

PARKS & RECREATION COMMISSION MEETING

Council Chambers 200 H Street Antioch, CA 94509

Thursday September 20, 2018 7:00 p.m.

AGENDA

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

IV. PUBLIC COMMENTS

Residents are given the opportunity to address the Commission on Park and Recreation issues not on the regular agenda.

V. APPROVAL OF MINUTES

Recommended Action:

1. Motion to approve annotated agenda minutes of the Parks and Recreation Commission meeting of August 18, 2018.

VI. BUSINESS

- 1. Heidorn Village Subdivision 9385 (PW 695) 0.7-Acre Privately Maintained Park (Parcel "C")
- 2. Quail Cove Subdivision Determination of the Dedication of Land or Payment of Park in Lieu Fees
- 3. Presentation: Measure W
- 4. Discussion: Recreation Fee Policy

VII. COMMUNICATIONS (Announcements and Correspondence)

- 1. Staff Communication
- 2. Commission Communication

VIII. ADJOURNMENT



PARKS & RECREATION COMMISSION MEETING

Council Chambers 200 H Street Antioch, CA 94509

Thursday August 16, 2018 7:00 p.m.

ANNOTATED AGENDA

I. CALL TO ORDER

Call to Order by Chair McClelland at 7:05 pm

II. PLEDGE OF ALLEGIANCE

Chair McClelland led the Pledge of Allegiance

III. ROLL CALL Commissioners Present: Eubanks, Foster, Kelly, Knight, Othman, McClelland, Soliz Commissioners Absent: None Staff Present: Nancy Kaiser, Parks and Recreation Director Jon Blank, Public Works Director

IV. PUBLIC COMMENTS

Residents are given the opportunity to address the Commission on Park and Recreation issues not on the regular agenda.

Jon Blank, Public Works Director, was formally introduced to the Commission

V. APPROVAL OF MINUTES

Recommended Action:

1. Motion to approve annotated agenda minutes of the Parks and Recreation Commission meeting of June 21, 2018.

Motion to Approve Minutes for Meeting of June 21, 2018 7 Yes / 0 No

2. Motion to approve the minutes of the Joint Antioch Police Crime Prevention Commission and the Parks and Recreation Commission meeting of July 19, 2018.

Motion to Approve Minutes for Meeting of June 21, 2018 7 Yes / 0 No

VI. BUSINESS

1. Ad-Hoc Committee for Purposes of Reviewing Civic Enhancement Grant Applications

The Ad-Hoc Committee will be activated in October and conclude with recommendations no later than January 2019. Motion to Appoint Commissioners Knight and Othman to serve on the Committee 7 Yes / 0 No

2. Report on City Cost Allocation Study

Staff provided a summary of the Citywide Cost Allocation Study that took place early 2018. The City Council directed the Parks and Recreation Commission to develop draft policy recommendations for recreation programs for consideration. Staff estimates the Recreation Study to take place over a four-month period; beginning with policy review in September 2018.

VII. COMMUNICATIONS (Announcements and Correspondence)

1. Staff Communication

Staff provided a summary of the summer concert series; announced the Fall Recreation Guide in production, shared recreation programs available for youth and adults, and highlighted coming events at the Water Park and citywide. Public Works stated that park repairs continue, and that current painting projects were getting new attention to ensure that City standards are being met. Public Works staff will begin the Contra Loma Estates basketball project later in the year.

2. Commission Communication

Commissioners shared experiences from National Night Out; meeting residents and having positive conversations about parks, recreation and community. New Commissioners expressed interest in having an orientation meeting with staff; informed staff that residents were inquiring about the Golf Course greens and no smoking signs – specifically the status of these items.

VIII. ADJOURNMENT

The meeting adjourned at 8:15pm



STAFF REPORT TO THE PARKS AND RECREATION COMMISSION

DATE:	Regular Meeting of September 20, 2018
TO:	Parks and Recreation Commission
PREPARED BY:	Ken R. Warren, Senior Civil Engineer
APPROVED BY:	Jon Blank, Public Works Director/City Engineer
SUBJECT:	Resolution to Approve Design of Parcel "C" (Park) for Heidorn Village Subdivision 9385 (PW 695)

RECOMMENDED ACTION

It is recommended that the Parks and Recreation Commission adopt the resolution (Attachment "A") approving the design of Parcel "C" (Park) for Heidorn Village Subdivision 9385.

BACKGROUND

On January 12, 2016 the City Council adopted Resolution No. 2016/06 approving the Vesting Tentative Map/Final Development Plan, Use Permit and Design Review for the Heidorn Village subdivision project. The project site is located on the west side of Heidorn Ranch Road, at the eastern terminus of Prewett Ranch Drive (APNs 056-130-013, -015, -017, -018). A Vicinity Map is attached as Attachment "B".

The 117-unit project contains approximately 20.3 acres and includes a centrally located, linear 0.7-acre park. Per condition of approval #F.1, Parcel "C" (Park) is to be designed and constructed by the applicant and maintained by the Homeowner's Association (HOA). Per Resolution No. 2016/06, condition of approval #D.29, design of Parcel "C" (Park) shall be approved by the Parks and Recreation Commission and completed (signed by the City) prior to the issuance of the 50th building permit, and construction of the park shall be completed prior to the issuance of the 75th building permit.

The proposed park is smaller than the 1.755 acres of park required in the Subdivision Ordinance (AMC §9-4.1004). Consequently, per the Subdivision Ordinance (AMC §9-4.1007) and condition of approval #H.1, the developer paid a \$175,500 park-in-lieu fee at the time that the final map was recorded. Under certain circumstances, a private park facility may be used as a credit against fees owed. However, the Subdivision Ordinance (AMC § 9-4.1010 (C)) does not offer credit for private parks less than two acres in size.

Construction of subdivision improvements is currently underway and building permit applications for the model homes and the first two production units are being reviewed. Per condition of approval #E.9, recycled water mains will be constructed to the park in Prewett Ranch Drive, Heidorn Ranch Road and Dauphine Street, as approved by the City Engineer and subject to State laws which may require recycled water to all landscaped areas. Trees and other vegetation will vary in form, texture, and color, including the use of water conserving shrubs, grasses, and ground cover. Landscaping will include the installation of a layered massing of water conserving shrubs, grasses, and ground cover plus shade and accent trees. All landscaping is required to comply with the State Model Water Efficient Landscape Ordinance (WELO).

Parcel "C" (Park) amenities will include the following:

- 1. Mailboxes covered by arbors
- 2. Trash and recycling receptacles
- 3. Picnic tables (including ADA compliant tables)
- 4. Split rail fencing
- 5. Benches
- 6. Playground with play equipment
- 7. Seating boulders
- 8. Seat walls
- 9. Shade sails
- 10. Barbeque grills
- 11. Horseshoe pit
- 12. Concrete and decomposed granite pathways

In summary, staff recommends that the Parks and Recreation Commission adopt the resolution approving the design of Parcel "C" (Park) for Heidorn Village Subdivision 9385.

ATTACHMENTS

- A. Resolution
- B. Vicinity Map
- C. Neighborhood Park Master Plan
- D. Play Equipment Exhibit
- E. Construction Drawings

ATTACHMENT A

RESOLUTION NO. 2018/**

RESOLUTION OF THE CITY PARKS AND RECREATION COMMISSION OF THE CITY OF ANTIOCH RECOMMENDING APPROVAL OF THE DESIGN OF PARCEL "C" (PARK) FOR HEIDORN VILLAGE SUBDIVISION 9385

WHEREAS, on January 12, 2016 the City Council adopted Resolution No. 2016/06 approving the Vesting Tentative Map/Final Development Plan, Use Permit and Design Review for the Heidorn Village subdivision project; and

WHEREAS, the 117-unit project contains approximately 20.3 acres and includes a centrally located, linear 0.7-acre park; and

WHEREAS, Parcel "C" (Park) is to be designed and constructed by the applicant and maintained by the Homeowner's Association (HOA); and

WHEREAS, the proposed park is smaller than the 1.755 acres of park required in the Subdivision Ordinance (AMC §9-4.1004), and consequently the developer paid a \$175,500 park-in-lieu fee at the time that the final map was recorded; and

WHEREAS, the project conditions of approval require that the design of Parcel "C" (Park) shall be approved by the Parks and Recreation Commission and completed (signed by the City) prior to the issuance of the 50th building permit, and construction of the park shall be completed prior to the issuance of the 75th building permit; and

WHEREAS, the Parcel "C" (Park) amenities shall include the following:

- 1. Mailboxes covered by arbors
- 2. Trash and recycling receptacles
- 3. Picnic tables (including ADA compliant tables)
- 4. Split rail fencing
- 5. Benches
- 6. Playground with play equipment
- 7. Seating boulders
- 8. Seat walls
- 9. Shade sails
- 10. Barbeque grills
- 11. Horseshoe pit

12. Concrete and decomposed granite pathways

NOW, THEREFORE, BE IT RESOLVED, that the Park and Recreation Commission does approve the Heidorn Village Parcel "C" (Park) design.

* * * * *

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the Parks and Recreation Commission of the City of Antioch, acting as the City's PBAC, at a regular meeting thereof held on the 20th day of September, 2018 by the following vote:

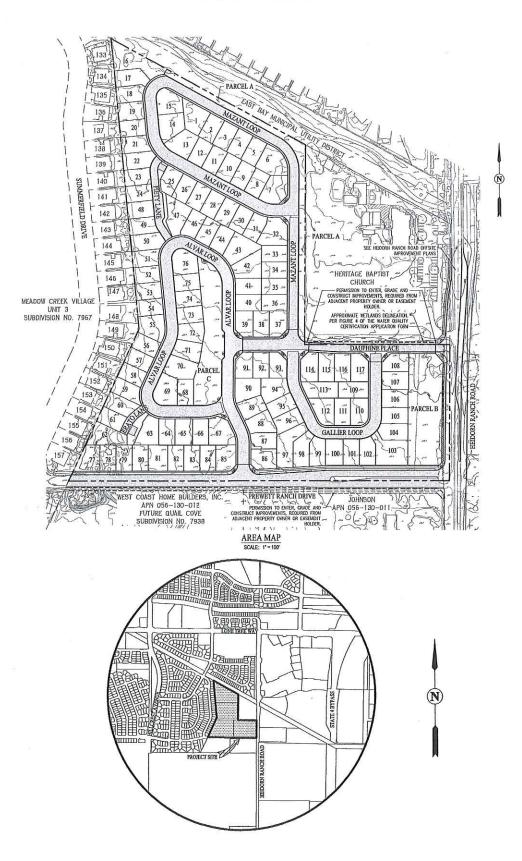
AYES:

NOES:

ABSENT:

NANCY KAISER CLERK TO THE PARKS AND RECREATION COMMISSION

ATTACHMENT B







NEIGHBORHOOD PARK MASTER PLAN

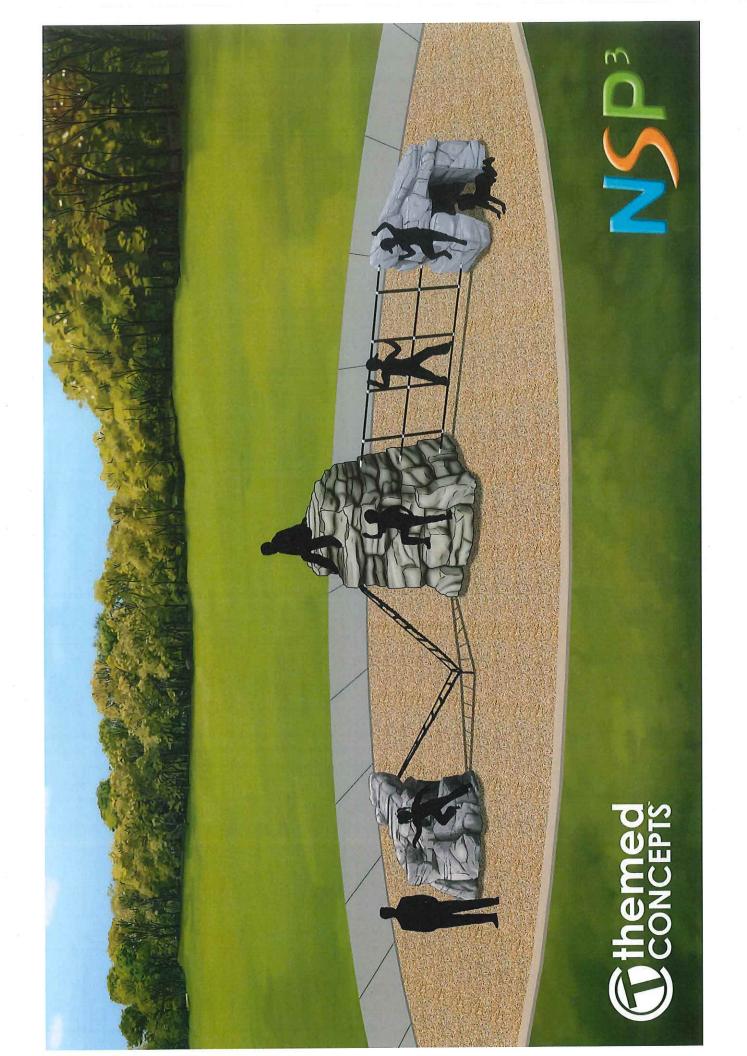
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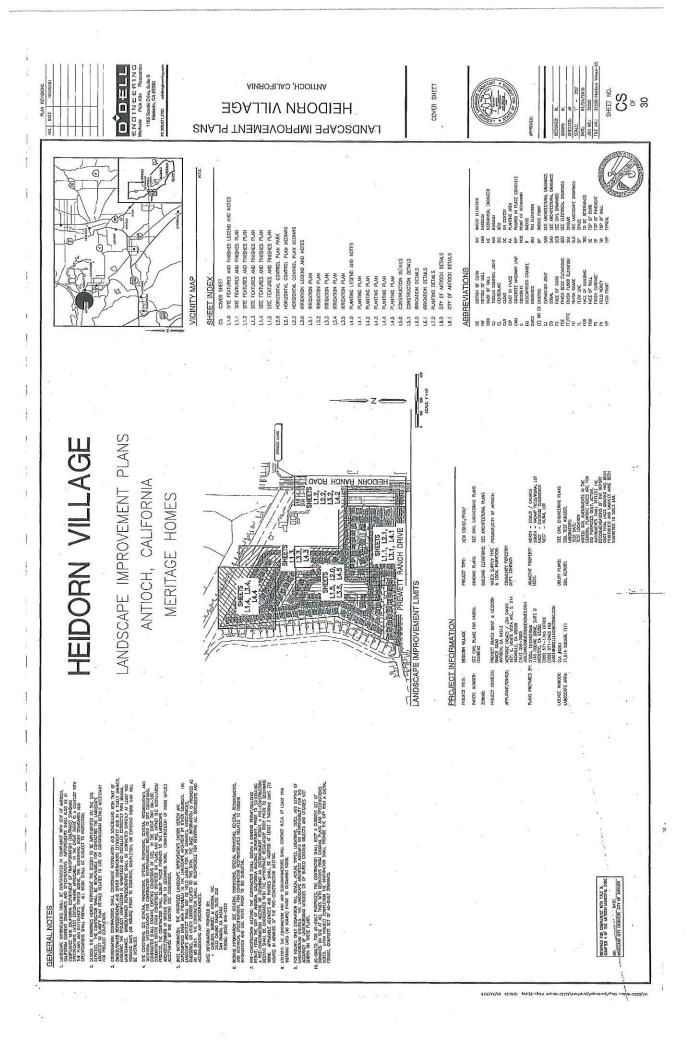
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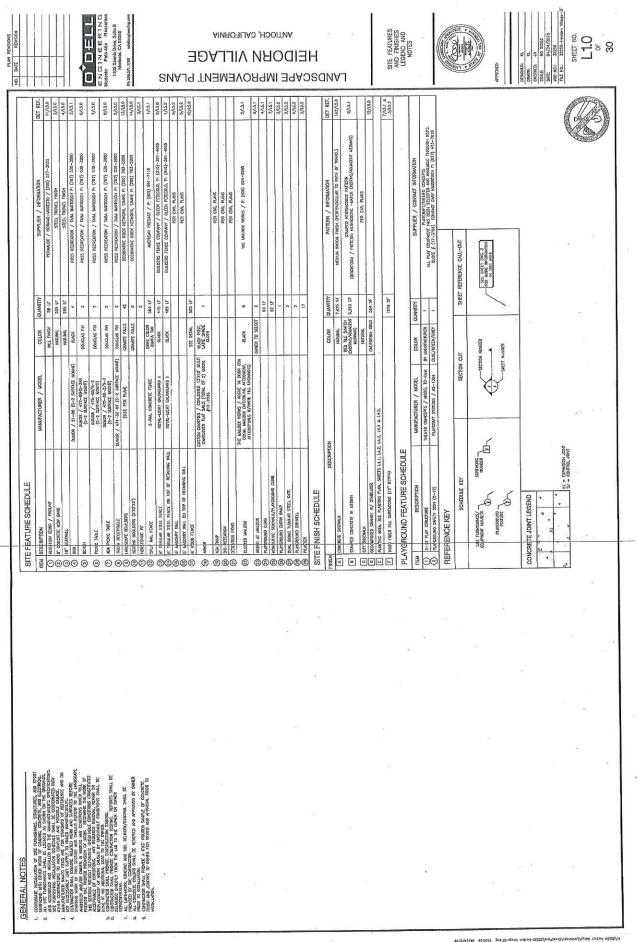
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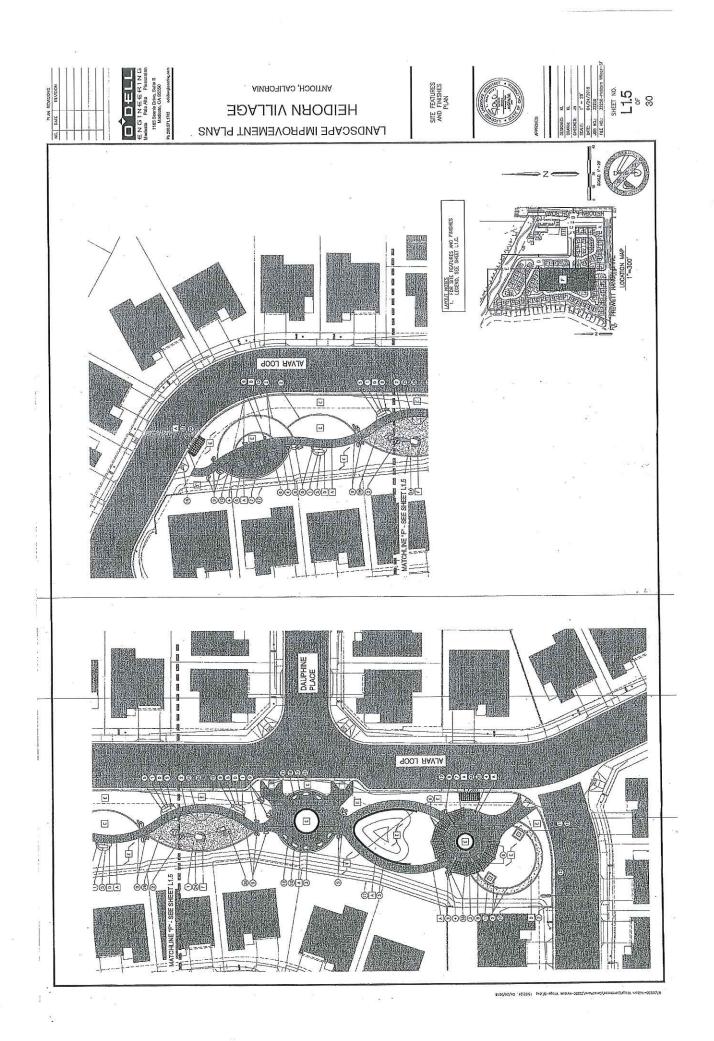
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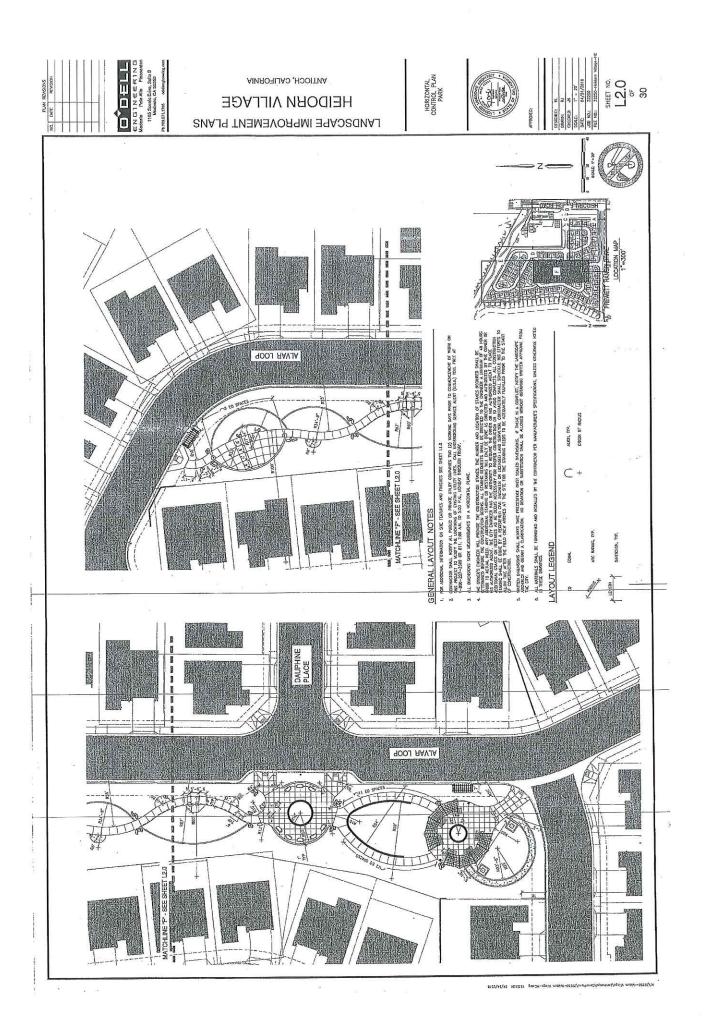


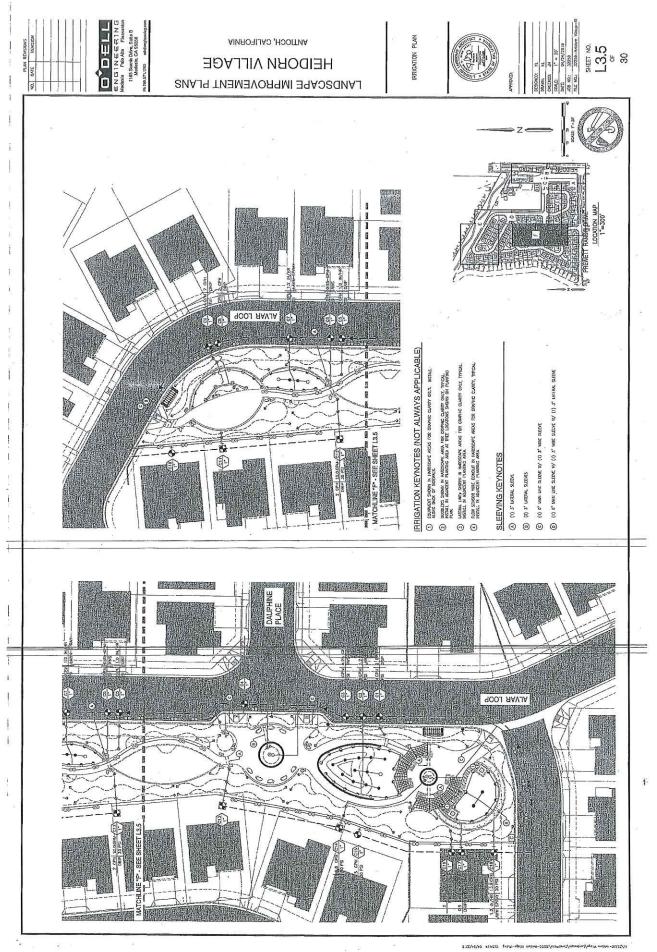




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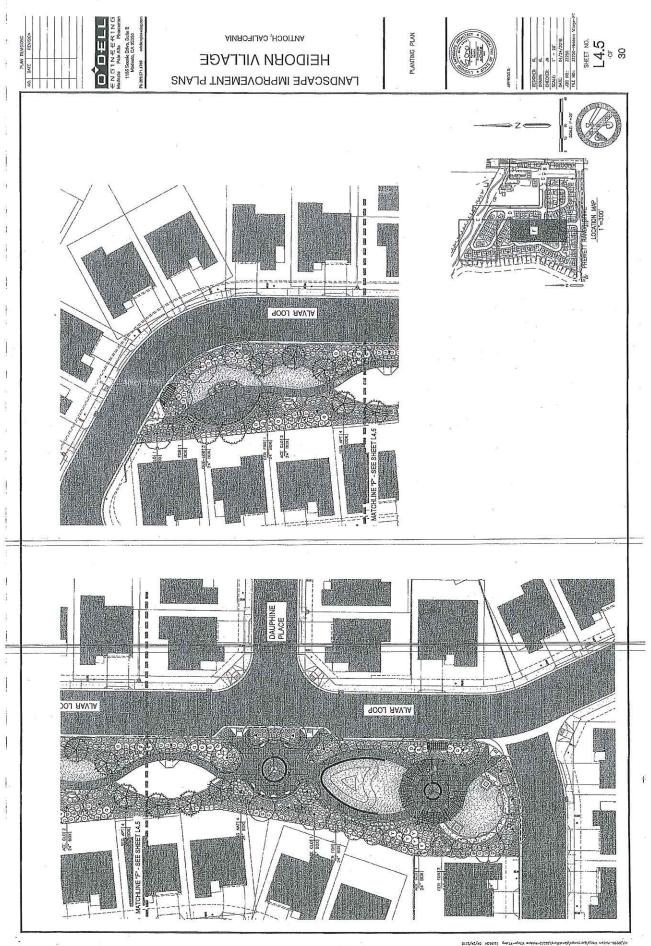






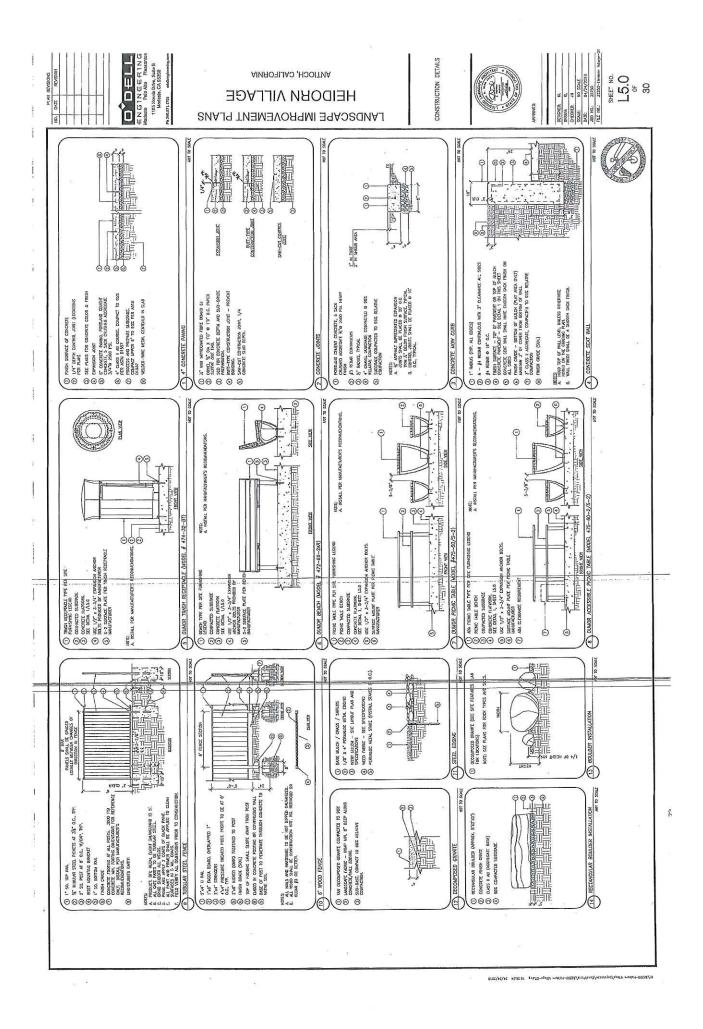
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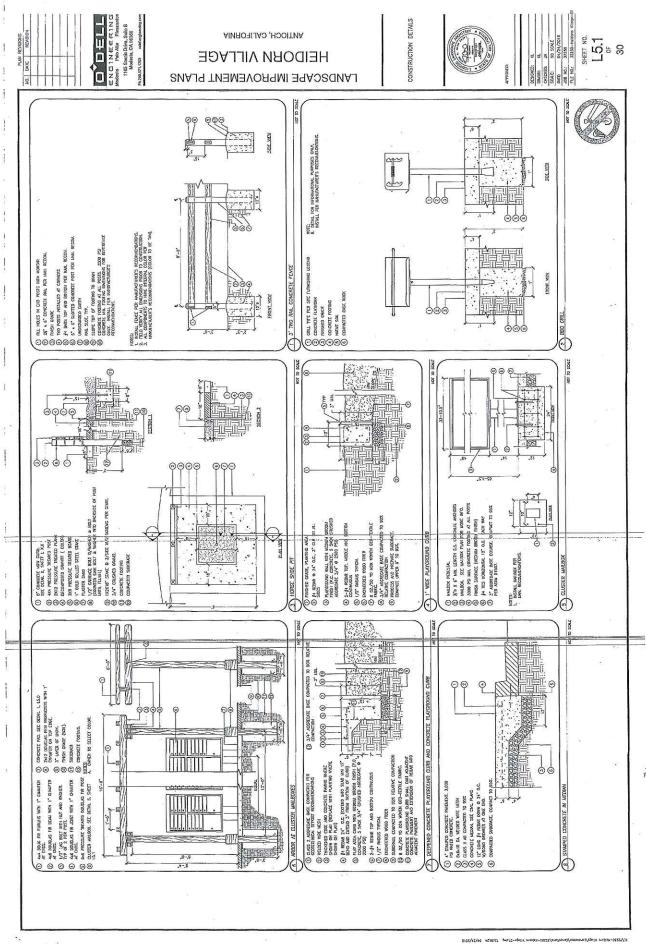
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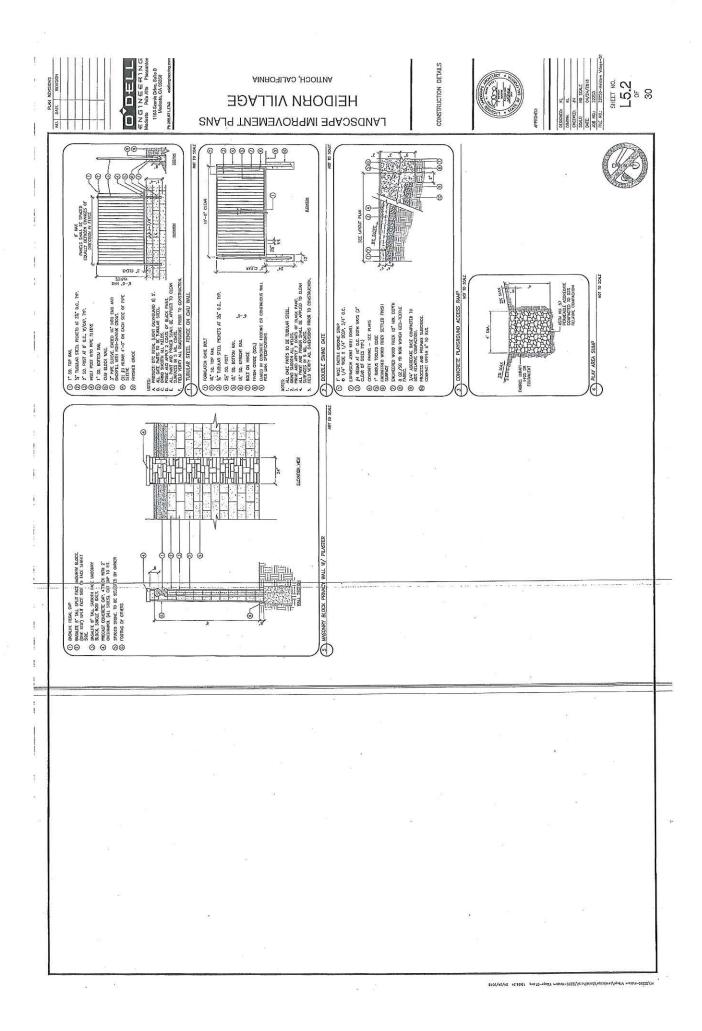
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STAFF REPORT TO THE PARKS AND RECREATION COMMISSION

DATE:	Regular Meeting of September 20, 2018
TO:	Parks and Recreation Commission
SUBMITTED BY:	Forrest Ebbs, Community Development Director
SUBJECT:	Quail Cove Subdivision Determination of the Dedication of Land or Payment of Park in Lieu Fees

RECOMMENDED ACTION

It is recommended that the Parks and Recreation Commission forward to the Planning Commission a determination that the project is subject to payment of \$45,000 of park land dedication in-lieu fees.

BACKGROUND

The applicant proposes a new residential subdivision (Quail Cove) that would create 30 new single-family residential lots on an existing undeveloped parcel on the south side of the future extension of Prewett Ranch Drive, west of Heidorn Ranch Road.

The Subdivision Ordinance (Section 9-4.1002) requires the dedication of land for the development of parks or the payment of in-lieu fees for all new subdivisions creating five or more lots. The Code requires that the Parks and Recreation Commission forward a determination of the needed land dedication or fees to the Planning Commission for consideration with the proposed subdivision map.

The Code includes a formula for determining the required land dedication and the corresponding in-lieu fee. The City strives to provide 5.0 acres of land for each 1,000 persons. The number of persons per dwelling unit is determined by the code and is shown in the following table along with corresponding land dedication and in-lieu fee requirements.

Unit Category	Average Persons/Unit	Land Dedication/Unit	In-lieu Fees/Unit
Single-family, detached	3.0	0.015 acres	\$ 1,500
Single-family, attached	2.2	0.011 acres	\$1,100
Duplexes	1.9	.0095 acres	\$950
Multi-family	1.9	.0095 acres	\$950
Mobile homes			\$950

This project would ordinarily require a dedication of 0.45 acres (19,602 square feet) of land. However, Section 9-4.1005(B) states that subdivisions creating 50 parcels or less must pay the in-lieu fees. The project dedication and payment requirements are described in the following table:

	Persons	Land Dedication	In-lieu Fees
Per Unit	3.0 persons	0.015 acres	\$ 1,500
Project Total	90 persons	0.45 acres	\$45,000

In general when determining whether land should be dedicated, the Parks and Recreation Commission is directed to consider the General Plan; any applicable adopted Specific Plan; the topography, geography, access, and location of land in the subdivision available for dedication; the size and shape of the subdivision and the land available for dedication; the feasibility of dedication with the General Plan and/or Specific Plan; and the availability of previously acquired park property. As stated above, the relatively small size of the subdivision requires payment of fees rather than land dedication.

In summary, staff recommends that the Parks and Recreation Commission forward to the City Council a determination that the project is subject to payment of \$45,000 of park land dedication in-lieu fees.

ATTACHMENTS

- A. Parks and Recreation Commission Resolution 2018-____
- B. Project Site Plan

ATTACHMENT A

RESOLUTION NO. 2018/** RESOLUTION OF THE CITY PARKS AND RECREATION COMMISSION OF THE CITY OF ANTIOCH RECOMMENDING ACCEPTANCE OF IN LIEU FEES TO MEET THE PARK LAND OBLIGATION OF THE QUAIL COVE PROJECT

WHEREAS, the City of Antioch has received an application for the Quail Cove project (Project), a subdivision that includes 30 single-family dwellings; and

WHEREAS, the City requires that subdivisions that include residential development shall dedicate land or pay in lieu fees; and

WHEREAS, the park obligation for the Quail Cove project has been calculated as 0.45 acres based on the requirements of the City of Antioch Municipal Code; and

WHEREAS, the configuration of proposed lots and the existing surrounding neighborhood do not allow for the inclusion of parks consistent with the City's adopted standards; and

WHEREAS, the total calculated park land obligation for the Project is less than the minimum park size as established by the City for purposes of park land dedication; and

WHEREAS, the Subdivision Ordinance states that subdivisions resulting in fewer than 50 lots must pay the in-lieu fee.

NOW, THEREFORE, BE IT RESOLVED, that the Park and Recreation Commission does recommend that the Quail Cove project meet its park land dedication requirements through the payment of in lieu fees; and

BE IT FURTHER RESOLVED, that the Park and Recreation Commission does recommend that in lieu fees in the amount of \$45,000 be paid to the City of Antioch to meet the Project's park land dedication obligation.

* * * * *

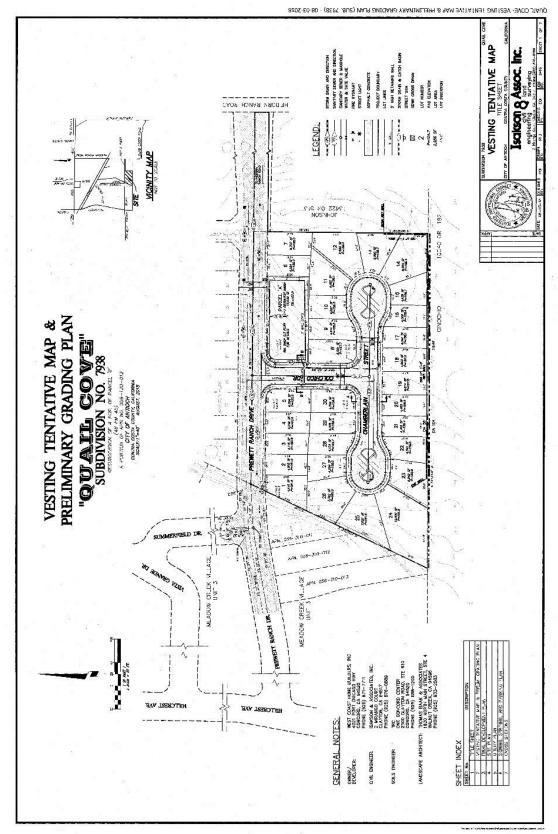
I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the Parks and Recreation Commission of the City of Antioch, acting as the City's PBAC, at a regular meeting thereof held on the 20th day of September, 2018 by the following vote:

AYES:

NOES:

ABSENT:

NANCY KAISER CLERK TO THE PARKS AND RECREATION COMMISSION ATTACHMENT B





STAFF REPORT TO THE PARKS AND RECREATION COMMISSION

DATE:	Regular Meeting of September 20, 2018
то:	Parks and Recreation Commission
SUBMITTED BY:	Nancy Kaiser, Parks and Recreation Director havy kaiser
SUBJECT:	Presentation on Measure W

On August 9, 2018, the Antioch City Council placed Measure W on the November 6, 2018 ballot. If approved, Measure W would continue to maintain Antioch's public safety and other quality of life services.

Staff will provide a verbal presentation on Measure W to ensure that the Parks and Recreation Commission is familiar with the item and can direct residents to explore the Measure in more detail. All information about Measure W can be found on the City of Antioch webpage: <u>www.ci.antioch.ca.us</u>



STAFF REPORT TO THE PARKS AND RECREATION COMMISSION

Regular Meeting of September 20, 2018
Parks and Recreation Commission
Nancy Kaiser, Parks and Recreation Director
Discussion on Recreation Fee Policy

Background

The City of Antioch conducted a Cost Allocation Study of all fees and charges over the course of several months; followed by City Council review during April through June 2018. Staff presented a verbal summary of the Study to the Parks and Recreation Commission in August 2018.

The City Council requested that the Parks and Recreation Commission review the policy related to recreation programs, services and events and provide recommendations that the Council could consider during the development of the Fiscal Year 2020-2022 Budget.

Discussion

Developing and establishing policy for fees and charges ensures that a standardized process is in place to evaluate programs and services, and set fees that are consistent for residents. City Council is interested in exploring the overall cost recovery goals for recreation programs and services and desires to establish revenue generation as a standard percentage of cost. The current fee policy states that "Fees are set to cover all direct costs such as instructors, staff, materials, contracted services, plus necessary overhead."

Recreational activities are likely to be subsidized by the City General Fund, but currently there is no policy direction on the level of the subsidy. The cost of services study conducted by the consultants revealed that the City's Recreation services are recovering approximately 74% of direct costs for programs, but only 51% of direct costs for facilities and fields. The City Council acknowledged that the current levels of cost recovery would remain until such time new recommendations are provided.

The timeline for review of the Recreation Fee Policy is summarized.

- September 20, 2018: general discussion of cost recovery percentages, introduction of The Pyramid Methodology, identification of benefit levels, development of categories of service

- October 18, 2018: presentation by Revenue & Cost Specialists, LLC on Recreation services from the Cost of Services Study dated May 2018; discussion and comparison of the benefit levels and categories of services
- November15, 2018: discussion and recommendation defining direct costs, reviewing cost recovery levels, identifying cost/subsidy goals
- December 20, 2018: develop final recommendations
- January 17, 2019: develop final recommendations and implementation strategies
- February 2019: recommendation to City Council

Attachment

A. Supporting Literature "10 Steps to Create a Cost Recovery Plan," *Teresa Penbrooke, GreenPlay, LLC*



By Teresa Penbrooke, MAOM, CPRE Chris Dropinski, and Karon Badalamenti, GreenPlay, LLC The creation of a cost recovery and subsidy allocation philosophy and policy is a key component to maintaining an agency's financial control, equitably pricing offerings, and helping to identify core services including programs and facilities. ritical to this philosophical undertaking is the support and buy-in of elected officials and advisory boards, staff, and ultimately, citizens. Whether or not significant changes are called for, the organization should be certain that it philosophically aligns with its constituents. The development of a financial resource allocation philosophy and policy is built upon a very logical foundation, based upon the theory that those who benefit from parks and recreation services ultimately pay for services.

The development of a financial resource allocation philosophy can be separated into the following steps:



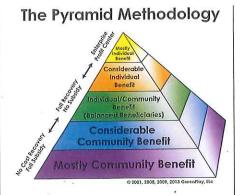
Building on Your Organization's Values, Vision and Mission

The premise of this process is to align agency services with organizational values, vision, and mission. It is important that organizational values are reflected in the vision and mission. Oftentimes, mission statements are a starting point and further work needs to occur to create a more detailed common understanding of the interpretation of the mission and a vision for the future. This is accomplished by engaging staff and community members in a discussion about a variety of Filters.



Understanding the Pyramid Methodology, the Benefits Filter and Secondary Filters

Filters are a series of continuums covering different ways of viewing service provision. Filters influence the final positioning of services as they relate to each other and are summarized below. The Benefits Filter, however; forms the foundation of the Pyramid Model and is used in this discussion to illustrate a cost recovery philosophy and policies for parks and recreation organizations.



The Benefits Filter

The principal foundation of the Pyramid is the Benefits Filter. Conceptually, the base level of the pyramid represents the mainstay of a public parks and recreation system. Services appropriate to higher levels of the pyramid should only be offered when the preceding levels below are comprehensive enough to provide a foundation for the next level. This foundation and upward progression is intended to represent public parks and recreation's core mission, while also reflecting the growth and maturity of an organization as it enhances its service offerings.

It is often easier to integrate the values of the organization with its mission if they can be visualized. An ideal philosophical model for this purpose is the pyramid. In addition to a physical structure, pyramid is defined by Webster's Dictionary as "an immaterial structure built on a broad supporting base and narrowing gradually to an apex." Parks and recreation programs are built with a broad supporting base of core services, enhanced with more specialized services as resources allow. Envision a pyramid sectioned horizontally into five levels.

Mostly Community Benefit

The foundational level of the Pyramid is the largest, and includes those services including programs and facilities which **mostly** benefit the **community** as a whole. These services may increase property values, provide safety, address social needs, and enhance quality of life for residents. The community generally pays for these basic services via tax support. These services are generally offered to residents at a minimal charge or with no fee. A large percentage of the agency's tax support would fund this level of the Pyramid.

Examples of these services could include: the existence of the community parks and recreation system, the ability for youngsters to visit facilities on an



Filter	Definition
Benefit	Who receives the benefit of the service? (Skill develop- ment, education, physical health, mental health, safety)
Access/Type of Service	Is the service available to everyone equally? Is participa- tion or eligibility restricted by diversity factors (i.e., age, ability, skill, financial)?
Organizational Responsibility	Is it the organization's responsibility or obligation to provide the service based upon mission, legal mandate, or other obligation or requirement?
Historical Expectations	What have we always done that we cannot change?
Anticipated Impacts	What is the anticipated impact of the service on existing resources? On other users? On the environment? What is the anticipated impact of not providing the service?
Social Value	What is the perceived social value of the service by con- stituents, city staff and leadership, and policy makers? Is it a community builder?

10 STEPS 📢

informal basis, low-income or scholarship programs, park and facility planning and design, park maintenance, or others.

NOTE: All examples above are generic – individual agencies vary in their determination of which services belong in the foundation level of the Pyramid based upon agency values, vision, mission, demographics, goals, etc.



Considerable Community Benefit

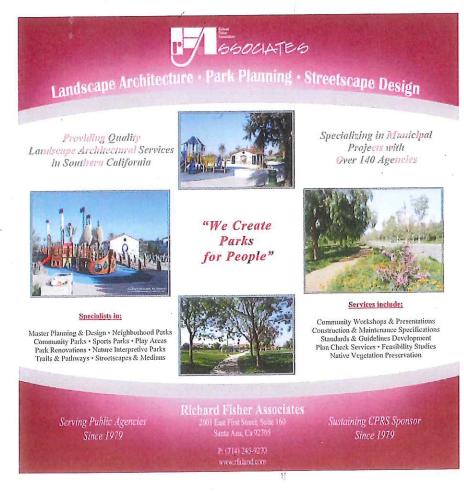
The second and smaller level of the Pyramid represents services which promote individual physical and mental well-being, and may begin to provide skill development. They are generally traditionally expected services and/or beginner instructional levels. These services are typically assigned fees based upon a specified percentage of direct (and may also include indirect) costs. These costs are partially offset by both a tax subsidy to account for **Considerable Community** benefit and participant fees to account for the Individual benefit received from the service.

Examples of these services could include: the capacity for teens and adults to visit facilities on an informal basis, ranger led interpretive programs, beginning level instructional programs and classes, etc.



Balanced Individual/Community Benefit

The third and even smaller level of



the Pyramid represents services that promote individual physical and mental well-being, and provide an intermediate level of skill development. This level provides balanced **Individual** and **Community** benefit and should be priced accordingly. The individual fee is set to recover a higher percentage of cost than those services that fall within lower Pyramid levels.

Examples of these services could include: summer recreational day camp, summer sports leagues, year-round swim team, etc.



Considerable Individual Benefit

The fourth and still smaller Pyramid level represents specialized services generally for specific groups, and those which may have a competitive focus. Services in this level may be priced to recover full cost, including all direct and indirect expenses.

Examples of these services could include: specialty classes, golf, and outdoor adventure programs.



Mostly Individual Benefit

At the top of the Pyramid, the fifth and smallest level represents services which have profit center potential, may be in an enterprise fund, may be in the same market space as the private sector, or may fall outside the core mission of the agency. In this level, services should be priced to recover full cost in addition to a designated profit percentage.

Examples of these activities could include: elite diving teams, golf lessons, food concessions, company picnic rentals, and other facility rentals such as for weddings or other services.



Developing the Organization's Categories of Service

In order to avoid trying to determine cost recovery or subsidy allocation levels for each individual agency service including every program, facility, or property, it is advantageous to categorize agency services into like categories. This step also includes the development of category definitions that detail and define each category and service inventory "checks and balances" to ensure that all agency services belong within a developed category.

Examples of Categories of Service could include: Beginner Instructional Classes, Special Events, and Concessions/ Vending.



Sorting the Categories of Service onto the Pyramid

It is critical that this sorting step be done with staff, governing body, and citizen representatives involved.

This is where ownership is created for the philosophy, while participants discover the current and possibly varied operating histories, cultures, and organizational values, vision, and mission. It is the time to develop consensus and get everyone on the same page – the page that is written together. Remember, this effort must reflect the community and must align with the thinking of policy makers.

Sample Policy Development Language:

XYZ community brought together staff from across the department, agency leadership, and citizens to sort existing programs into each level of the Pyramid. The process was facilitated by an objective and impartial facilitator in order to hear all viewpoints. It generated discussion and debate as participants discovered what different people had to say about serving culturally and economically varied segments of the community, about historic versus active-use parks, about the importance of adult versus youth versus senior activities, and other philosophical and values-based discussions. This process gets at both the "what" and "why" with the intention of identifying common ground and consensus.



Defining Direct and Indirect Costs

The definition of direct and indirect costs can vary from agency to agency. What is important is that all costs associated with directly running a program or providing a service are identified



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and consistently applied across the system. Direct costs typically include all the specific, identifiable expenses (fixed and variable) associated with providing a service. These expenses would not exist without the service and may be variable costs. Defining direct costs, along with examples and relative formulas is necessary during this step.

Indirect costs typically encompass overhead (fixed and variable) including the administrative costs of the agency. These costs would exist without any specific service but may also be attributed to a specific agency operation (in which case they are direct expenses of that operation). If desired, all or a portion of indirect costs can be allocated, in which case they become a direct cost allocation.



Determining (or confirming) Current Subsidy/Cost Recovery Levels

This step establishes the expectation that the agency will confirm or determine current cost recovery and subsidy allocation levels by service area based on the new or revised definition of direct and in-direct costs. This will include consideration of revenues sources and services costs or expenses. Typically, staff may not be cost accounting consistently, and these inconsistencies will become apparent. Results of this step will identify whether staff members know what it costs to provide services to the community, whether staff have the capacity or resources necessary to account for and track costs, whether accurate cost recovery levels can be identified, and whether cost centers or general ledger line items align with how the agency may want to track these costs in the future.



Establishing Cost Recovery/Subsidy Goals

Subsidy and cost recovery are complementary. If a program is subsidized at 75%, it has a 25% cost recovery, and vice-versa. It is more powerful to work through this exercise thinking about where the tax subsidy is used rather than what is the cost recovery. When it is complete, you can reverse thinking to articulate the cost recovery philosophy, as necessary.

The overall subsidy/cost recovery level is comprised of the average of everything in all of the levels together as a whole. This step identifies what the current subsidy level is for the programs sorted into each level. There may be quite a range within each level, and some programs could overlap with other levels of the pyramid. This will be rectified in the final steps.

This step must reflect your community and must align with the thinking of policy makers regarding the broad picture financial goals and objectives.

Examples

Categories in the bottom level of the Pyramid may be completely or mostly subsidized, with the agency having established limited cost recovery to convey the value of the experience to the user. An established 90-100% subsidy articulates the significant community benefit resulting from these categories.

The top level of the Pyramid may range from 0% subsidy to 50% excess revenues above all costs, or more. Or, the agency may not have any Categories of Service in the top level.



Understanding and Preparing for Influential Factors and Considerations

Inherent to sorting programs onto the Pyramid model using the Benefits and other filters is the realization that other factors come into play. This can result in decisions to place services in other levels than might first be thought. These factors also follow a continuum; however, do not necessarily follow the five levels like the Benefits Filter. In other words, a specific continuum may fall completely within the first two levels of the Pyramid. These factors can aid in determining core versus ancillary services. These factors represent a layering effect and should be used to make adjustments to an initial placement on the Pyramid.

The Commitment Factor:

What is the intensity of the program; what is the commitment of the pirticipant?

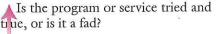
Drop-In Opportunities

Instructional - Basic

Instructional – Intermediate

Competitive – Not Recreational Specialized

The Trends Factor:



Basic

Traditionally Expected

Staying Current with Trends

Cool, Cutting Edge Far Out

The Political Filter:

What is out of our control?

This filter does not operate on a continuum, but is a reality, and will dictate from time to time where certain programs fit in the pyramid.

The Marketing Factor:

What is the effect of the program in attracting customers?



– Popular High Willingness to Pay The Relative Cost to Provide Factor: What is the cost per participant?



Participant Participant Participant

The Economic Conditions Factor:

What are the financial realities of the community?



to Pay

Pay to Play

Financial Goals Factor:

Are we targeting a financial goal such as increasing sustainability, decreasing subsidy reliance?



Generates Excess Revenue over Direct Expenditures



Implementation

Across the country, ranges in overall cost recovery levels can vary from less than 10% to over 100%. The agency sets their goals based upon values, vision, mission, stakeholder input, funding, and/or other criteria. This process may have been completed to determine present cost recovery levels, or the agency may have needed to increase cost recovery levels in order to meet budget targets. Sometimes, simply implementing a policy to develop equity



is enough without a concerted effort to increase revenues. Upon completion of steps 1-8, the agency is positioned to illustrate and articulate where it has been and where it is heading from a financial perspective.



Evaluation

The results of this process may be used to:

- articulate and illustrate a comprehensive cost recovery and subsidy allocation philosophy
- train staff at all levels as to why and how things are priced the way they are
- shift subsidy to where is it most appropriately needed
- benchmark future financial performance
- enhance financial sustainability
- recommend service reductions to meet budget subsidy targets, or show how revenues can be increased as an alternative
- justifiably price new services

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