



STAFF REPORT

CITY of YORBA LINDA

PARKS AND RECREATION DEPARTMENT

DATE: NOVEMBER 16, 2021

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: MIKE KUDRON, PARKS AND RECREATION DIRECTOR
PREPARED BY: JEFF RUTH, RECREATION SUPERINTENDENT

SUBJECT: PICNIC SHELTER AND AMPHITHEATER RESERVATION POLICY AND GUIDELINES REVISIONS

RECOMMENDATION

It is recommended that the Yorba Linda City Council approve revisions to the Parks and Recreation Department's Picnic Shelter and Amphitheater Reservation Policy and Guidelines.

BACKGROUND

The City of Yorba established a reservation policy for the use of picnic shelters and the Hurless Barton Park amphitheater. The purpose of this policy is to guide the use of the picnic areas and the amphitheater within the City and to promote orderly and effective use and enjoyment of City parks as they have been designed for. The intended use of picnic shelters is to conduct birthday parties, family gatherings, picnics, and other similar events for groups of 50 people or less. Picnic shelter reservations are not intended to be used for fundraisers, special events, commercial uses (where a fee is charged or money is collected), activities that are "open to the public," or events/gatherings of more than 50 people.

The current process to reserve a picnic shelter requires clients to visit a city facility in person to complete a reservation application and pay the applicable fees. This process provides staff the opportunity to inquire about the type of event and equipment to be used, while answering questions about what is allowable during their reservation. The interaction between staff and the customers has been important to mitigate unauthorized activities such as bounce houses, petting zoos, water slides, food trucks, and other non-approved uses. On some occasions, clients seek a picnic shelter permit to reserve the entire park for events such as fundraisers, 5K event, or other large gatherings, which are not allowed using the park reservation process.

The Parks and Recreation Department uses a web-based registration and facility reservation system called ActiveNet, which can accept reservations or requests for reservation online via www.YLRecOnline.com. The online, or customer user interface (CUI) of the system, is currently being utilized to accept and process program and event registrations and payments.

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DISCUSSION

After receiving support from the Parks and Recreation Commission in June, the revised Picnic Shelter and Amphitheater Reservation Policy and Guidelines (Attachment A) will allow for picnic shelters reservations to be reserved online using ActiveNet and the website www.YLRecOnline.com. The online reservation website is available twenty-four hours a day and will allow customers to view shelter availability, make a reservation, and complete payment. The online system does require customers to have an account established with the system (same login information as the online registration system), which can easily be established upon visiting the website. Enabling the online reservation feature for picnic shelters will streamline the reservation process and improve the customer service experience. The reservations completed online would continue to be reviewed by staff and follow-up phone or email correspondence would be made if staff has concerns with the rental information provided by the customer. For individuals who feel more comfortable conducting business in person, staff has revised to the policy to accept reservation in person at City Hall but would not be accepted at the recreational facilities.

If approved, staff is recommending online reservations would be available starting the week of January 3, 2022, when the online functionality of the system will be enabled.

FISCAL IMPACT

There is no fiscal impact associated with this report. The change to the policy will streamline the picnic shelter reservation process and increase customer service by providing an online reservation option.

ALTERNATIVES

1. Do not approve the revisions to the Picnic Shelter and Amphitheater Reservation Policy and Guidelines and provide direction to staff.

ATTACHMENTS

Attachment A – Revised Picnic Shelter and Amphitheater Reservation Policy and Guidelines