File No. 190629 Committee Item No. 4
Board Item No. 9

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee Date June 26, 2019

Board of Supervisors Meeting Date July 23, 2019

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Completed by: Linda Wong Date June 14, 2019
Completed by: Linda Wong Date July 8, 2019

AMENDED IN COMMITTEE
6/26/2019

FILE NO. 190629 ORDINANCE NO.

[Park Code - Non-Resident Fees at Certain Specialty Attractions]

Ordinance amending the Park Code to permit the Recreation and Park Department General Manager to set non-resident adult admission fees for the Japanese Tea Garden, the Coit Tower Elevator, the Conservatory Of Flowers, and the San Francisco Botanical Garden by flexible pricing based on certain factors and at certain times; and affirming the Planning Department's determination under the California Environmental Quality Act.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in *single-underline italics Times New Roman font*.
Deletions to Codes are in ~~*strikethrough italics Times New Roman font*~~.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1.

The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. 19069, and is incorporated herein by reference. The Board affirms this determination.

Section 2. Article 12 of the Park Code is hereby amended by revising Sections 12.05, 12.06, 12.34, and 12.46, to read as follows:

SEC. 12.05. JAPANESE TEA GARDEN.

(a) The following fees shall be charged for admission to the Japanese Tea Garden:

Age/Category	S.F. Residents	Non-Residents
Adult	$5.00	$7.00
Senior (65+)	$3.00	$5.00
Youth (12—17 years)	$3.00	$5.00
Child (5—11 years)	$1.50	$2.00
Child (4 years and under)	$0.00	$0.00

With respect to the non-resident Adult fees, the ~~The~~ *Department General Manager or the General Manager's designee may* once per year *approve* a *temporary increase*~~s~~ *of up to 50%,* applicable during the months of March through October only, *and/or* may approve *decreases* ~~of up to 25% to the non-resident Adult fees from time to~~ at any *time, based on one or more of the following factors: fluctuations in customer demand at particular times or on particular days or dates, rates at comparable facilities,* adverse *weather conditions, and facility conditions.*

* * * *

SEC. 12.06. COIT TOWER.

(a) The following fees shall be charged for admission to Coit Tower:

Age Category	Admission Fee	Elevator Fee Non-San Francisco Residents
Adult	$5.00	$7.00
Senior (65+)	$3.00	$5.00
Youth (12—17 years)	$3.00	$5.00
Child (5—11 years)	$1.50	$2.00
Child (4 years and under)	$0.00	$0.00

With respect to the non-resident Adult fees, the ~~The~~ *Department General Manager or the General Manager's designee may* once per year *approve* a *temporary increases* ~~of up to 50%,~~ applicable during the hours of 11am to 4pm only, *and/or* may approve *decreases* ~~of up to 25% to the non-resident Adult fees from time to~~ at any *time, based on one or more of the following factors: fluctuations in customer demand at particular times or on particular days or dates, rates at comparable facilities,* adverse *weather conditions, and facility conditions.*

* * * *

SEC. 12.34. CONSERVATORY OF FLOWERS FEES.

(a) **Admission Fees.** The following fees shall be charged for admission to the Conservatory of Flowers:

Age/Category	*S.F.Residents*	*Non-Residents*
Adults	$5.00	$7.00
Youth 12-17 and Seniors 65 and over	$3.00	$5.00
Children 5-11	$1.50	$2.00
Children 4 and under	No fee	No fee
San Francisco school groups K-12 with prior scheduling	No fee	*No fee*

With respect to the non-resident Adult fees, the ~~The~~ *Department General Manager or the General Manager's designee may* once a year *approve* a *temporary increases* ~~of up to 50%,~~ applicable on Fridays, Saturdays and Sundays only, *and/or* may approve *decreases* ~~of up to 25% to the non-resident Adult fees from time to~~ at any *time, based on one or more of the following factors: fluctuations in customer demand at particular times or on particular days or dates, rates at comparable facilities,* adverse *weather conditions, and facility conditions.*

* * * *

SEC. 12.46. COUNTY FAIR BUILDING AND BOTANICAL GARDEN ~~*FACILITY RENTAL*~~ FEES.

* * * *

(d) The Department shall charge the following fees for entrance to the Botanical Garden:

Age/Category	*Non-San Francisco Residents*
Adults	$7.00
Youth 12-17 and Seniors 65 and over	$5.00
Children 5-11	$2.00
Children 4 and under	No charge
Families (2 adults and all children 17 years and under residing in the same household)	$15.00

With respect to the non-resident Adult fees, the ~~The~~ *Department General Manager or the General Manager's designee may* once a year *approve* a *temporary increases* ~~s~~ *of up to 50%,* applicable on Saturdays and Sundays only, *and/or* may approve *decreases* ~~of up to 25% to the non-resident Adult fees from time to~~ at any *time, based on one or more of the following factors: fluctuations in customer demand at particular times or on particular days or dates, rates at comparable facilities,* adverse *weather conditions, and facility conditions.*

The Department shall provide annual reports to the Budget and Finance Committee on the collection of the non-resident fee for entrance to the Botanical Gardens, such reports shall include the following information: 1. Attendance figures for San Francisco residents, Members of San Francisco Botanical Garden Society, and Non-San Francisco residents; 2. Capital improvements and operating costs of the Botanical Gardens; 3. Capital improvements and operating costs incurred by the Department and the Botanical Garden Society associated with

the collection of all fees; 4. Revenue from the new non-resident fee, separated into (a) point of sale gate tickets and (b) actual attendance from packaged sales with other Park sites, and revenue from all other fees; 5. The numbers of San Francisco Botanical Garden Society members; and 6. Gifts, donations and services-in-kind received by the Department and the Botanical Garden Society for the Botanical Garden.

Section 3. Effective Date. ~~This ordinance shall become effective 30 days after enactment.~~ Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor's veto of the ordinance. If enacted, this ordinance shall take effect on September 1, 2019.

Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this ordinance as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the "Note" that appears under the official title of the ordinance.

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Section 5. Annual Reporting. The Recreation and Park Department shall annually report to the Board of Supervisors on rate changes in the prior fiscal year.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: _____
MANU PRADHAN
Deputy City Attorney

n:\legana\as2019\1900583\01371920.docx

AMENDED IN COMMITTEE
6/26/19

FILE NO. 190629

LEGISLATIVE DIGEST

[Park Code - Non-Resident Fees at Certain Specialty Attractions]

Ordinance amending the Park Code to permit the Recreation and Park Department General Manager to set non-resident adult admission fees for the Japanese Tea Garden, the Coit Tower Elevator, the Conservatory Of Flowers, and the San Francisco Botanical Garden by flexible pricing based on certain factors and at certain times; and affirming the Planning Department's determination under the California Environmental Quality Act.

Existing Law

The Park Code allows the Recreation and Park Department (RPD) to charge admission fees for visitors to the Japanese Tea Garden, Coit Tower Elevator, the Conservatory Of Flowers, and the San Francisco Botanical Garden. The rates vary depending on the age of the visitor, and whether the visitor is a San Francisco resident.

Amendments to Current Law

The proposed ordinance would let the RPD general manager increase the non-resident adult rates at the above facilities once a year, by up to 50%. Each year's fee increase, if approved, could apply only during the following times:

- Tea Garden: March-October
- Coit Tower: from 11am to 4pm
- Conservatory of Flowers: Friday, Saturdays, and Sundays
- Botanical Garden: Saturdays and Sundays

The RPD general manager could also decrease the default non-resident adult rates at the above facilities, at any time during the year. The decision whether to increase or decrease the rates would be based on one or more of the following factors: fluctuations in customer demand at particular times or on particular days or dates, rates at comparable facilities, adverse weather conditions, and facility conditions. The ordinance would not change rates for San Francisco residents (regardless of age), non-resident minors (under the age of 18), or non-resident seniors (65 and older).

The proposed ordinance would not become operative until September 1, 2019, and RPD would annually report to the Board of Supervisors regarding the prior years' rate changes.

Background Information

The rates codified in the Park Code are subject to annual cost-of-living adjustments by the Controller. This ordinance shows the codifued rates and is not intended to invalidate any cost-of-living adjustments that the Controller has previously approved. The Recreation and Park Department maintains a list of the current rates. The current rate for non-resident adults at each of the four facilities is $9.

This legislative digest reflects amendments made at the Budget and Finance Committee of the Board of Supervisors on June 26, 2019, with respect to the timing of how frequently RPD may increase the rates, when any increases shall be applicable, the ordinance's operative date, and the requirement of annual reporting.

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BOARD of SUPERVISORS

City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

June 10, 2019

File No. 190629

Lisa Gibson
Environmental Review Officer
Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Ms. Gibson:

On June 4, 2019, Mayor Breed introduced the following proposed legislation:

File No. 190629

Ordinance amending the Park Code to permit the Recreation and Park Department General Manager to set non-resident adult admission fees for the Japanese Tea Garden, the Coit Tower Elevator, the Conservatory Of Flowers, and the San Francisco Botanical Garden by flexible pricing based on certain factors; and affirming the Planning Department's determination under the California Environmental Quality Act.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

By: Linda Wong, Assistant Clerk
Budget and Finance Committee

Attachment

c: Joy Navarrete, Environmental Planning
Laura Lynch, Environmental Planning

Not defined as a project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it would not result in a direct or indirect physical change in the environment.

joy navarrete

Digitally signed by Joy navarrete
DN: dc=org, dc=sfgov, dc=cityplanning, ou=CityPlanning, ou=Environmental Planning, cn=joy navarrete, email=joy.navarrete@sfgov.org
Date: 2019.06.13 13:11:33 -07'00'

BOARD of SUPERVISORS

City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

NOTICE OF PUBLIC HEARING

BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO

BUDGET AND FINANCE COMMITTEE

NOTICE IS HEREBY GIVEN THAT the Budget and Finance Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

Date: June 19, 2019

Time: 10:00 a.m.

Location: Legislative Chamber, Room 250, located at City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA

Subject: File No. 190629. Ordinance amending the Park Code to permit the Recreation and Park Department General Manager to set non-resident adult admission fees for the Japanese Tea Garden, the Coit Tower Elevator, the Conservatory Of Flowers, and the San Francisco Botanical Garden by flexible pricing based on certain factors; and affirming the Planning Department's determination under the California Environmental Quality Act.

If the legislation passes, the Park Code, Sections 12.05, 12.06, 12.34, and 12.46, will permit the Recreation and Park Department (Department) General Manager, or his/her designee, to set non-resident adult admission fees for the Japanese Tea Garden, the Coit Tower Elevator, the Conservatory of Flowers, and the Botanical Garden, by adding flexible pricing based on fluctuations in customer demand at particular times or on particular days or dates, rates at comparable facilities, weather conditions, and facility conditions. The Department General Manager, or the General Manager's designee, may approve temporary increases of up to 50% and/or decreases of up to 25% to the non-resident adult fees from time to time.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made part of the official public record in this matter, and shall be brought to the attention of the members of the Committee. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102. Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on June 14, 2019.

Angela Calvillo
Clerk of the Board

DATED: June 7, 2019
PUBLISHED: June 9 and 14, 2019

OFFICE OF THE MAYOR
SAN FRANCISCO

LONDON N. BREED
MAYOR

To: Angela Calvillo, Clerk of the Board of Supervisors
From: Kelly Kirkpatrick, Mayor's Budget Director
Date: May 31, 2019
Re: Mayor's FY 2019-20 and FY 2020-21 Budget Submission

Madam Clerk,

In accordance with City and County of San Francisco Charter, Article IX, Section 9.100, the Mayor's Office hereby submits the Mayor's proposed budget by June 1st, corresponding legislation, and related materials for Fiscal Year 2019-20 and Fiscal Year 2020-21.

In addition to the Annual Appropriation Ordinance, Annual Salary Ordinance, and Mayor's Proposed FY 2019-20 and FY 2020-21 Budget Book, the following items are included in the Mayor's submission:

- The budget for the Office of Community Investment and Infrastructure for FY 2019-20
- 18 separate pieces of legislation (see list attached)
- A Transfer of Function letter detailing the transfer of positions from one City department to another. See letter for more details.
- An Interim Exception letter
- A letter addressing funding levels for nonprofit corporations or public entities for the coming two fiscal years

If you have any questions, please contact me at (415) 554-6125.

Sincerely,

Kelly Kirkpatrick
Mayor's Budget Director

cc: Members of the Board of Supervisors
Harvey Rose
Controller

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2019 MAY 31 AM 11:07
BY:

1 DR. CARLTON B. GOODLETT PLACE, ROOM 200
SAN FRANCISCO, CALIFORNIA 94102-4681
TELEPHONE: (415) 554-6141

DEPT	Budget & Finance Committee Calendar Date	Description or Title of Legislation	Type of Legislation
CON	12-Jun	Neighborhood Beautification and Graffiti Clean-up Fund Tax Designation Ceiling	Ordinance
CON	12-Jun	Resolution Adjusting the Access Line Tax with the Consumer Price Index of 2019	Resolution
CON	12-Jun	Proposition J Contract Certification Specified Contracted- Out Services Previously Approved	Resolution
CON	12-Jun	Ordinance Authorizing Refunding Certificates of Participation, Series 2019-R1 (Multiple Capital Improvement Projects) - Not to Exceed $160,000,000	Ordinance
OCII	12-Jun	Office of Community Investment and Infrastructure, operating as Successor Agency to the San Francisco Redevelopment Agency, Fiscal Year 2019-20 Interim budget	Resolution
OCII	12-Jun	Office of Community Investment and Infrastructure, operating as Successor Agency to the San Francisco Redevelopment Agency, Fiscal Year 2019-20 Budget - Bond Issuance Not to Exceed $40,714,400	Resolution
PUC, PRT, AIR	12-Jun	Appropriating $12,218,229 in the San Francisco Public Utilities Commission, and De- Appropriation and Re-Appropriation - Expenditures of $2,431,505 in the Port Commission and Airport Commission - FY2019-2020	Ordinance
CON	13-Jun	Appropriation - City and County of San Francisco Refunding Certificates of Participation of $160,000,000 and Deappropriating $16,500,000 - FY 2019-20	Ordinance
DPW	13-Jun	Accept and Expend Grants - State Transportation Development Act, Article 2 - Pedestrian and Bicycle Projects - $972,338	Resolution
FIR	13-Jun	Fire Code - SFFD Fee Amendment	Ordinance
REC	13-Jun	Park Code - Marina Guest Docking Fees	Ordinance
REC	13-Jun	Park Code - Non-Resident Fees at Certain Specialty Attractions	Ordinance
REC	13-Jun	Park Code - Temporary Surcharge at Japanese Tea Garden	Ordinance
CPC	14-Jun	Resolution to Apply for, Accept, and Expend $625,000 in California SB 2 Planning Grant Program funds	Resolution
DPH	14-Jun	Accept and Expend Grants - Recurring State Grant Funds - Department of Public Health - FY2019-2020	Resolution
HOM	14-Jun	Homelessness and Supportive Housing Fund - FYs 2019-20 and 2020-21 Expenditure Plans	Resolution
LIB	14-Jun	Accept and Expend Grant - Friends of San Francisco Public Library - Annual Grant Award, 2019-20 - Up to $807,820 of In-kind Gifts, Services and Cash Monies	Resolution
LIB	14-Jun	Administrative Code - Eliminating Fines for Overdue Library Materials	Ordinance

OFFICE OF THE MAYOR
SAN FRANCISCO

LONDON N. BREED
MAYOR

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Sophia Kittler
RE: Park Code - Non-Resident Fees at Certain Specialty Attractions
DATE: May 31, 2019

Ordinance amending the Park Code to permit the Recreation and Park Department General Manager to set non-resident adult admission fees for the Japanese Tea Garden, the Coit Tower Elevator, the Conservatory Of Flowers, and the San Francisco Botanical Garden by flexible pricing based on certain factors; and affirming the Planning Department's determination under the California Environmental Quality Act.

Should you have any questions, please contact Sophia Kittler at 415-554-6153.

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2019 MAY 31 AM 11:05
BY

1 DR. CARLTON B. GOODLETT PLACE, ROOM 200
SAN FRANCISCO, CALIFORNIA 94102-4681
TELEPHONE: (415) 554-6141

Wong, Linda (BOS)

From:	SF Ocean Edge <sfoceanedge@earthlink.net>
Sent:	Monday, June 17, 2019 12:46 PM
To:	Board of Supervisors, (BOS); Wong, Linda (BOS); Peskin, Aaron (BOS); Brown, Vallie (BOS)
Cc:	Breed, Mayor London (MYR)
Subject:	OPPOSE File 190629: Park Code - Non-resident fees at specialty attractions

Dear Supervisors,

We oppose raising fees at the park sites listed in this legislation for the following reasons:

1. We are concerned with the continuing monetization and privatization of our parks. Labeling the SF Botanical Garden, the SF Japanese Tea Garden, and the Conservatory of Flowers "specialty attractions" is indicative of the trend by the Department of Recreation and Park to view our parks as a collection of income-generating amusements rather than as cultural sites and oases for preserving biological diversity. In a time of great wealth in our City, these sites are part of parkland that should be open and free to all. Including Coit Tower in this legislation disrespects a significant historic monument that is iconic of San Francisco.
2. We are concerned about the impact on the many low-income residents who are proud of their parks and enjoy taking visiting family members and out-of-town friends to these sites. The income disparity in San Francisco has resulted in many family members moving out of the City. With this proposed raise in fees, access to these park areas will soon be out of reach of many of the less-financially-well-off who are already struggling to maintain their community ties in the face of the enormous income inequality in this city.
3. We are concerned that this effort to establish 'surge' pricing will start a trend that will eventually be applied to all of our residents. Changes such as the one proposed can result in eventual fees for everyone, as the public becomes accustomed to paying more and more for services that they have already paid for in their taxes.
4. We are concerned about the impact on low-income visitors, who won't necessarily know until they arrive at a site what the fees will be. Up-to-date information on surge pricing depends on a smart phone connection, something that is still out of reach of many.
5. We are concerned about the impressions given to visitors to San Francisco, who spend thousands of dollars to bring their families to San Francisco, staying in our hotels, eating in our restaurants, and paying into our coffers. Golden Gate Park and Coit Tower are some of the reasons they visit. The Japanese Tea Garden admission fee is already slated to be raised by $1 per non-resident adult visitor. If visitors go to all that effort and arrive at the Tea Garden only to learn that the rates have gone up 50% more, what will be their impression of San Francisco and of our park system? We can imagine the reactions on social media.
6. We are concerned that these fees are being layered onto other funding that has already been granted by the people of San Francisco to their beloved parks - not only budget funding but also bond funding, the Open Space Fund, the massive fees generated by such large events as the Outside Lands Festival, and even a permanent, annual set-aside awarded just a few years ago.
7. We are concerned with the loss of control over our parks by the Board of Supervisors. If rates must be raised, this is a decision that should rest only with the Board of Supervisors and be substantiated with extensive financial information on the fiscal needs of our parks, the current Department of Recreation and Parks budget, all Department of Recreation and Parks funding sources, a line-item accounting of where all of the funding listed above is currently being spent and what expenses the new fees will be used to defray. In addition, the impact on low-income communities and visitors should be analyzed and considered in this decision.

Our parks are not "specialty attractions." They are part of the heart of San Francisco and were established for the benefit and enjoyment of everyone. We ask that the Board of Supervisors not approve this 'surge-pricing' fee increase.

Thank you for your consideration.

Katherine Howard

Steering Committee, member

SF Ocean Edge

File # 190629

Wong, Linda (BOS)

From:	Protect Coit Tower <Protectcoittower@gmail.com>
Sent:	Saturday, June 15, 2019 3:51 PM
To:	Wong, Linda (BOS)
Subject:	FILE NO: 190629: Proposed 50% Park Fees Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens, Japanese Tea Garden, Conservatory of Flowers, and Coit Tower Elevator – OPPOSE
Attachments:	OpposeLetter_Proposed50%ParkFeePriceHike.pdf

Dear Ms. Wong,

Please include the attached letter in the Committee Packet for the Budget and Finance Meeting on Wednesday 6/19 where this item is scheduled to be heard. If the packets have already been finalized, please provide a copy of this letter to each member of the committee for their consideration.

Thanks very much,

Jon Golinger
Protect Coit Tower

(415) 531-8585
ProtectCoitTower@gmail.com

www.protectcoittower.org

Protect Coit Tower

June 14, 2019

Chair Sandra Lee Fewer and Members
Budget and Finance Committee
San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

Re: Proposed 50% Park Fees Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens, Japanese Tea Garden, Conservatory of Flowers, and Coit Tower Elevator – OPPOSE

guidebooks that tell them they will have to pay $9 (the current non-resident fee) to ride the elevator up Coit Tower – but then when they arrive they are sometimes told they will have to pay $13.50 (the proposed increased fee), the likely result will be confusion, frustration, and a slow down to the long lines that already cause some murals to be obscured from view.

The proposed ordinance also violates the will of San Francisco voters. As expressed by voter approval of an official Coit Tower Preservation Policy at the ballot in June 2012's Proposition B, San Francisco voters voted to prioritize the funds received by the City from any concession operations at Coit Tower for preserving the Coit Tower murals, protecting and maintaining the Coit Tower building, and beautifying Pioneer Park around Coit Tower. In contrast, the proposed ordinance would allow Coit Tower elevator fees to be raised by 50% but devote none of that revenue to improving access to Coit Tower or supporting programs that enable children or families in need to visit Coit Tower. This would directly violate the will of voters when they passed Prop. B.

I am appalled that, at a time when the City is flush with cash, instead of increasing public access to our public parks by lowering fees – or eliminating them altogether at places like the Botanical Gardens that were fee-free until 2010 – the Mayor and Recreation and Parks Department are instead proposing to hike park fees by 50% at some of San Francisco's most treasured places. Instead of nickel and diming our visitors – and residents who fail to provide ID to prove they live here – as this ordinance would do, this is a time that the City should be finding creative ways to encourage more people to visit our parks to show off the magic of San Francisco.

I urge you to reject the Mayor's proposed 50% Park Fee Price Hike ordinance.

Thank you for your time and consideration.

Sincerely,

Jon Golinger
Protect Coit Tower

cc: All Members, San Francisco Board of Supervisors
Mayor London Breed

Protect Coit Tower
www.ProtectCoitTower.org

June 14, 2019

Chair Sandra Lee Fewer and Members
Budget and Finance Committee
San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

Re: Proposed 50% Park Fees Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens, Japanese Tea Garden, Conservatory of Flowers, and Coit Tower Elevator – OPPOSE

FILE NO: 190629 – Scheduled for Budget and Finance Hearing on June 19, 2019

Dear Chair Fewer and Members of the Budget and Finance Committee:

On behalf of Protect Coit Tower, a nonprofit organization dedicated to celebrating, preserving, and educating the public about San Francisco's Coit Tower and its historic New Deal murals, I write to urge you to reject the Mayor's proposed ordinance that would grant the General Manager of the Recreation and Parks Department unlimited discretion to raise park visitor admission fees by up to 50% at any time, for as long as they wish, and for such arbitrary reasons as the weather.

I oppose this ordinance as a whole and specifically as it relates to Coit Tower.

The proposed ordinance as a whole would fundamentally undermine the crucial oversight of the management of our city's parks provided by the Board of Supervisors. The ordinance would effectively remove Supervisors from decision-making authority over setting park fees by empowering a political appointee who is unaccountable to the public with the unilateral discretion to raise park fees for people who cannot prove they are San Francisco residents by 50% above the fixed park fees that are thoughtfully and carefully set by the Board of Supervisors. As a general matter, the Board has been the guardian of the idea that the priority for public parks should be to keep them open to the public, not monetized or privatized. By removing the Board from its vital oversight role, this ordinance would shift the decision-making on setting fair and equitable park admission fees out of public view to instead be made in the dark behind closed doors.

Moreover, the ordinance provides wholly arbitrary and truly absurd parameters to supposedly guide the decision by the Department General Manager on when and how much to raise by 50% – or in theory lower by 25% - park fees. For example, the ordinance states that a factor the General Manager could base a 50% park fee increase on is "weather conditions." However, the ordinance does not state whether this means that fees would be increased by 50% in sunny, hot weather (such as our recent string of 90 degree days) since people may be more likely to visit parks on beautiful days or

whether this means fees would be decreased by 25% on sunny, hot days as a way to encourage visitors to take advantage of the shade by the flora in the Botanical Gardens or cool down inside the Conservatory of Flowers. Would rainy days cause fees to go up by 50% as people flock inside or down by 25% to encourage visitors? What effect would fog have on the General Manager's decision to set park fees – any or none at all?

In addition to generally opposing this ordinance for the above reasons, I urge you to either remove Coit Tower from this ordinance or reject it for the damaging impact it would have on Coit Tower. By lumping Coit Tower into the same category as the three park locations in Golden Gate Park, the "flexible pricing" proposal assumes that random 50% price increases would simply mean that visitors who show up would either pay more than they expected to pay or go somewhere else. However, unlike the Golden Gate Park locations where there are other visitor options nearby, Coit Tower stands alone on top of Telegraph Hill. If visitors traverse Telegraph Hill based on guidebooks that tell them they will have to pay $9 (the current non-resident fee) to ride the elevator up Coit Tower – but then when they arrive they are sometimes told they will have to pay $13.50 (the proposed increased fee), the likely result will be confusion, frustration, and a slow down to the long lines that already cause some murals to be obscured from view.

The proposed ordinance also violates the will of San Francisco voters. As expressed by voter approval of an official Coit Tower Preservation Policy at the ballot in June 2012's Proposition B, San Francisco voters voted to prioritize the funds received by the City from any concession operations at Coit Tower for preserving the Coit Tower murals, protecting and maintaining the Coit Tower building, and beautifying Pioneer Park around Coit Tower. In contrast, the proposed ordinance would allow Coit Tower elevator fees to be raised by 50% but devote none of that revenue to improving access to Coit Tower or supporting programs that enable children or families in need to visit Coit Tower. This would directly violate the will of voters when they passed Prop. B.

I am appalled that, at a time when the City is flush with cash, instead of increasing public access to our public parks by lowering fees – or eliminating them altogether at places like the Botanical Gardens that were fee-free until 2010 – the Mayor and Recreation and Parks Department are instead proposing to hike park fees by 50% at some of San Francisco's most treasured places. Instead of nickel and diming our visitors – and residents who fail to provide ID to prove they live here – as this ordinance would do, this is a time that the City should be finding creative ways to encourage more people to visit our parks to show off the magic of San Francisco.

I urge you to reject the Mayor's proposed 50% Park Fee Price Hike ordinance.

Thank you for your time and consideration.

Sincerely,

Jon Golinger
Protect Coit Tower

cc: All Members, San Francisco Board of Supervisors
Mayor London Breed

Wong, Linda (BOS)

From: Wong, Linda (BOS)
Sent: Thursday, June 20, 2019 4:26 PM
To: Wong, Linda (BOS)
Subject: FW: We oppose the proposed 50% Park Fees increases and removal of Supervisors authority

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From: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Sent: Tuesday, June 18, 2019 3:03 PM
To: Wong, Linda (BOS) <linda.wong@sfgov.org>
Subject: FW: We oppose the proposed 50% Park Fees increases and removal of Supervisors authority

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From: Mari Eliza <mari@abazaar.com>
Sent: Sunday, June 16, 2019 1:46 PM
To: Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>
Cc: Breed, Mayor London (MYR) <mayorlondonbreed@sfgov.org>; Kelly, Margaux (ECN) <margaux.kelly@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>; Brown, Vallie (BOS) <vallie.brown@sfgov.org>; Haney, Matt (BOS) <matt.haney@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; MandelmanStaff, [BOS] <mandelmanstaff@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>; Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Subject: We oppose the proposed 50% Park Fees increases and removal of Supervisors authority

June 16, 2019

Chair Sandra Lee Fewer and Members
Budget and Finance Committee
San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

Re: Proposed 50% Park Fees Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens, Japanese Tea Garden, Conservatory of Flowers, and Coit Tower Elevator – OPPOSE

FILE NO: 190629 – Scheduled for Budget and Finance Hearing on June 19, 2019

We oppose this suggestion to increase fees and most stringently oppose the removal of the Board of Supervisors to oversee future fee increases. So far most of the areas of authority they the Board of Supervisors has been removed from appear to be major problems. Take the SFMTA. Please take some authority back for approvals of contracts and priority and policy decisions from the SFMTA.

Since the Board of Supervisors let this department the off on its own, it has racked up more mistakes and lawsuits, and disasters than any other department. Don't make the same mistake with Rec and Park.

We join with a number of other neighborhood groups and project cost tower, in opposing this bad idea.

Sincerely,

Mari Eliza, concerned citizen

cc: Mayor London Breed and A members of the Board of Supervisors of San Francisco

Wong, Linda (BOS)

From: Wong, Linda (BOS)
Sent: Thursday, June 20, 2019 4:26 PM
To: Wong, Linda (BOS)
Subject: FW: File Number 190629 Proposed 50% Park Fee Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens etc.

Importance: High

From: Dennis Antenore <antenored@earthlink.net>
Sent: Tuesday, June 18, 2019 4:08 PM
To: Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Mandelman, Rafael (BOS) <rafael.mandelman@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Stefani, Catherine (BOS) <catherine.stefani@sfgov.org>
Cc: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>; Wong, Linda (BOS) <linda.wong@sfgov.org>; Breed, Mayor London (MYR) <mayorlondonbreed@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>; Brown, Vallie (BOS) <vallie.brown@sfgov.org>; Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>; Wong, Linda (BOS) <linda.wong@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>
Subject: File Number 190629 Proposed 50% Park Fee Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens etc.
Importance: High

Chair Sandra Lee Fewer and Members
Budget and Finance Committee
San Francisco Board of Supervisors

I write is opposition to the above Ordinance. As a longstanding supporter of public access to our park and recreation facilities I see this ordinance as continuing down a dangerous road of turning our Rec-Park Department into an enterprise department. The Department has for many years followed an agenda calling for it to convert to a fee based agency. The Board has historical been the protector of the idea that the priority for public parks is to keep them open to the public, without privatizing them or turning them into cash cows. Many of us supported Proposition B for this very reason and as a result of its adoption the Department has the highest annual revenue base in its history. For the Department to be asking for further fee increases under these circumstances cannot be justified. This ordinance strips the Board of an important part of its ability to ensure that public access remains as a priority.

I urge you to vote against this dangerous and unjustified ordinance. Respectfully, Dennis Antenore

File # 190629

Wong, Linda (BOS)

From: Board of Supervisors, (BOS)
Sent: Wednesday, July 17, 2019 5:52 PM
To: Wong, Linda (BOS)
Subject: FW: Proposed 50% Public Park Fees Increase : OPPOSE UNLESS AMENDED - FILE NO: 190629 – Scheduled for full Board vote on July 16, 2019
Attachments: OpposeLetter_Proposed50%ParkFeePriceHike_July12.pdf

Hi Linda,

This has already been sent to the Board, just for the file.

From: Protect Coit Tower <Protectcoittower@gmail.com>
Sent: Friday, July 12, 2019 3:06 PM
To: Fewer, Sandra (BOS) <sandra.fewer@sfgov.org>; Ronen, Hillary <hillary.ronen@sfgov.org>; Mandelman, Rafael (BOS) <rafael.mandelman@sfgov.org>; Yee, Norman (BOS) <norman.yee@sfgov.org>; Stefani, Catherine (BOS) <catherine.stefani@sfgov.org>; Breed, Mayor London (MYR) <mayorlondonbreed@sfgov.org>; Peskin, Aaron (BOS) <aaron.peskin@sfgov.org>; Mar, Gordon (BOS) <gordon.mar@sfgov.org>; Brown, Vallie (BOS) <vallie.brown@sfgov.org>; Haney, Matt (BOS) <matt.haney@sfgov.org>; Walton, Shamann (BOS) <shamann.walton@sfgov.org>; Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>; Safai, Ahsha (BOS) <ahsha.safai@sfgov.org>
Subject: Proposed 50% Public Park Fees Increase : OPPOSE UNLESS AMENDED - FILE NO: 190629 – Scheduled for full Board vote on July 16, 2019

Protect Coit Tower

July 12, 2019

All Members, San Francisco Board of Supervisors
City Hall
San Francisco, CA 94102

Re: Proposed 50% Public Park Fees Increase and Removal of Board of Supervisors Authority to Set Visitor Entrance Fees to Botanical Gardens, Japanese Tea Garden, Conservatory of Flowers, and Coit Tower Elevator

OPPOSE UNLESS AMENDED

Dear Members of the Board of Supervisors:

On behalf of Protect Coit Tower, a nonprofit organization dedicated to celebrating, preserving, and educating the public about San Francisco's Coit Tower and its historic New Deal murals, I write to urge you to reject as proposed the Mayor's ordinance to grant the General Manager of the Recreation and Parks Department unilateral discretion to raise park admission fees by up to 50% for arbitrary reasons.

The proposed ordinance would fundamentally undermine the crucial oversight of the management of our city's parks by the Board of Supervisors. The ordinance would effectively remove Supervisors from decision-making authority over setting park fees by empowering a political appointee unaccountable to the public with the unilateral discretion to raise park admission fees by 50% above the fixed park fees that are thoughtfully and carefully set by the Board of Supervisors. As a general matter, the Board has been the guardian of the idea that the priority for the public parks we paid for to create should be to keep them open to the public, not monetized or privatized.

I appreciate the amendments offered by Supervisor Fewer and adopted by the Budget Committee that improved this ordinance from its original form by creating guardrails against abuse and imposing certainty for park visitors. However, related to Coit Tower those amendments do almost nothing to limit the 50% fee increase since the amended ordinance allows the 50% fee increase to apply 7 days a week, 365 days a year, for 6 of the 8 hours every day that Coit Tower is open to the public. How can a fee increase that applies 75% of the time every day of the year be considered "temporary?"

Additionally, there is still no good reason that has been offered by the Mayor or Department as to why the Board of Supervisors should remove from its jurisdiction and out of public view the decision-making on raising public park admission fees and instead delegate it to the Recreation and Park Director, as this ordinance would do.

At a minimum, I urge you to adopt the following two amendments:

1) <u>Require any park fee increases made by the Recreation and Park Director to be offset by commensurate price decreases so that it is "revenue neutral."</u>

The ostensible rationale for this ordinance made by the Department is NOT to raise additional revenue for the Recreation and Park Department – but to allow a new "demand management" tool to encourage visitors to come at less busy hours and discourage them from coming at busier hours. If that rationale is true, any park admission price increases to discourage visitors at peak hours should be required to be coupled with equal park admission price decreases to encourage visitors at off-peak hours so that the net result of admission fee changes is required to be "revenue neutral."

2) Add a 1 year Sunset Date to the ordinance to require hard data and see if the "demand management" intent of the ordinance is actually working. I would suggest a one year sunset provision be added to all of the components of the ordinance granting the Recreation and Park Director the unilateral authority to increase park fees by 50%. This will ensure that the Board maintains its oversight role and will incentivize the Department to gather data, monitor the impact of the ordinance, and justify to the Board and public next year that the proposed changes actually worked before being allowed to impose 50% price hikes again next year.

Thank you for your time and consideration.

Sincerely,

Jon Golinger
Protect Coit Tower

cc: All Members, San Francisco Board of Supervisors
Mayor London Breed