

City of Piedmont  
City Council Staff Report

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Date: May 15, 2006

From: Mark Delventhal, Director of Recreation

Subject: **Piedmont Swim Pool Operation by City**

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Staff Recommendation:

Consider three proposals from aquatic consultants to study the impacts of city management of the Piedmont Swim facility.

Background:

On April 17, 2006 the City Council considered a request from the Piedmont Swim Club for a 5 year extension to the lease with the city. The current lease expires on June 30, 2008.

In the course of council discussion of the matter, staff was directed to conduct preliminary exploration of alternatives for pool management (city operated) and “what it would take to study pool management options, including the costs of such a study”.

Staff has secured three proposals from qualified firms to perform such a study.

Copies of these proposals are attached hereto.

Fee proposals:

The Sports Management Group	\$3000 - \$4500 range
Serochi Aquatic	\$8060
Councilman – Hunsaker	\$8000 - \$12000 range

Next Step:

Should the City Council decide to move forward with such a study, staff can interview these three consultants and bring back a recommendation.

## **Serochi Aquatic Management Services**

**4527 Deborah Court, Union City, CA 94587**

**510-673-0621**

**[serochiams@pacbell.net](mailto:serochiams@pacbell.net)**

April 2, 2006

Mr. Mark Delventhal  
Director of Recreation  
Piedmont Recreation Department  
358 Hillside Avenue  
Piedmont, CA 94611

Dear Mark,

It was a pleasure to meet with you regarding the future of the Piedmont Swim Center. As per your request I have reviewed the City Council Minutes, Council agenda report, and the current lease agreement with the Piedmont Swim Club. You have requested a proposal for consulting services to provide an in-depth look at the current lease agreement and potential of the City of Piedmont assuming the operation of the swim center.

I believe that my work experience- 34 years of public recreation-swim centers, and (14 years) past consulting work will provide a foundation to develop the best possible study and recommendation for the City of Piedmont. I have included a detailed copy of my consulting brochure which includes references, etc. for your review. Secondly, it may of interest to you to know that for the last 24 years I have supervised the operation and maintenance of the Hayward Plunge for the Hayward Area Recreation and Park District. This further included the entire budget and capitol outlay program for swim center projects for the Plunge and four additional outdoor swim centers.

I would be most willing to complete this task for the City of Piedmont. I would provide the following items:

1. Review of all written agreements related to the swim center.
2. Meet with City Staff to determine specific direction and scope of study.
3. Conduct a site visit of the swim center
4. Meet with the citizen group and Piedmont Swim Club representatives
5. Review all Financial records-Expenditures and Revenues
6. Review current and future staff needs related to the City operating the swim center.
7. Meet with the City Council or P&R Commission as needed.
8. Develop some likely outcomes and predictions if the City operates the swim center.
9. Additional related work as agreed upon by both parties.

I would estimate a fee for the above consulting service as follows:

62 Hours @ \$150 hour=	\$ 9,300
First Time Customer Discount =\$20/hr x 62=	<u>- 1,240</u>
Total Consulting Fee=	\$ 8,060

Plus any direct costs incurred such as mileage, office supplies, photography Etc.

Any additional work requested and approved by the City beyond the 62 hours will be invoiced at the rate of \$130/hour.

As you know I retired from my full-time job with the Hayward Area Recreation and Park District in December 2005. I am available and ready to provide the above consulting services as needed. If you have any questions about this proposal please contact me at 510-673-0621. If in fact the budget does not allow the above expenditure please contact me for a revised scope of work and fee. I am always willing to modify work to meet the needs of each client.

Thank you in advance for your consideration of this proposal. I look forward to serving the City of Piedmont.

Sincerely,

Joe Serochi  
Serochi Aquatic Management Services  
4527 Deborah Court  
Union City, CA 94587  
510-673-0621

# **SEROCHI AQUATIC MANAGEMENT SERVICES**

**Joe Serochi  
4527 Deborah Court  
Union City, Ca. 94587  
(510) 673-0621**

**Full service aquatic consultant specializing  
in safety, expert witness, design, cost  
analysis, program, training, and facility  
management.**

## **General Services**

**Consulting  
Expert Witness  
Facility Design  
Cost Projections/Analysis  
Evaluation of Facilities and Programs  
Revenue Generation/Cost Cutting  
Training  
Workshops/Seminars  
Follow up Evaluation and Training**

## **List of Services**

### **Consulting**

- Risk Management
- Liability
- Administration and Management
- Safety
- Standard of Care In Aquatics
- Document Development

### **Expert Witness**

- Examine and review pending litigation
- Conduct expert research related to the Aquatic Industry
- Advise and Consult with Client as needed
- Provide expert witness testimony

### **Facility Design**

- New Facilities
- Renovation
- Equipment Selection
- Facility Operations

### **Cost Projections/Analysis**

- Maintenance & Operation Costs of New Facilities
- Renovation of Existing Facilities

### **Evaluation of Facilities and Programs**

- Accident Preparedness, Training and Awareness
- Evaluate Existing Equipment and Supplies
- Emergency Procedures Review
- On-Site Emergency Drills/Scenarios

- General Pool Operations Review
- Program Development/Evaluation

#### **Revenue Generation/Cost Cutting**

- Creative Ways to generate additional revenue
- Increased revenue through pool utilization
- Evaluation of Expenditures
- Evaluation of Operations and Maintenance
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#### **Training**

- Public Relations
- In-Service Training
- Health & Safety
- Site Specific Training

#### **Workshops/Seminars**

- Site specific, Intensive topics Jointly Developed for the Client
- Problem Recognition
- Staff Development
- Accident Management
- Public Contact
- Blood Borne Pathogen Training

#### **Follow Up Evaluation and Training**

- After Training Evaluation
  - On-Site Facility Evaluation
  - Personnel Evaluation
  - Future Training Needs
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## **FEE STRUCTURE**

All fees are negotiated with each client. Fees are established at a flat rate or hourly basis depending on the clients preference.

### **Principal Consultant: Joe Serochi**

Mr. Serochi has been working in the public pool business for the past 34 years for a variety of agencies. His experience has been in pool operations as well as pool maintenance. Extensive experience in pool renovation and management of pool construction. For the past fourteen years he has been providing Aquatic consulting services to agencies, cities, special districts, home owners associations, attorneys, and individuals. In addition, he has completed consulting projects for numerous pool architects and other related pool consultants.

### **Consultant's Background**

**Education:** BA and MA Recreation Administration  
San Jose State University  
National and California State Aquatic  
Trainings- 1972 - Present

**Memberships:**

California Parks & Recreation Society-Aquatics Section  
National Parks & Recreation Society-Aquatics Section  
Sports Association of Northern Ca. Recreation Agencies  
Bay Area Public Pool Operators Association  
Bay Area Public Pool Maintenance Association

**Work Experience:**

- 1972-1979 City of Union City, Recreation Supervisor
- 1979-1982 City of Belmont, Recreation Superintendent
- 1982-2005 Hayward Area Recreation & Park District,  
Aquatic Supervisor



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**Joseph M. Serochi**  
**Sampling of Experience Related to Consulting**  
**Services**

<b><u>Client</u></b>	<b><u>Project</u></b>
1. City of Benicia, Ca. Mr. Mike Alvarez (707) 746-4285	Selected Facility and Program Appraisal Study
2. City of Benicia, Ca. Mr. Larry Mazzuca (650) 616-7181	Aquatic Facility Risk Management Study
3. Alamo, Ca. Homeowners Group Mr. Dave Hammond (925) 938-0503	Future Swimming Pool Cost Analysis Study
4. City of Benicia, Ca. Mr. Larry Mazzuca (650) 616-7181)	Develop Pool Blanket Specifications & Bid Package
5. Paul Niemuth & Assoc. Martinez, Ca. Mr. Paul Niemuth (925) 370-0920	Preliminary new pool study including cost analysis for various pool configurations including expenditures vs income comparisons.
6. County of Santa Cruz, Ca. Mr. Barry Samuel, (831) 454-7900	Full-time staffing needs analysis study for a New community swimming pool facility.
7. City of Benicia, Ca Mr. Larry Mazzuca (650) 616-7181	In-Service Training Session for Aquatic Staff

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|---|--|
| 8. William L. Haralson & Associates Inc.<br>Richardson, Texas<br>Mr. William Haralson<br>(972) 231-7444         | Preliminary new pool study including cost analysis for various pool configurations including expenditures vs income comparisons. |
| 9. City of San Bruno<br>Mr. Larry Mazzuca<br>(650) 616-7181   | Facility and Program Appraisal   |
| 10. Ericson, Beasley, Hewitt & Wilson-Attorneys at Law<br>Mr. Ed Wilson<br>Ms. Claudia Gorham<br>(510) 839-3448 | Expert Witness, Drowning   |
| 11. City of Redwood City<br>Mr. Eric Newby<br>650-780-7317  | Facility Visit, Forms & Logs Appraisal   |

From: Rick Brown [<mailto:rick@sportsmgmt.com>]  
Sent: Tuesday, May 09, 2006 3:48 PM  
To: MDelventhal@ci.piedmont.ca.us  
Cc: lauren@sportsmgmt.com; nancy@sportsmgmt.com  
Subject: Proposal Letter

Mark,

The fee proposal is attached. We have provided it in a range of expense. Please let me know if there are any changes you think need to be made or if you have any questions.

Thanks,  
Rick

## CITY OF PIEDMONT

The Sports Management Group offers this proposal to the City of Piedmont to study the impacts of assuming the management and operation of the Piedmont Swim Club. To that end The Sports Management Group will provide the following services:

- Review the current lease agreement and the history of that arrangement
- Analyze the financial information of the current operation and operator
- Analyze the current use patterns, existing practices, and the historical characteristics
- Study the advantages and disadvantages of the City operating the pool
- Evaluate the potential impact if the City assumed management of the pool.

FEE TO PROVIDE SERVICE \$3,000 T O \$ 4,500

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May 3, 20006

Mr. Mark Delventhal  
Director of Recreation and Buildings  
City of Piedmont  
358 Hillside Avenue  
Piedmont, CA 94611

Dear Mr. Delventhal:

Counsilman – Hunsaker is pleased to submit this letter of proposal preliminary to a formal agreement for consulting services to the City of Piedmont.

An outline of the proposed scope of our services is as follows:

- A basic study of the feasibility of the City of Piedmont assuming the Management and Operation of the Piedmont Swim Facility that is currently managed by the Piedmont Swim Club, a private organization.
- A review of the current and historical lease agreements between the the City of Piedmont and the Piedmont Swim Club.
- A review of the financials of the current operation and operator including use patterns, existing practices and historical characteristics.
- The consultant will prepare a written report determining both the Advantages and Disadvantages of City management of the facility including both operations and programming.
- The consultants report will outline the likely impact and anticipated expenditures of City operation.

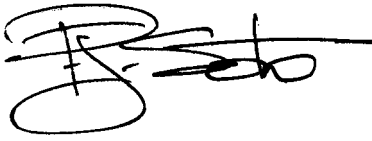
The scope of our services will not include analysis or study of the physical plant or capital improvement needs of the facility.

We anticipate that this study would take between 60 – 90 days for the preparation of a draft report following obtaining formal agreement from the City of Piedmont.

We estimate that the fee for this study, less any reimbursable expenses, will be in the range of \$8,000 to \$12,000.

Thank you for your solicitation of this proposal. Please do not hesitate to call with any questions or concerns.

Yours sincerely;

A handwritten signature in black ink, appearing to read 'P. Soto', with a large loop on the left and a horizontal line extending to the right.

Patricia J Soto  
LA Studio Director