

**To:** Central Park Tennis Club Board of Directors  
**From:** Pickleball Committee, Carolyn Werner (Chair)

**Date:** Wednesday, September 28, 2022

**Topic:** Summary Report of Pickleball Trial  
Proposal for Fall/Winter Pickleball for October 1 – February 28, 2023

**Executive Summary:** The Summer Pickleball Trial tested whether a pickleball program might be enjoyed by members of the Club without adverse effects to the main objective of Central Park Tennis Club, which is to provide a premier tennis program to its members. During the summer months beginning in June 2022, the Committee gathered data and feedback in a variety of ways, detailed in this report. The Committee declared success of this trial using several different metrics. Due to the success of the trial, the Committee presents a proposal for pickleball to continue at the Club for the fall and winter months.

**Background:** On April 27, 2022, the Board approved a proposal to implement a Summer Pickleball Trial on Court 18. Unobtrusive pickleball court markings were added, basic equipment was purchased, and modest staff resources were used to allow Court 18 to be played as four (4) regulation pickleball courts from June 1 through September 15, 2022. On August 24, 2022, the Board approved an extension of the Summer Trial to continue through September 30, 2022. This extension enabled pickleball to continue under the same framework while the Committee prepared to discuss the Summer Trial and potential future offerings with the Board. During the trial period, Court 18 was available for pickleball play on Courts 18A – 18D for four designated slots totaling 10<sup>1</sup> hours per week. Court 18 was reserved for tennis at all other times.

**Purpose:** The Pickleball Summer Trial tested several questions:

1. Will member interest in pickleball manifest itself in utilization of Court 18?
2. Can the club allocate modest resources to pickleball without adversely affecting its tennis offering?
3. Can a pickleball offering be sustained and managed with an acceptable impact to club staff and finances?

**Indicators of Success:**

- Utilization of Court 18 for pickleball
- Success of pickleball socials in April and September
- Email feedback from members
- Survey results, especially September's post-trial survey
- Minimal impact on tennis court availability when desired for tennis
- Minimal impact on staff and financial resources

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<sup>1</sup> 10 hours per week was during maximum daylight hours. September's allotment is about 2 hours less per week.

### Utilization of Court 18 for pickleball:

Pickleball slots were chosen based on July and August 2021 court-usage records to only occupy times that were not peak tennis demand times –i.e. outdoor courts were not full. The four pickleball slots were Mondays 8:30am – 10:00am, Tuesdays 7:00pm – close, Fridays 11:30am – 1:00pm, and Sundays 5:30pm – close. End of trial results indicated that the Monday and Tuesday timeslots were not popular for pickleball, while the Friday and Sunday timeslots were very popular. Overall, when the timeslots were popular for pickleball, the attendance numbers justified the allocation of the tennis court to pickleball use.

**Table 1: Court 18 Usage for Pickleball during Summer Trial<sup>2</sup>**

Day	Timeslots available	Timeslots used	Courts used	Player count
Monday	15	4	4	11
Tuesday	30 <sup>3</sup>	4	6	24
Friday	15	13	38	139
Sunday	30	28	32	138

The total number of players for the entire Summer Trial equals **312**. This represents a **significant utilization** of the pickleball offering for the trial, especially considering the low popularity of the timeslots.

An additional utilization statistic brings this into even better perspective. A simple calculation can be made to show a “Player Value Metric.” This is a percentage that quantifies the value brought to players at the club by a specific asset or amenity.

$$\text{Player Value Metric} = \frac{\# \text{ players who gain value from an amenity}}{\text{Maximum tennis player capacity}} \times 100$$

For example, if a tennis court stands empty on a Monday morning at 8:30am, then the Player Value Metric will be 0 for that specific day/time. If we look at a longer duration of time, say the 15 weeks of the summer trial, then we have:

$$\text{Maximum tennis player capacity} = 15 \text{ timeslots} \times \frac{4 \text{ players}}{\text{timeslot}} = 60$$

During the summer trial, 11 players used this Monday timeslot, so we can calculate the associated Player Value Metric:

$$\text{Player Value Metric} = \frac{11}{60} \times 100 = 18.33\%$$

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<sup>2</sup> Gametime provided court usage data from June 1 – September 18, 2022.

<sup>3</sup> Tuesday and Sunday timeslots were counted as roughly 2 timeslots per week, for 15 weeks through mid-September.

Now consider Fridays during the trial, when there were 15 timeslots available. The maximum capacity for tennis would be 15 timeslots x 4 tennis players/timeslot = 60 players max for tennis. So, the “Player Value Metric” for the Friday timeslots would be 139 divided by 60, times 100, or 232%. Fridays were extremely popular for pickleball! In fact, **as pickleball courts, Court 18 brought value to more than twice the number of members** who could have enjoyed tennis on that court at those times.

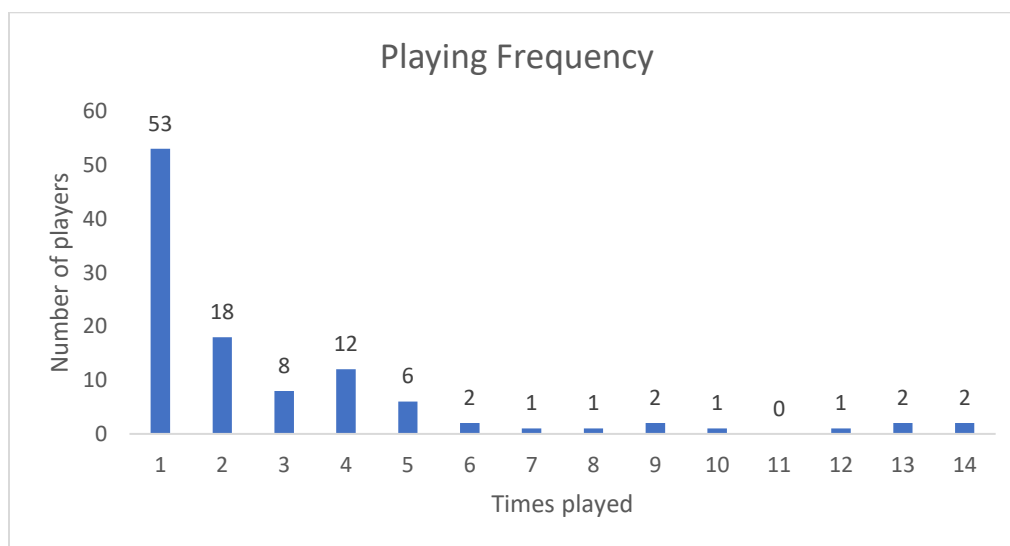
**Table 2: Ct 18 Utilization Statistics**

Day	Timeslots available	Timeslots used	Courts used	Player count	Max Capacity	Player Value Metric
Monday	15	4	4	11	60 <sup>4</sup>	18%
Tuesday	30	4	6	24	120 <sup>5</sup>	20%
Friday	15	13	38	139	60	232%
Sunday	30	28	32	138	120	115%
Totals				312	360	87%

If totals are considered, these numbers reflect a “Player Value Metric” for pickleball equal to **87%** for a relatively unpopular set of timeslots.

Another valuable metric is the percentage of club members who enjoyed use of the pickleball courts. Ideally, the courts should bring value to a large portion of the membership. The chart, below, shows both the breadth and intensity of member usage:

**Table 3: Playing Frequency**



<sup>4</sup> 15 timeslots x 4 players/timeslot = 60 players max

<sup>5</sup> 30 timeslots x 4 players/timeslot = 120 players max

Of the 109 members who played pickleball during the trial, 71 of them only played once or twice. 20 members played 3 or 4 times. The remaining 18 members played 5 or more times. 109 members used the pickleball facility, with the majority (71) playing only once or twice. The factors driving this usage pattern are not known. Perhaps the pickleball timeslots were too undesirable, or perhaps interest was lost after a first try, or perhaps pickleball groups played elsewhere. Perhaps it just takes longer for members to become acquainted with and actually use a new offering.

As with any experiment, the reliability of the data must be assessed. Gametime player lists may be inaccurate due to factors such as:

- The more casual, “drop-in” nature of pickleball play. There were times when pickleball players stopped by Court 18 and joined in after playing tennis, without being named on the pickleball court. Similarly, pickleball players sometimes showed up to the Sunday Open Play sessions without signing up on Gametime.
- Court reservations for pickleball sometimes failed to list all players.
- No penalties for no-shows were imposed during the Summer Trial.

At present, we have no means to measure or correct these errors in our data.

### **Success of Pickleball Socials: April 29, 2022 & September 11, 2022**

The Pickleball Committee executed two Club social events. The first, at the end of April, was attended by 58 members and occupied the entire Reynolds building. Temporary pickleball lines were created using removable tape on Courts 9, 10, 11, and 12, yielding 8 pickleball courts. Staff pros were on hand early in the evening to provide basic instruction for beginners. Food was catered and available in the adjoining lounge area. Feedback for this social was enthusiastic and positive, and generated anticipation for the beginning of the Pickleball Summer Trial.

The second social was held on September 11, 2022, and 49 members attended. Committee members designed tournament style play at different skill levels that awarded credit for playing with different partners, playing more matches, answering pickleball or club trivia with teammates, donating food to a local charity, as well as for winning a pickleball match. This event occurred on Courts 17 and 18. In addition to the four pickleball courts on Court 18, temporary lines were created on Court 17 to form four additional pickleball courts. The entire eight courts were in full use for the two hours allotted during the social. At the conclusion of play, members gathered on the outside deck for dinner and socializing. Feedback was largely positive and appreciative for this fun event.

### **Email Feedback**

Feedback for the pickleball offering was gathered from email sent to [CPTC.Pickleball@gmail.com](mailto:CPTC.Pickleball@gmail.com). The committee received ten (10) email messages from members regarding the pickleball offering. Specifically, comments included:

- No complaints of excessive noise due to pickleball. In fact, club member Julie Bernstein expressed her opinion as a resident neighbor to the club, saying that noise from pickleball was never a problem.

- No complaints were received about the dual-purpose lines from tennis players. Pickleball players did express some confusion about the different colors used for the pickleball courts, but most seemed able to adjust without much trouble.
- Pleasure gained by being able to socialize with other members. Barbara Thompson sent the following on July 6, 2022:

“Hello! I wanted to send a note to let the pickle ball committee know how much i enjoyed Sunday night pickle ball! My husband has been a long time club member, but since I don’t play tennis I don’t get to socialize with many of the tennis members, so this was a real treat!

Thank you for trying it out, we both really enjoyed playing and the socializing after.”

--Barb Thompson and Tim Malone

- Appreciation/enjoyment of the additional club offering, adding value to one’s membership
- Ability to extend members’ racquet play in times of injury, tiredness, or advancing age
- Hope for the longevity of pickleball at the Club

### **Survey Results**

The Committee designed a Post-trial Survey and made it available to the general membership from September 12 – 18, 2022. The survey asked members to indicate the degree to which they agreed with 7 statements:

<b>Question</b>	<b>Agree or Strongly Agree</b>	<b>Disagree or Strongly Disagree</b>
Having pickleball at Central Park is important to me.	52%	36%
I have participated in pickleball at the Club.	42%	43%
I would have used the pickleball courts more often if I were able to reserve them at any time.	43%	39%
I am in favor of having guests for pickleball.	53%	29%
I believe having pickleball at CP makes our Club more valuable.	56%	29%
Pickleball does NOT interfere with my tennis.	69%	17%
I am in favor of a permanent offering of pickleball at Central Park.	56%	29%

The majority of respondents answered in support of the pickleball offering at the Club, and a large majority claimed that pickleball in its current form did NOT interfere with their enjoyment of tennis.

Additionally, members were invited to comment on each statement and comment on their vision for the future of pickleball at Central Park. In these comments, members articulated concerns about excessive noise and reduced court availability for tennis, as well as appreciation for the current pickleball offering and a desire for a separate facility dedicated to pickleball in the future.

### **Minimal impact on tennis court availability when desired for tennis**

Fully occupied outdoor courts were used as an indicator for when another outdoor court would have been desired. Data from court reservation sheets in Gametime were used to investigate whether pickleball slots coincided with times when all outdoor courts were occupied.<sup>6</sup> There were 8 timeslots during the trial when this happened:

- Monday June 27 at 8:30am
- Monday July 11 at 8:30am
- Tuesday July 19 at 7:00pm
- Monday July 25 at 8:30am
- Tuesday July 26 at 7:00pm
- Friday August 5 at 11:30am
- Monday August 8 at 8:30pm
- Monday August 29 at 8:30am

However, there were empty, available indoor courts on nearly all these timeslots<sup>7</sup>. The Committee concludes that pickleball usage affected outdoor tennis only minimally, and deterred overall tennis playing (indoor or outdoor) even more negligibly. The survey results also confirmed this, as 69% of respondents agreed or strongly agreed that pickleball did NOT interfere with enjoyment of tennis.

### **Minimal impact on staff and financial resources**

The Club has incurred expenses for pickleball that total \$3737.27 as of this writing. These expenses include funds to:

- paint unobtrusive lines on Court 18
- purchase four (4) outdoor pickleball nets
- purchase a supply of pickleballs and extra paddles
- purchase a storage bin to be located outside Court 18

In addition, the impact on daily operations of the staff was minimal. Darin Rauso, Club Interim Manager, supported this, saying, "I don't think it has impacted us too much. Pretty self-sufficient, members

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<sup>6</sup> See appendix: Outdoor Court At-Capacity Reports for June, July, August, September

<sup>7</sup> The two exceptions occurred on Tuesday July 19 at 7:00pm and Tuesday July 26 at 7:00pm. These are pickleball timeslots when all outdoor and indoor tennis courts were at capacity. When the pickleball timeslots were first chosen, Tuesday evening was selected because it was not popular in 2021. Data from 2022 suggests that Tuesday evenings were popular for tennis but not for pickleball. It would be a simple adjustment in the future to release this evening timeslot on Tuesday, in favor of a more popular time for pickleball while still not adversely affecting tennis.

reserve and sign up, coordinate the Sunday play, and set up and tear down themselves. Staff mainly make sure the box [containing extra balls and paddles] is unlocked and locked, and check in members upon arrival. As of now, it has been smooth overall.”

### **Summer Trial Findings**

The Pickleball Committee concludes that the Summer Trial demonstrated significant usage of the Club’s pickleball offering, with minimal adverse impact to the tennis program, staff or financial resources. Member feedback indicated general support for the added value of pickleball at Central Park and a desire to include pickleball as a permanent Club amenity.

## **Proposal for Fall/Winter Pickleball for October 1 – February 28, 2023**

Given the success of the summer trial, detailed in the preceding report, the Pickleball Committee makes the following proposal for Fall/Winter Pickleball at Central Park.

- Court 18 Sunday Open Play: move to 2:30pm for 3 hours duration
- Eliminate predefined pickleball-only reserved timeslots (i.e. Monday 8:30am, Tuesday 7:00pm, Friday 11:30am)
- Allow tennis or pickleball reservations on Court 18 on a first come, first serve basis during all times other than Sunday Open Play from 2:30 – 5:30pm.
- Gametime adjustments<sup>8</sup> to be made by Darin
- Reservation rules for pickleball will follow the same rules as for tennis
  - Members may have only one pickleball reservation in the court reservation system at any given time, with the exception of an existing reservation later on the same day that a new reservation request is being made.
  - Players may be named on only 1 reserved pickleball court per day.
  - Members may have a pickleball reservation in addition to a tennis reservation, under the same guidelines.
- Guests will be allowed on reserved pickleball courts using the same rules as tennis guests, namely:
  - Guests for pickleball must pay the same fee of \$15.
  - There is to be a maximum 1:1 guest-to-member ratio on the court.
  - A guest may play (either tennis or pickleball) on a court a maximum of 6 times per calendar year.
  - No guests for Sunday Open Play Pickleball.
- Waitlisted members may reserve a pickleball court under the same guidelines, and for the same fees, as for tennis.

Staff workload is expected to continue at the same, minimal level during this fall/winter season. Expenses for the fall/winter season should be significantly lower than the Summer Trial, as lining and nets were the most significant expenditures in the summer and these are not incurred again. Historically, outdoor court demand is greatly reduced from October through February. In addition, rain and reduced daylight hours make fall and winter outdoor court use impossible much of the time. As such, the Committee does not anticipate any adverse effects from this proposal to the Club tennis offerings. At the conclusion of the winter season, the Committee will present another report to the Board for the Fall/Winter, and if deemed appropriate, will make a proposal for pickleball in the sunnier and warmer months to follow, when demand for outdoor courts becomes more popular.

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<sup>8</sup> See Appendix



Appendices:

1. September 2022 Pickleball Survey Results
2. June 2022 Outdoor Court At-Capacity Report
3. July 2022 Outdoor Court At-Capacity Report
4. August 2022 Outdoor Court At-Capacity Report
5. September (partial) 2022 Outdoor At-Capacity Report
6. Itemized expenses for Pickleball from Darin Rauso
7. Gametime Adjustments for Pickleball Fall/Winter

# June 2022

Times when Outdoor Courts

Were 100% Occupied

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 4:00pm	2 4:00pm	3	4
5	6	7 4:00pm 5:30pm	8 5:30pm	9	10	11
12 2:30pm	13	14 5:30pm	15	16 4:00pm 5:30pm	17	18
19 2:30pm	20 4:00pm 5:30pm	21 4:00pm 5:30pm	22 5:30pm	23 10:00am 5:30pm	24	25
26 10:00am	27 8:30am	28 10:00am	29 2:30pm	30 8:30am 10:00am 2:30pm 4:00pm 5:30pm		

Pickleball court time

# July 2022

Times when Outdoor Courts were 100% Occupied

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 8:30am 10:00am 2:30pm	2
3	4  11:30am 1:00pm	5 10:00am  2:30pm	6 10:00am  5:30pm	7 10:00am  2:30pm 5:30pm	8 8:30am  1:00pm 2:30pm	9 10:00am 11:30am 2:30pm 4:00pm
10  11:30am 1:00pm	11 8:30am 10:00am 11:30am 1:00pm	12 8:30am 10:00am  1:00pm 5:30pm	13  10:00am  4:00pm 5:30pm	14 8:30am 10:00am 11:30am 1:00pm 2:30pm 5:30pm	15 10:00am  2:30pm	16 10:00am
17	18	19 8:30am 10:00am 1:00pm 5:30pm 7:00pm	20  10:00am	21 8:30am 10:00am 1:00pm 5:30pm 7:00pm	22  1:00pm 2:30pm	23
24	25 8:30am 10:00am  2:30pm	26 8:30am 10:00am  5:30pm 7:00pm	27 7:00am 8:30am 10:00am	28 8:30am 10:00am 2:30pm	29 10:00am	30  2:30pm
31 10:00am 11:30am						

Pickleball court time

Pickleball court time when indoor courts also FULL

# August 2022

Times when Outdoor Courts

Were 100% Occupied

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 10:00am	2  2:30pm	3 8:30am 10:00am  4:00pm 5:30pm	4   5:30pm	5  10:00am 11:30am	6  10:00am 11:30am
7	8 8:30am 10:00am 11:30am	9  1:00pm	10 10:00am  2:30pm 5:30pm 7:00pm	11 10:00am 11:30am 2:30pm 5:30pm	12 All courts full Junior Tournament	13 All courts full Junior Tournament
14 8:30am 10:00am  2:30pm	15 10:00am 11:30am 2:30pm	16 8:30am 10:00am  2:30pm 5:30pm	17 10:00am  2:30pm 4:00pm	18   2:30pm 4:00pm	19   1:00pm 2:30pm	20  10:00am  2:30pm
21	22  10:00am	23  10:00am  4:00pm	24 8:30am 10:00am	25	26	27
28 10:00am	29 8:30am 10:00am	30 8:30am 10:00am  5:30pm	31 10:00am			

Pickleball court time

# September 2022

Times<sup>9</sup> when Outdoor Courts

Were 100% Occupied

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 4:00pm
4	5 10:00am 11:30am	6 5:30pm	7 5:30pm	8	9 5:30pm	10 8:30am 10:00am
11 10:00am	12	13 5:30pm	14 5:30pm	15 5:30pm	16 4:00pm	17
18 8:30am	19	20	21	22	23	24
25	26	27	28	29	30	

Pickleball court time

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<sup>9</sup> Only noted through Sept 18

Itemized List of Pickleball Expenses

<b>Vendor</b>	<b>Description</b>	<b>Amount</b>
Amazon.com	Divider Nets	84.64
Sign Pros	Misc. signs	125.36
Head/Penn Racquet Sports	Pickleball balls	164.78
Head/Penn Racquet Sports	Pickleball paddles	305.10
Home Depot	Storage container	212.25
Pickleball Central	Pickleball nets	1,454.42
Pickleball Central	Pickleball ball holder	81.52
Sound Sport Surfaces	Pickleball court lining	1,309.20
	<b>TOTAL</b>	<b>3,737.27</b>

### **Gametime Adjustments for Pickleball Fall/Winter**

- Pickleball players will be permitted to reserve Courts 18A-D on any day and time, provided Court 18 has not already been reserved for tennis.
- Court 18 to remain reservable for tennis on all days and times via Gametime Tennis tab until specifically booked for a pickleball match.
- A heading will be added to the Pickleball tab in Gametime stating “To reserve Ct 18 for pickleball, call the Front Desk.”
- By default, all pickleball courts and times will be blocked as unavailable on the Gametime Pickleball tab. Sunday Open Play will be marked as ‘Reserved’ and accessible via the “Classes & Events” tab.
- If a player wants to reserve Ct 18A-D for pickleball, the player will first check the Pickleball tab for that day and time to determine if it has already been opened for pickleball. If it has, they can reserve their own pickleball court in Gametime. If it hasn’t, the member will call the Front Desk. Staff will mark Ct 18 unavailable for tennis on the Gametime Tennis tab, will sign up the caller for one of the pickleball courts, and mark the remaining pickleball courts as available for self-reservation on that day and time.
- Members may have both a pickleball reservation and a tennis reservation. A member may have a pickleball reservation IN ADDITION to a tennis reservation, under the same guidelines as for tennis.
- Pickleball courts may be reserved as a walk-on court starting the night before at 8pm. Walk on pickleball courts will not be counted as a separate reservation.