

Long Bridge Park Aquatics and Fitness Center

Working Group to Set Fees

Meeting #5

Thursday November 29th, 2018

Agenda

-
- Web Based Survey Results 7:00 -7:10
 - Working Group Timeline 7:10 – 7:15
 - Review Working Group Charge 7:15 – 7:20
 - Review Proposed Fee Package 7:20 – 8:00
 - Charge Objective #1
 - Charge Objective #2
 - Charge Objective #3 Arlington Public Schools Reciprocity Discussion 8:00 – 8:20
 - Charge Objective #4 Current DPR Fitness Programs Reciprocity 8:20 – 8:30
 - Final Report Recommendations 8:30-8:55
 - Next Steps

Timeline

- Meeting #5 – Thursday November 29th 2018.
 - Review , discuss, and approve Working Group Chair’s recommended fee package.
 - Recommend topics and themes for final report.
- Final Meeting #6 – Thursday December 13th 2018.
 - Potential for joint LBPAC, Fees Working Group meeting to present final report.
 - If not with LBPAC, will review final report and end work.
- January 2019
 - Parks and Recreation Commission
 - Sports Commission
 - Senior Adult Council
- Spring 2019
 - Working Group Recommendations to potentially be presented as part of Department of Parks and Recreation budget work session.

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.

Fee Package Recommendations

- Child Daily Pass
- Child 10-Visit Pass
- Child 20- Visit Pass
- Child 1-Month Pass
- Child 6-Month Pass
- Child School-Year Pass (Sept-June)
- Child Annual Pass
- Matinee Daily
- Family Daily
- Adult Daily Pass
- Adult 10-Visit Pass
- Adult 20- Visit Pass
- Adult 1-Month Pass
- Adult 6-Month Pass
- Adult School-Year Pass (Sept-June)
- Adult Annual Pass
- Matinee Daily
- Family Daily
- Senior Daily Pass
- Senior 10-Visit Pass
- Senior 20- Visit Pass
- Senior 1-Month Pass
- Senior 6-Month Pass
- Senior School-Year Pass (Sept-June)
- Senior Annual Pass
- Matinee Daily
- Family Daily

Child Daily Pass

- Recommended Fee: **\$5.00**
- Survey Responses
 - 71% of respondents would pay \$5 or more for a Daily Child Pass.
 - 9% of respondents prefer a daily pass option.
- 2013 Brailsford and Dunlavey Model
 - Daily Child Pass: \$6.00
- Benchmarking
 - Fairfax - \$6.50
 - Alexandria - \$5.00
 - Freedom Center - \$6.00
- APS
 - \$5.00

Child 10-Visit Pass

- Recommended Fee: **\$45.00**
- Methodology: 10 daily visits for price of 9.
- Survey Responses
 - 57% of respondents prefer a 10-visit pass.
 - 71% of respondents would pay \$5.00 or more for a daily pass.
- 2013 Brailsford and Dunlavey Model
 - 25-punch pass \$135.00
- Benchmarking
 - Montgomery County 12 entries for price of 10.
- APS
 - \$23.85 for 10 child swims.

Child 20-Visit Pass

- Recommended Fee: **\$90.00**
- Methodology: 20 daily visits for the price of 18.
- Survey Responses
 - 71% of respondents would pay \$5 or more for a daily child pass.
 - 20% of respondents prefer a 20-punch pass.
- 2013 Brailsford and Dunlavey Model
 - 25 punch-pass \$135.00
- Benchmarking
 - Montgomery County 12 entries for the price of 10.
- APS
 - \$23.85 for 10 child swims.

Child 1-Month Pass

- Recommended Fee: **\$50.00**
- Methodology: 10 Child Resident Daily Visits
- Survey Responses
 - 71% of respondents would pay \$5 or more for a Daily Child Pass.
 - 70% would pay \$20 or more for an Annual Child Pass.
- 2013 Brailsford and Dunlavey Model
 - \$35.00 for a monthly dependent membership.
- Benchmarking
 - B&D Model 1-month based on 9.25 monthly visits @ daily rate. \$35.00
 - Fairfax 1-month based on 7.4 monthly visits @ daily rate. \$19.00.
 - Alexandria 6.25 monthly visits @ daily rate.
- APS
 - \$54.00 for 3 months of children swims.

Child 6-Month Pass

- Recommended Fee: **\$200.00**
- Methodology : 40 Child Resident Daily Rate Visits
- Survey Responses

- 2013 Brailsford and Dunlavey Model
 - \$165 for dependent 6-month membership.
- Benchmarking
 - B&D Model based on 45 visits @ daily rate. \$35
 - APS based on 38 visits @ daily rate.
 - Fairfax based on 36 visits @ daily rate. \$91
- APS
 - \$103.35 for 6 months of child resident swims.

Child School Year Pass

- Recommended Fee: **\$275.00**
- Methodology: 55 child resident rate visits.
- Survey Responses
 - 13% of respondents prefer an annual individual pass
 - 16% of respondents prefer an annual family pass
- 2013 Brailsford and Dunlavey Model
 - N/A
- Benchmarking
 - N/A
- APS
 - N/A

Child Annual Pass

- Recommended Fee: **\$350.00**
- Methodology: Based on 70 Child Resident Daily Rate Visits
- Survey Responses
 - 13% of respondents prefer an annual individual pass
 - 16% of respondents prefer an annual family pass
- 2013 Brailsford and Dunlavey Model
 - \$300.00 for dependent yearly membership.
- Benchmarking
 - B&D Model based on 81 annual visits. \$300
 - APS based on 62 annual visits.
 - Fairfax based on 66 annual visits.\$166.
 - Alexandria based on 56 annual visits. \$450.
- APS
 - \$165.35 for Child annual membership.

Adult Daily Pass

- Recommended Fee: **\$8.00**
- Survey Responses
 - 9% of respondents prefer a daily pass option.
 - 64% of respondents would pay \$7 or more for daily adult pass.
- 2013 Brailsford and Dunlavey Model
 - Adult Daily Pass \$8.00
- Benchmarking
 - Fairfax - \$10.00
 - Freedom Center - \$9.00
 - Alexandria - \$8.00
- APS
 - \$6.30 resident adult daily pass.

Adult 10-Visit Pass

- Recommended Fee: **\$72.00**
- Methodology: 10 Adult resident daily visits for the price of 9.
- Survey Responses
 - 31% of respondents prefer a punch-pass option.
 - 57% of respondents prefer a 10-visit pass option.
- 2013 Brailsford and Dunlavey Model
 - 25-punch pass \$185.00
- Benchmarking
 - Fairfax \$159.00 for 25 visits
 - Montgomery County \$70 for 12 visits
- APS
 - \$56.75 for 10 resident visits.

Adult 20-Visit Pass

- Recommended Fee: **\$144.00**
- Methodology: 20 visits for the price of 18.
- Survey Responses
 - 31% of respondents prefer a punch-pass option.
 - 20% of respondents prefer a 20-visit pass option.
- 2013 Brailsford and Dunlavey Model
 - 25 punch-pass \$185.00
- Benchmarking
 - Fairfax \$159.00 for 25 visits
 - Freedom Center \$50 Monthly
- APS
 - \$56.75 for 10 resident adult visits.

Adult 1-Month Pass

- Recommended Fee: **\$80.00**
- Methodology: 10 Resident Daily Adult Visits.
- Survey Responses
 - 12% of respondents prefer a monthly pass.
 - 61% of respondents would pay \$40 or more for a monthly pass.
- 2013 Brailsford and Dunlavey Model
 - \$74.00 for Adult Monthly Single Pass (9 visits)
- Benchmarking
 - B&D Model 1-month based on 9.25 monthly visits @ daily rate. \$74
 - Fairfax 1-month based on 7.4 monthly visits @ daily rate. \$74
 - Alexandria 6.25 monthly visits @ daily rate. \$50
 - Freedom Center 5.5 monthly visits @ daily rate \$50
- APS
 - 3-Month Resident Pass \$128.50

Adult 6-Month Pass

- Recommended Fee: **\$320.00**
- Methodology: 40 Adult Resident Daily Visits
- Survey Responses
 - 61% of respondents would pay \$40 or more monthly for an annual adult pass.
- 2013 Brailsford and Dunlavey Model
 - 6-Month Pass \$365.00 (5 1-month memberships)
- Benchmarking
 - B&D Model based on 45 visits @ daily rate. \$365.00
 - Fairfax based on 36 visits @ daily rate. \$367.00
- APS
 - \$245.70 for Resident 6-month pass.

Adult School-Year Pass

- Recommended Fee: **\$440.00**
- Methodology: 55 Adult Resident Daily Visits.
- Survey Responses
 - N/A
- 2013 Brailsford and Dunlavey Model
 - N/A
- Benchmarking
 - Freedom Center 9-month membership \$450
- APS
 - N/A

Adult Annual Pass

- Recommended Fee: **\$560.00**
- Methodology: Based on 70 Adult Resident Daily Visits.
- Survey Responses
 - 13% of respondents prefer an Annual Individual Pass.
 - 61% of respondents would pay \$40 or more monthly for an annual adult pass.
- 2013 Brailsford and Dunlavey Model
 - Annual Adult Resident Pass \$560.00
- Benchmarking
 - B&D Model based on 81 annual visits. \$650.
 - Fairfax based on 66 annual visits. \$669.
 - Alexandria based on 56 annual visits. \$450.
- APS
 - \$393.00 for 12 month Adult Annual pass.

Senior Daily Pass

- Recommended Fee: **\$6.00**
- Survey Responses
 - 76% of respondents would pay \$5.00 or more for a daily Senior Adult Pass.
- 2013 Brailsford and Dunlavey Model
 - \$5.60 for daily Senior Adult Pass
- Benchmarking
 - Alexandria \$6.40 for daily Senior Adult Visit
 - Fairfax \$6.50 for daily Senior Adult Visit
- APS
 - \$4.00 daily Senior Adult fee.

Senior 10-Visit Pass

- Recommended Fee: **\$54.00**
- Methodology: 10 Senior Adult Resident visits for the price of 9.
- Survey Responses
 - 57% of respondents prefer a 10-punch pass
- 2013 Brailsford and Dunlavey Model
 - \$130 for Senior 25-visit pass.
- Benchmarking
 - Fairfax 25 pass \$147
 - Montgomery County \$25 pass \$125
- APS
 - \$36.00 for 10 Senior Adult Visits.

Senior 20-Visit Pass

- Recommended Fee: **\$108.00**
- Methodology: 20 Senior Adult Resident visits for the cost of 18.
- Survey Responses
 - 31% of respondents prefer a punch-pass option.
 - 20% of respondents prefer a 20-visit pass option.
- 2013 Brailsford and Dunlavey Model
 - \$130 for 25 visit pass
- Benchmarking
 - N/A
- APS
 - N/A

Senior 1-Month Pass

- Recommended Fee: **\$60.00**
- Methodology: 10 Senior Adult Resident Daily Visits.
- Survey Responses
 - 12% of respondents prefer a monthly pass
- 2013 Brailsford and Dunlavey Model
 - \$52.00
- Benchmarking
 - B&D Model 1-month based on 9.25 monthly visits @ daily rate.
 - Fairfax 1-month based on 7.4 monthly visits @ daily rate.
 - Alexandria 6.25 monthly visits @ daily rate.
 - Freedom Center 5.5 monthly visits @ daily rate
- APS
 - N/A

Senior 6-Month Pass

- Recommended Fee: **\$240.00**
- Methodology: 40 Senior Adult Resident Visits.
- Survey Responses
 - 61% of respondents would pay \$40 or more monthly for an annual adult pass
- 2013 Brailsford and Dunlavy Model
 - \$255.00
- Benchmarking
 - Fairfax based on 36 visits @ daily rate. \$341
- APS
 - \$156.00

Senior School-Year Pass

- Recommended Fee: **\$330.00**
- Methodology: 55 Senior Adult Resident Daily Visits
- Survey Responses:
 - 13% of respondents prefer an annual individual pass
 - 16% of respondents prefer an annual family pass
- 2013 Brailsford and Dunlavey Model:
 - N/A
- Benchmarking
 - N/A
- APS
 - N/A

Senior Annual Pass

- Recommended Fee: **\$420.00**
- Methodology: Based on 70 Senior Adult Resident Rate Visits
- Survey Responses
 - 13% of respondents prefer an Annual Individual Pass.
 - 61% of respondents would pay \$40 or more monthly for an annual adult pass.
- 2013 Brailsford and Dunlavey Model
 - \$455 for Annual Senior Adult Pass
- Benchmarking
 - B&D Model based on 81 annual visits.
 - Fairfax based on 66 annual visits. \$622.
 - Alexandria based on 56 annual visits.

Family Passes

- Recommended Fee: **\$23.00**
- Methodology
 - 2 Adult Daily Passes - \$16.00
 - 2 Child Daily Passes – \$10.00
 - \$3.00 Discount
- Survey Responses
- Benchmarking
 - Freedom Center 2 Adult and 2 Child \$16.00
- Benchmarking
 - Freedom Center 2 Adult and 2 Child \$16.00
- Benchmarking
 - NOVA Parks
 - Family of two R \$155/ NR \$175
 - Family of three R \$225/ NR \$255
 - Family of Four R \$295/ NR \$335
 - Family of Five R \$365/ NR \$415
- Fairfax
 - 1 month \$137.00
 - 6 months \$683
 - Annual \$\$1,249
 - 2 Adults and up to 10 Children in household account

Matinee Daily Pass

- Recommended Daily Fee: **\$5.00**
- Methodology:
 - Applies to Children, Adults, and Seniors
 - Only Applies to Daily Fee
 - Weekdays – 11:00 am – 4:00 pm
- Benchmarking
 - Freedom Center \$35.00 monthly/\$420.00 yearly

Non-Resident Surcharge

- Potential Options
 - 25% Increase
 - 30% Increase
 - 35% Increase
- Fairfax Benchmark

Pass Type	R Daily	NR Daily	R 1 Month	NR 1 Month	R 6 Month	NR 6 Month	R 12 Month	NR 12 Month
Adult Single	\$10.00	\$12.50	\$74	\$104	\$367	\$524	\$669	\$957
Senior Single	\$6.50	\$10.50	\$69	\$104	\$341	\$524	\$622	\$957
Family	\$20.00 *	\$34.00 *	\$137	\$195	\$683	\$975	\$1,249	\$1,785

*1-2 adults, up to 4 children, total of 5 related individuals.

Charge Objective #3

- Make recommendations for membership reciprocity between the Arlington Public School pools, and the Long Bridge Aquatics and Fitness Center.

Charge Objective #4

- Make recommendations for membership reciprocity between existing DPR memberships including fitness memberships, and Office of Senior Adult Program memberships.

Final Report Recommendations

- Section I. Introduction and Working Group Charge
- Section II. Background on Department of Parks and Recreation Fees and Philosophy
- Section III. Statistically Valid Survey Results
- Section IV. Web Based Survey Results
- Section V. Fee Recommendations

Next Steps

- Chair to draft Final Report
- Present Report to LBPAC
- Representatives to discuss/distribute with associated Commissions and Committees
- Paul to present to County Board.
- Fees presented for County Board Consideration 2019