

Rosemary Pool and Lake Use Survey 2013
Summary of Results

During the last four months of 2013, the Community Center of Needham (CCN) surveyed its supporters and interested residents about their pool and lake use, consisting of 23 questions, the document asked respondents about everything from general pool and lake usage to specific aspects of Rosemary pool. Individuals, parents, athletes, community leaders, seniors and young people were among the 657 respondents. Highlights include:

- **87% used a pool or lake in the past year (all ages)**
- **97% of respondents believe “Needham should offer outdoor swimming”**
- **81% of respondents think “Needham should offer indoor, year round swimming”**

Respondents provided data on the amount of money that they spend annually to have access to a swimming facility (and almost all of these facilities are located outside of Needham)

- 33.4 % spends over \$1,000/ year
- 31% spends \$250 - \$999/ year
 - **“I have been spending a lot of money to belong to BSC and I know that many other Needham families do the same. We do it because there is no other good option. We would much rather give our money to the town and create a pool that caters to the community and not just for the profit of an individual/corporation. There is no reason we can’t make this happen in Needham.”**
 - **“It would be wonderful if the new pool was more affordable, a place for kids (and parents) to hang out with plenty of shade on the beach and had a great team of swim instructors for the kids” (KV)**
 - **“Having a beautiful community center would help continue to draw new young families to Needham and would help out the community overall” (JC)**

Rosemary Location

- 97% rated the central location of Rosemary as “good” or “excellent”
 - **Love the location and size, plenty of room for all ages/abilities. (SC)**
 - **Love the location to town. Setting could be nice but the pool is an old eye sore. It does not draw one in.....we were pleasantly surprised by the clarity of the water but really did not like the condition of the sides of the pool...” (MF)**

Issues of concern to respondents include:

- 54% rated Rosemary’s cleanliness as “poor” or “very poor”
- 46% were unhappy with the limited pool hours
- 53% thought the bathroom/changing areas were “poor” or “very poor”
 - **“No shade, feels a bit run down, the hours start when the kids go down for a nap, great location, could be great with help. So glad we are looking into making it better and more affordable than the private membership options”.**
 - **“Rosemary pool is very dirty. We will not join Rosemary again unless this issue is addressed”**
 - **“Ugly, old, gross built into lake location, short season, sand all make it unappealing! We should have a modern pool built into the ground. I am willing to pay taxes and fees to make this happen.**

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- ***“Hours are bad for young children because it does not open until 12:30 p.m. The pool is frequently closed due to cleanliness issues. The baths are ancient”.***

75% of respondents said they would be “very likely” or “somewhat likely” to use a new town swimming facility if it had the features that were important to them.

- Outdoor swimming, then indoor year-round swimming were the most important features
- Other key features included: canoeing/kayaking (62%), hiking/camping/picnicking (43%), youth center (42%), exercise room (35%), option to swim in lake (33%)*however this option was determined by the town to be infeasible), adjacent gym for free play (33%), space for programming, meetings, community events (29%), indoor track (27%), therapeutic pool (25%)
 - ***“Don’t skimp” (PK)***
 - ***“Make it nice and people will pay. We are already paying money to go to BSC. Happy to pay this money to the town for a good facility, but not for a lousy one.”***
 - ***“It would be good enough to have an indoor pool with large windows or glass paneling that could be changed into screens in the summer” (RD)***
 - ***“If you build it, we will come.” (SA)***
 - ***“Needham needs a pool but it also needs a community center. It would be great if this site could possibly be used for both.” (KM)***
 - ***“We visited rural areas of PA that were much less economically sound than Needham and they had a wonderful outdoor pool facility....Such a sense of community and it gave kids a place to go....We should do a town pool right away.”***