

AQUATICS WORKING GROUP

JULY 15, 2025

6:00 Introductions

- Sign-in sheet
- Refreshments
- Agenda review
- Feedback board for capturing comments

6:05 Go around the room - sharing

- Briefly introduce yourself and share what brought you to today's working group

6:25 Feedback and notes from the June 17 session

- Review feedback and notes
- Discussion/ comments / new feedback

6:45 Report-outs on word-of-mouth marketing efforts to promote aquatics

- List of CBO's, neighborhood groups, locations
- Reports from volunteers who distributed flyers
- Confirm/ assign volunteers to cover additional locations

6:55 Review of proposed pool schedules after summer season ends

- Belle Haven Pool and Burgess Pool proposed schedules effective Augst 18
- Discussion

7:25 Wrap-up

- Sign-in sheet reminder
- Feedback board and notes to be distributed and posted to website
- Thank you!

Meeting feedback and notes
Aquatics working group - June 17, 2025
Held at Belle Haven Pool

The June 17 session was attended by approximately 19 participants, most of whom had attended previous sessions. The June 17 agenda was primarily focused on:

1. Reviewing responses to the feedback from the May 20 session prepared by city staff and the aquatics operator
2. Reviewing current efforts to promote the aquatics program
3. Organizing Belle Haven neighborhood volunteers to assist with a hyperlocal word-of-mouth campaign to promote aquatics.

Over the course of the session, participants' comments were captured on a poster board. The comments are transcribed below, and are available on the City website here: menlopark.gov/aquatics

Sharing – What brought you? One good thing to share about the aquatics program?

1. Desire to spread interest in swimming
2. Fitness instructor – 25 years
3. Swim team coach at Belle Haven. Want lots of kids at pool
4. Swimmer, local, want everyone in neighborhood to benefit
5. Local, access for all
6. Believe that all ages should swim
7. Want to hear the feedback, hope the local neighborhood gets excited about pool
8. Lifelong swimmer – want to understand financial challenges, share ideas
9. Belle Haven local, swimmer, Belle Haven Neighborhood Association president, want community to know about / use Belle Haven Pool
10. Want to dispel perception that Belle Haven residents “don’t want to swim” —they just need access, means to do
11. Concerned about financial issues, seek solutions
12. Water exercise user. Hope for sponsors from Belle Haven swim team, funding for free/ subsidized activities
13. Palo Alto resident – Menlo Park swimmer. Supporter of swim team. Want to see more kids at Belle Haven Pool from local schools, community
14. Belle Haven resident. Happy to see mailer and coupon – more of that!
15. Daughter on swim team – like the mailer/ coupon

New comments after reviewing the feedback and responses from the May 20 working group meeting. Operator/staff remarks are shown in brackets.

1. Need Spanish speakers to help get info at Aquafit, other classes
2. How has summer break attendance been? [It has picked up w/ summer break and summer programs]
3. Why isn't Boys and Girls Club at Belle Haven Pool. They are going to other locations for summer. Outreach to those programs.
4. City contributes \$1M to the pool/year – at what point would the pool close for lack of funds?
5. What do the maintenance costs entail? Who is paying? [City pays for maintenance] [Operator pays for day-to-day operations]
6. Why were Burgess hours reduced? [To control labor costs]
7. Can we get financial information about pool operations, shortfall
8. Pool is built by the City. Operator runs it.

9. Facebook made gift contingent on their employees having access? [No] [Focus is on hyperlocal residents. There is no special access for Facebook employees.]
10. Bilingual lifeguards? [Yes, and working to hire more.] [Not always on deck, yet]
11. Swim team can eventually lead to youth lifeguards. [Certifications are earned as well.] [Menlo Swim and Sport is a competitive employer – large team, strong recruiting capacity.]
12. Which school are target for lifeguard recruiting? [Mostly Menlo-Atherton High, but others too]
13. Red Cross website has info where youth can get lifeguard training. [Menlo Swim and Sport offers ~10 lifeguard classes / year, in-house trainers]
14. Beyond Barriers Athletic Foundation also gives scholarships for lifeguard training? [Majority of Menlo Swim and Sport new hires are local]
15. Water polo used to be robust; status update? Could expand reach, bring revenues [Belle Haven Pool is designed to support water polo in the future]
16. Second comment/ testimonial about the water polo program and coach at Belle Haven. Comment on stigma / different response by residents not from Belle Haven about Belle Haven

Marketing efforts, feedback/suggestions

1. Local stores
2. Public transit ads
3. Belle Haven Child Development Center
4. Senior Center
5. Aquafit instructor reached out to senior center program
6. Food trucks @ pool?
7. Birthday party rentals?
8. BBQ, family celebrations
9. (Water safety message)
10. Segmented marketing, targets
11. Talking points, tailored
12. Target Meta employees in morning? Lunch? And other employers
13. Preschools

Word-of-mouth marketing efforts to promote aquatics**Updated 7/15/2025**

Volunteer	Organization/Location	# Flyers
Miyko	Belle Haven Empowered	200
	Belle Haven Action	
	Markets (2)	
	Starbucks	
	Jack-in-the-Box	
	Ice Cream shop	
	Laundromat	
	Dashi	
	Chevron	
	Back a Yard	
	Soleska	
	Donut Delite	
Rochelle	First Five/All Five Child Development Program	80
	FitKids	
	Peninsula Volunteers	
	Learning Home Volunteers	
	There with Care	
	Ecumencial Hunger Foundation	
	LifeMoves Haven House	
	BGCP	50
	BGCP - Cesar Chavez	30
Eduardo H.	Climate Resilience Community	25
Arlene	Girls to Women	15
Total		400



Belle Haven Pool Schedule

Fall 2025: Beginning August 18th

Instructional/Recreational Pool - 88°

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9 - 10 AM	Laps (4)	Laps (4)	Laps (4)	Laps (4)	Laps (4)	Lessons (2) Laps (2)	
10 - 11 AM	Laps (4)	Laps (2) Aqua Fit (2)	Laps (4)	Laps (2) Aqua Fit (2)	Laps (4)	Lessons (2) Family Rec (2)	
11 AM - 12 PM	Laps (4)	Laps (4)	Laps (4)	Laps (4)	Laps (4)	Lessons (2) Family Rec (2)	Laps (2) Family Rec (2)
12 - 1 PM	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Family Rec (4)	Family Rec (4)
1 - 2 PM	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Family Rec (4)	Family Rec (4)
2 - 3 PM	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Family Rec (4)	Family Rec (4)
3 - 3:30 PM	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Laps (2) Family Rec (2)	Family Rec (4)	Family Rec (4)
3:30 - 4 PM	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Laps (2) Family Rec (2)	Family Rec (4)	Family Rec (4)
4 - 5 PM	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Youth Teams (3) Rec (1)	Family Rec (4)	
5 - 6 PM	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Youth Teams (3) Rec (1)		
6 - 7 PM	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Lessons (2) Family Rec (2)	Laps (2) Family Rec (2)		

Lap Swim, Family Recreational/Open Swim, Swim Lessons, Aqua Fit, Youth Swim Teams

Belle Haven Pool Schedule

Performance Pool - 80° **Fall 2025: Beginning August 18th**

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9 - 10 AM	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (5) Le (1)	
10 - 11 AM	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (5) Le (1)	
11 AM - 12 PM	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (5) Le (1)	Laps (5) YT (1)
12 - 1 PM	Masters (5) La (1)	Masters (5) La (1)	Masters (5) La (1)	Masters (5) La (1)	Masters (5) La (1)	Laps (6) YT (1)	Laps (5)
1 - 2 PM	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)
2 - 3 PM	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)	Laps (6)
3 - 4 PM	Laps (5) Le (1)	Laps (5) Le (1)	Laps (5) Le (1)	Laps (5) Le (1)	Laps (6)	Laps (6)	Laps (6)
4 - 5 PM	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Laps (6)	
5 - 6 PM	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)	Youth Teams (4) Laps (2)		
6 - 7 PM	Youth Teams (2) Laps (4)	Youth Teams (2) Laps (4)	Youth Teams (2) Laps (4)	Youth Teams (2) Laps (4)	Youth Teams (2) Laps (4)		

Lap Swim, Youth Swim and Triathlon Teams, Family Recreational/Open Swim, Swim Lessons and Camp Lessons

Splash Pad

Open all hours open swim is available

Holidays & Pool Closures

Tuesday, November 11th Veteran's Day

Thursday, November 27th Thanksgiving Day

Wednesday, December 24th – Thursday, January 1st

Christmas Eve through New Year's Day

Pools CLOSED

Pools CLOSED

Pools CLOSED



Burgess Pool Schedule

Fall 2025: Beginning August 18th

Instructional/Recreational Pool - 87°

	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY		
6 - 7 AM	Laps		Laps		Laps		Laps		Laps		Laps				
	(6)		(6)		(6)		(6)		(6)		(6)				
7 - 8 AM	Laps		Laps		Laps		Laps		Laps		Laps		Laps		
	(6)		(6)		(6)		(6)		(6)		(6)		(6)		
8 - 9 AM	Aqua Fit	Laps	Aqua Fit	Laps	Aqua Fit	Laps	Aqua Fit	Laps	Aqua Fit	Laps	Laps		Laps		
	(4)	(2)	(4)	(2)	(4)	(2)	(4)	(2)	(4)	(2)	(6)		(6)		
9 - 10 AM	Laps		Laps		Laps		Aqua Wellness	Laps	Laps		Lessons	Laps	LG	Laps	
	(6)		(6)		(6)		(3)	(3)	(6)		(4)	(2)	(2)	(4)	
10 - 11 AM											Lessons	Laps	LG	Laps	
											(4)	(2)	(2)	(4)	
11 AM - 12 PM											Lessons	Laps	LG	Laps	
											(4)	(2)	(2)	(4)	
12 - 1 PM											Lessons	Rec	Laps	Family Rec	
											(4)	(2)	(2)	(4)	
1 - 1:30 PM											Lessons	Rec	Laps	Family Rec	
											(4)	(2)	(2)	(4)	
1:30- 2 PM											Les (1)	Lap (1)	Family Rec (4)	Laps (2)	Family Rec (4)
2 - 3 PM											Laps (2)	Family Rec (4)	Laps (2)	Family Rec (4)	
3 - 3:45 PM	Lessons (3)	Lap (3)	Lessons (3)	Lap (3)	Lessons (3)	Lap (3)	Lessons (3)	Lap (3)	Lessons (3)	Lap (3)	Laps (2)	Family Rec (4)	Laps (2)	Family Rec (4)	
3:45 - 4 PM	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Laps (2)	Family Rec (4)	Laps (2)	Family Rec (4)	
4 - 5 PM	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)					
5 - 5:15 PM	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)					
5:15 - 6 PM	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	LG (1) Rec (2)					
6 - 6:45 PM	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	Bridge (3)	Lessons (3)	LG (1) Rec (2)					
6:45 - 7 PM	Lessons (3)	Family Rec (3)	Lessons (3)	Family Rec (3)	Lessons (3)	Family Rec (3)	Lessons (3)	Family Rec (3)	Lessons (3)	Family Rec (3)					
7 - 8 PM	Laps (3)	Family Rec (3)	Laps (3)	Family Rec (3)	Laps (3)	Family Rec (3)	Laps (3)	Family Rec (3)							

Laps = Lap Swim, Family Rec = Open/Family Swim, Lessons= Swim School Lessons, Bridge Swim Program, Aqua Fit, Aqua Wellness, LG= Lifeguard Course (on select dates only)

Pool schedule is subject to change

Burgess Pool Schedule

Performance Pool- 80°

Fall 2025: Beginning August 18th

	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY			
6 - 7 AM	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)				
7 - 8 AM	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)	Masters (8)	Lap (3)		
8 - 9 AM	Laps (11)		Laps (11)		Laps (11)		Laps (11)		Laps (11)		Distance Freestyle (8)		Lap (3)	Mavens (8)	Lap (3)	
9 - 9:15 AM	Laps (11)		Laps (11)		Laps (11)		Laps (11)		Laps (11)		Laps (11)		Mavens (8)		Lap (3)	
9:15 - 10 AM	Legends (3)	Laps (8)	Laps (11)		Legends (3)	Laps (8)	Laps (11)		Laps (11)		Youth Team (2)	Laps (8)	Le (1)	Mavens (8)	Lap (3)	
10 - 11 AM											Youth Team (2)	LG (2)	Laps (6)	Le (1)	Laps (11)	
11 - 11:15 AM											YT (2)	LG (2)	Laps (6)	Le (1)	Laps (11)	
11:15 AM - 12 PM											LG (2)	Laps (8)		Le (1)	Laps (11)	
12 - 12:30 PM											LG (2)	Laps (8)		Le (1)	LG (2)	Laps (9)
12:30 - 1 PM											LG (2)	Laps (9)		LG (2)	Laps (9)	
1 - 2 PM											Clinics (2)	LG (2)	Laps (7)		LG (2)	Laps (9)
2 - 3 PM											Clinics (2)	LG (2)	Laps (7)		LG (2)	Laps (9)
3 - 4 PM	Laps (11)		Laps (11)		Laps (11)		Laps (11)		Laps (11)		Clinics (2)	LG (2)	Laps (7)		LG (2)	Laps (9)
4 - 5 PM	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)						
5 - 6 PM	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)						
6 - 7 PM	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)						
7 - 8 PM	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)	Youth Teams (8)	Laps (3)								

Laps= Lap Swim, Masters= Menlo Masters, Youth Teams= Youth Teams including SOLO, PASA-MP, Mavericks, **Mavens= Mavens Masters Water Polo**, Clinics= Youth and Adult Sim Clinics, Le= Lessons, Legends= Legends Swim & Strength for Seniors, LG= Lifeguard Course (on select dates only)

Pool schedule is subject to change

Burgess Pool Schedule

Fall 2025: Beginning August 18th

Lifeguard Courses

Lifeguard Certification courses will be held on the following dates:

September 12th – 14th

October 3rd – 4th

November 16th

If no Lifeguard course is being held, these lanes will be open for Open Swim in the Instructional/Recreational Pool or Lap Swim in the Performance Pool.

Wading Pool

Weekends only through Labor Day Weekend

Saturday & Sunday 12 – 3 pm

Pool Closures

Tuesday, November 11th Veteran's Day

Pools CLOSED

Thursday, November 27th Thanksgiving Day

Pools CLOSED

Friday, November 28th Thanksgiving

9 am Opening

Wednesday, December 24th – Thursday, January 1st

Christmas Eve through New Year's Day

Pools CLOSED