

Lifeguard Recruitment and Hiring Presentation 4/18/23



Guiding Principles for Annual Operational Decisions

- Long Range Plan Strategies/Goals
- City Council Approved Aquatics Vision Plan February 2018
- Annual Community Feedback
- Annual Maintenance Assessments
- Responses to unforeseen challenges (theft, vandalism, etc.)
- Equity

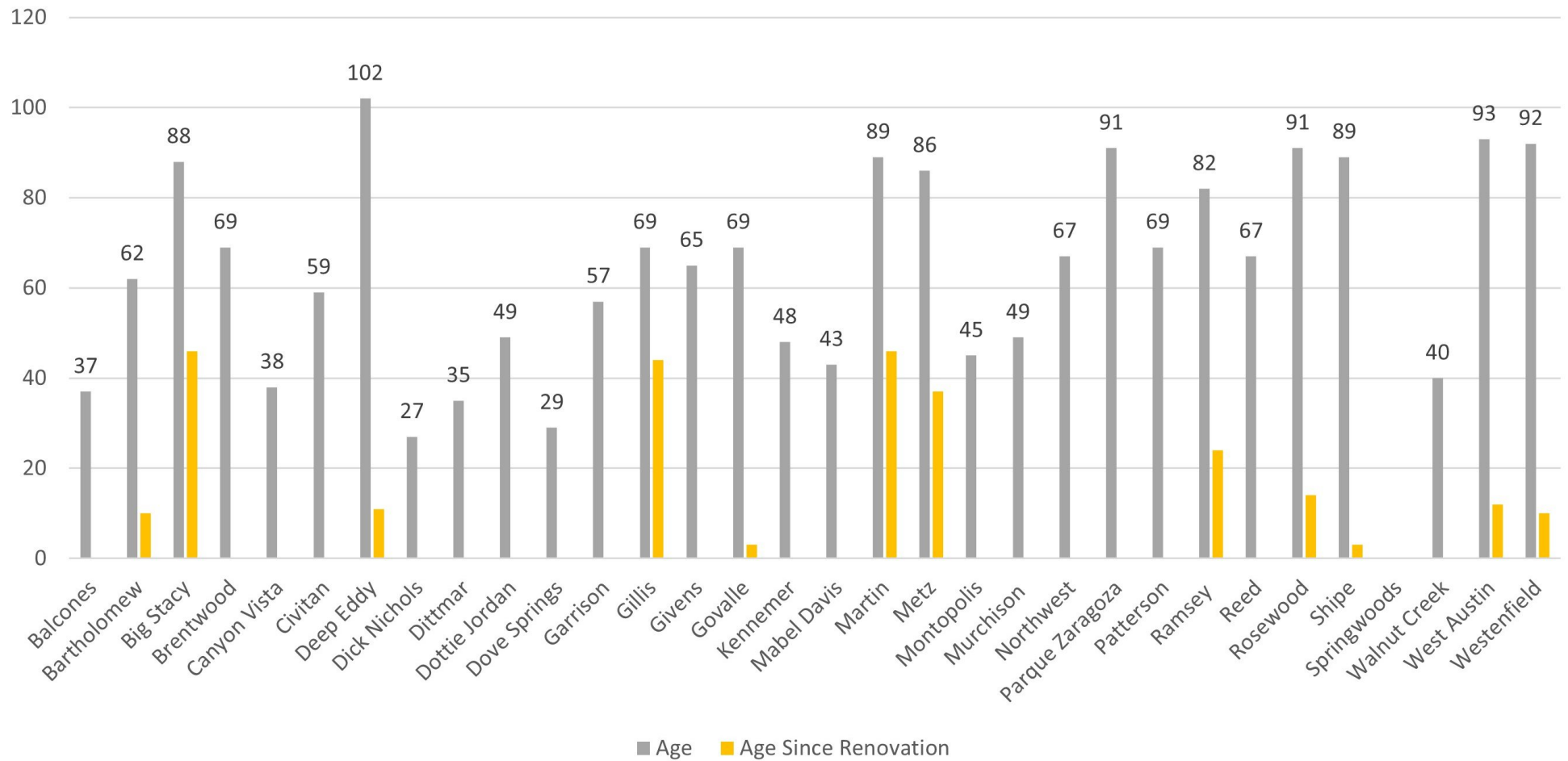


A young girl with dark hair is swimming underwater. She is wearing yellow and black swimming goggles and a colorful, patterned swimsuit. Her arms are outstretched to the sides, and she is looking towards the camera. The background is a clear blue water with some light rays visible.

Vision Plan Facility/Maintenance Recommendations

- Provide a modern and safe aquatic system
- Identified 7 critical pools for repair
- Provide suitable aquatic facility infrastructure, such as bathhouses
- Modernize existing facilities and include features like shade structures, WIFI, slides, and diving boards

Pool Age



Renovations & Projects

- Colony Park Pool (new)
- Givens Pool
- Shipe Pool
- Govalle Pool
- Montopolis Pool
- Northwest Pool
- Barton Springs Bathhouse
- Parque Zaragoza Bathhouse

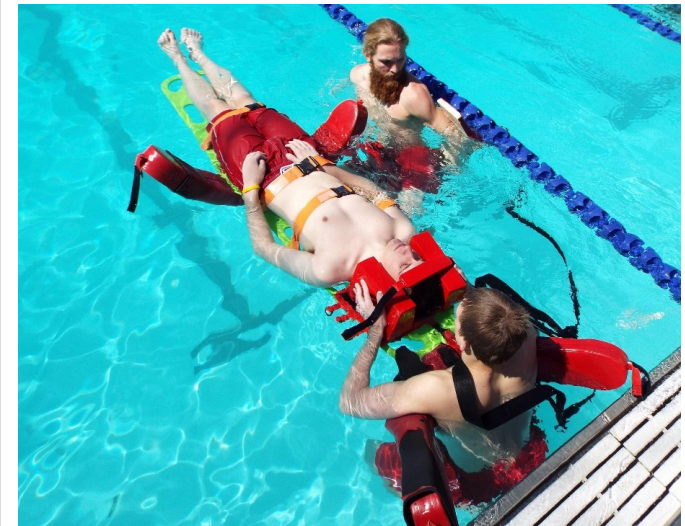
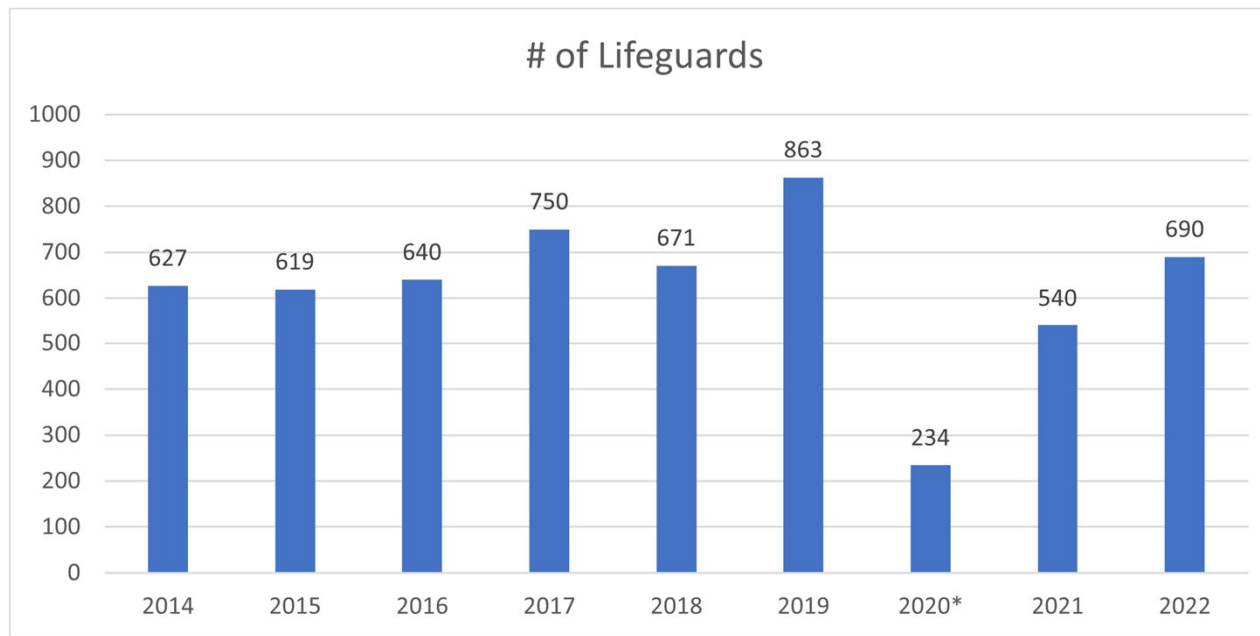


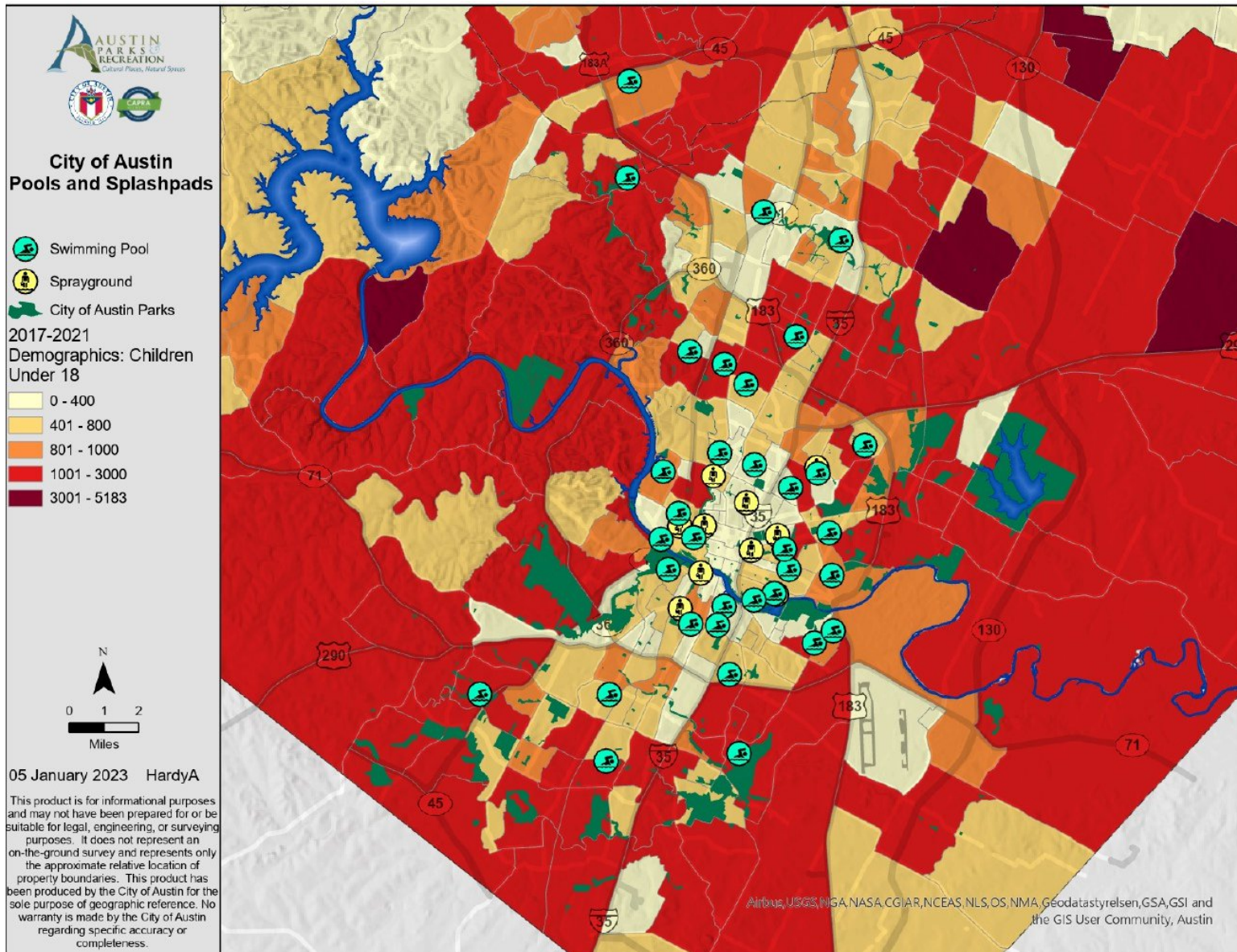
Maintenance Solutions

- Unit Strategic Realignment
- Maintenance Specific Supervision
- Increase Number of Complete units
- Utilize Contractors to assist
- Reduce facility down time
- Extend Splashpad Operating season
- Cross training opportunities



Staffing Goals – 850 Lifeguards each summer





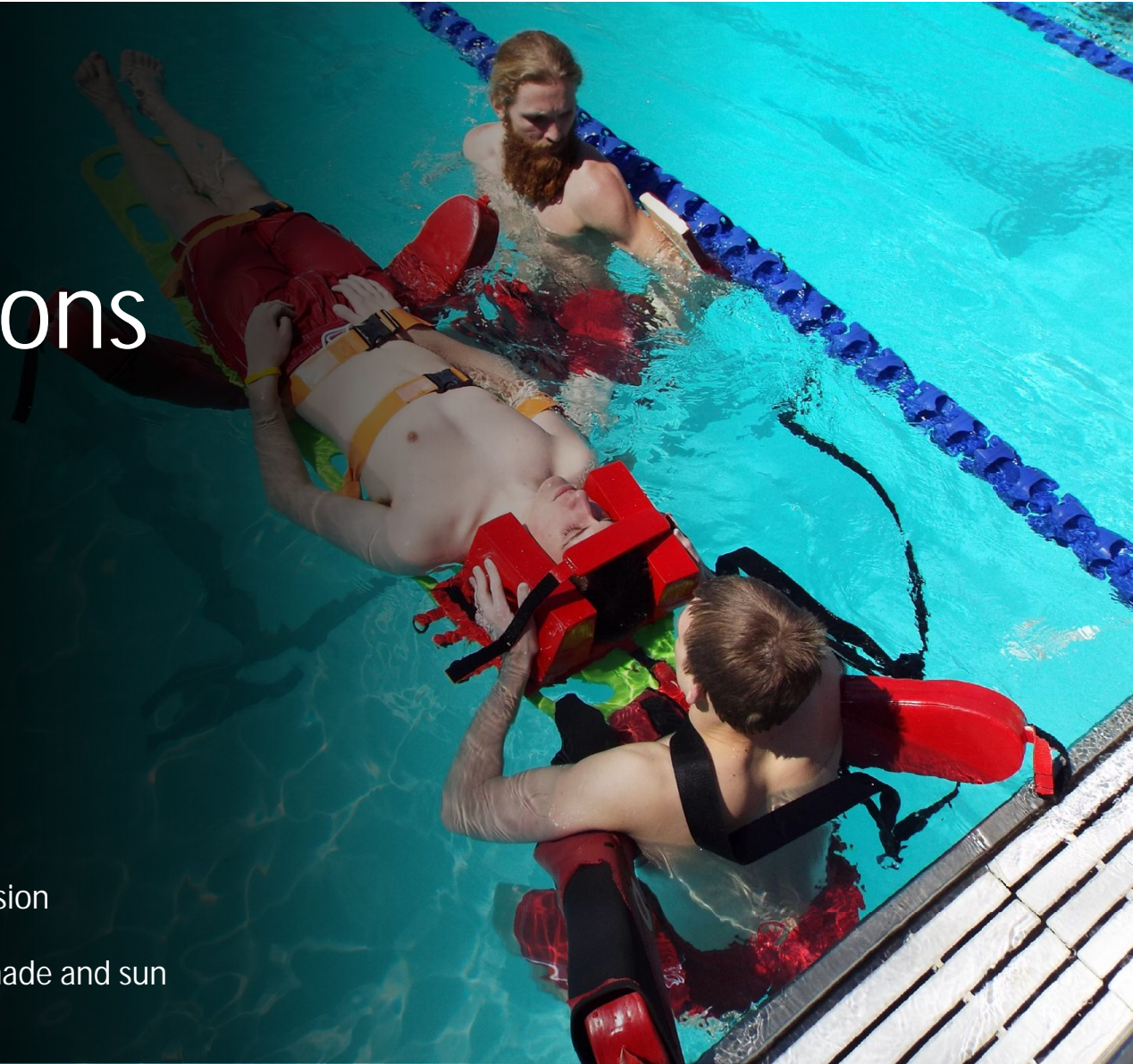
Vision Plan Staffing Recommendations

- Train, mentor, and maintain staff at all levels
- Continually evaluate hiring practices and automate hiring
- Hire year-round lifeguards to support a year-round system
- Implement policies and procedures to enhance recruiting
- Procure front line staff, like cashiers and grounds staff
- Enhance lifeguard staff experience by improving amenities



Recruitment & Retention Solutions

- HRD Collaboration for Automation
- PARD TOPS Automation
- 13 Full-time lifeguards hired
- New Pay Rates and bonus structure
 - \$20+ per hour and up to \$750
- Reduced barriers to entry
 - Free training
 - Training completion bonus of \$400
 - Issued Uniforms
- Create a culture of retention
 - Increase job growth opportunities in the Division
 - Off-season cross training opportunities
 - Amenity improvements through enhanced shade and sun protection



Outreach & Marketing

Messaging - English and Spanish

- Fun, flexible job that pays \$20/hour, with paid training, and perks
- Your career as a first responder starts here!

Outreach - Underway

- Focused Outreach at high schools, colleges, and hiring fairs
- Combine recruiting efforts with community recreation

Paid Marketing – February - April

- Use \$100k budget to amplify outreach messaging and advertise \$20/hour pay rate
- Use strategies with track record of success: signage, over-street banners, radio, targeted digital ads

NOW HIRING LIFEGUARDS



Interested in a career with EMS, Police, or Fire? Being a lifeguard is a great place to start!

Learn more about City of Austin jobs and how we can help get you started!



STARTING AT
\$20
HOUR

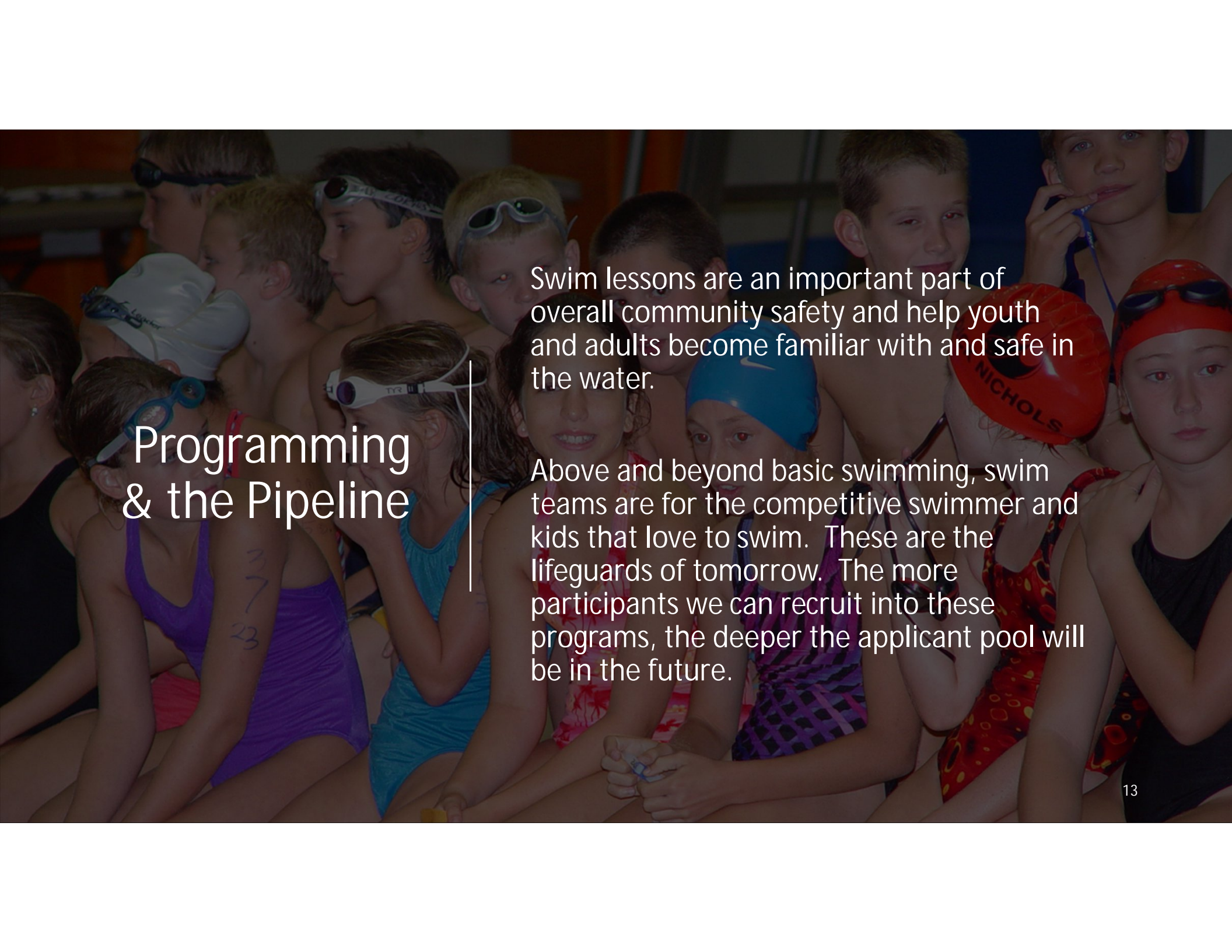
We hire candidates from diverse origins, orientations, identities, and abilities.

LIFEGUARDAUSTIN.COM

Vision Plan Program Recommendations

- Provide progressive, responsive programming
- Expand programs related to water safety
- Increase Swim Team opportunities
- Increase swim lessons at year-round facilities
- Expand community outreach for Aquatics programs



A group of young swimmers, both boys and girls, are sitting in a pool. They are wearing various colored swim caps (white, blue, red) and goggles. Some are looking towards the camera, while others are looking away. The background is slightly blurred, showing the pool environment.

Programming & the Pipeline

Swim lessons are an important part of overall community safety and help youth and adults become familiar with and safe in the water.

Above and beyond basic swimming, swim teams are for the competitive swimmer and kids that love to swim. These are the lifeguards of tomorrow. The more participants we can recruit into these programs, the deeper the applicant pool will be in the future.



Questions?
