

Arizona Recreation Resource Advisory Council (RRAC) Guidelines for Recreation Fee Proposals 12-06-07

1. **REA Criteria.** Demonstrate how the proposal complies with REA criteria for amenity fees, expanded amenity fees, or special permit fees as applicable. It is suggested that a checklist of REA criteria be shown which highlights those amenities included in the fee proposal.

2. **Business Plan.** Document the business rationale, financial analysis, and justification for the fee proposal. The following items should be addressed by the business plan:

- Background about the recreation site and public usage
- Project Description (name, location, map, fee type, photos if possible)
- Business Rationale and Justification for the Proposed Fee (include the project's objectives and how the fee proposal fits in with the agency's overall recreation budget and program strategy)
- Financial Analysis (services/benefits to be provided, fee calculation, service costs covered by appropriated funding or other agency sources, proposed use of anticipated fee revenues, percent of revenues to be expended at the site)
- Market Assessment (market survey of similar recreation sites or projects in the regional area, number of fee and no fee sites, level of fees)
- Social/Economic Impacts (describe affected users and the anticipated positive and negative impacts of the fee proposal on recreational use and local communities)
- No Action Alternative (describe the impact of a status quo alternative, including services/benefits to be reduced or eliminated; is the recreation site still viable for public use?)

3. **Public Participation.** Describe the agency's efforts to solicit public involvement. Summarize the number and content of public comments. Identify organized recreational groups and their comments.

4. **REA Work Group Review.** A REA Work Group composed of appointed RAC members will review and screen agency fee proposals to determine if they need more work or are ready for RRAC review. A schedule will be provided to the agencies for submission of completed fee proposals to the REA Work Group. Due to lead time for 30 day public notice of RRAC meeting agendas, the completed fee proposals will generally be due seven to eight weeks prior to the scheduled RRAC meeting date. All proposals should be fully vetted by the internal agency process and include final results of the public involvement process. In order for the REA Work Group to gauge public support

of the fee proposal, the agency public involvement process must be completed and results included in the fee proposal documentation submitted to the REA Work Group.