City of Daly City
Regular Meeting
PARKS AND RECREATION COMMISSION

Tuesday, March 27, 2012 – 6:00 p.m.
City Hall Council Chambers – 2nd Floor
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Parks and Recreation Commission on any item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Library and Recreation Services Department as soon as possible prior to the meeting.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF MINUTES
Meeting of February 28, 2012 (Action)

APPROVAL OF AGENDA (Action)

REPORTS
1. Director's Report:
   a. Proposed Revised Satisfaction Guarantee Policy and Program, Camp, Class and League Refund Policy – Burns/Birch (Action)
   b. Afterschool Youth Recreation Program – Burns/Brown (Action)
   c. Time and Date of April Joint Meeting with Library Board of Trustees – Burns (Action)
   d. Cancellation of April 24, 2012 Regular Meeting – Burns (Action)

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT
Speakers are limited to two minutes, unless modified by the Chair. The Commission cannot take action on any matter raised under this item.

AGENDA BUILDING FOR NEXT MEETING

ADJOURNMENT
- April Joint Meeting with the Library Board of Trustees to Discuss Proposed Biennial Budget
- Cultural Programs

AVAILABILITY OF PUBLIC RECORDS:
All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.

DALY CITY PARKS AND RECREATION COMMISSION
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – FEBRUARY 28, 2012

The meeting was called to order by Parks and Recreation Commission Chair Teresa Proaño at 6:02pm.

ROLL CALL

Parks and Recreation Commission Present:
Chair Teresa Proaño, Vice Chair Thomas Ledda, Commissioners Gerardo Murillo, Jack Pastor, and Genevieve Jopanda.

Staff Present:
Assistant City Manager/Interim Director Kerry Burns; Assistant to the Director Tim Birch; Recreation Services Manager Denise Brown; Administrative Assistant Judy Bush

APPROVAL OF MINUTES

Motion made by Vice Chair Ledda and seconded by Commissioner Murillo to approve the corrected minutes of the November 22, 2011, Parks and Recreation Commission. Unanimously approved.
Motion made by Commissioner Pastor and seconded by Vice Chair Ledda to approve the minutes of January 24, 2012, of the Parks and Recreation Commission. Unanimously approved.

APPROVAL OF AGENDA

Motion made by Commissioner Pastor and seconded by Commissioner Jopanda to approve the February 28, 2012, Agenda of the Parks and Recreation Commission. Unanimously approved.

REPORTS

1. **Director's Report:**
   a. **Cultural Affairs Program:**
   Assistant City Manager/Interim Director Kerry Burns reviewed the current cultural events which are Black History (February); Women's History Month (March); and Hispanic Heritage (September or October). Ms. Burns asked for the assistance of the Commission to check with their Councilmembers to ensure the cultural affairs programs are consistent with their vision and expectations and to bring their input to the April Joint Special Meeting with the Library Board of Trustees.

   b. **Municipal Code Update:**
   Assistant City Manager/Interim Director Kerry Burns provided an amended version of the current Municipal Code. Ms. Burns pointed out the powers and duties of the Commissioners and relationship to staff. These items are consistent to what was presented in an earlier training. Ms. Burns noted that, with regards to the Commission's relationship to Parks, it is anticipated there will be an ad hoc Parks Advisory Committee comprised of staff and community members. Any items the Parks Advisory Committee has related to Library and Recreation Services would come forward to the Parks and Recreation Commission prior to City Council. Ms. Burns will remain as the Staff Liaison until the City Manager appoints a Director to the Department of Library and Recreation Services. At the March 26 City Council meeting, staff will report the Municipal Code amendments to City Council.

   c. **Summer Youth Recreation Program (SYRP):**
   Ms. Burns introduced Recreation Services Manager Denise Brown who presented a rebranded and expanded look at the Summer Youth Recreation Program. With the increase of fees, Ms. Brown reviewed this successful program and its values in relation to the fees.
   Commissioners provided feedback and discussion regarding the fee structure and the competitive, affordability of the fees. Ms. Burns stated we are looking at fees in the surrounding areas and staff is looking at nominal fee increases for the Biennial Budget.

Staff noted that facility accommodations limit us to the number of participants. The SYRP Report will be presented to City Council at the March 12 City Council meeting.

Staff invited Commissioners to attend one of the summer sessions and Commissioners invited the summer Volunteens (student volunteers) to a Commission meeting to kick-off the summer.

ANNOUNCEMENTS AND COMMUNICATION
Commissioner Pastor participated in the Black History Celebration of February 4. Well attended, great entertainment and food.

President Proaño commented on the wonderful Doelger Supporters' crab feed event on February 25 and thanked the Thornton High School students for their volunteer service.

March 15 Women's History Month Awards and Reception at 5:30pm in the City Council Chambers.

PUBLIC COMMENT
None.

AGENDA BUILDING FOR NEXT MEETING
Interim Director/Assistant City Manager Kerry Burns provided information on items for the March 27 meeting:

- Facility Rental Reservation Policy
- Programs and Class Refund Policy
- Afterschool Youth Recreation Program (AYRP)

Ms. Burns reminded the Commission that the April meeting will be a Joint Special Meeting of the Library Board of Trustees and Parks and Recreation Commissioners.

ADJOURNMENT
Motion made by Vice Chair Ledda to adjourn the meeting and seconded by Commissioner Pastor. Meeting was adjourned at 6:50pm.

CITY OF DALY CITY
DEPARTMENT OF LIBRARY AND RECREATION SERVICES
MEMORANDUM

To: Parks and Recreation Commission

From: Kerry E. Burns, Assistant City Manager and
Interim Director of Library and Recreation Services

By: Timothy Birch, Assistant to the Director

Date: March 27, 2012

Subject: Proposed Revised Satisfaction Guarantee Policy and Program, Camp, Class and League Refund Policy

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Recommended Action
Staff recommends the Parks and Recreation Commission review and approve the Proposed Revised Program, Camp, Class and League Satisfaction Guarantee and Refund Policies.

Background
The Department of Library and Recreation Services, as stated in the Activity Guide, presently provides registration fee refunds under the following circumstances and conditions:

1. After a program, camp, class or youth sports league has commenced, refunds are provided only under three conditions:
   a. The participant has an extended illness;
   b. The participant has a family emergency; or,
   c. The participant exercises the Department's Satisfaction Guarantee.

2. If a customer exercises the Department's Satisfaction Guarantee within 10 business days of the last day of the program or class, the customer may:
   a. Repeat the program, class, camp, or youth sports league at no charge;
   b. Receive full credit toward another program; or,
   c. Receive a cash refund.

Discussion
While well-intended, the current Policies' implementation presents a number of concerns and challenges:

- The Refund Policy is silent on how refunds or credits should be provided prior to the first day of the program or class. This has become an issue with high-demand programs when a registrant withdraws only days or hours before the program or class begins. This last-minute withdrawal with a full refund eliminates the opportunity for other interested customers to enroll in the program and deprives the City of the much needed revenue.

- Once a program or class begins, refunds may be provided for only three reasons: extended illness, family emergency or customer dissatisfaction. This creates a challenge for staff who is placed in the position of determining what constitutes an extended illness or a family emergency.

- The Department's Satisfaction Guarantee Policy allows a registrant to request a full refund after a program has ended, even if the registrant attended every session.

In developing the Proposed Revised Satisfaction Guarantee Policy and Program, Class, Camp, and League Refund Policy, a survey was performed of policies in cities throughout San Mateo County. This survey provided the following information:

- Only two other jurisdictions in San Mateo County have a satisfaction guarantee policy. Foster City's policy states that participants should "Contact us immediately so that we can work to resolve your concern...If we are unable to resolve your concerns, we will be happy to transfer you to another class or issue a full refund." The Millbrae policy states: "If you are unsatisfied with a course, you may fill out a Class Evaluation form and receive your registration fee back on your account to use for future registrations." Neither policy states that a person can complete a class and then request a refund after completion. The Millbrae policy provides credit only.

- Nine of the fourteen jurisdictions surveyed set deadlines on refunds for class withdrawals before a class begins. These deadlines varied from three days to two weeks, with the most common deadline being one week.

- Ten of the fourteen jurisdictions surveyed require a refund processing fee. These fees varied from five to fifteen dollars, with the most common fee being ten dollars.

- Two jurisdictions do not give refunds; they provide credit only. One jurisdiction provides refunds only and no credits. Another jurisdiction provides credit only (no refund) if the request to withdraw from the class comes after their one-week withdrawal deadline has passed.

The specific details of the Satisfaction Guarantee Policy and the Program, Class, Camp, and League Refund Policy are provided as an attachment to this report. The Policies seek to insure the highest level of customer satisfaction while ensuring an equitable, understandable and streamlined process for providing refunds and credits for programs, classes, camps and leagues.

Fiscal Impact

A positive impact on staff productivity and the budget is expected. It is anticipated refunds will decline and staff productivity, given the more streamlined procedures, will increase.

Summary/Conclusion
Staff is available to provide any additional information desired by the Parks and Recreation Commission.

Respectfully submitted,

Timothy Birch
Assistant to the Director
Department of Library and
Services

Kerry E. Burns
Assistant City Manager and
Interim Director - Department of Recreation
Library and Recreation Services

Attachment: Proposed Revised Satisfaction Guarantee Policy and Program, Class, Camp, and League Refund Policy

Department of Library and Recreation Services
SATISFACTION GUARANTEE POLICY and
PROGRAM, CLASS, CAMP AND LEAGUE REFUND POLICY

Purpose

These policies detail the guidelines and eligibility required for receiving a refund or credit for a Program, Class, Camp or League offered by or through the Department of Library and Recreation Services.

SATISFACTION GUARANTEE POLICY

If a customer is not fully satisfied with a Program, Class, Camp or League, they may withdraw, prior to the third session, with a full **credit**, less a $30 uniform fee, if applicable. The credit provided to a customer's account shall be available for the customer's use up to one year after the start date of the Program, Class, Camp or League for which the credit was originally issued. If the credit is not used within this one year period, the credit shall be transferred from the customer's account into the Department's scholarship fund. Any request made under this policy at or after the third session shall be processed in accordance with the Refund Policy.

REFUND POLICY

Overview

In the interest of providing the public and staff with an equitable and consistent policy, the following Refund Policy has been established for providing refunds and credits resulting from the cancellation of or withdrawal from a Program, Class, Camp or League offered by or through the Department of Library and Recreation Services.

- If, for any reason, a Program, Class, Camp or League is cancelled by the Department of Library and Recreation Services, the customer shall receive a full refund.

- If a customer wishes to cancel their enrollment and receive a full refund, the request for a refund must be made at least five business days prior to start of the Program, Class, Camp or League.

- Refunds shall be issued only in instances when a customer cancels their registration at least five business days prior to the start date. In all other cases covered in this Refund Policy, a customer account credit shall be issued.

Program, Class or Camp

- If a customer withdraws from a Program, Class or Camp less than five business days prior to its start date, the customer shall receive a credit less a $10 processing fee. Refunds shall not be issued.

- If a customer withdraws after a Program, Class or Camp has commenced, the customer shall receive a partial credit. The amount of this partial credit shall be pro-rated based on the number of remaining sessions, less a $10 processing fee. Refunds shall not be issued.

Youth Sports Leagues

- If a customer withdraws from a Youth Sports League less than five business days prior to its start date, the customer shall receive a credit less a $10 processing fee.

- If a customer withdraws within the first three weeks of a League season, the customer shall receive a credit less a $30 uniform fee and a $10 processing fee. If a customer withdraws at or after week four, no credit or refund shall be issued.

Additional Information

- If a customer withdraws from a Program, Class, Camp or League and receives a credit, the credit provided to a customer's account shall be available for the customer's use up to one year after the start date of the Program, Class, Camp or League for which the credit was originally issued. If the credit is not used within this one year period, the credit shall be transferred from the customer's account into the Department's scholarship fund.

- Exception to the Refund Policy due to extenuating circumstances may be considered by the Director of Library and Recreation Services.

- No refund or credit is available for the following Program, Class, Camp or League: Drop-in classes, special events, adult sports leagues, camp extended care and one-day classes.

CITY OF DALY CITY

DEPARTMENT OF LIBRARY AND RECREATION SERVICES
MEMORANDUM

To: Parks and Recreation Commission

From: Kerry E. Burns, Assistant City Manager and
Interim Director of Library and Recreation Services

By: Denise Brown, Recreation Services Manager
Jennifer Der, Recreation Supervisor

Date: March 27, 2012

Subject: Proposed Enhancements to the Afterschool Youth Recreation Program

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Recommended Action
Staff recommends the Parks and Recreation Commission review and provide input to staff on the proposed enhancements to the Afterschool Youth Recreation Program and proposed fee increases for the 2012-2013 School Year.

Background/Discussion
Historically, the Afterschool Youth Recreation Program (AYRP) was a free program, operating throughout the school year. The Program delivers services Monday through Friday, beginning immediately after students are released from school until 5:00 or 6:00 p.m., depending on the school. Current school sites are Panorama, Junipero Serra, MH Tobias and Daniel Webster Elementary Schools. As a result of the economic downturn and in an effort to reduce the City's General Subsidy, in the fall 2010, the City began charging for the AYRP. Fees are $40 per month for Daly City residents and $80 per month for non-residents. Currently, the program provides a safe environment for youth to do their homework, have a snack, develop friendships and participate in recreational activities.

Staff proposes to enhance the Afterschool Youth Recreation Program by placing a greater focus on education and enrichment. The enhanced AYRP would be follow the format of the After School Education and Safety (ASES) Program, a grant funded program delivered by the Department of Library and Recreation Services in conjunction with community partners. The enhanced AYRP would also incorporate the principles of the recently approved Summer Youth Recreation Program. Through implementing the ASES program structure, the AYRP would consists of:

- A 1:20 staff to youth ratio;
- One hour of homework assistance;
- One hour of enrichment; and,
- One hour of nutrition and healthy play.

Additionally, the enhanced AYRP would incorporate use the philosophy of the Summer Youth Recreation Program which includes:

- The Six Pillars of Character (Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship) as the building blocks of the program; and,

- Infuse the core values of recreation (inclusivity, diversity of experience, lifelong learning, service to community, environmental stewardship, personal development, healthy lifestyles, professional growth, and fun and celebration) within the various components of the program and activities.

A typical day in the AYRP would consist of:

- **Jumpstart -** A game or activity would be delivered to participants intended to energize and wake up the senses and body after a long day in school;

- **Snack Program -** Leaders would provide an afternoon snack as part of the regular program and incorporate nutritional guidelines consistent with the school year ASES program. Additionally, the program would maintain its' partnership with the "Soda Free Summer" mission;

- **Homework Assistance –** Staff would assist participants with their daily homework assignment, as well as, provide learning activities, additional worksheets, stories and readings;

- **Nutrition / Fitness Activity –** Staff would lead activities from stretching to fitness activities, such as cardio activities, and cooperative play games such as elbow tag and Rosh ambo revolution. Staff would promote the importance of daily exercise and healthy food options to increase energy levels. Participants, who sign up to participate in the City's youth athletic programs, may have practice during the AYRP timeframe. Active Free Play or Positive Play would be another option to allow participants to explore a range of activities at their own pace. Staff would supervise all areas that the participants were allowed access;

- **Enrichment Activity –** Staff would lead various enrichment activities to provide students with diversity of experiences from Science, Technology, Engineering and Math (STEM) Program workshops to arts and crafts, gardening and creative writing. Kids Choice would be an option where the leaders would supervise areas of exploration play. Participants would create an activity and staff would be involved in some aspect of the programming. Staff would ensure all participants were engaged in the activities; and,

- **Cool Down -** A low energy, low impact activity, usually reviewing the day, bringing the group back together to calmly end the program day.

An example of a typical weekly program schedule is provided as an attachment to this report (Attachment No. 1).

Fiscal Impact

Currently, the Afterschool Youth Recreation Program is delivered at four school sites: Panorama, Junipero Serra, MH Tobias and Daniel Webster Elementary Schools. For the 2010/11 School Year, there were 2,072 AYRP registrations. Over 90% were Daly City residents. To continue to provide financial relief to the General Fund while still ensuring families throughout Daly City can afford to enroll their children in AYRP, the newly proposed fee for the 2012-2013 School Year would be $50 a month for Daly City residents and $62 a month for non-residents. This proposed program fees reflect, consistent with prior City Council action, a premium of 25% for non-residents. This would allow Junipero Serra to extend the operation hours of its program to a three hour per day program, consistent with the other AYRP sites. Staff also proposes to prorate the monthly charge to $25 per month for Daly City residents and $31 a month for non-residents for the months of August and December when the program only runs for half the month.

The summary below illustrates the anticipated 2012/13 School Year direct cost to deliver the program, based on an average of 60 program participants/per week:

Part-time Hourly Wages	$112,389.45
Social Security (7.65%)	$ 8,597.79
Program Supplies	$ 15,000.00
Promotional Flyers and Office Supplies	$ 2,000.00
Total Estimated Program Cost	$137,987.24

Based on the proposed rates discussed above, it is anticipated the program would generate $105,750, an increase of $21,150 annually. The additional revenue attributed from the new fee would lower the General Fund subsidy level of this program by 40% from approximately $53,400 to approximately $32,200 annually.

Conclusion

Staff is pleased to present this enhanced Afterschool Youth Recreation Program for the Park and Recreation Commission's review. Staff is available to provide any additional information desired by the Parks and Recreation Commission.

Respectfully submitted,

Jennifer Der
Recreation Supervisor

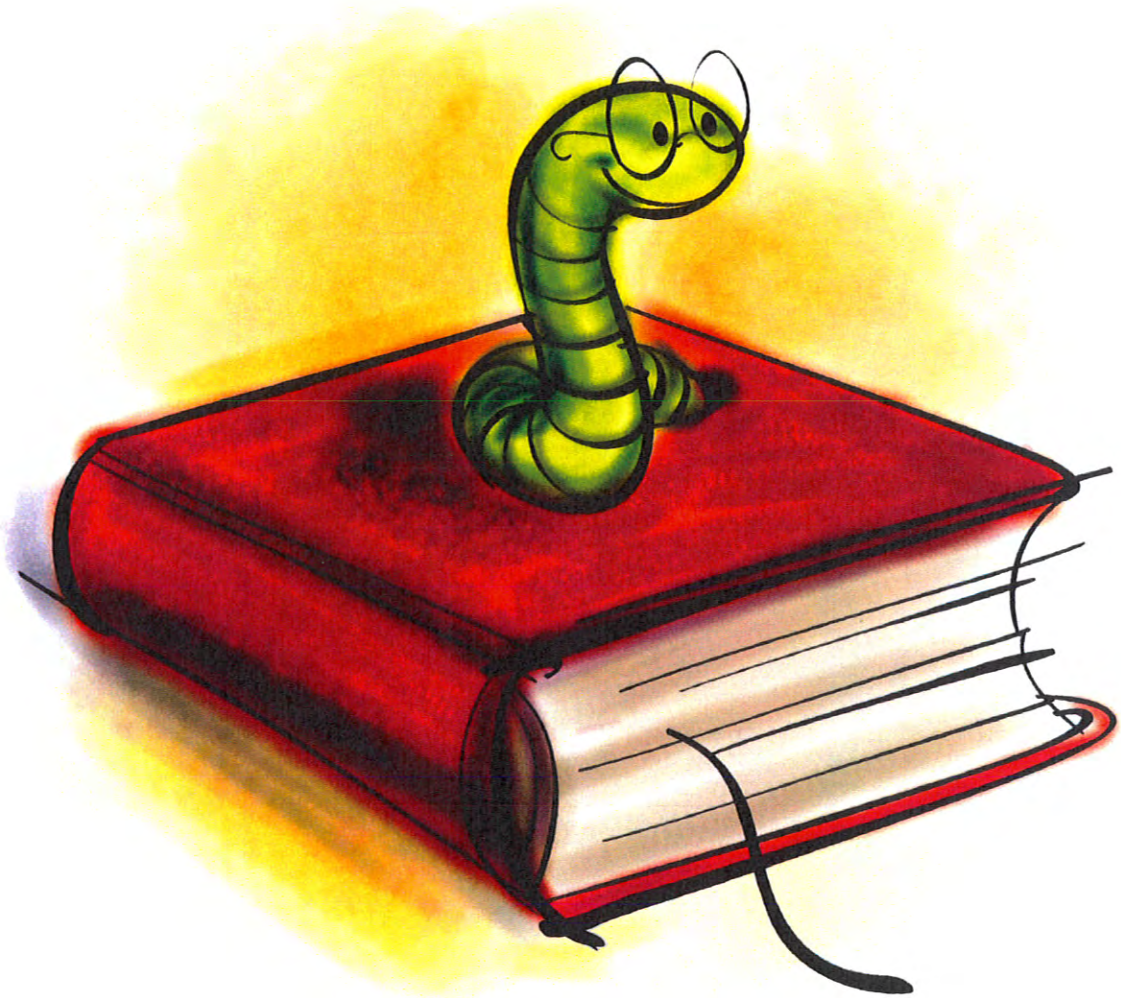
Denise Brown
Recreation Services Manager

Kerry E. Burns
Assistant City Manager and
Interim Director-Department of
Library and Recreation Services

Attachment: AYRP Weekly Schedule

Daly City Department Library and Recreation Services

Afterschool Youth Recreation Program



M H Tobias School

725 Southgate Ave., Daly City

School Year 2012-13

Afterschool Youth Recreation Program

M H TOBIAS SCHOOL

Your Leaders:

Group 1	Group 2	Group 3	Group 4	Group 5
Rox P.	Donna D.	David Z.	Ray R.	Jen D.

PARTY DAY!
September 28

Ice Cream Fridays
$3.00

BACK TO SCHOOL NIGHT
SEPTEMBER 19

5:00– 7:00

REGISTER TODAY!!
SPECIAL PROGRAMMING:
Flag Football Practice
MON/ WED/ FRI
4:00– 5:30pm

REGULAR DAY SCHEDULE

3:00 PM	Sign In
	Jumpstart/ Snack
3:30 PM	Homework Hour
	"
4:00 PM	Addt' Worksheets/ Quiet Reading
	"
4:30 PM	Nutrition/ Fitness Activity
	"
5:00 PM	Enrichment
	"
5:30 PM	"
	Clean Up/ Sign Out

Afterschool Youth Recreation Program

M H TOBIAS SCHOOL

EARLY RELEASE DAY SCHEDULE

1:30 PM	
	Sign In
2:00 PM	Jumpstart
	Game/ Activity
2:30 PM	"
	"
3:00 PM	Positive Play- Free Time
	Snack
3:30 PM	Homework Hour
	"
4:00 PM	Addt' Worksheets
	"
4:30 PM	Nutrition/ Fitness Activity
	"
5:00 PM	Enrichment
	"
5:30 PM	"
	Clean-Up/ Sign Out

MINIMUM DAY SCHEDULE

12:30 PM	Sign In
	Jumpstart
1:00 PM	Game/ Activity
	"
1:30 PM	"
	Positive Play- Free Time
2:00 PM	GROUP ACTIVITY
	"
2:30 PM	"
	"
3:00 PM	"
	Snack
3:30 PM	Homework Hour
	"
4:00 PM	Addt' Worksheets
	"
4:30 PM	Nutrition/ Fitness Activity
	"
5:00 PM	Enrichment
	"
5:30 PM	"
	Clean-Up/ Sign Out

ALWAYS MORE PROGRAMS AVAILABLE

ONE CLICK AWAY VISIT:

www.iplaydalycity.org

TODAY!

September 2012 Leader: Rox P.

Group 1

DATE		Nutrition/ Fitness	Enrichment	DATE		Nutrition/ Fitness	Enrichment	DATE		Nutrition/ Fitness	Enrich-ment
SAT	1			SAT	15			SAT	29		
SUN	2			SUN	16			SUN	30		
MON	3	Football Skills	Social Science/ Geography	MON	17	Football Skills	Social Science/ Geography	MON			
TUE	4	Kings and Queens	KidsChoice Science or Math	TUE	18	Cartoon Tag	KidsChoice Science or Math	TUE			
WED	5	Adventure Time	Arts and Crafts	WED	19	Adventure Time	Arts and Crafts	WED			
THU	6	Soccer	Music/ Dance	THU	20	Soccer	Music/ Dance	THU			
FRI	7	Food Fun!	Reading/ Writing	FRI	21	Food Fun!	Reading/ Writing	FRI			
SAT	8			SAT	22						
SUN	9			SUN	23						
MON	10	Football Skills	Social Science/ Geography	MON	24	Football Skills	Social Science/ Geography				
TUE	11	Sharks and Dolphins	KidsChoice Science or Math	TUE	25	No Lose Hot Potato	KidsChoice Science or Math				
WED	12	Adventure Time	Arts and Crafts	WED	26	Adventure Time	Arts and Crafts				
THU	13	Soccer	Music/ Dance	THU	27	Soccer	Music/ Dance				
FRI	14	Food Fun!	Reading/ Writing	FRI	28	Food Fun!	Reading/ Writing				

EARLY RELEASE GAMES/ ACTIVITY

SEPT 5
Ro-Sham-Bo Race

SEPT 12
Movie Day

SEPT 19
Jeopardy/ Jacks

SEPT 26
Paper Football Tournament