

2023 Pool Survey Report

2022 - Survey Participants: 252

2023 - Survey Participants: 209

BRPD Overall Response to SwimSafe

- Pre-season communication and facility prep was much better.
- Cleanliness of the pools leading into opening weekend was great.
 - o Lessened somewhat after the season got started due to increase in programming - limited time for large vacuum.
 - o We would indicate that a structured full clean schedule needs to be in place.
- Pre-season training of lifeguard staff was increased and we felt they were much better prepared coming into the season. (Training was paid for by SS).
- Overall, we felt like this was the best year of management under SwimSafe. Going into the summer, we felt the most confident from facility prep through staffing levels/training.

Points of Interest

1. Similar pool usage from 2022 to 2023
 - a. Open Swim
 - b. Group swim lessons
 - c. Lap Swim
 - d. Private Lessons
2. Memberships
 - a. New Members
 - i. 2022 - 13.9%
 - ii. 2023 - 23%
 - iii. Increase due to new structure (individual memberships only)
 - b. Number of Total Members (15.4% increase)
 - i. 2022 - 3165 Total
 1. 2960 R, 205 NR
 - ii. 2023 - 3654 Total
 1. 3391 R, 263 NR
 - c. Returning Interest
 - i. 2022 - 86.9%
 - ii. 2023 - 96.1%
 - iii. Majority of reasons were not swim safe related (only one complaint about cleanliness)

3. SwimSafe Pool Management
 - a. Overall 5.98% positive increase
 - b. See attached document
4. Cleanliness
 - a. Overall this was an improvement from 2022. Still room for improvement in restrooms and pool bottoms.
5. The Dive Concession Stand
 - a. Year 2 with the Dive - overall a 2.54% positive increase
 - b. Still looking into mobile ordering.

SwimSafe Extended Contract 2024-2025

2023 Contract - \$291,650

2024 Proposed Contract - \$291,650

2025 Proposed Contract - \$300,399