



# Memorandum

**TO:** NEIGHBORHOOD SERVICES AND  
EDUCATION COMMITTEE

**FROM:** Albert Balagso

**SUBJECT:** UPDATE ON THE 2008 SUMMER  
AQUATICS PROGRAM

**DATE:** March 25, 2008

Approved

Date

3-26-08

**COUNCIL DISTRICT:** City Wide

## RECOMMENDATION

It is recommended that the Neighborhood Services and Education Committee accept the report on the 2008 Summer Aquatics Program.

## OUTCOME

This report will provide the Committee with an overview on four issues related to the City's 2008 Summer Aquatics Program: 1) the status of ongoing pool renovation projects; 2) plans for the grand re-opening of the three city-owned facilities (Alviso, Biebrach, and Ryland); 3) pool sites to be utilized for the 2008 summer season; and 4) planned program changes.

## ANALYSIS

### Pool Renovations, Sites, and Schedule

The Department of Parks, Recreation and Neighborhood Services (PRNS) is currently working with the Department of Public Works to renovate the Alviso, Biebrach, and Ryland Pools so that they comply with current Health and Safety, Building Codes, and American with Disabilities Act (ADA) regulations. At this point, it is anticipated that the pools will re-open on June 23, 2008. Staff is working with participants from the communities to establish grand re-opening events that will be held during the first week of the Summer Aquatics Program. The tentative dates for these events are as follows: Ryland Pool - June 21, 2008, from 12-3 p.m.; Alviso Pool - June 23, 2008, from 4-7 p.m.; and Biebrach Pool - June 28, 2008, from 1-4 p.m.

The 2008 Summer Aquatics Program will utilize five City-owned sites and four leased school sites. The City-owned sites will be: Alviso, Biebrach, Camden, Fair Swim Center, and Ryland.

The leased sites will be: James Lick High School, Santa Teresa High School, Silver Creek High School and Willow Glen Middle School. In general, these sites will provide an average of 15 hours of recreational swim per week. Swim Lessons vary according to pool capacity, by the number of registered class participants, and demand for additional classes.<sup>1</sup> The eight week program will start Monday, June 23, 2008 and end Saturday, August 16, 2008. Attachment A provides a listing of the tentative schedule for swim lessons and recreational swim at each site.

### **Staffing**

Recruitment and hiring efforts for the season are currently underway. There is an intentional effort to recruit diverse staff that is representative of the demographics of San Jose. Consequently, staff is working with local high schools, junior colleges, and state colleges to recruit staff seeking summer employment. It is anticipated that 70 to 80 individuals will be hired for the summer season.

### **Program Changes**

PRNS is pleased to announce the creation of a Lifeguard Cadet Program. This program will identify 12 youth who will be provided the training necessary to become qualified Lifeguards with the City. Youth will be recruited from the communities surrounding Alviso and Biebrach pools and Fair Swim Center. This pilot program, supported by BEST funding, will not only facilitate diversity within our aquatics staffing, but also provide meaningful skills training that will result in greater employment opportunities for qualified youth now and in the future. The recruitment areas were selected in an attempt to recruit youth from Strong Neighborhoods Initiative areas who will be familiar with the local community and who can benefit from developing key work skills. Upon successful completion of the program, the candidates would be eligible for employment with the Citywide Aquatics Program.

A second program change will be the implementation of the newly adopted fee and discount program for Aquatics. Maintaining affordability has been a key message throughout the Aquatics Master Plan process. Discounts such as group rates, individual and family passes as well as scholarships are different tools that will maintain affordability as well as encourage multiple visits. For the first time, 2,150 discounts in the amount of \$10 and twenty-five (25) full scholarships will be offered to qualified low-income residents for swimming lessons.

In accordance with the spirit of the Council's discussion at the March 11, 2008 Council meeting regarding lower prices for youth, the program will also be offering coupon and promotional days on July 7, July 21 and August 4, 2008. On these days, promotional free recreational swim coupons will be offered to

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<sup>1</sup> The pool schedules have been changed at some of the sites to reflect customer feedback from the 2007 Summer Aquatics Program. However, all of the sites have the same number of recreation swim hours offered during the eight week program with the exception of Fair Swim Center which will offer 6 hours more of recreational swim due to the nature of the amenities and the demand from organized groups for use of the pool as a site for field trips. Please note: evening hours will not be offered at Santa Teresa High School due to School District restrictions.

qualified low-income families that registered for swim classes. On these days, youth recreational swim admission will be offered at \$1.00 to encourage participation during non-peak times.

A third program change will be the extension of the season from Memorial Day to Labor Day at the two largest City-owned sites (Camden and Fair). The extended program will be limited to swim lessons and facility rentals and will occur from June 3 through June 14 and from August 18 through August 29, 2008. This effort will allow the City to pilot the extended swim lesson program on a cost recovery basis. In the event that the program is not cost recovery this season, the Department will absorb the costs and make any necessary adjustments during the mid-year budget review process. In future years, if it is not cost recovery, the Department will not continue the pilot program.

Actively marketing the availability of facility rentals to local businesses and community groups for special events is the fourth program change that will take place. Historically, facility rentals have represented a small percentage of total revenue. Staff believes there is potential to work with SNI groups, neighborhood associations, and business organizations to sponsor special events at City pools. The goal for the season is to secure 10-20 facility rentals during the summer.

The final program enhancement will be the addition of concessions as a means of broadening customer service and creating additional revenue. PRNS intends to offer three to five general products for purchase at all City-owned sites. Examples of items to be sold are healthy snacks, goggles, water, plastic swim diapers, and suntan lotion. Staff will be working with Purchasing to identify appropriate items.

### **EVALUATION AND FOLLOW-UP**

The Citywide Aquatics Program will continue to track performance with customer satisfaction surveys. In addition, staff will be visiting other locations to obtain best practice information from the region. The promotional and coupon days will be tallied on an annual basis. Yearly progress reports will be provided to the Neighborhood Services & Education Committee on the outcome of the Citywide Aquatics Summer Program. In addition, the aquatic fees and revenue will be reviewed annually as a part of the annual budget process in the Fees and Charges Resolution for recreational swim, swim lessons, and rental fees associated with the Aquatics Program.

### **PUBLIC OUTREACH/INTEREST**

The 2007 Summer Aquatics Program included extensive community outreach efforts. In addition, data from customer service surveys were used in developing this report.

- 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: E-mail 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)**

Not applicable.

### COORDINATION

This memo has been coordinated with the City Attorney's Office.

### CEQA

Not a project.



Albert Balagso  
Director, Department of Parks,  
Recreation and Neighborhood Services

For questions please contact Cynthia Bojorquez, Deputy Director, at 535-3581.

ATTACHMENT A

<b>Pool</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>Alviso</b>	<b>Swim Lessons</b> 10:00am-12:15pm  <b>Recreation Swim</b> 1:00-3:30pm	<b>Swim Lessons</b> 10:00am-12:15pm  <b>Recreation Swim</b> 1:00-3:30pm	<b>Swim Lessons</b> 10:00am-12:15pm  <b>Recreation Swim</b> 1:00-3:30pm	<b>Swim Lessons</b> 10:00am-12:15pm  <b>Recreation Swim</b> 1:00-3:30pm	<b>Swim Lessons</b> 10:00am-12:15pm  <b>Recreation Swim</b> 1:00-3:30pm	<b>Recreation Swim</b> 1:00-3:30pm	<b>Closed</b>
<b>Biebrach</b>	<b>Swim Lessons</b> 11:30am-1:45pm  <b>Recreation Swim</b> 2:30-4:30pm  <b>Swim Lessons</b> 4:45-6:25pm Monday	<b>Swim Lessons</b> 11:15am-1:15pm  <b>Recreation Swim</b> 2:30-4:30pm  <b>Swim Lessons</b> 4:30-6:45pm Tuesday  <b>Recreation Swim</b> 7:00-8:30pm	<b>Swim Lessons</b> 11:30am-1:45pm  <b>Recreation Swim</b> 2:30-4:30pm  <b>Swim Lessons</b> 4:45-6:25pm Wednesday	<b>Swim Lessons</b> 11:30am-1:45pm  <b>Recreation Swim</b> 2:30-4:30pm  <b>Swim Lessons</b> 4:45-6:25pm Thursday	<b>Swim Lessons</b> 11:15am-1:15pm  <b>Recreation Swim</b> 2:30-4:30pm  <b>Swim Lessons</b> 4:30-6:45pm Friday  <b>Recreation Swim</b> 7:00-8:30pm	<b>Recreation Swim</b> 2:30-4:30pm	<b>Closed</b>
<b>Camden</b>	<b>Swim Lessons</b> 9:30-11:10am  <b>Recreation Swim</b> 1:00-3:00pm  <b>Swim Lessons</b> 4:00-6:15pm	<b>Swim Lessons</b> 9:30-11:10am  <b>Recreation Swim</b> 1:00-3:00pm  <b>Swim Lessons</b> 4:00-6:15pm	<b>Swim Lessons</b> 9:30-11:10am  <b>Recreation Swim</b> 1:00-3:00pm  <b>Swim Lessons</b> 4:00-6:15pm	<b>Swim Lessons</b> 9:30-11:10am  <b>Recreation Swim</b> 1:00-3:00pm  <b>Swim Lessons</b> 4:00-6:15pm	<b>Swim Lessons</b> 9:30-11:10am  <b>Recreation Swim</b> 1:00-3:00pm  <b>Swim Lessons</b> 4:00-6:15pm	<b>Recreation Swim</b> 1:00-3:00pm	<b>Closed</b>
<b>Fair Swim Center</b>	<b>Swim Lessons</b> 10:15am-12:30pm  <b>Recreation Swim</b> 12:45-3:45pm	<b>Swim Lessons</b> 10:00am-12:45pm  <b>Recreation Swim</b> 12:45-3:45pm	<b>Swim Lessons</b> 10:15am-12:30pm  <b>Recreation Swim</b> 12:45-3:45pm	<b>Swim Lessons</b> 10:15am-12:30pm  <b>Recreation Swim</b> 12:45-3:45pm	<b>Swim Lessons</b> 10:00am-12:45pm  <b>Recreation Swim</b> 12:45-3:45pm	<b>Recreation Swim</b> 12:45-3:45pm	<b>Closed</b>

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Pool	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Fair Swim Center (Cont.)</b>	<b>Swim Lessons</b> 4:30-6:45pm	<b>Swim Lessons</b> 4:15-6:45pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Swim Lessons</b> 4:30-6:45pm	<b>Swim Lessons</b> 4:30-6:45pm	<b>Swim Lessons</b> 4:15-6:45pm <b>Recreation Swim</b> 7:00-8:30pm		
<b>James Lick HS</b>	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm	<b>Swim Lessons</b> 9:45-11:45am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:00-6:45pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm	<b>Swim Lessons</b> 9:45-11:45am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:00-6:45pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Recreation Swim</b> 1:00-3:00pm	<b>Closed</b>
<b>Ryland</b>	<b>Recreation Swim</b> 1:30-3:30pm <b>Swim Lessons</b> 5:00-7:15pm	<b>Recreation Swim</b> 1:30-3:30pm <b>Swim Lessons</b> 5:00-7:15pm <b>Recreation Swim</b> 7:30-8:30pm	<b>Recreation Swim</b> 1:30-3:30pm <b>Swim Lessons</b> 5:00-7:15pm	<b>Recreation Swim</b> 1:30-3:30pm <b>Swim Lessons</b> 5:00-7:15pm	<b>Recreation Swim</b> 1:30-3:30pm <b>Swim Lessons</b> 5:00-7:15pm <b>Recreation Swim</b> 7:30-8:30pm	<b>Recreation Swim</b> 1:30-4:30pm	<b>Closed</b>
<b>Santa Teresa HS</b>	<b>Swim Lessons</b> 10:35am-12:15pm <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 3:45-6:00pm	<b>Swim Lessons</b> 10:35am-12:15pm <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 3:45-6:00pm	<b>Swim Lessons</b> 10:35am-12:15pm <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 3:45-6:00pm	<b>Swim Lessons</b> 10:35am-12:15pm <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 3:45-6:00pm	<b>Swim Lessons</b> 10:35am-12:15pm <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 3:45-6:00pm	<b>Recreation Swim</b> 1:00-3:00pm	<b>Closed</b>

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<b>Silver Creek HS</b>	<b>Swim Lessons</b> 11:30am-1:10pm <b>Recreation Swim</b> 2:30-4:30pm <b>Swim Lessons</b> 4:45-6:25pm	<b>Swim Lessons</b> 11:30am-1:10pm <b>Recreation Swim</b> 2:30-4:30pm <b>Swim Lessons</b> 4:45-6:25pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Swim Lessons</b> 11:30am-1:10pm <b>Recreation Swim</b> 2:30-4:30pm <b>Swim Lessons</b> 4:45-6:25pm	<b>Swim Lessons</b> 11:30am-1:10pm <b>Recreation Swim</b> 2:30-4:30pm <b>Swim Lessons</b> 4:45-6:25pm	<b>Swim Lessons</b> 11:30am-1:10pm <b>Recreation Swim</b> 2:30-4:30pm <b>Swim Lessons</b> 4:45-6:25pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Recreation Swim</b> 2:30-4:30pm	<b>Closed</b>
<b>Willow Glen Middle School</b>	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm	<b>Swim Lessons</b> 10:00-11:40am <b>Recreation Swim</b> 1:00-3:00pm <b>Swim Lessons</b> 4:20-6:35pm <b>Recreation Swim</b> 7:00-8:30pm	<b>Recreation Swim</b> 1:00-3:00pm	<b>Closed</b>