



COUNTY OF LOS ANGELES FIRE DEPARTMENT



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*"Proud Protectors of Life,
the Environment, and Property"*

May 14, 2024

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

HEARING ON RECOMMENDED FEE INCREASE FOR THE JUNIOR LIFEGUARD PROGRAM (ALL DISTRICTS) (3 VOTES)

SUBJECT

The Consolidated Fire Protection District of Los Angeles County (District) is requesting Board of Supervisors' (Board) approval to increase the fee for the District's Junior Lifeguard Program (Program) from \$635 to \$693 effective immediately. The proposed \$58.00 fee increase is to meet increased operational expenses and bring the Program to being fully self-sustainable.

IT IS RECOMMENDED THAT YOUR HONORABLE BOARD, ACTING AS THE GOVERNING BODY OF THE CONSOLIDATED FIRE PROTECTION DISTRICT OF LOS ANGELES COUNTY AFTER THE PUBLIC HEARING:

1. Find that the proposed \$58.00 fee increase is to meet the increased operational expenses of the Program.
2. Adopt the enclosed resolution to approve the Junior Lifeguard Program fees for 2024.
3. Find that the recommended action is exempt from the California Environmental Quality Act (CEQA) for the reasons stated in this Board Letter and the record.

SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

AGOURA HILLS
ARTESIA
AZUSA
BALDWIN PARK
BELL
BELL GARDENS
BELLFLOWER
BRADBURY
CALABASAS

CARSON
CERRITOS
CLAREMONT
COMMERCE
COVINA
CUDAHY
DIAMOND BAR
DUARTE

EL MONTE
GARDENA
GLEN DORA
HAWAIIAN GARDENS
HAWTHORNE
HERMOSA BEACH
HIDDEN HILLS
HUNTINGTON PARK
INDUSTRY

INGLEWOOD
IRWINDALE
LA CANADA-FLINTRIDGE
LA HABRA
LA MIRADA
LA PUENTE
LAKEWOOD
LANCASTER

LAWDALE
LOMITA
LYNWOOD
MALIBU
MAYWOOD
NORWALK
PALMDALE
PALOS VERDES ESTATES
PARAMOUNT

PICO RIVERA
POMONA
RANCHO PALOS VERDES
ROLLING HILLS
ROLLING HILLS ESTATES
ROSEMead
SAN DIMAS
SANTA CLARITA

SIGNAL HILL
SOUTH EL MONTE
SOUTH GATE
TEMPLE CITY
VERNON
WALNUT
WEST HOLLYWOOD
WESTLAKE VILLAGE
WHITTIER

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

In June 1978, your Honorable Board directed that the Program be self-sustaining through fees paid by participants. On May 23, 2023, your Board approved a \$50 fee increase from \$585 to \$635 to ensure its self-sustainability.

The proposed Program fee increase reflects an accounting of direct employee costs (salary and employee benefits), uniform, and equipment costs while still balancing the needs of our community participants. The fee reflects increased direct costs for the Program exclusive of overhead. Overhead has traditionally been absorbed by the District and the General Fund on a pro-rata basis, and we are recommending the continuation of this practice, which has been approved by your Board in the past.

There was a total of 3,800 paid participants in the summer of 2023, and we estimate more than 4,000 participants will be attending the four-week Programs in 2024.

Implementation of Strategic Plan Goals

Approval of the recommended action is consistent with the County of Los Angeles 2016-2021 Strategic Plan, Goal II, Foster Vibrant and Resilient Communities, Strategy II.2, Support the Wellness of Our Communities, Objective II.2.2, Expand Access to Recreational and Cultural Opportunities; Goal III, Realize Tomorrow's Government Today, Strategy III.3, Pursue Operational Effectiveness, Fiscal Responsibility and Accountability, Objective III.3.1, Maximize Revenue; and Goal III Realize Tomorrow's Government Today, Strategy III.4, Engage and Share Information with Our Customers, Communities and Partners, Objective III.4.1, Solicit Ongoing Customer Feedback.

Approval of our request to increase fees will help bring the Program to full funding and allow the continuation of a Program that will benefit the young people who participate.

FISCAL IMPACT/FINANCING

The total Program cost is estimated to be approximately \$2.8 million annually.

The requested fee increase from \$635 to \$693 (\$173.25 per week) for FY 2024-25, allows the District to recover \$2.8 million of direct costs and continue to be self-sustained while remaining competitive, compared with similar programs along the California Coastline:

Comparable Part Day and Summer Programs	Weekly Cost
Aloha Surf Camp	\$795
Aqua Surf School	\$734
Malibu Makos	\$679
Champ Camp	\$550
Fitness by the Sea	\$530
Beach Sports	\$495
Santa Monica Surf School	\$425
Palos Verdes Surf Camp	\$389
Los Angeles County Junior Lifeguards	\$173
San Diego*	\$167
Newport Beach	\$122
Ventura*	\$128

**Uniform items are not included in tuition and are optional or must be purchased by families.*

There is no impact to net County cost.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Program has been conducted by the County of Los Angeles for 60 years. The Program teaches beach safety and physical fitness to youth from 9 to 17 years of age for four weeks during the summer. Each participant in the Program receives a swimsuit and a T-shirt with the Junior Lifeguard logo and is eligible to try out to compete in Regional and National Junior Lifeguard Events.

This Program teaches ocean lifesaving techniques, cardiopulmonary resuscitation and first aid skills, environmental education, ocean safety, and ocean and beach sports. In addition to the improved ocean proficiency and physical fitness, the Program provides additional lifeguard skills training and experience for veteran Junior Lifeguards planning to become Lifeguard Cadets, professional lifeguards, or pursue other career opportunities in related fields.

The only requirement for participation in the Program is the ability to swim. Significant efforts are made to recruit youth from underrepresented groups and areas outside the coastal communities. The Program offers supervised bus transportation to youth located in South Los Angeles, East Los Angeles, and the San Fernando Valley. Department funded financial aid awards are allocated to qualifying participants based on family income and number per household, regardless of district affiliation, and will continue to ensure any qualified youth can participate in the program regardless of ability to pay.

To accommodate demand and ensure quality, the Program is now operated in three separate four-week sessions allowing for reduced class sizes and more focused instruction. The Program's goals are to maintain participant safety, and quality of the Program as well as to

continue to broaden the diversity of participants. The Program's outreach efforts have traveled well beyond the coastal communities, providing Junior Lifeguard opportunities throughout Los Angeles County.

The Program Outreach continues to focus on three areas:

1. The inclusion of Program sites with beaches more accessible to non-beach community residents. Cabrillo, Santa Monica, El Segundo, and Venice are beaches with freeway access, which reduces transportation time.
2. Providing supervised transportation to four Beach locations for youth who live further than 15 miles from the ocean that otherwise may not be able to participate.
3. The cooperative efforts with the Access to Water Activities and Readiness Education (A.W.A.R.E.) Program and Lifeguard Division Recruitment Unit to provide increased awareness and access to the Junior Lifeguard Program.

This request for approval of the increased fee will be made after all public notification and hearing requirements as specified in Section 6062a and Section 66018 of the Government Code are complied with.

ENVIRONMENTAL DOCUMENTATION

The proposed fee increase is exempt from the California Environmental Quality Act (CEQA) because it does not constitute a "project" subject to the act (Guidelines, Section 15061, Subd. (b) (1)).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of this recommendation will allow the District to continue to properly manage the continued growth of the Program as it continues to expand in underserved non-coastal communities while also ensuring that it is self-sustained financially. In addition, it will ensure that the Program remains a positive experience for all participants, focusing on water safety while continuing our critical role in community outreach, education, and recruitment.

CONCLUSION

Upon approval by your Honorable Board, please instruct the Executive Officer of the Board to return the adopted stamped Board Letter and the enclosed resolution to the following:

Consolidated Fire Protection District of Los Angeles County
Executive Office, Emergency Operations
Attention: Jon O'Brien, Chief Deputy
1320 North Eastern Avenue
Los Angeles, CA 90063
Jon.OBrien@fire.lacounty.gov

The Honorable Board of Supervisors
May 14, 2024
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The District's contact may be reached at (323) 881-6178.

Respectfully submitted,

A handwritten signature in blue ink that reads "Anthony C. Marrone". The signature is written in a cursive style with a large, stylized initial 'A'.

ANTHONY C. MARRONE, FIRE CHIEF

ACM:fb

Enclosure

c: Chief Executive Officer
Executive Officer, Board of Supervisors
County Counsel
Auditor-Controller

RESOLUTION OF THE BOARD OF SUPERVISORS OF THE
COUNTY OF LOS ANGELES ACTING AS THE GOVERNING BODY OF THE
CONSOLIDATED FIRE PROTECTION DISTRICT OF LOS ANGELES COUNTY
INCREASING THE JUNIOR LIFEGUARD PROGRAM FEE TO \$693

WHEREAS, the Junior Lifeguard Program has been conducted by the County of Los Angeles for 60 years and teaches beach safety and physical fitness to youth from 9 to 17 years of age, for four weeks during the summer;

WHEREAS, the Junior Lifeguard Program included 3,800 paid participants in the summer of 2023, and it is estimated that more than 4,000 will participate in the Program in the summer of 2024;

WHEREAS, the only requirement for participation in the Junior Lifeguard Program is the ability to swim and concerted efforts are made to attract diverse youth and from areas outside the coastal communities, and from underserved communities;

WHEREAS, in June 1978, the County Board of Supervisors directed that the Junior Lifeguard Program be self-sustaining through fees paid by participants and since that time the program fee has been increased several times to ensure compliance with this policy;

WHEREAS, the proposed Junior Lifeguard Program fee increase reflects a complete accounting of direct employee costs (salary and employee benefits), services and supplies, transportation and participant scholarships; and

WHEREAS, the Junior Lifeguard Program offers Financial aid awards are allocated to qualifying participants based on family income and number per household,

regardless of district affiliation, and will continue to ensure any qualified youth can participate in the program regardless of ability to pay;

NOW, THEREFORE, BE IT RESOLVED that the County of Los Angeles Board of Supervisors, acting as the Governing Body for the Consolidated Fire Protection District for Los Angeles County hereby adopts this resolution increasing the Junior Lifeguard Fee by \$58 from \$635 to \$693 and finds that the purpose of this increase is to meet increased operational expenses of the District's Junior Lifeguard Program.

The foregoing resolution was adopted on the _____ day of March XX, 2024, by the Board of Supervisors of the County of Los Angeles and ex officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.

JEFF LEVINSON, Interim Executive Officer
Clerk of the Board of Supervisors
of the County of Los Angeles

By _____
Deputy

APPROVED AS TO FORM:

DAWYN HARRISON
County Counsel

By _____
Senior Principal Deputy