

WHY THE PLUNGE SHOULD HAVE A BULKHEAD

What is a Bulkhead and How is it Used?

- ▣ Movable, fiberglass partition, 4-ft wide, positioned across the width of the pool
- ▣ Divides pool into two separate activity areas to allow multiple aquatic programming options
- ▣ “Stark Bulkhead” – 45 yrs experience with hundreds of installations worldwide, including over 20 in California











The Bulkhead Will Provide:

- ▣ Regulation 25-yd swim lanes to allow:
 - Youth and Masters swim team opportunities
 - Quality swim workouts for lap/fitness swimmers
 - Water polo scrimmages and games
 - Swim meets, including Special Olympics

- ▣ Flexibility to accommodate all aquatic activities & multiple activities at the same time

- ▣ Safety barrier between shallow and deep water areas

- ▣ Quelling of waves/currents between shallow and deep ends

- ▣ Deep end storage position for special events/activities

Pool Activities Comparison

Activity	With Bulkhead	Without Bulkhead
Fitness/Lap Swimming	X	(X)*
Youth Swim Team	X	-
Masters Team	X	-
Swim Meets	X	-
Water Polo	X	-
Special Olympics	X	-
Recreation Swimming	X	X
Water Aerobics	X	X
Water Walking	X	X
Swim Lessons	X	X
Therapy/Handicapped Uses	X	X
Synchronized Swimming	X	X
Scuba Lessons	X	X
Kayak Lessons/Polo	X	X

* Restricted to 20-yd width



Swimming Lessons



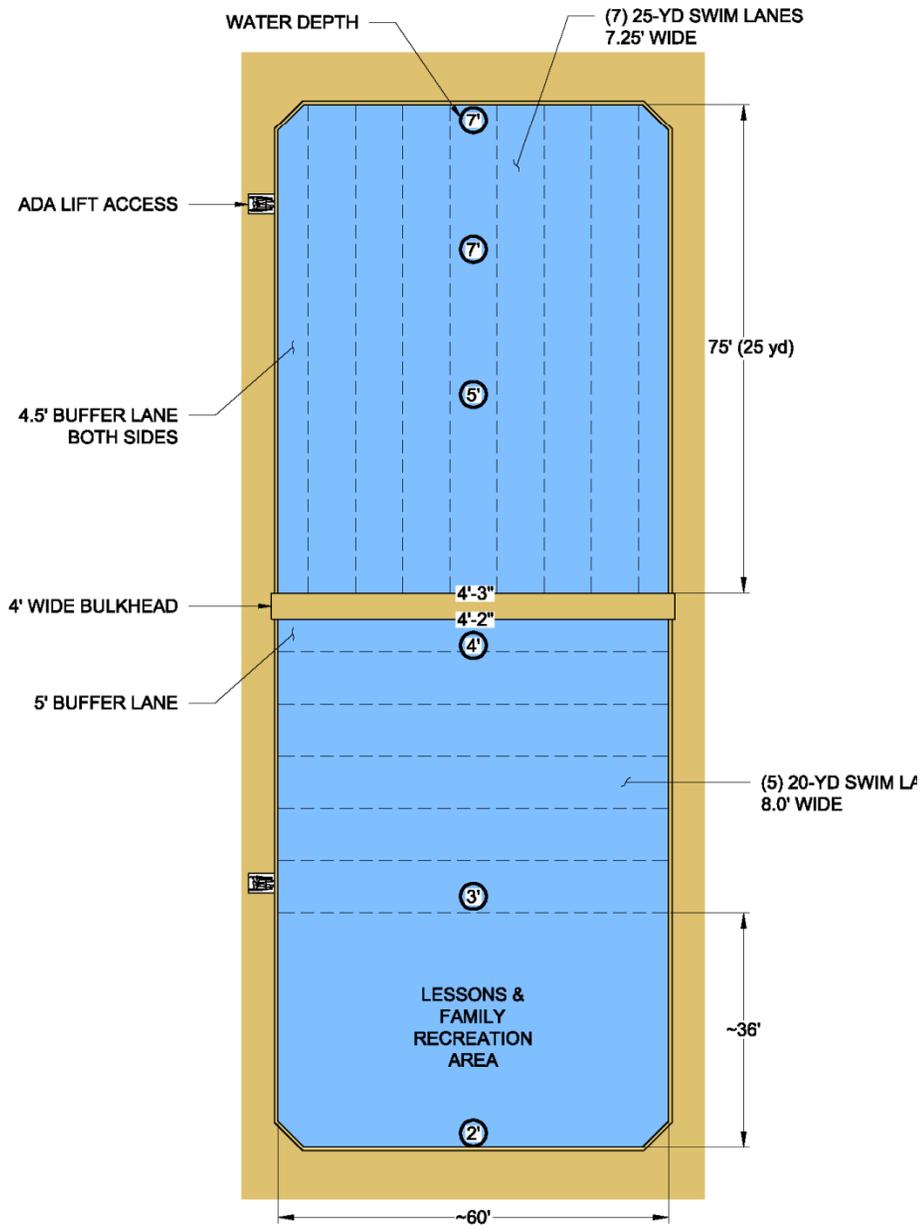
Therapy, Handicapped, Special Olympics,
Parent and Tot, and Senior Programs

Water Aerobics

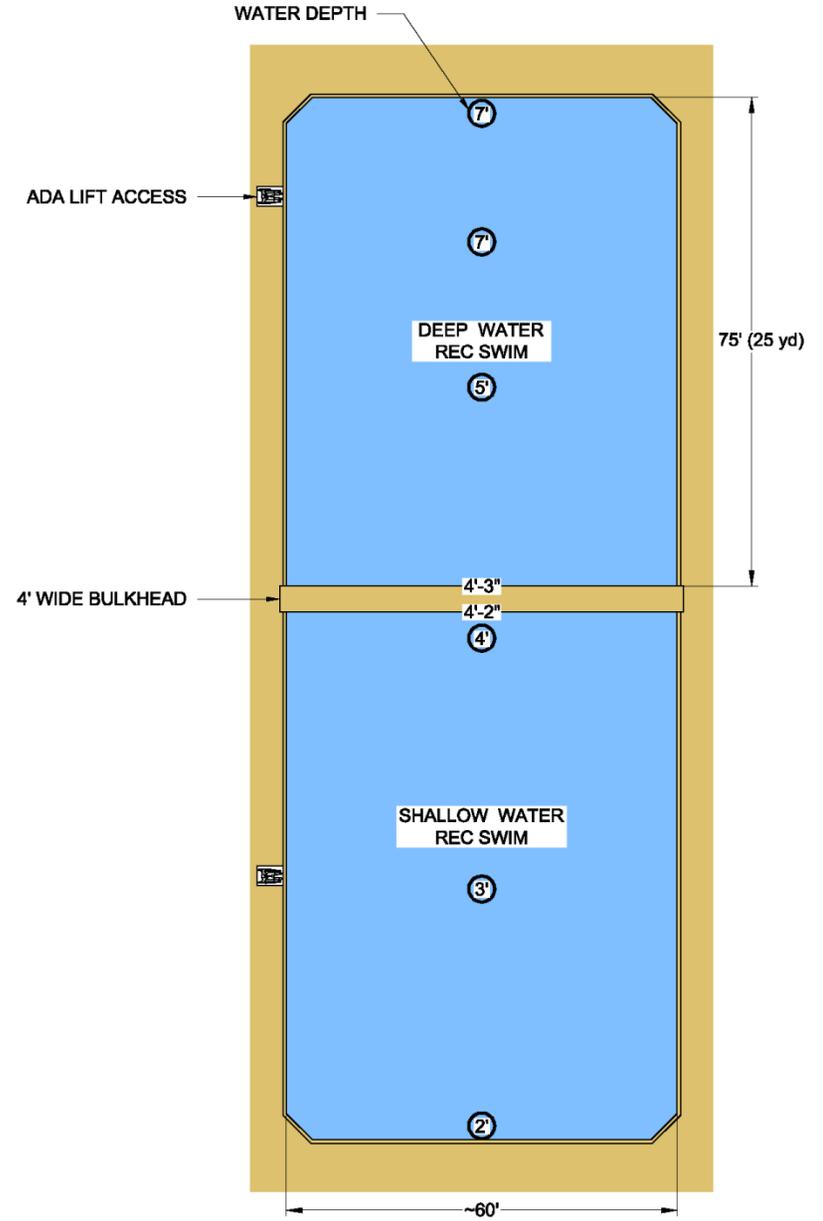
3.5' - 4.5' water depth typical

3.0' - 5.0' at Plunge

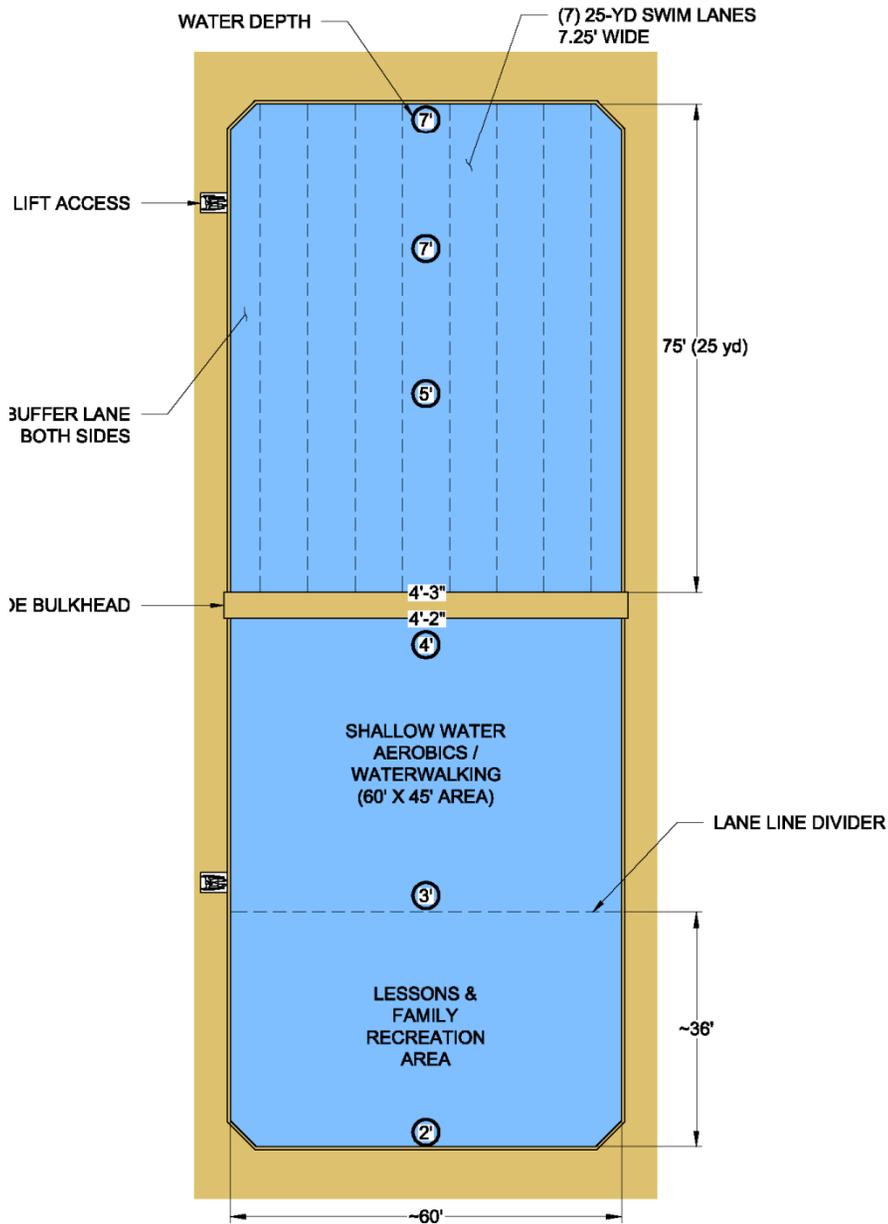




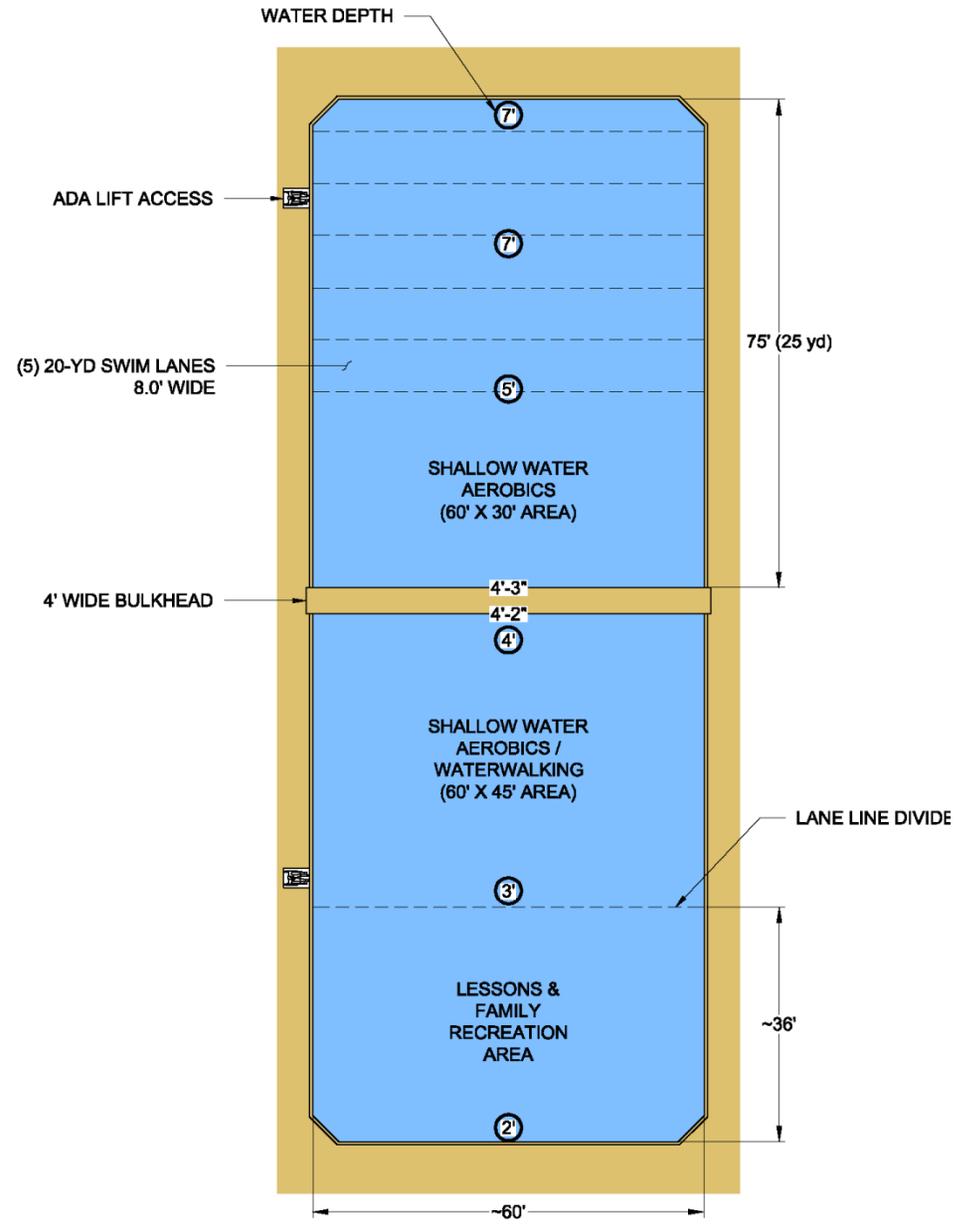
MAXIMUM LAP SWIMMING



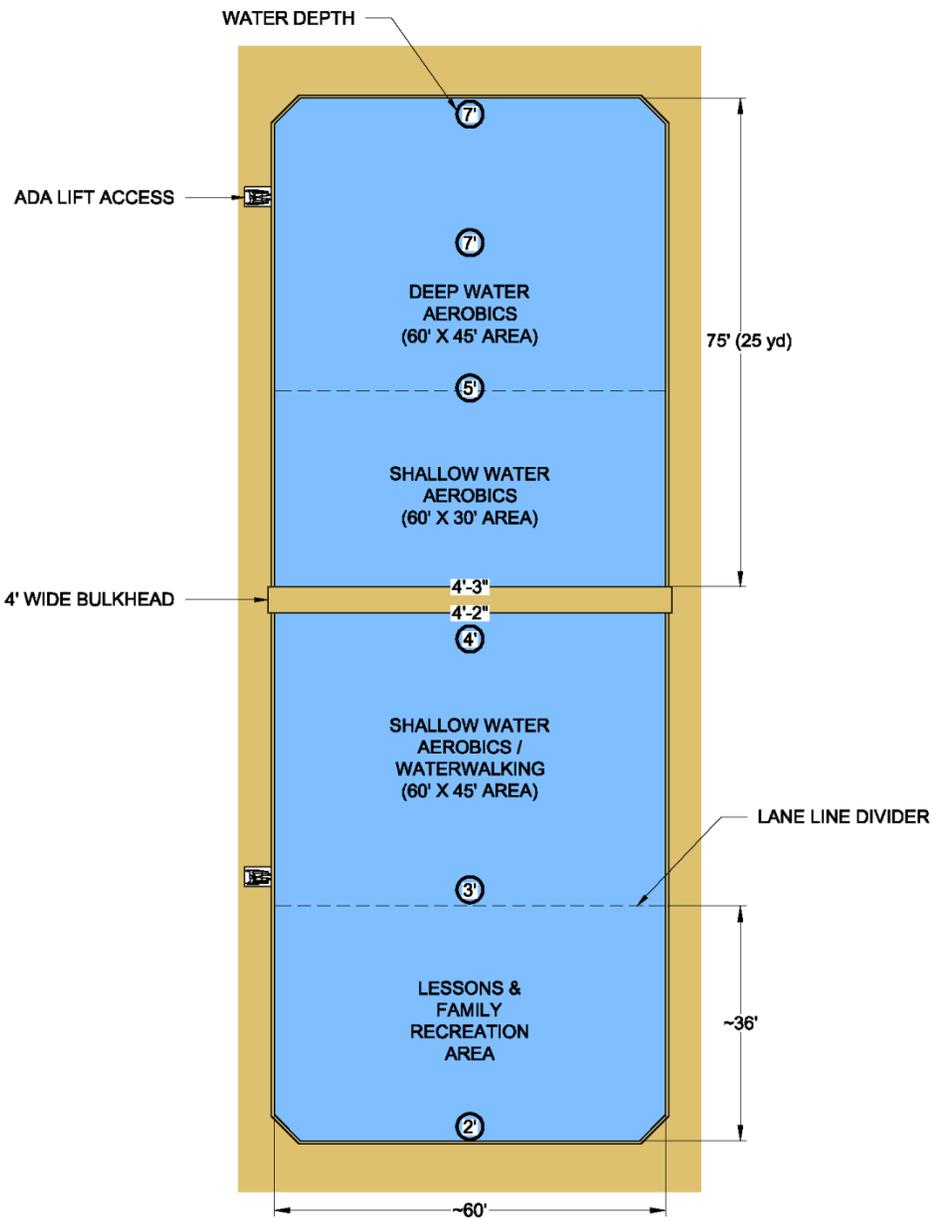
FULL POOL RECREATION SWIM



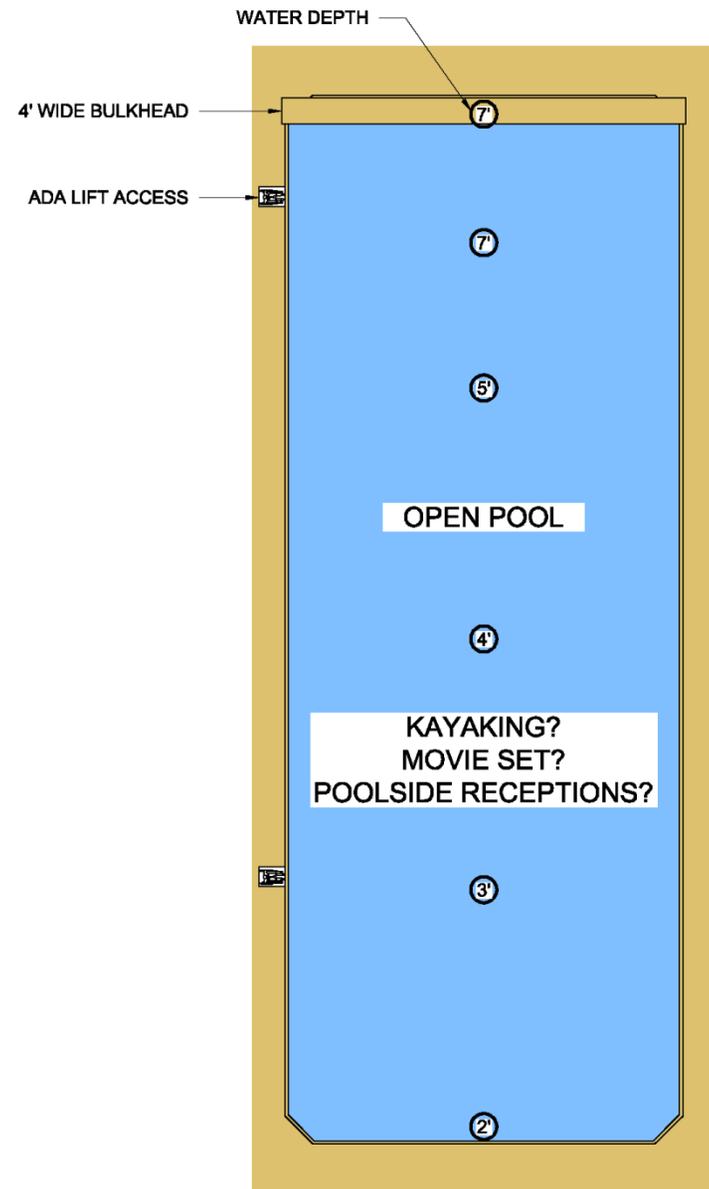
CONCURRENT SWIM TEAM / WATER AEROBICS
AND SWIM LESSONS



CONCURRENT LAP SWIM / WATER AEROBICS / SWIM LESSONS



CONCURRENT SHALLOW & DEEP WATER AEROBICS AND SWIM LESSONS



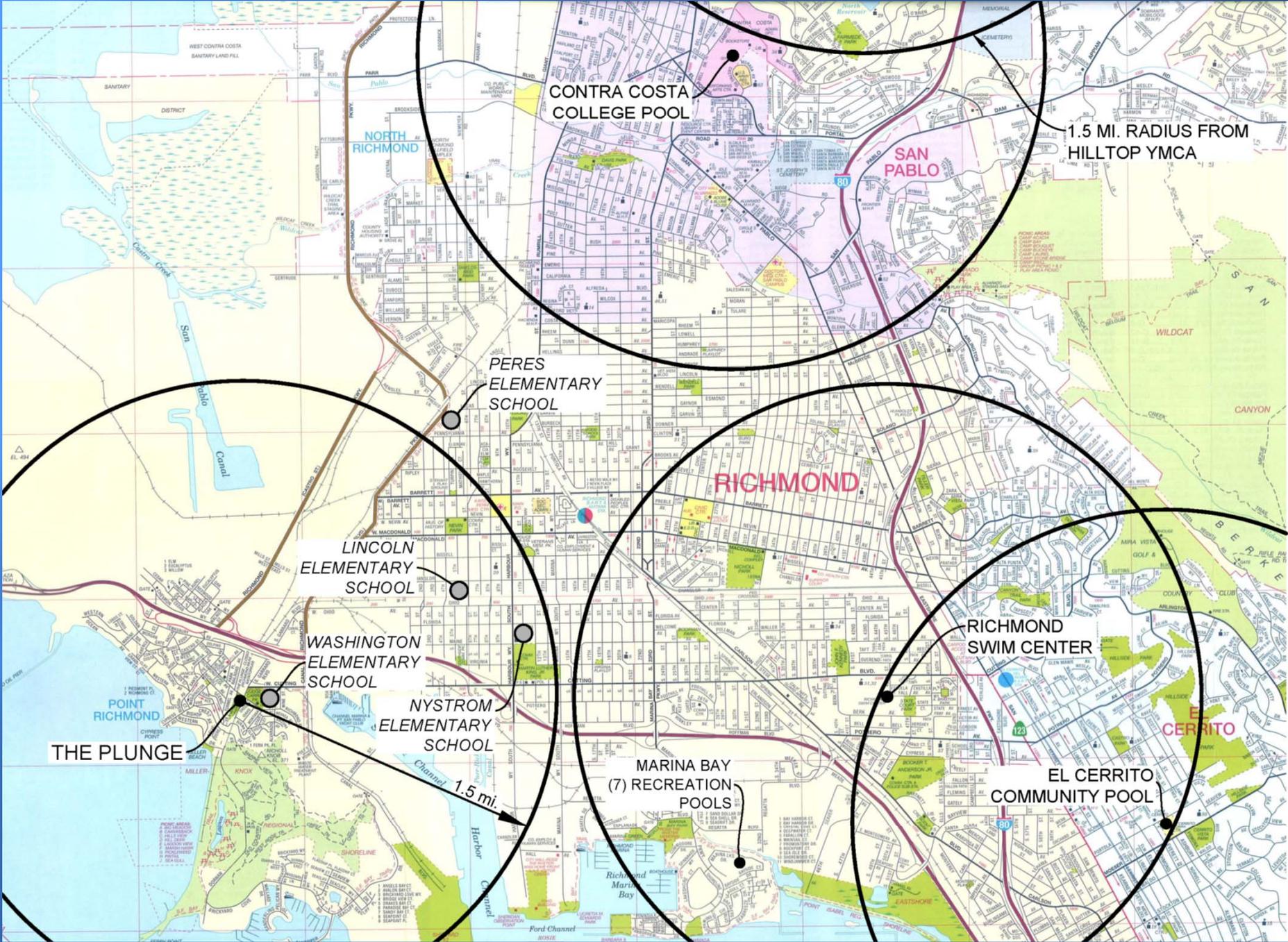
OPEN POOL USES

Swimming Pool Logistics

- ▣ Pool Covers, 10,000 sq ft: Remove every morning and re-install at the end of every day; approximately 15 min. each time (30 min./day)
- ▣ Lane Lines: Remove/reposition throughout the day for different activity needs; approximately 15 min./day
- ▣ Bulkhead: Move to deep end of pool (and back) for special events a few times per year, and potentially for weekly kayak use (?); approximately 15 min. each move

Water Temperature

- ❑ The bulkhead doesn't dictate pool temperature
- ❑ Various pool activities have different temperature needs:
 - Competitive/fitness swimming: 78-82
 - Recreation, low-energy swimming/exercise: 81-83
 - Lessons and passive aquatic uses: 82-84+
- ❑ Multi-use pools generally adopt a compromise temperature, usually in the range of 81-83
- ❑ US Dept. of Energy estimates pool energy costs increase 10 to 30% per degree of temperature rise
- ❑ Higher temperature increases chlorine demand
- ❑ Warm water pools (84+) typically limited in size, to minimize costs and satisfy small usage demand



CONTRA COSTA
COLLEGE POOL

1.5 MI. RADIUS FROM
HILLTOP YMCA

PERES
ELEMENTARY
SCHOOL

LINCOLN
ELEMENTARY
SCHOOL

WASHINGTON
ELEMENTARY
SCHOOL

NYSTROM
ELEMENTARY
SCHOOL

MARINA BAY
(7) RECREATION
POOLS

RICHMOND
SWIM CENTER

EL CERRITO
COMMUNITY POOL

THE PLUNGE

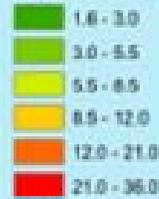
1.5 mi.

Richmond, California

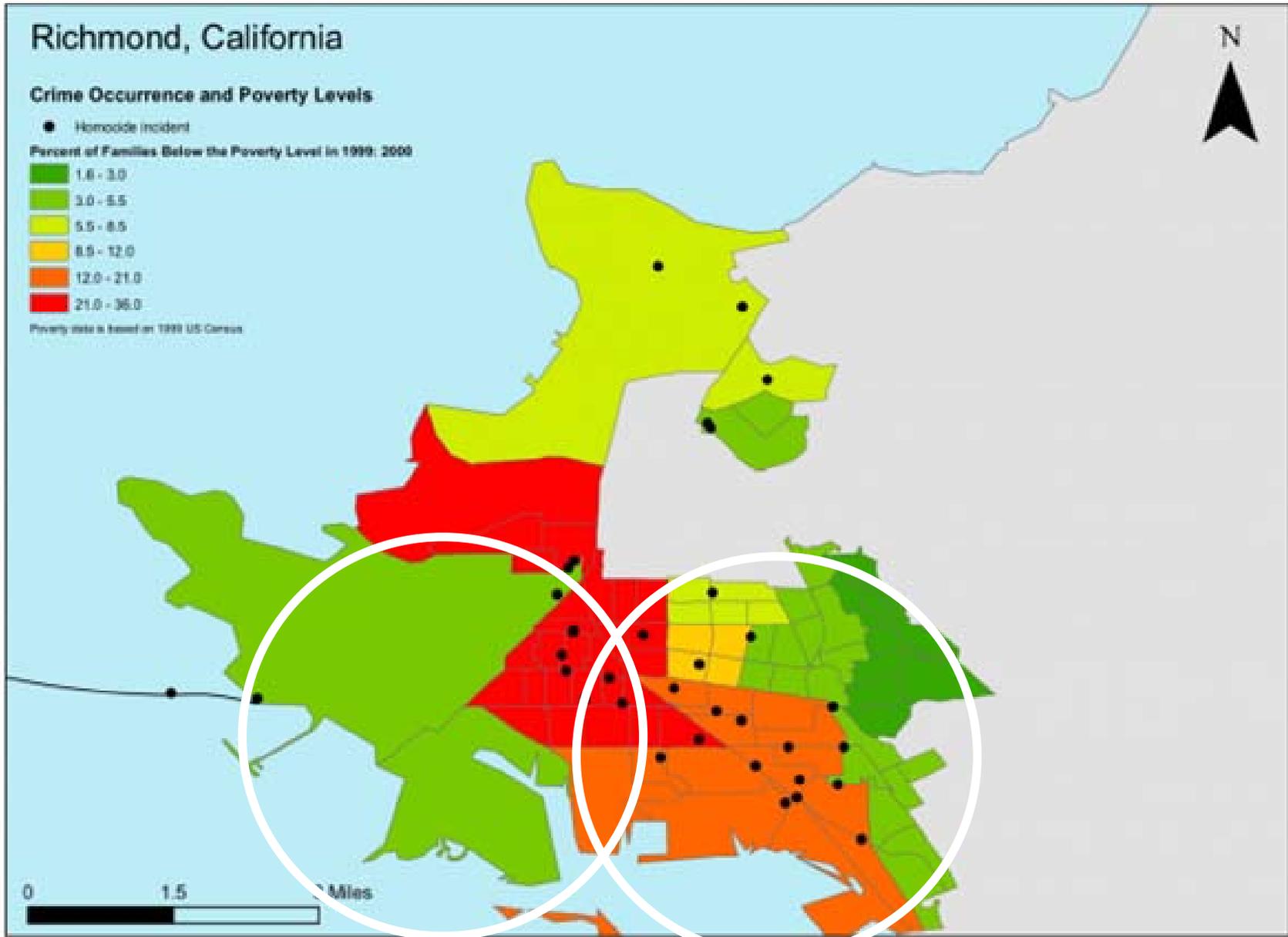
Crime Occurrence and Poverty Levels

● Homicide incident

Percent of Families Below the Poverty Level in 1999: 2000



Poverty data is based on 1999 US Census



Elementary Schools Within ~1.5 Miles of the Plunge*

Elementary School	Enrollment	Ethnicity (%)			Socioeconomically Disadvantaged (%)	Met Fitness Standards (%)
		African-American	Latino	White		
Washington	462	34	45	5	74	18.8
Lincoln	407	16	80	-	100	26
Nystrom	372	36	55	2	100	1.9
Peres	499	26	69	-	100	11.1

**Source: School Accountability Report Card (SARC), required by law to be published annually for every California public school. Data are for School Year 2007-2008, published in May 2009.*

A Swim Team

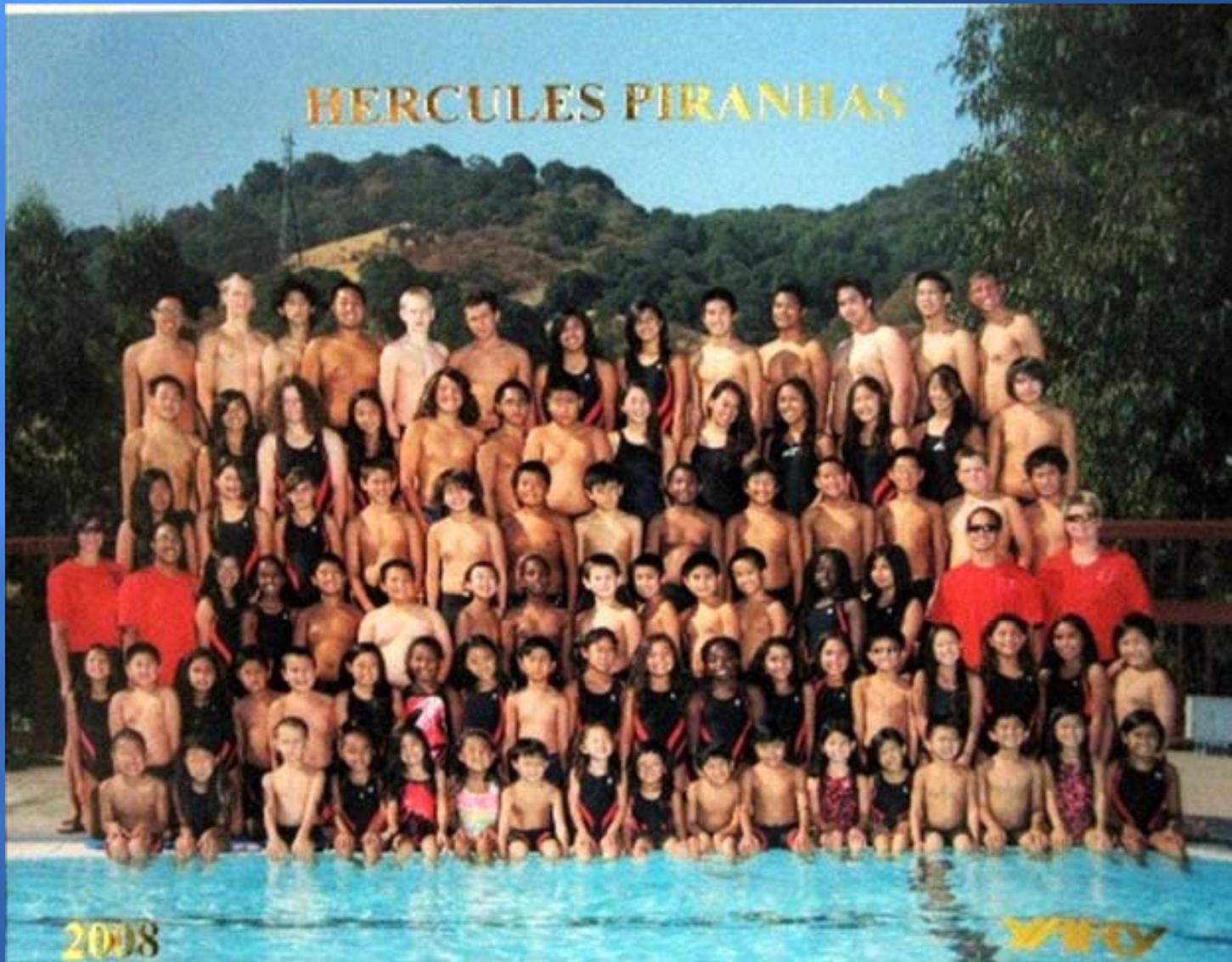
– More Than Just Swimming –

- ▣ Developing Skills
 - Competitive swimming
 - Goal-setting
 - Discipline
 - Personal and interpersonal social skills

- ▣ Learning Values
 - Teamwork
 - Commitment
 - Dedication to common and individual goals

A Youth Swim Team

– One of Two Teams at Hercules –



The Swim Program Cycle

- ▣ Swim lessons feed youth swim team

- ▣ Swim team produces:
 - Swim instructors
 - Lifeguards
 - Youth and Masters swim team coaches

- ▣ Youth graduate to Masters swimming

Masters Swimming

- ▣ Organized international program promoting fitness and health for adults through aquatic conditioning (ages 18 to 100+)
- ▣ > 10,000 Masters swimmers in Northern Calif.
- ▣ Why at the Plunge? - Local demand, unique setting, attractive facility, accessibility
- ▣ Value of a Masters Team
 - Fees and fund-raising through swim events (e.g., \$85,000 annual revenue at El Cerrito in 2008-09)
 - Point Richmond business activity
 - Regional promotion of the City and the Plunge

The Sports Management Group Findings*

The addition of a bulkhead at the Plunge would:

- ▣ Allow programming flexibility
- ▣ Maximize simultaneous use
- ▣ Provide operational efficiencies
- ▣ Create the greatest opportunity for cost recovery

* Lauren Livingston, President, email correspondence Nov 09
(City of Richmond consultant, 2001-02)

Estimated Revenue from Bulkhead

Table 1 - Hantzsche and Mayer Estimates with TSMG Recommended Changes

Activity	Range	# of Swimmers	Swimmer Visits (days/yr)	Total Visits per Year	User Fee (\$/visit)	Estimated Annual Revenue (\$/yr)	
						Low	High
USA Swim Club ¹	Low	30	100	3000	\$3	\$9000	
	High	40	150	6000	\$3		\$18000
Masters Team ²	Low	20	225	4500	\$4	\$18000	
	High	30	225	6750	\$4		\$27000
Weekday Lap Swimmers ³	Low	10/day	250	2500	\$4	\$10000	
	High	15/day	250	3750	\$4		\$15000
Annual Swim-a-thon ⁴	Low					\$3000	
	High						\$6000
Total Annual Revenue						\$40000	\$66000
Projected 10-yr Revenue						\$400000	\$660000
Projected 25-yr Revenue						\$1000000	\$1650000

The Sports Management Group Peer Review Findings*

- ▣ Projected revenues are easily achievable
- ▣ Usage & revenue estimates are conservatively low
- ▣ Bulkhead creates programming opportunities which provide a source of revenue to offset Plunge operating costs
- ▣ With proper scheduling and high quality programming, revenue can exceed estimates by Hantzsche/Mayer

*Lauren Livingston, 12-11-09

The Bottom Line

- ▣ From the additional estimated revenue of \$40,000 to 66,000/yr, the bulkhead will pay for itself in approximately 5 years.
- ▣ Beyond the repayment period the additional revenues will help offset operational costs to the benefit of all other uses at the Plunge.
- ▣ A vibrant aquatics program at the Plunge will have a long-term spillover effect on swimming demand and uses at Richmond Swim Center.

Summary

A Bulkhead for the Plunge is:

- ▣ Socially Responsible
- ▣ Environmentally Sound
- ▣ Economically Smart
- ▣ Healthy for All