



Legislation Details (With Text)

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Title: APPROVAL TO IMPLEMENT AN ANNUAL SKATE
PARK MEMBERSHIP PROGRAM AND RESOLUTION
ESTABLISHING AN ANNUAL SKATE PARK MEMBERSHIP
FEE AND MEMBERSHIP CARD REPLACEMENT FEE
(Community Resources Manager Kelly Orta)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Resolution 19-xxx Establishing a Skate Park Membership Fee & Membership Card Replacement Fee

Date	Ver.	Action By	Action	Result
1/22/2019	1	City Council		

**Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of January 22, 2019**

**APPROVAL TO IMPLEMENT AN ANNUAL SKATE
PARK MEMBERSHIP PROGRAM AND RESOLUTION
ESTABLISHING AN ANNUAL SKATE PARK MEMBERSHIP
FEE AND MEMBERSHIP CARD REPLACEMENT FEE
(Community Resources Manager Kelly Orta)**

Recommended Action:

Staff recommends that the City Council:

1. Approve the implementation of an annual Skate Park Membership program; and
2. Adopt Resolution No. 19-XXXX establishing an annual Skate Park Membership fee and a Skate Park Membership Card Replacement fee.

Executive Summary:

The City of Hermosa Beach has maintained the skate park facility, formerly the site of two municipal tennis courts adjacent to the Hermosa Beach Community Center, since 1999. It was one of the first skate parks to open in Southern California. Currently, users of the Skate Park are required to sign a daily liability waiver prior to entering; signature from a parent or guardian is required for minors. Due to several instances of minors arriving at the park unattended and without a parent or guardian to sign the liability waivers, the children were unable to utilize the park. Following a request by the Parks, Recreation and Community Resources Advisory Commission (Commission) as well as an

interest from staff to find an effective solution, staff researched its current recreation software and found an option for creating a membership program specific to the Skate Park, eliminating the necessity of the daily parent or guardian signature for all users. Staff recommends that through the purchase of minimal equipment, the City Council approve implementation of the Skate Park membership program and approve the resolution establishing an annual membership fee and a membership card replacement fee for users of the Skate Park that elect to utilize the membership program.

Background:

In 2018, the Community Resources Commission held a series of meetings where the use of scooters in the Skate Park was discussed; scooters were not permitted in the park at that time. As a result of these deliberations, several Skate Park use policies were discussed, including the City's daily requirement for an authorized adult to sign the release waiver for any minor utilizing the park. This policy has prohibited some minors from using the park in cases where their parents or guardians dropped them off without knowing they would be unable to skate without the parent or guardian's signature. In response, the Commission directed staff to review this policy and determine if there was a more efficient way for minors that may not have their parent or guardian present to use the Skate Park.

Analysis:

The Skate Park is a staff-monitored facility that is open various hours, as outlined in Table 1:

Table 1: Skate Park Hours

Monday- Friday	3:00– 7:00pm
Saturday & Sunday	12:00– 7:00pm
Holidays and Hermosa Beach City School District (HBCSD) Vacation Days	12:00– 7:00pm

Although the Skate Park is monitored, the monitors are not charged with keeping custody of the users. Parents or guardians, aware that staff are present, often leave minors unattended, resulting in many children unable to utilize the park without a parent or guardian signature on the liability waiver.

Liability Waivers

In July 2013, the City began requiring the use of waivers for all those utilizing the park due to liability concerns from having the presence of a Staff monitor. Out of an abundance of caution, the City implemented the current liability waiver requirements, which require a parent or guardian to complete the forms on behalf of all minors. Initially, these forms were valid for one year, but staff was unaware of the high volume that would be collected. Quickly, it became clear that staff was unable to efficiently maintain the forms for quick reference on a daily basis. Additionally, park users were often frustrated by the amount of time it took for verification that valid forms were on file. Therefore, staff implemented a streamlined approach that requires the daily signature on a sign-in form, affirming

their knowledge of potential for injury and the waiver language. Parents or guardians are required to sign for minors. This process is still in practice today.

Membership Program

In an effort to further streamline the entry process into the Skate Park while also being mindful of the requirements for valid liability waivers, staff began researching alternative methods that could be easily applied and accommodate environmental limitations of the Skate Park. Staff discovered that by utilizing the existing recreation software, Active.NET, staff could implement a membership program, requiring signature on liability waiver forms on an annual basis. Additional software would not be required for purchase although additional equipment would be necessary, as further outlined. While the parent or guardian would be required to be present at the initial visit for the creation of a minor's membership, the parent or guardian would not be required at subsequent visits within one year from date of purchase. The execution of the release would be tied to the annual payment of the membership fee. At the time the membership is created, staff would print membership cards unique to each park user including their picture and membership expiration date. The user can then present this card to the park monitor upon arrival at the park to be allowed to enter.

A Skate Park Membership will not be required for use of the park. While it will be available to everyone, there will still remain the option for daily signatures on the liability waivers. Memberships would be available for purchase during regular office hours, Monday - Thursday from 7:00am - 6:00pm. Since there is staff time associated with the creation of each membership account and associated membership cards, staff recommends a \$10 membership fee for cost recovery efforts, charged to the Skate Park user. Additionally, staff recommends a \$5 membership card reprinting fee in cases where the card is lost or stolen. Records of valid memberships will be available in the Community Center office where users can receive a paper printout, obviating the need to reprint cards.

Equipment

Minimal equipment and training would be necessary to implement this membership program. As previously discussed, the utilization of existing software allows staff the luxury of having prior knowledge of the program to navigate it with ease and very little training. Supplemental equipment, procured through Active.NET and required for implementation of this membership program, includes the card printer, ink, blank cards, and a camera, totaling \$1,673.10. This equipment is compatible with current office computers and existing software.

General Plan Consistency:

This report and associated recommendations have been evaluated for their consistency with the City's General Plan. Relevant policies are listed below:

- Parks and Open Space Goal 1. First class, well maintained, and safe recreational facilities, parks and open spaces.
 - *1.5 - Evaluate community needs.* Conduct a periodic review of community park needs and interests to inform maintenance and investment priorities.

Fiscal Impact:

The necessary equipment to launch this membership program totals \$1,673.10. Funds are available in the Community Resources Department's Contract Services account as a result of a cancelled excursion and other activities due to low registration. The purpose of the recommended fees is for cost recovery efforts including both staff time as well as the procurement and ongoing maintenance of the required equipment. Therefore, the City does not anticipate this to be a large revenue source. Anticipated revenues are difficult to estimate since this membership would not be required for all park users. While staff maintains daily park use numbers, it is challenging to determine how many users are returning each day versus those that may opt out of the membership.

Attachments:

1. Resolution 19-xxx Establishing a Skate Park Membership Fee & Membership Card Replacement Fee

Respectfully Submitted by: Kelly Orta, Community Resources Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Legal Review: Mike Jenkins, City Attorney

Approved: Suja Lowenthal, City Manager