



Menlo Park Community,

We are excited to be approaching nearly 8 weeks of operation as we launch into August. I would like to share some data, some feedback, some changes and some positivity.

Data:

Here is how our community is being served at our pools adhering to 1 person per lane.

Program: Average # of visits per week

Lap Swim - Burgess	1228
Lap Swim - Belle Haven	450
Private Lessons	104
Youth Teams	272
Open Swim	24
Masters	220

Programs in temporary hibernation:

Group Lessons, Boot Camp, Water Exercise, Water Therapy, Water Polo, Underwater Hockey
When safe and stable for all, we will reactivate.

Frequent feedback we are receiving:

1. Lap swim reservations are challenging to get.

Response: Yes, we regret this is a reality. Some swimmers have become adept at picking up daily cancellations which are commonplace. Keep checking.

2. There are a lot of lap no-shows.

Response: Our data says that the weekly no-show rate at Burgess is in the 4-5% range, which is pretty good. While the no-show rate at Belle Haven is double that. Please help fellow swimmers and remember to cancel.

3. A lot of non-residents are using lap swim.

Response: In 2019 collectively residents made up about 64% of lap swimmers. At a sampling in early July, residents are now 55% of lap swimmers. A few more neighbors than usual.

4. I wish the reservation system was easier, better, faster, changeable etc.

Response: Well, so do we. But, we are thankful that the platform we have used for all of our business systems for over a decade is able to get so many people safely into the pool minus some inconveniences. We have targeted alternate systems and that is a beginning of the year modification project.

Some Upcoming Changes:

1. We will be increasing family open swim hours for reservations at Belle Haven Pool on Saturday and Sunday. Now 10am-4pm. [Book yours today!](#)

2. Menlo Masters will be adding Tuesday and Thursday workouts from 12:00-12:45pm beginning 8/11. [Book a reservation here!](#)

3. Menlo Summer Camps will be transitioning into After School Outdoor Activity Camps on 8/17. (More info coming soon!)

General Positivity:

1. Thank you to the community for treating staff and fellow swimmers so kindly. It makes everything worthwhile.

2. As we transition out of summer programming and staffing and into the fall schedule we are working on optimizing every inch of the pool for community benefit.

3. We will remain focused on staying safe, and staying open.

Best,
Tim Sheeper