



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Peter Jensen

SUBJECT: CITY HALL EVENT STAFFING
STRUCTURE

DATE: May 24, 2006

Approved

/s/

Date 05/26/06

RECOMMENDATION

Extend the Special Events Fee Reduction Program through September 31, 2006. The program is set to expire at the end of this fiscal year. A revised usage plan will be brought forward for City Council approval during the first quarter of 2006-2007 which will make a large portion of the space free for internal City use.

BACKGROUND

The Mayor's March Budget Message directed the Manager to implement a flexible staff structure, similar to the one utilized by Team San José, that limits the amount of fees outside groups are charged for event services at City Hall meeting spaces. In addition, the Manager was directed to expand the current catering list to include additional caterers in the San José area with liability insurance.

On June 21, 2005, the City Council adopted a Master Facility Use Policy for City Hall, an Ordinance to regulate the Plaza, and established the fees and charges for use of City Hall facilities for meetings and indoor and outdoor special events. The Facility Use Policy required all users, including City Departments, Council Offices and the Redevelopment Agency to pay the fees or provide a funding source for their reserved space, except for reservations for Official City Business. The fees were designed to recover costs for staffing and equipment directly associated with meeting set-up and take-down, event management services, and maintenance services.

A Special Events Fee Reduction Program was approved by the City Council on October 12, 2005 and is set to expire at the end of this fiscal year. The current program allows for free rentals of spaces at City Hall, provided the event is in direct connection with either the City Council's goals, department's core services, or promotes economic development activities. This program has a limit of \$50,000 in total fee reductions. During the first quarter of 2006-2007, General Services expects to propose a usage plan where a great portion of the space will be free for internal City use and thus not subject to charges. This will take the place of the current program. It is recommended that the current program be extended through September of 2006, until the revised usage plan is brought forward for Council consideration. The revenue estimates included in the Proposed 2006-2007

Operating Budget take into account the proposed new plan, therefore the extension of the current program will not have an impact on the General Fund.

The Facility Use policy states that in order to be on the list of City caterers, caterers must maintain liability insurance and perform a facility tour with General Services staff to become familiar with the available equipment. The list of caterers for City Hall lists all caterers who have met these requirements.

ANALYSIS

Currently City Hall staffing covers meetings and events on a Monday thru Friday basis from 7 am to 11 pm. The large number of meetings and events across that time period (1,227 bookings from September 2005 through April 2006) has generally required that staff be present for the entire time. Typically, each booking requires adjustment to the space setup. Due to current booking tendencies for City Hall, the preponderance of this work takes place during the weekday versus on the weekend.

Staff researched the means and methods employed by Team San Jose for flexibly staffing events. Flexible staffing was not successful for the Facility Attendant position (which is most often responsible for set-up, take-down, and maintenance associated with events) due to advance schedule notification in the MEF labor contract. General Services has been successful in managing scheduling, and when necessary uses overtime to cover gaps in staffing with this classification. It is important to note that the Fees and Charges schedule is fixed even when overtime is required to cover gaps in staffing coverage. As a result, overtime costs are not passed through to the client.

Team San Jose has been successful with a flexible staffing model for their Sound and Light Technician classification. General Services has emulated this model to the extent possible and has also had success in covering needs. These technicians are in high demand 6 days a week.

Based on this directive, General Services will continue to ensure that weekday events scheduled outside of regularly scheduled staffing hours are supported through flexible staff scheduling.

/s/
PETER JENSEN
Director of General Services