

# FIDALGO POOL & FITNESS CENTER

## PUBLIC COMMUNICATION & PARTICIPATION PLAN

### Introduction

Fidalgo Pool and Fitness Center District is continuing to address what Fidalgo Island residents need from the facility now and for generations to come. The objectives of this Public Communication & Participation Plan is to encourage more public attendance at regular, special, and committee meetings; to engage more public involvement in the preparation of a Master Capital Improvement Plan (MCIP) for the facility; to educate facility stakeholders and general tax payers regarding the Pool & Fitness Center Levy; and to provide the community with more opportunities to receive opened, transparent information concerning District operations. The MCIP developed with the participation of the community would also become a part of the Comprehensive Plans of Skagit County and the City of Anacortes.

The Public Communication & Participation Plan will actively engage pool patrons and community members that are interested in the facility operations, future capital projects and program offerings that are necessary to meet the wellness and recreation needs of the public. The following is a list of proactive communications grouped into different outreach categories:

#### General

- Implement Commissioner Meetings, Committee Meetings, and any other group interaction between individuals of the governing body in a matter pursuant to RCW 42.30.030.
- Inform the public of the dates, locations and times of regular, special and committee meetings.
- Have “Tell Us About It” forms available at meetings to provide more opportunity for input by attendees.
- Continually seek and engage community members to ensure that all interested or responsible parties are involved in the process.
- Provide ongoing updates via email to pool patrons and community subscribers and to the general public through Facebook.
- Work with the local media to involve the community through news releases, news articles, and public service announcements.
- Consider adding a standard paragraph soliciting public participation to all pool updates including, but no limited to, email updates, social media updates, presentations, fact sheets, posters, and other similar methods.
- Explore the possibility of providing ongoing project updates via postcards or flyers to residents.

- Research the feasibility of using Constant Contact, or another email marketing tool, to send professional-looking emails with customizable templates for outreach and formal communications.
- Distribute information through the Friends of Fidalgo Pool & Fitness Center newsletters, Thunderbird Aquatic Club news blasts, community posters, service organization presentations, facts sheets, and FAQ's.
- Continue to pursue partnerships with Friends of Fidalgo Pool, Thunderbird Aquatic Club Booster Club, and other interested entities to streamline ongoing operations and future Fidalgo Pool & Fitness Center improvements.

#### **Master Capital Improvement Plan (MCIP)**

- Inform the community about the MCIP update purpose, process, and progress as early as possible and throughout the update of the plan.
- Conduct community presentations in multiple locations and open house meetings to obtain community input at key stages of the plan.
- Create and maintain a dedicated section on the fidalgopool.com website to share information and solicit comments throughout the update of the MCIP.

#### **Pool Levy Campaigns**

- Communicate to the community about the Pool Levy purpose, financial breakdowns, timeframe, impact to property taxes, and other commonly misconstrued information.
- Solicit help from public stakeholders in sharing official Levy information to a broader range of constituents and other district voters.
- Implement one or more open houses or public tours of the facility prior to the elections.

## PUBLIC COMMUNICATION & PARTICIPATION PLANNING MATRIX

Communications Objective	Goals	Activities	Measures
Improve Meeting Attendance & Involvement	<ul style="list-style-type: none"> <li>▪ Improve attendance through more meeting notification methods</li> <li>▪ Increase public materials, logo and templates</li> <li>▪ Improved Website content</li> <li>▪ Improve stakeholder database or contact lists</li> </ul>	<ul style="list-style-type: none"> <li>▪ Place sandwich board in front of the building alerting the public to meetings</li> <li>▪ Email meeting notifications to patron email list</li> <li>▪ Publish meetings in Anacortes American, Clamdigger &amp; on the Fidalgo Pool website</li> <li>▪ Special meeting community posters at the Post Office, Library, Senior Activity Center, City Hall, etc.</li> <li>▪ Facebook notifications of meetings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase Attendance</li> </ul>
Educate tax-payers concerning Levy and Maintenance needs for regular operations & small special projects	<ul style="list-style-type: none"> <li>▪ To increase tax payers understanding of what the levy provides</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provide presentations to service groups and general public at different locations, dates and times.</li> <li>▪ Provide fact sheets that includes frequently asked Questions and Answers on the levy.</li> <li>▪ Have open houses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve voter turnout</li> <li>▪ Higher Levy pass-rates.</li> </ul>

<p>Receive public input to what needs should be in the Master Capital Improvement Plan, develop sections of the plan and notify public of findings through the process.</p>	<ul style="list-style-type: none"> <li>▪ Verify and include community’s wellness and recreation wants and needs</li> <li>▪ Determine the design and costs of implementing the MCIP</li> <li>▪ Determine must methods to pay for the project.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consider re-doing feasibility study.</li> <li>▪ Survey community through Survey Monkey.com.</li> <li>▪ Invite public to special and committee meetings on the development of the MCIP.</li> <li>▪ Develop conceptual designs and have meetings and open houses to determine and verify the community’s wants and needs.</li> <li>▪ Provide presentations to service groups and general public at different locations, dates and times.</li> <li>▪ Have open houses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased public attendance</li> <li>▪ More input from the public</li> </ul>
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# Comments on Public Input and MCIP Statement

## *Libby's Comments:*

### **Ideas to collect public input**

- Survey
- Open house(s)
  - Could we do a “free” community day to attract people who might not normally attend the pool?
- Meet with stakeholders – hospital, school district, city??? Need to make a comprehensive list
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### **How to get the word out that we are looking for input:**

- One-sheet information flyer with pool info, ways to give input
- Website
- Surveys at front counter
- Stand-up board in front lobby with poster (including dates/times of open houses, etc.)
- Email to pool user distribution list
- Request to major pool users & other community orgs to send out email/ post on facebook / post flyers with ways to give input (eg link to survey, etc.) – hospital, medical/physical therapy clinics, school district, Chamber of Commerce, Parks Dept.,
- Channel 10 slide show? (will need to check on this.)
- Presentations to City Council, Hospital Commission, School Board?
- Advertise for open house(s) on Hospital digital sign
- Mailings?
  - Not necessarily for initial request for input;
  - Do a large mailing (like the school district did) once we have some concept plans drawn up/ ideas more refined
- Newspaper articles, press releases, clamdigger

## *Mick's Comments:*

just some feedback on statement and list---you might want to scale back some of the wording on the long list of things---just the basics in bullet form---also remove anything that can be solved with the maintenance levy monies---just feedback---hope this helps---take care—a big task for sure.

## **David's Comments:**

About statement - Fidalgo Pool & Fitness Center has provided wellness and recreational services for all age groups in our community for over 40 years. It is time to modernize and meet the growing health needs of the community while functioning in a safe and efficient manner. Over the years, patrons have expressed what capital improvements are needed. A Master Capital

Improvement Planning Committee has been formed. Public and other stakeholder input is needed.

We should think about making a Fact Sheet/Poster for the whole project. This should be something very visual, not a lot of wording that could be posted about town or shared to facility users. We need something with a link to survey, the website and Public Open House events. I wonder what the cost would be to have a graphic designer help with something. Does Marta Hood's husband still do that type of work? I'm sure Kyle Mahoney could help too. Maybe we could ask for a quote to do something?

In general, I think type of fact sheet/poster would be something that could be posted on social media, our website, maybe run it in the paper, send to TAC email distribution lists, obviously send to the pool email lists, email or share with key stakeholders or other folks that might help spread the word.

I think someone mentioned in the last meeting that we contact a few people in town that we should "inform" of our planning efforts. I remember hearing that the School Board President should get contacted. Is Mayor Gere aware? Athletic Director? School Administrators? Chamber and other service groups? An outreach and communications strategy is a good discussion topic for this next meeting since you shared our document that list several avenues of communication tools that are available to us. I think we need to ask that Committee Members help in making some of key contacts with folks they're networked with.

It's really good to see the survey results from the last go-around. I think that survey was too long if we try the surveymonkey route. I took a glance at the new survey you drafted. I'll try to put some thoughts together on that soon.

## CAPITAL IMPROVEMENT STATEMENT & LIST

Fidalgo Pool & Fitness Center has provided wellness and recreational services for all age groups in our community for over 40 years. Though the District has made some changes within its Maintenance and Operations Levy to support the facility, it is time to modernize it to meet the growing health needs of the public and to continue functioning in a safe, efficient manner. In the last decade, Fidalgo Pool & Fitness Center patrons have expressed what capital improvements are needed. The Commissioners and Managers are also aware of major special projects that must be done to keep the doors open. The list includes:

- Warm water pool with zero entry and shallow area:
  - A smaller and shallow pool would be used for teaching swims lessons, water exercises for patrons with health issues, and those individuals that can't handle pool temperatures at less than 83 degrees.
  - This would also permit the 25 yards by 25 meters pool to have temperatures of 80 degrees to meet the needs of more active swimmers, high school swimmers, and the Thunderbird Aquatic club.
  - The warmer water pool at 84 – 85 degrees could have a few lap lanes for patrons that can't tolerate lap swimming in 80 degree water.
  - Resistant water walking tract (Lazy River) would provide during the day a resistant water tract for those people who are recovering from walking problems due to injuries and/or from health issues, such as strokes. During open swims, the tract could be converted for use as a "Lazy River" for swimmers to use inner tubes and swim recreational equipment.
- Physical Therapy Pool could be a small aquatic tank for Physical Therapy businesses in Anacortes and Island Hospital to use for rehabilitation.
- Elevator to upstairs fitness and balcony area.
- Expanded and updated locker rooms with efficient layout, increased number of lockers, improved plumbing, better lighting, improved water saving showers, and other appropriate upgrades.
- Family/Disabled Changing Rooms with bathrooms to accommodate people with physical disabilities and families with small children. This would prevent the current situation of having young boys in the women's locker room with their mothers and young girls in the men's locker rooms with their fathers.
- Increased parking and additional stalls for people with disabilities.
- A drop-off area at the front entrance.
- Increase facility hours during the day for all user groups.
- Better connection from the Anacortes Activity Senior Center and Fidalgo Pool and Fitness Center.
- Revision of the front desk and reception area to better accommodate patrons.
- Provide child care.
- Outdoor child care play area.
- Reconfigure staff room and staff changing room.
- Jacuzzi.
- Sauna.

- Steam room.
- Outdoor patio.
- New water slide.
- Replace dive board.
- Remove all old plastering surfaces from existing pool and then re-plaster.
- Resurface pool deck and locker room floors to minimize slipping hazards and ease cleaning.
- New multi-purpose room for conference, vendor and party rentals and for staff training.
- Re-design manager offices.
- Personal trainer and Physical Therapy privacy rooms.
- New hallway access.
- New emergency exit.
- External structure wall repairs and metal siding, and replace gutters.
- New roof.
- New chair lift for handicapped individuals to enter the pool.
- Replace deck drains.
- Replace fencing on balcony.
- Add fire alarm and sprinkler system.
- Update six external doors to be handicap accessible.
- Update HVAC and dehumidifier systems.
- Replacing remaining original ceiling tile frames and tiles.
- Updated Information Technology System.
- Upgrade other existing mechanical systems.



## **FIDALGO POOL & FITNESS CENTER MASTER CAPITAL IMPROVEMENT PLAN (MCIP) SURVEY**

Fidalgo Pool & Fitness Center has provided wellness and recreational services for all age groups in our community for over 40 years. Though the District has made some changes within its Maintenance and Operations Levy to support the facility, it is time to modernize it to meet the growing health needs of the public and to continue functioning in a safe, efficient manner. In the last decade, Fidalgo Pool & Fitness Center patrons have expressed what capital improvements are needed and wanted. The Commissioners and Managers are also aware of major special projects that must be completed to keep the doors open.

This survey has been developed by the MCIP Committee appointed by the District's Board of Commissioners and is available on SurveyMonkey, through the website and at the front desk of Fidalgo Pool & Fitness Center, 1603 22<sup>nd</sup> Street, Anacortes, WA 98221.

Please take a few minutes to complete the survey to inform the MCIP Committee of your vision for Fidalgo Pool & Fitness Center and how it should meet the needs of our community.

### ***General Information***

1.	Are you a registered voter in Fidalgo Island and Anacortes?	Yes or No
2.	Have you or your family ever used Fidalgo Pool & Fitness Center?	Yes or No

### ***Are you aware that Fidalgo Pool & Fitness Center offers the following Aquatic programs and activities?***

3.	Anacortes, Burlington Edison, and Sedro-Woolley High School Swim Teams	Yes or No
4.	Thunderbird Aquatic Club (youth), including Masters (18 years of age & over)	Yes or No
5.	Swim ability assessments	Yes or No
6.	Open/family swim sessions	Yes or No
7.	Scuba, Kayak and Yoga Board programs through area businesses	Yes or No
8.	Sailing safety programs by Anacortes Parks and Recreation	Yes or No
9.	Water Group Exercise Classes	Yes or No
10.	American Red Cross Swim Lessons - class offerings grouped by age, learning ability, and swimming skills.	Yes or No
11.	Special training: Lifeguard Training and Certification, Red Cross CPR and First Aid Certification, Swim Camps, and Dive Camps	Yes or No
12.	Personal Training through Aquatics, Aquatics Weight Resistance Training, Swim Stroke Clinics	Yes or No
13.	Active Military Swim Program	Yes or No
14.	Lap Swimming, Water walking, and Hydro-biking	Yes or No
15.	Special events: aquatic school projects, KID R BEST, Pool sponsored teen and child parties, Special Olympics	Yes or No
16.	Rent pool to physical therapy businesses and professionals for aquatic therapy, including Island Hospital Physical Therapy Department	Yes or No
17.	Bleacher seating in the balcony	Yes or No

***Are you aware that Fidalgo Pool & Fitness Center offers the following Fitness programs and activities?***

18.	Group Exercise Classes, such as Yoga, Muscular Strength, Zumba and others	Yes or No
19.	Personal Training opportunities	Yes or No
20.	Fitness Equipment including a Precor Functional Trainer, Adaptive Motion Trainer, elliptical, stationary bicycles, treadmills, rowing machine, Smith Machine, various strength machines, medicine balls, rubberized tubing & free weights	Yes or No
21.	Youth Aquatics Dry Land Program for Youth	Yes or No
22.	Locker Rooms for Men and Woman	Yes or No

***On a scale from 1 not important to 5 extremely important, what capital improvements would you like to see at Fidalgo Pool & Fitness Center?***

23.	Warm water pool with zero entry and shallow area for teaching swims lessons, for patrons with health issues, & for those individuals that can't tolerate low pool temperatures.	<i>Not important/Extremely Important</i> 1 2 3 4 5
24.	Permit the 25 yards by 25 meters pool to have temperatures of 80 degrees to meet the needs of more active swimmers, high school swimmers, and the Thunderbird Aquatic club.	<i>Not important/Extremely Important</i> 1 2 3 4 5
25.	Warmer water pool at 84 – 85 degrees with a few lap lanes for patrons that can't tolerate lap swimming in 80 degree water.	<i>Not important/Extremely Important</i> 1 2 3 4 5
26.	Resistant water walking track (Lazy River) would provide during the day a resistant water tract for those people who are recovering from walking problems due to injuries and/or from health issues, such as strokes. During open swims, the tract could be converted for use as a "Lazy River" for swimmers to use inner tubes and swim recreational equipment.	<i>Not important/Extremely Important</i> 1 2 3 4 5
27.	Physical Therapy Pool for Physical Therapy businesses in Anacortes and Island Hospital to use for rehabilitation.	<i>Not important/Extremely Important</i> 1 2 3 4 5
28.	Elevator to upstairs fitness and balcony area.	<i>Not important/Extremely Important</i> 1 2 3 4 5
29.	Expanded and updated locker rooms with efficient layout, increased number of lockers, improved plumbing, better lighting, improved water saving showers, and other appropriate upgrades.	<i>Not important/Extremely Important</i> 1 2 3 4 5
30.	Increased parking and additional stalls for people with disabilities.	<i>Not important/Extremely Important</i> 1 2 3 4 5
31.	A drop-off area at the front entrance.	<i>Not important/Extremely Important</i> 1 2 3 4 5

32.	Family/Private Changing Rooms with bathrooms to accommodate people with physical disabilities & families with small children to eliminate situation of having young boys in the women's locker room with their mothers and young girls in the men's locker rooms with their fathers.	<i>Not important/Extremely Important</i> 1 2 3 4 5
33.	Increase facility hours during the day for all user groups	<i>Not important/Extremely Important</i> 1 2 3 4 5
34.	Better physical connection from the Anacortes Activity Senior Center and Fidalgo Pool and Fitness Center.	<i>Not important/Extremely Important</i> 1 2 3 4 5
35.	Revision of the front desk and reception area to better accommodate patrons.	<i>Not important/Extremely Important</i> 1 2 3 4 5
36.	Provide child care.	<i>Not important/Extremely Important</i> 1 2 3 4 5
37.	Provide Outdoor child play area.	<i>Not important/Extremely Important</i> 1 2 3 4 5
38.	Reconfigure staff room and staff changing rooms.	<i>Not important/Extremely Important</i> 1 2 3 4 5
39.	Jacuzzi	<i>Not important/Extremely Important</i> 1 2 3 4 5
40.	Sauna	<i>Not important/Extremely Important</i> 1 2 3 4 5
41.	Steam room	<i>Not important/Extremely Important</i> 1 2 3 4 5
42.	Outdoor patio	<i>Not important/Extremely Important</i> 1 2 3 4 5
43.	New water slide	<i>Not important/Extremely Important</i> 1 2 3 4 5
44.	Replace dive board.	<i>Not important/Extremely Important</i> 1 2 3 4 5
45.	New multi-purpose room for conference, vendor and party rentals and for staff training.	<i>Not important/Extremely Important</i> 1 2 3 4 5
46.	Personal trainer and Physical Therapy privacy rooms.	<i>Not important/Extremely Important</i> 1 2 3 4 5

***Are there any other items that you would like to see at Fidalgo Pool and Fitness Center?***

***Thank you for participating in our survey. For additional information about the Master Capital Improvement Plan Committee plan or this survey, please call Marilyn Stadler, Executive Director at 360-293-0673.***

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