

City of Seaside
440 Harcourt Avenue
Request for Proposal
Community/Social Services
Contact: Ashley Collick

Seaside Aquatic Club (*the Dolphins*)
a 501(c)3 Non-profit Organization
Tax ID#: 77-0474015
P.O.Box 950
Seaside, CA 93955

Program Description:

The Dolphins Swim School, proposes to provide swim lessons specifically Pre-School aged of Seaside's Tiny-Tot University. The students at Tiny-Tot University are three and four year olds, which is a very important age group to target for swimming lessons for health and safety and well-being. A pre-school aged swim lesson program does not currently exist in the City of Seaside

Background:

Seaside Aquatic Club, was created as a result of a two-year program, developed in the City of Seaside Recreation Department. In November of 1993, Seaside Aquatic Club became incorporated and in April of 1994 received its Non-Profit Organization status. The Dolphins were co-sponsored by the City of Seaside for the next four years. In 1998, the Dolphins Swim School was created to teach swimming lessons to local youth, which in a large part resulted as a by-product of the very successful Pattullo Swim Center lesson program which had numerous families and children on their "waiting list"- a circumstance that continues to today.

Monterey County is surrounded by water with a 72 mile stretch of beaches and ocean from Big Sur to Santa Cruz. There are 18 lakes and 45 rivers and streams, hundreds of public & private swimming pools.

In the United States drownings among young people and minorities have been in the top three categories of unintentional death by accident for decades. These numbers for children 1-4 and males under fourteen are staggering.

A simple solution to this problem which is supported by the Centers for Disease Control (CDC), the American Red Cross, YMCA's of America, USA Swimming and Para Olympics, and is also a major effort with Kiwanis International, is to provide swimming lessons to youth as young as possible.

This need is not expected to dissipate in the foreseeable future. The Dolphins will continue to write grants and solicit funding from outside sources to continue the program after June 30, 2020.

Unintentional Drownings Statistics:

How big is the problem?

- From 2005-2014, there were an average of 3,536 fatal unintentional drownings (non-boating related) annually in the United States — about ten deaths per day.¹ An additional 332 people died each year from drowning in boating-related incidents.²
- About one in five people who die from drowning are children 14 and younger.¹ For every child who dies from drowning, another five receive emergency department care for nonfatal submersion injuries.¹
- More than 50% of drowning victims treated in emergency departments (EDs) require hospitalization or transfer for further care (compared with a hospitalization rate of about 6% for all unintentional injuries).^{1,2} These nonfatal drowning injuries can cause

severe brain damage that may result in long-term disabilities such as memory problems, learning disabilities, and permanent loss of basic functioning (e.g., permanent vegetative state).^{3,4}

Who is most at risk?

- **Males:** Nearly 80% of people who die from drowning are male.²
- **Children: Children ages 1 to 4 have the highest drowning rates.** In 2014, among children 1 to 4 years old who died from an unintentional injury, one-third died from drowning.^{1,2} Among children ages 1 to 4, most drownings occur in home swimming pools.² Drowning is responsible for more deaths among children 1-4 than any other cause except congenital anomalies (birth defects).¹ Among those 1-14, fatal drowning remains the second-leading cause of unintentional injury-related death behind motor vehicle crashes.¹
- **Minorities:** Between 1999-2010, the fatal unintentional drowning rate for African Americans was significantly higher than that of whites across all ages.⁵ The disparity is widest among children 5-18 years old. The disparity is most pronounced in swimming pools; African American children 5-19 drown in swimming pools at rates 5.5 times higher than those of whites. This disparity is greatest among those 11-12 years where African Americans drown in swimming pools at rates 10 times those of whites.⁵ Factors such as access to swimming pools, the desire or lack of desire to learn how to swim, and choosing water-related recreational activities may contribute to the racial differences in drowning rates. Available rates are based on population, not on participation. If rates could be determined by actual participation in water-related activities, the disparity in minorities' drowning rates compared to whites would be much greater.⁶

What factors influence drowning risk?

The main factors that affect drowning risk are **lack of swimming ability**, lack of barriers to prevent unsupervised water access, lack of close supervision while swimming, location, failure to wear life jackets, alcohol use, and seizure disorders.

- **Lack of Swimming Ability:** Many adults and children report that they can't swim.^{7,8} **Research has shown that participation in formal swimming lessons can reduce the risk of drowning among children aged 1 to 4 years.**^{9,10}
- **Lack of Barriers:** Barriers, such as pool fencing, prevent young children from gaining access to the pool area without caregivers' awareness.¹¹ A four-sided isolation fence (separating the pool area from the house and yard) reduces a child's risk of drowning 83% compared to three-sided property-line fencing.¹²
- **Lack of Close Supervision:** Drowning can happen quickly and quietly anywhere there is water (such as bathtubs, swimming pools, buckets), and even in the presence of lifeguards.^{13,14}
- **Location:** People of different ages drown in different locations. For example, most children ages 1-4 drown in home swimming pools.² The percentage of drownings in natural water settings, including lakes, rivers and oceans, increases with age.² More than half of fatal and nonfatal drownings among those 15 years and older (57% and 57% respectively) occurred in natural water settings.²

References

1. Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS) [online]. [cited 2012 May 3]. Available from: URL: <http://www.cdc.gov/injury/wisqars>.
2. CDC. Wide-ranging online data for epidemiologic research (WONDER). Atlanta, GA: CDC, National Center for Health Statistics; 2016. Available at <http://wonder.cdc.gov>.
3. Cummings P, Quan L. Trends in Unintentional Drowning: The Role of Alcohol and Medical Care. JAMA, 1999; 281(23):2198-2202.
4. Spack L, Gedeit R, Splaingard M, Havens PL. Failure of aggressive therapy to alter outcomes in pediatric near-drowning. Pediatric Emergency Care 1997; 13(2):98-102.
5. Gilchrist J, Parker EM. [Racial/ethnic disparities in fatal unintentional drowning among persons aged ≤29 years—United States, 1999–2010](#). MMWR 2014;63:421–6.

Proposed Activities:

The Dolphins have been providing swim lesson programming to the youth of Monterey County for over twenty years. Our formula is simple; 1) SMALL GROUP INSTRUCTION. Our class size is three students or less. Evidence suggests that by keeping the number of students per teacher ratio lower our students progress through the instructional program at a higher rate and with a greater efficiency and skill development. With small class size the instructor can customize the lesson program for the individual needs of the students, give more personalized feedback frequently, provide more time per student per class, and increases a feeling of safety and wellbeing for the students. 2) SKILL DEVELOPMENT THAT IS AGE APPROPRIATE, FOLLOWS APPROPRIATE PROGRESSIONS & MASTERY. Our teaching progressions are designed to accommodate all age groups and are supported by research, with the intention to allow for mastery of the skill before moving on to the next skill. 3) WELL TRAINED AND SKILLED INSTRUCTORS. Nearly all of our instructors are Competitive Swim Team student/athletes. Today many of these instructors were either taught at Pattullo Swim Center or by the Dolphins Swim School staff when they were youngsters and have participated for years as competitive swimmers through high school and college. All of our instructors (including our Lead Instructors) participate in over twenty hours of pre-season training and three to six hours per week of ongoing training throughout the instructional season. All of our swim instructors are American Red Cross trained in CPR, First Aid, and AED, all of our Lifeguards are American Red Cross Trained and All of our Lead Instructors are American Red Cross Trained. (References: American Red Cross Scientific Advisory Council <https://www.redcross.org/take-a-class/scientific-advisory-council> & <https://www.redcross.org/content/dam/redcross/Health-Safety-Services/scientific-advisory-council/Scientific%20Advisory%20Council%20SCIENTIFIC%20REVIEW%20-%20Minimum%20Age%20for%20Swimming%20Lessons.pdf>).

The Dolphins Swim School, proposes to provide organized swim lessons to the students of Seaside’s Tiny-Tot University. The students at Tiny-Tot University are three and four year olds, which is a very important age group to target for swimming lessons for health, safety and well-being. These lessons will be provided in small groups of three or less students per group. There are eight ½ hour lessons every two weeks, we will provide “Dolphins Swim School Coupons” to the Tiny-Tot University staff to distribute to the parents of the Tiny-Tot University students. These coupons will be for one month each for a total of sixteen swimming lessons per child.

The Dolphins Swim School provides six weeks of lessons in the Fall-September to November (3 two week sessions); six weeks of lessons in the Spring- February to May (3 two week sessions); and six weeks of lessons in the Summer- June to August (3 two week sessions). Although it is difficult to give a completely

accurate number of young people that will be served, primarily because one student may participate in multiple sessions (we record individual students in each session regardless of how many sessions that student participates). For example, if we are able to give lessons to twenty students per session over three instructional seasons then we would provide lessons to 180 students (including repeating students). This number could be higher with proper promotion of the program. If the Tiny-Tot University student body cannot sustain the program service level (ex. provide up to 200 students), we will reach out to other local pre-schools in SEASIDE to increase student attendance.

Organizational Experience:

Before COVID Seaside Aquatic Club had programs installed in Seaside, Salinas, Carmel, Soledad, and King City. We have had high school swimmers (and water polo players) represented in every high school in Monterey County. For over 25 years our student-athletes have won hundreds of high school league championships (individual & team), tens of dozens of All League honors, and individual high school team awards, we have had athletes ranked in the top sixteen at the Central Coast Section Swimming Championships (including dozens of top five finishes), as well as State Meet Qualifiers. Nationally, our swimmers have qualified for Sectionals, Futures, and National Championships including Junior & Senior Nationals, Senior Nationals Open Water Swimming Championships, the US Open and next year Olympic Trials.

Included on our coaching staff is our Head Coach has more than forty years of coaching & teaching experience. We have two age group coaches who also have been teaching & coaching for over forty years. Our Head Site Coach in Salinas has more than fifteen years of experience and our Head Age Group Coach/Swim School Director has over fifteen years of experience teaching and coaching. We have six other coaches/instructors who have 5-10 years of coaching experience. We have five coaches with college Graduate Degrees and five coaches with Undergraduate degrees. Our staff members are certified by USA Swimming, USA Water Polo, the National Interscholastic Swimming Coaches Association (NISCA), the American Swim Coaches Association (ASCA) and the American Red Cross. Our team Manager has worked in multiple levels of our programs for over ten years and is an expert in Quick Books, Excel, and payroll. We also receive organizational support from Mary Tanner who has over twenty years of tax, payroll, and management experience.

We have had open communication, user agreements, and facility use agreements with the City of Seaside, Monterey Peninsula Unified School District, Carmel Unified School District, Hartnell Community College District, the Soledad Special Recreation District and the King City Recreation Department for use of facilities, i.e. swimming pool use.

SINCE 1993 Seaside Aquatic Club coaches and Dolphin Swim School instructors have...

- performed over 40,000 swim lessons for over 6,000 students,
- held over 100 American Red Cross classes for approximately 600 students
 - 100+ have become City Lifeguards, INCLUDING at PATTULLO Swim Center
 - Certification classes for over 200 Seaside High School coaches
- Many of our student-athletes have gone on to become California State Beach Lifeguards
- Many of our students have received free and reduced scholarships for these classes & services
- Our Coaches have coached 3000+ competitive swimmers which has created over \$1,000,000 in college scholarships and MANY 100's of college undergraduate degrees. ONE OF WHOM IS A WEST POINT GRADUATE WHO HAS SERVED THREE TOURS IN THE MIDDLE EAST.... AND TWO CURRENT NAVAL ACADEMY CADETS. This past school year alone six of our swimmers completed graduate degrees, six graduated from college with undergraduate degrees and six

of our 2020 high school graduates have received college swimming scholarships (including two NCAA DI schools).

The primary individuals who will be responsible for the proposed program are Tina Cieri, Team Manager (ten+ years with the Dolphins), expert in Quick Books, Excel and payroll. Molly Fittro is our Head Age Group Coach and Dolphins Swim School Director with more than fifteen years of experience in coaching, teaching, staff training, and leadership, she holds a B.S. in Business Management and Economics and is an American Red Cross Instructor. Mary Tanner who is President/Tax Accountant at Barbara Simonich Accounting has prepared our budgets, payroll, and taxes for over ten years, will also be on the team for this program.

Line Item	City Funds	Other funds Match (10%)	Total	Notes
1.Salaries & Benefits	\$17,000	\$1,700	\$18,700	Salaries & Benefits
2. Services & Supplies	\$2,500	\$250	\$2,750	Accountancy, Website management, payroll, & office supplies
3. Equipment	\$2,500	\$250	\$2,750	Pool equipment and support
4. Other (Program Training & Scheduling, Promotional Material, & student certificates & ribbons)	\$3,000	\$300	\$3,300	Costs for promotion of the program, training materials, lesson materials
Total:	\$25,000	\$2,500	\$27,500	<i>"SWIMMING IS THE ONLY SPORT THAT CAN SAVE YOUR LIFE".</i> \$137.50 per student is a small price for a child's life.

<u>Staff Positions</u>	Benefits (FICA, SS, Medicare, CA Withholding CA Disability)	Comments:	TOTAL
11.4 Instructors @\$12.50 to \$15.00/hour based on experience Basis per Instructor \$13.75	0.3246125	90 hours per instructor during the proposed program	18,700*
Swim School Director/Staff Trainer @\$24.00/hour	0.3246125	110 hours	\$2,650*
Website and Payroll Management @\$20.00/hour	0.3246125	60 hours	\$1,590*
Accountancy and Reporting @\$20.00/hour	0.3246125	40 hours	\$1,060*
<u>Office Supplies</u>		Copying	\$100

<u>Equipment- Instructional Materials, Lesson toys, Safety Equipment</u>			\$2,750
<u>Promotional Material, Student Certificates & Recognition Ribbons</u>			\$650
		TOTAL	\$27,500