



OLD TOWN AQUATIC PARK RENOVATION

CITY COUNCIL MEETING JANUARY 24, 2022

HISTORY

- Original Pool
 - Opened in 1980
 - included an L-shaped pool
 - one-meter and a three-meter diving board
- 4B Sales Tax
 - passed in 2002
 - Renovation of Outdoor Pools
- Final Season for Original Pool
 - Summer 2004
- Small Waterpark
 - June 2005
- Final Season for Small Waterpark
 - Summer 2019



OTAP HOURS OF OPERATIONS AND PROGRAMS

Hours of Operation

Mon - Fri (closed Thurs)	10 am-8 pm
Saturday	1 pm-6 pm
Sunday	2 pm-6 pm

Season

End of School - Beginning of School

Programs Offered Since 2005

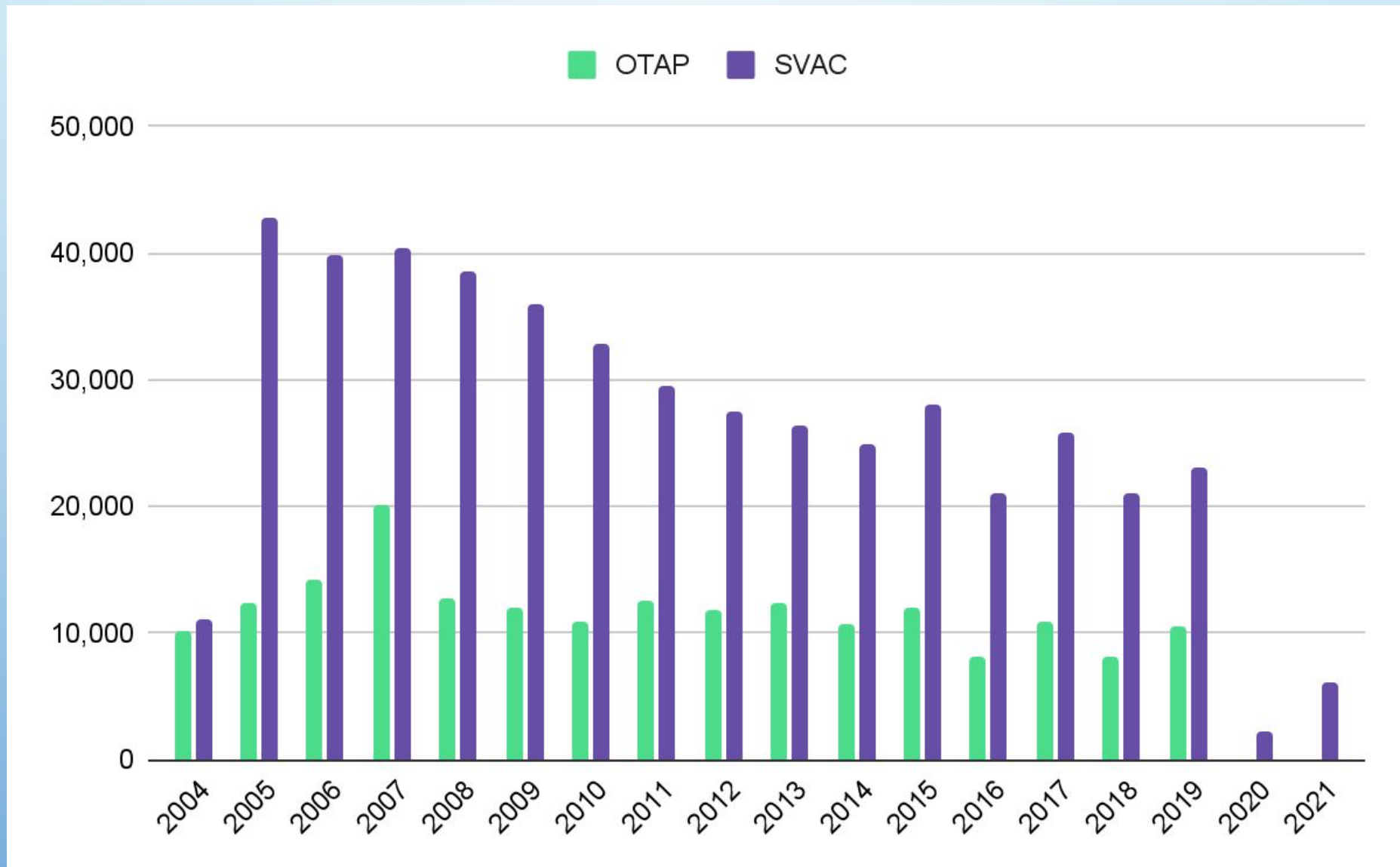
- Daycare reservations
- Open swim
- Partybrella Rentals
- After Hours/Corporate Pool Rentals

Fees

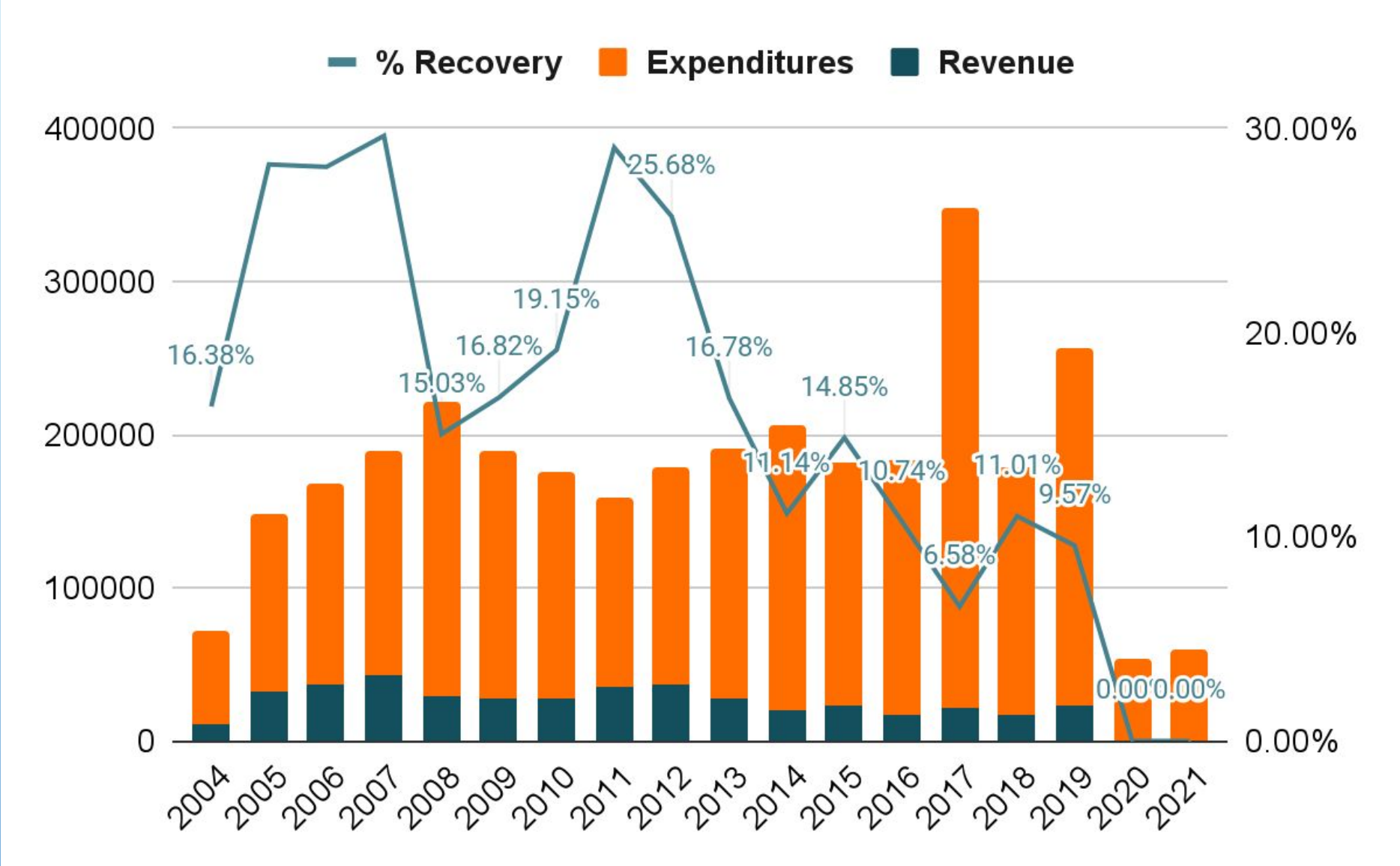
General Admission	\$3
Resident Admission	\$2
Twilight Admission	\$2 (M-F 7-8 pm)
Season Pass*	\$65
Resident Season Pass*	\$50
Resident Family Season Pass*	\$175

*Season passes used at both outdoor pools.

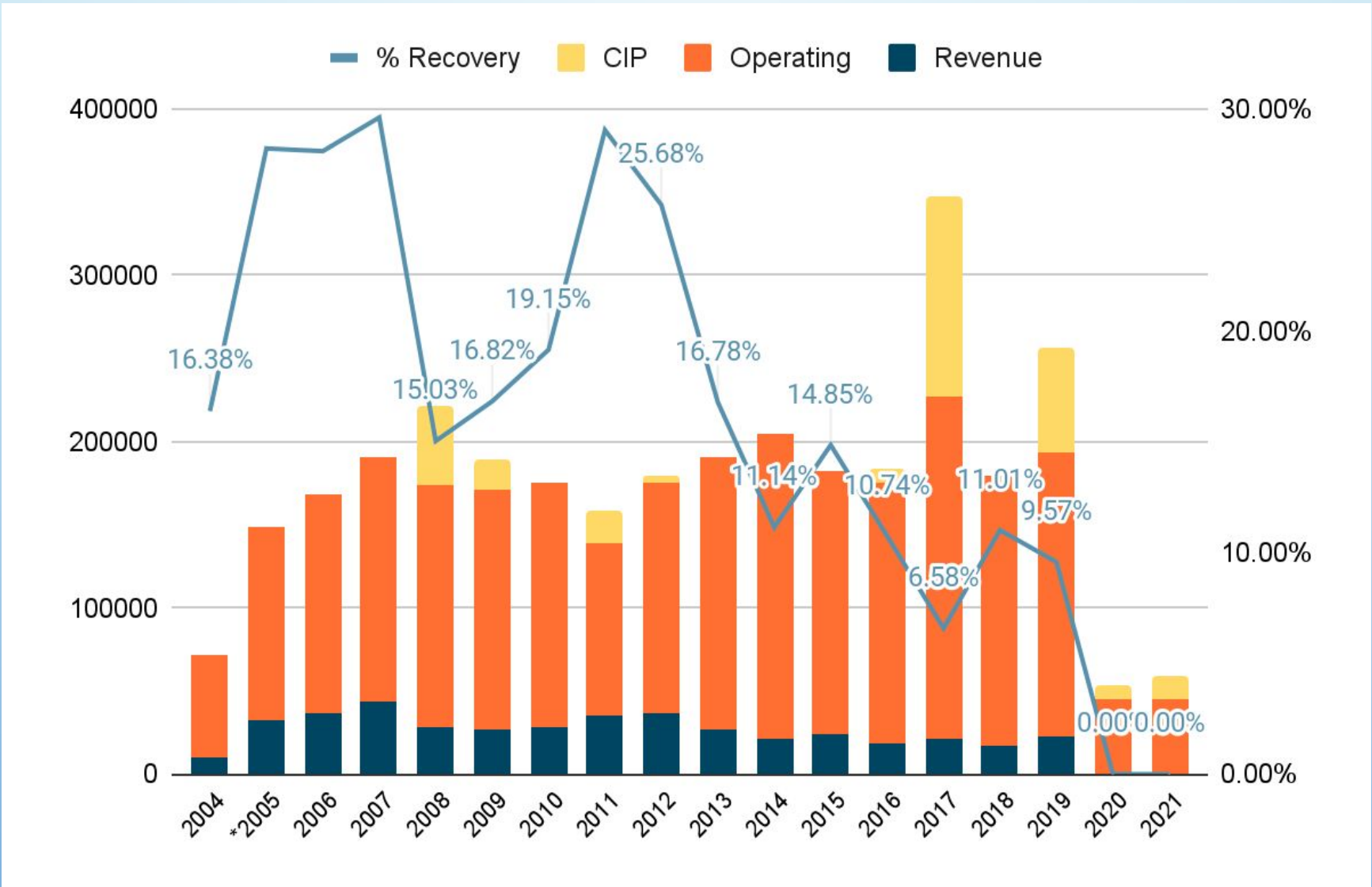
ATTENDANCE AT OUTDOOR POOLS



OTAP DIRECT COST RECOVERY RATE

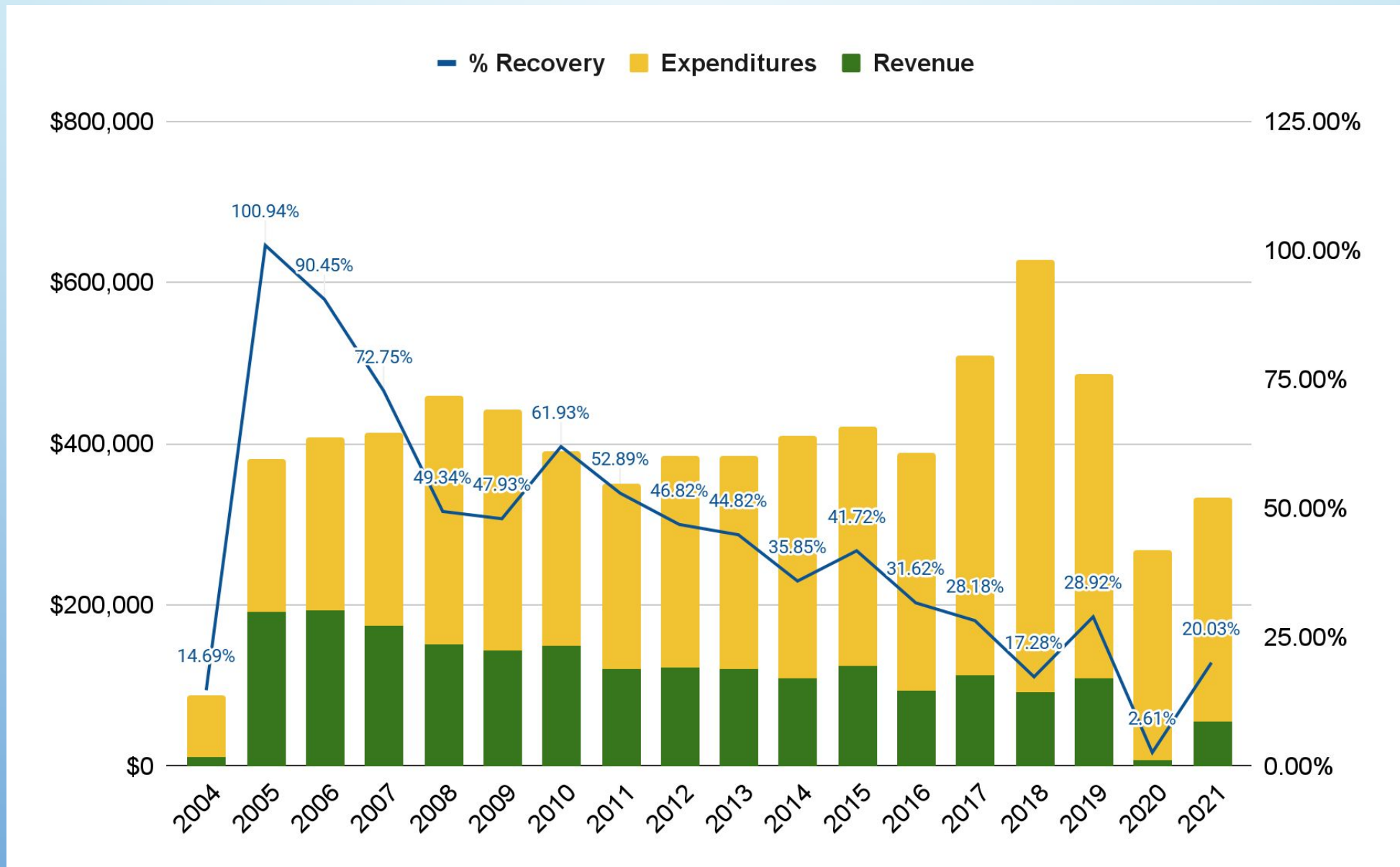


OTAP DIRECT COST RECOVERY RATE

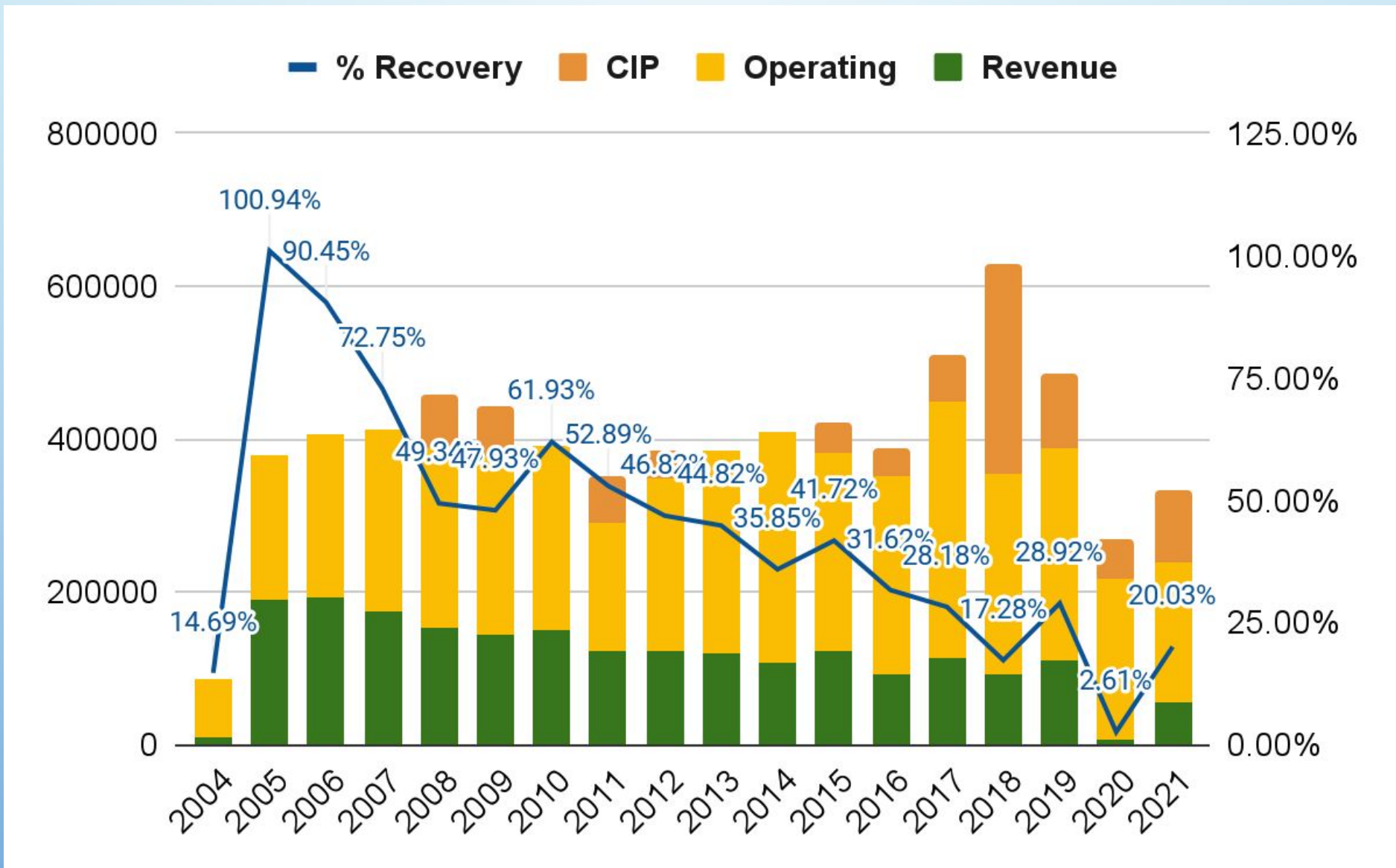


*In 2005 the City spent approximately \$3 million for facility renovation.

SVAC DIRECT COST RECOVERY RATE

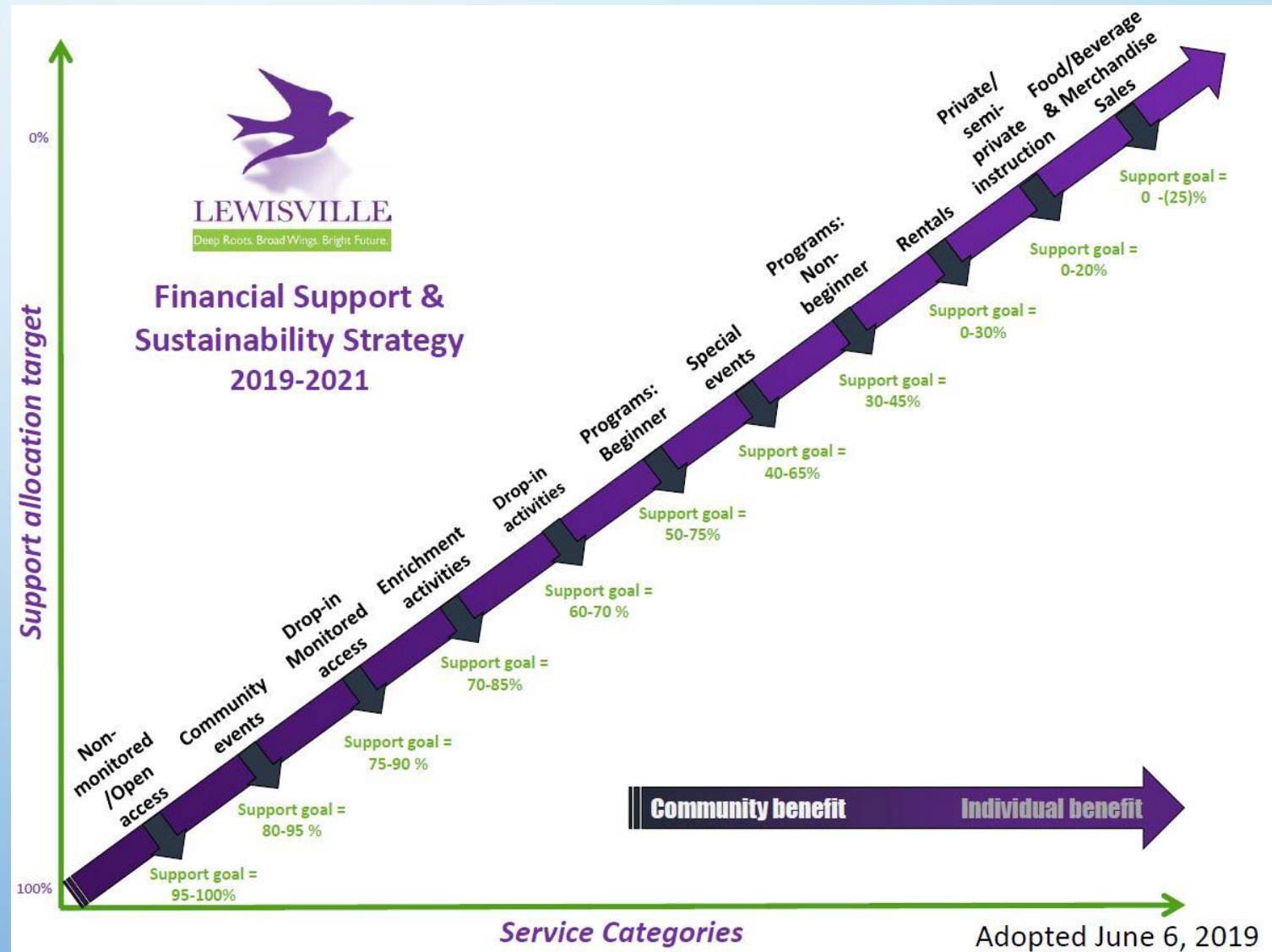


SVAC DIRECT COST RECOVERY RATE



TIMELINE FOR REIMAGINING OTAP AS A SPLASH PARK

- 2018 Cost Recovery Analysis
- 2019 Adoption of Financial Support and Sustainability Strategy
 - Cost Recovery Goals
 - Community or individual benefit in relation to tax dollar support



TIMELINE FOR REIMAGINING OTAP AS A SPLASH PARK

- 2020 COVID related reductions and closures
 - OTAP not opened; Sun Valley Aquatic Park was opened on a limited basis
 - Struggles with recruitment (industry-wide trend for years)
 - Budget process for FY 2020-21
 - OTAP not funded for operation
 - Begin discussion about possible conversion to a splash park (in the vein of Highland Village Doubletree Ranch)
- 2021
 - Winter Storm Uri damages
 - PARD Business Plan presented at City Council Retreat
 - Big Move: Extending the Green
 - Everyone Plays: Establish a diverse and accessible program menu
 - Convert Old Town Aquatic Park into a splash park

TIMELINE FOR REIMAGINING OTAP AS A SPLASH PARK

- 2021 continued
 - Lifeguard recruitment struggles continue for Aquatics
 - Thrive Indoor Aquatic Area
 - Seasonal aquatic position pay increases used as a recruitment tool
 - City absorbs the lifeguard training cost for new aquatic team members
 - Sun Valley Aquatic Park did not open until June 12 and closed for the season earlier than normal on August 15
 - Sun Valley only open five days a week
 - Facility features regularly unavailable due to staffing shortages
 - Seasonal aquatic team members needed to open Old Town Aquatic Park
 - 30 lifeguards, 2 seasonal cashiers, 2 pool managers
 - Counsilman-Hunsaker completes a feasibility study of the possible facility renovation
 - July 12 City Council Workshop Capital Projects Presentation
 - FY 21-22 Budget Process
 - Action Step for conversion approved; maintaining current facility/operation dropped
 - Kimley-Horn hired to redesign facility
 - Kimley-Horn and PARD team members solicit public feedback in December

PUBLIC INPUT FOR SPLASH PARK

December 4, 2021

- Booth at the Holiday Stroll
 - Storyboards with options for elements of splash park: Nature and Whimsical themes
- Spoke to 143 individuals
 - General excitement about the splash park
 - Nature theme preferred
 - one element from whimsical garnered a lot of attention; has been incorporated into design
 - do not want rocks as large as Doubletree Ranch Park
 - Two individuals wanted facility to remain as a pool

December 8, 2021

- Park Board supportive of facility renovation
 - Appreciated extended facility schedule and hours
 - Reduced pressure on staff for seasonal hiring

Free

Expanded operating season (May 1-Sept 30)

Expanded operating hours

Enhanced accessibility

Increased connection with Wayne Frady Park

Eliminates need for seasonal aquatic team members

Reduced operating costs

Reduced maintenance costs

Sustainable

Use of existing infrastructure

Return on investment after seven and a half years

BENEFITS OF SPLASH PARK

The background is a light blue gradient with several water droplets and bubbles of various sizes scattered across it. The droplets are rendered with realistic shading and highlights, giving them a three-dimensional appearance. The text is centered in a bold, purple, sans-serif font.

SPLASH PARK DESIGN











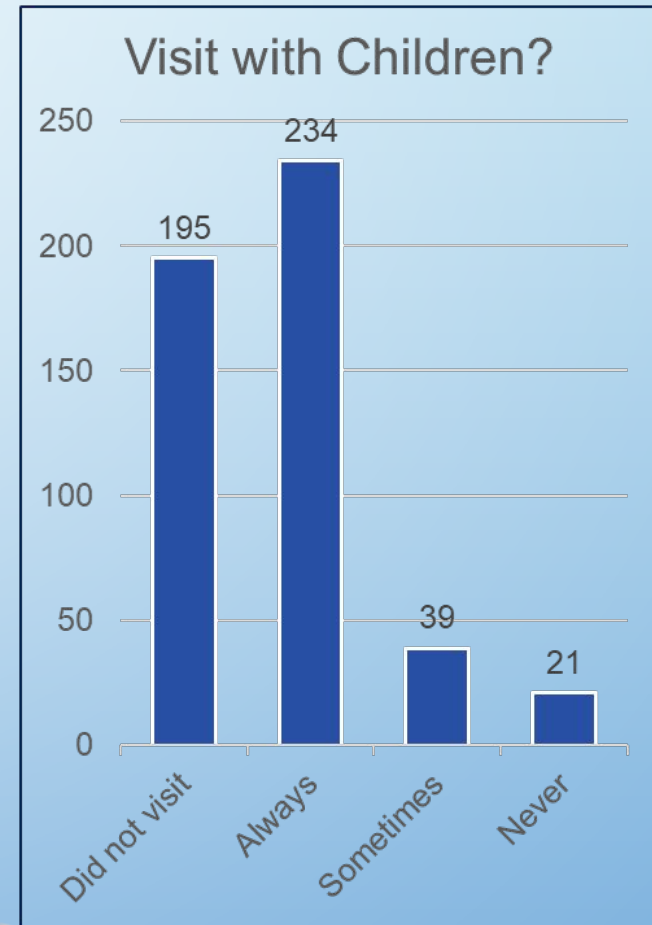
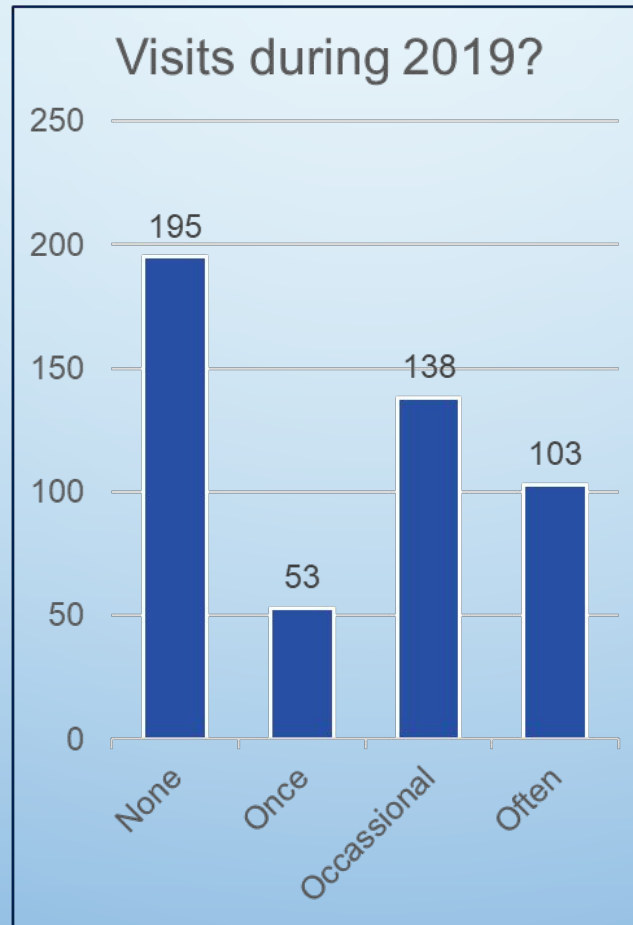
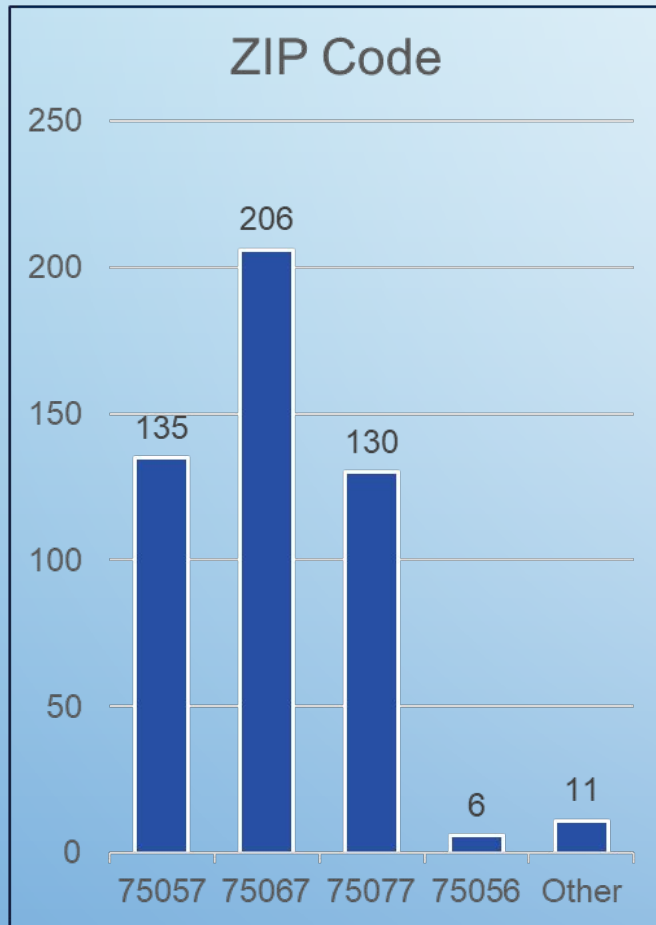
	SPLASH PARK	CURRENT FACILITY
Annual Operational Estimate	\$52,000	\$244,783
Annual Repair Estimate	\$5,000 (set aside in CIP account)	\$34,000
Annual Estimate	\$57,000	\$278,783
Improvement/Repair Costs	\$1,025,000	\$100,000-\$160,000



ONLINE SURVEY RESULTS

- Online survey was conducted January 3-14
 - Promoted through social media and email newsletter
 - Included three categorizing questions and three open-ended questions
- 489 responses were received
 - More than 25 percent were from 75057 (Old Town), a much higher rate than in previous surveys
 - About 69 percent were from 75067 and 75077 (east of Interstate 35E)
 - Almost 40 percent (195 out of 489) said they did not visit OTAP during the 2019 season
 - Nearly half said they visited often (21 percent) or occasionally (28 percent) during 2019
 - Of those who visited OTAP, 80 percent (234 out of 294) said they always had preteen or younger children with them when they visited OTAP during 2019
 - Only 7 percent of those who had visited the park during 2019 (21 respondents) said they always visited the park without preteen or younger children
 - Survey responses indicate a “motivated respondent base” that impacts overall results

ONLINE SURVEY RESULTS



ONLINE SURVEY RESULTS

Three open-ended questions were asked

- What is the most important target audience to be served at OTAP?
 - Families, Children, and Families with Young Children accounted for about half of all responses
 - There was no discernible difference in responses among those who did not visit or visited often
- What words or phrases best describe the current facilities and atmosphere?
 - Family-Friendly, Young Children, Fun, and Safe topped overall responses, but Outdated, Small, and Old also were near the top
 - Regular visitors were more likely to use positive words and non-visitors were more likely to use negative words
- What words or phrases would you like to see reflected in a revamped facility?
 - Pool and Fun were the top overall responses, followed by Safe, Shade, and Clean
 - Regular visitors were much more likely to select words describing the current facility, while non-visitors emphasized safety, shade, seating, and aesthetic features.

ONLINE SURVEY RESULTS

KEY AUDIENCE



All Survey Responses



Did Not Visit in 2019



Visited Once in 2019



Visited Occasionally



Visited Often



Free to participants

Increased season and hours of operation

Enhanced accessibility and connection to Wayne Frady Park

Eliminate need for lifeguards

Reduced operational/maintenance expenses

Sustainability

Public restrooms available to all park users

Utilization of UV sanitation system in addition to chlorination

Opportunity to add additional shade to the design with additional funding

Not a swimming pool

Probable delayed opening for 2022 season

Capital outlay for conversion

Reduced capital outlay in 2022

Remains a hybrid pool

Utilization of UV sanitation system in addition to chlorination

Increasing annual operating and maintenance costs

Entry fees continue

Lost funds in design of splash park

Uncertainty of operational capacity due to lifeguard recruitment issue

NEXT STEPS

