

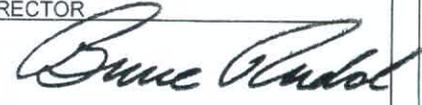
AGENDA ITEM NO. 11

COUNCIL MEETING 05/06/08

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER



May 6, 2008

**FROM:** RANDALL L. COOPER, Director  
Parks, Recreation & Community Services Department

**BY:** PAUL MELIKIAN, Administrative Manager  
Parks, Recreation & Community Services Department

**SUBJECT:** A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO ADOPTING THE 90<sup>th</sup> AMENDMENT TO THE ANNUAL APPROPRIATION RESOLUTION NO. 2007-214 TO APPROPRIATE \$120,000 IN THE PARKS, AFTER SCHOOL, RECREATION AND COMMUNITY SERVICES DEPARTMENT FOR COSTS RELATED TO OPERATION OF REGIONAL PARK TOLL BOOTHS

**KEY RESULT AREA** Resource Management

## RECOMMENDATIONS

Staff recommends that the City Council approve the attached resolution appropriating \$120,000 in the General Fund and Roeding Park Capital Improvement Fund to cover start-up and operational costs associated with the current contract with Ace Parking Management to operate Regional Park toll booths until June 30<sup>th</sup>, 2008. The requested appropriations are being funded from higher than anticipated regional park gate revenue.

## EXECUTIVE SUMMARY

In February 2008, Council approved an amendment to the City's contract with Ace Parking Management (Ace) to provide professional parking management services at City-owned regional parks; Roeding, Woodward, and the Regional Sports Complex. At the time of the approval, Staff did not know the exact timing of the implementation due to upgrades and construction of toll booths at the parks. Ace began taking over operation of the toll booths at the end of February, with a full implementation starting March 1<sup>st</sup>.

The use of Ace Parking Services for the operation of regional park tollbooths carries a higher cost to the City than in-house (Department) operations due to their monthly management fee, higher pay rate for tollbooth operators, and operational overhead. These costs are being offset by increases in gate revenue due to new amenities at the regional parks (drawing more visitors), more consistent collection schedule, and tighter financial controls in the tollbooths under Ace's management. Fiscal year to date, the Department has collected \$194,325 in additional gross revenue over last year at this time, which is sufficient to cover these costs.

Department staff has been working closely with Ace Parking Management to make the transition as smooth as possible, work out operational procedures, and implement collection schedules that are the most efficient use of resources.

### **KEY OBJECTIVE BALANCE**

The requested appropriations balance the Key Objectives. The contract with Ace Parking Management has led to overall higher Customer Satisfaction among park users. The contract also practices Financial Management in that the City is collecting higher year to date gate revenue than last year at this time. The enhanced revenue will give the Department additional resources to staff and maintain the current expansion of the City park system, which leads to Employee Satisfaction.

### **FISCAL IMPACT**

Approval of the additional appropriations will have no impact to the General Fund as the Department has collected higher than anticipated parking revenue at the three regional parks. Fiscal year to date, the gross revenue collected at all three parks was \$194,325 ahead of last year at this time.

Attachments:     AAR Amendment

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO ADOPTING THE 90<sup>th</sup> AMENDMENT TO THE ANNUAL APPROPRIATION RESOLUTION NO. 2007-214 APPROPRIATING \$120,000 IN THE PARKS, AFTER SCHOOL, RECREATION AND COMMUNITY SERVICES DEPARTMENT FOR COSTS RELATED TO OPERATION OF REGIONAL PARK TOLL BOOTHS

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT PART III of the Annual Appropriation Resolution No. 2007-214 be and is hereby amended as follows:

	<u>Increase/(Decrease)</u>
TO: PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT	
General Fund	\$ 70,000
Roeding Park Capital	50,000

THAT account titles and numbers requiring adjustment by this Resolution are as follows:

General Fund

Revenues:

Account: <b>34304</b> Gate Fees	<u>\$ 70,000</u>
Fund: <b>10101</b>	
Org Unit: <b>170504</b>	

Total Revenues	<u>\$ 70,000</u>
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Appropriations:

Account: <b>53402</b> Specialized Services/Tech	<u>\$ 70,000</u>
Fund: <b>10101</b>	
Org Unit: <b>170504</b>	
KRA: <b>0401001000</b>	

Total Appropriations	<u>\$ 70,000</u>
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Roeding Park Capital

Revenues:

Account: **34304** Gate Fees  
Fund: **44504**  
Org Unit: **179901**

\$ 50,000

Total Revenues

\$ 50,000

Appropriations:

Account: **53402** Specialized Services/Tech  
Fund: **44504**  
Org Unit: **179901**  
Project ID: **PC00003**  
KRA: **0103011000**

\$ 50,000

Total Appropriations

\$ 50,000

THAT the purpose is to appropriate \$120,000 in the Parks, After School, Recreation and Community Services Department for costs related to operation of regional park toll booths.

**CLERK'S CERTIFICATION**

STATE OF CALIFORNIA }  
COUNTY OF FRESNO } ss.  
CITY OF FRESNO }

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the \_\_\_\_\_ Day of \_\_\_\_\_, 2008

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

Mayor Approval: \_\_\_\_\_, 2008  
Mayor Approval/No Return: \_\_\_\_\_, 2008  
Mayor Veto: \_\_\_\_\_, 2008  
Council Override Veto: \_\_\_\_\_, 2008

REBECCA E. KLISCH  
City Clerk

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