COUNCIL AGENDA: 12-14-10
ITEM: 5.1

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

SUBJECT: **SEE BELOW**

DATE: 12-09-10

SUBJECT: REPORT ON THE COMMUNITY CENTER REUSE AND AQUATICS PROGRAMS

RECOMMENDATION

As recommended by the Neighborhood Services and Education Committee on December 9, 2009 and outlined in the attached memo previously submitted to the Neighborhood Services and Education Committee:

(a) Accept staff's report on the status of the Citywide Aquatics Program;

(b) Consider authorizing the Director of Parks, Recreation and Neighborhood Services to enter into direct negotiations with potential aquatics service providers pursuant to Municipal Code Section 4.12.235, "Unique Services Purchases" for multiple-year terms;

(c) Accept staff's report on the status of the 2010 Community Center Reuse Program; and

(d) Consider staff's recommendation to amend Council Policy 7-12 (Community Center Reuse).

NSE AGENDA: 12/09/10
ITEM: d(3)

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: NEIGHBORHOOD SERVICES AND EDUCATION COMMITTEE

FROM: Albert Balagso

SUBJECT: **REPORT ON THE COMMUNITY CENTER REUSE AND AQUATICS PROGRAMS**

DATE: 11-18-10

Approved

Date 11/28/10

COUNCIL DISTRICT: Citywide

RECOMMENDATION

1. Accept staff's report on the status of the Citywide Aquatics Program;
2. Full consideration by the City Council to authorize the Director of Parks, Recreation and Neighborhood Services to enter into direct negotiations with potential aquatics service providers pursuant to Municipal Code Section 4.12.235, "Unique Services Purchases" for multiple-year terms, as described in this memorandum;
3. Accept staff's report on the status of the 2010 Community Center Reuse Program; and
4. Full consideration by the City Council of staff's recommendation to amend Council Policy 7-12 (Community Center Reuse) as further described in this memorandum.

OUTCOME

Approval of the recommendations will extend the suspension of full competitive solicitation requirements for the operation of City pools, thereby enabling the City to quickly identify and enter into direct negotiations with aquatic service providers. In addition, approval of the recommendations will result in the amendment of Council Policy 7-12 that will create more opportunities to partner with organizations that can operate services in City pools and reuse facilities, and increase revenue generating potential.

EXECUTIVE SUMMARY

The report illustrates the successes that resulted from previous Council action to allow the Department of Parks, Recreation and Neighborhood Services (PRNS) to administer Request for Interest (RFI) processes for both the City-owned pools and community centers. Applying the "Unique Services Purchases" procurement method expedited the selection, negotiation, and contracting processes and attracted alternative service providers, consequently maintaining services to the community. Staff seeks authorization to extend the process for the Aquatics program, so that contracts are negotiated with providers by winter 2011. Furthermore, the report seeks approval to amend Council Policy 7-12, which clarifies the conditions under which staff can charge for use or

allow free use of Reuse sites, ultimately facilitating timely actions, increasing the range of respondents and services, and allowing for more revenue generating opportunities for the City.

BACKGROUND

In April and June 2010, the City Council took bold policy actions to facilitate PRNS' ability to identify, negotiate and execute agreements with alternative service providers to operate City pools and community center facilities. The actions in authorizing the Director of PRNS to select aquatics providers through a streamlined process for summer 2010 and to modify the Reuse Policy 7-12 allowed greater latitude to identify partners and ensure that quality services continued for residents, while simultaneously minimizing the fiscal impact of providing the service with General Fund resources.

In support of the Mayor and Council strategic goal to minimize the structural budget deficit, PRNS staff recommended a shift in the management approach of the aquatics program, which was approved by City Council on April 6, 2010. Similarly, City Council acted on June 15 in item 5.1 to authorize the Director of PRNS to temporarily suspend the formal competitive requirements for service providers under the Community Center Reuse Program and modify the Reuse policy, thereby maximizing staff's ability to quickly locate operators for Reuse sites. This Council action also fulfilled the City Auditor's recommendation 10-05, #9 to revise the Reuse Policy and/or create a new policy to allow a tiered approach to cost sharing in Reuse contracts.

This status report shares the successes and includes the process to identify qualified alternative service providers, the results of those efforts, and seeks authority for PRNS' intended next steps.

ANALYSIS

To minimize potential impacts of planned service losses, PRNS aggressively sought alternative service providers for both City pools and Reuse facilities through a streamlined procurement process that utilized the authority to provide streamlined services solicitations pursuant to Municipal Code 4.12.235, Unique Services Purchases. The implementation strategy included an extensive community notification process and an expedient method to identify productive partners to operate City pools in time for the summer season. PRNS staff also engaged the community in an extensive Reuse input process, and is in the midst of the Reuse Service Provider selection process.

Aquatics Status Report

Process

On April 6, 2010, City Council approved a reduction to the Citywide Aquatics Program thereby limiting the 2010 summer aquatics operation to two sites, Camden and Mayfair Pools. This represented 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.

Staff released a RFI in April 2010, with the intent of identifying outside vendors to partner with PRNS to alleviate impacts at pools that would no longer be operated by PRNS. Staff identified three aquatics service providers through the RFI process: California Sports Center, West Coast Aquatics (East Side Union High School District), and Sparkle Swim School. In addition, a successful fund raising effort led by Councilmember Pyle and supported by Council District 10 constituents allowed Almaden Lake Park to remain open.

The City Council approved funding in the 2010-2011 Operating Budget to support pool leases at school district-owned facilities. PRNS staff administered one grant to East Side Union High School District for use of the Silver Creek High School Pool by West Coast Aquatics through the Aquatics RFI administered in April 2010.

Through these partnerships, PRNS continued operations at five sites and enhanced the services offered through extended season dates, providing additional opportunities for residents to access aquatic services. PRNS identified the following criteria for the aquatics RFI:

Service Goals

- Minimize the impact of closed aquatic facilities through alternative service providers
- Maintain recreation swim opportunities at all facilities that are affordable, safe, and well supervised
- Maintain access to swim lessons at an affordable rate and access to low-income participants through scholarships or equivalent programs where alternative service providers charge a 100% cost recovery rate
- Offer youth an opportunity to gain knowledge, experience, and professional training through employment opportunities with the service provider

Minimum Qualifications

- Ability to demonstrate experience in the aquatics field
- Possess current water-safety certifications compliant with the California Health and Safety Code

Desirable Qualifications

- Balanced swim program consisting of recreation swim, swim classes, lap swim, water aerobics, or any other combination of aquatic related programming
- American Red Cross authorized provider
- Scholarship component for participants
- Utility costs paid by the service provider

Aquatics Services 2010 Outcome

The success of the 2010 Citywide Aquatics Summer program was due to the ease and expediency of the RFI process in selecting key service providers. An existing partnership from previous summer operations with Santa Clara Family Health Plan also provided access to swim lessons at a low cost and continued to augment City-operated facilities at the Camden and Mayfair pools.

Through the partnerships with California Sports Center and Sparkle Swim School, PRNS maintained programming at City-owned facilities that would otherwise have been closed. The partners were able to offer programs that were consistent with previous programs and further enhanced these services by extending their seasons, at the community's request, through the end of September. The communities that received these services reported high customer satisfaction, as illustrated in Attachment A, and a desire to continue these partnerships into the future. The table in Attachment A also lists the number of visits per site and offers a comparison over summer 2009.

Overall, visits were slightly higher at Citywide pools, with the exception of Biebrach Pool and Fair Swim Center. Visits at Biebrach and Fair Swim Center pools were negatively impacted by the quick turnaround required to get pools operational. PRNS staff recognizes the importance of proper preparation time, and with the release of a new Aquatics RFI, will ensure partners have ample preparation and marketing time to prepare for the 2011 summer aquatics season and for the three years thereafter if the agreements are extended.

The partnerships established through the Aquatics RFI process were integral to the success of the 2010 summer aquatics program, and PRNS looks forward to replicating the approach for the remaining pools in the new aquatics RFI. PRNS is grateful for the participation of California Sports Center, East Side Union High School District, Sparkle Swim School, and West Coast Aquatics and the resulting community access to aquatic services in the City of San José.

Next Steps

Because of the continued economic downturn, PRNS will build upon the success of last year's RFI. PRNS seeks Council authority to extend Council's prior finding that aquatics services may be treated as a Unique Services Purchase under Municipal Code Section 4.12.235, thereby allowing PRNS to release a new aquatics RFI in late fall.

Staff will solicit partners to continue the operation of City-owned aquatic facilities, including three school leases (Silver Creek, Santa Teresa, and Willow Glen) for a term of one year with the ability to renew for up to three years based on performance. All three school leases and seven City swimming sites (Almaden Lake Park, Alviso, Biebrach, Camden, Fair Swim Center, Mayfair, and Rotary Ryland) will be available through the aquatics RFI process, and PRNS expects to have negotiated contracts in place by winter 2011. PRNS also anticipates continuing to offer two of the City sites consistent with the approved 2010-2011 Budget.

Under Municipal Code Section 4.12.235, City Council may suspend the City's competitive solicitation requirement for the City's aquatics service providers and may grant authority to the Director of PRNS to enter into agreements with aquatics service providers for an initial term of one year, with renewals at the Director's option for up to three years, if services are deemed satisfactory.

Suspension of full competitive solicitation requirements will enable the City to readily identify and easily enter into direct negotiations with qualified organizations or operators. This recommendation would follow the provisions of San José Municipal Code, Title 4, Chapter 4.12.235 "Unique Services Purchases." The Unique Services Purchases procurement practice can be applied when City Council finds that an unusual or unique situation exists that makes the application requirements

for competitive processes lengthy, complex and contrary to the public interest. The language of Section 4.12.235 is set forth below.

> **4.12.235 Unique services purchases.**
>
> The procurement authority may initiate a procurement for unique professional or other services where the procurement authority determines that an unusual or unique situation exists that make the application of the requirements for competitive procurement of a services agreement contrary to the public interest. Any special procurement under this section shall be made with such competition as is practicable under the circumstance. A written determination of the basis for the procurement and for the selection of the particular contractor shall be included by the Procurement authority in the department files.

Community Center Reuse Update Report

Process

As outlined in the May 19, 2010, Manager's Budget Addendum #11 and the memoranda delivered to City Council for Item 5.1 on June 15, 2010, staff focused its initial Community Center Reuse (Reuse) solicitation efforts on the five highest-need sites as a Phase 1 action. (Council subsequently added Alma to the list of highest-need sites.) The six highest-need sites are Alma Youth/Senior Center, Alviso Youth Center, Alum Rock Youth Center, Gardner Community Center, Starbird Youth Center, and Washington United Youth Center.

On September 1, 2010, staff issued a Community Center RFI with a final submission date of September 30, 2010, to communicate the availability of neighborhood and community centers for Phase 1. Staff made a concerted effort to widely distribute related information to multiple City partners, such as, but not limited to, City Council community resource lists, Silicon Valley Council of Nonprofits, United Way of Silicon Valley and their associate organizations, and Silicon Valley Chamber of Commerce. PRNS also implemented a comprehensive community engagement process that included impacted neighborhoods and City Commissions such as the Disability, Youth, Senior, and Parks and Recreation Commissions.

The evaluation of proposers and selection process will be completed with input from the Reuse Advisory Task Force and with volunteers from the various impacted communities. Community members from the impacted neighborhoods nominated three individuals to assist in the evaluation of Reuse proposals at neighborhood meetings held to discuss the Reuse process. Proposers will be evaluated based on criteria outlined in the Reuse RFI, particularly the benefits to the City and neighboring community and overall feasibility of the proposal to the site. The Director of PRNS is the ultimate decision maker and may choose to pursue all, some, or none of the proposals. Staff will complete the communication circle through meetings with respective community organizations in each of the six highest-need sites prior to making final selections.

Outcome

Twenty proposers responded to the first phase of Reuse RFI, of which 14 (70%) expressed interest as lead providers, and six (30%) expressed interest as partners with other lead proposers. The following table represents the number of interested parties for the Phase 1 locations:

Reuse Facility in Highest-Need Areas	Number of Interested Partners *
Alma Youth and Senior Center	3
Alum Rock Youth Center	4
Alviso Youth Center	7
Gardner Community Center	9
Starbird Youth Center	4
Washington United Youth Center	7

* Totals do not add up to 20 due to duplication.

City staff will complete evaluation of proposers with the help of the Community Center Reuse Advisory Task Force and community volunteers by December 2010.

Next Steps

Recommended selections and contract negotiations for Phase 1 sites will occur November/December 2010 with the assistance of community volunteers and the Reuse Advisory Task Force. Contracts will be developed soon thereafter for an initial term of one year, with the ability to renew for additional terms based on performance consistent with City Council Reuse Policy 7-12. PRNS staff will provide an Information Memorandum summarizing the results of both phases of the Reuse RFI Service Provider selection process to the City Council in January 2011.

PRNS staff will also solicit ideas from the Reuse Advisory Task Force for methods of gaining greater for-profit participation for the Phase 2 sites. Staff will release a new RFI, which will seek to identify partners for the remaining Reuse sites by the end of November 2010. Phase 2 sites include:

Council District	Reuse Site
1	Calabazas Neighborhood Center
1	Moreland West Community Center
1	West SJ Community Center
3	McKinley Neighborhood Center
4	Berryessa Youth Center
4	Noble House
4	Noble Modular
6	River Glen Neighborhood Center
7	Shirakawa Community Center
8	Millbrook Community Center
9	Erikson Neighborhood Center

9	Kirk Community Center
9	Paul Moore Neighborhood Center
10	Almaden Winery Community Center
10	Hoffman/Via Monte Neighborhood Center
10	Vista Park Neighborhood Center

Proposed Amendments to Council Policy 7-12 (Reuse)

Staff recommends the amendment of Council Policy 7-12 to clarify the conditions under which staff can charge for or allow the free use of Reuse facilities by for-profit, nonprofit, neighborhood associations, school districts, and other government agencies; collectively referred to as Service Providers. (Attachment B)

The City's significant and enduring fiscal challenges require staff to rethink outdated service delivery models. Council Policy 7-12 adopted on April 22, 2008, provided for use of Reuse facilities at no cost, to include City-funded maintenance, utilities, and major system improvements. The facilities identified for Reuse in 2008 were older satellite facilities and free use was a necessary incentive to attract Reuse Service Providers.

The facilities identified for Reuse in 2010 are larger, newer facilities that present excellent revenue generating opportunities for the City of San José. Also, there are cases where prospective Service Providers have the capacity to incur market rental rates. The City can take advantage of these new opportunities to generate additional revenue through the proposed amendments. Additionally, the reorganized Community Center Reuse Advisory Task Force has two individuals with commercial real estate experience who will be instrumental in assisting staff outreach to private for-profit groups. PRNS staff is responsible for ensuring that task force members receive no commission nor any other compensation related to their recommendations and that they otherwise do not have a conflict of interest in their roles on the Advisory Task Force.

The City Auditor noted that PRNS may be missing potential rental income by granting free use of Reuse facilities, especially in newer, large facilities (available in Phase 2 of the Reuse RFI). Accordingly, the revised Reuse Policy 7-12 deletes across-the-board free-use references and instead clarifies that free use of Reuse facilities, utilities, maintenance, and major system improvement costs will be allowed only where services are provided at no charge and where revenue generating activities will not occur. Further, clarifications are included that grant the City of San José leeway to charge Service Providers for use of Reuse facilities, including market rate fees and charges and full or partial sharing of maintenance and utility costs. Nothing herein would prevent the City from issuing an RFI or RFP before entering into a facility use agreement with a person or entity who desires to use a Reuse facility for a short term use, and who agrees to pay the City's standard published fees and charges for use of its community centers.

SUMMARY

PRNS staff is encouraged by the positive results of both Aquatics and Reuse RFI processes. The administration is impressed with RFI proposals received to keep community centers open and

continue services to the community. Staff is particularly grateful for the policy and solicitation process amendments the City Council approved, which attracted qualified alternative service providers. Staff looks forward to ongoing success for the City and community through continued streamlined solicitation for aquatics providers and the application of an amended Council Policy 7-12 that will allow timely actions, a greater range of respondents and services, and more revenue opportunities for the City.

EVALUATION AND FOLLOW-UP

Staff will evaluate Reuse RFI Phase 1 proposers with the assistance of community volunteers, and complete negotiations and execute agreements with selected proposers. Reuse RFI Phase 2 will start in November 2010 and staff will return to City Council with an Information Memorandum in early 2011.

POLICY ALTERNATIVES

Alternative #1: Fund Citywide Pools and Reuse facilities through the General Fund.

Pros: A General Fund funding source would provide an ongoing funding stream for pools and Reuse facilities.
Cons: Projected future deficits make it unlikely that staff can identify a new funding source for pools and community centers on the Reuse list.
Reason for not recommending: The City's continuing economic uncertainty and anticipated General Fund shortfall for FY 2011-2012 will require additional service cuts and/or program deletions to balance the General Fund budget.

PUBLIC OUTREACH/INTEREST

☐ Criterion 1: Requires Council action on the use of public funds equal to $1 million or greater. **(Required: Website Posting)**

☒ Criterion 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: Email and Website Posting)**

☐ Criterion 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)**

Public outreach included email notices and meetings with community stakeholders, for-profits, nonprofits, Community Center Reuse Advisory Task Force, City Commissions, posting on the City of San José Reuse website, and community meetings.

COORDINATION

This memorandum has been coordinated with the Office of the City Manager and the Office of the City Attorney.

FISCAL/POLICY ALIGNMENT

This project is consistent with the Council-approved budget strategy of fixing our financial challenges by streamlining operations, redeploying staff, and reducing operating costs.

COST SUMMARY/IMPLICATIONS

This recommendation will have no additional impact to the General Fund. Non-personal funding for utilities and operational expenses were retained as part of budget proposal, which transferred these sites to the Reuse program. General Services budget for custodial and building maintenance were also retained as part of the proposal. If service providers are not found for the Reuse sites, PRNS does not have operating funds budgeted for these sites effective July 1, 2010, and these sites would close.

CEQA

Exempt, file no. PP02-108.

/s/

ALBERT BALAGSO
Director of Parks Recreation and
Neighborhood Services

For questions please contact Angel Rios, Jr., Deputy Director, at 408-535-3576.

ATTACHMENT A: Aquatics Usage and Customer Satisfaction Results
ATTACHMENT B: Proposed Amendments to Council Policy 7-12 (Community Center Reuse)

ATTACHMENT A

Aquatics Usage and Customer Satisfaction Results

The following chart reflects participation and customer satisfaction results at City-owned facilities:

City Pools	2010 Operator	Programming	2009[1]	2010	Customer Satisfaction
Biebrach	Sparkle Swim School	Recreation Swim	1874	1597	97%
		Swim Lesson	367	764	
		Total	2241	2361	
Camden	PRNS	Recreation Swim	3561	3984	89%
		Swim Lesson	1226	1508	
		Total	4787	5492	
Fair Swim Center	California Sports Center	Recreation Swim	10864	9278	93%
		Swim Lesson	1394	1024	
		Total	12258	10302	
Mayfair	PRNS	Recreation Swim	6573	7312	91%
		Swim Lesson	613	1096	
		Total	7186	8408	
Rotary Ryland	California Sports Center	Recreation Swim	2579	3204	83%
		Swim Lesson	369	469	
		Total	2948	3673	

[1] City operated and maintained all pools in 2009.

In 2009, PRNS partnered with East Side Union High School District (Santa Teresa High School in District 2 and Silver Creek High School in District 8) and San Jose Unified School District (Willow Glen Middle School in District 6) to provide access to recreation swim and swim lessons.

The City Council approved funding in the 2010-2011 Operating Budget to support pool leases at school district-owned facilities. PRNS staff administered one grant to East Side Union High School District for use of the Silver Creek High School Pool by West Coast Aquatics through the Aquatics RFI administered in April 2010.

As of this report, there was no customer use data available for the 2010 Silver Creek High School pool program.

ATTACHMENT B

Redline Copy

Proposed Amendments to Council Policy 7-12 (Community Center Reuse)

City of San José, California

COUNCIL POLICY

TITLE SEE BELOW	PAGE 1 of 11	POLICY NUMBER 7-12
EFFECTIVE DATE April 22, 2008	REVISED DATE June 15, 2010	
APPROVED BY COUNCIL ACTION 4/22/08, Item 5.2(a), Resolution No. 74333; 6/15/2010, Item 5.1(a), Resolution No. 75427;		

TITLE

USE OF COMMUNITY CENTER REUSE SITES IN EXCHANGE FOR SERVICES THAT PRIMARILY BENEFIT SAN JOSE RESIDENTS

BACKGROUND

In November of 2000, the voters of San José approved a $228 million General Obligation Bond issuance known as "Measure P" to acquire property and construct improvements for parks, trails, and recreation facilities in San José. This bond measure which funds the renovation of various recreation amenities including nine community centers by 2010 will almost double the amount of community center square footage the Department of Parks, Recreation, and Neighborhood Services (PRNS) must manage with limited increases in Staff.

Consequently, the San Jose City Council approved a Community Center Reuse Plan that allows PRNS to vacate community center facilities and centralize services, programs, and Staff at the newer, larger, more efficient centers built with Measure P funds, while maintaining community service priorities in vacated facilities.

This Community Center Reuse Policy allows for-profit, nonprofit, neighborhood associations, school districts, and other government agencies or community service providers (collectively referred to as Service Providers) to use PRNS recreation facilities designated as Community Center Reuse sites in some cases at no cost in exchange for services that primarily benefit San José residents.

PURPOSE

To establish the policy of the City of San José and communicate guidelines for the use of Community Center Reuse sites by Service Providers in some cases at no charge in exchange for services that primarily benefit San José residents.

POLICY

Through this Community Center Reuse Policy, the City Council authorizes the PRNS Director to enter into property use agreements for community or neighborhood centers designated by City Council as Reuse Facilities, with Service Providers who demonstrate to the Director that they will provide a minimum of needed free, low-cost, fee-for-service, sliding scale, or cost reimbursement programs, services, and other activities that primarily benefit San José residents.

The PRNS Director, through a Community Center Reuse Property Management Team or other such designated Staff, will manage community and Service Provider outreach for Community Center Reuse sites, the selection of Service Providers, negotiation and enforcement of property use agreements, and facility operations management.

Before Staff makes a Community Center Reuse site available for use under this Community Center Reuse Policy, the City shall evaluate and approve the condition of the facility, evaluate potential use by other City departments, and shall make any initial repairs deemed appropriate prior to use, in the City's sole discretion. If the PRNS Director determines the cost of repair or operation to be prohibitive, or determines that use of the facility by other City departments is advantageous, the Director may recommend to City Council the removal of a facility from the list of Community Center Reuse sites.

Service providers shall be selected through an open and competitive process (except during the period of Temporary Suspension of Competitive Process described at the end of this Policy) with the goal to maximize the benefit to San José residents. Service Providers shall be selected on criteria evaluating the activities, programs, and services in a Community Center Reuse site that accomplish one or more of the following objectives.

- Services that support the PRNS Vision, Mission, and Core Services. The focus of the Department of Parks, Recreation, and Neighborhood Services is to provide City services, programs, and activities that include, but are not limited to, recreation, therapeutic, youth, and senior programs and services; programs, services, or activities that promote healthy lifestyles; early recreation childhood classes; after school activities; summer camps; meals for seniors; and youth intervention
- Provide quality services and activities which may include free-of-charge or at reduced rates which are defined as at or below City standard fees and charges and which may include fee-for-service (cost per unit of service), sliding scale based upon income guidelines and proof of income, or cost recovery programs (no profit or markup other than reasonable administrative costs), services, and activities or even programs at full market rates including profit or markup.
- Build relations between the public sector and the community
- Address emerging needs and improve programs to meet existing needs
- Foster and leverage support from volunteers and active communities

MAJOR CONSIDERATIONS IN EVALUATING AND SELECTING SERVICE PROVIDERS

1. Initially, the term of each property use agreement will be not more than three (3) years for facilities located on City parks unless City Council determines that the property use agreement complies with City Charter 1700.1, in which case the initial term may be up to 5 years, which may be renewed by the Director. The initial term for facilities not located on City parks shall be not more than 5 years, which may be renewed by the Director.

2. The Service Provider must demonstrate that it can provide its own operational materials.

3. The Service Provider must demonstrate that it can maintain and replace all furniture, equipment, and fixtures that it supplies.

4. Service Providers who bring non-City resources for capital investment, operating funds, or both, used to further the public's interest will be given greater consideration in the selection process.

5. The PRNS Director, or his/her designee, is authorized to (i) solicit potential Community Center Reuse Service Providers which shall be subject to an open and competitive process unless during a temporary suspension of such requirement as described at the end of this Policy; (ii) to evaluate and select responses to the solicitation process; to (iii) negotiate, execute, and extend property use agreements on the City's behalf on terms consistent with this policy; and (iv) to terminate any property use agreement on the City's behalf.

6. The Service Provider shall comply with all applicable laws, ordinances, codes, and regulations of the federal, state, and local government, including the Departments of Parks, Recreation and Neighborhood Services requirements for Background Check/ Fingerprinting for Employees/Volunteers and Tuberculosis (TB) testing.

7. The PRNS Director may request from City Council the removal of a facility from the Community Center Reuse list. The PRNS Director is authorized to require a different use of a facility if the Director determines that use of the facility by other City departments is advantageous or in response to natural, technological, and human-caused disasters. This includes, for example, immediate use of a Community Center Reuse site to shelter displaced residents affected by such disasters.

   The City Council, at any time, may add a facility or may remove a facility from the Community Center Reuse list if the Council determines such action is in the best interest of the City. Community Center Reuse site occupants shall be provided no less than a 90-day written notice to vacate the property. Such requests to add a facility to the Reuse list shall be referred to the City Manager, and it is the responsibility of the City Manager, as a first step, to obtain input, feedback, and report to the Neighborhood Services & Education Committee of the policy issues, workload impacts, cost implications, and other pertinent information associated with completing/addressing the addition of a facility to the Community Center Reuse list, before obtaining City Council approval. City Council may immediately add facilities to the Community Center Reuse list without going through the Neighborhood Services & Education Committee if Council finds that adding the facility or facilities to the Reuse list is urgently needed to respond to a budget crisis.

Without limitation of any other policy, three City Council policies apply to facility use:

Policy 7-1, Below Market Rate Rental Policy

Policy 7-8, Long-Term Use of City Parklands for Private Enterprise Purposes

Schedule of Fees for the Use of Parks and Recreational Facilities

The terms of use of Community Center Reuse sites pursuant to the Reuse Policy shall be the responsibility of the PRNS Director, shall supersede Council Policy 7-1, which directs the Public Works Department to provide oversight for review and negotiations of City-owned leases and or property use agreements; Policy 7-8, Long-Term Use of City Parklands for Private Enterprise Purposes, which establishes guidelines for City parklands use involving commercial or non-profit recreation and commercial or non-profit non-recreation; and shall also supersede any explicitly inconsistent provisions in the fees and charges established by the Schedule of Fees for the Use of Parks and Recreational Facilities.

PROPERTY CRITERIA

City Council shall designate sites as Community Center Reuse sites available to be used by qualified Service Providers if one or more of the following criteria is met:

1. The facility usage is significantly below capacity because the City does not intend to provide staffing and/or to fully program activities in the building in the immediate future, but the facility will be retained for a future public purpose.
2. It is anticipated that the date that future City programming of the facility would occur at or near full capacity is far enough into the future to justify an interim use.
3. An existing lease or sublease agreement, the source of funding used for the original acquisition, or any construction work on the facility or any financing related to the facility, does not preclude the facility or property from legally being occupied for the desired use.
4. The property or facilities are not scheduled to be surplused.

In addition, City Council may add a facility to the Reuse list if City Council finds that adding the facility or facilities to the Reuse list is urgently needed to respond to a lack of operational funding due to a significant budget crisis faced by the City.

SERVICE PROVIDER CRITERIA

The expected level of financial capability and expertise of a Service Provider increases with that Provider's proposed scope of services, activities, and the potential liability assumed by the Service

Provider. A Service Provider should be incorporated or have other formal legal status; comply with the City's insurance requirements as determined by the Risk Manager; have demonstrated experience in providing the proposed services; and adequate financial resources before the City would consider awarding rights to program an entire Community Center Reuse site.

However, the City also desires to make Reuse sites available for scheduled use by less formally organized groups for community meetings and similar activities. The Director, through the PRNS Property Management Team or such other designated Staff, shall establish a process for less formally organized groups to submit requests for time in a Community Center Reuse site, which shall be reserved on an as-available basis, and subject to reasonable terms and conditions as established by the Director. These uses can include, for example, daytime and evening meetings, monthly meetings, and community events. The Director may establish other requirements for longer term uses.

Both for-profit and nonprofit organizations are eligible to operate or provide services at Reuse sites. The fees charged by the City may vary and the City may impose either market rate facility use fees and/or payment of full or partial costs (fees and charges, utilities, maintenance, etc.) depending ~~upon the level of fees charged to the public by~~ on whether the Service Provider charges for services provided at the Reuse site, and/or based on the square footage used by the Service Provider's programs. The Director is authorized to adopt a tiered approach to cost sharing between the City and service providers that:

I. May ~~P~~provide free use including City-funding of the costs for maintenance and utilities where a nonprofit or for-profit Service Provider provides all services for free to the public, and where revenue generating activities will not occur.~~, or services at a cost at or below the City's standard fees for similar programs.~~

II. Require Service Providers to pay for use of the facility at such published rates as are established by the Director, and the Director may base such fees on whether the Service Provider charges for services provided at the Reuse site, and/or based on the square footage used by the Service Provider's programs and such other factors as Director deems appropriate. ~~upon the level of fees charged to the public by the service provider~~. The Reuse fees and charges established by Director for a Reuse service provider who charges for services ~~more than the City's standard fees for similar programs may be below, equal or exceed the City's standard facility use fees as Director reasonably determines but~~ shall be equitably applied to other service providers charging similar fees for use of Reuse Facilities.

The Director may also require the user of a Reuse Facility to pay maintenance and utility costs commensurate with the square footage used by the Service Provider's programs. ~~if the fees charged to the public are higher than those described in Paragraph I above.~~ Square footage costs ~~are~~ shall be defined by City using City General Services square footage maintenance and utilities costs formula.

For-profits, nonprofits, neighborhood associations, school districts, other government agencies, and other community service providers may operate or provide services at Reuse sites if they are selected by

the Director, and have been determined as the entity offering the most beneficial level and type of services at the facility based on criteria outlined in this policy, and further provided that they meet the following qualifying criteria approved by City Council.

1. Service Providers shall provide services at the rates described in Section I above, either singly or through a written agreement with another community service provider that primarily benefit San Jose residents. "Community services" are to be defined broadly to include, but not limited to programs, services, and activities that align to the PRNS Mission, Vision, and Core Services; services identified during past Community Center

   Reuse public input sessions; and other services that may be identified by future Community Center Reuse public input sessions.

   The Service Provider Community Center Reuse solicitation materials developed may prioritize the service needs for facilities in a manner different than those set forth above, as determined by the Director, based upon factors such as special needs in the surrounding community, changing circumstances, and additional community services identified through future community input and City Staff review.

2. Proof of recognized legal status such as certificate of good standing, articles of incorporation, recorded limited partnership agreement, 501 (c) (3) nonprofit status from the Internal Revenue Service or the California State Franchise Tax Office or similar proof. A nonprofit organization may provide a letter indicating they are exempt under Internal Revenue Code 501(c)(3) or State Franchise Tax Code 23701(d), 23701(f), or 23701(w). (If the tax letter is for the national or state organization, the City needs proof that the local chapter is an affiliate.)

3. A copy of federal income tax returns if the Service Provider is required to file them.

4. If the Service Provider is not registered with any state, the Service Provider must have a constitution or by-laws that clearly state that the objectives of the organization are of a non-profit, non-commercial nature. The City may require an individual to be legally responsible before the City allows access to the Community Center Reuse site. City Staff may provide information for obtaining routine meeting or special event commercial group liability insurance coverage.

5. A Neighborhood Association must be an organized body with adopted by-laws and governed by Officers. The City may require an individual to be legally responsible before the City allows access to the Community Center Reuse site. City Staff may provide information for obtaining routine meeting or special event commercial liability insurance coverage.

6. Demonstrated capacity and financial capability to perform or deliver the desired services in a format determined by the Community Center Reuse Property Management Team.

7. To initially request use of space, the Service Provider must submit the following information in a format prescribed by the Community Center Reuse Property Management Team. The Service Provider's expected level of filing requirements would increase or decrease with the Provider's proposed scope of services and activities, and the potential liability assumed by the Service Provider.
    a. The program's objective and a time frame for implementation, if applicable.
    b. A profile of the clients served, including client residency information.
    c. An outline of the program and proposed service(s) to be offered.
    d. If a non profit, a copy of organization's IRS Form 990, Return of Organization Exempt From Income Tax to include a contact person for the use of the Community Center Reuse site, organization chart, Board of Directors or Officers, their contact information, their role in the organization, and management and key staff, including their length of service.
    e. For-profit Service Providers shall provide a copy of the required IRS tax return for the form of business structure.
    f. A current certified financial audit including sources of funding and any constraints applied to funds.
    g. Evidence of adequate public liability and property damage insurance for the Service Provider's contents and/or other insurance as determined by the City's Risk Manager.
    h. The City may review the Service Provider's past performance under any other City programs or contracts including, but not limited to: CAP Grants, CDBG, and San José BEST.
    i. The source and amount of City grants either applied for or awarded within the previous year including but not limited to CAP Grants, CDBG, and San Jose BEST.

8. The free use or any use at a cost less than the City's standard facility use fees and charges provided for in this Community Center Reuse Policy is not available for Service Providers engaged in political activities (excluding nonpartisan use for polling sites, voter registration, or voter education) or to religious organizations that would use the City's premises to promote sectarian or religious purposes shall pay standard use fees and charges.

SERVICE PROVIDER SELECTION PROCESS

The PRNS Director is authorized to administratively solicit Service Providers through an open and competitive process or during a Temporary Suspension of Competitive Process, such special procurement process permitted under Municipal Code Section 4. 12.235, to generate facility use proposals, to thereafter select Service Providers and to negotiate and execute property use agreements consistent with this Reuse Policy. The PRNS Director is also authorized to extend property use agreements and to terminate property use agreements when deemed by the Director to be appropriate, without requiring City Council approval. The Director, however, may provide administrative reports from time to time to the City Council and the City Manager concerning Service Provider use of Community Center Reuse sites.

Requests for facility use in response to the selection process will be evaluated periodically. Staff will place Service Providers who successfully meet the Community Center Reuse Policy criteria on a pre-qualified Service Provider list, and will use the list to negotiate with and assign facilities based on the type of space desired, space available, time availability, and services proposed. However, a pre-qualified Service Provider list generated without a competitive process during a Temporary Suspension of Competitive Process, shall expire upon the end of such temporary suspension.

ANNUAL REPORTING REQUIREMENTS OF SERVICE PROVIDERS

The PRNS Director, through the Community Center Reuse Property Management Team or such other designated Staff, may request annual performance measurement data and/or program, service, or activity evaluation reports in a form and on such frequency as specified in the property use agreement. The Director may use the results of such annual performance reviews to determine a Service Provider's continued occupancy.

TERMS OF OCCUPANCY

The PRNS Director will develop and modify from time to time, a property use agreement form for Community Center Reuse Service Providers in consultation with the City Attorney's Office. The property use agreement will set forth the terms and conditions of the facility use for Community Center Reuse Service Providers. Nothing in these guidelines shall be construed to limit the terms specifically set forth in any agreement.

The terms and conditions of the property use agreement shall be determined by the PRNS Director but may include the following:

1. The provision of office supplies, operational materials, and the provision, maintenance, and replacement of furniture, equipment, and fixtures provided by the Service Provider shall be the responsibility of the Service Provider.
2. The provision, maintenance, and replacement of City-owned furniture, equipment, and fixtures based upon Normal Wear and Tear shall be the responsibility of the City.
3. Community Center Reuse sites shall be left in the same condition when vacated, as when the Service Provider moved in, allowing for Normal Wear and Tear. If improvements were made to the facility, the City may choose to keep the facility improvements. Normal Wear and Tear may include, but not be limited to faded paint; the natural wearing down of carpet or drapes because of normal use or aging; worn hinges on doors or locks; holes or dings in walls from missing door stops; broken plumbing pipes, unless damaged by the Service Provider; and central drain problems not caused by the Service Provider's incorrect disposal of items.

4. If the Service Provider conducts a fee generating or fundraising event as defined by the City Fees and Charges Resolution, the Service Provider shall agree that all net proceeds from the event shall be used towards subsidizing or reducing costs of programs and services to the community from the facility, and may include acquiring equipment, supplies, and services that will enhance and/or expand services to the community.

5. Any changes in the type or level of services provided by the Service Provider may result in a re-evaluation of the property use terms.

6. The Service Provider shall provide all necessary proof of insurance coverages, which can be supplied by the provider and/or though an umbrella organization, as required by the City's Risk Manager prior to occupancy, during the term of property use agreement, and at renewal of the property use agreement.

7. The Service Provider shall not be entitled to relocation benefits as a result of its occupancy or removal from the Community Center Reuse site unless such benefits are required by law.

8. The Service Provider will be responsible for paying any possessory interest tax, which may be due because of the occupancy. Nonprofit groups may qualify for exemption from possessory interest taxes. For more information, please contact the Santa Clara County Assessor's Office.

9. The PRNS Director, through the Community Center Reuse Property Management Team or such other designated Staff, shall reserve the right to establish and require a refundable cleaning/damage deposit not to exceed $500 for the term of the property use agreement. The Director can establish the refundable cleaning deposit based upon the size of the facility, type of users and uses, past history of use, revised from time to time, and made available to the public.

10. Utilization of the Community Center Reuse site shall be for the exclusive use of the designated Service Provider(s). The Service Provider(s) shall not assign or transfer any interest in the Community Center Reuse site without the prior written consent of City.

11. The Service Provider shall provide building maintenance or to repair damage that is the result from the Service Provider's excessive use or events.

    The City ~~will~~ may provide a minimum level of building maintenance service, subject to annual appropriation, consisting of two days of custodial service per week subject to City Council appropriation if the Service Provider provides free services or services at or below City's standard fees and charges. This includes servicing recycle stations, spot vacuuming and mopping, and restroom service. No direct custodial service will be applied to staff areas except recycle stations and restrooms. Routine repairs that are a result of normal wear and tear on the facility will also be completed.

    Service Provider fees and charges will be developed pursuant to the triggers identified under the heading "SERVICE PROVIDER CRITERIA" above.

Preventive maintenance consistent with the majority of other City facilities will also be included. Enhanced maintenance requested above the City's minimum level of service may result in additional costs to the Service Provider. The Property Management Team may inspect the Community Center Reuse site from time to time to ensure that the facility is properly maintained.

12. The Service Provider shall hold the City harmless against claims if the City needs to temporarily shutdown the Community Center Reuse site to perform major system repairs, such as replacement of air conditioning systems.

    No alterations or improvements, including capital improvements and installations of additional phone lines, T1 lines, and electrical lines shall be made to the Community Center Reuse site without the City's prior written approval. If the City provides written approval, the Service Provider shall be responsible for obtaining all City permits through the City of San José Public Works Department necessary for the construction of any alterations or improvements. Service Provider will be responsible for meeting all permit requirements at no cost to the City of San Jose.

13. The Service Provider will not be required to make any capital improvements. If capital improvements are required for the proposed use of a facility, the City, in its sole discretion, may elect to make such improvements, terminate further property use negotiations, or terminate the property use agreement.

    If the Service Provider proposes to fund the capital improvements, the City may consider such requests. The City may review and consider all capital improvement requests pursuant to the City's Capital Improvement Program process. Any obligation on the part of the City to expend funds shall be subject to appropriate City approvals and must be set forth in a written agreement and shall be subject to appropriation of funds by City Council, which shall be made in City's sole discretion.

14. Service Provider(s) shall cooperate if the City requires, prior to and during the term of the property use agreement, the submission of such additional information as may be reasonably requested by City.

TERMINATION

In addition to termination for cause, Community Center Reuse site property use agreements may be terminated by the PRNS Director or the Service Provider(s) at any time for any reason upon no less than a 90-day written notice. The PRNS Director is authorized to terminate a property use agreement sooner than 90 days in response to a declared City emergency.

TEMPORARY SUSPENSION OF COMPETITIVE SOLICITATION PROCESS

City Council declares that the requirements that City staff select service providers under this Policy through an "open and competitive process" set forth under the Heading "Policy", shall be temporarily suspended for 12 months commencing upon the date of adoption of this Policy to allow the City to respond to the City's budget crisis and to reduce the impact of the proposed closure of 21 additional community centers in the proposed 2010/2011 budget. Pursuant to San José Municipal Code, Title 4, Chapter 4.12.235 "Unique Services Purchases", City Council finds that due to the magnitude of the budget crisis faced by the City as of the date of this Policy, an unusual or unique situation exists that makes the application requirements for competitive procurement lengthy, complex and contrary to the public interest in the selection of Service Providers under this Policy. Therefore, during this 12 month period (as it may be extended as provided below), the Director may select Service Providers in Reuse Facilities through a special procurement made consistent with Chapter 4.12.235 with such competition as is practicable under the circumstances. The Director shall comply with the additional requirements of Municipal Code Section 4.12.235, which is set forth in full below.

S.J. M.C. 4.12.235 Unique services purchases.

The procurement authority may initiate procurement for unique professional or other services where the procurement authority determines that an unusual or unique situation exists that make the application of the requirements for competitive procurement of a services agreement contrary to the public interest. Any special procurement under this section shall be made with such competition as is practicable under the circumstance. A written determination of the basis for the procurement and for the selection of the particular contractor shall be included by the Procurement authority in the department files.

The Director is also authorized to extend the Temporary Suspension of Competitive Process under this Policy, for an additional 12 months if the Director finds that the City budget crisis continues to be of sufficient magnitude that an unusual or unique situation exists that makes the application of the requirements for competitive procurement lengthy, complex and contrary to the public interest in the selection of Service Providers under this Policy.

City staff shall have latitude to permit a wide range of services to the public by Service Providers, subject to final approval by the PRNS Director. The consideration and selection of Service Providers would continue to be subject to criteria evaluating the activities, programs, and services as outlined.

Any reference to a "competitive process" in this Policy shall be deemed modified by this Temporary Suspension of Competitive Solicitation Process during the period that the Temporary Suspension remains in effect.

Neighborhood Services &
Education Committee

December 9, 2010

2010 Citywide Aquatics Program & Community Center Reuse Program Updates

Parks, Recreation and Neighborhood Services

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

2010 Aquatics & Reuse Update

Staff Recommendations

1. Accept staff's report on the status of the Citywide Aquatics Program
2. Full consideration by the City Council to authorize PRNS Director to enter into direct negotiations with potential aquatics Service Providers pursuant to "Unique Services Purchases" clause, Municipal Code Section 4.12.235
3. Accept staff's report on the status of the 2010 Community Center Reuse Program
4. Full consideration by the City Council to amend Council Policy 7-12 (Community Center Reuse)
5. Cross-reference to the January 25, 2011 Council agenda

2010 Council Actions

✓2010 Summer Aquatics Program

- 2010 budget reductions limited City-operated summer pools to two sites: Camden and Mayfair
- Almaden Lake Park remained open through Councilmember Pyle's fundraising efforts
- Approved temporary suspension of formal competitive selection process (Unique Services Purchases, Municipal Code 4.12.235)

✓Aquatics Request for Interest (RFI)

- Three pool partnerships identified – Biebrach, Rotary Ryland, and Fair Swim Center
- One school lease – ESUHSD/Silver Creek High School

Citywide Aquatics Request For Interest

2011 Summer Aquatics Program

- ✓ Build upon success of 2010 Summer Aquatics RFI and pursue additional partnerships
  - Extend suspension of full competitive solicitation requirements for operation of City-owned sites
  - Initiate RFI for City-owned & leased pools
  - Recommend addition of Mayfair & Camden pools to RFI
- ✓ Aquatics RFI
  - Release Date: October 21, 2010
  - Evaluations & negotiations: November – December 2010
  - Results & service begin dates: Winter – Summer 2011

2010 Community Center Reuse Status Update

- ✓ Added 22 sites to Reuse list
- ✓ Suspended competitive selection process
  - Follow "Unique Services Purchases" to solicit Alternative Service Providers
- ✓ Approved two-phased RFI
  - Phase 1 – highest-need sites
  - Phase 2 – remainder of Reuse sites
- ✓ Recommended Council Policy 7-12 revisions
  - Ability to charge market rental rate
  - Provision to share maintenance and utility costs

2010 Community Center Reuse Status Update

Reuse RFI, Phase 1 – Six Highest-Need Sites

- ✓ Release Date: September 1, 2010
  - 20 proposals received
- ✓ Evaluations & negotiations: Oct. 2010 – Jan. 2011
- ✓ Results & move-ins: January – March 2011

Reuse RFI, Phase 2 – Remainder of Reuse Sites

- ✓ Release date: November 30, 2010
- ✓ Evaluations & negotiations: Dec. 2010 – Feb. 2011
- ✓ Results & move-ins: Feb. - April 2011

NSE AGENDA: 12/09/10
ITEM: d(3)

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: NEIGHBORHOOD SERVICES AND EDUCATION COMMITTEE

FROM: Norberto Dueñas

SUBJECT: **ATTACHMENTS FOR ITEM d(3)**

DATE: 11/18/10

Attached for the Public Record, please find a letter and an attachment from Tina Morrill, Chair of the Friends of Ryland Pool, for the NSE Committee Agenda Item d(3).

NORBERTO DUEÑAS
Deputy City Manager

November 30, 2010

Dear Mayor Reed and City Council,

On behalf of the Friends of Ryland Pool, this letter is in support and praise of the operational vendor model used for the Rotary Ryland Pool 2010 Aquatics season.

The season's program was handled by an outside vendor: California Sports Center. They were happy to partner with Friends of Ryland Pool in order to make our pool patron's experiences as positive as possible thereby encouraging them to continue using this valuable community asset.

Friends of Ryland Pool conducted an informal survey at the end of the Aquatics season, with some of the ratings highlighted below, and also a couple direct quotes by pool user respondents. (A presentation recap is also included which provides more detail.)
On a scale of 1 (poor) to 10 (excellent):

- Swim lessons: 71% = "10" and 29% = "9."
- Recreational swim: All ratings were above a "7" with 67% at "10."
- CA Sports Center Staff: 100% positive.
- Overall experience with CA Sports Center as the pool's service provider: All but one respondent rated them as "7" or above, with 44% rating them at "10."

- Quotes:
  - *"Staff was positive, friendly, conversational - very service oriented"*
  - *"Staff was very helpful and most important they were always alert and aware of what was going on in the pool and the area around the pool. They really kept a watch on the kids and made sure they were safe at all times while still letting them have a whole lot of fun."*

Additionally, CA Sports Center appears open to collaborating further with Friends of Ryland Pool to continue to enhance the user experience, such as offering scholarships, and we look forward to the opportunity to work with them again.

The Friends of Ryland Pool urges the City of San Jose to look at the success of this first season as a model to use for future years.

Thank you,

Tina Morrill
Chair, Friends of Ryland Pool

Cc: Friends of Ryland Pool, Norberto Duenas, CA Sports Center
Attachment: Summer 2010 Presentation to City of San Jose.pptx

Rotary Ryland Pool

City of San Jose

September 2010

Friends of Ryland Pool

San Jose, California

Friends of Ryland Pool
2010 swim season recap

- Very pleased with California Sports Center as third party provider
- Desires a robust marketing plan solidified well in advance of opening date - future
- Hopes for well executed signage and other communication about pool availability - future
- Seeks longer recreation swim hours - future
- Wants to partner with pool operator to offer a more formal scholarship program - future
- Looks forward to continued partnership with California Sports Center

Friends of Ryland Pool
San Jose, California

Friends of Ryland Pool - Focus

- Fundraise
  - Increase hours
  - Open holidays
  - Offer scholarships

- Collaborate with partners
  - Neighborhood associations
  - Donors
  - California Sports Center
  - City of San Jose

Friends of Ryland Pool
San Jose, California

Survey Information

- Method: Online "Zoomerang"
- Access: Via URL
- Available: 10 days*
  - Sept 9th - Sept 17th
- Target audience: Neighborhood list serves and Friends of RP FaceBook page
- Survey clearly stated information about third party provider: Cal Sports Center in the questions as applicable

* Program parameter

Results - General information

- 20 Responses*
- Majority used pool for recreation swim
- Majority of pool users selected monthly vs. daily or weekly use
- 100% respondents said California Sports Center staff were "friendly, approachable, and polite"
- Majority of pool users indicated on site amenities were clean. (Note: one comment requesting lighting in restroom)
- 94% respondents rated California Sports Center closest to Excellent as overall service provider.

* Raw data available upon request

Results - Lessons

- Lessons received an overall "Excellent" rating
  - Likert type scale 1 - 10
- Lesson times overall were rated "Convenient"
- Individual comments on slide 7
- Expense: Most respondents "Willing to pay a bit more."
  - Likert type scale 1 - 4
  - Note: Question had low response rate (7/20)
  - Note: Anecdotal feedback provided contrary information; lessons were too expensive

Individual comments - Lessons

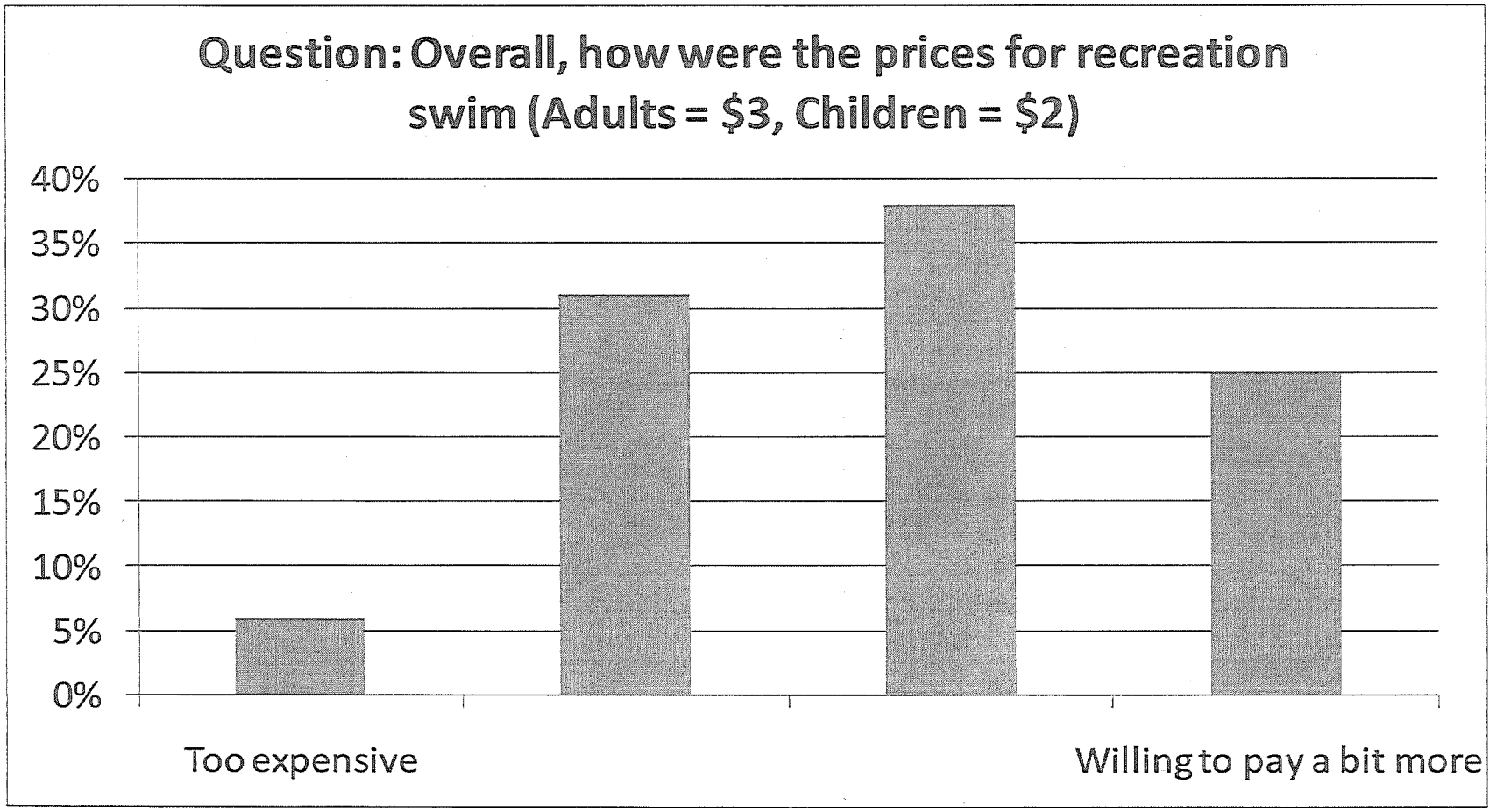
- "The times were not at all convenient. There needs to be an option that is doable for working parents, especially for the classes that require parent participation. Please offer a weekend only option or a late afternoon or early evening option."

- "Could have been in the earlier part of the day, or on Saturdays."

Results - Recreation swim

- Recreation swim received an overall Excellent rating
  - Likert type scale 1 - 10
- Dates and times results were mixed: 50% rated as convenient, 50% rated as not convenient
  - Majority of comments focused on wanting longer hours and better communication of hours
  - Individual comments on slide 10
- Expense: Most would be "Willing to pay a bit more" - see following slide
  - Likert type scale 1 - 4

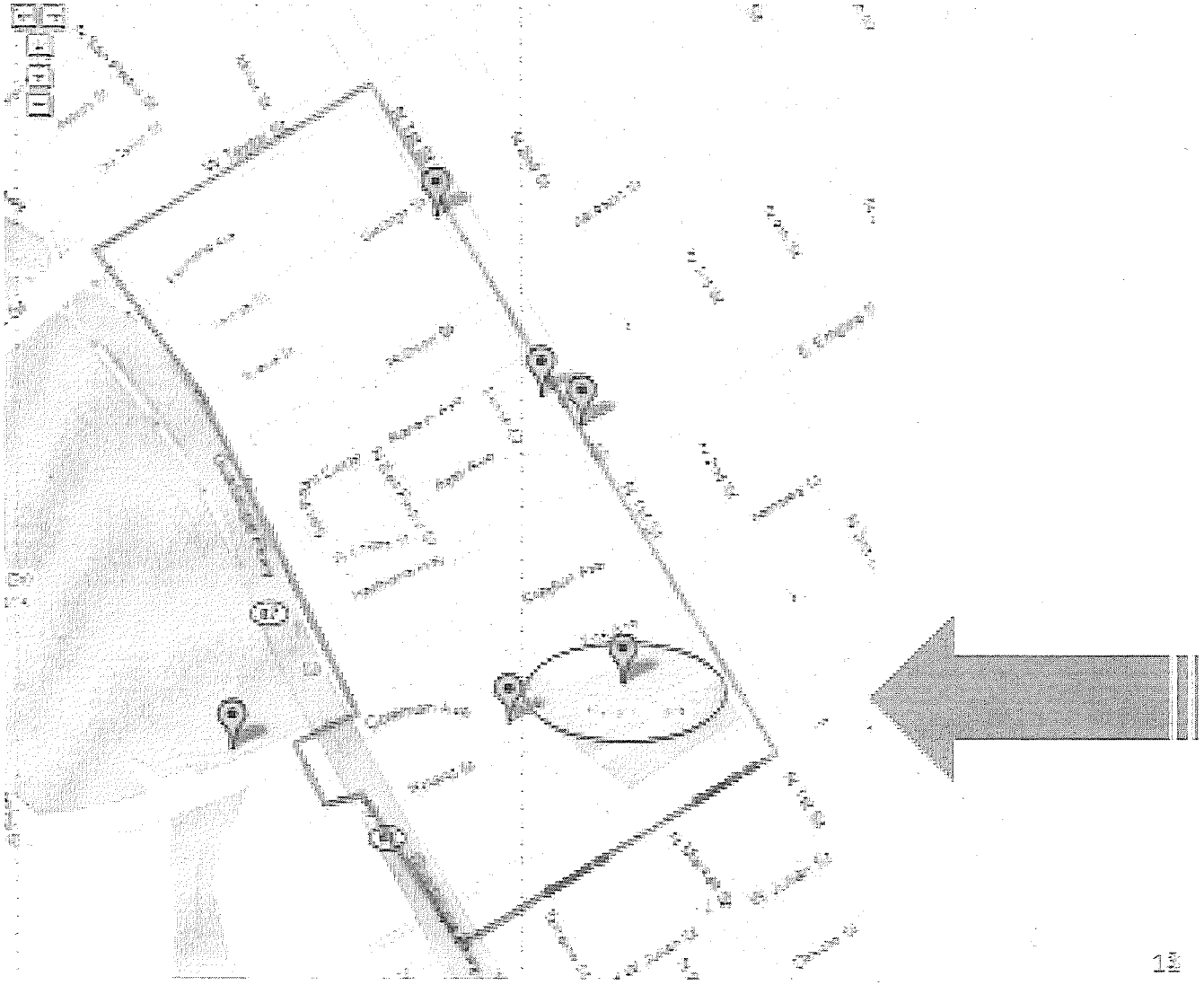
Results Recreation Swim



Individual comments - Recreation Swim

- "Dates and times not well publicized at all."
- "I would love longer hours."
- "i wish the hours were longer during the day. 1-3 just doesn't seem like enough time. by the time i'd remember or be ready to go, it'd already be 2 or 2:30 and it'd be too late to go. the hours didn't leave any room for spontaneous trips to the pool. and the evening swim time for an hour and a half didn't seem like enough time either. also, too cold by then to swim!"
- "My toddler ended up napping during open swim for the last half of the summer, so we didn't use the pool as much as I would have liked."
- "There just weren't enough. We would love to have more rec swim days during the week."
- "The open swim time is exactly the NAP time of most small children and toddlers (12:30-3:00 being common naptimes). Many neighbors shared this concern and for this reason we under utilized the pool. The open swim times need to be later in the afternoon...try 2:30-5:00."
- "The times were so limited. A couple hours just isn't enough."
- "Wished the open swim started earlier - maybe by noon, as my child naps in the afternoon."
- "More frequent and longer hours would be wonderful"
- "Times were convenient but its hit and miss with when its open - if we have to search online to find schedules its too hard for others w/o access"

Ryland Pool site



Friends of Ryland Pool
San Jose, California

City of San Jose Pools: Community assets

Provides proactive, positive activity and enjoyment

↑ Social capital

Creates water safety awareness

Fosters community connections

Friends of Ryland Pool
San Jose, California

NSE AGENDA: 12/09/10
ITEM: d(3)

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: NEIGHBORHOOD SERVICES AND EDUCATION COMMITTEE

FROM: Norberto Dueñas

SUBJECT: **ITEM d(3) REPORT OUT DATE TO CITY COUNCIL MEETING**

DATE: December 8, 2010

RECOMMENDATION

Approval of the referral of item d (3)—"Report on Community Center Reuse and Summer Aquatics Program" to the full City Council for action on December 14, 2010.

BACKGROUND AND ANALYSIS

The Neighborhood Services and Education Committee agenda for December 9, 2010 notes that item d (3) should be referred to the full City Council for action on January 25, 2011.

As noted in the recommendation above, the Administration is requesting that this item now be heard and acted upon by the full City Council on the City Council Agenda of December 14, 2010.

PUBLIC OUTREACH

Not applicable

COORDINATION

This memorandum was coordinated with the City Attorney's Office.

CEQA

Not a project.

NORBERTO DUEÑAS
Deputy City Manager