Memorandum

DATE November 1, 2013

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair), Jennifer Staubach Gates (Vice Chair), Tennell Atkins, Sheffie Kadane, Philip T. Kingston

SUBJECT Apartment Complex Summer Swim

The Monday, November 4, 2013, Budget, Finance and Audit Committee agenda will include a briefing on the Apartment Complex Summer Swim Program. The briefing will be presented by Gordon Echtenkamp, President and CEO of the YMCA of Metropolitan Dallas.

Please contact me if you need additional information.

Jeanne Chipperfield
Chief Financial Officer

Attachment

C: Honorable Mayor and Members of the City Council
   A.C. Gonzalez, Interim City Manager
   Rosa A. Rios, City Secretary
   Warren M.S. Ernst, City Attorney
   Daniel F. Solis, Administrative Judge
   Craig D. Kanton, City Auditor
   Ryan S. Evans, Interim First Assistant City Manager

Jill A. Jordar, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O’Donnell, Interim Assistant City Manager
Frank Librio, Public Information Officer
Elsa Cantu, Assistant to the City Manager

"Dallas-Together, we do it better!"
Apartment Complex
Summer Swim

City of Dallas
Budget, Finance & Audit Committee
November 4, 2013
SAFE SWIMMING SAVES LIVES

According to the CDC, formal swimming lessons can reduce the risk of drowning by 88% among children ages 1-4.
FACTS

In Texas, drowning is the leading cause of accidental death among children.

Dallas county outranks all other counties in this region for fatal and nonfatal drowning.

Minority children between the ages of 5 and 14 are three times more likely to drown than white children in the same age range.
The Y – we teach America to swim

- 100 year history
- Community Awareness Program
  Know Before you Go
- Regional Impact – 13,000 kids
- Focus on at-risk kids
MAKE A SPLASH
Providing families who live in Dallas area apartment communities with knowledge and skills that will result in safer behaviors around water

Main teaching points for children:

• Never swim alone
• Wear appropriate floatation devices
• Teaches basic water safety
• Swim skills that result in basic survival
MAKE A SPLASH

Areas Served

- 118 Apartment Communities Served
- 77 Apartment Communities in the City of Dallas
- 3000 kids attended lessons
# MAKE A SPLASH

## 2013 assessment results

<table>
<thead>
<tr>
<th>Activity</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climb out</td>
<td>76%</td>
<td>95%</td>
</tr>
<tr>
<td>Swim 15 feet</td>
<td>39%</td>
<td>66%</td>
</tr>
<tr>
<td>Jump in deep water &amp; return to wall</td>
<td>46%</td>
<td>73%</td>
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