

Long Bridge Aquatic & Fitness Center

Fee Working Group Findings Presentation

Long Bridge Park Advisory Committee

January 31, 2019

Agenda

- Fee Working Group (FWG) Membership
- Charge and Objectives
- Benchmarking
- Statistically Valid Survey & Business Community Survey
- Web Based Survey
- Fee Setting Methodology
- Proposed Fee Package
- Major Findings
- Conclusion
- Next Steps

- Chair – Paul Holland – Fiscal Affairs Advisory Commission (FAAC)
- Andrea Walker – Park and Recreation Commission (PRC)
- Dave Tyahla – Long Bridge Park Advisory Committee (LBPAC)
- Doug Ross – Long Bridge Park Advisory Committee (LBPAC)
- Susan English - Long Bridge Park Advisory Committee (LBPAC)
- Don Hesse – Senior Adult Council (SAC)
- Cindy Miller – Senior Adult Council (SAC)
- Sherry Kohan – Sports Commission (SC)
- MacKenzie Kearney – Aquatics Committee (AC)
- Marilyn Judson – Aquatics Committee (AC)
- Rob Mandle – Crystal City Business Improvement District (BID)
- Helena Machado – Arlington Public Schools Aquatic Management (APS)
- Kevin Cronin – Arlington Public Schools Aquatic Management (APS)

Charge and Objectives

- **Charge Objective #1:** To 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.
- **Charge Objective #2:** To 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.
- **Charge Objective #3:** To make recommendations for membership reciprocity between the Arlington Public School pools, and the Long Bridge Aquatics and Fitness Center.
- **Charge Objective #4:** To make recommendations for membership reciprocity between existing DPR memberships including fitness memberships, and Office of Senior Adult Program memberships.

FWG Meeting Dates

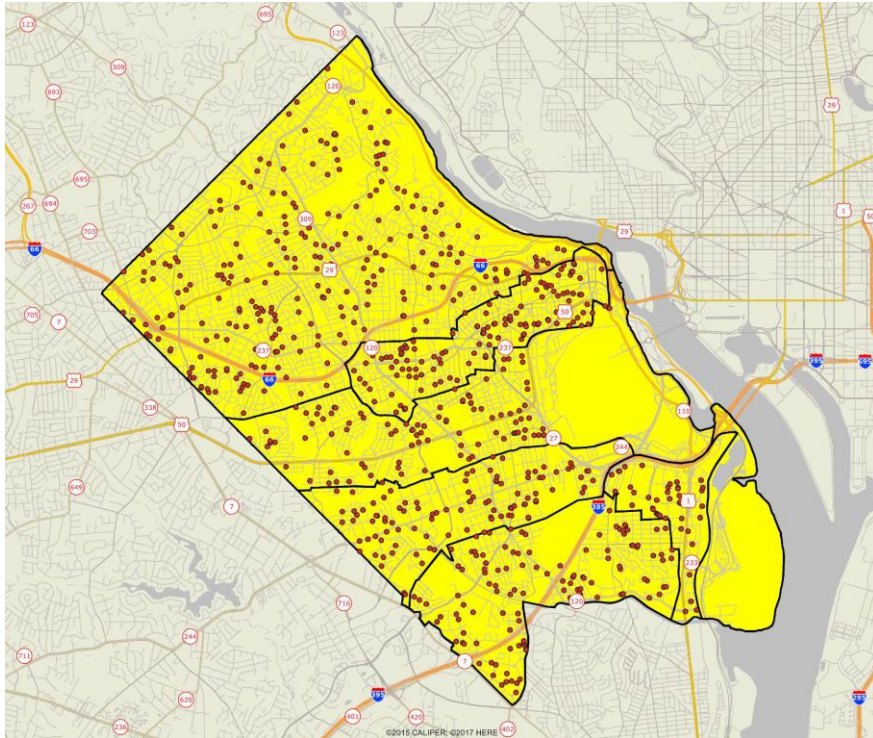
- The FWG met five (5) times throughout the course of 2018.
 - Meeting #1- April 23, 2018. Jane Rudolph (DPR Director), and Toby Smith attended.
 - Meeting #2 - May 23, 2018. County Board Chair Christian Dorsey attended.
 - Meeting #3 - June 19, 2018. ETC attended to shape survey questions.
 - Meeting #4 – October 1, 2018. ETC reported survey responses.
 - Meeting #5 - November 27, 2018. Fee package presented to FWG.
- Full meeting details are found in the FWG report.

- The FWG utilized multiple benchmarking jurisdictions and facilities including:
 - Fairfax County Park Authority
 - City of Alexandria Parks and Recreation
 - Freedom Center (GMU, City of Manassas, Prince William County)
 - Montgomery County
 - Arlington Public Schools
 - 2013 Brailsford and Dunlavey Model

- In August 2018, The FWG developed two surveys.
- Statistically Valid Survey:
 - Released in August 2018 with a goal of 800 survey responses.
 - 824 responses received.
- Business Community Survey:
 - Released in August 2018 to capture non-residents interest in the facility, working in Arlington.
 - Distributed to all Business Improvement Districts (BIDS), Columbia Pike Revitalization Organization (CPRO), Lee Highway Alliance (LHA), Clarendon Alliance (CA), and The Institute for Leadership Excellence.
 - 99 survey responses received.

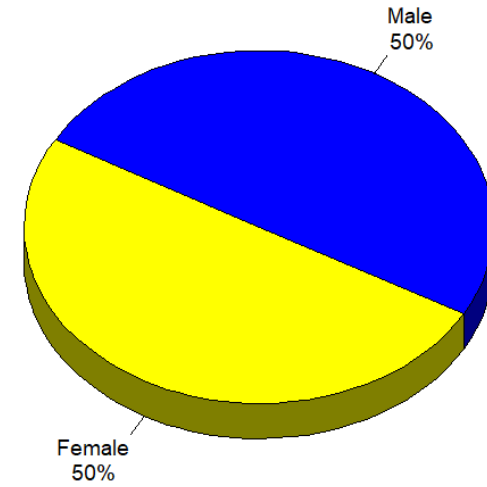
*Full survey responses are located in your packet.

Statistically Valid Survey Responses: Demographics



Geographic Responses

Q24. Demographics: Gender
by percentage of respondents

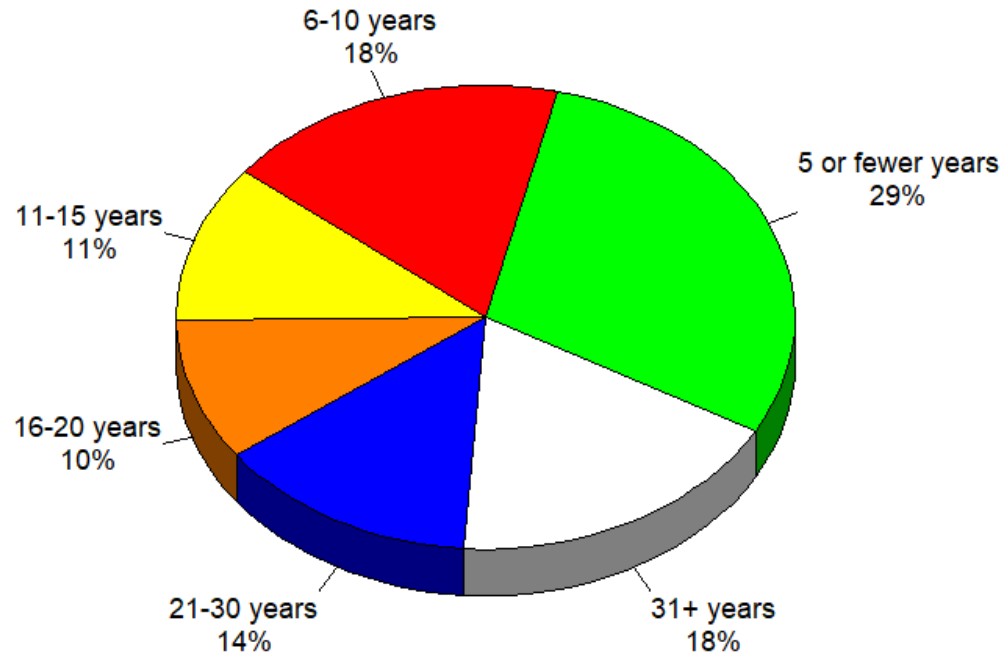


Source: ETC Institute (2018)

Responses by Gender

Q19. Demographics: Approximately how many years have you lived in Arlington County?

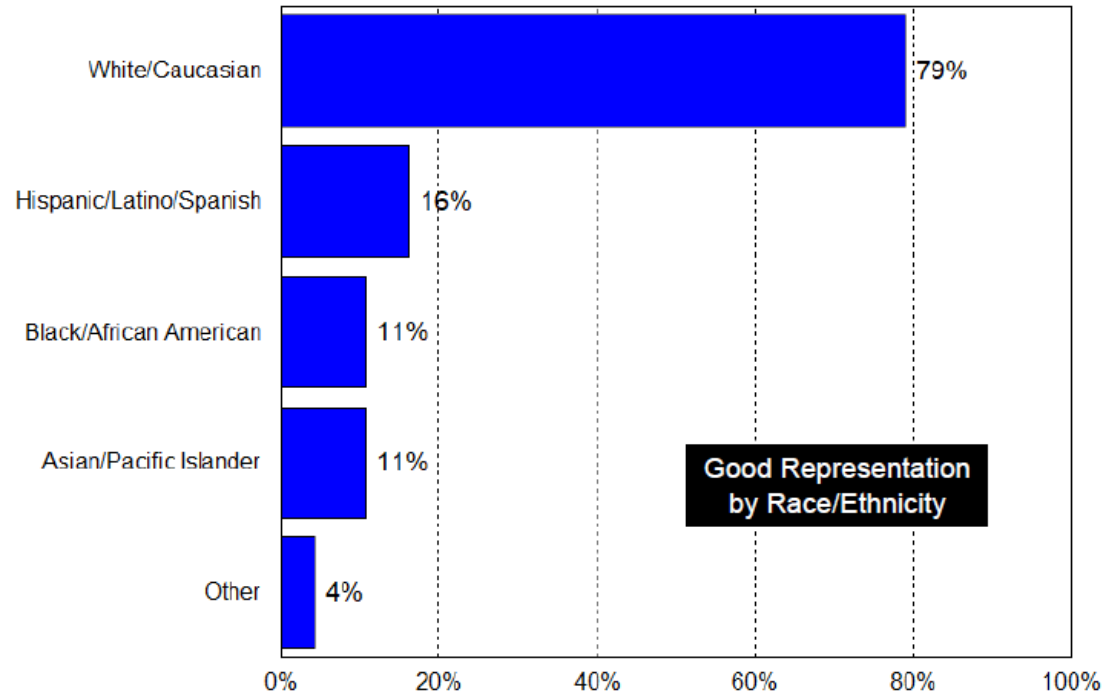
by percentage of respondents



Source: ETC Institute (2018)

Q21. Demographics: Which of the following best describes your race/ethnicity?

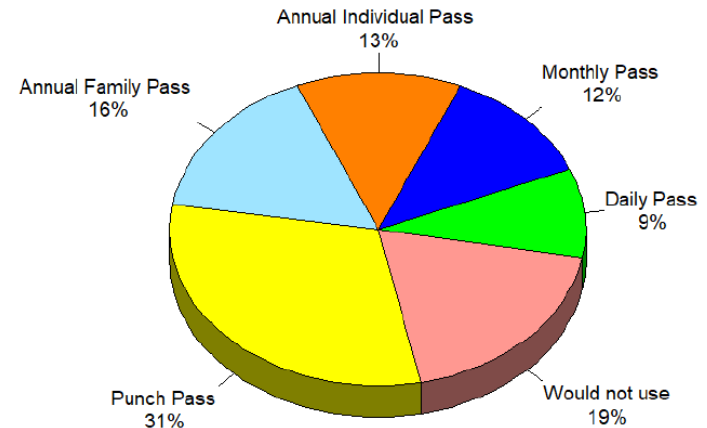
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Major Findings: Statistically Valid Survey

- Following the distribution of the statistically valid survey, the FWG utilized the following to begin to shape the fee package for the Long Bridge Aquatic and Fitness Center.
 - 64% of respondents are willing to pay \$7.00 or more for an adult daily pass.
 - 71% of respondents would pay \$5.00 or more for a daily child pass.
 - 76% would pay \$5.00 or more for a daily senior adult pass.
 - 31% of respondents prefer a pay-per-visit option.



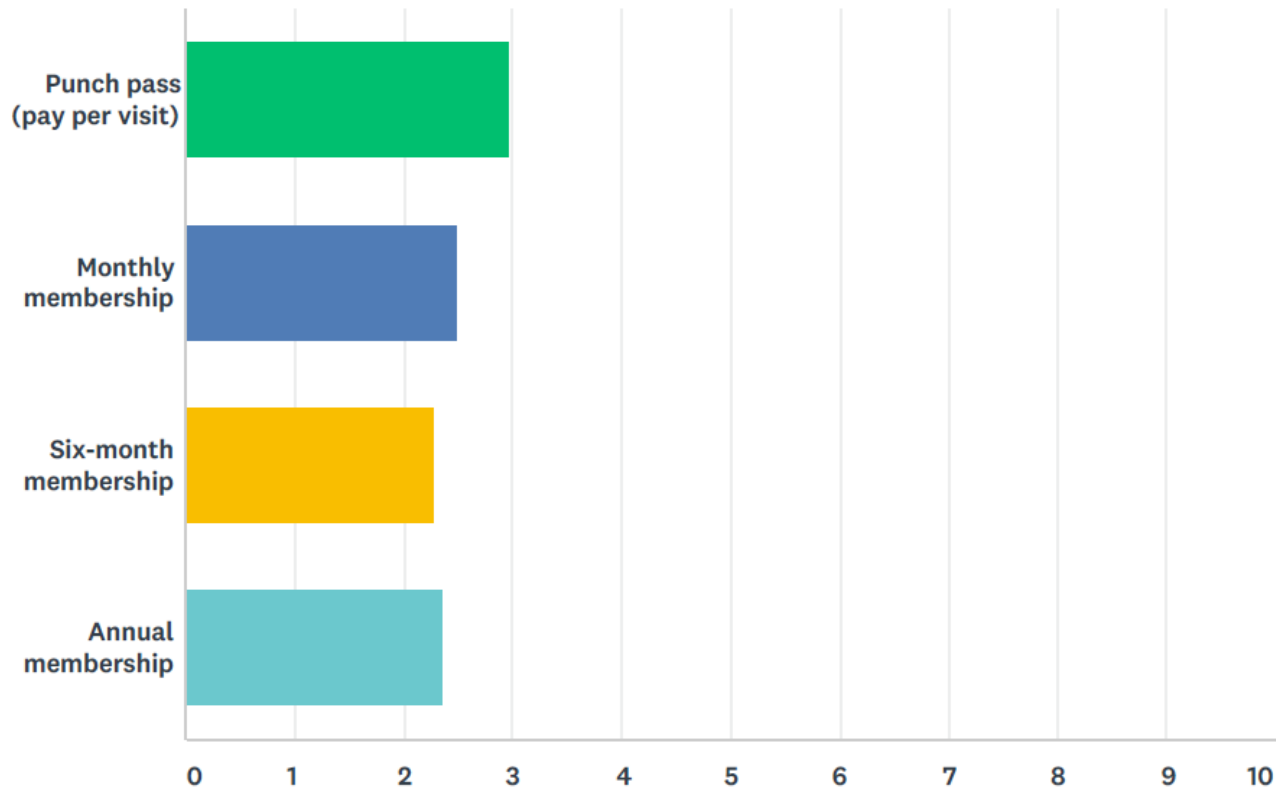
Punch Pass Is the Most Preferred Method of Paying

81% Would Use the Facility

- 99 total completed surveys.
- The Business Community Survey results favored non-residents paying a higher premium to use the facility.
- 88% of respondents were Arlington Residents.

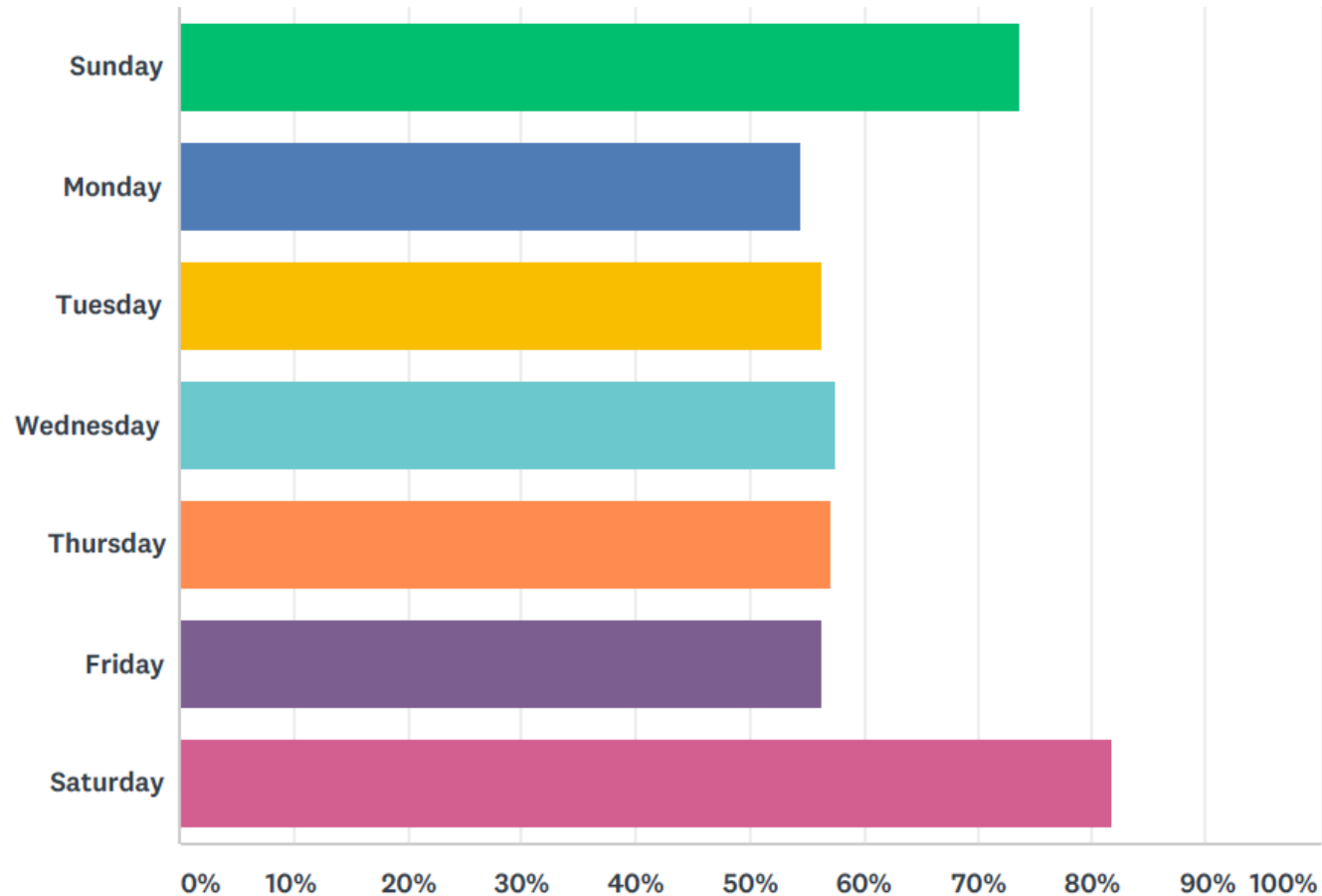
- In October 2018, the FWG worked with staff to develop a Web-Based Survey titled, “Community Input Needed to Advance the Long Bridge Aquatic and Fitness Center.”
 - Developed to capture the public-at-large interest in the facility.
 - Survey was open online for over 1-month.
 - Promoted to 15 different outlets.
 - Over 1,000 responses received.
- * Full survey responses are located in your packet.

- Re-affirmed the desire for pay-per-visit options.



- Confirmed weekends as most popular usage time.

Answered: 957 Skipped: 60



Fee Setting Method

- After understanding daily fee recommendations through survey results. The FWG Chair worked with DPR staff to find a consistent, transparent method for setting fees.
- Through Benchmarking, the FWG Chair and Staff decided on an assumed visits method, using the selected benchmarks.

| Pass Type | B&D 2013 | Fairfax | Alexandria | APS |
|------------------|----------|---------|------------|-----|
| Monthly Pass | 9.25 | 7.4 | 6.25 | N/A |
| 6 Month Pass | 45 | 36 | N/A | 38 |
| School Year Pass | N/A | N/A | N/A | N/A |
| Annual Pass | 81 | 66 | 56 | 62 |

Fee Setting Method Method

- Using results from three surveys, and benchmarking information, the FWG built the proposed fee structure on assumed number of visits from the daily fee.
- Using the daily fee from benchmark jurisdictions, the FWG and DPR staff used the daily fee multiplied by the total assumed visits of a pass-type, to create a proposed fee.

| Pass Type | Assumed Visits |
|--------------------|----------------|
| Monthly Pass | 10-Visits |
| 6-Month Pass | 40-Visits |
| Indoor Season Pass | 55-Visits |
| Annual Pass | 70 Visits |

Example: Proposed Adult Daily Fee \$9.00. Assumed visits for 6 month pass is 40.
 $\$9.00 \times 40 \text{ visits} = \360.00

- Using survey feedback, the FWG is proposing Non-Residents be charged a 25% premium on daily passes, and a 30% premium on all other pass types.
- Survey responses indicate daily use to be a popular option. The FWG recommends non-resident fees not be a deterrent to using the new facility.



Proposed Fee Package

| Membership Type | Proposed Resident Fee | Proposed Non-Resident Fee |
|----------------------|-----------------------|---------------------------|
| Child Daily | \$5.00 | \$6.25 |
| Child 10-Visit | \$45.00 | \$58.50 |
| Child 25-Visit | \$110.00 | \$143.00 |
| Child 6-Month | \$200.00 | \$260.00 |
| Child Indoor Season | \$275.00 | \$357.50 |
| Child Annual | \$350.00 | \$455.00 |
| Adult Daily | \$9.00 | \$11.25 |
| Adult 10-Visit | \$81.00 | \$105.30 |
| Adult 25-Visit | \$198.00 | \$257.40 |
| Adult 6-Month | \$360.00 | \$468.00 |
| Adult Indoor Season | \$495.00 | \$643.50 |
| Adult Annual | \$630.00 | \$819.00 |
| Senior Daily | \$6.00 | \$7.50 |
| Senior 10-Visit | \$54.00 | \$70.20 |
| Senior 25-Visit | \$132.00 | \$171.60 |
| Senior 6-Month | \$240.00 | \$312.00 |
| Senior Indoor Season | \$330.00 | \$429.00 |
| Senior Annual | \$420.00 | \$546.00 |
| Family Daily | \$25.00 | \$32.50 |
| Matinee | \$5.00 | \$6.25 |

- Charge Objective #1: To 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.

FWG Recommendations

- Include two pay-per-visit options.
 - 10-visit pass .
 - 25-visit pass.
- 6 proposed membership options per age group.

- Charge Objective #2: To 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.

FWG Recommendations

- Pass types to be offered:
 - Daily Passes
 - 10-Visit Passes
 - 25-Visit Passes
 - 6-Month Passes
 - Indoor-Season Passes
 - Annual Passes
 - Family Daily Visit Passes
 - Matinee Passes*

*The FWG is proposing a matinee pass, but recommends waiting until operating 18-24 months before defining matinee.

- Charge Objective #3: To make recommendations for membership reciprocity between the Arlington Public School pools, and the Long Bridge Aquatics and Fitness Center.

FWG Recommendations

- The FWG is not recommending a reciprocal pass at this time. The pay-per-visit option will allow APS swimmers to utilize both facilities.
- The FWG recommends re-visiting this option after operating for 18-24 months.

- Charge Objective #4: To make recommendations for membership reciprocity between existing DPR memberships including fitness memberships, and Office of Senior Adult Program memberships.

FWG Recommendations

- Membership to the Long Bridge Aquatic and Fitness Center will gain users access to other DPR fitness centers.
- Current OSAP and DPR Fitness Memberships will not gain access to the new facility.
- Current Enjoy Arlington, and 55+ Catalog classes will take place in the facility and will not require a membership.

Conclusions

- Three different survey instruments used to gauge community feedback.
- Exhaustive benchmarking of neighboring jurisdictions and other similar facilities.
- 10-visit and 25-visit passes.
- Six different fee types per age group.
- Family Daily Pass.
- Matinee Pass.

Next Steps

- FWG Chair to present findings at DPR Budget Work Session.
- Incorporate LBPAC recommendations in to final FWG report.
- Pre-Sales to begin in Fiscal Year 2020.