



County of Santa Cruz 0325

PARKS, OPEN SPACE & CULTURAL SERVICES

979 17 th AVENUE, SANTA CRUZ, CA 95062

(831) 454-7900 FAX: (831) 454-7940 T D D : (831) 454-7978

BARRY C. SAMUEL, DIRECTOR

November 8, 1999

AGENDA: November 16, 1999

BOARD OF SUPERVISORS

County of Santa Cruz

701 Ocean Street

Santa Cruz, CA 95060

SUBJECT: SUMMER SWIM CENTER AQUATICS PROGRAM EVALUATION

Dear Members of the Board:

During Budget Hearings, your Board approved a partial reduction in swim fees allowing children to take advantage of half price fees, or "Dollar Days." At that time, you also directed the Parks, Open Space and Cultural Services Department to return to your Board with a report outlining the program's attendance, revenue figures, and an overall evaluation.

The summer of 1999, the first at the new Simpkins Family Swim Center, was extremely successful in terms of numbers of people in attendance, programs offered, safety, and revenue generated for the Department. We averaged 300 swimmers per day this summer. We provided swim lessons in the morning and late afternoon/early evening to up to 500 people during our five swim lesson sessions in addition to being open for lap swim and adult fitness swim. Two swim teams and Open Youth/Adult Water Polo also work out at the swim center. We occasionally experienced more than 1,500 people in attendance throughout the day.

Summer Swim Lessons Participation						
	Session I	Session II	Session III	Session IV	Session V	TOTALS
#of swimmers	540	505	509	448	352	2,354 swimmers
Revenue	\$23,498	\$2 1,644	\$22,376	\$19,868	\$15,741	\$103,127

The to-date gross revenue for the first quarter of the fiscal year for all swim programs offered by the Department is \$16 1,675. This amount is consistent with the anticipated revenue through this period of the fiscal year.

Our lifeguard staff was exemplary. On a daily basis they taught swim lessons to children, worked with adult patrons in all of our programs, and interacted with our contracted user groups in a very professional manner. There were scraped knees, bee stings, and bruises; all typical of a swimming pool, but nothing approaching a major injury. This is due to the expertise of the lifeguards, their supervision, and the outstanding staff training the Department conducts on a regular basis.

Average Daily Recreation Swim Participation								
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average
July	309	335	303	402	361	302	309	332
Aug	200	248	307	327	197	228	263	251
Sept.	73	35	38	60	77	113	91	70
Total	582	618	648	789	635	643	663	654

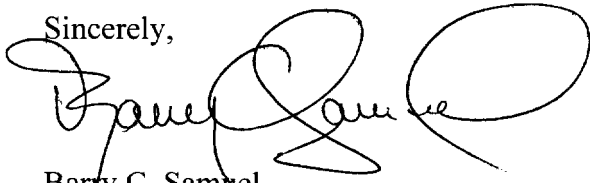
The implementation of Dollar Days, as a component of the Summer Recreation Swim Program, was well received by the public and elicited many positive comments. The Department suggests that Dollar Days be kept as a fee option, but that the days be changed from Tuesday/Thursday to Tuesday/Saturday, thereby offering this reduced fee on weekends as well as on weekdays. This will give the public the type of increased access that your Board requested in June on weekdays and on weekends.

During Budget Hearings, the Parks Department suggested making the fees for both 20-entry passes for Lap Swim and Recreation Swim identical. The purpose for this alignment was to reduce the number of different fees at the swim center and to simplify fee collection for staff. After discussion with the members of the Board, it was decided that the fees for a 20-entry pass for Recreation Swim should cost less than a 20-entry Lap Swim pass. It was therefore determined that these fees should remain as they were and to evaluate these fees at a later date. The Parks Department has had a greater opportunity to experience using two different fees for these activities and have found that the convenience of having them the same is not as important as it appeared during budget hearings. Staff and the customers work well with the two different fees and therefore Staff does not suggest any changes to the fee structure at this time.

It is therefore RECOMMENDED that your Board:

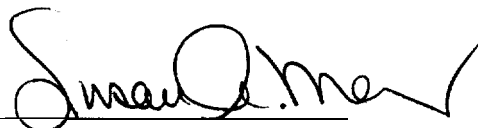
1. Accept and tile this report.
2. Direct the Parks Department to implement Dollar Days as a component of their regular summer fee schedule and change the days from Tuesday and Thursday, to Tuesday and Saturday.

Sincerely,



Barry C. Samuel
Director

RECOMMENDED:



SUSAN A. MAURIELLO
County Administrative Officer

BCS/CAB:ns

cc: CAO, POSCS, County Counsel, Auditor-Controller, Risk Management