

**CITY OF KIRKLAND****123 Fifth Avenue, Kirkland, WA 98033 425.587.3000****www.ci.kirkland.wa.us**

Memorandum

To: David Ramsay, City Manager

From: Mike Metteer, Business Services Manager
Jennifer Schroder, Director of Parks and Community Services
Carrie Hite, Deputy Director of Parks and Community Services

Date: March 7, 2007

Subject: Revision to KMC regarding the boat launch for Council consent

Attached is a proposed revision to the KMC requesting changes regarding the Marina Park boat launch system. Our current ordinance limits our abilities to set a fair market price for boat launch use, requires Council approval to raise rates, and limits the system to a "magnetic card" to use the boat launch. The following changes will address two main areas:

1. Pricing: Currently the KMC defines price for residents and nonresidents. Although the current pricing is competitive with market rate, staff would like to request the administrative ability to change the pricing based on the market. The pricing change would be consistent with recent KMC changes we made to other price point issues for our recreation programming. The pricing for the coming season will remain the same as 2006 for residents (\$30) and non-residents (\$60), and by comparison, these prices are fair market value. We would like to develop and introduce a new commercial rate this year, consistent with local market pricing.

2. Access system: Currently we have a system in place that requires staff to issue cards every year. If this card is ever lost or stolen, we reissue another card, without the ability to deactivate the lost card. These cards are magnetic, and do not allow us to track usage trends. Council approved a service package to implement boat launch upgrades for 2007. The new system is in the processes of being installed. This new system will still have an "access card" which allows boaters to enter, but will be monitored by computer. We will have the ability to monitor usage by individual boaters, deactivate lost or stolen cards, and allow fee generating evening and weekend access via the Dock Master. Currently, we have no system in place to monitor usage. This new monitoring function will allow us to measure usage, compare trends, and will provide valuable information for business planning. The new cards will only need to be issued once, after that, they can be activated and deactivated annually. This will allow boaters to activate their cards by phone or online every year. Currently, every boater has to come in to the office and buy a card every year. This new system will provide better customer service, and save staff time.

The boat launch is set to open April 1, 2007. Therefore, it is timely to adopt these changes prior to opening.

ORDINANCE 4090

AN ORDINANCE OF THE CITY OF KIRKLAND RELATING TO BOAT LAUNCH FEES

The City Council of the City of Kirkland do ordain as follows:

Section 1. Section 14.36.083 is hereby amended to read as follows:

14.36.083 Fee for use.

Between April 1st and October 31st, inclusive, of each year, the launch ramp may be used only by persons who have paid to the city ~~the following an annual fee with distinct pricing for residents, non residents and commercial use.~~ The fee amounts shall be established by the director of parks and community services by department regulation.

~~(1) Residents of the city of Kirkland, thirty dollars;~~

~~(2) Nonresidents of the city of Kirkland, sixty dollars.~~

Upon payment of the annual fee, the city shall issue an access card ~~“magnetic pass-card”~~ enabling the holder thereof to open the access device installed within the launch ramp. The director of parks and ~~recreation~~ community services is directed to establish, by department regulation, a ~~ten-dollar~~ one-time-use fee along with a deposit charge ~~equal to the amount that a resident or nonresident would pay for a seasonal pass,~~ with strict limits being placed upon how many times an individual may use a single-use pass. ~~The director of parks and recreation is further directed to establish, by department regulation, pro rata reduction of fees after Labor Day each year, whereby fees for boat launch cards may be reduced from thirty dollars to fifteen dollars for residents, and from sixty dollars to thirty dollars for nonresidents.~~

At all other times during the year, the launch ramp shall be available for use at no charge.

Section 2. If any provision of this ordinance or its application to any person or circumstance is held invalid, the remainder of the ordinance, or the application of the provision to other persons or circumstances is not affected.

Section 3. This ordinance shall be in force and effect five days from and after its passage by the Kirkland City Council and publication, as required by law.

Passed by majority vote of the Kirkland City Council in open meeting this _____ day of _____, 2007.

Signed in authentication thereof this _____ day of _____, 2007.

MAYOR

Attest:

City Clerk

Approved as to Form:

City Attorney