensive Cost of Service Study. In May 2019, the consultant's report was presented to Council, together with a staff recommendation that proposed fees be reviewed in three phases due to the volume and complexity of the issues.

Originally, Community Room Rental Fees were to be reviewed as part of the overall review of Parks & Recreation programs in Phase I; however, it was noted that fee and use policies for community room rentals varied across City Departments and there was an interest in exploring whether the fees and use policies could be aligned and/or streamlined to improve the users' experience. In addition, several members of the Council expressed interest in learning how non-profits would be treated with respect to cost recovery. It was agreed that staff would return with a separate discussion of Community Room Rental Fees and Use Policies.

A working group, comprised of staff from the Finance, Parks & Recreation, and Library Departments, was established to work with Matrix to review current rental rates, trends, and best practices. A proposal to align use policies and rental fees across the City was developed and presented to both the Parks & Recreation Commission and the Library Board of Trustees on October 15, 2019. A motion to approve the staff recommendation was approved by the Parks and Recreation Commission; however, a similar motion at the Library Board of Trustees meeting failed due to the lack of a second. No alternative was proposed.

This item was originally scheduled to be heard on December 17, 2019; however, was deferred to January 14, 2020.

DISCUSSION

At the January 14, 2020 Council Meeting, staff will provide an overview of:

- The City's current rental room use policies and fee structure;
- Review benchmark information from outside agencies;
- Discuss opportunities to align/streamline City processes; and
- Review feedback received during the community input process.

The purpose of the Study Session is to receive input to finalize the proposed fee structure that the City Council desires and, accordingly, address the accompanying level of subsidy required to implement Council's Community Room fee policy. Through the Study Session, staff will understand the Council's policy framework that it desires to be implemented and staff will then return with the proposed fees for the Council to approve, budget amendment (if required), and all the appropriate legislation to enable the fee policy at a later date.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no cost to the City associated with this report other than administrative time and expense.

PUBLIC CONTACT

Public contact was made by posting the Council 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.

RECOMMENDATION

Review and provide input on the City's Community Room Rental Use Policies and Fee Structure.

Reviewed by: Cynthia Bojorquez, Assistant City Manager

Approved by: Deanna J. Santana, City Manager