

## Hammond Pool – Admissions for Maple Ridge Residents

**Recommendation:**

**THAT Council approve the proposal to offer free admission to the Hammond Outdoor Pool for Maple Ridge residents in 2025.**

**Report Purpose and  
Summary Statement:**

The purpose of this report is to present a proposal to offer Maple Ridge residents free admission to drop-in swim at Hammond Outdoor pool during the summer months. This initiative aims to promote community engagement, enhance public health and well-being, and ensure equitable access to recreational activities for all residents.

**Financial Impact:**

Loss of admission revenue from Maple Ridge residents.

**Strategic Alignment:**

Engaged, Healthy Community

**Communications:**

A marketing and communications campaign to be developed.

## **Hammond Pool – Admissions for Maple Ridge Residents**

### **BACKGROUND:**

Hammond Outdoor pool promotes a healthy and active lifestyle, community engagement, and social interaction throughout the summer. By removing the financial barrier to using the pool, this initiative could enhance the overall well-being of the community and make the pool a more inclusive, accessible resource for everyone.

Current admission fees are:

<b>Outdoor Pool Admission - Single</b>	<b>2025</b>
Preschooler (0-3 years)	Free
Child (3-12 years)	\$2.00
Youth (13-18 years)	\$2.00
Adult (19-59 years)	\$3.00
Senior (60+)	\$2.00
Super Senior (80+)	Free

### **ANALYSIS:**

#### **Discussion:**

By providing Maple Ridge residents free public drop-in swimming access in the summer months to the Hammond Outdoor pool will demonstrate the City's dedication to removing barriers, prioritizing public health, increasing fitness opportunities, supporting mental health, and providing a place for social interactions. This proposed free service excludes aquafit, swim lessons, rentals, and events.

Currently a number of our neighbouring communities, such as the City of Surrey and City of Port Coquitlam, offer free public swimming at their outdoor pools throughout the summer months.

This initiative is anticipated to increase participation among Maple Ridge residents by removing financial barriers to access. The pool will be available to users without limitation to maximize usage and community benefit. However, in anticipation of potential capacity challenges, staff will closely monitor pool usage patterns and if necessary, will explore options to address this issue. This could include implementing time-limited sessions to ensure equitable access for all.

To ensure the success of the free admission initiative at the Hammond Outdoor Pool, we will implement a comment card program. These cards will be available for pool users during the summer of 2025 to gather valuable insights and feedback regarding their experiences. The

collected feedback along with statistical information will be included in a report to Council prior to the 2026 season.

**Strategic Alignment:**

This proposal aligns with engaged healthy communities by improving public health outcomes, enhancing community cohesion, and providing accessible recreational opportunities.

**Financial Impact:**

Loss of the majority of Hammond Pool admission revenue. Staff will explore enhanced lesson offerings at all pools, and new aquatic programming to mitigate this loss of revenue.

The table below shows revenue for the past 3 years to provide an indication of potential revenue loss:

Description	2022	2023	2024
Outdoor Pools Admissions	\$11,938	\$15,562	\$13,270

**Communications:**

Hammond Pool is scheduled to open (weekends only) on May 25. Marketing and communications will begin approximately 1 month prior to opening.

**OPTIONS:**

Council could consider only certain time blocks or days be free example, Tuesdays and Thursdays can be free to Maple Ridge residents or 2-4 everyday is free.

**CONCLUSION:**

By approving free public drop-in swimming access for Maple Ridge residents in the summer, the City can meaningfully impact public health and sense of community. Staff propose this initiative for Council consideration and approval, projecting significant benefits for the community and alignment with the City's strategic objectives.

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## Report Approval Details

Document Title:	Hammond Pool - Admissions for Maple Ridge Residents.docx
Attachments:	
Final Approval Date:	Mar 17, 2025

This report and all of its attachments were approved and signed as outlined below:

Carolyn Mushata, Director of Legislative Services and Corporate Officer

Scott Hartman, Chief Administrative Officer