



BALTIMORE CITY RECREATION AND PARKS  
DIVE IN BALTIMORE! – Summer 2013 Public Meetings

**2023 BCRP Aquatics Plan Vision & Objectives**

The below issues and themes reflect the concerns of the October 2012 public community meetings, the aquatics advisory committee and departmental priorities. The primary goal of the plan is to:

**Ensure all school-age children in Baltimore City are proficient in swimming and water safety by 2023.**

Each of the objectives below is connected to this broader vision, and will form the basis for the BCRP aquatics system recommendations.

*Accessibility/Affordability*

1. Ensure geographic proximity and public transportation access to pools for all citizens, especially from recreation centers, taking into consideration health factors of where people live who need access to pools.
2. Ensure access to the pool for all citizens, regardless of income.
3. Align the pool plan with the City's plan of growing the tax base and goal to increase the population by 10,000 families.
4. Encourage community involvement and engagement (neighborhood and park pools).
5. Provide full seasonal (outdoor) and year-round (indoor) facility availability that accommodates to individual and family schedules.
6. Support and supplement accessibility of pool admission and program fees through scholarship and sponsorship opportunities.

*Integrated Operations*

7. Provide year round swimming activities by integrating the outdoor and indoor pool systems to operate year round.
8. Coordinate resources (YMCA model) – one location with multiple programs and activities, centralized operations/management for increased efficiency and quality.
9. Increase promotion and marketing of programming offerings and the experience of safety and security at all facilities.
10. Support qualified staff through competitive pay, regular training and certification.
11. Create and develop a user identification and registration system (RecPro) for enhanced security, as well as to reduce cash transactions at individual sites, better track user data and support coordination of programming and staffing.

*Quality Programming*

12. Provide swim lessons to all school-age children in Baltimore City by 2023.
13. Educate, promote and provide water safety, swimming lessons and classes for young children, youth, adults and seniors and swim teams.
14. Provide consistent, reliable and quality recreational swimming opportunities.
15. Partner with other city agencies including BCPS, Health Department, and DOT, as well as businesses, private operators and health care providers to support and enhance programming.

BALTIMORE CITY RECREATION AND PARKS  
**DIVE IN BALTIMORE! – Summer 2013 Public Meetings**  
***2023 BCRP Aquatics Plan Vision & Objectives, cont.***

*Quality Facilities*

16. Update all facilities up to code (including ADA) by 2023.
17. Provide an appropriate balance of indoor/outdoor facilities: indoor pools reach neighborhoods while park pools bring in larger crowds as major attractions.
18. Focus on quality over quantity of facilities – develop strategy that maximizes use of existing facilities (both BCRP and BCPS) and adapt these facilities to both current and future programming and uses by individuals, families and communities.
19. Create multiuse facilities: provide varied aquatic experiences for both swimmers and non-swimmers, multiple bodies of water with different attractions, social areas.
20. Co-locate aquatic facilities, recreation facilities, park athletic areas and schools where possible – integrate programming and operations at these sites to provide extended use of all facilities.

*Aquatics & Healthy Lifestyle*

21. Prioritize and promote swimming as a healthy, active and critical life skill.
22. Promote social, mental and physical health benefits for non-swimmers at aquatic facilities, provide alternate spaces and activities for fitness and socializing.
23. Position aquatics and recreation as ‘health’ instead of ‘leisure’.

*City-wide Community Spaces*

24. Create aquatic facilities as community spaces – emphasize social aspects and amenities.
25. Provide a safe and secure environment consistently and reliably at all facilities through enforcement of pool rules and policies.
26. Maintain balance between private programming/facility rentals and public usage – must guarantee public access at all times for at least part of facility.

*System Sustainability and Growth*

27. Provide revenue generating facilities to support and subsidize other facilities in the system.
28. Continue to bring operating and capital budgets in line with one another – any new facilities will incur increased operational costs in the future beyond the capital costs.