



Scenic Pacifica  
Incorporated Nov. 22, 1957

## CITY OF PACIFICA Surf Camp/School Policy Advisory Task Force

170 Santa Maria Avenue • Pacifica, California 94044-2506

<https://www.cityofpacifica.org/>

Tuesday June 15, 2021 at 6:00 PM  
Virtual Meeting via Zoom Link: <https://zoom.us/j/91956994341>

MAYOR  
Sue Beckmeyer

MAYOR PRO TEM  
Mary Bier

COUNCIL  
Mike O'Neill  
Sue Vaterlaus  
Tygarjas Bigstyck

### CORONAVIRUS DISEASE (COVID-19) NOTICE

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT AND PURSUANT TO THE ORDERS OF THE HEALTH OFFICER OF San Mateo COUNTY DATED MARCH 16, 2020, MARCH 31, 2020, APRIL 29, 2020 AND MAY 15, 2020. THIS MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT NECESSARY BUSINESS AND IS PERMITTED UNDER THE ORDER AS AN ESSENTIAL GOVERNMENTAL FUNCTION.

Consistent with the above-referenced Orders, this City Committee Meeting will not be physically open to the public and Committee Members and staff will be video/teleconferencing into the meeting.

To maximize public safety while still maintaining transparency and public access, members of the public can observe and participate in the meeting as detailed below.

- To Observe the Meeting by computer/smartphone
- <https://zoom.us/j/91956994341>
- Webinar ID: 919 5699 4341
- Participant ID: 285503
- To dial-in via phone +1 (669) 900-6833

### How to Submit Public Comments:

- **During the Meeting:** Live verbal public comments may be made by members of the public joining the meeting via Zoom. Use the "raise hand" feature (for those joining by phone, press \*9 to "raise hand") during the public comment period for the agenda item you wish to address. City staff will call on people to speak by name provided or last 4 digits of phone number for dial-in attendees. Please clearly state your full name for the record at the start of your public comment. You will have 3 minutes to speak unless modified by the meeting chair.
- **Before the Meeting:** Written public comments received by 4 pm the day of the meeting will be made part of the record but will not be read verbally at the meeting. Email comments to: [City Staff](#).



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### **AGENDA**

#### **Tonight's Meeting Objectives:**

- Recap progress. Review and discuss potential recommendations.

#### **Order of Business**

1. **Call to Order**
2. **Administrative Business – 10 mins**
  - a Operating Procedures Update
  - b Approval of Minutes
3. **Recapping Progress – 10 mins**
  - a Purpose and Current Policy Snapshot
  - b Roadmap Review and Meeting Timeframe
4. **Streamlined Proposal – discussion/feedback – 15 mins**
5. **Recommendations Discussion – 50 mins**
6. **Task Force member updates and communications – 10 mins**
7. **Upcoming Meeting Roadmap, next steps - 10 min**
8. **Public Comment (2-3 minutes per speaker - TBD) - 15 mins**
9. **Adjournment**

The City of Pacifica will provide special assistance for persons with disabilities upon 24 hours advance notice to the City Manager's office at (650) 738-7301, including requests for sign language assistance.

# Surf Camp/School Advisory Task Force Purpose and Current Policy Snapshot

**Task Force Purpose:** To consider and make recommendations to the Parks, Beaches and Recreation Commission regarding the City of Pacifica Surf Camp/School Policy. As adopted by the Parks, Beaches, and Recreation Commission (12/16/20) the Task Force will review:

- **Full Implementation of a Community Access Partner Permit (CAPP)** program with an intention to provide equitable access for underrepresented groups. (currently being piloted – approved through 2021).
- **Overall Surf Camp/School Policy including but not limited to:**
  - Camp/student limits with consideration of “load” or number of surf camp/school participants on the beach in place of permitting a static number of camps.
  - Consider implementation of a calendar of times of use and schedules by permittee to develop the number of permits to be issued.
  - Review hours of operations (weekday, weekend, summer/balance of year) and location of camps.
  - Safety and environmental considerations.
  - Overall purpose/mission of the Surf Camp/School Policy.
- **Application Process**
  - Permit Approval
    - Automatic approval of existing permittees or shift to RFP process
    - Timing of RFP – length of permit term; how far in advance open
    - Develop criteria and scoring rubric
    - Application Requirements/Applicant Qualifications

Policy Rules	Current	CAPP Pilot/Phase I	Surf Camp Students
Number of Camps/School Permits	2 large with a limit of 25 students (1:5 ratio)		50
	1 small with a limit of 12 students (1:5 ratio)		12
Local Surf Shop Permit	1 Local Surf Shop with a limit of 12 (1:5 ratio)		12
Local Surf shops who hold a Pacifica Business License but not a permit	May also continue teaching individual and small group lessons with a maximum of 5 students to maintain 1/5 ratio		
<b>Total Students pre CAPP</b>			74
CAPP Pilot/Phase I		2 small with a limit of 12 students (1:5 ratio)	24
<b>Total Students with CAPP Phase I</b>			98
Camp Hours	Weekdays – 8am-Sunset unrestricted	Same	
	Weekends – 8am – 12 noon Unrestricted	Same	
	12 Noon -Sunset – 10/camp max	Same	
Area of Operations	Between north restrooms and San Pedro Creek	Same	

# Surf Camp/School Policy Advisory Task Force

## Meeting Roadmap

- **#1 – February 16, 2021**  
Task Force Introductions. Overview of Purpose and Outcome Expectations. Organization and Protocols. Background of Policy and survey of other municipal programs.
- **#2 – March 16, 2021**  
Current Surf Camp/School Rules Matrix. Schedule and usage of beach by operators Community Access Partner Permit (CAPP) program criteria and framework.
- **#3 – April 20, 2021**  
CAPP Program Framework Scenarios.
- **#4 – May 18, 2021**  
Overall Policy Purpose Statement. Current Policy Overview with focus on current permit limits on camps/numbers of students per camp and potential shift to student “load.”
- **#5 - June 15, 2021**  
Recap Progress. Review and discuss potential recommendations.
- **#6 July 20, 2021**  
Recommendations and Report.

June 1, 2021

Michael Perez  
City of Pacifica  
Department of Parks and Recreation

Mr. Perez:

Attached, please find an alternative proposal for regulating surf camps/schools at Linda Mar. I believe this proposal improves on the existing proposals by creating *one* single, biennial, overall RFP and calendaring process for *all* surf camps that is inclusive of and responsive to the concerns and priorities that I've heard expressed during the course of my participation the Commission. The proposed process would offer time-limited access to the beach to *all* qualified operators and allocate all available load capacity through a time-slot calendaring system based on four priorities: continuity, safety, access and citizenship.

Key points:

1. The proposed process continues to respect the value of continuity via "pro rata" allocations of load capacity based on past use, but balances it with other important interests (namely, "safety", "access", and "citizenship") through a rolling time-slot selection process based on point-score ranking.
2. The CAPP goal of access for disadvantaged and/or underrepresented groups is reflected by the access category in the point-score rankings. The citizenship category is designed to further incentivize voluntary sharing of allocated time slots.
3. The process takes advantage of calendaring technologies as well as load capacity to create a mechanism to allocate usable time on the beach down to the level of each hour of the year. Based on the current load capacity of 74, there are 150,000+ usable hours in each year that can be allocated.
4. The process would rely on a degree of "good faith" provision of information from and participation by all operators, but based on the gap between the number of hours available and current use patterns, there should be enough flex in the system such that it can work at varying degrees of precision and enthusiasm.

The most important point that I'd like to emphasize is that the proposed process would provide the city with several "dials" that could be adjusted in a fairly granular and fine-tuned way in order to advance the city's priorities. So, for example, if there is an interest in more access and less continuity, then more points could be awarded in the selection process for access, and the percent of total seats allocated pro rata in the early rounds could be reduced. And vice-versa, if there's more interest in continuity. Therefore, I would suggest that the initial discussions should be focused not so much on whether it

correctly prioritizes any particular value, but whether it would be a more effective way to advance all of the priorities.

Thank you for your consideration, and I greatly look forward to the discussion at the next meeting.

Sincerely,

D. Malcolm Carson  
Task Force Member

**Proposal: Regulation of Surf Camps**  
**D. Malcolm Carson, Task Force Member**

Purpose: These regulations shall ensure that the beach and the surf remain a shared public resource, and that:

- the natural beauty of the beach is preserved,
- the beach remains available for both active and passive recreation and respite,
- public safety is protected,
- opportunities to use the beach or surf for commercial purposes are fairly allocated,
- opportunities for surfing lessons are available for all segments of the community, including persons of all ages and socio-economic groups, and
- instructional opportunities are diverse, including private instruction and classes of various sizes.

Proposal: One Request for Proposals and Calendaring process for *all* surf camp operators, commercial and nonprofit, existing and new, conducted every other year.

Overview: The proposed process offers access to the beach to *all* applicants, providing they meet basic qualifications (including submission of required documentation as appropriate), and allocates time-slots in a given cycle between approved operators based on four priorities: continuity, safety, access and citizenship.

Phase I: Basic Qualifications

- Submission of application
- Program structure and curriculum
- Price list of camp fees
- Safety plan
- Business plan
- Appropriate certifications
- Proper equipment in good condition
- Proficient staff

All applicants that meet basic qualifications are invited to proceed to Phase II.

Phase II: Ranking

Each applicant receives a score of 1 to 100 based on the following criteria:

- Safety (40 points)
  - Experience operating surf camps, both generally and specifically at Linda Mar
  - Record of citations and/or safety incidents, if any

- Access (40 points)
  - Experience and competency providing free or reduced rate lessons to members of underrepresented groups
  - Nonprofit charitable status, or fiscally-sponsored program/project
- Citizenship (20 points)
  - Collaboration/sharing of space with other operators
  - Transparency with and responsiveness to city staff

### Phase III: Calendaring

An online calendar will be created reflecting all usable beach time within the full upcoming two-year cycle broken into time-slots (1hr, 2hr, 3hr, half-day, and full-day), assuming maximum load of 74 surf camp participants at any given time. Calendaring will then take place in rounds, similar to a “draft”. In the interest of continuity, in each round, applicants will be allocated opportunities for time-slot selection *pro rata* based on their actual<sup>1</sup> use of the beach in the previous cycle<sup>2</sup>. The other goals and priorities will be reflected in the *order of selection* within each round, as determined by Phase II ranking.

- Round One: 50% of the time slots available (each approved applicant is allocated a pro rata share of the available slots based on the number of hours they used in the prior cycle, the order of selection by ranking)
- Round Two: 50% of the remaining time slots (same process as Round One)
- Round Three: all remaining time slots (same process as Rounds One and Two)
- Round Four: applicants are given opportunity to claim unallocated time slots or exchange them

### Phase IV: Acceptance

In order to “lock in” calendared time slots, applicants must submit:

- Pacifica business license
- Copy of Certificate of Insurance for \$3 million dollar (\$3,000,000) liability insurance for current year, naming the City of Pacifica as additionally insured/certificate holder
- Proof of Workers’ Compensation policy of one hundred thousand dollars (\$100,000) if you have employees

If applicant fails to submit required documentation, they are dropped from the list of approved operators for that cycle and their selected time slots are reallocated to the other applicants per the “Phase III” process outlined above. The remaining applicants move on to Phase V: Operations.

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<sup>1</sup> Based on “good faith” estimates of operators, subject to audit.

<sup>2</sup> For initial cycle, previous two years’ use.



## Phase V: Operations

- Official calendar maintained online by city staff, each operator has “view only” access.
- Operators are free and even encouraged to voluntarily trade hours among themselves at any time during the permit period without notifying the city. The official calendar will remain unaffected by voluntary trading between operators.