



DATE: June 25, 2019

TO: Mayor and City Council

FROM: Director of Maintenance Services; Director of Library Services

SUBJECT: Approve a Resolution Updating the FY 2020 Master Fee Schedule with New Fees and Charges in the Maintenance Services Section Related to Facility Rentals in City Hall and the 21st Century Library and Learning Center and Accept the Proposed Changes to the Maintenance Services Section of the FY 2020 Master Fee Schedule

RECOMMENDATION

That Council approves a Resolution (Attachment II) updating the FY 2020 Master Fee Schedule with new fees and charges in the Maintenance Services section related to facility rentals in City Hall and the 21st Century Library and Learning Center and accepts the proposed changes to the Maintenance Services Section of the FY 2020 Master Fee Schedule (Attachment III).

SUMMARY

Staff is presenting Council with necessary updates and changes to the Maintenance Services section of the Master Fee Schedule (MFS) previously accepted as part of the FY2020 MFS updates in March of 2019. These changes and updates have been made as part of a city-wide facility rental process evaluation and a cost comparison with neighboring jurisdictions.

The proposed fee schedule would replace the existing Maintenance Services section of City's MFS, consolidating the first two sections ("A. Hayward City Hall Rental" and "B. 21st Century Library Meeting Room Fees") into one section ("A. Facility Rentals"). The fees associated with Street Maintenance were not changed as part of the facility rental process evaluation.

Staff requests that Council accept the proposed changes to the Maintenance Services Section of the FY 2020 Master Fee Schedule. Approved fee schedule changes would become effective September 1, 2019.

BACKGROUND

When the 21st Century Library and Learning Center (Library) opens to the public, spaces on the 2nd and 3rd floors will become available for patron use. While the 3rd floor study rooms will be available on a first-come first-serve basis, the meeting spaces on the 2nd floor will be available for reservation and will have costs associated with their rental.

When the library was still in construction, staff developed pricing for the library meeting

rooms which included the Large Room, half of the Large Room, the Medium Room, the Conference Room, and the Warming Kitchen. The original pricing had seven (7) user groups with different prices for each. These prices were included in the Maintenance Services Fee Schedule for FY 2019.

As staff finalized the Library operational plans, the available rental rooms changed as follows: The Large Room was renamed the Fremont Bank Foundation Room (with halves titled Room A and Room B), the Medium Room was renamed Room C, the Conference Room became an office no longer available for reservations, and the Warming Kitchen was designated as the Staging Area because it did not contain the commercial-grade equipment necessary for a public-use kitchen.

Additionally, staff compared the fees to neighboring jurisdictions to ensure appropriate price-points and user groups were established and a cost comparison was completed to include other City event spaces and meeting rooms for the new 2nd-floor library rooms, the existing City Hall event spaces, and the Legacy Room at the Weekes Library Branch to ensure consistency in pricing.

In the research phase, staff spoke to representatives from Alameda County, the City of Dublin, East Bay Regional Parks, the City of Fremont, Hayward Area Recreation District (HARD), the City of Lafayette, the City of Livermore, the City of Newark, the City of Oakland, the City of San Leandro, the City of San Mateo, the City of Tracy, and the City of Walnut Creek, to get details on their facilities, pricing structures, and systems used to manage facility booking. The jurisdictions with facilities closest in comparison to the City of Hayward's event spaces and library meeting rooms were the City of Dublin, the City of Lafayette, the City of Newark, the City of San Leandro, the City of San Mateo, and the City of Walnut Creek.

For greater accuracy in comparison, prices were evaluated at the per-person level, dividing the total rental rate by overall room capacity. Before setting rates for Hayward, these comparison prices were adjusted using income factors calculated from average income data (US Census American Fact Finder Data from 2017). These income factors helped correct for any pricing variation tied to average income of the local patrons, which varied greatly between the jurisdictions that were used in the comparison.

Rather than having seven (7) different user groups with different prices for each, the revised recommended pricing structure has two (2) main categories: personal use and organization use. The personal use category has pricing for Hayward residents ("residents") and non-Hayward residents ("non-residents"). The organization use category has pricing for non-profit organizations and for commercial organizations. The prices are listed as hourly rates, with daily max pricing and deposits (if required) and are included in the updated Facility Rentals section (Section A) of Attachment III – Proposed MFS Maintenance Services.

DISCUSSION

A complete and detailed listing of existing fees can be found via the Master Fee website link in Footnote 1 below.¹ The proposed fees are captured in Section A of Attachment III.

ECONOMIC IMPACT

Approval of the attached resolution is expected to have only minor economic impacts on the community.

STRATEGIC INITIATIVES

This is a routine operational item and does not relate to any of the three Council Strategic Initiatives.

FISCAL IMPACT

These fees are not subject to State Proposition 26 as they are for the rental of a City owned facility. While they are not subject to the same standard of cost recovery a user fee would be, the proposed fee schedule changes will be charged to offset staff time spent performing the various activities related to the rental of facilities.

PUBLIC CONTACT

A public notice was posted on the Public Notice board at City Hall on June 11, 2019 and distributed to the interested parties email group on Friday June 14, 2019. The public notice contained the meeting date, approximate time, location, and subject matter of this public hearing.

NEXT STEPS

Upon approval of the attached resolution, the Schedules will be updated, and the fees will be effective as of September 1, 2019, to allow for the required sixty-day notice period.

Prepared by: Liz Sanchez, Management Analyst II
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Recommended by: Todd Rullman, Maintenance Services Director
Jayanti Addleman, Library Services Director

Approved by:



Kelly McAdoo, City Manager

¹ **Master Fee Schedule** https://www.hayward-ca.gov/sites/default/files/Proposed%20FY%202020_Master_Fee.pdf