



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Sara L. Hensley

SUBJECT: SEE BELOW

DATE: 10-19-05

Approved

Date

10/24/05

Council District: 9
SNI Area: N/A

**SUBJECT: REPORT ON CAMDEN COMMUNITY CENTER FITNESS
CENTER FEES FOR SENIORS, YOUTH, AND DISABLED**

RECOMMENDATION

Adopt a Resolution amending a portion of the adopted 2005-2006 Parks and Recreational Facilities Fee Resolution (Resolution No. 72738) to provide for a lower resident rate fee structure for senior, youth, and disabled using the Fitness Center at Camden Community Center.

BACKGROUND

In June 2005, City Council adopted the 2005-2006 Parks, Recreation and Neighborhood Services Department's Fee Resolution to be effective July 1, 2005. Staff implemented new fees at Camden Community Center and found that the new fee increases were deterring our senior, youth and disabled customers from using the facility.

Due to this concern, PRNS staff extended their market analysis to include hours of operation, equipment quantity and facility amenities as comparisons to other cities (Campbell, Cupertino, and Milpitas) (Attachment A).

ANALYSIS

The analysis found that each city has different hours of operation, quantity of equipment, and amenities for fitness center users. For fitness center hours, Campbell and San Jose were similar in operational hours whereas Milpitas and Cupertino held longer operational times. In the areas of exercise equipment, all cities have treadmills, bikes, elliptical cross trainers, free weights, and universal resistance equipment, with San Jose, Cupertino and Milpitas having nearly the same

amount of equipment for customers to use. The amenities at each of these city facilities are comparable. San Jose, Campbell, and Milpitas fitness centers have gyms, locker rooms, showers and a lap swimming pool, while Cupertino has locker rooms, showers, tennis facilities, and half court gym.

While all four cities have similar facilities, Campbell, Milpitas, and the Cupertino Fitness Center have inclusive rates that allow their customers to use the above amenities. San Jose has a separate rate for the fitness center and their pool use.

Due to the results from the market analysis and having separate pool and fitness center use fees as compared to the other cities, PRNS recommends a decrease of the proposed fees for senior, youth, and disabled. It is recommended that the new adult user fees not be changed as these fees are competitive and within market rate.

The table below describes the rates and the new proposed changes for youth, seniors and disabled.

Pass Type (Youth, Seniors, Disabled)	Adopted 2004-05 Rates	Adopted 2005-06 Rates	Percent Change from 2004-05	New Proposed 2005-06 Rates	Percent Change from 2004-05	New Proposed Non-resident 2005-06 Rates
Daily	\$ 2.00	\$ 3.50	75%	\$ 2.50	25%	\$ 4.00
Monthly	\$ 15.00	\$ 45.00	200%	\$ 19.00	27%	\$ 30.00
Annual	\$ 100.00	\$ 325.00	225%	\$ 130.00	30%	\$ 240.00

The proposed changes would be retroactive to July 1, 2005. Staff will identify participants who have paid the higher fees and offer the choice of a refund or an appropriate extension on the pass. As there was a surge in the purchase of annual passes prior to the rate increase, only a handful of participants have paid the higher rates and will need to be accommodated.

Staff plans to conduct annual market assessments in order to stay abreast of current trends and information in order to stay competitive. User fees may increase in future years; however, these increases will not be more than 20% per year.

OUTCOMES

To implement a lower fee structure for Camden Fitness Center for Senior, Youth and Disabled category.

PUBLIC OUTREACH

Information regarding the new fees will be distributed to all youth, seniors and disabled patrons using the Camden Fitness Center and posted in the Camden Community Center.

HONORABLE MAYOR AND CITY COUNCIL

10-19-05

Subject: Camden Community Center Fitness Center Fees

Page 3

PUBLIC OUTREACH

Information regarding the new fees will be distributed to all youth, seniors and disabled patrons using the Camden Fitness Center and posted in the Camden Community Center.

COORDINATION

This memo was coordinated with the City Attorney's Office and the City Manager's Budget Office.

CEQA

Not a project.



SARA L. HENSLEY
Director of Parks, Recreation and
Neighborhood Services

Attachment

ATTACHMENT A

MARKET ANALYSIS OF OTHER CITY FITNESS CENTER FEES

NAME OF CITY	HOURS OF OPERATION	EQUIPMENT	AMENITIES	SR PRICE	
				Resident	Non-Res
SAN JOSE	10AM-1PM MWF	7 TREADMILLS	LOCKERROOMS	\$3.50	\$4.00 Daily
	8:15AM-1PM T/TH	5 BIKES	SHOWERS	\$45	\$55 Monthly
	5:00PM-8:45PM M-F	7 ELIPTICALS	SWIM POOL	\$325	\$355 Annual
	9:00AM-NOON SATURDAYS	FREE WEIGHTS 2 WEIGHT MACHINES	GYM		
CAMPBELL	5:30-8:30AM M-F	4 TREADMILLS	LOCKERROOMS	\$5.00	\$5.00 Daily
	11:30-2:00PM M-F	4 BIKES	SWIM POOL	\$65	\$65 20 VISIT DAY PASS
	5:00-6:30PM M-F	2 ELIPTICALS	SHOWERS	None	None Annual
	8:00AM-11:00AM SATURADYS	FREE WEIGHTS 1 WEIGHT MACHINE	GYM		
CUPERTINO	6:00AM-10:00PM M-F	6 TREADMILLS	LOCKERROOM	\$7.00	\$10.00 Daily
	8:00AM-6:00PM SATURDAY	4 BIKES	SHOWERS	\$55	\$65 Monthly
	8:00AM-6:00PM SUNDAY	6 ELIPTICALS	TENNIS COURTS	\$375	\$405 Annual
		FREE WEIGHTS 3 WEIGHT MACHINES	1/2 COURT GYM		
MILPITAS	6:00AM-9:00PM MON-THURS	8 TREADMILLS	LOCKERROOM	\$5	N/A Daily
	6:00AM-5:00PM FRIDAYS	6 BIKES	SWIM POOL	\$25	\$55 Monthly
	8:00AM-1:00PM SATURDAY	4 ELIPTICALS	SHOWERS	\$225	\$495 Annual
		FREE WEIGHTS 1 WEIGHT MACHINE	GYM		