



Report Date: March 18, 2026

VanRIMS No.: 08-3000-30

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TO: Park Board Chair and Commissioners
FROM: Director, Recreation Services
SUBJECT: 2026 Outdoor Pools Operational Plan - Update

RECOMMENDATIONS

THAT the Vancouver Park Board endorse the 2026 operational changes for outdoor pools as outlined in this report.

PURPOSE AND SUMMARY

The purpose of this report is to provide a review of the 2025 outdoor pool season, including market research results, pool analytics, and outline operational changes for the upcoming 2026 season.

CONTEXT AND BACKGROUND

In 2018, Park Board staff began reviewing outdoor pool access processes to improve the equitable and safe use of outdoor pools. Staff observations and patron feedback consistently identified several issues such as lengthy in-person queues, heat exposure during wait times, change room cleanliness and limited access for some users due to extended stays by admitted patrons. These factors contributed to instances of heat exhaustion, overall patron frustration, and incidents of aggressive or disrespectful behaviour.

In response to updates to the BC Public Health Act, an aquatic safety review was undertaken in partnership with the Lifesaving Society. As a result of this review, the lifeguard-to-swimmer ratio at Vancouver Park Board pools was revised from 1:100 to 1:60 to align with updated safety standards. This change significantly reduced the number of swimmers that can be safely accommodated per session, reinforcing the need for operational adjustments informed by changing trends in workforce availability, scheduling preferences, and retention within aquatic services.

While the COVID-19 pandemic accelerated the implementation of a reservation-based system, staff had previously identified the need to modernize pool access processes to improve safety and ensure equitable use. As a result, the Park Board introduced a reservation-based model in 2020, allocating approximately 80% of capacity to reservations and 20% to drop-in access, along with defined swim session lengths. Staff have continued to refine the approach based on feedback, including extending early morning length swims from 45 to 90 minutes and increasing public swim sessions from 1.5 to 2.5 hours. The model has been broadly accepted and supported by majority users, based on the market research survey, although it is not preferred by everyone.

In August 2025, Park Board staff implemented a targeted operational adjustment to the session structure at Kitsilano Pool in response to ongoing feedback regarding access, flexibility, and user experience. Specifically, the previously scheduled 3:00 p.m. to 5:30 p.m. and 6:00 p.m. to 8:30 p.m. swim sessions were consolidated into a single continuous 3:00 p.m. to 8:30 p.m. session. This change was intended to provide greater flexibility for drop-in users by allowing arrivals at varying times, while also enabling longer and more uninterrupted swim opportunities for patrons.

Aquatic Services – Indoor/Outdoor

Vancouver Park Board aquatic services aim to deliver safe, inclusive, and financially sustainable water-based recreation by balancing equitable access, diverse user needs, and flexible programming across its pool system.

Aquatic services function through two distinct staffing systems that reflect different operational contexts and collective agreements. Indoor aquatics hires lifeguards on an ongoing basis to support year-round operations across the indoor pool network. In contrast, outdoor aquatic pools and beaches recruit and hire lifeguards annually to prepare for the outdoor aquatics season. These two staffing systems have different prerequisites, to account for the unique context (i.e. the currents and tides associated with waterfront lifeguarding). Job postings are typically issued in April to align with the recruitment, assessment, and training timelines required for ocean-based certification and readiness. Between 2021 and 2025, the Park Board hired 158 lifeguards, bringing the total outdoor aquatics staffing complement to approximately 200.

DISCUSSION

Public Sentiment

The 2025 outdoor pool season saw an increase in social media commentary regarding the outdoor pool reservation system. This generated online discussion throughout the season, along with a number of media inquiries.

Following the conclusion of the outdoor swim season, staff identified a need to gather a broader assessment of the public's overall experience with outdoor pool services provided by the Park Board, including their experience with the reservation system.

Staff engaged Leger, an external market research firm, to conduct an outdoor pool survey. Data was collected using Leger's online general population research panel. The survey was open from November 28 to December 8, 2025.

Key survey findings found:

Overall satisfaction is high.

- 86% of residents who visited an outdoor pool in the past two years rated their most recent experience positively.
- Experiences are generally favourable across the system.

Reservation system viewed as beneficial.

- Many residents appreciate reservations for reducing crowding and providing certainty of entry.
- The system is seen as improving the overall experience for a majority of users.

Improved planning, but access barriers persist.

- 58% of recent visitors say the reservation system makes it easier to plan visits.
- Key benefits include clearer swim times and more predictable access.
- However, 32% of residents wanted to visit but could not secure a reservation.
- Limited availability and rapid booking, especially at high-demand pools such as Kitsilano

Mixed feedback on August 2025 changes at Kitsilano Pool.

- Most users reported no noticeable impact (34%) or were unsure whether the changes affected their experience (28%).
- Among those who did observe a difference, 21% said the adjustments improved their experience, while 17% felt their experience worsened.
- Some users valued increased flexibility, while others found increased crowding problematic.

Session length meets most needs, but flexibility is important.

- 89% prefer swim durations of 2.5 hours or less.
- 39% prefer a hybrid model combining reservations and open swim.
- 24% want more open swim opportunities without fixed time slots.

2025 Outdoor Pool Season Data

During the 2025 outdoor pool season, Park Board staff invited the Strategy & Project Support Office (SPSO) to undertake a Core Service Review of the outdoor aquatics system. The review aimed to identify opportunities to strengthen equitable access and maximize public value. SPSO provides strategic business advisory and analytics support to the City. Through this work, improved data processes and an Outdoor Pools Utilization Dashboard were created with the 2025 data, as well as future data collection, which will enable Parks staff to view near real-time utilization and operational trends and make stronger day-to-day decisions on pool operations and resourcing.

For the 243,913 visits to outdoor pools in 2025, 44% of visits were by reservation and 56% were drop-ins.

- The proportion of drop-ins exceeded the standard 20% allocation due to a high no-show rate for reservations, particularly at Kitsilano pool. This allowed staff to use unused reservation spots for additional drop-ins.
- No-show rate at Kitsilano pool ranges from 30% to 41%, compared with 16% to 38% at the other pools.
- A majority of the no-shows were from Leisure Access and Flexipass holders.
- Reservation spots remained highly utilized from July to September, with stronger demand at Kitsilano pool (89%) and Second Beach pool (81%), compared to Maple Grove pool (78%) and New Brighton pool (60%).
- High-demand swim sessions (i.e. afternoon sessions at Kitsilano pool on clear days) were frequently fully booked up to two days in advance.

Starting August 5, 2025, the 3 pm - 5:30 pm and 6 pm - 8:30 pm swim sessions at Kitsilano Pool were combined into a single 3 pm - 8:30 pm session. Analysis of data before and after this change yielded the following key observations and insights. The analysis focused on July-September data and included only clear days to minimize the impact of weather on results.

- The table below presents a comparison of average reservation rates, number of available reservations, and number of drop-ins:

Period	Reservation Spot Utilization%	Reservations	Drop-ins
Pre August 5	100%	480	531
Post August 5	100%	300	791

- The reservation rate remained at 100%, indicating sustained demand at or above reservation capacity.
 - o Reservation spots were reduced from 480 to 300 post August 5 swim session change.
 - o The change materially altered booking behaviour due to reduced capacity for reservations. Reservations filled more quickly, with an average of 82% booked on the first day of release, compared to 56% before the change.
- Average daily drop-in visits increased from 531 to 791, representing a substantial shift toward drop-in access and likely reflects the reduced availability of registration opportunities.
- The effect was strongest in the first week following the change, with drop-in volumes subsequently returning to levels similar to those observed prior to August 5.
- Given the limited duration of the post-change period, additional data collection will support a more comprehensive and reliable evaluation of the longer swim sessions.

Overall, the 2025 review confirms strong demand across the outdoor aquatics system, particularly at high-use sites, while also identifying opportunities to enhance the user experience. With significant improvements in data collection, Park Board staff have been able to identify targeted operational adjustments to further refine scheduling, booking policies, and capacity management. Together, these changes better align service delivery with intended outcomes and reinforce the value of a more adaptive, data-informed approach to decision-making.

2026 Outdoor Pools Operational Changes

Using data from the Outdoor Pool Engagement Survey and the Park Board Outdoor Pools Utilization Dashboard, Park Board staff's focus for the 2026 season is on improving awareness of the reservation system and implementing evidence-based adjustments to further enhance the patron experience.

FOCUS AREA	2025 OPERATIONS	2026 OPERATIONAL CHANGE
Operating Hours	Kits Pool – open at 7am Mon to Fri and 9am Sat/Sun Second Beach Pool – open at 12pm Mon to Sun New Brighton Pool – open at 7am Mon to Fri and 9am Sat/Sun Maple Grove Pool – open at 10:30am Mon to Sun	Adjust hours at key sites: - Kits Pool: Extend weekend operating hours (Sat/Sun). - Second Beach Pool: Add a public session at 8:00 am. - New Brighton Pool: Adjust opening and closing by 30 minutes and extend weekend length swims. Maple Grove Pool – no change
Session Length	All public swim sessions were 2.5 hours. All length swim sessions were 1.5 hours.	Redesign swim sessions: - Most public swims will be 3 hours. - Final Kits Pool session will be 4 hours. - Lengths swims increase to 2 hours.
Changeover	Four session breaks	Reduce one session break at Kits Pool and New Brighton Pool. Also only 3 with expanded hours at Second beach Pool
Reservation Ratio	All public and length swims: 80% reservable / 20% drop-in.	Adjust reservation and drop-in mix: - Public swims: 75% reservable / 25% drop-in. - Length swims: 50% reservable / 50% drop-in.
Late Entry	Allow entry up to 30 minutes	Allow entry up to 15 minutes before session end.
No-Show Management	No transfers and refunds No enforcement of no shows	Implement transfers and refunds to release unused reservations. Follow up with frequent no-show patrons.
Capacity Optimization	Staff deployment was consistent across pools based on planned use (e.g. reservation allotment, weather)	Reallocate lifeguard staffing hours across sites using near real-time utilization data.

While the proposed operational changes are intended to enhance the overall patron experience, Park Board aquatic services continues to collaborate internally and with partners to address broader staffing pressures that are being experienced across the aquatic industry. Continued efforts to improve scheduling flexibility, workforce engagement, and shift coverage are expected to support increased staffing availability for both our indoor and outdoor pools.

FINANCIAL CONSIDERATIONS

Outdoor pools continue to be among the most highly subsidized user fee-based services delivered by the Park Board, with current fees potentially recovering only front-line staff costs (lifeguards and cashiers) and not other direct costs of operation including maintenance staff, equipment and supplies, utilities and administration. The introduction of a reservation and time-slot model has improved the distribution of access, enabling more individuals to use the pools over the course of the day. This approach has also supported modest revenue growth, helping to reduce the overall financial burden on taxpayers. These outcomes are consistent with the [Park Board's Comprehensive Fee Setting Framework](#), which applies a benefits-based approach to user fees along a continuum that considers both individual and community benefit.

At this time, the current operational approach and recommendation does not result in any additional financial impacts. Existing resources and budgets are sufficient to support the proposed changes outlined in this report. Staff will continue to monitor operational performance, cost recovery, and revenue trends to ensure financial sustainability and alignment with broader organizational priorities.

Changes to pool operations and the reservation system may have financial implications in the future as service delivery models, capacity, and user demand continue to evolve. Any significant operational adjustments would require an assessment through the Park Board's standard financial review processes and brought forward for consideration, as appropriate.

CONCLUSION AND NEXT STEPS

Vancouver's outdoor pools serve as destination facilities that attract participants from across Vancouver as well as visitors from outside the city. These facilities support health, community connection, and tourism, while contributing to Vancouver's reputation as a leading urban waterfront and outdoor recreation city.

Staff will continue to monitor operational data, patron feedback, and emerging trends to refine processes and improve service delivery, aligning with our ongoing efforts to adapt services in response to operational realities, Vancouver Coastal Health considerations, and community needs. This ongoing evaluation will support continuous improvements to access, equity, and the overall patron experience, while ensuring that outdoor pool operations remain responsive, financially sustainable, and aligned with the Park Board's strategic priorities. Accordingly, staff recommend that the Board approve the 2026 outdoor pools operational changes as outlined in the report, which will ensure that outdoor pool operations remain responsive, financially sustainable, and aligned with the Park Board's strategic priorities.

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Report

Outdoor Pools Engagement Survey



DATE Dec 15, 2025 **PROJECT NUMBER** 10013815



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METHODOLOGY



Data for this research was collected through an online survey using Leger's online general population research panel, LEO (**online** respondents).



This survey was completed by residents who live in the city of Vancouver (n=401) or who reside in surrounding Metro Vancouver municipalities of Burnaby (n=148), New Westminster (n=43), North Vancouver (n=73), and Richmond (n=136) for a total of n=801 online respondents.



Online surveys were completed from November 28 to December 8, 2025.



For comparison purposes only, a probability sample of this size yields a margin of error no greater than $\pm 3.5\%$, (19 times out of 20)

KEY FINDINGS

➤ **Overall experiences with Vancouver's outdoor pools are strongly positive.**

Most residents who visited an outdoor pool in the past two years report favourable experiences, with 86% rating their most recent visit positively. The reservation system is generally viewed as helpful, particularly for reducing crowding and providing certainty of entry.

➤ **The reservation system improves planning for many, but access remains a challenge.**

A majority of past 2 year outdoor pool visitors (58%) say the reservation system made it easier to plan their visit, most often because it reduced crowding and clarified swim times. However, nearly one-third of residents (32%) report wanting to visit an outdoor pool during the summer but being unable to secure a reservation. Reservations filling up quickly and limited availability, particularly at high-demand pools like Kitsilano, remain key frustrations.

➤ **The specific changes made at the Kitsilano pool in August 2025 had mixed results**

Similar proportions of visitors said it improved (21%) or worsened (17%) their experience, while most said it had no noticeable impact (34%) or they're not sure (28%). Some likely appreciated the flexibility, while others did not enjoy the increased crowds.

➤ **Session length works for most users, though flexibility is desired.**

89% of residents say their ideal duration at an outdoor pool during the summer is 2.5 hours or less. At the same time, flexibility is important – 39% prefer a mix of reservation-based and open swim options, while 24% favour more open swim times that allow arrival without a fixed time slot.

➤ **Interest in future use remains strong, particularly among recent visitors and families.**

Looking ahead, 44% of residents say they are likely to visit a Vancouver outdoor pool next summer. Interest is highest among those who have visited recently, younger residents, and households with children.

A background image of a desk with a magnifying glass, glasses, and a calculator. The magnifying glass is the central focus, resting on a document. To its left are a pair of glasses and a calculator. The scene is softly lit with a warm glow in the upper left corner.

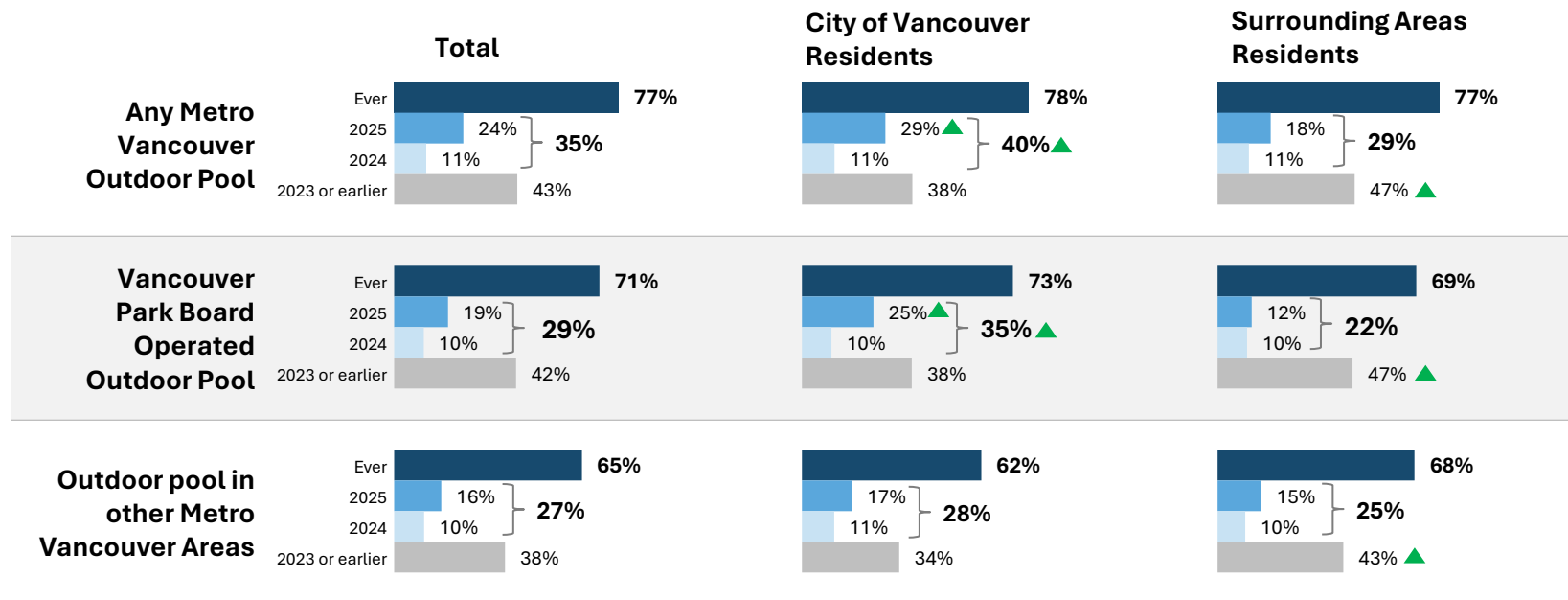
DETAILED RESULTS

A scenic view of a waterfront, likely in Vancouver. In the foreground, there is a paved pool deck with a metal railing. Beyond the deck is a large body of water with several ships, including a large blue and white cargo ship. In the background, there are mountains and a city skyline. The sky is overcast with grey clouds.

Vancouver Outdoor Pool Visits

OUTDOOR POOL VISITATION

Just over one-third (35%) of City of Vancouver residents have visited an outdoor pool operated by the Vancouver Park Board in the past 2 years, while just over one-in-five (22%) of residents of surrounding areas have visited one.



Q1/Q1b. When was the last time you visited an outdoor pool operated by the Vancouver Park Board / in other areas of Metro Vancouver outside of the City of Vancouver?
Base: Total Respondents (n=801)

▲ Statistically significantly **higher** than rest of sample

WHEN LAST VISITED VANCOUVER OUTDOOR POOL

Residents with children in their household are significantly more likely to have visited an outdoor pool operated by the Vancouver Park Board.

	Total	Gender		Age			Kids in Household		Region			
n=	801	Male	Female	18-34	35-54	55+	Yes	No	Burnaby	New Westminster	North Vancouver	Richmond
		372	423	186	285	330	166	625	148	43*	73*	136
Ever Visited	71%	70%	72%	74%	72%	67%	83%	68%	71%	78%	67%	64%
2025 Visit	19%	23%	15%	23%	25%	9%	35%	14%	17%	7%	4%	11%
2024 Visit	10%	11%	10%	16%	10%	6%	17%	8%	10%	11%	4%	14%
2023 or earlier	42%	37%	47%	35%	38%	52%	32%	45%	44%	60%	60%	38%

Q1. When was the last time you visited an outdoor pool operated by the Vancouver Park Board?

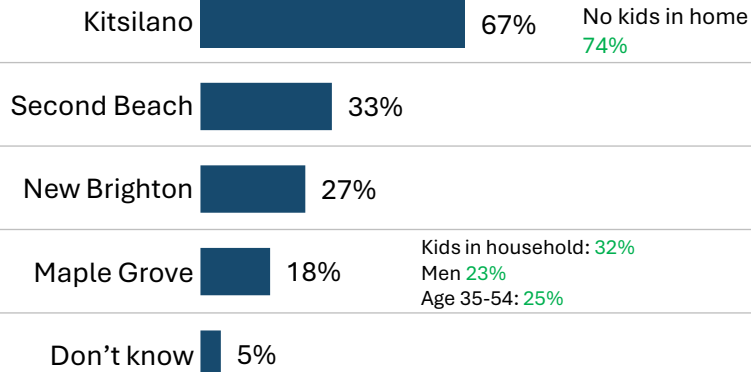
Base: Total Respondents *Caution, small base size

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

VANCOUVER OUTDOOR POOL(S) VISITED IN PAST 2 YEARS

The Kitsilano pool is the most popular Vancouver outdoor pool that has been visited in the past two years.

WHICH POOL(S) VISITED PAST 2 YEARS



Base: Visited an outdoor pool in Vancouver in past 2 years (n=216)

MONTH(S) VISITED

	May / June / July	August / September
Kitsilano (n=95)	77%	43%
Second Beach (n=54*)	62%	59%
New Brighton (n=40*)	55%	63%
Maple Grove (n=28**)	62%	50%

Base: Visited specific outdoor pool in 2025

*Caution, small base size

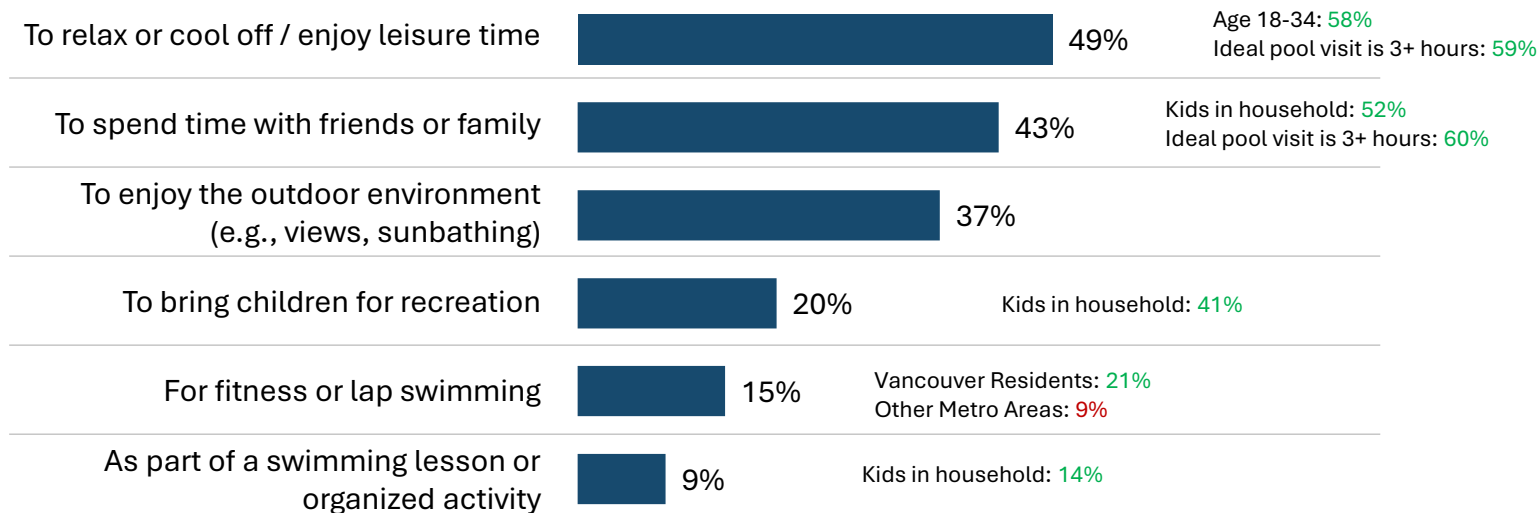
Q1c. Which of the following outdoor pools in Vancouver have you visited over the past two years?

Q1d. In what month(s) did you visit these pools?

Statistically significantly **higher** than rest of sample

REASONS FOR VISITING VANCOUVER OUTDOOR POOL

To relax or cool off / enjoy leisure time was the most popular reason for visiting an outdoor pool, particularly for younger residents and those who would like to have 3 or more hours at the pool.



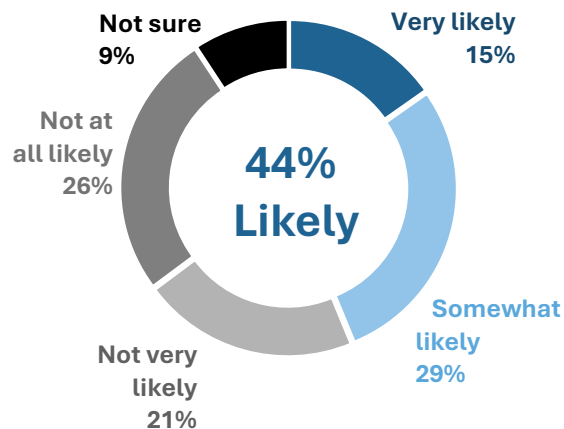
Q3. For what reasons have you visited a Vancouver outdoor pool?

Base: Ever visited an outdoor pool in Vancouver (n=556)

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

LIKELIHOOD TO VISIT OUTDOOR VANCOUVER POOL NEXT SUMMER

There is strong interest in visiting Vancouver's outdoor pools next summer, particularly among City of Vancouver residents and those who have visited them in the past 2 years.



Total Likely to Visit	
37%	City of Vancouver
26%	Other Metro Vancouver
40%	Burnaby
28%	New Westminster
14%	North Vancouver
38%	Richmond
55%	Age 18-34
51%	Age 35-54
28%	Age 55+
64%	Kids in Household
83%	Visited Vancouver Pool in 2025
81%	Visited Vancouver pool in 2024
35%	Visited 2023 or earlier
24%	Never

Base: Total Respondents

X2. An outdoor pool in the City of Vancouver - How likely are you to visit the following places next summer (2026)?

Park Board Meeting: March 30, 2026

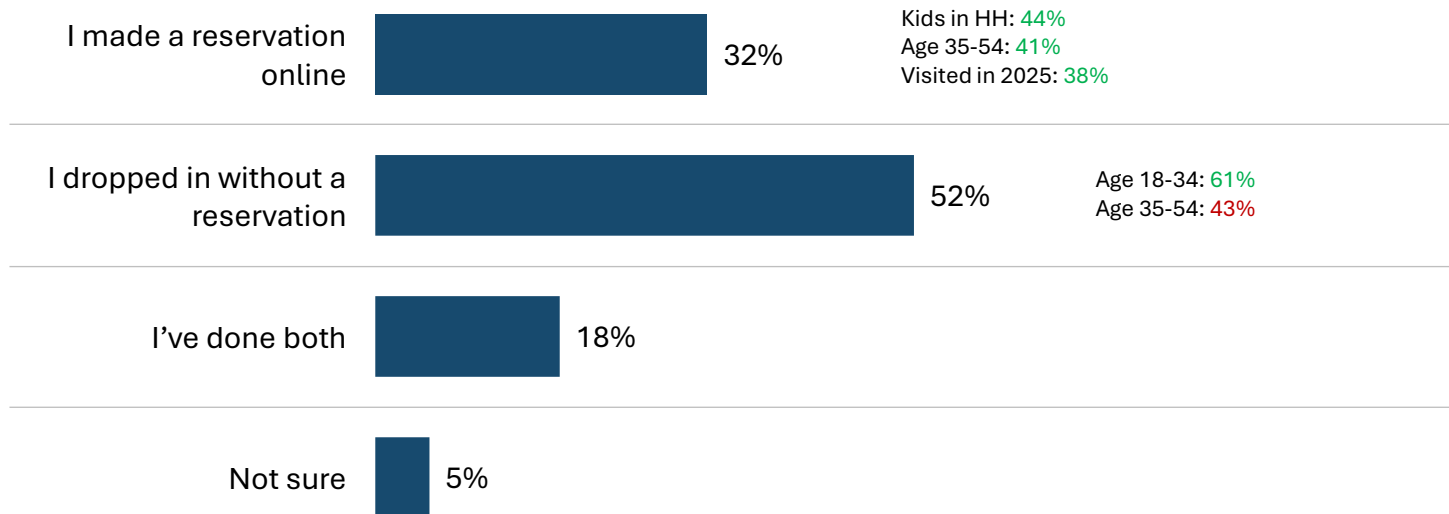
Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

A scenic view of a harbor, likely Vancouver Harbour, with mountains in the background and a pier in the foreground. The water is blue, and several ships are visible. The sky is overcast. The foreground shows a concrete pier with a metal railing and some greenery on the left.

Reservation System Feedback

METHOD OF ACCESSING OUTDOOR POOL

Nearly one-third (32%) of residents said they made a reservation online when accessing an outdoor pool, while a further 18% have used both online bookings and dropped in without a reservation.



Q2. How did you access the pool during your visit(s)?

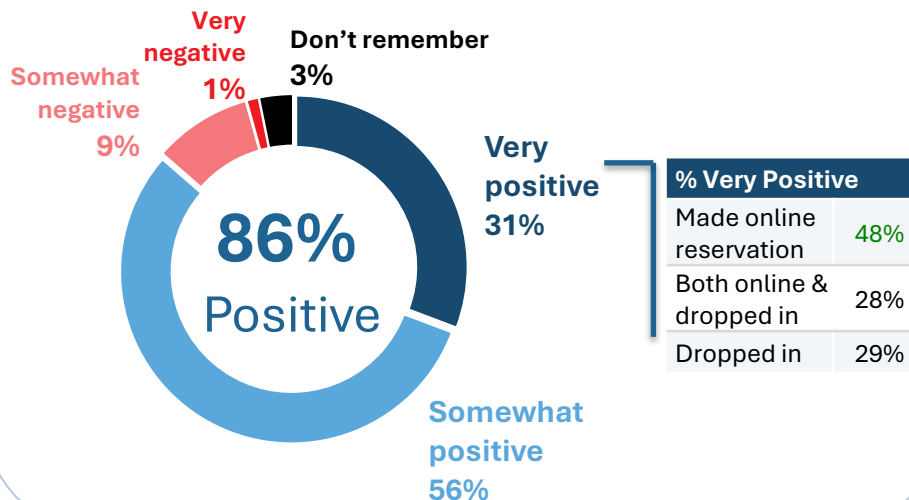
Base: Visited an outdoor pool in Vancouver in past 2 years (n=216) *Caution, small base size

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

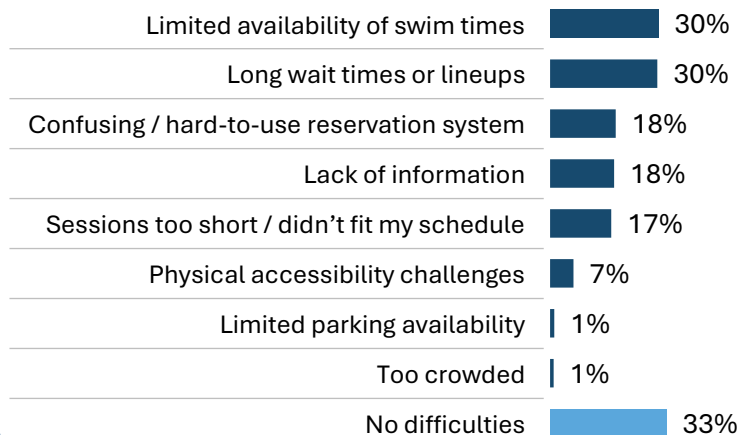
EXPERIENCE ACCESSING VANCOUVER'S OUTDOOR POOLS

Most residents had a positive experience accessing Vancouver's outdoor pools. Those who used the online reservation were more likely to be 'very satisfied' with their experience accessing Vancouver's outdoor pools. Limited availability of swim times and long wait times or lineups were the highest reported reasons for any difficulties accessing an outdoor pool.

How was most recent experience accessing Vancouver's outdoor pools?



What made it difficult accessing Vancouver's outdoor pools?



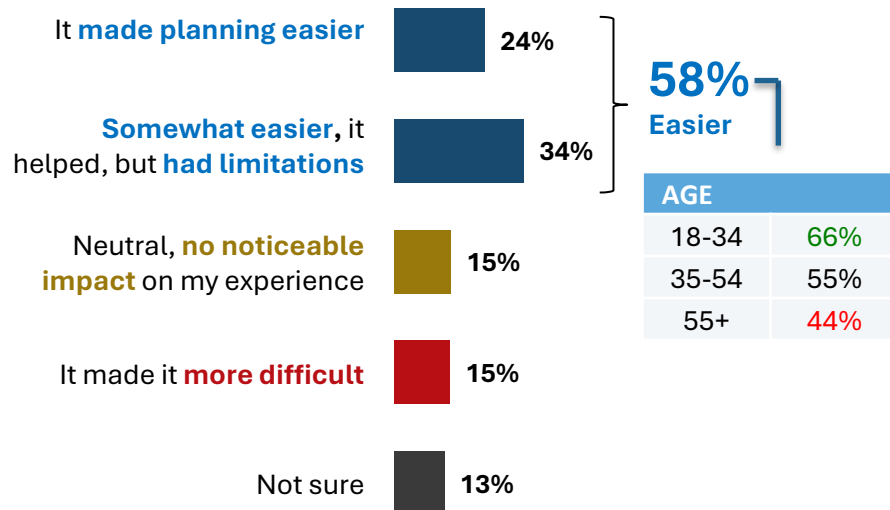
Q4. How would you rate your recent experiences accessing Vancouver's outdoor pools over the summer?

Q5. What, if anything, made it difficult to access Vancouver's outdoor pools?

Base: Visited an outdoor pool in Vancouver in past 2 years (n=216)

RESERVATION SYSTEM FEEDBACK

Majority indicate that the reservation system made it easier to visit an outdoor pool. The most appreciated aspect was that it reduces crowding, and the least appreciated aspect was that reservations fill up too quickly.



Most Appreciated Aspects

Reduced crowding at pools	44%
Predictability of swim times	39%
Ease of use / simple booking process	37%
Clear communication about availability and timing	24%

Least Appreciated Aspects

Reservations filled up too quickly	34%
Difficulty finding available time slots that fit my schedule	28%
Limited flexibility to choose or adjust session times	26%
Lack of clear communication or updates about changes or cancellations	18%
The booking process was confusing or unclear	15%
Technical or website issues when booking	12%
Nothing was frustrating	24%

Q6. Did the reservation system make it easier, or harder, for you to plan your visit to an outdoor pool in Vancouver?

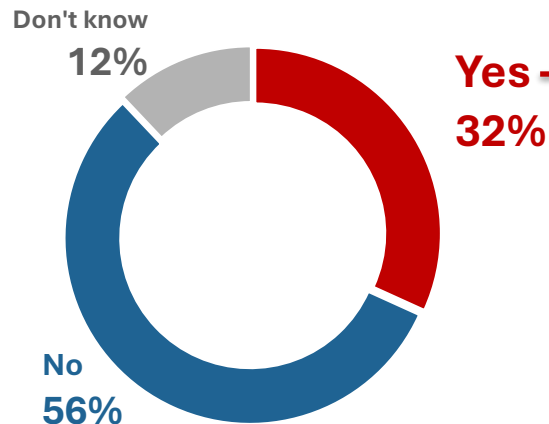
Q7. What aspects of the reservation system, if any, did you appreciate most?

Q8. What aspects of the reservation system, if any, did you find frustrating?

Base: Visited an outdoor pool in Vancouver in past 2 years (n=216)

LOST OPPORTUNITIES – THOSE WHO WANTED TO VISIT, BUT WERE UNABLE TO GET A RESERVATION

Nearly one-third of residents would have liked to visit a Vancouver outdoor pool over the summer but were unable to. City of Vancouver residents, as well as those who are younger were more likely to be left unsuccessful. Furthermore, nearly half of past 2-year visitors indicate they would have liked to go more often. This Kitsilano pool had the most interest and unsuccessful attempts.



Yes
32%

38%	Age 18-34
38%	Age 35-54
21%	Age 55+
37%	City of Vancouver
26%	Other Metro Vancouver
40%	Kids in Household
49%	Visited Vancouver Pool in 2025
48%	Visited Vancouver pool in 2024
29%	Visited 2023 or earlier

Which Pool?

Kitsilano	21%
Second Beach	10%
New Brighton	7%
Maple Grove	4%

Base: Total Respondents (n=801)

X2. Were there any Vancouver outdoor pools you would have liked to visit over the summer, but were unable to get a reservation?

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

REASONS FOR NOT VISITING OUTDOOR POOL IN VANCOUVER

Base: Have Not Visited In Past 2 Years

A lack of time and interest are the top reasons for not visiting a Vancouver outdoor pool in the past 2 years. Just over one-in-five (22%) say that their preference for drop-in swimming instead of needing reservations was a deterrent to visiting.

	Total n=	Region		Age			Kids in Household	
		City of Vancouver	Other Metro Vancouver	18-34	35-54	55+	Yes	No
	585	266	319	116	187	282	83	496
Not interested in swimming / outdoor pools	31%	28%	34%	31%	28%	33%	24%	32%
I didn't have time or interest this season	27%	25%	29%	36%	30%	20%	28%	27%
I prefer drop-in swimming instead of reserving ahead	22%	23%	20%	21%	21%	22%	20%	22%
Transportation or location were inconvenient	20%	12%	27%	18%	25%	17%	32%	18%
Weather or water conditions	15%	15%	15%	19%	12%	14%	20%	14%
I couldn't find a suitable time or session available	11%	12%	10%	12%	13%	9%	9%	11%
I found the reservation system difficult or inconvenient to use	11%	11%	10%	11%	8%	12%	9%	11%
I did not know how to book a time	7%	7%	8%	9%	7%	7%	7%	7%
I wasn't/ am not aware of the outdoor pools in Vancouver	5%	4%	5%	7%	5%	3%	4%	5%
Physical accessibility challenges	4%	5%	3%	3%	1%	7%	3%	4%

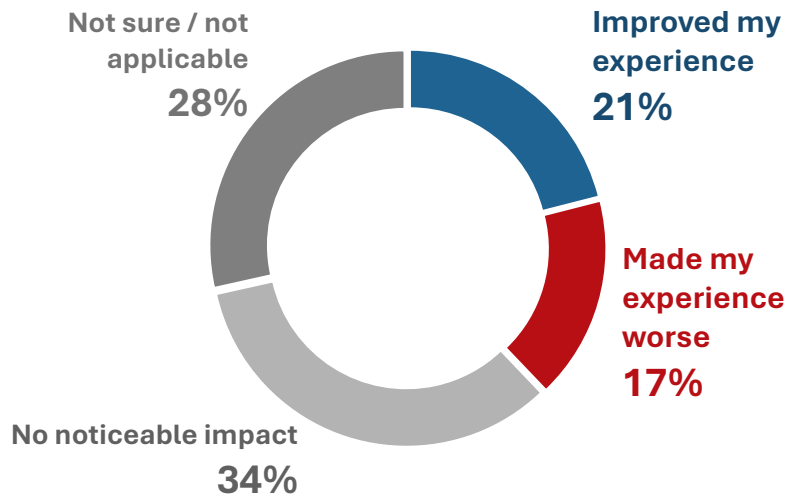
X1. What are the main reasons you haven't visited an outdoor pool in Vancouver recently?

Base: Have not visited outdoor pool in Vancouver in past 2 years. *Caution, small base size

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

IMPACT OF THE RESERVATION SYSTEM CHANGE AT KITS POOL

Those who visited the Kitsilano pool in August of this year were slightly more likely to say the changes to the reservation system improved their experience than say it made their experience worse. However, over half said it had no noticeable impact, or they are unsure if it had an impact.



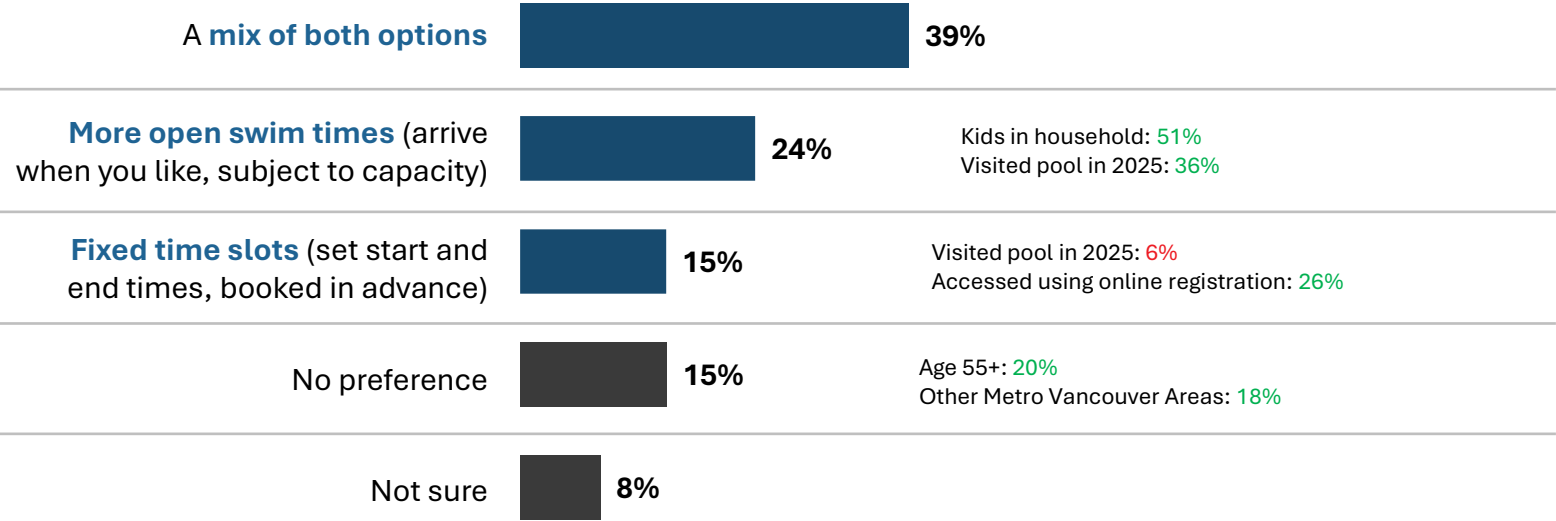
Base: Visited an outdoor pool in Vancouver in August of this year (n=81) *Caution, small base size

Q9. In August, the Park Board made some changes to their reservation system at Kits Pool by combining the last two daily sessions into one session that ran from 3pm to 8:30pm. If you attended Kits Pool, how did these changes impact your experience?

Park Board Meeting: March 30, 2026

FUTURE BOOKING PREFERENCE

Residents are divided on their booking preference in the future - a mix of options with more open swim times available would satisfy the most residents, even those who said they had a positive experience using the online registration system in the past.



Base: Total Respondents (n=801)

X4. The Vancouver Park Board currently uses a reservation system for most outdoor pools during the summer. Swimmers book a specific time slot in advance, such as a 2.5-hour public swim session at set times each day. Some people prefer this structured approach because it guarantees entry and helps manage crowding. Others would rather have more flexible or open swim times, where you can arrive at any time during the day until the pool reaches capacity. If outdoor pools continue to use a reservation system in the future, which option would you prefer?

IMPACT OF MAKING A RESERVATION VS. DROPPING IN

Base: Have Not Visited In Past 2 Years

Those who made a reservation had a more positive experience accessing outdoor pools and say it made it easier to plan. However, those who dropped in also were largely positive. Those who were made a reservation were also more likely to say they were unable to get one - which is likely due to them having more attempts made.

	Made Reservation n= 116	Dropped in Without Reservation 187	Both 282
Experience Accessing Outdoor Pools Over Summer			
NET: Positive	92%	86%	84%
Very positive	48%	29%	28%
Somewhat positive	44%	57%	56%
NET: Negative	8%	11%	13%
Somewhat negative	8%	10%	9%
Very negative	-	1%	4%

Did Reservation Make it Easier or Harder to Plan Trip?			
NET: Easier	79%	53%	63%
It made planning easier	38%	21%	14%
Somewhat easier, it helped, but had limitations	41%	32%	49%
It made it more difficult	17%	11%	18%
Neutral, no noticeable impact on my experience	4%	19%	13%

	Made Reservation	Dropped in Without Reservation	Both
Reasons for visit			
To relax or cool off / enjoy leisure time	65%	50%	61%
To spend time with friends or family	62%	41%	58%
To enjoy the outdoor environment (e.g., views, sunbathing)	63%	37%	48%
To bring children for recreation	27%	15%	22%
For fitness or lap swimming	11%	18%	35%
As part of a swimming lesson or organized activity	15%	4%	11%

Were Unable to Get Reservation Over the Summer			
Yes	62%	49%	35%

Preference for Future Reservation Options			
A mix of both options	37%	45%	54%
More open swim times (arrive when you like, subject to capacity)	37%	32%	26%
Fixed time slots (set start and end times, booked in advance)	26%	12%	11%
No preference	-	7%	7%
Not sure	-	4%	3%

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

IMPACT OF NOT GETTING A RESERVATION

- Despite not being able to secure a reservation, most still had a largely positive experience accessing Vancouver pools and believe reservations made it easier to plan their trip.
- Their experience has not deterred them from wanting to visit an outdoor Vancouver pool next summer.

	Unable to Get a Reservation	
	Yes n= 246	No 458
Experience Accessing Outdoor Pools Over Summer		
NET: Positive	87%	90%
Very positive	30%	33%
Somewhat positive	58%	57%
NET: Negative	11%	9%
Somewhat negative	10%	7%
Very negative	1%	2%
Likelihood to swim in Vancouver pools next year		
NET: Likely	75%	31%
Very likely	22%	13%
Somewhat likely	54%	18%
Did Reservation Make it Easier or Harder to Plan Trip?		
NET: Easier	66%	53%
It made planning easier	27%	22%
Somewhat easier, it helped, but had limitations	39%	30%
Neutral , no noticeable impact on my experience	6%	24%
More difficult	22%	8%

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample



Duration of Visits

SUFFICIENCY OF 2.5-HOUR PUBLIC SWIM SESSIONS

Approximately two-thirds of residents who have visited an outdoor pool in Vancouver over the past 2 years indicate that a 2.5-hour public swim session was a sufficient amount of time for their visit. However, one-in-five residents say it was not enough time.

		AGE			KIDS IN HOUSEHOLD	
		18-34	35-54	55+	Yes	No
		n= 70*	98*	48*	83*	129
Yes, it was the right amount of time	 67%	77%	58%	59%	80%	61%
No, it was too short	 20%	14%	32%	16%	12%	28%
No, it was too long	 2%	12%	29%	16%	12%	25%
Not sure / not applicable	 12%	9%	10%	25%	8%	12%

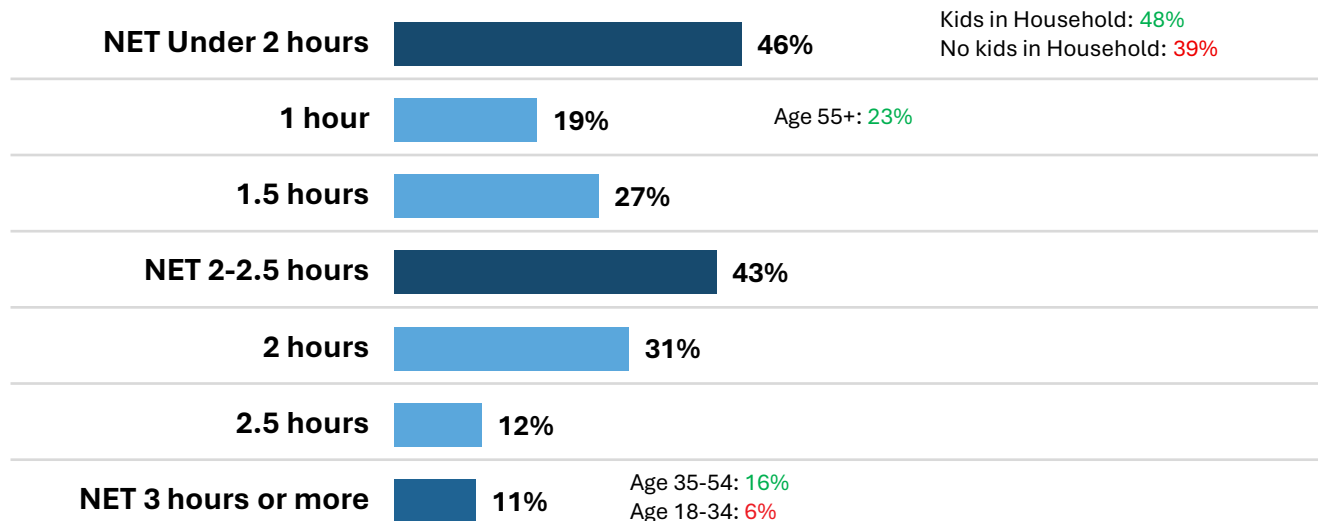
Q10. Thinking specifically about the 2.5-hour public swim sessions (not the 1.5-hour morning length swim sessions), at Vancouver Park Board outdoor pools, was the session length sufficient for your visit?

Base: Visited an outdoor pool in Vancouver in past 2 years (n=216) *Caution, small sample size

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample

IDEAL VISIT DURATION TO OUTDOOR POOL DURING SUMMER

89% of residents would say their ideal duration at an outdoor pool during the summer is 2.5 hours or less. The most common preferred visit duration was 2 hours, while 1.5 hours was the second most preferred time.



Q11. If you could choose your ideal visit duration at an outdoor pool during the summer, what would it be?

Base: All respondents (n=801) *Caution, small base size

Statistically significantly **higher** than rest of sample
Statistically significantly **lower** than rest of sample



Respondent Profile

RESPONDENT PROFILE

	Total (n=801)	Weighted Count	Unweighted Count
GENDER			
Women	52%	414	423
Man	47%	372	423
Gender Diverse/ Non-binary	1%	-	-
AGE			
18-34	31%	247	186
35-54	33%	263	285
55+	36%	292	330
Region			
City of Vancouver	52%	420	401
Burnaby	18%	146	148
Richmond	16%	41	43
North Vancouver	8%	66	73
New Westminster	5%	129	136

	Total (n=801)	Weighted Count	Unweighted Count
CHILDREN <18 LIVING IN HOUSEHOLD			
Yes	21%	166	166
No	78%	624	625
Prefer not to say	1%	-	-
WHEN LAST VISITED OUTDOOR POOL OPERATED BY VANCOUVER PARK BOARD			
2025	19%	149	140
2024	10%	82	76
2023 or earlier	42%	337	350
Never	29%	233	235



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