



The Voice for Aquatics in Jefferson County

Jefferson County WA Pool Usage Past – Present – Future

In 2018, entries into the Mountain View Pool averaged 2,956 per month for a total of 32,521 entries during the 11 months the pool was open. This data does not include entries for swim lessons, swim teams or pool rentals.

The Jefferson County YMCA reports that in 2022 there were 15,815 entries from 696 individual users, or an average of 1,318 entries per month – 45% of the 2018 data. The pool is open fewer hours and offers less programming than pre COVID due to a shortage of staff.

Two independent sets of data reporting user zip codes – one pre and one post COVID – show that over 40% of the users resided outside the Port Townsend city limits.

New facilities like Healthier Together typically experience increased usage and often exceed projections. One nearby example is the Shore Aquatic Center in Port Angeles which completed a major renovation in October 2020. The new facility is comparable to the proposed Healthier Together one in terms of aquatic and other amenities. Revenue from user fees was projected to increase 50%. In 2021, the first year of operation, revenue was 176% of the 2018 numbers, and in 2022 revenue increased to 215%.

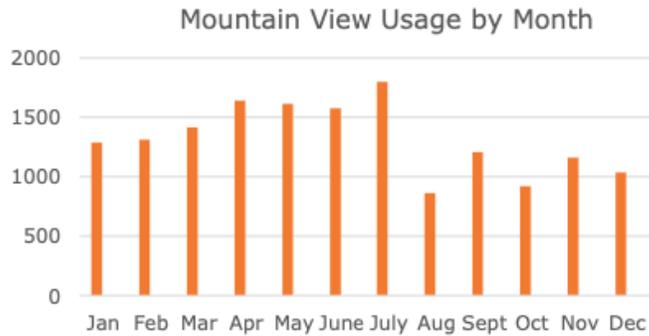
Many Jefferson County residents do not use the Mountain View pool because of its small 20-yard 4-lane tank, outdated changing rooms, chlorine purification system, limited hours of operation, and lack of class offerings. 2014 survey data from the Jefferson County YMCA shows that a modern aquatic facility would be used often by 30% or more of East Jefferson County residents.

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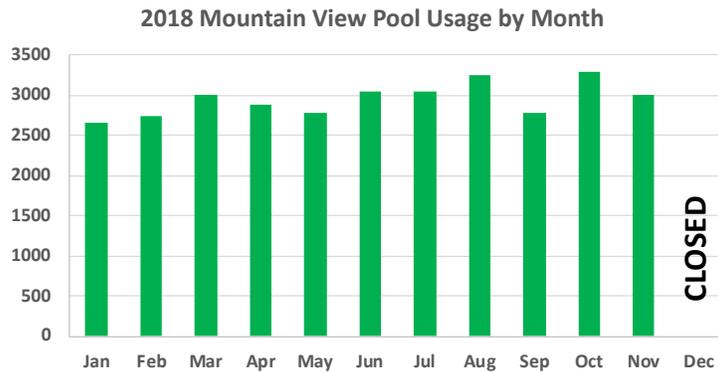


Mountain View Pool – Number of Users

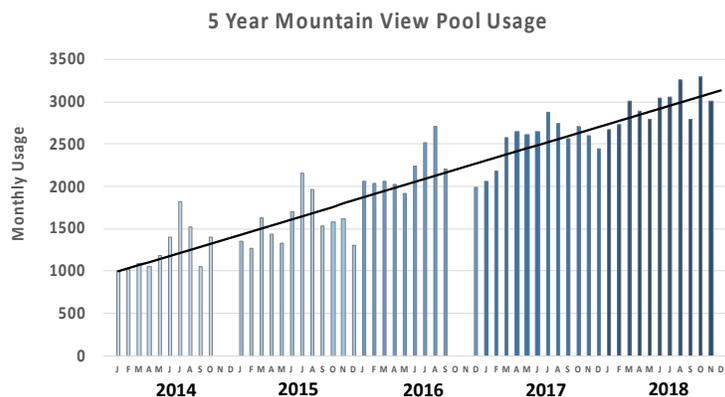
Post COVID usage of Mountain View Pool operated by the Jefferson County YMCA saw 676 individuals visit the pool 15,815 times in 2022, for an average 1318 entries per month. This usage is less than 50% of pre COVID figures for the pool.



Average monthly usage during 2018¹ was 2,956 for a total of 32,521 entries during 11 months of pool operation. This data does not include swim lessons, swim team or pool rentals.



Average monthly use increased 300% from 2014 to 2018 due to facility improvements, expanded hours of operation & program offerings, and public awareness. Using this trend line, average monthly usage in 2019 would have been 3,390, or 257% of 2022 usage.

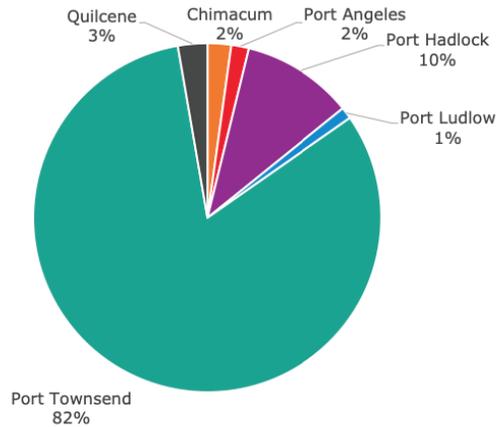


¹ Due to COVID disruptions, data for 2019 is not available.

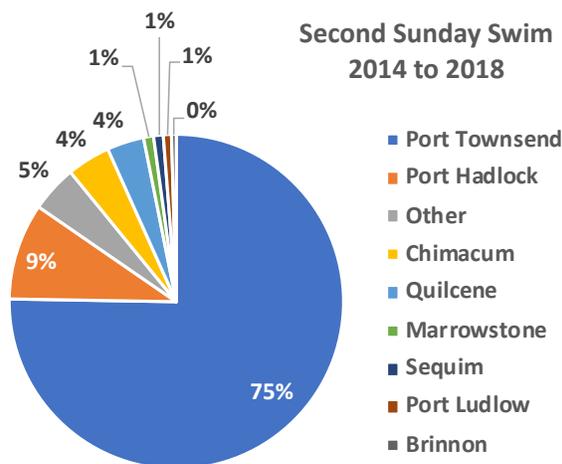


Mountain View Pool – Geography of Users

Mountain View Pool operated by the Jefferson County YMCA collects zip codes for Y members and users buying six and twelve month passes. Zip code data for 2022 is shown below. Recognizing that 30% of residents in zip code 98368 live outside the city limits, 42.5% of the users reside outside the city of Port Townsend and 57.5% within the city.



Zip code data is not available for pre COVID users of Mountain View Pool. However, such data is available for the monthly free Second Sunday Swims offered by the JeffCo Aquatic Coalition from 2014 – 2018. During this period there were 4,167 participants whose residential zip codes are shown below. Recalling that 30% of the residents in zip code 98368 reside outside the city limits, 47.6% of the participants resided outside the city of Port Townsend and 52.5% within the city. While attendance at a monthly free swim is not indicative of regular paid attendance, the data nevertheless shows residents throughout East Jefferson County will access a pool located within the city limits.

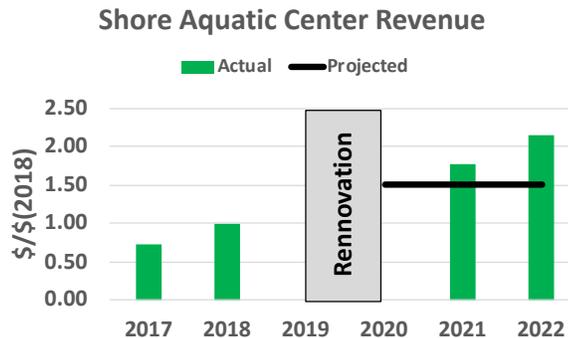




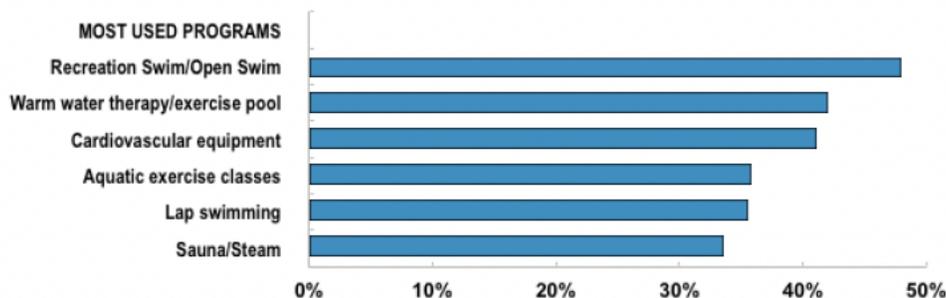
Healthier Together – Future Number of Users

Usage data from Mountain View Pool is an inadequate indicator of future usage of the Healthier Together aquatic center. There are many Jefferson County residents who do not use the current pool due to its outdated design, chlorine purification system, old style locker rooms, limited hours of operation, and lack of programming and class instructors. Many of these residents have said they would regularly use a modern aquatic facility.

New or upgraded aquatic centers often exceed the projected usage. The [Shore Aquatic Center](#) in Port Angeles was originally a 14,000 sf single tank pool built in 1963, the same year as Mountain View Pool. From May 2019 – Oct 2020 a \$20.1M expansion created a 23,000 sf modern aquatic center along the lines planned for the Healthier Together facility. Since reopening, revenue has more than doubled and significantly exceeded the projected increase.



An indication of what might happen in Jefferson County is contained in the [2014 Jefferson County YMCA Market Feasibility Study](#). This study included a statistically valid (by zip code) phone survey of 805 East Jefferson County residents. Respondents were asked “Would you please tell me whether you or someone in your family would use the following never, sometimes or often in the Jefferson County YMCA” for 36 different activities or attributes that might be in the YMCA. The chart below shows the top six which would be used “often.”



Five of the top six uses would be found within the Healthier Together natatorium. Based on this survey 34% to 48% of all East Jefferson County residents would use these “often.” Although “often” was not quantitatively defined, even if it were once a month this would equate to many thousands of monthly users.