



AGENDA REPORT

Library and Community Service

DATE:	March 15, 2022
TO:	Mayor Butt and Members of the City Council
FROM:	LaShonda White, Interim Director of Library and Community Services Ranjana Maharaj, Deputy Director for Community Services - Recreation
Subject:	Receive Feedback on a Fee Waiver Policy and Partnership Policy
FINANCIAL IMPACT:	The Community Services Department-Recreation Division charges fees, aligned with the Council-approved Master Fee Schedule, for programs and facility usage to help cover the cost of providing such services and maintaining facilities. While the positive impact on the availability of services is important, adoption of the fee reduction/waiver policy and partnership policy will decrease the amount of revenue that the Recreation Division collects annually. Between the past four years beginning in Fiscal Year (FY) 2016-2017 through Fiscal Year 2019-2020, permit fees for various events totaled approximately \$640,000 (\$160,000 annually); however, a total of approximately \$462,000 (\$115,000 annually) in applicable fees were reduced or waived as a result of fee reductions. The total amount of fee reductions include a combination of existing 25 percent reductions for community-based organizations and 50 percent reductions for governmental entities and 100 percent fee waivers. As a result of the COVID pandemic, FY 2019-2020 and FY 2020-2021 do not provide a full year of "normal" data as rental requests and fees were down substantially.

	The amounts set forth above may not incorporate all the reduced or waived fees associated with memorandums of understanding between the City of Richmond and non-profit organizations.
PREVIOUS COUNCIL ACTION:	November 16, 2021; February 15, 2022
STATEMENT OF THE ISSUE:	The Community Services Department – Recreation Division (Recreation) recognizes the value of partnering with outside organizations to provide services that benefit the Richmond community. To provide support to organizations that provide a community service and to create an equitable process, staff is bringing forth a draft fee waiver policy for determining when event-related fees can be waived, and a partnership policy to expand or enhance the services provided to Richmond residents.
RECOMMENDED ACTION:	DISCUSS the City of Richmond’s draft fee waiver and partnership policies; and PROVIDE DIRECTION on the next steps prior to policy adoption - Community Services (LaShonda White/Rajana Maharaj, 510-620-6828).

DISCUSSION:

The Community Services Department-Recreation Division (“Recreation”) strives to be an exceptional steward over facilities, parks, and funding for programs and services. Historically, Recreation charges fees for programs and facility/park usage to help cover the cost of providing such services and maintaining facilities. Charging fees is a standard practice in the Recreation and Parks sector when individuals, private groups, government, or non-profit groups wish to reserve and exclusively utilize public facilities.

For many years, Recreation has worked with a variety of individuals and organizations to provide programs and services to Richmond residents and members of the public at-large. Organizations have increasingly requested fee waivers to support their program delivery. Additionally, partnerships between the City and organizations have steadily grown. This has caused Recreation to recognize the need to create more formal policies and procedures to ensure that fee waiver approvals and partnerships are consistent with the mission of Recreation and to ensure that organizations are treated with consistency and in an equitable manner.

City Council requested that City staff develop and bring forth comprehensive fee waiver and partnership policies for consideration. In order to provide an equitable process, staff recommends the creation of policies and procedures for (1) fee waivers for events or

temporary uses of City facilities and/or parks¹, and (2) the development of partnership policies for longer-term collaborations between the City of Richmond and community-based organizations for the benefit of the Richmond community. Staff is bringing forth a draft fee waiver policy and draft partnership policy for City Council review, discussion, and feedback. Staff proposes to return with final versions of both policies for consideration and adoption at the April 26, 2022, City Council meeting.

Master Fee Schedule

The fees associated with reserving public facilities and parks for use are reviewed annually and approved by the Richmond City Council as part of the Master Fee Schedule (MFS). The MFS presented on November 16, 2021, included the 2021 proposed updates for Recreation. When the MFS was presented again on March 1, 2022, the Recreation fees that were included were not increased by the Employment Cost Index (ECI) index and were left the same as the last adoption in 2019. Staff also included established discounts for government and community-based organizations at 50 percent and 25 percent, respectively. The minor changes between the 2019 and 2021 fees include slight reductions in rental deposits, while some fees are being increased. Recreation fees have not risen since 2019, when they were increased by the suggested ECI factor of 1.027 percent. Staff wanted to make City Council aware of this issue and will bring Recreation's 2021 MFS updates back as an action item at on April 26, 2022, concurrently with the final fee waiver and partnership policies.

Fee Waiver Policy

Historically, it appears the majority of waived fees related to parks and facilities usage were processed on a case-by-case basis with the ultimate decision made by the City Manager. The purpose of the proposed draft fee waiver policy for City Council's consideration is to establish fiscally responsible guidelines to equitably evaluate and consider fee waiver requests for one-time events or temporary uses of City facilities and parks (Attachment 1).

Under the proposed policy, fee waivers may be submitted by organizations that fall within the following categories:

- 1) Intergovernmental Cooperation
- 2) Non-profit Organization
- 3) Official City of Richmond Partner
- 4) City of Richmond Co-Sponsored Event

Recreation staff collects fees based on the approved Master Fee Schedule to help cover the cost of providing services and maintaining facilities. While the positive impact on the availability of services is important, adoption of the fee reduction/waiver policy and partnership policy will decrease the amount of revenue that the Recreation Division collects annually. As an example, between Fiscal Year (FY) 2016-2017 and Fiscal Year

¹ Definition of fee waiver: the granting of a reduction or dismissal of a required fee normally charged for the use of a facility or park.

2019-2020, permit fees for various events totaled approximately \$640,000 (\$160,000 annually); however, a total of approximately \$462,000 (\$115,500 annually) in applicable fees were reduced or waived as a result of fee reductions (Attachment 2). This may not include additional costs associated with public safety.

The draft policy outlines the following:

- Purpose of the policy
- Eligibility
- Eligible and ineligible uses
- Procedures
- Acknowledgements
- Criteria
- Schedule
- Proposed application components

Partnership Policy

The purpose of the Partnership Policy is to establish policies, guidelines and procedures that govern how partnerships between the Recreation and external entities are evaluated, created, and managed (Attachment 3). This policy would cover organizations interested in longer-term use of City facilities or parks and such organizations' desire to expand or enhance the services provided to Richmond residents (i.e., youth sports programs, Adopt-A-Spot, and beautification programs). Depending on the type of partnership, these agreements may or may not include fee waivers.

This policy will allow Recreation to be proactive rather than reactive when presented with a partnership opportunity. It also sets a "level playing field" for all potential partners, so that they can know and understand in advance the parameters and selection criteria for a proposed partnership. A major component in exploring any potential partnership will be to identify additional collaborating partners that may help provide a synergistic working relationship in terms of resources and community contributions.

The draft policy includes the following sections:

- Purpose of the policy
- Background
- Partnership purpose
- Partnership categories
- Required conditions
- Partner expectations
- Costs for Approval Process
- Definitions
- Application

Next Steps

City staff reviewed numerous examples of fee waiver and partnership policies from various government agencies including but not limited to the following cities: Hayward, Lathrop, Rio Vista, and Suisun. In addition, City staff met internally to discuss components of both policies and incorporated promising practices within the Recreation and Parks industry. Both policies are drafts and include staff's recommendations; however, we would like feedback on the various components included in both draft policies and applications.

City staff will incorporate feedback received at the March 15, 2022, City Council meeting into updates of both draft policies. Staff will also discuss the policies with City staff to determine how, if at all, both policies can be expanded to include non-Recreation departments and waivers of other fees. For example, it may be feasible for the City Manager or their designee to authorize the waiver of fees and/or taxes outside of those related to Recreation when it is determined to be in the best interest of the City of Richmond, our residents, and the payor. Staff plans to highlight the opportunity to provide feedback on the policies during the series of community budget meetings in March and will bring the proposed policies to the Recreation and Parks Commission at their April 6, 2022, meeting. Staff will then bring the final policies to City Council on April 26, 2022, for adoption.

DOCUMENTS ATTACHED:

Attachment 1 – Draft Proposed Facility Fee Waiver Policy

Attachment 2 – FY 2016/17 – 2019/20 Recreation Facility and Parks Fee Waiver Report

Attachment 3 - Draft Proposed Partnership Policy and Application

DRAFT City of Richmond Community Services - Recreation Division Fee Waiver Policy

I. PURPOSE

The purpose of the draft fee waiver policy is to establish fiscally responsible guidelines to equitably evaluate and consider fee waiver requests for one-time events or temporary uses of City facilities and parks. These guidelines establish parameters for waiving outdoor park or indoor facility use fees for community-wide events and activities which benefit the public for special events or temporary uses. For purposes of this policy, the term “fee waiver” is the granting of a reduction or dismissal of a required fee normally charged for the use of a City-owned facility or park.

II. POLICY

The Community Services Department-Recreation Division (Recreation) recognizes the value of working with and supporting organizations to provide services and programs that benefit the Richmond community. Recreation strives to be an exceptional steward over City facilities, parks, and funding for programs and services. Charging fees is a standard practice in the Recreation and Parks industry when individuals, private groups, government or non-profit groups wish to reserve and exclusively utilize public facilities. Fees charged for programs and facility/park usage help cover the cost of providing such services and maintaining facilities. This policy is established for determining when applicable City and Recreation fees (e.g., application, facility use, permit and other departmental charges) established by the City of Richmond’s Master Fee Schedule may be waived.

Scheduling and use of facilities and events are subject to availability of requested facilities and do not have preference over City programs and activities or previous commitments. The policy is effective to the extent a fee waiver can be considered without negatively impacting the City’s or Recreation’s budget or current operations.

III. ELIGIBILITY

Fees may be waived when such action is determined by the City of Richmond to be in the best interest of the City of Richmond, our residents, and the service applicant. Eligible organizations include the following:

- 1) Intergovernmental Cooperation
- 2) Non-Profit Organization
- 3) Official City of Richmond Partner (Per Approved Partnership Policy)
- 4) City of Richmond Co-Sponsored Event

Intergovernmental Cooperation

Fees may be waived for events or temporary uses when the applicant is another government agency and the use is related to the performance of its normal functions and is a benefit to Richmond residents.

Non-Profit Organization

A fee waiver may be approved for eligible non-profit organizations, including organizations with a non-profit fiscal agent, that is tax-exempt under section 501(c)3 of the Internal Revenue Code.

Examples of organizations that could receive possible fee reduction or waivers include:

- Established Richmond Neighborhood Councils for monthly neighborhood meetings.
- Events organized by groups with a current Adopt-a-Spot agreement and evidence of active participation in the program.
- Organizations funded by the Community Services Department/Recreation Division and City Manager's Office, Economic Development Love Your Block Mini-Grant program and organized by groups with active grant agreements.

Official City of Richmond Partner

An official partner is an organization or individual that has completed the Partnership Policy process with City of Richmond. These partners have demonstrated actions to provide a needed benefit to the community and therefore are eligible for fee waivers for the program delineated in the Partnership Agreement. All fees charged and waived will be listed in the Partnership Agreement and any additional activities requested on behalf of the recognized partner would cause an amendment to that Agreement.

Department Sponsored Program

Fees may be waived for events and programs that are sponsored or co-sponsored by the City. The organization/agency requesting sponsorship by the City has a 501(c)(3) status, the program must benefit the Richmond community, and no event fees shall be charged. Appropriate recognition as Sponsor or Co-sponsor of the event or program is provided for the City of Richmond on all promotional materials and at the event or program. All resources provided by the City in sponsorship of the event (fee waiver or in-kind service) must be provided for within the Department's current budget allocations without a reduction or increase of services or costs.

IV. ELIGIBLE AND INELIGIBLE USES

Eligible Uses:

- Application fees, certain permit fees, and/or facility use/rental fees may be eligible for waiver through this policy.
- Fee waivers are available for a variety of events including sporting, cultural, general, and major community events, as long as the event meets the criteria set forth in this policy.
- Organizations can receive up to _____ in fee reductions or waivers within a 12-month period

The following fees cannot be waived under this Policy:

- Staffing or labor costs (i.e. overtime for staff working outside of normal operations), security costs, utility reimbursement costs, deposits for damages to facilities, refuse removal cost, custodial costs, maintenance costs, and other applicable department costs
- Insurance or other fees as required by the City and/or ordinance
- Liquor license, food permits and health permits
- City of Richmond business license fees

The following projects and events are ineligible:

- Organizations based outside City of Richmond (unless the demonstrated benefits are primarily to the residents of Richmond)
- Activities primarily of a fundraising or charitable nature unless the funds directly benefit City-owned facilities and/or programs.
- Events or activities that are not open to the public
- Events that are political in nature or by individuals seeking political office or elected officials for the purpose of an election campaign
- Religious organizations seeking space or facilities for religious services
- Commercial events
- Corporate events
- Family or social gatherings
- Events that provide no community benefit
- Trainings that charge for participation
- Projects or organizations who have failed to fulfill their obligations during previous events or activities for which Community Services Department/Recreation Division facility permit fees were waived or reduced
- Events at the Richmond Convention Center (Auditorium) or the Richmond Aquatic Centers (Richmond Plunge or Richmond Swim Center)
- Events scheduled that would conflict with already planned City of Richmond community events (e.g., 3rd of July).

V. PROCEDURES

1. Review the Fee Waiver Policy and Complete the Fee Waiver Application and Facility Reservation Permit (provides an estimate of the requested facility use fees).
2. Submit the Application, Permit, and the following required documents to Recreation per the specified schedule. The request must be submitted by an authorized representative.

Required Documents:

- a. Applicant's non-profit organization documents or any other documents as may be required to show the applicant's organizational paperwork.
- b. Appropriate insurance documents
- c. Applicant's financial statement showing revenues and expenses
- d. Any other documents that may be required and requested by the Recreation Division.

3. If the request involves approval from another City of Richmond department, the request will be forwarded to that department.
4. Fee waiver applications will be assessed and reviewed based on the requirements listed in this document by an internal city panel (consisting of staff from the City Manager's Office, Community Services and Finance) and the Recreation Deputy Director based on the timeline published in this document.
5. Based on review and scoring by the internal city panel, Recreation Deputy Director will make a recommendation to the Director of Community Services for final approval or denial.
6. The Director of Community Services will make the final decision regarding a fee waiver request and applicant will be notified of final decision per the specified schedule, and if approved and applicable, will submit a Special Event Permit.
7. Within forty-five (45) days of completion of the event for which a fee waiver was given, the organization should provide a written report to the Recreation Division, to include at a minimum the number of participants, event revenue and expenses, and a description of the benefit to the City.
8. Failure to abide by the rules and procedures as set forth in this document may result in the respective permittee being denied the current and any future fee waiver requests. Organizations that fail to cancel the approved event less than 30 days before their scheduled event and/or that fail to abide by the guidelines and requirements set forth in this policy may forfeit their ability to request future fee reductions or waivers or enter into Partnerships with the City for the following twelve (12) months.

VI. ACKNOWLEDGMENT & MARKETING

All recipients of a fee waiver or reduction shall acknowledge the City of Richmond in all publicity relating to the event or activity. Acknowledgement includes City of Richmond logos and statements in all advertising and promotional material, media releases and in other promotional contexts. Promotional opportunities should be detailed in the event application.

VII. FACILITY FEE WAIVER CRITERION

In determining if a fee waiver is warranted, the following criterion may be considered:

Organization Structure and Experience

- Be offered by an eligible organization
- Organization serves the Richmond community
- Level of organization's experience producing events/programs in Richmond

Application Completeness and Compliance

- Application is complete and all required documents are submitted by the stated deadline
- The event or program is in compliance with the City's non-discrimination policy
- The organization is in good financial standing with the City
- There is no evidence of previous violations of the Fee Waiver Policy (organizations that violate this Policy or present false information about their event or program may not be eligible for fee waivers)

Event or Program Design and Community Benefit

- Description of event and proposed impact on community
- Event or program demonstrates a general public benefit to Richmond residents
- Organization offers activities or events associated with the Division's mission
- Organization offers an event or programs that are not available through Recreation or another City department
- Event or program is open to the entire public at no charge
- Organization is collaborating with any other entities
- Marketing and outreach plan is clearly articulated
- The proposed event or program will have no significant impact on the facilities or department activities, that the permittee will provide volunteer services and materials to mitigate any impacts created by the event or program, or that the impacts are adequately offset by the public benefit provided by the program or event

Required Resources and Budget

- Level of and reason for fee waiver request (above what is approved via the Master Fee Schedule)
- Organization budget provided
- The organization must submit their policy showing that they do not deny participants/players due to their inability to pay registration or participation fees
- The imposition of fees would create a financial hardship on the organization or would have a detrimental effect upon the services provided to the public

VIII. FEE WAIVER APPLICATION SCHEDULE

In order to fully support the success of your event, Recreation staff asks that organizations submit the Fee Waiver application and all applicable documents by the dates outlined in the schedule below. This schedule provides both City staff and organizations sufficient time to adequately plan for events. It also ensures that the Special Event Permit is routed to internal and external departments/entities with sufficient time and allows for staff to review all required documents well in advance of scheduled events. Requests may be denied if organizations fail to meet these deadlines.

<u>Quarter</u>	<u>Event Start Month</u>	<u>Application Due</u>	<u>Approval/Denial Notification</u>
Quarter 1	January	October 1 st	November 1 st

	February March		
Quarter 2	April May June	January 1 st	February 1 st
Quarter 3	July August September	April 1 st	May 1 st
Quarter 4	October November December	July 1 st	August 1 st

IX. **PROPOSED APPLICATION COMPONENTS**

The City of Richmond recognizes the value of partnering with other agencies and organizations in providing services that benefit the community and its residents. In order to request a waiver of fees, organizations must complete an application and submit it with necessary documentation to the Recreation. Components of a proposed application are below:

- Organization Information – Contact information, type of organization (government, non-profit, co-sponsor, etc.), organizational financial information
- Event Information – event description, event purpose, list of activities that will take place, list of fees being charged, time and date of the event, indicate the specific facility(ies) for which a fee waiver is requested, projected attendance, promotion and outreach plans, collaborating organizations, etc.
- Fee Waiver Request – How does event benefit Richmond community, explanation of why fee waiver is being requested, amount of waiver being requested and explanation as to why, and how event fees would create a financial hardship

DRAFT City of Richmond Community Services Department – Recreation Division
Partnership Policy

I. Policy Purpose & Background

The purpose of the Partnership Policy is to establish policies, guidelines and procedures that govern how partnerships between the City of Richmond Community Services Department - Recreation Division (Recreation) and external entities are evaluated, entered into and managed. This allows the agency to be proactive rather than reactive when presented with a partnership opportunity. It also sets a “level playing field” for all potential partners, so that they know and understand in advance the parameters and selection criteria for a proposed partnership.

The main goal for these partnerships is enhancing public offerings. Recreation is interested in promoting partnerships which involve cooperation among many partners, bringing resources together to accomplish goals in a synergistic manner. Proposals that incorporate such collaborative efforts will receive priority status.

II. Background

For many years, Recreation has worked with a variety of individuals and organizations to provide programs and services to Richmond residents. These arrangements, or partnerships, have steadily grown in numbers causing Recreation to recognize the need to create more formal policies and procedures to ensure that the partnerships are consistent with the mission and values of Recreation and that partners are treated with consistency and equity.

III. Partnership Purpose

Recreation seeks to establish partnerships with non-profit and other public agencies to enhance recreation opportunities for Richmond residents. Recreation’s goal in partnering is to improve service by providing a wider range of recreational services to the community.

The purpose of a partnership is to expand or enhance the services Recreation delivers to Richmond residents. Partnerships should positively affect the quality of recreational, cultural, and outdoor experiences. A major component in exploring any potential partnership will be to identify additional collaborating partners that may help provide a synergistic working relationship in terms of resources and community contributions. The City will post the Partnership Policy on the City’s website.

IV. Partnership Categories

Recreation engages with partners that fall into one of the following categories:

- Individuals
- Businesses or corporations
- Social service or community organizations
- Non-profit organizations
- Volunteer/neighborhood organizations (including 'friends of' groups)
- Districts and Quasi-governmental entities
- Governmental entities
- Public School Districts

V. Required Conditions

The Partner must:

- Align with Recreation's mission, values, and goals.
- Comply with all applicable laws, rules, policies, and health guidelines
- Have the necessary competency, resources, or license(s) (if applicable) to engage in the proposed activity.
- Meet insurance coverage requirements as determined by the City's Risk Management Office.
- Submit proposed activities to Recreation for review and approval.
- Meet all applicable Recreation maintenance standards and construction requirements (if applicable)
- Provide programs that compliment City programming efforts and are not in direct competition.
- Present their current year budget
- Attest to receiving and agree to following all communication requirements
- Demonstrate the activity provides a community benefit or significant value to the community or a significant portion of its residents.
- Prove that they are serving the residents of Richmond through their general program operations.
- Agree to or submit a policy demonstrating that they do not deny participants due to their inability to pay registration or participation fees.
- For youth serving organizations, show proof of performing background screenings of coaches and administrators.
- Demonstrate that the proposed partnership has no significant impact on the facilities or department activities, that the partner will provide volunteer services and materials to mitigate any impacts created by the event or program, or that the impacts are adequately offset by the public benefit provided by the program or event.

VI. Expectations for Partners

Partners will generally provide one or more of the following activities:

- Funding for programs or projects
- Park and/or facility operational support, maintenance and improvements
- Tabling at City events
- Conduct at least one (1) quarterly clean-up of utilized spaces encouraging participant and community participation
- Keep all areas clean and free of debris after every scheduled use
- Volunteer time
- Provide in-kind services and goods
- Help the City activate and promote ownership spaces
- Park and facility operational support and improvements
- Programs at reduced or no cost to constituents
- Fulfill the City's fingerprinting and TB testing requirement
- As required, provide the City's requirement for proof of vaccination

VII. Process

The steps for the creation of a partnership with Recreation are as follows:

A. Notification

Recreation will create a public notification process through BidsOnline that will help inform all interested partners of the availability of partnerships with the City. This will be done at a minimum annually December 1st through notification in social media post, flyers and through any other notification method that is feasible.

B. Preliminary Proposal

The proposing partner takes the first step to propose partnering. To help in reviewing both the partnerships proposed, and the project to be developed in partnership, Recreation asks for a Preliminary Proposal according to a specific format as outlined in Part Two - Proposed Partnership Outline Format.

C. Review

If initial review of a Preliminary Proposal yields interest and appears to be mutually beneficial, the Recreation Supervisor will work with potential partners.

D. Planning

The Recreation Supervisor is available to answer questions related to the creation of an initial proposal, and after initial interest has been indicated, will work with the proposing partner to create a checklist of what actions need to take place next. Each project will have distinctive planning, design, review, and support issues. The Recreation Supervisor will facilitate the process of determining how the partnership will address

these issues. The Recreation Supervisor and the proposing partner can also facilitate input from the Library and Community Services Director, Deputy Director for Community Services-Recreation, Recreation and Parks Commission and City Manager providing guidance for the partners as to necessary steps.

E. Cost Evaluation

The partnership must cover the costs the partnership incurs, regardless of how the partnered project is staffed. If City of Richmond - Recreation staff resources are to be used by the partnership, those costs should be included in its project proposal and budget.

VIII. Costs for the Proposal Approval Process

For most proposed partnerships, there will be considerable staff time spent on the review and approval process once a project passes the initial review stage. This time includes discussions with Proposing Partners, exploration of synergistic partnering opportunities, possible RFP processes, facilitation of the approval process, and assistance in writing and negotiating agreements, contracting, etc.

IX. Definitions

- Partnership: A partnership is a cooperative venture between two or more parties with a common goal, who combine complementary resources to establish a mutual direction or complete a mutually beneficial project. Partnerships can be facility-based or program-specific.
- Partner: an individual, organization or group that, through a written agreement, provides a service or benefit to Recreation and/or Richmond's residents and in exchange gets some benefit from Recreation.
- Partnership Application: a standardized application each potential Partner completes and submits to Recreation.
- Partnership Agreement: a written and formally executed agreement between Recreation and an outside party that details the terms of the Partnership. The Partnership Agreement must be signed by all parties, including formal execution in accordance with City laws, before Partner work can begin.
- Public Benefit: an activity or service that accomplishes a public purpose promoting the needs, interests, social, economic, and cultural well-being, or the health and safety of a community and complements the vision and direction of Recreation.

DRAFT Partnership Agreement Application

The proposed Partnership Agreement outline provides a format that is intended to help guide organizations in creating a proposal for review with City of Richmond Recreation staff. Organizations are asked to provide as much information as possible in the following outline form.

I. Description of Proposing Organization

- Name of Organization
- Years in Existence
- Contact Names, Mailing Address
- Physical Address, Phone, Fax, E-mail
- Purpose of Organization
- Services Provided
- Member/User Profiles
- Accomplishments
- Current year budget

II. Summary of Proposal (100 words or less)

What is being proposed?

III. Benefits to the Partnering Organization

Why is your organization interested in partnering with the City of Richmond Recreation Division? Please individually list and discuss the benefits (monetary and non-monetary) for your organization.

IV. Benefits to the City of Richmond Recreation Division

Please individually list and discuss the benefits (monetary and non-monetary) for Recreation and residents of Richmond.

Guiding Questions:

Meeting the Needs of our Community:

- In your experience, how does the project align with Recreation's goals?
- How does the proposed program or facility meet a need for Richmond's residents?
- Who will be the users?
- What is the projected number and profile of participants who will be served?
- What alternatives currently exist to serve the users identified in this project?
- How much of the existing need is now being met?
- What is the availability of similar programs elsewhere in the community?
- Is the proposed Partnership activity consistent with Recreation's current priorities?

- Does the Partnership provide public benefit by increasing access to parks, facilities and/or Recreation programs?
- Does the Partnership meet the needs and interests of underserved or diverse populations?
- Does the Partnership engage populations that otherwise do not utilize Recreation programs and services?
- What are the overall benefits for both the City of Richmond and the Proposing Partners?

The Financial Aspect:

- What are the anticipated prices for participants?
- What resources are expected to come from Recreation?
- What is the plan to ensure the program will be funded in future years?
- How will the proposing partner offer programs at reasonable and competitive costs for participants?

Logistics:

- How much space do you need? What type of space?
- What is your proposed timeline?
- What are your projected hours of operations?
- What are your initial staffing projections?
- Are there any mutually beneficial cooperative marketing benefits?
- What is your organization's experience in providing this type of program?
- How will your organization meet Americans with Disabilities Act and EEO requirements?

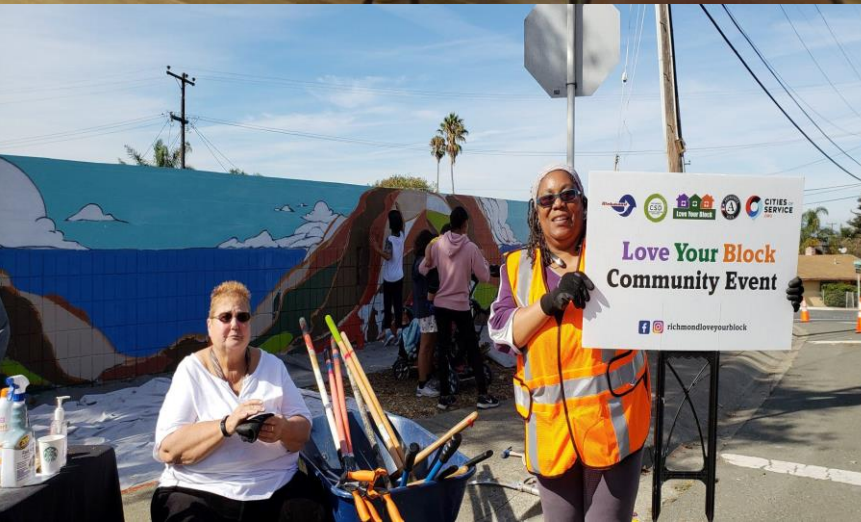
General:

- Does the Partnership increase Recreation's capacity to deliver or enhance the quality of existing programs or services?
- How can the proposing partner assure the City of Richmond long-term stability of the proposed partnership?

DRAFT FEE WAIVER POLICY AND PARTNERSHIP POLICY

Community Services Department

LaShonda White,
Interim Director for Library and Community Services
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Background

Background:

- Steward over facilities, parks, and funding for programs and services
- Charging fees is industry best practice
- Requests for fee waivers and partnership policies
- Need for formal policies and procedures

Purpose:

To provide a clear and equitable process:

- Fee waivers for events or temporary uses of city facilities and/or parks
- The development of partnership policies for longer-term collaborations

Process

Policy Development:

- Local jurisdiction examples
- Internal meetings
- Promising practices
- Aligned with the Council-approved Master Fee Schedule (MFS)

Process:

- Seeking feedback
- Return on April 26, 2022 with final policies and MFS corrected fees

Fee Waiver Discount Summary

FY 2016/17 - 2019/20 RECREATION FACILITY AND PARKS FEE WAIVER REPORT

FY2016/17 DISCOUNTS REPORT (NON-CNV CTR)	TOTAL RENTAL AMOUNT	TOTAL DISCOUNTS	TOTAL RECEIVED BY CSD-REC
FY2016/17 TOTALS	\$194,926.14	(\$116,786.53)	\$78,140.01

FY2017/18 DISCOUNTS REPORT (NON-CNV CTR)	TOTAL RENTAL AMOUNT	TOTAL DISCOUNTS	TOTAL RECEIVED BY CSD-REC
FY2017/18 GRAND TOTALS	\$208,168.69	(\$182,993.93)	\$25,174.76

FY2018/19 DISCOUNTS REPORT (NON-CNV CTR)	TOTAL RENTAL AMOUNT	TOTAL DISCOUNTS	TOTAL RECEIVED BY CSD-REC
FY2018/19 GRAND TOTALS	\$185,849.75	(\$129,554.62)	\$56,295.13

FY2019/20 DISCOUNTS REPORT (NON-CNV CTR)	TOTAL RENTAL AMOUNT	TOTAL DISCOUNTS	TOTAL RECEIVED BY CSD-REC
FY2019/20 GRAND TOTALS	\$50,542.80	(\$32,184.50)	\$18,382.00

GRAND TOTAL FY2016/17 - 2019/20	\$639,487.38	(\$461,519.58)	\$177,991.90
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FEE WAIVER POLICY

Fee Waiver Policy

Purpose: Establish fiscally responsible guidelines to equitably evaluate and consider fee waiver requests for one-time events or temporary uses of City facilities and parks

Use: Short-Term and Temporary Events

Categories:

- Intergovernmental Cooperation
- Non-profit Organization
- Official City of Richmond Partner
- City of Richmond Co-Sponsored Event

Definition:

“Fee waiver” is the granting of a reduction or dismissal of a required fee normally charged for the use of a facility or park

Fee Waiver Policy:

Eligible Uses

- Variety of events including sporting, cultural, general, and major community events
- Application fees, certain permit fees, and/or facility use/rental fees
- Organizations can receive up to \$3,000 in fee waivers within a 12- month period

Fee Waiver Policy:

Ineligible Uses

The following fees cannot be waived under this Policy:

- Staffing or labor costs
- Insurance
- Liquor license, food permits, and health permits
- City of Richmond business license fees
- Other fees as required by the City

The following projects and events are ineligible:

- Organizations based outside City of Richmond (unless the demonstrated benefits are primarily to the residents of Richmond)
- Activities primarily of a fundraising or charitable nature
- Events/activities not open to the public
- Political events
- Religious services
- Commercial events & corporate events
- Family or social gatherings
- Events that provide no community benefit
- Trainings that charge for participation
- Organizations who have failed to fulfill their obligations during previous events or programs
- Events at the Richmond Auditorium or the Richmond Aquatic Centers
- Conflicts with already planned City of Richmond community events

Fee Waiver: Application Schedule

<u>Quarter</u>	<u>Event Start Month</u>	<u>Application Due</u>	<u>Approval/Denial Notification</u>
Quarter 1	January February March	October 1 st	November 1 st
Quarter 2	April May June	January 1 st	February 1 st
Quarter 3	July August September	April 1 st	May 1 st
Quarter 4	October November December	July 1 st	August 1 st

Fee Waiver Policy:

Proposed Application Components

- **Organization Information**
 - Contact information and organization type
- **Event Information**
 - event description and purpose
 - list of fees being charged
 - facility(ies) request
 - projected attendance
 - promotion and outreach plans
 - collaborating organizations
- **Fee Waiver Request**
 - Benefit to Richmond community,
 - Need for fee waiver

Fee Waiver Policy: Criteria

- Organization structure and experience
- Application completeness and compliance
- Event or program design and community benefit
- Required resources and budget

Fee Waiver Policy:

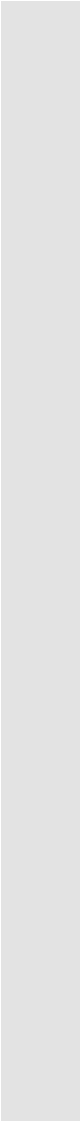
Procedures

- 
- Review and complete fee waiver application and Facility Reservation permit
 - Submit application and required documents
 - Applications reviewed by Internal City Panel
 - Recommendations by Deputy Director and final decision by Director
 - Additional required documents
 - Final report
 - Failure to abide by rules = no waivers for 12 months

Fee Waiver Policy: Feedback

Comments, Questions, Concerns, Recommendations:

- Purpose of the policy
- Eligibility
- Eligible and ineligible uses
- Procedures
- Acknowledgements
- Criteria
- Schedule
- Proposed application components



PARTNERSHIP POLICY

Partnership Policy

Purpose: Establish policies, guidelines, and procedures that govern how partnerships between the Recreation and external entities are evaluated, created, and managed.

Use: Longer-term use of City facilities or parks

Partnership Policy: Categories

- Individuals
- Businesses or corporations
- Social service or community organizations
- Non-profit organizations
- Volunteer/neighborhood organizations
(including 'friends of' groups)
- Districts and Quasi-governmental entities
- Governmental entities
- Public School Districts

Partnership Policy:

Required Conditions

- Align with Recreation's mission, values, and goals
- Comply with all applicable policies
- Have the necessary competency, resources, or license(s) to engage in the proposed activity.
- Submit required documents
- Meet all applicable Recreation maintenance standards and construction requirements
- Provide programs that compliment City programming efforts and are not in direct competition
- Demonstrate the activity provides a community benefit
- Serving the Richmond residents
- Do not deny participants due to their inability to pay
- Proof of performing background screenings of coaches and administrators
- No significant impact on the facilities or department activities or that the impacts are adequately offset by the public benefit
- Meet insurance coverage requirements

Partnership Policy:

Partner Expectations

- Funding for programs or projects
- Provide in-kind services and goods
- Park and/or facility operational support, maintenance and improvements
- Conduct at least one (1) quarterly clean-up of utilized spaces encouraging participant and community participation
- Keep all areas clean and free of debris after every scheduled use
- Tabling at City events
- Volunteer time
- Help the City activate and promote ownership spaces
- Programs at reduced or no cost to constituents
- Fulfill the City's fingerprinting and TB testing requirement
- As required, provide the City's requirement for proof of vaccination

Partnership Policy: Process

- Notification
 - Annual Request for Partners
 - BidsOnline System
- Preliminary proposal
 - Proposed Partnership Outline or Agreement Template
- Review
 - Internal and External Discussions
- Planning
 - Agreement Development
- Cost Evaluation

Partnership Policy:

Draft Application

- I. Description of Proposing Organization
- II. Summary of Proposal
- III. Benefits to the Partnering Organization
- IV. Benefits to the City of Richmond Recreation Division
 - a. Guiding questions
 - b. Financial aspect
 - c. Logistics
 - d. General

Partnership Policy: Feedback

Comments, Questions, Concerns, Recommendations:

- Purpose of the policy
- Background
- Partnership purpose
- Partnership categories
- Required conditions
- Partner expectations
- Costs for Approval Process
- Definitions
- Application

Next Steps

- City Council feedback
- Discussions with City departments
- Expansion to include non-Recreation departments and waivers of other fees
- Recreation and Parks Commission
- Final Adoption – April 26, 2022