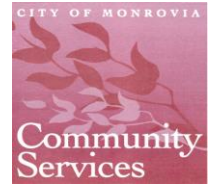




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: July 8, 2014

PREPARED BY: Hector Inzunza,
Senior Park Ranger

AGENDA LOCATION: AR-3

TITLE: Canyon Park Volunteer Feedback Regarding the 2014 Haunted Hike

OBJECTIVE: The purpose of this report is to provide the Community Services Commission with feedback from Canyon Park Volunteers regarding the feasibility of continuing the Haunted Hike Event for 2014.

BACKGROUND: Staff presented the 2013 Haunted Hike Evaluation at the December 10, 2013 Community Services Commission meeting. The evaluation was approved by Commission as presented by Staff. An amendment to the 2013 Haunted Hike Evaluation was presented to the Community Services Commission at the June 10, 2014 meeting indicating unreported costs not previously included in the evaluation. Costs included transportation and additional part-time staff hours for planning and event setup. Using the revised budget, the Haunted Hike program did not generate a net revenue of \$5,584 as originally reported; instead, it lost \$406. Staff also reported on a few factors that may impact the feasibility of the program.

1. Feedback provided by Canyon Park Volunteers demonstrate their continued support of the Haunted Hike program, provided that additional revenue secured be allocated directly back to the park for facility improvements. City financial practice no longer allows additional program revenue secured to be allocated for specified activities.
2. The Haunted Hike does impact park resources including part-time staff hours, volunteer hours, equipment, and supplies.
3. When the program was offered in 2013 part-time staff was allowed to work 40 hours a week. Due to the Affordable Care Act, Park Rangers can only work 28 hours a week. With these limited staff hours, the Park Rangers priorities need to be focused on programming, facilities, preservation, and education, as opposed to the Haunted Hike.

As a result of the new information, Commission requested staff meet with Canyon Park Volunteers and staff to enlist their feedback on the feasibility of the 2014 Haunted Hike specifically, impact on volunteers and resources.

ANALYSIS: Staff met with Canyon Park Volunteers and staff on Wednesday June 25, 2014 and shared with them Commission's direction. The following topics were discussed:

1. Updated expenditures and real program costs.

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2. City financial practice no longer allows additional program revenue secured to be allocated for specified activities.
3. Canyon Park Volunteers taking the lead on Haunted Hike planning and implementation.

Canyon Park Volunteers and staff discussed at length the pros and cons of offering the Haunted Hike. Comments included:

Pros

1. Participant feedback was overwhelming positive.
2. Volunteers enjoyed working closely with staff and appreciated the increased team work.
3. The program introduced new individuals to the Park.
4. The Volunteers liked the recognition they received from community members.

Cons:

1. The Volunteers agreed to support this program with the understanding that the excess revenue would be allocated back to the Park for activities and/or facility improvements. Not having this benefit deters Volunteers from wanting to spend the time and energy on this program.
2. Though Haunted Hike meets the mission of Recreation, it does not necessarily meet that of Canyon Park, specifically education of and preserving natural resources.
3. The program is time intensive and drains staff resources.
4. Volunteers are concerned that the Haunted Hike draws a lot of attention to the Park, and attendance is already at an all-time high.

CANYON PARK VOLUNTEER FEEDBACK: The Volunteers understand the benefits this program offers, but does not recommend the Haunted Hike return for 2014 based on their analysis. The decision was unanimous. The Volunteers plan to meet again in January 2015 to revisit the idea of offering the Haunted Hike in 2015.

FINANCIAL IMPACT: No financial impacts are associated with this report.

ENVIROMENTAL IMPACT: No environmental impacts are associated with this report.

RECOMMENDATION: Staff recommends the Community Services Commission discuss the Canyon Park Volunteer feedback regarding the 2014 Haunted Hike and provide direction for future programming.

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

1. Eliminate the Haunted Hike for 2014 and work with Canyon Park Volunteers and staff to determine feasibility for 2015.
2. Direct staff to proceed with the Haunted Hike in 2014. Please note: this option will have impacts on budget, park operations and volunteer support.
3. Direct staff to investigate other options.

COMMISSION ACTION REQUIRED: If Community Services concurs, the appropriate action would be to discuss the Canyon Park Volunteer feedback regarding the 2014 Haunted Hike and provide direction for future programming.