

AUGUST 18, 2016



MAKING A **SPLASH**

THE POP-UP POOL IN BROOKLYN BRIDGE PARK



OFFICE OF STATE SENATOR DANIEL SQUADRON
NY STATE SENATE

Acknowledgements

Thank you to the *Love Our Pool: Families United For A Pool In Brooklyn Bridge Park* coalition for its tireless advocacy on behalf of the pop-up pool. We would also like to recognize the hard work of our interns, who collected the data for this report. Special thanks to: Catherine Dean, Daniel Weiss, Devin Barricklow, Florence Chow, Jennifer Loo, Kevin Liu, Martha Seymour, Max Bernstein, Max Skidelsky, Peter Mason, and Spencer Korek, as well as the members of Senator Squadron's staff who contributed to this report.

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Executive Summary

“This is one of those resources that makes living in NYC much more doable for parents of young children!”

-Pool user from Washington Heights, Manhattan (10033)

The Brooklyn Bridge Park pop-up pool was secured by Senator Squadron and Assemblymember Millman in 2011, opening for its first season in the summer of 2012. Since then, visitors have flocked to the pool, which includes a sand-filled beach lounging area, lively music, and a colorful concession stand, all with stunning panoramic views of lower Manhattan.

As this summer comes to a close, the pop-up pool is scheduled to close permanently. A group of community members organized *Love Our Pool: Families United For A Pool In Brooklyn Bridge Park* to prevent the pool’s closure and advocate for the installation of a permanent pool in Brooklyn Bridge Park. Working with the coalition, this survey engaged park users about their pool use to better understand potential impacts of the impending closure and what the pool has meant for the park, and the community.

The survey found:

- 97% of respondents agreed that the pool “is a valuable community resource.”
- 80% of respondents ranked a pool as the most important feature for this part of the park.
- 72% of respondents reported visiting the pop-up pool at least once a month; 64% visit even more often.
- 60% of respondents reported that the pop-up pool is the only local public pool they visit.

“Closing the pool would significantly diminish the fun we have in Brooklyn with my children during the summer.”

-Pool user from East Flatbush, Brooklyn (11203)

Methodology

From June 30 to July 28, 2016, volunteers administered a survey to Brooklyn Bridge Park pop-up pool visitors.¹

Respondents were asked their zip code, how they got to the pool, how often they visit the pool and the park, their use of other public pools in Brooklyn, and their interest in a pool in Brooklyn Bridge Park. Respondents were also offered the opportunity to sign a petition in support of saving the pop-up pool. In total, 189 surveys and 879 petitions were collected at both the pool and online.



“Losing the pop-up pool would mean that the Brooklyn Bridge Park would lose one of its most important summertime attractions. I love relaxing on the ‘beach’ while my children splash in the pool.”

-Pool user from St. George, Staten Island (10301)

¹ The survey can be found in Appendix A (pg 9).

Results²

Over 80%

of those surveyed came
from Brooklyn.

80%

of those surveyed came
from outside the zip code
immediately surrounding
the pool.

“For my children & I, we would feel the loss of the pool. In a city like NY, it is necessary to provide enough family-friendly resources in clean and safe settings.”

-Pool user from Kensington, Brooklyn (11218)

Over 2/3

of Brooklyn zip codes
had at least one
resident fill out a
survey.

879

people signed a petition
urging the pop-up pool
remain open until a
permanent pool is built.

² The full results can be found in Appendix B (pg 12).

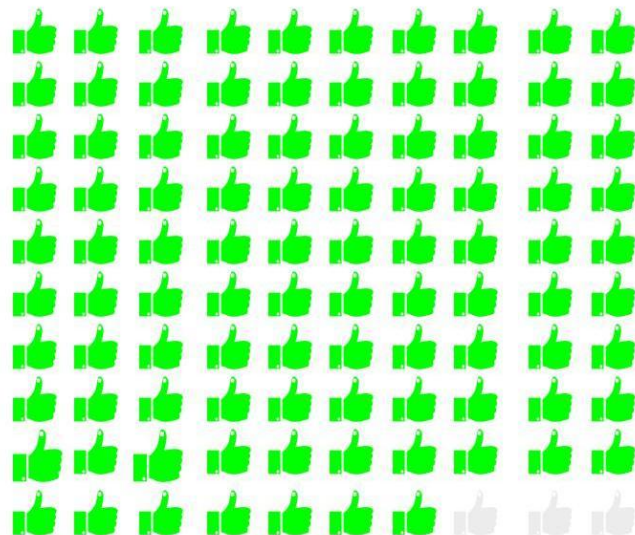


60% of families do NOT use other public pools in Brooklyn.

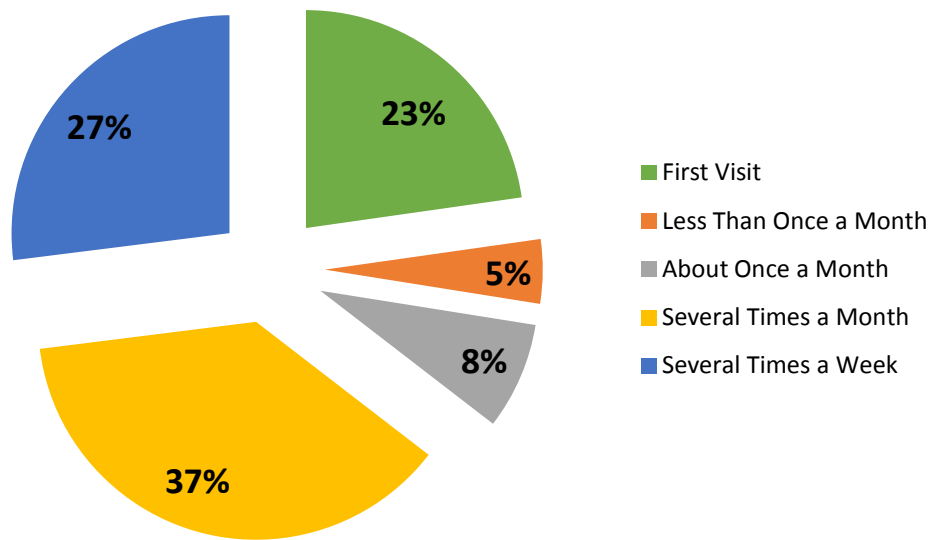
“We come here [a] few times every week. My daughters get so excited whenever I say we will go to the popup pool. Please let them continue the excitement.”

-Pool user from DUMBO, Brooklyn (11201)

Having a pool in Brooklyn Bridge Park is a valuable community resource? 97% of respondents agree.



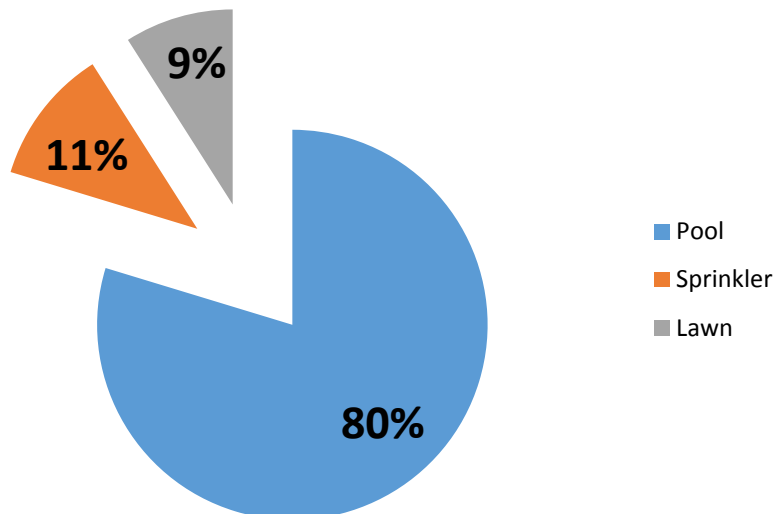
How often do you visit the pop-up pool?



“The pool provides a safe and fun haven in the heart of downtown Brooklyn. Losing this invaluable asset would greatly affect the community.”

-Pool user from Jamaica, Queens (11434)

Which do you prefer: pool, lawn, or sprinkler?



Conclusion

The pop-up pool is a valuable community resource that also serves as a destination for families from all over Brooklyn.

Our results show:

- **The pop-up pool serves a broad community.** 82% of respondents came from outside of the pool's zip code, with the majority (63%) coming from other Brooklyn neighborhoods.
- **The pop-up pool is the only swimming option for most families.** 60% of respondents said the pop-up pool is the only local public pool they visit.
- **The pop-up pool has many repeat visitors.** 64% of respondents visit the pop-up pool multiple times per month, while 72% visit at least once a month.
- **People want a pool at Brooklyn Bridge Park.** 80% of respondents ranked a pool as the most important feature for this part of the park.

This survey shows the importance of preserving the pop-up pool while ongoing efforts to secure a permanent pool for Brooklyn Bridge Park continue.

“Losing the pool would mean that the family would lose [out] on a great family outing somewhere to get away from the projects and have a different environment experience.”

-Pool user from Bedford-Stuyvesant, Brooklyn (11206)

Appendix A – Survey



FAMILIES UNITED FOR A POOL IN BROOKLYN BRIDGE PARK



www.facebook.com/LoveOurPool



LoveOurPool@gmail.com

What is your zip code?

How did you get to the pool today?

_____ Bike _____ Bus _____ Ferry _____ Personal Car

_____ Subway _____ Taxi _____ Walk _____ Other

If other, please specify _____

How often do you - or your child - come to Brooklyn Bridge Park?

_____ Several Times a Month _____ Several Times a Week

_____ About Once a Month _____ Less Than Once a Month _____ First Visit

How often do you - or your child - visit this pool during the summer?

_____ Several Times a Month _____ Several Times a Week

_____ About Once a Month _____ Less Than Once a Month _____ First Visit

Do you or your child use other public pools in Brooklyn? Why or Why Not?

____ Yes ____ No

Please check whether you agree or disagree with the following statement:

Having a pool in Brooklyn Bridge Park is a valuable community resource.

____ Strongly Agree ____ Somewhat Agree ____ Neutral

____ Somewhat Disagree ____ Strongly Disagree

Please rank your interest in the following features for this part of the park from 1-3, with 1 being the most important feature and 3 being the least important feature.

____ Pool

____ Sprinkler / Water Play Area

____ Lawn

Would you be willing to join a parent coalition in support of the pool?

____ Yes ____ No

If yes, please leave your contact information below.

Name: _____

Email: _____

Please feel free to share any other comments about what losing the Pop-Up Pool would mean to you and your family.



www.facebook.com/LoveOurPool



LoveOurPool@gmail.com

Appendix B – Full Results

Q1:	What is your zip code?						
Immediate Area (11201)	34	18%					
Rest of Brooklyn (All Brooklyn except for 11201)	119	63%					
Rest of City	23	12%					
Other	10	5%					
No Answer	3	2%					
Q2:	How did you get to the pool today? (multiple responses allowed)						
Bike	9	4%					
Bus	30	14%					
Ferry	5	2%					
Personal Car	34	16%					
Subway	66	30%					
Taxi	5	2%					
Walk	66	30%					
Other	2	1%					
Q3:	How often do you - or your child - come to Brooklyn Bridge Park?						
First Visit	32	17%					
Less Than Once a Month	9	5%					
About Once a Month	23	12%					
Several Times a Month	64	34%					
Several Times a Week	61	32%					
Q4:	How often do you - or your child - visit the pool during the summer?						
First Visit	43	23%					
Less Than Once a Month	9	5%					
About Once a Month	15	8%					
Several Times a Month	71	37%					
Several Times a Week	51	27%					
Q5:	Do you or your child use other public pools in Brooklyn?						
Yes	74	39%					
No	114	60%					
No Answer	1	1%					
Q6:	Having a pool in Brooklyn Bridge Park is a valuable community resource.						
Strongly Agree	174	92%					
Somewhat Agree	9	5%					
Neutral	1	1%					
Somewhat Disagree	0	0%					
Strongly Disagree	0	0%					
No Answer	5	3%					

Q7:	Please rank your interest in the following features for this part of the park from 1-3, with 1 being the most important feature and 3 being the least important feature (133 full responses)*						
	Rank 1	Rank 1 %	Rank 2	Rank 2 %	Rank 3	Rank 3 %	
Pool	106	80%	21	16%	6	5%	
Lawn	12	9%	24	18%	97	73%	
Sprinkler	15	11%	88	66%	30	23%	

*56 responses were not counted due to failure to follow the instructions of the question.

Appendix C – Sample Petition

We urge the Brooklyn Bridge Park Corporation to save the Pop-Up Pool until there is a permanent pool in Brooklyn Bridge Park.

	NAME	ADDRESS	PHONE	EMAIL
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				

