



MARIN COUNTY
PARKS
PRESERVATION RECREATION



OPEN SPACE DISTRICT
REGIONAL PARKS & PATHWAYS
COMMUNITY PARKS
LANDSCAPE SERVICES

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June 11, 2019

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, California 94903

**SUBJECT: REQUEST TO ADOPT A RESOLUTION AMENDING THE 2019
MARIN COUNTY PARKS FEE SCHEDULE**

Dear Board Members,

RECOMMENDATION:

Adopt a resolution amending the 2019 Marin County Parks Fee Schedule, reducing the summer weekend and holiday park entrance fees at Paradise Beach Park, McNear's Beach Park, and Stafford Lake Park from \$10 to \$5, and eliminating the \$5 swimming pool admission fee at McNears Beach Park.

SUMMARY:

In early 2019, Marin County Parks conducted a community survey to raise awareness about Marin County Parks' budgets, work, programs, and resources for the community; and to invite Marin residents to provide feedback on department spending, visitor experiences, and quality of and awareness about department work. The survey reached residents across the county, achieving Marin County Parks' goal of connecting with residents beyond its usual stakeholders. Survey results found that overall, residents approve of the job Marin County Parks is doing, yet park entrance fees were identified as a barrier to enjoying our county parks.

After hearing the community survey results on May 7, 2019, your Board directed staff to pursue reductions to park entrance fees and the McNear's Beach swimming pool admission fee.

Staff is proposing a resolution amending the 2019 Marin County Parks fee schedule, reducing the summer, weekend and holiday park entrance fee at Paradise Beach Park, McNear's Beach Park, and Stafford Lake Park from \$10 to \$5, and eliminating the \$5 swimming pool admission fee at McNears Beach Park.

FISCAL/STAFFING IMPACT:

Staff estimates that the recommended action may result in lower General Fund revenues of approximately \$100,000 per year. However, lower fees may result in increased park visitation and serve to offset a portion of the expected revenue loss.

To the extent necessary, Measure A funds would be used to offset swimming revenue loss of approximately \$50,000, and any loss in admissions revenue. Also, if the proposed fee reductions are approved, Parks will no longer offer Measure A Days, which allow free admission to county parks the first Saturday of each month. Parks staff will work closely with the County Administrator to monitor revenues and will recommend budgetary adjustments as necessary.

REVIEWED BY:

<input type="checkbox"/> Department of Finance	<input type="checkbox"/> N/A
<input type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Superintendent Ari Golan is the principal author of this report.

Respectfully submitted,



Chris Chamberlain
Assistant Director

CC/AG/kbl