

FOLLOW-UP ITEMS FROM COMMUNITY SPORTS GROUP MEETING #1

I. FIELD RESERVATIONS

Question #1: How many hours are groups using the fields?

Response: The following table provides an overview of sport field reservations by non-profit youth groups for FY 2021/22 and FY 2022/23. It is important to note that while the number of hours has decreased, the number of bookings has actually increased. One of the impacts of the new fees has been that groups are no longer booking fields they will not be using. Prior to the fees, groups would book fields and not use them, limiting the number of available bookings. Now that groups are being charged, they are only booking those fields that they will actually use to avoid unnecessary costs. The net result is better utilization of sports fields and greater opportunity for the City to meet the needs of more user groups.

NON-PROFIT SPORTS FIELD RESERVATIONS FOR YOUTH

Fiscal Year	# of Bookings	# of Hours	Non-Profit Fee	Revenue
FY 2021/22	1,853	10,036	\$0	\$0
FY 2022/23	2,435	8,193	\$14	\$114,695

Question #2: How are field reservations allocated/prioritized?

Response: Previously, the City did have an adopted prioritization process. However, when the cost recovery fee policy was adopted with fees determined by user groups, that prioritization process became obsolete. Currently, staff reviews reservation requests and attempts to optimize utilization of available fields and negotiate between user groups. The lack of a formal prioritization process has been identified as a major area for improvement to ensure fair, equitable use for as many groups as possible. Staff is currently researching best practices in other agencies and will present recommendations to user groups at a future meeting.

Question #3: Enforcement of field reservations, safety, and consequences for non-permitted users; There should be an incentive for groups who comply with rules. Possible solution to field encroachment: Bring back PD park/staff to assist and/or patrol non-permitted park users

Response: In adopting the proposed budget for FY24/25, the City Council approved funding in the amount of \$230,000 to restore the parks patrol. This will provide a level of service of 8 hours per day with an additional 5-hour shift on Saturdays. All City parks

will be monitored by this revived program. To track the effectiveness of this program, the Park Patrol Officers will maintain logs of activity and contacts for future reporting.

Question #4: How often are user groups invoiced?

Response: Groups are invoiced when they apply for the field permit (usually by season) and are set up on a payment plan at that time. The total is due by the end of the permit date, with payments scheduled throughout the period. Payment plans are available for everyone. For games, invoicing usually happens at the end of the month since game schedules change frequently. Payment plans require a lot of staff follow up and are maintained in our Active software.

Question #5: Is there a policy regarding outside organization use of fields?

Response: Policies regarding field use are based on the fee categories for 1) Commercial/Non-Resident users, 2) resident users/general public, and 3) non-profits/community groups. The issue of prioritization of use of the fields was raised during our outreach meeting in March 2024. Parks and Recreation staff plan to continue to develop these policies and collaborate with existing groups to determine the most equitable and efficient policies to ensure the Santa Clara community receives the highest benefit and access to sports fields and parkland availability.

Question #6: Is there a breakout of field usage between residents and non-residents?

Response: According to the adopted cost recovery policy, fees are charged by user category, not by residency. Consequently, this information is not tracked. However, we can provide the total amount of fees paid by the non-residents based on the dollars contributed to the Wade Brummel Scholarship Program. The total amount contributed for the past two fiscal years is listed in the table, below.

Contributions to Wade Brummel Scholarship Fund

Fiscal Year	# of Groups	Total Dollars Collected
FY21/22	11	\$30,575
FY 20/23	16	\$31,925
Total	27	\$62,500

II. USE OF FEES

Question #7: Have the fees collected in prior years been used to improve fields?

Response: Prior to FY 2022/23, no fees were collected for the use of sports fields. Currently, limited fee revenues are used to help maintain the fields including but not limited to lawn maintenance, utilities for lights, watering of the fields, garbage cleanup, and pest control. The fees are also used to support on-site staffing for opening and

closing facilities, restroom maintenance, performing safety checks, managing lost and found, monitoring permits for legal use of fields, and enforcement of facility rules. Reducing or waiving these fees will impact the City's ability to maintain and keep fields in good playing condition. It should be noted that the existing \$14/hour fee is in the 1%-20% cost recovery tier; consequently, the City is already subsidizing the majority of the costs associated with operating and maintaining the fields. In addition, fees for non-resident participants are appropriated to the Wade Brummel Scholarship program to afford the user groups the opportunity to provide scholarships for low-income participants and seek reimbursement for other eligible program costs.

Question #8: If the field rental fees for youth groups/non-profits were eliminated, what would be the potential service impacts?

Response: Assuming approximately 8,200 hours per year, the \$14 hourly fee for sports field rentals would generate approximately \$115,000. While this amount may appear to be minimal, to eliminate fees for one user group and not others creates an equity issue. As noted above, the City's experience is that there is greater fiscal accountability and better utilization of existing fields when a fee is imposed. In addition, elimination of fees would reduce the resources available to partially offset the costs of the field rentals and would reduce General Fund revenues that support many of the services used by our community (parks, field use, community centers, libraries, police and fire).

Question #9: Where does the money for Youth and Seniors in the 49er agreement go? How is it used?

Response: The funds for youth and senior programs in the Levi Stadium agreement are allocated to the budget of the Parks and Recreation Department to cover the cost of the staff and other program-related expenses.

Question #10: Where do the fees from new development go and what is it used for?

Response: Park-in-lieu fees are appropriated to the park impact fee fund that is managed by the Department of Parks and Recreation and used to fund parks and recreation-related capital improvement projects (park acquisition, park development, and park/facility rehabilitation projects, etc). City Code Chapter 17.35, section 17.35.060 outlines how these funds can be used as follows:

17.35.060 Use of park in-lieu fees.

The fees collected pursuant to this chapter shall be deposited to the park impact fee fund and shall be used for the purposes set forth below.

(a) Money within the park impact fee fund shall be segregated by fee source and used and expended primarily for the acquisition and/or expansion of parks and recreational facilities reasonably related to serving the public by way of purchase of necessary land.

(b) In the alternative, for residential projects involving subdivisions only, if the City Council finds that there is already sufficient land available for such uses, then as a second priority, this money shall be used for the improvement and rehabilitation of existing land and facilities for park and recreational purposes.

(c) Except as otherwise provided in this section, for developments involving a subdivision of land, the land, fees, or combination thereof shall be used to serve the subdivision. Notwithstanding the foregoing, for subdivisions for which the City requires the payment of fees or a combination of a land dedication and fees, the fees may be spent on facilities in a neighborhood other than the neighborhood of the subdivision, if all of the following requirements are met:

(1) The neighborhood in which the fees are to be expended has fewer than three acres of park area per one thousand (1,000) members of the neighborhood population;

(2) The neighborhood of the subdivision for which the fees are paid has a park area that meets or exceeds the parkland dedication standard;

(3) The City holds a public hearing before using the fees;

(4) It is reasonably foreseeable that residents of the subdivision will use the proposed park and recreational facilities in the neighborhood where the fees are used; and

(5) The neighborhood where the fees are used is within a ten-minute walking distance of the subdivision. (Ord. 1928 § 3, 7-15-14).

Please note these funds cannot be use for maintenance or non-capital improvement-related expenses.

III. WADE BRUMMAL

Question #11: How can access to these funds be streamlined and better utilized?

Response: The primary purpose of the July 11th meeting will be to discuss strategies to streamline and enhance the Wade Brummal Scholarship and Grant Program. Staff will be present two tools that have been developed (one for scholarships; one for grants) that are intended to improve this process. The user groups will be asked to provide feedback on these tools.

Staff has also identified a number of policy issues to discuss with user groups including: 1) should the focus of the Wade Brummal program be on scholarships or grants? 2) what percentage of the annual allocation should be earmarked for scholarships and how much for grants? 3) Should there be a minimum/maximum allowable amount for individual scholarships and grants; 4) Should only those groups who pay into the Wade

Brummal fund be eligible to receive a grant? What if there is a Santa Clara based group with only Santa Clara youth participants. Should they be eligible to receive scholarships and/or grants? 5) The City Council has asked for an evaluation of whether field use fees should be considered an allowable expense under the Wade Brummel Programs. What are the pros/cons of this use? 6) Staff is recommending that there be a single annual grant application process. Will this work for the user groups? What would be the pros/cons of this use? 7) Part of the delay in the administration of the program is that application packets are often incomplete. Staff is recommending that failure to submit appropriate documentation within 45 days of grant application submission be cause for automatic disqualification. This will allow funds to be made available to other groups. Thoughts?

At the meeting on the 11th, the intent will be to review these issues and get feedback from the user groups in order to return to the City Council with a revised Wade Brummal process in the fall.

Collaboration/Communication/Volunteerism

Comment #1: Users want to be viewed as contributing partners, not used a revenue source. Santa Clara has a proud tradition as a center of youth sports (parade of champions legacy) that should be embraced and honored. Groups not feeling valued or recognized for their contributions.

Response: Agreed. Staff is committed to on-going communication with user groups and will explore opportunities to expand recognition of Santa Clara youth sports programs.

Comment #2: Advance notice of potential changes; City needs to understand budgetary implications, especially for league budgets (finding out about increases after leagues already set budgets was difficult)

Response: Agreed. Staff is committed to on-going communication and will schedule a meeting with user groups in the first quarter of each year to communicate any changes that are proposed for the following fiscal year.

IV. Relations with Outside Organizations

Question #12: How can the community benefit from better joint use/partnership agreements?

Response: The Department is actively pursuing mutually-beneficial joint use agreements and partnerships to improve service to the community. A recent example includes a recent license agreement with Bay FC, the newly formed women's professional soccer team founded by four female Santa Clara University alums and former Olympians, that will generate approximately \$44,000 in revenue in exchange for 48 hours of field use and 144 hours of use of the community room at the Youth Soccer Park during times not reserved for youth programming.

In addition to paying the commercial-rate fees, Bay FC will be donating approximately \$25,000 in equipment, provide players and coaches for three (3) clinics for youth ages 10-14 to introduce them to the sport of soccer, facilitate five (5) player appearances in the community and provide discounted group tickets for four (4) games.

The first player appearance will take place at the Central Park Library on July 17th at 3 p.m. In addition to the story-time event, Bay FC conducted a book drive at a recent game and collected over 1,000 books that will be donated to the City of Santa Clara, City of San Jose and City of San Francisco Libraries in alignment with their commitment to literacy and leadership development.

The license agreement with Bay FC included clear provisions that the priority of the Youth Soccer Park was to remain on youth sports and that all programming would need to be completed one hour prior to scheduled youth programming. In addition, the agreement required that commercial rates be paid and that the community benefits be provided to allow the use.

We believe these types of collaborations that leverage underutilized recreational assets during time slots that are not utilized by youth sports groups and that generate new sources of revenue and community benefits will enable the City of Santa Clara to not only enhance the experience of youth sports participants but the broader Santa Clara community as well.

Santa Clara CITY LIBRARY

SOCCER STORYTIME
with BAY FC

Wednesday, July 17, 3 p.m.
Central Park Library Redwood Room

*Space is limited

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