

LIFESAVING SOCIETY AQUATIC PROGRAM MATERIALS

Recommendation

That an amendment to the agreement between The City of Edmonton and The Royal Life Saving Society Canada, Alberta and Northwest Territories Branch for the provision of Aquatic Program Materials, as outlined in Attachment 1 of the June 18, 2025, Community Services report CS03022, be approved, and that the amendment be in form and content acceptable to the City Manager.

Requested Action		Committee decision required	
ConnectEdmonton's Guiding Principle		ConnectEdmonton Strategic Goals	
CONNECTED This unifies our work to achieve our strategic goals.		Healthy City	
City Plan Values	BELONG. LIVE. ACCESS.		
City Plan Big City Move(s)	A community of communities Inclusive and compassionate	Relationship to Council's Strategic Priorities	15-minute districts Conditions for service success
Corporate Business Plan	Serving Edmontonians		
Council Policy, Program or Project Relationships	<ul style="list-style-type: none">N/A		
Related Council Discussions	<ul style="list-style-type: none">N/A		

Executive Summary

- Administration is seeking Executive Committee approval to extend the current three year agreement with The Royal Life Saving Society Canada and Northwest Territories Branch (The Lifesaving Society) to provide aquatic program materials by seven years, for a total of 10 years ending June 30, 2032.
- The City of Edmonton has partnered with the Lifesaving Society for over 50 years to deliver lifesaving, lifeguarding, leadership and first aid training programs.
- Annually, City facilities coordinate over 55,000 aquatic program registrations.
- In January 2023, the Red Cross Society, another longstanding program partner, transferred their copyrighted Learn to Swim program content to The Lifesaving Society.
- This contract ensures the City receives all necessary swim program curriculum, badges, and test sheets required to implement City of Edmonton aquatic programs.
- Administration is also seeking approval to increase the contract value from \$950,000 to \$5 million. This adjustment is intended to support anticipated program growth and accommodate inflation over the extended contract period.

REPORT

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world, operating in over 40 countries. As Canada's lifeguarding experts, the Lifesaving Society sets the standard for lifeguard training and certifies Canada's National Lifeguards. The Society also helps to inform aquatic safety standards (Alberta Health Pool Standards, July 2014, Amended 2018¹) and consult on aquatic safety issues for the aquatic industry and governments.

The City of Edmonton has partnered with the Lifesaving Society for over 50 years to deliver lifesaving, lifeguarding, leadership and first aid training programs. The Society's certification programs provide the basis of hiring qualifications for City of Edmonton employees, including Aquatic Instructors and Lifeguard certification. Additionally, Lifesaving Society Intermediate First Aid is a Government of Alberta approved first aid training agency and provider.

The City of Edmonton boasts substantial participation in aquatic and lifesaving programs, with approximately 55,000 program registrations annually. This translates to over half a million interactions with individuals learning vital skills such as swimming and lifesaving. The City's commitment to safety and emergency preparedness extends to its employees, with over 1,000 requiring Lifesaving Society aquatic certifications. Additionally, numerous other City of Edmonton employees necessitate Occupational Health and Safety approved First Aid training. In 2024, the City facilitated the delivery of over 2,000 advanced course certifications, underscoring its

¹ Alberta Health Pool Standards, July 2014, Amended 2018 - <https://open.alberta.ca/dataset/6bc9b110-3b67-4d2e-b797-ab9ee003e7a4/resource/37c20024-52c5-44f0-9faa-c8360c10b17f/download/standards-pools-2018.pdf>

LIFESAVING SOCIETY AQUATIC PROGRAM MATERIALS

dedication to fostering a culture of safety and equipping its residents and employees with essential lifesaving skills.

In February 2022, the Red Cross Society, another longstanding program partner, notified the City that it would transfer their copyrighted Learn to Swim program content to the Lifesaving Society. The City entered into a new single source agreement with the LifeSaving Society for Learn to Swim program content and materials (stickers, badges, etc.).

With the Canadian Red Cross' exit from the swim and safety program sector, the Lifesaving Society is the sole provider capable of delivering comprehensive swim and lifesaving programs at the scale required by the City of Edmonton and the Government of Alberta.

Budget/Financial Implications

There are no budget impacts for this contract as the full value of the annual cost currently exists in the branch's base expense budget for aquatic program materials.

Legal Implications

As per the City Administration Bylaw 16620, procurement agreements over \$1 million that do not arise from a competitive procurement process must be approved by the appropriate Standing Committee. The City is subject to trade agreements that require an open, competitive process for procurements of this value, unless a trade agreement exemption applies. For the current contract and proposed amendment, there is an exemption in each applicable trade agreement. In both the New West Partnership Trade Agreement and the Canadian Free Trade Agreement, the exemption is for procurements from a non-profit organization. The Comprehensive Economic and Trade Agreement exemption applies to procurements from philanthropic institutions. As the Lifesaving Society is both a non-profit organization and a registered charity, it falls within both these exemption categories.

Community Insight

The Lifesaving Society's Swim for Life, Swimabilities, and Aquatic and Safety Certification Programs are essential services that cater to a wide range of individuals, from those who simply want to enjoy the water safely to those who require aquatic skills for their profession. To ensure that Administration is meeting the needs and expectations of participants, a robust feedback system has been implemented that includes both in-person and online surveys conducted through the City of Edmonton website and the MoveLearnPlay registration platform. These surveys gather valuable data on overall satisfaction, staff engagement and program quality.

Furthermore, the Administration actively monitors and responds to feedback received through various channels, such as 311, online platforms, social media and Council inquiries. This feedback encompasses a wide range of topics, including the scheduling and delivery of Lifesaving programs. The City strives to offer programming at each aquatic facility that aligns with the specific amenities and demographics of the district it serves. Overall, high levels of customer satisfaction and a significant number of repeat customers are reported.

To ensure programs are of the highest quality and meet the needs of Edmontonians, a robust quarterly review process has been implemented. These in-depth reviews analyze all aspects of

LIFESAVING SOCIETY AQUATIC PROGRAM MATERIALS

aquatic program and service delivery, including the timing and location of programs, the demographics of participants and the instructional methods and resources utilized.

Additionally, Administration actively seeks and incorporates feedback from all community partners into this review process. Based on the insights gathered from these reviews and the feedback received, necessary adjustments are made to the Lifesaving programs, taking into consideration the availability of resources, staffing levels and facility limitations.

This customer-focused approach allows continuous adaptation and improvement of programs, ensuring they remain relevant, engaging and accessible to all Edmontonians. Maintaining this high level of program quality and responsiveness fosters consistent and ongoing program registrations.

GBA+

Annually, 1.2 million Canadians participate in Lifesaving Society swimming, lifesaving, lifeguard, first aid and leadership programs. As Canada's lifeguarding experts, The Lifesaving Society sets the standard for lifeguard training and certifies Canada's National Lifeguards.

The City of Edmonton is committed to providing equitable access to aquatic programming and reducing barriers to participation.

Financial barriers are addressed through the Leisure Access Program, which offers a 75 per cent discount on program registration for qualifying individuals. This ensures that cost is not a deterrent to participation in lifesaving programs.

Language barriers are also addressed, as lifesaving programs are offered in both official languages, English and French. Additionally, SwimAbilities, a program specifically designed for people with disabilities, is available, further promoting inclusivity and accessibility.

Furthermore, the City recognizes the importance of inclusive and welcoming environments for all residents. Women and Girls aquatic opportunities are available at Eastglen and Confederation Leisure Centres, providing safe and comfortable spaces for women and girls to participate in aquatic activities. This initiative promotes inclusivity and encourages participation from those who may have limited opportunities for public engagement.

The City also recognizes the diverse needs and schedules of its residents. To accommodate these varying needs, programs are offered at various times and in different combinations. This flexibility ensures that families, youth, children and adults can all find suitable opportunities to participate in lifesaving programs. By offering a range of options and addressing potential barriers, the City of Edmonton strives to create an inclusive and accessible aquatic environment for all its residents.

Environment and Climate Review

This report was reviewed for environment and climate risks. Based on the review completed no significant interactions with the City's environmental and climate goals were identified within the scope of this report.

LIFESAVING SOCIETY AQUATIC PROGRAM MATERIALS

Attachment

1. Aquatic Program Materials Amending Agreement Key Terms