

AFTER ACTION REPORT

The Pool at LMT 2023 Season

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Statistics:

Date: Saturday, May 27th- Monday, September 4th

Approximate Attendance: 7,600 unique members

Weather: Weather was a significant challenge to operation this season. There were multiple days that operation was halted due to severe thunderstorms in the area, and the pool closed early due to rain and low attendance on 13 occasions. An added challenge this season was the air quality alerts triggered by the Canadian wildfires. Out of an abundance of caution, The Pool was closed for two days from June 7th – 8th in response to the air quality alert. Despite these challenges, this season also offered mild summer weather and a few days that temperatures reached the mid-high 90's. On high temperature days, the facility was noticeably busier.

About this Report

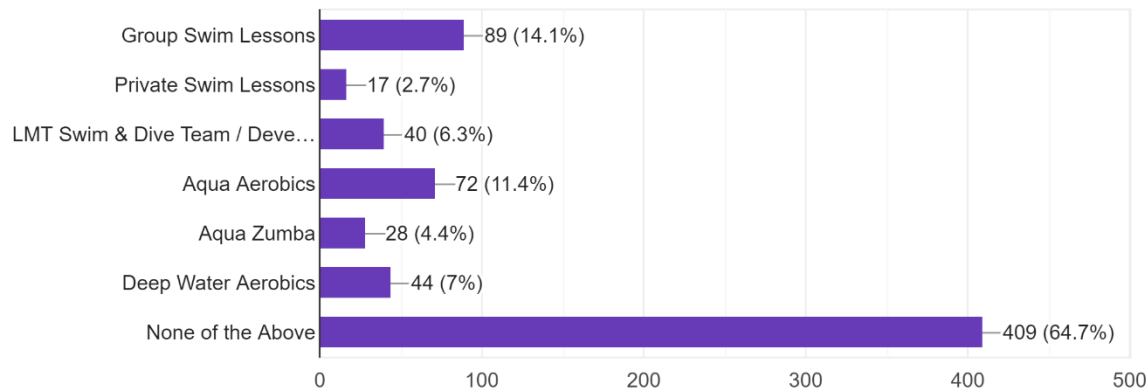
This report focuses on Pool Member feedback after the end of the 2023 season. The survey was sent to 4,742 unique email addresses and was opened by 3,116 recipients. The survey was open for 1 week and captured 638 individual responses. 23.2 % of respondents were first year pool members, with the remaining 76.8% being returning members. Survey respondents were asked to rate their experience on a scale of 1-5 with 1 indicating a “Poor” rating and 5 indicating an “Excellent” rating. Respondents were also provided an open space for each section where they could further explain their rating. This survey received over 2,000 open ended responses across 7 prompts. While it is not feasible to individually list each open ended response in this report, a brief summary of feedback has been provided for each section.



Programming:

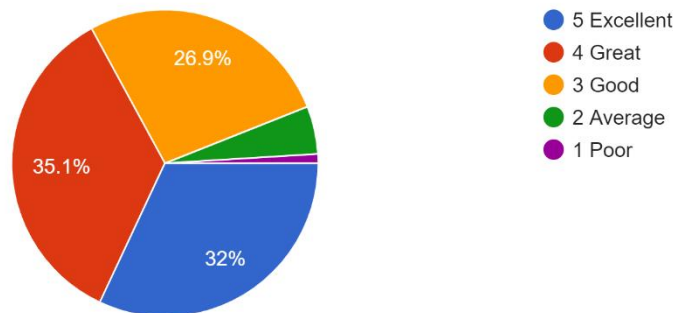
Which programs did you participate in at The Pool this season?

632 responses



How would you rate the quality of programs offered at The Pool?

516 responses



The Aquatic fitness programs received overwhelmingly positive feedback. One common comment was that due to the popularity of these fitness classes, more space is needed to accommodate participants as overcrowding can sometimes become an issue. Some respondents even commented that they would be willing to pay an additional fee for these classes in order to keep the class size more controlled.

Swim lessons received mixed reviews. Some of the negative comments were in response to the online registration system, in which Community Pass did experience an unanticipated error during the first session registration. This issue has since been resolved, and the final sessions of registration went much more smoothly. Some positive comments included that instructors were



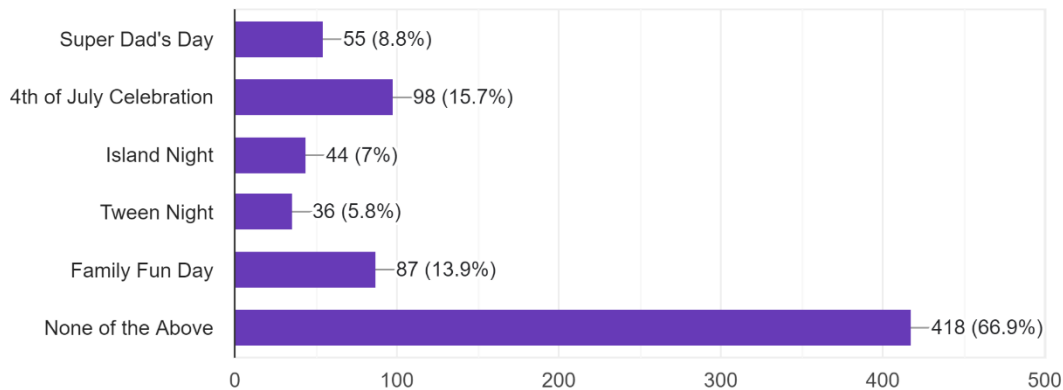
“friendly” and “engaging”. Private lessons received a very positive response, including several staff shout outs.

LMT Swim & Dive Team comments generally centered around the desire for better communication and clearer expectations regarding meets and group placement.

Special Events:

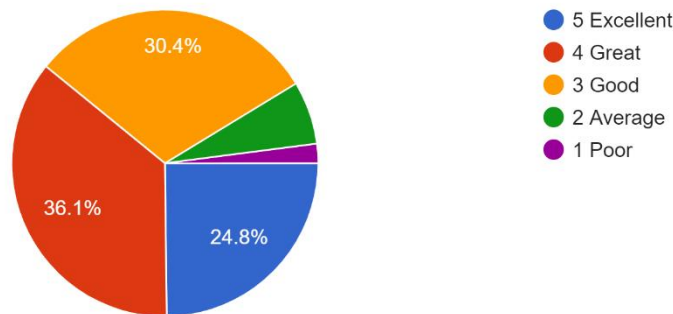
What Special Events did you attend at The Pool this season?

625 responses



How would you rate the quality of Special Events held at The Pool?

391 responses



According to the survey results, the Fourth of July Celebration was the most highly attended Special Event amongst respondents. This trend is consistent with attendance for last year's special events.

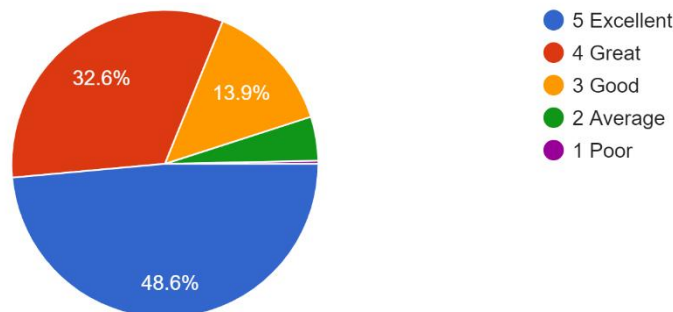


The Tween Night event received overwhelmingly positive feedback. Parents stated that their tweens had a great time, and that it was a great offering for that age group. This feedback will help to inform decisions on which events to offer during the 2024 season.

Staff:

How would you rate the Staff at The Pool?

626 responses



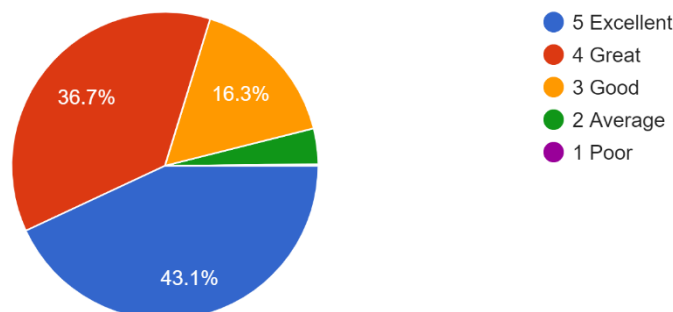
Staff at The Pool were overwhelmingly rated as “Excellent” overall. Positive comments included; “friendly”, “attentive”, and “helpful”. Respondents also commented on the level of training staff receive, which has been a focal point of management over the past couple years.

Some constructive feedback included a desire for more attention to facility cleanliness. Several comments discussed the cleanliness of the bathrooms and pools. Based on this feedback, additional maintenance staff training will be incorporated into planning for the 2024 season.

Amenities:

How would you rate the amenities offered at The Pool? (Snack Bar, Diving Boards, Slides, etc)

613 responses

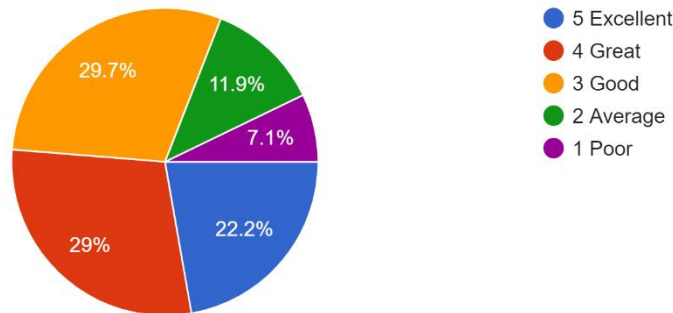


Respondents commented that amenities such as the slides, diving boards, snack bar, and the variety of pools created the most value to their membership.

Facility Cleanliness:

How would you rate the cleanliness of the facilities at The Pool?

630 responses



Facility cleanliness received the lowest overall rating with 29.7% of respondents rating the category as “Good”. This category also received the highest instance of “Poor” ratings at 7.1%. Feedback from the survey included specific concerns about the cleanliness of the pools and restrooms.

Planning for the 2024 season will include replacing both the Lap Pool and Intermediate Pool filters, which will provide a significant improvement in the cleanliness and overall appearance of both pools. Additional pool maintenance equipment such as new skimmers, poles, and brushes will be purchased for the 2024 season.

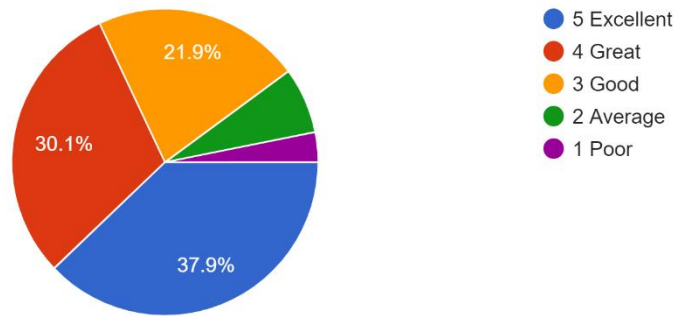
This category has the most room for improvement. More in-depth and job specific training for the part time maintenance staff will be a primary focus in planning for the 2024 season.



Value of Membership:

How would you rate the value of your Membership to The Pool?

634 responses



Respondents explained that the snack bar, slides, diving boards, and variety of pools available were the amenities that made their membership the most valuable. Many commented that the Senior Citizen discounted rate made The Pool an incredible value for them.

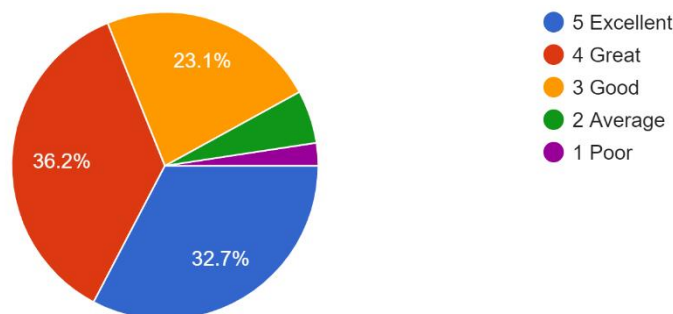
Members also commented on what decreased the value of their membership. These comments included; prices of the snack bar, slides being closed periodically throughout the season due to maintenance, and not enough shade structures.

Some other factors that were reported to negatively impact overall experience included the price of guest passes, the price of individual memberships, and a desire for expanded pool hours.

Overall Experience:

How would you rate your overall experience at The Pool this season?

627 responses





LOWER MAKEFIELD TOWNSHIP Parks & Recreation

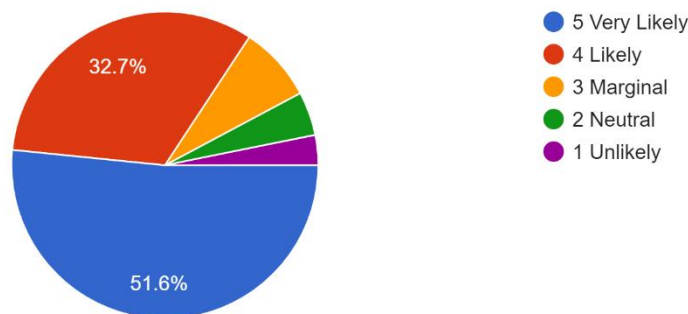


Respondents were given the opportunity to express what would improve their overall experience at The Pool. Common responses included;

- Reduce the cost of the \$20 guest fee
- Better overall cleanliness and maintenance of the facility
- More chairs/replacing current chairs and adding more shade structures
- Address areas where grass is sparse/ more consistent mowing schedule
- Reduce whistling/running of lifeguard staff throughout the facility
- Extend operating hours
- Address crowding of Lap Pool
- Address bees
- Better rule enforcement
- Warmer pools
- Update bathrooms

How likely are you to recommend The Pool to a friend?

630 responses



This category received the highest overall rating at over half of respondents stating that it is “Very Likely” they would recommend The Pool to a friend. During the 2023 season, The Pool received over 600 more individual membership applications than in 2022. Positive word of mouth is integral to maintaining this trend going into the 2024 season.

Things to Consider

- Members were not happy with the \$20 guest passes. Some seniors also commented that while their individual membership rate was very low, they were dissatisfied with the cost associated with bringing their grandchildren to The Pool. Management is discussing adding a discounted guest pass booklet that will only be available during the discount period. This may be a feasible solution for both issues.
- Survey results revealed consistent feedback regarding the cleanliness of the pools and restrooms, and the need for overall better upkeep of the facility. There will be updates to the infrastructure of the facility, including the replacement of both the Lap Pool and Intermediate Pool filters. Management will also focus on more in-depth training for both





Assistant Managers and Maintenance staff to better address these issues for the 2024 season.

- Survey results revealed consistent feedback regarding the management of the Lap Pool. This pool is extremely popular, especially amongst lap swimmers and water walkers. During limited operating hours, there was often a wait to use the lap lanes which led to tension amongst the lap swimmer and water walking groups. Management will consider limiting the lap pool to “adult only” during operating hours to better accommodate these groups’ needs.
- While Adult Fitness classes are rated highly, the large following of these classes can tend to lead to overcrowding. Management will consider expanding the area in which these classes are held to better accommodate the popularity of this offering.
- Due to the drought in the summer of 2022, some areas of The Pool complex have become sparse of grass. These areas of dirt create an additional challenge in keeping the pools clean as dirt and dead grass is often tracked into the water. The full time Maintenance team will explore possible solutions to restore the impacted areas. This will help improve the aesthetics of the facility and improve member experience.
- Many comments centered around replacing/updating pool furniture. There is a plan in place to gradually replace the sand and lounge chairs by ordering a small quantity each season and get rid of any old or damaged chairs.