

★ Roll Call Number

Agenda Item Number

40

Date February 28, 2011

An Ordinance entitled, "AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by adding and enacting a new Section 74-177 and repealing Section 74-184(c), relating to bike and related equipment rental fees",

which was considered and voted upon for the first time under Roll Call No. 11- 0127 of January 24, 2011, and considered and voted upon for the second time under Roll Call No. 11- 0247 of February 14, 2011, again presented.

Moved by _____ that this ordinance do now pass.

(Council Communication No. 11-124)

ORDINANCE NO. _____


| COUNCIL ACTION | YEAS | NAYS | PASS | ABSENT |
|----------------|------|------|----------|--------|
| COWNIE | | | | |
| COLEMAN | | | | |
| GRIESS | | | | |
| HENSLEY | | | | |
| MAHAFFEY | | | | |
| MEYER | | | | |
| MOORE | | | | |
| TOTAL | | | | |
| MOTION CARRIED | | | APPROVED | |
| _____ Mayor | | | | |

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

_____ City Clerk

| | |
|--|---|
|  <p style="text-align: center;">Council Communication Office of the City Manager</p> | Date: February 14, 2011 |
| | Agenda Item No. 68 Roll Call No. [11-0247] Communication No. 11-075 Submitted by: Donald M. Tripp, Director of Park and Recreation |

AGENDA HEADING:

Second reading to approve amending Chapter 74 of the Municipal Code for bicycle rental fees and charges.

SYNOPSIS:

Recommend approval of an amendment to Chapter 74, Section 74-184(c) of the Municipal Code regarding fee reductions for Gray's Lake Park Bicycle Rentals.

FISCAL IMPACT:

Amount: Staff projects that by reducing rental fees there will be an increase of total rentals, thereby increasing net revenue.

Funding Source: The funding impact of the above recommendation will be provided from bicycle rental users at Gray's Lake Park and deposited into FY2010-2011 operating budget, GE001 PKS100104, page 198.

ADDITIONAL INFORMATION:

During 2010, the City of Des Moines Parks and Recreation Department contracted with Bike World to provide rental bikes from May 24th through the conclusion of the concession season, October 3rd, with an option to renew for one (1) three (3)-year period upon mutual agreement of both parties.

In 2010, 241 bicycles were rented. Revenue received from bike rentals totaled \$4,963; income was split between the City and Bike World at \$2,481 each. Of the 241 rentals, 199 rentals were in the category of rentals affected by the proposed fee reduction. Assuming rental numbers stay the same in 2011 as they were in 2010, there would be a \$995 loss of revenue. However, on-site staff frequently received comments from lake patrons noting interest in renting bikes by the hour and renting a road bike for a half day but believing both rates were too expensive, particularly for families. Based on this feedback and the fact that in the past the department has experienced an increase in the number of renters and net revenue when lowering fees, the following changes are recommended:

| <u>2010 Bicycle Rental Fee</u> | <u>Recommended 2011 Bicycle Rental Fee</u> | |
|--------------------------------|--|-------------------|
| Hybrid or Mountain Bike | Hybrid or Mountain Bike | Fee Change |
| \$15/hour | \$10/hour | \$5.00 Reduction |
| \$20 for 5 hours | \$20 for 5 hours | No Change |
| \$30 for full day (24 hours) | \$30 for full day (24 hours) | No Change |
| \$80 for week (7 days) | \$80 for week (7 days) | No Change |
| | | |
| Road Bike | Road Bike | Fee Change |
| \$15/hour | \$10/hour | \$5.00 Reduction |
| \$30 for 5 hours | \$20 for 5 hours | \$10.00 Reduction |
| \$40 for full day (24 hours) | \$40 for full day (24 hours) | No Change |
| \$110.00 for week (7 days) | \$110.00 for week (7 days) | No Change |

PREVIOUS COUNCIL ACTION(S):

Date: January 24, 2011

Roll Call Number: 11-0127

Action: Amending Chapter 74 of the Municipal Code regarding bike and related equipment rental fees. (Council Communication No. 11-044) Moved by Hensley that this ordinance be considered and given first vote for passage. Motion Carried 7-0.

Date: June 9, 2008

Roll Call Number: 08-1030

Action: Amending Chapter 74 of the Municipal Code regarding park and recreation fees. (Council Communication No. 08-347) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0

Date: January 7, 2008

Roll Call Number: 08-059

Action: Amending Chapter 74 of the Municipal Code regarding fees for golf courses, lodges, park shelters and other park rentals, pool rental, Brenton Skating Plaza, Simon Estes Riverfront Amphitheater and vendors. Moved by Vlassis that this ordinance be considered and given second vote for passage. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Park and Recreation Board

Date: December 28, 2010

Resolution Number: 10-103

Action: Approval of fees

Board: Park and Recreation Board

Date: November 23, 2010


Resolution Number: 10-094

Action: Receive and file bicycle rental fee reduction

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the second floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.

11-0247⁴⁰ (08)

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|---|-------------------|--|
|  <p style="text-align: center;">Council Communication Office of the City Manager</p> | Date: | January 24, 2011 |
| | Agenda Item No. | 44 |
| | Roll Call No. | 11-0127 |
| | Communication No. | 11-044 |
| | Submitted by: | Donald M. Tripp Director of Park and Recreation |

AGENDA HEADING:

Amending Chapter 74 of the City Code for bicycle rental fees and charges.

SYNOPSIS:

Recommend approval of proposed fee change for Gray's Lake Park Bicycle Rentals.

FISCAL IMPACT:

Amount: Staff projects that by reducing rental fees there will be an increase of total rentals which will increase net revenue.

Funding Source: The funding impact of the above recommendation will be provided from bicycle rental users at Gray's Lake Park and deposited into FY2010-2011 operating budget, GE001 PKS100104, page 198.

ADDITIONAL INFORMATION:

During 2010, the City of Des Moines Parks and Recreation Department contracted with Bike World to provide rental bikes from May 24th through the conclusion of the concession season, October 3rd, with an option to renew for one (1), three (3) year period upon mutual agreement of both parties.

In 2010, 241 bicycles were rented. Revenue received from bike rentals totaled \$4,963; income was split between the City and Bike World at \$2,481 each. Of the 241 rentals, 199 rentals were in the category of rentals affected by the proposed fee reduction. Assuming rental numbers stay the same in 2011 as they were in 2010, there would be a \$995 loss of revenue. However, on-site staff frequently received comments from lake patrons noting interest in renting bikes by the hour and renting a road bike for a half day both of which were too expensive particularly for families. Based on this feedback and the fact that in the past the department has experienced an increase in the number of renters and net revenue when lowering fees, the following changes are recommended:

| 2010 Bicycle Rental Fee | Recommended 2011 Bicycle Rental Fee | |
|------------------------------|-------------------------------------|------------------|
| Hybrid or Mountain Bike | Hybrid or Mountain Bike | Fee Change |
| \$15/hour | \$10/hour | \$5.00 Reduction |
| \$20 for 5 hours | \$20 for 5 hours | No Change |
| \$30 for full day (24 hours) | \$30 for full day (24 hours) | No Change |
| \$80 for week (7 days) | \$80 for week (7 days) | No Change |

| | | |
|------------------------------|------------------------------|------------------|
| Road Bike | Road Bike | Fee Change |
| \$15/hour | \$10/hour | \$5.00 Reduction |
| \$30 for 5 hours | \$20 for 5 hours | \$5.00 Reduction |
| \$40 for full day (24 hours) | \$40 for full day (24 hours) | No Change |
| \$110.00 for week (7 days) | \$110.00 for week (7 days) | No Change |

PREVIOUS COUNCIL ACTION(S):

Date: June 9, 2008

Roll Call Number: 08-1030

Action: Amending Chapter 74 of the Municipal Code regarding park and recreation fees. (Council Communication No. 08-347) Moved by Coleman that this ordinance be considered and given first vote for passage. Motion Carried 7-0

Date: January 7, 2008

Roll Call Number: 08-059

Action: Amending Chapter 74 of the Municipal Code regarding fees for golf courses, lodges, park shelters and other park rentals, pool rental, Brenton Skating Plaza, Simon Estes Riverfront Amphitheater and vendors. Moved by Vlassis that this ordinance be considered and given second vote for passage. Motion Carried 7-0.

Date: January 7, 2008

Roll Call Number: 08-060

Action: Final consideration of ordinance above, (waiver requested by Park and Recreation Department), requires 6 votes. Moved by Vlassis that the rule requiring that an ordinance must be considered and voted on for passage at two Council meetings prior to the meeting at which it is to be finally passed be suspended, that the ordinance be placed upon its final passage and that the ordinance do now pass, #14,737. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Park and Recreation Board

Date: December 28, 2010

Resolution Number: 10-103

Action: Approval of fees

Board: Park and Recreation Board

Date: November 23, 2010

Resolution Number: 10-094

Action: Receive and file bicycle rental fee reduction

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the second floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.

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ORDINANCE NO. _____

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by adding and enacting a new Section 74-177 and repealing Section 74-184(c), relating to bike and related equipment rental fees.

Be It Ordained by the City Council of the City of Des Moines, Iowa:

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, is hereby amended by adding and enacting a new Section 74-177 and repealing Section 74-184(c), relating to bike and related equipment rental fees, as follows:

Sec. 74-177. Bike and Related Equipment Rental fees.

Bike and Related Equipment Rental Fees. Fees for use of bicycles and related equipment are as follows:

Hybrids and Mountain Bikes (with helmet)*

- \$10.00 per hour
- \$20.00 per ½ day (5 hours)
- \$30.00 full day (24 hours)
- \$80.00 per week (7 days)

*\$5.00 off youth 12 and under
*15% off groups of 15 or more

Road Bikes (with helmet)*

- \$10.00 per hour
- \$20.00 per ½ day (5 hours)
- \$40.00 full day (24 hours)
- \$110.00 per week (7 days)

*\$5.00 off youth 12 and under
*15% off groups of 15 or more

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Equipment

Trailer bikes and carriers:
\$6.00 per hour
\$20.00 1/2 day (5 hours)
\$30.00 full day (24 hours)

Sec. 74-184. Brenton Skating Plaza fees.

(a) Fees for use of the Brenton Skating Plaza ice rink shall be as follows:

(1) Ice rink admissions:

- a. Adult (13 years and older): \$ 3.00 Monday-Friday 7:00 p.m.
- Adult (13 years and older): \$ 4.50 Weekends and holidays
- b. Child/Senior (62 years and older) \$ 2.00 Monday-Friday 7:00 p.m.
- Child/Senior (62 years and older) \$ 3.50 Weekends and holidays
- c. Freestyle (figure skating only): \$ 7.00
- d. Family night (Thursdays): \$ 8.50 (for family of four or more)
- e. Season Pass – Adult \$ 95.00
- f. Season Pass – Child \$ 60.00
- g. Season Pass – Family \$ 95.00 for the first two family members and \$35.00 for each additional member with a maximum fee of \$199.00

(2) Skate rental: \$ 2.50

(3) Ice rink rental:

- a. Private rental: \$250.00/hour
- b. Private skate rental: \$ 2.50
- c. Private rental (non-profit): \$200.00/hour
- d. Private (non-profit) skate rental: \$ 1.00

(b) Fees for use of the Brenton Skating Plaza during the non-skating season are as follows:

| | <u>Half Day</u> (up to 6 hours) | <u>Extra Charges</u> |
|-------------------------------------|------------------------------------|-------------------------------|
| Free Public Event | 400.00 | \$100.00 each additional hour |
| Fee-based event | \$750.00 | \$100.00 each additional hour |
| Private social events (individuals) | \$350.00 | \$100.00 each additional hour |
| Non-profit organizations (all uses) | \$350.00 | \$100.00 each additional hour |

~~(c) Bike Rental Fees. Fees for use of bicycles and related equipment are as follows:~~

~~**Hybrids and Mountain Bikes (with helmet)***~~

~~\$12.00 per hour
\$20.00 per 1/2 day (5 hours)
\$30.00 full day (24 hours)
\$80.00 per week (7 days)
*\$5.00 off youth 12 and under
-15% off groups of 15 or more~~

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~~Read Bikes (with helmet) *~~

~~\$15.00 per hour
\$30.00 per 1/2 day (5 hours)
\$40.00 full day (24 hours)
\$110.00 per week (7 days)
*\$5.00 off youth 12 and under
*15% off groups of 15 or more~~

Equipment

~~Trailer bikes and carriers:
\$6.00 per hour
\$20.00 1/2 day (5 hours)
\$30.00 full day (24 hours)~~

Section 2. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

FORM APPROVED:

Ann DiDonato
Ann DiDonato
Assistant City Attorney