

RESOLUTION NO. 2023-119

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA APPROVING AGREEMENT BETWEEN THE CITY OF MARINA AND MONTEREY BAY MOVES, INC. TO PROVIDE GROUP FITNESS CLASSES AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT ON BEHALF OF THE CITY SUBJECT TO FINAL REVIEW AND APPROVAL BY THE CITY ATTORNEY.

WHEREAS, the City of Marina has a programmatic gap in services for adults aged 18-64; and

WHEREAS, 58% of Marina residents are in this demographic; and

WHEREAS, 19% of those adults have a BMI score placing them in the obese range; and

WHEREAS, the City of Marina is lacking in affordable commercial fitness facilities;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Marina hereby:

1. Approve an agreement between the City of Marina and Monterey Bay Moves, Inc. to provide group fitness classes; and
2. Authorize the City Manager to execute the agreement on behalf of the City subject to final review and approval by the City Attorney.

PASSED AND ADOPTED, by the City Council of the City of Marina at a regular meeting held on the 21st day of November 2023, by the following vote:

AYES: COUNCIL MEMBERS: Visscher, McCarthy, Biala, Medina Dirksen, Delgado

NOES: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

Buce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

EXHIBIT A
SCHEDULE OF CLASSES
January 22-March 2,2024 (Session 1)

- Monday

8:30AM: Circuit Training **45 min**

5:15PM: KettleCore **45 min**

6:15PM: Couch to 5K **60 min**

- Tuesday

10:30AM: Baby & Me Training **60 min**

5:15PM: Mini Strength **30 min**

6:15PM Beginners Yoga **60 min**

- Wednesday

5:15PM: Yoga Flow **60 min**

6:15PM: Couch to 5K **60 min**

- Thursday

5:15PM: Sub30 Core **45 min**

6:00PM: Zumba **60 min**

- Friday

8:30AM: Circuit Training **45 min**

4:30PM: Stretch & Refresh **45 min**

- Saturday

10:30AM: Zumbini **60 min**

EXHIBIT B
SCHEDULE OF FEES
January 22-March 2, 2024 (Session 1)

Class Duration	Resident Fee Per person/Per class	Non-Resident Fee Per person/class
30 minutes	\$10	\$12
45 minutes	\$12	\$14.40
60 minutes	\$14	\$16.80
60 minute (Baby @ me)	\$20	\$24

Class Duration	Resident Fee Per person/Per session 6 classes	Non-Resident Fee Per person/session 6 classes
30 minutes	\$60	\$72
45 minutes	\$72	\$86.40
60 minutes	\$84	\$100.80
60 minute (Baby @ me)	\$120	\$144

November 21, 2023

Item No. **10g(4)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of November 21, 2023

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2023-,
APPROVING AGREEMENT BETWEEN THE CITY OF MARINA AND
MONTEREY BAY MOVES, INC. TO PROVIDE GROUP FITNESS
CLASSES AND AUTHORIZING THE CITY MANAGER TO EXECUTE
THE AGREEMENT ON BEHALF OF THE CITY**

RECOMMENDATION:

It is recommended that the City Council:

1. Consider adopting Resolution No. 2023-, approving an agreement between the City of Marina and Monterey Bay Moves to provide group exercise classes.
2. Authorize the City Manager to execute the agreement on behalf of the City subject to final review and approval by the City Attorney.

BACKGROUND:

Per the US Census Bureau, 27% of Marina residents are under the age of 18. The Marina Youth and Teen Centers provide after school care for approximately 300 youth when school is in session. During academic breaks, the Youth Center provides day camps for approximately 125 youth. Additionally, the department offers 10-15 youth sports activities, leagues, and camps throughout the year.

Also according to the Census data, 14.6% of Marina residents are 65 years of age or older. The Marina Senior Center, has over 200 members and provides over 25 hours per week of scheduled activities. Activities for this age group include fitness, sports, dancing, movement & balance, as well as social clubs.

However, the department does not offer any programming for the 58% of residents between the ages of 19-64, which represents over 13,000 Marina residents (While the Senior Center is open to individuals 55 and older, only a small percentage of members are under the age of 65). Additionally, the California Health Interview Survey, reports that almost 19% of adults living in Marina are obese. The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions, including heart disease, type 2 diabetes, cancer, hypertension, stroke, liver and gall bladder disease, respiratory problems, and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also carries significant economic costs due to increased healthcare spending and lost earnings.

Additionally, per 2021 United States Census Bureau, the median household income for City of Marina residents is \$78,795 and 10.2% of individuals are in poverty.

Within the City of Marina there are two commercial gyms to serve the 18+ population. Montage Wellness Center charges \$80.50 per month plus a \$50 initiation fee. Anytime Fitness does not offer any group fitness classes. Therefore, there is not an affordable option for Marina residents to participate in group fitness classes.

ANALYSIS:

Staff recommends a pilot program expanding the Recreation & Cultural Services offerings to include affordable group fitness classes, primarily for adults, to fill the gap in services available in Marina.

The pilot program will run January 1-June 30, 2024 and consist of multiple, multi-week sessions, offering a variety of group fitness classes.

EXHIBIT A outlines the classes proposed for the first session. **EXHIBIT B** outlines the fee structure for the first session.

The City and Contractor may adjust the length of sessions, types of classes, number of classes, and fee for future sessions as deemed necessary, to maximize success of the pilot program.

FISCAL IMPACT:

Depending on enrollment, revenue to the City for the pilot program could range from \$0.00 (no enrollment) to \$38,880 (assuming 4 sessions with 13 classes each and full enrollment). There is no expense to the City related to this contract.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Andrea M. Willer
Recreation & Cultural Services Director
City of Marina

REVIEWED/CONCUR:

Layne P. Long
City Manager
City of Marina