

AQUATICS WORKING GP.

MAY 20, 2025

- Beautiful facility
- Need to consult community about classes, times
- Where are nearby residents?
Need more outreach - happy to help!
- need more offerings for students
- Hours too short, closes too early
(working adults)
- Should be reciprocity w/ Burgess swim pass.
- Advertise youth swim more,
like in activity guide
- Instructors who speak Spanish
- Swim team has been doing outreach to schools, churches.

- Adjacent communities (RWC) don't have pools - outreach there.
- Outreach - who is responsible?
City? Operator?
- Outreach to Kelly Park users (soccer, etc.)
- Traffic varies by time of day -
hard to get here, timing is important.
- Sign on fence "Public Pool" multilingual
- "Dollar Day" swim event.
- Aquafit is impactful, add more at reduced price
- Residents in other communities need pool access, including EPA who do receive BAAF Scholarships too ~~can~~
- Why isn't city Council here
- Can't make people come to something they don't want - subsidize encourages
- All MP residents are residents too.
BX is unique / different

- Partner w/ schools for outreach.
- Disappointed that Aquafit paused, please bring back
- Traffic from PA → here was hard. Focus on people who live nearby
- "Reality check" - need to subsidize the pool (operations, hours, access)
- Gym user. Is price a factor preventing more use?
- Need to do footwork to reach low-income residents.
- Some parents don't speak English, need other methods
- Send a card or activity guide by mail.
- Swimming is time + money, not all have it. Communicate that there are scholarships, low rates.

- Swimmers often grow up in the water, carries forward as adults, passes on to children.
- BH swim team prioritizes getting kids into the water through access, low price, equipment, meet fees
- Survey BH users about preferred days/times
- ~~Don't~~ Don't overlook adults
- Swimming is part of a swimmer's life
- Word of mouth is important, effective
(community engagement) (grassroots)
↓
- Feel like the pool is theirs.
- Can there be evening Aquafit?
- (In Spanish) Unclear what is available for seniors. Went to pool, it was closed due to breakdown, had a pass from other pool, couldn't get help/information, was confusing
- Discount rate for EPA residents?
- Two communities, but one can only access BH pool - it was built for them. Focus on BH.
- ~~All~~ All kids love to swim, if given the chance.

Strategies for ↑ attendance

- Afterschool programs w/ schools
- Repeat, direct outreach to local schools
- Social media, local 'influencer' as inspiration / examples
- Special ed students - special times
- Analysis of root causes?
Focus groups, surveys?
- No lack of interest or good ideas -
now need mobilization
- Who is responsible for success?
City did good job building it, but not
investing in its success.
- Disappointed none of the City Council are here.
- Show up to City Council, PRC
- Can't expect any business to run at a loss.