

AQUATICS WORKING GROUP

JULY 15, 2025

Sharing

- Moved to MP to be close to pool (20yrs)
want to help others access
- Longtime pool user - want it to serve community
- Longtime pool user
- " " resident, BHNA
- " " resident @ BH, BH Empowered
- Resident since 2000. Saw news about BH pool attendance, my kids used to swim @ old pool, want to help
- Returned to area recently, Masters swimmer, want to support
- Grew up in NY w/no pool, now in SO, but come to MP to swim, Masters swim. Volunteer coach @ BH, want all to have opportunity
- Long time resident, used to come to old BH pool, now come almost daily w/kids.

(2)

- Long time res, daughter on swim team
@ BH
- (Spanish) here for swim Seniors
- ~~(Spanish)~~ Long time " "
- Want more hours
- Burgess long time swimmer - son learned
@ Burgess camps, it's a jewel,
so is BH Pool. (out locker rooms),
want to help make BH vibrant
- Long-time Mt. Married to a swimmer,
grew up swimming. Teaching spec. @ Ravenswood
district, few of my students swim.
Raise awareness
- Lifelong swimmer, enjoy Burgess Pool programs,
influenced my choice to move to MP. (Sheep
specifically)
- Masters swimmer, learned from Tim. Now
Aquafit teacher
- Long time resident and swimmer. Tim has
created a sense of community, including
through BSAF, water safety, fundraising

- ③ - RWC resident, long time Masters swimmer, kids learned @ Burgess, want that for all kids, sense of community.
- RWC res. Lap swimmer @ Burgess long time. Here to learn
 - Lifelong daily swimmer @ Burgess (on City Council)

Notes / feedback from June 12 session.
(distributed at meeting)
(Tricia summarized)

New feedback / comments

- Flyer / coupon was good - will it happen again? Introduces people to the pool.
- Did anyone reach out to RFTC? They work w/ pools.
- Seniors are big users of SHCC. Look at how to accommodate them, fixed income. Wellness services → connection? Medicare memberships, what are the possibilities? MPSC has no resident requirement. Look at NFO, EEA residents.

- ①
- ~~Old~~ Veterans / rehab? Older adults is growing demographic. Connect to health / wellness resources
 - Bilingual helps access. More of that.
 - Outreach volunteers - some were / are bilingual
 - Outreach to VA? Various existing programs
 - Signage can be more inviting, larger size, visible from further away.
 - What is the goal of tonight's meeting?
 - VA - group activities make more inviting.
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- Shuttle services to the pool? (e.g. VA)
Difficult to navigate schedules.
 - Senior lunches, people come based on transportation, class times @ MPSC, pool schedule should click w/ these things
fitness center is an asset.
 - Has attendance improved since last meeting?

Word-of-mouth report 7/15

- 23 coupons redeemed
- 8 swimsuits

- ⑤ - Coordinate w/ Boys & Girls Club.
[we talked to them, left flyers/coupons]
- Reached out to Fitkids too
 - Field trips would be great
 - All S / First S all kids got them
 - Is word-of-mouth ^{effort} to drive attendance?
[yes, and help more kids learn to swim, build repeat users] [focus on BH]
 - When will access online be available?
[weight room] swimfit online = good.
 - USPS is not as reliable as it used to be.
Postcards may be lost in piles of junk?

Report-outs Word-of-mouth

- Volunteer swim coach - B & G Club / camps, would be good to make that formal curriculum. Cesar Chavez MS, Casare Elem. gave out flyers. Firsts / All Five - 80 students got in rubbies, newsletter. Ecumenical Hunger - placed in lobby, distrib. in food boxes. Youth Community Service took flyers. Life Moves / Haven House took flyers, some kids already do lessons. Fitkids - setup a time to talk to them. (or they bring kids to the pool?) Embed in curriculum. Bear with Care. also. BH kids

⑥ Would be good to post online. Nextdoor, AnyNothing, Midpen, Eastside Prep.

Get teams involved in lifeguard certification.

Timing of programs is important - work with other program schedules

Once per month "Bring a friend free day" Kona Ice truck. Ice cream promotions. (Like Little League does)

- Girlz 2 women campus - spoke to them, many don't know how to swim, shared about pool
- Is a swim lesson coupon possible? Could help kids who're afraid
- Went to 2 community meetings. Working adults, schedules don't work w/ pool hours
- Went to local markets / restaurants, talked to neighbors, but timing is hard for working people, night swim?

[THANK YOU, ALL WHO HELPED OUTREACH!]

-(Summary of some commonly heard obstacles)

menlopark.gov / aquatics

- low ROI on flyers - why? (schedules)
- people wanted more coupons
- [planning to do an online component next]
- text messaging?



⑦ Proposed schedule post-summer

[Tim gave a summary] [Distributed to group on p. 10]

- Open later. what time? - at least 8pm or 9pm for working people
- Maybe open later some days in order to open later - see how it goes.
- Compare to library hours - some early, some late
- Add music some nights? // Pumpkin splash, etc.
- Will efforts continue during school year?
- Early am. hours not in high demand at BH?
- Test hours, rapid analysis, adjust quickly

T.M

- Outreach will work in the long term
- MSS is seeking grants w/BBAC, Eastside Prep MS
- Lots of swim scholarships are available
- Short-term - Seeking financial stability, 120 hrs/week
- Few changes to BH pool schedule
- Burgess fewer hours in order to make ends meet keeping active times in morning, then afternoons til 8pm dormant in mid-day
- BH will stay open in mid-day
- Burgess legends will be 30 min. earlier
- " masters¹²⁻¹ will move to BH 12-1
- Effective Aug 18
- Sched. is draft so working group can give feedback
- Schedule change helps toward break-even, but need other tools, plan to go to City Council re: fees, other direction



⑧ Q's

- Will fee changes be both pools?
 - Concerned that BHPool is being blamed for financial challenges
 - It would be helpful to see financial info.
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Next meeting? Look in August