

To: Honorable Mayor and Members of the City Council

From: Jennifer Ott, City Manager

Date: December 2, 2025

Supplemental Memo regarding Public Hearing to Consider Adoption of Resolution Amending Master Fee Resolution No. 12191 to Add and Revise Recreation and Park Fees for Calendar Year 2026. (Recreation and Parks 10051400)

SUPPLEMENTAL INFORMATION

This memo is being provided to supplement the staff report already published for the December 2, 2025, City Council meeting.

The Recreation and Parks Department (ARPD) is proposing an updated recommendation to phase the adult user group rental rates over four years rather than three years to provide impacted organizations a longer timeline to adjust to the fee based on concerns received from the Alameda Aquatic Master (AAM).

ARPD with AAM in 2024 when developing the rate structure and phased implementation plan for pool rental rates. Council approved the first year rate increase of the 3-year plan in December 2024. ARPD met with AAM again in 2025 when proposing the second year of the rate plan. AAM proposed the organization be given the resident youth rate. ARPD did not accept the proposal because this would create a significant precedent since the department's rate structure for all sports facility rentals are delineated by youth and adult rates based on a long-standing value to support youth in sports. ARPD provides comparison pricing from other agencies and acknowledges the complexity involved. Most organizations provide rates using various methods, for example some have contracted rates for swim teams while others treat teams as contractors working with an organization.

Pool rental fees are structured with lane rental fees and lifeguard fees. The lifeguard fee is determined by the number of lanes rented, for example if 6 of the 9 lanes at Encinal are requested the renter is charged for one lifeguard. Similarly, if all lanes are requested the renter is charged for two lifeguards.

ARPD is recommending to increase the implementation plan for adult organization pool rental rates from three years to four years which reduces the rate increase in 2026 and 2027. It also aligns reaching the market rate fee of \$15 per lane with the opening of the new Alameda Aquatic Center. This change to a four year implementation plan is estimated to reduce annual revenues by approximately \$7,000 per year. ARPD anticipates the revenue loss can be absorbed in the adopted operating budget, potentially offset by other program revenues. The tables below show the fee comparison for the three year versus the four year plan. The target market rate for resident youth organizations is \$10 and for resident adult organizations is \$15. These rates do not include the lifeguard fee.

Resident Youth Organizations	2024	2025	2026	2027	2028
3-year Implementation Plan	\$2.88	\$5.00	\$7.50	\$10	n/a
4-year Implementation Plan	\$2.88	\$5.00	\$6.67	\$8.34	\$10

Resident Adult Organizations	2024	2025	2026	2027	2028
3-Year Implementation Plan	\$4.11	\$7.75	\$11.33	\$15	n/a
4-Year Implementation Plan	\$4.11	\$7.75	\$10.17	\$12.57	\$15

ARPD recommends extending the implementation plan for pool rates an additional year to reduce the annual rate increase and align with the opening of the new aquatic center at the end of 2027.

Respectfully submitted,
 Justin Long, Recreation and Parks Director