

**City Manager's Report****January 23, 2018, City Council Meeting****Prepared by:** Steve Youel, Director of Community Services**Item:** 8.6

Subject: Adopt a resolution approving new participant fees and program schedule for the Placerville Aquatics Center, effective April 1, 2018.

Discussion: California's minimum wage increased by fifty cents to \$11.00 per hour on January 1, 2018. This increase will impact the Recreation Division's annual aquatics operating budget for the 2017-18 fiscal year. In order to offset the additional expenditures resulting from the State mandated pay rate increase, staff is recommending fee increases and cost recovery strategies for the upcoming 2018 Aquatics Season, effective April 1, 2018.

The proposed program schedule for the 2018 Aquatic Season is outlined in Attachment B. This schedule may vary slightly, as staff adjusts to changes in the program and staffing during the next few months. Any changes, however, will be minimal and will not significantly impact the budget. During the 2018 Aquatic Season, staff will continue to analyze the effects of fee increases and other cost recovery strategies. In addition, staff will use this time to conduct ongoing participant and pricing surveys to determine how other public agencies are adjusting to increased personnel costs.

Analysis: Staff is proposing some fee increases to offset increased costs resulting from the new part-time pay scale, which is addressed in a staff report in tonight's agenda under a separate cover. With ongoing changes to minimum wage over the last several years, aquatics program fees have regularly undergone increases. Some programs have been affected more than others. To establish new fees, staff considered previous fee increases, surveyed similar agencies, analyzed current user data, and attempted to establish fees that would generate additional revenue without discouraging program participation. Staff recognizes the importance of recreation programs remaining self-supporting. It is important to maintain a balance between revenue and expenditures within all programs. This can be accomplished through a variety of improved marketing and customer service strategies.

Public Swim

The Placerville Aquatic Center is open daily during the summer season. Public Swim is held in the afternoons seven days per week, and in the evenings Mondays through Fridays. Participants can pay a drop-in fee each time they attend, purchase a season pass, or pre-pay (at a discount) for 30 admissions called Aqua Bucks. Extended Day childcare program operated by the County Office of Education brings their students to Public Swim three afternoons per week. This is a great partnership that provides an excellent service to our community, while also providing a consistent revenue source to help offset costs within the aquatics budget. The Public Swim program has seen multiple fee increases over the past

several years. Current fees are higher than most other agencies. However, attendance rates have remained consistent. Staff is adjusting program hours to streamline staffing costs and maximize attendance. No fee changes for Public Swim are recommended at this time.

PUBLIC SWIM FEE COMPARISON

	Current Placerville	Proposed Placerville NO CHANGE	Auburn ARD	Cameron Park CSD	City of Folsom	El Dorado Hills CSD
Drop-In Fee	\$4 (age 1-2) \$5 (age 3-17) \$6 (age 18-54) \$4 (age 55+)	\$4 (age 1-2) \$5 (age 3-17) \$6 (age 18-54) \$4 (age 55+)	\$2 (under 6) \$3 (age 7+)	\$4 (age 3-17) \$5 (age 18-61) \$4 (age 62+)	\$4 (age 2-3) \$7 (age 4-54) \$5 (age 55+)	\$4 (age 1-17) \$5 (age 18-54) \$3 (age 55+)
“Individual” Season Pass	\$59 (age 1-17) \$69 (age 18-54) \$59 (age 55+)	\$59 (age 1-17) \$69 (age 18-54) \$59 (age 55+)	\$60	\$70 Senior: \$65	n/a	\$70 (ages 9 and up)
“Family” Season Pass	\$160 Up to 4 people (\$20 each additional)	\$160 Up to 4 people (\$20 each additional)	\$155 Up to 5 people	\$155 Up to 5 people (\$15 each additional)	\$149 Up to 4 people (\$15 each additional)	\$195 up to 5 people
Aqua Bucks	\$125 (30 admissions)	\$125 (30 admissions)	n/a	n/a	n/a	n/a

Swimming Lessons

Over the course of the summer, there are 12-15 sessions of swim lessons offered in the mornings and evenings for all levels of swimmers, along with competitive swim clinics. Families can choose to attend 5-day or 8-day group lessons, and a small number of private lessons are also available. This is a staff-intensive program and therefore the minimum wage increase will significantly impact personnel costs. Staff is recommending small fee increases and is hopeful that an increase will not discourage participation. Existing discounts and Youth Assistance scholarships are available to help reduce the impact on low-income families. Staff is also adjusting program times for this program to streamline staffing costs and maximize program attendance.

SWIM LESSON FEE COMPARISON

	Current Placerville	Proposed Placerville	Auburn ARD	Cameron Park CSD	City of Folsom	El Dorado Hills CSD
Swim Lessons	\$68 (8 day) \$45 (5 day)	\$71 (8 day) \$47 (5 day)	\$48 (8 day)	\$60 (8 day)	\$79 (8 day)	\$72 (8 day)
Private Lessons	\$135 (5 day) \$108 (4 day)	\$135 (5 day) \$108 (4 day)	\$98 (4 day)	\$85 (4 day)	\$119 (4 day semi-private) \$140 4 day private	\$97 (4 day)

Lap Swim

Lap swimming for swimmers ages 15 and older is offered in the morning at the Placerville Aquatic Center. Participants can pay a daily drop-in fee or pre-pay for a summer pass. In the past, this program is sponsored by the Marshall Foundation for Community Health with a generous grant of \$3,000 for the purpose of lowering Lap Swim fees for senior swimmers, ages 55 and older. While other aquatics programs have seen fee increases over the last several years, the fees for lap swim have not increased since 2014. At this time, staff recommends a \$1 increase for drop-in fees and a \$10 increase to the Lap Swim Pass. Staff anticipates that the increase to the drop-in rate will encourage more participants to purchase swim passes.

LAP SWIM FEE COMPARISON

	Current Placerville	Proposed Placerville	Auburn ARD	Cameron Park CSD	City of Folsom	El Dorado Hills CSD
Drop-In Fee	\$6 adults \$4 seniors	\$7 adults \$5 seniors	n/a	\$4	\$7 adults \$5 seniors	\$5
Pass Fee	Season: \$165 adults \$125 seniors	Season: \$175 adults \$135 seniors	Season: \$80	10-Visit \$35	Monthly: \$70	Monthly: \$40

Activity Pool Play

While the rest of the facility is being utilized for swimming lessons, the interactive Activity Pool at the Aquatic Center remains open for participants paying a drop-in fee. The fee applies to each child age 12 months and older, and there is no charge for the adult accompanying the child. Activity Pool Play is held mornings and evenings four to five days per week. Season passes and Aqua Bucks are accepted for admission to this program. No fee changes for Activity Pool Play are recommended at this time.

ACTIVITY POOL PLAY FEE COMPARISON

Current Placerville	Proposed Placerville NO CHANGE	Auburn ARD	Cameron Park CSD	City of Folsom	El Dorado Hills CSD
\$4 drop-in	\$4 drop-in	n/a	n/a	\$5 drop-in	\$2 drop-in

Rentals

The Placerville Aquatics Center is available for Facility Rentals during off-peak times, on weekends. All rentals require staff on duty to lifeguard and manage the facility. Participants can rent portions of the facility separately, allowing for multiple rentals and other activities to take place simultaneously. Facility Rental rates vary according to the number of people in attendance during the rental. The Aquatic Center also offers Party Rentals. The Party Rentals are held during Public Swim and provide renters with a reserved shaded party area and admission for up to 20 people. The Party Rentals are typically used for children’s birthday parties. Family Season Pass holders receive a 10% discount on Facility Rentals and a 20% discount on Party Rentals. Staff is also proposing adding a morning time slot for rentals, to meet the needs of the public and generate additional revenue. No fee changes for Facility Rentals or Party Rentals are recommended at this time.

RENTAL FEE COMPARISON

	Current Placerville	Proposed Placerville NO CHANGE	Auburn ARD	Cameron Park CSD	City of Folsom	El Dorado Hills CSD
Facility Rentals	2 hour rentals \$200-300 (1 pool) \$275-375 (2 pools) \$500-650 (3 pools)	2 hour rentals \$200-300 (1 pool) \$275-375 (2 pools) \$500-650 (3 pools)	2 hours \$280-\$330	2 hours \$308-444	2 hours \$480 (1 pool) \$650 (2 pools) \$1,100 (3 pools)	2 hours \$160-450
Party Rentals	\$140 (20 people)	\$140 (20 people)	n/a	\$65 (10 people)	\$259-379 (20 people)	\$125 (10 people)

Other Aquatics Programs

A variety of other aquatics programs are offered, and vary from year to year depending upon regional and local trends, teacher availability and pool space. These are often partnerships where fees are negotiated with an instructor who is paid a percentage of total registration fee. These programs might include but are not limited to; Water Exercise, Lifeguard Certification Classes, and Junior Lifeguard Camp.

Cost: Within the Aquatics annual operating budget, the increased cost of the new part-time employee wage schedule, including the State-mandated minimum wage increase, is projected to be \$8,701.

Budget Impact: The cost of the minimum wage increase for the May to June 2018 period was incorporated in the adopted Fiscal Year 2017/2018 Operating Budget. Staff anticipates an annual cost increase of \$8,701 as compared to the 2017/2018 level as summarized below:

2018-2019 AQUATICS BUDGET PROJECTED IMPACT SUMMARY

Increased Revenue	\$ 3,590
Increased Part-Time Personnel Costs	8,700
Less: Cost Savings through Schedule Adjustments	5,514
NET CHANGE TO AQUATICS BUDGET	\$ 404

The proposed overall fee schedule is located in Attachment A. With these recommended fees in place, staff projects that the increased revenue of \$ 3,590 along with \$5,514 in cost savings will offset the \$ 8,700 in additional expenditures incurred as a result of the minimum wage increase for the entire extended aquatics season

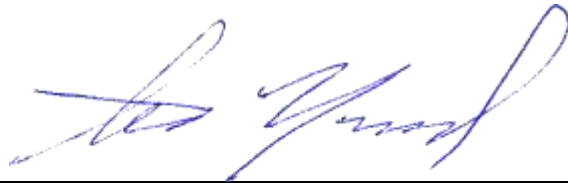
Options:

1. Approve new participant fees and programs schedules for the 2018 Aquatic Season.
2. Direct Staff to consider other methods to cover increased costs including additional contributions from the City's General Fund.

Recommendation: Adopt a resolution approving new participant fees and program schedule for the Placerville Aquatics Center, effective April 1, 2018.



M. Cleve Morris, City Manager



Steve Youel, Director of Community Services



Dave Warren, Director of Finance

Attachment A—Proposed Fee Schedule

Attachment B—Proposed Program Schedule

Attachment C—Program Schedule Comparison 2017 and 2018

ATTACHMENT A**City of Placerville Community Services Department****Proposed Fee Schedule
Fees to be effective 04/01/2018**

	CURRENT FEES	PROPOSED FEES
Aquatics		
Public Swim	\$4 toddler (Ages 1-2) \$5 youths (Ages 3-17) \$6 adults (Ages 18-54) \$4 seniors (ages 55+)	\$4 toddler (Ages 1-2) \$5 youths (Ages 3-17) \$6 adults (Ages 18-54) \$4 seniors (ages 55+)
Season Passes (Individual)	\$59 youths \$69 adults \$59 seniors	\$59 youths \$69 adults \$59 seniors
Season Passes (Family)	\$160 (up to 4 people) \$20 each additional	\$160 (up to 4 people) \$20 each additional
Aqua Bucks	\$125 for 30 visits	\$125 for 30 visits
Swim Lessons (group)	\$68 (8 days) \$45 (5 days)	\$71 (8 days) \$47 (5 days)
Swim Lessons (private)	\$135 (5 day) \$108 (4 day)	\$135 (5 day) \$108 (4 day)
Lap Swim Drop-In	\$6 adults \$4 seniors	\$7 adults \$5 seniors
Lap Swim Pass	\$165 adults \$125 seniors	\$175 adults \$135 seniors
Activity Pool Play	\$4 drop-in	\$4 drop-in
Facility Rentals	2 hour rentals \$200-300 (1 pool) \$275-375 (2 pools) \$500-650 (3 pools) <i>10% discount for Family Season Pass holders</i>	2 hour rentals \$200-300 (1 pool) \$275-375 (2 pools) \$500-650 (3 pools) <i>10% discount for Family Season Pass holders</i>
Party Rental	\$140 <i>20% discount for Family Season Pass holders</i>	\$140 <i>20% discount for Family Season Pass holders</i>
Junior Lifeguard Camp	\$89	\$89
Water Exercise	\$8 drop-in	\$8 drop-in
Lifeguarding Classes	\$200 Lifeguard Training Plus \$35 On-Line Fee	\$200 Lifeguard Training Plus \$35 On-Line Fee

ATTACHMENT B

City of Placerville Recreation and Parks Department

**Placerville Aquatic Center
2018 Program Schedule**

May 26 - August 5

Weekend and Holidays

10:45am-12:45pm	Facility Rentals (start June 2nd)
11:15am-12:45pm	Lap Swimming
1:00-5:15pm	Recreation Swimming, Party Rentals
5:30-7:30pm	Facility Rentals (start June 2nd)

Monday-Friday

7:45-9:15am	Lap Swimming
9:15am-10:15am	Water Exercise
10:00am-12:45pm	Swimming Lessons (Mon-Thur, start June 4th)
10:15am-12:15pm	Staff Training (Fridays)
10:30am-12:30pm	Activity Pool Play (Mon-Thur)
1:00-4:30pm	Recreation Swimming, Party Rentals
4:30-7:00pm	Swimming Lessons
4:45-6:45pm	Activity Pool Play
6:00-6:55pm	Water Exercise
7:05-9:00pm	Evening Recreation Swim (starts June 11th)

August 6 - September 3

Weekend and Holidays

10:45am-12:45pm	Facility Rentals
11:15am-12:45pm	Lap Swimming
1:00-5:15pm	Recreation Swimming, Party Rentals
5:30-7:30pm	Facility Rentals

Monday-Friday

4:30-5:50pm	Lap Swimming
4:45-6:45pm	Activity Pool Play (ends August 17 th)
4:30-7:00pm	Swim Lessons (ends August 17 th)
6:00-6:55pm	Water Exercise (ends August 30 th)

ATTACHMENT C

**Placerville Aquatic Center
Program Schedule Comparison
2017 and 2018**

	2017	2018 Proposed
Public Swim	<p>May 27-August 6 Sat/Sun 12:30 – 5:00 pm Mon-Fri 12:30 – 4:00 pm Mon-Fri 7:05 – 9:00 pm (start 6/5)</p> <p>August 7-September 4 Sat/Sun 12:30 – 5:00 pm</p>	<p>May 26-August 5 Sat/Sun/Holidays 1:00 – 5:15 pm Mon-Fri 1:00 – 4:30 pm Mon-Fri 7:05 – 9:00 pm (start 6/11)</p> <p>August 6-September 3 Sat/Sun/Holidays 1:00 – 5:15 pm</p>
Swim Lessons	<p>May 29-August 6 Mon-Thur 9:40 am – 12:15 pm</p> <p>June 5-August 6 Mon-Fri 4:10 – 6:50 pm</p> <p>August 7-August 25 Mon-Fri 4:45 – 6:45 pm</p>	<p>June 4-August 2 Mon-Thur 10:00 am – 12:45 pm</p> <p>May 29-August 3 Mon-Fri 4:35 – 7:00 pm</p> <p>August 6-August 17 Mon-Fri 4:35 – 7:00 pm</p>
Activity Pool Play Time	<p>May 27-August 6 Mon-Thur 10:30 am – 12:15 pm Mon-Fri 4:15 – 6:45 pm</p> <p>August 7-August 25 Mon-Fri 4:15 – 6:45 pm</p>	<p>June 4-August 2 Mon-Thur 10:30 am-12:30 pm Mon-Fri 4:45 – 6:45 pm</p> <p>August 6-August 17 Mon-Fri 4:45 – 6:45 pm</p>
Lap Swimming	<p>May 27-August 6 Sat/Sun 10:45am – 12:15 pm Mon/Wed/Fri 7:30 – 9:00 am Tue/Thur 8:00 – 9:30 am</p> <p>August 7-September 4 Sat/Sun 10:45 am – 12:15 pm Mon-Fri 4:45 – 6:00 pm (5 lanes)</p>	<p>May 28-August 7 Weekends/Holidays 11:15 am – 12:45 pm Mon-Fri 7:45 – 9:15 am</p> <p>August 6-September 3 Weekends/Holidays 11:15 am – 12:45 pm Mon-Fri 4:30 pm – 5:50 pm</p>
Rentals	<p>May 27-August 6 Sat/Sun 1:00 – 4:00 pm Party Rentals 5:15 – 7:15 pm Facility Rentals Mon-Fri 12:45 – 3:45 pm Party Rentals</p> <p>August 7-September 4 Sat/Sun 1:00 – 4:00 pm Party Rentals 5:15 – 7:15 pm Facility Rentals</p>	<p>May 26-August 5 Sat/Sun 10:45 am – 12:45 pm Facility Rentals 1:00 – 5:15 pm Party Rentals 5:30 – 7:30 pm Facility Rentals Mon-Fri 1:00 – 4:30 pm Party Rentals</p> <p>August 6-September 3 Sat/Sun 10:45 am – 12:45 pm Facility Rentals 1:00 – 4:30 pm Party Rentals 5:30 – 7:30 pm Facility Rentals</p>
Water Exercise	<p>May 27-August 6 Mon/Wed/Fri 9:00 – 10:00 am Mon-Thur 6:10 – 6:55 pm</p> <p>August 7-September 1 Mon-Thur 6:00 – 7:00 pm</p>	<p>May 29-August 3 Mon-Fri 9:15 am – 10:15 am 6:00 – 6:55 pm</p> <p>August 6-August 30 Mon-Thur 6:00 – 6:55 pm</p>