

**APPROVED**

REPORT OF GENERAL MANAGER

**JUN 11 2014**

NO. 14-146

DATE June 11, 2014

**BOARD OF RECREATION  
& PARK COMMISSIONERS**

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AQUATICS – AMENDMENT TO THE SCHEDULE OF RATES AND FEES

R. Adams	_____	K. Regan	_____
H. Fujita	_____	R. Barajas	_____
V. Israel	_____	*N. Williams	<u>NDW</u>

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Approve an amendment to the Aquatics pages of the Department of Recreation and Parks' (the Department) Schedule of Rates and Fees, as outlined in the Summary of this Report and attached Schedule (Attachment 1), effective upon Board approval;
2. Authorize staff to amend the Schedule of Rates and Fees to incorporate these changes; and,
3. Authorize the General Manager to make any necessary technical changes and incorporate those changes into the rates and fees.

SUMMARY:

The Department periodically reviews the Schedule of Rates and Fees, and recommends changes and adjustments in order to clarify policy issues that may have been raised in previous years.

For the last several years the Mayor and City Council have required the Department to make a reimbursement of indirect costs to the City's General Fund. The Department's reimbursement to the City General Fund is comprised of three (3) components; indirect costs associated with operating expenses, water and electric fees, and refuse collection fees. These costs have risen over the years

## REPORT OF GENERAL MANAGER

PG. 2                      NO. 14-146

and in the upcoming Fiscal Year 2014-2015, the Department will be required to pay an additional \$5.5 million in reimbursement, which, was contained in the Mayor's proposed budget and was approved by the Council. This will bring the Department's total reimbursement to the City General Fund to \$52,342,000.00.

The Department's annual operating budget for its Aquatics programs currently contains approximately \$12 million in direct costs. As operating costs continue to rise the Department must seek ways to meet these costs along with increased City General Fund costs. As a result, the Department is increasing user fees for participants in the Aquatics program. The increase in user fees will assist in offsetting the increase in reimbursements to the City's General Fund, and will provide partial funding for the continued operation of several requested pools beyond the summer season that are only funded to operate seasonally.

The Aquatics pages of the Department's Schedule of Rates and Fees were last updated in July 2010. Those increases were mainly for services and equipment items, such as rescue equipment, pop up canopies, and lifeguard towers. There were no increases in pool admission fees at that time.

Additionally, staff research has concluded that the proposed increase in fees is comparable to or is less than those charged by facilities in many local cities offering similar services (Attachment 2). Although the Department is increasing fees for aquatics programs participants, it will continue to offer free swim lessons for economically disadvantaged youth through swim related sponsorships funded by grants, such as Kaiser Permanente Operation Splash, LA84 Foundation, and Friends of Expo Center.

### **Fee Increases**

To reiterate, Department staff is recommending the increase in pool fees for the following reasons:

1. The proposed Aquatics fee increases are a part of the Mayor and Council 2014-15 approved budget.
2. Increased Department labor costs due to salary changes and adjustments;
3. The addition of two (2) weeks of aquatics programming to coincide with the Los Angeles Unified School Districts (LAUSD) shorter school year schedule (LAUSD closes on June 6) and continued aquatics programming through the Labor Day holiday;
4. Extending the operation of two (2) seasonal pools through October;
5. Provide partial funding for the operation of four (4) pools for unbudgeted year round operations;
6. The need for additional revenue to offset the increase in the Department's reimbursement to the City's General Fund (reimbursement will increase \$5.5 million for Fiscal Year 2014-15);

REPORT OF GENERAL MANAGER

PG. 3 NO. 14-146

Department staff is recommending the Board approve the following fee increases:

Category	Current Fees	Proposed Fees	Increase
<b>Pool Admissions:</b>			
Adult* (Age 18-64) without Library Card	\$2.50	\$3.50	\$1.00
Adult with Library Card	\$2.00	\$3.50	\$1.50
Older Adult (Age 65 and over)	Free	\$1.00	\$1.00
Youth (Age 17 and under)	Free	\$1.00	\$1.00
<b>Lap Swimming Passes (30 admissions):</b>			
Adult*	\$55.00	\$87.50	\$32.50
Older Adult	Free	\$25.00	\$25.00
Youth	Free	\$25.00	\$25.00

\* Persons with disabilities are currently free of charge and would be charged at discounted rates of \$1.00 for pool admission and \$25.00 for lap swimming pass of 30 admissions. Lap swimmers will receive 5 free lap passes for every 25 passes bought.

The Department is also proposing increases in fees for day camp uses, private uses, and permit charges. Detailed changes in rates and fees are described in Attachment 1.

This report was reviewed by the Aquatics Division and the Assistant General Manager of Operations.

FISCAL IMPACT STATEMENT:

The proposed fee increases will positively impact revenue. There is a projected increase in revenue of more than \$1 million. This revenue will be deposited into the Department's General Fund and Municipal Recreation Program (MRP) Fund to fund the operations of sixty-one (61) pools seventeen (17) pools will have year round operations).

This Report was prepared by Noel Williams, Chief Management Analyst, Finance Division.

AQUATICS  
(Revised ~~07/10~~ 06/11)

PUBLIC USE

(Pool Normally Scheduled to be Open)

~~Facility use fees only. No additional staff charges included.~~ **Pool opened for public use**

POOL ADMISSIONS (All Pools)

Adult <del>without Library Card</del> (Age 18-64)	<del>\$2.50</del> <b>\$3.50</b> ( <i>Persons with disabilities are charged at a discounted rate of \$1.00. \$0.15 of the \$3.50 fee to be deposited into MRP* Fund Account</i> )
Adult <del>with Library Card</del>	<del>\$2.00</del> ( <i>\$0.15 to be deposited into MRP Fund Account</i> )
Youth (Age 17 and under)	<del>No Charge</del> <b>\$1.00</b>
Senior Citizens <del>and persons with disabilities</del> Older Adults (Age 65 and over)	<del>No Charge</del> <b>\$1.00</b>

\* **Municipal Recreation Program (MRP)** funds the pool's normal replacement program.

LAP SWIMMING PREPAID PASSES

Adult (Age 18-64)	<del>\$55.00</del> <b>\$87.50</b> for 30 admissions ( <i>Persons with disabilities are charged at a discounted rate of \$25.00. \$4.00 of the \$87.50 fee to be deposited into MRP Fund Account</i> )
Youth (Age 17 and under)	<del>No Charge</del> <b>\$25.00</b> for 30 admissions
Senior Citizens <del>Older Adults (Age 65 and over)</del> <del>and persons with disabilities</del>	<del>No Charge</del> <b>\$25.00</b> for 30 admissions

PROGRAM CHARGES

Group Swimming Lessons (for age 4 and over)

Non-Urban Impact Centers:

Adult (Age 18-64)

~~\$50.00/series~~ **(8-10 lessons)** (*\$1.00 of each series to be deposited into Pool MRP Fund Account*)

Youth (Age 17 and under. Ages 4- 6 and  
**under** must be accompanied by an adult)

~~\$40.00/series~~ **(8-10 lessons)** (*\$1.00 of each series to be deposited into Pool MRP Fund Account*)

Urban Impact Centers:

Adult (Age 18-64)

\$40.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)

Youth (Age 17 and under. Age 6 and under must be accompanied by an adult)

\$20.00/series (8-10 lessons) (\$1.00 of each series to be deposited in Pool MRP Fund Account)

Day Camp - L.A. City

\$0.50/person/lesson (\$0.15 to MRP Fund Account)

Junior Lifeguard Program, L.A. City Competitive Team Sports, and Lifeguard Training Classes

Participation fees based on actual cost of program materials (100% deposited to pool MRP for cost of materials associated with the program/class).

Water Safety Presentations for Recreation Center

No Charge

DAY CAMP/GROUP USE

Any organized group affiliated with agency, business or non-profit. **Additional staffing and maintenance fees may be assessed based on the size of the group. Staff fees if charged will be according to the General Instructions and Policies Regarding Rates and Fees Section of the Department's Schedule of Rates and Fees.**

L.A. City Recreation Center Day Camp

No Charge

Non-Profit Day Camp

~~\$1.00/~~ \$2.00/person

Private Day Camps

~~\$2.00~~ \$3.00/person

PRIVATE USE (Pool closed to the public)

In addition to permit charges for use of the facility when the pools are closed to the public, staff fees for required lifeguard ratio apply. The required number of lifeguards mandated by Title 24 is outlined below. ~~Educational groups may utilize their Title 24 certified instructors to partially meet the lifeguard requirement, provided that~~ The instructor is on deck at all times, with the approval of the Aquatics Director or group representative must remain on deck at all times.

1 - 50 persons	2 lifeguards
51 - 100 persons	3 lifeguards
101 - 200 persons	4 lifeguards
201 - 300 persons	6 lifeguards

~~Other Staff~~ **Additional Fees for Private Use**

At the discretion of the Aquatics Director, some events or activities may require additional maintenance, security, and/or event monitoring staff, depending on the size of the groups, scope of activities, or other factors. Part-time staff fees are established in the General ~~Information section~~ **Instructions and Policies**

**Regarding Rates and Fees Section of the Department's Schedule of Rates and Fees**, and are to be deposited to the facility MRP. Full-time staff fees will be charged at the current overtime rate. A fee for maintenance materials and usage of facility equipment may be assessed based on permit group attendance and facility usage. ~~A rescue vehicle fee may be assessed.~~

EDUCATIONAL INSTITUTION/DAY CAMP USE

L.A. City Recreation Center Day Camps

<del>1</del> 50 persons	<del>\$12.50</del> /hour
<del>51</del> 100 persons	<del>\$24.00</del> /hour
101 200 persons	\$48.00/hour
201 300 persons	\$72.00/hour

Additional Fees:

**L.A. City Day Camp** usage by groups of ~~175~~ **150** or more during a pool's normally scheduled open hours, which restrict public ~~usage~~ **use** and require the pool manager to extend the pool ~~open~~ hours to the public, will ~~include an~~ **be charged a** ~~additional fee of \$75.00/hour~~ **\$125.00** (to be deposited into MRP account) to pay for ~~additional~~ pool staff (i.e. Pool Manager, Pool Clerk, Locker Attendant) ~~required~~ for private use of **a** the pool facility ~~when~~ **while** closed to the public.

Private Day Camp Use

~~See Private Use Rates under PERMIT CHARGES.~~

~~(Admission fees shall be charged when pool is open to the public.)~~

Board of Education/Community College Facility Use Fee

Classes/Team practices (2 hour minimum)	
Parties (1 hour minimum)	
1 - 50 persons	<del>\$20.00</del> <b>\$40.00/hour</b>
51 - 100 persons	<del>\$40.00</del> <b>\$60.00/hour</b>
Swim Meets	
(Including setup and cleanup time 3 hour minimum)	<del>\$55.00</del> <b>\$75.00/hour</b>

Private Educational Institution Facility Use Fee

Classes/Team Practices (2 hour minimum)	
1 - 50 persons	<del>\$30.00</del> <b>\$50.00/hour</b>
51 - 100 persons	<del>\$50.00</del> <b>\$70.00/hour</b>
Swim Meets (3 hour minimum)	<del>\$55.00</del> <b>\$75.00/hour</b>

PERMIT CHARGES

Closed to Public

	<u>Urban Impact</u>	<u>Non-Urban Impact</u>
1 - 50 persons	<del>\$40.00</del> <b>\$50.00/hour</b>	<del>\$50.00</del> <b>\$70.00/hour</b>
51 - 100 persons	<del>\$85.00</del> <b>\$95.00/hour</b>	<del>\$95.00</del> <b>\$105.00/hour</b>
101 - 200 persons	<del>\$170.00</del> <b>\$180.00/hour</b>	<del>\$180.00</del> <b>\$200.00/hour</b>
201 - 300 persons	<del>\$250.00</del> <b>\$260.00/hour</b>	<del>\$260.00</del> <b>\$280.00/hour</b>

AQUATICS - (continued)

Page 4 of 6

Training Group Pool Use (long and short courses)

Maximum use per lane: 7 adults or 9 youths

Prices apply to all long and short course training permit groups.

No group or groups shall be issued a permit to utilize more than 50% of the total lap lanes available during normal operating hours.

Pool Open

Youth (**Age 7-17 years**) ~~\$1.00~~ **\$1.50**/person/day (*\$0.15 to MRP Fund Account*) plus ~~\$0.50~~ **\$3.00**/hour/lane

Adult (**Age 18 & older**) ~~\$2.00~~ **\$3.50**/person/day (*\$0.15 to MRP Fund Account*) plus ~~\$1.25~~ **\$3.00**/hour/lane

Minimum fee of ~~\$20.00~~ **\$30.00**/hour

20% discount group rate on 25 admissions (\$2.00 to MRP)

Pool Closed (7 years or older) ~~\$30.00~~ **\$50.00**/hour

Swim Meets (includes set-up and take-down) ~~\$55.00~~ **\$75.00**/hour

Timing System

Rental ~~\$50.00~~ **\$100.00** to be deposited to facility MRP Fund Account

Official (Minimum of 2 hours) Current Part-Time rate per GENERAL INFORMATION PAGE

Scuba Group Pool Use

(~~Minimum 15 persons/group~~)

~~3 Hour Session~~

~~\$20.00/hour~~

See Aquatic Private Exclusive Group Rates

Current Part-Time rate per GENERAL

INFORMATION PAGE (~~3-hour minimum~~)

Aquatic Film Permit Fees

100% to be deposited into the Department of Recreation and Parks General Fund

Aquatic facilities are designated as Special Use facilities. Motion Picture companies will be required to contact the Department's Film office (323-644-6220). The facility use fee shall apply to filming as well as the Non-urban Impact rate. Filming use may also require paying a pool fill fee (if the pool is empty), operational costs (equipment and utility charges), and an appropriate staff salary for monitoring.

Equipment Rental (100% into aquatic facility MRP Fund Account)

Monitor Fee (100% deposited into MRP Fund Account)

Service and Equipment Fee

Monitor **See General Rates and Fees Page**

Accessories (kickboards, pull buoy's, rescue equipment)

Custom Safety Line

Starting Blocks (set)

Timing System

Rental

~~\$38.00~~ (2 hour minimum)

\$25.00

\$25.00

\$250.00

\$500.00 plus monitor

(2 hour minimum)



To implement this policy, staff will refer to the priority listing and negotiate with interested permit groups requesting available time.

Permits will be issued for a maximum of six months beginning with January 1 and July 1 of each year and be reviewed in May and November respectively. No permit group shall automatically assume that their permit will be renewed. During each permit review period, new groups may apply that take precedence over existing permit groups or the Aquatics staff may have a program that is desired by the community. The Recreation and Aquatics staff will make a concerted effort to program the swimming pool and issue permits to outside groups to best serve the community.

**DEPARTMENT OF RECREATION AND PARKS  
COMPARISON OF CITY OF LOS ANGELES POOL ADMISSION FEES WITH OTHER CITIES**

March 7, 2014

City	Resident Adult Lap Swim	Non Resident Adult Lap Swim	Resident Youth Recreation Swim	Non Resident Youth Recreational Swim	Resident Adult Recreational Swim	Non Resident Adult Recreational Swim	Resident Older Adult Recreational Swim	Non Resident Older Adult Recreational Swim	Resident Person with Disability Recreational Swim	Non Resident Person with Disability Recreational Swim
<b>CITY OF LOS ANGELES</b>										
<b>Current</b>	\$ 2.50	\$ 2.50	Free	Free	\$ 2.50	\$ 2.50	Free	Free	Free	Free
<b>Proposed</b>	\$ 3.50	\$ 3.50	\$ 1.00	\$ 1.00	\$ 3.50	\$ 3.50	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00
City of Alhambra	\$ 3.00	\$ 3.00	\$ 1.50	\$ 1.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50
City of Bellflower	\$ 2.00	\$ 3.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 3.00
City of Beverly Hills	\$ 3.00	\$ 3.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	Based on Age	*
City of Burbank	\$ 5.00	\$ 7.00	\$ 1.00	\$ 5.00	\$ 4.00	\$ 10.00	\$ 2.00	\$ 5.00	Based on Age	*
City of Carson	\$ 2.00	\$ 3.00	Free	Free	\$ 3.00	\$ 3.00	\$ 2.00	\$ 3.00	*	*
City of Cerritos	\$ 2.00	\$ 3.25	\$ 2.00	\$ 2.50	\$ 2.00	\$ 3.25	\$ 2.00	\$ 3.25	\$ 2.00	\$ 3.25
City of Commerce	\$ 0.50	\$ 3.50	\$ 0.50	\$ 3.50	\$ 0.50	\$ 3.50	\$ 0.50	\$ 1.00	\$ 0.50	\$ 1.00
City of Culver City	\$ 4.00	\$ 4.00	\$ 2.50	\$ 2.50	\$ 4.00	\$ 4.00	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50
City of Cypress	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00
City of El Monte	\$ 3.50	\$ 3.50	*	*	*	*	*	*	*	*
City of El Segundo	Free	\$ 3.00	*	*	*	*	*	*	*	*
City of Glendale	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 1.00	Based on Age	Free
City of Hawaiian Gardens	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free
City of La Mirada	\$ 3.00	\$ 3.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00
City of Lakewood	\$ 2.00	\$ 2.00	\$ 1.00	\$ 2.00	\$ 1.50	\$ 3.00	\$ 1.50	\$ 3.00	Based on Age	Based on Age
City of Long Beach										
Belmont Pool	\$ 4.00	\$ 4.00	\$ 3.00	\$ 3.00	\$ 4.00	\$ 4.00	\$ 3.00	\$ 3.00	*	*
Silverado Pool	\$ 3.00	\$ 3.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 3.00	\$ 2.00	\$ 2.00	*	*
City of Los Alamitos	\$ 4.00	\$ 4.00	*	*	*	*	*	*	*	*
City of Manhattan Beach	\$ 4.00	\$ 4.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	*	*
City of Paramount	\$ 2.00	\$ 4.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 4.00	\$ 2.00	\$ 4.00	Based on Age	*
City of Rosemead	\$ 3.00	\$ 5.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	Based on Age	*
City of San Fernando	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00
City of Santa Clarita	\$ 4.00	\$ 4.00	\$ 3.00	\$ 3.00	\$ 4.00	\$ 4.00	\$ 3.00	\$ 3.00	Based on Age	*
City of Santa Monica	\$ 3.50	\$ 7.00	\$ 1.50	\$ 3.00	\$ 3.50	\$ 7.00	\$ 1.75	\$ 3.50	Based on Age	*
City of Southgate	\$ 3.00	\$ 3.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	Based on Age	*
City of Torrance	\$ 3.00	\$ 3.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	Based on Age	*
City of West Hollywood	\$ 2.00	\$ 5.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 3.00	\$ 2.00	\$ 3.00	Based on Age	*
Conejo Valley	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 1.00	\$ *	*	*
Rose Bowl	\$ 10.00	\$ 10.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ *	\$ *	*	*
Rose Bowl		Youth Adult Lap Swim -->	\$ 7.00	\$ 7.00						

\* Information not available.