



What We Heard Report

Fort Saskatchewan Aquatics Centre

Public Engagement

April 2025



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1.0

Public Engagement Summary and Approach

Public Engagement Summary and Approach

Project Overview

Harbour Pool, built in 1982, is nearing the end of its lifecycle and no longer meets community needs. Its current design limits simultaneous aquatic activities, restricting participation and programming opportunities. To assess recreation service levels, Administration completed a three phase Indoor Recreation Infrastructure Service Level Review.

City administration prepared an Aquatics question with educational material that was included with the 2024 Census. Fort Saskatchewan residents voiced support for a new Aquatics Centre at the Dow Centennial Centre. With 69.7% of households who responded to the census question expressing their support. The results were presented to Council on June 25, 2024. In response, Council approved a concept for an expansion of a 52,000 square foot leisure and program aquatics centre to be constructed at the Dow Centennial Centre with the following base features:

- **Lap Pool** – A 25m, 8-lane pool designed for lap swimming, lessons, fitness programs, and competitions.
- **Leisure/Tot Pool** – A warmer, shallower pool designed for families, young children, and recreational swimming.
- **Hot Pool** – A relaxing, heated pool area designed for comfort and muscle recovery.
- **Sauna** – A dry heat environment promoting relaxation and circulation.
- **Steam Room** – A humid, warm space offering skin and muscle relaxation benefits.
- **Ramp Access to All Pools** – Ensuring accessibility and ease of movement throughout the facility.
- **Multipurpose Room** – A standard-sized flexible space for fitness classes, events, and community programming.



The Aquatics Survey, as part of our public engagement, was conducted to gather feedback on additional features that could be included within an aquatic centre.

Public Engagement Approach

“Public engagement provides opportunities for stakeholders and the public to participate in transparent and inclusive municipal processes, to bring forward an additional diversity of perspectives, to support Administration in identifying challenges and develop alternatives and to assist Council in making decisions” (Public Engagement Framework, City of Fort Saskatchewan, 2021).

We used both online and in-person surveys, with a strong emphasis on the online format. The survey was developed using SocialPinpoint, the City’s online engagement platform. Instead of multiple-choice, a ranking system was chosen to provide a clearer understanding of community priorities and offer more educational context on the proposed features. This approach allowed respondents to express not just what they liked, but how they prioritized different options in relation to one another.

While open houses and town hall meetings were considered, the survey approach was chosen to maximize accessibility, streamline data analysis, and provide educational context before participants submitted their input. To further reduce barriers, survey responses were not restricted by location pin (as done in the Census), enabling both residents and non-residents to contribute to the engagement process.

As part of the approval to proceed with design of a new aquatics centre, Administration was directed to engage the public to determine the features that were desired in a new aquatics centre. The purpose of the public engagement was to provide information and receive feedback or comments from the community.

How We Engaged

The public engagement was held from February 18 until March 5, 2025. An online survey was created that had the respondents rank aquatic features, provide limited demographic data and provide an opportunity to share any other comments related to the aquatics project. Residents had access to an online Learning Centre to learn about the features that were being ranked on the survey, in addition to the base features previously presented to Council. Through marketing and site advertising it was encouraged that residents viewed this site prior to completing the survey. Now that the engagement phase is complete, the survey results will help the City better understand community preferences for a new facility to meet the needs of residents of all ages. Recommendation for Council’s consideration would be provided on features to be included in detailed design.

Printed copies of the online Learning Centre and the survey were available to the public if needed. In line with current City public engagement policies, online engagement opportunities were prioritized, with additional targeted in-person survey support for harder-to-reach groups. Content from the Learning Centre page can be found in Appendix A.

**ENGAGEMENT
BY THE NUMBERS**

1813 SURVEY RESPONSES
(ONLINE AND HARD
COPY RESPONSES)

Online Engagement Reach

A social media advertising campaign by the City of Fort Saskatchewan started on February 13 to spread the word and promote participation in the public engagement survey.

It was organically posted on 10 various City social channels and ran as a paid social media advertisement inside and outside of Fort Saskatchewan (20km radius around the city).

The results of the social media campaign were:

Organic Promotions:

- Total Views: 50,518
- Total Reach: 22,426
- Total Likes: 44
- Total Shares: 108
- Total Comments: 3
- Total Clicks: 1,536

Paid Promotions:

- Total Reach: 62,921
- Total Impressions: 156,967
- Total Clicks: 186

**Definitions in Appendix B*

Additional Engagement Intentions

All respondents had the opportunity to respond.

- Including an “other” response and a “Not Important to Me” option, so anyone could respond not just those wanting the features in the survey.
- Using plain language to ensure the information was accessible to as many people as possible, including Youth and ESL users.
- Survey component wasn’t restricted to Fort Saskatchewan Residents (as location data was captured to filter results).
- In person engagement support offered at City Facilities to assist the public with filling out the survey if needed. This was targeted primarily for underrepresented groups for which online access or survey navigation might be a barrier.
- Select groupings of features listed in the survey could realistically be included in the proposed \$54 Million (Class 5; +50%/-30%).
- Including an additional comments section for any additional feedback.

Information collected will be useful to inform facility design and programming.

The survey was not binding, but rather to inform and assist Council’s decision on what features should be included in a new aquatics centre.

Engagement was not intended to revisit previous engagements or work completed to date.

Engagement was not intended to get a representative sample of the community but rather to allow the community to provide feedback if they chose to do so.

Communication Tactics

To promote the engagement opportunity the following communication methods were used:



Website:

The Online Learning Centre was published on the City's website to help residents understand the survey's purpose. The survey itself was hosted on the same platform for easy access. The City reviewed response data to identify multiple entries from the same IP address and ensure data integrity.



Emails

Key user groups received a direct email with information about the survey, encouraging participation.



Road Signage

Survey promotions were displayed on the Dow Centennial Centre electronic billboard, with additional Mobile Billboard signage placed at key locations around the city. These signs included the survey dates and website details.



Online Advertisements

The City promoted the survey through organic posts on all City and department social media channels to engage existing followers. Additionally, paid ads were run on the City's social media accounts to expand reach beyond current followers, targeting niche groups and surrounding communities within a 20km radius of Fort Saskatchewan.



Newspaper Ads

Survey details were advertised in the Sturgeon Creek Post and Fort Saskatchewan Record to reach local readers, particularly adults and seniors.



On-site Signage, Postcards & Posters:

A-Frames: Placed in high-traffic areas to promote the survey.

Postcards: Printed with key survey information and a QR code, available at City facilities and distributed to program participants at Harbour Pool and the Dow Centennial Centre.

Posters: Displayed in City buildings to increase awareness.



New Release

A formal news release was sent to local media to announce the survey, explain its purpose, and encourage residents to participate.



Economic Development Email Blast

A targeted e-blast informed local businesses about the survey, providing them with a direct link to participate.

Engagement Opportunities

Online Survey

An online survey was launched on February 18 and it was open to the public until March 5, 2025. Hard copies of the survey were available upon request. The survey asked the public to rank aquatic features from most important to least important. At the end of each ranking there was an option to add additional comments. At the end of the survey, respondents could also provide optional demographic details.

There were 1813 responses submitted on the survey, after further analysis of the IP Addresses there doesn't appear to be duplication of answers. One of the IP addresses captured 84 submitted surveys. It was confirmed that these 84 surveys were completed at City of Fort Saskatchewan Facilities on the City's public wifi. The responses did not appear to be the same and all responses from the public wifi are being included as single valid responses.

Targeted In-Person Support

In-person support was offered during specific times at both the Dow Centennial Centre and Harbour Pool while the survey was available to the public. This survey support was available to answer questions, give an electronic or hard-copy means to fill out the survey, and engage patrons in conversation. The following dates and times were offered;

Harbour Pool:

- February 27, 9 am-1:30 pm
- February 28, 6:30-8:30 pm
- February 26, 9 am-1:00 pm
- March 4, 6-9 pm

Dow Centennial Centre:

Who Was Engaged

As previously mentioned, community members were notified about the online survey through various communication methods. Hard-to-reach groups were targeted to provide support with the survey, these included seniors, users of both the Dow Centennial Centre and Harbour Pool and local groups that include persons experiencing disability that are using or would use the pool if accommodations were available.

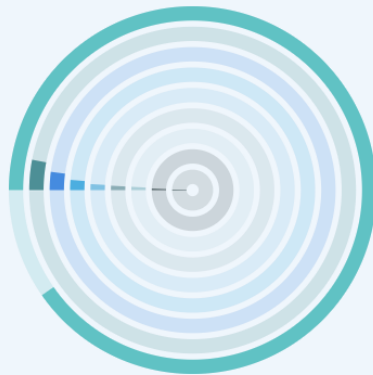
Marketing was used to inform and engage as many local residents, those using our facilities, and businesses as possible through a mix of media, including social media, newspapers, on-site promotions (posters, postcards, and A-frame signs), and outdoor billboards. Niche and non-local groups were targeted through paid social media campaigns, which expanded the messaging to a 20 km radius around the city to reach potential pool users, visitors, and Fort Saskatchewan workers who live outside the city. Additionally, minority groups and key stakeholders were engaged through direct communication, such as personalized emails.

The following are the demographic results from the online survey.

Demographic Insights

What best describes where you live?

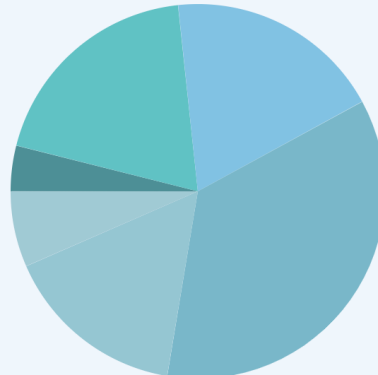
1277 respondents



Fort Saskatchewan (90.36%)
 Strathcona County (2.98%) Sturgeon County (2.04%)
 Lamont (1.33%) Edmonton (0.94%)
 Bruderheim (0.86%) Gibbons (0.86%)
 Other (0.55%) St. Albert (0.08%)

How many people live in your household?

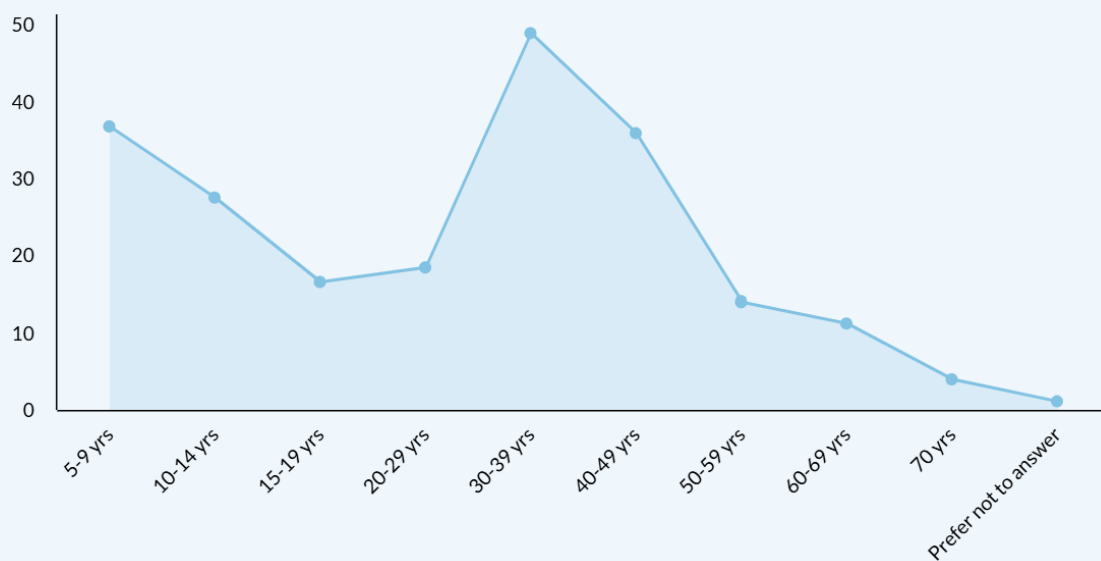
1805 respondents



1 (3.93%) 2 (19.39%) 3 (18.73%)
 4 (35.57%) 5 (15.84%) 6+ (6.54%)

What age groups are in your household?

1807 respondents



2.0

Public Engagement Results

What We Asked

Respondents were asked to rank various features of a new aquatics facility. To ensure clarity, the features were categorized into specific groups (i.e., lap pool, tot pool, etc.) keeping similar experiences and price points together.

Beforehand, respondents were provided with information about each feature, which remained easily accessible throughout the survey. These details covered key aspects such as potential users, experiences, maintenance and operational considerations, and potential cost impacts.

At the start of the survey, respondents were informed of the features already included in the proposed design. After completing the ranking portion, they had the option to answer demographic questions and provide additional comments. Several comments were repeated across different comment sections in the survey.

Confirmed Features

The following features are already included in the design of a new Aquatics Centre:

Lap Pool

- A 25m, 8-lane pool designed for lap swimming, lessons, fitness programs, and competitions.

Leisure/Tot Pool

- A warmer, shallower pool designed for families, young children, and recreational swimming.

Hot Pool

- A relaxing, heated pool area designed for comfort and muscle recovery.

Sauna

- A dry heat environment promoting relaxation and circulation.

Steam Room

- A humid, warm space offering skin and muscle relaxation benefits.

Ramp Access to All Pools

- Ensuring accessibility and ease of movement throughout the facility.

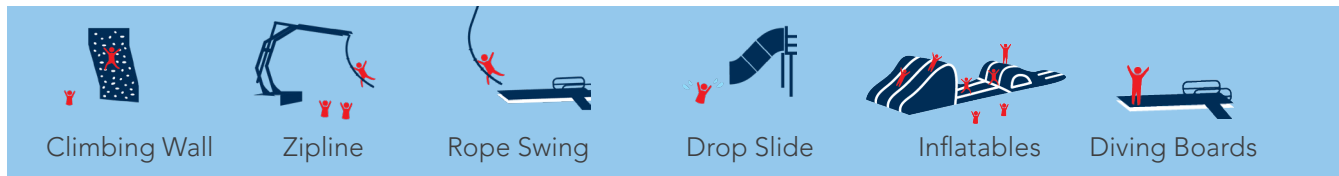
Multipurpose Room

- A standard-sized flexible space for fitness classes, events, and community programming.

What Was Asked To Rank:

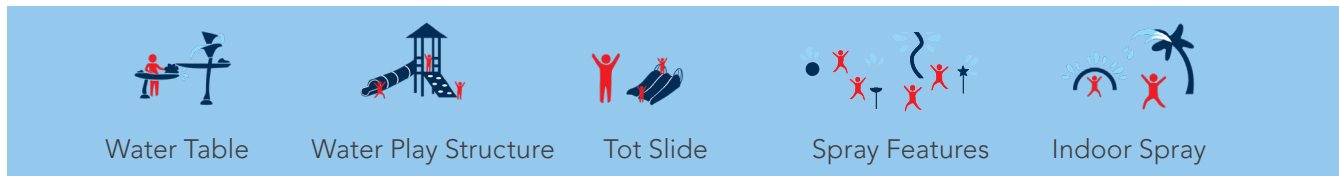
1. Lap Pool Features

Cost: \$\$ – Mid-range cost due to purchase of feature, installation, and/or maintenance.



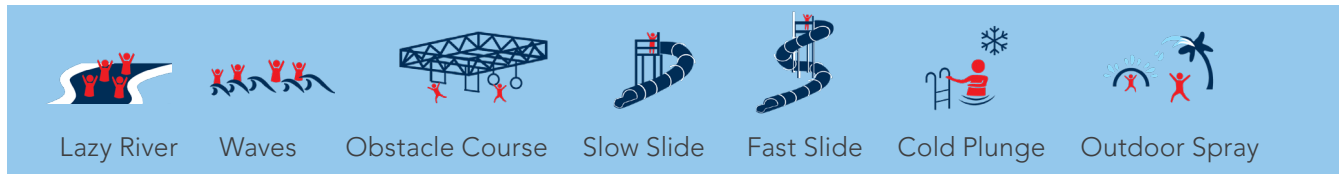
2. Leisure/Tot Pool Features

Cost: \$\$ – Mid-range cost due to purchase of feature, installation, and/or maintenance.



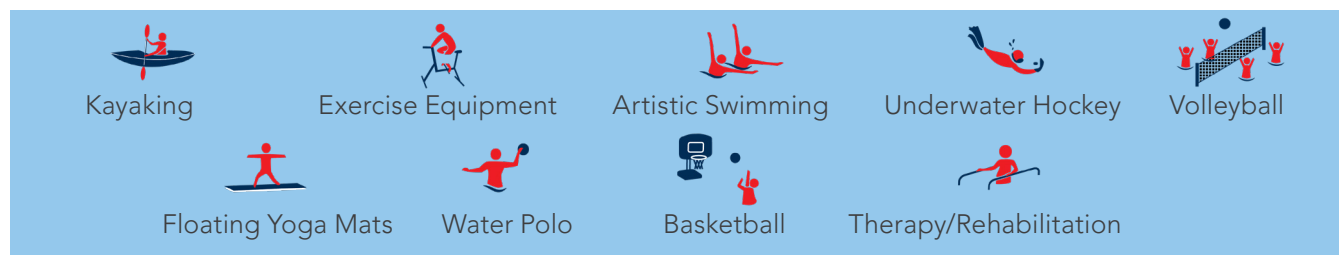
3. Additional Aquatics

Cost: \$\$\$ – Higher cost due to square footage, installation, maintenance and/or operation of feature.



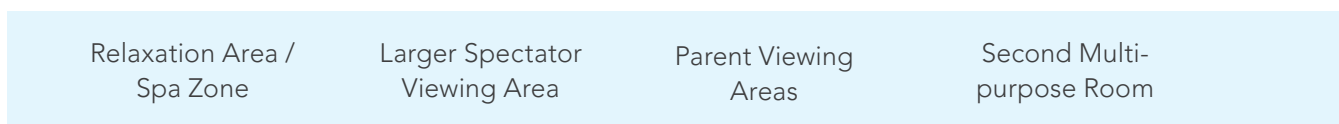
4. Activity-Based Additions

Cost: \$ – Low cost due to purchase of equipment and program opportunities.



5. Dryland Spaces

Cost: \$\$ – Mid-range cost due to purchase of feature, installation, and/or maintenance.



Additional Aquatics Questions:

Would you or members of your household be more likely to utilize the aquatics facility if it was equipped with accessibility features or had accommodation available?

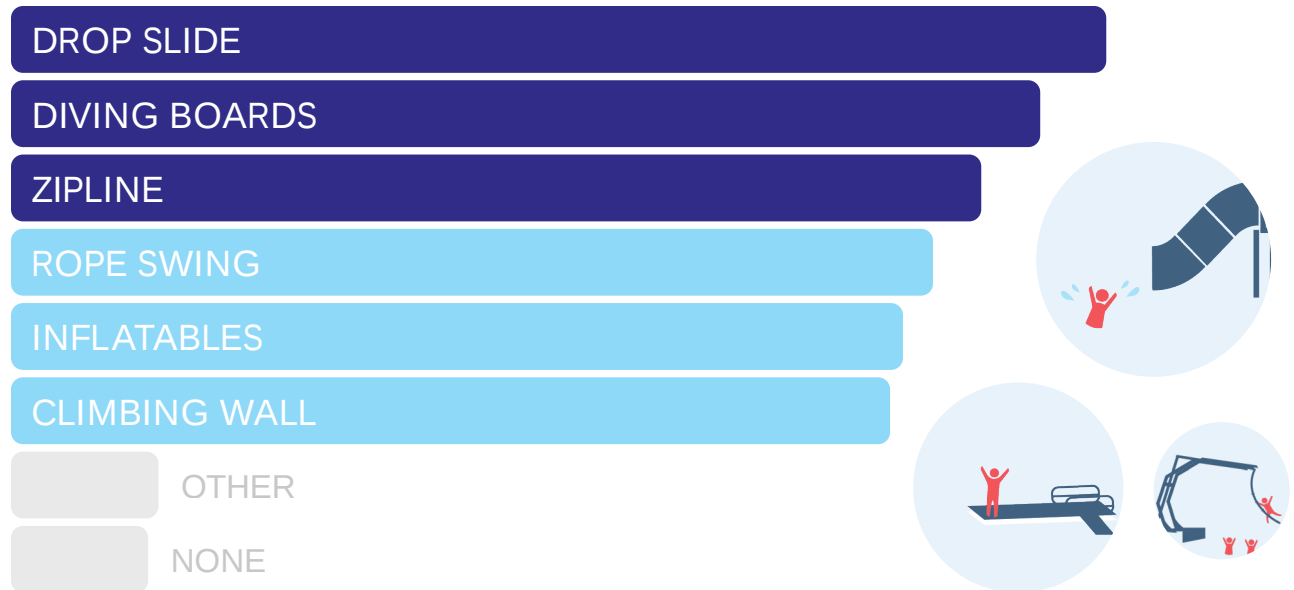
Do you have any additional comments or suggestions about the Aquatics Centre?

What We Heard

Lap Pool Features

Respondents were asked to rank the following features in order of most important to least important.

1813 Responses



MOST

Individuals ranked "Diving Boards"
Families ranked "Drop Slide"
Seniors ranked "Diving Boards"

133 Comments

COMMON THEMES

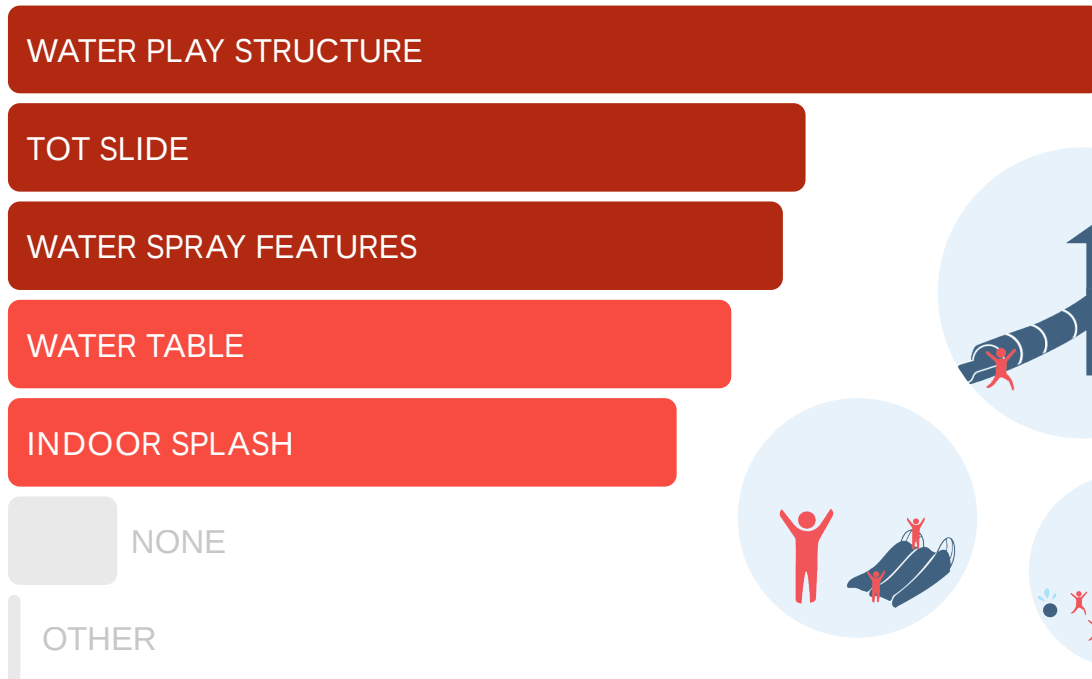
Support for accessibility and inclusivity in pool design.
Mixed reviews on climbing walls, ziplines, and ninja courses.
Dedicated lap swimming lanes and competitive swim features.
Strong support for lazy river as a top priority.
Interest in water slides, drop slides, and wave pools.
Dedicated lap swimming lanes and competitive swim features.
Comparisons to Clareview, Servus Centre, and other facilities with lazy rivers.
Diving boards, swim blocks, and seating for swim meets.
Concerns over cost, taxation, and funding priorities.

Note: Text size is based on frequency of related comments.

Leisure/Tot Pool Features

Respondents were asked to rank the following features in order of most important to least important.

1813 Responses



MOST

Individuals ranked "Water Play Structure"
Families ranked "Water Play Structure"
Seniors ranked "Water Play Structure"

62 Comments

COMMON THEMES

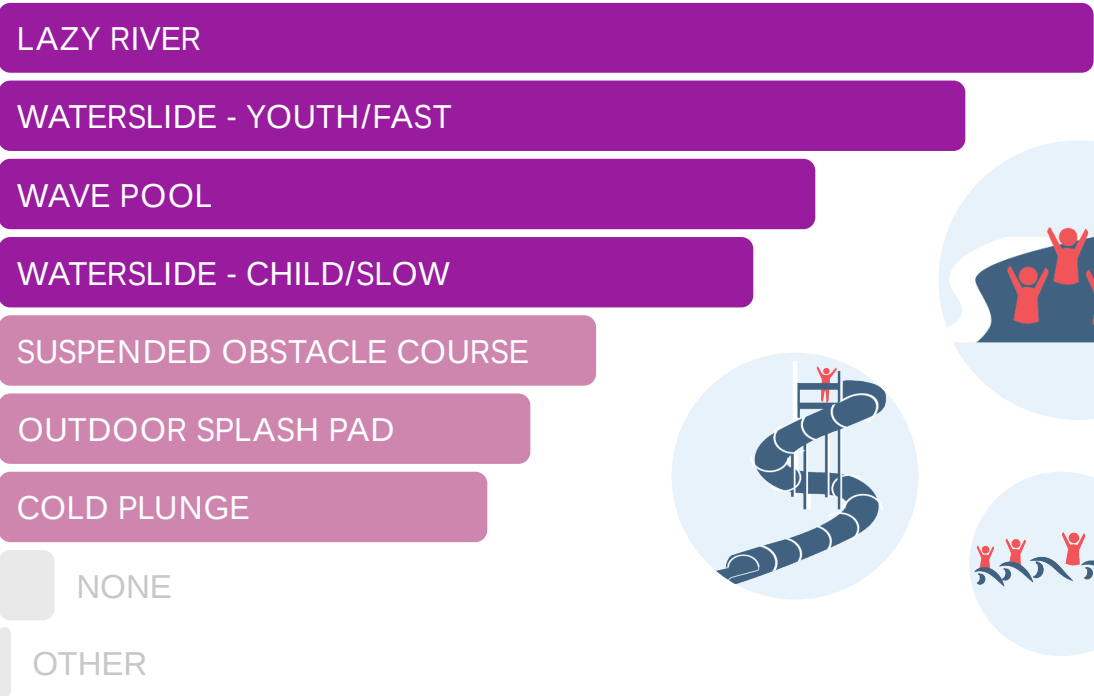
Safety concerns about slippery surfaces and the risk of falls in splash areas.
Support for a hot tub, sauna, steam room, and massage jets for relaxation.
Desire for a lazy river as a versatile and engaging feature for all ages.
Warmer water areas for young children and parents to ensure comfort.
Water slides for older kids & adults, with a focus on speed & excitement.
Large play structure with multiple slides to prevent congestion.
Skepticism toward indoor spray features, with concerns about redundancy and popularity.
Preference for a deep pool area to support swimming lessons and adult use.
Concerns over cost and taxpayer burden, with calls for fiscally responsible choices.
Importance of accessibility, including gradual walk-in entries and therapy pools.
Requests for research on maintenance, staffing needs, and usage patterns.

Note: Text size is based on frequency of related comments.

Additional Aquatics

Respondents were asked to rank the following features in order of most important to least important.

1813 Responses



MOST

Individuals ranked "Lazy River"
Families ranked "Lazy River"
Seniors ranked "Lazy River"

73 Comments

COMMON THEMES

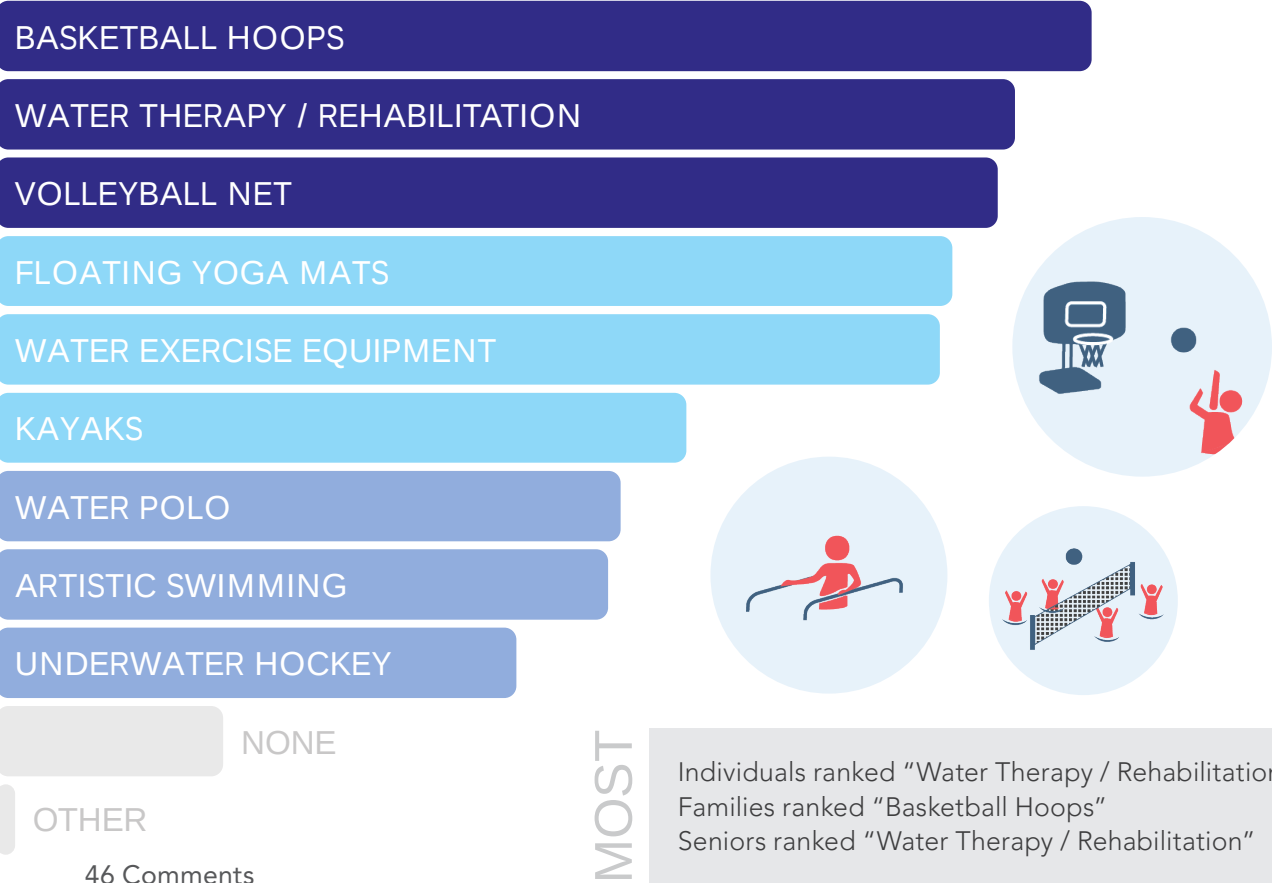
- Expansion of the running track at DCC is seen as a critical long-term investment.
- Desire to maintain key features from Harbour Pool, such as the rope swing and diving boards.
- Cost concerns, with many opposing expensive, high-maintenance features.
- Mixed opinions on wave pools, with concerns about safety and space usage.
- Lazy River is a top priority, valued for relaxation & all-age accessibility.
- Strong demand for a high-quality, fast waterslide that is self-contained.
- Support for an adult-only hot tub and wellness features like saunas and steam rooms.
- Cold plunge pool is divisive, seen as either beneficial or an unnecessary trend.
- Requests for a well-designed pool layout that balances play and lap swimming.

Note: Text size is based on frequency of related comments.

Activity-Based Additions

Respondents were asked to rank the following features in order of most important to least important.

1813 Responses



Requests for hot tubs, saunas, steam rooms, and a cold plunge pool.

Cost concerns, with emphasis on keeping taxpayer burden low.

Mixed opinions on competitive swimming features, with some advocating for a 50m pool.

Concerns about water therapy being a healthcare expense rather than a municipal priority.

Support for water therapy and rehabilitation features for accessibility.

Underwater hockey is a popular and well-received idea.

Strong interest in floating mats for versatile aquatic play

Desire for a dedicated aquafit and water walking area with adjustable depth.

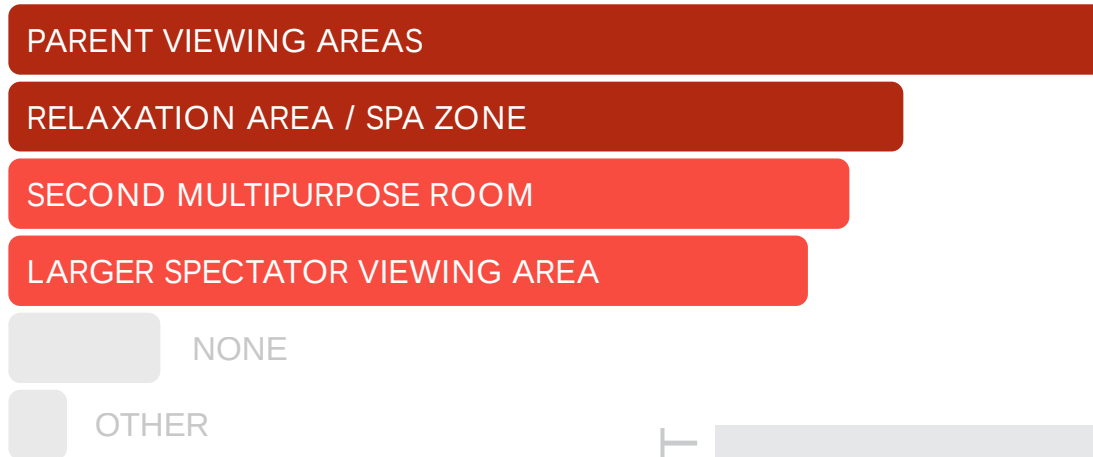
Concerns about pool space availability and potential activity-related closures.

Note: Text size is based on frequency of related comments.

Dryland Spaces

Respondents were asked to rank the following features in order of most important to least important.

1813 Responses



MOST

Individuals ranked "Relaxation Area / Spa zone"
 Families ranked "Parent Viewing Area"
 Seniors ranked "Parent Viewing Area"

108 Comments

COMMON THEMES

Cost concerns over unnecessary luxury features and tax implications.
 Outdoor seating and summer-friendly spray pool area for seasonal enjoyment.
 Increased accessibility with barrier-free change rooms and sensory-friendly spaces.
 Expanded spectator seating for swim meets and lessons.
 Hot tub, steam room, and sauna as essential wellness features.
 Larger change rooms, family-friendly locker space, and increased storage capacity.
 Expanded gym & sports spaces needed to accommodate community growth.
 Proper aquatic design with sufficient lane swimming and swim meet facilities.
 Improved and widened indoor walking/running track for safety and increased use.
 More multipurpose rooms for birthday parties, meetings, and community events.
 Larger indoor playground to provide winter-friendly recreation for families.
 Food service options, including a café or snack bar for convenience.
 Enhanced water quality to prevent rapid wear on swimsuits and equipment.

Note: Text size is based on frequency of related comments.

Additional Input

Question: Would you or members of your household be more likely to utilize the aquatics facility if it was equipped with accessibility features or had accommodation available?

1/3 of the respondents provided comments regarding accessibility features that accommodate all mobility challenges and promote inclusivity.

589 Comments

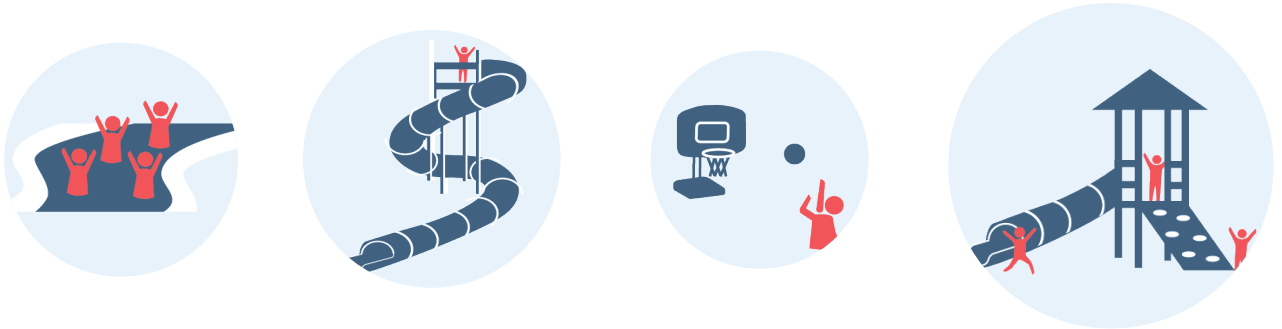
COMMON THEMES

- Frustration with Harbour Pool being too small, cold, or outdated.
- Multi-functional facility with fitness and wellness spaces.
- Fitness-focused amenities: lap lanes, hot tubs, saunas, and steam rooms.
- Strong support for accessibility & inclusion in aquatics facilities.**
- Expanded facility with modern pool amenities and larger recreational space.
- Quieter adult areas with designated steam rooms and saunas.
- Accessible washrooms, showers with benches, grab bars, and wide hallways.
- Universal change rooms with family-friendly and gender-neutral options.
- Ramps, pool lifts, and sloped entry for mobility-impaired users.**
- Therapy pools and aquatic rehabilitation spaces for seniors and mobility needs.
- Fun water features: water slides, lazy river, wave pool, obstacle courses.
- Sensory-friendly swim times for neurodiverse swimmers.
- Child-friendly features: splash pads, shallow play areas, warm water.
- Interest in a walking track, gym equipment, and rehabilitation services.
- Concerns over cost, taxation, and ensuring community value.
- Future-proofing: planning for aging residents and accessibility needs.

Note: Text size is based on frequency of related comments.

Final Thoughts

Question: Do you have any additional comments or suggestions about the Aquatics Centre?

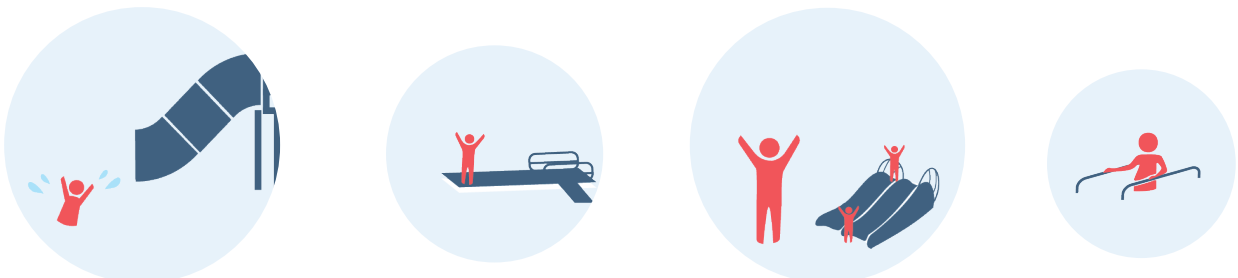


588 Comments

COMMON THEMES

Reliable staffing and maintenance to ensure functionality.
Flexible scheduling with extended public swim hours.
Multi-use spaces for sports, events, and aquatic competitions.
 Comprehensive amenities like hot tubs, saunas, steam rooms, and cold plunges.
Future-proof design to accommodate community growth.
Expanded availability of swimming lessons and competitive swim lanes.
 Consistently warm pool water to enhance comfort.
Fun water features including lazy rivers, water slides, and obstacle courses.
 Emphasis on overall durability and long-term community benefit.
 Enhanced accessibility with inclusive design and universal change rooms.
 Concerns over rising costs and increased tax burdens.
Dedicated zones for lap swimming and recreational use.
Improved change room facilities with secure lockers and privacy.
 Family-friendly design with dedicated areas for all age groups.

Note: Text size is based on frequency of related comments.



3.0

What Happens Next?

What Happens Next?

Next Steps

The design phase will incorporate the base program and the features as decided by Council in the planning of the Aquatic Centre. The design team will continue to finalize the location of the new facility at the Dow Centennial Centre, develop and refine concept plans, and finalize construction costs. When complete, final design, cost and schedule will be presented to Council for their approval to proceed.

At that time, a borrowing bylaw will be presented to secure the funding needed for construction.

Continued Service

Throughout the design and construction phases, Harbour Pool will remain open to ensure that community members continue to have access to aquatic services.

If construction proceeds and schedule is determined there will be further study on whether Harbour Pool will be demolished or potentially repurposed.

Communication

The City will share information on the status of the Aquatics Expansion project through its webpage and social media. If construction is approved, information will also be made available on the Construction Project page: <https://www.fortsask.ca/en/living-here/construction-projects.aspx>

Appendix

Appendix A

Aquatics Learning Centre

Aquatics Learning Centre

Dive In and Explore

Thank you for exploring the details of the proposed features before ranking them. This document provides **descriptions**, **cost range considerations**, and **key insights** for each proposed feature, ensuring you have all the information needed to make informed choices.

Confirmed Features

The following features are **already included** in the design of a new Aquatics Centre:

- **Lap Pool** – A 25m, 8-lane pool designed for lap swimming, lessons, fitness programs, and competitions.
- **Leisure/Tot Pool** – A warmer, shallower pool designed for families, young children, and recreational swimming.
- **Hot Pool** – A relaxing, heated pool area designed for comfort and muscle recovery.
- **Sauna** – A dry heat environment promoting relaxation and circulation.
- **Steam Room** – A humid, warm space offering skin and muscle relaxation benefits.
- **Ramp Access to All Pools** – Ensuring accessibility and ease of movement throughout the facility.
- **Multipurpose Room** – A standard-sized flexible space for fitness classes, events, and community programming.

These core elements will be part of the facility, and your input will help determine additional features that could **enhance** the overall experience.

What You'll Be Asked to Rank

Features, Activities, and Dryland Spaces

The survey is divided into **categories**, each focusing on different aspects of an aquatics centre. You'll be asked to **rank the features within each of the following categories** based on what matters most to you.

1. **Lap Pool**
2. **Leisure / Tot Pool**
3. **Additional Aquatics**
4. **Activity-Based Additions**
5. **Dryland Spaces**

1. Lap Pool Features to Rank

Enhancements for the lap pool area.

Cost: \$\$ – Mid-range cost due to purchase of feature, installation, and/or maintenance.

	Climbing Wall Description: A vertical wall at the pool's edge that allows swimmers to climb and drop back into the water. Key Details: • Encourages physical activity and balance training. • Available in various difficulty levels to suit different users.
	In-Water Zipline Description: A suspended zipline extending over the water, allowing users to glide and drop in. Key Details: • High-energy feature that encourages participation. • Requires a dedicated deep-water landing zone while in use.
	Rope Swing Description: A hanging rope that allows swimmers to swing and release into the pool. Key Details: • Provides a dynamic and engaging activity for all ages. • Requires a dedicated deep-water landing zone while in use.



Drop Slide

Description: A steep water slide that ends with a free-fall drop into deep water.

Key Details:

- Designed for thrill-seekers looking for a more intense experience.
- May have height and age restrictions.



Inflatables

Description: Floating obstacle courses or play elements used in the pool.

Key Details:

- Can be set up temporarily or rotated for different activities.
- Provides a mix of balance, climbing, and agility challenges.



Diving Boards

Description: Springboards for recreational diving.

Key Details:

- Requires pool depth for safety.
- Can be integrated with other aquatic activities.

2. Leisure/Tot Pool Features to Rank

Enhancements for the leisure/tot pool area.

Cost: \$\$ – Mid-range cost due to purchase of feature, installation, and/or maintenance.

	Water Table Description: Shallow table with water where kids can splash and play. Key Details: • Often includes interactive elements like small boats, buckets, and water wheels. • Provides a space for children to experience sensory play and creative exploration.
	Water Play Structure Description: Multi-level, water playground with slides, sprays, and interactive elements. Key Details: • Designed for children to climb, slide, and engage in creative water play. • Safe, engaging environment that fosters physical activity and imaginative play.
	Tot Slide Description: Small, gentle slide designed for toddlers and young children. Key Details: • Short drops and slow slides ensure a safe, fun experience for little adventurers. • A perfect introduction to water slides for toddlers and younger children.



Water Spray Features

Description: Small selection of water spray toys offering interactive fun.

Key Details:

- User-operated to shoot, spray or drop water on patrons.
- Great for kids or youth to run through, jump over and engage with the water.



Indoor Splash Pad

Description: Indoor water play destination with fountains, geysers and sprinklers.

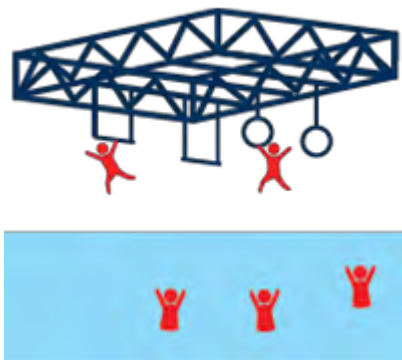
Key Details:

- Perfect for toddlers and young children.
- Gentle interactive water play, perfect for exploration and introduction to water.

3. Additional Aquatic Features to Rank

Water-based elements beyond the confirmed features.

Cost: \$\$\$ – Higher cost due to square footage, installation, maintenance, and/or operation of feature.



Suspended Obstacle Course

Description: A course that can be suspended from various heights from the ceiling, and is designed to test balance, agility, and strength.

Key Details:

- Provides an engaging challenge suitable for all ages.
- May include monkey bars, beams, swinging bars and ropes.



Wave Pool

Description: A pool that generates artificial waves for a beach-like experience.

Key Details:

- Offers a unique water attraction that mimics ocean waves.
- Wave intensity can be adjusted for different age groups and skill levels.



Lazy River

Description: A moving current that allows for a floating experience or active resistance.

Key Details:

- Provides a gentle, continuous water flow that mimics a river current.
- Used for floating with tubes or resistance exercise/rehabilitation.



Waterslide – Youth/Fast

Description: A high-speed slide designed for thrill-seekers.

Key Details:

- Features sharp turns and fast drops for an exciting ride.
- May have height and age restrictions.



Waterslide – Child/Slow

Description: A gentler slide designed for younger users.

Key Details:

- Smaller drops and slower curves ensure a calm, fun ride.
- Designed for families with toddlers or small children.



Outdoor Splash Pad

Description: A safe, interactive water play area with fountains, sprays, and sprayers.

Key Details:

- Designed for toddlers and young children to enjoy water play outdoors.
- Seasonal use only, as it is located outdoors.



Cold Plunge

Description: A deep, cold-water pool used for cold therapy or cold-water immersion.

Key Details:

- A wellness feature that reduces inflammation, improves circulation, and boosts mental clarity.
- Commonly used by athletes and fitness enthusiasts.

4. Activity-Based Additions to Rank

Recreational and fitness-oriented options for programming.

Cost: \$ – Low cost to purchase equipment and program opportunities.



Kayaks

Description: Small watercraft for paddling activities within a controlled pool setting.

Key Details:

- Provides a unique recreational experience within an aquatic facility.
- Best suited for structured programming or designated time slots.



Floating Yoga Mats

Description: Specialized mats designed for water-based yoga, stretching, and balance training.

Key Details:

- Enhances fitness programming with low-impact, core-strengthening activities.
- Requires calm water areas and instructor-led sessions.



Water Exercise Equipment

Description: Specialized aquatic fitness equipment for low-impact exercise and rehabilitation.

Key Details:

- Ideal for seniors, rehabilitation programs, and fitness enthusiasts.
- Provides resistance-based training with reduced joint stress.



Water Polo

Description: A competitive team sport played in deep water, combining swimming and ball-handling skills.

Key Details:

- Requires goalposts, boundary markings, and deep-water space.
- Best suited for structured leagues, training programs, or recreational play.



Artistic Swimming

Description: A blend of swimming, gymnastics, and dance performed in the water.

Key Details:

- Appeals to both recreational and competitive swimmers.
- Supports skill development in breath control, flexibility, and synchronization.



Underwater Hockey

Description: A unique sport where players push a puck along the pool floor using small sticks.

Key Details:

- Requires snorkels, masks, fins, and a weighted puck.
- Enhances teamwork, endurance, and breath control skills.



Basketball Hoops

Description: Poolside basketball goals for water-based games.

Key Details:

- Provides a fun, interactive option for recreational and competitive play.
- Requires ball-friendly water surface and suitable for all ages.



Volleyball Net

Description: A floating or fixed net for water volleyball games.

Key Details:

- Adjustable height settings for different skill levels.
- Suitable for recreational and competitive play.



Water Therapy/Rehabilitation

Description: A dedicated space and equipment for therapeutic aquatic exercises.

Key Details:

- Supports individuals recovering from injuries or requiring low-impact workouts.
- Can include resistance equipment, warm water therapy and instructor-led sessions.

5. Dryland Spaces

Non-water areas designed for relaxation, viewing, or rentals.

Cost: \$\$\$ – Higher cost due to equipment and/or additional square footage required.

Relaxation Area / Spa Zone

Description: A quiet space designed for relaxation and unwinding between aquatic activities.

Key Details:

- Provides a calm environment with comfortable seating.
- May include soft lighting, warm ambient temperatures, and spa-like elements.

Parent Viewing Areas Distributed Around the Pool

Description: Multiple designated viewing spaces for parents and guardians near pool activities.

Key Details:

- Ensures convenient, comfortable spots for watching aquatic activities.
- Strategically placed around key pool areas for better flexibility and visibility.

Larger Dedicated Spectator Viewing Area

Description: A spacious seating area, providing clear views of pool activities.

Key Details:

- Enhances spectator experience for competitions and events.
- Provides additional seating capacity for families and visitors.

Second Multipurpose Room

Description: A flexible indoor space for a variety of uses, including classes, meetings, and private events.

Key Details:

- Can be used for fitness programs, birthday parties, training sessions, and community events.
- Equipped with audio-visual technology, tables, and chairs for adaptability.

Appendix B

Online Engagement Reach Definitions

Organic Promotions:

Total Views

The number of times your content was seen.

Total Reach

The number of unique users who saw your content.

Total Likes

The number of times users liked your content.

Total Shares

The number of times users shared your content.

Total Comments

The number of comments left on your content.

Total Clicks

The number of times users clicked on links, images, or buttons in your post.

Paid Promotions:

Total Reach

The number of unique users who saw your ad.

Total Impressions

The total number of times your ad was displayed (including multiple views by the same user).

Total Clicks

The number of times users clicked on your ad's link, image, or call-to-action.