



Keeping Pools Safer.
Keeping Pools Open.



For Fun.
For Fitness.
For Family Safety.

Request for Proposal

“NSPF Learn-to-Swim Index”

Introduction

Many aquatic, pool and hot tub organizations’ train or encourage more people to learn to swim. When a person is competent in the water (aka “a swimmer”), they are more likely to participate in activities in, on and/or around the water. This goal to create more swimmers helps more people live healthier and happier lives, reduce drowning, and build demand for pools, hot tubs, aquatic facilities and the organizations who design, build, care for, and supply these venues. Proficient swimmers are two-times as likely to build a pool, purchase a hot tub, or join an aquatic facility. As a result, all industry segments including the designer, builder, service company, manufacturer, distributor, retailer, etc. have a vested interest in creating more swimmers.

Most industries have an “Index” that measures how they are progressing to a key strategic goal (e.g. factory orders, housing starts, industrial output, gross domestic product, etc.). Unfortunately, we do not have a metric or index to gauge the effectiveness of our (and our industry’s) combined efforts to create swimmers. For example, if we knew population growth was up 3% and new swimmers was up 6%, that would be encouraging. Or in contrast, if the opposite were true, we better change our approach.

Many organizations will benefit from an index that gauges the number of new swimmers created by formal swim lessons. Local swim schools can evaluate their program’s growth versus the national or a regional index. Organizations will be able to gauge the growth rate of their product or service compared to standard index. Funders and supporters of learn to swim programs will be able to gauge if their investment is yielding a positive result. It may be possible to correlate the “learn-to-swim index” to other economic indicators to forecast future growth or contraction trends for different market segments.

RFP Submittal Summary:

The RFP will describe the principal investigator and staff experience and methodology to create the Learn-to-Swim Index that represents the number of individuals who learn to swim from formal lessons as a function of time. The metric should include consideration of several factors:

- How best to create a statistical sample
- Create agreements with organizations who will provide data on learn to swim programs (e.g. YMCA, American Red Cross, U.S. Masters Swimming, Jewish Community Centers, U.S. Swim School Association, Public Schools, Parks Departments, etc.)
- Creating rate-of-change charting to gauge trends, if appropriate.
- Comparison capability for regions, type of facility (government, for-profit swim schools, non-profit swim schools, etc.)

Submittals should be provided in PDF and include the following items, along with other material to demonstrate Investigator’s expertise and capability:

1. A less than four page written description of the approach to the project including illustrative project outputs and no more than 10 page complete proposal.
2. The expertise of the Principal Investigator to carry out the project
3. A cost estimate to complete the development of the “index”
4. A cost estimate to maintain and update the index on a monthly and ongoing basis for three years.

Proposal Submittals:

Please direct all questions, communication, and proposals to Dolores Malocsay,
Dolores.malocsay@nspf.org, 719-540-9119

Please submit proposals in PDF format. If your file size is over 10 MB, please provide a link for a drop box type of service.

- Due: August 31, 2016 5:00 PM (Mountain Time)

About NSPF:

The NSPF mission is to encourage healthy living by increasing aquatic activity through education and research. Everything we do we believe helps people live healthier and happier lives. We believe we make a difference for you by encouraging more aquatic activity, keeping your pools safer, and keeping your pools open. We achieve our goal with products and programs like the Certified Pool/Spa Operator® (CPO®) certification program, the World Aquatic Health™ Conference, and online training. As a 501(c)(3) non-profit, proceeds go to fund research, education, and to help create swimmers.

National Swimming Pool Foundation, 4775 Granby Circle, Colorado Springs, CO 80919-3131

www.nspf.org

www.TheWAHC.org

www.StepIntoSwim.org

www.HomePoolEssentials.org