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City Manager's Office

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Julie Edmonds-Mares

**SUBJECT:** 2011 CITYWIDE AQUATICS  
PROGRAM UPDATE

**DATE:** 04-20-11

Approved

Date

4-20-11

## INFORMATION

The purpose of this memorandum is to inform the City Council on the status of the 2011 Citywide Aquatics Program as coordinated by the Department of Parks, Recreation and Neighborhood Services (PRNS). It is anticipated that the City will operate the Almaden Lake; Camden and Mayfair pools; contract with alternative service providers for the Fair, Ryland, Alviso and Biebrach pools; and continue to explore opportunities for programming at three school district sites. All contracts are anticipated to be executed this month with final signature authority provided by the City Manager's Office and the Office of the City Attorney.

Based on past recommendations and the success of the partnerships during the summer of 2010, PRNS issued an additional Request for Interest (RFI) on October 21, 2010. This RFI communicated the availability of citywide aquatic facilities and solicited partnership proposals from qualified vendors who are able to provide aquatic services to the San José community during the summer of 2011. The RFI outlined the following priorities to be considered to operate aquatic facilities on behalf of the City of San José:

- ◆ Minimize the impact of closed aquatic facilities through alternate service providers.
- ◆ Maintain recreation swim opportunities at all facilities that are reasonably priced to participants and support a community gathering location that is affordable, safe, and well supervised.
- ◆ Maintain access to swim lessons at an affordable rate and provide access to low-income participants through scholarships or equivalent programs.
- ◆ Offer youth an opportunity to gain knowledge, experience, and professional training through employment opportunities with the providers.

In response to the RFI, six proposals for potential partnerships were received with a variety of operational models and site preferences. During the RFI process the City also coordinated with other service providers interested in using school district pools. Proposals were evaluated based on the criteria noted above and contract negotiations began on Monday, December 20, 2010.

The following table represents the results of the specific service providers:

<b>Location</b>	<b>Type</b>	<b>Service Provider</b>	<b>Website</b>
Alviso	City-Owned Pool	Maki Swim School	<a href="http://www.makiswim.com">http://www.makiswim.com</a>
Biebrach	City-Owned Pool	Sparkle Swim School	<a href="http://www.sparkleswimschool.com">http://www.sparkleswimschool.com</a>
Camden	City-Owned Pool	City of San José	<a href="http://www.sanjoseca.gov/prns/">http://www.sanjoseca.gov/prns/</a>
Fair	City-Owned Pool	California Sports Center	<a href="http://www.calsportscenter.com">http://www.calsportscenter.com</a>
Mayfair	City-Owned Pool	City of San José	<a href="http://www.sanjoseca.gov/prns/">http://www.sanjoseca.gov/prns/</a>
Rotary Ryland	City-Owned Pool	California Sports Center	<a href="http://www.calsportscenter.com">http://www.calsportscenter.com</a>
Almaden Lake	Open Water Lake	City of San José	<a href="http://www.sanjoseca.gov/prns/">http://www.sanjoseca.gov/prns/</a>

PRNS staff will coordinate the operational aspects of the 2011 Citywide Aquatics Program with the service providers identified above. Service providers will also have the discretion and ability to provide services during off-peak months (September through May). The contracts are one-year agreements with two renewal options of one year each dependent upon successful performance throughout each term. The City is also assisting with marketing by connecting each service provider with local community members, a shared page advertisement in the Citywide Activity Guide and each provider’s organization information on the PRNS Department’s website. Staff will also engage impacted clients and stakeholders to help market these programs to the community.

The aquatics programs provided by the alternative service providers will be very similar in operation when compared to City-run programs. The City-operated pools at Mayfair and Camden will offer a variety of swim classes and recreational swim. All three alternative service providers have committed to provide no less than two hours of recreational/open swim, six days per week, between the hours of 12:00 p.m. -5:00 p.m., and no less than one evening recreational swim session per week. To ensure affordable access to the neighboring community, the fee for recreational swim will not exceed City of San José rates (youth, seniors, disabled at \$3.00; adults at \$4.00). In addition, service providers will offer an array of swim lessons complemented by a scholarship program to ensure affordable access for local residents.

The Almaden Lake Park swim program, which provides the only open water lake swim access in Santa Clara County, is being funded in part by community donations. The Almaden Lake site will offer open water swim training and recreational swim programming.

In summary, PRNS staff is confident that all City-owned pool facilities will be operational this summer through a combination of City staff and partnerships. Service providers that have expressed interest in operating school district sites are in discussions with the respective school districts. The City pools will continue to offer affordable pricing and the established scholarship application process will be utilized to ensure affordable access to programs offered by the City and its partners. Through partnerships with alternative service providers, the Citywide Aquatics

HONORABLE MAYOR AND CITY COUNCIL

04-20-11

**Subject: 2011 Citywide Aquatics Program Update**

Page 3

Program will continue to thrive and provide quality services to the City of San José community while simultaneously minimizing the fiscal impact on General Fund resources.

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