



Regular Meeting Agenda

Parks and Recreation Commission

Maureen Grzan-Pieracci - Commissioner

Neil Berman - Commissioner

Craig van Keulen - Chair

Mary Seehafer - Commissioner

Matt Wendt - Commissioner

Richard Scott - Vice Chair

Ronald Locicero - Commissioner

Tuesday, November 19, 2019 7:00 pm

Council Chamber

17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Members of the public are entitled to address the Commission concerning any item within the Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda. (See additional noticing at the end of this agenda)

RECOGNITION

COMMUNITY SERVICES DIRECTOR REPORT

ADOPTION OF THE AGENDA

BUSINESS:

1. APPROVE THE SEPTEMBER 17, 2019 MEETING MINUTES

Recommendation:

Approve Minutes.

2. COMMUNITY SERVICES YOUTH AND TEEN PROGRAMS REPORT

Recommendation:

Receive report on youth and teen programs provided by the Community Services Division.

3. COMMUNITY OUTREACH REPORT

Recommendation:

Receive report on the Community Services Department's outreach services and programs.

4. AQUATICS PROGRAMS REPORT

Recommendation:

Receive the report on Aquatics Programs

5. MEASURE B FUNDING RECOMMENDATIONS

Recommendation:

1. Accept the report on Measure B funding recommendations; and
2. Provide comments and input on future City education and encouragement programming.

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT

NOTICE

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 less than 72 hours prior to an open session, will be made available for public inspection at the Office of the City Clerk at Morgan Hill City Hall located at 17575 Peak Avenue, Morgan Hill, CA, 95037 at the same time that the public records are distributed or made available to the legislative body. (Pursuant to Government Code 54957.5)

PUBLIC COMMENT

Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on any issue that is on this agenda, please complete a speaker request card located in the foyer of the Commission Chambers, and deliver it to the Minutes Clerk prior to discussion of the item. You are not required to give your name on the speaker card in order to speak to the Commission, but it is very helpful. When you are called, proceed to the podium and the Mayor will recognize you. If you wish to address the Commission on any other item of interest to the public, you may do so during the public comment portion of the meeting following the same procedure described above. Please limit your comments to three (3) minutes or less.

Please submit written correspondence to the Minutes Clerk, who will distribute correspondence to the Commission.

Persons interested in proposing an item for the Commission agenda should contact a member of the Commission who may plan an item on the agenda for a future Commission meeting. Should your comments require Commission action, your request may be placed on the next appropriate agenda. Commission discussion or action may not be taken until your item appears on an agenda. This procedure is in compliance with the California Public Meeting Law (Brown Act) Government Code §54950.

City Council Policies and Procedures (CP 03-01) outlines the procedure for the conduct of public hearings. Notice is given, pursuant to Government Code Section 65009, that any challenge of Public Hearing Agenda items in court, may be limited to raising only those issues raised by you or on your behalf at the Public Hearing described in this notice, or in written correspondence delivered to the Commission at, or prior to the Public Hearing on these matters.

The time within which judicial review must be sought of the action by the Commission, which acted upon any matter appearing on this agenda is governed by the provisions of Section 1094.6 of the California Code of Civil Procedure.

For a copy of Commission Policies and Procedures CP 97-01, please contact the City Clerk's office (408) 779-7259, (408) 779-3117 (fax) or by email cityclerk@morganhill.ca.gov.

AMERICANS WITH DISABILITIES ACT (ADA)

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (408)779-7259, (408)779-3117 (fax) or by email cityclerk@morganhill.ca.gov. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

DRAFT



Meeting Minutes Parks and Recreation Commission

Maureen Grzan-Pieracci - *Commissioner*
Neil Berman - *Commissioner*
Craig van Keulen - *Chair*
Mary Seehafer - *Commissioner*
Matt Wendt - *Commissioner*
Richard Scott - *Vice Chair*
Ronald Locicero - *Commissioner*

Tuesday, September 17, 2019 6:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

TRAINING

Training Anticipated to Last Until 8pm

ROLL CALL ATTENDANCE

Attendee Name	Title	Status	Arrived
Maureen Grzan-Pieracci	Commissioner	Present	
Neil Berman	Commissioner	Present	
Craig van Keulen	Chair	Present	
Mary Seehafer	Commissioner	Present	
Matt Wendt	Commissioner	Absent	
Richard Scott	Vice Chair	Absent	
Ronald Locicero	Commissioner	Present	

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

Minutes Acceptance: Minutes of Sep 17, 2019 6:00 PM (BUSINESS:)

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

None

COMMUNITY SERVICES DIRECTOR REPORT

ADOPTION OF THE AGENDA

Motion Locicero, Second Berman, Adopted 5-0

BUSINESS:

1. APPROVE THE AUGUST 20, 2019 MEETING MINUTES

Recommendation:

Approve Minutes.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Mary Seehafer, Commissioner
SECONDER:	Ronald Locicero, Commissioner
AYES:	Grzan-Pieracci, Berman, van Keulen, Seehafer, Locicero
ABSENT:	Wendt, Scott

2. USE OF HERBICIDES IN CITY PARKS

Recommendation:

1. Receive report on herbicide use in City Parks.
2. Recommend that the City not eliminate any specific herbicide use, but to direct staff to continue to work towards reduced use and possible future elimination of use of Glyphosate in Parks.

Motion to approve staff recommendation.

RESULT:	APPROVED [3 TO 2]
MOVER:	Craig van Keulen, Chair
SECONDER:	Mary Seehafer, Commissioner
AYES:	Berman, van Keulen, Seehafer
NAYS:	Grzan-Pieracci, Locicero
ABSENT:	Wendt, Scott

3. WATSONVILLE ROAD RECREATION AND GREENWAYS GRANT APPLICATION

Recommendation:

1. Receive report on planning efforts for the Recreational Trails and Greenways Grant Program funded from the Parks and Water Bond Act of 2018 (Proposition 68).
2. Provide staff with feedback relating to the grant program and the City's potential grant application.

Commissioners received report and provided comments.

RESULT: ACCEPTED

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT



PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE: November 19, 2019

PREPARED BY: Mariah Dabel, Community Services Supervisor
APPROVED BY: Chris Ghione, Public Services Director

COMMUNITY SERVICES YOUTH AND TEEN PROGRAMS REPORT

RECOMMENDATION(S)

Receive report on youth and teen programs provided by the Community Services Division.

REPORT NARRATIVE:

The Community Services Division strives to enhance the community's quality of life, public safety, and economy by providing high quality and diverse program opportunities for all ages. This annual report provides a brief overview of youth and teen programs. All programs exemplify the 41 "Developmental Assets" that have a proven relationship to healthy youth development.

Preschool

Morgan Hill Recreation Preschool offers a play-based first school experience for children ages 3-5. The program is located at the Community and Cultural Center. The play-based curriculum is led by a skilled team of early childhood professionals. Students develop social skills, explore art, and receive age-appropriate academic experiences to prepare for success in Kindergarten. There are three class options, based on age and schedule preferences. The 2019-2020 school year began on Tuesday, September 3rd with 62 students enrolled (89% capacity). Teammates continue to field new enrollments and preschool is anticipated to fill by October.

Youth Enrichment and Sports Classes and Camps

The Recreation Activity Guide is distributed to all Morgan Hill residents three seasons per year (Fall, Winter/Spring, Summer), offering a diverse array of seasonal classes and camps. Currently, 18 contractors and instructors offer a variety of fee-based classes and camps in the following areas:

- Karate
- Soccer
- Indoor Soccer (Futsal)
- Tennis
- Basketball
- Tap
- Ballroom
- Art

Enrollment was up for contractual summer camps in 2019, with 39 camps running versus 25 in 2018. In addition, three new contractors are offering camps, including a new and very popular slime camp. Depending on the camp, there are half day and full day options. Some of the highlighted camps from this past summer were:

- Little Medical and Vet School Camp
- Incrediflix (film production)
- All Sorts of Sports Camp
- Lego Engineering & Robotics
- Basketball Camp
- Young Inventors (science)
- Slime Camp

Camp H2O, staffed by City teammates, was held for six weeks at the Aquatic Center. The camp is in its third year, and was filled to capacity. Camp H2O offers an opportunity for swimmers to spend time growing their confidence in the pool and increasing their swim skills. Campers also participate in arts and crafts, teambuilding games, and sports activities.

Teens

Teen Center

Representing a partnership between the City of Morgan Hill and the Mt. Madonna YMCA, the Centennial Recreation Teen Center offers a safe and engaging environment for teens to make friends, provide daily homework tutoring from 3:00pm-5:00pm, participate in fun programs and activities, or just have a place to spend with their peers. The teen center also partners with Community Solutions “Late Night Gym”, San Jose State University, and LGBTQ youth space to host its participants throughout the year. The teen center is averaging 300 check ins per month.

Youth Action Council (YAC)

The Youth Action Council (YAC) is a group of teen leaders age 13-18 who voice the opinion of teens within the community and help organize and participate in local events. Potential YAC students go through an interview process and a weeklong leadership training during the summer. The leadership training (Youth Leadership Morgan Hill-YLMH) and YAC are both open to all teens 13-18 and give teens a sense of empowerment and a chance to contribute and serve the community. The 2019-2020 Youth Action Council has 20 teens who started their term with a retreat on September 6th and their first YAC meeting on September 10th.

LINKS/ATTACHMENTS:

1. PRC Youth and Teen Presentation 2019



Community Services Youth and Teen Programs



Morgan Hill Recreation Preschool at the Community and Cultural Center

Play-based first school experience for 70 children

- Little Learners: Tues/Thurs AM (age 3-4)
- Kinder Learners: Mon/Wed/Fri AM (age 4-5)
- Afternoon Preschool: Tues/Wed/Thurs PM (age 3-5)

www.morganhill.ca.gov/preschool



Enrichment Classes

Variety of classes offered

- 17 Different instructors/contractors
- 76 Class offerings this Fall



Summer Camps

Specialty Camps run by Contract Instructors

- Little Medical School & Little Vet School
- Science Camps
- Slime Camp
- Sports Camps
- Movie Production
- Lego Engineering & Robotics



Camp H2O

Camp Program run by City Teammates

- Held at the Aquatics Center
- Offered 6 weeks of the summer
- Maxed out with 24 Campers per week



CRC Teen Center

- Average Teen Center Monthly Member Check-Ins: 300+
- Weekly Programming: Cinema Night, Game Tutorials, Tech Club, Open Gym Night, LGBTQ+ Club, Cooking Class
- Events We've Hosted: Employment Workshop, Cinco de Mayo Celebration, Hawaiian Luau Summer Kick-Off, 2-Day Engineering Workshop, Financial Aid & College Application Workshop
- Partners We Work With: Wolfspeed, San Jose State University, Community Solutions, Boys Ranch, LGBTQ Youth Space

Up-Coming Events 2019/2020

What We Have Coming Up:

National Coming Out Day Celebration

Field Trip To Adobe Software Campus

College Workshops/Fair, Employment Workshops/Fair,
Tech Club/Workshops, LGBTQ+ Club/Events.

Children Books & Short Films

Field Trips - Google, Microsoft, Facebook, Apple,
Netflix & Pixar

Partners We Plan To Work With:

Literary Legacies & Poppy Jasper Film Festival

Teen Center Goals For 2019/2020

Technology:

Facebook Video Series

Parenting Teen Tips From A Psychologist (social media engagement with families)

Programming:

Tutoring Support Services (community volunteer program) & Coaching Lessons (coach to lead Open Gym Night)

Recruiting:

General Advertising -Teen Center Poster
Displays in community & Movie Theater Ad

Teen Center Events

2.a



Attachment: PRC Youth and Teen Presentation 2019 (2464 : Youth and Teen Report)

Morgan Hill Youth Action Council (YAC)

- YAC consists of 20 Teen Leaders ages 13-18
- The “voice” of teens in Morgan Hill
- Organize and participate in local events
- Support and encourage the 41 Developmental Assets



YAC Recruitment

Youth Leadership Morgan Hill (YLMH)

- YLMH was held July 22-26
- 16 teens ages 13-17 participated in this year program
- Teens must attend YLMH to apply to serve on YAC





PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE: November 19, 2019

PREPARED BY: Mariah Dabel, Community Services Supervisor

APPROVED BY: Chris Ghione, Public Services Director

COMMUNITY OUTREACH REPORT

RECOMMENDATION(S)

Receive report on the Community Services Department's outreach services and programs.

REPORT NARRATIVE:

The Community Services Department strives to provide recreation activities that are accessible to all Morgan Hill residents. The Department coordinates and funds a variety of services and events including: an afterschool and summer camp program for the youth residents at Park Place Apartments, community outreach to connect residents with resources, the Downtown Splash spray pad at the Community and Cultural Center, YAC- and City-sponsored Aquatics Center and CRC pool visits, the Summer Fun in the Park Event series, and Hispanic Heritage month events. This report provides highlights of the past year's outreach activities and accomplishments.

Park Place Afterschool Program and Summer Camp

This program serves children ages 6 to 13 five days a week during the school year and the summer at Park Place Apartments. There are an average of 25 youth resident participants each day. The City directly delivered the Park Place Afterschool program and Summer Camp through August 2019, at which point the program shifted to Boys and Girls Club under a funding agreement with the City. This new service delivery model balances community access with fiscal sustainability and further leverages existing partnerships. Boys and Girls Club of Silicon Valley launched their delivery of the program in September 2019 with the start of the school year. BGC will deliver 33 weeks of school year programming and a 7-week summer camp program. The program will continue to partner with Discovery Counseling Center to provide homework assistance tutors for the school year program. The Boys and Girls Club staff leaders work closely with the Park Place EAH Housing Resource Coordinator to meet the needs of the youth participants. South County Youth Task Force partners are actively incorporating other resources and services to prevent gang and youth violence in the neighborhood and serve the teen residents and parents. For 2018-2020, grant funds from the State aimed at reducing gang and youth violence are partially offsetting City funding for the program.

Free Water Play

Downtown Splash, the spray pad at the Community and Cultural Center, provided 83 days of free water play to over 2,200 visitors in 2019. In addition, the Aquatics Center opened for three free resident days this summer, and the CRC opened for one free

resident day. The Youth Action Council (YAC) funded transportation for 7 trips to the Aquatics Center for Crest Avenue, Royal Court, and Park Place apartments (totaling 286 youth visits). Finally, the City of Morgan Hill provided free weekly summer visits to the CRC pool by Park Place and Orchard Ranch apartments youth residents (totaling 143 youth visits).

Community Outreach and Scholarships

The Youth Development & Outreach Coordinator dedicates a portion of her time to reach diverse communities including Morgan Hill's affordable housing property managers and local nonprofits to connect them with resources beneficial to their customers and residents. This network has allowed the City to build a good working relationship with outside agencies and educate residents about resources, programs, and membership opportunities provided by the City and other service providers. In addition, Financial Assistance is promoted for subsidized recreation programs and CRC membership. The financial assistance program in 2018-2019 served 689 families who received a combined \$250,000 in financial assistance. In addition, the City partnered with Morgan Hill Kiwanis Youth Fund which provided scholarships totaling \$879 for 7 youth to participate in summer recreation camps.

Summer Fun in the Park Event Series

The Summer Fun in the Park series at Galvan Park has seen continued success. Summer Fun in the Park was started in 2015 with the goal of bringing residents and neighbors to Galvan Park for safe and fun family activities. The event attracts between 200-300 attendees each month in June, July, and August and provides activities and resources for the entire family. Summer Fun in the Park brings residents to Galvan Park who might not otherwise visit this park, as well as a positive law enforcement presence with a friendly uniformed officer, which positively impacts the safety, security, and neighborhood perception of the park and neighborhood. This year, the City partnered with the San Jose Earthquakes and San Francisco 49ers to bring new interactive features to the event series. All event activities are free, including a meal and raffle prizes. This event series is possible thanks to an ongoing sponsorship by the Edward Boss Prado Foundation.

Hispanic Heritage Month

Again in 2019, the City celebrated National Hispanic Heritage Month with a variety of events between September 15-October 15. The City organized a Latin Cultural Show and Concert at the Downtown Amphitheatre and a Fun Outdoor Zumba Class. Both activities were free to the public.

LINKS/ATTACHMENTS:

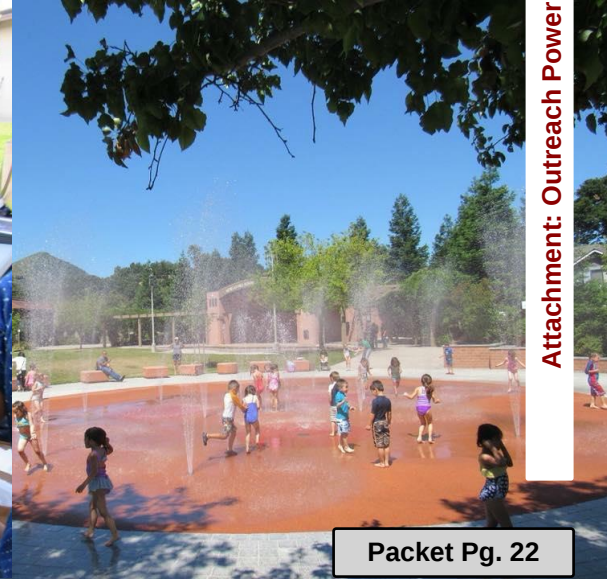
1. Outreach Power Point



Community Outreach Report

Parks & Recreation Commission

November 2019



Afterschool & Summer Camp at Park Place Apartments

Program

- Through Aug 2019, staffed by City Teammates
- Beginning Sept 2019, delivered by Boys and Girls Club in partnership with Discovery and EAH Housing
- Held Mondays through Fridays, 3 hours per day
- Homework assistance and recreation activities
- Began in 2015, grant- and City-funded

Participants

- Park Place Apartments residents
- Ages 6-12 (K – 3rd)
- Approximately 25 participants per day

Afterschool & Summer Camp at Park Place Apartments



Community Outreach

2019 Highlights

- Connect affordable housing complexes and other organizations with free resources
- Provide information in Spanish about City programs and CRC memberships
- Translation for parent meetings at Park Place Apartments
- Free Water Play
 - Downtown Splash!
 - YAC-sponsored 7 Aquatics Center visits
 - Resident free days at Aquatics Center
- Summer Fun in the Park Event Series
- National Hispanic Heritage Month: Latin Cultural Show & Concert and Fun Zumba Class

Downtown Splash!

Spray Pad at the CCC

2,200+
Visitors 

83 
Days Open





Morgan Hill Resident 2019 FREE DAYS June 21 | July 19 | August 9

Morgan Hill residents are invited to enjoy the
Aquatics Center for free on the specified dates.
Proof of residency is required.





Morgan Hill Resident FREE Day at the Centennial Recreation Center July 12, 2019

Morgan Hill residents are invited to enjoy the Centennial Recreation Center for free on the specified dates. Proof of residency is required.



YAC-Sponsored Aquatics Center Trips

7 visits, for youth residents from Royal Court, Crest Ave, Orchard Ranch and Park Place Apartments (268 youth visits total)



3.a

City of Morgan Hill-Sponsored CRC Pool Trips

6 visits for youth residents from Orchard Ranch and Park Place (106 youth pool visits total)



Summer Fun in the Park

June 27, July 25, August 17 @ Galvan Park



Summer Fun in the Park

Sponsored by The Edward Boss Prado Foundation



Summer Fun in the Park

 ~300 Attendees per Event



3.a



Attachment: Outreach Power Point (2544 : Community Outreach Report)

Summer Fun in the Park



Hispanic Heritage Month Latin Concert & Zumbathon



Community Outreach Report

**Parks & Recreation Commission
November 2019**





PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE: November 19, 2019

PREPARED BY: Jennie Tucker, Recreation Manager
APPROVED BY: Chris Ghione, Public Services Director

AQUATICS PROGRAMS REPORT

RECOMMENDATION(S)

Receive the report on Aquatics Programs

REPORT NARRATIVE:

The purpose of this report is to provide the PRC with an update on aquatics programs provided by the Community Services Department at the Morgan Hill Aquatics Center (AC) and the Centennial Recreation Center (CRC).

In February 2009, the City of Morgan Hill hosted a community meeting to collect thoughts on management of the City's aquatics facilities and programs, listen to possibilities for the future, and to create a framework for aquatics services throughout the community. During the meeting, several issues were identified by those in attendance, including many opportunities to improve aquatics services provided community-wide. The group also established a set of values for what it believed the community's aquatics programs and facilities should emulate.

Following this initial meeting, staff in the City's Community Services Department assembled a group of citizens to serve on an advisory committee tasked with developing a strategic plan for aquatics in the community. It is envisioned that the community will benefit by having the opportunity to participate in enhanced services. By following a collaborative approach, new revenue may be generated, and cost savings realized.

The Strategic Plan identifies the following goals for all aquatics program and facilities in the form of a Community Aquatics Model for Morgan Hill:

1. Produce an optimum mix of programming that provides for all the aquatics needs of the community.
2. Utilize an integrated service delivery model that creates and sustains a base of users that drive program attendance and improve staffing.
3. Maximize cost recovery, to create stable and sustainable revenue sources that offset the cost of operating the aquatics facilities.
4. Actively promote diversity in the programs and facility usage.

In order to achieve these goals, four strategic initiatives were developed:

1. Partnership Opportunities
2. Building the Base
3. Community Needs Based Facility Scheduling
4. Maintaining the Core & Promoting Enhancement Opportunities

Staff work plans are developed annually using the strategic initiatives above and serve as the basis for continued operational improvements and the development of new programs. Through the updated work plans the strategy continues to be useful in guiding programming to this day.

The following is a summary of the major aquatic-related program areas.

Membership:

To increase participation and enhance community wellness, Centennial Recreation Center (CRC) membership was expanded to include the Aquatics Center in 2008. Members enjoy access to both facilities for one price that can either be paid in full on an annual basis or paid incrementally on a monthly basis. Membership activities include aqua fitness classes, lap swim and recreation swim. Daily admission rates are also available to both facilities. This integrated service delivery model has proven to enhance management efficiencies and increase membership revenue and the sustainability of both facilities. Membership continues to be the largest source of revenue for the Community Services Department and is key to the long-term sustainability of operations at the Aquatics Center. The following table includes key membership statistics

Current Number of Membership Units	4934
Current Number of Members	15,865
Percentage of members who use the CRC at least once per week	80%
Percentage of members who use the AC at least once per week	33%
Percentage of members who use both the CRC and AC at least once per week	26%

Splash Aquatics:

Splash Aquatics programs include a wide array of aquatic programming offered by the Department. In efforts to “produce an optimum mix of programming that provides for all the aquatics needs of the community,” the Department offers programs for a large range of ages and skill levels, while working with community groups to complete the spectrum. Splash Aquatics includes the Learn to Swim Program, Splash Swim Team and Water Polo and Masters Swimming.

Learn to Swim Program

The youth Learn to Swim Program is designed to give young people the building blocks for a lifetime of safe water enjoyment. Eight different skill levels are offered for youth ages six months through 14 years. The program is offered year-round at the CRC and during the summer months at the Aquatics Center.

The number of registrations for swim lessons has remained steady over the past few years. Trends have shown an increase in demand for swim lessons offered year-round (at the CRC) versus only during the summer months and a high demand for private lessons. Current program improvements include a greater emphasis on Red Cross Water Safety Instructor training and certification for lesson instructors.

Year	# of Registrations
FY 11-12	2,290
FY 12-13	2,378
FY 13-14	2,494
FY 14-15	2,477
FY 15-16	2,510
FY 16-17	2805
FY 17-18	2944
FY 18-19	2969

Splash Swim Team and Water Polo

The Splash Swim Team and Water Polo Club was developed in 2010 as a result of the Aquatics Strategic Plan. Through discussions during the process, the need for a recreational swim team was identified to fill the gap between swim lessons and competitive swimming (e.g. competitive or school-based swim teams). The Splash Swim Team was designed with a recreation and developmental asset-building focus to give young people, who had completed the higher levels of the Learn to Swim Program, another option to continue swimming if they were not ready for or did not want to swim competitively. Club members are ages 4-18 and pay an AC/CRC Membership fee, plus an additional Team fee. The Splash Swim Team provides its members with five practice times throughout the week; however, because it is recreation-based, there is no obligation to attend a set number of practices as is typical with competitive swim clubs. Attendance at the summer cabana club swim meets and other meets that the Team attends throughout the year is also optional. Membership to the Splash Swim Team also includes two days of water polo practice.

This program been extremely successful, and membership has remained steady. Because AC/CRC membership is required for Team membership, team revenue helps to support the on-going sustainability of the AC, while providing the member with access to all of the other programs and facilities associated with membership. The Team currently has a membership of 195 youth.

Masters Swimming

A Masters Swim program is offered for adults ages 18 and over, with four coached practices per week. Since June 2016, this program is now included with AC/CRC Membership at no additional cost. Efforts to increase participation in this program are currently underway, including the development of additional events and activities for participants. Custom swim coaching lessons and conditioning classes are also both

available to adults wishing to improve their swim skills to prepare them for participation in this program.

Aqua Fitness

A total of 25 Aqua Fitness classes are offered at the AC and CRC throughout the week. This program is included with AC/CRC membership and offers shallow and deep-water classes. These classes draw an average of 11 participants per session.

Water Safety

Several American Red Cross Lifeguard certification courses are conducted at the Aquatics Center annually. These courses provide participants with the skills and certification necessary to obtain work as lifeguards. An average of 50 lifeguards are certified annually.

In the summer months, a Junior Lifeguard training and volunteer program is also offered for youth ages 12-14. The program emphasizes teamwork, leadership and aquatic safety, while introducing young people to aquatic recreational and employment opportunities. Participants complete a two-week training course and then are given the opportunity to serve as volunteer Junior Lifeguards throughout the summer. This past summer, 8 youth participated in this program.

Recently, a Little Guard program has been established as a precursor to the Junior Lifeguard program which emphasizes fun and water safety. This past summer, 10 youth participated in the program.

Recreation Swim

The Summer Recreation Swim season at the AC remains one of the cornerstones of the facility's operations. With fun for kids young and old, the Center has a number of attractions to make for a great summer day. The Aquatics Center opens Memorial Day weekend and operates through the third weekend in September. For the first two weeks of operation, the School Dayz program allows schools to host their end of the year parties. During the regular summer season, general admission prices are charged, however, AC/CRC Membership is valid for entry during recreational swim hours. Family and individual season passes are also available, as well as party packages and group rates. Attendance during the season is extremely weather dependent, with summers with the highest average temperature yielding greater attendance and revenue.

Recreational swim is also offered year-round at the CRC.

Summer Recreation Swim	2019	2018	2017
Total AC/CRC Member Uses	22,046	16,688	15,830
Total Paid Daily Admissions	35,116	37,711	41,583
% of Resident Daily Admissions	43%	44%	43%
% of Non-Resident Daily Admissions	57%	56%	57%

Special Events

On September 21, 2019, the AC hosted its seventh annual Doggie Dip Day. During this fun event, dogs are given the opportunity to swim in the recreational pool. The event occurs after the end of the summer season and the pool is completely treated before it is reopened for human use the following summer. This year's event drew 84 dogs and 44 human guests to an exciting day at the pool.

Rentals/Other User Groups

Three other user groups also call the AC their home. The Santa Clara Swim Club (formerly the Morgan Hill/Makos Swim Club) holds practice at the facility six days per week. The competitive-based Club has produced many talented swimmers. Membership averages approximately 120 swimmers. The Club also hosts several large swim meets throughout the year. See below for more details.

The California Synchro Masters (synchronized swimming) also holds practices at the AC on Saturday mornings.

The Gilroy Gators Swim Team rents lanes during the week when their pool in Gilroy is not available. The Club has also rented the Aquatic Center to host swim meets in 2019/2020.

Swim Meets

The AC hosts an average of 14 swim meets annually. Meets range from one to four days in length, drawing anywhere from 200-2,000+ swimmers and their families. The Santa Clara Swim Club, Gilroy Gators, Pacific Swimming Zone One South and Valley Aquatics League frequently rent the facility to host these events that draw large amounts of visitors to Morgan Hill hotels, restaurants and retail shops.

Swim meets serve as important drivers of local economic development and help to further Morgan Hill's reputation as a sports destination. They also serve as a major source of income to the host club.

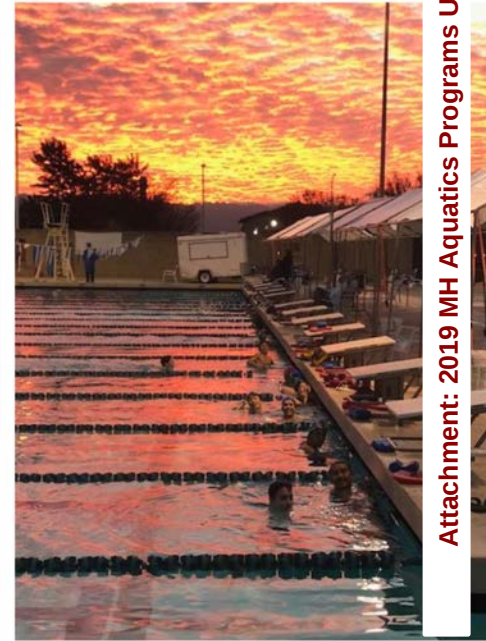
There are many exciting aquatics programs and events that take place at the Morgan Hill Aquatics Center and the Centennial Recreation Center. Through on-going evaluation and strategic improvements, use of the AC year-round has increased over the past several years as the number of participants in all programs has grown. Staff continue to evaluate operations and implement enhancements, while using the Aquatic Strategic Plan as their guide and working closely with users and user groups to maximize resources. The results of the continued efforts in these areas have helped the community to come closer to achieving the strategic goals of producing an optimum mix of programming that provides for all the aquatics needs of the community, utilizing an integrated service delivery model that creates and sustains a base of users that drive program attendance and improve staffing, maximizing cost recovery, to create stable and sustainable revenue sources that offset the cost of operating the aquatics facilities and actively promoting diversity in the programs and facility usage.

LINKS/ATTACHMENTS:

1. 2019 MH Aquatics Programs Update



Aquatics Programs Update 2019



CRC Membership Includes

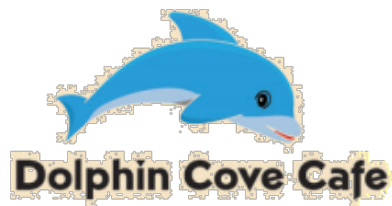
- Lap Swim
- Aqua Fitness
- Recreation Swim



Summer Recreation Swim

Total Attendance for 2019: 59,434

Drop in 2019: 35,116



Facility User Groups

- Santa Clara Swim Team
- California Synchro Masters
- Gilroy Gators
- MANTA Water Polo
- Quicksilver Swim Team



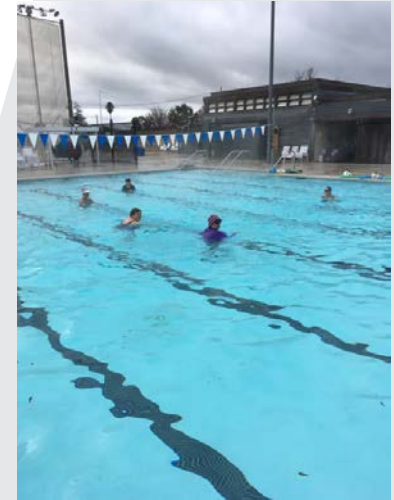
Swim Meets

- Average of 14 meets hosted annually (includes hosted and rentals)
- 200-2000+ attendees per event
- Food vendors, t-shirt vendors: all revenues are shared



Aqua Fitness

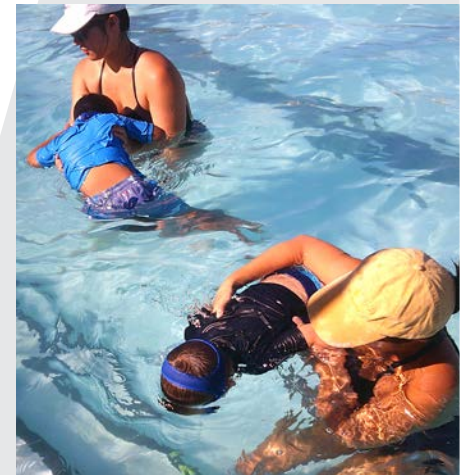
Total 25 classes/week!



Swim Lessons

2018 Registrations: 2944

2019 Registrations: 2,969



Splash Swim Team

2019 Splash Membership

200+ members

10 Groups



SPLASH EXPLOSION!

It was another banner year for Splash! Our swim family just keeps growing! 2019 is our biggest year yet!

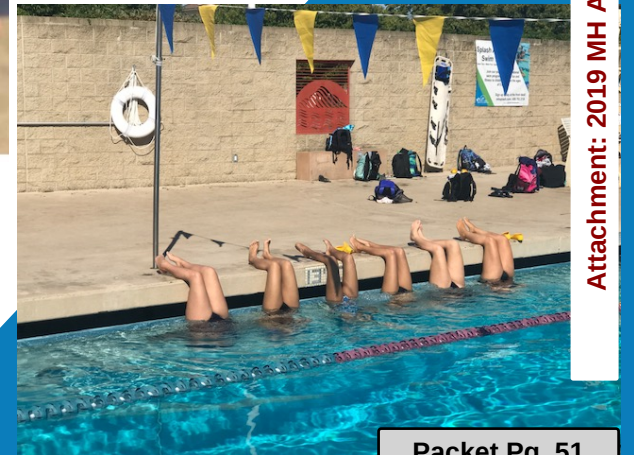
1. Addition of Fall and Spring meets vs. Los Gatos
2. Positive atmosphere and coaching style. Negativity not allowed on deck! Just positive feedback sandwiches to encourage self-motivation.
3. Encouraging Academics, Fitness, and Fun over Competition
4. More in-water time and demonstrations by coaches
5. Smaller Group Sizes (Max 25/group)
6. New Guppies group for 4-6 year olds
7. Annual team building social activities
8. Workouts that every swimmer can complete and feel good about
9. Class for advanced high school swimmers only for off-season training. We retain our swimmers as they age up and they look forward to coming back to re-connect with their swim family!

The Power of Positive Coaching



2019 Splash Fun!

4.a



Attachment: 2019 MH Aquatics Programs Update (2543 : Aquatics Program)

Splash Builds our Swim Community

Morgan Hill is a successful swim community!

2
0
1
1



2
0
1
9



Former Splash Swimmer
Lifeguard
Sea Cadet
Now a Splash Coach!



9 Freshman Splash
Swimmers on Sobrato HS
Water Polo Team this Fall!

Many of these kids started
the splash program when
they were in elementary
school and are still with us!



MH High School
Swimmers all come back to
stay in shape at Splash in
their HS off-s

★ MORGAN HILL ★ FREEDOM FEST

Splash took home first place for our “Under the Sea” theme!



Special Events- Private Parties

Dr. Waflebakker Patient Appreciation Party



Special Events- Doggie Dip Day

2018 Registrations: 78 Dogs

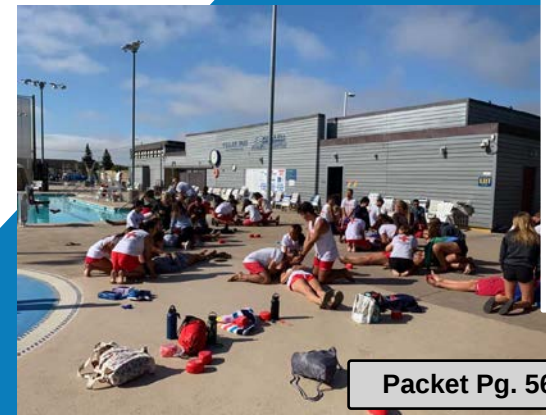
2019 Registrations: 84 Dogs





Aquatics Safety

- Lifeguard Courses
- Junior Lifeguard Course (summer)
- Little Guard Program (summer)
- Water Safety Instructor Courses
- Daily skills training opportunities for all guards
- Encouraged lap swimming for guards to increase fitness





PARKS AND RECREATION COMMISSION STAFF REPORT

MEETING DATE: November 19, 2019

PREPARED BY: Nichole Martin, Community Services Coordinator

APPROVED BY: Chris Ghione, Public Services Director

MEASURE B FUNDING RECOMMENDATIONS

RECOMMENDATION(S)

1. Accept the report on Measure B funding recommendations; and
2. Provide comments and input on future City education and encouragement programming.

REPORT NARRATIVE:

In 2016, Santa Clara County voters approved Measure B, which is a 30-year, half-cent countywide sales tax to enhance transit, highways, expressways and active transportation, such as bicycles and pedestrians. Due to a lawsuit filed in 2017, the funding was held in escrow. The California Supreme Court ruled against the challenge and has allowed VTA to begin dispersing funding as of January 30, 2019.

The City of Morgan Hill is working on an agreement with VTA to receive funding from Measure B to be used for a Bicycle and Pedestrian Education and Encouragement Program. It is anticipated that through this program, the City of Morgan Hill will receive approximately \$30,920 annually through the duration of the 30-year measure. Due to initial funding being held in escrow, the City of Morgan Hill will receive approximately \$92,760 for FY 18, 19, 20. These funds are limited to education and encouragement work and are not available for capital improvement projects.

Due to limited funding levels, City staff are recommending the program pay for all City staff time associated with managing the program. This would provide for a model to allow a small portion of one City staff member to oversee the program and the hiring of a part-time education and encouragement coordinator to work on the program 8-10 hours per week.

City Staff has evaluated potential areas for one-time and ongoing Measure B Education and Encouragement programming. City staff recommends commencing by generating awareness of the need for Bicycle & Pedestrian Education & Encouragement, by partnering with, soliciting input, and garnering commitment from the community. This will stem from collaborating with the Morgan Hill Unified School District, including principals and parent clubs from each school in the district. Supporting materials and costs for this initial outreach are estimated as follows:

Marketing Material Design	\$10,000
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Marketing Material Printing	\$12,000
Promotional Items	\$10,000
Bike Helmets (~250)	\$5,000
Bike/Scooter Raffle	\$1,500
T-Shirts	\$2,000
Tire Patch Kits	\$500
Supplies	\$2,000
Administration	\$15,000
Total estimated upfront cost	\$58,000

Once community support has been achieved, we suggest focusing on the following ongoing activities and supporting materials for the highest potential impact and/or lowest estimated cost vs. an approximate annual budget of \$30,920:

Bike & Walk to School Days	\$7,500
Bike & Walk Rodeos (on-campus bike and pedestrian skills courses)	\$2,400
Promotional Items	\$3,000
Marketing and Supplies	\$2,720
PT Recreation Specialist	\$10,000
CS Supervisor	\$5,200
Total estimated ongoing cost	\$30,820

Other potential/rotational activities for future years could include: Family Fun Bike Night, Bike Decorating Contests, Bike/Scooter Raffles, Helmet-fitting sessions, Bike Valets, etc.

Community

City Staff have or will meet with the Morgan Hill Bicycle Pedestrian Advocacy Group, representatives from the Morgan Hill Unified School District and local schools, and other community groups/businesses to establish partnerships to build and grow the program. The ideas and comments from the BPAG will be shared with the Commission at the meeting.

Engagement

LINKS/ATTACHMENTS:

1. PRC - Measure B Recommendations



Measure B Funding Recommendations



Background: Measure B Funding

- In 2016, Santa Clara County voters approved Measure B, which is a 30-year, half-cent countywide sales tax to enhance transit, highways, expressways and active transportation, collected by the VTA.
- In 2017, a lawsuit against Measure B was filed, which caused funding to be held in escrow.
- In January 2019, the California Supreme Court dismissed the lawsuit, freeing up Measure B funds.

Education and Encouragement Funds

- The City of Morgan Hill will be receiving funding from the VTA to be used for a Bicycle and Pedestrian Education and Encouragement Program.
- Based on its population, the City of Morgan Hill will receive approximately \$30,920 annually through the duration of the measure.
- Due to funds being held in escrow, the City of Morgan Hill expects to receive initial funding of approximately \$92,760, for Fiscal Years 18, 19, and 20.



Community Outreach

- To begin, City staff recommends generating awareness by partnering with organizations, schools, and the community.
- City staff plans to build upon partnerships with the Morgan Hill Bicycle Pedestrian Advocacy Group, Morgan Hill Unified School District, Local Private/Charter Schools, other community groups, organizations, and businesses.
- Collaborating with principals and parent groups will be key.

Community Outreach Cont.

- Efforts will be made to especially focus on increasing walking and biking in low socioeconomic communities within Morgan Hill.
- The Morgan Hill Safe Routes to School Action Plan will be leveraged in our planning and execution of activities.
- Pedestrian/Bicycle Collision Maps will also help to guide our efforts.
- Fun educational events will help to garner involvement.

Possible Education/Encouragement Activities

- Bike and walk to school/work days
- Bike/Pedestrian Rodeos: Skills-based courses at schools
- Bike/scooter raffle
- Family Fun Bike Night
 - Bike Blender
 - Bike/ped safety spin wheel
- Bike Decorating Contest
- Helmet-fitting sessions
- Bike valets
- Collect pledges to ride/walk/take transit
- Add Bike/Ped booth at other Morgan Hill events

Estimated one-time costs: Community Outreach

Marketing Materials Design	\$10,000
Marketing Material Printing	\$12,000
Promotional Items	\$10,000
Bike Helmets (~250)	\$5,000
Bike/Scooter Raffle	\$1,500
T-shirts	\$2,000
Tire Patch Kits	\$500
Supplies	\$2,000
Administration	\$15,000
Total estimated upfront cost	\$58,000

Estimated annual cost: Education and Encouragement

Bike and Walk to School Days	\$7,500
Bike & Walk Rodeos (on-campus bike and pedestrian skills courses)	\$2,400
Promotional Items	\$3,000
Marketing and Supplies	\$2,720
PT Recreation Specialist	\$10,000
CS Supervisor	\$5,200
Total estimated annual cost	\$30,820

Let's hear from you...

- Questions?
- Thoughts?