



Agenda Report

MEETING DATE: Monday, September 19, 2022

TO: PARKS & RECREATION COMMISSION

FROM: JOEY BARRERA, RECREATION SUPERVISOR
IMELDA NEGRETE, RECREATION SUPERINTENDENT

SUBJECT: 2022 AQUATICS PROGRAMMING REPORT

STATEMENT OF ISSUES:

2022 Aquatics programming report.

RECOMMENDED ACTION:

Receive the report on 2022 Aquatics Programming.

DISCUSSION:

June 13, 2022 was the start of our fun and safe summer aquatic season at Watsonville High School. Over 500 participants gained confidence in our learn-to-swim program and hundreds of residents of all ages enjoyed recreational swim as well as family swim. Our aquatic summer program continues to be a great opportunity for our community to learn how to swim, strengthen relationships and exercise.

Prior to the commencement of the season, we reviewed past programming and scheduling to make improvements on swim lesson times and overall pool scheduling to be able to make the biggest impact given the small summer window for pool use. The 2022 improvements included:

- Increased number of swim lessons offered
- Lap swim offered during all hours of operation
- A large inflatable for the pool, *Wibit*, dedicated to Fridays.

Another program improvement for this year included eliminating the "Advance Level" of swim lessons and funneling those participants to our competitive swim team partner, Quicksilver. Quicksilver is a competitive swim program sanctioned by USA Swimming. Quicksilver offers advanced swim lessons, swim team and masters swim. A new strategy this year with PVUSD was to support the maintenance team with pump room operations to minimize the possibility of any pool closures due to mechanical failures or improper water chemistry.

Early marketing and program registration played a key role in this year's program growth. The new signed authorized provider agreement with the American Red Cross allowed us to recruit

and train our lifeguards and swim instructors ahead of schedule. A partnership with the Watsonville YMCA also provided to be a huge win for extra pool time for our lifeguards to be able to prepare for the summer season.

Our program started June 13 and ran through August 4. Our hours of operation were Monday-Friday, 10am- 5:30pm. We offered youth swim lessons in the mornings and afternoons, recreational swim in the mid-day and lap swimming during all hours of operation. We served 526 participants in our swim lesson program, which was a 24% growth compared to our last season. 107 families enjoyed family recreational swim, which was a 240% increase in this category compared to last year.

Plans are already underway for the 2023 summer season. The 2023 season is tentatively scheduled for June 12, 2023 - August 4, 2023. Recruitment for Lifeguard and Swim Instructors will start during the high school swim season, January-April. Improvements to look forward to for next year include, expanded hours of operation with Saturday swim lessons, recreational swim and so much more!

STRATEGIC PLAN:

The aquatics program supports the following Council priorities of:

- Community Engagement & Well Being - our programs promote engagement and well-being through the participation in swim lessons and other aquatic activities.
- Public Safety - provide a positive outlet for member of all ages to partake in.

FINANCIAL IMPACT:

Expenses for aquatic programming are included in the adopted fiscal year budget.

ALTERNATIVE ACTION:

None

ATTACHMENTS AND/OR REFERENCES (If any):

None