



City of Sunnyvale
Department of Library & Community Services
Community Services Division
INFORMATIONAL BULLETIN



FY 11/12 Budget Reductions for Community Services and Recreation Programs

On Tuesday, June 28, 2011, City Council adopted the FY 11/12 budget, fee schedule and appropriations limit. The budget addresses an existing structural deficit in the City budget by calling for approximately \$2.1 million in expenditure reductions.

Q: What budget reductions have been adopted for the City's community services and recreation programs?

- A:** City Council adopted the following service level adjustments beginning Thursday, July 1, 2011:
- Elimination of two vacant Senior Office Assistant positions and one vacant Staff Office Assistant position
 - Reduction in programs for teens
 - Closure of Lakewood Pool (effective September 2011)
 - Elimination of the Senior Lunch Program (effective August 2011)

Registration fees for the following programs will be increased to cover more of the operating costs or make the programs self-sustaining:

- Adult pottery classes
- Adult basketball and volleyball leagues
- Enrichment classes and the drop-in program at Sunnyvale Middle School
- Increases to field rental rates for Special Use Agreement Groups
- Implementation of a two-tier membership system at the Senior Center

Q: What steps did staff go through to develop a recommendation?

- A:** A number of tools were used to develop recommendations for Council consideration including analysis of subsidy levels, number of participants served, number of hours participants are engaged in recreation activities, registration rates and cancellation statistics. The goal was to protect service levels to the public through increases to efficiency and effectiveness wherever possible.

Q: When will the reductions take effect?

- A:** Implementation of the majority of the adopted items occurs in fall 2011, with the release of the September – October 2011 Activity Guide. The remaining items have already been implemented or will go into affect July 1, 2011.

For additional information, call the Community Services Division at (408) 730-7336.



**City of Sunnyvale
Department of Public Works
Parks Division
INFORMATIONAL BULLETIN**



Sunnyvale Parks and the Budget Crisis

Many park visitors are aware of declining economic conditions of recent years and a statewide reduction in funds available for public services. School districts, county and city governments, and private businesses have all felt the impacts of the economic decline. From sales taxes to property and vehicle revenues; to user fees such as those paid to play golf, attend classes, play tennis, or go on trips - nearly all revenue sources continue well below planned amounts. While these revenues are much lower than expected, staffing costs and health care costs continue to rise, exacerbating budget problems.

This reduction of funds available for public services has also impacted funds for park maintenance and necessitates changes to the quality of maintenance and services available to the public. Visitors will notice that, except at the Community Center, all ornamental water features are shut off and drained from Labor Day to Memorial Day. Water for plants and turf has been reduced and much of the fertilizer and plant products have been deleted. Colorful, annual plantings at park entrances are no longer installed. Those that enjoy strolling along the pathways may note that the paths are no longer edged as they have been. Picnickers may reach their reserved picnic site well before a cleanup crew gets there, especially on weekends. Be prepared with tablecloths - the table may not be as clean as it once was.

These service level reductions are in place and additional steps are under consideration, such as periodic restroom closing and decreased litter abatement and furnishings maintenance.

- **VOLUNTEER** Sunnyvale can use your help whether out of doors or inside working with programs. Your assistance can make the difference.
- **UNDERSTAND** that your park staff desire to perform their tasks professionally, but they must balance work priorities to provide **essential** and safety related services before completing beautification tasks.
- **RESERVE** your picnic sites, but don't expect to have event center or theme park quality of maintenance. In fact, reservation fees simply provide you exclusive use of an area of the park and do not guarantee pristine park tables or benches.
- **INVOLVE** yourself with **local** government. Be sure you understand budget and service issues, attend public meetings and help our City continue to make good choices for the future.
- **BE CONSIDERATE** of all visitors through managing your park activities. Walking your dog? Please be sure to clean up. Picnicking? Recycle beverage containers and be sure that all of your trash is placed inside provided containers before you leave the park.
- **ENJOY** your parks! While maintenance is not funded to the quality level of the past, Sunnyvale Parks are safe, wonderful places for leisure and active recreation! Bring the family, take up a new sport, enjoy a new recreational class; Sunnyvale parks are here for your enjoyment.

For additional information on Sunnyvale parks, call the Parks Division at (408) 730-7506.



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Non-Resident Fees for Recreation Programs

Q: Why is the City raising fees for recreation programs?

A: The prolonged weak economy has led to a deficit for FY 2011/2012. The Sunnyvale City Council chose to reduce this imbalance through revenue enhancements, program efficiencies and service reductions across the City.

The fees collected for recreation classes generally cover direct expenses, but do not necessarily cover the full cost of City-wide overhead expenses for things like utilities, janitorial services, and on-going building and grounds maintenance. As a result, fees are being raised in fall 2011 to improve the level of cost recovery.

The Community Services Division compares its fees annually with those in surrounding municipal agencies, as well as private recreation providers, to ensure our fees are competitive when appropriate.

Q: Why does the City charge two different fees - resident and non-resident rates?

A: The City Council believes it is important that Sunnyvale residents, who pay property taxes to support the City's General Fund, receive clear benefit for their tax dollars. Overhead and infrastructure costs are paid by Sunnyvale residents, in large part through City taxes.

While the City is happy to provide services to residents of other cities and values them as customers, City Council believes it is important for non-residents to help offset program and facility overhead and infrastructure costs. This is done by requiring a non-resident surcharge. Sunnyvale has had a non-resident rate for many years. The current change has been made to bring consistency to the development of non-resident fees in the future.

Our hope is that our customers continue to choose our programs, services and facilities based on the value, quality and the service they receive in Sunnyvale.

Q: How is the non-resident fee calculated?

A: A non-resident additive of 25% will be applied to those recreation classes and activities eligible to non-residents where the Sunnyvale resident rate is \$1 - \$199. A flat rate of \$50 will be charged for non-resident programming with fees of \$200 or more. This surcharge is consistent with that of our neighboring communities.

For example, if a Sunnyvale resident is paying \$71 for a program, a 25% increase would equate to \$17.75. As a result, the non-resident fee would be \$89. Meanwhile, if a Sunnyvale resident is paying \$225 for a program, the fee for non-residents would be \$275.

Q: When do the fee increases take effect?

A: The September - October Activity Guide will be available online and distributed throughout the community the week of August 8, 2011. The fees in this Activity Guide will reflect the increases to Sunnyvale residents as well as the new non-resident fee structure.

Q: How do I go about verifying that I am a Sunnyvale resident?

A: A participant must be a Sunnyvale resident in order to receive the resident rate. In order to qualify for the discounted resident fees, proof of residency must be established.

One form of current California picture identification, or a utility bill, with the customer's name and Sunnyvale address is required to qualify for Sunnyvale resident benefits. If your picture identification or utility bill does not have your Sunnyvale address, you will need to show two forms of identification with your current Sunnyvale address to verify residency.

Q: I have a P.O. Box. How do I verify residency in Sunnyvale?

A: A P.O. Box is not considered a physical address and is not an acceptable form of proof to residency. Customers will need to present proof of an actual physical address within Sunnyvale's city limits.

Q: Where can I get further information?

A: The contact information for the Community Services Division is as follows:

Sunnyvale Community Center
550 East Remington Drive, Sunnyvale
(408)730-7350
Recreation.inSunnyvale.com

Our customer service desk in the Recreation Building is open from 9 a.m. to 6 p.m., Monday through Friday. You may stop by or call (408) 730-7350.

For additional information, call the Community Services Division at (408) 730-7350.