



City of Brawley – User & Regulatory Fee Update

Frequently Asked Questions (FAQ)

1. Why is the City updating its user and regulatory fees?

Many of the City's fees have not been comprehensively updated in more than 15–20 years. During that time, the cost of providing services—such as staff time, materials, technology, and regulatory requirements—has increased significantly. Updating fees ensures the City can continue providing quality services and remain financially sustainable.

2. What is a “user” or “regulatory” fee?

A user or regulatory fee is a charge for services the City provides directly to residents, businesses, or customers. Examples include:

- Business license processing
- Planning and building permits
- Recreation programs
- Fire and police service fees
- Facility rentals

These fees help recover the City's costs for providing specific services.

3. How were the proposed fees developed?

The City hired ClearSource Financial Consulting to conduct a comprehensive cost-of-service study. They analyzed:

- Staff time needed for each service
- Direct and indirect costs (supplies, equipment, overhead)
- Current service levels
- State and federal requirements

The proposed fees are based on actual, measurable costs—not revenue generation.

4. Does this mean all fees are increasing?

Not necessarily. Some fees may increase, some may stay the same, and others may be adjusted or consolidated. In some cases, new fees are proposed where services are being provided but no fee currently exists. The goal is fairness, consistency, and alignment with true service costs.

5. How will these changes affect residents?

Most residents will see little to no impact, as many fees affect only specific services such as permits, regulatory reviews, or program-based activities. For services used by the general public—such as recreation programs—the City aims to maintain affordability while recovering reasonable costs.

6. How do the proposed fees compare to other cities?

As part of the study, the City reviewed fee schedules from neighboring cities and similar-sized agencies. While each city's costs differ, Brawley's updated fees generally fall within a comparable range and reflect industry-standard cost-recovery practices.

7. Will there be opportunities for public input?

Yes. The City is offering multiple opportunities for community feedback, including:

Activity	Date	Location / Details
Community Workshop	November 18, 2025	City Council Meeting, City Council Chambers – 6:00 p.m.
Community Workshop	December 2, 2025	City Council Meeting, City Council Chambers – 6:00 p.m.
Online Comment Form	Available Now	Visit the City of Brawley website under the User and Regulatory Fee page
Public Hearing	December 2, 2025	City Council Meeting, City Council Chambers – 6:00 p.m.

Residents are encouraged to participate and share their input.

8. When will the new fees take effect?

New or updated fees must be approved by the City Council following a public hearing. If adopted, the updated Master Fee Schedule will take effect on the date specified in the Council resolution.

9. How will the City use the revenue from updated fees?

Revenue from user and regulatory fees is used **only** to recover the cost of providing those services. These fees help reduce reliance on the General Fund, ensuring taxpayer dollars are used responsibly and essential services remain adequately supported.

10. Where can I review the proposed fee schedule and study?

All documents—including the draft fee schedule, cost-of-service analysis, and presentation materials—are available on the City's website under the **User and Regulatory Fee Study** page. Printed copies can also be requested at City Hall.