



# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL** **DATE: APRIL 16, 2019**

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

**SUBJECT: AMERICAN RED CROSS REIMBURSEMENT FOR YEAR FOUR IN AQUATICS CENTENNIAL PROGRAM; AND SUPPLEMENTAL APPROPRIATION IN THE AMOUNT OF \$21,120**

## **ISSUES:**

Receive a reimbursement from the American Red Cross in the amount of \$15,400; increase Swimming Fees Revenue by \$5,720; and authorize a supplemental appropriation in the amount of \$21,120 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 participation in the Aquatics Centennial Program and authorize an increase in estimated revenue in the same amount to revenue account swimming fees account 0000101-343200;
2. Authorize an increase in estimated revenue in the amount of \$5,720 received for participant cost of program at 440 additional participants at \$13 per participant to revenue account swimming fees 0000101-343200 ; and
3. Appropriate expenditures in the amount of \$21,120 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 six PRCSD Aquatics facilities. With the assistance of the American Red Cross reimbursement, 440 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 fourth year of the Centennial Campaign and has educated more than 1,000 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 122 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 fiscal impact of this action is \$21,120. Supplemental appropriations are fully offset through the American Red Cross reimbursement and additional participant program costs. Requested supplemental appropriations to the accounts summarized in the table below:

<b>Expenditure Account No.</b>	<b>Description</b>	<b>Supplemental Appropriation</b>
5205000-411110	Part-time salaries/benefits	\$ 9,000
5205000-421040	Recreation Services	\$ 2,000
5205000-426500	Recreation Supplies	\$ 3,000
5205000-426800	Special Department Supplies	\$ 2,500
5205000-427100	Travel and Meeting	\$ 1,500
5205000-427200	Training	\$ 3,120
	<b>Total</b>	<b>\$ 21,120</b>

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director  
 Certified as to availability of funds: Edward Enriquez, Chief Financial Officer / City Treasurer  
 Approved by: Rafael Guzman, FAICP, Assistant City Manager  
 Approved as to form: Gary G. Geuss, City Attorney

Attachments: American Red Cross Agreement