



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Adopt Resolution Setting \$50 Fee for Lodi Lake Park Annual Vehicle Pass, a \$30 Partial-Year Fee, and Eliminating Punch Pass Discount Card

MEETING DATE: April 17, 2013

PREPARED BY: Parks, Recreation and Cultural Services Director

RECOMMENDED ACTION: Adopt resolution setting \$50 fee for Lodi Lake Park annual vehicle pass, a \$30 partial-year fee, and eliminating punch pass discount card.

BACKGROUND INFORMATION: The City charges a vehicle entry fee to Lodi Lake Park of \$4 for residents (\$2 senior residents) and \$5 for nonresidents (\$3 senior nonresidents). Currently, the fee is only collected when the entry gate is staffed, but the Parks, Recreation and Cultural Services Department is taking steps to collect the fee with the installation of a self-serve pay station near the entrance.

Frequent park users may prefer the convenience and cost-savings of an annual pass, rather than depositing cash or a check into an envelope and into the pay station when the entry gate is not staffed. The Recreation Commission discussed the concept of an annual pass at its March 5, 2013, and voted 4-0 on April 2, 2013, to recommend the City Council adopt the \$50 annual vehicle fee.

The annual pass would be good for a calendar year. The entry fee does not include the boat launch fee, which must be paid separately.

The Recreation Commission also recommended, by a 4-0 vote to reduce the price of the pass on August 1, 2013, to \$30 for the remainder of the calendar year, and that the Department Director have the discretion to determine the effective date of a \$30 partial-year discount in 2014 and beyond.

In addition, the Recreation Commission recommended by a 4-0 vote the elimination of the punch-pass discount card. The card offers 20 visits for \$40 (\$60 for nonresidents). Only about 40 of these passes are purchased each year, and the punch cards are not compatible with a self-service pay station.

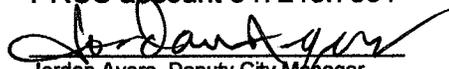
Although adopting the resolution sets a new annual vehicle entry fee, it does not increase any existing fees. The City has charged for parking at Lodi Lake Park since 1976. Visitors also have the option of parking for free on city streets and walking into the park at no charge.

FISCAL IMPACT: The annual pass program, coupled with enforcement by the park police officer program, is expected to increase revenue for the Department. Amount is unknown. Printing costs will be less than \$500.

APPROVED:


Konradt Bartlam, City Manager

FUNDING AVAILABLE: PRCS account 347218.7301


Jordan Ayers, Deputy City Manager


Jeff Hood
Parks, Recreation and Cultural Services Director

RESOLUTION NO. 2013-64

A RESOLUTION OF THE LODI CITY COUNCIL SETTING
\$50 FEE FOR LODI LAKE PARK ANNUAL VEHICLE PASS AND
\$30 PARTIAL-YEAR FEE AND ELIMINATING PUNCH PASS
DISCOUNT CARD

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WHEREAS, the City charges a vehicle entry fee to Lodi Lake Park of \$4 for residents (\$2 senior residents) and \$5 for nonresidents (\$3 senior nonresidents); and

WHEREAS, currently, the fee is only collected when the entry gate is staffed, but the Parks, Recreation and Cultural Services Department is taking steps to collect the fee with the installation of a self-serve pay station near the entrance; and

WHEREAS, frequent park users may prefer the convenience and cost-savings of an annual pass, rather than depositing cash or a check into an envelope and into the pay station when the entry date is not staffed; and

WHEREAS, the Recreation Commission voted 4-0 on April 2, 2013, to recommend the City Council adopt the \$50 annual vehicle fee; and

WHEREAS, the Recreation Commission also voted 4-0 on April 2, 2013, to recommend the City Council set a partial-year vehicle entrance fee of \$30 effective August 1, 2013, for the remainder of 2013, with the effective date of the partial-year discount set at the Department Director's discretion in future years; and

WHEREAS, the Recreation Commission also voted 4-0 on April 2, 2013, to recommend the City Council eliminate the punch-pass discount card, as only about 40 of these passes are purchased each year.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the \$50 Lodi Lake Park annual vehicle pass fee and a \$30 partial-year fee effective August 1, 2013; authorize the Parks, Recreation & Cultural Services Director to set the partial-year discount in future years; and further approve the elimination of the punch pass discount card.

Dated: April 17, 2013

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I hereby certify that Resolution No. 2013-64 was passed and adopted by the City Council of the City of Lodi in a regular meeting held April 17, 2013, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, and Katzakian
NOES: COUNCIL MEMBERS – None
ABSENT: COUNCIL MEMBERS – Mounce and Mayor Nakanishi
ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk