



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: January 28, 2022

TO: Honorable Council President Sean Elo-Rivera and Members of the City Council

FROM: Andy Field, Director, Parks and Recreation Department

SUBJECT: Revisions to Proposed Fiscal Year 2023 Parks and Recreation User Fee Schedule

On January 19, 2022, the Parks and Recreation Department (Department) presented proposed modifications to the Department's Fee Schedule to the Budget and Government Efficiency Committee (Committee). The Committee recommended that the City Council approve the staff recommendation with the following amendments:

1. Maintain Current Burial Fees for low-income families at the Mt. Hope Cemetery
2. Request cost of service study for non-resident parking at beach and bay parking lots
3. Request cost of service study for non-resident mooring and beach bars
4. Request cost of service study for non-resident boat launch fees for Mission Bay

During the Committee meeting, the Department agreed to address the following item as well:

5. Prepare new Council Policy for use of the proposed Opportunity Fund

Finally, the Department revisited fees associated with special events, and the Department recommends:

6. Removal of two proposed fees related to special events: Balboa Park ranger traffic control and use of golf carts

**1. Low-income burials at Mt. Hope Cemetery**

Per the Committee's recommendation, staff modified the proposed Fiscal Year 2023 Fee Schedule to show no increase in fees for burial lots purchased by low income residents. The proposed decrease per the cost of service study in the service fees plus the minor changes in fees for burial supplies amount to no change or a slight reduction in cost.

**2. Proposed Non-Resident Fee for Use of Parking Lots at Beaches and Bays**

The Department will work with other City departments to evaluate next steps for the concept of paid, non-resident parking at beaches and bay parks. Some initial concerns include permissible use of funds generated by parking and possible leases in Mission Bay (City Charter Section 55.2). Proposed fee programs would also need to consider State regulations

regarding public access to beaches (California Coastal Commission) and use of coastal tidelands (California State Lands Commission). The Department will update the Council on a status of this matter once this initial research is complete.

**3. Proposed New Fee to Charge Non-Residential Fees for Boat Moorings and Beach Bars**

The Department has started reviewing the proposal to create a non-resident fee for boat mooring and beach bars. As with the non-resident parking fee at beach and bay parking lots, some initial concerns include permissible use of funds generated by fees and possible leases in Mission Bay (City Charter Section 55.2). Proposed fee programs would also need to consider State regulations regarding public access to beaches (California Coastal Commission) and use of coastal tidelands (California State Lands Commission).

Both boat moorings and beach bars are currently charged a fee via our Permit Center. Due to the impacts of the COVID-19 pandemic, the number of current permits is lower than it normally would be at this time of year. However, staff provides below a rough estimate of the revenue that may be generated by implementing non-resident fees that target full cost recovery for boat moorings and beach bars.

**Boat moorings:** There are approximately 188 boat moorings in three locations on the west side of Mission Bay in Mariners Basin, Santa Barbara Cove, and San Juan Cove. The Department currently charges \$729 for an annual permit, and the proposed Fiscal Year 2023 proposed fee is \$808 for an annual permit. The estimated cost of providing this service is \$1,244 per annual permit. Currently, 63% of boat mooring permits are issued to City residents. The following table illustrates the additional revenue that could be realized if all boat mooring locations are permitted and the same ratio of resident to non-resident use is applied.

**Fiscal Year 2023 Proposed Fees and Revenue Based on 100% Usage for Boat Moorings**

	Resident	Non-Resident	Total
Number of Permits	118	70	188
Proposed Fee	\$808	\$808	
Total Est Revenue	\$95,344	\$56,560	\$151,904
<b>Estimated Additional Revenue for Non-Resident Fee (\$1,244)</b>			<b>\$30,520</b>

**Beach Bars:** There are approximately 300 beach bars where sailboats and small boats park on the sand along Sail Bay in Mission Bay. The Department currently charges \$154 for an annual permit, and the proposed Fiscal Year 2023 proposed fee is \$171 for an annual permit. The estimated cost of providing this service is \$204 per annual permit. Currently, 74% of boat mooring permits are issued to City residents. The following table illustrates the additional revenue that could be realized if all boat mooring locations are permitted and the same ratio of resident to non-resident use is applied.

**Fiscal Year 2023 Proposed Fees and Revenue Based on 100% Usage for Beach Bars**

	<b>Resident</b>	<b>Non-Resident</b>	<b>Total</b>
Number of Permits	222	78	300
Proposed Fee	\$171	\$171	
Total Est Revenue	\$37,962	\$13,338	\$51,300
<b>Estimated Additional Revenue for Non-Resident Fee (\$204)</b>			<b>\$1,962</b>

**4. Charge Non-Residential Fees for Boat Launches**

The Department has started reviewing the proposal to create a non-resident fee for boat launching at formal boat launches in Mission Bay. As with the non-resident parking fee at beach and bay parking lots, some initial concerns include permissible use of funds generated by fees and possible leases in Mission Bay (City Charter Section 55.2). Proposed fee programs would also need to consider State regulations regarding public access to beaches (California Coastal Commission) and use of coastal tidelands (California State Lands Commission).

Boat launches are currently free to all. Mission Bay hosts four formal locations: Dana Landing, Playa Pacifica/DeAnza, Rose Marie Starns/South Shores, and Ski Beach. Establishing a method of boat launch fee collection and enforcement would require additional infrastructure and staffing to support such a responsibility. Staff will evaluate options to create a non-resident boat launch fee. Considering possible cost implications, staff is unable to prepare an estimate of potential revenue that can be derived from charging non-residents to launch boats in Mission Bay.

**Differentiation between Residents and Nonresidents:** For both Items 3 and 4, staff needs to develop a definition of residency and determine what type of proof would be necessary to establish residency. Currently, the Golf Operations Division utilizes a third-party service to assign resident cards for use of City Golf Courses. The Department could utilize a similar model for boat mooring, beach bars, and/or boat launches if a nonresident fee is adopted by the City Council. Costs for such a third-party verification service would need to be considered as part of the cost of providing these services.

**5. Proposed Council Policy for Use of Opportunity Fund**

Staff will develop and submit a draft policy for managing, disbursing, and utilizing the Opportunity Fund, if approved by City Council. Currently, staff plan for this draft to go to the Public Services and Livable Neighborhoods Committee in April or May 2022 along with the Annual Recreation Equity Report and Proposed Fiscal Year 2023 Recreation Center Funds Budget.

## 6. Withdrawal of Proposed Fees for Balboa Park Special Events

During the Committee meeting, several public commenters noted the impact of proposed fees for special events. The Department noted this and agrees that two proposed fees may impact special events negatively. Therefore, the Department recommends that two of the proposed new fees presented at Committee should be removed from the proposed fee schedule. Staff revised the draft fee schedule and staff report to reflect this deletion.

The fees the Department wishes to withdraw are:

- Balboa Park Traffic Control for Events \$30 per hour
- Fee to Operate Golf Cart in Balboa Park \$60 per hour

### Conclusion

Thank you for your continued support of the Department and efforts to improve the Fee Schedule. We appreciate your guidance and partnership as we continue to evaluate Department fees and charges. If you have questions, please feel free to contact me at [afield@sandiego.gov](mailto:afield@sandiego.gov) or (619) 235-1110 or Deputy Director Shelly Stowell at [sstowell@sandiego.gov](mailto:sstowell@sandiego.gov) or (619) 235-1130.

Sincerely,



Andy Field  
Director  
Parks and Recreation Department

cc: Paola Avila, Chief of Staff, Mayor Todd Gloria  
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