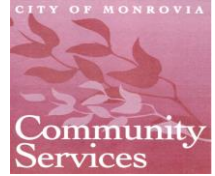




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: April 8, 2014

PREPARED BY: Hector Inzunza
Senior Park Ranger

AGENDA LOCATION: AR-2

TITLE: 2012-13 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. 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 \$5.00 daily parking pass or a \$55.00 annual parking pass (good for one year from the date of purchase.)

Community Services 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.

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 be increased every year in \$5.00 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:** \$5.00 per day
- **Motorcycle:** \$5.00 per day
- **Passenger Vans/Bus:** \$10.00 per day
- **Annual Vehicle Entry Pass:** \$55.00
- **Annual Disabled Person Admission Pass:** \$45.00

AR-2

Vehicle Admission Fee Survey

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

	Weekday	Weekend and Holiday	Bus	Disabled Annual Pass	Annual Pass
Eaton Canyon Natural Area	\$0	\$0	\$0	\$0	\$0
Schabarum Regional Park	\$0	\$6.00	\$12.00	\$65.00	\$125.00
Bonelli Regional Park	\$10.00	\$10.00	\$30.00	\$65.00	\$125.00
Santa Fe Dam Recreation Area	\$10.00	\$10.00	\$30.00	\$65.00	\$125.00
El Dorado Nature Center	*\$5.00	\$7.00	\$30.00	\$35.00	\$60.00
National Forest	\$5.00	\$5.00	\$30.00	\$0	\$ 30.00
*Average	\$5.00	\$6.33	\$22.00	\$38.33	\$77.50
Monrovia Canyon Park	\$ 5.00	\$5.00	\$ 10.00	\$45.00	\$ 55.00

* Excludes Friday

The survey indicated the average weekday vehicle admission is \$5.00, which is comparable to Canyon Park. Weekend parking fees averaged \$6.33 versus Canyon Park’s fee of \$5.00. The survey also concluded Canyon Parks’ bus admission fee of \$10.00 is well below the survey average \$22.00. In addition, the survey determined Canyon Parks’ annual vehicle pass fee of \$55.00 is below the survey average of \$77.50.

Staff recommends the following increases to the vehicle fee structure for Canyon Park.

Recommended Vehicle Fees

Vehicle Entrance Fee	Weekday		Annual		Weekend and Holidays		Disabled Annual Pass
	Current	Recommended	Current	Recommended	Current	Recommended	
Car	\$5	\$5	\$50	\$60	\$5	\$6	\$45
Motorcycle	\$5	\$5	\$50	\$60	\$5	\$6	-
Bus/ Passenger Vans	\$10	\$15	-	-	\$10	\$15	-

Currently, Canyon Park does not distinguish between weekday use and weekend use with regard to a daily vehicle pass. Based on the survey and current visitor patterns, Staff recommends establishing a \$6.00 weekend / holiday vehicle use pass. In this field, it is common to increase fees on days that have heavy usage to offset cost for additional resources. The \$6.00 fee will be in line with the survey and slightly under the survey average of \$6.33 making it affordable to patrons.

Staff recommends increasing the Bus and Passenger Van fee from \$10.00 to \$15.00. Staff believes an increase of more than \$5.00 may discourage groups and schools from utilizing and exploring the City’s natural resource.

Staff also recommends increasing the annual pass by \$5.00 for a total of \$60.00. Per the 2008 Vehicle Admission Fee report and direction from the Community Services Commission, Staff will continue to recommend a \$5.00 incremental increase until the vehicle admission fee is on par with the survey average. Staff does not recommend any changes for the Disabled Annual Pass fee.

FISCAL IMPACT: The following information outlines the fiscal year 2012-13 revenue compared to the previous year revenue totals in 2011-12.

Canyon Park Vehicle Fee Revenue Yearly Comparisons	
2011-12	2012-13
\$95,868	\$114,947

Annual parking fee revenue for fiscal year 2012-13 increased to \$114,947 compared to \$95,868 the previous year. The increase in revenue is due to Canyon Parks' recognition in several publications, and websites, including KPCC's Best Places to Visit article and several trail guides. Staff is confident that Canyon Park will continue to experience an increase of Park visitors as demand for local passive outdoor recreation is on the rise.

Canyon Park Passes Sold and Vehicle Fee Revenue Yearly Comparisons				
	Number of Passes Sold		Revenue	
	2011 - 12	2012 - 13	2011 - 12	2012 - 13
Number of Daily Passes Sold	16,005	19,779	\$80,023	\$95,572
Number of Annual Passes Sold	316	356	\$15,845	\$19,375
Totals	16,321	20,135	\$95,868	\$114,947

During fiscal year 2012-13 there were a total of 19,779 daily and 356 annual passes sold compared to 16,005 daily and 316 annual passes during fiscal year 2011-12. The increase in annual pass sales is attributed to Patrons realizing the cost saving benefit of purchasing an annual pass rather than a daily pass.

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. Add a weekend and holiday pass fee of \$6.00. Increase Bus/Passenger vehicle pass fee from \$10.00 to \$15.00 and increase the annual vehicle pass fee from \$55.00 to \$60.00.
3. Direct Staff to explore other options.

RECOMMENDATION: Staff recommends that the Community Services Commission move to approve and recommend to City Council option number two.

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: ***Approve and recommend to City Council option number two, add a weekend and holiday pass fee of \$6.00, increase Bus/Passenger vehicle pass fee from \$10.00 to \$15.00, and increase the annual vehicle pass fee from \$55.00 to \$60.00.***