

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

DRAFT

SUBJECT: PARKS AND RECREATION DEPARTMENT OPPORTUNITY
FUND POLICY
POLICY NO.: [Clerk: Upon adoption, please insert assigned policy number]
EFFECTIVE DATE: [Clerk: Upon adoption, please insert effective date]

BACKGROUND:

In response to the 2021 Parks Master Plan and the 2021 Audit of Equity in Recreation Programming, the Parks and Recreation Department (Department) developed a user fee, the Opportunity Fund Fee, as part of the 2022 Department Fee Schedule update. Per Council Resolution 313898, a special fund, the Opportunity Fund (Fund), was established to collect the Opportunity Fund Fees (Fees). The purpose of this fund is to provide funding to support equitable programs and minor improvement projects in communities of concern, as defined by the 2019 Climate Equity Report.

PURPOSE:

Establish a policy for use of the Fund in the Department to allow for increased equitable programming and projects throughout the Department; formalize procedures for evaluation and distribution of the Fees.

DEFINITIONS:

Equitable Programs – all individuals and communities can access and enjoy the same benefits from recreation programs.

Objective Scoring System – A data driven tool that scores a set collection of data by means of a formula so that different scorers will arrive at the same score for the same set of data.

Opportunity Fund Fees – Opportunity Fund Fees are derived from permitted activities in parks such as events, facility use by sports leagues, room and pool rentals, and ongoing recreation-based business operations by commercial and non-profit entities.

Recreation Center Fund – A special revenue fund that collects revenue from programs and permits at a recreation center and within its service area. Funds are budgeted annually through community input, and are used to support recreation programs, events and services in the recreation service area.

Recreation Service Area – A defined geographic area of parks, recreation centers and pools that provide services to the surrounding community

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Special Fund – A special revenue fund accounts for revenue received for specifically identified purposes.

POLICY:

- A. It is the policy of the City Council that there be a special Fund used to deposit Fees assessed to permitted user groups per the Department Fee Schedule; and that the Mayor, or designee, allocate and disburse funds to be spent in accordance with this policy for Department programs, equipment, supplies, projects, or other purposes beneficial to the Department.
- B. Appropriation of the Fees shall comply with Council Policy 000-02
- C. Fees shall be distributed throughout the Department as follows:
 - a. 100% of the projected available Fees will be allocated on an annual basis to support equitable programs and services in the Department.
 - b. Fees will be distributed into the approved Recreation Center Funds within the first quarter of the subsequent fiscal year, according to the Objective Scoring System, or at the discretion of the Director of the Parks and Recreation Department (Director).
 - c. Distribution of the Fees may be reassessed as conditions change, or at the discretion of the Director.
 - d. The Director will provide an annual report to Council on the disbursement and use of the Fund.

GUIDELINES FOR DISTRIBUTION OF THE FUND:

- A. Each Recreation Center Director (RCD), with community input, will identify funding needs for the recreation center and neighborhood parks. Funding needs will be based on multiple factors, including analysis of data for individual recreation center priorities and geographic service areas. Based on results of the analysis, the RCD will submit a preliminary budget proposal to the Director, or designated appointing authority, for use of the Fees.
- B. The Department will create an Evaluation Committee responsible for evaluating all Fund proposals using an Objective Scoring System and will provide recommendations of Fund allocations to the Director or designated appointing authority.

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- C. To maintain and further develop the Objective Scoring System, the Department will update current and historical information for all Recreation Center service areas, and may consider information from:
- a. United States Census Bureau
 - b. San Diego Association of Governments (SANDAG)
 - c. GALE - Analytics on Demand
 - d. Other resources deemed relevant by the Director

HISTORY:

Council Policy 000-02, Budget Policies

Council Policy 100-05, User Fee Policy

Council Resolution 313898

Performance Audit of Equity in Recreation Programming

Parks Master Plan

2019 Climate Equity Index