Modified Fee Proposal
Aquatics & Transportation

Recreation & Parks
Fee Analysis Task Force

August 19, 2014
HISTORY

- Sept 2012 – Task Force created
- Dec 2013 – Original Proposal
- March 2014 – Public Hearing
- May 2014 – Approval of some fees
  - Direction for public outreach
- Aug 2014 – Modified Proposal
PUBLIC OUTREACH

- Informed Community
  - El Segundo Herald
  - City website
  - eZine to 600+ emails
  - City facilities

- 3 Community Meetings
  - Varied scheduling to accommodate public
  - 46 total attendance

- Survey
  - 239 completed
  - Available online, hard copy, or over the phone
SUMMARY OF TRANSPORTATION

- Estimated 85% of meeting participants were senior citizens responding to proposed transportation fees.

- Core Comments
  - Fixed and low income – fees limit access to daily needs and social/recreational activities
  - Transportation is a necessity, not just a convenience or luxury
  - Already paid by taxes through Proposition A
  - Proposed fees too high; shouldn’t be a fee at all
  - Cost to collect fees might negate benefits of revenue
Q6 On average, how often do you and your immediate family members utilize the City's Transportation Services?

Answered: 235   Skipped: 7

- Never: 40.85%
- Once a month: 7.23%
- 2-3 times per month: 4.26%
- Once a week: 2.13%
- More than once a week: 10.64%
- Summer / Spring Break Only: 34.89%
Q7 Currently there is no fee for El Segundo Residents to ride. If a fee was implemented, would you continue to utilize Transportation Services?

Answered: 237   Skipped: 5

- Yes: 24.05%
- No: 27.43%
- I don't know: 23.21%
- N/A: 25.32%
Q8 If fees were implemented, what fee would you consider fair (one-way trip) for...

Answered: 227    Skipped: 15

- **Beach Shuttle**: 33.03%
  - $0.25 - $0.50: 2.75%
  - $0.75 - $1.75: 25.23%
  - $2.00 - $3.00: 7.41%
  - $4.00 - $5.00: 1.39%
  - None: 38.99%

- **Dial-A-Ride Trips within...**: 42.13%
  - $0.25 - $0.50: 1.39%
  - $0.75 - $1.75: 21.76%
  - $2.00 - $3.00: 27.31%
  - $4.00 - $5.00: 33.03%
  - None: 25.23%
# MODIFIED FEE PROPOSAL

* TRANSPORTATION SERVICES

<table>
<thead>
<tr>
<th>Transportation Fares (one-way)</th>
<th>Original Proposal</th>
<th>Proposed Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dial-A-Ride</td>
<td>$1.00</td>
<td>$0.25</td>
</tr>
<tr>
<td>Beach Shuttle (i.e. Spring Break/Summer)</td>
<td>$1.00</td>
<td>$1.00  or  $40.00 Summer Unlimited</td>
</tr>
<tr>
<td>Out-of-City Shopping Trip</td>
<td>$2.00</td>
<td>$0.50</td>
</tr>
<tr>
<td>Out-of-City Medical Trip</td>
<td>$4.00</td>
<td>$5.00 round trip</td>
</tr>
<tr>
<td>Financial Assistance for Lifeline Qualifiers</td>
<td>10% discount</td>
<td>50% discount</td>
</tr>
</tbody>
</table>
SUMMARY OF AQUATICS

- Estimated 15% of meeting participants were adults with children who participate in Recreation Swim

- Core Comments
  - Per person fees for families would be cost prohibitive and would limit usage
  - Would be more convenient to have a pre-paid unlimited usage pass for a designated time period (i.e. monthly or seasonally)
  - Rec ID Cards are already fees for access to services
Q2 On average, how often do you and your immediate family members participate in Aquatics Drop-In Programs?

Answered: 227  Skipped: 15

- Never: 30.40%
- Once a month: 12.33%
- 2-3 times per month: 18.06%
- Once a week: 7.49%
- More than once a week: 13.22%
- Summer Only: 18.50%
Q3 Currently there is no fee for El Segundo Residents to participate. If a fee was implemented, would you continue to participate in Aquatics Drop-In Programs?

Answered: 233   Skipped: 9

- Yes: 25.32%
- No: 28.33%
- I don't know: 27.90%
- N/A: 18.45%
Q4 If fees were implemented for Aquatics Drop-In Programs, what fee range would you consider fair for...

Answered: 225   Skipped: 17

- Youth (3-17 years)
  - $0.25 - $1.99: 2.38%
  - $2.00 - $3.99: 10.00%
  - $4.00 - $5.99: 43.33%
- Adult (18-61 years)
  - $0.25 - $1.99: 5.69%
  - $2.00 - $3.99: 30.33%
  - $4.00 - $5.99: 27.49%
  - None: 44.29%
# MODIFIED FEE PROPOSAL

* AQUATICS DROP-IN PROGRAMS

<table>
<thead>
<tr>
<th>Aquatics Drop-In Fees</th>
<th>Original Proposal</th>
<th>Proposed Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-Residents</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Ages</td>
<td>$5.00</td>
<td>$5.00</td>
</tr>
<tr>
<td><strong>El Segundo Residents</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adults (18-61 years)</td>
<td>$2.00</td>
<td>$2.00 <em>or</em> $20 Monthly Unlimited</td>
</tr>
<tr>
<td>Youth (3-17 years)</td>
<td>$2.00</td>
<td>$2.00 <em>or</em> $20 Monthly Unlimited</td>
</tr>
<tr>
<td>Seniors (62+ years)</td>
<td>$1.00</td>
<td>$1.00 <em>or</em> $10 Monthly Unlimited</td>
</tr>
<tr>
<td>Infants (0-2 years)</td>
<td>$1.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Summer Family Recreation Swim Pass</td>
<td>N/A</td>
<td>$50 Family up to four members (each additional child $10)</td>
</tr>
</tbody>
</table>
CONCLUSION

- Reduced transportation fares and increased Financial Assistance
- Discounted swim pass and Beach Shuttle options
- “Pay-As-You-Go” is a necessary option
- Thanks to those who came to the Community Meetings and completed the Survey!