

# City of Sandy

# Agenda

Parks & Trails Advisory Board Meeting

Meeting Location: Sandy Community Center: 38348 Pioneer Blvd.

Meeting Date: Wednesday, April

12, 2023 Meeting Time: 6:00 PM

Page

# 1. MEETING FORMAT NOTICE

This meeting will be conducted in a hybrid in-person / online format. The Parks Board will be present in-person and via zoom. Members of the public are welcome to attend in-person as well. Members of the public also have the choice to view and participate in the meeting online via Zoom.

<u>To attend the meeting in-person</u> Come to Sandy Community/Senior Center 38348 Pioneer Blvd. Sandy, OR 97055

To attend the meeting online via Zoom

https://us02web.zoom.us/j/86840751408?pwd=M1FWN1FGMHVwRHEydU5KSndhcWlXZz09

Meeting ID: 868 4075 1408

Passcode: 990617

Please also note the public comment signup process below.

# 2. ROLL CALL

# 3. CONSENT AGENDA

# 3.1. Meeting Minutes

3 - 141

Parks & Trails Advisory Board - 08 Mar 2023 - Minutes - Pdf

# 4. PUBLIC COMMENT

The Parks & Trails Advisory Board welcomes your comments at this time.

The Board Chair will call on each person when it is their turn to speak for up to three minutes.

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# 6. OLD BUSINESS

6.1. Cost Recovery Update

142 - 154

<u>Staff Report (Financial Sustainability Plan).docx</u>
<u>Attachment A: OR PARD Financial Sustainability Policy DRAFT 3-30-2023.docx</u>

# 7. NEW BUSINESS

- 7.1. Summer Meeting Schedule
  - 8. STAFF UPDATES
  - 9. ADJOURN



# MINUTES Parks & Trails Advisory Board Meeting Wednesday, March 8, 2023 Virtual 7:00 PM

**BOARD MEMBERS PRESENT:** Don Robertson, Board Member, David Breames, Board Member, Will Toogood, Board

Member, Alexandria Gale, Board Member, Upekala Wijayratne, Board Member, Ryan

Aultman, Board Member, and Kimberly Seigel, Board Member

**BOARD MEMBERS ABSENT:** 

STAFF PRESENT: Rochelle Anderholm-Parsch, Parks and Recreation Director and Laurie Smallwood,

**Council President** 

# **MEDIA PRESENT:**

### 1. Roll Call

Staff Present:

Tiana Rundell, Parks & Facilities Manager Chelsea Jarvis, Executive Assistant

Guest presenters:

Kurt Lango, Lango Hansen Landscape Architects Brian Martin, Lango Hansen Landscape Architects Maddie Ferson, American Ramp Company

# 2. MEETING FORMAT NOTICE

This meeting will be conducted via Zoom. The Parks & Trails Advisory Board will be present via zoom and members of the public are welcome to attend via zoom.

To attend the meeting online via Zoom

https://us02web.zoom.us/j/86840751408?pwd=M1FWN1FGMHVwRHEydU5KSndhcWIXZz09

Meeting ID: 868 4075 1408

Passcode: 990617

Parks & Trails Advisory Board March 8, 2023

Please also note the public comment process below.

# 3. Consent Agenda

# 3.1. Meeting Minutes

5 - 118

Motion to approve meeting minutes

Moved by Will Toogood Seconded by Ryan Aultman

Passed 5-0

Parks & Trails Advisory Board - 08 Feb 2023 - Minutes - Pdf

# 4. Changes to the Agenda

#### 5. Public Comment

The Parks & Trails Advisory Board welcomes your comments at this time.

The Board Chair will call on each person when it is their turn to speak for up to three minutes.

#### 6. Old Business

# 6.1. Community Campus Park Improvement

119 - 136

The Parks Board will receive an update from Lango Hansen Landscape Architects and American Ramp Company (ARC). Lango Hansen and ARC will provide a debrief of the second open house, feedback gleaned from the focus groups, and input regarding the three concepts, and results of the second online survey.

Rochelle gives a brief overview of the project to date.

Kurt presents the 3 park concepts and also shows a PowerPoint of the survey results. Per the survey results, The Meander Concept was the preferred concept in many categories such as overall design, skate park, pump track, parking lot, playground, and walking path. Expansion options were also presented.

Discussion ensued about the square footage of each amenity, switchbacks, and keeping the skatepark from consuming the park. Multiple board members liked the Meander design. A few concerns were voiced such as bathroom proximity to the playground and blind corners for mowing purposes.

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### **PUBLIC COMMENT:**

Scott Minton Introduces the Skates of Sandy. Explains that a 13,000 square foot skate park is a great improvement but that he's also excited for future expansion opportunities- they want as large of a skatepark as possible. He also spoke on it being inclusive, and open to all ages and abilities.

Mike Kays shared that the larger the skatepark is, the better. He also wants to make sure that it's beginner to advanced.

#### CHAT:

Note: This meeting was conducted over Zoom which allowed the participants to use the "chat function". A copy of the chat is attached.

meeting chat

2023.03.08 PTAB full presentation

#### 7. New Business

7.1. Letter of support for the park project and letter of support of resolution to 137 - 139 apply for grant

Rochelle gives an overview of the letters of support.

Motion for Parks Board to sign two letters- the first letter is a letter of support regarding the park project and the second letter is encouraging council to approve the resolution to apply for the grant.

Moved by Upekala Wijayratne Seconded by David Breames

# Passed 7-0

Resolution 2023-08 - TO APPLY FOR A LOCAL GOVERMENT GRANT FROM THE OREGON PARKS AND RECREATION DEPARTMENT FOR THE COMMUNITY CAMPUS PARK DEVELOPMENT PROJECT
Parks & Trails Board Letter of Support

7.2. Discarded fishing line, hooks, and tackle concerns at Sandy River Park

Tiana gives background. She explains that they did go down the Sandy River Trail to assess the situation and picked up trash while they were down there. The plan is to install a leave no trace sign and install a receptacle for fishing line and hooks.

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Parks & Trails Advisory Board March 8, 2023

Discussion ensues on property boundaries, if signage actually works as a deterrent, and if there an option to have a receptacle streamside. Appreciation was shown for the effort and quick turn around of this concern.

# 7.3. Poll results of Parks & Trails Advisory Board meeting start time

Rochelle gives an over of poll results.

Starting in April, we will try and start time of 6:00pm and see if that continues to work for the board.

# 8. STAFF UPDATES

Rochelle's Updates:

OTSD's response to the Parks Board letter about Pickleball courts. SDC'S/Fee in Lieu will be revisited- tentatively scheduled to go to Council 3/20

Tiana's Updates:

Snow/Tree removal

Restrooms have been painted at Meinig Park

Parks will be getting an intern 1 day a week thanks to help from Ant Farm

# 9. Adjourn

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# MINUTES Parks & Trails Advisory Board Meeting Wednesday, February 8, 2023 Sandy City Hall 7:00 PM

BOARD MEMBERS PRESENT: Don Robertson, Board Member, David Breames, Board Member, Will Toogood, Board

Member, Ryan Aultman, Board Member, and Kimberly Seigel, Board Member

**BOARD MEMBERS ABSENT:** Alexandria Gale, Board Member and Upekala Wijayratne, Board Member

**STAFF PRESENT:** Rochelle Anderholm-Parsch, Parks and Recreation Director

**MEDIA PRESENT:** 

#### 1. MEETING FORMAT NOTICE

Topic: Parks & Trails Advisory Board- Hybrid

Time: Feb 8, 2023 07:00 PM Pacific Time (US and Canada)

This meeting will take place in the City Hall Council Chambers- 39250 Pioneer Blvd. Sandy, OR 97055.

OR you can join virtually using the link below:

Join Zoom Meeting

https://us02web.zoom.us/j/86840751408?pwd=M1FWN1FGMHVwRHEydU5KSndhcWIXZz09

Meeting ID: 868 4075 1408

Passcode: 990617

# 2. Roll Call

Staff Present:

John Wallace, Center Manager

Tiana Rundell, Parks & Facilities Manager Chelsea Jarvis, Executive Assistant

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Parks & Trails Advisory Board February 8, 2023

#### **Guest Presenters:**

Kurt Lango, Lango Hansen Landscape Architects Brian Martin, Lango Hansen Landscape Architects Maddie Ferson, American Ramp Company

# 3. Changes to the Agenda

#### 4. Public Comment

# 5. Consent Agenda

5.1. Meeting Minutes

5 - 83

Motion to approve meeting minutes Moved by Ryan Aultman Seconded by Will Toogood (Passed 4-0)

Parks & Trails Advisory Board - 11 Jan 2023 - Minutes - Pdf

#### 6. New Business

# 6.1. Community Campus Park Development Plan Update # 2

84 - 114

Kurt with Lango Hansen gives an update on the project particularly talking about the open house and the survey results. A PowerPoint presentation is shown.

A question is asked about the survey format.

Maddie with American Ramp Company speaks on the pump track/skate park portion in regards to the open house and the survey results.

Kurt goes over the upcoming schedule and the focus groups. Rochelle adds that 2 separate mailers have been sent to the neighbors closest to the park about the project and how to get involved.

Kurt gives a brief site analysis. Pre-app is set for March 9th.

Discussion ensues on Scenic street improvement needed, utilities, parking outside the UGB, noise abatement and complaints, lighting for after hours use,

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Parks & Trails Advisory Board February 8, 2023

parking, entrance and exit locations, additional handicap access off Scenic street, using the upper area for parking, and number of parking spots per acre. 2023.02.08 SCP PTAB Powerpoint #2 sm

# 6.2. Park Naming Policy Review

Rochelle introduces why we're looking at creating a park naming policy.

Suggested changes to the draft policy include an option to rename a park if it's determined the person it's named after conducted a severe crime, removing or changing the word "permanently", and clarification on if the person the park will be named after needs to be deceased or alive.

Discussion also included name carry overs and the use of corporate names.

Appreciation was expressed that this policy is being created and that it will be in place for when it's needed. One board member liked that community input was included as part of the policy.

Motion to accept edits to the policy. Moved by Will Toogood Seconded by Ryan Aultman (Passed 5-0)

# 7. Old Business

#### 8. STAFF UPDATES

Rochelle's Updates:

Department Goals, rentals, cost recovery, tourism, Community Campus, Deer point, and Sandy Bluff.

Tiana's Updates:

Bay clean up, pesticide training, winter clean up, playgrounds, Lake Oswego visit, and Meinig bathroom updates.

John's Updates:

Instructional league, teen silent disco sponsorships and donations, community engagement for community garden and movies in the park, summer planning, senior services, respite program returning, and the kitchen grant funds will be here soon.

**Board Notes:** 

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Parks & Trails Advisory Board February 8, 2023

Will Toogood commented on the need of a trash receptacle/signage on the Sandy River Trail- this item will be added to a future agenda item.

Don Robertson, Board Chair, provided a few updates: 1. Staff will be sending out an informal poll on the start time of the Parks & Trails Advisory Board Meetings. 2. A letter to the Oregon Trail School District in regards to Pickleball has been drafted and has been sent to City Administration for approval before it's sent to the school district. 3. Don mentioned that Tualatin has 2 tennis courts which houses 3 pickleball courts each and their skate park has lights that are on an hour timer button.

# 9. Adjourn

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# MINUTES Parks & Trails Advisory Board Meeting Wednesday, January 11, 2023 Sandy Community Center: 38348 Pioneer Blvd. 7:00 PM

BOARD MEMBERS PRESENT: Don Robertson, Board Member, David Breames, Board Member, Will Toogood, Board

Member, Upekala Wijayratne, Board Member, and Ryan Aultman, Board Member

**BOARD MEMBERS ABSENT:** Alexandria Gale, Board Member and Kimberly Seigel, Board Member

**STAFF PRESENT:** Rochelle Anderholm-Parsch, Parks and Recreation Director and Laurie Smallwood,

**Council President** 

#### MEDIA PRESENT:

# 1. MEETING FORMAT NOTICE

Topic: Parks & Trails Advisory Board- Hybrid

Time: Jan 11, 2023 07:00 PM Pacific Time (US and Canada)

Every month on the Second Wed

Join Zoom Meeting

Meeting ID: 868 4075 1408

Passcode: 990617

#### 2. Roll Call

Staff Present:

Tiana Rundell, Parks and Facilities Manager John Wallace, Recreation and Senior Services Manager

Chelsea Jarvis, Executive Assistant

Guest Presenter:

Brian Martin, Lango Hansen Landscape Architects

# 3. Public Comment

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Parks & Trails Advisory Board January 11, 2023

 Kathleen Walker- Expressed excitement at the opportunity to find properties for sports fields.

### 4. Consent Agenda

4.1. Meeting Minutes

5 - 78

Motion to approve meeting minutes.

Moved by Will Toogood Seconded by Ryan Aultman

#### Carried 4-0

<u>Parks & Trails Advisory Board - 12 Oct 2022 - Minutes - Pdf</u> <u>City Council / Parks Board Work Session - 14 Dec 2022 - Minutes - Pdf</u>

#### 5. Changes to the Agenda

#### 6. New Business

6.1. Community Campus Park Improvement

Rochelle Gives an update on the Community Campus park project. A request for proposals was put back out late October for the Park portion only. 4 proposals were received. 3 firms were interviewed. A notice to proceed was issued to Lango Hansen Landscape Architects.

American Ramp Company was also awarded a design contract for the skatepark/pump track.

Brian Martin, with Lango Hansen, gives an overview/update on the project highlighting the robust public engagement over the next 3 months.

Brian shares a PowerPoint presentation.

Discussion ensues on the funding, grant, track removal, the need for a park in that quadrant of the city, an older kids playground, inclusive play structures, being a tourism draw, robustness of timeline and open houses.

Maddie from American Ramp Company provided context on their involvement in the project and public engagement process.

6.2. Pickleball: Presentation and Discussion

79

Rochelle does a PowerPoint presentation on Pickleball.

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Parks & Trails Advisory Board January 11, 2023

Discussion ensues about experience using the existing courts, a new indoor court option (We Are Rec), not enough outdoor opportunities to play, cost, quantity of courts, and adequate parking.

#### Pickleball Public Comments:

- Lois Wiseman- Expressed interest in using the high school's tennis courts on a short term basis so there would be no need to resurface.
- Bernie Andreotti- Expressed that the high school has great parking and could be a great temporary solution.
- Bob Adams- Expressed that a new park or court is still 2-4 years out and a solutions needs to be found for the interim.
- Charlene Fine- wants to know how to keep the partnership with the school working. Expressed frustration with paying fees and taxes and still having issues accessing the pickleball courts. Agrees that she thinks the high school tennis courts could be an option.
- Vickie Adams- Thinks that designated size courts that are lined off would be ideal.
- Kathleen Walker- Does not like the idea of converting basketball courts.

Letter to Park Board re Pickleball Courts from Kathleen Walker

# 7. Old Business

7.1. Integrated Pest Management Update

Tiana gives a final update on Integrated Pest Management Policy. This is an operational policy and will be reviewed annually.

Motion to approve the use of the operational Parks & Recreation Integrated Pest Management Policy.

Moved by Upekala Wijayratne Seconded by Ryan Aultman

Carried 5-0

# 8. STAFF UPDATES

Rochelle's Updates:

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Parks & Trails Advisory Board January 11, 2023

The path from the Community Campus down to the Sandy River Park has been flagged and progress is being made.

Cost recovery is moving along. Thanks to the Parks Board for participating in the joint work session with the council.

#### John's Updates:

Caroleana is our new Client Services Coordinator. She has already tackled Medicaid vouchers and is working on getting our respite program restarted.

Amy is our new Recreation Coordinator.

Congregate meals are in the works- we're working to partner with Ant Farm to provide meals.

Tabling events for the new park are underway and Amy will be assisting with these.

Winter recreation guide is out and going strong.

Mountain Storm is underway.

 $\label{thm:continuous} \mbox{Holiday lights at Meinig was a success-we're looking forward to making it a long term event.}$ 

#### Tiana's Updates:

Lots time spent at Meinig for the lights- however it was a great event to be apart of.

Storm response was big with the recent ice storm and wind storm - they provided assistance with the ice storm.

The lights at Meinig were taken down and no vandalism occurred.

A truck to supplement their vehicle fleet was purchased.

#### 9. Adjourn

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#### MINUTES Parks & Trails Advisory Board Meeting Wednesday, October 12, 2022 Sandy Community Center: 38348 Pioneer Blvd.

BOARD MEMBERS PRESENT: David Breames, Board Member, Will Toogood, Board Member, Alexandria Gale, Board Member, Upekala Wijayratne, Board Member, Ryan Aultman, Board Member, and

Kimberly Seigel, Board Member

BOARD MEMBERS ABSENT: Don Robertson, Board Member

STAFF PRESENT: Rochelle Anderholm-Parsch, Parks and Recreation Director and Laurie Smallwood,

Councilor

### MEDIA PRESENT:

#### MEETING FORMAT NOTICE

Topic: PTAB Meeting / Hybrid / 2nd Wed. of the Month Time: Oct 12, 2022 07:00 PM Pacific Time (US and Canada)

https://us02web.zoom.us/j/88642522802?pwd=a0Q1d1FIWXBsMEZ4V2RoWUVVMm5UQT09

Meeting ID: 886 4252 2802 Passcode: 789855

### **Roll Call**

Staff Present: John Wallace, Center Manager Tiana Rundell, Parks/Facilities Manager Chelsea Jarvis, Executive Assistant

#### **Public Comment**

#### **Consent Agenda**

4.1. Meeting Minutes

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4 - 70

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Parks & Trails Advisory Board October 12, 2022

Motion to Approve Meeting Minutes Moved by Will Toogood Seconded by Ryan Aultman Carried 5-0

Parks & Trails Advisory Board - 13 Jul 2022 - Minutes - Pdf Parks & Trails Advisory Board - 24 Aug 2022 - Minutes - Pdf Parks & Trails Advisory Board - 14 Sep 2022 - Minutes - Pdf

#### 5. Changes to the Agenda

#### New Business

6.1. IPM Presentation

Rochelle gives background on Tiana's background in Pest Management. The purpose of the tonight's meeting is to get a few board members to be a part of a focus group.

Tiana gives her presentation.

Upekala, Kim, and Ryan agree to be part of the focus group.

#### 7. Old Business

# 8. STAFF UPDATES

John's Updates:

The department is hiring/interviewing for the open client services position.

Recreation is close to being fully staffed.

 $Mountain\ storm\ basketball\ is\ back.$ 

Winter recreation guide is under way.

The Holiday Lights at Meinig lighting contract has been signed. There are 5 special events planned.

Rochelle, John, and Tiana are attending the ORPA conference.

Tiana's Updates:

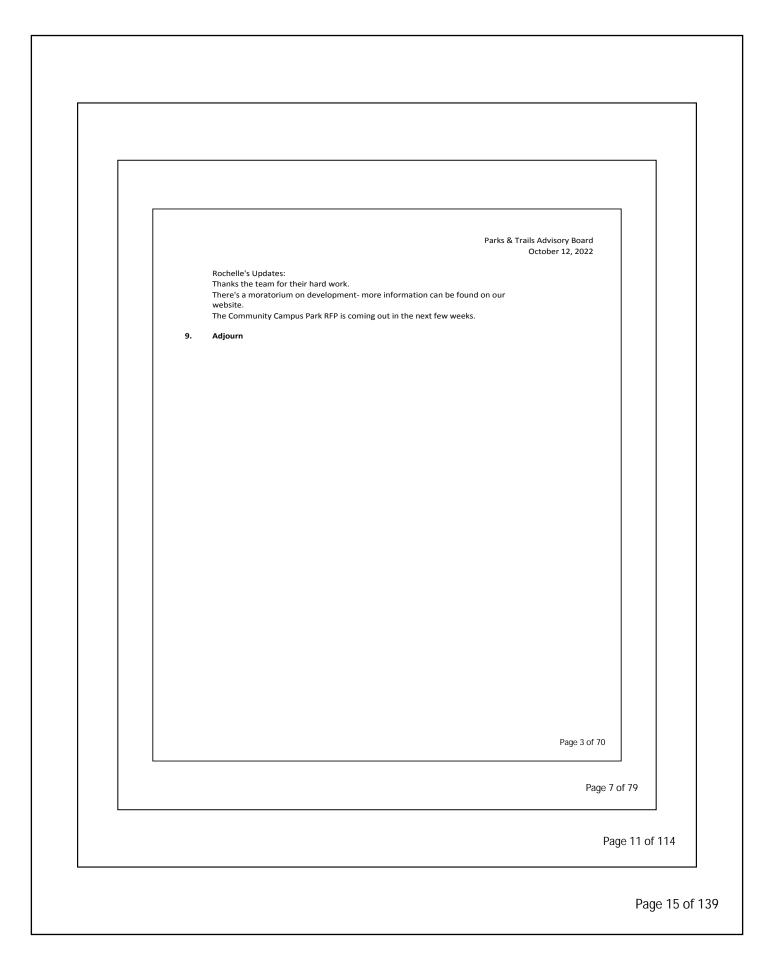
Brandon Shaffer is the new hire to Parks & Facilities. Heaters have been installed in the Meinig Park bathrooms. Salmon Estates Park playground is getting some repairs.

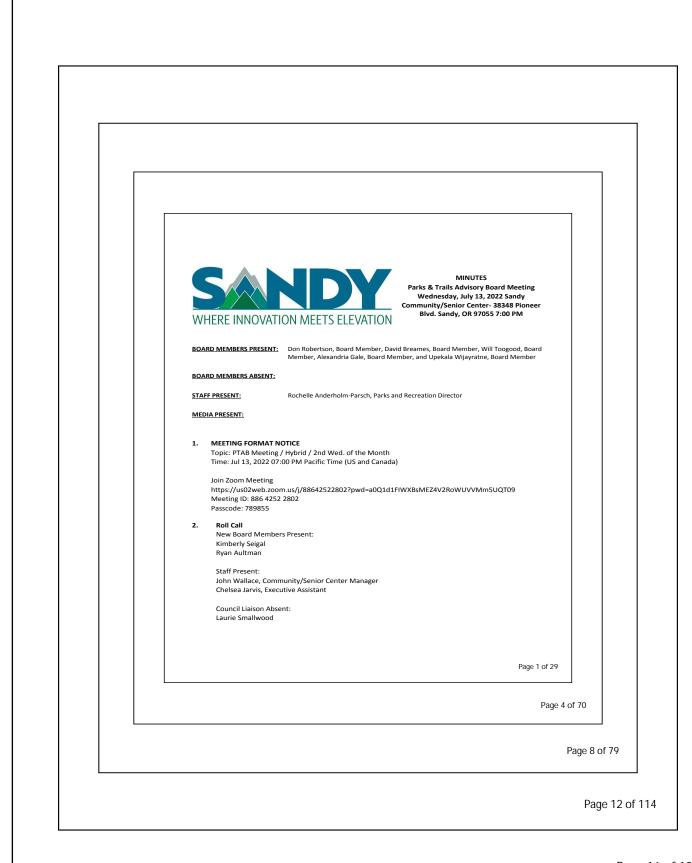
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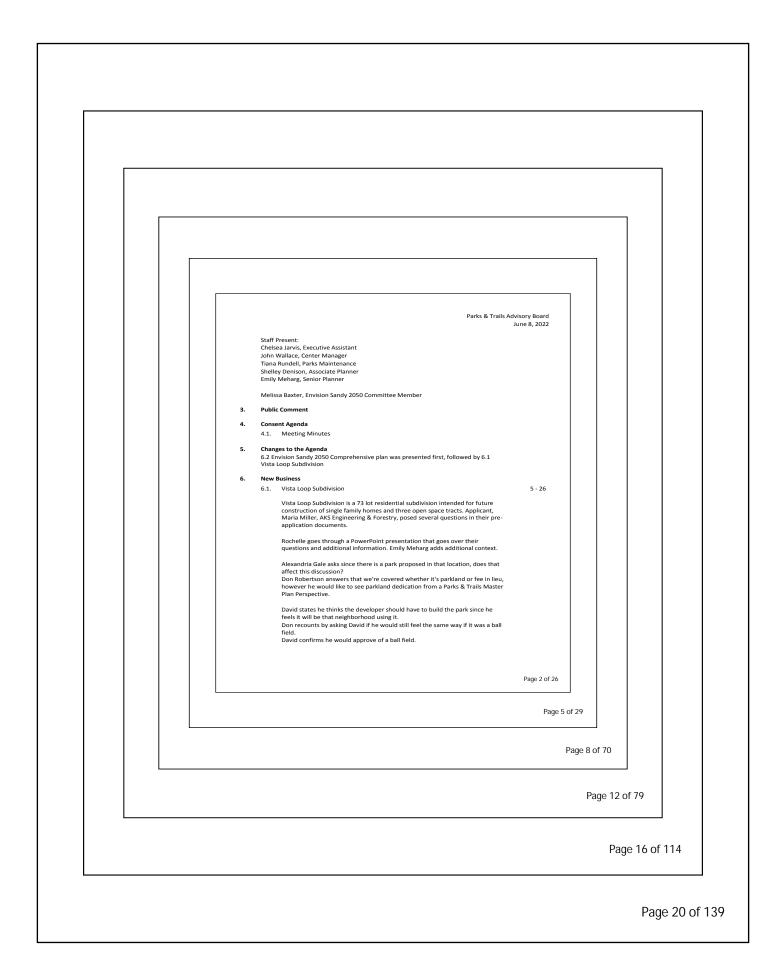


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Parks & Trails Advisory Board July 13, 2022 Guest Presenters: Zechariah Hazel with FCS John Ghilarducci with FCS 4.1. Meeting Minutes 4 - 29 Motion to Approve Seconded by Will Motion passed 7 - 0 Parks & Trails Advisory Board - 08 Jun 2022 - Minutes - Pdf Changes to the Agenda **New Business Old Business** 7.1. SDC / Fee in Lieu implementation plan (data analysis by FCS) Rochelle gives an introduction and brief overview of SDCs/FIL. It's important to note that SDCs have not been raised since 2016. John Ghilarducci shows a PowerPoint presentation on 4 implementation options we have to raise SDCs: 1. 5 year phase in 2. 10 year phase in 3. 15 year phase in 4. Set SDC to comparable communities and immediate implementation of full FIL. Discussion ensues. FIL Motion: Motion to raise fee in lieu immediately to maximum of \$16,135 for a single family dwelling unit, \$11,963 for a multi-family dwelling unit, for \$12,996 for a mobile home dwelling unit. Moved by Will Page 2 of 29 Page 5 of 70 Page 9 of 79 Page 13 of 114 Page 17 of 139

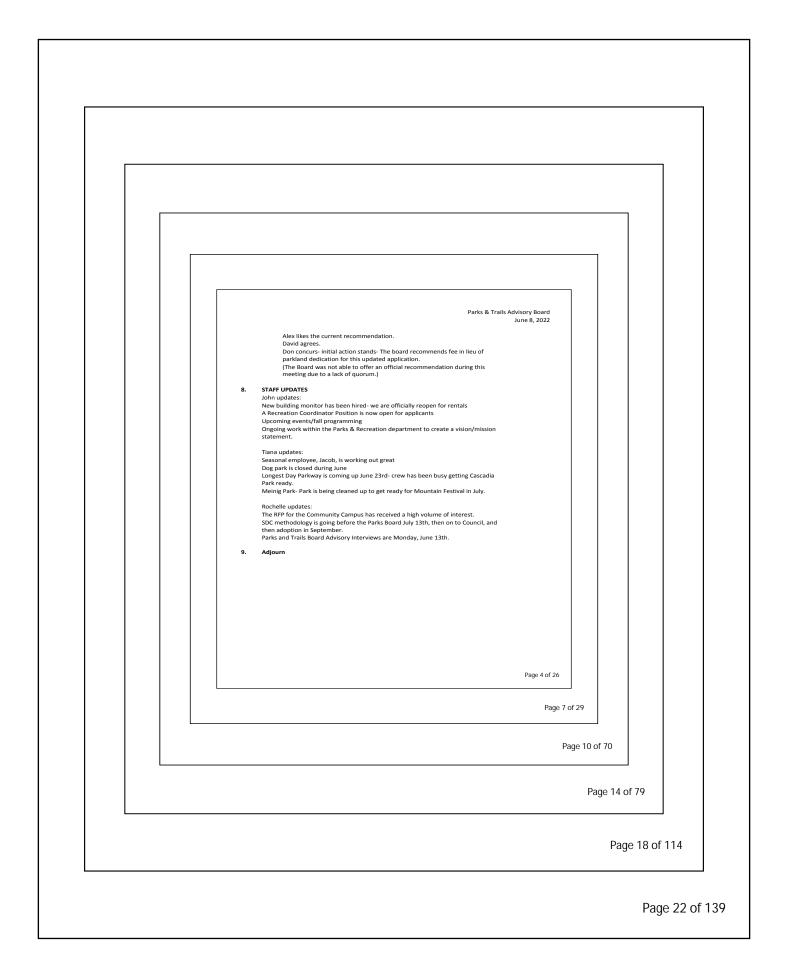
Parks & Trails Advisory Board July 13, 2022 Seconded by Ryan Motion passed 7 - 0 SDC Motion:
Motion to start at the average of \$7,435 in year one and increase to \$20,000 after 5 years in incremental steps including inflation. At which time council will reevaluate and potentially move further. Seconded by Ryan Motion passed 7 - 0 STAFF UPDATES Rochelle's Updates: The department is about to start cost recovery. RFP for the community campus closes Thursday 7/14 Mountain Festival went very well. John's Updates:
Longest Day Parkway was a huge success.
Noah's Quest went well.
The Mountain Festival Kid's events were a big success.
The department is working on a Fall Recreation Guide. Movies and Music in the park starts at the end of July and goes through August. Adjourn Page 3 of 29 Page 6 of 70 Page 10 of 79 Page 14 of 114 Page 18 of 139

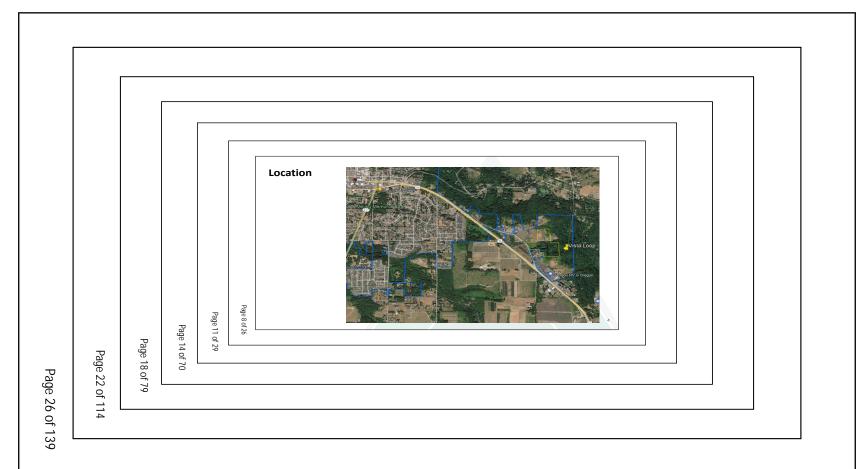
MINUTES
Parks & Trails Advisory Board Meeting
Wednesday, June 8, 2022 City Hall- Council
Chambers, 39250 Pioneer Blvd., Sandy,
Oregon 97055 7:00 PM WHERE INNOVATION MEETS ELEVATION BOARD MEMBERS PRESENT: Don Robertson, Board Member, David Breames, Board Member, Will Toogood, Board Member, and Alexandria Gale, Board Member BOARD MEMBERS ABSENT: Upekala Wijayratne, Board Member STAFF PRESENT: MEDIA PRESENT: MEETING FORMAT NOTICE The Parks and Trails Advisory Board will conduct this hybrid meeting both in-person and electronically using the Zoom video conference platform. If interested in attending in person the meeting will be held at the Sandy Community Center, located at 38348 Pioneer Blvd., Sandy, OR 97055. Members of the public may listen, view, and/or participate in this meeting using Zoom. Topic: PTAB Meeting / Hybrid / 2nd Wed. of the Month Time: Jun 8, 2022 07:00 PM Pacific Time (US and Canada) Join Zoom Meeting https://us02web.zoom.us/j/88642522802?pwd=a0Q1d1FIWXBsMEZ4V2RoWUVVMm5UQT09 Meeting ID: 886 4252 2802 Passcode: 789855 2. Roll Call Page 1 of 26 Page 4 of 29 Page 7 of 70 Page 11 of 79 Page 15 of 114 Page 19 of 139

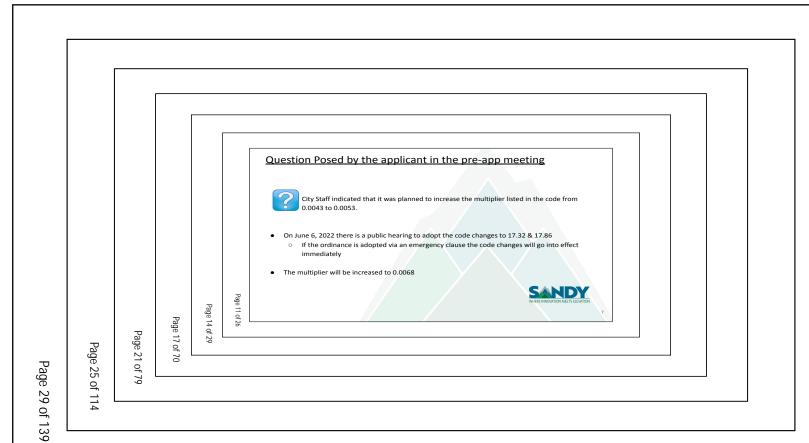


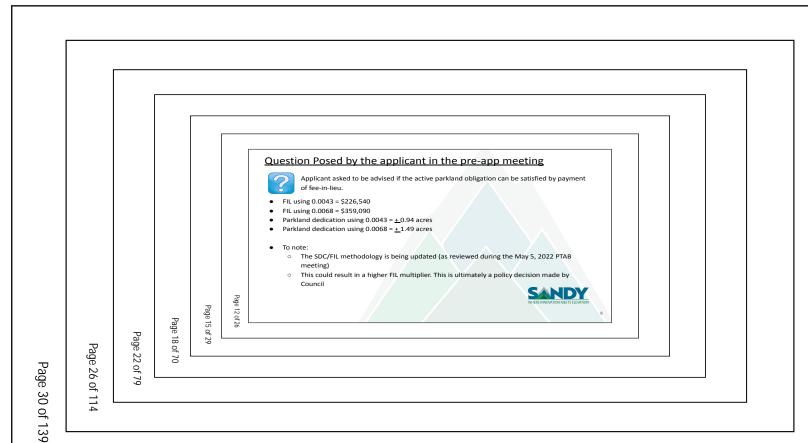
Parks & Trails Advisory Board Don summarizes that the Board would be interested in Parkland Dedication. (The Board was not able to offer an official recommendation during this meeting due to a lack of quorum.) 6.8.22 Vista loop borntedt vill comp plan 6.2. Envision Sandy 2050- Comprehensive Plan Shelley Denison led the group in information gathering for what the Parks Board would like Sandy to look like in the future (by 2050). Questions such as:
What changes people want to see/be sustained in the next 30 years
Why did you chose to live in Sandy
What assets the city has that we don't want to lose
What does a small town feel mean to you
What needs improving The group had a good discussion about what they like about Sandy and what they feel is needed in the future.  $\label{eq:control}$ Old Business This is an updated application that has already come before the board. It now is a proposed 43 lot subdivision (It was formerly 42). There are currently 2 other parks within a .1 to .3 mile range of this proposed park location. The proposed park system map does not show a need to add an additional park in this location due to service level requirements already being met by the existing parks. Rochelle reviews PowerPoint Presentation. Emily Meharg provides additional knowledge. The Fee in lieu would be based on old fee structure since the application was submitted before the code changes. Don Robertson asks about Lot 27 (shown on PowerPoint and in the agenda attachments). Emily confirms it's a steep area with some retention trees.

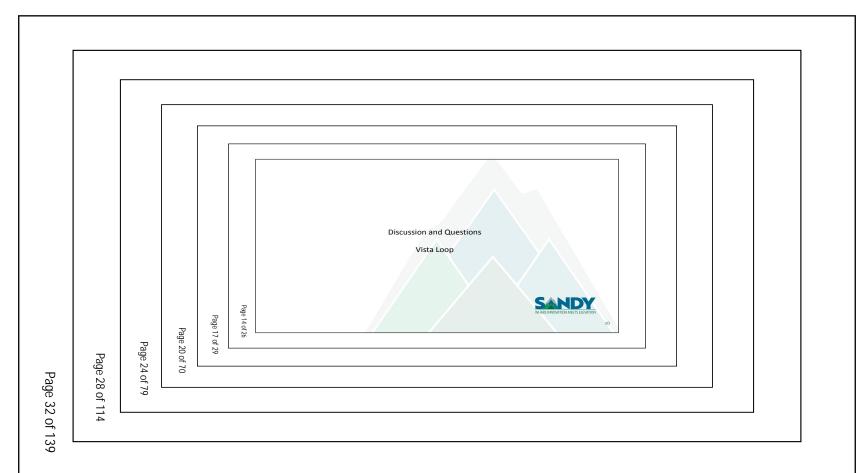
Discussion ensues. Page 3 of 26 Page 6 of 29 Page 9 of 70 Page 13 of 79 Page 17 of 114 Page 21 of 139

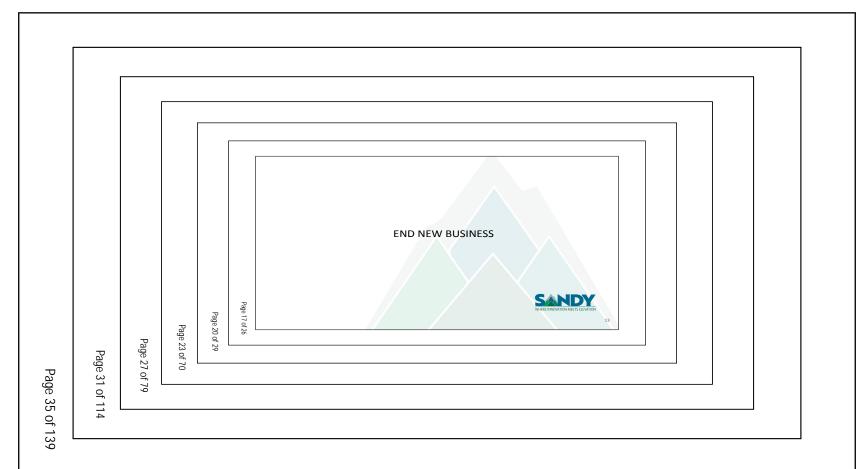


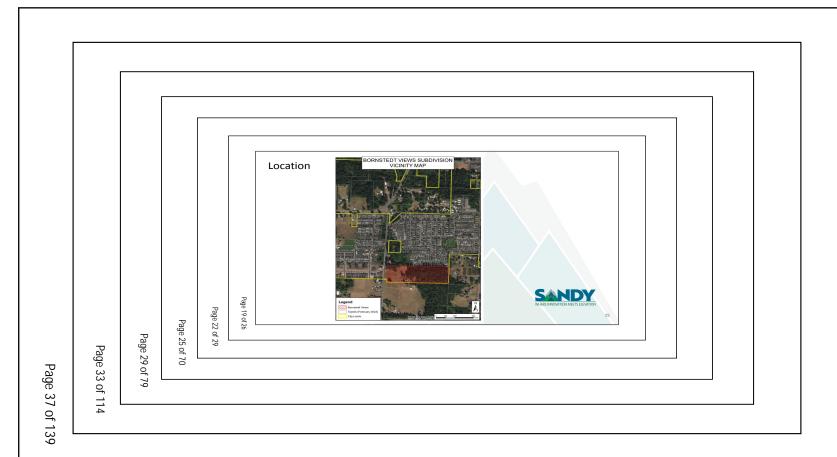


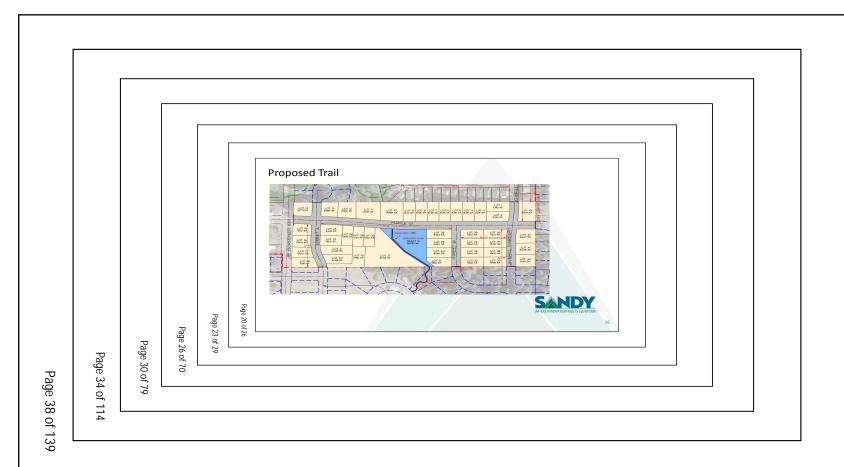




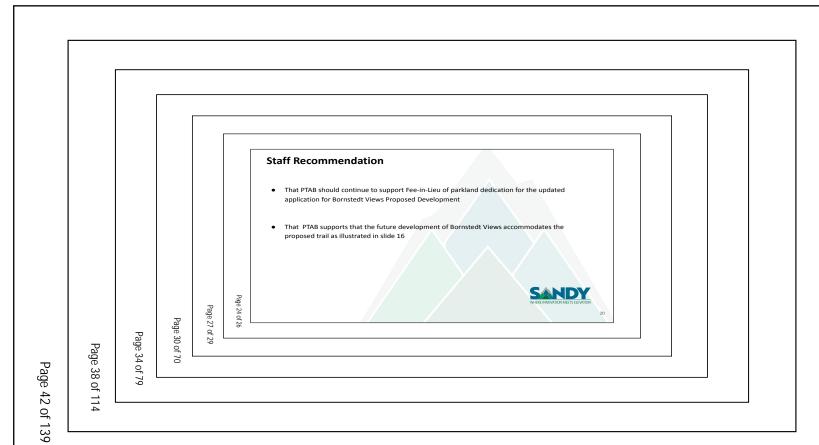


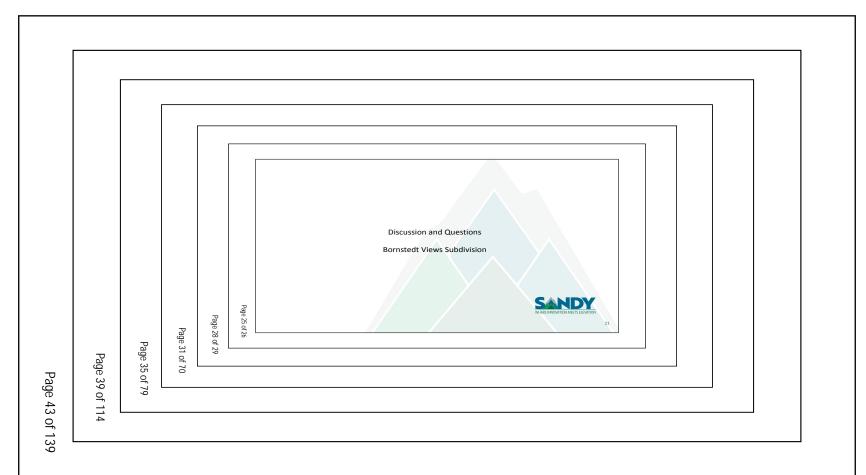


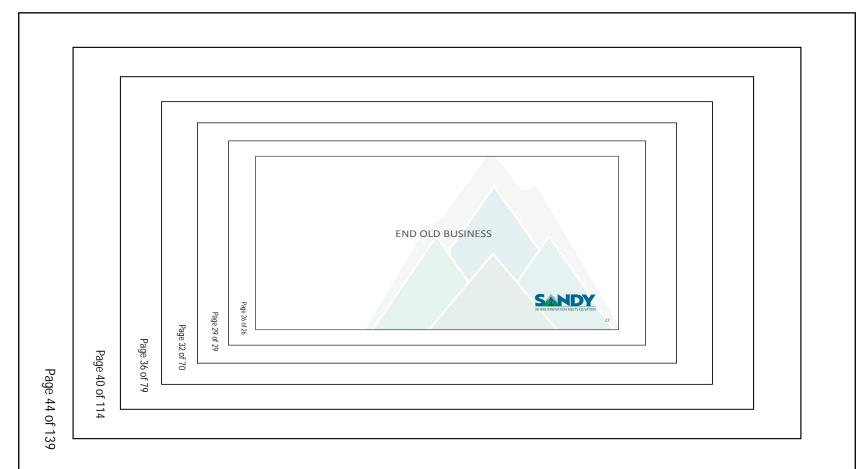


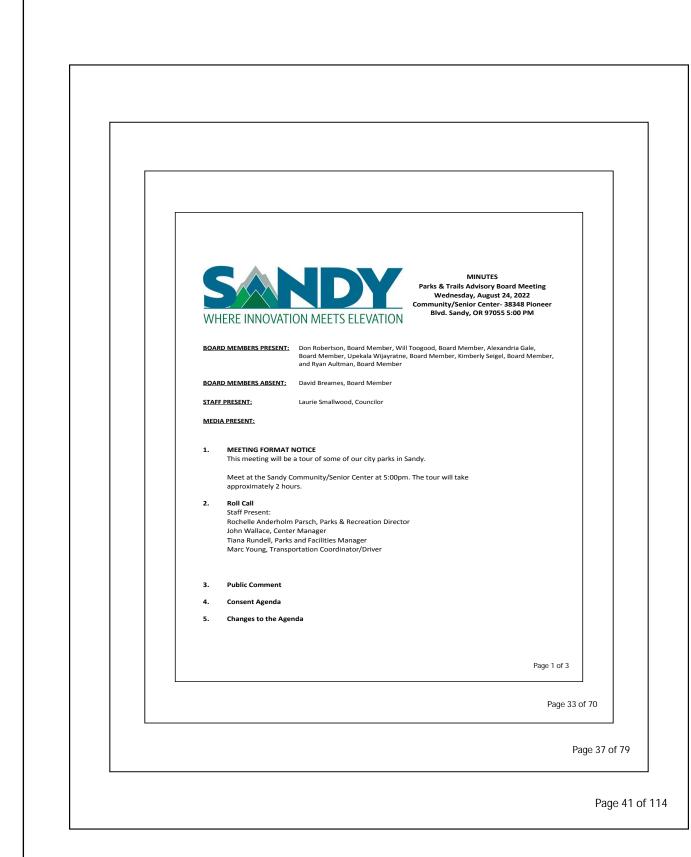


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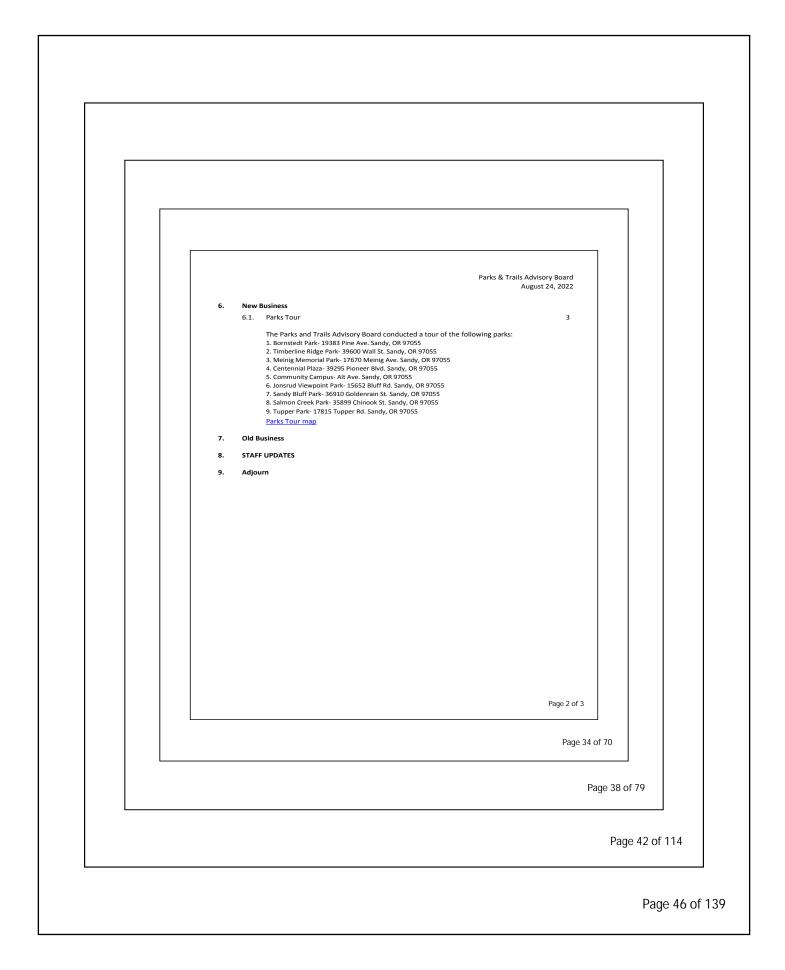


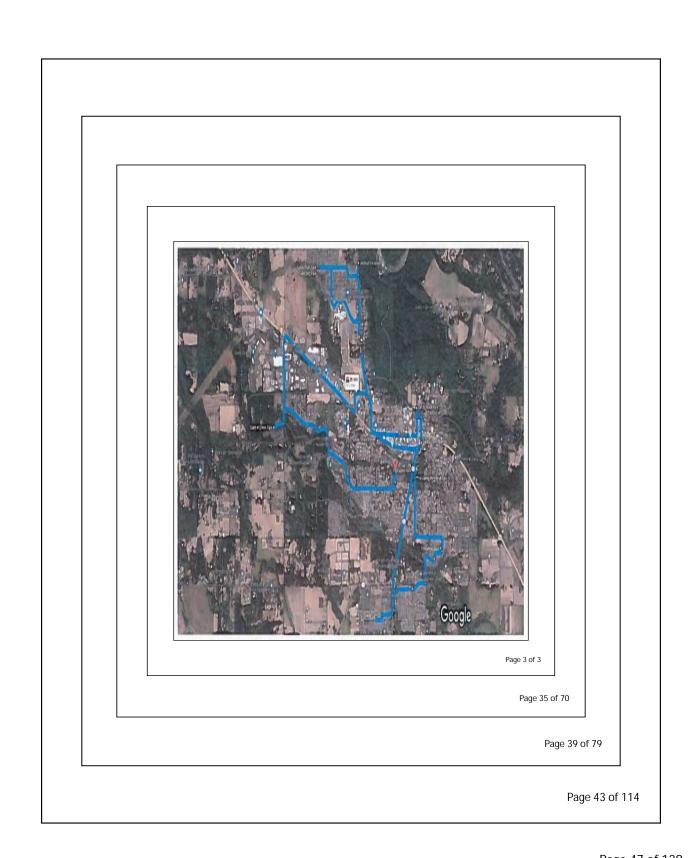




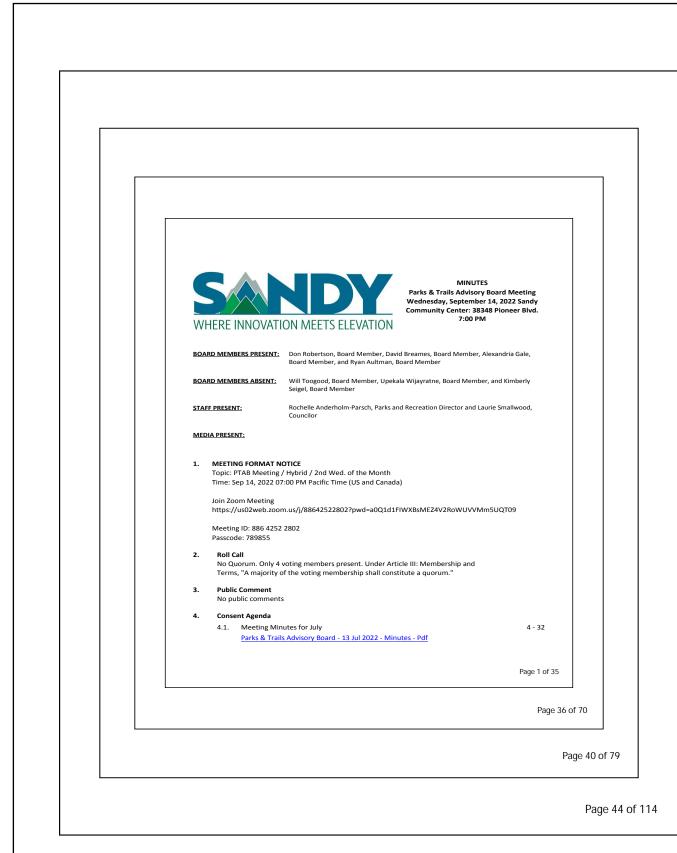


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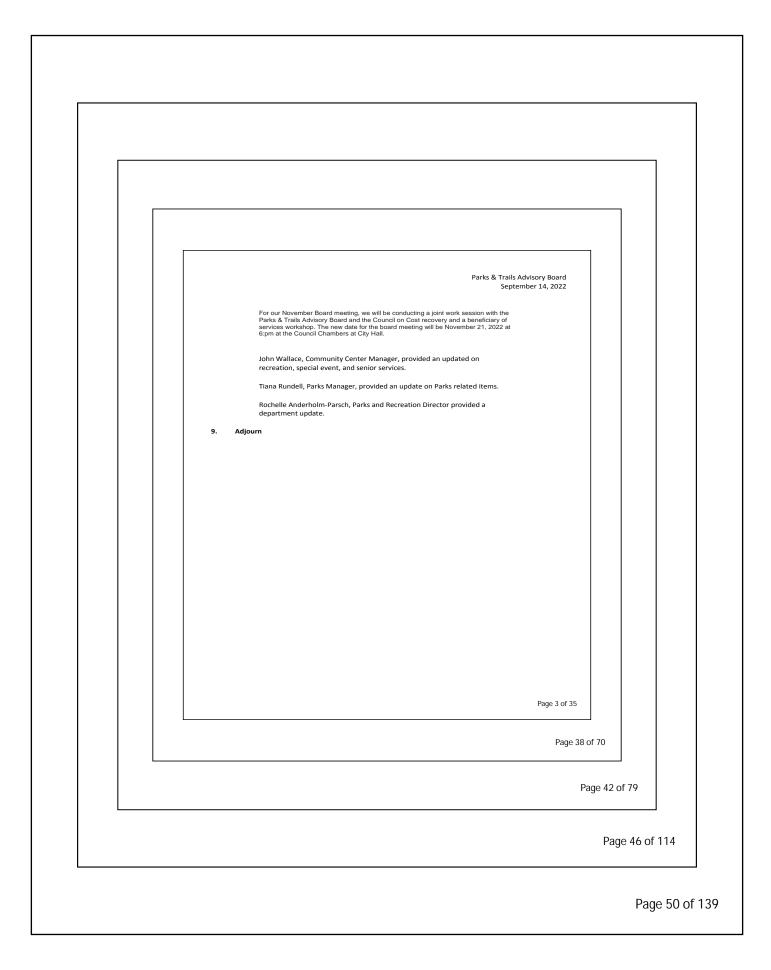


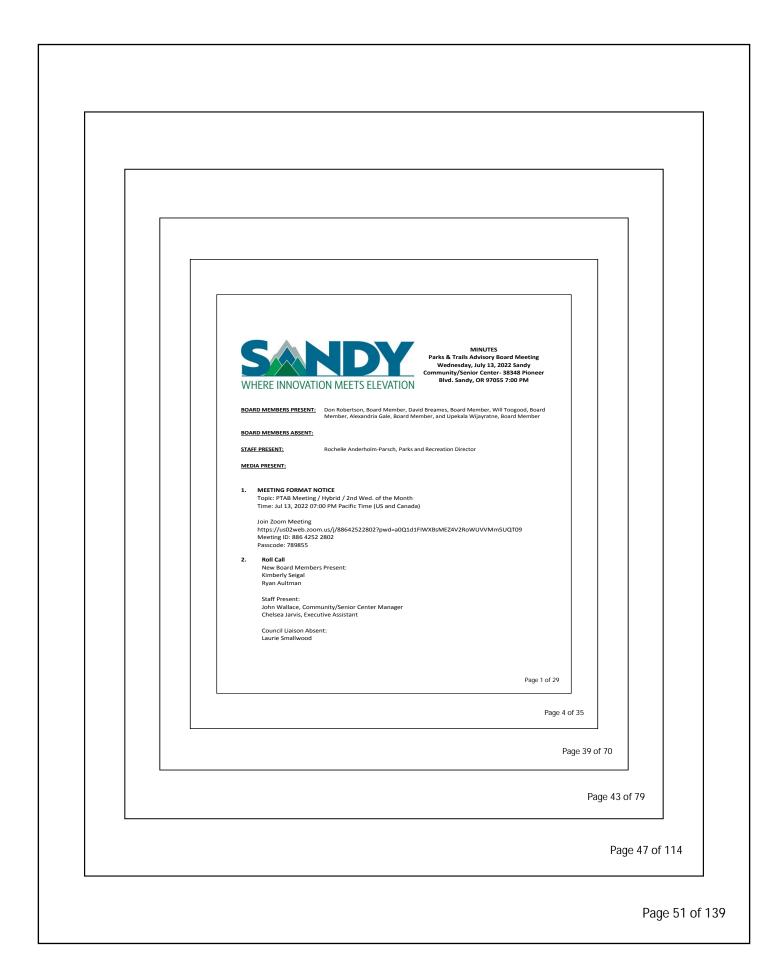
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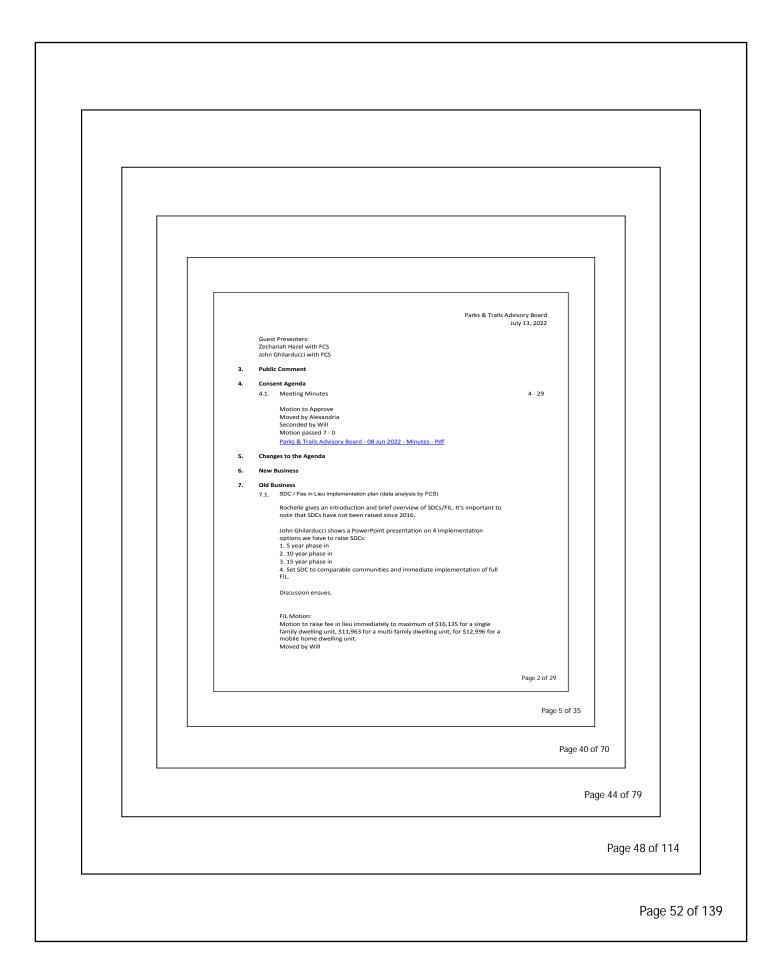


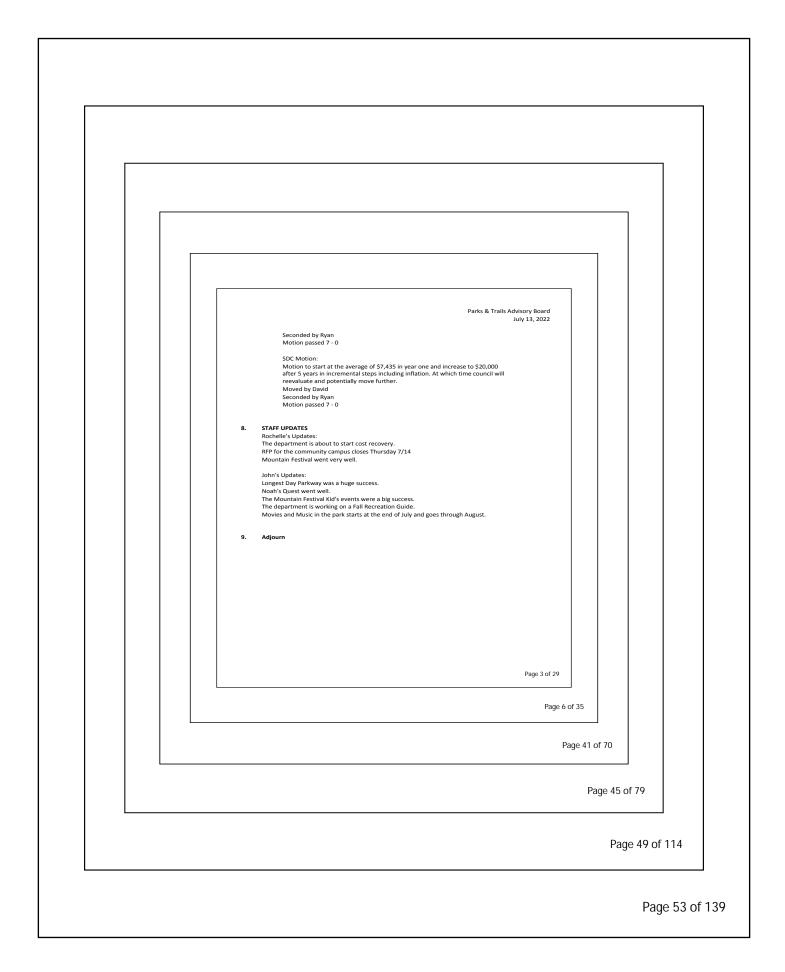
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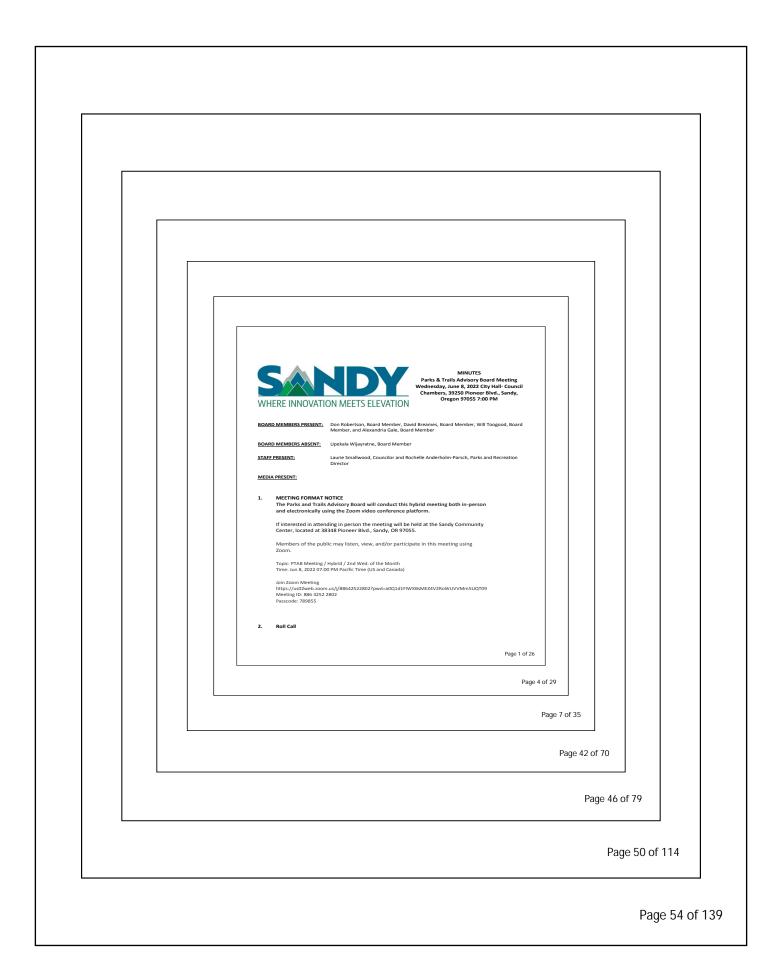
Parks & Trails Advisory Board September 14, 2022 4.2. Meeting Minutes for August 33 - 35 Parks & Trails Advisory Board - 24 Aug 2022 - Minutes - Pdf Changes to the Agenda New Business 6.1. Cost Recovery Training Presentation on "The Smart Approach to Financial Sustainability" provided by Jamie Sabbach, President and CEO of 110%. The Park's Board reviewed the proposed development Cascade Creek Apartments located at 38272 and 38330 Highway 211. Presentation provided by Rochelle Anderholm-Parsch, Parks and Recreation Director. Discussion ensued. The Parks Board reviewed the proposed development and recommended two items. Acceptance of fee in lieu of parkland dedication
 The Parks Board supports the Parks Department in exploring the option to establish a development agreement to build certain amenities as listed in the Bornstedt Park Phase 2 master plan. The Parks Board recommended a fee-in-lieu of parkland due to the proximity of Bornstedt Park and because the existing park satisfies the proposed park system requirements as listed in the Parks and Trails Master Plan. The Parks Board also supported the development of a sidewalk on the east side of village blvd. right-of-way to meet the trail requirements of Trail 44 as listed in the Parks and Trails Master Plan. At this time, an official recommendation was not possible due to a lack of a quorum. If necessary, the Parks Board will reconvene to supply an official recommendation. 7. Old Business STAFF UPDATES 8.1. November Board Meeting Date Change Page 2 of 35 Page 37 of 70 Page 41 of 79 Page 45 of 114 Page 49 of 139

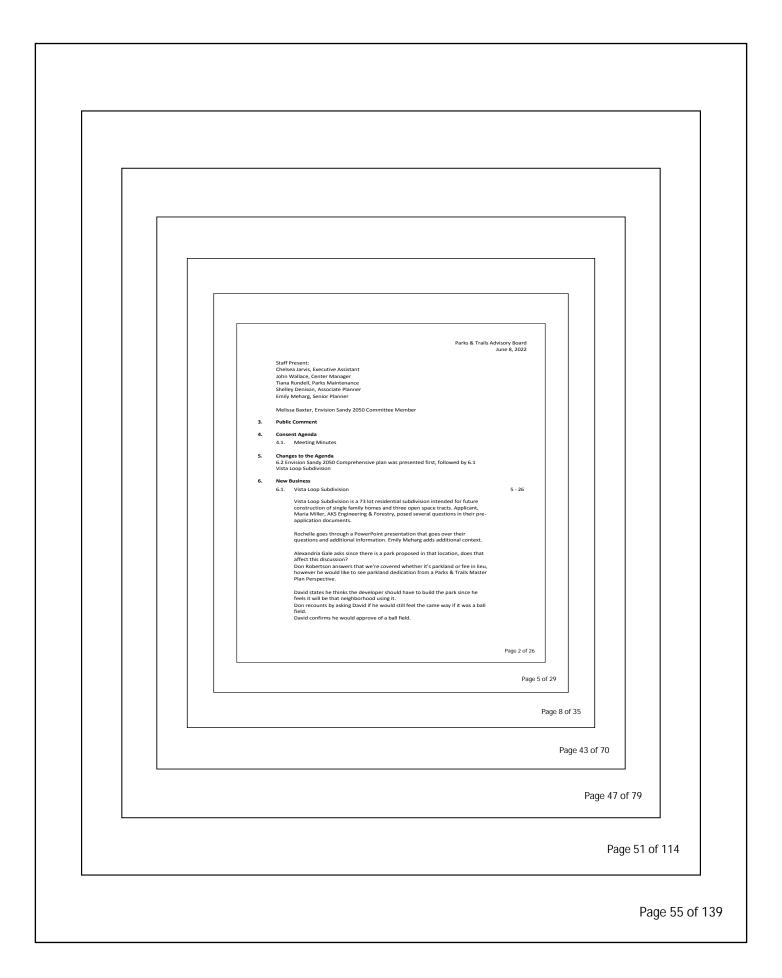


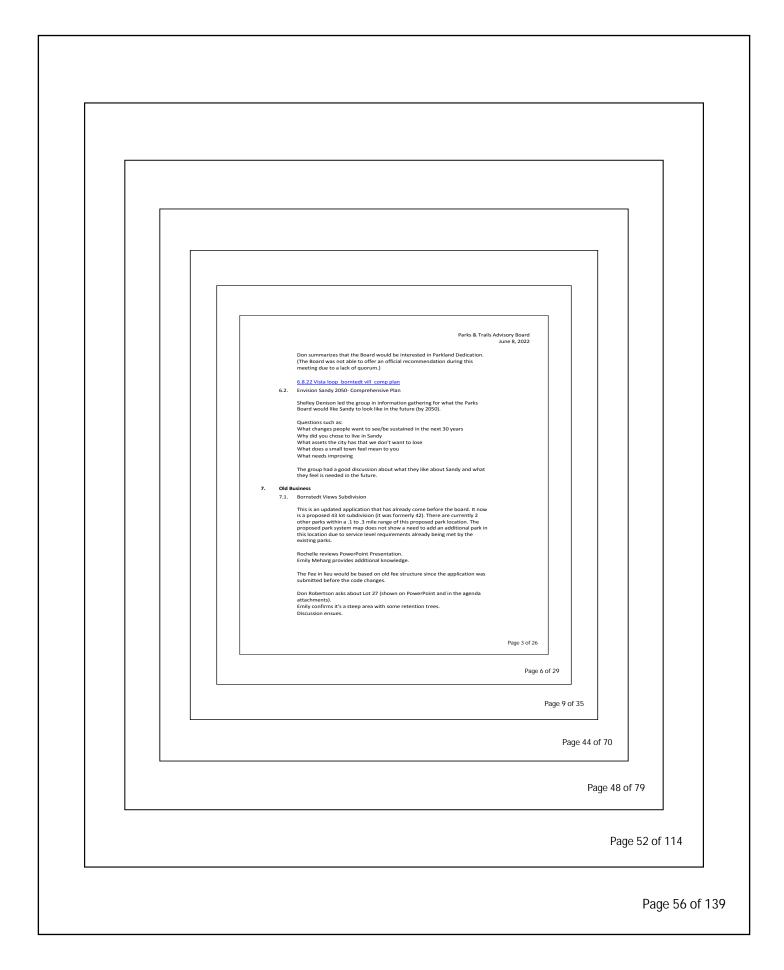


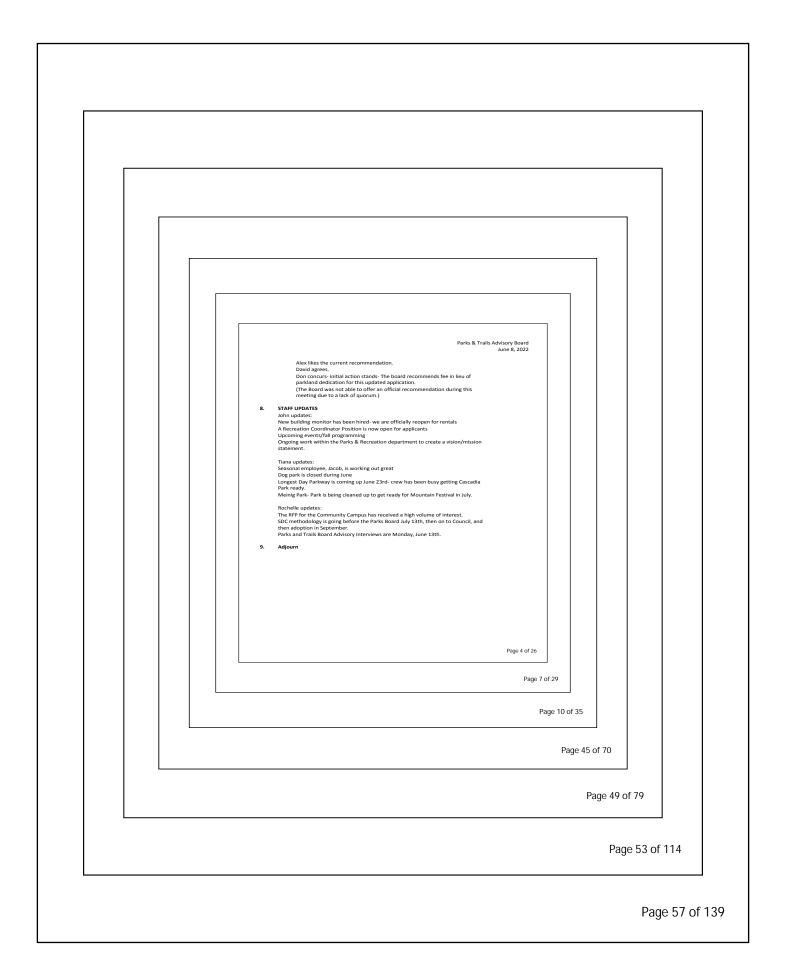


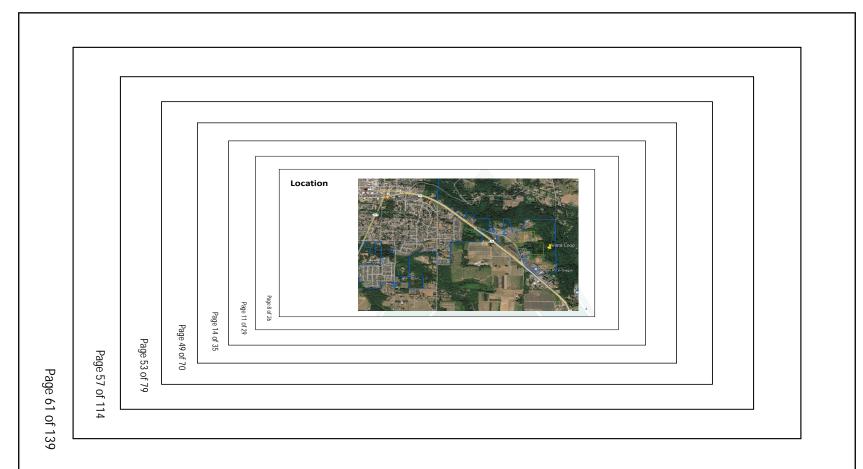


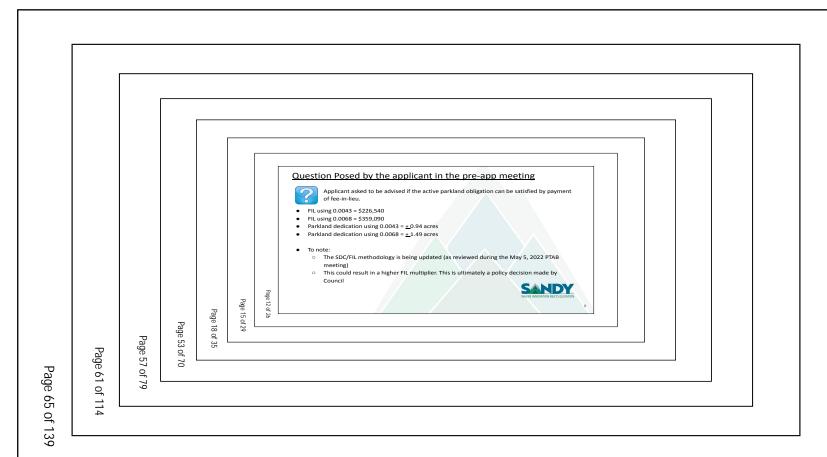


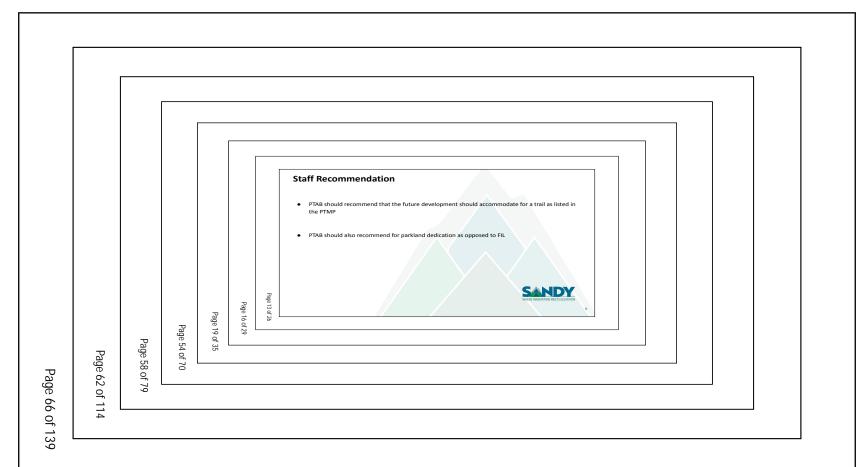


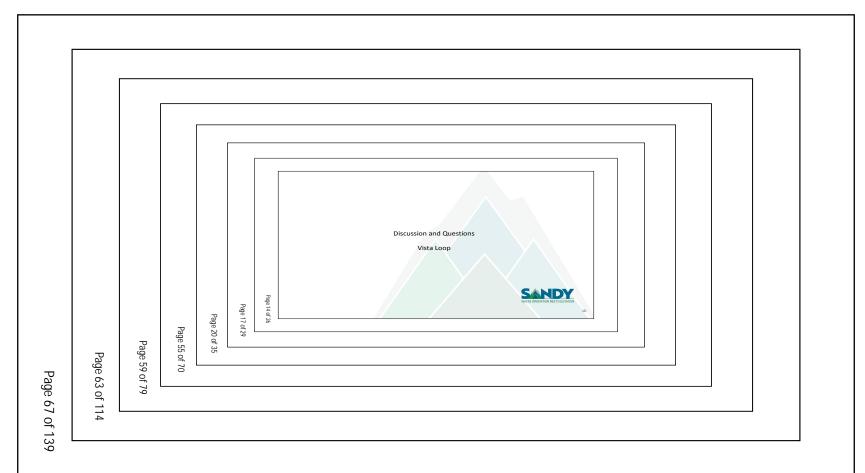


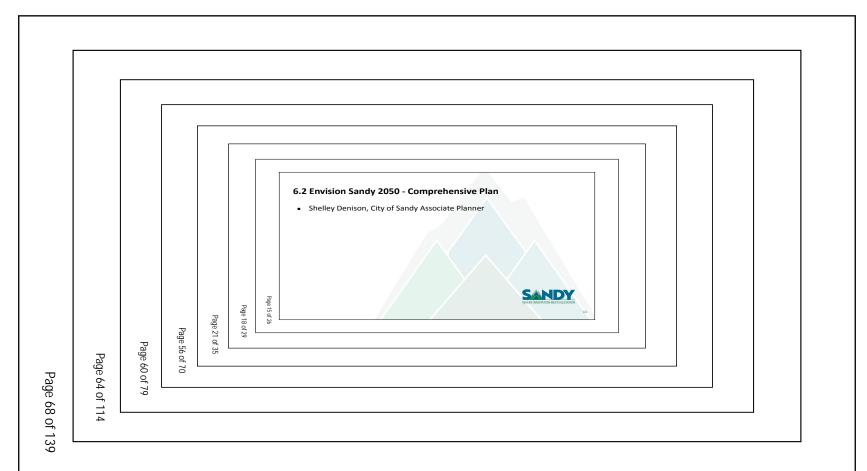


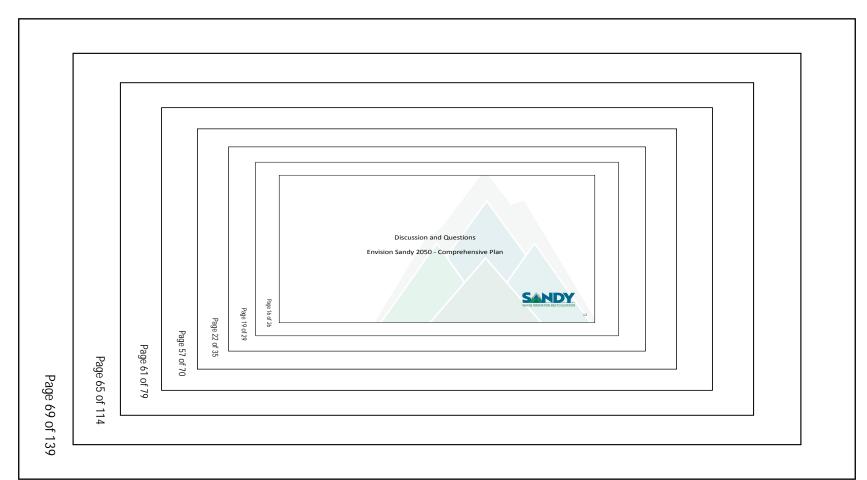


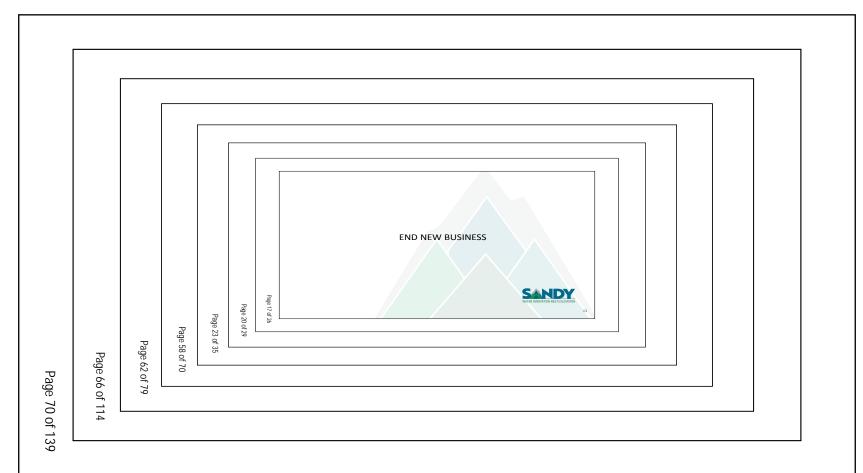


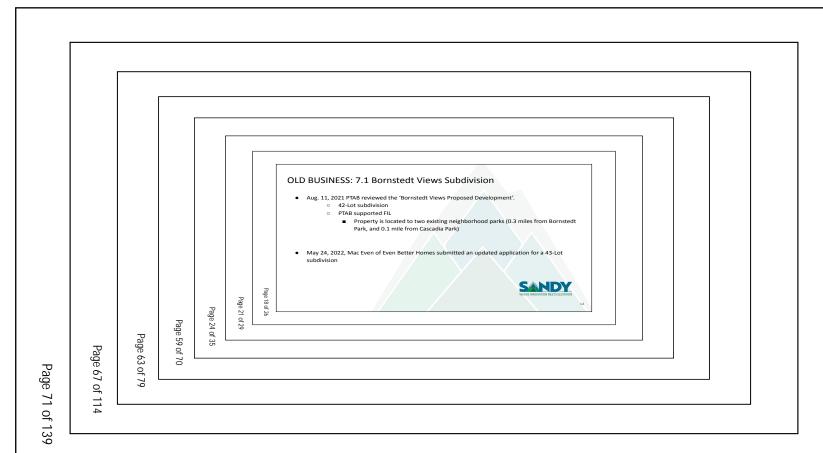


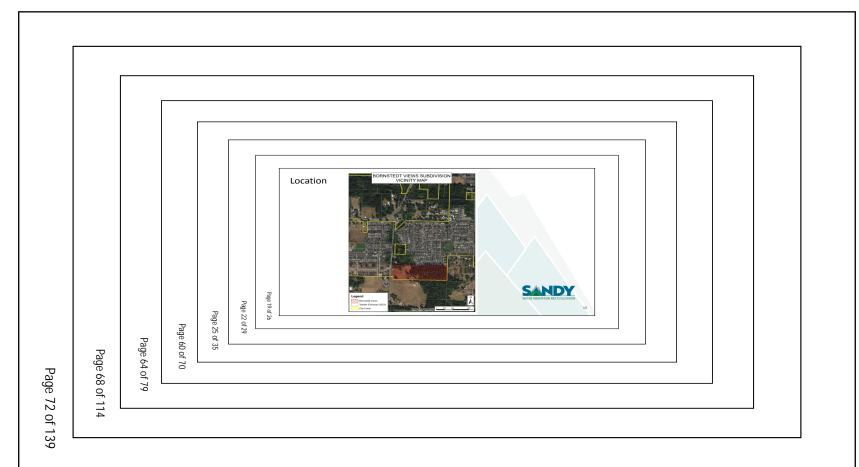


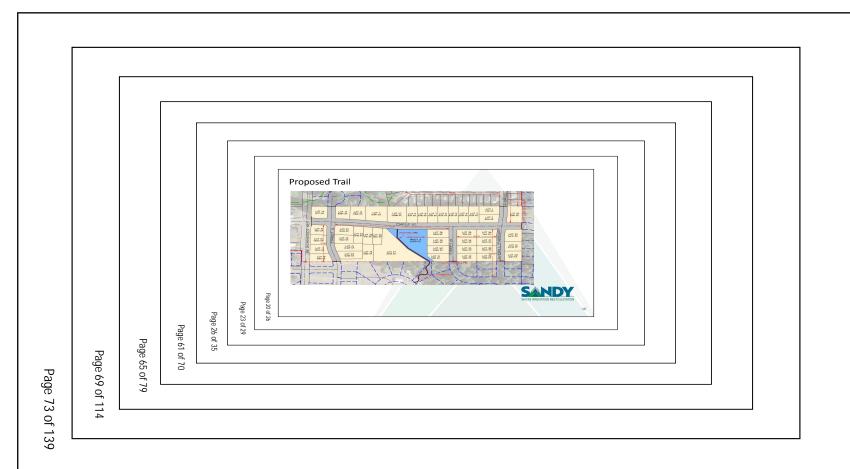


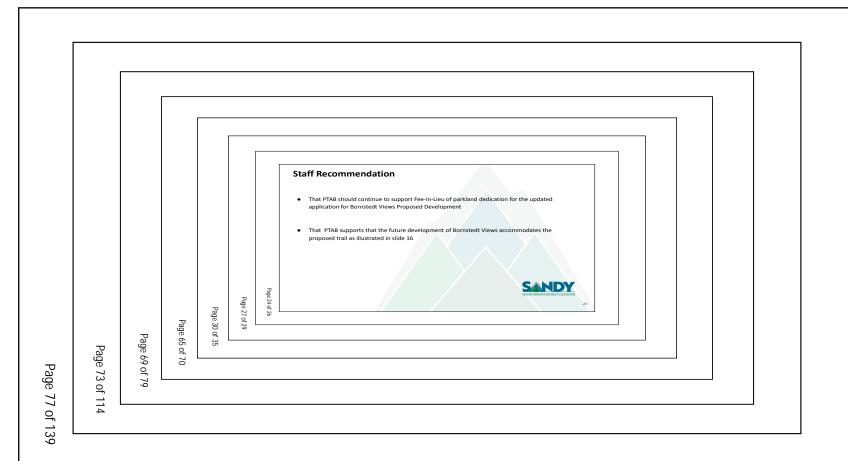


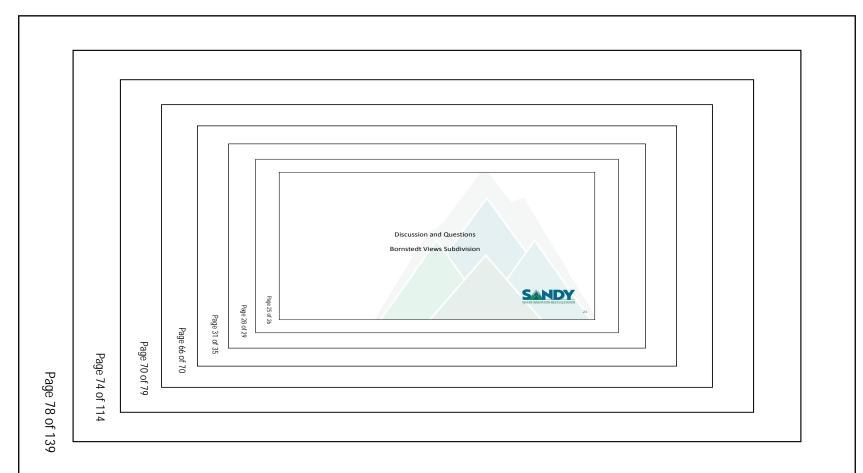


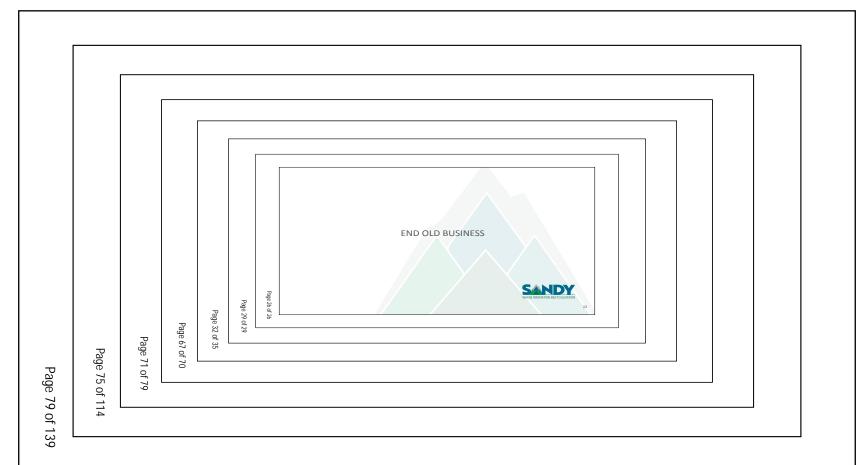






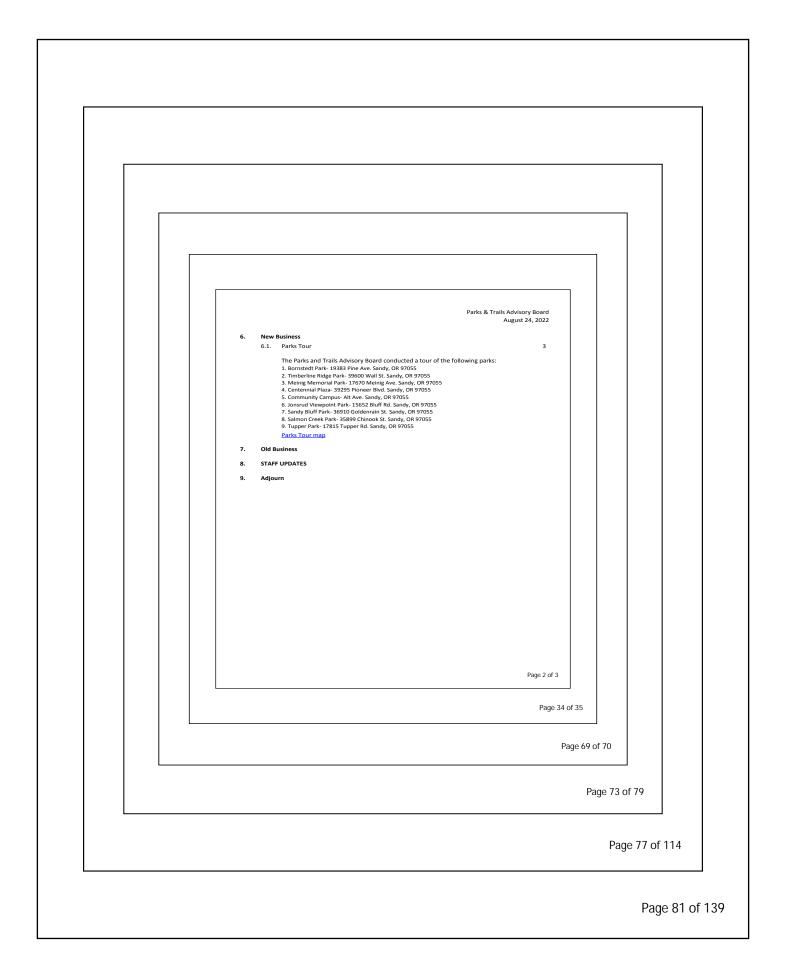


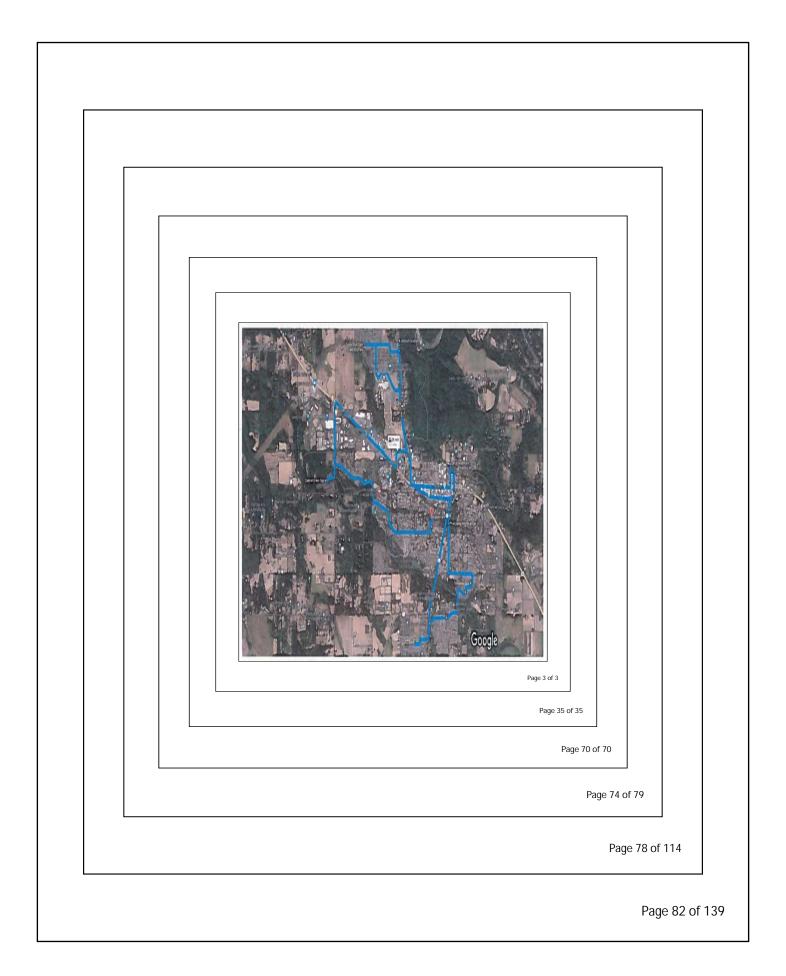




MINUTES
Parks & Trails Advisory Board Meeting
Wednesday, August 24, 2022
Community/Senior Center-38348 Pioneer
Blvd. Sandy, OR 97055 5:00 PM WHERE INNOVATION MEETS ELEVATION BOARD MEMBERS PRESENT:
Don Robertson, Board Member, Will Toogood, Board Member, Alexandria Gale,
Board Member, Upekala Wijayratne, Board Member, Kimberly Seigel, Board Member,
and Ryan Aultman, Board Member BOARD MEMBERS ABSENT: David Breames, Board Member STAFF PRESENT: Laurie Smallwood, Councilor MEDIA PRESENT: MEETING FORMAT NOTICE

This meeting will be a tour of some of our city parks in Sandy. Meet at the Sandy Community/Senior Center at 5:00pm. The tour will take approximately 2 hours. Roll Call
Staff Present:
Rochelle Anderholm Parsch, Parks & Recreation Director
John Wallace, Center Manager
Tiana Rundell, Parks and Facilities Manager
Marc Young, Transportation Coordinator/Driver 3. Public Comment Consent Agenda Changes to the Agenda Page 1 of 3 Page 33 of 35 Page 68 of 70 Page 72 of 79 Page 76 of 114 Page 80 of 139







#### MINUTES

### Joint City Council / Parks & Trails Advisory Board Work Session Wednesday, December 14, 2022 6:00 PM

PRESENT: Laurie Smallwood, Councilor; Richard Sheldon, Councilor; Kathleen Walker, Councilor;

Carl Exner, Councilor; Don Hokanson, Councilor; and Stan Pulliam, Mayor; Councilor-Elect Chris Mayton; David Breames, Board Member; Will Toogood, Board Member; Upekala Wijayratne, Board Member; Ryan Aultman, Board Member; and Kimberly

Seigel, Board Member

ABSENT: Jeremy Pietzold, Council President, Don Robertson, Board Chair, Alexandria Gale,

Board Member

<u>STAFF:</u> Jordan Wheeler, City Manager; Jeff Aprati, City Recorder; and Rochelle Anderholm-

Parsch, Parks and Recreation Director; John Wallace, Community/Senior Center Manager; Tiana Rundell, Parks & Facilities Manager; and Chelsea Jarvis, Executive

Assistant

MEDIA: (none)

1. Work Session on Parks and Recreation Cost Recovery

 $1.1. \hspace{35pt} {\color{red} \textbf{Cost Recovery and Financial Sustainability for Sandy Parks and Recreation}}$ 

Beneficiary of Services Virtual Workshop

Staff Report - 0638

The **Parks and Recreation Director** provided introductory remarks on the importance of cost recovery work in ensuring the long term sustainability of parks and recreation programming and the ability of the City to meet the parks and recreation-related needs of the community.

Jamie Sabbach, 110%, summarized her background and qualifications before beginning the presentation. A staff report and presentation slides were included in the agenda packet.

The presentation summarized a brief history of parks and recreation, context of parks and recreation spending trends in recent decades, relative spending on operations versus capital, impacts of economic factors and limited public resources, and the evolving importance of the cost recovery approach. A cost

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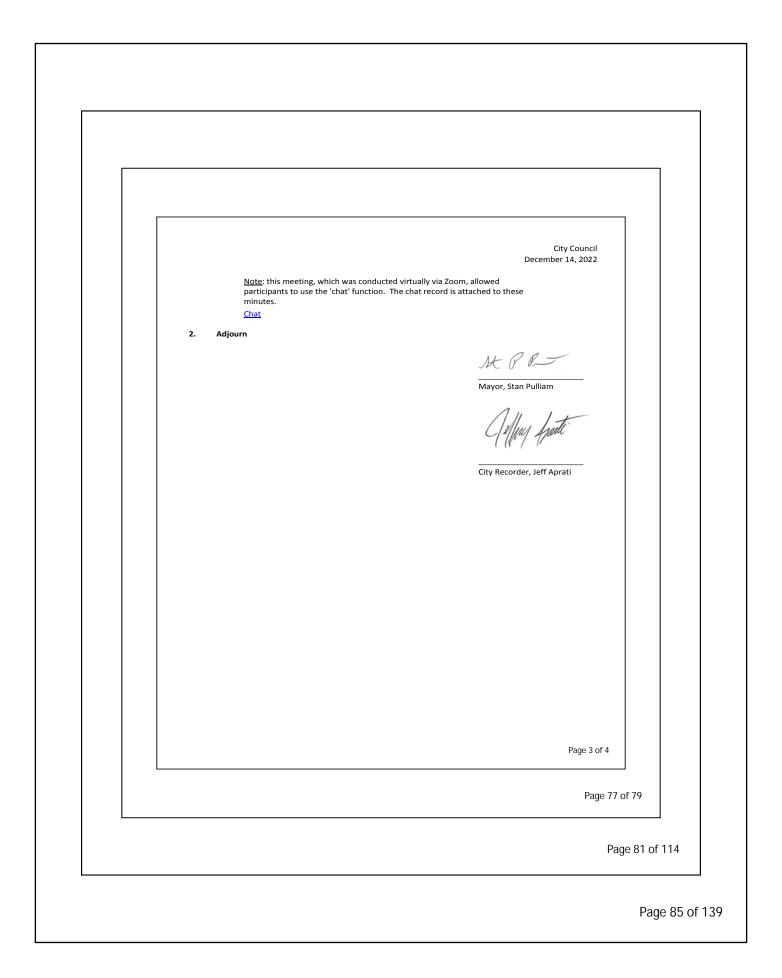
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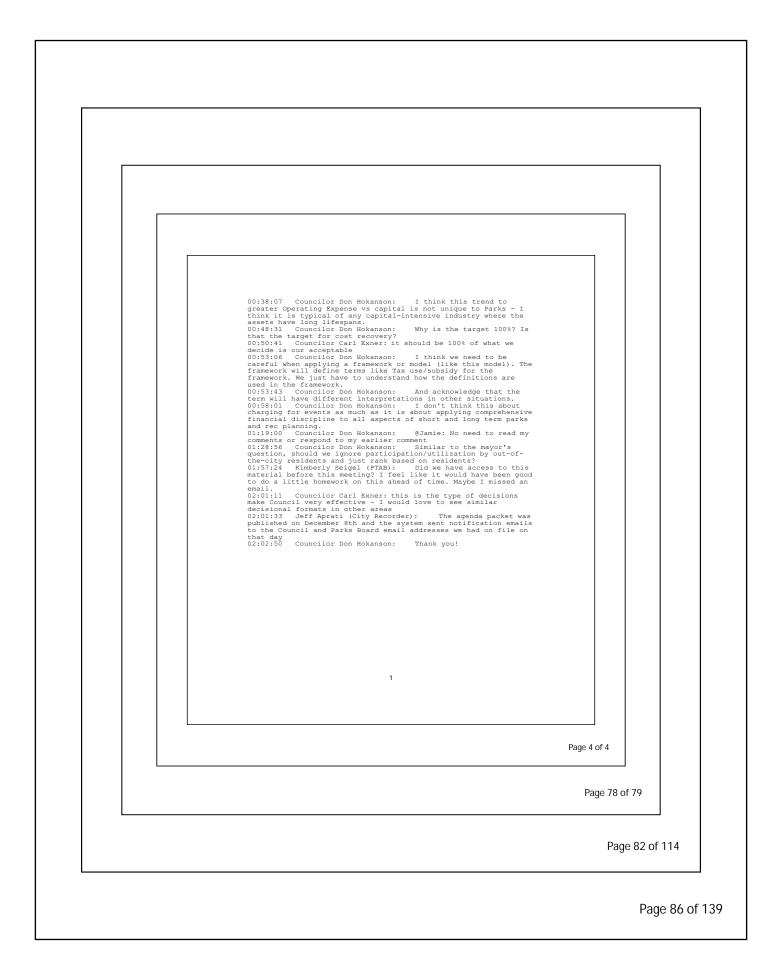
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City Council December 14, 2022 recovery model was then introduced, which involved establishing service categories based on purpose. Those present (not including staff) were invited to rank categories along a continuum from common good to individualized benefits. Further development of the cost recovery plan will involve identifying cost recovery goals to each category on the continuum, with those  $% \left\{ 1,2,\ldots,n\right\}$ toward the individualized benefit end expected to carry higher cost recovery targets. Discussion during the presentation involved the following issues: • Whether it is appropriate to use the term 'subsidy,' which some feel carries a negative connotation The need to determine what the City can afford and what level of cost recovery is needed Whether cost recovery can or cannot apply to functions that do not charge entry fees Whether actual costs of providing services should affect cost recovery percentage goals Whether attendance and participation should be considered during the ranking exercise Whether city residency should be considered during the ranking exercise Whether non-profit agencies should be considered during the ranking exercise Discussion following the ranking exercise involved the following issues: Whether the Mountain Festival example should have been categorized elsewhere The possibility that some services may have unseen or unanticipated community benefits The possibility that the availability of a service may be a benefit in and of itself, regardless of how much it is used Whether social equity services was adequately defined The importance of ensuring that a cost recovery plan continues to evolve in the future in the case of changing circumstances and needs Following the exercise, it was noted that next steps in this process will involve synthesizing results from the exercises, designing a Beneficiary of Service model, refining cost of service figures, holding a goal setting meeting, completing the Strategy Continuum along with goals, and developing policies. Page 2 of 4 Page 76 of 79 Page 80 of 114

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Dear Parks Board. January 10, 2023 I am writing to provide input to your consideration of pickle ball facilities in Sandy. Presented options and my comments include: Converting existing basketball courts for basketball and pickleball use in Tupper, Timberline or Barlow Parks. Sandy's park playgrounds are primarily designed for use by kids under age eight. There are few facilities in our parks, other than these basketball courts, for kids over age eight. I don't believe it helps our situation to turn these limited opportunities for kids over to pickleball users, who are in general, an older population. That will create conflict between user and age groups and should be avoided. Construct pickleball courts in one or more of the future parks planned in the Master Plan (Deer Point, Ponder Lane, and/or Champion Way). This is probably the most promising alternative. I am a strong advocate for developing more of our future parks for active recreation, rather than just open-grass "multi-use" fields that need to be mowed. Pickleball noise is an important isse that needs to be addressed. Similar to dog parks, it is best to build pickleball courts, before all the homes around it get built. Building them adjacent to Hwy 26 or Hwy 211 and away from homes, are also prudent, to deal with noise issues. For that reason, the far side (to be acquired section) of Deer Point, or the Ponder Lane Parks would lend themselves better to Pickleball. I will again point out that I don't believe they have adequate parking for Ponder Lane. Another shorter-term option to consider is working with the OTSD to reline/repaint/revise the High School tennis courts. This would allow them to be used by both citizens and students While development of pickleball in these parks will take 1-2 years, I think that is preferable to introducing conflict and reducing availability of our basketball courts to the many kids that use them. Finally, I am hoping that we can be looking for property to purchase for a ballfield complex that can provide for soccer, baseball, softball, and pickleball fields/courts. We land-banked Bornstedt Park for over 5 years before we started construction. Focusing on flatter land outside City limits and/or the UGB/UGR will reduce purchasing costs. Thanks for all your hard work on this issue. Kind Regards, Kathleen Walker Park user and former Parks Board Chair Page 79 of 79 Page 83 of 114

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**OPEN HOUSE #1** 2.8.2023

COMMUNITY CAMPUS PARK DEVELOPMENT PLAN

WHERE INNOVATION MEETS ELEVATION

lango hansen Landscape architects | jla public involvement

age of of

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# **Engagement Summary**

# **Key Takeaways**

- Participants want to use the park to play/recreate
- They are most interested in nature play (or combo with standard)
- Most people plan to use a car to get there
- Many were interested in skate park + pump track
- Several asked for an all-abilities, inclusive park

## **Online Survey**

**Open January 19 – February 2** 

**429** participants

## **Open House**

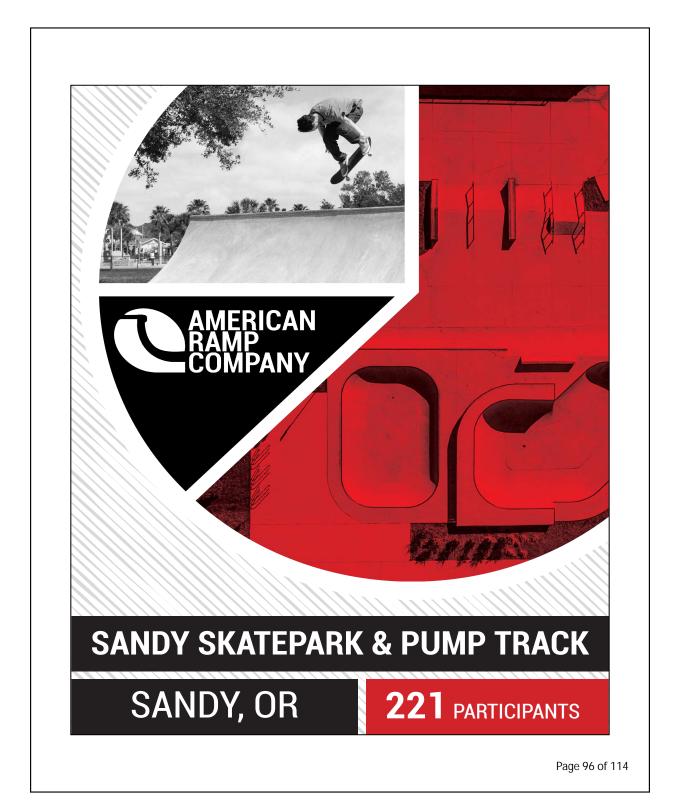
**Hosted on January 26** 

**34** participants

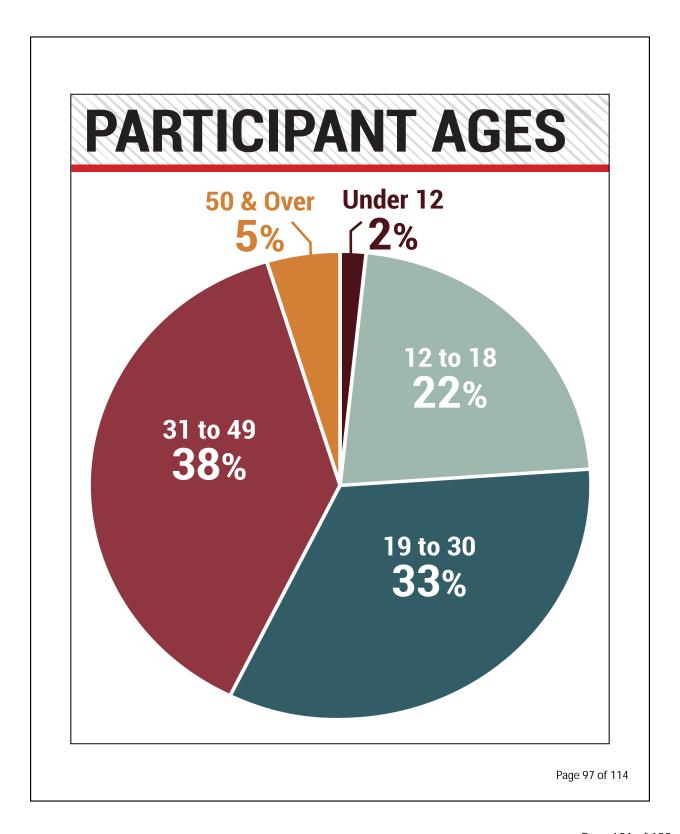
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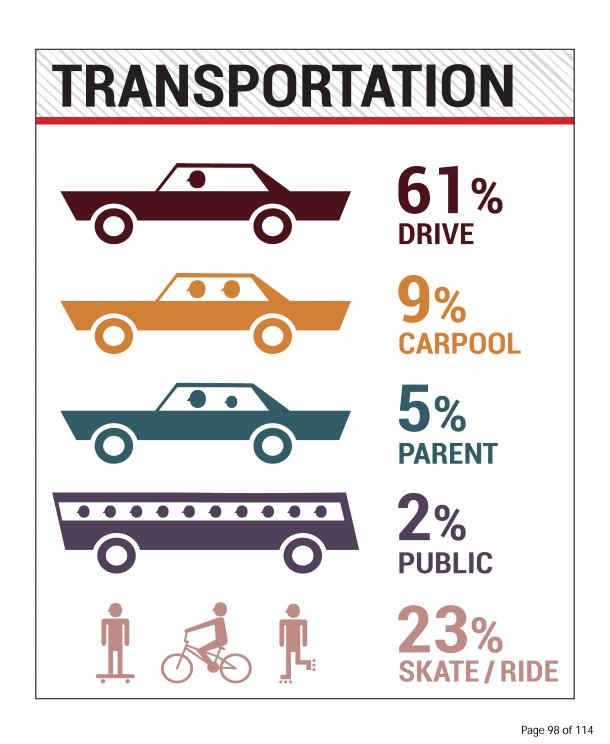
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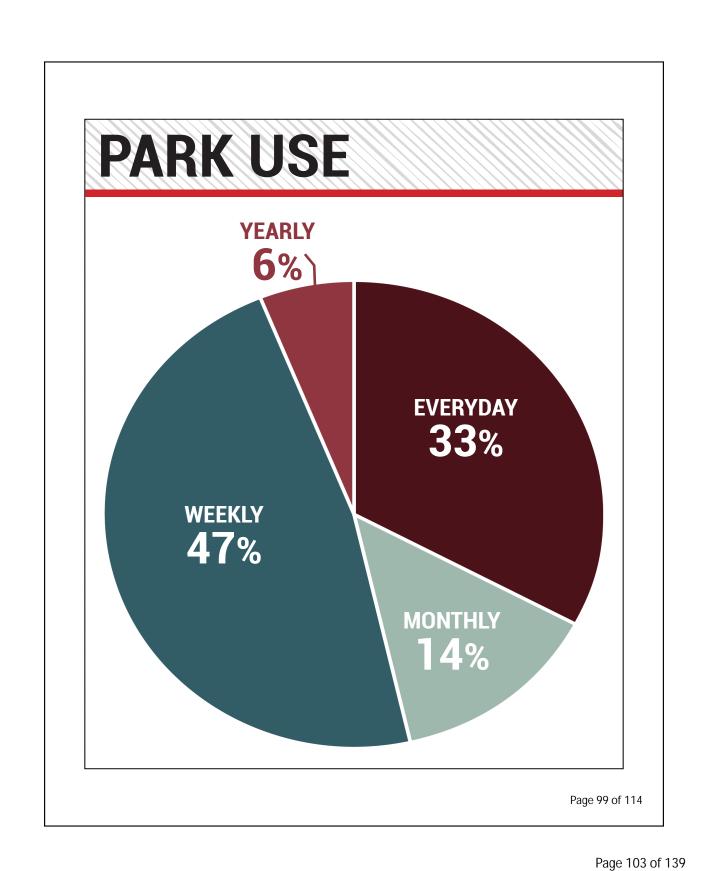
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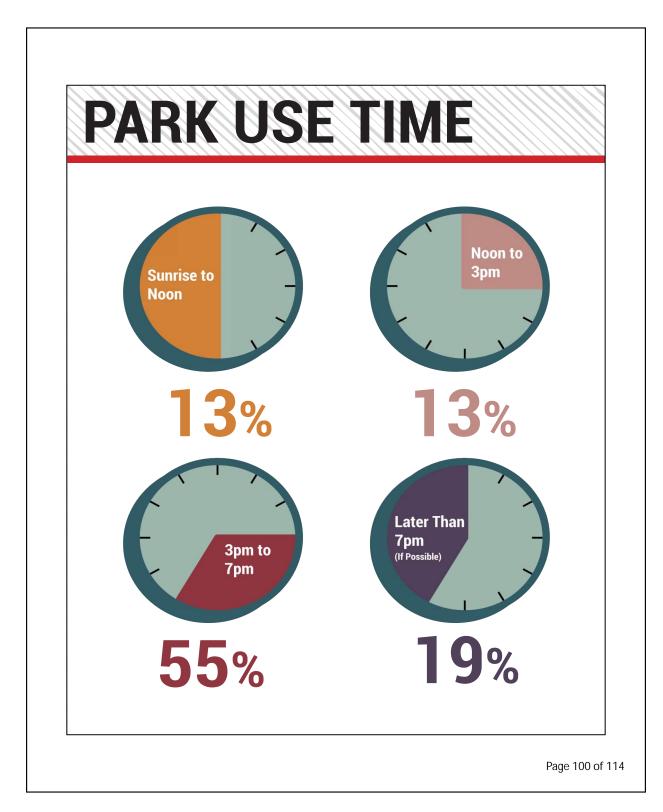


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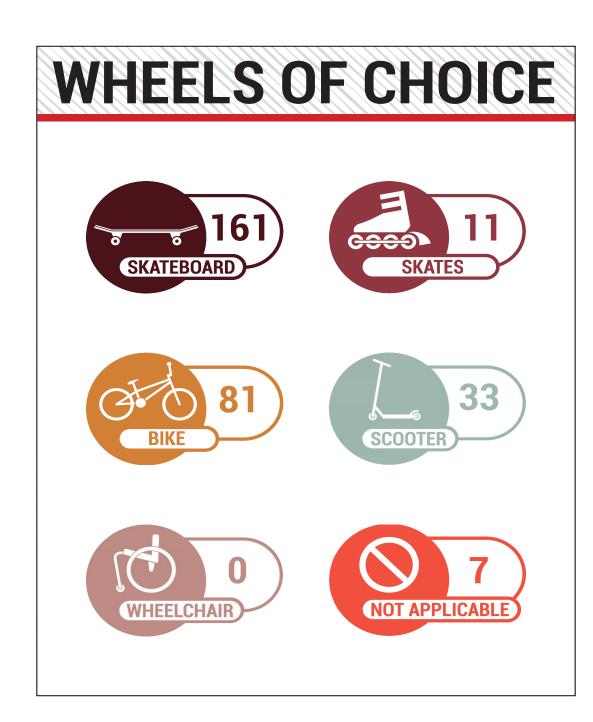


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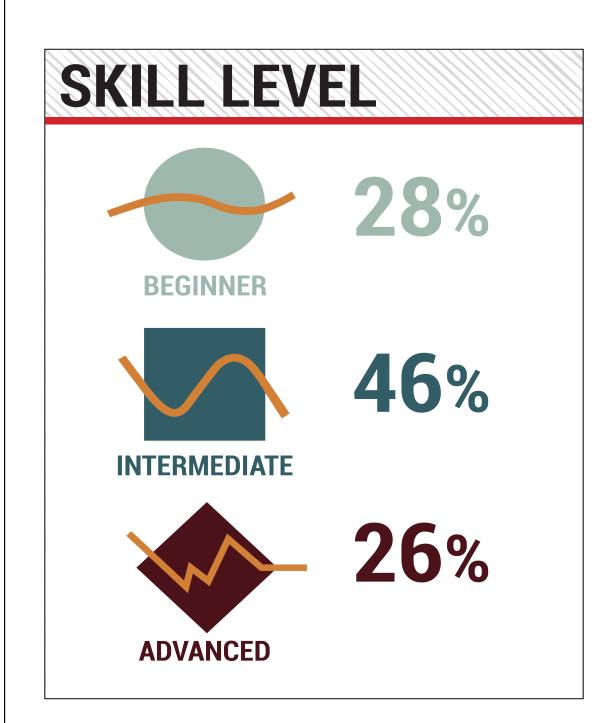


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# **DESIGN OPTIONS**



20%



14%



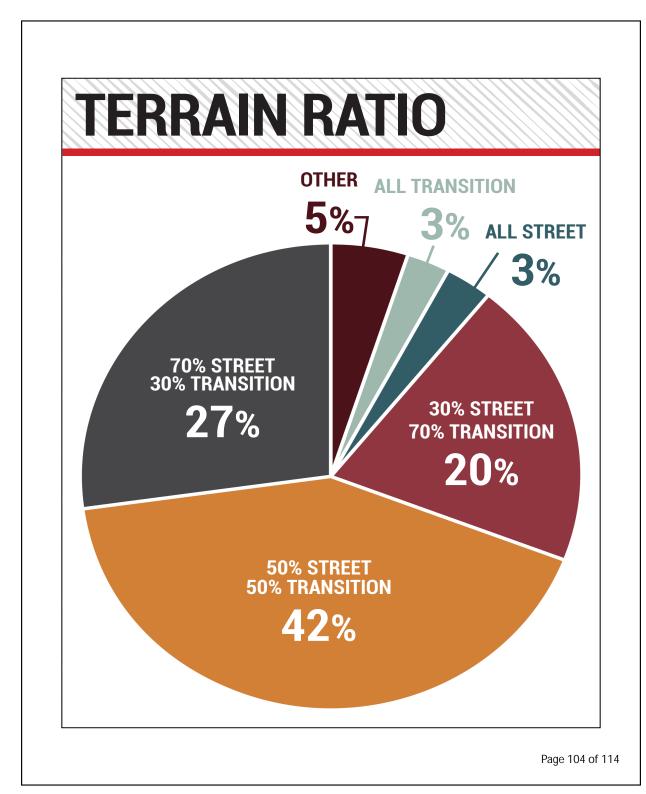
61%

**OTHER** 

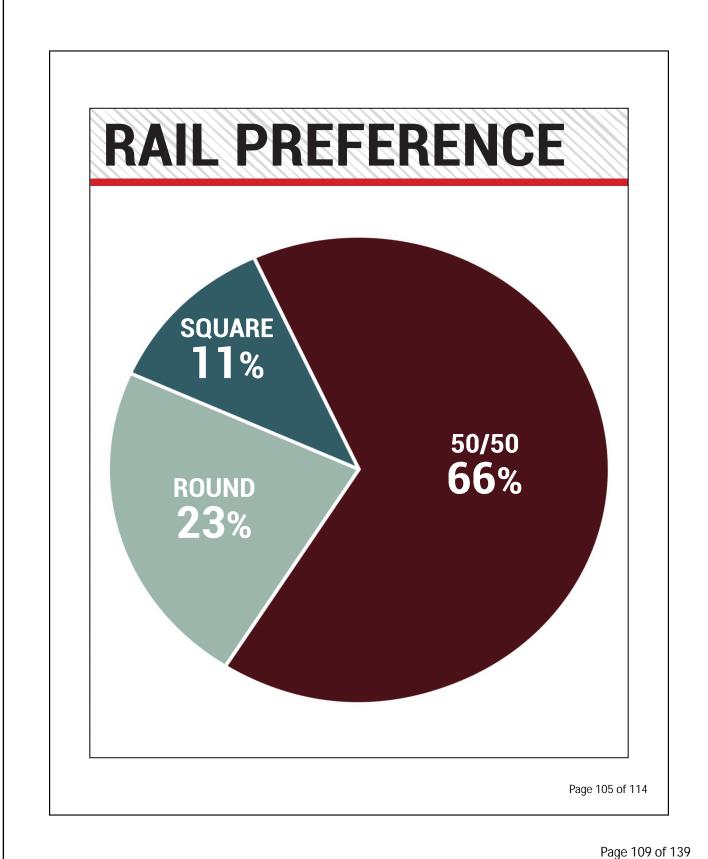
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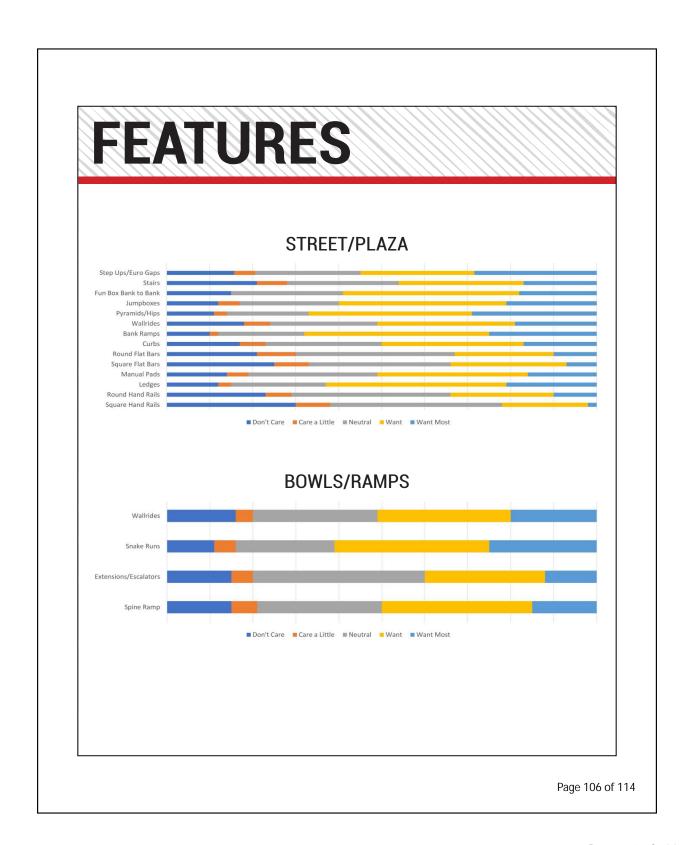
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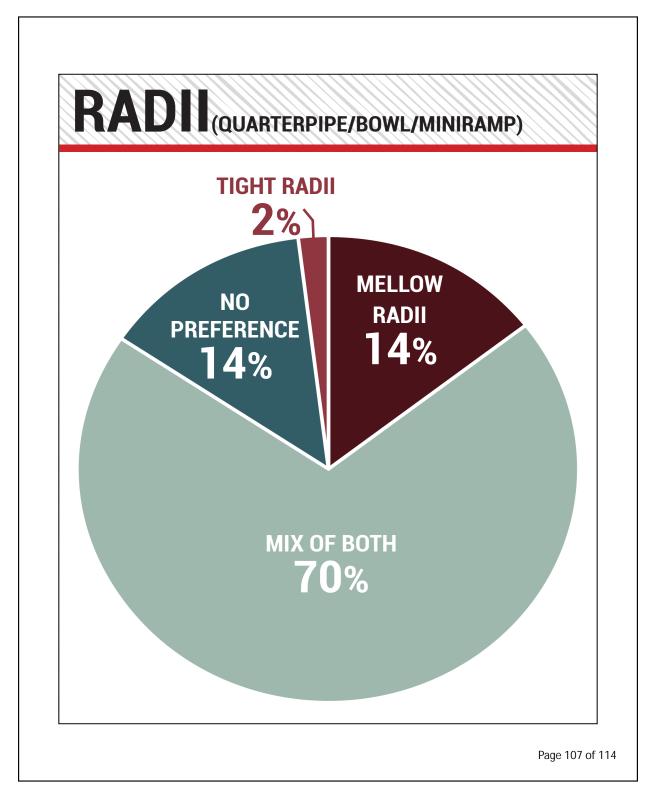


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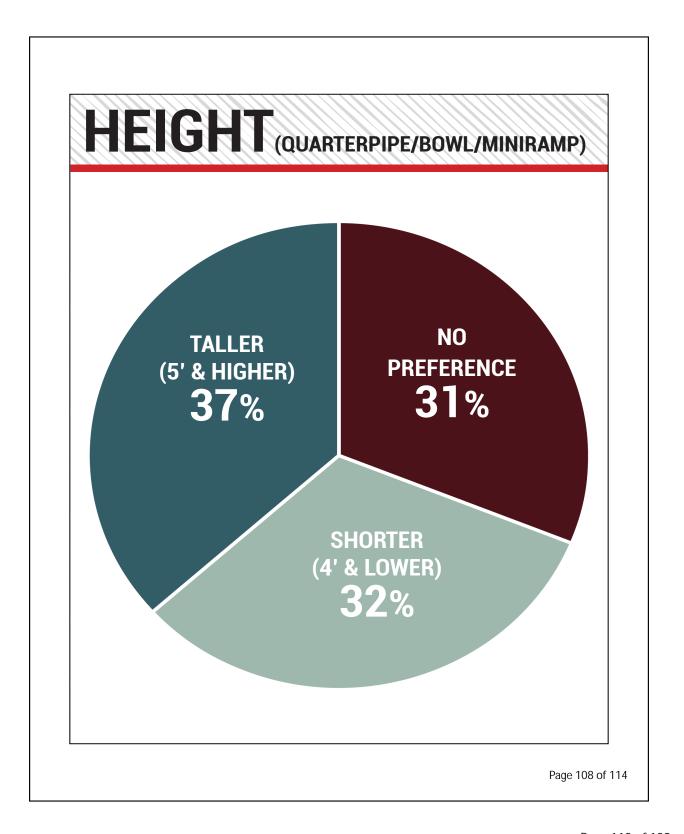




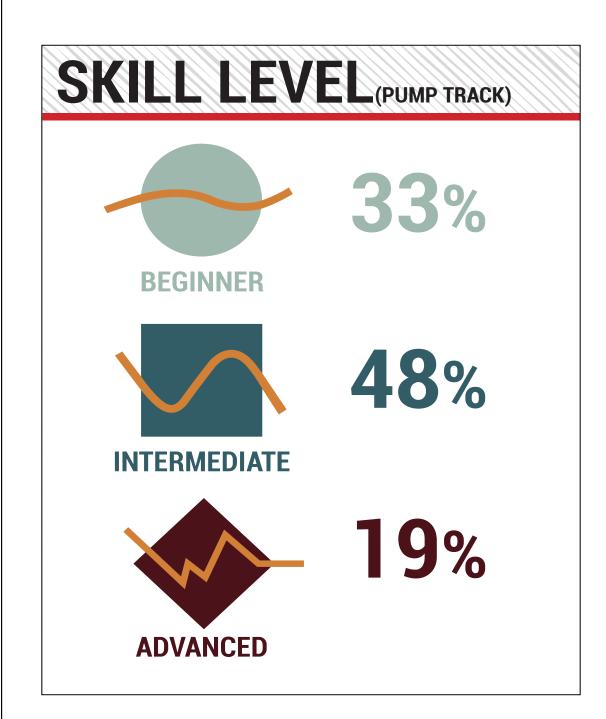
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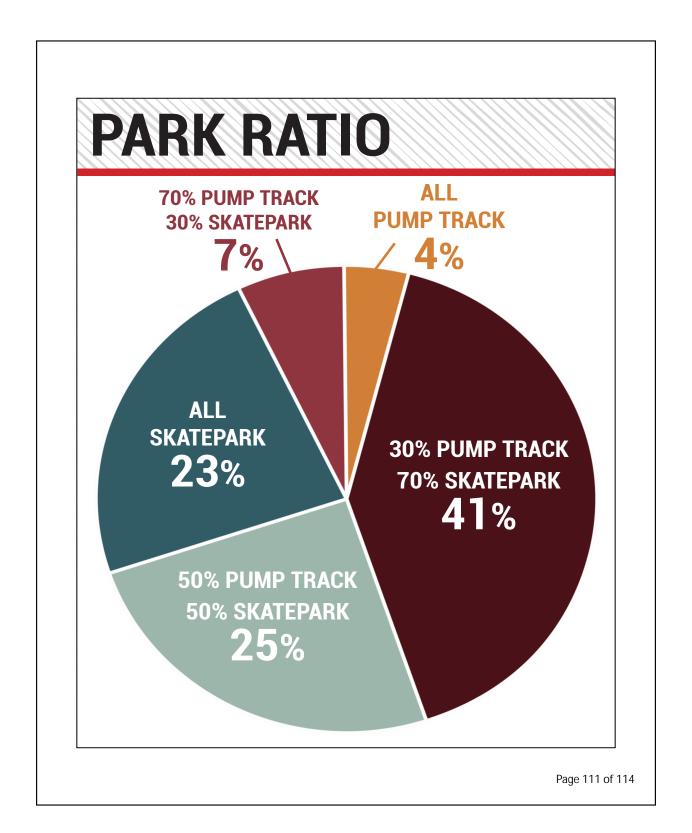
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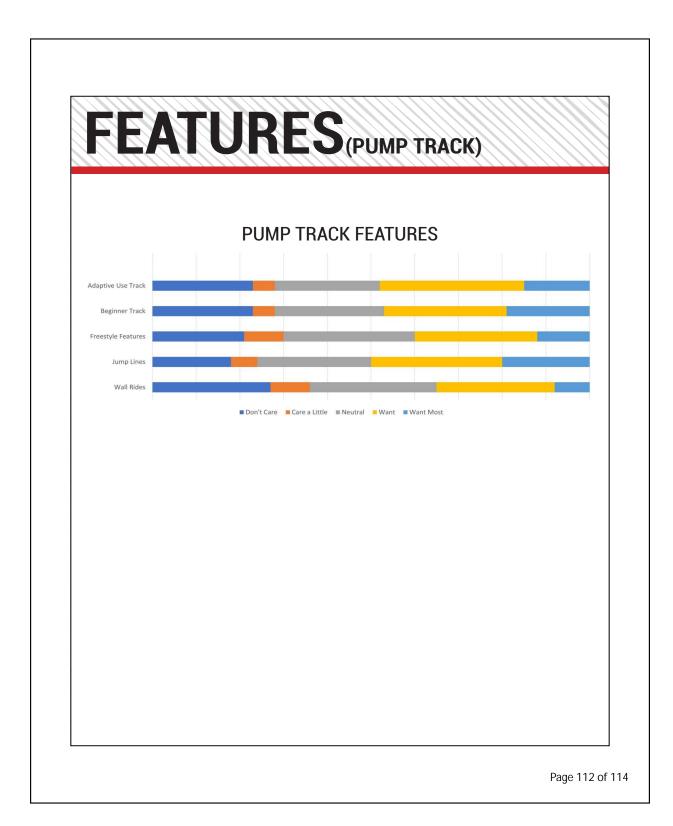
# **PUMP TRACK RIDE HOW WOULD YOU RIDE THE PUMP TRACK?** SKATEBOARD **SKATES SCOOTER**

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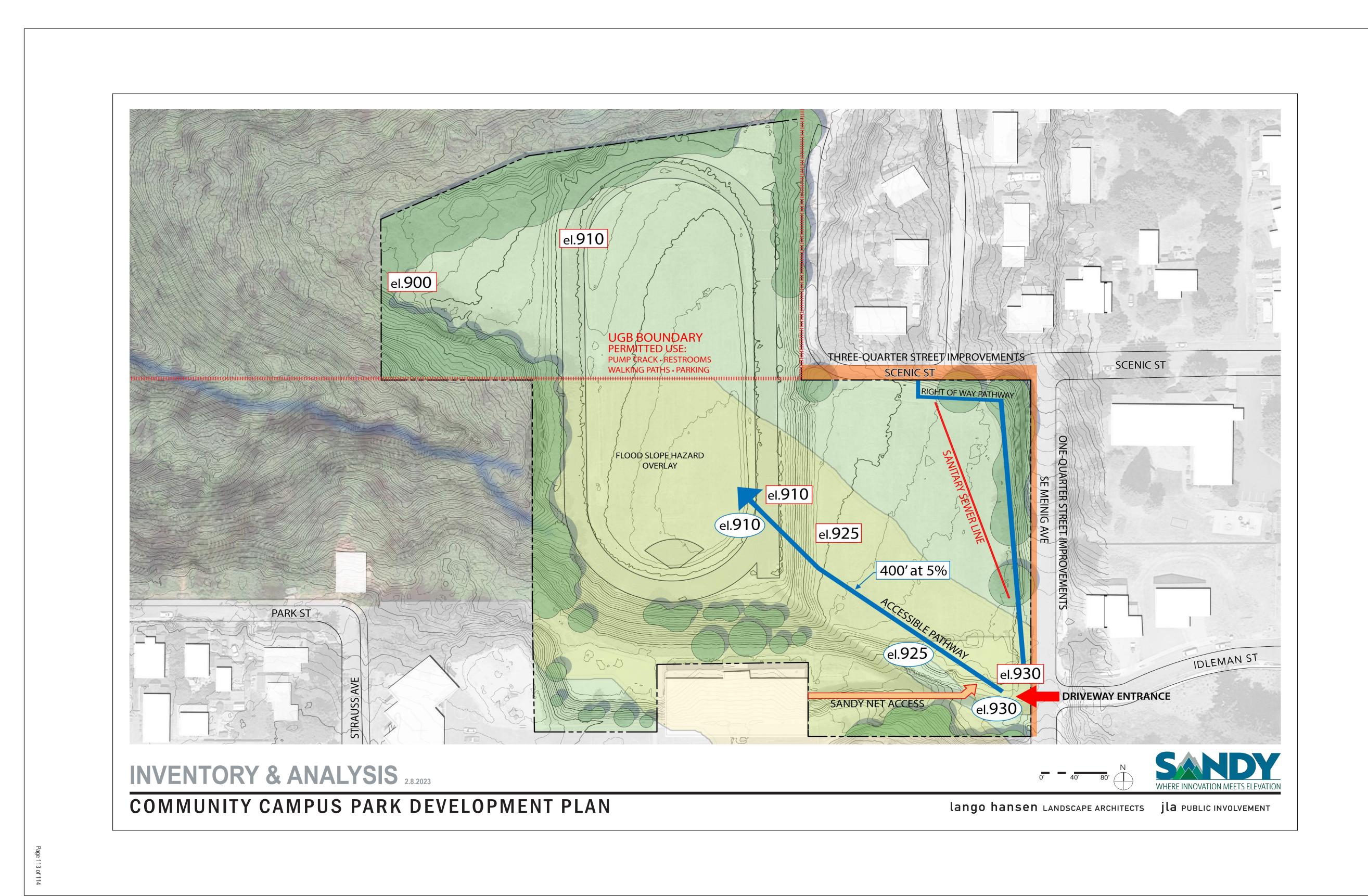
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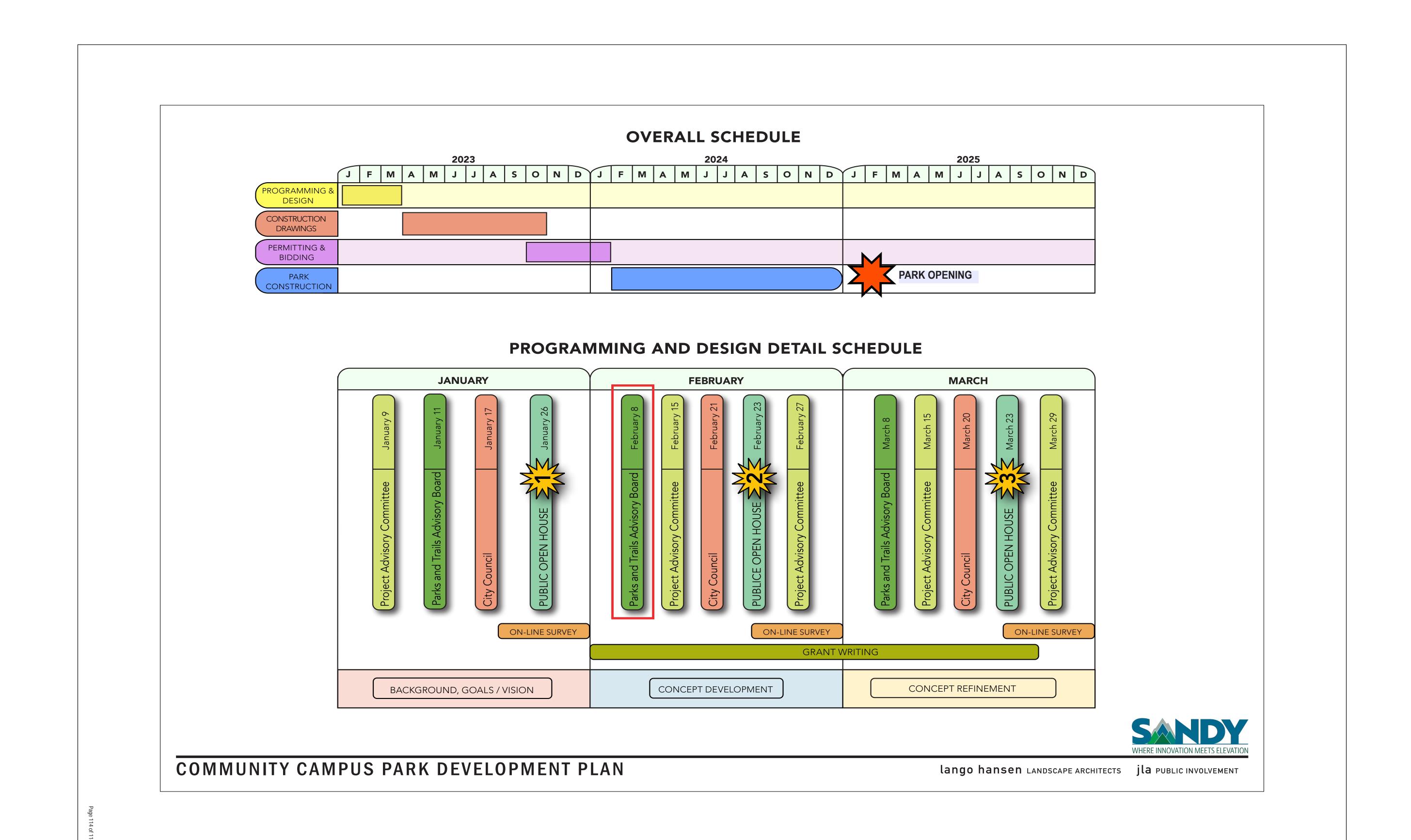
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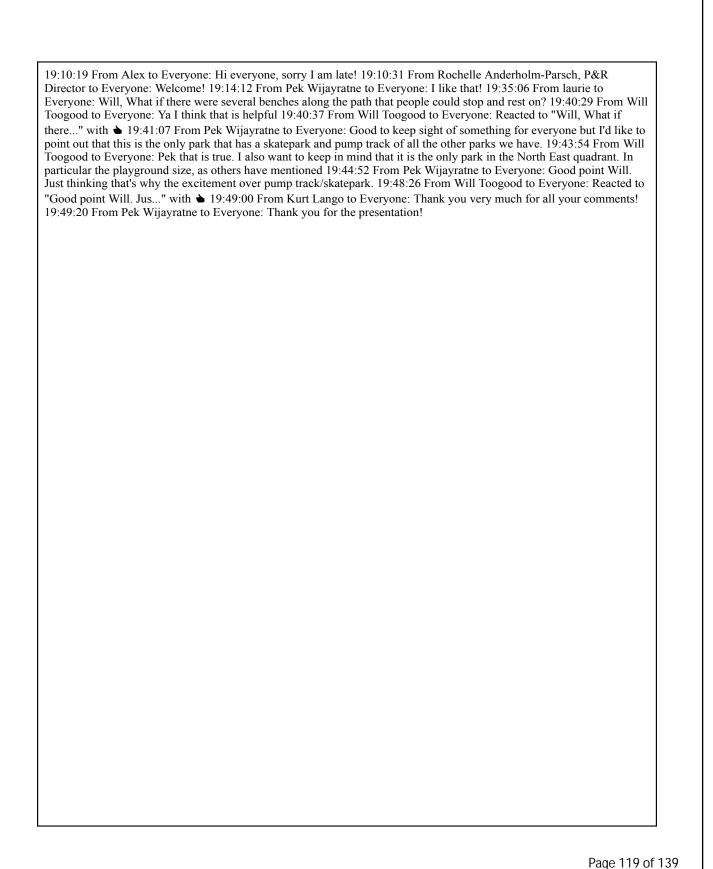
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THE MEANDER SKATE PARK + PUMP TRACK

COMMUNITY CAMPUS PARK DEVELOPMENT PLAN 2.23.2023

lango hansen landscape architects jla public involvement american ramp company skate + pump track





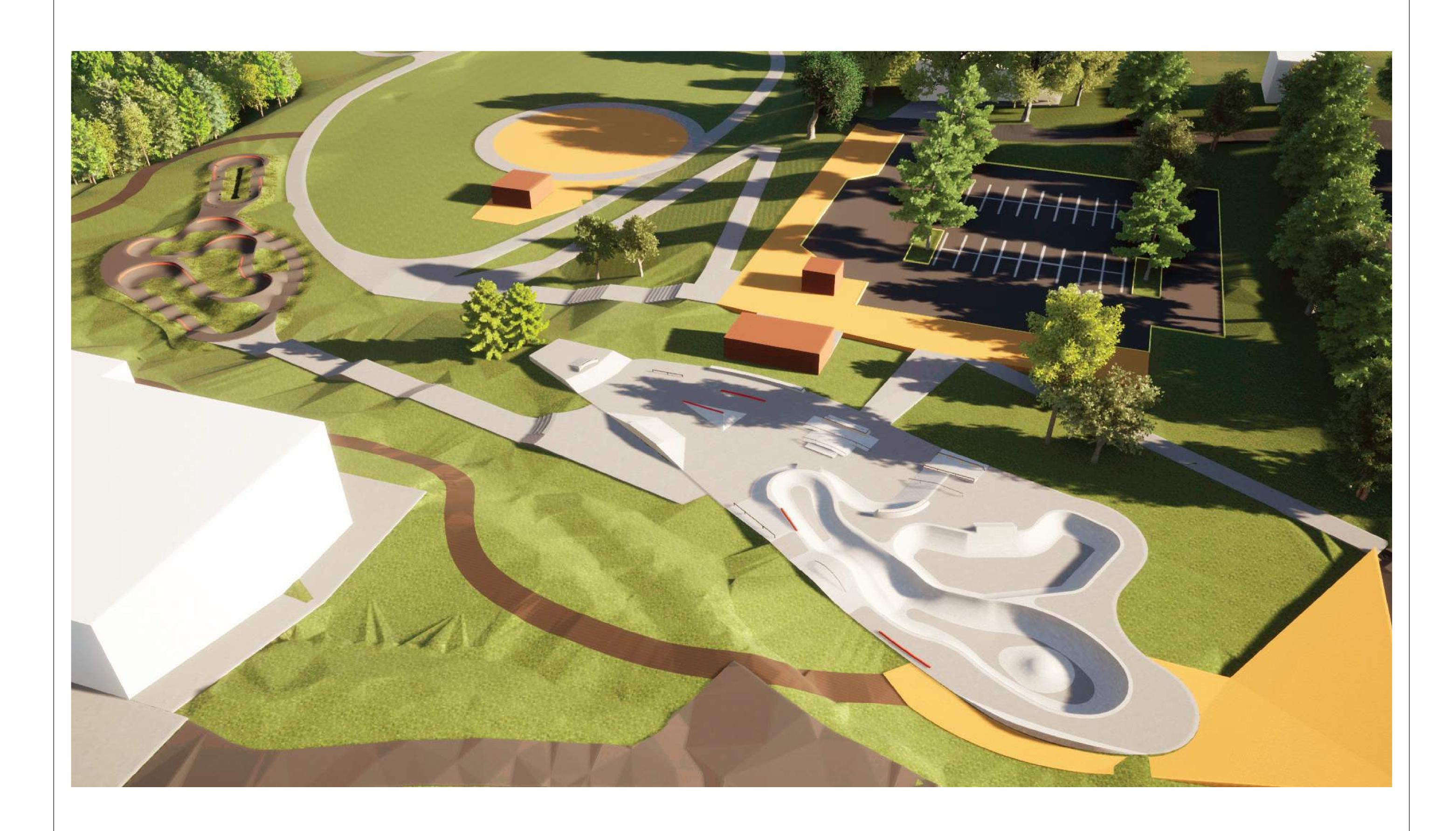
THE PLATEAU SKATE PARK + PUMP TRACK

COMMUNITY CAMPUS PARK DEVELOPMENT PLAN 2.23.2023

lango hansen landscape architects jla public involvement american ramp company skate + pump track



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**MEADOW SKATE PARK + PUMP TRACK** 

COMMUNITY CAMPUS PARK DEVELOPMENT PLAN 2.23.2023

lango hansen landscape architects jla public involvement american ramp company skate + pump track



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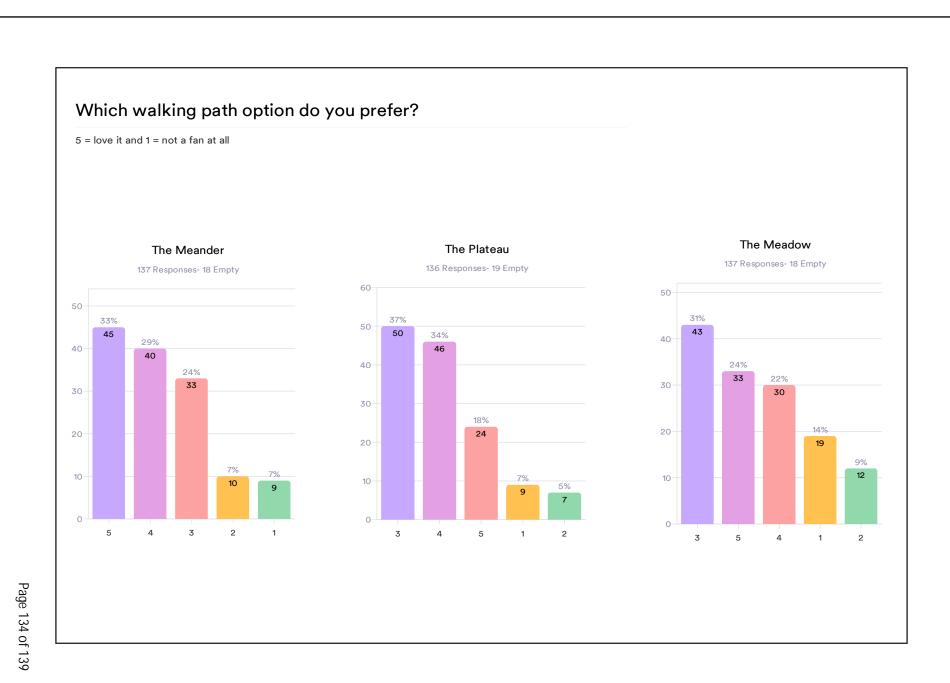
### Which option do you prefer for the skate park and pump track location within the park? 5 = love it and 1 = not a fan at all The Plateau The Meander The Meadow 139 Responses- 16 Empty 140 Responses- 15 Empty 138 Responses- 17 Empty 60 30% 36% 28% 50 40 50 41 39 40 30 30-14% 20-15% 15% 20-10 -10-

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#### Which gathering arrangement do you prefer? 5 = love it and 1 = not a fan at all The Meander The Plateau The Meadow 134 Responses- 21 Empty 136 Responses- 19 Empty 137 Responses- 18 Empty 50-37% 32% 50-40-49 44 26% 40-41 26% 36 35 40-30-24% 30-32 30-17% 20-20-20-13% 10 -10 -10 -5% 5% 3 5

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<sup>o</sup>age 138 of



#### NO. 2023-08

## A RESOLUTION TO APPLY FOR A LOCAL GOVERMENT GRANT FROM THE OREGON PARKS AND RECREATION DEPARTMENT FOR THE COMMUNITY CAMPUS PARK DEVELOPMENT PROJECT

Whereas, the Oregon Parks and Recreation Department is accepting applications for the Local Government Grant Program; and

Whereas, the City of Sandy Parks and Recreation Department desires to participate in this grant program to the greatest extent possible as a means of providing needed park and recreation acquisitions, improvements, and enhancements; and

Whereas, the Sandy City Council, the Parks and Trails Advisory Board and staff have identified park improvements at the old Cedar Ridge Middle now referred to as the Community Camps as a high priority need in the City of Sandy; and

Whereas, the project will include multiple components; the construction of shelters, walking path, restrooms, parking lot, barrier free access, and a skate park and bike pump track; and

Whereas, the City of Sandy Parks and Recreation Department has available local matching funds to fulfill its share of obligation related to this grant application should the grant funds be awarded; and

Whereas, the City of Sandy Parks and Recreation Department will provide adequate funding for on-going operations and maintenance of this park and recreation facility should the grant funds be awarded;

#### NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Sandy

- The City Council demonstrates its support for the submittal of a grant application to the Oregon Parks and Recreation Department for development of the Community Campus Park.
- 2. The City Manager or designee is authorized to execute any and all documents related to the grant application and to effectuate its award.

This resolution is adopted by the Common Council of the City of Sandy and approved by the Mayor this 20 day of March 2023

#2023-08

AL PR	
Stan Pulliam, Mayor  ATTEST:	
Telling front	
Jeff Aprati, City Recorder	
#2023-08	

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March 1, 2023

Mark Cowan, Grant Program Coordinator Oregon Parks and Recreation Department Local Government Grants 725 Summer St. NE, Suite C Salem, OR 97301

Re: Community Campus Park Development Grant Application

Dear Mr. Cowan,

The City of Sandy Parks and Trails Advisory Board (PTAB) is a 7-member citizen board appointed by the Mayor. The purpose of the Board is to advise and make recommendations to staff and the City Council regarding parks, recreation and trail planning. The Board seeks to promote and enhance parks and recreation opportunities on behalf of the citizens of Sandy.

PTAB has identified the development of the Community Campus Park as a goal based on the needs and level of service as identified in the 2022 Parks and Trails Master Plan. The north east area of the city of Sandy is sorely underserved in terms of park space. The city of Sandy has not developed since 2014 and the excitement and need around this much anticipated park project is felt throughout the community.

There has been a substantial amount of public input and engagement resulting in a preferred concept that meets the needs of the communities diverse demographics, varying abilities, and provides a progressive active recreation experience for all ages.

This is a shovel ready project with supporting funds. Therefore, PTAB supports the Parks Department in their efforts to develop this park and their request for grant funds in order to provide the full scope of amenities as expressed through the public engagement process. If awarded, this grant will be an imperative aspect in the development of this new community park.

In closing, the Parks and Trails Advisory Board fully supports the City's efforts in seeking to partner with the Local Government Grant Program to fund development of this much needed and highly deserved park for our community. We urge your support of Sandy's Parks and Recreation Department's application for funding.

Sincerely

Don Robertson

Parks and Trails Advisory Board Chair



City of Sandy 39250 Pioneer Blvd., Sandy, OR 97055

Meeting Date: April 12, 2023

**To:** Parks and Trails Advisory Board

From: John Wallace, Recreation and Senior Services Manager

**Subject:** Review Draft Policy for Sandy's Parks and Recreation Financial

Sustainability Plan

#### **DECISION TO BE MADE:**

Review, provide comments, and recommend to the Council the adoption of the Policy for the Parks and Recreation Financial Sustainability Plan.

#### **PURPOSE / OBJECTIVE:**

To review and adopt a policy that provides an equitable framework that will guide the management of our expenses, how we determine where subsidy is spent and where we generate revenue.

#### **BACKGROUND / CONTEXT:**

The City of Sandy's Parks and Recreation Department contracted with Amalia 110% Inc. to help in a department-wide cost recovery analysis and methodology creation. This work was completed in March 2023. This work required a multi step process that included:

- 1. Staff education and training as to the 'why' of cost recovery
- 2. The development of service categories. This work required a department team to name and define all services provided. After a list of all department services was compiled, the team developed and defined service categories.
- 3. Cost of service analysis.
- 4. Beneficiary of service workshop.
- 5. Unveiling of the Cost Recovery Tool and the results of cost of service
- 6. Adoption of the Parks and Recreation Financial Sustainability Plan

#### **KEY CONSIDERATIONS / ANALYSIS:**

As the Parks and Recreation Department continues to expand services, it is important to have a policy that intentionally guides the Department's expenses and provides revenue generating metrics and goals.

Along with clear financial metrics, the department's Financial Sustainability Plan will help guide our prices, fees, partnerships, needs based assistance and Capital Investment opportunities. The Financial Sustainability Plan will provide us with metrics to measure the success of our policy and an outline of what to do when the metrics are not being met.

#### **RECOMMENDATION:**

1. Staff recommends that the Parks Board review and provide comments on the draft Policy for the Parks and Recreation Financial Sustainability Plan.

And...

2. Staff recommends that the Parks Board supports the Parks and Recreation Department presenting the policy to the Council for codification.

#### SUGGESTED MOTION LANGUAGE:

<u>First Motion:</u> "I move to support the Parks and Recreation Department presenting the 'Policy for the Financial Sustainability Plan' as written and provided.

Or...

<u>Second Motion:</u> "I move to support the Parks and Recreation Department presenting the 'Policy for for the Financial Sustainability Plan' with the Parks Board's comments and edits incorporated into the final version presented to Council."

#### **ATTACHMENTS:**

Attachment A: Draft policy for Sandy's Parks and Recreation Financial Sustainability Plan

#### STAFF CONTACT:

John Wallace <u>jwallace@ci.sandy.or.us</u> (503) 489-2152



#### FINANCIAL SUSTAINABILITY DEPARTMENT POLICY

#### **Purpose**

The City of Sandy Parks and Recreation Department's Financial Sustainability Policy intends to create organizational resilience by way of logical, intentional, and thoughtful guidelines for investment and spending decisions. The strategy encourages tax investment and revenue generation strategies and practices that are fair, equitable, and responsible. This policy is necessary to ensure the Department's financial stability in both the near and long term.

The Financial Sustainability Policy will guide investment and spending choices as the City responds to economic realities, growth competing priorities, demographic shifts and evolving community needs, and climate threats.

#### **Policy Statement**

In alignment with the City Council's 2021-2023 Goals [Goal 5: To Maintain financial strength and sustainability; Action a: Diversify revenue sources, analyze new revenue streams, and look at cost recovery where possible] the Department's Financial Sustainability Policy grounds cost recovery expectations and the spending of taxpayer dollars in a philosophical underpinning that affirms a commitment to equitable investment, financial discipline, and long-term fiscal health.

The bi-annual City of Sandy budget ultimately determines the amount of taxpayer support that can be made available for park and recreation services which results in understanding the degree to which subsidy investment can be made and to which services, and the degree to which user fees will be assessed and to which services.

#### **Cost Recovery/Subsidy**

Cost recovery refers to offsetting the costs (expenses) of delivering services by way of revenues generated from fees and charges, sponsorships, donations, grants, and other alternative revenue streams. Alternatively, subsidy represents a tax source. It is granted by a governmental entity; typically to remove some type of burden, and often considered to be in the overall interest of the public. It is also given to promote a social good or an economic policy.

For example, a cost recovery level of 75% simply means that for each dollar spent on a service, 75-cents are generated from a revenue source (i.e., fees) with the remaining 25-cents covered by subsidies (i.e., taxes).

#### **Department Funding/Revenue Sources**

The City of Sandy Parks and Recreation Department is supported by a number of revenue sources which all contribute varying levels of funding to support the breadth of park and recreation services provided to the community. The degree to which each of these sources is relied upon can shift based upon the economy, market behaviors, and City-wide policy; however, property taxes are the primary source of funding for the Parks and Recreation Department.

#### **Tax Sources**

-General Fund (property taxes paid by City of Sandy Residents)

#### **Alternative Sources**

- -Parks System Development Charges (SDCs)
- -Fee in Lieu of Park Land Dedication
- -Trustee Account
- -Fees and Charges for Service
- -Grants

#### **Service Categories**

The development of categories which include *like* services are important when it comes to justifiable and equitable allocation of subsidy, cost recovery levels, and assignment of budget and general ledger lines to account for a category's fiscal performance (e.g., a service category such as *Beginner/Intermediate Programs* would include "like purpose" activities such as youth basketball, kinder dance classes, or beginner guitar regardless of age or special interest).

The benefits of this type of approach are two-fold. First, it is inefficient for the Department to determine cost recovery expectations by each individual service including facility, activity, or event. Secondly, categorizing by "type of service" or "likeness of service" discourages attempts to determine fees and charges (and therefore cost recovery decisions) based upon special interests, age-based services, or individual values.

The City of Sandy Parks and Recreation Department provides many services annually to the community. The following Service Categories represent the Department's service menu and include Service Category definitions as well as example services.

-Advanced/Competitive Level Classes & Activities: Classes and activities designed to advance or master a skill. In the case of team or league play, scoring is kept with winning as a primary goal. *Examples: Power Yoga, Parkour, Softball Leagues* 

- -Beginner/Intermediate Level Classes & Activities: Classes and activities designed to teach or engage at an introductory or novice level. In the case of team or league play, there is no-scoring with a focus on building foundational skills. Examples: Kinderdance, Yoga & Stretch, Music and Movement, Skyhawks, 3/4th Grade Youth Basketball, Intermediate Parkour, Intermediate Guitar Lessons, 5/6th grade Youth Basketball
- -Community Events: Annual events designed to be inclusive of the entire community regardless of age, ability, family composition, or special interest. Examples: Christmas Tree Lighting, Music & Movies in the Park, Holiday Lights at Meinig, Longest Day Parkway
- -Drop-in Activities: Self-directed activities which include staff oversight and supervision and do not require registration. Examples: Community/Senior Center Lounge Drop-in, Games & Puzzles, Cooling Shelter, Open Gym, Silvertones
- **-Education & Enrichment Activities:** Classes and activities designed to educate and teach personal, social-emotional, and life skills. *Examples: Mental Health Classes, Medicare Classes, Babysitting Classes*
- -Human Services: Resources provided for the prevention and remediation of life challenges and to support those who need assistance ensuring independence and community connection. Examples: Meals on Wheels, Transportation Services, Case Management, Referrals, Energy Assistance, Congregate Meals
- **-Open Access:** Access to parks, trails, and facilities where activity is self-directed. No staff oversight is provided. *Examples: Parks, Trails, Dog Park, Playgrounds, Skate Park, Sports Courts*
- -Rentals: Reservations which provide exclusive use of public spaces and places by a group or individuals. Examples: Sports Field Rentals, Auditorium Rental, Art Room Rental, Dining Room Rental, Gazebo Rental, Plaza Rental, Community Garden Bed Rentals
- **-Social Equity Services:** Services that remove barriers and constraints to accessing park and recreation opportunities. *Examples: Inclusive Egg Hunt, Shower Cart, Todos Juntos*
- -Special Events: Events designed and targeted towards a specific market or market niche'. Examples: Noah's Quest, Corn Cross, Teen Egg Hunt, Senior Egg Hunt, Senior Outings/Trips, Mountain Festival Kids' Events

Note: Service Categories listed above are in order from those perceived to be Common Good Services (#1) to those seen as providing a more Exclusive Benefit Services (#10) as ranked by Department staff, the Parks and Recreation Board, and the Sandy City Council as representative community members.

Common Good Services or cause and purpose driven services intend to impact social, economic, and environmental issues and needs; aligns with the fundamental purpose and mission of the Department. Typically, there are no like services provided by the non-profit/Non-Governmental Organizations (NGO) or private sectors.

Exclusive Benefit Services or specialized services intend to serve personal interests with competition from the non-profit/ Non-Governmental Organizations (NGO) and private sectors which offer like services being common practice.

Common Good (justification for greater subsidy investment)

Community building

- Provides accessibility to marginalized/under-represented populations
- Broad appeal to a wide audience
- Equity services

Exclusive Benefit (justification for greater cost recovery expectation)

- Individualized, special interest
- Requires higher competency/ability level to participate
- Private sector competition exists
- Specialized activities

#### **Financial Sustainability Strategy**

The City of Sandy Parks and Recreation Department's Financial Sustainability Strategy Continuum presents the degree to which financial resources will be spent and expenses will be recovered and managed. It is grounded in the differentiation of parks, recreation and senior services on the basis of who benefits should pay. Economists have differentiated goods and services in the economy in this manner for decades and have designated three types of goods and services: community benefit, dual benefit, and individual benefit.

The Financial Sustainability Strategy Continuum acknowledges varying levels of service. This strategy shifts from one which suggests that all services should be provided at no or low cost for everyone to an equitable and just philosophy where subsidy allocation decisions are based upon "beneficiary of service". In this conceptualization, each type of service has a set of specific characteristics that provide a rationale for who should pay (e.g., taxpayers, the individual, or both) and to what degree. Ultimately, this aligns subsidy allocation, cost recovery goals and expectations with beneficiary of service. Essentially, those who benefit from a service should pay for that service.

The four-year Financial Sustainability Strategy Continuum includes the Department's Service Categories and short-term cost recovery/subsidy goals and expectations. The continuum is a graphic representation of the Department's tax use and revenue enhancement strategy.

The City of Sandy Parks and Recreation Department Financial Sustainability Strategy Continuum 2023-2026 are included in Appendix A of this policy.

#### **Updating Investment Expectations**

Service category cost recovery performance should be reviewed annually, and subsidy (tax dollar) investment goals should be analyzed and updated at least every four years or more frequently as necessary.

#### **Pricing – Fees & Charges**

Several pricing methods are utilized by the Department in order to establish fees and charges. The principal method for establishing services fees will be cost recovery pricing which is defined as determining a fee based on established cost recovery goals.

Other pricing methods may be utilized by the Department, however, any strategy or method used will ultimately require that cost recovery goals or subsidy allocation expectations be met. Common alternative pricing methods include the following options which can be used based upon market behaviors, the competition, and other relevant considerations.

- Market (demand-based) pricing results in pricing based on demand for a service or what the target
  market is willing to pay for a service. The private and commercial sectors commonly utilize this
  strategy. One consideration for establishing a market rate fee is determined by identifying all
  providers of an identical service (i.e., private sector providers, other municipalities, etc.), and setting
  the highest fee. Another consideration is setting the fee at the highest level the market will bear.
- *Competitive pricing* establishes prices based on what similar service providers or close proximity competitors are charging for services. One consideration for establishing a competitive fee is determined by identifying all providers of an identical or similar service (i.e., private sector providers, other municipalities, etc.), and setting the mid-point or lowest fee.
- Value-based pricing is a pricing strategy in which the price of a product or a service is decided on the basis of perceived value or benefit it can provide to a customer. Value based pricing is more evident in places or markets where exclusive products are offered which offer more value than the generic or standard products.
- Penetration pricing has the aim of attracting customers by offering lower prices on services. While
  many may use this technique to draw attention away from the competition, penetration pricing often
  results in lost revenue and higher subsidy requirements. Over time, however, an increased awareness
  of the service may drive revenues and help organizations differentiate themselves from others. After
  sufficiently penetrating a market, organizations should consider raising prices to better reflect the
  state of their position within the market.
- *Premium pricing* establishes prices higher than that of the competition. Premium pricing is often most effective in the early days of a service's life cycle, and ideal for organizations that offer unique services. Because customers need to perceive products and services as being worth a higher price tag, an organization must work hard to create a value perception.
- Bundle pricing allows for the sale of multiple services for a lower rate than customers would pay if
  they purchased each service individually. Bundling can be an effective way of selling services that are
  poor performers and can also increase the value perception in the eyes of customers essentially
  giving them something for a reduced rate.
- *Differential/Dynamic pricing* follows the "law of demand" by supporting a key pricing principle: some customers are willing to pay more than others. Differential pricing is the strategy of selling the *same*

service to *different* customers at *different* prices. Differential pricing enables organizations to "profit" from their customers' unique valuations (ex. Prime time or surge pricing).

In the event a Service Category's subsidy/cost recovery goal is higher than current cost recovery performance and fee increases are required, prices may need to be raised incrementally in accord with market acceptance to optimize revenue generation. However, if the market does not respond favorably to the increase, the service may require divestment if the subsidy investment required cannot be justified based upon beneficiary of service.

In the event a tax dollar investment/cost recovery goal is less than the current level of recovery the established fee will remain the same to ensure that there is no loss of revenue or negative impact on the Department's financial condition.

#### **Partnerships**

Partnerships are advantageous collaborations that position both the Department as well as participating partner organization(s) to efficiently utilize resources leading to cost effective and efficient service delivery, bridging of markets, reductions in duplication of services and fragmentation of resources, and cooperative capital development and/or improvements.

A condition that must be met in order for the Department to enter into a partnership agreement includes that of reciprocal benefit. To prevent the Department from simply becoming a granting body to any organization, the Department and its partner identify the value of the mutual contributions brought forth to the agreement and arrangement. There will be equal value and benefit to each organization resulting from any partnership ensuring that the Department is receiving fair and just value on behalf of taxpayers in return for any resource investment and commitment.

#### Reinvestment

The Financial Sustainability Policy guides re-investment into the park and recreation system such as in those services which require extensive and essential investment. Methods for reinvestment may include a retained earnings fund, an enterprise fund, or similar that will allow for the re-distribution of excess revenues generated from Department services such as Specialized Business Services that are individualized, highly specialized and/or exclusive, and expected to generate a minimum of 100% cost recovery to a retained earnings, enterprise, or similar fund. This fund may be used to support service interests such as social equity and capital investments in park and recreation infrastructure that require short, preventative, and long-term maintenance alleviating pressure and reducing reliance on the City's General Fund.

#### **Needs Based Assistance**

The Department ensures that services are accessible to residents who may be considered economically-disadvantaged, underserved, under-represented, or marginalized, and who may require assistance and support in accessing parks and recreation services. This will require that funds are

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appropriated and fairly and equitably distributed throughout sub-communities in need. Applications will be made available allowing for the neediest individuals and families in order to have access to reduced rates that can both satisfy need for assistance as well as provide equitable subsidies across the system. Appropriations will be determined as follows: projected financial aid needs, award thresholds, and anticipated total population needing to be served. Awards will be issued to City of Sandy residents, defined as those who live within the City limits. Financial assistance will be based upon a "pay what you can" model and the process will be evaluated annually. Additional funds will be sought by fundraising and using a "round up" or "pay it forward" option and will be made available within the registration/point of sale system.

The Department intends to reduce barriers to entry by not requiring financial records or disclosures, rather, relying on an "honor system" for the application process requesting information from applicants specific to their needs and ability to pay only. Applications will be kept on file for one year from application.

#### **Capital Investment**

The City of Sandy follows a biennium budget process and the budget philosophy is focused on expenditure control. If the Parks and Recreation Department under-expends and brings in more revenue than projected/allocated, these funds will be held over as a beginning balance for the subsequent budget. Beginning balance funds are transferred from year to year and can be used for Capital Investment Projects.

#### **Success Metrics**

Success metrics will be used as a means to evaluate whether or not each service is in compliance with established cost recovery goals (as indicated on the Financial Sustainability Strategy Continuum) as well as other efficiencies and intended outcomes. In the event success metrics are not being met, items 1-6 below the Success Metrics list outline actions to address gaps between current performance and success metrics.

- **Success Metric 1:** Financial Viability: a service must meet its minimum tax dollar investment/ cost recovery goal as noted on the Financial Sustainability Strategy Continuum.
- **Success Metric 2:** Operational Efficiency: services should meet 75% or more of capacity (maximum) or realize a minimum increase of 10% usage during each service cycle to ensure efficiency of resource investment (excl: events where capacity is difficult to establish).
- **Success Metric 3:** Participant/Customer Satisfaction: overall participant (customer) satisfaction must meet a minimum of 85% satisfaction or higher (per user surveys and evaluations).
- Success Metric 4: Participant/Customer Impact: alignment with service goals impact on social connections, increases in activity levels, impacts on quality of life, school performance, etc. (per user surveys and evaluations).

#### Addressing gaps between existing cost recovery performance and target (goals)

1. Analyze success metrics for services not meeting their cost recovery goal. DRAFT 3-30-2023

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- 2. Analyze direct and indirect costs of providing service.
  - a. Measure ratio of direct and indirect cost.
  - b. Identify cost reduction opportunities and implement.
- 3. Suggest market increase commensurate with cost recovery goal.
  - a. Conduct market analysis of service.
  - b. Identify opportunities for capturing larger markets.
- 4. Identify potential sponsorship, donation, or pay-it-forward opportunities.
- 5. Identify potential partnership opportunities to continue to provide a service, however, in collaboration with another provider, reducing impacts on and dilution of Department resources, avoiding unnecessary duplication of service, and responsibly utilizing finite taxpayer resources.
- 6. If services do not satisfy success metrics, consider divestment of service at the end of a four-year strategy term or sooner.

#### **Finance-centric Definitions**

**Ability to Pay:** Derived from the economics principle suggesting that those who have more financial resources (wealth) or earn higher incomes should pay more taxes. Relative to municipal park and recreation services, this can be translated to the ability to pay for direct service based on an individual's financial circumstances.

**Alternative Funding:** Other ways to improve cost recovery in addition to fees and charges. May include grants, sponsorships, donations, volunteer programs, etc.

**Benefit:** The degree to which programs and services positively impact the public (individual and community), or in other words, the impact of services.

**Budget:** An estimation of revenue and expenses over a specified future period of time; usually compiled and re-evaluated on a periodic basis.

**Capacity:** The number of available spaces or the occupancy rate of a service. Also referred to as service maximum.

**Collaborate:** The process of two or more people or organizations working together to complete a task or achieve a goal.

Contact Hours: The total number of hours an individual participates in an activity, class, course, or event.

**Cost Recovery:** The degree to which the cost (direct and indirect) of facilities, services and programs is supported or paid for by user fees and/or other designated funding mechanisms such as grants, partnerships, etc. versus the use of tax subsidies.

**Depreciation:** The periodic cost assigned for the reduction in usefulness and value of a long-term tangible asset.

**Direct Cost:** Cost incurred that can be traced directly to provision of a service. This cost would not be incurred if the service ceased. This includes fixed and variable costs.

**Donation:** A gift, grant, or contribution with no expected exchange or reciprocity. Typically done as "good will".

**Enterprise/Quasi-enterprise:** A governmental accounting method established to record transactions like those utilized in the private sector, allowing for tracking of services through a separate fund that records all transactions. All revenues and expenses, as well as assets and current liabilities are included. This type of fund is generally required to break even or generate excess revenues over expenditures. Any revenues earned in excess of expenses are carried over, used for capital improvements or transferred to the General Fund. Collected gross revenues are not deposited in the General Fund, but rather are intended to be used to expand or improve services.

**Exclusive Use:** Scheduled, planned, or programmed use of a facility or space that is limited or restricted to a reserved or rented party. They have the right to the space for the specified period while others are excluded from using the facility or space.

Fee/Price: The amount charged to the customer for an activity or service.

**Financial Management:** The planning, directing, monitoring, organizing, and controlling of monetary resources.

Full Cost: The total cost associated with an activity or service.

**Grant:** A bounty, contribution, gift, or subsidy bestowed by a government or other organization (grantor) for specified purposes to an eligible recipient (grantee) and conditional upon certain qualifications as to use, maintenance of standards, or proportional contribution by the grantee.

**Indirect Cost:** Cost incurred with or without provision of a service. These costs are not traceable to a specific service and can benefit the system as a whole (do not directly benefit a single service).

**Needs Quantification:** Numerically expressing need through the application of a scoring system that quantifies whether an individual or family qualifies for financial assistance (e.g., applying a scoring system to HUD Poverty Guidelines, location of residence, school free lunch program qualification and other relevant variables).

**Non-resident:** A person or household whose primary residence is outside of the organization's (jurisdiction's) service area and does not pay property taxes to the organization (jurisdiction).

Participant/Guest/User/Visitor: The individual who participates in an activity, class, course, event, etc.

**Participants/Guests/Users/Visitors**: The total number of individuals who participate in an activity, class, course, event, etc.

**Participations:** The total number of participants multiplied times the total number of hours an activity, class, course, event, etc. meets.

**Partnership:** An advantageous collaboration that positions two or more participating organizations with common missions to efficiently utilize resources leading shared profits/losses and reciprocal benefit.

**Price/Fee:** The amount charged to the customer for an activity or service.

**Profit/Excess Revenues:** The additional revenue generated by a service when revenues exceed costs or expenditures.

**Program:** A common label in the field of parks and recreation for recreation services such as activities, courses, classes, and events.

**Resident:** A person or household whose primary residence is within an organization's (jurisdiction's) service area and who does pay property taxes to the organization (jurisdiction).

**Scholarship:** A waiver provided as a way to create access to services for those in need of financial assistance.

**Sponsorship:** The act of supporting a person, organization, or activity by giving money in either in-kind or cash form. Typically done with an expectation for some type of "exchange".

**Subsidy:** Funding through taxes or other mechanisms that are used to financially support programs or services provided to users and participants. Subsidy dollars provide for the program or service costs (direct and/or indirect) that are not covered by user or participant fees, or other forms of alternative funding. This is the community's financial investment (i.e., taxes).

**Success Metrics:** Performance measures are quantifiable evaluations of the organization's performance on a pre-determined set of criteria measured over time. The agreement upon standard performance measures allows the organization to judge its progress over time (internal benchmarking) and identify areas of strength, weakness and potential for improvement.

Total Cost of Service: The cost to provide a service including both direct and indirect costs.

**Willingness to Pay (WTP):** The maximum amount an individual is willing to give to procure a product or service. The price of the transaction will thus be at a point somewhere between an individual's willingness to pay and the seller's willingness to accept. Macro environmental factors such as the overall state of the economy can influence willingness to pay.

