



AGENDA REPORT

CITY OF SAN CLEMENTE

City Council Meeting

910 Calle Negocio
2nd Floor
San Clemente, California
www.san-clemente.org

Meeting Date: 4/4/2023

Agenda Item: 7B

Department: Beaches, Parks and Recreation

Prepared By: Samantha Wylie, Beaches, Parks & Recreation Director; Rod Mellott, Marine Safety Captain

Subject:

REGISTRATION FEES AND POLICIES FOR THE SAN CLEMENTE JUNIOR LIFEGUARD PROGRAM

Fiscal Impact:

An increase in revenue of up to \$30,060 annually for the Junior Lifeguard program.

Summary:

Staff recommends that the Council adopt Resolution No.23-12, increasing the program fees for participation in the Junior Lifeguard Program. The purpose of this resolution is to authorize a fee increase for the junior lifeguard program and implement changes to the registration process.

Background:

The City Council has approved revised fees for the Beaches, Parks and Recreation Department, including fees for programs, facilities, and parks. Staff periodically reviews the fees and compares them to the costs of the programs and facilities, as well as what other agencies are charging for similar amenities and programs. The goal of increasing the fees is to offset some of the costs while remaining competitive within each market.

Discussion:

Historically, the San Clemente Junior Lifeguard program has reached maximum capacity in enrollment and has been 100% self-supporting, serving up to 840 individuals annually. Fees for the program are the lowest in the County and have not increased since 2016. However, costs to operate the program have increased related to supplies and personnel and exceed the proposed registration fees. The proposed fee increase from \$235 to \$270 for residents, and from \$260 to \$300 for non-residents is intended to partially offset rising costs of materials and personnel. As shown on the fee survey, even after the increase, San Clemente's program would remain one of the lowest-cost programs in the County.

The Marine Safety Division is committed to making the Junior Lifeguard program accessible to as many youths as possible. A scholarship program is available for San Clemente residents who would otherwise not be able to afford to participate in the Junior Lifeguard program. These scholarships have been made available through generous donations each year by the San Clemente Lifeguard and Junior Lifeguard Foundation and the Ocean Festival, both are local non-profit organizations. Anyone interested in applying for a scholarship must complete a scholarship application.

Coinciding with the change in fees, staff recommends modifying the registration process to ensure

residents of San Clemente receive priority registration over non-residents. The program has a limited capacity and often sells out within seconds of registration opening due to its popularity and reputation as a longstanding community tradition. To produce a more positive registration experience and based on recent community feedback, staff recommends allowing residents to register one day in advance of non-residents. This advanced registration time aligns with the current practices at the Municipal Golf Course for resident card holders.

City Council Options and Recommended Actions:

- Adopt Resolution 23-12 adjusting the fee for participation in the Junior Lifeguard Program and rescinding Resolution No. 16-24.
- Modify and adopt Resolution 23-12 adjusting the fee for participation in the Junior Lifeguard Program and rescinding Resolution No. 16-24.
- Continue the Item with direction to staff to provide additional information.
- Deny Resolution 23-12 adjusting the fee for participation in the Junior Lifeguard Program and rescinding Resolution No. 16-24.

Recommended Actions:

Staff Recommendation

Staff recommends that the City Council adopt Resolution No. 23-12 entitled A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, ADJUSTING THE FEE FOR PARTICIPATION IN THE JUNIOR LIFEGUARD PROGRAM AND RESCINDING RESOLUTION NO. 16-24.

Attachment:

1. Junior Lifeguard Agency Comparison Chart
2. Resolution No. 23-12 entitled A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, ADJUSTING THE FEE FOR PARTICIPATION IN THE JUNIOR LIFEGUARD PROGRAM AND RESCINDING RESOLUTION NO. 16-24

Notification:

Junior Lifeguard Participants (2022)

JG Program 2022 & 2023 Agency Fee Comparison

Agency	2022 Resident Fee	2023 Resident Fee	Fee Increase
Newport Beach City	\$856	\$856	\$0
OC Junior Guards	\$225	\$250	\$25
Laguna Beach City	\$310	\$340	\$30
Seal Beach	\$575	\$575	\$0
San Clemente State	\$325	\$325	\$0
Huntington Beach City	\$525	\$556	\$31
City of San Clemente	\$235	\$270 (Proposed)	\$35

RESOLUTION NO. 23-12

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, ADJUSTING THE FEE FOR PARTICIPATION IN THE JUNIOR LIFEGUARD PROGRAM AND RESCINDING RESOLUTION NO. 16-24.

WHEREAS, the City of San Clemente Marine Safety Division offers the Junior Lifeguard Program to teach youth the safe ways to enjoy the beach; and

WHEREAS, various provisions of the State and local law authorize the City of San Clemente to levy fees and charges for recreation programs and services provided by the City; and

WHEREAS, the City Council has determined that fees charged for the City Junior Lifeguard Program should be modified to keep pace with increases in operating costs; and

WHEREAS, the proposed fees do not exceed the reasonable cost of the services provided.

NOW, THEREFORE, the City Council of the City of San Clemente does hereby resolve as follows:

Section 1. The fee structure for the City Junior Lifeguard programs is hereby revised as set forth in Exhibit "A" attached hereto and incorporated herein by this reference, and such revised fee structure is fairly and reasonably related to the cost of the program and the benefits that program participants receive from the program.

Section 2. Residents of San Clemente will receive advanced priority registration for the City Junior Lifeguard program a minimum of one day ahead of all non-residents. Residency is determined by the requirements of the Beaches, Parks and Recreation Department and is required to align with the minimum requirements of the Recreation Division.

Section 3. City Council Resolution No. 16-24 is hereby rescinded in its entirety.

PASSED AND ADOPTED this _____ day of _____, _____.

ATTEST:

City Clerk of the City of San Clemente, California

Mayor of the City of San Clemente, California

STATE OF CALIFORNIA)
 COUNTY OF ORANGE) §
 CITY OF SAN CLEMENTE)

I, LAURA CAMPAGNOLO, City Clerk of the City of San Clemente, California, do hereby certify that Resolution No. _____ was adopted at a regular meeting of the City Council of the City of San Clemente held on the _____ day of _____, _____, by the following vote:

AYES:

NOES:

ABSENT:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of San Clemente, California, this _____ day of _____, _____.

 CITY CLERK of the City of
 San Clemente, California

Approved as to form:

 City Attorney

Exhibit "A"

City of San Clemente
Marine Safety Division
Junior Lifeguard Fee Schedule

	Current Fee	Proposed Fee
San Clemente Residents	\$235	\$270
Non-Residents	\$260	\$300