



## HUMAN SERVICES COMMISSION AGENDA REPORT

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May 3, 2023  
Item 4

### **TITLE: REVIEW AND RECOMMEND UPDATES TO THE RECREATION FEE ASSISTANCE PROGRAM**

#### **SUMMARY**

For over 20 years, the City of Pleasanton has provided a Recreation Fee Assistance Program to enable eligible City residents to receive financial assistance to offset costs to participate in the City's recreation programs and activities. At its inception, the program focused on low-income seniors and youth with an average of thirty applicants approved annually and a total City allotment of approximately \$7,000. Since then, the Fee Assistance program has grown significantly in participation and funding.

#### **RECOMMENDATION**

Review and recommend updates to the Recreation Fee Assistance Program.

#### **FINANCIAL STATEMENT**

Funding for the Fee Assistance Program is available in the City's Operating Budget (00199200-433165-11909). \$100,000 has been requested from the City's General Fund for Fiscal Year 2023/24 and the same amount of \$100,000 for Fiscal Year 2024/25.

## **BACKGROUND**

For over 20 years, the City of Pleasanton has provided a Recreation Fee Assistance Program to enable eligible City residents to receive financial assistance to offset costs to participate in the City's community services (recreation) programs and activities. At its inception, the program focused on low-income seniors and youth with an average of thirty applicants approved annually and a total City allotment of approximately \$7,000. Since then, the Fee Assistance program has grown significantly in participation and funding.

The current program has an annual budget of \$30,000 and has the following parameters for participation:

### Eligibility

1. Must provide proof of Pleasanton residency, living within Pleasanton's city limits (i.e. PG&E bill, water or garbage bill, rental agreement, etc.)
2. Must provide proof of additional assistance (i.e. school-lunch program letter, CalFresh, CARE Credit, FERA Program, CA Life-Line Program, California Head Start Letter, Medi-Cal eligibility letter, Social Security Statement with a Bank Statement, etc.)

### Maximum Allocation

- \$250 per single household
- \$500 per family per household of two or more

### Co-Payment

- 25% of class/program fees required

The current Fee Assistance program works as a discount in our online system, which means that program participants must call the Library and Recreation Department to register for classes/programs, the same process for most participants currently.

## **DISCUSSION**

Staff surveyed current and former fee assistant participants and discovered several key areas to improve the program for participants: the percent subsidy, the allocation per individual, the household maximum, and the ease of registration for classes and programs.

Staff recommends the following:

- Increase City subsidy from 75% to 90%
- Increase allocations from \$250 per individual and \$500 per household to \$300 per individual and remove per family per household maximum
- Move away from the fee assistant model towards a scholarship model to allow individuals to register for programs online.

Staff recommends eligibility requirements and application process remain unchanged (Attachments 1 and 2).

While the \$30,000 General Fund allocation for the Recreation Fee Assistance Program was sufficient in the past, staff learned that many people who could benefit from the program were not using it due to the limitations. Allocating \$100,000 each year for the next two Fiscal Years will ideally allow the program to expand to its full potential.

Next Steps

Staff requested the General Fund allocation through the upcoming two-year budget process and will await City Council adoption. In the meantime, staff will take commission comments and staff recommendation and combine them into a formal resolution for City Council adoption.

Staff will bring annual updates on the program to the commission.

Submitted by,

A handwritten signature in blue ink that reads "Jay Ingram". The signature is written in a cursive style.

Jay Ingram  
Recreation Manager

Attachments:

1. Library and Recreation Department Fee Assistance Program 2022-2023 Guidelines
2. Library and Recreation Department Fee Assistance Program 2022-2023 Application