



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Albert Balagso

SUBJECT: CITYWIDE AQUATICS
PROGRAM STATUS REPORT

DATE: May 13, 2010

Approved

Date

5-14-10

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept staff's report on the status of the 2010 Summer Aquatics Program.

OUTCOME

Council will receive an update on the City's aquatics program and have an opportunity to provide feedback on the progress to partner with alternative service provider(s) at the six City-owned pools and Almaden Lake for the summer of 2010.

BACKGROUND

On April 6, 2010, City Council approved a reduction to the Citywide Aquatics Program thereby limiting the 2010 summer aquatics operation to only two sites, Camden and Mayfair Pools, and achieving a General Fund net savings of \$600,000. This represents a reduction from 2009 of four other City-owned pools, Almaden Lake, plus three leased school pools. The City Council also authorized the City Manager to negotiate and execute agreements with alternative service providers to operate the remaining City-owned pools and Almaden Lake. City staff was further directed to return to Council in May with a status report on the efforts to negotiate service providers. Finally, staff was directed to analyze a two-week rotation schedule for swim lessons at the four City-owned pools where services would be eliminated.

ANALYSIS

In an effort to minimize the potential impacts of the planned aquatics service loss this summer, alternative service providers were aggressively sought through a streamlined procurement process utilizing the authority granted in the Municipal Code 4.12.235 Unique Services

Purchases. On April 13, 2010, the Parks, Recreation and Neighborhood Services (PRNS) Department issued a Request for Interest (RFI) to communicate the availability of Summer Aquatic Facilities to interested parties and to solicit Partnership Proposals from qualified vendors able to provide aquatics services to the San Jose community this summer. The RFI outlined the following priorities to be considered when identifying alternate service providers to operate aquatic facilities on behalf of the City of San José:

- Minimize the impact of closed aquatic facilities through alternate service providers
- Maintain recreation swim opportunities at all facilities that is affordable to participants and supports a community gathering location that is affordable, safe, and well supervised
- Maintain access to swim lessons at an affordable rate. For alternate service providers that will be charging a 100% cost recovery rate, the ability of the service provider to provide access to low income participants through scholarships or equivalent programs.
- Offer youth an opportunity to gain knowledge, experience, and professional training through employment opportunities with the provider.

In response to the RFI, six applications for partnership were received, with a variety of operational models and site preferences noted by each potential vendor. Proposals were evaluated based on the criteria noted above and contract negotiations started on Friday, April 23, 2010. A number of challenges were incurred in the selection process, including multiple vendors interested in high-use pools and a lack of respondents for low-use pools. In addition, while the Mayor and Council direction and the RFI materials included the need to ensure no impact to the General Fund as a result of any partnership, some potential vendors sought a city subsidy.

The following table represents the results of the contract negotiations:

Location	Type	Potential Summer 2010 Operational Model
Alviso	City-Owned Pool	Possible Grant for Abbreviated Program by City Staff
Biebrach	City-Owned Pool	Possible Grant for Recreational Swim by City Staff and Lessons by Partner A
Camden	City-Owned Pool	Full Operation by City Staff
Fair	City-Owned Pool	Full Operation by Partner B (Similar to City Operation)
Mayfair	City-Owned Pool	Full Operation by City Staff
Rotary Ryland	City-Owned Pool	Full Operation by Partner B (Similar to City Operation)
Almaden Lake	City Open Water	Council District 10 Fundraising

Grant - The County of Santa Clara is interested in supporting the City of San Jose to ensure as many aquatics services as possible are maintained in the summer of 2010 with an emphasis on ensuring programming availability for San Jose youth. Discussions of possible grant funds estimated at \$70,000 are currently underway. Should this grant commitment be solidified, an abbreviated aquatics program would be provided by City Staff at the Alviso location to restore services at that site. The program at Alviso is anticipated to consist of afternoon recreational swim from five to six days per week. In addition, a limited entry-level, learn-to-swim class

program could be provided at the site to serve residents in the immediate area. The \$70,000 funding level is sufficient to also fund the cost of City Staff to provide a six day a week recreational swim component at the Biebrach pool, and fund a citywide scholarship program for low-income participants. A verbal update of that effort will be given at the May 25 City Council meeting at which this memo will be discussed.

Partner A—Contract negotiations with Partner A for services at the Biebrach location are still underway and anticipated to be completed no later than May 30, 2010. Partner A has proposed to provide swim lessons for the Biebrach community Tuesday through Saturday each week. Should the sponsorship opportunity noted above occur, that lesson program at Biebrach would be supplemented by recreational swim, provided by City Staff.

Partner B—Noted in the table above, Partner B is California Sports Center (CSC), and a contract for the full operation of Fair and Rotary Ryland with CSC is anticipated to be executed by May 17, 2010. California Sports Center is an experienced aquatics vendor currently in partnership with the City of Sunnyvale to provide a municipal aquatics program at one of their locations. The aquatics program they have outlined for the Fair and Rotary Ryland locations is very similar in structure and function to the full operation by City staff at Camden and Mayfair. CSC has committed for each site to providing no less than two hours of recreational / open swim Monday through Saturday between the hours of 12:00pm-5:00pm and no less than one evening recreational swim session per week. To ensure affordable access to the neighboring community, the fee for recreational swim will not exceed the City of San Jose rate (Youth, Seniors, Disabled at \$2.50; Adults at \$3.50). In addition, CSC will provide an array of swim lessons complemented by a scholarship offering to ensure affordable access for local residents.

Council Member Pyle has initiated a community challenge to raise funds that would enable services to be provided at Almaden Lake this summer. As of this date the fundraising efforts have exceeded 50% of their financial target. A verbal update of that effort will be given at the May 25th Council meeting.

The RFI also noted the availability of two school lease sites (Santa Teresa and Silver Creek) previously operated by City staff. The single interested party was referred to the school district for further information. At this time, it is not anticipated aquatics services will be provided at those locations this summer. As noted in the presentation on April 6, 2010, the Willow Glen school pool is not a viable option this summer due to site construction. In addition, due to the success of the alternative service provider, fundraising and grant efforts, a two-week rotational schedule for swim lessons was not explored for the City-owned pools.

In summary, at this time, it appears that all City-owned pool facilities will be operational this summer through a combination of City staff, partnerships and grant. Only two facilities previously operated by the City, Santa Teresa and Silver Creek High Schools, will not offer a summer swim program. The \$600,000 General Fund savings will still be realized, the pools will continue to offer affordable pricing, and the disruption to previous aquatics program participants will be minimal.

EVALUATION AND FOLLOW UP

PRNS staff will coordinate the operational aspects of the 2010 Citywide Aquatics Summer Program with the partners identified above. Staff will engage impacted clients and stakeholders to help market these programs to the community. The established aquatics scholarship application process will be utilized to ensure affordable access to programs, offered by the City and our partners. A Manager's Budget Addendum will be issued during the week of May 17, 2010, outlining a new fiscal model for the aquatics program in FY 2010-2011 that ensures a high quality, yet affordable aquatics program is available to San Jose residents, while increasing program cost recovery rates, and maximizing partnerships.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This item does not meet any of the above criteria but will be posted on the City's website for the May 25, 2010 Council agenda.

COORDINATION

This memorandum has been coordinated with the City Manager's Budget Office.

CEQA

CEQA: Not a Project

/s/

ALBERT BALAGSO
Director of Parks, Recreation and
Neighborhood Services

For questions please contact Julie Edmonds-Mares, Assistant Director, at 793-5553.