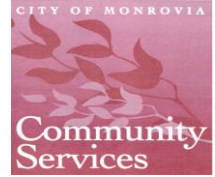




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: March 9, 2015

PREPARED BY: Eugene Suk,
Park Naturalist

AGENDA LOCATION: AR-2

TITLE: 2013-14 Canyon Park Vehicle Admission Revenue and Fee Analysis

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

BACKGROUND: Canyon Park is open to vehicle traffic on weekdays from 8:00 a.m. until 5:00 p.m., and weekends from 7:00 a.m. until 5:00 p.m. except, Tuesdays, Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve, New Year's Day, and the Fourth of July. There are two vehicle admission options: visitors can purchase a \$5 daily weekday/\$6 weekend and holiday parking pass, or a \$60 annual parking pass (good for one year from the date of purchase).

Staff reviews and surveys vehicle admission fees on an annual basis to ensure fiscal responsibility, and competitively priced services. Survey results of local facilities similar to Canyon Park are analyzed and presented to the Community Services Commission for consideration. Staff and Commission recommend fee adjustments to City Council via the fee resolution, which goes before City Council annually, in June. All fees must go through the Fee Resolution process to be implemented and/or amended.

In 2008, Staff presented the Community Services Commission with a Vehicle Admission and Revenue report which indicated that Canyon Park's annual pass fee of \$40 was below the survey average of \$60. Staff recommended, and Commission approved a \$5 fee increase for the annual parking pass with the understanding that the fee would be increased every year in \$5 increments until the fee reached the survey average. The Commission agreed to the incremental increases with the stipulation that Staff monitor and annually review the effects of the increases, to determine the impacts and benefits on revenue.

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

Vehicle Admission Fee Schedule

- Cars: \$5 per weekday, \$6 per weekend day and holidays
- Motorcycle: \$5 per weekday, \$6 per weekend day and holidays
- Passenger Vans/Bus: \$15 per day
- Annual Vehicle Entry Pass: \$60
- Annual Disabled Person Admission Pass: \$45

AR-2

In 2014, Commission accepted the following rate increases based on Staff's recommendations:

- Add a weekend day and holiday fee of \$6 per vehicle
- Increase the bus fee from \$10 to \$15
- Increase the annual fee from \$55 to \$60

Please note: These fee increases did not take effect until July 1, 2014 therefore; this report does reflect those increases.

Vehicle Admission Fee Survey

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

| | Weekday (vehicles or motorcycles) | Weekend and Holiday | Bus | Disabled Annual Pass | Annual Pass |
|------------------------------|--|------------------------------------|-------------|-------------------------------------|------------------------|
| Arcadia Wilderness Park | \$0 | \$0 | \$0 | \$0 | \$0 |
| Eaton Canyon Natural Area | \$0 | \$0 | \$0 | \$0 | \$0 |
| Schabarum Regional Park | \$0 | \$6 | \$12 | \$70 | \$140 |
| Bonelli Regional Park | \$10 | \$10 | \$30 | \$75 | \$140 |
| Santa Fe Dam Recreation Area | \$10 | \$10 | \$30 | \$65 | \$125 |
| El Dorado Nature Center | \$5 | \$7 | \$30 | \$35 | \$60 |
| National Forest | \$5 | \$5 | \$30 | \$30 | \$30 |
| *Average | \$4.29 | \$5.43 | \$19 | \$39.29 | \$70.71 |
| Monrovia Canyon Park | \$5 | \$6 | \$15 | \$45 | \$ 60 |

The survey indicated that Monrovia's fees fall within or above the survey average with the exception of bus parking fees, and the annual pass. Staff recommends increasing the bus fee from \$15 to \$20, and the annual pass from \$60 to \$65 based on the following:

1. The increases will help Monrovia move closer to the survey average
2. The popularity of the park will not deter people from visiting even with an increase in fees

FISCAL IMPACT: The following information outlines the fiscal year 2013 -14 revenue compared to the previous year revenue totals in 2012 -13.

| Canyon Park Vehicle Fee Revenue Yearly Comparisons | |
|---|------------------|
| 2012 - 13 | 2013 - 14 |
| \$114,947 | \$125,102 |

Annual parking fee revenue for fiscal year 2013 -14 increased to \$125,102 compared to \$114,947 2012-13. Staff attributes the increase to the following factors:

1. Canyon Park's continual recognition in local publications including hiking websites, several trail guides, and local radio stations
2. Demand for local passive outdoor recreation being on the rise based on California Parks and Recreation Society (CPRS) and National Recreation and Park Association (NRPA) data.

| Canyon Park Passes Sold and Vehicle Fee Revenue Yearly Comparisons | | | | |
|---|-----------------------|-----------|-----------|-----------|
| | Number of Passes Sold | | Revenue | |
| | 2012 - 13 | 2013 - 14 | 2012 - 13 | 2013 - 14 |
| Number of Daily Passes Sold | 19,779 | 21,346 | \$95,572 | \$106,732 |
| Number of Annual Passes Sold | 356 | 334 | \$19,375 | \$18,370 |
| | | | | |
| Totals | 20,135 | 21,680 | \$114,947 | \$125,102 |

During fiscal year 2013 -14 there was a total of 21,346 daily, and 334 annual passes sold, compared to 19,779 daily, and 356 annual passes during the previous year. The total number of annual passes decreased slightly, and the daily passes increased. Beginning in 2014, Staff issued free annual passes to park volunteers who served a minimum of 150 hours the previous year. This small token of appreciation was very well received by the volunteers, and is the reason for the slight decline in annual passes.

ENVIRONMENTAL IMPACT: Canyon Park Staff educates 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 impact in 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.

OPTIONS: The Community Services Commission has the following options to consider:

1. Maintain the existing vehicle admission fee schedule for Canyon Park.
2. Staff recommends increasing the bus fee from \$15 to \$20, and the annual pass from \$60 to \$65.
3. Direct Staff to explore other options for increase in fees.

RECOMMENDATION: Staff recommends that the Community Services Commission move to accept option number two; increase the bus fee from \$15 to \$20, and the annual pass from \$60 to \$65.

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: ***Accept and recommend to City Council option number two, increase the bus fee from \$15 to \$20, and the annual pass from \$60 to \$65.***