

Long Bridge Park Aquatics and Fitness Center

Working Group to Set Aquatics and Fitness Center Fees
Meeting #2

May 23, 2018

Agenda

- Welcome – Christian Dorsey
- Introductions of New Attendees
- Meeting #1 Follow Up Items
 - Jeff Rouse Swim and Sport Center
 - Current DPR Fitness Memberships
 - Community Center Room Rentals
 - Current DPR Fitness Spaces
- Break
- 2004 ETC Survey Results
- Preparation for Survey Consultant Meeting
- Next Steps
- Public Comment
- Adjourn

Fee Working Group Membership

- **Fiscal Affairs Advisory Commission (FAAC)**
Vice Chair and Sub- Committee Chair
– **Paul Holland**
- Member – Andrea Walker - Park and Recreation Commission
- Member – Kirubel Fessesework – Park and Recreation Commission
- Member – Pete Robertson - FAAC
- Member – Dave Tyahla – Long Bridge Park Advisory Committee
- Member – Doug Ross – Long Bridge Park Advisory Committee
- Member – Susan English – Long Bridge Park Advisory Committee
- Member – Don Hesse – Senior Advisory Council
- Member – Cindy Miller – Senior Advisory Council
- Member – Sherry Kohan – Sports Commission
- Member – Mackenzie Kearney – Aquatics Committee
- Member – Marilyn Judson – Aquatics Committee
- Member – Rob Mandle – Crystal City BID

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.

Working Group – Ground Rules

- 1.) There is no dress code.
- 2.) Meetings require public notice, and no more than two members of this group may discuss the work of the group, in person or by email, outside of our meetings at a time. Please respect this requirement.
- 3.) We have something to learn from everyone in the room. We will respect the right of every working group member to speak and express a viewpoint, and will not attempt to silence or diminish one another.
- 4.) There are no formal minutes. Staff will keep informal meeting notes and an issues list. These will be posted on the LBP Fees Working Group web page maintained by DPR staff. Staff will make every effort to post the meeting agenda and materials on the web page three days prior to every meeting, and notes 48 hours after a meeting has taken place.
- 5.) The group will try to achieve consensus, and in all cases work to clarify issues and options for consideration by the community, and County. Divergent views will be summarized fairly in reports and presentations.

Working Group – Ground Rules

- 6.) Meetings will be as informal as the number of attendees and other circumstances permit.
- 7.) Every working group member will have reasonable chances to speak at meetings and will be expected to allow others the same opportunities. Only one conversation will take place at a time at the table.
- 8.) Every effort will be made to set aside time for non-working group member who attend meetings to speak. We will always accept written feedback at each meeting.
- 9.) Consistent with our charge, sub-committees may be formed to consider specific topics as appropriate.
- 10.) In the interest of coherence, all material distributed to the group should include the author's name, the distribution date, and page numbers.
- 11.) Meetings will start on-time. Stated ending times will be generally respected, but may be adjusted by general agreement to help finish a discussion.

Meeting #1 Follow-Up

- Jeff Rouse Aquatics Facility – Stafford, VA
- Community Center Room Rentals
- Resident/Non-Resident Fitness Memberships
- Fitness Room Sizes – Walter Reed, Barcroft, Arlington Mill, Madison, Langston, Fairlington
 - Average amenities

Jeff Rouse Swim and Sport Center

Amenities

Competition Pool

- 50m x 25y competition pool
- 1m Diving Boards

Recreation pool

- Zero Depth Entry
- Mushroom and Water Features
- 6 lanes, 25 yards.

Wellness Pool

- Bench area w/ jets
- 2'6" – 4'" depth.



Jeff Rouse Swim and Sport Center

Membership Options

	Youth R	Youth NR	Adult R	Adult NR	Senior R	Senior NR
Monthly	\$39 mo.	\$49 mo.	\$49 mo.	\$59 mo.	\$39 mo.	\$49 mo.
	Youth R	Youth NR	Adult R	Adult NR	Senior R	Senior NR
Add-A-Member	\$20 mo.	\$25 mo.	\$25 mo.	\$30 mo.	\$25 mo.	\$30 mo.
	Youth R	Youth NR	Adult R	Adult NR	Senior R	Senior NR
Daily Fee	\$10	\$15	\$15	\$20	\$10	\$15

*Enrollment fees- \$99 individual membership. \$149 family membership

** All memberships are month-to-month.

Annual Membership Comparison

Facility	Annual Membership Adult Resident
2004 LBP	\$650
APS	\$374.50
Jeff Rouse	\$588 + \$99 initiation = \$687 (\$49 x 12 mos.)
Fairfax	\$669
Alexandria	\$450
D.C.	\$0
Freedom Center	\$600
Montgomery County	\$600
The St. James	\$2028 (\$169 x12 mos.)

Current DPR Fitness Memberships

Active Fitness Memberships	
Resident – 2,380	Non-Resident - 27

Pass Type	Resident	Non-Resident
10-Pass	32	1
Adult 3 Month	350	4
Adult 6 Month	230	2
Adult Annual	672	6
Business	5	0
High School/College	303	0
Teen	788	14

Office of Senior Adult Programs (OSAP) Fitness Passes

OSAP Pass Type	Resident	Non-Resident
55 Gold	2,419	222
55 Gold-X	784	44
55 Plus	2,142	531
55 Plus-X	502	68

Plus memberships provide access to Senior Centers.

Gold Memberships provide access to Fitness Centers.

X- indicates a member in the same household has access to the same membership as the passholder.

Community Center Room Rentals

- DPR was asked to benchmark similar rooms planned for the Long Bridge Aquatic and Fitness Center.
- Rooms chosen include 527 A&B at the Arlington Mill Community Center, The Wellness Room at Barcroft Sport and Fitness Center, and the Wellness Room at The Walter Reed Community Center.

Facility	Reserved Hours
AMCC 527 A&B	3,667
BSFC	1,344
WRCC	1,571

Facility	% Reserved for DPR
AMCC	73%
BSFC	84%
WRCC	96%

Community Center Room Rentals



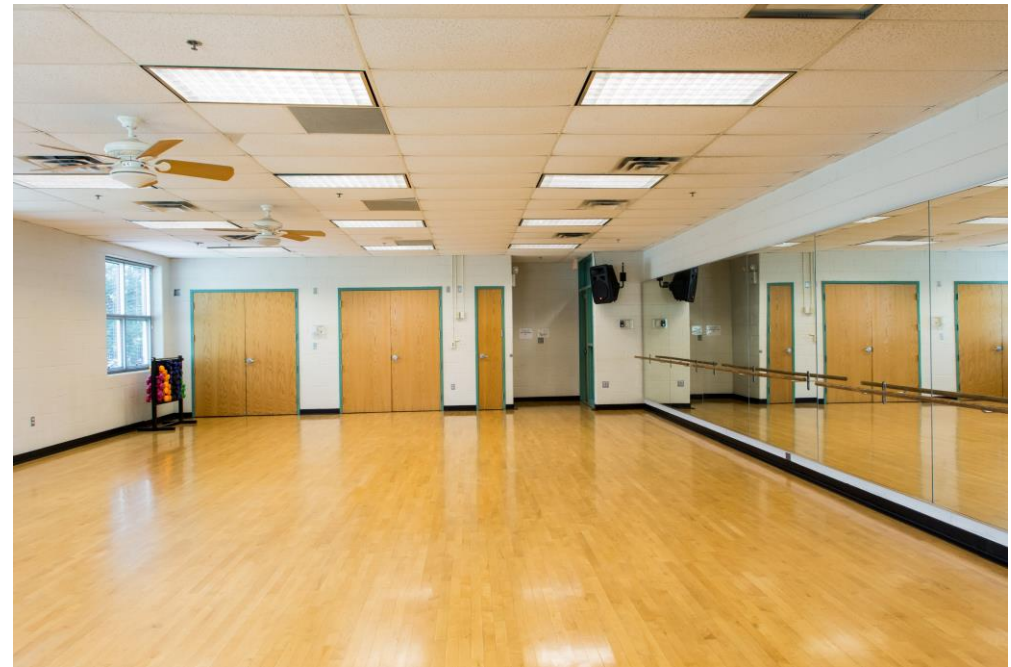
Arlington Mill Community Center

Community Center Room Rentals



Walter Reed Community Center

Community Center Room Rentals



Barcroft Sport and Fitness Center

Current Fitness Spaces

- Arlington Mill Community Center – **1310 sf.**
- Barcroft Sport and Fitness Center – **870 sf.**
- Fairlington Community Center
 - Weightroom – **800 sf.**
 - Cardio Center – **840 sf.**
- Madison Community Center – **1300 sf.**
- Langston-Brown Community Center – **1,170 sf.**
- Thomas Jefferson Community Center
 - Weight room- **1,890 sf.**
 - Gymnasium - **60,000 sf.**
- Gunston Community Center – **770 sf.**
- Long Bridge Aquatics and Fitness Center Fitness Room – **8,000 sf.**

Fitness Spaces Continued

- The new Lubber Run Community Center will include a 2,000 sf fitness room.
- All Department of Parks and Recreation (DPR) fitness facilities include a combination of the following equipment:
 - Treadmills
 - Ellipticals
 - Recumbent/Stationary Bikes
 - Free Weights
 - Cable Machines

Fitness Spaces Continued



Arlington Mill Community Center



Barcroft Sport and Fitness Center

2004 Survey Background

- In 2004, Brailsford and Dunleavy (B&D) conducted a Detailed Market Analysis and prepared a Program of Architectural Requirements for a new community aquatics, health & fitness center for Arlington County. ETC developed and conducted a statistically valid, random survey as part of the B&D team.
- Brailsford and Dunleavy is a facility planning and programming management firm dedicated to assisting major public agencies, educational institutions, and other clients in developing “quality of life” facilities including sports, recreation, entertainment, housing, and retail facilities.
- B&D’s market analysis assisted the County in prioritizing what elements should be included in a new aquatics, health & fitness center in order to determine how best to invest the County’s capital dollars and to help ensure a high level of participation.
- ETC’s survey assisted in getting direct feedback from County residents on what amenities and classes they would prefer to utilize in a new center and how much they would be willing to pay to use those amenities.

Activity Analysis – First Priority

Activity	Depth	Breadth	Priority
Cardiovascular Fitness Machines	17.9%	30.7%	First
Indoor jogging/walking	16.8%	27.3%	First
Lap Swimming	15.2%	25.7%	First
Weight Training – weight machines	14.5%	27.1%	First

- **Depth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least two times per week on average.
- **Breadth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least on an occasional basis.

Activity Analysis – Second Priority

Activity	Depth	Breadth	Priority
Weight Training – Free Weights	12.6%	24.7%	Second
Community Open Swim	11.6%	21.6%	Second
Yoga, Pilates Classes	11.3%	23.5%	Second
Group Fitness (aerobics, spin, dance)	10.3%	23.3%	Second

- **Depth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least two times per week on average.
- **Breadth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least on an occasional basis.

Activity Analysis – Third Priority

Activity	Depth	Breadth	Priority
Therapeutic Aquatics	8.3%	14.2%	Third
Water Aerobics	7.0%	14.1%	Third
Indoor Tennis	5.2%	12.5%	Third
Basketball	5.0%	12.5%	Third
Martial Arts	3.5%	8.5%	Third
Racquetball/Handball	3.3%	9.5%	Third
Volleyball	3.3%	10.2%	Third
Indoor Soccer	3.2%	8.6%	Third
Rock Climbing Wall	3.2%	12.3%	Third

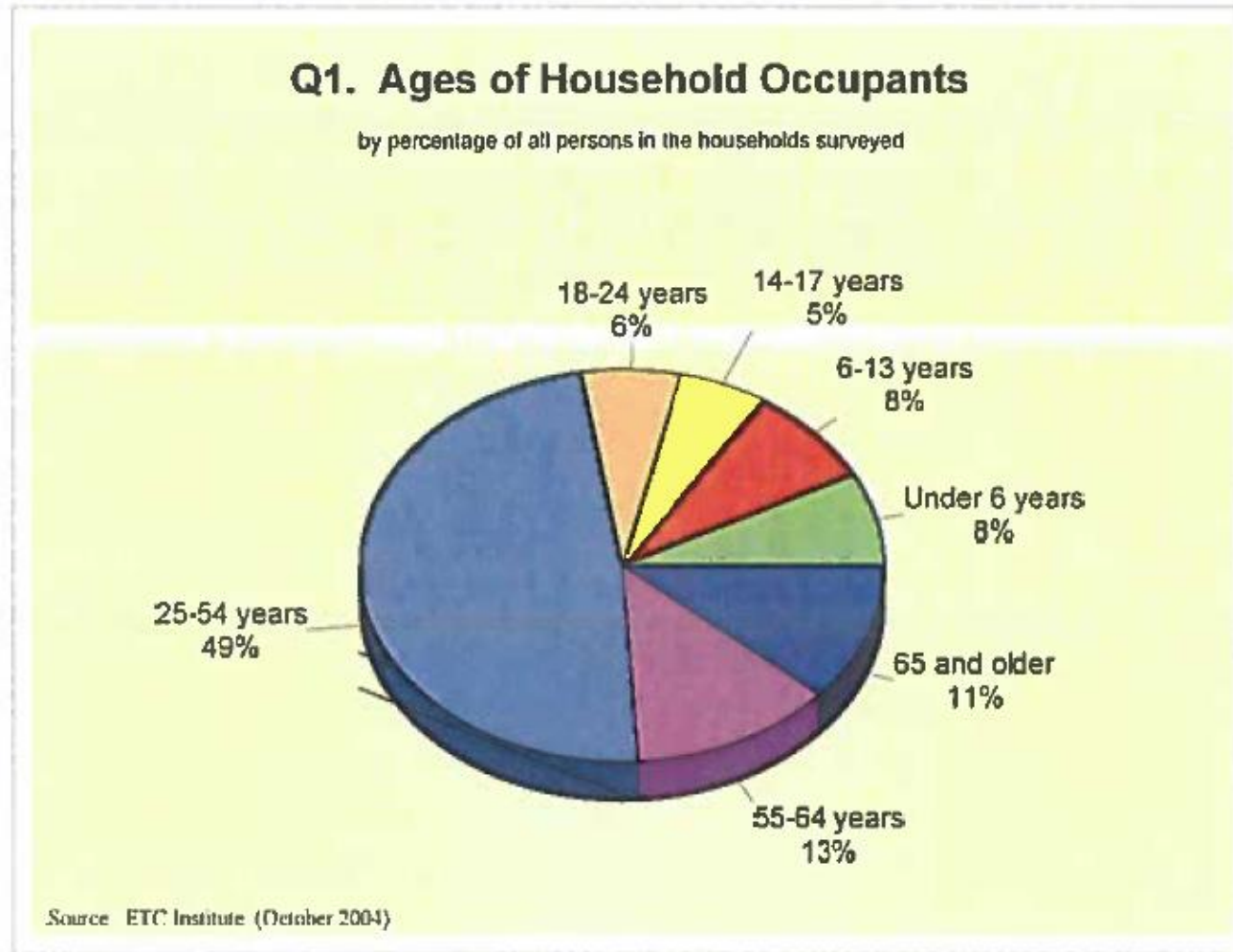
- **Depth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least two times per week on average.
- **Breadth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least on an occasional basis.

Activity Analysis – Fourth Priority

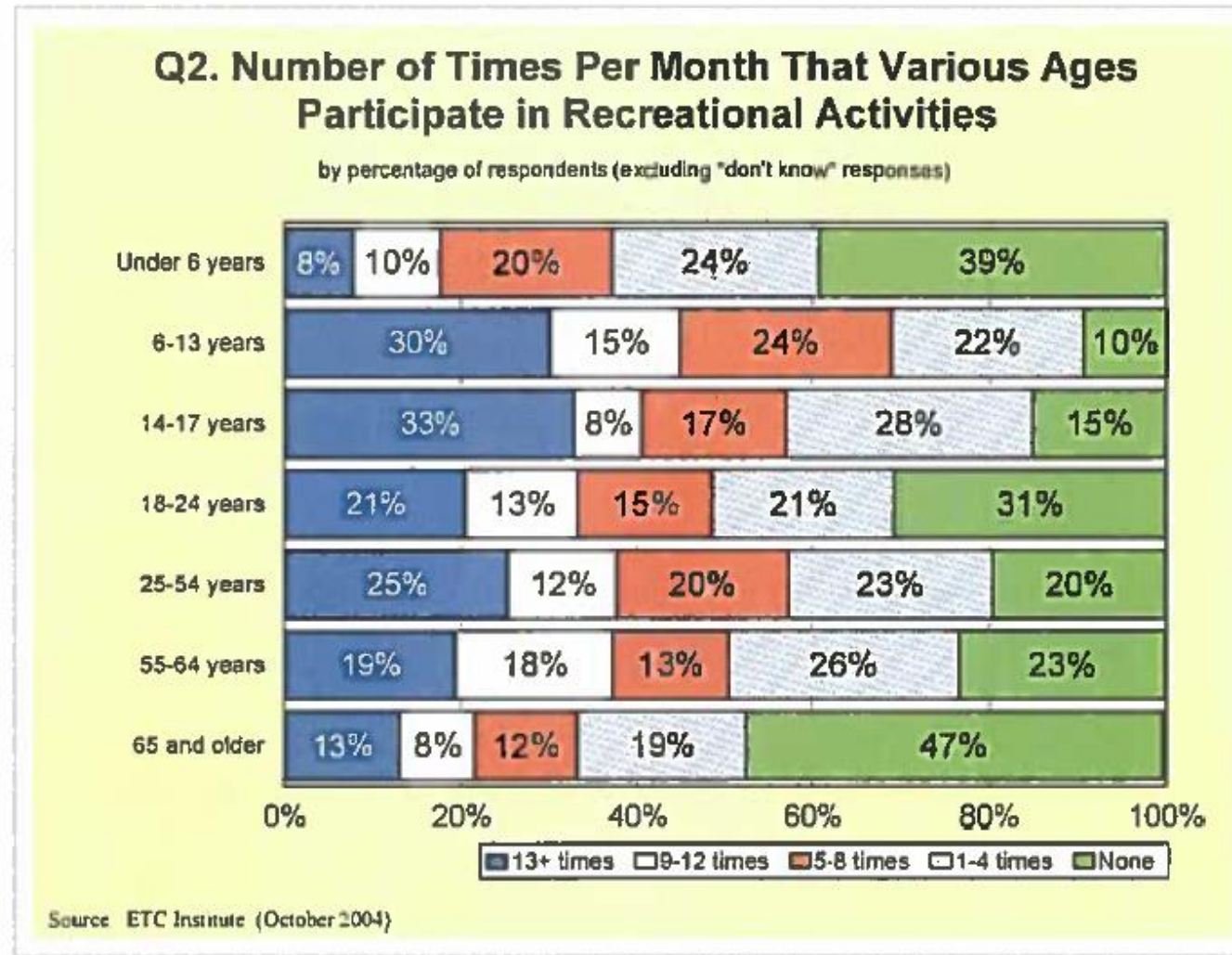
Activity	Depth	Breadth	Priority
Roller or Floor Hockey	1.9%	6.4%	Fourth
Squash	1.7%	5.0%	Fourth
Badminton	1.2%	5.7%	Fourth

- **Depth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least two times per week on average.
- **Breadth** of demand is defined as the percent of survey respondents who indicated that they would participate in the activity in question at least on an occasional basis.

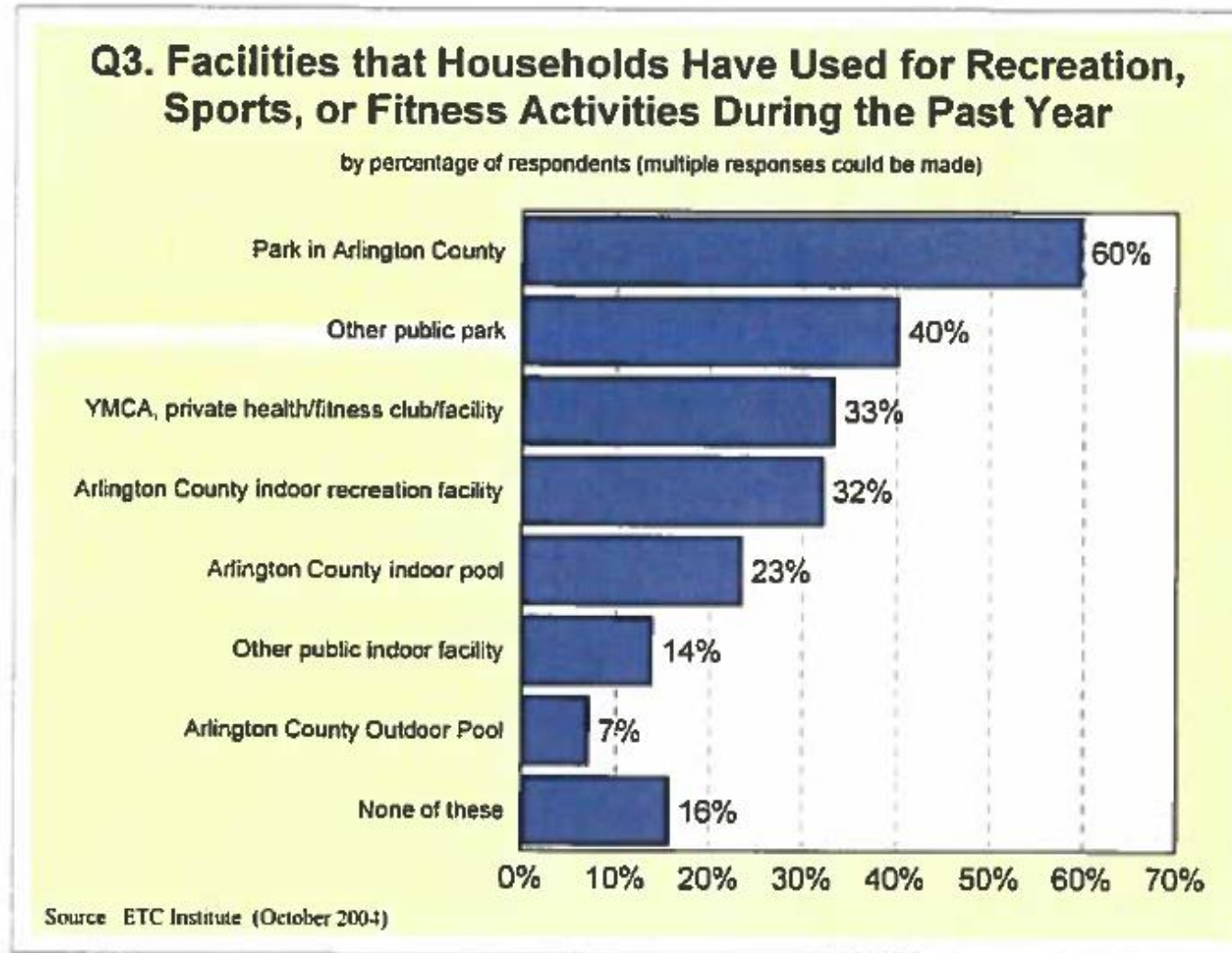
ETC Survey and Results – Question 1



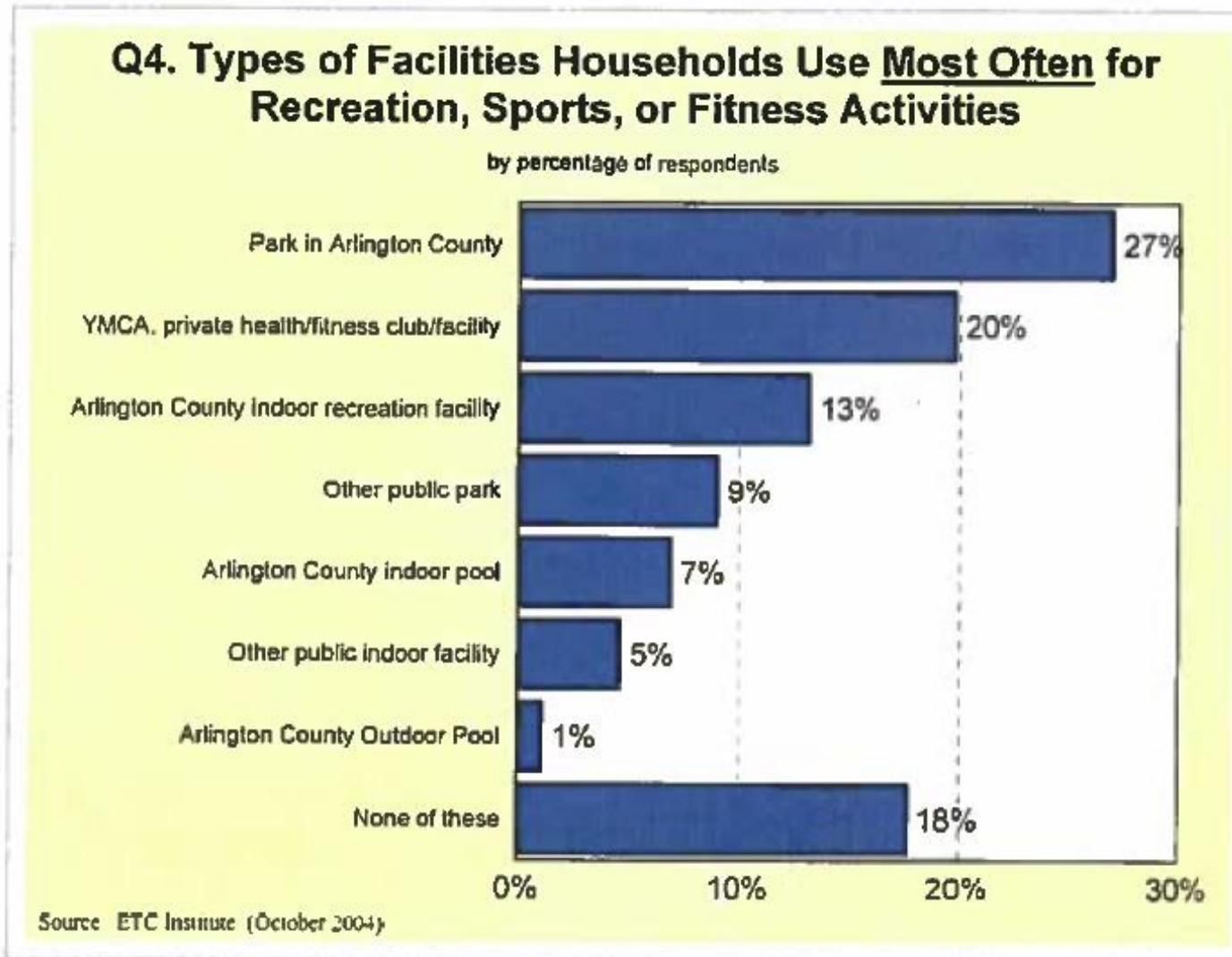
ETC Survey and Results – Question 2



ETC Survey and Results – Question 3



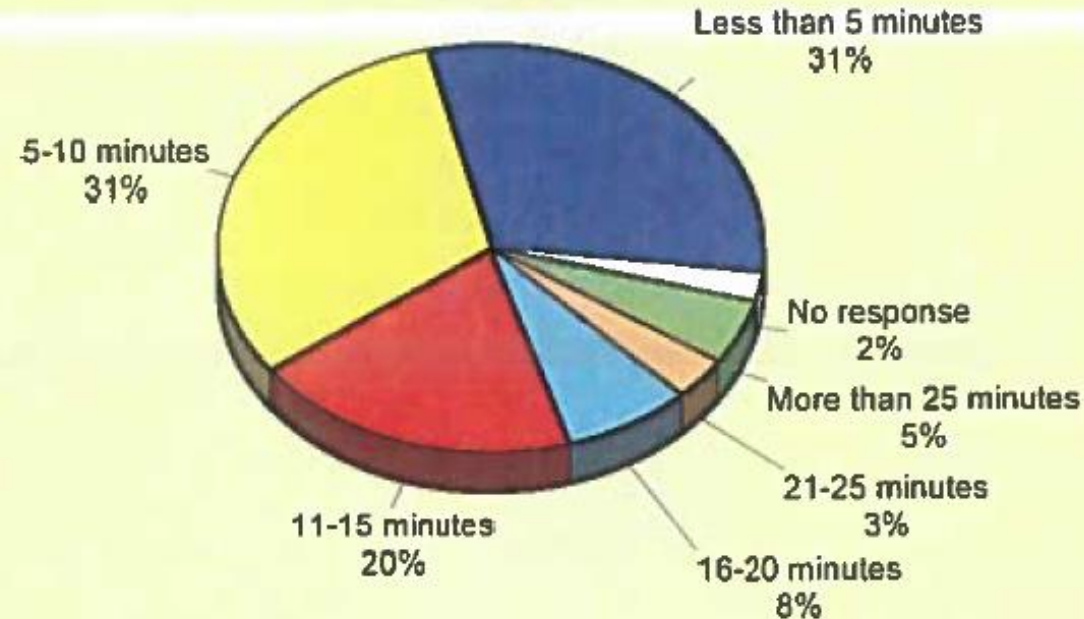
ETC Survey and Results – Question 4



ETC Survey and Results – Question 5

Q5. Time It Takes Arlington County Residents to Travel One Way to Participate in Recreation, Sports, and Fitness Activities

by percentage of respondents

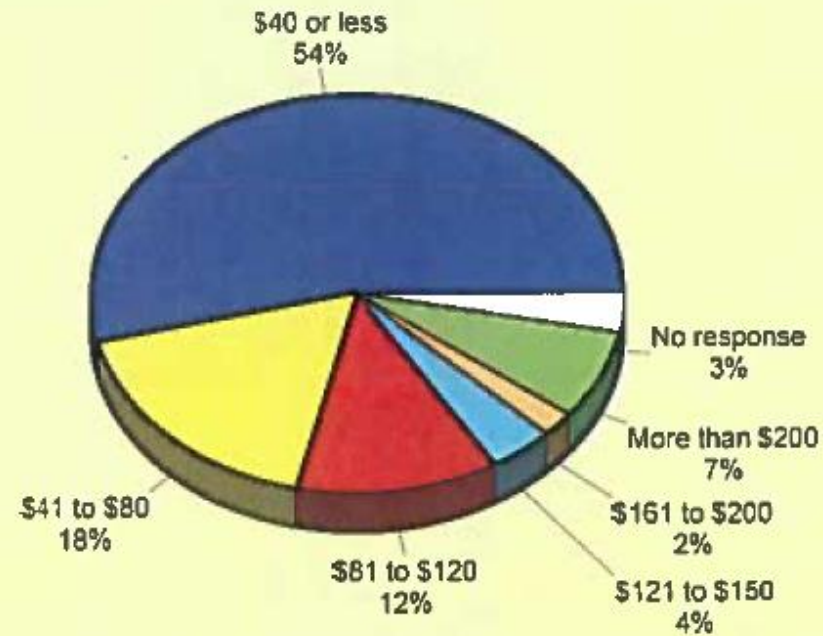


Source ETC Institute (October 2004)

ETC Survey and Results – Question 6

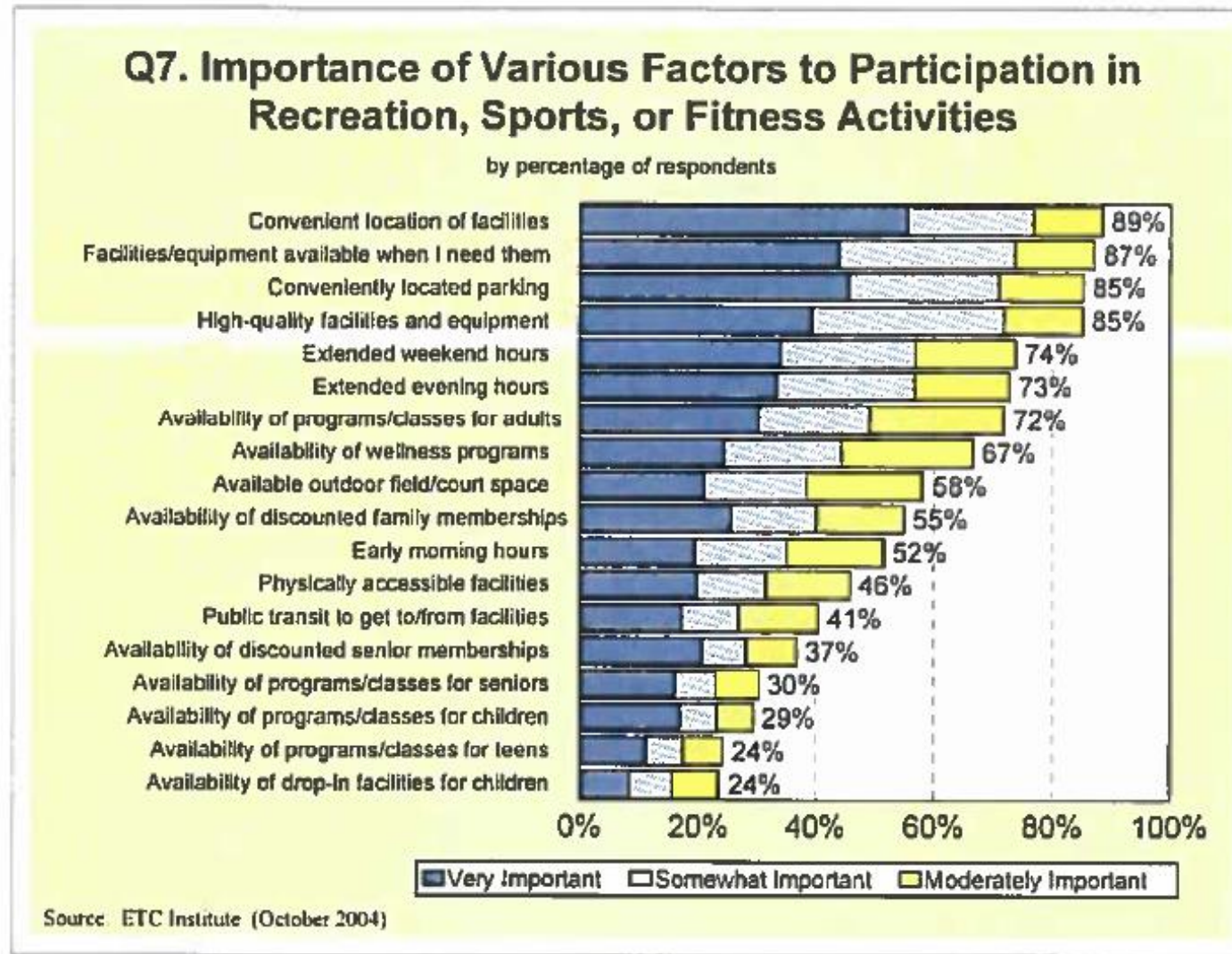
Q6. The Average Amount Households Spend on Recreation, Sports, and Fitness Activities per Month

by percentage of respondents

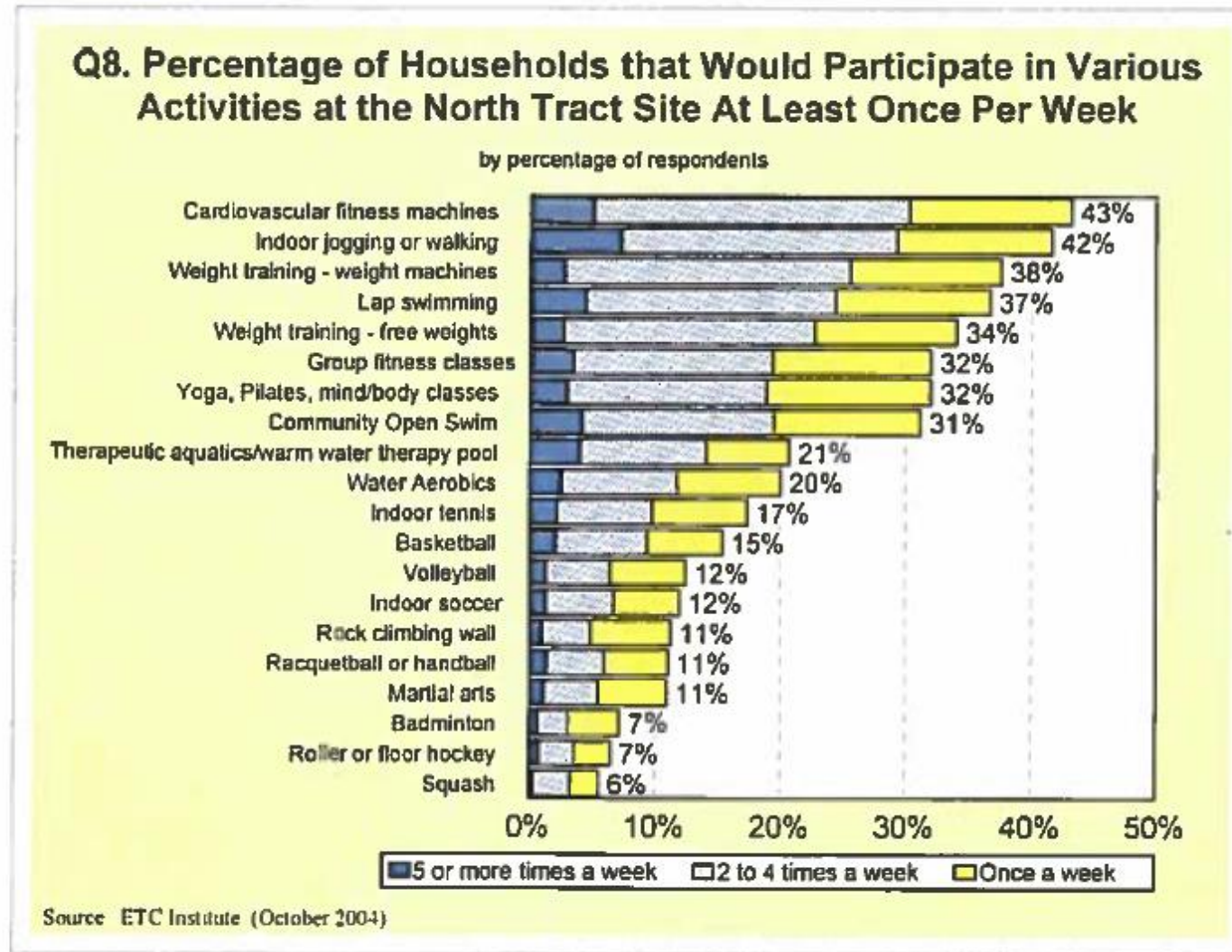


Source: ETC Institute (October 2004)

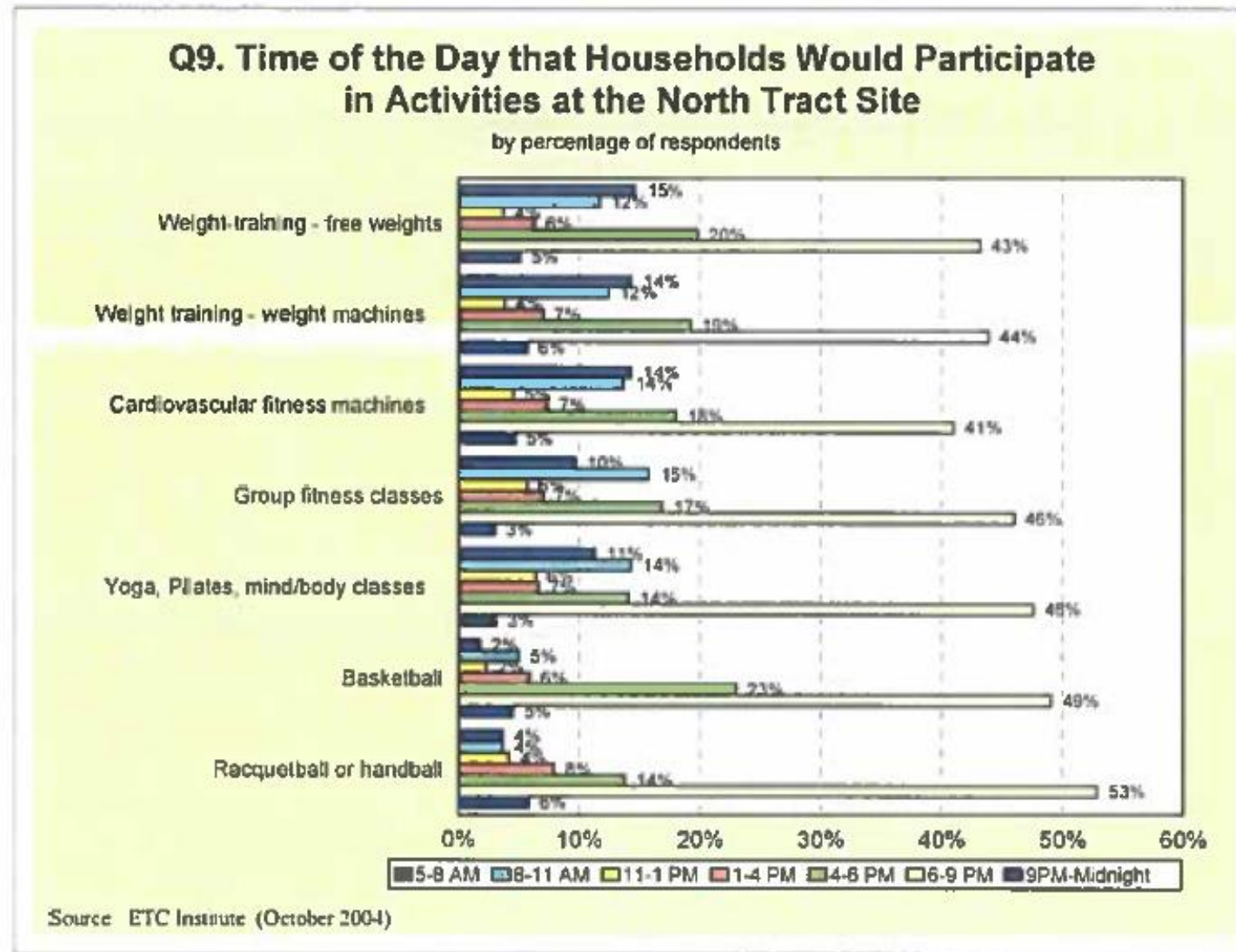
ETC Survey and Results – Question 7



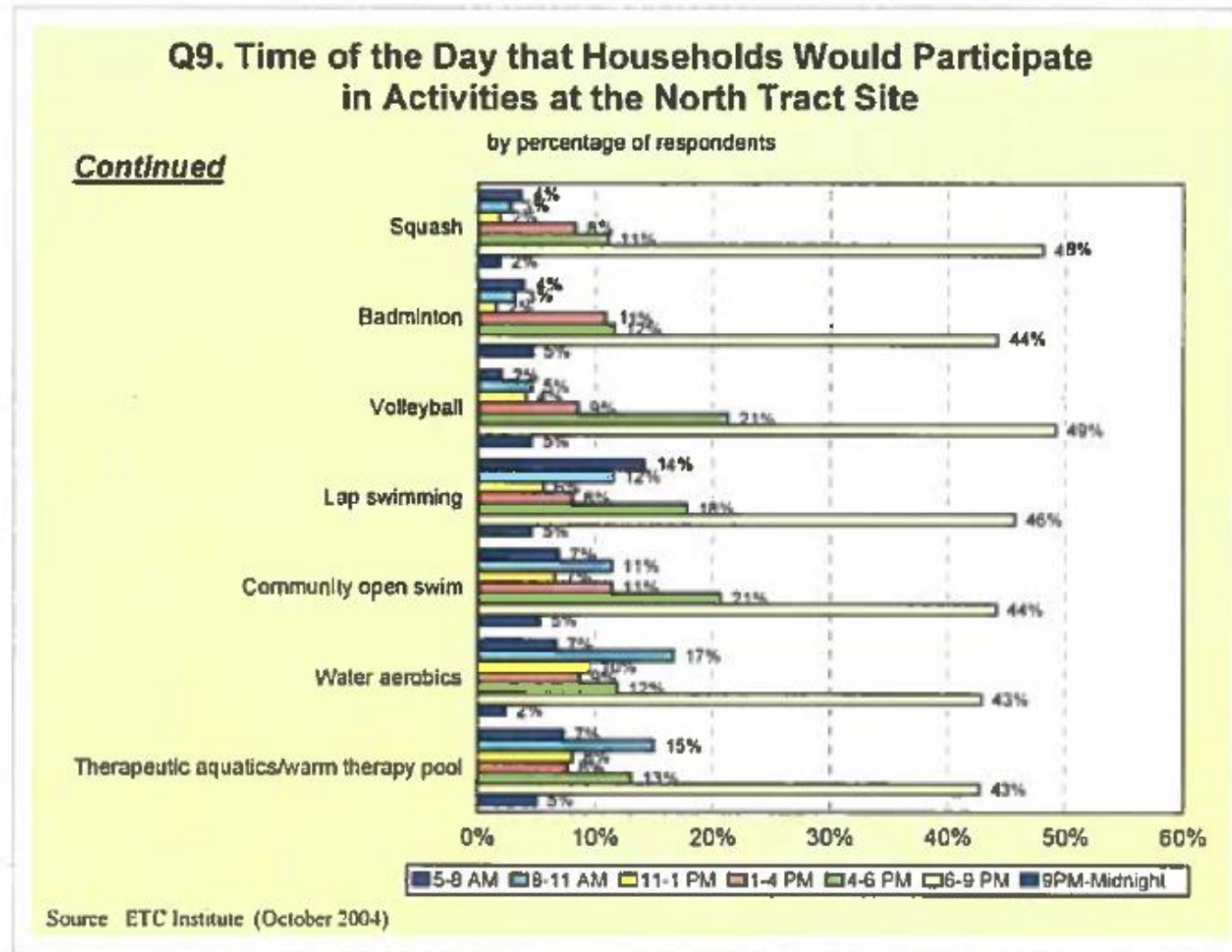
ETC Survey and Results – Question 8



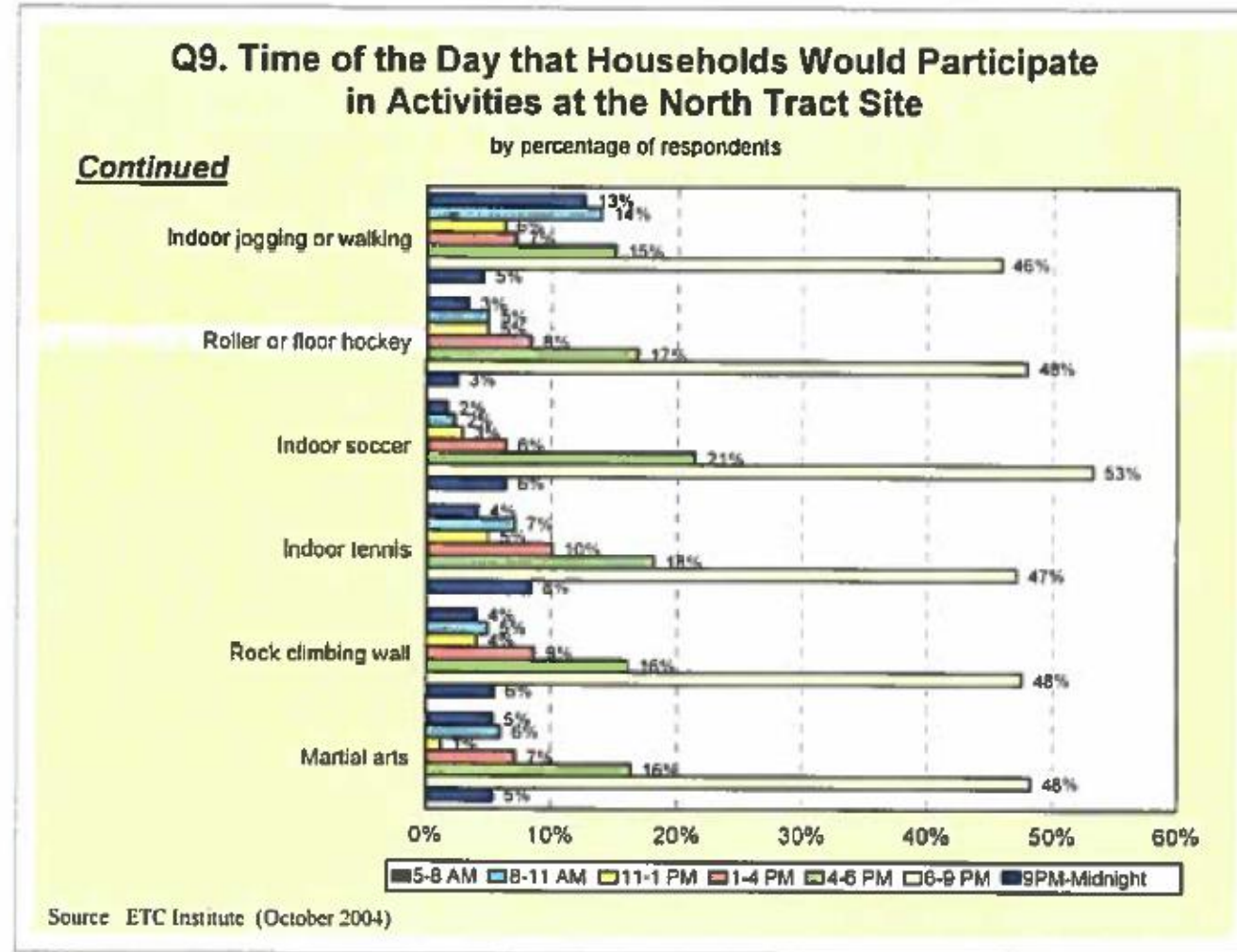
ETC Survey and Results – Question 9



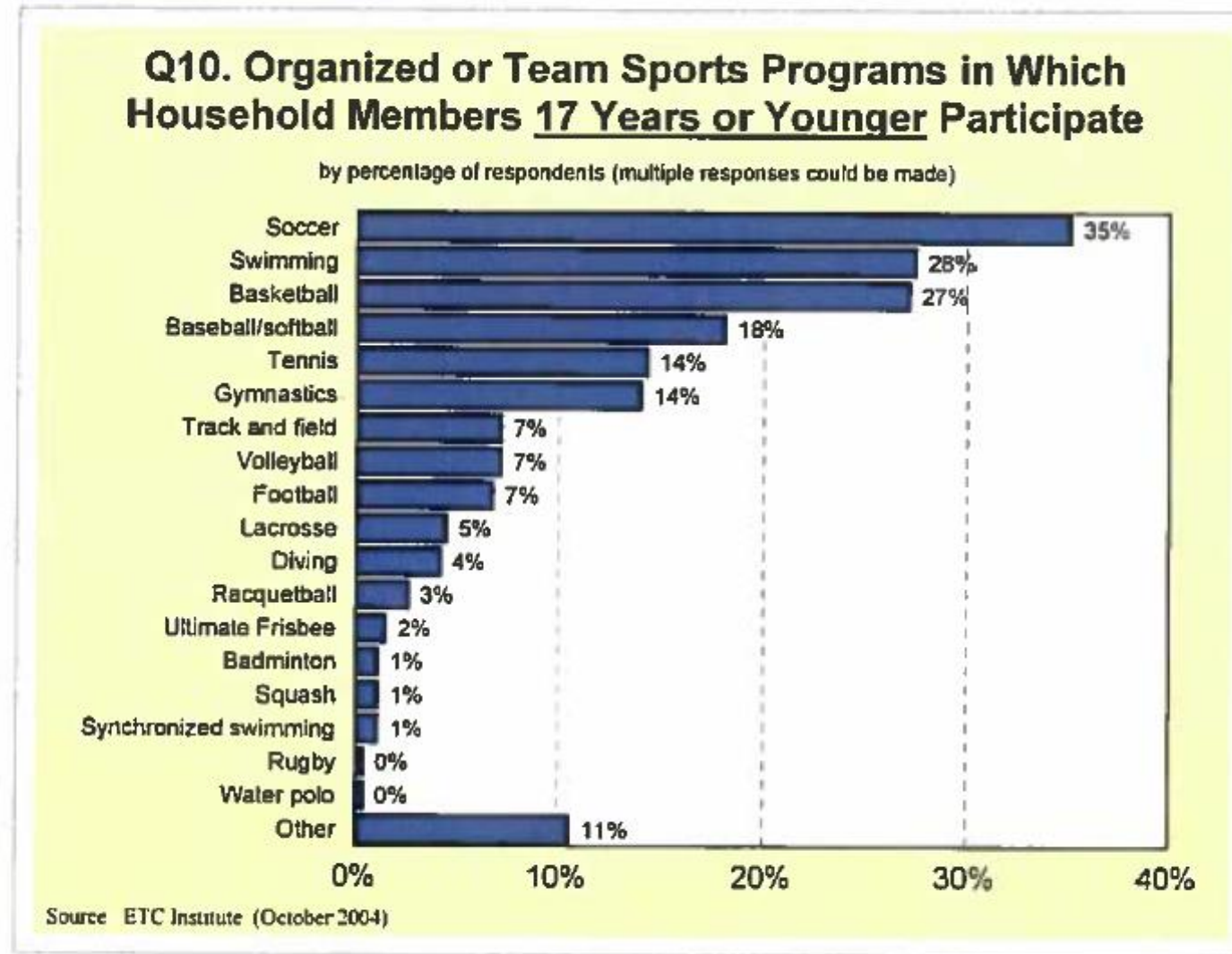
ETC Survey and Results – Question 9 cont.



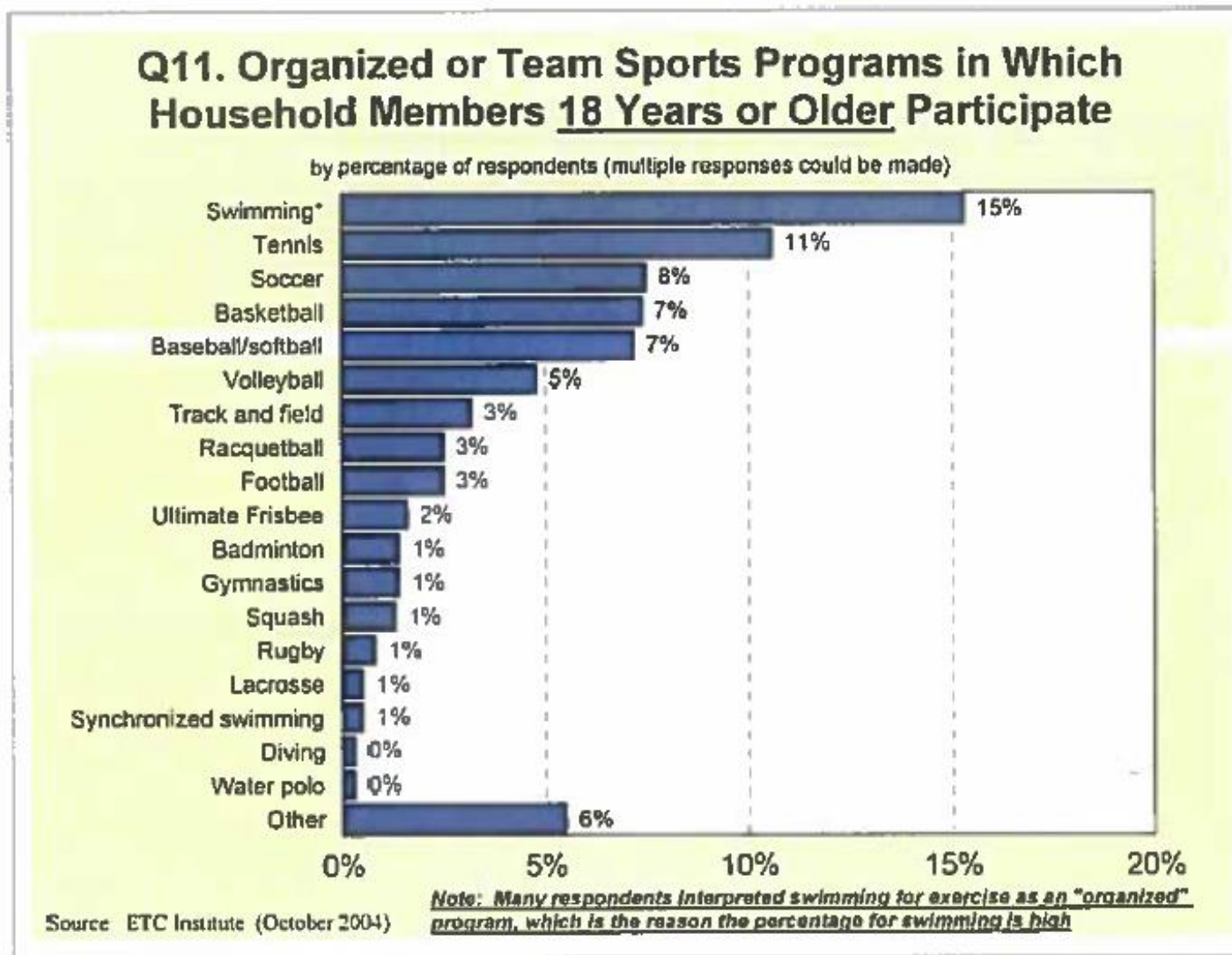
ETC Survey and Results – Question 9 cont.



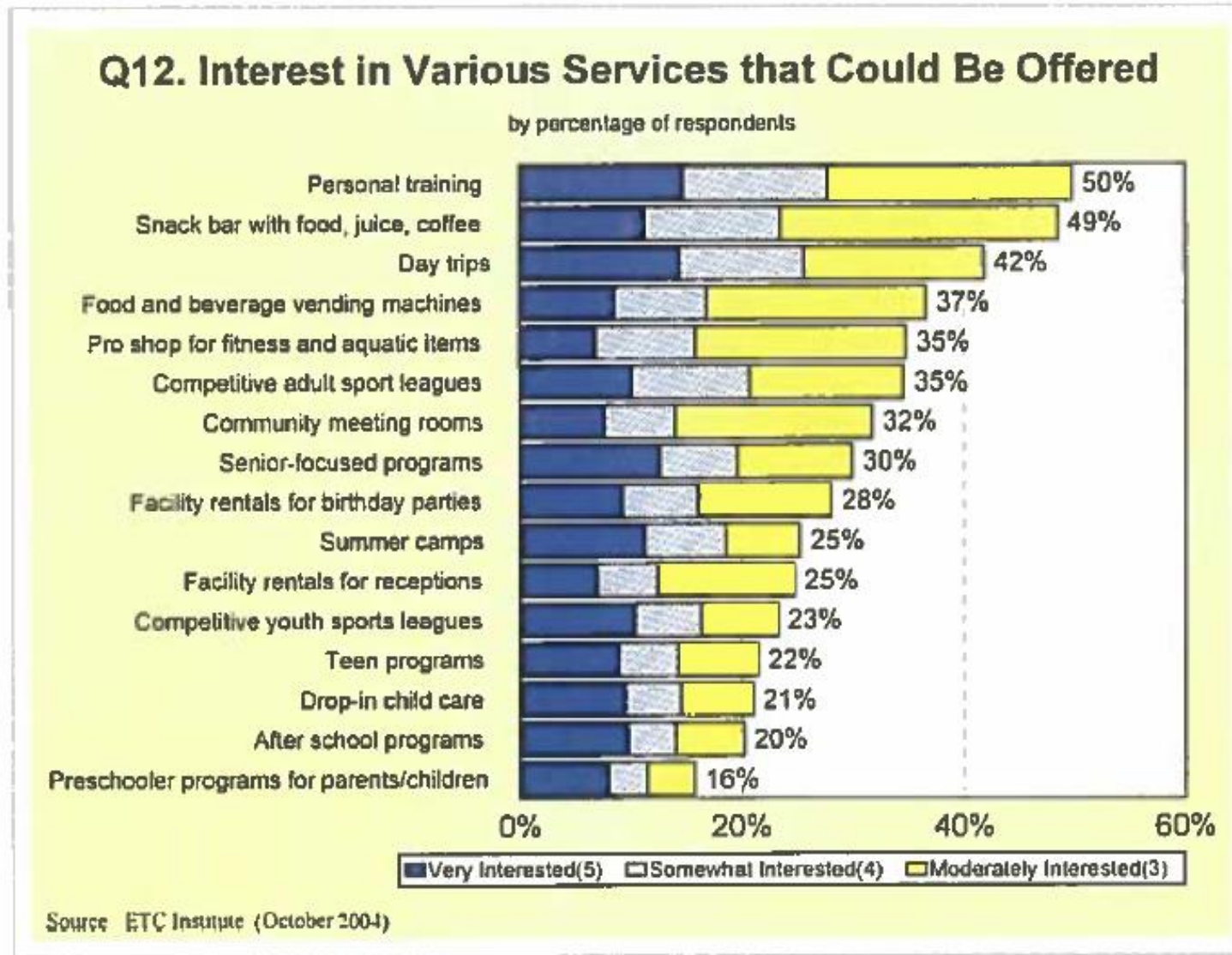
ETC Survey and Results – Question 10



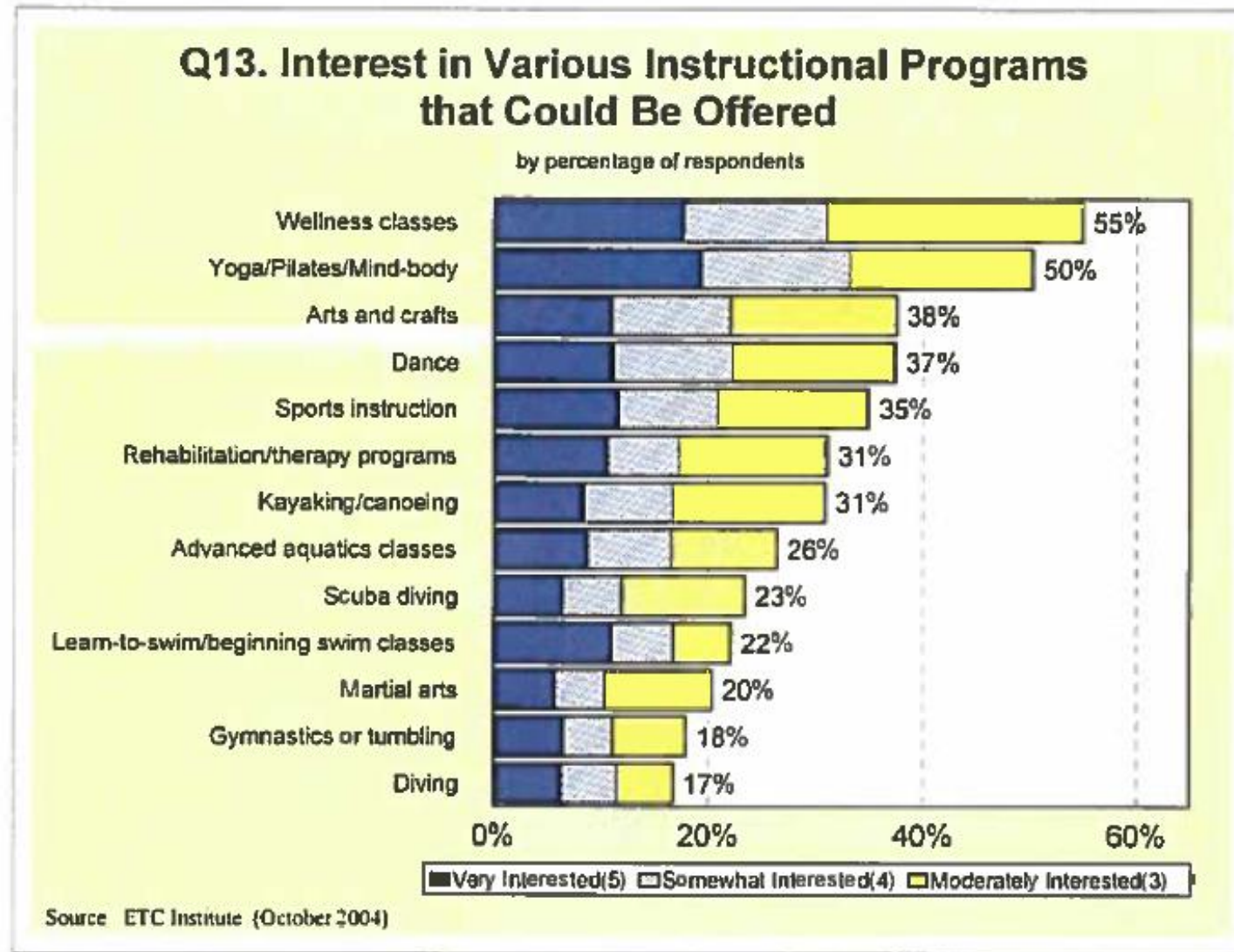
ETC Survey and Results – Question 11



ETC Survey and Results – Question 12



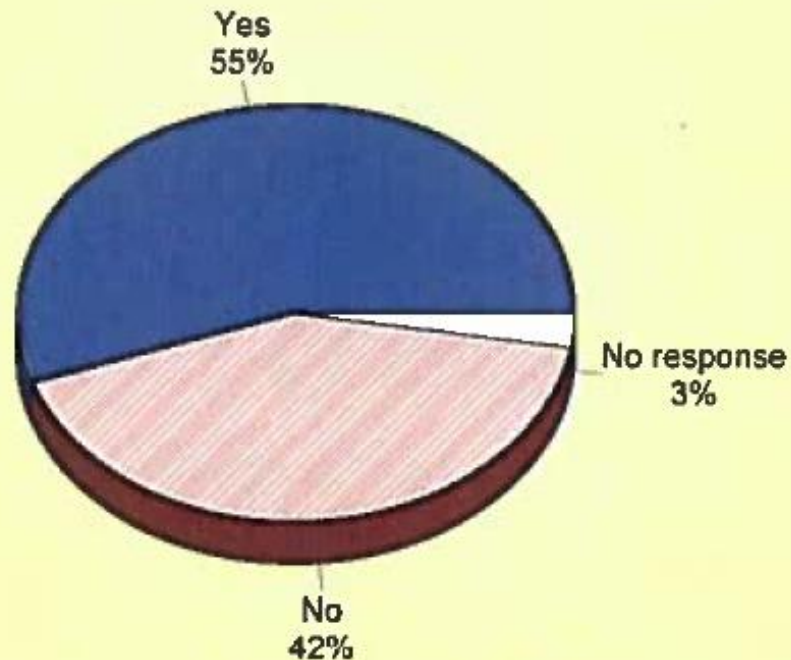
ETC Survey and Results – Question 13



ETC Survey and Results – Question 14

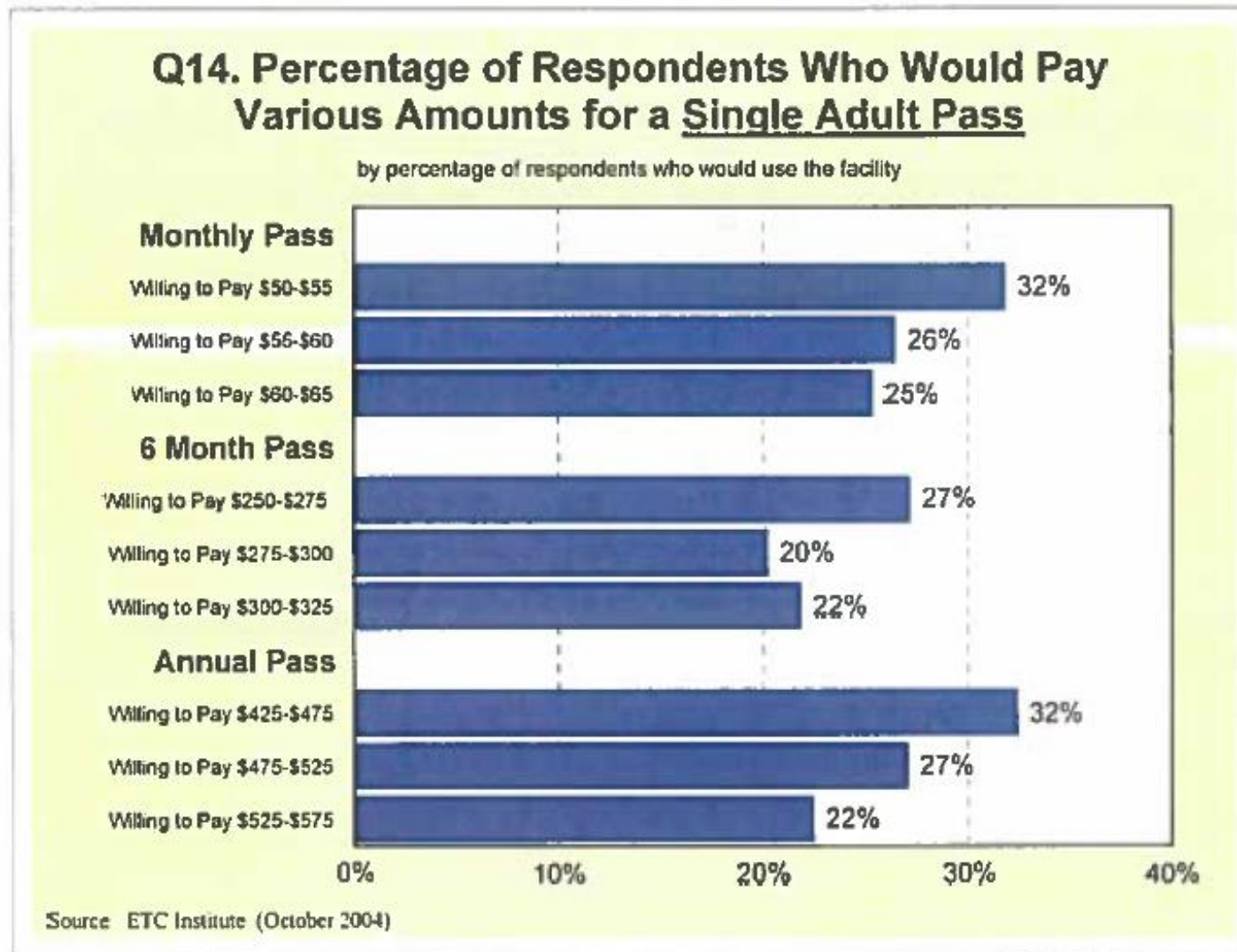
Q14. If a New Recreation Center Were Developed at the North Tract Site with the Facilities and Programs Your Household Wanted, Would You Purchase a Pass to the Facility?

by percentage of respondents

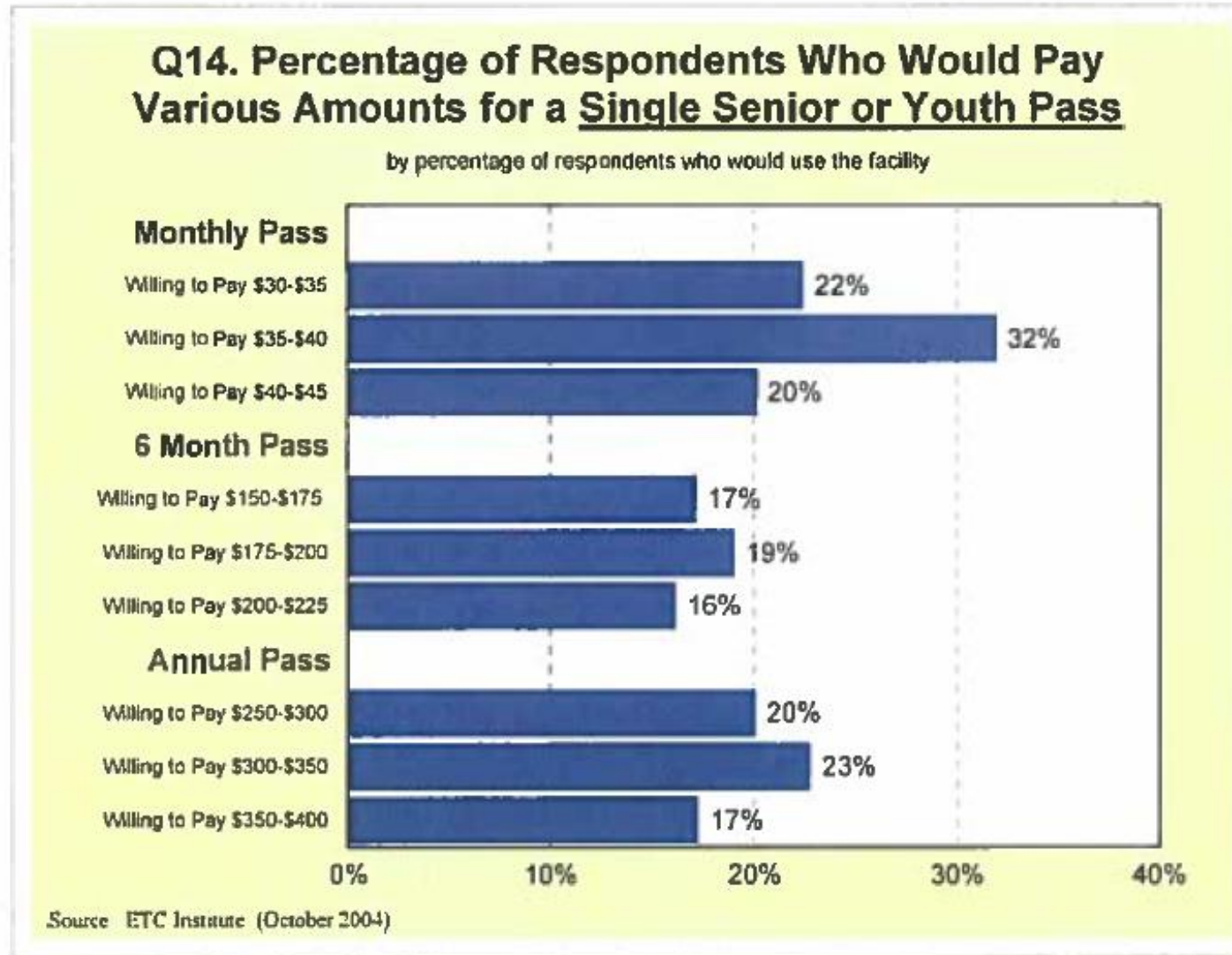


Source: ETC Institute (October 2004)

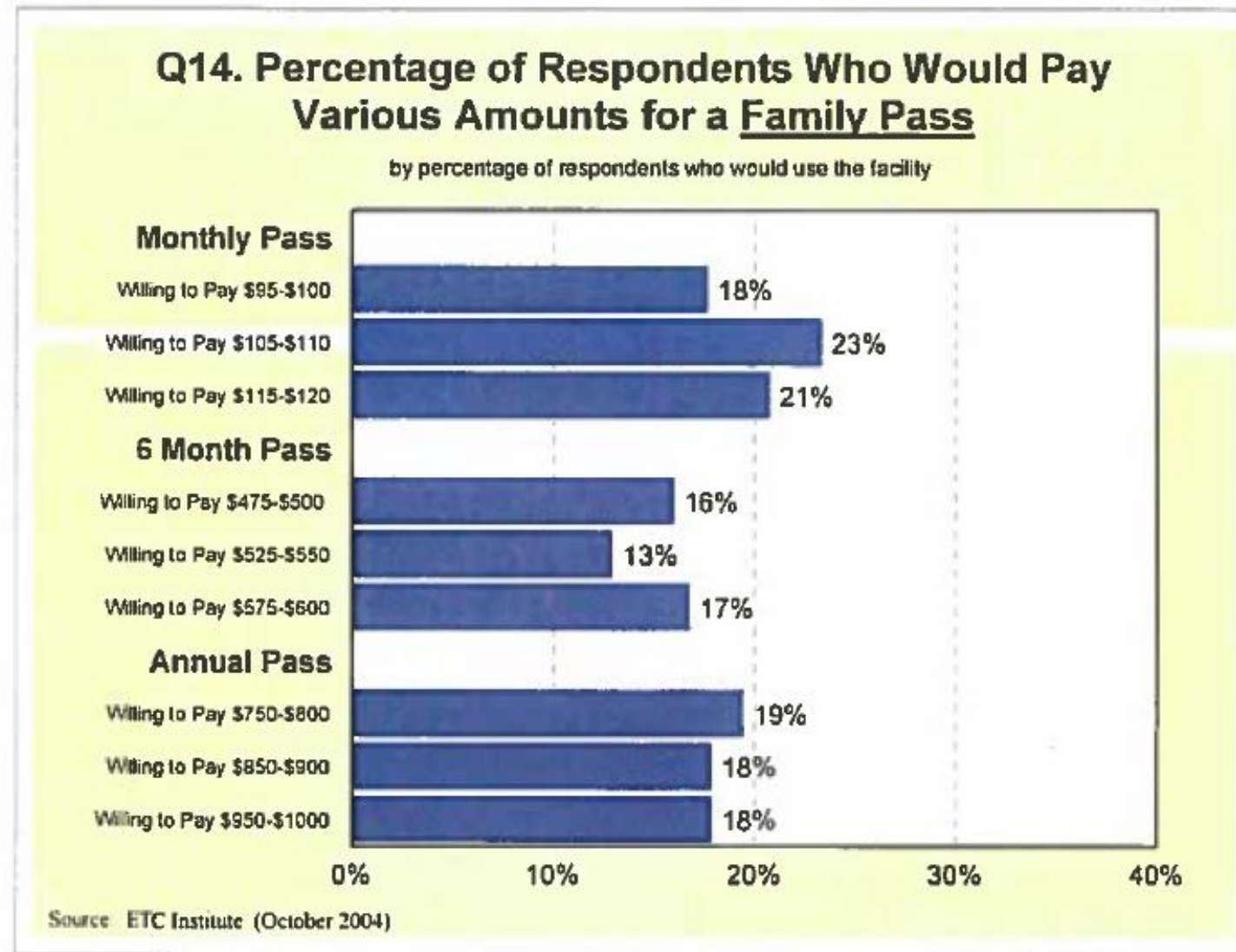
ETC Survey and Results – Question 14 Cont.



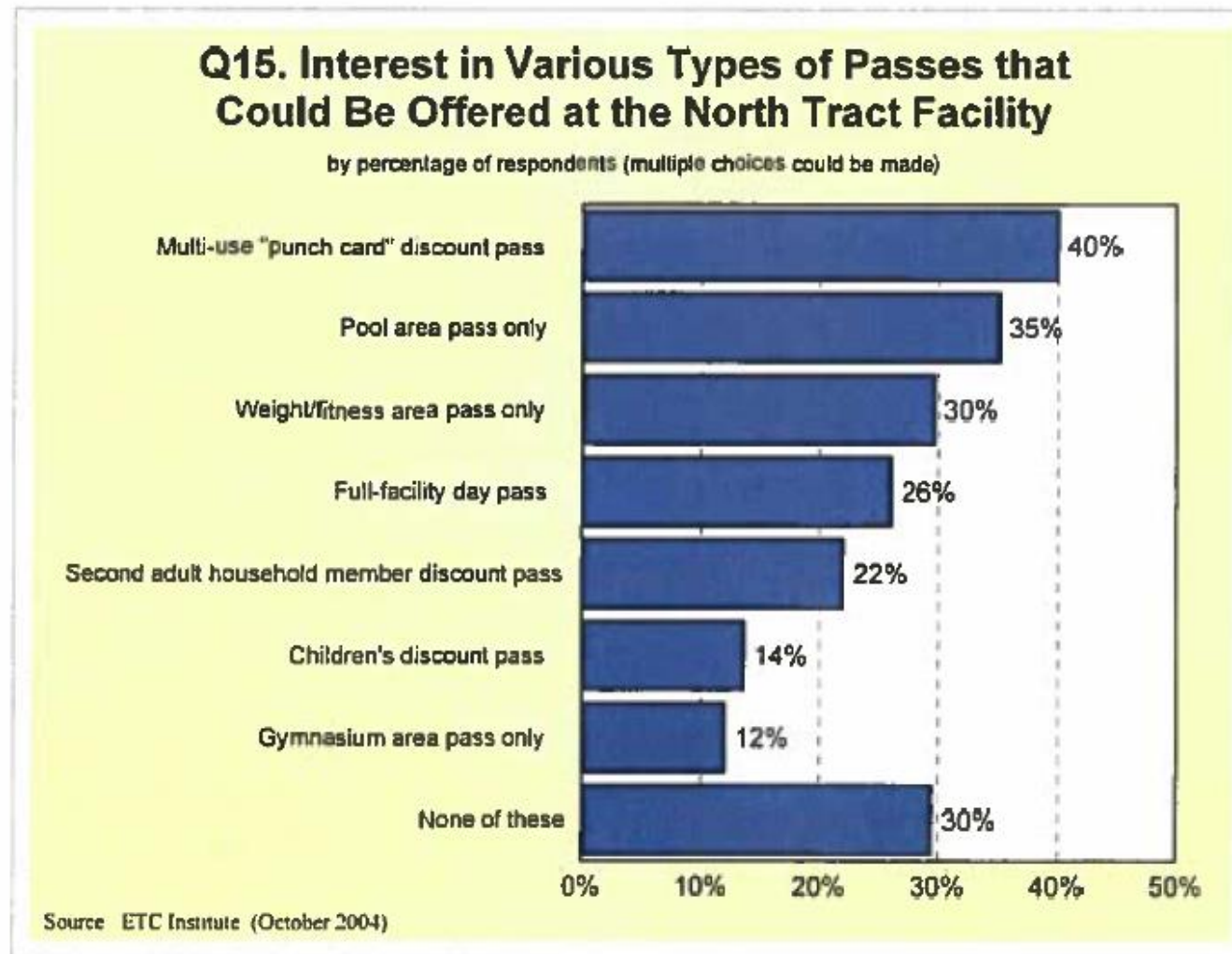
ETC Survey and Results – Question 14 Cont.



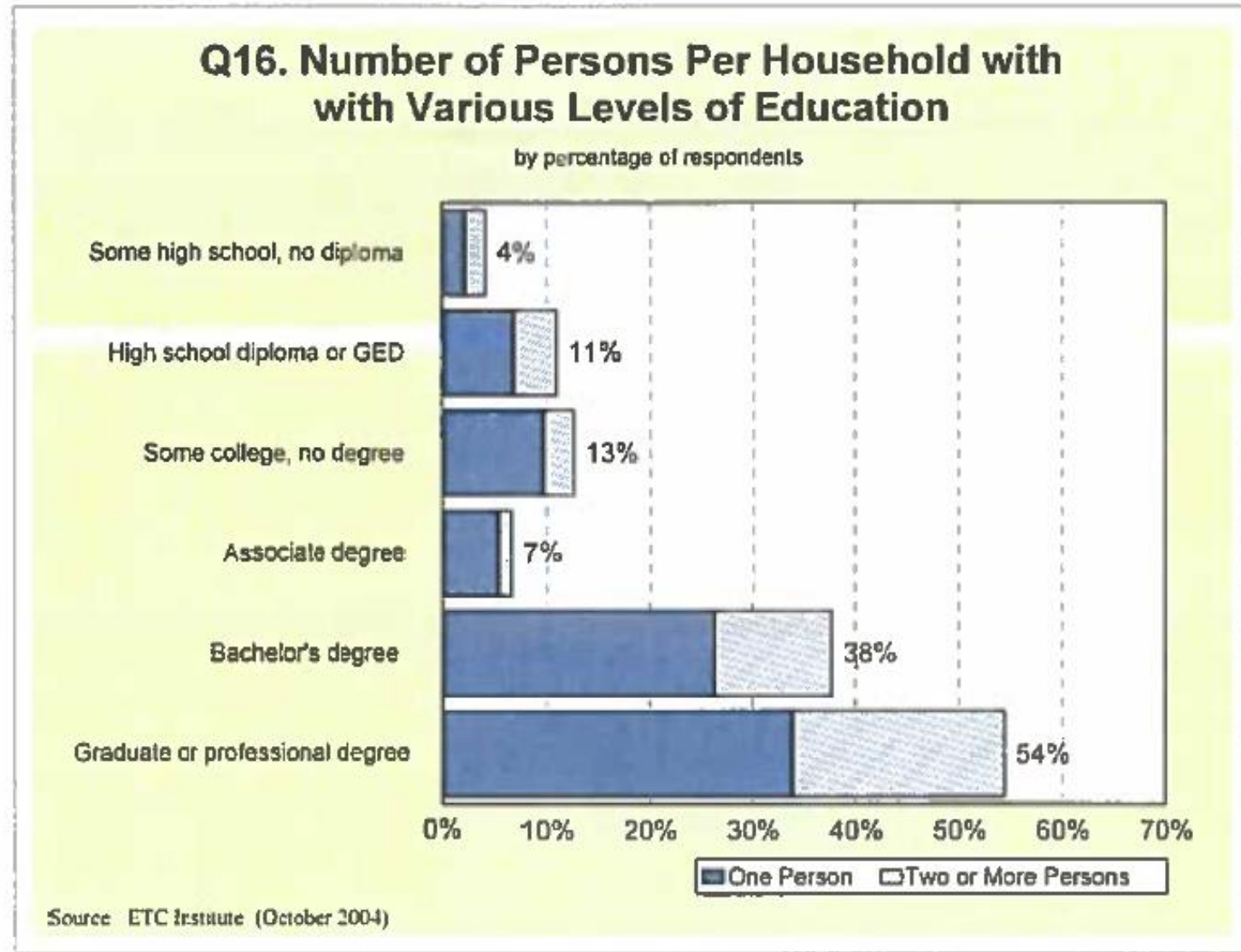
ETC Survey and Results – Question 14 Cont.



ETC Survey and Results – Question 15



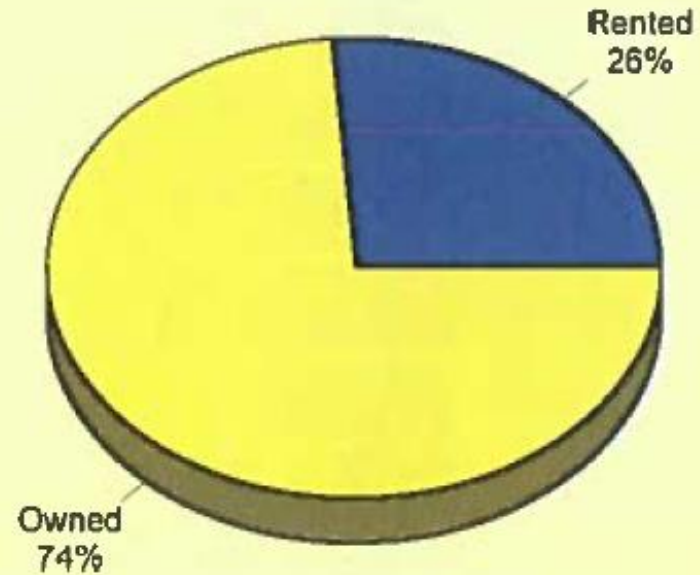
ETC Survey and Results – Question 16



ETC Survey and Results – Question 17

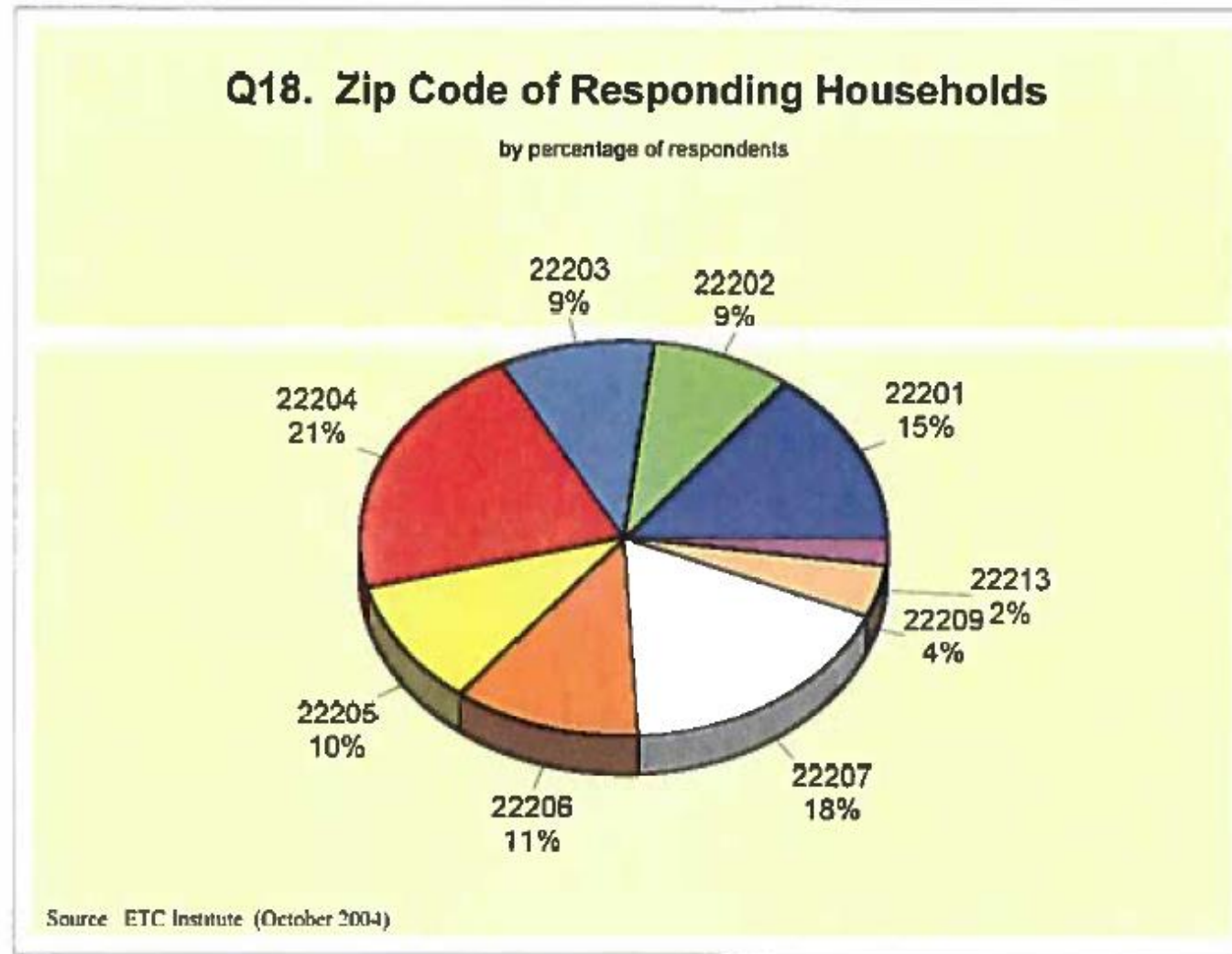
Q17. Is the Home You Live in Rented or Owned by a Household Member?

by percentage of respondents

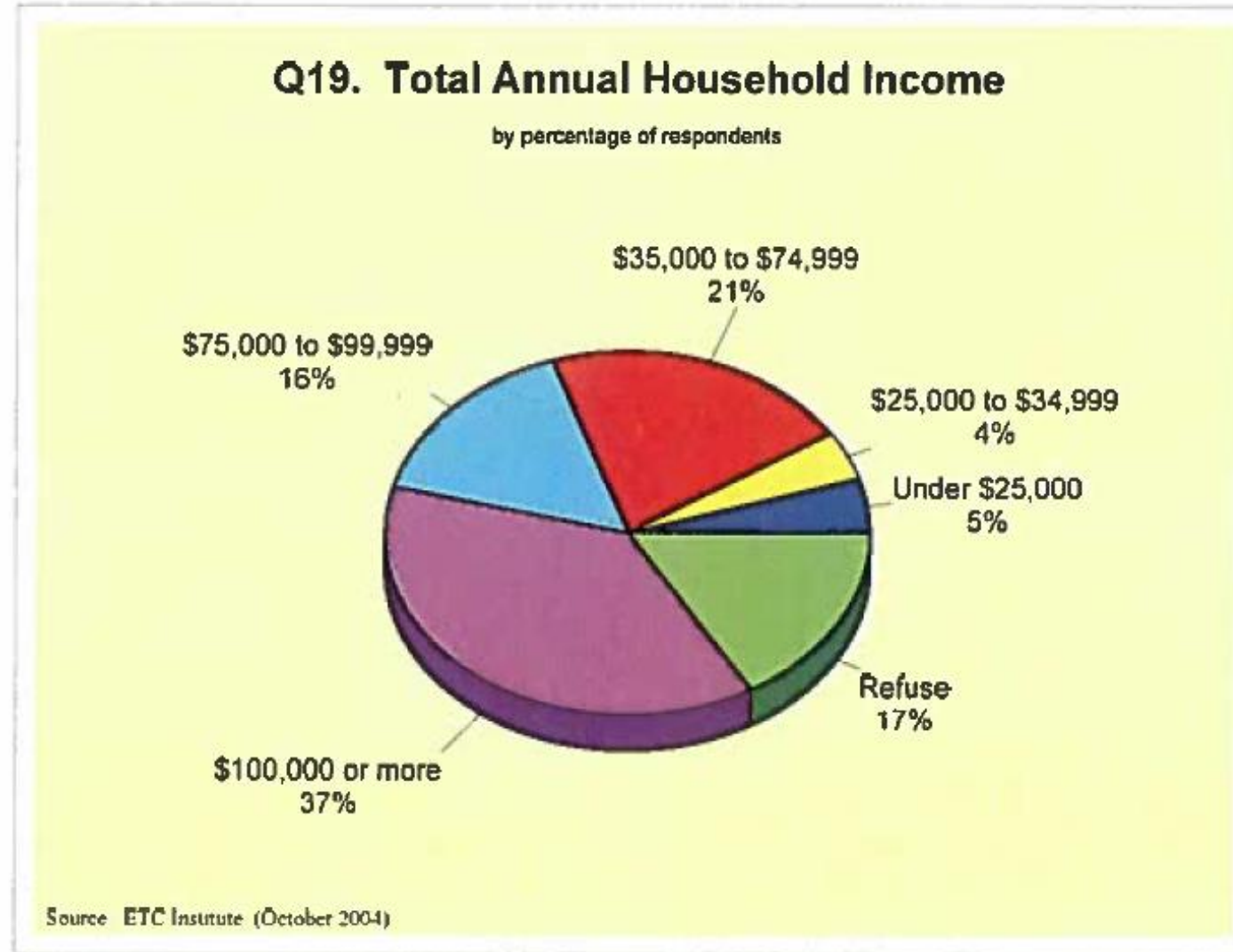


Source ETC Institute (October 2004)

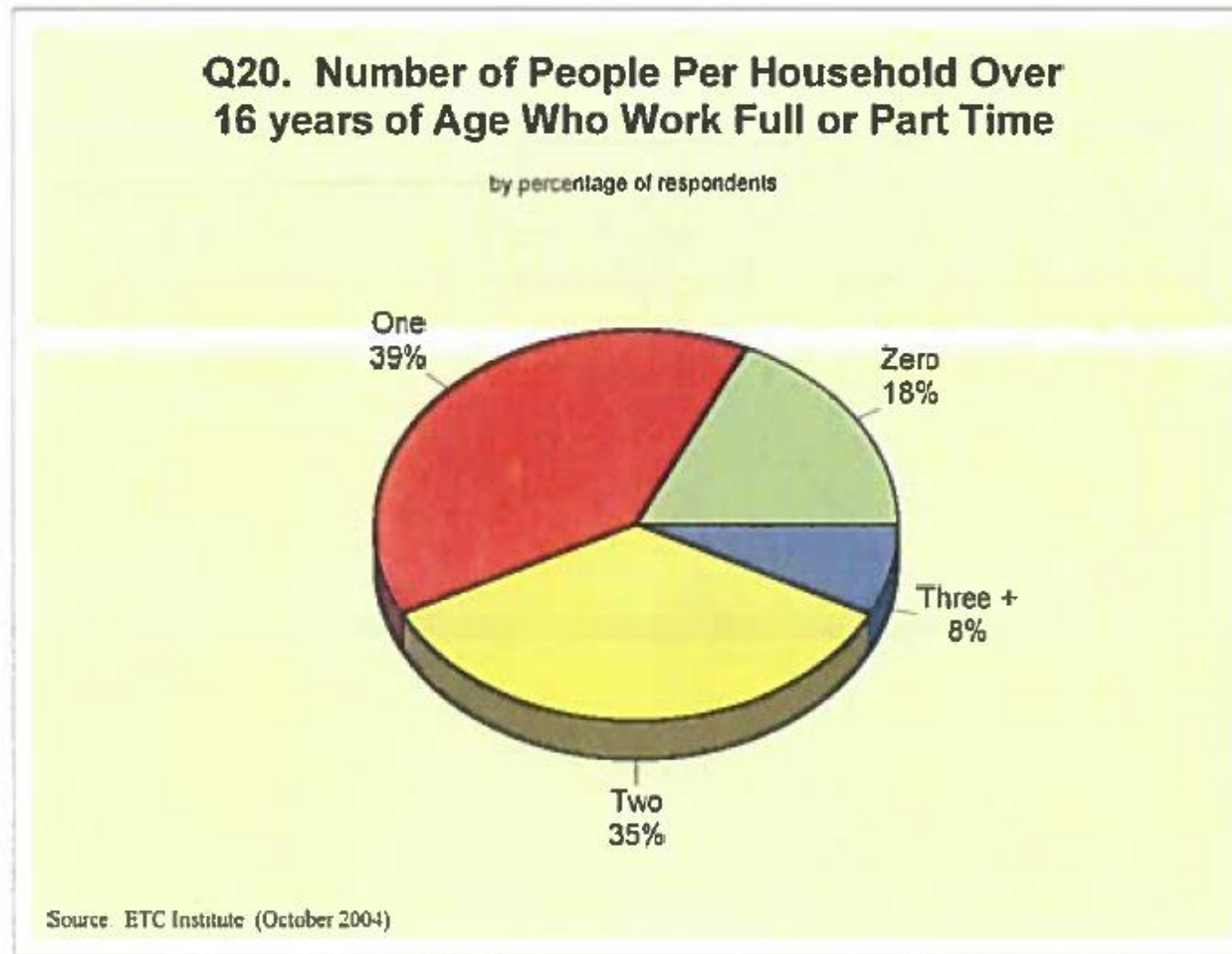
ETC Survey and Results – Question 18



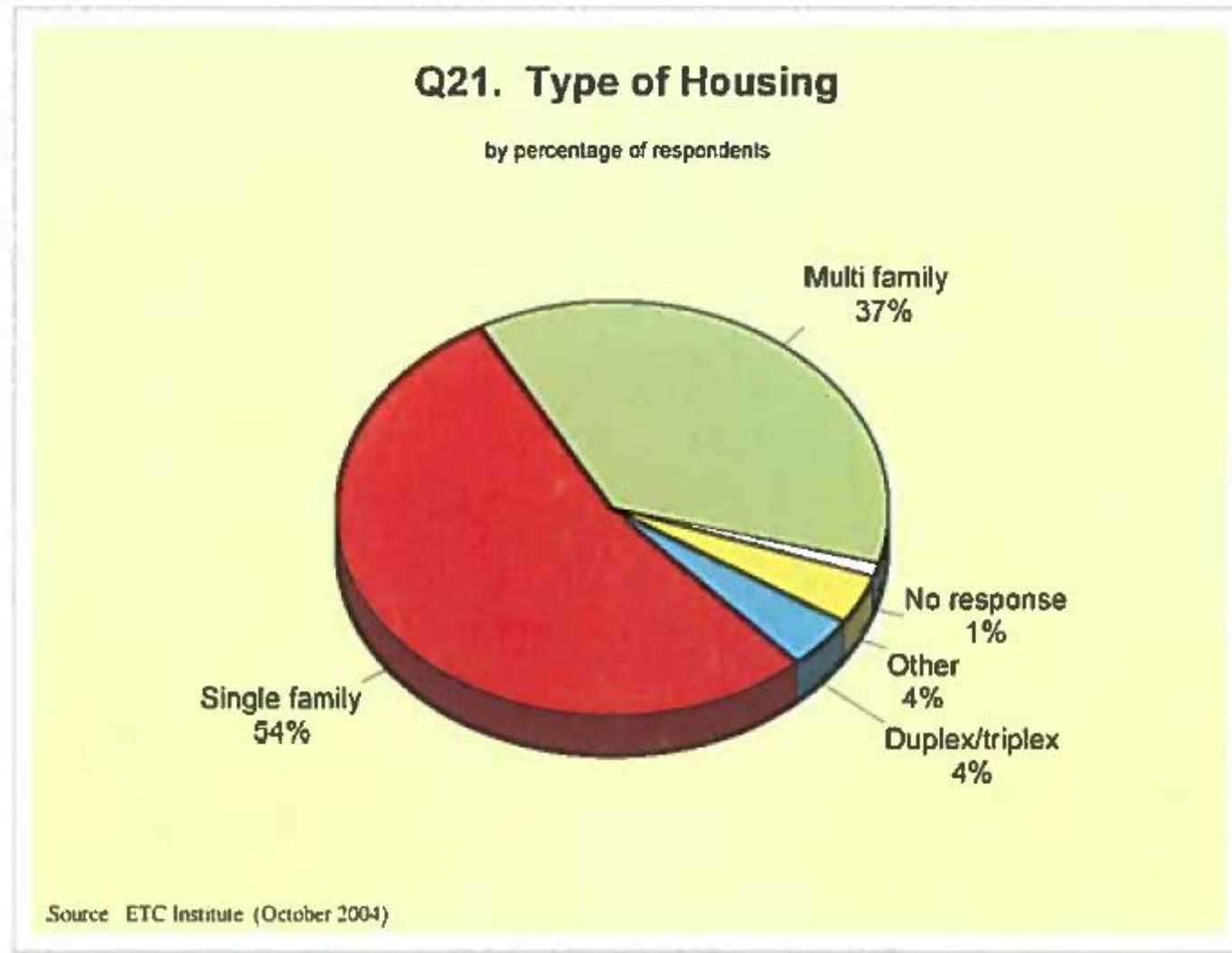
ETC Survey and Results – Question 19



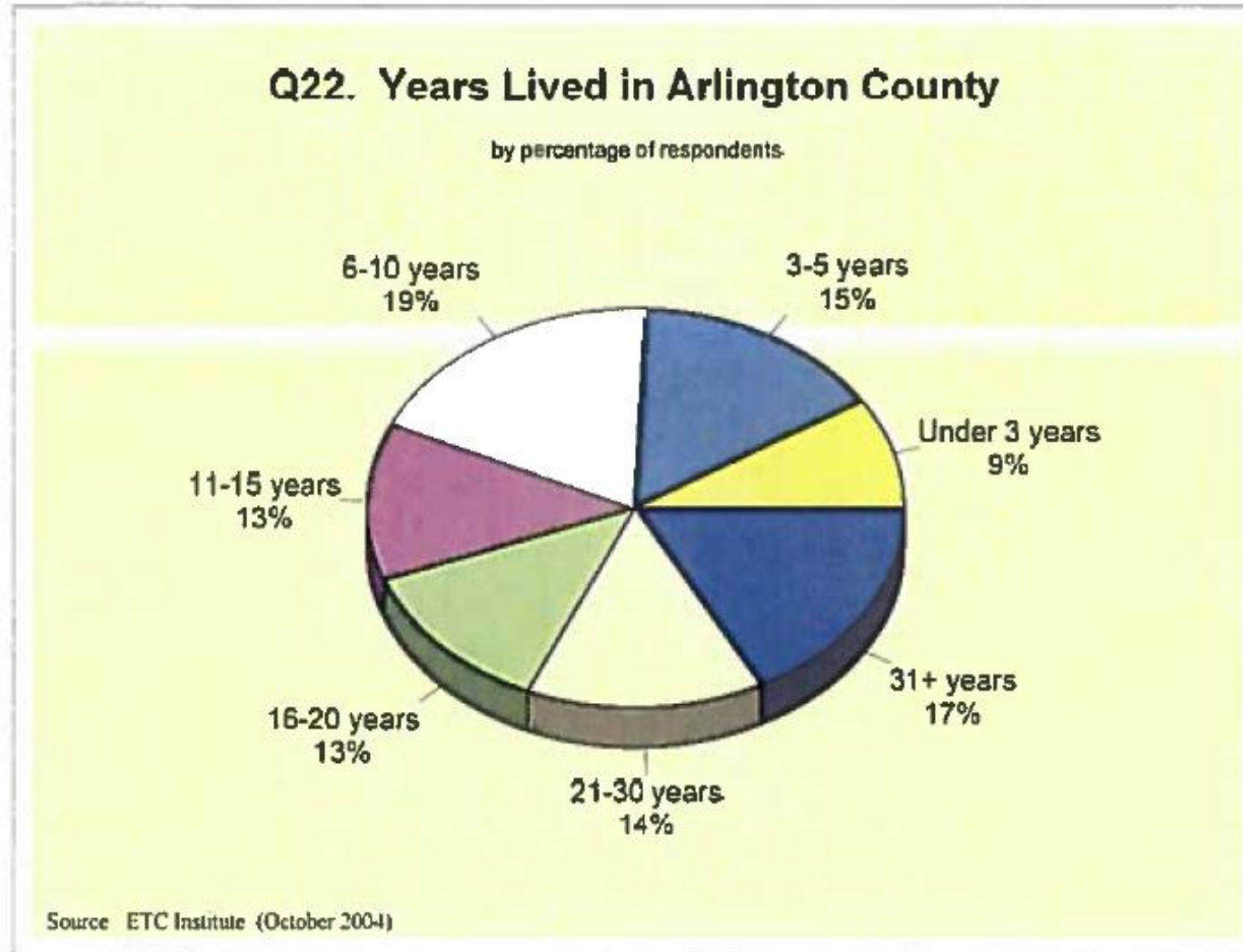
ETC Survey and Results – Question 20



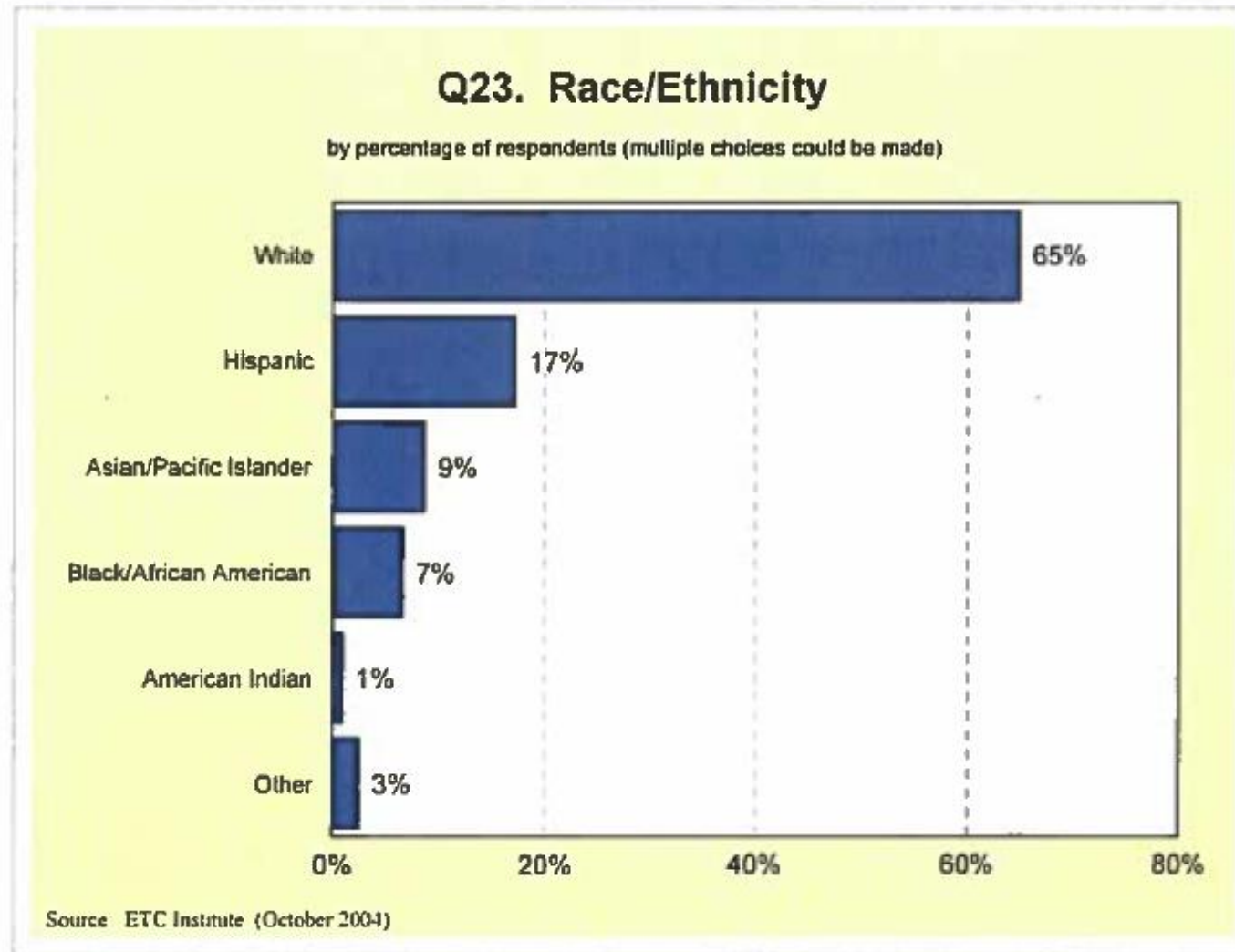
ETC Survey and Results – Question 21



ETC Survey and Results – Question 22



ETC Survey and Results – Question 23



Next Steps

- ETC has been awarded the bid for survey services for the upcoming statistically valid random survey in Summer 2018.
- An ETC representative will be present at the next Fees Working Group Meeting, Tuesday June 19th.
- ETC has provided four sample surveys.
 - City of Shawnee handout.
 - All samples are posted on the Working Group webpage.
- ETC has asked that we review and send potential questions to them by Friday, June 1st.
 - Please send comments or questions to plusk@arlingtonva.us
- A draft survey will be generated and presented at the June 19 meeting.

Next Steps

- As part of the survey, ETC will also be creating survey cards to be distributed at Pools and Parks, in an effort to reach more constituents.
 - These results will not be a part of the statistically valid survey, but will be presented at the conclusion of this working group.
- ETC will also be reaching out to the business community. They have agreed to set up outside of Metro, and/or set up in the lobby of office buildings.
- These results will not be part of the statistically valid survey, but will be presented at the conclusion of this working group.