



**Leonía Swim Club Town Hall Meeting
May 31, 2020**

Agenda

Current Status

Survey Results

2020 Operating Guidelines

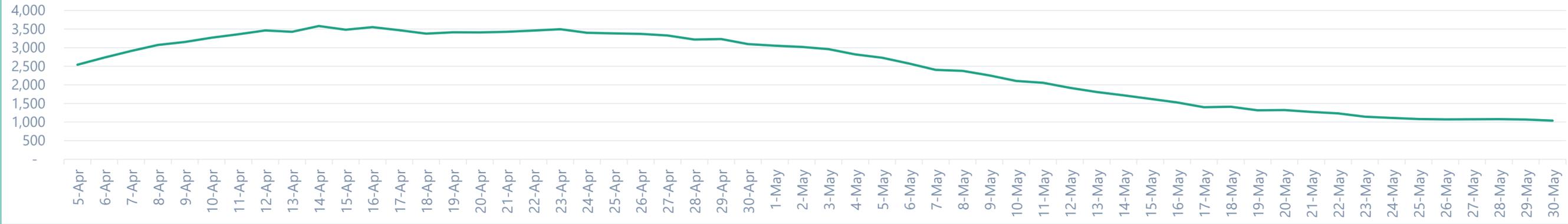
Membership Fees & Registration

Q&A

COVID-19 Pandemic Current Case/Restriction Landscape

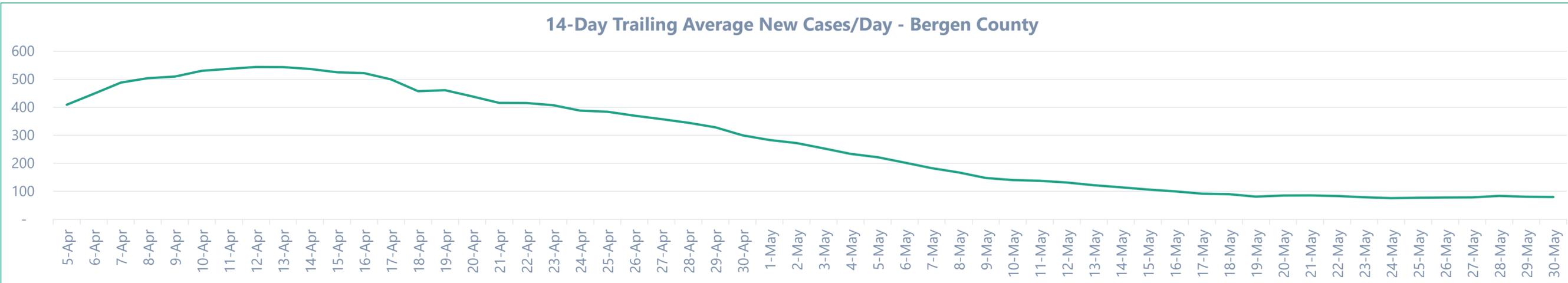
New COVID-19 Cases – 14-Day Average Trends

14-Day Trailing Average New Cases/Day - State of New Jersey



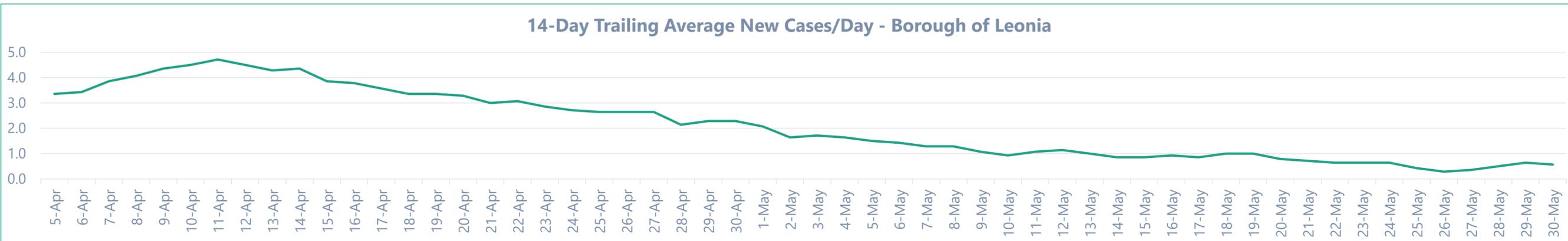
1,000 cases per day

14-Day Trailing Average New Cases/Day - Bergen County



80 cases per day

14-Day Trailing Average New Cases/Day - Borough of Leonia



149 State Executive Orders Currently in Place

Core restrictions remain...

- Stay at home except when necessary; no indoor visits to other households
- Maximum group size (outdoors): 25
- Public able to enter essential businesses only

...with additional loosening of restrictions already announced...

- Larger indoor group sizes, allowing for some worship services (June 12)
- Day care centers can reopen (June 15)
- Organized sports practices (June 22)
- Day camps/municipal camp programs (July 6)
- Outdoor in-person graduations (July 6)

...but lots of areas still haven't been addressed, including:

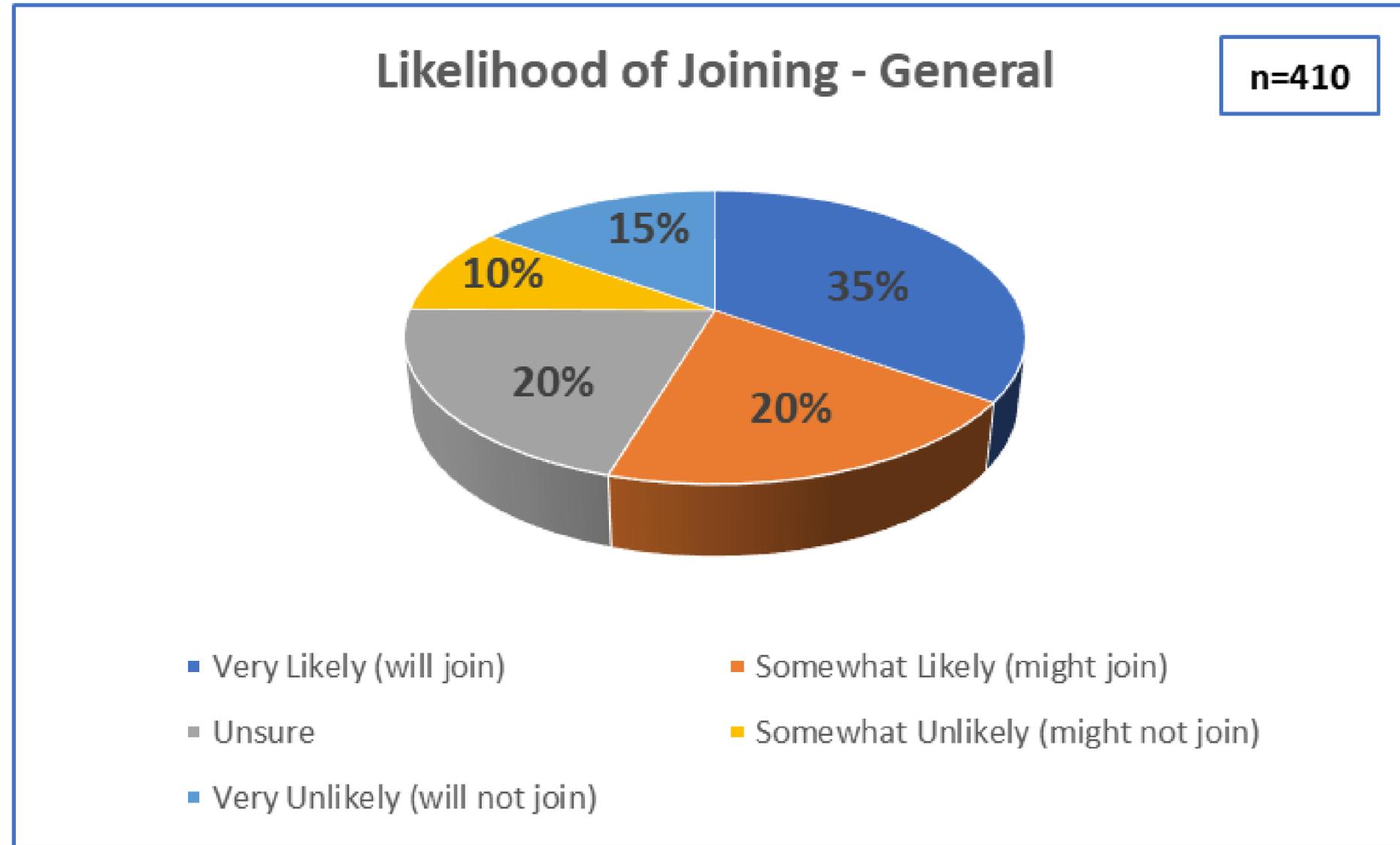
- Outdoor dining
- Non-essential businesses
- **Municipal swimming pools**

Permitted activities might not be functionally permitted

- **“In-Person graduations are permitted after July 6”**
 - Must abide by maximum group size restriction then in effect (currently 25)
 - Cannot physically hand diplomas to graduates
 - Cannot hold in-person ceremonies except for high schools and middle schools
 - If district wants to hold in-person graduation, plan must be approved by State Dept. of Education
- **“Outdoor group sports practices are permitted after June 22”**
 - Department of Health Guidelines have not yet been provided
- **“Day camps/municipal summer camps are permitted after July 6”**
 - Department of Health Guidelines have not yet been provided
- **Don't forget: Executive Order #108 prohibits county or local leaders from taking any action that conflicts with any Executive Order**

This is the landscape against which we've developed our Leonia Swim Club Opening Plan

Leonیا Swim Club Survey Results

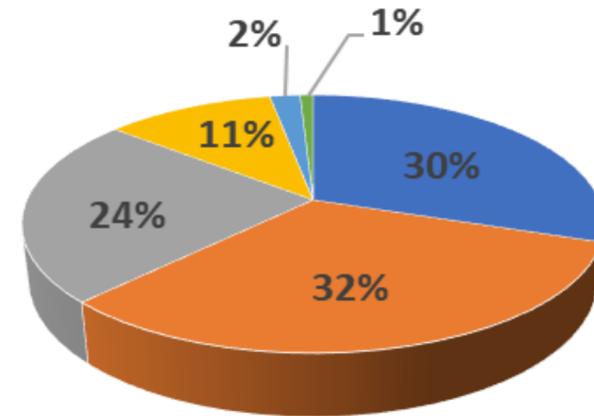


55% of respondents indicated that they either “might” or “will” join

Swim Club Survey – Impact of Capacity or Time Restrictions

Impact on Decision - Reduced Total Capacity

n=348

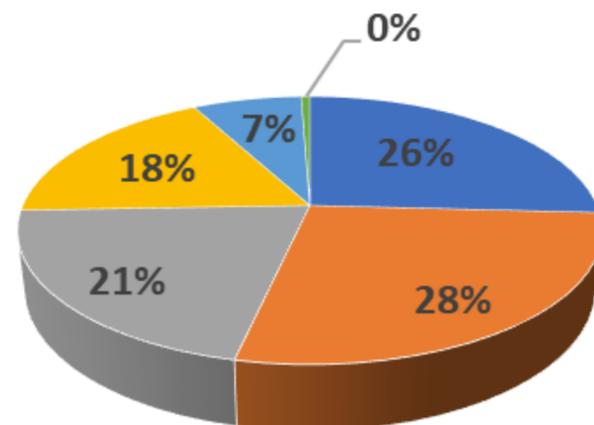


- Very positive (increases chances of joining)
- Somewhat positive (might increase chances of joining)
- Neither positive or negative
- Somewhat negative (might decrease chances of joining)
- Very negative (decreases chances of joining)
- Not Applicable/Don't Use

Capacity Limit
62% Positive
13% Negative

Impact on Decision - Preassigned Time Blocks

n=348



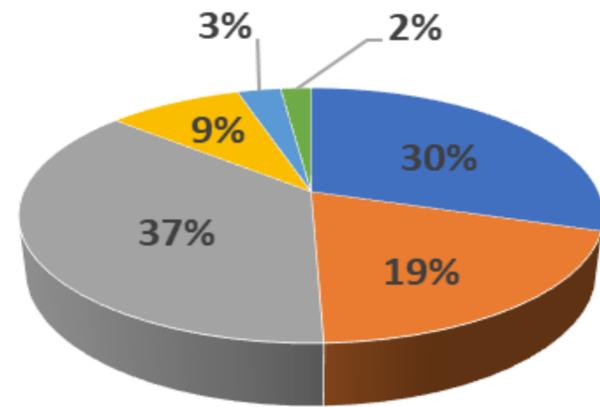
- Very positive (increases chances of joining)
- Somewhat positive (might increase chances of joining)
- Neither positive or negative
- Somewhat negative (might decrease chances of joining)
- Very negative (decreases chances of joining)
- Not Applicable/Don't Use

Time Blocks
54% Positive
25% Negative

Swim Club Survey – Chairs, Face Coverings

Impact on Decision - Bring Own Chair

n=348

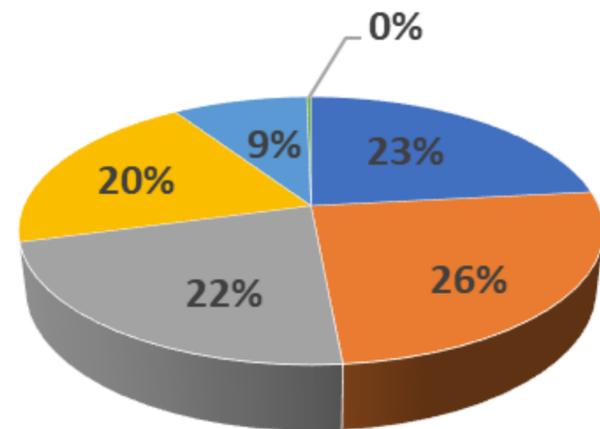


- Very positive (increases chances of joining)
- Somewhat positive (might increase chances of joining)
- Neither positive or negative
- Somewhat negative (might decrease chances of joining)
- Very negative (decreases chances of joining)
- Not Applicable/Don't Use

Use Own Chair
49% Positive
12% Negative

Impact on Decision - Face Mask Required (not in Water)

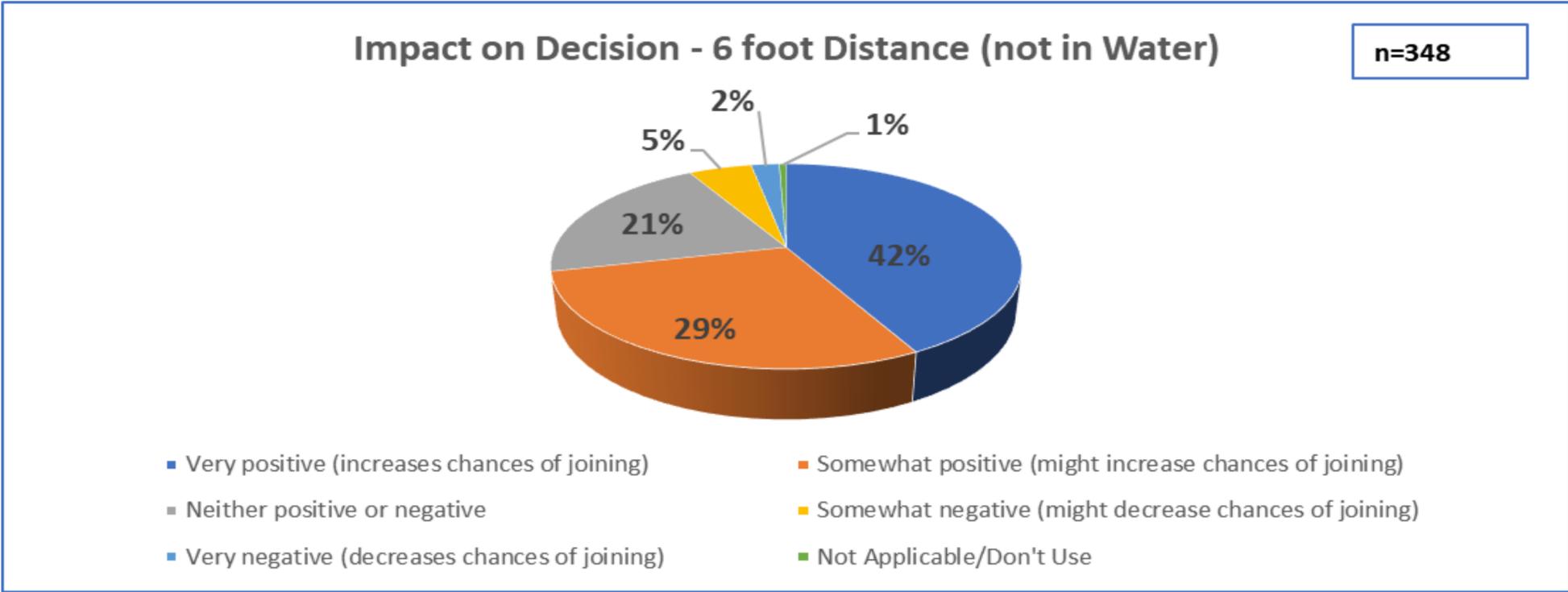
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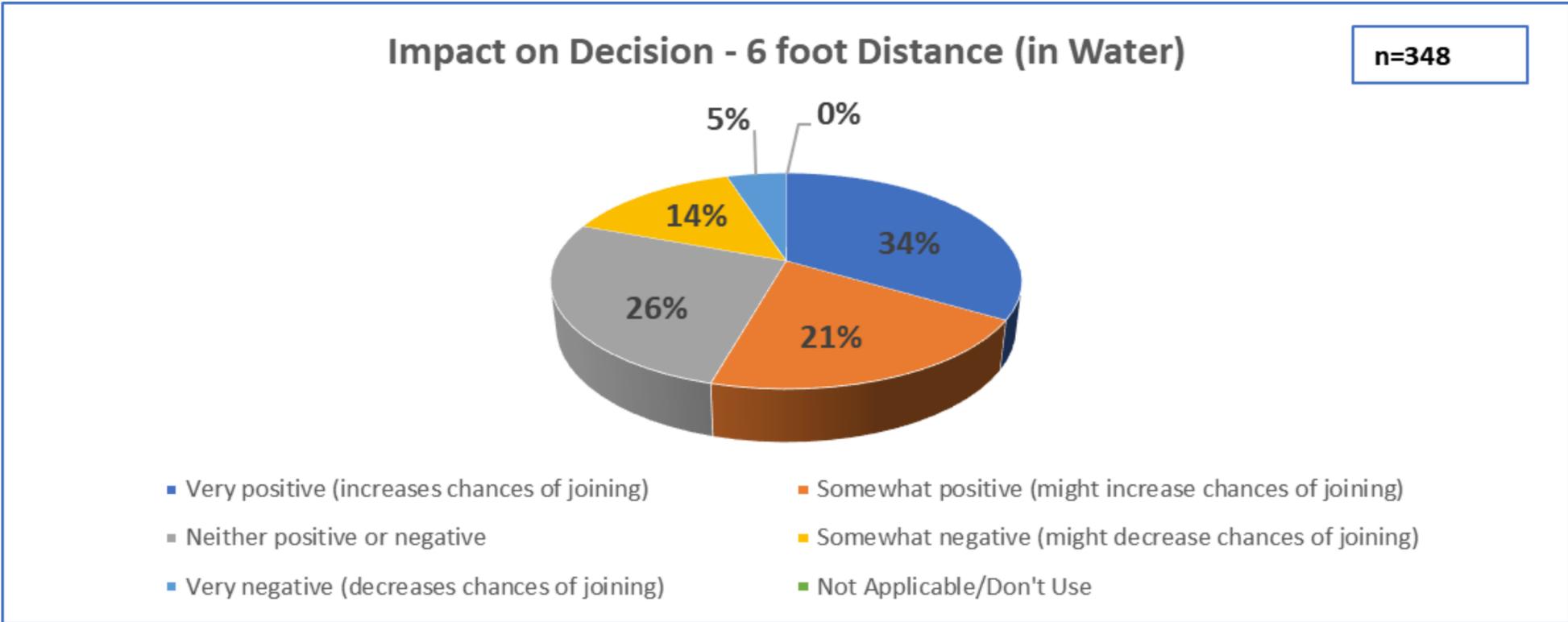
- Very positive (increases chances of joining)
- Somewhat positive (might increase chances of joining)
- Neither positive or negative
- Somewhat negative (might decrease chances of joining)
- Very negative (decreases chances of joining)
- Not Applicable/Don't Use

Face Coverings
49% Positive
29% Negative

Swim Club Survey – Social Distancing



Out of Water
71% Positive
7% Negative

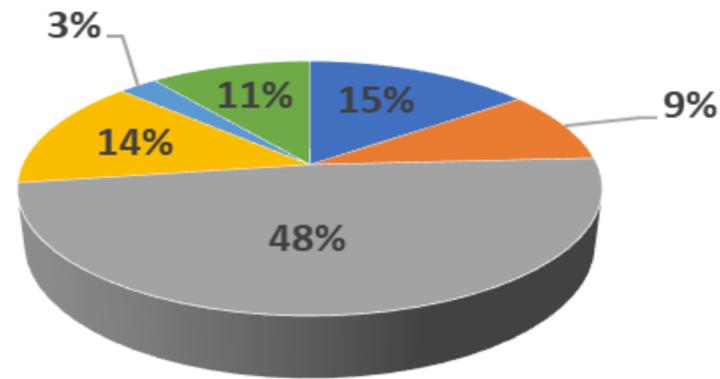


Face Coverings
55% Positive
19% Negative

Swim Club Survey – Concession/Eating Area

Impact on Decision - No Food from Concession

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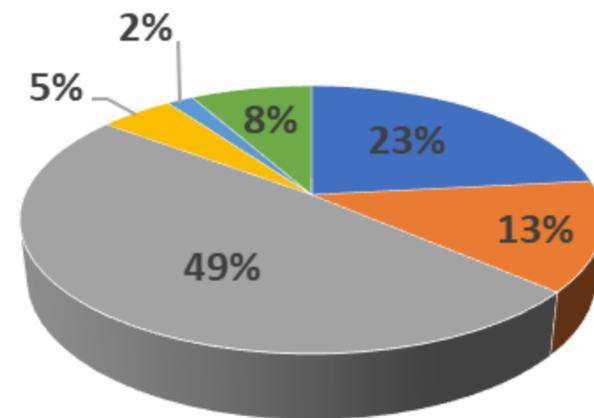


- Very positive (increases chances of joining)
- Somewhat positive (might increase chances of joining)
- Neither positive or negative
- Somewhat negative (might decrease chances of joining)
- Very negative (decreases chances of joining)
- Not Applicable/Don't Use

No Food Purchase
24% Positive
17% Negative
48% Neutral

Impact on Decision - Limited Seating @ Concession

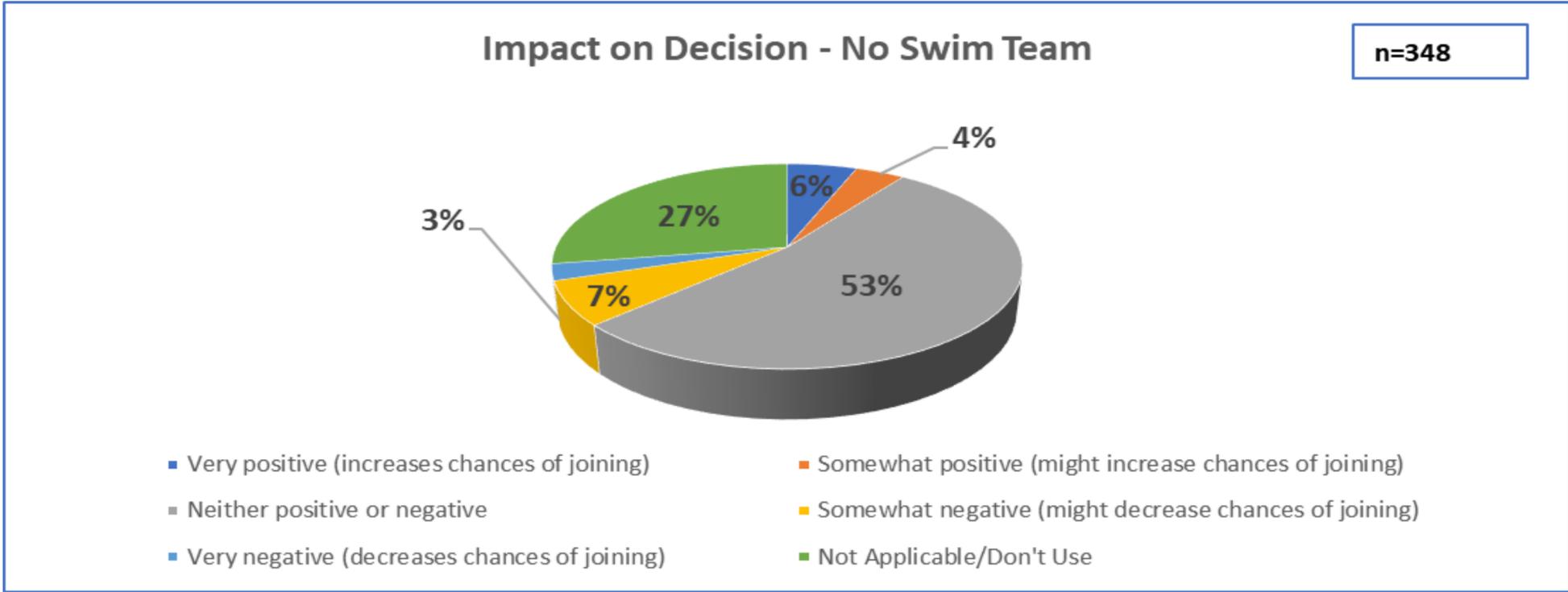
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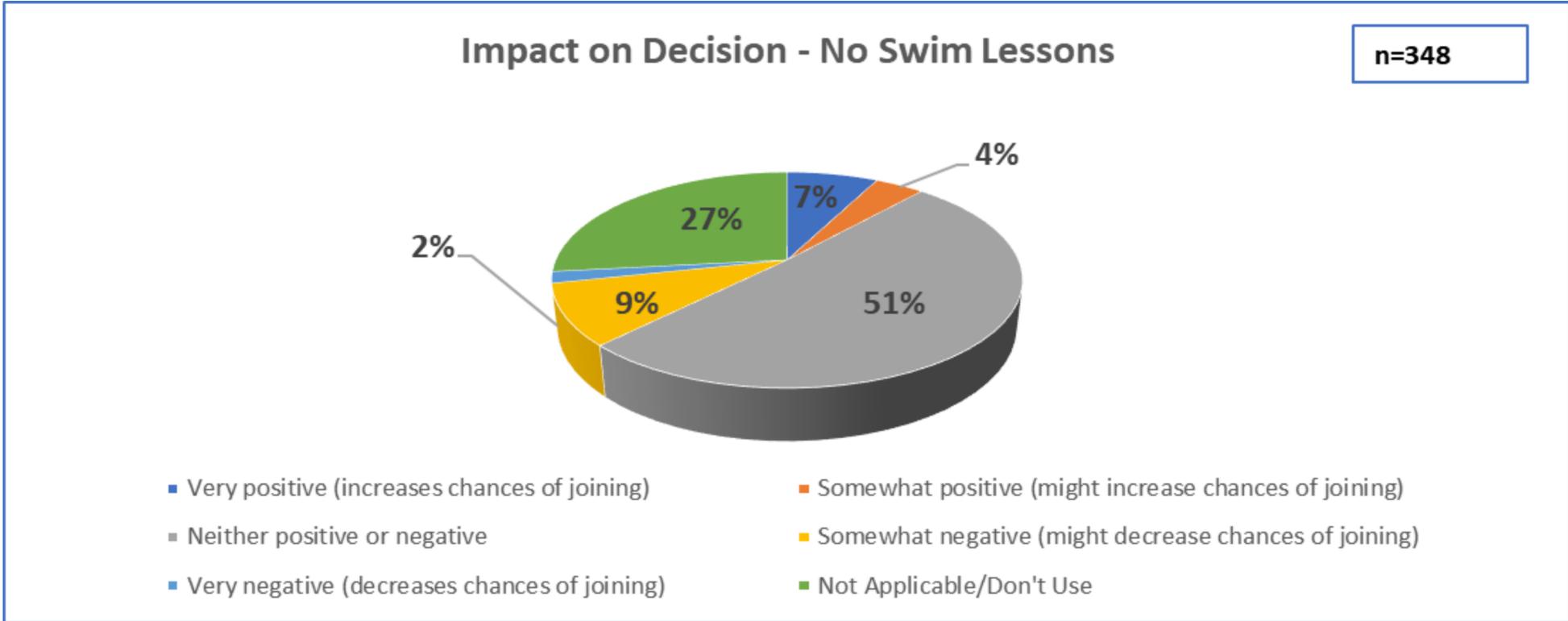
- Very positive (increases chances of joining)
- Somewhat positive (might increase chances of joining)
- Neither positive or negative
- Somewhat negative (might decrease chances of joining)
- Very negative (decreases chances of joining)
- Not Applicable/Don't Use

Limited Seating
36% Positive
7% Negative
49% Neutral

Swim Club Survey – Swim Team/Swim Lessons



No Swim Team
10% Positive
10% Negative
53% Neutral



No Swim Lessons
11% Positive
11% Negative
51% Neutral

Leonia Swim Club 2020 Operating Plan

Planning Inputs/Assumptions

- **Priority #1:** Ensuring health and safety of swim club members and staff
 - If this cannot be achieved, we will NOT open
- Plan considered input from members/prospective members (survey responses)
- Plan must ensure that swim club, as self-funding utility, has sustainable financial model
- When developing plan, team considered guidance from:
 - CDC
 - Swim Pool Managers Association
 - Staff expertise
 - Latest data/learnings re: COVID-19 transmissibility, treatment protocols, etc.
 - Local health guidelines/codes
- **REMEMBER:** The State has not yet issued guidance; we assume we're on track, but won't know until guidance is released

2020 Season Operating Hours

- Opening Day (target): July 4, 2020
- Last day of season: Labor Day (September 7, 2020)
- Hours of Operation (Expanded hours due to shorter season):
 - July 4 – August 16
 - Monday – Sunday: 10:00 AM – 8:00 PM
 - August 17 – September 7
 - Monday – Sunday: 9:00 AM – 7:00 PM
 - Labor Day (September 7): 9:00 AM – 6:00 PM

2020 Season – Facility Differences

What's going to be different this season?

Membership Maximum

- Total Membership maximum: 900 members
- Total in-person maximum: 250 members
- On high-capacity days, members may be time-restricted

Social Distancing Requirements

- All members of different households are required to stay a minimum of 6' apart
- Social distancing requirements are in effect both in and out of the water

Face Masks

- Face masks must be worn when leaving your designated seating area, while out of the water

2020 Season – Facility Differences

During the 2020 season, there will be NO:

- Guests (day passes)
- Lounge chairs (provided by Swim Club)
- Umbrellas (provided by Swim Club)
- Flotation devices other than those which are approved and wearable
- “Swimmies”
- Swim team
- Swim lessons
- Arts & Crafts
- Waterslide
- Table tennis
- “Knock hockey”
- In-water basketball

2020 Season – Concession Area/Food

- The Concession stand will be closed; no food or drink will be available for purchase
- Members will be permitted to consume drinks at their seats (no alcohol permitted)
- Members will be permitted to sit **with their households** at concession to consume food brought with them or delivered
 - NOTE: **Members are responsible for disposing of their own food waste, taking it with them when they leave.**

Social Distancing Requirements

Out of the Water

- Circles will be clearly marked on the grass areas, with a minimum of 6' between each circle
- Members residing in the same household will be assigned to a specific circle
- Members are not permitted to enter anyone else's circle
- Members may bring their own chairs and/or umbrellas



Social Distancing Requirements

In the Water

- A** No congregating on pool stairs
- B** No standing within 6' of the stairs or ladders
- C** If standing or sitting on the sides of the pool, must be a minimum of 6' away from anyone
- D** No standing on the deck area
- E** While in the water, use best effort to remain at least 6' away from non-household members



2020 Season – Increased Staff

Social Distancing Ambassadors

- 6 – 8 Social Distancing Ambassadors will be hired for the 2020 season
- Primary responsibility: Ensure that all members are abiding by social distancing and all other safety requirements
- Ambassadors will also ensure that restrooms and other high-touch areas are wiped down at multiple times throughout each day
- Members are required to comply with social distancing ambassador instructions
- **Failure to comply with instructions WILL lead to immediate removal from the Leonia Swim Club, and could lead to revocation of membership, without refund**

Additional Changes

Restrooms

- Showers: Closed
- Changing areas: Closed

Pool Passes

- All members are required to obtain new pool passes (scannable/touchless)
- All members are required to scan passes when entering the pool – **NO EXCEPTIONS**
- Prior to opening day, all members will be required to come to Swim Club to be photographed for new passes

Additional Restrictions

- **Toys:** No toys are permitted in the water (main pool and baby pool) – **no exceptions**
- **Lost & Found:** All items left behind at the end of the day will be discarded; nothing will be kept, and there will be no “lost and found”
- **Minimum Age Requirement:** Nobody under the age of 13 is permitted into the Leonia Swim Club without being accompanied by an adult 21 years of age or older – **no exceptions**
- **Approved wearable flotation devices permitted for non-swimming children**

Managing Infection Risk

- **Staff Testing:** All staff will be tested (using antibody testing) shortly before opening day
- **Staff Temperature Checks:** Staff will be temperature checked daily, prior to entering the facility
- **Sanitization:** Increased sanitization protocols as follows:
 - Toilets, urinals & sinks will be “touchless”
 - Hand sanitizer units throughout facility
 - High-touch surfaces wiped down multiple times throughout day
 - Lifeguard seats, ladders, etc. wiped down at each staff change

Managing Infection Risk

- **Enhanced Entrance Requirements:** All members must “scan in” when entering the facility, in order to ensure accurate recordkeeping of who has used facility on given date/time
- **If a case is reported, and the patient is a staff member:**
 - Contact tracing, in accordance with established protocols
 - Staff members will be assigned in “pods,” in order to limit potential exposure
 - Any potentially exposed staff member will be tested and quarantined
- **If a case is reported, and the patient is a Swim Club member:**
 - Contact tracing, in accordance with established protocols
 - Any member who may have come into contact with patient will quarantine

Membership Fees

Revenue Requirements

- The Leonia Swim Club is a self-funding utility; it is **illegal** to utilize tax dollars to fund its operations
- When considering registration fees for 2020 season, multiple scenarios were developed, analyzing potential;
 - Membership category mix
 - Resident/non-resident mix
 - Use of current surplus funds to offset portion of revenue shortfalls
 - Different methodologies to offset remaining revenue shortfalls

2020 Season – Membership Fees

- **Total Operating Cost: \$228,000**
- Reduction in maximum total membership and maximum capacity/day negatively impacts potential gross revenue
- Elimination of guests/guest passes further impacts gross revenue
- Final plan to achieve break-even is as follows:
 - **Membership fees:** Membership fees will be charged at full cost (no proration for shorter season). This results in revenue shortfall of approximately \$81,000
 - **Use of surplus:** \$44,000 of current surplus will be used to partially offset loss
 - **Remaining Shortfall:** Any remaining shortfall will be addressed when determining 2021 fee structure

Recap

- The Leonia Swim Club is a foundational part of Leonia's "Summer Culture;" every effort will be made to reopen the Swim Club
- Priority #1 is and will always be ensuring the health and safety of members and staff
- Significant restrictions will be put in place to ensure that members are able to enjoy the pool in a safe and appropriate manner
- Although restrictions are going to be in place, those who join will be able to enjoy a significantly less crowded Leonia Swim Club, with increased hours
- Now, it's up to YOU: The Leonia Swim Club can only open if there is enough membership to support it; if you want the Swim Club to open...JOIN!

Q&A