

MINUTES
REGULAR CITY COUNCIL WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
CITY COUNCIL CHAMBERS - YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
July 16, 2024
5:30 p.m.

CALL TO ORDER

Mayor Nicholls called the Regular City Council Worksession to order at 5:33 p.m.

Councilmembers Present: Morales, Smith, McClendon (telephone), Morris, Shoop, Shelton, and Mayor Nicholls
Councilmembers Absent: None
Staffmembers Present: Acting City Administrator, John D. Simonton
Deputy City Administrator, Jenn Reichelt
Director of Public Works, Joel Olea
Police Captain, Rodrick Hamilton
Director of Parks and Recreation, Eric Urfer
Various department heads or their representatives
City Attorney, Richard W. Files
City Clerk, Lynda L. Bushong

I. GREATER YUMA WATER SAFETY ALLIANCE

Reichelt presented an overview of the Greater Yuma Water Safety Alliance (GYWSA) including its community education and outreach plan, current initiatives, and future goals as follows:

- Drowning Statistics
 - Drowning is the single leading cause of death for children ages one to four, and the second leading cause of injury related death for children up to age 14
 - 88% of child drownings occur with at least one adult present
 - 44 children died from drowning in Arizona in 2021
 - Even good swimmers can drown; it can happen when you least expect it
 - Drowning is fast and silent and can happen in as little as 20-60 seconds
 - Most teenage and adult drownings happen in natural and open waters such as lakes, rivers, ponds, and oceans
- Yuma Statistics
 - As one of the sunniest places on earth and with over 300+ sunny days a year, swimming is a popular year-round recreational activity in Yuma
 - Water safety is an essential part of our daily lives in Yuma
 - It is estimated that 22% of homes in Yuma have pools (7,692)
 - From 2013 to summer of 2024, the City issued 1,359 new residential pool permits (average of 118 a year)
 - 21 commercial permits were issued for pools during this same time
 - Since 2020, the Yuma Fire Department has responded to 39 near-drowning or drowning incidents in the Yuma community, with 12 resulting in fatalities

- GYWSA
 - GYWSA was established in the fall of 2023
 - Comprehensive approach to water safety, drowning prevention, swimming education, and water awareness
 - Collaborative initiative that brings together a diverse group of community individuals, agencies, and organizations
 - Unified water safety message and campaign
 - Opportunity to leverage individual and collective expertise and resources
- GYWSA Goals
 - Educate the community about the importance of water safety
 - Reduce and/or eliminate drownings in the community
 - Expand access to swimming lessons (scholarships)
 - Develop key strategies to keep water safety at top of mind and visible throughout the community all year long
- Current GYWSA Members
 - City of Yuma
 - City Council
 - Administration
 - Yuma Fire Department
 - Yuma Police Department
 - Parks & Recreation
 - Yuma County Public Health Services District
 - Yuma Regional Medical Center
 - Prison Hill Liquid Foundation (non-profit)
- 2024 Water Safety Community Outreach Plan
 - Developed a comprehensive multi-media campaign
 - Incorporated National Drowning Prevention Alliance (NDPA) messaging
 - Tagline – Anyone can drown. No one should.
 - Special events
 - Campaign Launch Party
 - Water Safety Day
 - Developed and installed enhanced signage along the river
 - Campaign was launched in April 2024
 - English and Spanish
- Five Layers of Protection
 - Campaign messaging focuses on the NDPA’s five layers of protection.
 - Each layer should be used together when in or around water to reduce the risk of drowning.
 1. Barriers & Alarms
 2. Supervision
 3. Water Competency/Swimming Lessons
 4. Life Jackets
 5. Emergency Preparedness
- Campaign Elements
 - Webpage
 - Printed collateral

- News releases
- Articles/newsletters
- Digital billboard
- Social media posts
- Water safety videos
- Radio and TV spots
- Water Safety Wednesdays on *Today in Yuma* radio show
- Booths at community events
- Promotional items (swag)
- Swimming scholarships
- This Year's Successes
 - Created logo and collateral
 - Water Safety Wednesdays
 - Coverage in the media
 - Booth at community events
 - Water Safety Day
 - Chamber Mixer
 - Children's Museum
 - Back to School Rodeo
 - Extensive social media campaign
 - Water Safety Day – over 1,100 attended
 - Offered 125 scholarships for swimming lessons
 - Scholarships were gone in days
 - Funded by Yuma County Health Services District, Prison Hill Liquid Foundation, and a private resident
- Future Plans
 - Expand community outreach campaign
 - Grow GYWSA membership
 - Offer cardiopulmonary resuscitation (CPR) training
 - Increase access to swimming lessons
 - Scholarships
 - Additional sessions
 - Develop mechanism to accept GYWSA donations to fund water safety initiatives
 - Seek funding opportunities
 - US Consumer Product Safety Commission grant - \$150k+
 - Continue to look for other grant opportunities

Reichelt displayed photos of campaign highlights including the installation of enhanced signage along the Colorado River, 2024 Water Safety Day, and the 2024 Campaign Launch Party.

Discussion

- The Colorado River mile marker signs start out upstream and stop at the City limits (**Mayor Nicholls/Reichelt**)
- The lessons offered by the City all take place at City pools; however, there are individuals and organizations that offer private swimming lessons that would take place in private/residential pools (**Shoop/Reichelt**)

- Parks and Recreation swimming lessons currently cost \$28 for residents and \$42 for non-residents; this cost is for one person per session, and there are three two-week sessions offered each summer (**Shelton/Reichelt**)
- Next year there will be significant focus on raising money to increase the number of scholarships that can be offered to further expand access to swimming lessons (**Shelton/Reichelt**)
- Anyone interested in making a donation can find contact information for GYWSA on the City's website at yumaaz.gov/watersafety (**Morris/Reichelt**)

III. REGULAR CITY COUNCIL MEETING AGENDA OF JULY 27, 2024

Motion Consent Agenda Item C.2 – Request for Proposals (RFP) Award: Offsite Fuel Card Services
(execute a two-year agreement with the option to renew for three additional one-year periods with McNeece Bros. of Yuma, Arizona for an estimated annual expenditure of \$2,000,000.00) (RFP 24-284) (Pub Wks)

Discussion

- Diesel Exhaust Fluid (DEF) is an additive that is used in larger apparatus such as solid waste and fire trucks and is typically added at a rate of approximately one gallon for every 20 gallons of diesel fuel (**Morris/Olea/Mayor Nicholls**)

Resolution R2024-038 – Intergovernmental Agreement: United States Border Patrol – Yuma (for the use of the Yuma Public Safety Training Facility) (YPD)

Discussion

- The construction of the Public Safety Training Facility (PSTF) was funded by the City, including some grant related money through Arizona Peace Officer Standards and Training Board (AZPOST); typically when other entities utilize the PSTF they are not charged directly, but any cost sharing for the use of the facility is typically covered through reciprocity (**Smith/Hamilton**)

Ordinance O2024-024 – Amend Yuma City Code: Regulating Parks Within the City (update current park operations and address ongoing issues in the parks) (Pks & Rec)

Discussion

- Individual parks and their opening and closing hours are not listed within the proposed ordinance; this information will be posted in each park and on the City's website, and will be communicated through public outreach (**Shelton/Mayor Nicholls/Urfer**)
- Updated signage will be installed after the proposed ordinance takes effect, 30 days after adoption (**Morales/Urfer**)
- Parks and Recreation has already begun to identify more popular parks without adequate lighting to prioritize the installation of lights (**Mayor Nicholls/Urfer**)
- Alcohol can be consumed in most City parks with a permit issued through Parks and Recreation; this will not be changed by the proposed ordinance (**Shelton/Urfer**)
- Before adding lights to neighborhood parks, the City needs to take into consideration any impact that lighting may have on the surrounding neighborhood (**Shelton/Urfer**)

EXECUTIVE SESSION/ADJOURNMENT

Motion (Morales/Smith): To adjourn the meeting to Executive Session. Voice vote: **adopted** 7-0. The meeting adjourned at 6:22 p.m.

Lynda L. Bushong, City Clerk

APPROVED:

Douglas J. Nicholls, Mayor

Approved at the City Council Meeting of:

City Clerk: _____