

Wave Waterpark Needs Assessment

City Council Meeting





200+ Strategic and Master Plans

30+ in California

20% of CAPRA + Gold Medal Winners

Work - 6 continents

Who Are We?

OUR VISION

A more inclusive and innovative
future for all

OUR MISSION

To help communities prepare for
what's next

OUR VALUES

Inclusion

+

Innovation

+

Information

=

Inspiration



Some of Our Projects:



Wild Rivers Waterpark, Irvine



2004 Olympic Trials, Long Beach



Elk Grove Aquatics Center



Emerald Glen AC, Dublin

Who Are We?



Some of Our Projects:



William Wagner AC, Oceanside
**Southwestern Community College-
Chula Vista**



El Centro Aquatics Center



Alga Norte AC, Carlsbad



Who Are We?

Wave Waterpark Needs Assessment:



Agenda:

- 💧 Overview of North San Diego Aquatic Facilities and Current Trends in Municipal Aquatic Centers
- 💧 Summary of Needs Assessment of the Wave Waterpark
- 💧 Survey Data
- 💧 Next Steps

NORTH COUNTY SAN DIEGO SWIMMING POOLS



OTHER POOL

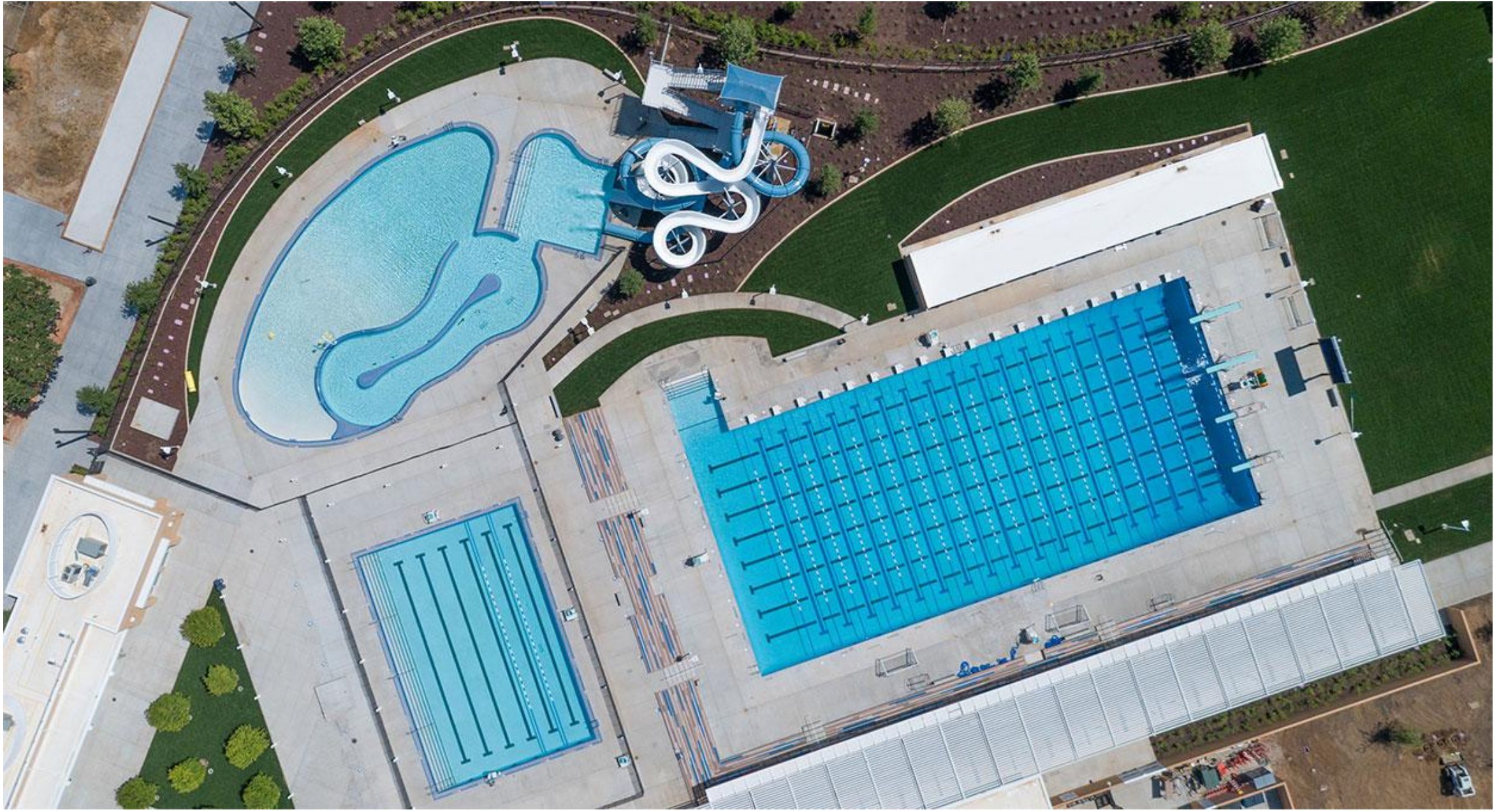


MUNICIPAL POOL

Trends: Municipal Waterparks



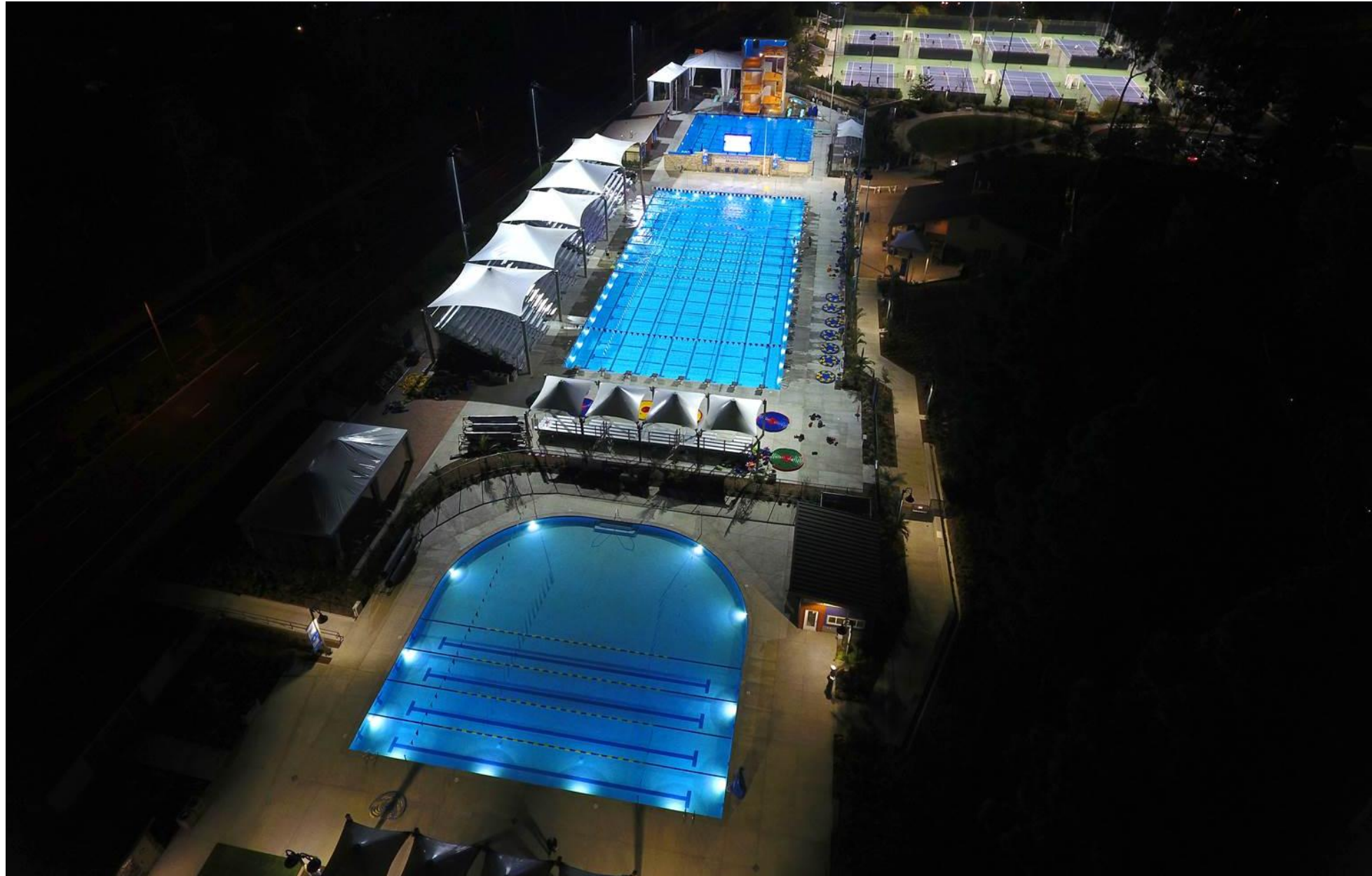
Trends: Multi-Pool Aquatic Centers



Trends: Multi-Pool Aquatic Centers



Trends: Competition / Fitness Aquatics



Trends: Competition / Fitness Aquatics



Trends: Indoor / Outdoor Aquatic Centers



Trends: New Attractions



Trends: Inflatables and Obstacle Courses



Trends: Moving Water



Trends: Thrill Attractions



Trends: Body Boarding and Stationary Waves



Trends: Interactive Structures



Trends: Warm Water / Therapy / Instructional Pools



Wave Waterpark Needs Assessment:



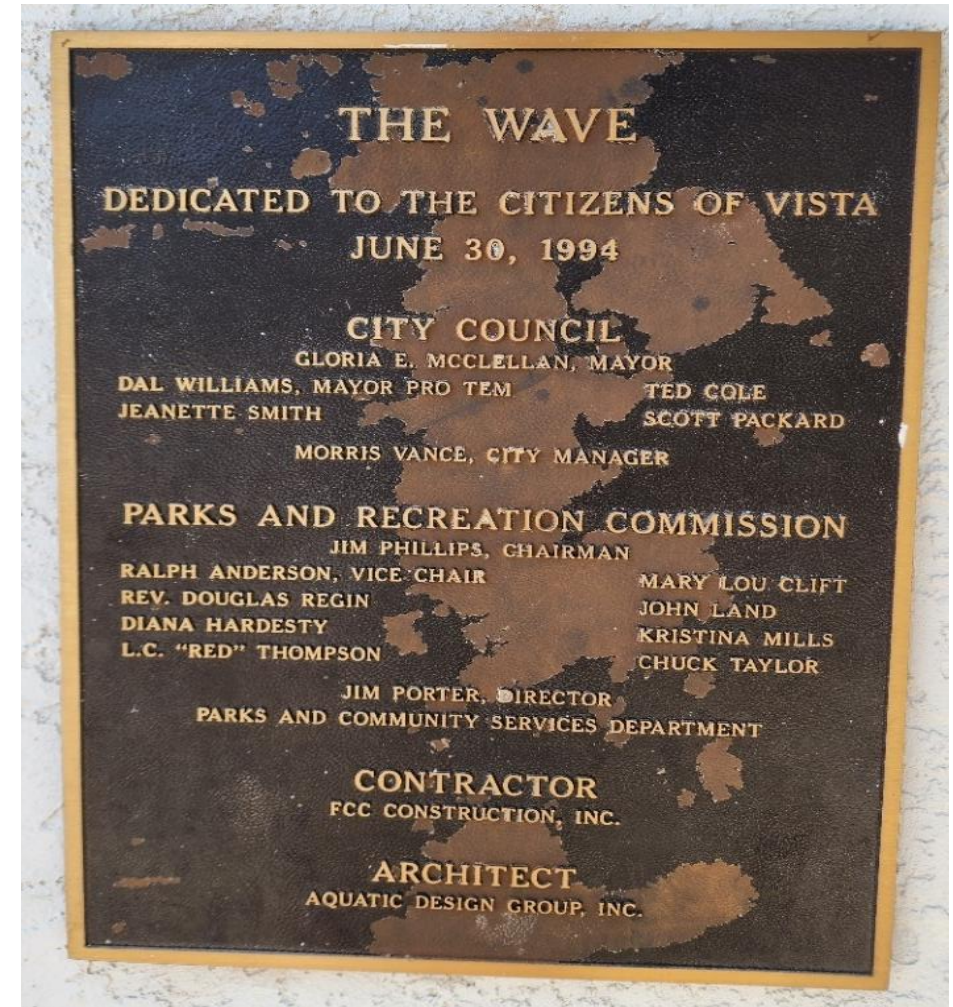
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Wave Waterpark History:



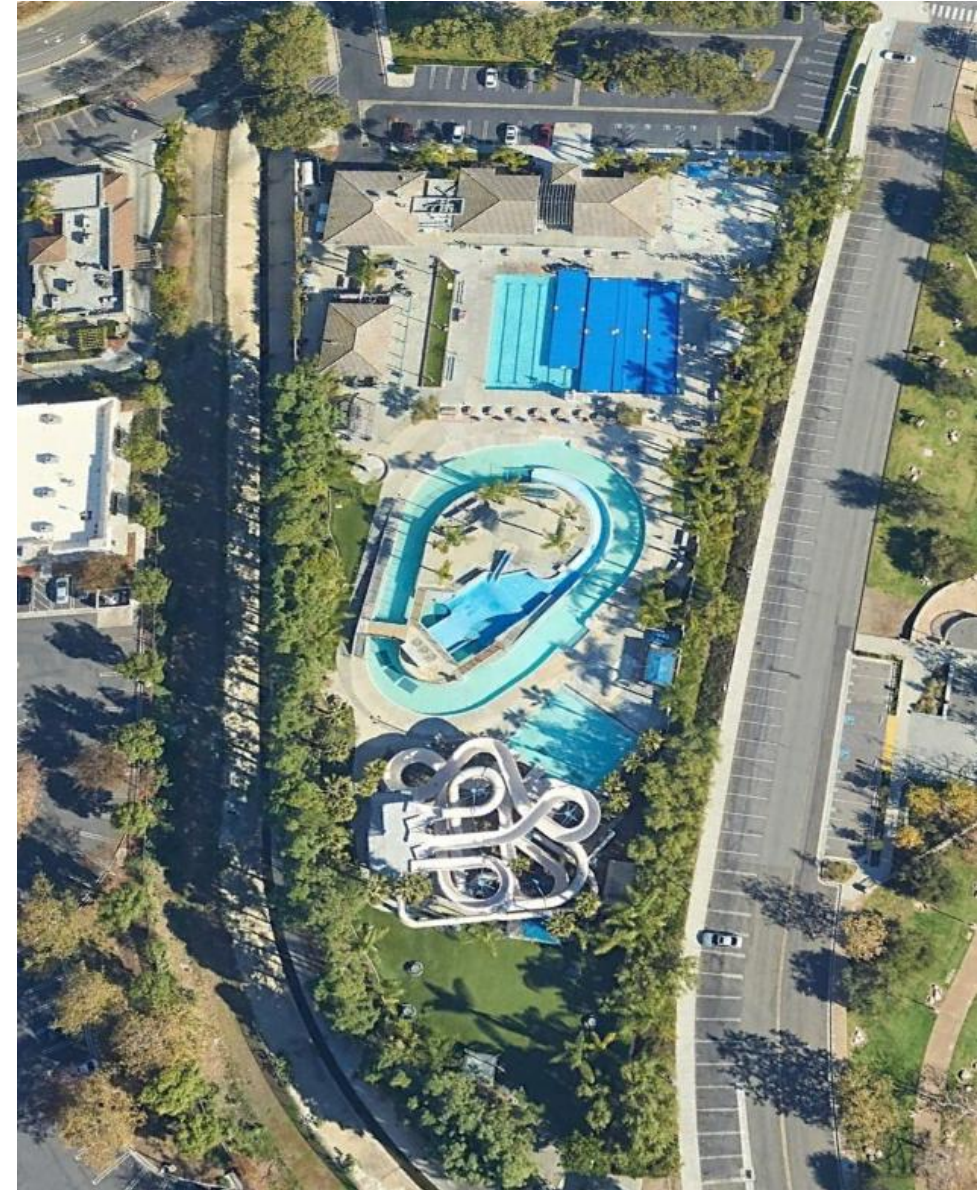
- 💧 Originally constructed and opened in 1994
- 💧 First Municipal Waterpark in San Diego
- 💧 Home of the Worlds first FlowRider
- 💧 Many Renovations Over 30 Years of Operation
- 💧 Increased Competition Locally and Regionally



Summary of Findings:



- Significant Renovation Projects Will Need to Be Completed to Keep Facility Safe and Operable
 - Mix of code requirements / violations and safety and maintenance concerns.
 - Potential upgrades to increase user and staff experience
 - Potential replacements to increase revenue opportunities and reduce operational costs



Summary of Findings:



💧 Locker Rooms

- Fixture count compliant (with the exception of showers)
- Aging infrastructure
- Lack of gender neutral / family / companion care spaces



Summary of Findings:



💧 Pool Deck

- Rough, slippery, and rusty components
- All lower deck area in worse condition than upper deck area



Summary of Findings:



💧 Pool Finishes

- Rough finish in Lap Pool and Activity Pool
- Signs of oxidized and rusty rebar and surface delamination



Summary of Findings:



💧 Waterslide Complex and Receiving Pool

- Tower recently rebuilt
- Slides, slide supports, and slide pumps require attention



Summary of Findings:



💧 FlowRider

- Many original components and original design
- Difficult to maintain and keep operational
- Lacks modern amenities on island



Summary of Findings:



- 💧 The City has done an amazing job at keeping this facility up and running and in such good shape for the last 30 years. Unfortunately, a significant capital investment is now needed to continue to provide the experiences the public expects at the Wave Waterpark.



Wave Waterpark Needs Assessment:



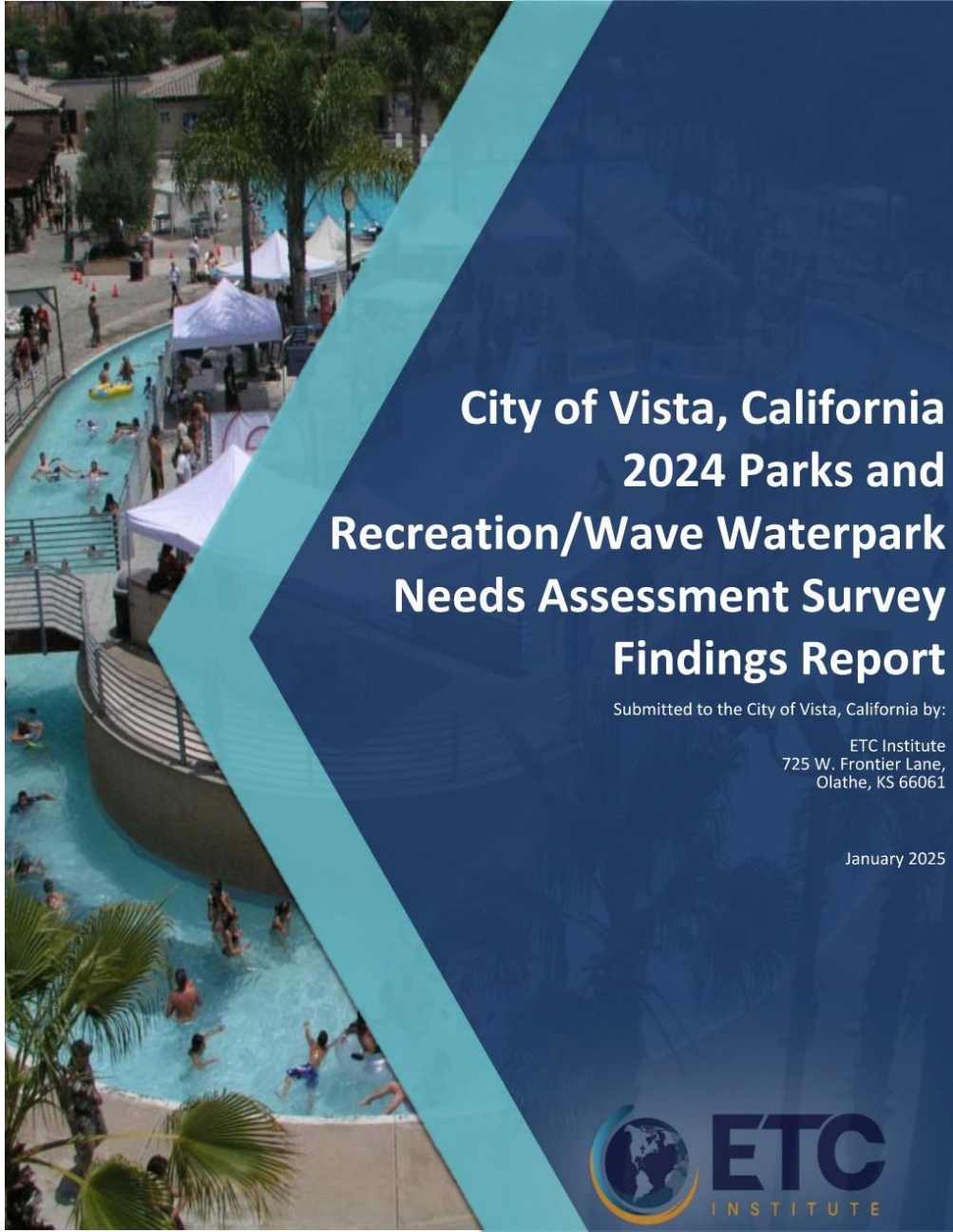
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Survey Results



City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Sur



City of Vista, California 2024 Parks and Recreation/Wave Waterpark Needs Assessment Survey Findings Report

Submitted to the City of Vista, California by:

ETC Institute
725 W. Frontier Lane,
Olathe, KS 66061

January 2025



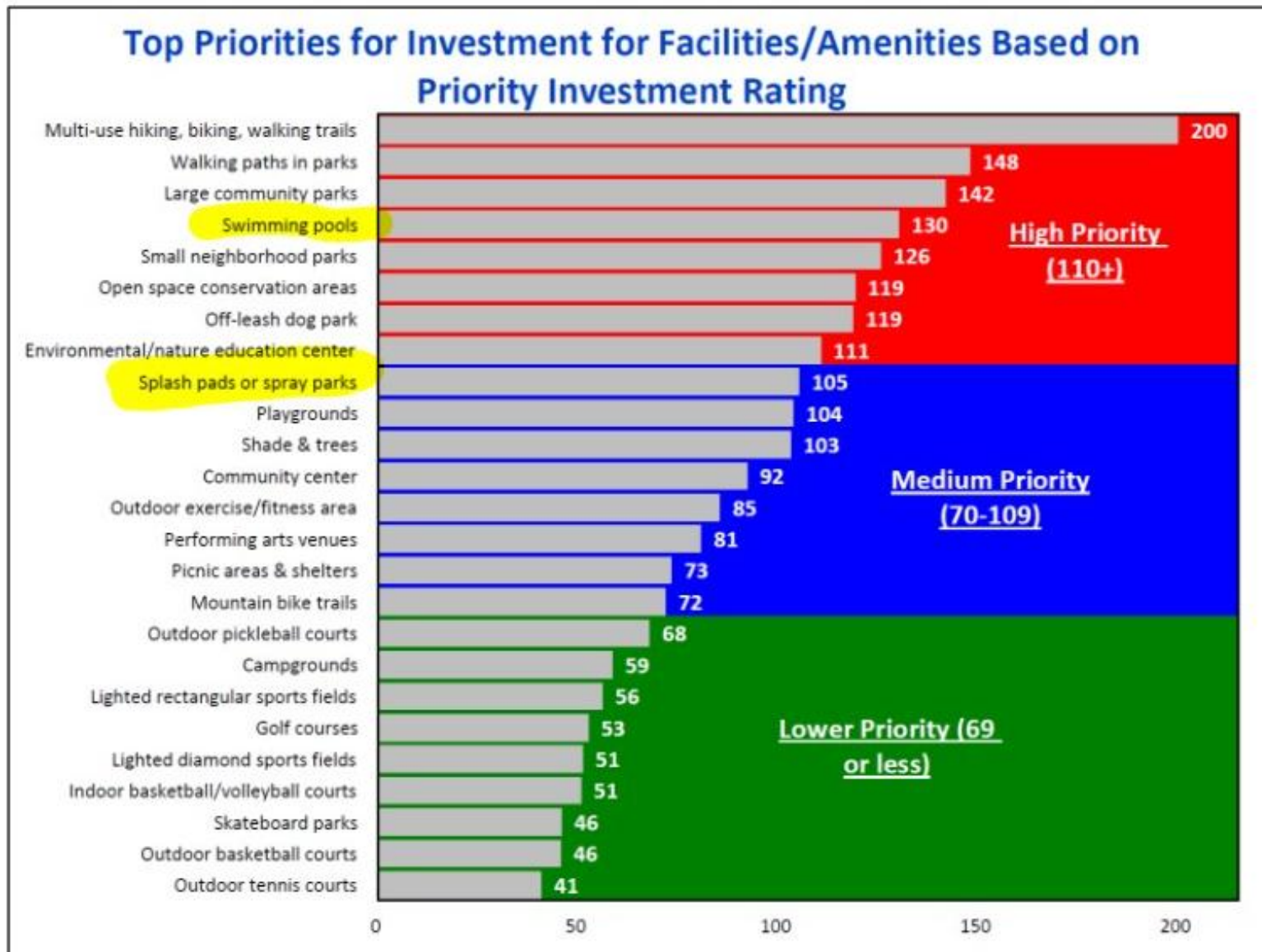
Facilities/Programs Use

Wave Waterpark Use: Fifty-seven percent (57%) indicated that they have visited the Wave Waterpark. 5% rated the physical condition excellent, 47% rated the physical condition good, 37% rated fair, and 10% rated poor. The top programs/activities respondents have participated in at the Wave Waterpark are: lazy river (81%), waterslides (68%), and FlowRider (41%). Based on the sum of top 4 choices, the programs/activities that are most important to households are: lazy river (73%), waterslides (60%), and swim lessons (39%).

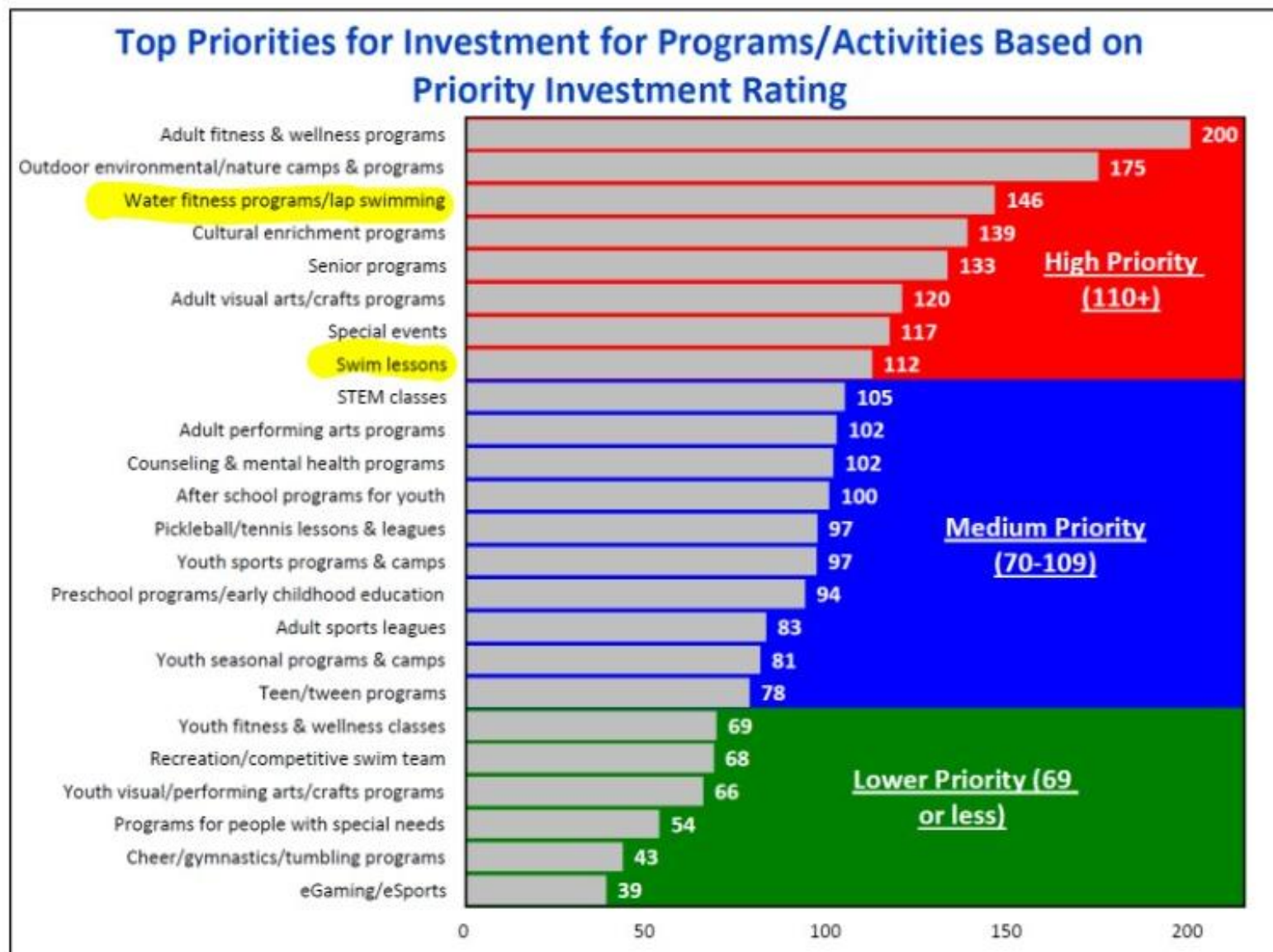
Facilities Use: Eighty-seven percent (87%) indicated that they have visited a facility in the past year. 13% rated the physical condition excellent, 57% rated the physical condition good, 26% rated fair, and 4% rated poor. The common barriers that have prevented respondents from attending facilities often were: lack of amenities we want to use (30%), do not feel safe using parks/facilities (25%), and use parks/facilities in other cities/county (22%).

Programs Use: Forty-eight percent (48%) of respondents indicated that they have participated in a program/event (offered by the City of Vista Recreation and Community Services Department). 26% rated the overall quality excellent, 55% rated the overall quality good, 16% rated fair, and 3% rated poor. The common barriers that have prevented respondents from participating in programs more often are: I don't know what is offered (38%), too busy/not interested (24%), and program times are not convenient (19%).

Survey Results



Survey Results



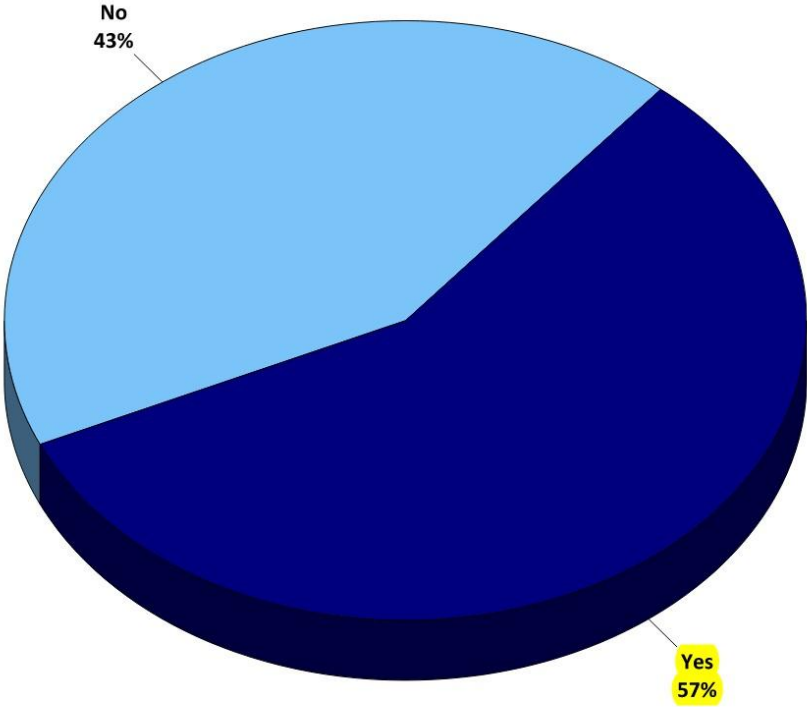
Survey Results



City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Survey

Q2. Have you/your household visited the Wave Waterpark?

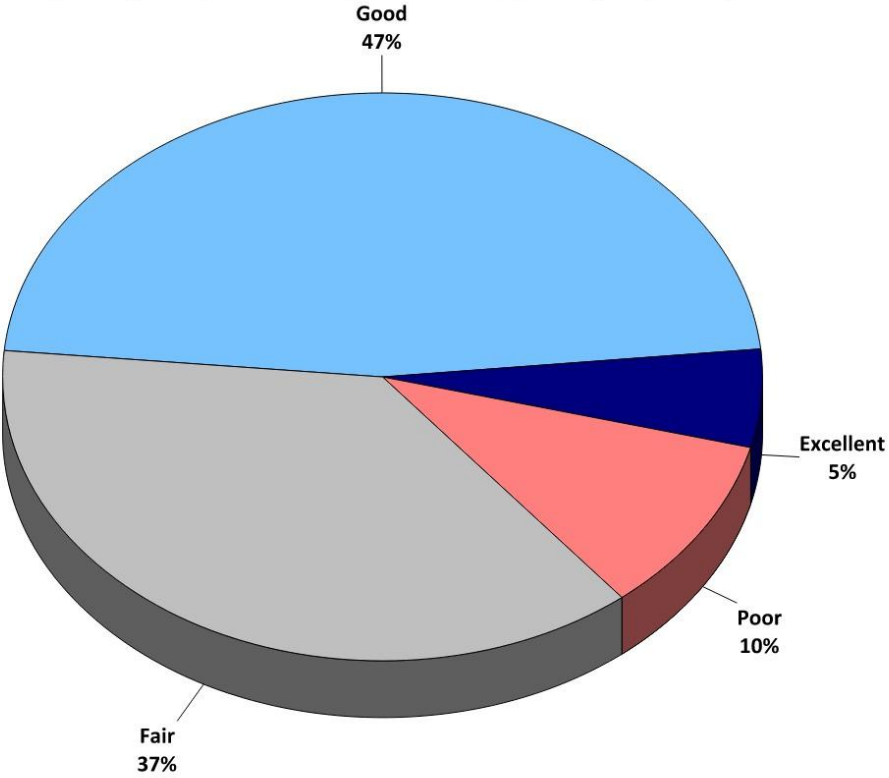
by percentage of respondents



City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Survey

Q2a. Overall, how would you rate the physical condition of the Wave Waterpark?

by percentage of respondents who responded "YES" to Q2 (excluding "not provided")



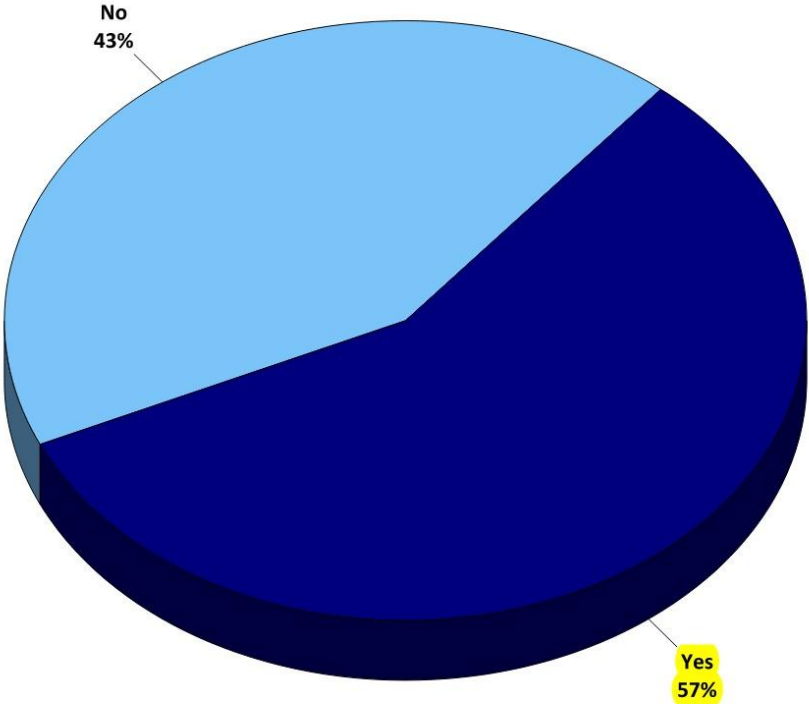
Survey Results



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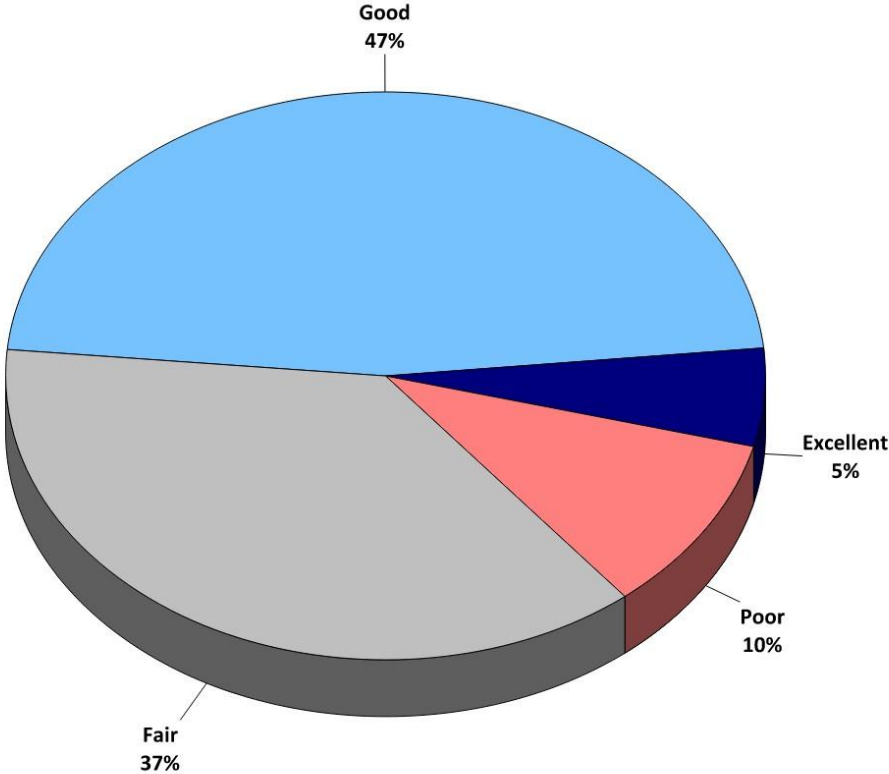
by percentage of respondents



City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Survey

Q2a. Overall, how would you rate the physical condition of the Wave Waterpark?

by percentage of respondents who responded "YES" to Q2 (excluding "not provided")



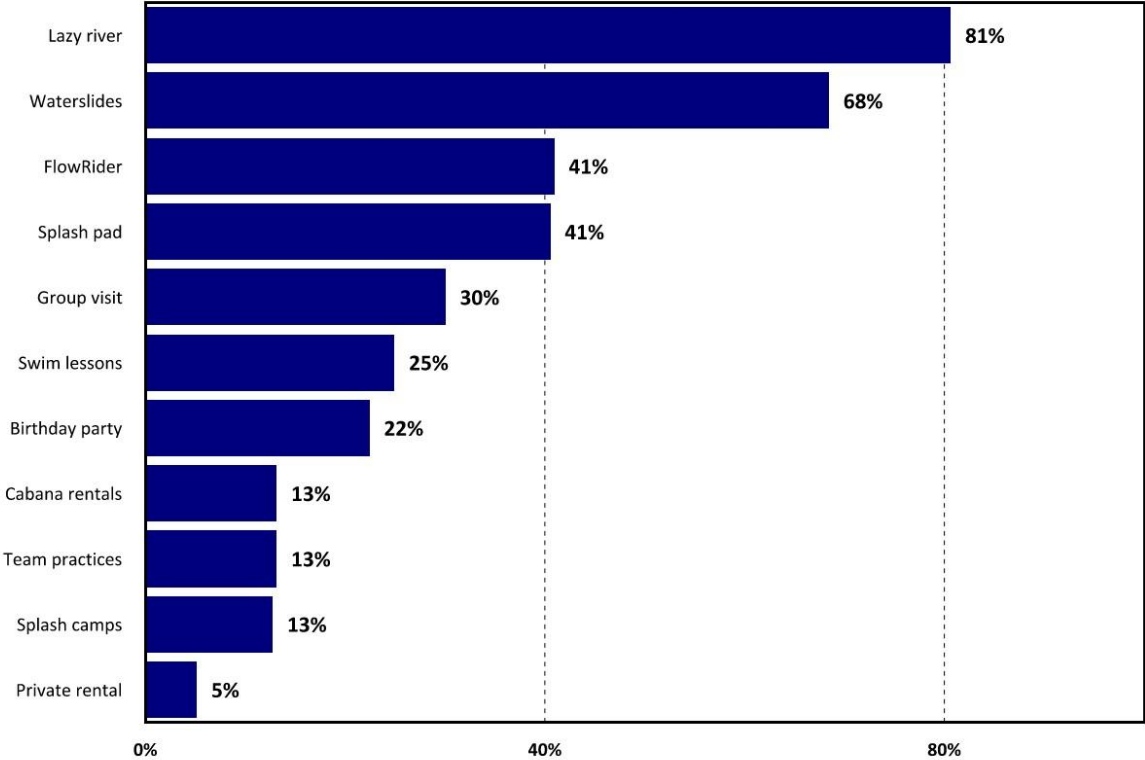
Survey Results



City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Survey

Q2b. Please check all the following programs/activities you/your households have participated in at the Wave Waterpark.

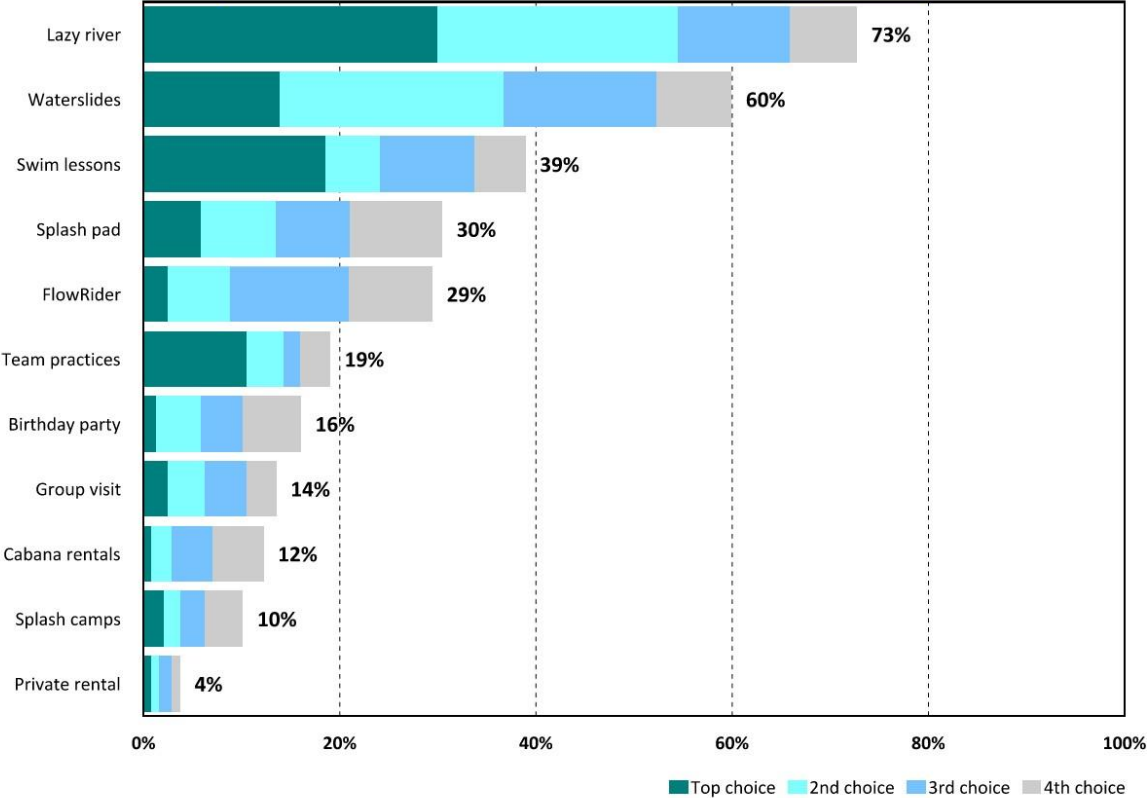
by percentage of respondents who responded "YES" to Q2 (multiple selections could be made)



City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Survey

Q2c. Which four programs/activities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



Survey Results

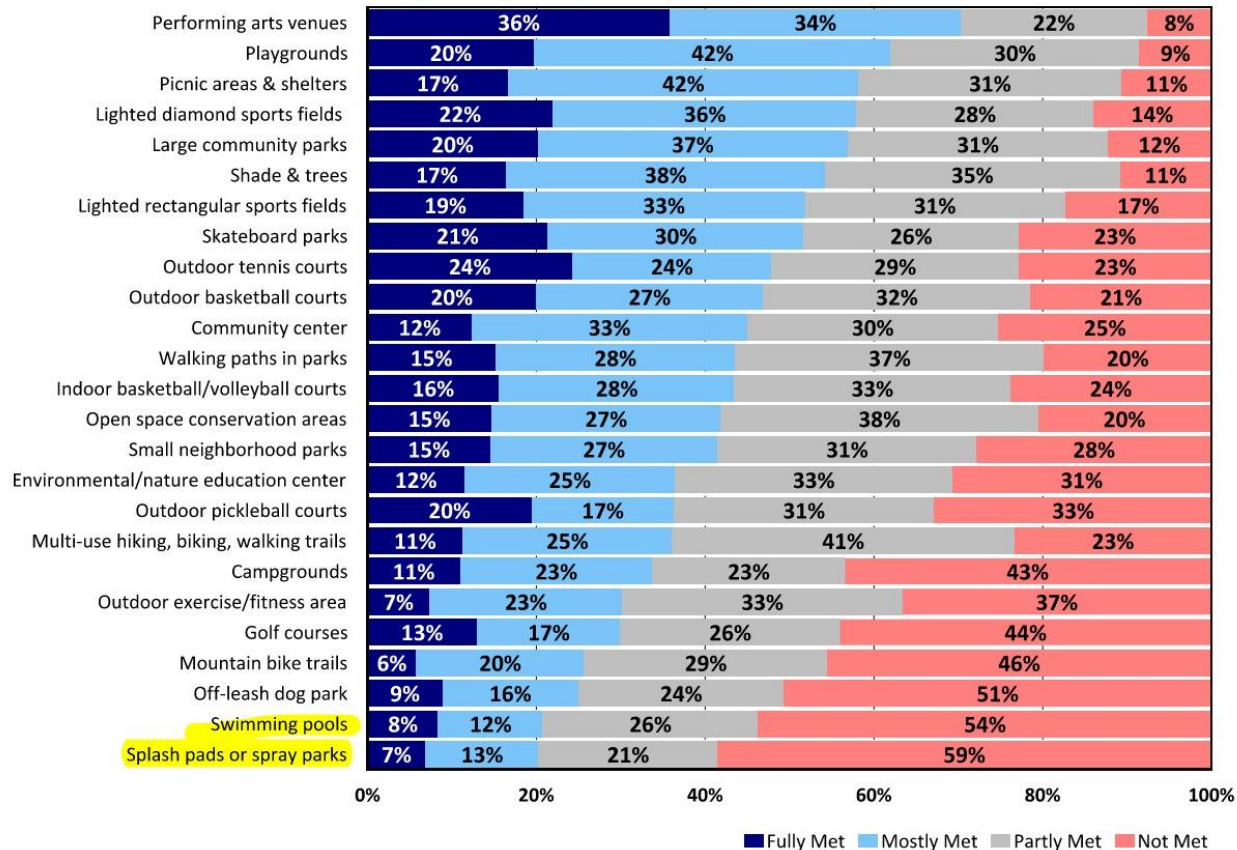


City of Vista Parks and Recreation/Wave Waterpark Needs Assessment Survey

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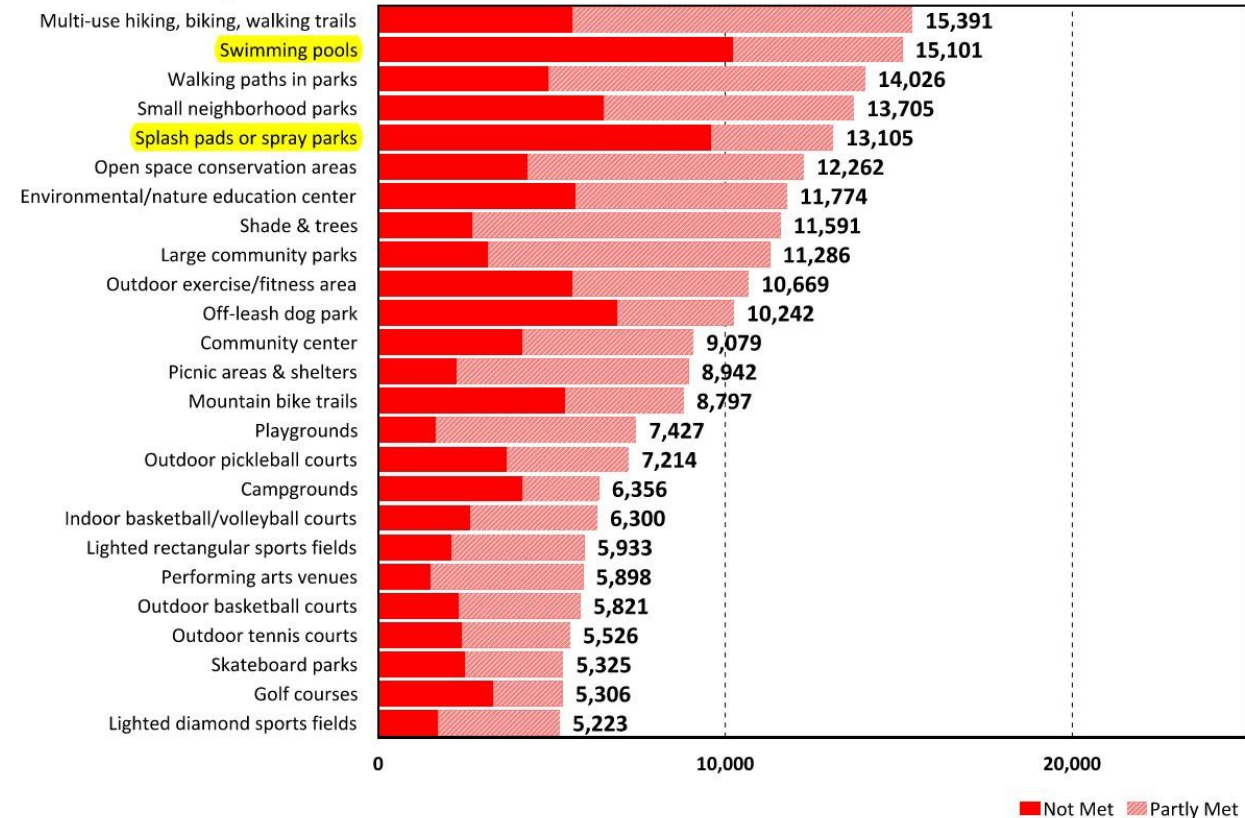
Q10c. How well needs are being met for various facilities/amenities.

by percentage of respondents (excluding "no need")



Q10d. Estimated number of households in Vista whose facility/amenity needs are only "partly met" or "not met".

by number of households with need based on an estimated 31,321 households in the City of Vista

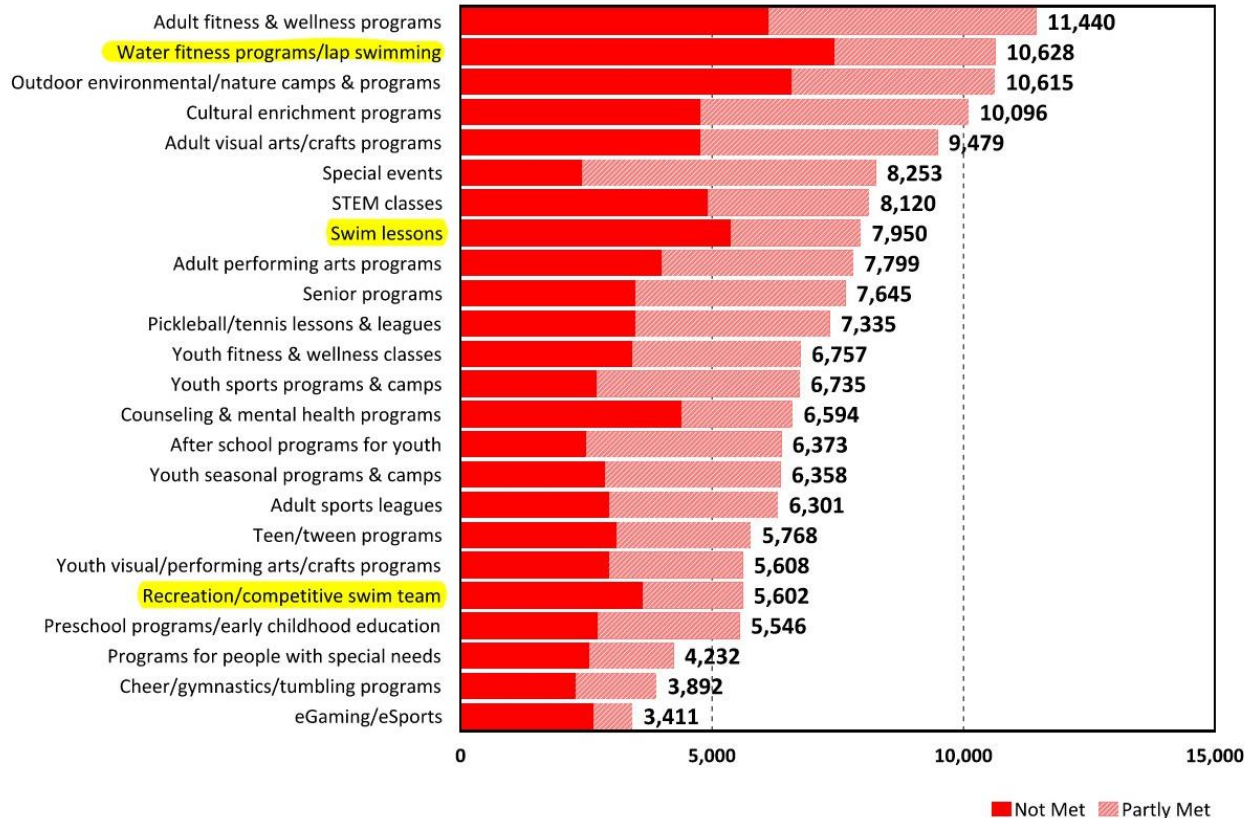


Survey Results



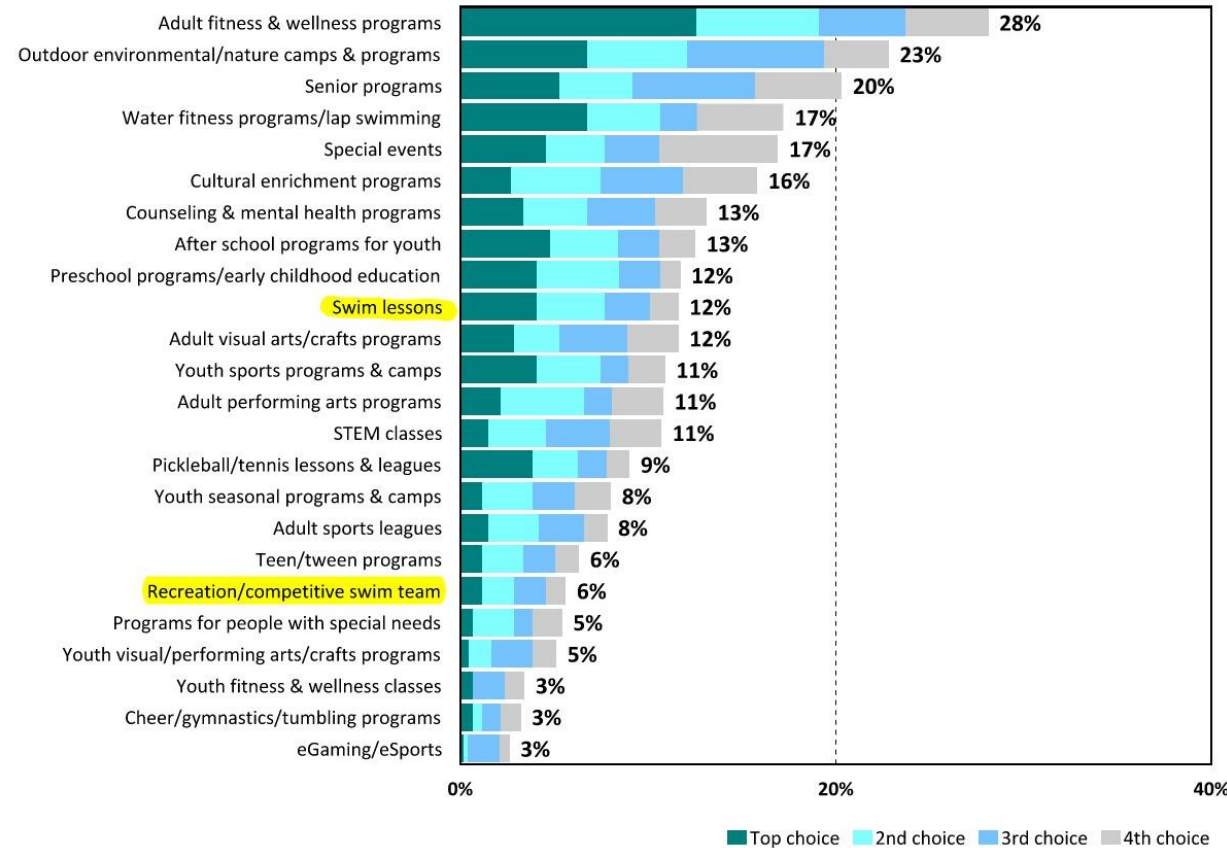
Q12d. Estimated number of households in Vista whose program/activity needs are only “partly met” or “not met”.

by number of households with need based on an estimated 12,865 households in the City of Vista



Q13. Which four programs/activities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



Placer AI Data

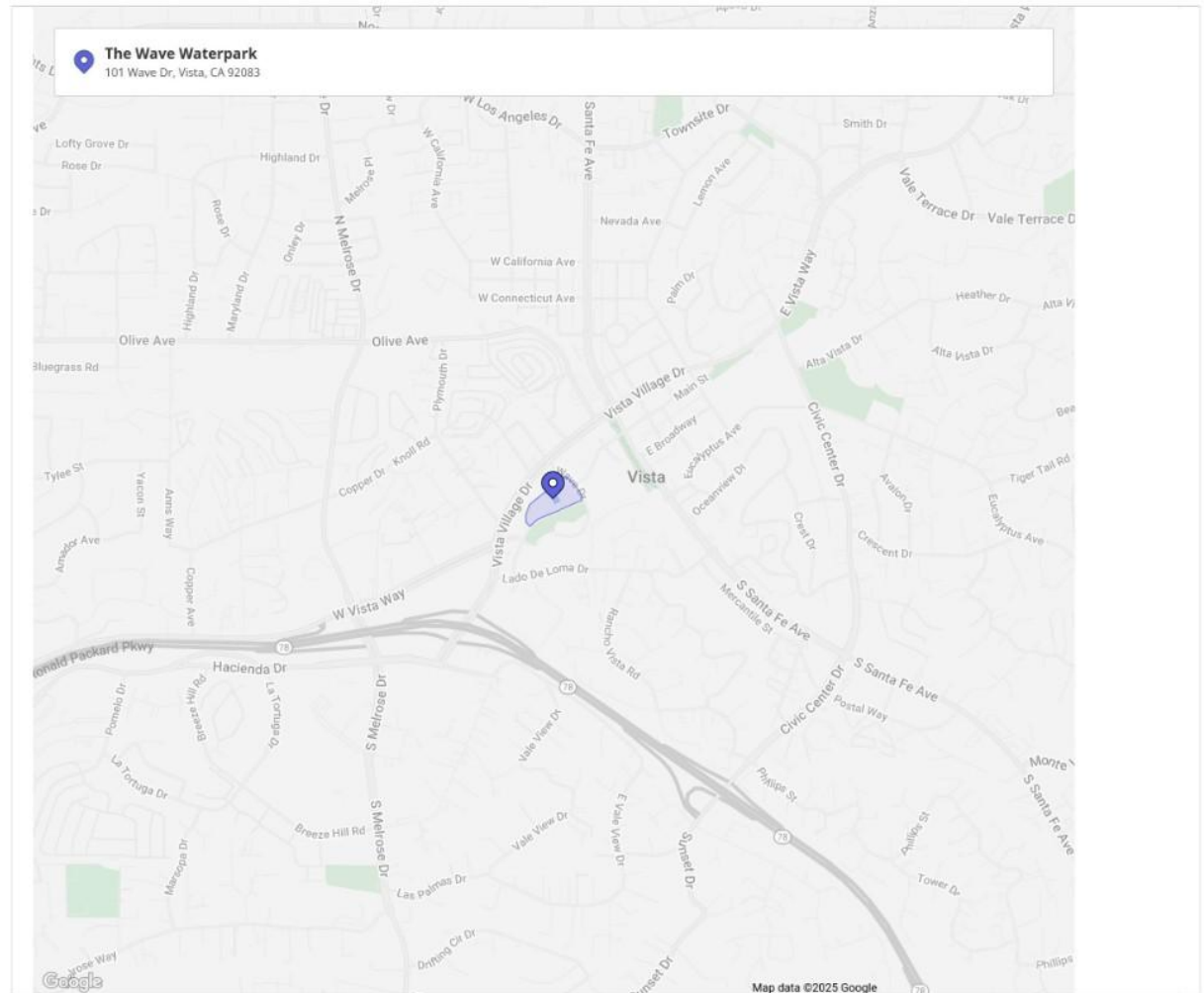


- Placer AI collects information on users that can be quite helpful to better understand who is visiting, where they live, and what they do before and after leaving The Wave Waterpark.



Event Template

Jan 1 - Dec 31, 2024



Survey Results



💧 In 2024 The Wave Waterpark had increased attendance primarily centered around the summer season.



Event Template
Jan 1 - Dec 31, 2024



Metrics

The Wave Waterpark
101 Wave Dr, Vista, CA 92083

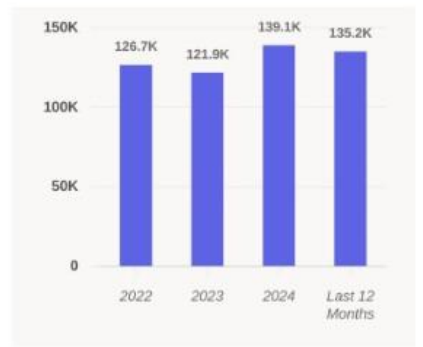
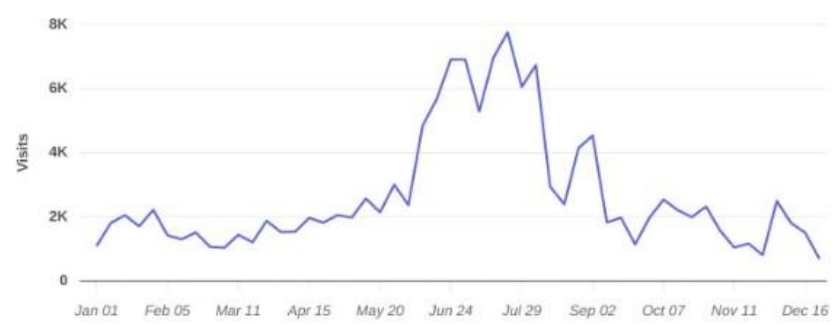
Visits	139.1K	Visits YoY	+14.1%
Visitors	62.3K	Visits Yo2Y	+9.8%
Visit Frequency	2.37	Visits Yo3Y	+18.3%
Avg. Dwell Time	106 min		

Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

The Wave Waterpark
Wave Dr, Vista, CA



Weekly | Visits | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Survey Results



Event Template

Jan 1 - Dec 31, 2024



💧 The Wave Waterpark has a considerable economic impact outside of money and time spent at the park itself.

Prior / Post Compare					
The Wave Waterpark / Wave Dr, Vista, CA					
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Home	34.6%	1	Home	44.1%
2	Dining	9.7%	2	Dining	12.2%
3	Leisure	5.9%	3	Shops & Services	5.5%
4	Shops & Services	5.7%	4	Shopping Centers	4.4%
5	Work	4.9%	5	Leisure	3.5%
6	Shopping Centers	3.8%	6	Work	2.8%
7	Residential	1.4%	7	Residential	2.7%
8	Groceries	1.1%	8	Groceries	2%
9	Medical & Health	0.8%	9	Superstores	1%
10	Superstores	0.8%	10	Medical & Health	0.9%
11	Other	0.6%	11	Beauty & Spa	0.6%
12	Hotels & Casinos	0.5%	12	Workplace	0.6%
13	Apparel	<0.5%	13	Hotels & Casinos	0.5%
14	Beauty & Spa	<0.5%	14	Other	0.5%
15	Travel	<0.5%	15	Apparel	<0.5%
16	Workplace	<0.5%	16	Fitness	<0.5%
17	Home Improvements & Furnishings	<0.5%	17	Home Improvements & Furnishings	<0.5%
18	Fitness	<0.5%	18	Electronics	<0.5%

Survey Results



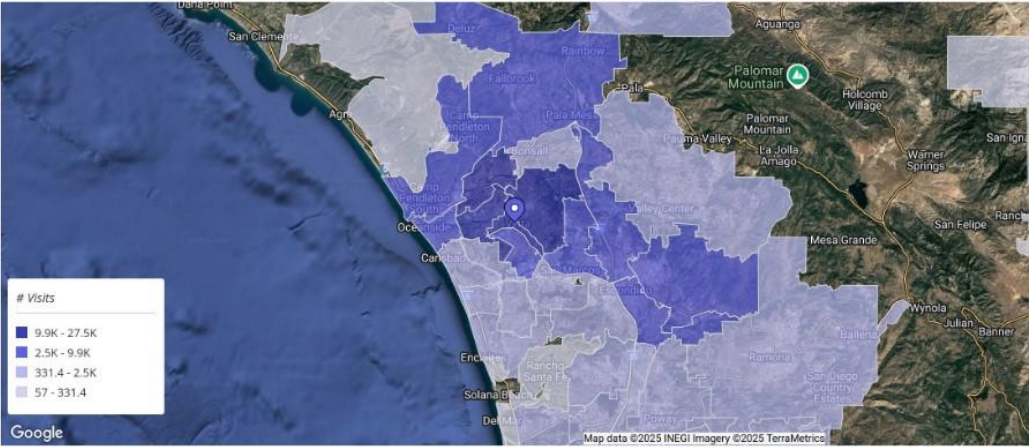
Event Template

Jan 1 - Dec 31, 2024

Almost 37% of users travelled to The Wave Waterpark from Vista. Oceanside was second with close to 27%.

Visitors By Origin

The Wave Waterpark
101 Wave Dr, Vista, CA 92083



The Wave Waterpark
101 Wave Dr, Vista, CA 92083

Zipcode / City	Visits (% of Total)
92084 Vista, CA	27.5K (19.8%)
92057 Oceanside, CA	15.6K (11.2%)
92083 Vista, CA	15K (10.8%)
92056 Oceanside, CA	13.8K (9.9%)
92081 Vista, CA	8.9K (6.4%)
92054 Oceanside, CA	5.5K (4%)
92058 Oceanside, CA	3.9K (2.8%)
92069 San Marcos, CA	3.6K (2.6%)
92028 Fallbrook, CA	3.6K (2.6%)
92025 Escondido, CA	2.9K (2.1%)

Survey Results

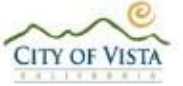


💧 The Wave Waterpark's most heavily attended times are consistent with other public sector aquatic centers.



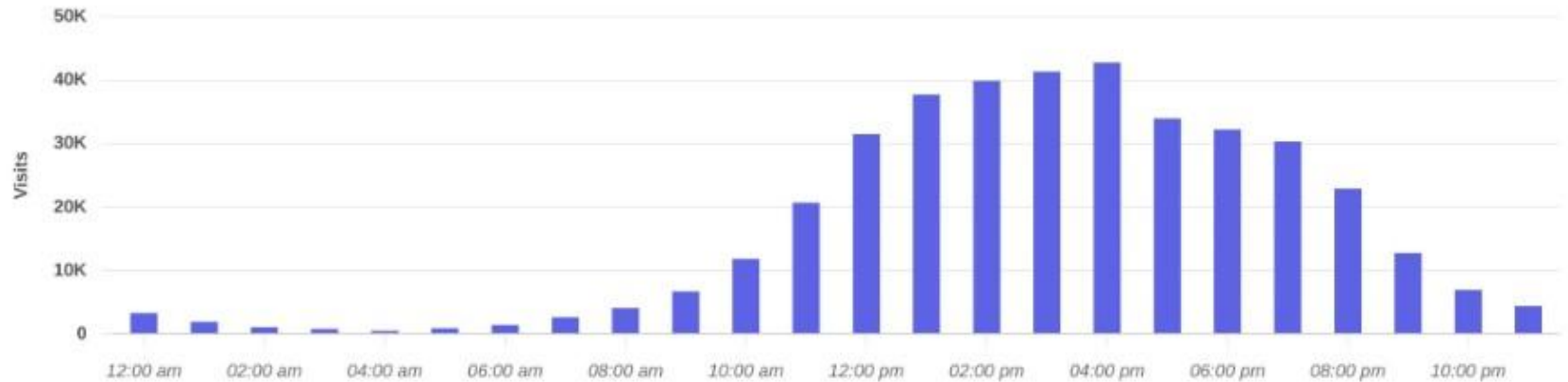
Event Template

Jan 1 - Dec 31, 2024



Hourly Visits

● The Wave Waterpark
101 Wave Dr, Vista, CA 92083



Wave Waterpark Needs Assessment:



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Off-Season 2025 Projects:



- 💧 Resurface Activity Pool (Lazy River)
- 💧 Repair Restroom Leaks
- 💧 Replaced FlowRider Pumps

Immediately Needed Projects To Maintain Current Operations:



- 💧 Upgrade / Modernize Pool Mechanical and Chemical Systems
- 💧 Resurface Lap Pool
- 💧 Replace Lower-Level Pool Deck Completely
- 💧 The assessment encompassed the evaluation of swimming pools, swimming pool decks, deck amenities, waterslides, FlowRider, splash pad, and mechanical and chemical systems. The total estimated project cost for these items is \$3,383,532.

Potential Paths Forward:



- 💧 Bulldoze and Start Over
 - 💧 As a modern right-sized aquatics center
 - 💧 As a park with aquatic amenities
 - 💧 As a park with no aquatics
 - 💧 Sell / lease property to a developer
- 💧 Improve / Restore The Wave with a Phased Approach
- 💧 Continue to React to Immediate Needs