

Long Bridge Aquatics & Fitness Center



Fee Working Group Recommendations
DPR Budget Work Session
March 12, 2019

- In November 2017, the County Board awarded a contract to Coakley & Williams Inc. for Design Build services for the Long Bridge Aquatics & Fitness Center.
- In April 2018, the Chair of the Long Bridge Park Advisory Committee (LBPAC) appointed the Long Bridge Aquatics & Fitness Center Fee Working Group (FWG) to develop a fee package for the new facility.
- Paul Holland, Vice Chair of the Fiscal Affairs Advisory Commission (FAAC) was appointed Chair of the FWG.

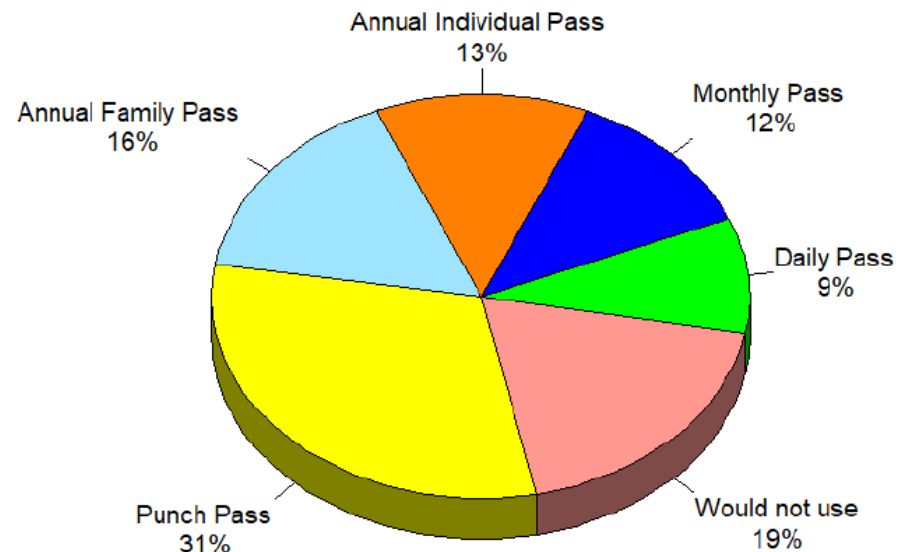
- The FWG was formed to include 11 members. The following Commissions and Committees were represented:
 - Fiscal Affairs Advisory Commission (FAAC) – Paul Holland
 - Park and Recreation Commission (PRC) – Andrea Walker
 - Long Bridge Park Advisory Committee (LBPAC) – Dave Tyahla, Doug Ross and Susan English
 - Senior Adult Council (SAC) – Don Hesse and Cindy Miller
 - Sports Commission (SC) – Sherry Kohan
 - Aquatics Committee (AC) – MacKenzie Kearney and Marilyn Judson
 - Crystal City Business Improvement District (BID) – Rob Mandle
 - Arlington Public Schools (APS) – Helena Macahdo

FWG Charge

- **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.

Community Engagement

- The FWG held five public meetings.
- Three surveys were developed to gauge community interest in daily passes and membership types.
 - Statistically Valid Survey
 - 824 responses received
 - Business Community Survey
 - 99 responses received
 - Web-Based Survey
 - Over 1,000 responses received



Punch Pass Is the Most Preferred Method of Paying

81% Would Use the Facility

Source: 2018 Long Bridge Park Aquatics & Fitness Center Community Survey. ETC Institute - "Most Preferred Way to Pay to Use the Long Bridge Park Aquatics & Fitness Center"

- Benchmarking of neighboring jurisdictions and facilities with similar amenities:
 - Fairfax County Park Authority
 - City of Alexandria Parks and Recreation
 - Montgomery County
 - The Freedom Center (George Mason University)
 - District of Columbia Parks and Recreation

Daily Pass and Membership Recommendations:

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

The FWG recommendation includes a 25% premium for non-resident daily passes and 30% premium for longer non-resident memberships.

The FWG recommends a detailed operational review of daily pass and membership options no earlier than 18-24 months after beginning operations. The recommended operational review includes:

- Arlington Public Schools (APS) reciprocity review – Review of members utilizing both APS and Long Bridge Facility.
- Review of Non-Resident Pass Options – Review non-Resident utilization of pass offerings and adjust fees if necessary.
- Matinee Pass Implementation – Identify times to offer a Matinee pass.

Conclusion & Next Steps

- The FWG Chair, Working Group members, and DPR staff presented findings and recommendations to represented Commissions and Committees in January 2019.
 - Senior Adult Council Executive Committee (SAC) – January 9, 2019
 - Park and Recreation Commission (PRC) – January 22, 2019
 - Sports Commission (SC) – January 24, 2019
 - Long Bridge Park Advisory Committee (LBPAC) – January 31, 2019
 - Aquatics Committee (AC) – March 6, 2019
- Following the presentation to the LBPAC on January 31, the Committee Chair directed staff to return in Winter 2020/2021 with a full fee package to include facility, and room rental fees.
- DPR will bring the recommendations to the County Board for consideration during the FY 2021 budget process.

