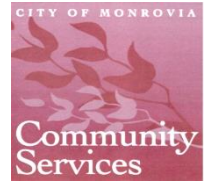




**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**



**DEPARTMENT:** Public Services Department  
Community Service

**MEETING DATE:** June 14, 2016

**PREPARED BY:** Eugene Suk  
Hillside Wilderness Preserve Supervisor

**AGENDA LOCATION:** AR-3

**TITLE:** 2014 -15 Canyon Park Vehicle Admission Fee and Revenue Analysis

**OBJECTIVE:** To present the Community Services Commission with a report on the status of the Canyon Park Vehicle Admission Fee and Revenue Analysis.

**BACKGROUND:** Canyon Park is open to vehicular traffic on weekdays from 8:00 a.m. to 5:00 p.m., and weekends from 7:00 a.m. to 5:00 p.m. The park is closed every Tuesday, Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve, New Year's Day, and the Fourth of July. There are three vehicle admission options: weekdays visitors can purchase a \$5.00 daily parking pass, on weekends, and holidays visitors can purchase a parking pass for \$6.00, or visitors can purchase an annual parking pass for \$65.00 (good for one year from the date of purchase).

Public Services reviews and surveys vehicle admission fees on an annual basis to ensure fiscal responsibility and competitively priced services. Areas of similar open space recreation such as Eaton Canyon, Schabarum Regional Park, Bonelli Regional Park, Santa Fe Dam Recreation Area, El Dorado Nature Center, are analyzed and presented to the Community Services Commission for consideration.

In 2008, staff presented the Community Services Commission with a Vehicle Admission and Revenue report which indicated that Canyon Park's annual pass fee at of \$40.00 was below the survey average of \$60.00. Staff recommended, and Commission approved a \$5.00 fee increase for the annual parking pass with the understanding that the fee would increase every year, in \$5.00 increments, until the fee reached the survey average of \$60.00. The Commission agreed to the incremental increases with the stipulation that staff monitor and annually review the effects of the increase, to determine the impact and benefit on revenue.

**ANALYSIS:** The current fee structure for Canyon Park admission fees is as follows:

**Vehicle Admission Fee Schedule for 2014-2015**

- **Cars:** \$5.00 per weekday, \$6.00 per weekend day and holidays
- **Motorcycle:** \$5.00 per weekday, \$6.00 per weekend day and holidays
- **Passenger Vans/Bus:** \$20.00 per weekday, weekend and holidays
- **Annual Vehicle Entry Pass:** \$65.00
- **Annual Disabled Person Admission Pass:** \$45.00

**AR-3**

**Vehicle Admission Fee Survey**

The fee survey included facilities similar to Canyon Park in the Los Angeles County area.

	<b>Weekday</b>	<b>Weekend and Holiday</b>	<b>Bus</b>	<b>Disabled Annual Pass</b>	<b>Annual Pass</b>
Eaton Canyon Natural Area	\$0	\$0	\$0	\$0	\$0
Schabarum Regional Park	\$0	\$6.00	\$17.00	\$75.00	\$140.00
Bonelli Regional Park	\$10.00	\$10.00	\$30.00	\$75.00	\$140.00
Santa Fe Dam Recreation Area	\$10.00	\$10.00	\$30.00	\$75.00	\$140.00
El Dorado Nature Center	*\$5.00	\$7.00	\$30.00	\$35.00	\$60.00
<b>*Average</b>	<b>\$5.00</b>	<b>\$6.60</b>	<b>\$21.40</b>	<b>\$52.00</b>	<b>\$96.00</b>
Monrovia Canyon Park	\$ 5.00	\$6.00	\$ 20.00	\$45.00	\$ 65.00

\* Excludes Friday

The survey indicated the average weekday vehicle admission is \$5.00, which is comparable to Canyon Park’s fee of \$5.00. Weekend and holiday parking fees averaged \$6.60. The average is \$0.60 higher than Canyon Park’s fee of \$6.00. The survey also concluded Canyon Park’s bus admission fee of \$20.00 is below the survey average of \$21.40. In addition, the survey determined Canyon Park’s annual vehicle pass fee of \$65.00 is below the survey average of \$96.00.

**FISCAL IMPACT:** The following information outlines the fiscal year 2014-2015 revenue compared to the previous year revenue totals in 2013-2014.

<b>Canyon Park Vehicle Fee Revenue Yearly Comparisons</b>	
<b>2013-14</b>	<b>2014-15</b>
\$114,947	\$144,804

Annual parking fee revenue for fiscal year 2014-15 was \$144,804 which was an increase of \$29,857 from 2013-2014 revenue of \$114,947. Positive reviews from popular hiking websites such as modernhiker.com, alltrails.com, and yelp.com encouraged visitors to experience the Canyon Park Waterfall and Ben Overturf trails increasing the popularity of our open recreational space.

<b>Canyon Park Passes Sold and Vehicle Fee Revenue Yearly Comparisons</b>				
	<b>Number of Passes Sold</b>		<b>Revenue</b>	
	<b>2013-14</b>	<b>2014-15</b>	<b>2013-14</b>	<b>2014-15</b>
<b>Number of Daily Passes Sold</b>	19,779	21,565	\$95,572	\$123,999
<b>Number of Annual Passes Sold</b>	356	348	\$19,375	\$20,805
<b>Totals</b>	<b>20,135</b>	<b>21,913</b>	<b>\$114,947</b>	<b>\$144,804</b>

During fiscal year 2013-14 there were a total of 19,779 daily, and 356 annual passes sold compared to 21,565 daily, and 348 annual passes during fiscal year 2014-15. The increased total in annual pass sales is attributed to a \$5.00 rate increase to our annual pass price. This price increase, of \$5.00, was implemented to remain competitive with annual pass prices with similar open space parks.

**ENVIRONMENTAL IMPACT:** Canyon Park Staff educate the public on the importance of leave no trace principles, and focuses on environmental stewardship. Recycling containers are provided for the public to use reducing the impact on landfills. Degradable doggy waste disposal bags (Mutt Mitts) and receptacles are free for the public to use at designated locations in Canyon Park promoting responsible pet ownership and reducing overall pet waste. Electronic payment transactions are available at the Ranger Station to encourage the reduction of paper use, and to support the City's Environmental Accords.

In support of the environmental accords, Canyon Park facilities provide the following:

- Canyon Park trails and facilities provide recreational opportunities for individuals, families and businesses to experience the outdoors.
- Canyon Park offers unique biological experiences of local flora and fauna such as a variety of plant communities including coastal sage scrub, riparian and chaparral. Commonly observed wildlife include; bears, snakes, lizards, butterflies and birds.
- Health and social benefits via use of trails, picnic areas and facilities.
- Canyon Park offers affordable recreational opportunities such as a maintained trail system, clean restroom facilities, Nature Center and rental facilities.
- Interpretive programming is available to school districts and to private groups.
- Volunteer opportunities are available to the public, and include trail maintenance, interpreter, nature center docent, trail patrol etc.

**RECOMMENDATION:** Staff recommends the Community Services Commission move to receive and file, AR- 3 2014-15 Canyon Park Vehicle Admission Fee and Revenue Analysis.

**COMMISSION ACTION REQUIRED:** If the Community Services Commission concurs, the appropriate action would be a motion to: ***Receive and file the Canyon Park Vehicle Admission Fee and Revenue Analysis as outlined in this report.***