



MEETING DATE: July 9, 2025

FROM: Ryan Bonk

RE: Plumas Rural Services: Request to Consider Family Pool Pass Discount

BACKGROUND:

Plumas Rural Services, a 501(c)(3) non-profit organization, reached out to staff to inquire about the potential of the City providing discounted family pool passes for this season. The group anticipates purchasing four (4) family pool passes if a discount is approved.

EXECUTIVE SUMMARY:

The request from Plumas Rural Services is as follows:

Dear Ryan Bonk and Honorable City Council Members,

We are writing on behalf of the Early Start Family Resource Center and the Family Empowerment Center at Plumas Rural Services to express our sincere gratitude for the City's continued support of families in our community. As part of our ongoing efforts to promote child safety and meaningful family engagement, we are seeking to provide pool passes to local families in Portola this summer.

Our goal is to offer low-income families access to safe, healthy recreational opportunities that they may otherwise be unable to afford. Along with each pool pass, families receive a pool bag filled with water safety materials and helpful family resources to promote safe and fun summer activities.

Currently, we have \$500 in funding allocated toward this initiative, which would allow us to purchase two family pool passes at the current rate. However, with a generous discount from the City, we would be able to reach more families and significantly expand the impact of this program.

We truly believe this initiative offers a meaningful opportunity for families to connect, stay active, and enjoy a safe summer experience. We are deeply grateful for your consideration, and we would be honored by any discount or support the City of Portola may be able to provide to help us serve more families.

Thank you again for your time and for your dedication to supporting the well-being of our community.

Warm regards,

Early Start Family Resource Center & Family Empowerment Center

Plumas Rural Services

In response to the request, staff requested the following additional information. Responses from Plumas Rural Services are included below:

- **Is there a selection process or criteria for families that may be selected to receive the passes?**

At the Early Start Family Resource Center, we support parents and caregivers of children with disabilities ages 0–5. The Family Empowerment Center serves families of children and young adults with disabilities up to age 22. Pool pass recipients would come from these families we currently serve.

While we do not collect formal income data, most of our families qualify for free or reduced school lunch, and many face economic hardship.

We do not have a formal selection process in place; however, we have identified a small group of families who would benefit greatly from receiving a pool pass and accompanying summer safety materials.

- **Are there similar efforts occurring at the pool in Quincy?**

Yes, Quincy is participating in this initiative. We have already secured pool passes for several families residing in Quincy through similar funding and collaboration.

- **Is there a requirement for eligible recipients to be residents of Portola and/or have a Portola address?**

Yes, recipients of City of Portola pool passes must be Portola residents with a Portola address. We are also extending this effort to neighboring communities—such as Quincy and potentially Taylorsville—with the understanding that residency in those communities will also be a requirement for participation there.

RECOMMENDATION:

Staff recommends that the City Council review the request and confirm the request would serve public interest and benefit the community.

Staff believes the proposed discount request will encourage access for underserved populations.

Staff is recommending a discount of 25% from the regular price of a Family Season Pass (\$180) for a discounted rate of \$135.

FISCAL IMPACT:

The financial impact is a 25% discount off the full price of a Family Season Pass. The potential positive of approval is that families that may not have been able to afford a pass will be able to participate in the pool and potentially make additional purchases during their visits. The operation of the pool does not change

with this request so there is no additional staff costs incurred.
