

## M E M O R A N D U M

**TO:** Board of Trustees

**FROM:** Indra Winquest  
Interim General Manager

**SUBJECT:** Review, discuss, and possibly direct to develop operational alternatives to the Guest Access Ticket process (*Discussion Only*)

**STRATEGIC PLAN:** Long Range Principle 4 – Service  
Long Range Principal 6 – Communication

**DATE:** December 11, 2019

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### **I. RECOMMENDATIONS**

That the Board of Trustees review, discuss and provide Staff direction to explore and develop operational alternatives to the current Guest Access Ticket process. Additionally, direct Staff to bring back recommendations when developed.

### **II. DISTRICT STRATEGIC PLAN**

Long Range Principle 4 – Service

- Provide well defined customer centric service levels consistent with fiscal goals and community expectations.

Long Range Principal 6 – Communication

- Promote transparency in all areas including finance, operations and public meetings.

### **III. BACKGROUND**

The purpose of the Guest Access Ticket is to allow an opportunity for property owners to provide their guests access to the beaches without having to be present with the guests at the beach gate.

The initial concept of the Guest Access Ticket was developed approximately twenty (20) years ago. It was first referred to as the “Beach and Boat Launching Authorization Form”. The overall required process has not changed much since its

inception. However, modifications to the process have taken place to add more controls and create efficiencies. Most recently, the concept of the Guest Access Ticket was developed and included additional internal controls. The current process includes verification that the request is coming from the parcel owner or the authorized agent on file. Additionally, the Guest Access Ticket is barcoded and use is limited to the range of dates related to the provided length of stay of the guest. The guest takes the Guest Access Ticket to either the Recreation Center or the Beach Gates to pay the applicable guest fees after the Guest Access Ticket is scanned and determined active.

At the November 13, 2019 Board of Trustees meeting, during Staff's 2019 beach season wrap up, Staff presented information about the Guest Access Ticket and notified the Board that Staff would be bringing back an agenda item at the December 11, 2019 meeting to further discuss, review, and provide feedback on possible operational alternatives.

#### **IV. FINANCIAL IMPACT AND BUDGET**

None at this time.

#### **V. ALTERNATIVES**

Provide Staff direction to not make any changes to the current Guest Access Ticket process.

#### **VI. COMMENTS**

The current process provides some inefficiencies and challenges including:

1. Administrative – Staff is processing over 4,000 transactions to produce Guest Access Tickets and approximately 40% of the issued Guest Access Tickets go unused. This takes considerable staff time and there are material costs associated with producing the Guest Access ticket. A more efficient process of administering guest access would be beneficial as it would aim to simplify the process and limit risk for both the parcel owner and the District.
2. Overall Customer Experience – The transaction of validating and processing payment for a Guest Access Ticket daily entry takes considerably more time than scanning a pre purchased daily beach pass which increases the congestion at the beach gates during peak time. In 2015, Parks & Recreation Staff implemented a pilot program

over the July 4<sup>th</sup> holiday that did not allow cash or credit card transactions at the beach gates. This program worked extremely well and significantly reduced traffic flow times at the beach gates.

3. Parcel Owner Awareness – As the number of short term rentals and second homeowners have increased over the past several years, beach visits have also increased and this impacts the IVGID beach properties. Increased visitation equates to more staffing resources to respond to increased trash collection, general grounds maintenance, janitorial, gate operations and administrative operations. Parcel owners and Picture Pass Holders should be aware of these impacts as they make decisions about how much access they provide to their guests and/or tenants.

A methodical approach is preferred as any changes to the guest access process will require significant outreach and advanced communication. Staff will need time to explore opportunities to potentially find a solution to automate the process. This would be the overall goal as it could add more efficiency and control. Additionally, it will be important to create a user friendly process while achieving the goal of making sure the parcel owner and picture pass holder are aware of the access that is being granted.

Staff could create a pilot program that shifts to a pay to play model that would require guest access to be paid for either at the beach gates, or in advance at the Recreation Center. A verification process would still exist for parcel owners and/or authorized agent's pre purchasing access for short term rental guests. If successful, additional efficiencies can be explored moving forward.

Lastly, Staff is also evaluating the merit of utilizing a pricing structure similar to pricing structures currently being utilized at the other community services venues where we have rack rate pricing and discounted pricing for residents and in some cases, guests of residents (resident must be present with the guest).



# Guest Access Ticket



Interim District General Manager Indra Winqest – December 11, 2019

## Guest Access Tickets

- Provides beach access for guests without a punch card
- Owner not required to be present
- Staff confirms owner/agent on parcel file
- Good for length of stay only
- Must pay daily applicable fee
- 4019 Total Transactions at Recreation Counter between May 1- September 29
- 14, 835 Tickets processed
- 6,822 Guest Access Tickets scanned at beach gates



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## Challenges

- Administrative inefficiencies
- Staff time
- Materials costs
- Increased transaction time at the beach gates impacts overall experience
- High percentage of guest access tickets never utilized
- Challenging to control usage
- Overall perception



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## Alternatives/Options

- Use Pilot Program to potentially shift to a pay to play model. Picture Pass Holder/Agent must pre-purchase daily passes in advance for guests or be present with guest at the gate. (explore 3,5,7 day pass)
- Research “guest recreation punch card” possibilities
- Picture Pass Holder/Agent may utilize Recreation Punch Cards for their guests.
- Picture Pass Holder/Agent may utilize exchange passes off existing value of their Recreation Punch Card
- Parcel Owners/Agent may purchase additional Recreation Punch Cards
- Consider a cap or tiered pricing on daily guest tickets and additional Recreation Punch Cards purchased (may require changes to Ordinance 7)



## Recommendations

- Based on feedback received this evening, direct Staff to proceed with developing an updated process to replace the current guest access ticket.
- Direct Staff to bring back to the Board of Trustees for final direction and approval once developed.



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Thank You!!



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