



## Palo Alto Swim and Sport Newsletter

August 2020

Palo Alto Swim and Sport Community,

We are excited to be able to complete our 8th week of operation at Rinconada Pool. We would like to share some numbers, some feedback, some upcoming changes, and some general positivity moving into August.

### Numbers

#### Lap swim visits:

July 2019 – 4206

July 2020 - 5207

#### Open swim visits:

July 2019 - 9,886

July 2020 - 95

#### Lessons:

July 2019 - 2,013

July 2020 - 341

#### Feedback we are receiving:

1. Lap swim reservations are difficult to get.

Yes, we regret this is a reality. Some swimmers are adept at picking up daily cancellations that are commonplace. Keep checking.

2. There are a lot of lap no-shows.

Our data says that the weekly no-show rate is in the 3-4% range, so we believe swimmers are doing a good job.

3. A lot of non-residents are using lap swim.

In 2019 65% of lap daily drop-ins, and 85% of monthly members were residents. In the beginning of July 2020 nearly 70% of total lap swimmers were residents.

4. I wish the reservation system was easier, better, faster, changeable etc.

Well, so do we. But, we are thankful that the platform we have used for all of our business systems for over a decade is able to get over 5000 people safely into the pool minus some inconveniences. We have targeted alternate systems and that is a beginning of the year modification process.

### **Upcoming Changes:**

1. We will be adding 7 lane reservations for Palo Alto Masters from 6:45am-7:30am on M,W,F. We are proud to continue the growth of Masters 2.0. [Reserve Your Lane now!](#)
2. We will be transitioning our summer camps into AFTERSCHOOL OUTDOOR PHYSICAL ACTIVITY CAMPS. Daily sessions in small, stable groups for 3 weeks will begin [Monday, August 17](#). **(More information coming soon!)**
3. Open Swim reservations in the play pool have become available from 9:00am-12:00pm Monday - Friday. Reserve a section of the pool for family members! [Reserve now!](#)

### **General Positivity:**

1. Thank you to the community for treating staff and fellow swimmers so kindly. It makes everything worthwhile.
2. As we transition out of summer programming and staffing and into the fall schedule we are working on optimizing every inch of the pool for community benefit.
3. We will remain focused on staying safe, and staying open.

Best,  
Tim Sheeper