

City of Placerville
MEMORANDUM

DATE: January 22, 2007

TO: City Council

FROM: Steve Youel, Director of Community Services

SUBJECT: **ELLIS & ASSOCIATES, INC. AGREEMENT**

RECOMMENDATION

That the City Council adopt a resolution authorizing the Director of Community Services to execute a one year agreement between the City of Placerville and Ellis & Associates, Inc. to participate in the Comprehensive Aquatic Risk Management Program.

BACKGROUND

For the past year, the City has contracted with Ellis & Associates, Inc. to provide a Comprehensive Aquatic Risk Management Program for the City's Aquatics Programs held at the Placerville Aquatics Center and the El Dorado High School pool. Our existing contract with Ellis & Associates, Inc. ended on December 31, 2006. The contract was for a period of one (1) year.

Ellis and Associates, Inc. set the standards within the aquatic industry. They are pioneers providing a comprehensive Aquatics Risk Management Program including staff training, unannounced audits to verify lifeguard skills and knowledge, and litigation support, if necessary.

ANALYSIS

The content of the proposed contract is similar to the current contract. The proposed contract is for one (1) year (January 1, 2007 through December 31, 2007), but also contains a 30 day termination clause, should the need arise.

Prior to the 2006 season, City lifeguards were certified through the American Red Cross. In anticipation of opening the Placerville Aquatics Center, City staff recommended contracting with Ellis and Associates, Inc. The program offered by Ellis and Associates, Inc. had a reputation for utilizing the latest technology, holding lifeguards to the highest standards of accountability and providing agencies with strong administrative support. In the greater Sacramento area, there are limited alternatives. The American Red Cross and YMCA are the most recognized programs, yet they do not provide the same level of service that Ellis & Associates, Inc. is able to provide. Additionally, there are several smaller companies providing lifeguard certification, but they are not nationally recognized programs. Ellis & Associates, Inc. remains the best option for the City at this time.

FISCAL IMPACT

Ellis & Associates, Inc. provides services exclusively to our Aquatics Program. The new contract calls for the following increases beginning January 1, 2007:

1. **Retainer Fee** – From \$550.00 to \$650.00 per year, an increase of \$100.00 per year.
2. **Audit Fees** – From \$600.00 to \$700.00 per audit (four audits annually), an increase of \$400.00 per year.
3. **License Fees** – From \$75.00 to \$80.00 per license (40 licenses are estimated), an increase of \$200.00 per year.
4. **Renewal License** – From \$60.00 to \$65.00 per renewal license (40 licenses are estimated), an increase of \$200.00 per year.

The proposed contract will increase the Aquatics budget by an estimated \$700.00. This estimate is based on the retainer fee, audit fees, and all license fees. The following table shows the estimated cost due to the proposed service agreement:

Budget Estimate for Ellis & Associates, Inc.

	Cost	Estimated #	Total
Retainer Fee	\$650.00	1	\$650.00
Audit Fees	\$700.00	4	\$2,800.00
Renewal License*	\$65.00	40	\$2,600.00
Lifeguard Instructor Training	\$382.00	3	\$1,146.00
Basic Leadership Training	\$15.00	5	\$75.00
Text Books	\$32.00	40	\$1,280.00
Estimated Cost 2007 Season			\$8,551.00

Program Fee Increases

Proposed program fee increases have been addressed in a separate memo for the Aquatics Program. Fees have been increased to cover the cost associated with the proposed Ellis & Associates, Inc. Agreement.

Attachments - Ellis & Associates, Inc. Agreement

Steve Youel
Director of Community Services

Approved for Submittal to City Council:

Reviewed for Fiscal Analysis:

John Driscoll, City Manager/Attorney

Dave Warren, Director of Finance