

**TO: PARKS AND RECREATION COMMISSION**

**FROM: JAZMIN LEBLANC, COMMUNITY SERVICES DEPARTMENT**

**DATE: DECEMBER 10, 2019**

**SUBJECT: AQUATICS PERFORMANCE UPDATE**

### **RECOMMENDATION**

Palo Alto Swim and Sport has submitted an annual report for review by the Parks and Recreation Commission (PRC), as required by their contract. Staff will provide an overview of the report for discussion only. No action will be taken by the Parks and Recreation Commission.

### **BACKGROUND**

The City of Palo Alto's (City's) agreement with Team Sheepher (operating as Palo Alto Swim and Sport) requires an annual presentation in the fall of each year to the PRC reporting on:

- Total program hours by program area
- Participation statistics by program area including resident and non-resident percentages
- Customer satisfaction survey results
- User group feedback by program area or rental
- Gross revenues and revenue shares between Palo Alto Swim and Sport and the City
- Risk management documentation
- Training certifications listed by staff members

### **DISCUSSION**

Palo Alto Swim and Sport entered into a full service public/private partnership with the City in 2017 as a way for the City to provide expanded, high-quality aquatics programming to Palo Alto residents and to alleviate long-term staffing shortages. Over the course of Palo Alto Swim and Sport's tenure with the City, they have expanded pool hours and programming significantly, while maintaining overall high satisfaction with the pool operations from our swimming community.

Performance highlights include:

- Increased year-over-year lap swim hours from 50.5 weekly hours to 72.75 weekly hours during the non-summer season and from 71 to 75 hours during the summer season, without any decrease in hours for other programming.
- Almost 28% more people have used the lap swim program than last year. To date, 14,760 people have dropped into lap swim hours in 2019 as compared to 11,598 at this point in 2018.
- 29,667 people participated in the open swim program during 2019. This compares to 21,953 at this point in 2018, a 35% increase year-over-year.
- The Swim Camp program has continued to expand; growing from 106 participants in 2017, to 354 in 2018, to 703 in 2019.
- The Swim School program served fewer students in 2019 than 2018, from 8,830 sessions in 2018 to 7,738 sessions in 2019. Palo Alto Swim and Sport believe that many former swim lesson students have opted to enroll in swim camps instead of stand-alone swim lessons in the past year.

- Palo Alto Stanford Aquatics (PASA) has maintained their youth swim team programming with 21 hours of Rinconada Pool use each week.
- The Rinconada Masters head coach, Carol MacPherson, announced her retirement from the program after 47 years of coaching at Rinconada Pool. Her legacy and development of swim programs in Palo Alto will be greatly missed. Palo Alto Swim and Sport is intently looking to uphold the legacy of the Rinconada Masters as the program transitions to the new Palo Alto Masters.

City and Palo Alto Swim and Sport staff meet regularly to ensure that we continue to improve and enhance aquatics programming. Together we are looking forward to growing in a variety of ways in 2020, including: building an adult learn-to-swim program, ensuring consistency and high quality in swim instruction through an extended-season swim instruction program, starting an in-water exercise program, and growing the Masters program.

For additional reporting information, please review the attached Palo Alto Swim and Sport Annual Report.

#### **ATTACHMENTS**

Attachment A: Palo Alto Swim and Sport Annual Report 2019