**COVID-19 Response Award**

**Description of Agency and its Programs**

Counsilman-Hunsaker is a national aquatic consulting firm made up of an integrated team of design professionals and operational specialists with unrivaled aquatic industry experience, bringing exceptional collaboration skills for the design and delivery of high-quality, innovative aquatic facilities while our operational specialists serve as guides in achieving long-term operational success. Counsilman-Hunsaker provides a “Full Circle” of expertise to it’s clients – Audit, Study, Design, Operations and Web Applications and is a thought leader in the industry that provides support to the leading organizations in the aquatic world.

**Why does your agency deserve recognition?**

In the wake of the 2020 COVID Pandemic, aquatic facilities were unsure of how to respond to calls to reopen. Counsilman-Hunsaker sought to provide guidance and resources to assist facilities in re-opening, create procedures to increase safety during the pandemic, and provide resources for operators to reference.

Counsilman-Hunsaker created several initiatives to reach our goal of providing guidance and resources to the aquatic community including presentations, resource collateral and partnerships to aid in re-opening aquatic facilities.

Counsilman-Hunsaker Operations (CHO) staff held 13 webinars between April 8th and May 20th, 2020 with industry associations and leaders including the American Red Cross, Clear Comfort and the National Drowning Prevention Alliance in an effort to help aquatic operators navigate through CDC recommendations, local protocols and emerging best practices.

* April 8 (National Drowning Prevention Alliance)
	+ Webinar: “Being prepared in a time of uncertainty”
	+ Kevin Post, Mick and Sue Nelson, Jill White, Laurie Dennome)
	+ 260 attendees
* April 15 (North Texas Aquatics Association)
	+ Presentation: “Opening/Closing Industry Update”
	+ George Deines
	+ 200 attendees
* April 21 (New Jersey Parks and Recreation Aquatics Section)
	+ Presentation: “Benefit of Seasonal Aquatic Facilities”
	+ George Deines
	+ 80 attendees
* April 22 (North Texas Aquatics Association)
	+ Presentation: “Benefit of Seasonal Aquatic Facilities”
	+ George Deines
	+ 280 attendees
* April 24 (Clear Comfort)
	+ Webinar: “During & After COVID: Adapting Your Aquatics Facility to a New World”
	+ Kevin Post
	+ 599 attendees
* Chicagoland Zoom
	+ COVID Guidance – Q&A
	+ Miklos Valdez
	+ 60 attendees
* April 29 (California Parks and Recreation Society)
	+ Presentation: “Benefit of Seasonal Aquatic Facilities”
	+ George Deines
	+ 115 attendees
* April 30 (Nevada Territories Update)
	+ American Red Cross Webinar – Q&A
	+ Miklos Valdez
	+ 43 attendees
* May 1 (Clear Comfort)
	+ Webinar: “During & After COVID: Adapting Your Aquatics Facility to a New World, Part 2”
	+ Kevin Post, Miklos Valdez, George Deines
	+ 386 attendees
* May 5 (Northeast Aquatics)
	+ American Red Cross Webinar – Q&A
	+ Kevin Post
	+ 70 attendees
* May 13 (North Texas Aquatics Association)
	+ Presentation: “Taking A Deeper Dive Into Safely Reopening Seasonal Aquatic Facilities”
	+ George Deines
	+ 375 attendees
* May 15 (Pacific Northwest Aquatics)
	+ Presentation “Taking A Deeper Dive Into Safely Reopening Seasonal Aquatic Facilities”
	+ Miklos Valdez
	+ 93 attendees
* May 20 (World Waterpark Association)
	+ Webinar: “Taking A Deeper Dive Into Safely Reopening Seasonal Aquatic Facilities”
	+ 93 attendees

Counsilman-Hunsaker also contributed four articles concerning COVID for industry publications including Aquatics International, SwimSwam, Parks and Recreation Business and the World Waterpark Association Magazine.

* April 21 (Aquatics International)
	+ Article: “Championing Your Facility as We Come Out of the Crisis”
	+ George Deines
* April 21 (SwimSwam)
	+ Article: “The Importance of Recreational Summer League Swimming”
	+ George Deines
* June 2020 (Parks and Recreation Business)
	+ Article: “Caring for Your Aquatics Facilities from Prolonged Shutdown to Reopening”
	+ Mike Gartland, George Deines
* June 2020 (World Waterpark Association Magazine)
	+ Article: “Planning for Your Park’s Opening”
	+ George Deines

Counsilman-Hunsaker developed a Pool Openings Map to assist operators and the industry to benchmark their pool openings with others around the country.

Counsilman-Hunsaker developed a COVID resource manual and resource page to direct operators to industry guidance documents and best practices as they were released.

Counsilman-Hunsaker is now a member of the Aquatics Coalition with other industry partners to “…advocate for the return to purpose-driven instructional aquatics…”

Lastly, Counsilman-Hunsaker has provided guidance to multiple state and local health organizations throughout the pandemic.

**Through Counsilman-Hunsaker’s efforts, we have been able to yield the following results:**

* 13 presentations delivered to over 2,600 operators
* Facility Opening Map: 188 Facilities responded with information on pool openings around the country
* Promoted to the aquatics industry how to safely reopen pools to ensure the aquatic needs of communities across the country were met
* Assisted the aquatics industry in thinking through the practical implications of how to safely reopen public swimming pools

**Additional Information:**

Counsilman-Hunsaker serves the aquatics industry all over the United States, from small municipalities and independent pools to large waterparks and national organizations. The expertise, analysis and thought leadership Counsilman-Hunsaker provides creates aquatic experiences that transform people and their communities and the work the operations team provided in response to COVID was to make facilities safer and sustainable.

The goal of the outreach efforts was to provide the expertise of the Counsilman-Hunsaker team to operators around the country and to as many as we could reach. Seeing that municipal aquatic facilities are one of the primary ways that people are introduced to the water, it was important to assist the industry in steps for the safe reopening of swimming pools so that aquatic users could experience of the health, wellness and psychological benefits of competitive swimming, lap swimming, recreational swimming, swimming lessons and water fitness classes.