

City of Daly City
Regular Meeting
RECREATION COMMISSION

Tuesday, September 24, 2013 – 6:00 p.m.
City Hall Council Chambers – 2nd Floor
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Recreation Commission on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Department of Library and Recreation Services as soon as possible prior to the meeting.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF AGENDA (Action)

APPROVAL OF MINUTES – August 27, 2013 (Action)

PRESENTATIONS

REPORTS

1. Director's Report:
 - a. Aquatics Priority Registration UPDATE – Curran/Benson (Presentation)
 - b. Summer Programs RECAP – Curran (Presentation)
 - i. Summer Youth Recreation Programs – Zetzer
 - ii. Enrichment Camps – Peay
 - iii. Sports Camps – Ghnaim
 - c. Afterschool and Upcoming Leagues – Curran (Presentation)
 - i. Afterschool Youth Recreation Program – Zetzer
 - ii. Mini Hoops – Benson
 - iii. Flag Football – Ghnaim

ANNOUNCEMENTS AND COMMUNICATIONS

Teen Leadership Challenge Retreat (Oct. 25 – 27)

PUBLIC COMMENT

Speakers are limited to two minutes, unless modified by the Recreation Commission Chair. The Commission cannot take action on any matter raised under this item.

ADJOURNMENT

Next Meeting: 6:00 p.m., Tuesday, October 22, 2013

AVAILABILITY OF PUBLIC RECORDS:

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.



Recreation Commission Staff Report

Meeting Date: September 24, 2013

Subject: Priority Aquatics Program Registration for Daly City Residents

Recommended Action

Staff is seeking direction from the Recreation Commission regarding the establishment of a priority registration process for Daly City residents.

Background

Along with all other classes offered by the Recreation Division of the Department of Library and Recreation Services, the fee schedule includes both a resident and a non-resident rate. Currently, priority registration is not provided for Daly City residents. Anyone with a registration account has an equal opportunity to register for classes offered by the Department.

Except for Aquatic classes, all registration is open the day the seasonal Activity Guide is mailed out to residents and available on-line to all who have internet access, regardless of where they live. It was decided three years ago to not open registration for all Aquatic classes once the brochure was available. Having open registration caused customers to register for the entire season causing the following:

- Closing all spots and preventing other residents/non-residents from registering
- More transfers occurred because parents speculated their child would pass or fail.
- More refunds occurred because parents speculated their child would pass or fail.
- The increased number of transfers and refunds left unfilled spots in classes.
- The number of transfers and refunds increased workload at the administrative level.
- Increased traffic at the pool with patrons waiting for students to transfer or drop.
- Parent priority was to get their child registered in a class, not swimming or safety.
- Complaints centered on the difficulty of obtaining a spot in a class once they were notified their child had or had not passed the course were common. Students were unable to move forward to the next appropriate swimming level.

A new registration process was created to prevent these issues. Instead of opening registration on the day the Activity Guide was published, registration for aquatic lessons would open immediately once a class session was complete. For example, once a Saturday session (8 classes) was complete, on the following Monday registration would be open for the next Saturday session giving prospective students a 5 day window to register for the next Saturday session. This prevented most of the issues listed above such as parents enrolling their child in the wrong class. Children would not be enrolled in the incorrect class because parents now had the report cards to assist them in registering. Though many of the issues have been resolved or reduced, the new process along with the new pool and the high demand for classes, has led to new issues.

- Smaller time frame to register.
- Lower level classes are full within minutes of open registration.
- Priority registration for residents.

Priority Registration

The information below focuses on the issue and consideration of having priority registration for residents. Staff researched and compared 27 cities.

Of the 27 Northern California cities researched, 11 of the 27 cities, 41%, provide their residents with priority registration. Residents given priority registration were able to register, depending on the City, 1-3 weeks prior to non-residents for all programs. A majority of the cities providing priority registration allowed residents to register online, mail, fax, and drop-in visits.

Cities That Offer Priority Registration:

Brisbane, Brentwood, Dublin, Hayward, Mountain View, Newark, Pleasanton, San Mateo, San Ramon, and South San Francisco

Cities that Do Not Offer Priority Registration:

Alameda, Benicia, Calistoga, Fairfield, Highlands, Livermore, Los Gatos, Martinez, Mill Valley, Pacifica, Pleasant Hill, Roseville, San Bruno, Union City, Vacaville, and Walnut Creek.

Network

Of the 27 cities, 25 of the cities use Active, the same registration system Daly City uses. Of the 11 cities providing priority registration, 10 use Active. Active allows programming adjustments to allow for priority registration for residents.

After looking through the class system, it appears a significant percentage of participants registering for Aquatic classes are non-residents. Non-residents are satisfying approximately 25% of the spots.

Activity Guide Season	Resident (%)	Non-Resident (%)
Winter/Spring 2013	75	25
Summer 2013	76	24

Because of the large number of non-residents occupying class spots, it is reasonable to consider priority registration for residents. However, implementing a priority registration for residents is more complicated for the Aquatics area. Whereas other jurisdictions offer open registration once the season schedule is made public, Daly City's Aquatics area has multiple registration days with relatively small windows of opportunity to register. If Daly City offered priority registration for Aquatics classes, the residents would have only one or two days and the registration process may prove to be more confusing for the customers.

Fiscal Impact

A transition to priority registration would result in some revenue loss associated with non-resident fees.

Summary/Conclusions

Staff is available to provide any additional information desired by the Commission.

Respectfully submitted,



Romeo Benson
Recreation Supervisor

Denise Brown
Recreation Services Manager



Joseph F. Curran
Director, Library and Recreation
Services