



Council Meeting: September 14, 2010

SUBJECT: Consideration of Senator Alquist's Request to Waive Senior Center Rental Fees for Women's Forum

BACKGROUND

On August 31, 2010, Senator Alquist presented a letter to Mayor Melinda Hamilton requesting that rental fees for use of the Sunnyvale Senior Center be waived for the Women's Health Forum, an event hosted by the Senator's office and planned in February at the Sunnyvale Senior Center in 2011 and 2012. (Reference Attachment A). The 2011 event would be the third year in a row this event is planned in Sunnyvale. The Women's Health Forum is promoted by the Senator as "an event dedicated to the constituents of District 13 who are most in need and allows access to free health services. The event brings together various non-profit organizations that provide information on nutrition and fitness, healthy awareness and consumer protection." Before responding to the Senator's letter, the Mayor requested staff to return to the City Council with a recommendation.

EXISTING POLICY

From Fiscal Sub-Element:

User Fees:

B.5.1 User fees should be used to recover the cost of services that benefit specific segments of the community.

B.5.5 The City Council may determine for any service whether a subsidy from the General Fund is in the public interest.

Community Recreation Fund Policies:

I.2a.2 Any increase in service levels by City Council not covered by an increase in revenues will result in a corresponding increase to the General Fund subsidy.

I.2a.3 Any action by City Council to decrease revenues of the Community Recreation Fund not covered by a decrease in operating costs will result in a corresponding increase to the General Fund subsidy.

I.2b.2 User fees for recreation services shall be set administratively by the Director of Community Services in accordance with a documented

methodology that depicts a relationship to cost recovery, market forces, and adjustments based on such factors as:

- Perceived benefit to the community
- Pricing which favors Sunnyvale residents over non-residents
- Target populations
- Promotional and marketing considerations

DISCUSSION

The Women's Health Forum is a single day event hosted by Senator Alquist's office. The planned event is scheduled at the Sunnyvale Senior Center during prime time hours which begin on Friday at 6:00 p.m. and continue through Saturday and Sunday. The current rental fees for prime time use of the Sunnyvale Senior Center and similar facilities on the Community Center campus are:

Sunnyvale Senior Center

Orchard Pavilion: \$300.00/ hour, four hour minimum

Classroom: \$75.00/ hour (no minimum)

Community Center

Ballroom: \$200.00 / hour, four hour minimum

Classroom: \$75.00/ hour (no minimum)

In 2009, the City's Community Recreation Fund received \$2,700 in rental fees for the Women's Health Forum, for a six hour reservation of the Senior Center's Orchard Pavilion and two classroom spaces, the standard rate charged for prime time use of these facilities. In 2010, a 5.5 hour reservation was made for this event at the Orchard Pavilion plus the use of three classroom spaces for 3.5 hours each. The prime time rate for use of these facilities was \$ 2,437.50 plus a refundable \$500 damage deposit; however, the City Manager reduced these facility user fees to \$1,468.75 after learning that a key sponsor of the event dropped out on short notice. The 2011 Women's Health Forum is planned on a Saturday, reserving the same rooms for the same time period as the 2010 event; therefore, the rental fees are the same, \$2,437.50 plus a \$500 refundable damage deposit.

The City's policies on setting user fees for recreation facilities and classes are found in the Fiscal Sub-element which states that user fees are set administratively by the Director of Community Services. The policies also provide that the City Council may determine for any service whether a subsidy from the General Fund is in the public interest, and that any action by City Council to decrease revenues of the Community Recreation Fund not covered by a decrease in operating costs will result in a corresponding increase to the General Fund subsidy.

FISCAL IMPACT

In Fiscal Year 2009/2010, the Recreation Division received over \$350,000 from facility rental fees for Community Center facilities, which is 10% of all revenue derived from Recreation rents and fees. While the impact from waiving the facility user fees for one event would not, in itself, significantly reduce overall revenues, the hard costs of staff salaries to set up, take down and clean can range from \$800 to \$900 for this type of event, and incidental costs of utilities and wear and tear will still need to be paid.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

ALTERNATIVES

1. City Council approve Senator Alquist's request and waive the facility rental fees for the Women's Health Forum in February 2011 and 2012.
2. City Council decline Senator Alquist's request that facility rental fees be waived for the Women's Health Forum in February 2011 and 2012.
3. Other action as determined by Council.

RECOMMENDATION

Staff makes no specific recommendation other than that Council consider the current and future financial implications of waiving fees for this event, and the precedent it may set for waiving fees for future worthy community events.

Reviewed by:

Robert A. Walker, Assistant City Manager

Prepared by: Cathy E. Merrill, Assistant to Director of Community Services

Approved by:

Gary M. Luebbbers
City Manager

Attachments

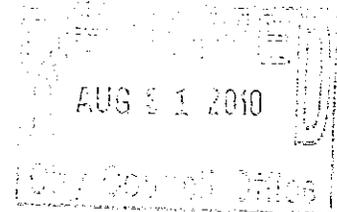
- A. Letter dated August 31, 2010 to City Council from Senator Alquist

California State Senate

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August 31, 2010

Honorable Melinda Hamilton
456 West Olive Avenue
Sunnyvale, Ca 94086

Dear Mayor Hamilton:

Every year, in an effort to give back to the community and promote advice on healthy living and wellness, I host the Women's Health Forum. The health forum is an event dedicated to the constituents of my district who are most in need and allows access to free health services. The event also brings together various non-profit organizations that provide information on nutrition and fitness, healthy awareness, and consumer protection.

The health forum consists of three components: free health screenings and services, a health fair, and a program addressing current and future health care issues.

The health forum has been held twice at the Sunnyvale Senior Center, first in 2008 then in 2009. The large facility was able to accommodate over 400 attendees. The Sunnyvale Senior Center is an ideal location for my health forum, and I would like remain there once again.

Unfortunately, the Sunnyvale Senior Center rental cost is approximately \$3000, which is more than half of the operating budget for the Women's Health Forum. In the past, the venues for the health forums either kindly waived their rental fees or sponsors stepped in to cover the costs.

I would like to continue hosting the free Women's Health Forum in Sunnyvale, but the rental costs of the Senior Center may force us to move the location or cut the free health screenings and services offered. Please help support the health forum by placing an item before the Sunnyvale City Council that would waive the rental costs of the Sunnyvale Senior Center for this and all future health forum events in 2011 and 2012. Your support will keep the health forum in Sunnyvale and allow us to continue to offer free health screenings and services.

I also invite you to participate in the Women's Health Forum and have enclosed additional information. Carol Ong, with my District Office staff, will be following up with you. You can contact her at Carol.Ong@sen.ca.gov or (408) 286-8318. Thank you for considering my request.

Sincerely,

State Senator, 13th District
Representing the Heart of Silicon Valley



To: Sunnyvale City Council

Introduction:

An item on the agenda to waive the Sunnyvale Senior Center rental fees for Senator Elaine Alquist's Women's Health Forum events in 2011 and 2012.

Background:

The free Women's Health Forum is an event hosted by Senator Elaine Alquist to provide constituents with free health screenings and services, as well as information on healthy living and nutrition. The health forum is an important community event as it allows those in need access to health screenings and services they would otherwise not have.

Past health forums have brought free health services to over 400 attendees, including bone density testing; cholesterol and glucose screenings, eye and dental exams, blood pressure screenings and skin cancer inspections. The health forum focuses on seniors, women and the underserved in the community, but the approximately \$3000 rental cost of the Sunnyvale Senior Center may force the Senator to cut health services at the health forum, or relocate the health forum to another city.

Discussion:

In order to keep the health forum in Sunnyvale, Senator Elaine Alquist has asked the Sunnyvale City Council to place an item on the agenda which would waive the future rental costs of the Sunnyvale Senior Center for 2011 and 2012.

Waiving the rental costs will not only allow the Senator keep the health forum in the City of Sunnyvale, but will also ensure valuable health services to the residents of Sunnyvale and Santa Clara County are not cut.

**Sunnyvale City Council
Agenda Item**

What: Women's Health Forum

When: Saturday, February 19, 2011

Time: 9:00 am – 12:30 pm

Objective: To place an item on the Sunnyvale City Council Agenda.

Item: To obtain a no cost waiver for the rental fee of the Sunnyvale Senior Center. The center is located at 550 East Remington Drive and is charging approximately \$3000.

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WOMEN'S HEALTH FORUM
February 19, 2011

- The Women's Health Forum is an event hosted by Senator Elaine Alquist that offers free health services and education to the community. The health forum, *Healthy Prevention*, will be held in Sunnyvale on Saturday, February 19, 2011.
- The February 2010 health forum drew over 400 attendees at the Sunnyvale Senior Center.
- Free health screenings and services will include Blood Pressure, Body Mass Index, Bone Density, Breast Cancer Prevention, Cholesterol, Glucose, Dental Checks, Eye Exam, Lung Health Screening, Chiropractic Consultation and Acupuncture Assessment. These free services are offered in-kind by test providers such as O'Connor Hospital, Garner Health Family Network and Indian Health Center of Santa Clara Valley.
- Over 40 booths will offer information on nutrition and fitness and give advice on healthy awareness. Sunnyvale organizations who have participated in the past include American Cancer Society, YWCA and Asian Liver Center.
- Senator Alquist started the first free health forum while in the Assembly and continued annually during all six years in the Assembly term. She now hosts the health forums bi-annually in the 13th Senate District. This upcoming event will be her 19th.
- The intention is to reach out to women, families and seniors and provide information and free services promoting wellness and healthy activity. This event is free to the public.
- As Chair of the Senate Health Committee, Senator Alquist believes it is important for our society to be aware of the increasing medical risks such as osteoporosis and heart disease, and how these conditions can be avoided by changing our daily habits in eating and activity to encourage all-around good health.
- Your support is needed to continue the Women's Health Forum. More than ever, free health services and education to the community is much needed.

Health Forum Site History

General Operating Cost per Health Forum **\$6000.00**
(Excluding site fees)

Sunnyvale Senior Center Reservation Contract 2011:

Hours reserved:

3.5 hours

Rental Rate per Hour:

Pavilion \$ 300.00

Classroom \$ 75.00

Deposit \$ 500.00

Subtotals:

Pavilion \$1650.00

Classrooms (3 reserved) \$ 787.50

Deposit \$ 500.00

TOTAL: **\$2937.50**

Past Health Forums Site History

2010 February

Sunnyvale Senior Center, Sunnyvale

Partial site fee sponsored by
Kaiser Permanente Santa Clara

2009 October:

Mayfair Community Center, San Jose

Site fee waived.

2009 February:

Sunnyvale Senior Center, Sunnyvale

Site Sponsored by Sand
Hill Properties.

2008 October:

National Hispanic University

Site fee waived.

2008 February:

Santa Clara Senior Center

Site Sponsored by the
City of Santa Clara



Senator Elaine Kontominas Alquist
13th Senate District
Representing the Heart of Silicon Valley

Women's Health Forum Background

The free Women's Health Forum *Healthy Prevention* will be held on Saturday, February 19, 2011 from 9:00am – 12:30 pm at the Sunnyvale Senior Center.

Senator Elaine Kontominas Alquist started the free health forums while in the State Assembly and continued annually during all six years in the Assembly. She now hosts the free health forum bi-annually in the 13th Senate District (Mountain View, Sunnyvale, Santa Clara, San Jose and Gilroy). The upcoming October 2010 Community Health Forum marks the 19th health forum given by Senator Elaine Alquist.

The intention is to reach out to families, particularly women and children, and to provide them with information and free medical services promoting wellness and healthy activity. The service is much needed for the residents who do not have access to health screenings and services.

As Chair of the Senate Health Committee, Senator Alquist strongly believes it is important for our society to be aware of the increasing medical risks such childhood diabetes and asthma and how these conditions can be avoided or controlled by changing our daily habits in eating, being active and maintaining medical check-ups. She believes access to wellness services will help encourage all-around good health.

Free health screenings and services will include Acupuncture Assessment, Blood Pressure, Body Mass Index, Bone Density, Cholesterol, Chiropractic Consultation, Dental Screening, Eye Exam, Flu Vaccines (Seasonal), Glucose, Lung Health Screening, Physical Therapy Evaluation and Skin Cancer Inspection. These free services are offered in-kind by test providers such as Five Branches University, Quatra, National Kidney Foundation, Foundation of Osteoporosis Research & Education, Life Chiropractic College West, O'Connor Hospital, Santa Clara County Optometric Society, Breathe California, El Camino Hospital, Gardner Family Health Network, Bay Area Pain & Wellness Center and University of the Pacific.

Over 40 booths will present information on nutrition and fitness, give advice on healthy awareness or offer community services. To showcase the community, non-profit organizations are invited to exhibit. Non-profit organizations participating in the Community Health Forum included Alum Rock Council Center, American Cancer Society, American Red Cross, Asian Liver Center, Catholic Charities, Community Health Partnership, Family & Children Services, Health Trust, Latinas Contra Cancer, Maitri, Office of the Patient Advocate, San Jose Peninsula District-California Dietetics Association, SIREN and United Way.

To promote the event, over 20,000 invitations are mailed to constituents of the Senate District 13. Outreach included notifying surrounding community centers, libraries and schools and placements in local multi-language media outlets.