

APPROVED

REPORT OF GENERAL MANAGER

NO. 15-106

DATE May 20, 2015

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BOARD OF RECREATION  
& PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AQUATICS SUMMER SWIM PASS – AMENDMENT TO SCHEDULE OF RATES AND FEES

R. Adams \_\_\_\_\_  
R. Barajas \_\_\_\_\_  
H. Fujita \_\_\_\_\_

V. Israel \_\_\_\_\_  
\*K. Regan \_\_\_\_\_  
N. Williams \_\_\_\_\_

General Manager

*As amended  
see attached*

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the proposed amendment to the Aquatics pages of the Department of Recreation and Parks' Schedule of Rates and Fees for Aquatics Pool Admission, as outlined in the body of this Report and attached Schedule (Attachment 1), effective upon Board approval;
2. Authorize staff to amend the Aquatics Section of the Schedule of Rates and Fees to incorporate these changes; and,
3. Authorize the General Manager to make any necessary technical changes and incorporate those changes into the rates and fees.

SUMMARY:

The City of Los Angeles (City), Department of Recreation and Parks (Department) operates 38 seasonal and 16 year-round swimming facilities. Youth recreational swim (17 years and under) is a programming component offered at all sites. In June 2014 the entrance fee for youth swim increased from free to \$1.00. Youth attendance in 2013 was 341,357 and in 2014, 234,379. Youth attendance dropped by 105,978 for the summer of 2014.

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To increase youth attendance it is proposed the Department offer a Youth Summer Swim Pass at a discounted rate of \$25.00 for unlimited recreational swim entries Memorial Day Weekend through Labor Day at all year-round, seasonal, and Hansen Dam swim facilities. This is to encourage youth swimming by allowing a youth the opportunity to swim 104 days for \$25.00. The Youth Summer Pass will be made available for sale at all aquatic facilities immediately through the second week of August. Proration of cost will not be permitted.

FISCAL IMPACT STATEMENT:

Single sale youth entries may go down but, the increase in the purchase of youth passes may offset the impact to the Department's General Fund.

This report was prepared by Patricia Delgado, Principal Recreation Supervisor I, Aquatic Division.

EXCERPT FROM THE MINUTES OF THE REGULAR MEETING  
BOARD OF RECREATION AND PARK COMMISSIONERS  
May 20, 2015

15-106

AQUATICS SUMMER SWIM PASS – AMENDMENT TO  
SCHEDULE OF RATES AND FEES

The item was presented to the Board by Kevin Regan, Assistant General Manager. The Board and staff discussed the item in detail.

Commissioner Alvarez proposed an amendment to reduce the \$25.00 fee for the proposed Youth Summer Swim Pass. General Manager Shull concurred and proposed an amendment to reduce the fee from \$25.00 to \$10.00. Commissioners Sanford and Zuñiga posed questions regarding the feasibility of a reduced fee for a parent or guardian accompanying a child into the facility. General Manager Shull explained the Department's current policy, which requires an adult to accompany a child under the age of seven; he asked staff if it was operationally possible to allow a reduced fee in those instances. Trish Delgado, Principal Recreation Supervisor I of the Aquatics Section confirmed it was feasible from an operational standpoint and proposed an amendment to allow an adult accompanying a season pass holder under the age of seven to be admitted free of charge.

President Patsouras voiced concern regarding the decrease in youth attendance and requested a report back in September or after the summer season to reevaluate the policy. Assistant General Manager Regan confirmed that staff will report back at a later date regarding the Youth Pass program's impact on pool usage, as well as the results of recently undertaken marketing and partnership initiatives to increase attendance.

Commissioner Sanford requested that the report back analyze attendance according to the socio-economic levels of the residents in the surrounding community, on pool-by-pool basis, to determine whether decreases in attendance correspond with lower income areas and are related to the recent cost increase. General Manager Shull agreed. Commissioner Sanford added a request that the Department consider erecting temporary shade structures over the spectator areas, especially when high temperatures are anticipated.

Public comment was invited; however, no requests for public comment were received.

It was moved by Commissioner Sanford, seconded by Commissioner Alvarez, that the report be amended to include the revisions discussed, and there being no objections, the motion was unanimously approved.

AQUATICS  
(Revised ~~06/11~~ 04/15)

PUBLIC USE

Pool opened for public use

POOL ADMISSIONS

Adult (Age 18-64)	\$3.50 ( <i>Persons with disabilities are charged at a discounted rate of \$1.00. \$0.15 of the \$3.50 fee to be deposited into MRP* Fund Account</i> )
Youth (Age 17 and under)	\$1.00
<b>Youth Summer Swim Pass</b>	<b>\$25.00 (Allows youth unlimited recreational swim entries from Memorial Day weekend through Labor Day at all year-round, seasonal, and Hansen Dam swim facilities)</b>
Older Adults (Age 65 and over)	\$1.00

\* Municipal Recreation Program (MRP) funds the pool's normal replacement program.

LAP SWIMMING PREPAID PASSES

Adult (Age 18-64)	\$87.50 for 30 admissions (Persons with disabilities are charged at a discounted rate of \$25.00. \$4.00 of the \$87.50 fee to be deposited into MRP Fund Account)
Youth (Age 17 and under)	\$25.00 for 30 admissions
Older Adults (Age 65 and over)	\$25.00 for 30 admissions

PROGRAM CHARGES

Group Swimming Lessons (for age 4 and over)

Non-Urban Impact Centers:  
Adult (Age 18-64)

\$50.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)

AQUATICS - (continued)

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Youth (Age 17 and under. Ages 6 and under must be accompanied by an adult)	\$40.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)
Urban Impact Centers: Adult (Age 18-64)	\$40.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)
Youth (Age 17 and under. Age 6 and under must be accompanied by an adult)	\$20.00/series (8-10 lessons) (\$1.00 of each series to be deposited in Pool MRP Fund Account)
Day Camp - L.A. City	\$0.50/person/lesson (\$0.15 to MRP Fund Account)

Junior Lifeguard Program, L.A. City Competitive Team Sports, and Lifeguard Training Classes

Participation fees based on actual cost of program materials (100% deposited to pool MRP for cost of materials associated with the program/class).

Water Safety Presentations for Recreation Center                      No Charge

DAY CAMP/GROUP USE

Any organized group affiliated with agency, business or non-profit. Additional staffing and maintenance fees may be assessed based on the size of the group. Staff fees if charged will be according to the General Instructions and Policies Regarding Rates and Fees Section of the Department's Schedule of Rates and Fees.

L.A. City Recreation Center Day Camp	No Charge
Non-Profit Day Camp	\$2.00/person
Private Day Camps	\$3.00/person

PRIVATE USE (Pool closed to the public)

In addition to permit charges for use of the facility when the pool is closed to the public, staff fees for required lifeguard ratio apply. The required number of lifeguards mandated by Title 24 is outlined below. The instructor or group representative must remain on deck at all times.

1 - 50 persons	2 lifeguards
51 - 100 persons	3 lifeguards
101 - 200 persons	4 lifeguards
201 - 300 persons	6 lifeguards

Additional Fees for Private Use

AQUATICS - (continued)

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At the discretion of the Aquatics Director, some events or activities may require additional maintenance, security, and/or event monitoring staff, depending on the size of the groups, scope of activities, or other factors. Part-time staff fees are established in the General Instructions and Policies Regarding Rates and Fees Section of the Department's Schedule of Rates and Fees, and are to be deposited to the facility MRP. Full-time staff fees will be charged at the current overtime rate. A fee for maintenance materials and usage of facility equipment may be assessed based on permit group attendance and facility usage.

L.A. City Day Camp usage by groups of 150 or more during a pool's normally scheduled open hours, which restrict public use and require the pool manager to extend the pool hours to the public, will be charged a fee of \$125.00 (*to be deposited into MRP account*) to pay for pool staff (i.e. Pool Manager, Pool Clerk, Locker Attendant) for private use of the pool facility while closed to the public.

Board of Education/Community College Facility Use Fee

Classes/Team practices (2 hour minimum)	
Parties (1 hour minimum)	
1 - 50 persons	\$40.00/hour
51 - 100 persons	\$60.00/hour
Swim Meets	
(Including setup and cleanup time 3 hour minimum)	\$75.00/hour

Private Educational Institution Facility Use Fee

Classes/Team Practices (2 hour minimum)	
1 - 50 persons	\$50.00/hour
51 - 100 persons	\$70.00/hour
Swim Meets (3 hour minimum)	\$75.00/hour

PERMIT CHARGES

Closed to Public

	<u>Urban Impact</u>	<u>Non-Urban Impact</u>
1 - 50 persons	\$50.00/hour	\$70.00/hour
51 - 100 persons	\$95.00/hour	\$105.00/hour
101 - 200 persons	\$180.00/hour	\$200.00/hour
201 - 300 persons	\$260.00/hour	\$280.00/hour

Training Group Pool Use (long and short courses)

Maximum use per lane: 7 adults or 9 youths  
Prices apply to all long and short course training permit groups.  
No group or groups shall be issued a permit to utilize more than 50% of the total lap lanes available during normal operating hours.

Pool Open

Youth (Age 7-17)	\$1.50/person/day ( <i>\$0.15 to MRP Fund Account</i> ) plus \$3.00/hour/lane
Adult (Age 18 & older)	\$3.50/person/day ( <i>\$0.15 to MRP Fund Account</i> ) plus \$3.00/hour/lane

AQUATICS - (continued)

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Minimum fee of \$30.00/hour  
20% discount group rate on 25 admissions (\$2.00 to MRP)

Pool Closed (7 years or older)	\$50.00/hour
Swim Meets (includes set-up and take-down)	\$75.00/hour
Timing System Rental	\$100.00 to be deposited to facility MRP Fund Account
Official (Minimum of 2 hours)	Current Part-Time rate per GENERAL INFORMATION PAGE
<u>Scuba Group Pool Use</u>	See Aquatic Private Exclusive Group Rates Current Part-Time rate per GENERAL INFORMATION PAGE

Aquatic Film Permit Fees

100% to be deposited into the Department of Recreation and Parks General Fund

Aquatic facilities are designated as Special Use facilities. Motion Picture companies will be required to contact the Department's Film office (323-644-6220). The facility use fee shall apply to filming as well as the Non-urban Impact rate. Filming use may also require paying a pool fill fee (if the pool is empty), operational costs (equipment and utility charges), and an appropriate staff salary for monitoring.

Equipment Rental (100% into aquatic facility MRP Fund Account)  
Monitor Fee (100% deposited into MRP Fund Account)

Service and Equipment Fee

Monitor	See General Rates and Fees Page	(2 hour minimum)
Accessories (kickboards, pull buoy's, rescue equipment)		\$25.00
Custom Safety Line		\$25.00
Starting Blocks (set)		\$250.00
Timing System		\$500.00 plus monitor (2 hour minimum)
Water Polo Shot Clock		\$100.00 plus monitor (2 hour minimum)
Water Polo Goals		\$100.00 plus setup
Synchro Sound System/PA system		\$200.00 plus monitor (2 hour minimum)
Lane Lines		\$200.00 per set plus set up
Rescue Equipment		\$25.00
Pop Up Canopy		\$30.00
Lifeguard Tower		\$50.00 per hour

Deposit for Equipment Rental

At the discretion of the Aquatics Director, a deposit may be taken for equipment rental up to the actual replacement costs per unit.

