

Long Bridge Park Aquatics and Fitness Center

Working Group to Set Aquatics and Fitness Center Fees
Meeting #4

October 1, 2018

Fee Working Group Membership

- **Fiscal Affairs Advisory Commission (FAAC)**
Vice Chair and Sub- Committee Chair
– Paul Holland
- Member – Andrea Walker - Park and Recreation Commission
- Member – Kirubel Fessesework – Park and Recreation Commission
- Member – Pete Robertson - FAAC
- Member – Dave Tyahla – Long Bridge Park Advisory Committee
- Member – Doug Ross – Long Bridge Park Advisory Committee
- Member – Susan English – Long Bridge Park Advisory Committee
- Member – Don Hesse – Senior Advisory Council
- Member – Cindy Miller – Senior Advisory Council
- Member – Sherry Kohan – Sports Commission
- Member – Mackenzie Kearney – Aquatics Committee
- Member – Marilyn Judson – Aquatics Committee
- Member – Rob Mandle – Crystal City BID

AGENDA

- Staff Introductions
- Business Community Survey Results
- DPR Survey Questions
- Working Group Timeline
- Adjourn

Department of Parks and Recreation Staff Support

- Peter Lusk – Athletic and Facility Services Division Chief
- Rebecca Schmitt – DPR Department Finance Officer
- Emily Hughes – Department of Management and Finance
- Megan Carney – Management Analyst, Acting Countywide Services Section Leader
- Jennifer Lainhart – Sports Program Specialist, Gymnastics and Aquatics.

Business Community Survey Highlights

- See handout.

Survey Highlights:

Q10. What statement do you most support regarding memberships for non-residents of Arlington County to use the Long Bridge Aquatic and Fitness Center?

- 16.5% Non-Residents should be eligible for a membership at the same price as residents.
- 83.5% Non-Residents should be eligible for a membership, but for a higher fee than residents

Q11. Which ONE of the following would be your most preferred way to pay to use the Long Bridge Aquatics and Fitness Center? (Top 3 responses)

- Punch Pass 33%
- Monthly Pass 20%
- Annual Family Pass

Business Community Survey Highlights

Q11a. If you prefer to pay with a punch pass, what amount of punches would you be most likely to purchase?

- 10-punch pass 50%
- 15- punch pass 18.8%
- 20-punch pass 15.6%

Q18. Which of the following best describes you?

- Arlington Resident 87.9%
- Non-Arlington Resident daily commuter 7.1%
- Non-Arlington Resident, commuting to Arlington a few times weekly 1.0%
- Non-Arlington Resident, working somewhere other than Arlington 1.0%

DPR SURVEY

- Following the results of the statistically valid survey, and the business community survey, DPR will post a web survey seeking further input.
- Fees Working Group to provide input on web survey.

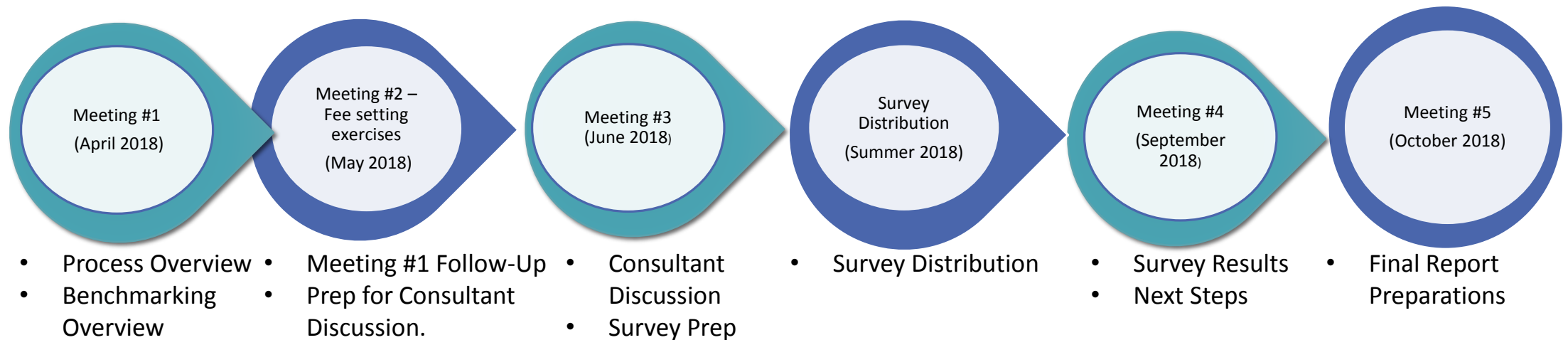
Potential Questions for Web Survey:

- Types of membership
- Punch Passes
- Facility Use

Working Group Charge & Objectives

- Recommend fees for memberships, passes, and other proposed uses of the Long Bridge Park Aquatics and Fitness Center in accordance with the Department of Parks and Recreation (DPR) fee setting policies, while being mindful of neighboring jurisdictions membership fees.
- Recommend membership durations, daily pass types, and classifications for memberships and rates including but not limited to: Single Adults, Families, Senior Citizens, Businesses, and Visiting Groups.
- Make recommendations for membership reciprocity between the Arlington Public School pools, and the Long Bridge Aquatics and Fitness Center.
- Make recommendations for membership reciprocity between existing DPR memberships including fitness memberships, and Office of Senior Adult Program memberships.

Working Group Timeline



Recommendations and Working Group Report Timeline

- Paul to work with staff to create recommendations for November meeting.
- Working group to review and revise recommendations in November meeting.
- Paul to work with staff to form final report for December working group meeting.
- Final Report to be reviewed at December meeting.

November Working Group Meeting

Sample recommendation to be reviewed at November meeting.

Pass Type: Adult member 20-punch pass. Recommended Fee: **\$160**

Survey Responses

- 20 Punch Pass- Highest response to preferred membership
- 20 visits x \$8 = \$160. (58.9% of respondents answered they would pay \$7 or more for memberships ranging \$7 - \$11 in statistically valid survey.)

2013 Long Bridge Model

- 2013 Brailsford and Dunleavy model recommended **\$190** for Adult 25 punch pass.

Benchmarking

- Fairfax County offers a 25 punch pass for residents for **\$159**

Next Steps

- October - DPR web survey to be distributed.
- Meeting #5 – Wednesday November 14th – Fairlington Community Center.
 - Review Chair fee recommendations and membership types.
- Meeting #6 – Thursday December 13th – Fairlington Community Center.
 - Review and provide input on final report.
- Share recommendations with Long Bridge Park Advisory Committee (LBPAC)