



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: FEBRUARY 13, 2018

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARDS: ALL

SUBJECT: AMERICAN RED CROSS REIMBURSEMENT FOR YEAR THREE IN AQUATICS CENTENNIAL PROGRAM AGREEMENT; AND SUPPLEMENTAL APPROPRIATION IN THE AMOUNT OF \$15,400

ISSUES

Receive a reimbursement from the American Red Cross in the amount of \$15,400 and authorize a supplemental appropriation in the same amount for the Learn-to-Swim Program and Junior Lifeguarding offerings funded through the American Red Cross.

RECOMMENDATIONS

That the City Council:

1. Receive a reimbursement from the American Red Cross in the amount of \$15,400 for the Aquatics Centennial Program; and
2. Authorize an increase in revenue in the amount of \$15,400 and appropriate expenditures in the same amount to the accounts as indicated in the Fiscal Impact section of this report.

BACKGROUND

In July 2013, the Parks, Recreation and Community Services Department (PRCSD) entered into an Authorized Provider Agreement with the American Red Cross. Through this agreement, PRCSD was permitted to teach branded American Red Cross training courses, including Lifeguard, CPR & First Aid/AED, and Water Safety Instructor (WSI). The Agreement includes an annual reimbursement from the American Red Cross, which enables the PRCSD to enhance its existing programs by providing additional subsidized swim lessons and Junior Lifeguard Camp registrations.

In 2015, the American Red Cross celebrated its 100 year anniversary by launching the Centennial Campaign, which is a nationwide initiative to reduce the risk of drowning across the country. The initiative comes at a time when a national Red Cross survey shows that people believe they are better swimmers than they actually are. The Red Cross survey found

that while 80% of Americans said they could swim, only 56% of the self-described swimmers could perform all five of the basic skills that might help to save their life in the water.

PRCSD celebrated the Centennial Campaign by providing scholarships for learn-to-swim lessons at Villegas and Reid Park pool sites. With the assistance of the American Red Cross reimbursement, 300 scholarships have been offered to offset costs for lifeguard training, CPR and water safety instructor courses, and instructional and marketing materials (including online toolkit resources).

DISCUSSION

PRCSD is in its third year of the Centennial Campaign and has educated more than 300 families on water safety and drowning prevention. Other program enhancements provided by the American Red Cross to the PRCSD Aquatics Section include 440 swim lessons and 53 Junior Lifeguard scholarships to low income families. In addition to swim lessons and water safety presentations, the support from the American Red Cross enables additional PRCSD staff to train and become certified in CPR, water safety and learn-to-swim courses.

FISCAL IMPACT

The total fiscal impact of this action is \$15,400. Funds awarded through the American Red Cross reimbursement will fully offset the requested supplemental appropriations to the accounts summarized in the table below:

Expenditure Account No.	Description	Supplemental Appropriation
5205000-411110	Part-time salaries/benefits	\$ 10,000.00
5205000-426500	Recreation Supplies	\$ 3,000.00
5205000-427200	Training	\$ 2,400.00

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director
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availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer
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