



Making Aquatics a Winner

Jason Simituk

Principal-Quantum Recreation
jsimituk@quantumrecreation.ca

2020-05-01



Not a Pool Person



**Not a Pool Person
But....**















QUANTUM
RECREATION
COMMUNITY DEVELOPMENT. ENGAGEMENT. PLANNING



Who is this:

Jason Simituk

Parks & Recreation Planner

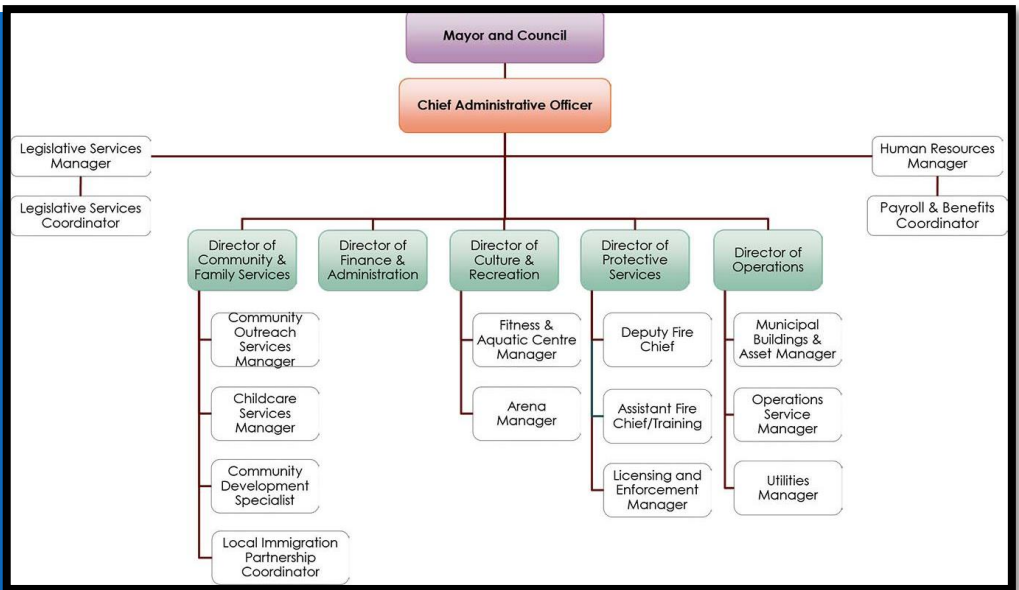
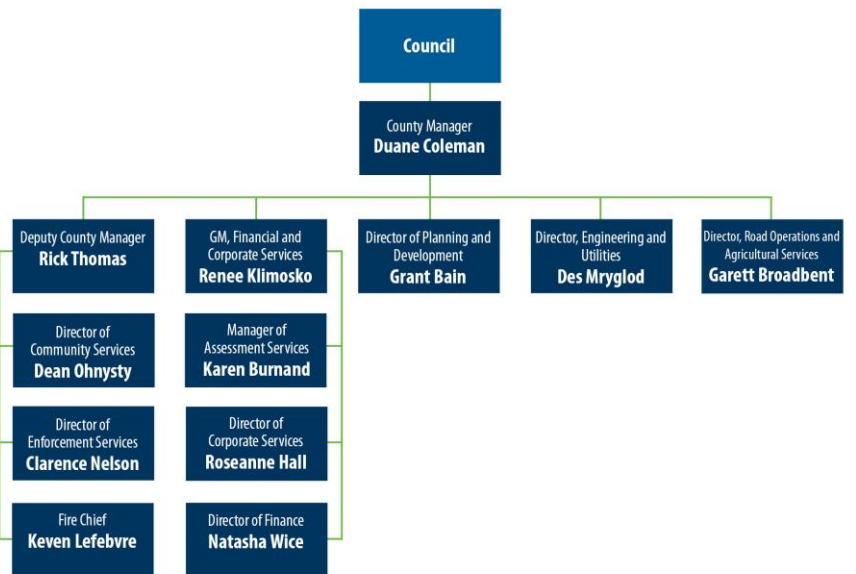
Quantum Recreation

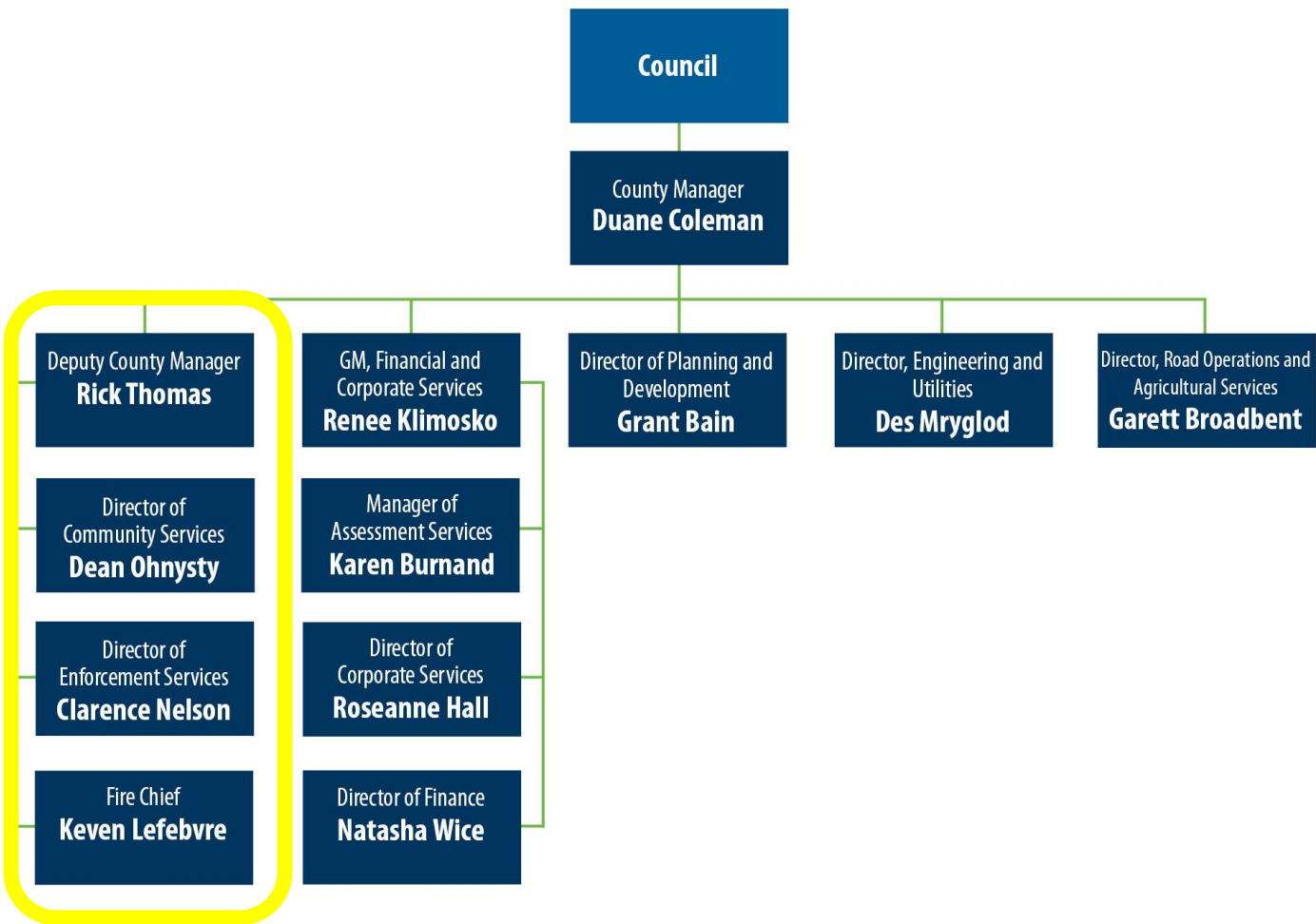
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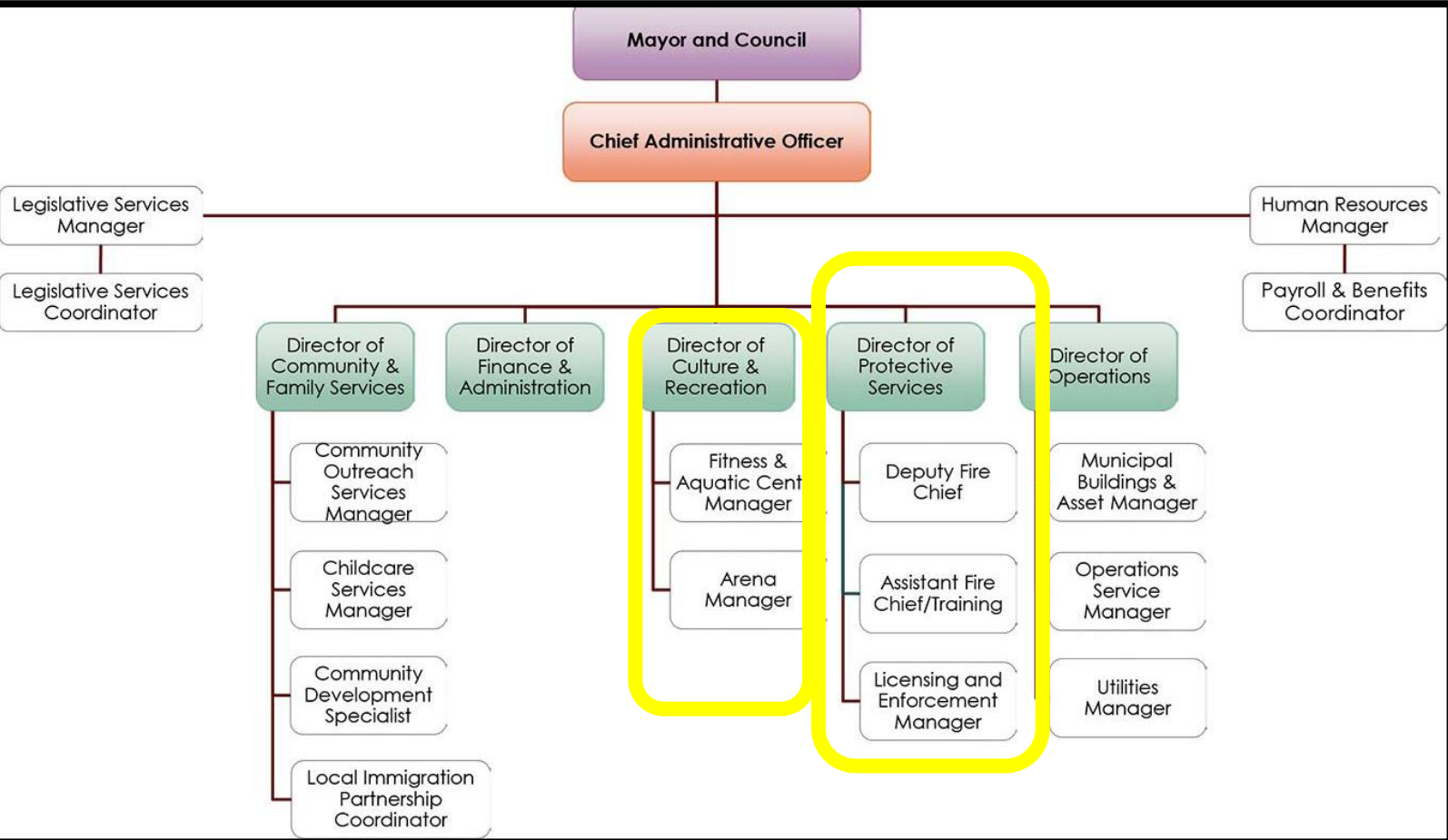


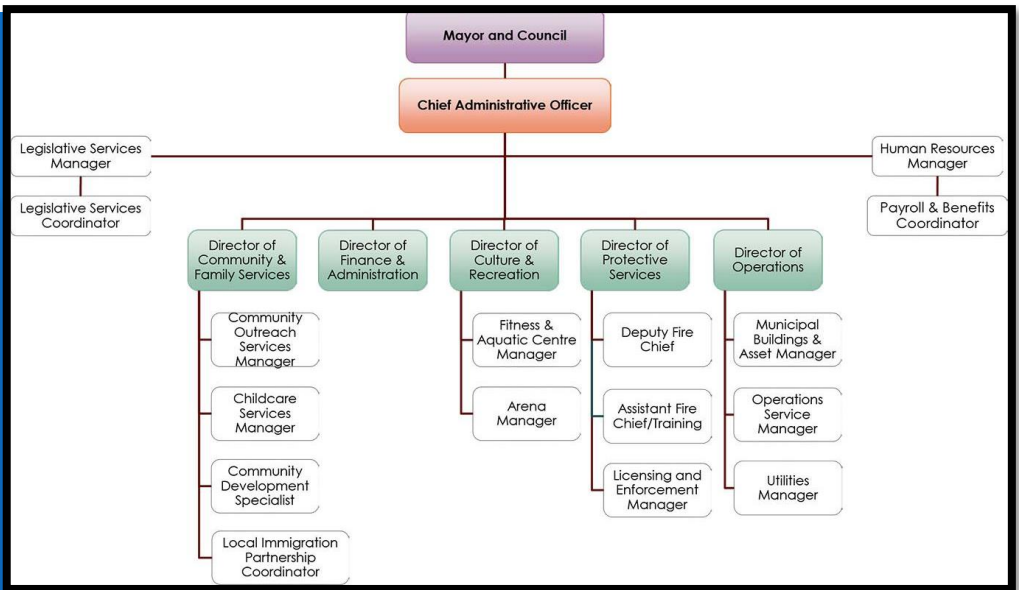
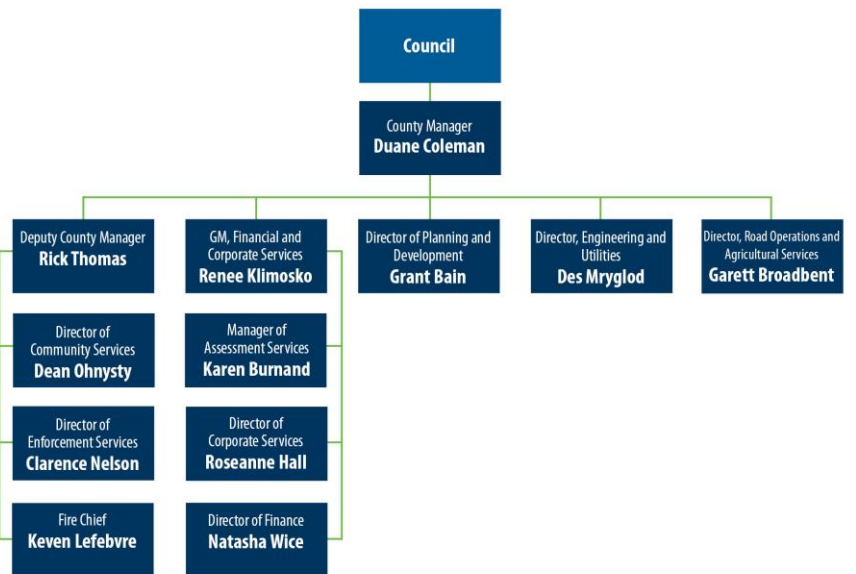


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Quantitative data can be counted, measured,
and expressed using numbers.
Qualitative data is descriptive and conceptual.



In 2020, Fire Services extinguished 22 structural fires and saved 11 lives and saved 92 million in property damages.



**In 2020, Aquatics taught 1,200 children to swim
and they had fun.**



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In 2020, parks had over 22,000 visits.



- 1. In 2020, Aquatics taught 1,200 children to swim and they had fun.**
- 2. In 2020, parks had over 22,000 visits.**
- 3. In 2020, Fire Services extinguished 22 structural fires and saved 11 lives and prevented 92 million in property damages.**



Q1 Are you a member of Activate Swimming Club?

Yes..... Go to Q2

No..... Go to Q3

Q2 For how long have you been a member?

Under 1 year.....

1 to 2 years.....

3 to 5 years.....

6 to 10 years.....

More than 10 years.....

Go to Q5

Q3 Would you be interested in becoming a member?

Yes.....

No.....

Q4 If 'yes', Please give your email address

Q5 How do you rate the following?

| | Very Good | Good | OK | Poor | Very Poor |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Gym | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pool | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cafe | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q6 Do you have any comments you would like to make?

Thank you for your help
Please click submit to send us your replies



5. Which aquatics program(s) do you currently participate in? Check all that apply.

- Learn To Swim Classes
- Swim Team
- Aqua Aerobics
- Lap Swimming
- Recreational Swimming
- Adapted Aquatics
- Scuba Diving

8. Please rate your experience with Recreation & Parks Aquatics coaches & staff.

| | Outstanding | Satisfactory | Neutral | Unsatisfactory | Poor |
|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Level of Organization | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of Instruction | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Level of Enthusiasm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Interaction with Children | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Positive Role Model | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Additional Comments:

9. Please rate your overall satisfaction with the program content

| | Outstanding | Satisfactory | Neutral | Unsatisfactory | Poor |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Enjoyment of Program | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Positive Learning Experience | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Program Format | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Location | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Value (Cost of program) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Additional Comments:



WHAT CAN WE DO





Every Good Survey Needs





Every Good Survey Needs

1. Plan
2. Design
3. Report



Plan



Who is taking the survey?

How many surveys do you want?

How are you going to execute ?

How long do you want to be inputting data?

What will the data be used for?

Would you like to use Citizen (Simple Random Sample) or

Users or Respondents ?

What is the Post Program Survey?

A **simple random sample** is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. A **simple random sample** is meant to be an unbiased representation of a group



| CI For | Sample Statistic | Margin of Error | Use When |
|--|-------------------------|--|--|
| Population mean (μ) | \bar{x} | $\pm z^* \frac{\sigma}{\sqrt{n}}$ | X is normal, or $n \geq 30$; σ known |
| Population mean (μ) | \bar{x} | $\pm t_{n-1}^* \frac{s}{\sqrt{n}}$ | $n < 30$, and/or σ unknown |
| Population proportion (p) | \hat{p} | $\pm z^* \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$ | $n\hat{p}, n(1-\hat{p}) \geq 10$ |
| Difference of two population means ($\mu_1 - \mu_2$) | $\bar{x}_1 - \bar{x}_2$ | $\pm z^* \sqrt{\frac{\sigma_1^2}{n_1} + \frac{\sigma_2^2}{n_2}}$ | Both normal distributions or $n_1, n_2 \geq 30$; σ_1, σ_2 known |
| Difference of two population means ($\mu_1 - \mu_2$) | $\bar{x}_1 - \bar{x}_2$ | $\pm t_{n_1+n_2-2}^* \sqrt{\frac{(n_1-1)s_1^2 + (n_2-1)s_2^2}{n_1+n_2-2}}$ | $n_1, n_2 < 30$; and/or $\sigma_1 = \sigma_2$ unknown |
| Difference of two proportions ($p_1 - p_2$) | $\hat{p}_1 - \hat{p}_2$ | $\pm z^* \sqrt{\frac{\hat{p}_1(1-\hat{p}_1)}{n_1} + \frac{\hat{p}_2(1-\hat{p}_2)}{n_2}}$ | $n\hat{p}, n(1-\hat{p}) \geq 10$ for each group |



Calculate your sample size

Population Size ⓘ

200

Confidence Level (%) ⓘ

95

Margin of Error (%) ⓘ

5

Sample size

132

Calculate your sample size

Population Size ⓘ

200

Confidence Level (%) ⓘ

95

Margin of Error (%) ⓘ

10

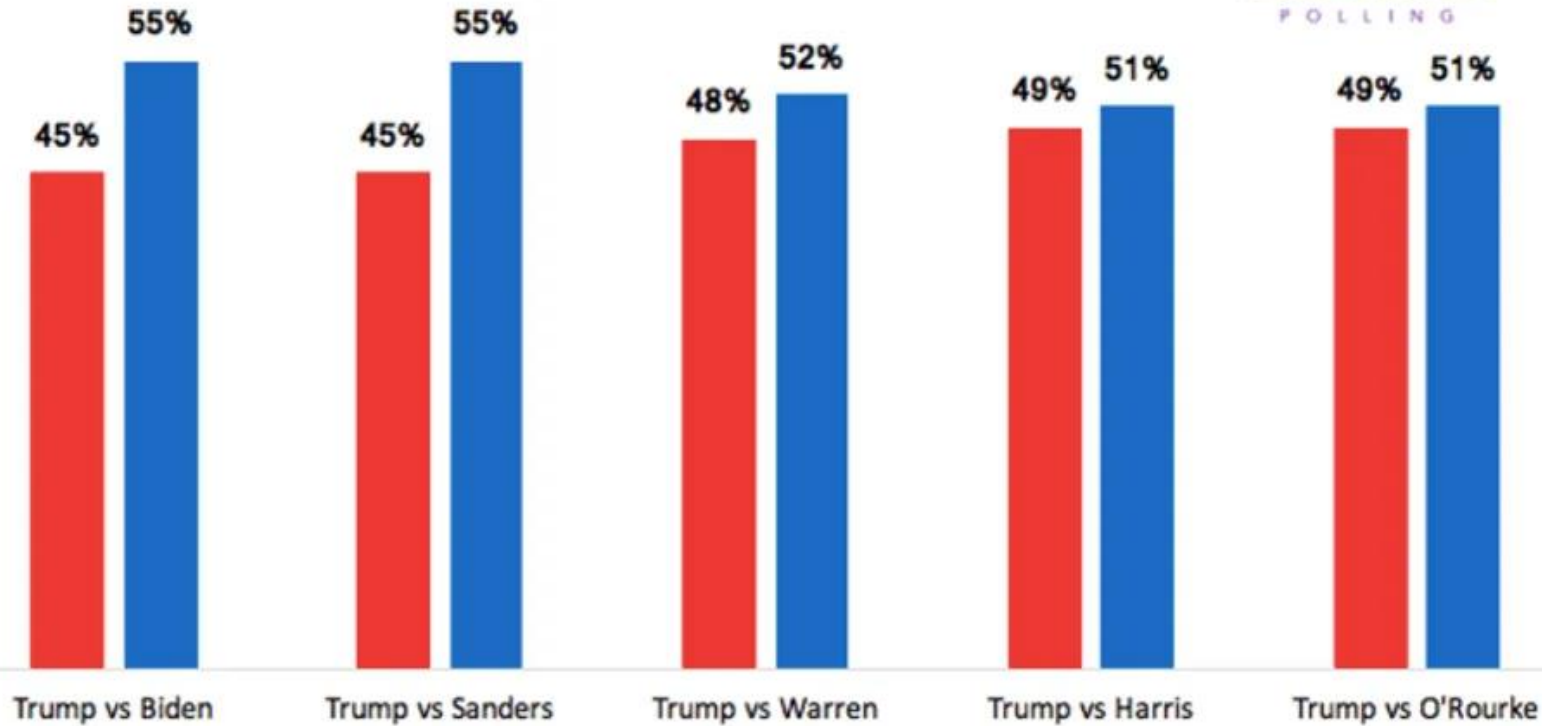
Sample size

66



Pennsylvania, March 26-28, RV, MM, n=808, +/- 3.4%

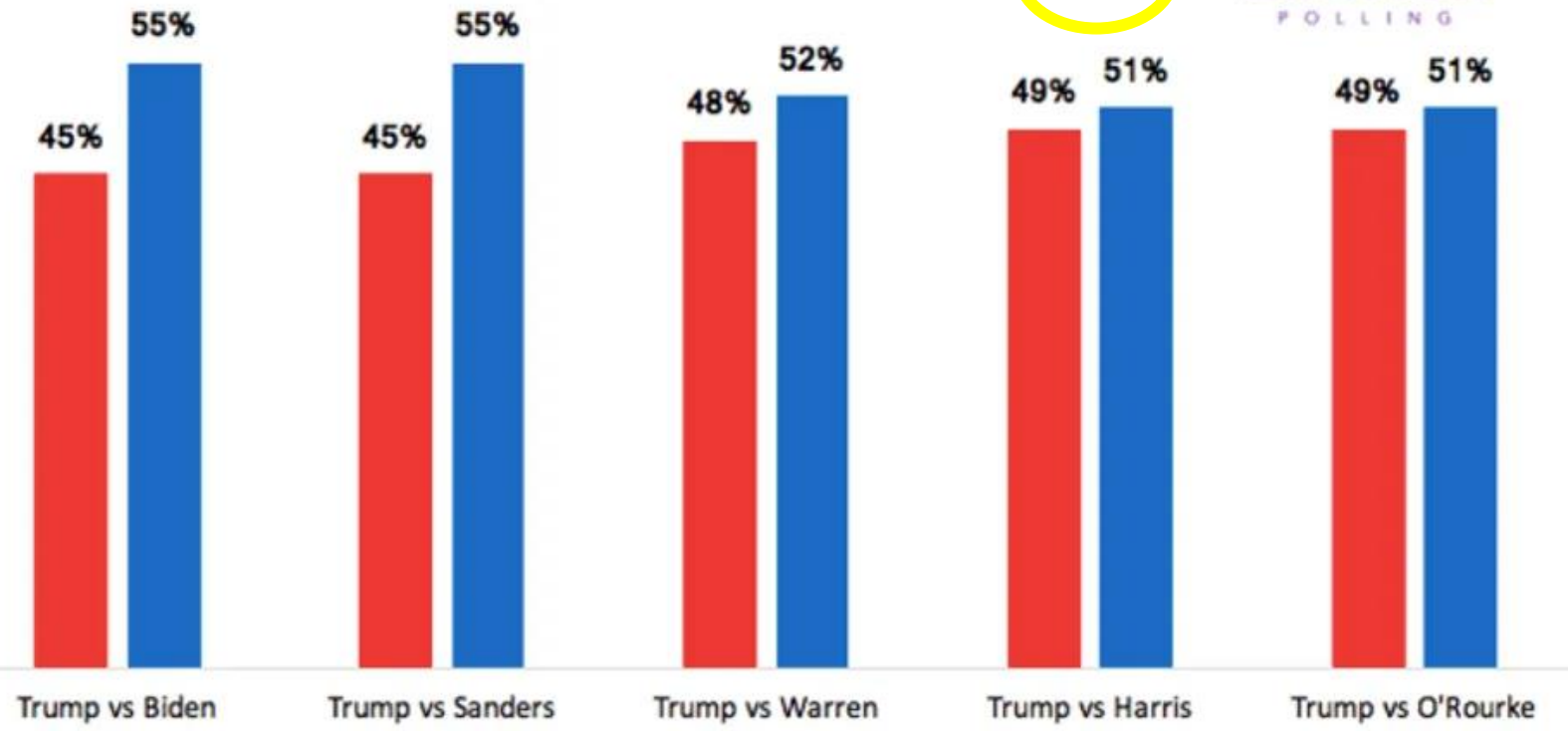
Emerson
POLLING



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Pennsylvania, March 26-28, RV, MM, n=808 +/- 3.4%

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Q6 Do you have any comments you would like to make?

Thank you for your help
Please click submit to send us your replies



Plan for Swimming Club Program

Who is the audience? Teens

How many surveys do you want? 50

How are you going to execute ? Paper

How long do you want to be inputting data? Short (lots of multiple choice) or Long (lots of verbatim)

What will the data be used for? Program planning

Would you like to use Citizen (Simple Random Sample) or Users or Respondents ? Respondents



Design



Start at the Ending

What story would you like to tell ?

What are some of the hot topics ?

Test it

“

**Often statistics are used as a drunken person
uses lamp posts...for support rather than
illumination**

”

- ANONYMOUS -



Swimming Club Program

What story would you like to tell ?

Show how great youth are

What are some of the hot topics ?

After-School Time Period is an issue for youth.

Youth Unemployment

Succession Planning in Pools



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Want funding & participants for the activate Swim Club

1. How many years have you been swimming? (Multiple Choice)
2. What would you like to gain from joining? (Check all that apply with other open ended)
3. What time of day would you like the attend the swim club? (Check all that apply)
4. What day of the week is the best for you? (Check all that apply)
5. Provide your email address to become a member of the Activate Swim Club?
6. Why do you want to join the Activate Swim Club (open Ended)



1. What would you like to gain from joining ?

- Job skills
- Life Saving Skills
- Swimming Confidence
- Leadership Skills
- Healthy Lifestyle
- Other: _____

2. Why do you want to join the Activate Swim Club (open Ended)



1. How many years have you been swimming?

- Under 1 3-4
 1-2 4-5
 2-3 5+

2. What would you like to gain from joining?

- Job skills
 Be better Swimmer
 Better Health
 Life-saving skills
 Other (please specify)

3. What time of day would you like to attend the swim club?

- 3:30-4:30
 4:30-5:30
 7:00-8:00

4. What day of the week is the best for you?

- Monday Thursday
 Tuesday Friday
 Wednesday

5. Provide your email address to become a member of the Activate Swim Club?

6. Why do you want to join the Activate Swim Club?



Report



Tell that story

Infographics

Written Report

Budget Presentation/ Grant Funding Application

An **infographic** (information graphic) is a representation of information in a **graphic format** designed to make the data easily understandable at a glance

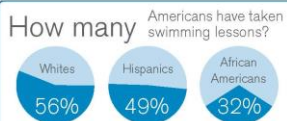
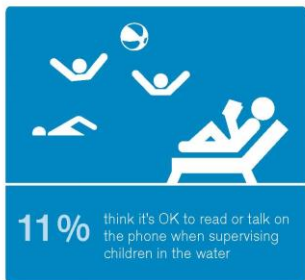
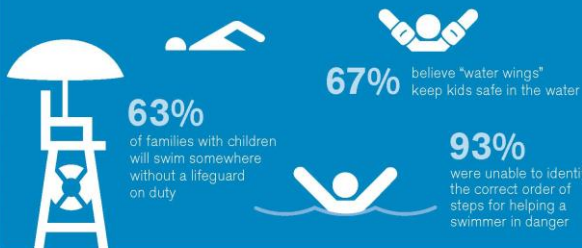




American Red Cross

Troubled Waters: Many Americans Lack Basic Water Safety Skills

Many of those polled in a recent American Red Cross survey believe the myths about water safety...



What to do:
If you see a swimmer in distress, shout for help, reach or throw the person a rescue or flotation device, tell them to grab on to it and call 9-1-1 if needed. Give care as needed.

Be water safe this summer.
Learn more at redcross.org/watersafetytips

Note: All findings based on a telephone survey of 1,011 U.S. adults 18 years and older on April 11-14, 2013. Comparison findings based on a telephone survey of 1,002 adults 18 years and older on March 20-23, 2009.



Safer Swimming



Safer Water



Safer Kids



Safer Response



6 people drown in U.S. pools every day



Use touch supervision with children who are under 5 or weaker swimmers



Water wings or inflatable pool toys can give you or your child a false sense of security



A child can drown in the time it takes to answer the phone

19% of drowning deaths in children occur in public pools with certified life guards present



Drowning is often silent. In 10% of childhood drownings, an adult will watch it happen without realizing what is going on

88%

of drownings could be reduced by swimming lessons before the age of 4

Children can drown in as little as one inch of water, like puddles, bathtubs, or buckets

Drowning is preventable!

Sources:
<http://www.swimforlife.org/>



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 2-3 5+

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 Be better Swimmer
 Better Health
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 Other (please specify)

3. What time of day would you like to attend the swim club?

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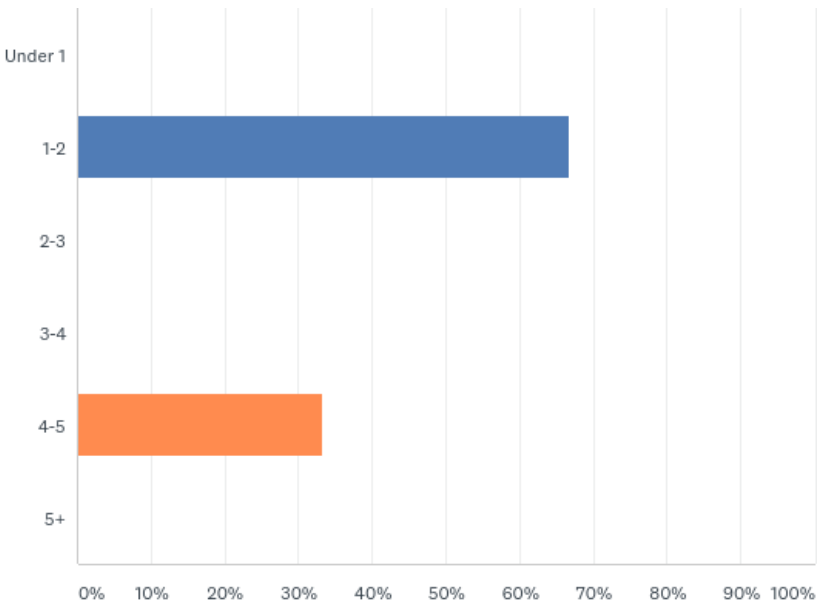
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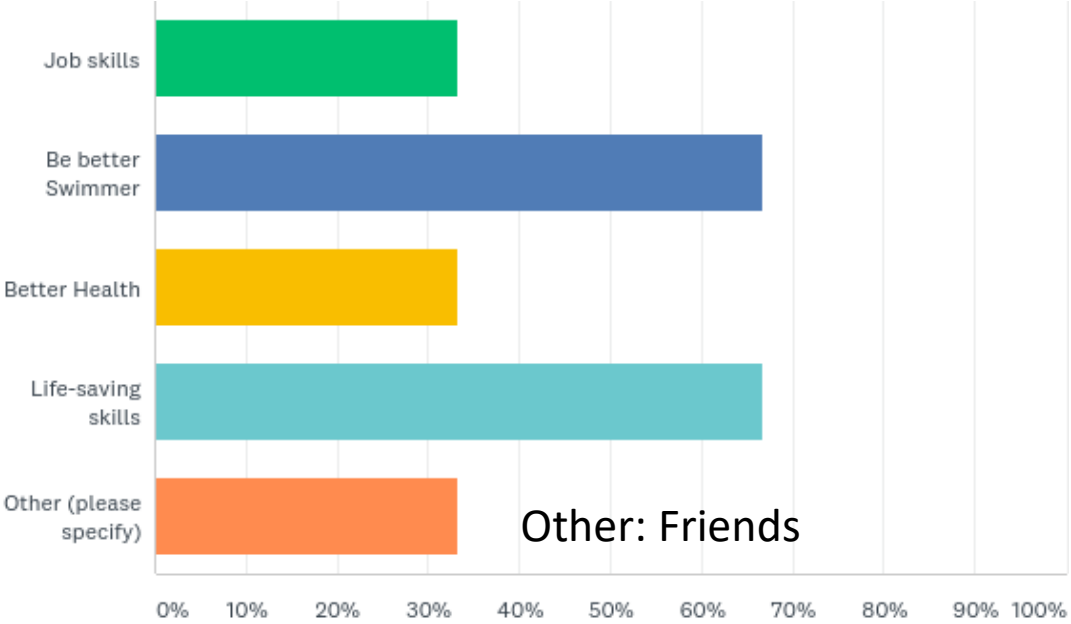
Q1: How many years have you been swimming?

- Answered: 3 Skipped: 0



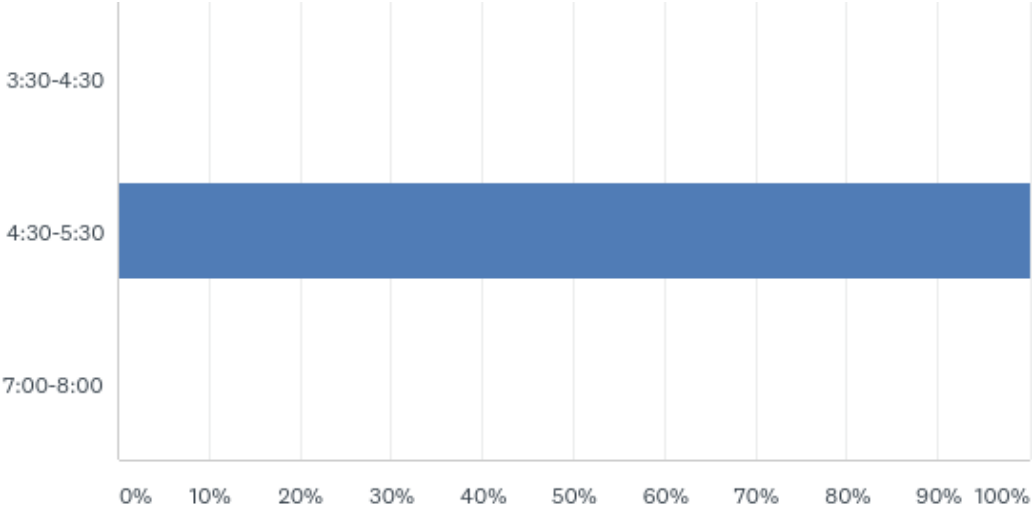
Q2: What would you like to gain from joining?

• Answered: 3 Skipped: 0



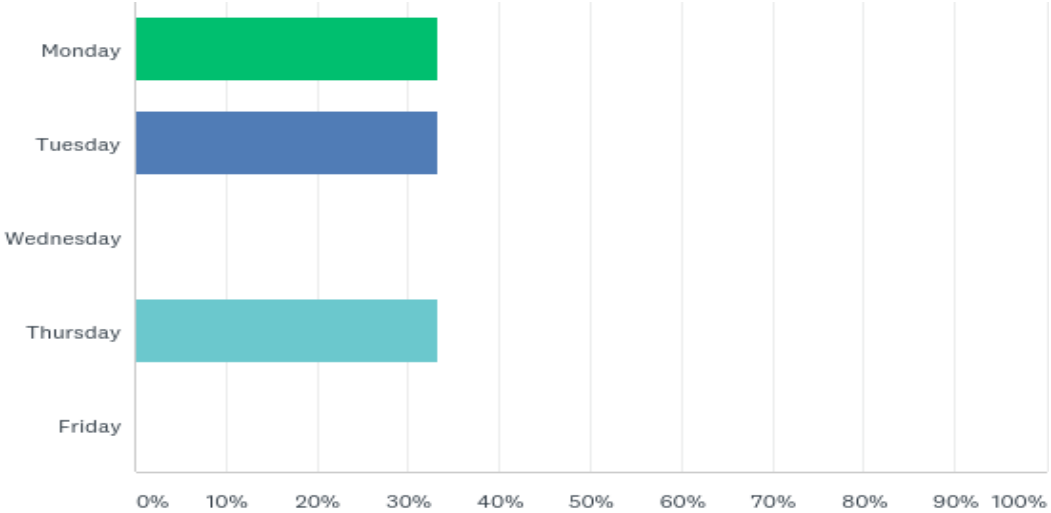
Q3: What time of day would you like the attend the swim club?

• Answered: 3 Skipped: 0



Q4: What day of the week is the best for you?

- Answered: 3 Skipped: 0



Q5: Why do you want to join the Activate Swim Club?

- Answered: 3 Skipped: 0

Other:

I Like Turtles

I am new to the City and I really want to meet new people and get a job working for the pool

I think it would be fun



What Does the Data Mean?



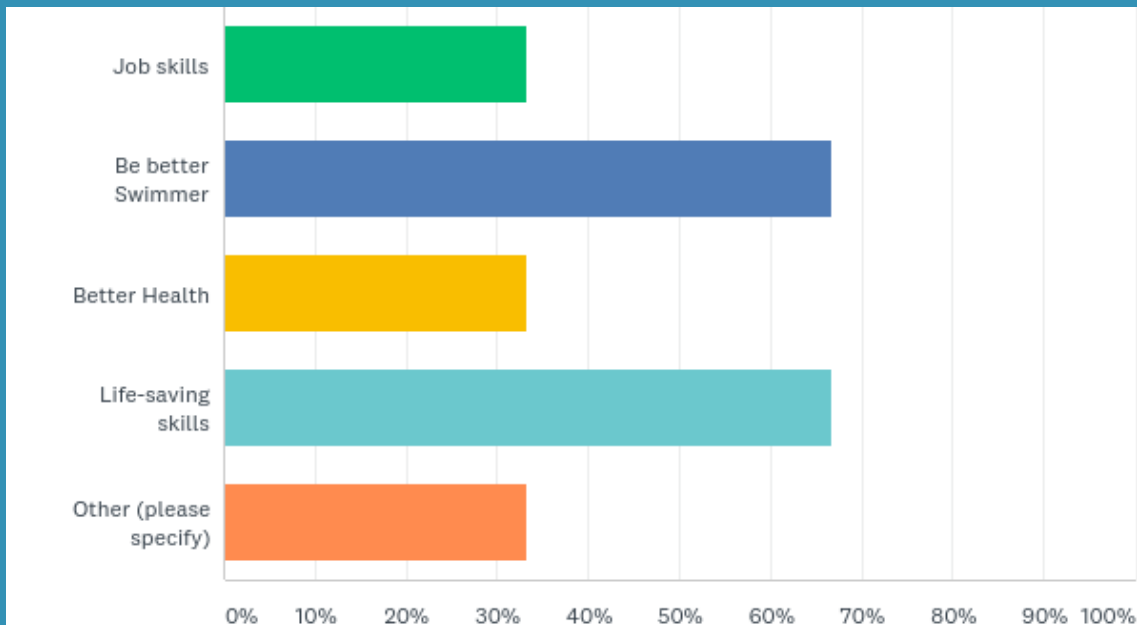
What stories can you tell from this survey:

1. 2 out of 3 participants want to be a life-saver
2. 2 out of 3 want to improve their swimming skills to become life-savers
3. 1 out of 3 want a job skills and work at the pool
4. Providing healthy lifestyle options for 1/3 of the program respondents
5. You can reduce social isolation by 1/3 of respondents by running this program



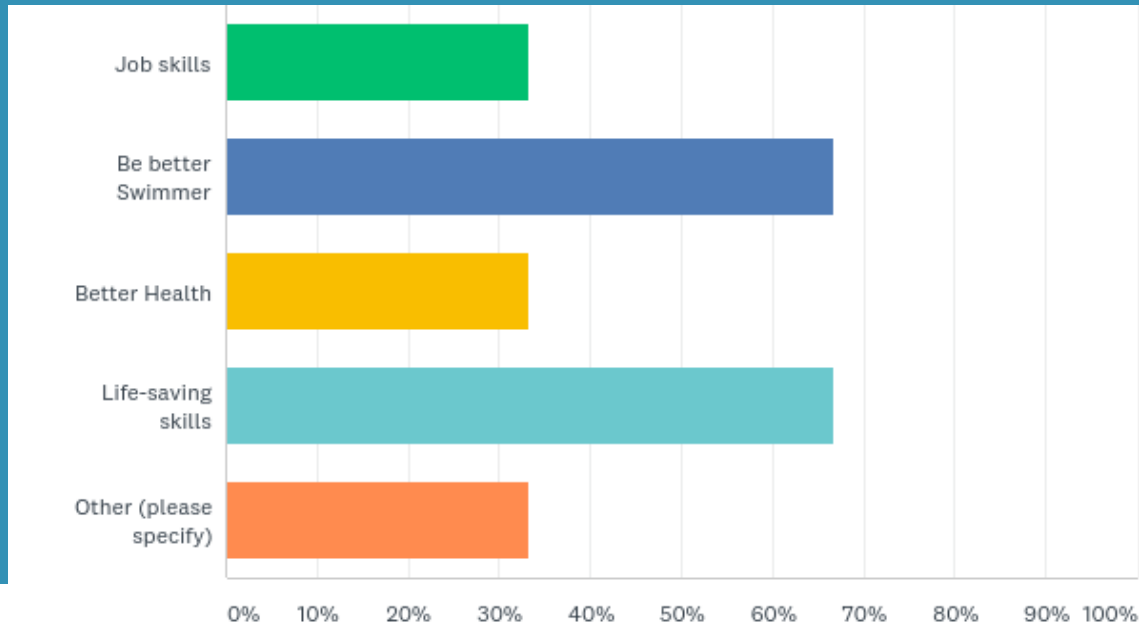
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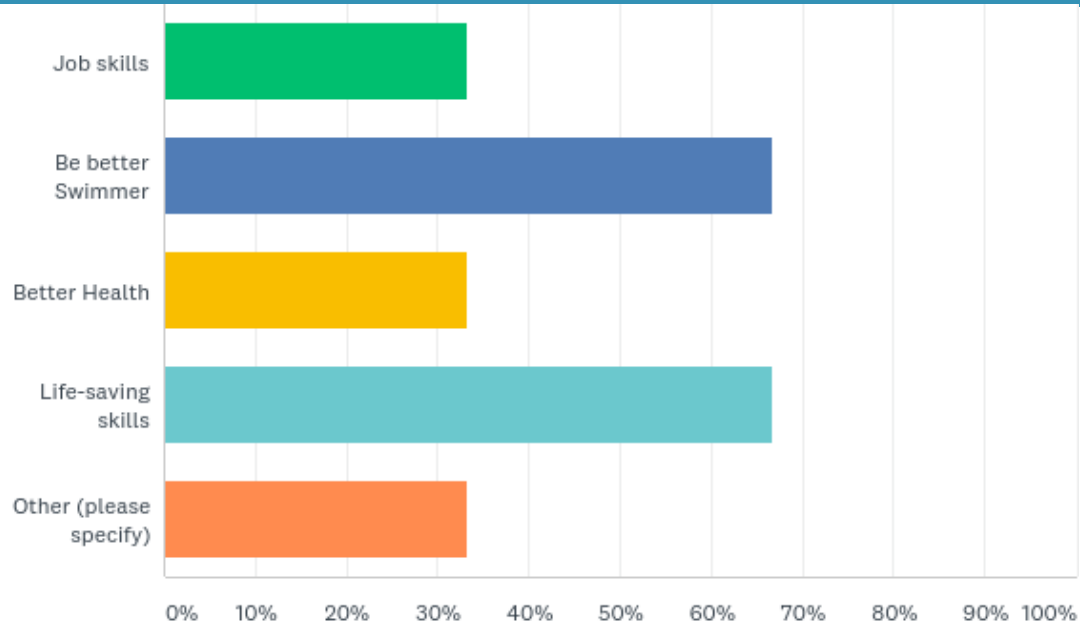
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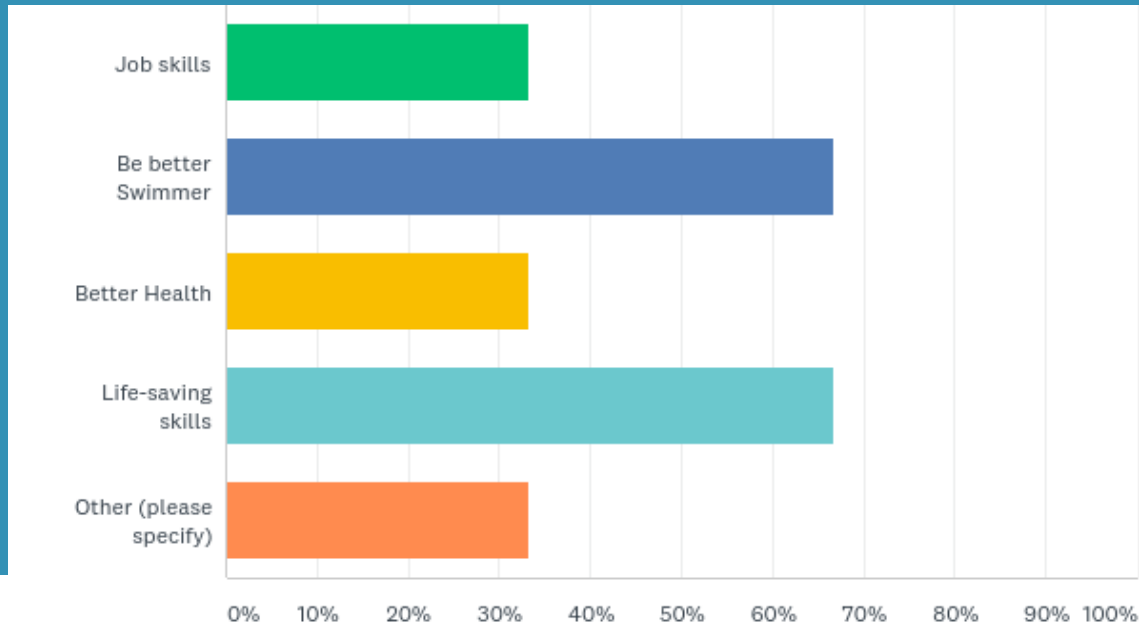
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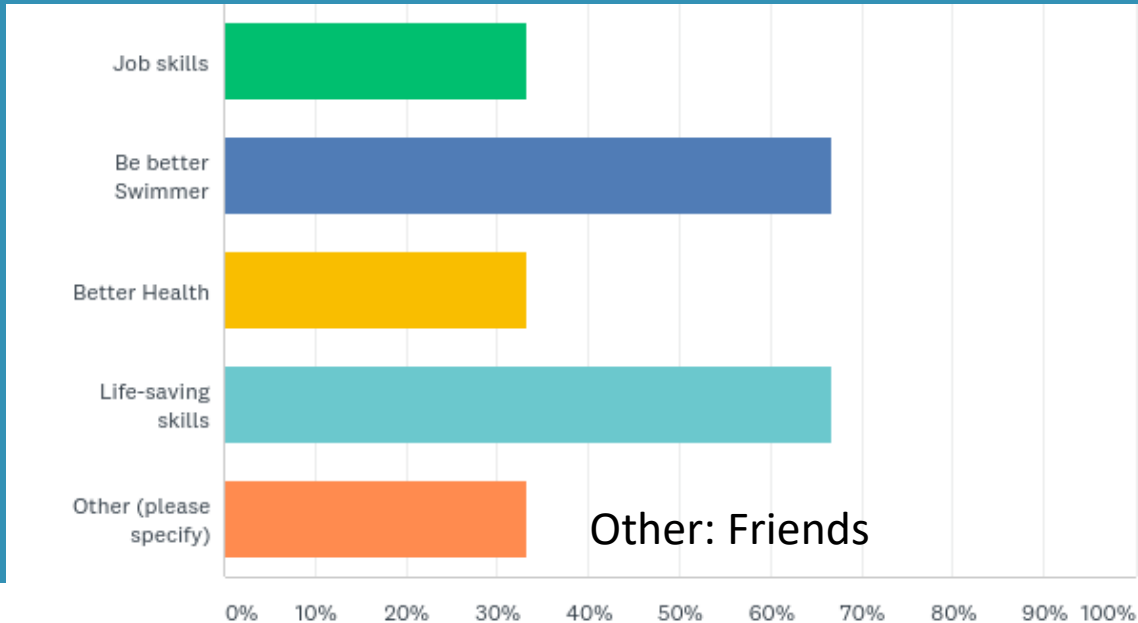
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**Often statistics are used as a drunken person
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- ANONYMOUS -



Post Program Surveys

1. Gather growth data
2. See if you met the goals of the program
3. Market your next program



Key points

1. Surveys are important tools for telling stories
2. Make each question count-Don't waste your customers time
3. Start at the ending, figure out what story you want to tell with you survey.
4. Tell our story





Jason Simituk

Parks & Recreation Planner

Quantum Recreation

Jsimituk@quantumrecreation.ca

Quantumrecreation.ca

780.868.8882



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