

# Lifeguard Retention and Recruitment

EBRPD LIFEGUARD SERVICES

Board Operations Committee  
May 29, 2024



# Recruitment Numbers

- ▶ 2023 Staff: 139
- ▶ 2023 Returning Lifeguards: 108
- ▶ 2024 Lifeguard Cadets: 43
- ▶ 2024 Current workforce: 151
- ▶ Goal: 170+ lifeguards
- ▶ 15 facilities (Contra Loma closed at this time)

## OUR FACILITIES



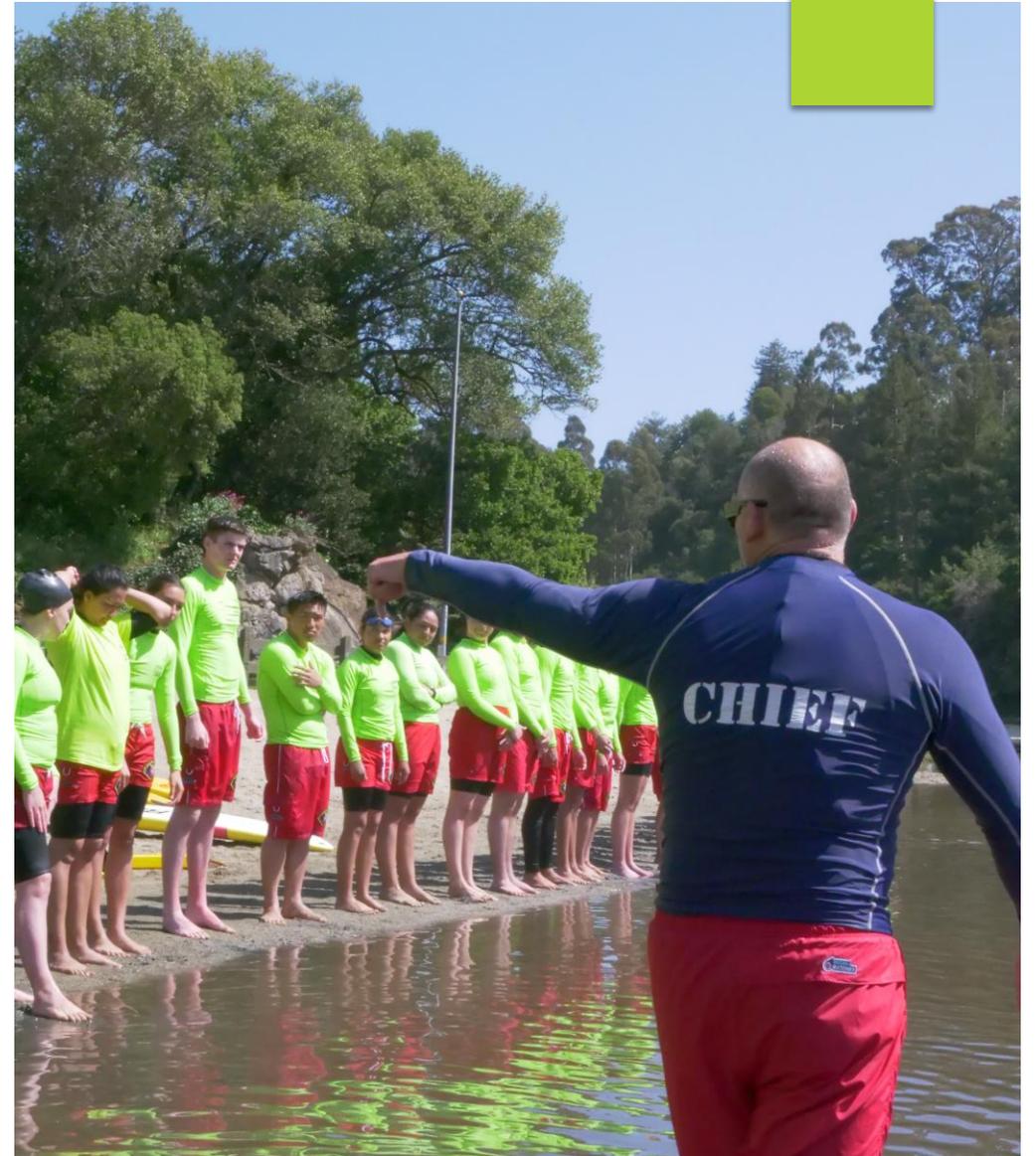
# Recruitment Efforts

- ▶ Reached out to agencies: 82
- ▶ ROI: 43 lifeguard cadets (1<sup>st</sup> academy)
- ▶ Attendance to 1<sup>st</sup> academy: Weekends only (5 weeks)
- ▶ Recruitment for 2<sup>nd</sup> academy is taking place
- ▶ Attendance to 2<sup>nd</sup> academy: Weekdays only, Late June
- ▶ Goal for 2<sup>nd</sup> academy: 10-20 lifeguard cadets



# Retention efforts

- ▶ Stronger messaging in Parent Orientation
- ▶ Clear path of skill development and promotion
- ▶ Consistent messaging on what the Lifeguard Services Mission is
- ▶ Clear path of events within the season



# HOW WE MOVE FORWARD

- ▶ Agency's geography
- ▶ "Workforce reflects the community they serve."
- ▶ Guidelines for recruitment
- ▶ Ease of the hiring process
- ▶ How we expand what we do
- ▶ Path to permanent positions

