

Pass Type: Child Resident Daily Pass

Methodology: Children are considered 5-18 years old.

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 for Daily Child Pass
- Alexandria \$5.00 for Daily Child Pass
- Freedom Center \$6.00 For Daly Child Pass

APS

- \$2.65 for Daily Child Pass

Working Group Recommendation:

- Working Group recommends Daily Child Fee as presented on 11/29/18.
- Working Group recommends Child Resident Daily Fee should not start any lower than \$5.00 at time of opening.
- Working group feels an attractive Child fee is a way to attract more Adult business.

Pass Type: Child Resident 10-visit pass

Recommended Fee: \$ 45.00

Methodology: 10 child daily resident visits for price of 9.

Survey Responses:

- 57% of respondents prefer a 10-visit pass.
- 71% of respondents would pay \$5 or more for a Daily Child Pass

2013 Brailsford and Dunlavey Model

- 25-punch pass \$135.00

Benchmarking

- Montgomery County 12 entries for price of 10 \$50.00/12 visits

APS

- \$23.85 for 10 child swims.

Working Group Recommendation:

- Working Group recommends the Child 10-visit pass and fee as presented on 11/29/18.
- Working Group approves of the methodology of the Child 10-visit pass.

Pass Type: Child Resident 20-Visit Pass

Recommended Fee: \$90.00

Methodology: 20 child daily resident visits for 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 price of 10 \$50/12 visits.

APS

- \$23.85 for 10 child swims.

Working Group Recommendation:

- Working Group recommends eliminating the proposed Child Resident 20-visit pass as presented on 11/29/18.
- Working Group feels purchasing 2 10-visit passes provides the same discount a proposed 20-visit pass.
- Working Group proposes new 25-visit pass.

Pass Type: Child Resident 1-Month Pass

Recommended Fee: \$50.00

Methodology: 10 child resident daily rate 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 for 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.

Working Group Recommendation:

- Working Group recommends eliminating the Child Resident 1-month pass as presented on 11/29/18.
- Working Group proposes new 25-visit pass.

Pass Type: Child Resident 25-visit pass.

Recommended Fee: \$ 110.00

Methodology: 25 daily Child Resident visits for cost of 22 visits.

Survey Responses:

- 30% of respondents prefer a pay-per-visit option.

2013 Brailsford and Dunlavey Model

- 25 punch pass \$135.00

Benchmarking

- Montgomery County 12 visits for \$50.00 children under 18.

APS

- 10 Child swims for \$23.85

Working Group Recommendation:

- Working group recommends new 25-visit pass and fee.
- Working group recommends 25-visit pass is good for one-year from time of purchase.

Pass Type: Child Resident 6-Month Pass

Recommended Fee: \$200.00

Methodology: 40 child resident daily rate visits.

Survey Responses:

- N/A

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.

Working Group Recommendation:

- Working Group recommends keeping Child Resident 6-month pass and fee as presented on 11/29/18.
- Working group approves of methodology for the Child Resident 6-Month pass.

Pass Type: Child Resident Indoor Season-Pass

Recommended Fee: \$275.00

Methodology: 55 child resident rate 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

Working Recommendation:

- Working Group recommends name change from “School-Year pass” to “Indoor-Season pass.”
- Working Group Indoor Season definition is September through May.
- Working Group recommends Indoor Season pass to accommodate Arlington’s outdoor pool community as presented on 11/29/18.

Pass Type: Child Resident Annual Pass

Recommended Fee: \$350.00

Methodology: Based on 70 child resident rate 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

- \$300 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.

Working Group Recommendation:

- Working Group recommends keeping the Child Resident Annual Pass fee as presented on 11/29/18.

Pass Type: Adult Resident Daily Pass

Fee Recommendation: \$9.00

Statistically Valid Survey Responses:

- 9% of respondents prefer a daily pass option.
- 64% of respondents would pay \$7 or more for a daily adult pass.

Current DPR Daily Fitness Center Visit

- \$8.00 resident adult daily pass.

APS Daily Swim Pass

- \$6.30 resident adult daily pass.

2013 Brailsford and Dunlavey Model

- Adult Daily Visit pass \$8.00.

Benchmarking

- Fairfax Resident Daily Pass - \$10.00
- Montgomery County \$7.00
- Freedom Center \$9.00
- Alexandria \$8.00

Working Group Recommendation:

- Adult Resident Daily Fee presented on 11/29/18 was \$8.00.
- Working Group recommends Adult Resident Daily fee from \$8.00 to \$9.00

Pass Type: Adult Resident 10-visit pass.

Recommended Fee: \$81.00

Methodology: 10 Adult daily resident visits for the price of 9.

Statistically Valid Survey Responses:

- 31% of respondents prefer a Punch Pass option.
- 57% of respondents prefer a 10-visit pass option.

APS

- APS \$56.75 for 10 resident visits.

2013 Brailsford and Dunlavey Model

- 25-punch pass \$185.00

Benchmarking

- Fairfax \$159.00 for 25 visits (24 months).
- Montgomery County \$70.00 for 12 visits

Working Group Recommendation:

- Adult 10-visit fee presented on 11/29/18 was \$72.00
- Working Group recommends changing the Adult Daily fee to \$9.00
- Working Group recommends Adult 10-visit pass be \$81.00, 10 visits for price of 9.

Pass Type: Adult Resident 20-visit pass.

Recommended Fee: \$144.00

Methodology: 20 Adult daily resident 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

APS

- \$56.75 for 10 visits.
- \$128.50 for 3-month membership.

Benchmarking

- Fairfax \$159.00 for 25 visits.
- Freedom Center \$50 Monthly.

Working Group Recommendation:

- Working Group recommended eliminating the proposed Adult Resident 20-visit pass at 11/29/18 meeting.
- Purchasing 2 10-visit passes provides the same discount.
- Working Group proposes 25-visit pass.

Pass Type: Adult Resident 1-Month Pass.

Recommended Fee: \$80.00

Methodology: 10 Adult resident daily rate 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

Working Group Recommendation:

- Working Group recommended eliminating the Adult Resident 1-month pass at 11/29/18 meeting.
- Working Group proposes 25-visit pass.

Pass Type: Adult Resident 25-visit pass.

Recommended Fee: \$198.00

Methodology: 25 visits for cost of 22.

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

Working Group Recommendation:

- Working group recommended 25-visit pass at 11/29/18 meeting.
- Working group recommends 25-visit pass is good for one-year from time of purchase.

Pass Type: Adult Resident 6-month Pass.

Recommended Fee: \$360.00

Methodology: 40 Adult resident daily rate 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.

Working Group Recommendation:

- Fee presented at 11/29/18 was \$320.00.
- Working Group recommends raising Adult Daily fee to \$9.00
- Working Group recommends the cost of an Adult Resident 6-month pass be \$360.00.

Pass Type: Adult Resident Indoor-Season Pass

Recommended Fee: \$495.00

Methodology: 55 Adult resident rate daily visits.

Survey Responses:

2013 Brailsford and Dunlavey Model

- Adult 6-month membership \$365.00

APS

- \$393.00 for Resident 12-month pass.

Benchmarking

- Freedom Center 9-month membership \$450

Working Group Recommendation:

- Fee presented at 11/29/18 was \$440.00
- Working Group recommends Adult Daily fee be \$9.00.
- Working Group recommends the cost of an Adult Indoor-Season pass be \$495.00
- Working Group recommends name change from “School-Year pass” to “Indoor-Season pass.”
- Working Group Indoor Season definition is September through May.
- Working Group recommends Indoor Season pass to accommodate Arlington’s outdoor pool community.

Pass Type: Adult Resident Annual Pass

Recommended Fee: \$630.00

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 Resident Adult Pass \$650.00

APS

- \$393.00 for Resident 12-month pass.

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 pass

Working Group Recommendation:

- Fee presented on 11/29/18 meeting was \$560.00.
- Working Group recommends the Adult Daily fee be \$9.00.
- Working Group recommends the cost of an Adult Annual pass be \$630.00

Pass Type: Senior Resident Adult Daily Fee

Recommended Fee: \$6.00

Survey Responses:

- 76% of respondents would pay \$5 or more for a Daily Senior Adult Pass

2013 Brailsford and Dunlavey Model

- \$5.60 for daily Senior Adult Visit

Benchmarking

- Alexandria \$6.40 for daily Senior Adult Visit
- Fairfax \$6.50 for daily Senior Adult Visit

APS

- \$4.00 Daily Senior Adult Fee

Working Group Recommendation:

- Working Group recommendation is to keep the Senior Adult Daily Resident fee at \$6.00 at the 11/29/18 meeting. .

Pass Type: Senior Resident Adult 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 Dunlavy 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

Working Group Recommendation:

- Working Group recommendation is to keep the Senior Adult Resident 10-visit pass at \$54.00 at 11/29/18 meeting.

Pass Type: Senior Resident Adult 20-Visit Pass

Recommended Fee: \$108.00

Methodology: 20 Senior Adult resident 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

- \$130.00 for 25 visits

Benchmarking

- N/A

APS

- N/A

Working Group Recommendation:

- Working Group eliminated the proposed Senior Adult Resident 20-visit pass.
- Purchasing 2 10-visit passes provides the same discount.
- Working Group proposes 25-visit pass.

Pass Type: Senior Resident Adult 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 for monthly Senior Adult Pass

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

Working Group Recommendation:

- Working Group recommended eliminating the Senior Adult Resident 1-month pass at 11/29/18 meeting.
- Working Group proposes 25-visit pass.

Pass Type: Senior Resident Adult 25-visit pass

Recommended Fee: \$132.00

Methodology: 25 Senior Adult daily visits for cost of 22.

Survey Responses:

- 12% of respondents prefer a monthly pass

2013 Brailsford and Dunlavey Model

- \$130 for Senior Adult 25-visit pass.

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

- \$36.00 for 10 Senior Adult Swims.

Working Group Recommendation:

- Working group recommends 25-visit pass.

Pass Type: Senior Resident Adult 6-Month Pass

Recommended Fee: \$240.00

Methodology: 40 Senior Adult resident visits.

Survey Responses:

- N/A

2013 Brailsford and Dunlavey Model

- \$255 for Senior Adult 6-month pass.

Benchmarking:

- B&D Model based on 45 visits @ daily rate. \$255
- Fairfax based on 36 visits @ daily rate. \$341

APS

- Senior Adult 6-month membership - \$156.00

Working Group Recommendation:

- Working group recommended keeping the Senior Resident Adult 6-month pass at 11/29/18 meeting.

Pass Type: Senior Resident Adult Indoor-Season Pass

Recommended Fee: \$330.00

Methodology: 55 Senior Adult resident rate 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

Working Group Recommendation:

- Working group recommended keeping this fee at 11/29/18 meeting.
- Working Group recommends name change from “School-Year pass” to “Indoor-Season pass.”
- Working Group Indoor Season definition is September through May.
- Working Group recommends Indoor Season pass to accommodate Arlington’s outdoor pool community.

Pass Type: Senior Resident Adult Annual Pass

Recommended Fee: \$420.00

Methodology: Based on 70 Senior Adult resident rate 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

- \$455 for Senior Adult Annual Pass

Benchmarking:

- B&D Model based on 81 annual visits.
- Fairfax based on 66 annual visits. \$622.
- Alexandria based on 56 annual visits.

APS

- \$250.00 for Senior Adult Resident 12-month pass.

Working Group Recommendation:

- Working group recommends keeping this fee at 11/29/18 meeting.

Pass Type: Family Daily Pass

Recommended Fee: \$25.00

Methodology: 2 Adult and 2 Children Resident Daily Pass (\$28.00 value) less \$3.00 discount

Survey Responses:

- 16% of respondents prefer an annual family pass

2013 Brailsford and Dunlavey Model

- \$300 for dependent yearly membership.

Benchmarking

- Freedom Center 2 Adult and 2 Child \$16.00
- 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

APS

- N/A

Working Group Recommendation:

- Working Group recommended Family Daily Pass at 11/29/18 meeting.
- Working Group recommends Family Annual Passes through the 10-visit, or 25-visit pass option.

Pass Type: Matinee Daily Pass

Recommended Fee: \$5.00

Methodology:

- Applies to Children, Adults, and Seniors.
- Only applies to daily fee.
- Weekdays – 11:00 am – 4:00 pm.

Survey Responses:

2013 Brailsford and Dunlavey Model

- N/A

Benchmarking

- Freedom Center \$35.00 monthly/\$420.00 yearly.

APS

- N/A

Working Group Recommendation:

- Working Group recommends keeping this fee, but delaying implementation based on facility utilization.

Pass Type: Non-Resident Rates

Benchmarking:

- As passes become longer in duration, premium rises across jurisdictions, and private facilities.

Working Group Recommendation:

- Apply 25% premium to all non-resident day-passes.
- Apply 30% premium to all other membership types.

DRAFT