PARKS AND RECREATION COMMISSION
REGULAR MEETING AGENDA

Thursday, November 14, 2024
7:00 PM

City Council Chamber
200 Old Bernal Avenue
Pleasanton, CA 94566

The meeting will be held in-person and will be streamed at https://www.youtube.com/user/TheCityofPleasanton.

Public participation: It is requested that members of the public wishing to address the Commission submit a speaker card. When public comment is opened on an agenda item, individuals may speak once per agenda item.

In Person:

- Submit a physical speaker card at the meeting. When your name is called, please provide comment at the podium.

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

APPROVAL OF MINUTES

1. Approval of regular meeting minutes of September 12, 2024

MEETING OPEN TO THE PUBLIC

2. Public Comment regarding items not listed on the agenda – Speakers are limited to 3 minutes.

3. Introductions/Awards/Recognitions/Presentations – Owl Box Replacement at the Bernal Community Park - Eagle Scout Project Presentation - The Scout and Parks Maintenance Supervisor - Brian Fiorio

MATTERS FOR THE COMMISSION'S REVIEW/ACTION/INFORMATION

4. Recommend City Council Accept Donation of *Hope and Promise* Mural and Frame

5. Recommend City Council Adopt Field Rental Fees for Co-Sponsored User Groups

6. Recommend City Council Approve Updates to Municipal Code13.08 - Parks and

Recreation Facilities

7. Approve the Parks and Recreation Commission's Short-term Workplan Priorities for FY 2024/25

8. Review and Approve the Park and Recreation Commission Meeting Schedule for Calendar Year 2025

9. Review and Select Committee Assignments for Calendar Year 2025

10. Select a Chairperson and Vice Chairperson for 2025

COMMISSION REPORTS

MATTERS INITIATED

FUTURE AGENDA ITEMS

ADJOURNMENT

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet will be available for public inspection at the Library and Recreation department located at 400 Old Bernal Ave., Pleasanton, CA 94566.

Accessible Public Meetings

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To make a request for a disability-related modification or accommodation (e.g., an assistive listening device), please contact the Library and Recreation department located at 400 Old Bernal Ave., or (925) 931-5340 at the earliest possible time. If you need sign language assistance, please provide at least two working days' notice prior to the meeting date.

Parks and Recreation Commission Meeting Minutes

September 12, 2024 – 7:00 p.m.

CALL TO ORDER

Chair Brown called to order the Parks and Recreation Commission meeting at 7:01 p.m. from the City Council Chamber at 200 Old Bernal Ave.

Chair Brown led the Pledge of Allegiance and provided opening remarks.

ROLL CALL

Present: Commissioners Alfaro, Berberich, Immadi, Vickers and Chair Brown.
Absent: Commissioners Deckert and Hall

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of July 11, 2024

MOTION: It was m/s by Vickers/Immadi to approve the meeting minutes of July 11, 2024. The motion passed by the following vote:

Ayes: Commissioners Alfaro, Berberich, Immadi, Vickers, and Chair Brown
Noes: None
Absent: Commissioners Deckert and Hall

MEETING OPEN TO THE PUBLIC

2. Public Comment from the audience regarding items not listed on the agenda.

Chair Brown opened the item public comment.

There being no speakers, Chair Brown closed the item for public comment.

MATTERS FOR THE COMMISSION'S REVIEW/ACTION/INFORMATION

3. Receive and Comment on FY 2023/24 Library and Recreation Programs and Services Presentation

Heidi Murphy, Director of Library and Recreation, presented the item and answered questions from commissioners.

Chair Brown opened the item for public comment.

There being no speakers, Chair Brown closed the item for public comment.

4. Receive a budget overview for the Library and Recreation Department and the Parks Division of the Public Works Department for FY 2024/25

Zachary Reda, Management Analyst, and Giacomo Damonte, Parks Division Manager, presented the item and answered questions from commissioners.

Chair Brown opened the item for public comment.

There being no speakers, Chair Brown closed the item for public comment.

5. Receive an update on the 2019-2024 Library and Recreation Strategic Plan and Provide Feedback on the 2025-2029 Library and Recreation Strategic Plan's Mission, Vision, Values, and Goals

Heidi Murphy, Director of Library and Recreation, and Zachary Reda, Management Analyst, presented the item and answered questions from commissioners.

Chair Brown opened the item for public comment.

There being no speakers, Chair Brown closed the item for public comment.

6. Review and provide feedback on the Parks and Recreation Commission's Short-Term Workplan Priorities for FY 2024/25

Heidi Murphy, Director of Library and Recreation, presented the item and answered questions from commissioners.

Chair Brown opened the item for public comment.

There being no speakers Chair Brown closed the item for public comment.

COMMISSION REPORTS

A. Bicycle, Pedestrian, and Trails Committee – No report
B. Community of Character – Commissioner Immadi provided a report
C. Heritage Tree Review Board – No report
D. Public Art Selection Sub-Committee – Chair Brown provided a report
E. Co-Sponsor User Group – No report

MATTERS INITIATED BY THE COMMISSION

MOTION: It was m/s by Berberich/Immadi to add The Staples Ranch and Bernal Community Park updates to the future agenda. The motion passed by the following vote:

Ayes: Commissioners Alfaro, Berberich, Immadi, Vickers, and Chair Brown
Noes: None
Absent: Commissioners Deckert and Hall

ADJOURNMENT

There being no further business, Chair Brown adjourned the meeting at 8:44 p.m.

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: RECOMMEND CITY COUNCIL ACCEPT DONATION OF *HOPE AND PROMISE* MURAL AND FRAME

SUMMARY

In accordance with the City's Public Art Program, the *Hope and Promise* mural was reviewed for artistic merit, installation, location, and maintenance by the Public Art Selection Subcommittee (PASS) on March 24, 2023.

Based on the provided information, the commission should offer a recommendation as to whether to accept the donation. With input from the Parks and Recreation Commission and the Civic Arts Commission, the public artwork will be shared with the City Council for review and consideration at an upcoming meeting.

RECOMMENDATION

Recommend City Council Accept Donation of *Hope and Promise* Mural and Frame

BACKGROUND

The Pleasanton Cultural Arts Council (PCAC) commissioned a local artist, Leta Eydelberg, to create a mural that tells the story of Pleasanton Rotary Club International, highlighting Rotary's key projects and initiatives. This project was made possible through two grants received by PCAC from the Pleasanton Rotary Club International. In partnership with Nancy and Gary Harrington, PCAC and the Pleasanton Rotary Club International would like to donate this artwork to be displayed in a freestanding frame at Rotary Park.

The Pleasanton Municipal Code, Chapter 13.16 Art in Public Places (Attachment 1) outlines the process for gifts and loans of public art displayed in public places:

A. The Civic Arts Commission shall review any proposed donation or loan of public art for artistic merit, site appropriateness, liability questions, and installation and maintenance costs and considerations. The review shall include consultations with all affected city departments.

B. Upon completion of its review the Civic Arts Commission shall make its recommendation for acceptance or rejection of the offer to the city council.

C. A donor who wishes to make an offer of a gift of public art shall provide for review:

1. Documented materials for the artwork being offered for donation including photographs, slides, renderings, descriptions of size, weight, medium, title, year of creation, and a resume of the artist, if possible.

2. Documentation establishing the donor as the clear and unencumbered title holder of the artwork.

3. A release letter by the donor should the city decide to deaccess the artwork in the future.

D. The city will acknowledge receipt of the donated artwork without valuation for tax purposes. The donor must find other means of establishing the value of the artwork. (Ord. 1676 § 1, 1996)

In addition to what is identified in the Municipal Code, a Public Art Selection Subcommittee (PASS) supports the process of Art in Public Places, meeting on an as-needed basis to review public art proposals. The subcommittee includes representatives from the Civic Arts Commission, Parks and Recreation Commission, and City staff from the Library and Recreation Department and the Public Works Department.

PASS convened virtually on March 24, 2023. Members present included a Civic Arts Commissioner, a Parks and Recreation Commissioner, and City staff from the Library and Recreation Department, as well as the Public Works Department. PASS discussed the artwork and received a presentation from PCAC, Nancy and Gary Harrington, and the President of Pleasanton Rotary International. PASS reviewed the considerations outlined in the municipal code for proposed donations, including artistic merit, location, installation, and maintenance.

Information about the Piece

Information about the *Hope and Promise* mural (Attachment 2) was presented at the PASS meeting. PCAC commissioned local artist Leta Eydelberg to depict the story of Pleasanton's Rotary Club International. The artwork, painted on marine-grade plywood, using a UV/graffiti resistant paint, measuring 6 feet tall x 4 feet wide, was discussed along with a proposal to construct a free-standing metal frame. Renderings were shared during the meeting, and it was noted that the artwork has already been completed, with the frame to be constructed once the project is approved.

Artistic Merit

At the PASS meeting, images of the mural were presented and information about the artist, Leta Eydelberg, an acrylic muralist and storyteller. Eydelberg envisioned the universal symbol of life, a tree, and infused it with core elements that reflect Pleasanton Rotary Club International's contributions to both the local community and the world. Titled *Hope and Promise,* the mural tells a compelling story of generosity, community involvement, and the humanitarian service of Rotary members in their mission to foster goodwill and peace. The branches of the tree represent promise and hope. The mural also features symbolic imagery of key Rotary initiatives, including the Wheelchair Program, Disaster Response Fund, and the Water, Sanitation, and Hygiene (WASH) Project. Overall, there was positive feedback on the artistic merit of the piece. One suggestion was made by a PASS member to add definitions on the back of the mural to explain the meaning of these symbols.

Location, Installation and Maintenance

PASS discussed three potential locations within Rotary Park for the mural. Concerns were raised about visibility from the street, as the height of the mural might be obscured by the existing arbor or banners at the park's entrance. There was a strong preference for the mural

to be visible from the street, with suggestions that the location be closer to the sidewalk and corner rather than near the path leading to the trail. The Parks Maintenance Supervisor noted that electrical and irrigation systems would need to be assessed, and it was clear that City staff would need to conduct a thorough evaluation to provide a recommendation on the location and installation.

PASS also discussed the construction of the metal frame and raised concerns about safety, particularly regarding wind, as the mural would be freestanding. Ensuring the structure's stability in various weather conditions was highlighted as a key consideration for the installation. This, along with the assessment of electrical and irrigation systems, would be part of the evaluation required by City staff to provide a recommendation on the location and installation.

Following the PASS meeting, staff held follow-up meetings with the donors to explore moving the project forward. PCAC worked to secure funding for installation costs. City staff offered guidance for design adjustments, prioritizing safety above all else. City staff and PCAC collaborated to refine the installation method and reduce costs through a redesign. If approved the final frame design will be completed, with continued coordination with the City on the specifications.

DISCUSSION

Based on the provided information, the Parks and Recreation Commission should recommend whether to accept the donation. The benefits of accepting the piece include enhancing public spaces and promoting civic engagement through art that celebrates the values of service, generosity, and humanitarianism. The mural will visually represent the Pleasanton Rotary Club International's contributions, fostering a sense of pride and awareness within the community. Additionally, it will enrich the parks cultural landscape, making it a point of interest for residents. The artwork will encourage reflection on global and local initiatives, inspiring further community involvement.

Temporary Installation

Due to its construction and value, the *Hope and Promise* mural is recommended for temporary installation. The estimated value of the mural is $4,000. With over 45 permanent works in the City of Pleasanton's public art collection, each piece averages approximately $22,000 in value, and the permanent pieces are constructed with materials designed in consultation with staff for durability and long-term community use. Although the artwork itself is temporary, the frame will be a permanent fixture, designed to allow the artwork to be replaced when it reaches the end of its lifespan.

Per the Pleasanton Municipal Code, Chapter 13.16 Art in Public Places, staff recommends the commissions consider the following when assessing whether to recommend the acceptance and installation of the piece:

- Artistic merit
- Site appropriateness
- Liability
- Installation and maintenance costs and consideration

At the October 7, 2024, Civic Arts Commission meeting, the commission unanimously voted to

recommend City Council accept donation of *Hope and Promise* mural and frame.

With the recommendation of the Parks and Recreation Commission, the public artwork will be shared with the City Council for review and consideration at an upcoming meeting.

EQUITY AND SUSTAINABILITY

The public art program strives to align art projects with funding and staffing resources, as well as to identify projects that celebrate diversity and would be enjoyed by all residents and visitors in Pleasanton.

OUTREACH

No outreach was done on this item.

STRATEGIC PLAN ALIGNMENT

This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan

- Investing in Our Environment: Infrastructure, Public Facilities and Sustainability, Strategy 7 – Continue to invest in parks, bicycle, and pedestrian infrastructure, and public art.

FINANCIAL STATEMENT

The *Hope and Promise* Mural and frame is a proposed donation made in collaboration with Nancy and Gary Harrington, the Pleasanton Cultural Arts Council (PCAC), and the Pleasanton Rotary Club International. The Harringtons will donate installation costs, with the construction of the metal frame coordinated through a partnership between PCAC and the City, funded by a grant from the Pleasanton Rotary Club International. Ongoing maintenance will only be required in the event of vandalism and will be funded through the City's General Fund for Maintenance and Conservation in the Civic Arts Admin account 00150400-430107.

Prepared by:

Rachel Prater

Rachel Prater, Recreation Manager

Attachments:

1. Art in Public Places
2. Hope and Promise image and location

CHAPTER 13.16
ART IN PUBLIC PLACES

§ 13.16.010. Statement of philosophy.

As a community matures, the community turns toward the greater rewards it can provide for its citizens. Typically, a community will turn toward increased cultural activities.

Pleasanton is maturing and becoming more aware of the value of its cultural environment, particularly public art, for its citizens to enjoy.

As stated by the National Endowment for the Arts, "Our need to make, experience, and comprehend art is as profound as the need to speak. It is through art that we can understand ourselves and our potential...and it is through art that we will be understood and remembered by those who will come after us."

Therefore, the city accepts a responsibility for expanding experience with public art.
(Ord. 1676 § 1, 1996)

§ 13.16.020. Purpose and goals.

A. The purpose of this art in public places chapter is to promote the acquisition, construction and installment of works of public art in Pleasanton that will foster creativity, engender civic pride, encourage a sense of community, and enrich the lives of our citizens.

B. Major goals of this chapter include the creation of a civic arts commission to:

1. Review and recommend action on public art projects;
2. Encourage commercial, office, and residential projects to incorporate art within the project design;
3. Promote art within the city;
4. Work with artists and the Pleasanton cultural arts council;
5. Oversee the development of a city of Pleasanton cultural plan;
6. Recommend policies and action regarding the city of Pleasanton's civic arts program;
7. Guide the future direction of cultural enhancement of the city; and
8. Develop facility needs, including the exploration of the need for a performing/visual arts center and gallery.

(Ord. 1676 § 1, 1996)

§ 13.16.030. Definitions.

"Annual public art projects plan" means a prioritized list of public art projects with budgets.

"Art in public places" means any visual work of art displayed for two weeks or more on city property in an open city-owned area, on the exterior of any city-owned facility, public areas,

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lobbies or public assembly areas, or on any non-city property if the work is installed, financed, either wholly or in part, with city funds, or grants procured by the city.

"City capital project" means any capital improvement project paid for, wholly or in part, by the city of Pleasanton to construct or remodel a building, decorative or commemorative structure, park, street, sidewalk, parking facility or utility or any portion thereof, within the city limits.

"Civic arts commission" means a qualified citizen committee as established by Chapter 2.39 of this code to provide recommendations regarding the administration of the city's civic arts program and the art in public places program, and to recommend scope of projects, artworks and artists for the public art program.

"Public art" means original visual works of art which are accessible to the public and/or public employees, including, but not limited to:

1. "Paintings" of all media, including both portable and permanently affixed works such as murals.

2. "Sculpture" which may be in the round, bas-relief, high relief, mobile, fountain, kinetic, electronic, etc., in any material or combination of materials, including sound and performance.

3. "Other visual media" including, but not limited to, prints, drawings, stained glass, calligraphy, mosaics, photography, film, video, ceramics, fibre and textiles.

4. "Other works" of a wide range of materials, disciplines and media which are of specific duration, including installation and performance arts, and which are documented for public accessibility after the life of the piece has ended.

5. "Functional art works" which possess practical, functional qualities as well as aesthetic ones.

6. "Collaborative design projects" which involve artists and other design professionals.

7. The following items are not to be considered public art works for the purposes of this chapter:

    a. Directional elements such as super graphics, signage, or color coding except where these elements are an integral part of the original art works.

    b. Art objects which are mass-produced from a standard design such as playground equipment, commercially produced fountains, flags, or banners.

    c. Unsigned or mass-produced reproductions of original artworks.

    d. Decorative, ornamental, or functional elements which are designed by the building architect as opposed to an artist commissioned for the purpose of creating artwork.

    e. Landscape architecture and landscape gardening except where these elements are designed by an artist and are an integral part of the artworks by an artist.

    f. Services or utilities necessary to operate or maintain the artwork over time.

    g. Performing arts events which would normally be considered a part of the

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traditional performing arts, i.e., dramatic and theatrical productions, musicals, dance, ballet, music recitals and concerts, etc.

"Public art collection" means any public art owned by the city of Pleasanton.

"Public art administration appropriation" means any appropriation from the general fund for educational activities and administration of the public art program.

"Public art fund" means a separate account for the acquisition, construction and installation of public art.

"Public art in private places" means artworks located and financed by private developers within public view or access.

"Public art maintenance appropriation" means any appropriation from the general fund for regular routine maintenance of the city public art collection.

"Public art restoration and conservation fund" means a separate account established by the city for the extraordinary restoration and conservation of artworks in the city public art collection.
(Ord. 1676 § 1, 1996)

§ 13.16.040. Uses of funds and appropriations.

A. Uses of Public Art Fund. Monies from the public art fund shall be used in accordance with the public art project plan and may be used for expenses connected with artists' design concepts, acquisition, purchase, commissioning, placement, installation, rental, lease, exhibition, and/or display of artworks. Artworks may be permanent or temporary, may be integral to the architecture, or may be incorporated into the city construction project.

B. Uses of the Public Art Restoration and Conservation Fund. Monies from the public art restoration and conservation fund shall be used in accordance with the annual public art projects plan. Monies from the public art restoration and conservation fund shall be used for the extraordinary restoration and conservation needs of the city public art collection.

C. Public Art Maintenance Appropriation. The city's general fund operating budget may include an annual appropriation to cover the routine, regular cleaning and maintenance needs of the city public art collection.

D. Public Art Administration Appropriation. The city's general fund operating budget may include an annual appropriation to cover the administration and educational programs of the art in public places program.

(Ord. 1676 § 1, 1996)

§ 13.16.050. Public art in private places program.

A. The city strongly encourages private individuals or corporations to participate in the public art in private places program by placing original works of art in publicly accessible areas in new commercial, office or industrial developments.

B. The public art in private places program is optional to developers with commercial, office or industrial projects in the city of Pleasanton. During the development review process, developers of major new projects are encouraged to provide appropriate art, commensurate

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with the scale of the proposed building(s), which would complement and enhance their projects. The civic arts commission shall review and make recommendations regarding any public art which is proposed as part of a development.

C. Developers may choose to:

1. Acquire and install original works of art in publicly accessible areas of their developments.

2. Make a cash contribution for a city-sponsored public art project; make a sponsorship matching contribution for a work of art, if the city approves; or

3. Make a cash contribution to the city's art in public places fund.

D. It is not intended that an agreement on the part of a developer to provide artwork will slow or delay processing the development application. During the development review process, an applicant may indicate a willingness to provide such artwork, or may provide a conceptual drawing of the artwork; however, the proposed artwork shall not be reviewed by the civic arts commission until after the project has received all necessary discretionary approvals, except if the proposed artwork were an integral part of the building or site design. In this case, as soon as it is identified that such artwork is proposed to be included as part of a development project, the civic arts commission would be called to review the artwork portion of the project as soon as is practical. A special meeting of the commission may be called to keep the development project on schedule.

E. The civic arts commission will be available to developers, the community development department and other affected city departments to provide policy guidelines, advice, expertise and assistance for public art in private places projects.

(Ord. 1676 § 1, 1996; Ord. 2000 § 1, 2009)

§ 13.16.060. Not-for-profit sector public art projects.

A. The city strongly encourages private and public not-for-profit foundations, service clubs, and arts and cultural organizations to propose and fund art in public places.

B. Organizations may choose to:

1. Propose and fund a specific project, approved by the civic arts commission;

2. Make a cash contribution to a specific city-sponsored public art project;

3. Make a cash contribution to the city's art in public places fund; or

4. Match a grant for the acquisition of a public art project.

C. Organizations proposing a specific project should provide a one-time contribution for installation and long-term maintenance and conservation of the artwork.

D. The civic arts commission should work closely with the organization and affected city departments in order to provide policy guidelines, and expertise regarding any proposed project.

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E. The civic arts commission shall review any proposed project as to artistic merit, site appropriateness, installation, maintenance, long-term conservation and funding requirements.

F. Upon completion of the review, the civic arts commission shall make its recommendation to the city council regarding the acceptance or rejection of the proposal.

(Ord. 1676 § 1, 1996)

§ 13.16.070. Gifts and loans of public art.

A. The civic arts commission shall review any proposed donation or loan of public art for artistic merit, site appropriateness, liability questions, and installation and maintenance costs and considerations. The review shall include consultations with all affected city departments.

B. Upon completion of its review the civic arts commission shall make its recommendation for acceptance or rejection of the offer to the city council.

C. A donor who wishes to make an offer of a gift of public art shall provide for review:

1. Documented materials for the artwork being offered for donation including photographs, slides, renderings, descriptions of size, weight, medium, title, year of creation, and a resume of the artist, if possible;

2. Documentation establishing the donor as the clear and unencumbered title holder of the artwork.

3. A release letter by the donor should the city decide to deaccess the artwork in the future.

D. The city will acknowledge receipt of the donated artwork without valuation for tax purposes. The donor must find other means of establishing the value of the artwork.

(Ord. 1676 § 1, 1996)

§ 13.16.080. Gifts of state.

Periodically the city, through its mayor, city council, or various agencies, receives gifts of public art from official representatives of other cities, states, and governmental agencies. All such "gifts of state" shall be referred to the civic arts commission for its recommendation as to site appropriateness, installation, maintenance, long-term conservation and funding requirements. Upon the review of these considerations and the overall circumstances of the gift, the commission shall make a recommendation to the city council as follows:

1. Install the public art at a commission-recommended site;

2. Store the public art until more favorable conditions arise for its installation; or

3. Decline the public art.

(Ord. 1676 § 1, 1996)

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ROTARY
PLEASANTON
INTERNATIONAL
Leta Eydelberg
PLEASANTON CULTURAL ARTS COUNCIL

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: RECOMMEND CITY COUNCIL ADOPT FIELD RENTAL FEES FOR CO-SPONSORED USER GROUPS

SUMMARY

Throughout 2024, staff has been conducting research and working with a consultant to develop and introduce field rental fees. This report provides the Parks and Recreation Commission with research findings and staff recommendations.

RECOMMENDATION

Recommend City Council Adopt Field Rental Fees for Co-Sponsored User Groups

BACKGROUND

The City of Pleasanton provides multiple sports fields and outdoor spaces for athletic use. To be a co-sponsor athletic group, an organization must meet certain requirements (i.e. 501c3 status, participant residency percentage, etc.). Historically, co-sponsored athletic organizations have been granted priority field use of athletic fields with no costs to use the fields.

Co-sponsored athletic groups are the primary users of the City's athletic field space for a variety of sports league practices and games throughout the year. Co-sponsored organizations also use City fields for additional programming, including tournaments, camps, and clinics. Currently, the City has eight co-sponsored groups that utilize fields, including Ken Mercer Sports Park, Amador Valley Community Park, Bernal Community Park, Muirwood Community Park, Val Vista Community Park, Creekside Park, Orloff Park, Hansen Park, Harvest Park, Del Prado Park, Tawny Park, Woodthrush Park, and Upper Bernal.

The current co-sponsored groups are Pleasanton Little League, Pleasanton Girls Softball League, RAGE girls soccer club, Ballistic boys soccer club, Pride girls lacrosse, Pleasanton Lacrosse Club for boys, Pleasanton Junior Football League, and Cricket for Cubs.

To help offset the rising costs of field maintenance and supplies and meet the City's cost-recovery goals, staff explored field rental fees. Staff began by conducting a benchmarking study of five neighboring municipalities' field rental fees to understand the market rate for these services. Field rental fee schedules for co-sponsorship programs are a standard practice throughout neighboring cities and California. Table 1 below shows the results of the benchmarking study.

Table 1

Comparison Survey: Co-Sponsored Group Field Rental Fees per Hour						
	Pleasanton	Dublin	Fremont	LARPD	San Ramon	Walnut Creek
Natural Grass	$0	$7	$12	$17/$20 premier	$13	$33
Synthetic Turf	$0	$26	$29-$67	$66	$44-65	N/A

In addition, staff conducted an internal cost analysis to better understand the full cost of maintaining these fields for the co-sponsored groups. Financial consultant NBS was hired to provide a professional review of staff's internal cost analysis and provide a memo outlining their findings. This memo (Attachment 1) includes the benchmark study analysis and the fully burdened costs for maintaining and administering fields to City co-sponsored groups. In collaboration with NBS, staff determined actual costs per year and developed the following cost per hour for field maintenance and administration:

- $49.96/hour for natural grass fields
- $79.58/hour for artificial turf fields (this cost includes artificial turf replacement costs in the hourly rate.)

DISCUSSION

In accordance with the City's Master Fee Schedule (Attachment 2), co-sponsored groups are subject to fees up to 25% cost recovery of actual costs.

Given the actual costs for field maintenance and replacement, the neighboring City fees, and applying the current Master Fee schedule cost recovery model, staff recommends beginning with a three-year field rental fee schedule for co-sponsored groups, beginning July 1, 2025, for practices and games and upon City Council approval for tournaments.

The proposed fee schedule is as follows:

Table 2

Natural Grass Fields			
Fiscal year	**Begin Date**	**Rate**	**Cost Recovery**
2025/26	July 1, 2025	$2.50/hour	5%
2026/27	July 1, 2026	$5.00/hour	10%
2027/28	July 1, 2027	$7.50/hour	15%

Synthetic Turf Fields			
Fiscal Year	**Begin Date**	**Rate**	**Cost Recovery**
2026/27	November 1, 2026	$8.00/hour	10%
2027/28	July 1, 2027	$12.00/hour	15%

During the construction of the artificial turf fields at Bernal Community Park in 2014, a Memorandum of Understanding (MOU) (Attachment 3) was created in collaboration with participating co-sponsored groups' fundraising efforts for the Bernal Community Park fields. This MOU allows eligible sports groups to use these fields without fees from the City through October 31, 2026. Beginning November 1, 2026, Bernal Community Park field rental fees will begin in accordance with FY 2026/27 rates for synthetic turf and natural grass.

Table 3

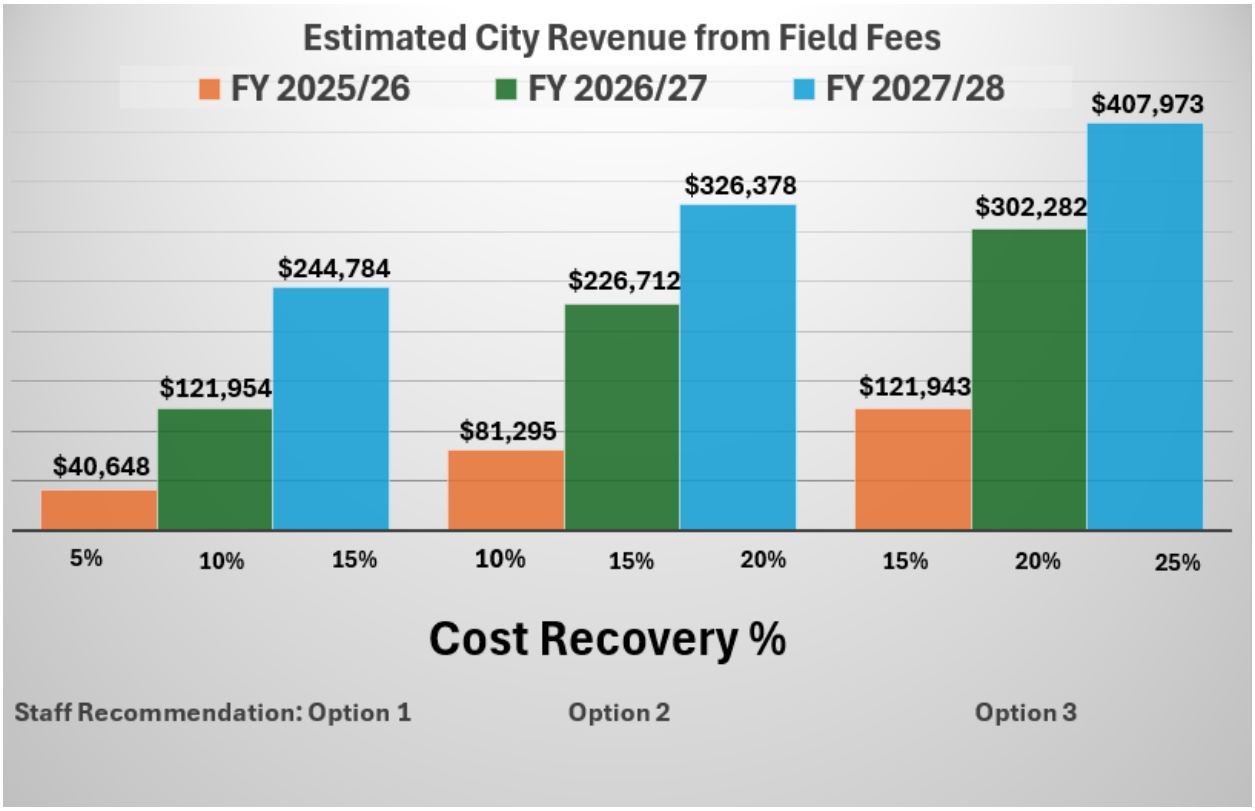


Table 3 above shows estimated revenue over the proposed 3-year period based on past field use allocations. Option 1, the staff recommendation, shows estimated revenue in year one (FY 25/26) at 5% cost recovery ($2.50/hour) to be $40,648. This first year does not include synthetic turf fields use at Bernal Community Park. It also does not include fields in use for seasons registered prior to July 1, 2025.

In year two (FY 26/27), at 10% cost recovery ($5.00/hour grass, $8.00/hour synthetic), revenue is estimated to be $121,954. This includes synthetic turf field use at Bernal Community Park from November 1, 2026, through June 30, 2027.

In year three (FY27/28), at 15% cost recovery ($7.50/hour grass, $12.00/hour synthetic), revenue is estimated to be $244,784. This includes all athletic field use, both grass and synthetic turf.

In addition to option one, Table 3 shows other 3-year period options at various cost recovery ranges. Option 2 reflects cost recovery starting at 10% in year one ($5.00/hour grass, $8.00/hour synthetic), 15% in year two ($7.50/hour grass, $12.00/hour synthetic), and 20% in year three ($10.00/hour grass, $16.00/hour synthetic). The third option reflects cost recovery starting at 15% in year one ($7.50/hour grass, $12.00/hour synthetic), 20% in year two ($10.00/hour grass, $16.00/hour synthetic), and 25% in year three ($12.50/hour grass, $20.00/hour synthetic). While more beneficial to the City, these higher cost-recovery numbers represent a more significant change for the user groups who have historically not paid field rental fees. This lower cost recovery method allows the fees to be implemented in a way that is not overly burdensome to the organizations or the participants.

It is important to note that these fees do not reflect fees for special requests, such as lower mow heights, which will be charged to co-sponsor groups at actual costs to the City.

EQUITY AND SUSTAINABILITY

Generating revenue to offset a portion of the costs for field maintenance helps ensure fiscal sustainability for programs and services that benefit the community.

OUTREACH

A summary of the field rental fee cost analysis and fee recommendations were emailed to each co-sponsored user group on October 28, 2024. Staff requested review and feedback by November 4, 2024. Staff also called via telephone each co-sponsored user group on Friday, November 1, 2024, to offer a direct line of communication for feedback and remind them of the review and feedback submittal date. Feedback and responses are included in this staff report (Attachment 4).

Staff also sent an email notification on November 8, 2024, for the November 14, 2024, Parks and Recreation Commission meeting with a link to the agenda packet for review.

STRATEGIC PLAN ALIGNMENT

This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan

- *Funding Our Future*, Strategy 1 - Develop a long-term strategy for funding operations and maintenance needs to ensure reliability of community-owned facilities and infrastructure and continuity of City services.
- *Building A Community Where Everyone Belongs*, Strategy 3 - Implement high priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.
- *Investing In Our Environment*, Strategy 7 - Continue to invest in parks, bicycle, and pedestrian infrastructure, and public art to improve traffic safety, promote climate resilience, and increase equitable access to cultural and recreational opportunities

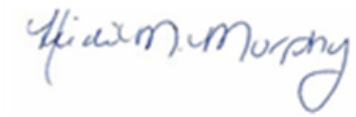
- Library and Recreation Strategic Plan
  - Goal B Community Engagement, Customer Service and Communication, Strategy 12 - Identify opportunities for increasing our partnerships with City departments, local agencies, businesses and organizations to extend the reach of the department to meet community needs and interests.

FINANCIAL STATEMENT

The establishment of co-sponsored field rental fees will allow the City to recover revenue that will partially offset the City General Fund expense for maintaining these fields. The estimated City revenue per year based on the staff recommended rates is $40,646 for Fiscal Year 2025/26, $121,954 for Fiscal Year 2026/27, and $244,784 in Fiscal Year 2027/28 for an approximate total revenue amount over the three-year period of $407,384.

Alternatively, if the City Council adopted Option two or Option Three shown in Table 3 above, the total revenue over the three-year period would be approximately $634,385 or $832,198, respectively.

Prepared by:



Heidi Murphy, Director of Library and Recreation

Attachments:

1. Field Rental Fee Section of NBS Peer Review of Miscellaneous Fees for Services
2. Pleasanton Master Fee Schedule
3. Memorandum of Understanding, Bernal Community Park, Phase II, Lighted Multipurpose Fields
4. Co-Sponsored Organization Feedback: Co-Sponsored Field Fees

Attachment 1

Field Rental Fee Recommendations from NBS Peer Review of Miscellaneous Fees for Services presenting fees for Co-Sponsored Group Use of City Fields

NBS is a local government financial services consulting company staffed with professionals who have decades of experience analyzing and advising on fee programs and cost recovery in California. NBS has completed a peer review of selected fees for services, including fees for Co-Sponsored Group Use of City Fields.

Introduction

California cities, counties, and special districts impose fees for services and activities they provide through provisions of the State Constitution. Local government agencies may establish fees for service through the framework defined in Article XIIIC, Section 1(e). Under this framework, a fee may not exceed the estimated reasonable cost of providing the service or performing the activity. The fees considered in this Memorandum fall outside requirements for imposition of taxes, special taxes, or fees imposed as incidences of property ownership. These types of fees may be adopted by City Council via a noticed public hearing.

The primary purpose in conducting this fee analysis is to ensure that fees charged by the City do not exceed the costs of providing services. Understanding the total estimated and reasonable costs of providing services also presents the City Council with the information needed to adopt fee amounts either at or below full cost recovery depending on local policy objectives.

Methods of Analysis

For this engagement, City staff performed an internal cost analysis for each fee under review. NBS provided a peer review of the cost analysis, as well as some basic benchmarking and comparison to other agencies to assist with implementation efforts.

To align with industry standards and best practices in cost analysis when it comes to fees, two primary types of costs should be considered in determining the maximum eligible fee amount for recovery: direct and indirect costs. Direct costs are those that specifically relate to an activity or service, including the real-time provision of the service. An example of direct costs in a fee calculation is the labor costs for City personnel directly involved in the provision of the service for which the fee is charged. Indirect costs are those that support the provision of services in general but cannot be directly or easily assigned to a singular activity or service. An example of indirect costs would be a reasonable share of general administrative services and support costs provided by the City Manager, Finance, Information Technology departments, etc.

Nearly all the fees under review in this analysis require specific actions on the part of City staff to provide the service, maintain the facility, or conduct the activity for which the fee is charged. Because labor is the primary underlying factor in these activities, most fee calculations proposed by staff involve application of a fully burdened hourly rate. That rate is then multiplied by the estimated time required to perform each service to establish the total cost of providing each service. For certain fees such as for use of the City's fields for sports play, additional cost components and data metrics were applied in establishing the proposed fee calculations. Further information on each fee calculation is described below.

Calculation of Fully Burdened Hourly Rates

When reviewing cost estimates for fee related services prepared by City staff, we found relative amounts of consistency in the basic approach to calculating fully burdened hourly rates, described as follows:

1. Annual Salary and Benefits per participating staff member
2. Divide by 2,080 work hours per year for full time employees, or fraction thereof for part-time employees
3. Escalate resulting labor rate by an indirect cost factor of 33.9%

Upon review of labor rates calculated by City staff, we approve of this basic approach to labor rate calculation and ultimately deem it to be conservative. Should the City decide to pursue a full comprehensive fee analysis in the future, rates presented in this report will likely result in higher outcomes because what is not included in the cost analysis process described above is review of additional layers of direct and indirect costs at the department and division level that would require a more comprehensive analytical approach to quantify and apply in the hourly rate calculation.

We identified two basic opportunities for optimization of the hourly rate calculation and asked City staff to revise their cost calculations for each fee accordingly. First, step two should apply a basis of 1,800 hours for each staff person rather than 2,080 in order to account for basic absences from work such as vacation and sick leave. This practice is aligned with industry standards used in agencies across California for rate calculation, and even still represents a conservative adjustment. Second, we completed a detailed review of the City's indirect cost rate through a robust overhead cost allocation model, approved by the City's Finance Department. We are now able to define exactly what costs are recovered at this rate and the revised final indirect cost rate applicable to salary and benefit costs for an individual position is 27.03%.

Ancillary Costs

Some departments also included the hourly costs of equipment required to support fee for service activities. These hourly equipment rates are established by the Public Works Department, which uses a software service called Maintstar that tracks vehicle use. Rates applied in the software system are derived from the FEMA industry standard report and were not vetted by NBS. Examples include Public Works vehicles and equipment for support of special events, and vehicles required for public safety or other city staff services such as field inspection. In a few fees, the costs of contracted services specific to an event or service were also considered as directly attributable to the fee. We were initially concerned that adding such costs would be double counted in application of the indirect cost factor (step 3); however, after further analysis we agree that equipment and ancillary costs for contract services specific to a fee program or individual fee may be added in addition to the fully burdened labor rates.

Data Sources

The following data sources were generally used to support the analysis:

- Current labor costs for personnel
- Current equipment rates, where applicable to the service provided
- Indirect Cost Rate(s) for recovery of overhead costs, as established by a Cost Allocation Plan study recently completed by NBS and the City's finance department

- Ordinances and Resolutions supporting adoption of existing fee amounts and/or authority to establish fees for services
- Other data regarding specific operating and capital expenditures applicable to fees
- Various correspondences with City staff regarding roles, responsibilities, and estimated time on task to provide services analyzed

Co-Sponsored Group Use of City Fields

The City is interested in establishing an hourly usage fee for Co-Sponsored Group's use of the City's sports fields. The term Co-Sponsored means the renter/user of the field, often a private non-profit sport organization, has a formal partnership with the City and meets certain established criteria that allow for priority field space allocation.

Currently, the City charges $18 per hour per field when lights are required, but there is no fee for the rental / use of the field itself. City staff completed a benchmarking analysis of other similar and surrounding Cities and documented their Co-Sponsored Group rate. We expanded upon the comparison to show the full field use rate scheduled and indicated the Co-Sponsored rate for reference. This allows us to see where a Co-Sponsored rate typically falls within tiers of rates charged by each agency. See Appendix F. Types of fees surveyed include field use fees based on the type of user and type of field, which is how the City of Pleasanton would ultimately like to establish its proposed field rate structure:

- Natural Grass, Co-Sponsored Rate – per hour, per field
- Synthetic Turf, Co-Sponsored Rate – per hour, per field
- Light Usage Fee – per hour, per field (not evaluated by NBS)

The city's co-sponsored groups do not currently pay for field usage, yet as shown in the comparison, it is a standard practice for other cities to charge, and the rate is based on the overall established rental scale adopted by City Council for all types of potential renters of field facilities.

To ensure that any proposed rate for Co-Sponsored Group field usage does not exceed the costs of providing services, City staff performed a cost analysis. The following table documents the results of City staff's cost analysis and NBS' review of that analysis:

Table 4. Field Use Cost Per Hour Analysis

Cost Component	Total Annual Cost	Cost Attributable to Sports Fields Rental/Usage
Recreation Staff	$ 210,653	$ 210,653
Parks Administration - 00140400	2,877,780	1,297,701
Parks Maintenance - 00140401	5,801,326	1,777,297
Repair & Replacement - Fund 518	725,256	33,525
Total Costs	**$ 9,615,015**	**$ 3,319,175**
Total Rentable Field Hours - Natural Grass and Synthetic Turf		66,432
Hourly Usage Cost - Natural Grass and Synthetic Turf		**$ 49.96**
Total Replacement Cost Synthetic Turf ($1M every 10 years, per field)	300,000	300,000
Total Rentable Field Hours - Synthetic Turf		10,128
Hourly Usage Cost - Synthetic Turf Replacement Cost		**$ 29.62**
Maximum Hourly Usage Fee - Natural Grass		**$ 49.96**
Maximum Hourly Usage Fee - Synthetic Turf		**$ 79.58**

As shown, the maximum per hour, per field fee for Natural Grass and Synthetic Turf Field Use is $49.96 and $79.58, respectively. The following provides further explanation of each Cost Component and Hourly Usage Cost Calculation shown in the table:

- Recreation staff spends time each year issuing field use permits, coordinating with co-sponsored group representatives, coordinating with parks, scheduling field use allocation, visiting fields during usage events, assisting with field closures, etc. Costs were calculated utilizing fully burdened hourly rates developed under the process described in the section above and a total of 1,550 estimated hours of staff support across various positions.
- The Parks Administration Division centrally supports both Parks Maintenance and Streets Maintenance Divisions. City staff utilized the 2023 actual expenditures report and identified annual costs directly attributable to park maintenance, specifically sports fields parks. 12.5% of labor costs were included as applicable based on time spent directly by one position in the division, and most non-labor costs were reduced to 30.7% as attributable to sports fields based on the percentage of sports fields to total City park acreage.

- The Parks Maintenance Division maintains all developed City park spaces. 2023 actual expenditures for this Division are 30.7% attributable to rentable sports fields based on the percentage of sports fields to total City park acreage.
- Fund 518 accounts for costs of ongoing maintenance and replacement in City parks. Expenditures fluctuate year to year, and the fund carries balance accordingly. Some are set aside to spend every year. Staff provided the average amount of annual expenses for purposes of the fee calculation. These costs were further reduced to 30.7% attributable to rentable sports fields based on the percentage of sports fields to total City park acreage.
- Synthetic field replacement is a very large periodic endeavor. City staff estimates that approximately $1,000,000 will be required per field every 10 years to replace the three synthetic turf fields in the City.

Once the total costs attributable to sports fields were established, staff also performed a detailed analysis of available rentable hours for each sports field site. This analysis considered the varying availability of each field location on weekdays, weekends, and times of day, depending on whether lights are available. The analysis determined there are just over 66,000 hours of available rental hours for fields, of which 10,128 are specific to the synthetic field facility.

Fee Comparison and Appendices

Policy makers often request a comparison of their jurisdictional fees to those of surrounding or similar communities. The purpose of a comparison is to provide a sense of the local market pricing for services, and to use that information to gauge the impact of recommendations for fee adjustments. Additionally, several new fees for the City are recommended and the comparison provides a sense of industry standard methods and fee structures for similar services.

In this effort, the City chose five main cities for comparison, and a few additional agencies such as special districts for parks or public safety services were also included to supplement certain areas of the analysis. The following caveats should be noted about utilizing comparison data to set fees for services:

- Comparative surveys do not provide information about cost recovery policies or procedures inherent in each comparison agency.
- A “market-based” decision to price services below the full cost of service calculation is the same as deciding to subsidize that service.
- Comparative agencies may or may not base their fee amounts on the estimated and reasonable cost of providing services. NBS did not perform the same level of analysis of the comparative agencies’ fees.
- The results of comparative fee surveys are often non-conclusive for many fee categories. Comparison agencies use varied terminology for the provision of similar services.

NBS made every reasonable attempt to source each comparison agency's fee schedule from their respective websites and compile a comparison of fee categories and amounts for the most readily comparable fee items that match the City's existing and/or proposed fee structure. The following Appendix E to this Memorandum provides the results of the comparison survey conducted by NBS.

Appendix E: Co-Sponsored Group Use of City Fields

Conclusion

Based on the outcomes presented in this analysis, NBS supports the City's need to implement new fees or existing fees to be in-line with today's costs. This adjustment will provide better cost recovery to support the services being provided.

NBS reviewed City staff's cost of service calculations and provided an overall framework for considering fees. From here, the City's staff report can consider outcomes and recommend fees at appropriate cost recovery levels, either equal to or below the cost of service per service/activity, for the Council's review.

City of Pleasanton					Comparison Agencies				
Fee No.	**Fee Name**	**Fee Unit / Type**	**Notes**	**Current Fee / Deposit**	**Dublin [1] [1b]**	**Fremont [2] [2b]**	**Livermore Area Parks and Rec District [3]**	**San Ramon [4]**	**Walnut Creek [5]**
V. Field Fees									
1	**Natural Grass Field, Co-Sponsored Group Rate**	per hour, per field		NEW	**Turf Fields - Deposit $250 per field** Groups 1 & 2: $7 Group 3: $18 Group 4 Residents: $22 Group 5 Non-Residents: $26 Group 5 Residents: $35 Group 5 Non-Residents: $42 *Co-Sponsored Rate is $7	Group I: No Charge Group II: $24 (ACC) Group III: $12 Group IV: $24 Group V: $47 Groups VI, VI: Not Available *Co-Sponsored Rate is $12	Premier Grass Sports Fields Youth : $20 Adult :$30 Special Event, Tournament, Clinic or Camp Rate : $39 Grass Sports Fields Youth : $17 Adult :$27 Special Event, Tournament, Clinic or Camp Rate : $36 *Co-Sponsored Rate is $17 for Grass Field $20 for Premier Grass	**Regular Turf Fields** Youth Co-Sponsored Orgs & SRVUSD: $13/Hr Adult Co-Sponsored Orgs / Residents: $20/Hr Non Resident: $34/Hr For Profit Camp/Tournament: $242 (per field per day + field hourly rate) Extra Fee: $158/Hr *Co-Sponsored Rate is $13	Sports Fields, Per Hour Non Profit 501c(3) Community Organizations,Public/Private Schools Prime Time & Non Prime Time: $12-$21.00 Private/Commercial Users: $37-$61 *Co-Sponsored Rate is $33
2	**Sythetic Turf Field, Co-Sponsored Group Rate**	per hour, per field		NEW	**Synthetic Turf - Deposit $250 per field** Groups 1 & 2: $26 Group 3: $52 Group 4 Residents: $65 Group 5 Non-Residents: $78 Group 5 Residents: $104 Group 5 Non-Residents: $125 *Co-Sponsored Rate is $26	(2 Hour Minimum) Group I: No Charge Group II: $24 ($24/addt'l hr) (ACC) Group III: $58-$134 ($29-$67/addt'l hr) Group IV: $106-$236 ($53-$118/addt'l hr) Group V: $198-$446 ($99-$223/addt'l hr) Groups VI, VII: N/A *Co-Sponsored Rate is $29 - $67 depending on field location	Turf Field Pricing - Per hour Youth : $66 Adult :$66 Special Event, Tournament, Clinic or Camp Rate : $85 *Co-Sponsored Rate is $66	**Synthetic Turf Fields - Tiffany Roberts Park** Co-Sponsored Orgs & SRVUSD: $44/Hr Co-Sponsored Orgs & SRVUSD Special Events: $242 (per field day + field hourly rate) Residents: $59/hr Non Resident: $141/Hr For Profit Camp/Tournament: $483 (per field per day + field hourly rate) **Synthetic Turf Fields - Rancho San Ramon Sports Park** Co-Sponsored Orgs & SRVUSD: $65/Hr Co-Sponsored Orgs & SRVUSD Special Events: $242 (per field day + field hourly rate) Residents: $86/Hr Non Resident: $211/Hr For Profit Camp/Tournament: $483 (per field per day + field hourly rate) *Co-Sponsored Rate is $44-$65 depending on field location	*No Comparison Available*

City of Pleasanton					Comparison Agencies				
Fee No.	**Fee Name**	**Fee Unit / Type**	**Notes**	**Current Fee / Deposit**	**Dublin [1] [1b]**	**Fremont [2] [2b]**	**Livermore Area Parks and Rec District [3]**	**San Ramon [4]**	**Walnut Creek [5]**
V. Field Fees									
3	**Light Fee, Co-Sponsored Group Rate**	per hour, per field		$ 18	**Sports Lighting** Groups 1 & 2: $26 Group 3: $28 Group 4 Residents: $35 Group 5 Non-Residents: $43 Group 5 Residents: $57 Group 5 Non-Residents: $68 *Co-Sponsored Rate is $26	Groups III, IV, V: $29 *Co-Sponsored Rate is $29	Field Lighting per Hour (sunset to end of rental noted on permit) : $30 *Co-Sponsored Rate is $30	**Light Fee At Sports Fields** Co Sponsored Orgs & SR School District: $29/Hr Residents: $29/Hr Non Resident: $58/Hr *Co-Sponsored Rate is $29	Light Usage, Per Hour (In addition to field) Non Profit 501c(3) Community Organizations,Public/Private Schools, Private/Commercial Groups: $21.50-$36.00 *Co-Sponsored Rate is $24.50

Notes:

[1] Source: Dublin Master Fee Schedule FY 2024-25.pdf

[1b] Group 1: Public Agencies - County of Alameda, Dublin-San Ramon Services District, Dublin Unified School District
Group 2: Approved Dublin Based Youth Sports League Organizations - at least 75% Dublin Residents
Group 3: Dublin Based Non-Profits and Approved Adult Sports League Organizations (51% residents) - Chamber of Commerce, Charitable and Social Welfare Organizations, and HOAs
Group 4: Individuals and Other Groups - Dublin Residents, Non-Residents of Dublin, and Charitable Groups Not Approved for Group 3
Group 5: Commercial - Dublin-Based Businesses and Non-Dublin Businesses

[2] Source: Fremont Master Fee Schedule Effective July 8 2024.pdf

[2b] Group I: City of Fremont
Group II: Use by other Governmental Jurisdictions
Group III: Fremont Resident Non-Profit Groups
Group IV: Fremont Privat Resident Groups & Business Use
Group V: Non-Resident Groups (Private and Non-Profit)
Group VI: Non-Resident Business Use
Group VII: Commercial Use (by formal written agreement only; refer to Facility Use Policy
ACC: Actual Cost to City = $24/hr

[3] Source: Livermore_SportsFieldsandGymansiumRentalFees-01.01.23.xlsx

[4] Source: San Ramon Master Fee Schedule FY 2024-25.pdf

[5] Source: Walnut Creek Master Fee Schedule FY 2024-25.pdf

CITY OF PLEASANTON
MASTER FEE SCHEDULE

VIII. Recreation

Eff 06.21.2022

A seperate fee schedule for recreation programs is adopted annually by the City Council. The City Council authorizes staff to adjust and provide current and new programs for a fee based on the established cost recover guidelines established below:

A. Programs/Classes/Services which provide mostly community benefit will recover 0-25% of all related costs.

Examples include, but are not limited to:

- Community / Special Events
- Volunteer Programs
- Facility & Field Rentals: PUSD /Cosponsor Groups
- Public Art

B. Programs/Classes/Services which provide considerable community benefit will recover 26-50% of all related costs.

Examples include, but are not limited to:

- Facility & Field Rentals: Pleasanton Based Non-Profits (>75% residents)
- Gallery Exhibits
- Senior Programs

C. Programs/Classes/Services which provide balanced individual and community benefit will recover 51-75% of all related costs.

Examples include, but are not limited to:

- City Staff Facilitated Classes, Programs, Clinics, Camps, Leagues, and Workshops

D. Programs/Classes/Services which provide mostly considerable individual benefit will recover 76-100% of all related costs.

Examples include, but are not limited to:

- Facility & Field Rentals: Pleasanton Residents (Private Use) and All Other Non-Profits (<75% residents)
- Theater Shows
- Contract Instructor Facilitated: Classes, Programs, Clinics, Camps, Leagues, and Workshops
- Preschool

E. Programs/Classes/Services which provide mostly individual benefit will recover at least 101% of all related costs.

Examples include, but are not limited to:

- Facility & Field Rentals: Non-Residents (Private Use) and Businesses

14-1286 C

MEMORANDUM OF UNDERSTANDING
BERNAL COMMUNITY PARK, PHASE II, LIGHTED MULTIPURPOSE SPORTS FIELDS

This MEMORANDUM OF UNDERSTANDING (MOU), is made and entered into as of this 2nd day of December, 2014 by and among the Ballistic United Soccer Club, Pleasanton RAGE Girls Soccer Club, Pleasanton Adult Sunday Soccer, Pleasanton American Little League, Pleasanton Foothill Little League, Pleasanton National Little League, Pleasanton Girls Softball League, Pleasanton Junior Football League, Pleasanton Lacrosse Club and Pleasanton Pride Girls Lacrosse Club (collectively referred to as "Sports Groups") and the City of Pleasanton (City).

RECITALS

The City anticipates constructing the 16-acre Bernal Community Park, Phase II, Multi-purpose Lighted Sports Fields (Bernal Park Phase II) that will include three lighted multi-purpose sports fields with synthetic turf, parking, children's play area, equipment storage, and a restroom available for year round play as part of the City's Bernal Community Park.

Due to the complexity, size and cost of Bernal Park Phase II, the City and the Sports Groups have agreed to work collaboratively toward obtaining private funds to assure that Bernal Park Phase II is constructed in a timely manner for overall benefit of the community.

The collaboration between the City and the Sports Groups has resulted in the Sports Groups agreeing to conduct a fundraising campaign for the purpose of raising private funds to be applied to offset the construction cost of the Bernal Park Phase II. Further, in the event the Sports Groups are unable to raise the agreed to amount of funds, the Sports Groups agree to make annual payments to the City for a period of up to ten years as detailed in this MOU.

The City and the Sports Groups agree that the fundraising campaign is an integral component of the Bernal Community Park Phase II financing plan and that the commitment by the Sports Groups to coordinate the campaign to raise private funds is enabling the City to accelerate project design, construction and funding. Without a fundraising commitment from the Sports Groups, the City would be forced to delay construction of Bernal Park Phase II.

Concurrent with the Bernal Park Phase II, the City is developing the Oak Woodland, which will be a 38-acre natural open space area with trails and natural features located immediately adjacent to the Bernal Park Phase II.

NOW THEREFORE, the Sports Groups and the City hereby agree that the aforementioned recitals are true and correct and further agree as follows:

I. Fundraising Campaign and City Assistance

1. The City will actively pursue the development of Bernal Community Park, Phase II and the Oak Woodland

   A. The City's current schedule anticipates circulating a request for construction bids in fall 2014, commencement of construction in spring 2015, and park opening in fall 2016. While proceeds from fundraising are necessary component of project funding, the City is prepared to award the construction contract utilizing internal loans from various City financial resources. The loan will be repaid from funds generated from by the Sports Groups fundraising effort and, if necessary, from user fees as detailed later in this MOU.

2. The City Will assist the Sports Groups in facilitation of the Fundraising Campaign as specified herein.

3. The purpose of the fundraising campaign is to raise an estimated $1.88 million in private funds to be donated to the City to offset costs related to developing Bernal Community Park, Phase II. The $1,880,000 is based upon the difference, or gap, between the City's commitment to allocate $10,675,000 toward the development of the Bernal Community Park, Phase II and the estimated project cost of $12,559,000. (Including the Oak Woodland, total project cost is estimated at $16,500,000) Because the project cost is based on the project architect's estimate, the final construction bids may impact the actual cost of the project resulting in a gap that is more or less than the estimated $1.88 million. If the project cost is more or less than the estimated $12,559,000, the City will adjust the fundraising goal accordingly. Notwithstanding final project cost, the total fundraising commitment from the Sports Groups will not exceed $2 million.

4. The scope and terms of the fundraising campaign, including terms and conditions for donor name recognition and sponsorship (including naming policies containing guidelines) shall be as specified herein.

5. Gifts to the City are considered charitable contributions and are tax deductible so long as the gift is entirely for public purposes. As such, the City will provide the Sports Groups, for delivery to qualified donors, the appropriate documentation specifying that its tax exempt status.

6. The fund raising campaign will include donations and major sponsorships that allow for various forms of name recognition. Donations provide name recognition that would include a size appropriate display of the donor's name and if requested, the words "in memory of" for the life of a specific item such as a bench, table, bleacher, play equipment, etc. Major sponsorship recognition is anticipated for larger contributions and will include name recognition for a specific period of time on highly visible items such as the score board, field entrances, field names, etc.

II. Fundraising Campaign Sponsorship/Donor Policies

1. Major sponsorship and/or donations shall not confer on any person any direct or implied control, authority or preference concerning Bernal Community Park programming, use or policy which shall reside solely with the City of Pleasanton unless otherwise authorized in writing by the City.

2. Major sponsorship and/or donations do not suggest endorsement of the sponsors/donor's goods or services.

3. The placement of any sponsor/donor recognition shall be an appropriate color and size and shall not detract from or interfere with a facility's aesthetics, detract from a visitors' experience or expectations, or in the event of a sports field, hinder its playability. The City Manager will have final approval on all naming including wording on plaques, press releases, and all matters related to program naming.

4. Major sponsorship name recognition will be limited to the shortest name possible.

5. Naming recognition for major sponsorships from a Pleasanton based youth sports organizations is permitted but shall not include facility or field naming.

6. Major Sponsorships will be for a limited predetermined period of time memorialized by execution of a City Sponsorship agreement. The term shall range from one to ten years.

7. Donations, including name recognition, for specific pieces of park furnishings and equipment as detailed in Exhibit A, shall be for the lifetime of the product. At the time the City replaces the product, it may solicit additional donations.

8. Major Sponsorship and/or donations will be provided consistent with the City's approved fundraising campaign unless otherwise authorized in writing by the City. However, nothing limits the individual from making a donation to the Bernal Community Park, Phase II of any amount, without name recognition.

9. The City Council shall delegate to the City Manager the authority to consider and determine if specific donations of in-kind services or materials may be considered for naming recognition.

10. To avoid confusion regarding ownership of the Bernal Community Park, any public news release or advertising conducted by a major sponsor/donor for its contributions or events shall include the phrase "City of Pleasanton's Bernal Community Park." An example would be the "Corporation sponsors the "X" field at the City of Pleasanton's Bernal Community Park."

11. The City reserves the right to reject any donation if it determines the sponsor's intended purpose or business activity is inconsistent with City adopted values, mission, and/or intended use of the Bernal Community Park.

III. Sports Groups Fundraising

1. The Sports Groups will actively pursue a fundraising campaign for the Bernal Community Park and the City will support the campaign by supplying the Sports Groups with the forms and processes necessary to track and account for all funds raised. All donations collected by the Sports Groups for the Bernal Community Park shall be made payable directly to the City. At the time the Sports Groups provide the appropriate City forms and donations, the City will issue a letter to each donor thanking it for the donation and acknowledging the tax exempt status of the donation to use in filing their annual income tax returns. Etc.

2. In the event that within 90 days after the opening of the Bernal Community Park, Phase II the Sports Groups has not raised $1.88 million (or other amount based on project construction bids), then each participating sports group will be allocated a portion of the outstanding fundraising balance to determine its share of the amount which is due prior to ten years after the date of the Park's opening (as determined starting from the date of the City Council action accepting the park improvements).

3. Allocation of the outstanding balance will be determined by calculating a per player amount and applying that amount to the number of players in each participating sports group. The To complete the calculation, the Sports Groups will be required to provide the City with the number of current players participating in its group as of July 1 of every other year, no later than January 30 of every other year. The City will prepare the required calculation and send each sports group an invoice in March of each year. An example is as follows:

   $880,000 (Total outstanding balance 90 days after opening of the Bernal Community Park, Phase II) divided by 7,447 (Current number of Sports Groups players as of July 1, of the first year after the opening) equals an allocation of $118 per player. Assuming a participating sports group has 800 players; its share of the outstanding balance to be paid off in full within ten years would be $94,400 (800 players X $118 per player). The Sports Groups will be required to make a minimum annual payment in an amount equal to the outstanding balance divided by the number of years remaining in the ten year payback period to the City annually on June 1. In this case that payment will be $9,440 annually for ten years, or $11.80 per player per year ($94,440 / 800 players = $118 / 10 years).

4. Funds for the annual payment will be obtained either from a field usage charge or a per player fee as agreed to mutually be the Sports Groups and the City or upon City approval, an additional fundraising campaign. Any money raised by the Sports Groups after the opening of Bernal Community Park Phase II, will be used to offset the total outstanding balance. In the event the fundraising campaign results in the receipt of private funds that are in excess of the total Sports Groups fundraising commitment, the funds will be applied to additional Bernal Community Park improvements. The City will consult with the Sports Groups to identify the improvements subject to approval by the City Council.

5. The Sports Groups shall at all times conduct the fundraising campaign consistent with the fund raising terms of this agreement and as may be modified in writing by the City.

6. All funds collected through the fundraising campaign will be delivered to the City. The City will require all donations to be made to the City of Pleasanton utilizing City provided forms.

7. All Bernal Community Park, Phase I and Phase II field assignments will be consistent with the City's current Field Allocation Policy.

8. To assist with overall fundraising coordination, the City and the Sports Groups will establish a Steering Committee that will meet as needed, or no less than quarterly, throughout the fundraising campaign to discuss progress. The Steering Committee will include a representative from each participating sports organization and two representatives from the City. The primary purpose of the Steering Committee will be to resolve matters related to donations, provide guidance regarding the fundraising campaign, approve modifications to donor requirements for name recognition, and to provide updates regarding project construction and the fundraising effort.

9. The fundraising campaign will begin concurrent with the awarding of the Bernal Park Phase II construction contract unless approved otherwise by the City.

10. In recognition of the Sports Groups involvement in the fundraising campaign, the City agrees that during the term of ten years after the Park's opening, it will not assess field usage fees for the Sports Groups, or for visiting teams participating in a tournament sponsored by a participating Sports Group. This non assessment does not include the current agreement related to the Pleasanton Unified School District supplemental field maintenance fee.

11. This MOU will not prevent an individual sport group from separate fundraising not related to the Bernal Park Phase II improvements or from using registration fees for the purpose of purchasing equipment or facilities (batting cage, pitching machine, etc.) that could be used at the Bernal Park or other City Parks. The City will work cooperatively with the Sports Groups to store and locate this equipment/ facilities.

IV. Miscellaneous

1. **NO ASSIGNMENT**. Neither party shall assign this Agreement, or any of the benefits or obligations herein.

2. **ENTIRE AGREEMENT; MODIFICATION**. This Agreement supersedes all other agreements, whether oral or written, between the parties with respect to Any modification to this Agreement must be in writing and signed by all parties.

3. AMENDMENT. This Agreement may be amended in writing signed by all parties.
IN WITNESS THEREOF, the Parties have executed this Agreement as of the date first written above.

CITY OF PLEASANTON

By: _____
Nelson Fialho, City Manager

APPROVED AS TO FORM

_____
Jonathan Lowell, City Attorney of Pleasanton

SPORTS GROUPS

_____
Ballistic United Soccer Club

_____
Pleasanton RAGE Girls Soccer Club

_____

_____
Pleasanton American Little League

_____
Pleasanton Foothill Little League

_____
Pleasanton National Little League

_____
Pleasanton Girls Softball League

_____
Pleasanton Junior Football League

_____
Pleasanton Lacrosse Club

_____
Pleasanton Pride Girls Lacrosse Club

3. AMENDMENT. This Agreement may be amended in writing signed by all parties. *IN WITNESS THEREOF*, the Parties have executed this Agreement as of the date first written above.

CITY OF PLEASANTON

By: _____
Nelson Fialho, City Manager

APPROVED AS TO FORM

_____
Jonathan Lowell, City Attorney of Pleasanton

SPORTS GROUPS

_____
Ballistic United Soccer Club

_____
Pleasanton RAGE Girls Soccer Club

_____
Pleasanton Adult Sunday Soccer

_____
Pleasanton American Little League

_____
Pleasanton Foothill Little League

_____
Pleasanton National Little League

_____
Pleasanton Girls Softball League

_____
Pleasanton Junior Football League

_____
Pleasanton Lacrosse Club

_____
Pleasanton Pride Girls Lacrosse Club

Attachment 4: Co-Sponsored Organization Feedback
Co-Sponsored Field Fees

The NBS field rental fee cost analysis results and fee recommendations were emailed to each co-sponsored user group on October 28, 2024 (Exhibit A). Staff requested review and feedback by November 4, 2024. On Friday, November 1, 2024, staff called via telephone each co-sponsored organization to offer a direct line of communication for feedback and remind them of the review and feedback submittal date. Feedback and responses are included in this attachment.

Pleasanton PRIDE Lacrosse

No Feedback.

Pleasanton LAX

No Feeback.

Cricket for Cubs

No Feedback.

RAGE Soccer

1. Q: You mention below that among other things, tournament field fees will be in effect upon City Council approval, beginning January 2025. We appreciate the information and soliciting our feedback for regular use rates potentially going into effect July 1, but we have yet to see any fee proposals for tournament field fees potentially going into effect in less than 2 months; did we miss something? Will this information be shared with us? As we have discussed in the past, we hope that the economic impact of area hotels, restaurants and other business brought to our community via tournaments is a consideration in this rate scale.

   A: Thank you. Tournament fees are proposed at the same rate as regular field fees for league practices and games. Special tournament requests such as mow height will be charged at the full cost of service as discussed previously.

2. Q: You share below that rate increases for lighting will go into effect on July 1, annually. Is this the exact date for annual fee increases for fields as well when transitioning between FY 25/26, FY 26/27, etc.? We all have different fiscal years so appreciate more clarity on this for both grass and synthetic fields.

A: Yes, field fee increases will be effective July 1, annually.

3. Q: Is the plan to continue to increase these fees annually until 25% is being charged?

   A: The proposal is for a three-year term. No final cost recovery percentage has been determined.

4. Q: Are you able to share specifics regarding costs attributable to the Sports field rental/usage numbers, including exactly what is included in those 4 cost component line items?

   A: Yes, the field fee rental section of the NBS study will be included in the Parks and Recreation Commission agenda. Staff will email the November 14, 2024, Parks and Recreation Meeting announcement and agenda link to all co-sponsored organizations.

5. Q: Are all sports charged the same rate for a grass field or is it sport specific? If so, does it make sense to lump all field maintenance together given different field and equipment needs (for example, 11v11 soccer fields have more yardage to mow but baseball/softball grass fields also have additional nearly daily infield maintenance needs).

   A: All sports will be charged the same rate for field use. Fees will not be sports specific.

6. Q: The quality of some fields has declined considerably this year compared to recent years. For example, standing water issues at Ken Mercer, more bare spots at Val Vista, etc. Will there be assurances of higher quality fields or discounts available should conditions deteriorate, if we will be paying?

A: While no assurances can be made, we thank you for your communication throughout the season regarding field conditions. Through open dialog and mutual notifications, staff hopes to keep these unfavorable conditions to a minimum. Credit will be issued for cancelled field rentals due to unusable field conditions.

7. Q: Will we have assurances of more communication and collaboration surrounding field maintenance that impacts our play (example of not being notified or consulted in advance of detrimental field plugging the week before our 2024 Summer Cup tournament, of which we also paid an extra approx. $10,000 to mow shorter for prime playability)? As previously shared, we understand this plugging process is periodically necessary but in years past we collaborated on ideal times given the impacts this has on our sport.

   A: We will continue to work with the co-sponsored organizations through ongoing communication, quarterly co-sponsored organization meetings, and maintenance updates to help ensure quality playing conditions. Staff is also amenable to meeting with specific groups to discuss upcoming co-sponsored events, tournaments, and field maintenance schedules.

<u>BUSC Soccer</u>

No Feedback.

<u>Pleasanton Little League</u>

No Feedback.

<u>Pleasanton Girls Softball League</u>

No Feedback.

Exhibit A:
Co-Sponsored Field Fees Email Notification to Co-Sponsored Organizations

Sent Monday, 10/28/2024, 10:15AM

Hello Sports Co-Sponsor Groups,

Wishing you well during this fall season.
As previously discussed at our October 7, 2024, Co-Sponsor User Group Meeting, the fee study for co-sponsor field use has been completed by consultant NBS. The co-sponsor field fee study reflects both a study of actual costs of athletic field maintenance and a benchmark of neighboring cities with comparable co-sponsorship programs.

Table 4. Field Use Cost Per Hour Analysis

Cost Component	Total Annual Cost	Cost Attributable to Sports Fields Rental/Usage
Recreation Staff	$ 210,653	$ 210,653
Parks Administration - 00140400	2,877,780	1,297,701
Parks Maintenance - 00140401	5,801,326	1,777,297
Repair&Replacement - Fund 518	725,256	33,525
Total Costs	**$ 9,615,015**	**$ 3,319,175**
Total Rentable Field Hours - Natural Grass and Synthetic Turf		66,432
Hourly Usage Cost - Natural Grass and Synthetic Turf		**$ 49.96**
Total Replacement Cost Synthetic Turf ($1M every 10 years, per field)	300,000	300,000
Total Rentable Field Hours - Synthetic Turf		10,128
Hourly Usage Cost - Synthetic Turf Replacement Cost		**$ 29.62**
Maximum Hourly Usage Fee - Natural Grass		**$ 49.96**
Maximum Hourly Usage Fee - Synthetic Turf		**$ 79.58**

Based on the study and considering the current Master Fee Schedule Section VIII. Recreation, category of co-sponsored groups (0-25% cost recovery of actual costs), the recommendation for field fees would be on a gradient schedule as follows:
Natural Grass Fields
FY 25/26 $2.50/hr 5% cost recovery
FY 26/27 $5.00/hr 10% cost recovery
FY 27/28 $7.50/hr 15% cost recovery

Synthetic Turf Fields*
FY 26/27 $8.00/hr 10% cost recovery
FY 27/28 $12.00/hr 15% cost recovery

*Per the Bernal Community Park, Phase II MOU (attached), fees will not be assessed to eligible Sport Groups for Bernal Community Park field usage until November 1, 2026. Eligible Sports Groups include Pleasant Little League, Pleasanton Girls Softball League, Pleasanton Junior Football League, Pride Lacrosse, Pleasant Lacrosse Club, Ballistic Boys Soccer Club, and Rage Girls Soccer Club. Beginning November 1, 2026,

Bernal Community Park Field Fees will start in accordance to FY 26/27 rates for natural grass and synthetic turf, respectively.

For field lights, actual charges for lighting and a benchmark of neighboring cities light fees have been collected. These fees are not part of the co-sponsorship agreement and reflect actual charges to light fields. The lighting fees will increase as PG & E rates increase. These rate increases will happen annually, July 1 of each year. The process of managing, recording, and invoicing lighting fees using Musco will remain the same as current practices.

To help ease the transition to new fees, staff is recommending that field fees would be implemented for team registrations after July 1, 2025. Camps, classes, and tournament field fees will be in effect upon City Council approval, beginning January 2025.
Feel free to provide feedback to me by Monday, November 4, 2024. I am more than happy to meet with each group and discuss any feedback you may have. Our goal is to provide all feedback received with the agenda item at the November 14, 2024, Parks and Recreation Commission meeting.

The November 14, 2024 Parks and Recreation Commission agenda will also include a recommended update of the City Municipal Code 13.08.140, and 13.08.090, to eliminate loopholes for unauthorized field use free of charge by travel teams, private athletic trainings, and various sports clinics reported by staff and co-sponsored groups.

Staff will continue to provide updates, meeting information, and timelines to Sports Co-Sponsored user groups throughout the process.

We greatly appreciate your partnership and look forward to working together.

Best Regards,

Aaron Bueno

Aaron Bueno
Recreation Manager
Library and Recreation Department
925-931-5345
abueno@cityofpleasantonca.gov
City of Pleasanton | 400 Old Bernal, CA 94566

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: RECOMMEND CITY COUNCIL APPROVE UPDATES TO MUNICIPAL CODE13.08 - PARKS AND RECREATION FACILITIES

SUMMARY

This staff report provides background information and a recommendation to close unauthorized field use loopholes in the Pleasanton Municipal code. The proposed change to the Municipal Code will ensure that smaller sport groups follow the same rules as the larger sports groups.

RECOMMENDATION

Recommend City Council Approve Updates to Municipal Code13.08 - Parks and Recreation Facilities

BACKGROUND

Municipal Code 13.08

Sections of Municipal Code 13.08, addressing group use of parks, are outdated and/or unclear, allowing for unauthorized use of athletic fields and spaces for groups under 25 individuals. In recent years, a dramatic rise in the number of unauthorized field use by “travel” teams, private athletic trainings, and various sports clinics have been reported by staff and Pleasanton co-sponsored groups.

DISCUSSION

Municipal Code 13.08 - Parks and Recreation Facilities

Currently, the Municipal Code allows for non-permitted field use of groups under 25 people. With the advent of small, privatized youth sports clubs and various athletic private trainings, portions of the Municipal Code are no longer effective in ensuring smaller, non-co-sponsored groups are required to obtain field use permits, pay associated fees, and own proper insurance policies.

The following changes are recommended:

Section 13.08.020 - Definitions

- Include definition of “organized activity” as “any number of people organized through a corporation, club, federation, union, association, or other group which sponsors or arranges any activity.”

Section 13.08.090- Exhibitions, private lessons and classes

- Include a provision against holding, conducting, participating in, or attending organized

or structured activities, practices or games without a written permit.

Section 13.08.140 - Hours of operation, section G.

- Remove definition of “group use” as “25 or more persons affiliated in any way”
- Clarify need for approved use permit through the City rental process
- Include director’s designee as additional person able to issue permits and permission
- Include neighborhood parks as assigned by approved permit.

Upon the approved updates, these groups will be assessed regular rental fees through the City rental process and according to their respective rental category.

EQUITY AND SUSTAINABILITY
The Pleasanton Municipal Code updates reflect the community’s changing needs. The updates allow the City to continue providing programs and services that benefit all residents while enhancing fiscal sustainability.

OUTREACH
No formal outreach was done for this item; however, Library and Recreation communicates regularly with co-sponsored sports organizations and community park users, and have gathered feedback and suggestions from them regarding this issue that were incorporated into the recommendation.

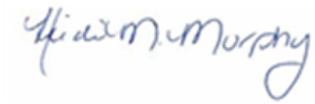
STRATEGIC PLAN ALIGNMENT
This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan

- *Funding Our Future*, Strategy 1 - Develop a long-term strategy for funding operations and maintenance needs to ensure reliability of community-owned facilities and infrastructure and continuity of City services.
- *Building A Community Where Everyone Belongs*, Strategy 3 - Implement high priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.
- *Investing In Our Environment*, Strategy 7 - Continue to invest in parks, bicycle, and pedestrian infrastructure, and public art to improve traffic safety, promote climate resilience, and increase equitable access to cultural and recreational opportunities.

FINANCIAL STATEMENT
A modest increase in field rental fees is anticipated through the permitting of and fee collection from smaller organized groups.

Prepared by:



Heidi Murphy, Director of Library and Recreation

Attachments:

1. Pleasanton Municipal Code 13.08, with proposed updates

Attachment 1

Municipal Code 13.08- PARKS AND RECREATION FACILITIES

§ 13.08.020 Definitions.

For the purposes of this chapter the following words and phrases are defined as follows:

"Daylight" means any time from one-half hour before sunrise to one-half hour after sunset.

"Director" means the director of community services of the city.

"E-bike" or "electric bicycle" means a bicycle equipped with fully operable pedals and an electric motor of less than 750 watts. This includes Class 1, Class, 2 and Class 3 electric bicycles as defined in the California Vehicle Code Section 312.5.

"Park and recreation facility" means any public park, pathway, trail, skateboard park, in-line skatepark, bicycle motocross (BMX) park, golf course, playground, athletic field, recreation center or recreation area, which facility the city owns, leases or controls, whether or not such facility is improved or unimproved and whether or not such facility is located within or without the territorial limits of the city.

"Skateboard park" means a facility designed specifically for riding skateboards with sculptured events such as ramps, jumps and bowls, and shall include any hard surface area within 40 feet of the skateboard park itself.

"Trails" mean multi-use paved trails for pedestrians and bicyclists, improved surface trails, and natural surface trails, as defined in the *Pleasanton Trails Master Plan* (2019).

"Written permission of the director" means a permit issued by the city department of community services, which permit shall contain the following information: the name of the person or organization to whom the permit is issued; the name of the park and recreation facility and/or the identification of the activity to which the permit applies; the effective date(s) and times of the permit; and such other administrative information as may be necessary.

“Organized activity” means any number of people organized through a corporation, club, federation, union, association, or other group which sponsors or arranges any activity.

(Ord. 1428 § 4, 1989; Ord. 1654 § 1, 1995; Ord. 1919 § 9, 2005; Ord. 1924 § 1, 2005; Ord. 2065 § 1, 2013; Ord.2247, 7/18/2023)

§ 13.08.090 Goods or services—Exhibitions, private lessons and classes.

No person shall: (a) sell any goods or services; (b) conduct or maintain any show, performance, concert, place of amusement or exhibition;~~or~~(c) conduct private lessons or classes; or (d) hold, conduct, participate in, or attend any organized or structured activities, practices, or games without a written permit through the City rental process.~~unless such person has received the prior written permission of the director.~~ This section shall not apply to sidewalk vendors as defined in Section **6.38.010** of this code.

(Ord. 1428 § 4, 1989; Ord. 2065 § 1, 2013; Ord. 2093 § 1, 2014; Ord. 2191 § 4, 2019)

§ 13.08.140 Hours of operation.

A. A park and recreation facility shall be available to the public during daylight except: (1) for the use of pathways/sidewalks within the facility; (2) when there is posted conspicuously a sign limiting the daytime hours when such facility is available to the public; and (3) after daylight if and when the facility is lighted.

B. No person shall refuse or fail to leave a park and recreation facility upon being directed to leave: (1) by the director or the director's designee; or (2) by a peace officer.

C. No person shall be or remain in a park and recreation facility other than during daylight except as follows:

1. When the person is only using the sidewalk or pathway within the facility;

2. When the facility is posted conspicuously that the daytime hours that the facility is open to the public are limited to hours other than during daylight;

3. When the facility is lighted and the person is a participant or spectator at the event taking place at the lighted facility; or

4. When the director or the director's designee has given written permission.

D. The director, police chief or fire chief, or the designees, may close any park and recreation facility to the public when it is determined that such closure will protect the public health, safety and/or welfare or is necessary to protect such facility from misuse or destruction. If possible, notice thereof shall be posted in conspicuous locations in the affected facility.

E. No person shall be in the Century House or within the fenced area within the Bicentennial Park without the written permission of the director.

F. No person, group or organization (collectively the "renter") shall claim exclusive use of any or all of a park and recreation facility without having leased such park or recreation facility or received the written permit through the City rental process~~permission of the director~~. With such lease or permission, the renter may exclude members of the public from that park or from that recreation facility, and the renter may also establish the renter's own reasonable rules of use during such period.

G. Organized activity in ~~Group use (which means 25 or more persons affiliated in any way) of~~ any park and recreational facility shall be permitted only as follows:

1. With approved permit through the City rental process; ~~the written permission of the director;~~

2. Only in those sections of any community park planned for such use; and

3. Only in neighborhood parks as assigned by a City permit or ~~if~~ by bona fide neighborhood groups for neighborhood related activities.

(Ord. 1428 § 4, 1989; Ord. 1474 § 1, 1990; Ord. 1659 § 1, 1995; Ord. 2120 § 1, 2015)

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: APPROVE THE PARKS AND RECREATION COMMISSION'S SHORT-TERM WORKPLAN PRIORITIES FOR FY 2024/25

SUMMARY

The recently updated Parks and Recreation Commission duties include developing a commission workplan to be provided to the City Council for consideration during the budget process. As the next two-year budget cycle will be developed in early 2025, staff recommends that the commission approve a short-term work plan to guide its work over this current fiscal year (July 1, 2024 – June 30, 2025)

RECOMMENDATION

Approve the Parks and Recreation Commission's Short-term Workplan Priorities for FY 2024/25

BACKGROUND

As stated in Section 2.32.020 of the Pleasanton Municipal Code: The duties of the Parks and Recreation Commission shall include the following: “Develop a commission workplan to be provided to the City Council for consideration during the budget process. The workplan should be based on the goals and strategies outlined in the ONE Pleasanton Strategic Plan as well as the role of the commission.”

At the September 12, 2024 meeting, the commission discussed workplan items.

DISCUSSION

Based upon commission input, the following is recommended for the commission workplan through June 30, 2025.

- Review and provide feedback on the playground replacement prioritization plan
- Review and recommend direction for cemetery operations and fees
- Review and approve fees for the Callippe Preserve Golf Course
- Review and provide feedback on the nonfunctional turf reduction on city property related to AB 1572
- Evaluate the Park Ambassador Program
- Review Master Plans for Staples Ranch and Bernal Community Parks.

Please note that the field fees item was removed from the list as it is being discussed at this same commission meeting on November 14, 2024.

Next Steps

- Begin the next workplan cycle in 2026. For future cycles, the commission would begin planning for a second workplan cycle in January 2026 to inform the next two-year budget process.

EQUITY AND SUSTAINABILITY
The workplan process aims to align funding and staffing resources in a way that provides equity in goals and priorities and provides the greatest benefit to the community.

OUTREACH
No outreach has been done in advance of this item.

STRATEGIC PLAN ALIGNMENT
This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan

- Building a Community Where Everyone Belongs, Strategy 3 - Implement high priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.

  - Library and Recreation Strategic Plan

- Goal D. Organization Effectiveness and Talent Management – Foster a productive and engaged workforce and efficient service delivery in a way that reflects the department's organizational mission, vision, and values.

FINANCIAL STATEMENT
Funding for materials and staffing for projects is budgeted in the FY 2024/25 Library and Recreation budget.

Prepared by:

Heidi Murphy, Director of Library and Recreation

Attachments:
None

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: REVIEW AND APPROVE THE PARK AND RECREATION COMMISSION MEETING SCHEDULE FOR CALENDAR YEAR 2025

SUMMARY

As stated in Section 2.32.080 of the Pleasanton Municipal Code, “Regular meetings shall be held at least six times per year on the second Thursday of each month at a place set by the commission. The commission may approve an alternate meeting date.” It is recommended that the commission set the meeting schedule and location for calendar year 2025.

RECOMMENDATION

Review and Approve the Park and Recreation Commission Meeting Schedule for Calendar Year 2025

BACKGROUND

As stated in Section 2.32.080 of the Pleasanton Municipal Code:

> A.Regular meetings shall be held at least six times per year on the second Thursday of each month at a place set by the commission. The commission may approve an alternate meeting date.
>
> B. Special meetings may be called by the chairperson or by a majority of the commissioners, the city manager, and/or the city council provided written notice is given 48 hours in advance of the special meeting to the following: each commissioner, local newspapers of general circulation, and anyone filing written request for notice with the city clerk. Notice of meetings shall comply in all respects with Section 54950 et seq., of the Government Code, known commonly as the Ralph M. Brown Act.

DISCUSSION

Based upon the 2025 holiday schedule, staff recommends the following meeting schedule, location and times:

Location: City Council Chamber, 200 Old Bernal Ave.

Time: 7:00 pm

Dates:

- January 9, 2025
- March 13, 2025
- May 8, 2025

- July 10, 2025
- September 11, 2025
- November 13, 2025

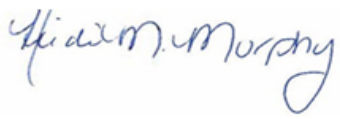
EQUITY AND SUSTAINABILITY
Not applicable, as this is a matter of routine City business.

OUTREACH
No outreach has been done in advance of this item.

STRATEGIC PLAN ALIGNMENT
Not applicable, as this is a matter of routine City business.

FINANCIAL STATEMENT
No direct financial impacts are associated with this item.

Prepared by:



Heidi Murphy, Director of Library and Recreation

Attachments:
None

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: REVIEW AND SELECT COMMITTEE ASSIGNMENTS FOR CALENDAR YEAR 2025

SUMMARY

Annually, the Parks and Recreation Commission (Commission) reviews committee appointments and makes any necessary changes.

RECOMMENDATION

Review and Select Committee Assignments for Calendar Year 2025

BACKGROUND

Each year, City commissions review committee assignments. Alternate and youth members may serve as representatives on committees.

There are currently five committees with representatives from the Parks and Recreation Commission. The descriptions, including meeting dates/times, composition and general summary of purpose are listed below.

Bicycle, Pedestrian and Trails Committee, 4th Monday, 6:45 pm, Pleasanton Senior Center

The Bicycle, Pedestrian, and Trails Committee advises the Parks and Recreation Commission and the City's Traffic Engineering Division on bicycle, pedestrian, and trail-related items. The Committee reviews and prioritizes potential projects, provides input on policies related to bikeways and trails, and promotes community education and awareness regarding non-motorized forms of transportation. The committee members include: the Planning Commissioner, Parks and Recreation Commissioner, Youth Commissioner, Pleasanton police officer, Zone 7 staff, EBRPD staff and six At-large members.

Community of Character, 2nd Thursday, 1-2 pm, Chamber of Commerce

Pleasanton's Community of Character Collaborative is a committee of volunteers representing the Pleasanton Unified School District, the City of Pleasanton, the Pleasanton Chamber of Commerce, and other organizations who are working together to create a community culture that is built on values: goodwill and community-accepted character traits through inspirational motivational and recognition programs. The Committee meets monthly to discuss their sponsored activities, such as Community of Character Awards, Juanita Haugen Scholarships, and MLK Breakfast. The Commissioner would attend meetings, support and attend events, and decide award winners. https://www.communityofcharacter.org/

Heritage Tree Board of Appeals Committee (as-needed basis)

The committee is made up of one Parks and Recreation Commissioner and two Planning Commissioners. Meetings are usually held (when needed) on Wednesdays,

6-7 pm. They take place at the request of a property owner when the City cannot find justification based on the City's Tree Preservation Code Section 7.16 to issue a permit.

Public Art Selection Sub-Committee (PASS) (as-needed basis, Fridays, noon)
PASS committee reviews, evaluates, and comments on proposed public art pieces. The Committee meets monthly as pieces are available for review. Prior to meeting, PASS Committee members are emailed the proposed public art pieces and given time to review the piece and its proposed location. When not during COVID, the PASS committee has met in person and at the different proposed sites for public art. Committee members include Civic Arts Commissioners, Parks and Recreation Commissioners, community arts groups, and city staff.

Co-Sponsored Sports User Group, Quarterly 2nd Monday, 6:30 pm, Ken Mercer Sports Park
The Co-Sponsored Sports User Group discusses athletic needs for co-sponsored groups. During these meetings, field allocation, field/park enhancements, field lighting, maintenance trends, field demand, sports trends, and partnership opportunities are discussed.

Current committee assignments are listed below:

Committee	**BPTC**	**Community of Character**	**Heritage Tree Board of Appeals**	**PASS**	**Co-Sponsored User Group**
Representative	Chuck Deckert	Rameshu Immadi	Chuck Deckert	Lisa Brown	Steven Berberich
Alternate	Lisa Brown	Steven Berberich	Mike Vickers	Chuck Deckert	Mike Vickers

DISCUSSION
It is recommended that the commission nominate a representative and an alternate for each of the committees, with the exception of Community of Character. Community of Character is a non-profit organization, supported in part by the City of Pleasanton. The City does not have commission representatives on any other non-profit partially supported by the City. A recent agreement update with the Community of Character Collaborative has a staff member assigned as the liaison to this non-profit organization.

EQUITY AND SUSTAINABILITY
Not applicable as this is a matter of routine business.

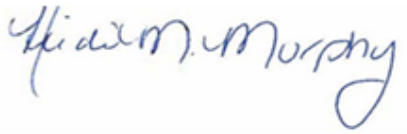
OUTREACH
No outreach has been done in advance of this item.

STRATEGIC PLAN ALIGNMENT
Not applicable as this is a matter of routine business.

FINANCIAL STATEMENT

There is no direct financial impact associate with this item.

Prepared by:



Heidi Murphy, Director of Library and Recreation

Attachments:
None

PARKS AND RECREATION COMMISSION AGENDA REPORT

November 14, 2024
Library and Recreation

TITLE: SELECT A CHAIRPERSON AND VICE CHAIRPERSON FOR 2025

SUMMARY
Annually, the Parks and Recreation Commission selects a Chairperson and Vice Chairperson to facilitate meetings.

RECOMMENDATION
Select a Chairperson and Vice Chairperson for 2025

BACKGROUND
Per the City of Pleasanton Commissioner's Handbook Chapter 2.28, Item 2.28.070 Organization, Section A, Commissioners shall meet in regular session and elect a Chairperson and Vice Chairperson. The election shall be by majority vote of the Commission, to be held in December of each year. The term of service for these offices shall be one year, beginning in January of each year. No commissioner shall serve more than two consecutive full terms as chairperson of the Commission.

DISCUSSION
Commissioners should be prepared to nominate and select a Chairperson and Vice Chairperson for calendar year 2025 at the November meeting since no December meeting is scheduled.

All voting Commission members are eligible for the Chairperson and Vice Chairperson roles.

Commissioners may nominate themselves or others for the positions, and the selections are made by a majority vote of the Commission.

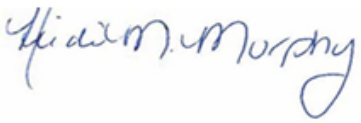
EQUITY AND SUSTAINABILITY
Not applicable, as this item is a routine matter of City business

OUTREACH
No outreach has been done in advance of this item.

STRATEGIC PLAN ALIGNMENT
Not applicable, as this item is a routine matter of City business.

FINANCIAL STATEMENT
No direct fiscal impact is associated with this item.

Prepared by:



Heidi Murphy, Director of Library and Recreation

Attachments:
None