

APPROVED
SEP 02 2015
BOARD OF RECREATION
& PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 15-202

DATE September 2, 2015

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: **DOWNEY POOL – EXEMPTION FROM ALCOHOLIC BEVERAGE POLICY FOR WATER CONSERVATION AWARENESS SPECIAL EVENT**

R. Barajas	_____	*K. Regan	_____
H. Fujita	_____	N. Williams	_____
V. Israel	_____		



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a one-time exemption to the Department of Recreation and Parks (RAP) Alcoholic Beverage Policy to allow full spirits to be served at a water conservation awareness special event, to be held on September 26, 2015, from 12:00 p.m. to 5:00 p.m. at Downey Pool;
2. Authorize RAP to issue a Right of Entry permit to Change the Course, Dig Deep Right to Water Project, and The Mayor's Fund (event sponsors), which includes a provision to allow for the sale and consumption of full alcoholic spirits.

SUMMARY:

The RAP Alcoholic Beverage Policy allows for the sale and/or consumption of alcoholic beverages at approved events, but the beverages are limited to beer and wine. The Board of Recreation and Park Commissioners (Board) may, at its discretion, grant an exemption to this policy to allow for the sale of other types of alcoholic beverages.

Three organizations have collaborated to host a proposed "Empty Pool Party" to be held at an already empty public pool to raise awareness concerning the drought and other water issues facing Los Angeles, and Downey Pool was identified as the proposed site. DigDeep is a Los Angeles-based human rights organization committed to making clean water more accessible and sustainable in communities across the globe, and whose education work in the U.S. includes digital activations and

REPORT OF GENERAL MANAGER

PG. 2

NO. 15-202

live events with the intent of changing the way young people think about water. Change the Course is a national freshwater restoration and conservation initiative in which corporate sponsors commit to fund water restoration projects for each public pledge to conserve water, and The Mayor's Fund for Los Angeles brings together private, philanthropic, nonprofit and government resources to solve the City's most pressing challenges, sponsoring programs that address both current and future needs while maintaining an independent and nonpartisan focus on the long-term health of the City and its residents.

The proposed event is for adults, 21 years of age and older, and is designed to specifically target the young adult population of 21 to 39 year olds, 78% of whom, according to the event sponsors, have never seen their water bill. The proposed event is scheduled to take place on Saturday, September 26, 2015 from 12:00 p.m. to 5:00 p.m. at Downey Pool, and the event is free of charge. In lieu of an entry fee, a free ticket can be obtained by signing a pledge to implement one of several water-saving actions at home. The total savings realized through these pledged efforts will be celebrated during the event. Sign-ups will be managed through the event website, and the estimated number of guests is between 150 and 250. As guests arrive, event security will conduct identification checks and distribute wristbands.

Around the empty pool, guests will find interactive installations, educational material, beach games, small bites prepared by Los Angeles area chefs, cocktails and beer (Absolut Vodka's new brand Conca is a title sponsor), and live music. Each guest will be given parting gifts such as a water-efficient shower head and rebate information that will help them to conserve water at home. In addition, this will be a "no-waste" event with composting and recycling on premises.

As part of the event, it is proposed that full spirits be made available for purchase and consumption. The alcoholic beverages will be served by trained bartenders and consumed in a secured area, cordoned off exclusively for this purpose. Event security will monitor the entrance and exit to this area. Alcohol will be served in reusable plastic ware and in quantities of one ounce or less in mixed drinks (no alcohol shots); food and non-alcoholic drinks including water, soft drinks and fruit juices will be offered. The alcohol will be provided by Absolut Co., which supports the overall event goal by its commitment to global water sustainability.

Because Downey Pool is uniformly shallow and has a staircase that leads into the pool, the event sponsors have proposed to utilize this space for installations or as the beverage area. RAP Aquatics staff met with the event sponsor at the facility to assess their proposed use of the facility and confirmed that at its shallowest point of 3 ½ feet, the pool gradually slopes to 4 feet and the grade of the slope is in compliance with Americans with Disabilities Act (ADA) standards. It was also determined that no materials are needed on the bottom of the pool to create a flat, level surface.

REPORT OF GENERAL MANAGER

PG. 3 NO. 15-202

The event sponsors are committed to keeping guests safe and have proposed to erect a temporary barrier around the empty pool. A protective-non slip cover will be placed over the bottom of the pool surface, similar to what is laid on wooden gym floors to protect them from grooves and scuffs. Barricades will be placed around the perimeter of the pool, with an opening at the stairway. In addition, a ramp will be placed as an alternate entrance into the pool. A second "activity pool", which slopes from zero depth to a maximum of 18 inches, will be used as a demonstration area. The pool will be filled with foam balls to demonstrate how this method inhibits water evaporation in reservoirs. Participants will be able to walk along the zero depth area of the pool towards the deepest section of the pool where the balls are located. Stanchions will be erected to serve as a barrier between the attendees and the area of the pool containing the foam balls.

The event sponsor will hire maintenance and security companies at their expense to cover the event, and any additional cost for cleanup will be borne by the event sponsor. Staff will continue to work with the event sponsor as needed to ensure the safety of the participants and hired staff, as well as to ensure that the condition of the facility is safeguarded.

Upon Board approval of the one-time policy exemption, staff will prepare and issue a Right of Entry permit to the event sponsor. Facility and alcohol use fees will be deposited into RAP accounts designated for the facility, and the General Fund.

In exchange for the use of the facility, the event sponsor has offered to upgrade the restrooms by replacing the urinals with water-free models from Falcon Waterfree Technologies. These models have been installed in other public facilities such as Santa Clara University, where the campus has transitioned to 100% waterless urinals, and Staples Center, whose Vice President of Engineering estimated that over \$2,000 in direct water costs (excluding sewer charges and other municipal taxes) are saved each month, and over seven million gallons of water are saved per year. Replacement of the urinals would be at no cost to the City. If the Board wishes to pursue this further, staff will present a proposed scope of work and other details regarding the proposal from Falcon Waterfree Technologies at a subsequent meeting.

FISCAL IMPACT STATEMENT:

There is no negative impact to the Department's General Fund as the event sponsor will incur all expenses related to the event. A percentage of the revenue generated through fees associated with this event will be deposited into the General Fund.

Report prepared by Trish Delgado, Principal Recreation Supervisor I and Lisa Shinsato, Management Analyst II, Contracts Unit.