



LOWER MAKEFIELD TOWNSHIP Parks & Recreation



SUBJECT: 2022 POOL SURVEY REPORT

DATE: OCTOBER 7, 2022

PREPARED BY: CAITLIN ADAMS – POOL MANAGER

REVIEWED BY: MONICA TIERNEY – PARKS AND RECREATION DIRECTOR

ABOUT THE SURVEY

This 2022 post season survey was sent out to members of The Pool through Community Pass and was open from September 28th to October 5th for responses. The focus was 2022 members as the survey was to learn about the user experience. Over 400 pool members responded. The survey was sent to 4,252 individual emails on the morning of September 28th and was opened by 2,832 users. The survey itself elicited 436 unique responses within the 1 week period, with the survey closing on October 5th at 5pm.

The survey provided opportunity for both qualitative and quantitative feedback so members had the opportunity to bring up information that might not have been considered in this survey. Quantitative measurements were taken on a five-point scale where members rated their experience. Questions were asked about staff, cleanliness, overall quality, and programs. The higher the rating the better the quality.

DATA ANALYSIS

Staff

The survey indicated that members felt that the staff was “professional, attentive, and thoroughly trained”. Many commented that they “loved seeing guards training in the water so often” and one member stated they were “impressed with the professionalism of the lifeguards and ongoing training they did all summer.” This can be attributed to the added emphasis placed on quality staff training. In addition to staff orientation and on the job training, this year aquatic staff participated in a pre-season skills check, regular In-service training, and routine safety audits. Many of the safety audits were conducted while lifeguards were on post, and in plain view of Pool Members. Audits prepared staff to be ready for true emergencies and served as a visual reinforcement to members that staff was attentive, professional, and knowledgeable. This reinforces that the training provided in 2022 was valuable and should continue.

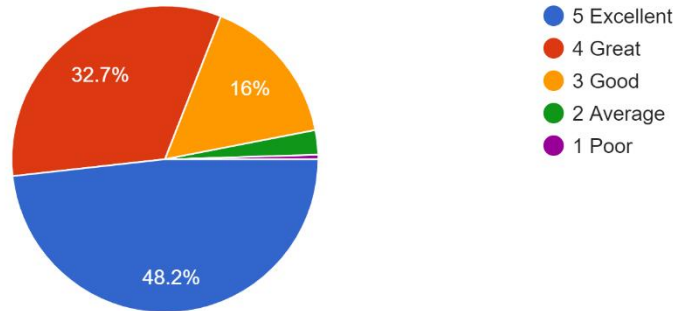


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How would you rate the Staff at The Pool?

425 responses

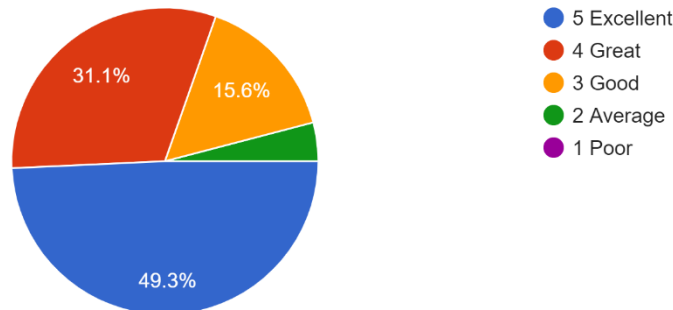


Amenities

Another area that received high praises among member respondents were the amenities offered at The Pool. Amenities are considered anything outside of the water surface area. Members commented that amenities add to the value of their membership. Members also noted that when certain amenities were closed for weather, staffing, or maintenance, this negatively impacted their experience at The Pool. This serves as a reminder that there is more than just the water features that contributes to the overall experience at The Pool and that these amenities need to be considered while planning for the future.

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

418 responses



Ares of Focus:

Cleanliness



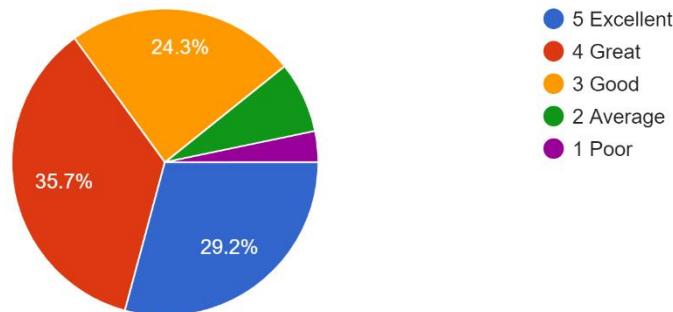
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It will be important to improve the quality of overall facility cleanliness for 2023. While greater efforts were made to create check lists and inspections this area was not as well received by the residents. While the graphic below shows that The Pool had ranging ratings for cleanliness it is important that we see less good, average, and poor ratings in the future. A common theme was the need for updated bathroom facilities.

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

428 responses



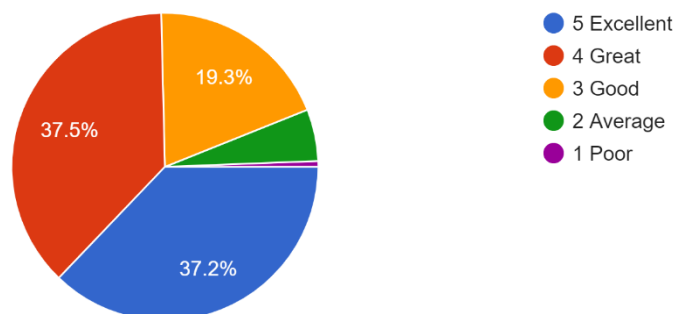
Programs

Programs at The Pool rated well but could still use improvement. Aquatic fitness programs received many positive comments for instructor knowledge and enthusiasm. Members noted that they really enjoyed these offerings but would like some night and weekend options, and additional space allotted due to larger class sizes.

While Programs offered at The Pool were rated highly overall, one area of opportunity is swim lessons programming. Members enjoyed group swim lessons but called for more consistency from instructors and more noticeable progression amongst participants. This should be an area of focus for 2023.

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

331 responses



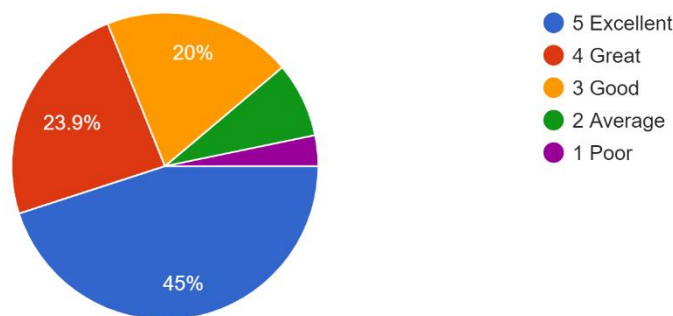


Pricing Structure

While there was not a specific survey question related to pricing structure, this was a common theme seen in the open-ended comment section. In 2022, Pool Membership changed from a “one size fits all” Family Memberships to an a la carte option. Some populations really benefited from this change, most notably Lower Makefield Township seniors. Seniors consistently rated their Membership as an “Excellent” value for the price. However, many returning members were very disappointed in the structure change as it proved to be a significant increase from what they had paid for membership in years past. A common comment that was received is that the increase in pricing was difficult for larger families to accept. Another common comment was that the \$20 guest fee was too high and should be reduced.

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

431 responses



CONCLUSION

The 2022 season was extremely successful, it marked a return to normal operations with full staffing and regular pool hours. This year was the first year since the COVID-19 shutdowns that the pool offered special events like Super Dad’s Day, Tween Nights, Family Fun Day, and Island Night. This is also the first year the pool was operated by a professional, full-time year-round Pool Manager which allowed a more professional, focused approach to higher quality staff training, and staff recognition/retention efforts. In addition, the 2022 season brought the opportunity for the Lower Makefield Township facility staff and residents to take part in a project that will have a national impact. The Pool was one of four sites selected to participate in the 2022 Red Cross training program videos. The Pool was labeled as the “beautiful pool” for production. Now The Pool at LMT and its staff will be the educators and backdrop for education of new lifeguards as the American Red Cross works to address the Lifeguard Shortage.

With recognition of success, improvement is still needed in a few areas like cleanliness of the pool which will be a large focus of 2023. In this survey there were some concerns about the bathrooms, this will be addressed soon with a complete bathroom upgrade. Funding for this project was approved by the Board of Supervisors in the summer of 2022. This year The Pool



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adjusted its fee structure to address the national lifeguard shortage by providing higher pay to employees. While there are concerns from members on pricing, it is important to consider that The Pool was not understaffed in such a way that regular closures were an issue. The Pool offered additional amenities and maintained full hours of operation throughout the summer while many pools struggled to offer regular hours or even closed permanently. It is also important to consider all the great reviews we received throughout the year about the staff and how they perform at a very high level.

Through the winter months Administration will use this feedback as a tool for development of programs and scheduling in preparation for the 2023 year. Maintenance will include a filter and motor replacement for the Olympic pool. The filter and motor have well exceeded its lifespan, providing service to members for 30 years. This new replacement will include horizontal fiberglass sand filters which will allow for more efficient operations and even a cleaner pool. This project comes in at a cost of \$222,000 and has already started. In addition, the Board of Supervisors approved the improvements of the locker rooms at the pool, essentially a facelift for \$100,000. This is in the planning phase, and members will be updated about this project it proceeds.

CC:

Ken Coluzzi, Chief of Police and Acting Manager
Board of Supervisors