



RECREATION PROGRAM ANALYSIS PART II: DATA ANALYSIS

Introduction

The Parks, Trails, Open Space and Recreation Plan will address how the City of Palo Alto is going to plan for, develop, and deliver recreation programs to meet the needs of an evolving community. The following analysis is primarily based on the City’s registration data from 2014 to 2015, which offers a snapshot of the ever-changing recreation programming offered by the City of Palo Alto.

This analysis builds upon the Recreation Program Analysis Part I that was developed early on in the PTOSR planning process to identify the division of responsibility for various recreation options offered within the Community Services Department as well as by private and community providers. The complete Recreation Program Analysis will be an important part of the Data and Needs Summary (combining all of the information sources) which will then inform recommendations for future programming in Palo Alto.

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Key Themes & Findings

The following is a high-level summary of notable findings and themes that emerged from the program data analysis.

- Palo Alto's largest program areas, based on participation numbers, are:
 - Sports, both Adult and Youth (Tables 5, 8, 12 and 13)
 - Youth and Teen Aquatics (Table 7)
 - Day Camps (Table 9)
- Camps, both those offered by the City and by contract providers, represent a large share of recreation offerings when measured by number of participants as well as the number of individual classes (see Tables 9, 12).
- Adult Sports have the highest level of participation of the adult program offerings, and most adult sports programs are at or over capacity (see Table 5).
- Middle School Athletic programs are largely over-capacity (see Table 8). The current policy of "everyone plays" is widely supported but makes expanding these programs difficult without sacrificing quality due to limited gym and field space.
- Several programs that are at or over capacity have some classes with waitlists, while other classes within the program are not full. This is likely due to the popularity of the times and days when the classes with waitlists are offered.*
- Academic Support Programs offered to youth and teens are typically operating under capacity (see Table 10).
- As the City cancels classes that are under capacity, such as in Adult Aquatics and Youth and Teen Aquatics (Tables 3 and 9), there may be the potential to fill the facility space; this is dependent on the flexibility of the space and the popularity of the time slot.
- Youth and Adult Sports programs are not easily expanded, regardless of popularity, due to facility and instructor/coach constraints (see Tables 5, 7, 8 and 11).

* The registration data tables show the percent of classes full or waitlisted at over 100% in some cases. The analysis process added together the number of classes that were indicated as full and the number with waitlists. Some classes are full and others are full with waitlists

- Programs at capacity with fewer facility constraints offer opportunities for expansion, including Opens Space and Outdoor Recreation programs (see Table 13) and Cross Country (see Table 8).
- Programs offered by the Art Center, the Junior Museum and Zoo and the Children's Theatre that are included in the registration system serve thousands of additional adults, youth and teens in their own programs. Many of these programs have waitlists, partly because of limited space in the specialized buildings associated with these divisions. Some are offered in buildings programmed by Recreation Services and coordination of schedule and demand for different types of programs.

Approach

The analysis below was based on raw data exported from the City's registration system (a reference pdf file of the raw data exports summarized here is available). This system collects data over time that allows Recreation Services to evaluate individual classes as well as categories of classes. The overall system was updated in 2014 and the data presented here is the total of the most recent year of program registrations, from Spring 2014 to Winter 2015.

A crucial performance indicator in recreation programming is minimum participation. This is the number of participants needed to achieve the cost recovery goals of each class. These goals are set based on the department's cost recovery policy and the individual class budget. If a class does not have enough registrants to meet this minimum, a decision must be made to either cancel the class or allow it to proceed.

To evaluate the capacity of Palo Alto's facilities and programs to meet demand, the project team reviewed and analyzed data on reservations, program registrations and waitlists as well as considered observations by staff and consultants.

The key data values summarized below are:

- Number of classes: the total number of classes that were held (not cancelled)
- Number of participants: count of registered participants
- Number of classes cancelled: classes offered in the program guide but later cancelled (primarily due to failing to meet the minimum registration)
- Number of classes under minimum: classes held even though the number of registrations did not meet the minimum registration level
- Number of full classes: classes registered completely full (capacity is based on room size or instructor limits)
- Number of classes with a waitlist: classes registered beyond the maximum

For the purposes of this analysis, capacity evaluation criteria are:

- Below-capacity: more than 33% of classes not meeting minimums
- At capacity: less than 33% not meeting minimums, up to 33% full or waitlisted
- Over capacity: More than 33% full or waitlisted, less than 10% of classes cancelled.

Based on available data, the planning team developed a set of measures to evaluate program components:

- Average participants/class: number of participants divided by number of classes offered.
- Percentage of classes offered that did not meet minimum registration: Number of classes divided by number of classes under minimum.
- Ratio of cancelled to scheduled classes: the number of cancelled classes divided by the total cancelled and the number of classes held.
- Percent of classes full or waitlisted: the total of the number of full classes and the number with a waitlist divided by the number of classes. This number will exceed 100% where many classes are both full and waitlisted.

In addition to the registration data, this analysis considers the Cubberley Community Advisory Committee's Report and Recommendations on the Future of Cubberley (2013). This report provides insights on field usage related to the City of Palo Alto's recreation programming and other users of Cubberley Community Center's fields, track, tennis courts, gymnasium and other indoor facilities.

Analysis and Findings by Program Area

Below is a summary of the status of each program area followed by registration data tables. The following components of the recreation program offerings are registered through the City's online registration system.

Adult Programming Components

- Adult Aquatics
- Adult Fitness
- Adult Special Interest Classes
- Adult Sports

Youth and Teen Programming Components

- Day Camps
- Middle School Athletics
- Youth and Teen Aquatics
- Youth and Teen Special Interest Classes
- Youth and Teen Sports
- Youth and Teen Sports Camps

Other Program Components

- Open Space/Outdoor Recreation
- Therapeutic Recreation
- Arts, performing arts, education programs at Cubberley Community Center

Adult Programming Components

- There was generally low participation in Adult Aquatics (see Table 3). The City offers more than 30 timeslots for private adult swim lessons. Over the past year, around 50% of classes or clinics were cancelled due to lack of instructors (the main instructor for these classes was unavailable due to medical issues).
- Most Adult Fitness classes were under capacity, with one-third of all classes held with fewer than the minimum number of participants. Pilates and Capoeira classes were particularly under capacity with 50% and 67% of the classes cancelled, respectively. Dance is the mostly widely offered class with the largest number of participants of any of the Adult Fitness classes: 26 classes with 213 participants. However, almost 50% of dance classes did not meet minimum registration (see Table 4).
- Adult Sports programs are running at capacity, with a total of 2,089 participants. Supplemental interviews with staff and adult sport representatives indicate that the demand is constrained by a

combination of field availability and the priority given to teams made up primarily of Palo Alto residents (see Table 5).

- The Cubberley Community Center Advisory Committee Report reinforces the constraints on field availability, stating that the Cubberley fields are used intensively on weekday afternoons and evenings as well as weekends, almost year-round. The Cubberley report estimates that 7,000 participants, 60%-to-90% of whom are Palo Alto residents, use the Cubberley fields each year. There were 46 tennis classes held including three classes that were full and four of classes that had a waitlist. In the tennis category, 22% of classes were cancelled.
- Adult Special Interest classes serve a relatively small number of total participants (180) in a limited range of specialized programs. Most of the Adult Special Interest classes were under their minimum participation, indicating that this category as a whole is well under capacity. Of the total 180 participants, 64% were registered in personal finance/retirement planning classes (see Table 6).

Table 3: Adult Aquatics

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum (not cancelled)	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	13	54	4.2	37	74%	4	31%	3	1	31%
Private Lessons	5	3	0.6	29	85%	2	40%	3	0	60%
Swim Class / Clinic	8	51	6.4	8	50%	2	25%	0	1	13%

Table 4: Adult Fitness

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	49	375	7.7	8	14%	16	33%	1	1	4%
Bodycare	8	29	3.6	1	11%	1	13%	0	0	0%
Capoeira	5	30	6.0	3	38%	0	0%	0	0	0%
Dance	26	213	8.2	3	10%	12	46%	0	0	0%
Pilates	1	2	2.0	1	50%	1	100%	0	0	0%
Tai-Chi	3	38	12.7		0%	0	0%	0	0	0%
Yoga	6	63	10.5		0%	2	33%	1	1	33%

* Registered adult fitness classes are supplemented by BOOST classes which are offered on a drop-in basis. This registration data does not reflect BOOST participation.

Table 5: Adult Sports

	# of Classes	# of Participants*	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	68	1621	23.8	19	22%	5	7%	6	4	15%
Basketball	8	516	64.5	1	11%	0	0%	1	0	13%
Lawn Bowling	2	84	42.0		0%	2	100%	0	0	0%
Soccer	1	72	72.0		0%	1	100%	0	0	0%
Softball	11	732	66.5	5	31%	0	0%	2	0	18%
Tennis	46	217	4.7	13	22%	2	4%	3	4	15%

* Adult team sports (basketball, soccer and softball) are registered by team and each team is assumed to have 12 participants, based on the average.

Table 6: Adult Special Interest Classes

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	35	180	5.1	4	10%	22	63%	0	0	0%
Languages	2	4	2.0	--	0%	0	0%	0	0	0%
Meditation	5	18	3.6	--	0%	5	100%	0	0	0%
Personal Finance/Retirement Planning	17	116	6.8	2	11%	12	71%	0	0	0%
Qigong Do	1	2	2.0	--	0%	0	0%	0	0	0%
Self Improvement	6	15	2.5	2	25%	5	83%	0	0	0%
Other	4	25	6.3		0%	0	0%	0	0	0%

Youth and Teen Programming Components

- Day Camps are one of the largest areas of programming offered by the City of Palo Alto, with more than 2,000 participants across more than 25 different camp programs (see Table 7).
- Overall, Day Camps are significantly over capacity with 58% of sessions either full or waitlisted and just 6% of sessions cancelled. Only three of the camps were below capacity. Most of the cancelled Day Camps during summer 2014 were in Camp Palo Alto, with 10 of 18 sessions cancelled (see Table 7).
- All of the Middle School Athletic programs are over capacity except for wrestling, and no programs were cancelled (see Table 8). It will be challenging to maintain the existing policy of “everyone plays,” without degrading the experience, for example by increasing the team size.
- Based on interviews with staff and community stakeholders, most Middle School Athletics programs are constrained by gym/court space and a shortage of coaches. Tennis, volleyball, and basketball are all constrained by the number of players on a court at any one time. Cross country is also over capacity but not as constrained by facilities, and so there may be room to grow these programs.

- Swim lessons are the City's largest Aquatic Programming area, with 573 lessons, 26% of which are full with a waitlist. The total number of reported participants is 4,384 (see Table 9).
- Aquatics programming is constrained by pool time and space, particularly at desirable times. The cancelled classes reflect a shortage of instructors, rather than a lack of interest.
- There is unmet demand for diving; 70% of diving classes have a wait list (see Table 9).
- Lego and Little Explorers Adventures programs were the most popular youth and teen special interest classes. More than 50% of classes were full and five of the classes had waitlists. The Little Explorers and Legos programs are over capacity while Chess Wizards and Etiquette classes are both largely under capacity (see Table 10).
- The academically-oriented classes including Writing/ Reading/Journalism are under capacity, with the exception of Public Speaking, which is just over capacity, and Math, which serves a very small population (four participants) (see Table 10).
- Most of the City's Youth and Teen Sports offerings are at capacity. Some of the basketball programming was cancelled due to low registration, while other classes had a waitlist. This is likely due to limited day and time offerings because of the constrained court capacity (see Table 11).
- Youth and Teen Sports Camps are offered through contracts with outside providers and serve a total of 924 participants. Most of these camps are at capacity. Track and field and volleyball are meeting demand; neither of these camps was under minimum registration and neither had waitlists (see Table 12).
- Soccer camps are the largest share of Sports Camps with 199 participants in 22 camps. However, Soccer Camps are alternatively under capacity (45% of camps did not meet minimums) or over capacity (14% of the camps had waitlists). These programs may have different attendance expectations for the contractors providing them; the primary concern or consideration for the City is that valuable field space is reserved and then not used (see Table 12).

Table 7: Day Camps

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	209	2212	10.6	14	6%	23	11%	53	69	58%
Academic Writing/Reading/Journalism	9	59	6.6	1	10%	2	22%	1	5	67%
Bay Camp	8	109	13.6	--	0%	1	13%	3	3	75%
Books and Bricks	1	25	25.0	--	0%	0	0%	1	0	100%
Brick Films	1	25	25.0	--	0%	0	0%	1	0	100%
Camp Chronos	4	53	13.3	--	0%	1	25%	1	3	100%
Camp Jive	5	50	10.0	--	0%	2	40%	0	0	0%
Camp Kinetic	12	179	14.9	--	0%	0	0%	4	9	108%
Camp Oceana	3	44	14.7	--	0%	0	0%	0	0	0%
Camp Palo Alto	8	126	15.8	10	56%	0	0%	1	1	25%
Camp Shoreline	20	197	9.9		0%	0	0%	3	12	75%
Chess Wizards	10	92	9.2	1	9%	4	40%	1	0	10%
CIT	21	98	4.7		0%	0	0%	7	1	38%
Communication Academy Open House	3	10	3.3	1	25%	3	100%	0	0	0%
Debate	4	22	5.5	--	0%	0	0%	2	4	150%
Foothills Day Camp	5	274	54.8	--	0%	0	0%	3	4	140%
Foothills eXtreme	1	26	26.0	--	0%	0	0%	0	1	100%
Foothills Fun Camp	5	271	54.2	--	0%	0	0%	2	4	120%
Freshman Leadership	4	24	6.0	--	0%	0	0%	3	4	175%
Math	4	26	6.5	--	0%	0	0%	0	2	50%
Natural Wonders	2	21	10.5	1	33%	1	50%	0	0	0%
Pre/Post Camp	51	174	3.4	--	0%	8	16%	6	0	12%
Public Speaking	16	76	4.8	--	0%	1	6%	8	8	100%
Ride the Niles Canyon Railway and Holiday Party	1	11	11.0	--	0%	0	0%	0	0	0%
Robotics	6	110	18.3	--	0%	0	0%	2	4	100%
Summer of Service	4	81	20.3	--	0%	0	0%	4	3	175%
Teen X-treme Camp	1	29	29.0	--	0%	0	0%	0	1	100%

Table 8: Middle School Athletics

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	55	1054	19.2		0%	0	0%	22	24	84%
Basketball	12	288	24.0	--	0%	0	0%	4	3	58%
Cross Country	3	127	42.3	--	0%	0	0%	2	2	133%
Flag Football	9	176	19.6	--	0%	0	0%	5	5	111%
Golf	3	17	5.7	--	0%	0	0%	2	2	133%
Tennis	3	5	1.7	--	0%	0	0%	2	3	167%
Track & Field	3	87	29.0	--	0%	0	0%	2	2	133%
Training Camp	1	19	19.0	--	0%	0	0%	0	1	100%
Volleyball	18	297	16.5	--	0%	0	0%	5	6	61%
Wrestling	3	38	12.7	--	0%	0	0%	0	0	0%

Table 9: Youth and Teen Aquatics

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	606	4629	7.6	124	17%	161	27%	151	147	49%
Diving	10	99	9.9		0%	0	0%	3	7	100%
Lifeguard Training	14	95	6.8		0%	0	0%	0	0	0%
Swim Lessons	573	4384	7.7	124	18%	160	28%	148	140	50%
Water Polo	9	51	5.7		0%	1	11%	0	0	0%

Table 10: Youth and Teen Special Interest

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	116	809	7.0	28	19%	27	23%	36	32	59%
A Day at Little Explorers	4	61	15.3		0%	0	0%	2	4	150%
Academic Writing/Reading/Journalism	4	6	1.5	2	33%	2	50%	0	0	0%
Chess Wizards	1	14	14.0	1	50%	0	0%	0	0	0%
College	3	11	3.7		0%	3	100%	0	0	0%
Etiquette	2	3	1.5	6	75%	1	50%	0	0	0%
Ice Skating	4	18	4.5		0%	1	25%	1	1	50%
Lego	13	71	5.5	1	7%	0	0%	7	5	92%
Little Explorers Adventures	8	120	15.0		0%	0	0%	5	5	125%
Maman et moi learn French	2	10	5.0		0%	0	0%	0	0	0%
Math	2	4	2.0		0%	0	0%	0	0	0%
Public Speaking	2	9	4.5	1	33%	0	0%	0	1	50%
Other	1	6	6.0		0%	0	0%	1	0	100%

Table 11: Youth and Teen Sports

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	171	1415	8.3	41	19%	21	12%	38	27	38%
Basketball	10	97	9.7	6	38%	3	30%	0	3	30%
Capoeira	4	35	8.8	--	0%	0	0%	0	0	0%
Karate	--	--	--	3	100%	--	--	--	--	--
Soccer	76	931	12.3	18	19%	12	16%	7	4	14%
Tennis	80	351	4.4	10	11%	6	8%	31	20	64%
U Jam	--	--	--	1	100%	--	--	--	--	--

Table 12: Youth and Teen Sports Camps

	# of Classes	# of Participants	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	86	924	10.7	24	22%	15	17%	19	30	57%
Basketball	4	60	15.0	1	20%	0	0%	0	0	0%
Flag Football	3	62	20.7	--	0%	0	0%	0	0	0%
Golf	2	30	15.0		0%	0	0%	0	2	100%
Gymnastics	16	113	7.1	8	33%	0	0%	6	14	125%
Minihawks Camp	9	131	14.6	2	18%	2	22%	0	0	0%
Multisport Camp	9	110	12.2	5	36%	2	22%	2	4	67%
Rock Climbing	5	35	7.0	5	50%	0	0%	2	5	140%
Soccer	22	199	9.1	3	12%	10	45%	2	1	14%
Tennis	11	100	9.1		0%	1	9%	7	4	100%
Track & Field	1	21	21.0	--	0%	0	0%	0	0	0%
Volleyball	4	63	15.8	--	0%	0	0%	0	0	0%

Other Programming Components

- Open Space and Outdoor Recreation classes are generally at capacity with no cancelled classes and only one hiking class that did not meet minimums. Fishing classes are at capacity and all four classes offered had a waitlist. Hiking classes are the City’s most frequently offered classes with 15 classes offered, four of which were at capacity (see Table 13).
- Palo Alto’s community gardens have been at capacity with waitlists for the past several years. However, according to program staff and volunteers, there was some space that became available this year, in part due to reducing the size of the plots (and thereby increasing the number).
- The Omega Club is a City therapeutic recreation program with a limited number of events. The program is an active social group for adults with special needs. The six events captured in the registration system averaged around 8 participants. While the registration data shows these classes as full, additional capacity is available based on staff input.

- Palo Alto’s Arts and Science programs were not analyzed as part of the PTOSR planning process. However, they are important services offered by the City and in some cases these programs are housed within facilities programmed by Recreation Services. See Tables 14, 15, and 16 for registration information for the various age groups served by programs at the Art Center, Junior Museum and Zoo and the Children’s Theater.
- Cubberley Community Center also offers art, music and dance programs through partners who lease space in the facility. These programs are outside of Palo Alto’s registration system. The Cubberley Community Center Advisory Committee published an extensive analysis of the uses and potential of the facility which includes data about the participation in these programs. For example, Dance Connection serves approximately 2,000 students while academic, tutoring, science education, language, and cultural programs offered at Cubberley serve approximately 4,200 people annually.

Table 13: Open Space and Outdoor Recreation

	# of Classes	# of Participants*	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	25	225	9.0	--	0%	1	4%	6	8	56%
Canoe Trips	2	15	7.5	--	0%	0	0%	1	0	50%
Fishing	4	59	14.8	--	0%	0	0%	3	4	175%
Gardens	2	1	0.5	--	0%	0	0%	0	0	0%
Harvest Festival	1	8	8.0	--	0%	0	0%	0	0	0%
Hiking	15	127	8.5	--	0%	1	7%	1	4	33%
Hunting	1	15	15.0	--	0%	0	0%	1	0	100%

Table 14: Fine Arts/Art Center

	# of Classes	# of Participants*	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	229	2279	10.0	49	18%	24	10%	73	61	59%
Adult	72	751	10.4	19	21%	11	15%	6	4	14%
Preschool	23	226	9.8	5	18%	4	17%	7	6	57%
Kids	117	1205	10.3	12	9%	3	3%	60	49	93%
Teens	17	97	5.7	13	43%	6	35%	0	2	12%

Table 15: Children's Theatre/Performance Arts

	# of Classes	# of Participants*	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/ Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Total	232	1136	4.9	69	23%	62	27%	55	34	38%
Adult	4	65	16.3		0%	0	0%	0	0	0%
Preschool	76	447	5.9	48	39%	24	32%	7	10	22%
Kids	123	572	4.7	9	7%	33	27%	29	21	41%
Teens	29	52	1.8	12	29%	5	17%	19	3	76%

Table 16: Science/ Junior Museum and Zoo

	# of Classes	# of Participants*	Average Participants/Class	# of Classes Cancelled	% of Classes Cancelled/Classes Scheduled	# of Classes Under Minimum not cancelled	% of classes offered not meeting minimums	# Full Classes	# of Classes with Waitlist	% of Classes Full or Waitlisted
Grand Total	93	771	8.3	15	14%	22	24%	29	33	67%
Youth and Teens	71	477	6.7	15	17%	20	28%	20	16	51%
Science Camp	8	90	11.3	--	0%	1	13%	4	5	113%
Zoo Camp	9	137	15.2	--	0%	0	0%	5	8	144%
Jurassic Camp	5	67	13.4	--	0%	1	20%	0	4	80%

Drop-In Programming

In addition to registered classes, Palo Alto offers two main pay-per-use, drop-in activities. Both swimming and BOOST! fitness programs are sold in 10-use packages that allow participants to choose the sessions and schedule that work for them (within the scheduled times for these activities). These drop-in programs were analyzed by use patterns, rather than scheduling and registration. The following tables summarize the use of 10 swim/class packages over the course of the last year (April 2014 – March 2015).

- Adult drop-in swimming makes up over 60% of the total uses (see Table 17). Participation ramps up in spring and reaches a peak in July that is nearly double the off-season use.
- Senior drop-in swimming follows a similar pattern as Adults, while Youth drop-ins are primarily a summer use (June-August corresponding to the school vacation).
- BOOST! Programming is most popular with seniors (see Table 18) who make up 86% of all pass use. The peak in use is in the new year (January through March) falling off in the late summer and fall.

Table 17: Aquatics 10-Swim Packages

	January	February	March	April	May	June	July	August	September	October	November	December	2014-15 Total
Grand Total	1676	1496	1828	1994	2153	2755	3611	2742	2148	1908	1504	1472	25287
Adult (18-59)	1048	968	1239	1280	1421	1536	1984	1540	1373	1195	931	904	15419
Senior (60+)	609	520	566	708	696	696	892	843	683	698	559	549	8019
Youth (3-17)	19	8	23	6	36	523	735	359	92	15	14	19	1849

Table 18: BOOST! 10-Class Packages

	January	February	March	April	May	June	July	August	September	October	November	December	2014-15 Total
Grand Total	735	729	743	686	621	681	601	371	379	564	601	446	7157
Adult (18-59)	97	61	107	93	88	89	97	87	53	91	80	49	992
Senior (60+)	638	668	636	593	533	592	504	283	326	473	521	397	6164
Student								1					1