



Information Item

Date: April 29, 2013

To: Mayor and City Council
From: Karen Ginsberg, Director, Community and Cultural Services
Subject: Update on Surf Instruction Permit Process for FY 13/14

Introduction

This Information Item provides a summary of the process conducted for issuing Surf Instruction Permits. The City annually issues two *Lessons, Classes and Camps Permits*, one *Multiple Instructor Permit* for private/semi-private surf lessons, and ten *Single Instructor Permits* for private/semi-private surf lessons. Permit locations and the number of permits available were discussed in general with the Recreation and Parks Commission in December 2007 and with the City Council in January 2008. The actual permit locations and number of permits available were established administratively in 2008 with input from surfers, beach users, surf instructors, and recommendations from the Los Angeles County Lifeguards, to balance unrestricted public access with the demand for surf instruction for locals and tourists, while providing for an overall safe environment on the beach. One *Lessons, Classes and Camps* location was eliminated in 2009 upon the opening of the Annenberg Community Beach House leaving the two existing locations.

Background

Youth surf camps, classes and all other surfing instruction for compensation on Santa Monica State Beach must be authorized by the City of Santa Monica via regulations

promulgated by the Community and Cultural Services Director pursuant to Santa Monica Municipal Code Section [4.55.230](#). Current permits will expire on May 31, 2013.

A Request for Proposal (RFP) for Surfing Instruction, Classes and Camps by Independent Providers for the period June 1, 2013 – May 31, 2014, with an option to renew permits for two additional one year periods was recently issued by the Community and Cultural Services Department. The RFP was open from January 15, 2013 - February 1, 2013 and was publicized on the City's website, on the City's online bidding site, and emailed to an interest list of current and prospective surf instructors and surf camps.

Discussion

Fifteen proposals were received for the three permit types available and reviewed by staff to determine if minimum qualifications were met for the type of permit being sought. A review panel consisting of the City's Beach Administrator, a Los Angeles County Beaches and Harbors Program Manager, and a Los Angeles County Lifeguard was established to review and rate the proposals and conduct interviews with each of the applicants. The members of the review panel were selected because of their familiarity and expertise with Santa Monica beach operations, ocean safety, and/or surf camps and surf instruction permitting.

The proposals were evaluated based on the applicants' responses in several key areas including, but not limited to:

- experience and history
- operations plan
- health and safety plan
- customer satisfaction

Each of the categories gave applicants an opportunity to detail their experience, to explain the business model and practices of their operations, and to demonstrate their ability to conduct safe, high quality and enjoyable surf camps or lessons. Each section

of all proposals as well as the proposals overall were rated using a scale of *excellent*, *good*, *fair* or *poor*. This same rating scale was used for the interviews, helping the review panel to assess the clarity, knowledge and experience that each applicant demonstrated during the interview. Finally, staff checked references for each applicant.

After reviewing the proposals and conducting the interviews, staff combined the review panelists' ratings to obtain an overall rating for each applicant for the three permit types.

Review Results

Lessons, Classes, and Camps Permits: There are two *Lessons, Classes, and Camps Permits* available, one located at Tower 6 (north of the Pier) and one at Towers 27/28 (south of the Pier). Four applicants met the minimum qualifications and indicated their first priority would be to receive a *Lessons, Classes, and Camps Permit*. These applicants and their combined ratings are:

- Aqua Surf School– “excellent”
- Malibu Makos– “good”
- Perfect Day Surf Camp– “excellent”
- SurfSTAR/Surf Academy– “good”

Based upon the outcome of the process outlined above, staff will issue a *Lessons, Classes, and Camps Permit* to Aqua Surf School at Tower 27/28 and to Perfect Day Surf Camp at Tower 6.

Multiple Instructor Permit: There is one *Multiple Instructor Permit* available for Tower 18. Five applicants met the minimum qualifications and indicated that their first or second priority would be for a *Multiple Instructor Permit*. These applicants and their combined ratings are:

- Go Surf LA– “good”
- Learn to Surf LA– “excellent”
- Malibu Longboards– “good”

- Star Surf– “poor”
- Tony Baker – “fair”

Based upon the review process outlined above, staff will issue the *Multiple Instructor Permit* to Learn to Surf LA.

Single Instructor Permits: There are ten *Single Instructor Permits* available. Instructors with *Single Instructor Permits* may teach surfing at any location except the locations reserved for surf camps (Towers 6 and 27/28) and at the *Multiple Instructor Permit* location (Tower 18). They must also avoid any areas designated by the County Lifeguards as “No Surfing” or “Swimming Only” zones. Under the conditions of the *Single Instructor Permit*, all lessons must be taught personally by the permit holder. The permit may not be shared, passed along to hired instructors, or used to conduct lessons with any more than two students at a time.

Below is a list of the eligible applicants who have not been selected for a *Lessons, Classes, and Camps Permit* or a *Multiple Instructor Permit* along with their combined rating from the review panel.

- Curtis Veach/Star Surf- “fair”
- Frank Caronna- “good”
- Kevin Rea/Surf In LA- “good”
- Laine Furukawa/Golden State Surf Co- “good”
- Marion Clark/Surf STAR/Surf Academy- “good”
- Martin Squires/Kapowui Surf Club- “good”
- Matt Rosas/Malibu Longboards- “good”
- Nick Ostrogovich/Santa Monica Surf School- “good”
- Nicole Bush/Paddle Surf LA- “good”
- Peter Paris/Go Surf LA- “good”
- Tom Corliss/Malibu Makos- “good”

- Tony Baker- “good”

Based upon the review process outlined above, staff will issue the *Single Instructor Permits* to Frank Caronna, Kevin Rea, Laine Furukawa, Marion Clark, Martin Squires, Matt Rosas, Nick Ostrogovich, Nicole Bush, Peter Paris, and Tony Baker. These applicants either only met the qualifications of a *Single Instructor Permit* or selected a *Single Instructor Permit* as their first or second priority. They also received a combined rating of “good” from the review panel.

Next Steps

Applicants that are being issued permits will submit a permit fee and required insurance and business license documents to City staff. When these requirements are met, permits will be issued to the selected applicants. All permits are valid from June 1, 2013 – May 31, 2014. The names and contact information for all permitted surf instructors will be listed on the Community and Cultural Services website. Anyone interested in participating in a surf camp or taking a surf lesson may contact one of the authorized instructors directly to register.

Summary

Requiring permits and controlling the number of permitted surf camps and instructors on Santa Monica State Beach helps to maintain the important balance between public beach access and the demand for quality surf instruction. The permit selection process ensures that all permitted surf instructors and camps meet minimum qualifications and safety and quality standards set forth by City staff for activities on Santa Monica State Beach.

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